

DDU-GKY Student Support Centre Inaugurated

The Student Support Centre of DDU-GKY was officially launched. Dr. K.T Jaleel, Minister, Local Self Government Department, Government of Kerala inaugurated the Student Support Centre at a function held at Kanakakkunnu Palace Main Hall on 10 July 2018. The Student Support Centre consists of Migration Support Centre, Job Portal and Call Centre. Minister made the official launch by making a call to the Call Centre which is set up at Ernakulam. The Support Centre would help to minimize the exploitation existing in the employment sector. Minister said, DDUGKY Kerala has become a role model for the whole nation by launching the first-of-its kind Student Support Centre in Kerala. The Job seekers would be able to get idea about the current openings through DDUGKY Job Portal. He added.

The Awards for the Best Project Implementing Agencies (PIA) was also given away at the function. Wayanad Social Service Society, Dentcare Dental Labs Private Limited from Muvattupuzha and Mega Industries from Thrissur bagged the First, second and third prizes respectively. Minister also launched the 3 'Promotional Videos' made by KSFDK for the promotional activities of DDUGKY programme in Kerala.

DDUGKY Kerala had received the national award for being the second best state nodal agency for implementing DDU-GKY programme during 2017-18 and had also bagged the national award for being the third best state nodal agency for implementing DDU-GKY programme during 2016-17. Kudumbashree Mission has been working to reduce the vagaries associated with migration of the DDU-GKY youth in three ways by offering them suitable training opportunities, helping them prepare for employment away from home and by providing counseling and support services for a reasonable period of time which would enable them to adapt to a foreign environment. Migration Support Centres (MSCs) established at Kochi is a further step in this direction.

Migration Support Centre offers counseling, access to information, acclimatization support and targeted services to displaced workers. It's services also include pre-migration preparatory support for both domestic and abroad placed candidates, post-placement counseling, registering migrant workers and undertaking periodic counseling, facilitate accommodation, undertaking qualitative research amongst



candidates and employers as follow-up to post placement tracking, job retention and career progression counseling, facilitation for securing utility services, provide inter-department or inter-institution liaison support, providing support to workers in case of exigencies and work disputes etc. The call centre would help in resolving the grievances of candidates and act as an important source of information for candidates, and would also act as Public Grievance Redressal system. The job portal would enable the employer to select the appropriate aspirant from a pool of trained candidates from training centres across the state. The employees would also get the information on the current openings as well. The monitoring of the same would be done by the Kudumbashree SRLM. The software will have provision to update the data of the 20,000 candidates of DDU-GKY who had received job placements till now, which will help in tracking the candidates. The Migration Support Centre was started in Kochi itself as most of the students find job opportunities in Kochi.

DDUGKY, the skill training and placement programme under the Ministry of Rural Development (MoRD) occupies a unique position amongst the other skill training programmes due to its focus to the poor rural youth and its emphasis on sustainable employment through the prominence and incentives given to post placement tracking, retention and career progression. Kudumbashree SRLM is planning to give skill training to 30,000 rural youth during 2018-2019.

Kudumbashree women from Alappuzha completes construction of LIFE Mission house in record time



Kudumbashree women completed construction of a LIFE Mission house in record time. It is within 40 days that 27 Kudumbashree women from Alappuzha completed the construction of LIFE Mission house at Pallipad, near Alappuzha. A beneficiary from Pallipad CDS was identified earlier and a group of 32 women were given training with the help of Eksath training centre. It was for Shri. Rameshan Kalachira from Pallipad and his family which consists of his wife Smt. Sheejamma and their daughter Sreekutty that the house was built. The project was named as 'Sreekuttykkoru Swapna Veedu' by Kudumbashree women.

