Sagas of Success
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MESSAGE

It’s indeed a matter of pride for Kerala for being able to provide skill training for 17,000 youngsters belonging to financially backward families and job for 11,000 of them through the Central Government project named Deen Dayal Upadhyaya Grameen Kaushalya Yojana. A number of job seekers still join in the training offered under this scheme. I have no hesitation in declaring that the project has become a jewel in the crown of Kudumbashree, one of Kerala State’s inimitable initiatives. Indisputably the project can give a new orientation for the poverty alleviation missions undertaken by Kudumbashree, I’m immensely happy to learn that Kudumbashree is bringing out a book titled ‘Sagas of success’ comprising success stories of candidates from different parts of the state who got skill training under DDU-GKY programme. I wish the book will become a source of lasting motivation for many young candidates.

Love and regards,

Dr. K.T. Jaleel
MINISTER FOR LSGD, MINORITY WELFARE
GOVERNMENT OF KERALA
According to the census of 2011, the country has 45 crores of youth in the age group 15-35 in its rural area. By 2025, the figure is expected to reach 56 crores. Simultaneously, there will be 47 crores of job opportunities kept unfilled world over for deficiency in the number of eligible employees. Moreover, by 2030, people aged below 28 will constitute almost half of India's population. These being facts, only 10 percent of the country's employees have received any skill training. It was in this context that the country had the emergence of an extensive programme titled, Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDU-GKY).

DDU-GKY is a free skill training and employment scheme under the central government's Ministry of Rural Development. The project envisions providing job oriented training for 51,200 candidates in Kerala during four years from 2015 to 2019. The project is implemented through different agencies. Training centres that apply through the central government's website are visited to ensure their qualification before an accreditation is granted for offering training for candidates. Currently, Kerala has 34 agencies providing training through 108 training centres in Dental Ceramic Technician, Banking Correspondent, Accounting using Tally, BPO, Hospitality and similar trades. During past couple of years, about 17,000 candidates have being given training, out of which about 11,000 were provided with employment. The important salient feature of the DDU-GKY project is that it gives about 70 percent employment guarantee.

Besides these, Kudumbashree is set to launch a project christened, 'Sagar Maala' in Ernakulam and Kozhikode districts in order to provide free skill training for candidates of coastal areas. The project aims at providing skill training and subsequent employment for about 2500 young candidates. There is also a plan to empower current beneficiaries and families linked to the central government's job assurance scheme, which is widely praised as the world’s largest one of its kind, by provision of expert skill training so as to

S. Harikishore IAS
Executive Director
Kudumbashree

PREFACE

According to the census of 2011, the country has 45 crores of youth in the age group 15-35 in its rural area. By 2025, the figure is expected to reach 56 crores. Simultaneously, there will be 47 crores of job opportunities kept unfilled world over for deficiency in the number of eligible employees. Moreover, by 2030, people aged below 28 will constitute almost half of India's population. These being facts, only 10 percent of the country's employees have received any skill training. It was in this context that the country had the emergence of an extensive programme titled, Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDU-GKY).

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enable them to fetch better jobs. Kudumbashree is the nodal agency for launching this innovative project named, ‘LIFE’. As part of the LIFE, the DDU-GKY is ambitious of raising the employment status of about 5,000 candidates in next two years with provision of skill training in various areas.

Of the target in front of Kerala’s DDU-GKY, 60 percent is set apart for candidates belonging to the minority classes; 4 percent for ST; and 26 percent for SC candidates. Among these, females and the physically disabled get 33 and 3 percent reservation, respectively. Besides, DDU-GKY in Kerala is envisaging a new project solely for the physically disabled people. Areas of skill training for them have also been identified on the basis of the information collected from Kerala Social Security Mission and Employment Exchanges on 7 lakhs of physically disabled job seekers in the State. In addition to the existing agencies, new ones will be empanelled and made to undergo a selection process before allowing them to launch trainings. We are also looking forward to roping in the service of the existing training centers.

Success of DDU-GKY’s such extensive mission relies on the concregating program this to single out the most eligible candidates for becoming its beneficiaries. Deserving candidates must be selected and provided training in areas they desire to excel. Already 43 lakhs of families in Kerala have come together under the shelter of Kudumbashree. Each and every ward has got Kudumbashree’s presence and representation. The stories about the young achievers selected through Kudumbashree will definitely mount more public trust on the skill training offered under the project which consequently will further the number of candidates getting such worthy training. The 11,000 candidates, who have got employment after training, now receive Rs.8000 or more as salary, bringing progressive changes in their life.

