Kudumbashree convergence in DDUGKY

The details about DDUGKY (Deen Dayal Upadhyay Grameen Kaushalya Yojana), the skill training programme being implemented through Kudumbashree had been explained in different 'Making an Impact' articles before. While implementing this programme, we included a different yet innovative idea, i.e, convergence with the enterprises of Kudumbashree.

The uniforms for the students of DDUGKY programme is stitched by Kudumbashree enterprises. By giving the work order of the uniforms of DDUGKY beneficiaries, we were able to give Rs.10 crores to the Kudumbashree
micro enterprises. In addition to the uniforms, we were able to provide opportunities to women entrepreneurs to run hostels when the training agencies needed. Further we could arrange house keeping staff for agencies/ their Institutions and hostels through Kudumbashree service providers. Also, notepads and pen for students were bought from our BUDS Schools, providing a small income to our students. We were able to give more than Rs.20 crores to various enterprises through such convergence activities.

Along with giving skill training to the youth who wish to get a job, we could make use of this opportunity (DDUGKY) to help the Kudumbashree family members find an income of their own. This novel initiative from Kerala is appreciated in the national level. Several other states in India had began following the Kerala model of convergence in managing the canteen, running the hostel, managing the house keeping of the hostel, arranging uniforms, books etc. As the DDUGKY- NRLM (Kudumbashree) convergence model in the national level is viewed as a step to bring in more development through sharing of opportunities, we are proud that we were able to plan and implement such a convergence.