This is the first construction work took up by the Kudumbashree Women. Kudumbashree Mission clubbed the construction for Life Mission and the construction training for the women together to reduce the cost of construction. Four masons gave leadership for the construction training. Along with the construction training, motivational training was also extended to them. Apart from that, training was also given in brick making and ferroslabs making. It is planned to build the Life Mission houses in each block in the same model. The same construction model would be replicated in another panchayaths as well. Kudumbashree women thus rewrote the history by completing their task within record time.

From the outcast to the accepted: Kudumbashree's Inclusion of Transgender Community

Transgenders, who were considered outcast by the society till recently, is now coming to the forefront with the confidence in themselves. Kudumbashree Mission have been implementing various programmes for bringing them to the forefront of the society. Kudumbashree had formed special NHGs and helped the transgenders find livelihood for themselves.

So far, there are 21 transgender NHGs working in the state which have 274 members. Any person in the transgender community who have completed 18 years of age could be the members of NHG. As per the bylaw, an NHG should consist of 10-20 members. But a concession had been given in the case of transgenders. Even though there are only less than 10 members, transgender NHGs could be formed as the District Mission Coordinator may use their discretion in forming the transgender NHGs. The so formed transgender NHGs would be given Rs 10,000 as corpus fund. The formation of such NHGs are progressing in different districts across the state. There are 3 transgenders each working in Thiruvananthapuram and Kozhikode, 2 each at Kollam, Alappuzha, Ernakulam, Palakkad, Malappuram and one each at Pathanamthitta, Kottayam, Wayanad, Kannur and Kasargode.

There are 12 transgender Micro Enterprises working across the state. Nicy Chips, a first of its kind Micro Enterprise unit was launched by a group of transgenders from Aanakulam of Kannur district. Sandhya is the president and Sona is the Secretary of the Micro Enterprise unit. Sneha, Maya, Saumini, Aparna, Jasmine, Reema Satheshan, Sanana and Laisa are the other members of the unit. An average of 2,000 kg of Chips are sold in a month, even though the business is mainly done focusing on trade fairs inside and outside Kerala. Punarjani Juice Corner from Kozhikode is the group initiative of Monisha, Aleena, Shamna and Varsha. They had been taking part in various trade fairs and now they are about to start a permanent juice shop at the civil station premises. They have a sales of Rs 80,000 per month and each of them is earning Rs 10,000 each a month. They had earned upto Rs 30,000 per person.

Amritha, Anamika, Sabitha are the team behind Lakshys Fruits and Juice Corner at Ernakulam Collectorate Premises at Kakkanad. Kudumbashree Ernakulam District Mission is also situated at the Ernakulam Collectorate premises. The juice shop set up at the kiosk is making a sales of Rs 70,000



per month. Another juice shop and jewellery making unit is also working at NGO Quarters, Ernakulam. Kudumbashree Wayanad District Mission is planning to start an outlet as a livelihood activity for transgenders associating with Brahmagiri Society. The vegetables and other products from various units of Kudumbashree would be sold through this proposed outlet.

There are 2 transgender NHGs in Pathanamthitta and they are located at pandalam and Kodumon. Each NHG is running 2 Micro Enterprise units. The five membered group from Kodumon started a dance school. Shyama Prasad, Rahul Raj, Prasad, Sunil Kumar, Aravind are giving leadership to their dance school. 4 students are studying in this school. The other Micro Enterprise units at Pandalam lends the costumes and jewellery for dance programmes. There are 3 Micro Enterprise units at Alappuzha and one Micro Enterprise unit in Malappuram as well.

Nicy Chips of Kannur and Punarjani Juice unit of Kozhikode had took part in Saras fairs and other food festivals. Nicy Chips had also took part at the Saras Fair held at Delhi, Maharashtra and Rajasthan. Kudumbashree had also made a path breaking gesture by employing transgenders in Kochi Metro through Kudumbashree Facility Management Centre. Presently 14 transgenders are working in Kochi Metro. Kudumbashree is thereby bringing the transgender community from the state of outcast to the accepted.