Unbiased narrations of their own words, tones and tenors, about the progress caused in their life due to the training and consequent job will definitely further the reliability of the project, attracting more eligible candidates to become its beneficiaries. That also fosters an assurance that there is a way to receive a permanent job, a sure means for earning. It is with this objective that an idea was sprouted about publishing a book that will speak about the candidates of the previous batches of training and their consequent triumphs in life. This book carries the true life stories perfectly gathered through personal interviews with each candidate ably conducted by students of Kudumbashree’s community colleges. I am sure that by turning the pages of this book, everyone will understand about the benevolent objectives upheld by the DDU-GKY so that more opportunities will be unfurled in coming days for bringing the merits of this unique project to more deserving sections of the society. Best of luck to all those who have emerged victorious under this project! I wish this book to be a source of motivation for lot of fresh candidates.

S. Harikishore IAS
Executive Director, Kudumbashree
Ajinsha Khan is a member of a joint family at Malappuram, a village in Kozhikode. After plus two, this youth has tried with many jobs. Friends told him about DDUGKY while he was working with an event management company in his native place. Soon he underwent a training, which helped him considerably for realizing his ambitions. “See, my father started struggling as a coolie since he was 7-year-old. When I became major, I wanted my father to have a rest life. Today, I am sales man with a mobile shop in Kuwait. So today my father is enjoying rest in his life”, explains Ajinsha Khan about the dramatic changes brought to his life through DDUGKY. Since his was a joint family, physical struggle to earn for the family was inevitable earlier. But now, he earns a sum of Rs.50000 from the foreign land which has become huge success to his family. “DDUGKY had played a big role in changing my life that began as a tent maker. My village and its people always beckon me. My ambition always is to come back and live a happy life in our own soil”, he concluded.

Monthly salary : Rs.50,000
Salesman, Kuwait
A means for wholesome improvement

Unais P.P.
Puthiya Purayil, Peravur, Kannur

After finishing his BCom, Unais, native of Kannur flew abroad and worked as salesman at a mobile shop. But he always had an inward call to get his talents in handling languages and accounting. Knowing his ambition, it was the manager of SAC academy who gave him necessary information about the vast opportunity he could avail through DDUGKY.

Immediately Unais flew back to homeland and joined for an accounting course under DDUGKY. On finishing the course successfully, he went back to Qatar and resumed his work as salesman and accountant with Mobile Plaza, Doha. He already completed four months of service in the new post.

“If I am a reason for my family to be glad, there is an unforgettable role DDUGKY has played. I could get my English skills sharpened and personality further improved. Exactly these are behind my improvement at workplace”, says Unais. He also considers that like him, the information about DDUGKY would be so precious to several youngsters belonging to ordinary families. He always wishes to improve his job status and wants to continue as sales executive since he loves accounting.

Monthly salary : Rs. 40,600
Mobile Sales and Accounting, Mobile Plaza, Doha, Qatar
He gets wings to cross the sea

Manoj G.
Panayil Veedu, Plancherikonam, Vanchiyoor (PO), Thiruvananthapuram

“I joined DDUGKY at a crucial time in life; and that added meaning to my life”, says Manoj, 23-year-old native of Thiruvananthapuram. He belongs to a financially backward family. At home, he has his mother and father.

At the time when he procured an admission to a degree course after passing plus two, his family met up with a big catastrophe. His only sister having certain mental issues committed suicide. Soon after they quit the house and shifted to a newer one. In between, Manoj had to drop his studies and start earning as a coolie for another one and half years.

It was then he came to know about DDUGKY through a member of neighborhood group. He joined for 3 months’ automobile engineering course. If he feared English language during his plus two, the current course had made him more acquainted with it. Besides, he became familiar with the use of computer.

After the course, he worked as mechanic with a workshop. When he longed for permanent job, he quit that and tried his luck through job interviews, but in vain. One day he was called for an interview through DDUGKY for a job opportunity in Grant Auto, Oman. He got selected and has been working in Oman for the past nine months.

Initially he was paid Rs.20000 per month, but today he gets a monthly salary of Rs.30000. He tries to do overtime as much as he can. The company also provides him free food, accommodation and travel. Those with experience get natural promotion. Manoj needs two more years to fetch his promotion.

Manoj became a major support for his family to clear all debts owing to treatment of his sister as well as paying back the house loan. Besides, he has a savings for his own needs.

