We had already described about DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) Programme, the skill training and placement scheme implemented by Kudumbashree in one of the previous articles (Making an Impact-04). The agencies for imparting training is selected through a rigorous process, and candidates are trained in various courses of 3 to 9 months duration. On completion of course, candidates get SSC (Sector Skill Councils) or NCVT (National Council for Vocational Training) certification when the pass exams. Also, agencies offer placements to maximum possible candidates after training. This is how DDUGKY programme functions.

As part of this programme, an amount is allocated in the budget for providing uniforms for all the students. All the other states implementing DDUGKY programme used to
follow the model of transferring this amount to the training agencies itself for arranging the uniform.

Our team thought differently in this case. There are many tailoring units formed as Kudumbashree's micro enterprise units. Instead of providing money to agencies for procurement of uniforms, our team took a decision to award the work of stitching of uniforms to our tailoring units. The Project Implementing Agencies (PIAs) wholeheartedly accepted and supported this novel idea of convergence with micro enterprise units. Though the logistics of sticking in selected tailoring units and supply of uniforms across the state in stipulated time was big challenge, we decided to move forward to implement the idea.

We conceived and started implementing this concept of convergence during the year 2017. Since then, the orders of uniforms, caps and bags of DDUGKY training programme is given to Kudumbashree units. Till now, Kudumbashree units had been given the order to stitch 24,768 pairs of students' uniform. Till date, sales of Rs. 4.6 crores has been recorded and this money reached our 22 tailoring units. We are delighted that we were able to help the women earn better income through this new model of convergence.

And, we are very happy to inform you all that this concept was appreciated at the national level by Ministry of Rural Development, Govt of India. Ministry issued a letter suggesting other states to follow this model. We are proud that, this small step taken by Kudumbashree may bring a huge impact throughout the country (expecting women tailoring groups of other states where DDUGKY is implemented to get more orders for uniforms)