Convergence Opportunities in DDUGKY

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Executive Director, Kudumbashree
Kerala
Ideas for Convergence & Best Practices

Part A
5 Ideas for Convergence

Part B
16 Best Practices from Kerala
DDUGKY – NRLM Convergence - Uniform Stitching
Convergence initiative begun in 2016

16 tailoring units supplies uniform to all DDUGKY students

Number of pairs delivered - 48,410

Amount disbursed to community : Rs 4.8 Crore

Now it is part of MoU

DO # J-17060/21/2019DDU-GKY

Subject: Involvement of Self Help Groups (SHGs) and their federations in DDUGKY and RSETI

Dear Chief Secretary,

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) is a flagship programme of the Ministry of Rural Development for skilling rural youth for wage employment; similarly RSETIs are being used for training youth for self

3. It is noteworthy to mention that Kudumbashree, Kerala has already successfully implemented Micro Enterprise Convergence with DDUGKY for Uniform Stitching Unit for DDUGKY Programme and running of canteen in DDUGKY training centres.
Part A

DDUGKY – NRLM Convergence in hostels, canteens & IEC

Convergence
Part A

Convergence

- Initiatives started in 2017
- Encouraged agencies to allot canteen to Kudumbashree enterprise units
- 22 canteens (2.52 lakhs average monthly turnover), 3 hostels (1.5 lakhs average turnover), housekeeping service extended to 16 PIAs. (12,000 income per member per month)
- Direct employment to 133 women
- IEC through Rangashree (Women theater group)
Canteen – Quess Corp - Idukki
Part A

Convergence

3

DDUGKY – NRLM Convergence in Community Mobilizing & Tracking
941 SHG members positioned as Community Resource Personnel (CRP).

Incentive disbursed in stages from mobilization, course completion to placement and retention (Upto 1500/-)

Monthly tracking done by CRPs (up to 12 months)

Skill register and tracking register maintained by CRPs in every Panchayath.
Mobilization Camp
DDUGKY – MGNREGS Convergence in Mobilization
Convergence with other Departments/Organizations

a. IT Mission – Placed 10 students at call centre
b. Reliance Jio – Placed 240 students
Focus on HR for better implementation
14 DPMs, 152 BCs, 941 CRPs
High quality training for staff

Training for BCs & DPMs at IIM Calicut

a. Block coordinators - in leadership, communication.
b. DPMs – Managing Public Relations and Awareness Campaigns.

Training for SPM & ADMCs at IIM Ahmadabad in Project Management and Leadership
Management Development Programme

"Interpersonal Effectiveness & Professionalism" (IEP) for
Block level Functionaries of DDUGKY, Kudumbashree
August 01-03, 2019


One PIA - One Day Review
More focus – better results
Part B

Best practices

DDUGKY candidates minimum salary enhanced to 10,000/- (from fifth phase EoI)
Part B

Best practices

5

Door to door Mobilization in tribal areas
### Special Mobilization

<table>
<thead>
<tr>
<th>Category</th>
<th>Training completed</th>
<th>Placed</th>
</tr>
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<tbody>
<tr>
<td>Ashraya – destitute</td>
<td>736</td>
<td>432</td>
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<tr>
<td>Scheduled Tribe</td>
<td>2545</td>
<td>2125</td>
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<td>PWD</td>
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<tr>
<td>Orphan</td>
<td>18</td>
<td>8</td>
</tr>
</tbody>
</table>
Part B

Best practices

PIA grading and incentives based on grades

- Additional Target (A Grade 5 times TC Capacity; B Grade 3 times)
- Installment Release on submission of documents (A grade 50%, B Grade 30%)
QA by Kudumbashree
Helps to know PIA better.
Fund used for scholarship to students.
Part B

Best practices

Skill competition in all 14 districts in September/October in 14 sectors
Part B                                            Best practices

Exclusive PWD batch – 2 exclusive PwD Training centers.
- commencement -251
- Under training - 80
- Completed -162
- Job given-131
- Placement - 91
Part B                                            Best practices

Foreign Placements
188 foreign placements so far.
Challenge given to PIA - 10 foreign placement
Foreign Placement Support (up to 50,000)
Part B

Best practices

Micro Job Fairs

Job fairs conducted: 74 (2019-20)
Jobs Given: 797
Part B  

Best practices  

1  

3  

Own ERP software
Part B

Best practices

Faster Fund Release
PAC to MoU to Fund release
2018 Oct PAC – 7 Days
2019 Feb PAC – 6 Days
2019 Apl PAC – 4 Days
Part B  Best practices

Integrated Marketing Communication
Railway Announcements
Radio Jingles
Train and Bus Branding
Social Media Promotion
Hoardings
Motivation/Soft-Skill Training for DDUGKY freshers by ASAP.
Thank You