Those who avoided him before have started looking at him with respect. Today while seeing his classmates going for different higher studies, at times he feels bit sad for not being able to go for higher studies as he wanted. “Yet, it gives me immense happiness for my job that has made me stand on my feet”, says Manoj, possessed with dreams of building own house and buying a car.

Monthly salary : Rs. 30,000
Mobile Sales and Accounting, Mobile Plaza, Doha, Qatar
Abhinand needs to be congratulated

Abhinand M.S.
Nangorakkunnummal, Payambra P.O., Kunnamangalam Via, Chevayur

“My father’s illness is no more a worry for me. I have the income enough for providing him treatment” confidently says Abhinand from Kunnamangalam, Kozhikode.

From his childhood, Abhinand had a meritorious track record in studies. His aim was to study well and get a good job. But everything came to a halt three years before, when his father got hospitalized owing to a disc prolapse. It was a bolt from the blue for everyone in the family including his mother and brother.

It was obvious that unless Abhinand got a permanent job, things will get out of control for them, especially in giving proper treatment for his father. “Then one of my friends told me about the DDUGKY. When I understood that a job is assured, didn’t think further and immediately joined”, he said. At that time, Abhinand already had an ITI certificate in Electronics and Computer Hardware, the course fee of which was mobilized by him through part time night shifts in hotels. On finishing the DDUGKY training, Abinand got employed as helper at a Kozhkode-based company named, Shith.

Right now, he gets a monthly salary of Rs.18000. He is glad for being in a position to help in many of his family’s needs. Earlier they had to plea for help to many people and even got occasionally teased by others. Today the situation is different. He has enough money for treating his father. Even he supports for the education of his sister.

“Today I have my own bike for my travels. Thanks to DDUGKY for making me eligible for a loan. Though I had to shoulder so much responsibilities in my younger age, I have got no ill feel, for I earn enough money” says Abhinand who needs to be congratulated for living a life matching to his name.

Even today he works in hotels during night. He loves to work for work gives him huge satisfaction, in front of which difficulties are annulled.

Salary :: 18000/-
Helper, Sheeth Company, Kozhikode, Ph:- 8943558143
From trouble maker to a gentle executive

Ajith Kumar K.M.
Kalappurakkal House, Palliyad, Thalayazham (PO), Kottayam

“My son is now working at Muthoot’s office. No more annoyances due to him”, when his father proudly says this to others, Ajith Kumar enjoys. Definitely his father’s words count, since Ajith had a past which was such worst. There was a time when he was a trouble maker in the locality. Without any income of his own, he remained odd in that family comprising of parents and two sisters. The home struggled hard to manage out of the meager earnings father made by laboring in the agriculture; and mother working as home servant. When people began asking him why he could not find a job even after taking a BA degree, Ajith decided to go for painting job. Through his mother, who was a Kudumbashree worker, he came to learn about the DDUGKY. He successfully completed a three-month-long personality development course. Ajith Kumar now wows that the course could considerably improve his behavior. His first assigned duty as a field worker at Muthoot, has furthered his capability to understand others and to positively change himself. After a year, he was promoted as an executive, correspondingly increasing his salary. Now, Ajith gets a monthly salary of Rs.12000 and desires to rebuild his home and conduct his sister’s marriage in a befitting way. When the father says that ‘I got my son back’, Ajith gladly confesses that DDUGKY has gifted a fresh hope for his family.

Salary-12000
Muthoot microfin LTD, vaikom , kottayam. Ph;9605292991
Aswathy Babu  
Kaniyamkunnel (H), Kuravilangad (PO), Kottayam

Aswathy seems to be a bit more proud to announce before the world that ‘it is all because of DDUGKY that today she could stand on her feet and do by herself whatever she wishes’. After procuring M.Com degree, she tried frantically for finding a job, but in vain. Instead, the family comprising of her parents and a younger brother had to continue sustaining on a negligible income earned by her father who was a coolie. Aswathy came to know about DDUGKY through her mother. She joined for training only because accommodation and food were offered for free; and job opportunities were explicit. Soon after the training she received a job with a monthly salary of Rs.15000 at Xerox Business Service of India, a company at the Info Park. Thus within three months, Aswathy’s dream of getting a job found fruition. Soon she could be of support to her family. Yet, making her further happier is the radical personality development she could achieve through the training. Aswathy is now confident enough to overcome challenges of all kinds.