Kudumbashree to launch 'Jaivika' Plant Nurseries



For attaining self sufficiency on demand of the propagation material for Kudumbashree as well as for the supply of best quality seedlings and saplings to all at reasonable and uniform rates throughout Kerala, Kudumbashree Mission would soon launch Jaivika plant Nurseries across the state. Till then, Kudumbashree had been depending on Vegetable and Fruit Promotion Council Kerala (VFPC) and Krishi Vigyan Kendra (KVK) for meeting the seedling requirements. Presently, Kudumbashree have 159 existing plant nurseries in hand. In addition to this, 140 new plant nursery units would be established, in a manner of 10 units per district in the common brand name 'Jaivika'.

Considering the aspects such as sizable plot, road access, and availability of the basic resources, the nursery sites would be identified in the respective districts. 140 units would be identified and given high end training in different propagation and maintenance techniques. The training would be imparted to the selected groups or individuals through various government departments or skilled personnel from other established units. These nurseries would have all kinds of planting materials including vegetables, fruit trees, ornamental plants and common trees developed through the latest propagation methods.

Revolving funds would be extended to each unit for the same. Scale up and branding of existing Kudumbashree nurseries are also contemplated along with. Online monitoring of stocks and sales will be done at later stage to ensure the sustainability of these nurseries.

Kudumbashree Matrimony extending to other districts

Kudumbashree Matrimony, the innovative initiative put forward by Kudumbashree Thrissur District Mission which stand out unique being the first of its kind in the state, is being extended to other districts of Kerala. It's following the success of the initiative, it is being scaled up to other districts. 1000 volunteers had already been given training and the operations at Kazargode District would be started very soon. Kudumbashree Matrimony would be extended to Kannur, Kozhikode, Ernakulam, Alappuzha, Kottayam and Kollam Districts by August 2018. District wise offices would be opened in the first phase and later Block wise and Taluk wise offices would also be opened. The District wise offices would have District Co-ordinators as well. Those interested may register to the matrimony may make their registrations directly or through phone or online. The existing website of the Kudumbashree Matrimony at Thrissur would be used for the state level operations as well.

Smt. Sindhu Balan is the woman behind this innovative initiative. She put forward the idea of Kudumbashree Matrimony during the Plan Review Meeting held at Thrissur District Mission office. It is possible to get an accurate picture of the potential brides and grooms through the Kudumbashree networks very easily. No other organisation have such a network like that Kudumbashree holds and therefore it would be easily possible to get a correct profile of the potential candidates seeking alliance without any difficulty. And therefore the issues caused by the marriage fraudsters

could be avoided. According to Sindhu, only Kudumbashree Mission could something against the marriage frauds, by making use of the vast network that Kudumbashree possess all over the state.

Kudumbashree Matrimony started functioning when Shri. A.C Moideen, Minister for Industries, Sports and Youth Affairs, Government of Kerala inaugurated the initiative in 25 July 2016 at Porkkulam, near Kunnankulam in Thrissur district. Kudumbashree matrimony unit would be charging much lower amount than the other commercial establishments in the field. The fees fixed currently are Rs 750 for the youngsters from the families of the Kudumbashree members and Rs 1000 for those from the potential brides and grooms from other families. The best matches for the bride and groom are founded through software. Those have internet access may login through the website and get the details of the matching profiles and for the others, the matching profiles are sent through post. The details of the bride and groom would be posted in the website only after cross checking it with the concerned CDSs.

As Kudumbashree Matrimony at Thrissur is to celebrate the second anniversary, it had successfully made happen more than 100 marriages so far. Kudumbashree Matrimony is earning an average of Rs 40,000 to Rs 60,000 every month. The nominal rate and good quality are the hallmark of Kudumbashree Matrimony that more people getting attracted to it.