Salary- 15000
Xerox business services of India, Infopark, Ernakulam. PH; 9645862173
Joy of fetching a job before any of his friends could

Rahul R.
Kaniyamkunnel (H), Kuravilangad (PO), Kottayam

“Though my qualification is just SSLC, today I possess a good job. Moreover, I have the satisfaction of earning money by working”, says Rahul, who is customer care executive at Vertex, Kaloor, Kochi. Though he could not further continue his studies, he is more than glad for availing a job through DDUGKY, even before any of his friends could. Back in his family, he has parents and a younger brother. Their father was a coolie, making limited earnings. Once he got job, Rahul boldly undertook the education costs of his brother, who but went as an auto rickshaw driver soon after finishing plus two. Rahul believes the DDUGKY could give him the best job considering the educational qualification he has. Procuring own home, phone, bike… Rahul is now dreaming and turning them one by one into realities.
“After our father’s demise, our mother worked hard as housemaid to look after my younger sister and me. At that time I felt sorry for not being a boy to go for some work to reduce mother’s agony. But now, after getting a job, my total perception about life has changed”. These are words of Athira, depicting the despairs and desires that intertwine in one’s life. After her BA, Athira learned about DDUGKY from her mother, while their home was passing through a stiff financial condition. Immediately after a three-month’s training, she became customer care executive at Vertex, Kaloor, Kochi. Athira takes pride to assert that today she is also sharing the household expenses including the fee for her younger sister’s degree course. It gives her lot of pleasure that today she is able to stand on her feet and provide a little relief to her mother’s burdens. Athira trusts that the DDUGKY provides huge relief to youngsters like her, who are financially poor and belonging to backward communities.
Saggs of success

Reny Joy
Nikathil (H), Nayarambalam, Vypin, Ernakulam

“I am the only child for my parents. Hence expectations were huge on me”, says Reny who works as attender at Lose Hospital, Ernakulam. After plus two, Reny could not pursue his education further for his parent not having enough money. His father ran a barbershop, the only source of income for the family. When its revenue decreased, Reny searched for a job. Since he didn’t have any work experience or matching qualification, it was not as easy to find a job. While passing days with a shattered heart, his mother told him about the DDUGKY. Now Reny swears that after three months of training, his entire concept about life has changed. Excellent coaching and good friends had provided lot of solace. He has already passed one year of service as attender at Lose Hospital. He asserts that the job provided him immense of satisfaction and he is now able to look after his parents. According to Reny, it was DDUGKY that has sown dreams in his mind and continues to instill him to turn dreams into realities.

Salary-12000
Lose Hospital, Ernakulam. PH ;9061242018
She breaks the seals, makes income and supports family

Vijimol P.S.
Ambazhathupadavil House, TP Puram (PO), Vazhoor, Kottayam

“I started thinking of getting a job at a time when our family was going through a very difficult financial condition. I wished if I could get a job that can be pursued along with my commitments for looking after husband and children. But my poor educational qualification and higher age became hurdles. I was almost wrapping up with my ambitions, when Kudumbashree unveiled DDUGKY in front of me. I underwent three months of training and found a job. It was just like retrieving my life back.” These are the words of Vijimol, who works as a customer care executive at Mall of Joy, Kottayam. For Vijimol, whose world was too limited for being a housewife, DDUGKY was offering an opportunity to break the seals to explore newer horizons. Her husband, who was an auto rickshaw driver used to work day and night for making a modest earning. When prices of commodities hiked into larger proportions, the income was drastically declining that has made it difficult for Vijimol's family comprising of two kids to sustain. But today, since Vijimol has also got a job, her husband has no need to go for night trips. Now, both of them can jointly meet the expenses for children's education and household needs. All these owe to the confidence boosted through DDUGKY, Vijimol confirms.

Salary-9000/-
Mall of Joy, Kottayam. PH;9744116690
Moving ahead through the success trail shown by mother

Vineesh Soman
Vineeth Bhavan, Kunnida, Chelikkuzhi (PO), Pathanamthitta

“I left my studies and went for a job when a hard financial situation pushed my family comprising of father, mother and elder brother into a virtual standstill”, these are the words of Vineesh, explicitly showing the degree of disappointment he had. It was his mother who didn’t allow him to join his father and brother to pursue the life of a coolie. In fact, his mother had anticipated due support from the DDUGKY. After three months of training, naturally, Vineesh obtained a job at Oberon Mall. Today, Vineesh frankly tells that while walking through the path shown by his mother, he not only gets some extra self-confidence, but also a refined character that helps to compromise with life’s junctures. Among his cherished ambitions are completion of the family’s house construction and purchase of a motorbike for him.