**204 new
Kudumbashree
Construction
Teams
getting
ready**

A total of 204 construction teams are getting ready to rephrase the history by undertaking the works in construction sector. A total of 204 new Kudumbashree construction groups are identified across the state. This is in addition to the 70 Kudumbashree trained groups in the state. So, altogether it makes 274. Out of 204 new teams, training in house construction have been started for 63 teams, and it will be started in a couple of weeks for the remaining teams. The team is undergoing training by constructing one house of a LIFE mission beneficiary. 29 such houses are being constructed as a part of training of the 63 groups, and construction of about 70 houses will be undertaken when the training for all 204 group commences. The construction of one house of the same kind was completed within record time of 40 days. Out of the 204 groups identified, 9 are urban groups and 195 are rural groups.

It was on anticipating the huge shortage of labour force in the near future because of various determined Government campaigns of mass housing, that training was extended to women in construction sector. So that groups of micro contractors could be formed, who can take up the construction of houses of poor and needy, in addition to taking up of bigger projects. As a part of LIFE mission more than 2.5 lakh houses are being constructed in the state in this financial year. This provides huge employment opportunity for women construction groups. Further, once the construction groups completes 3/4 houses, it is aimed to upgrade them to become micro contractors for taking up various works of local self governments. Training is given by taking up the construction of the beneficiaries of various government schemes like PMAY(U), LIFE etc.

Accredited agencies like State Nirmithi Kendra,

District Nirmithi Kendra, Maithri, Habitat, Thrissur Labour Contracting Society, Pinarayi Industrial Cooperative Society, Kerala State Housing Board, Kerala State Construction Corporation, Costford, Uralungal Labour Contract Cooperative Society, Kitco, Eksath etc are extending construction training to the identified groups in the respective districts under the leadership of the District Mission Coordinators. Training on construction activities for Kudumbashree members aims to extend skill training for women in various trades in the construction industry for enhancing the skill of the women in construction related activities such that a sustainable income is generated.

Interview

Samatha Green from Thrissur

Samatha Green is a plant situated in Kunnamkulam Municipality. It's an organic waste processing unit. Six Kudumbashree members are running the plant very well.

1. When did the plant started working?

Kunnamkulam municipality was facing a big problem for the waste from the town limits. Till 2016, the waste was deposited in the ground pit. And was covered by soil. Bad odour was emitting, and the natives could use the water from that place. It was from that, the idea of waste to manure was born. Shashtra Sahithya Parishath gave the idea. With the help of the Municipality Parishath Members, we moved the proposal to the table of IRTC. They helped us much. IRTC carried the technology, machines and skills. In 18 October 2016 the Samatha Green Plant started working.

2. How is the plant working?

Kunnamkulam Municipality collects the waste from the town limits. It has organic and abstract waste. Wastes were separated by the members who are collecting the waste at the source. When the waste come to the trenching ground its bruise in the machine. And its then moved into hemp mixing with Enakkulam and coir powder. After ten days it stirred and the hemp is made. Enakkulam, coir powder and water are mixed as needed. At that time that hemp has 60 degree heat. After another ten days it's moved into the next big hemp for another thirty days. After 50 days, that waste moved for knock off and the organic manure is received.

3. What about the members who working in the plant?

Six Kudumbashree members are the employers of the Samatha Green plant. Smt. Mini Varghese, Smt. Sheeba Shajan, Smt. Emily Baby, Smt. Rama Pramod, Smt. Sherly Gheever, and Smt. Sheeba Subrahmanyam are the members. We are the natives of that place. We are the witness of the old trenching ground issues. We started our Kudumbashree carrier from collecting the waste from the town. When the plant project was in progress we make an interest and joined in the Samatha Green Group.



4. What about the product and customers?

The manure is moving very well. Native Agriculture Offices are the main customers. Native place members, who happened to know about the Samatha Green from the society is now buying our manure. Institutions, educational institutions, individuals, associations, offices etc are visiting the plant for study. They are also buying the manure. We are charging Rs 15 per kilogram. We already have packages of 1 Kg and 40 Kg. According to the needs we are packing and selling the manure.