Salary-8500
Oberon mall, Ernakulam. PH;9562486893
“My father and mother always desired to see me becoming a big personality through education. But as I understood that my father’s earnings were too small to fulfill our dreams, I had to drop education after plus two”. At that point, while everyone assumed that Jibin’s career prospects had got stalled, it was his mother who knew about DDUGKY through Kudumbashree. Jibin took the three-month's training only for there were free food and accommodation and a ray of hope about an assured job. Immediately on finishing the course, Jibin got selected for employment by a food court at Oberon Mall, Ernakulam. He is now optimistic that the training he has obtained will be an enduring asset for him to become a perennial contributor for his family. Looking at the struggle exerted by his old classmates with good academic qualifications for getting a job, Jibin remains complacent for he could fetch a job within three months of efforts.
Pleasure of being a sincere employee and supporting home

Abdul Kareem
Chittiyathil House, Thuruth, Aluva (PO), Ernakulam

How to procure a job was the question that haunted Abdul Kareem once he finished his degree. Well, possessing a degree, what becomes essential next is a job, for sure. On understanding that the sustenance of his family comprising of parents and younger brother will be at stake with the small earnings of his father who was a coolie, Abdul Kareem was led to the project, DDUGKY. Mother provided him more information about the scheme. Presently, Abdul Kareem remains pleasant for he could support his family after procuring a job consequent to the three-month-long training under DDUGKY. Not over, his pleasure is also due to the good impression he could build, being a sincere employee.

Salary-10500
Pantaloons, Imperial Trade Centre, Ernakulam. PH:9645732256
Neema Biju  
Nas Road, 130 Junction, Moovattupuzha, Ernakulam

After battling the challenges of being a housewife hailing from a marginalized community, finally Neema rose herself into a winner and enjoys the job she grabbed at Dentcare Dental Lab in Ernakulam. Earlier her family comprising of her mother and daughter depended solely on her husband who has been a salesman. When it became impossible to meet the two ends with the small income, she decided to seek a job for her. Since she had to manage between her responsibilities as a homemaker and mother of a girl studying LKG, she had to be selective while finding a job, which made her job hunting pretty difficult. Thanks to Kudumbashree that provided her all information about DDUGKY. Now a year has crossed with her working in Ernakulam. She wants to continue with the current job since she feels it comfortable to manage between her commitments at the workplace and home. In her dreams are better education for her child; and own house to live.

Salary : 9000  
Dentcare Dental Lab Pvt Ltd., Ernakulam. Ph: 9605794518
Sagas of success

She values a modest life than all monetary gains

Sona T. Ealias
Thekkekkara House, Pampakkuda (PO), Ernakulam

“My husband left for a job in the Gulf while we were in utter bankruptcy. Though later we could solve the issues to an extent, I could not remain solely depended on my Chachan’s and Ammachi’s income”, says Sona. After her education, Sona was passing time desperately without any job, when her mother told her about DDUGKY. After three months of training she was selected as an accountant with a firm. She finds it difficult to describe the happiness she had after getting that job within such short of three months. She tells that the training could change her personality and infuse her mind with fresh hope in life, enhancing her self-confidence. She believes that now she has got the will and courage to tackle any challenging situation by finding a job and taking decisions of her own. She wanted to stress that though the DDUGKY’s involvement could not have brought big monetary gains, the project could offer a happy, modest life.

Salary : 9000
Eureka Forbs, Ernakulam. Ph. 8593893632
Harikrishnan V.M.
Vengakkal, Padua (PO), Akalakkunnam, Kottayam

Harikrishnan lives in a family comprising of his father, mother and sister. The family sustained on the earning of the father who had an automobile workshop. He always cherished to get a job after finishing his degree course. His ambition found a way out when his mother joined him with the DDUGKY’s three-month’s training. Harikrishnan avows that the training has provided him a charming personality and capability to venture for jobs in leading organizations. It was the DDUGKY’s training that has kindled in him the importance of savings in life. Now he has become a huge support his father, making him happier. While majority of his classmates still continue their job hunt, on 18, January 2017, Harikrishnan completed a year of service at Info Park. A new bike, sister’s education; and his marriage are dreams for his near future.

Salary : 15000
Xerox, Infopark, Ernakulam. Ph: 9656987635
Making something extraordinary out of an ordinary life

Aryamol
Mannel Nivarthikkal, Thattanakkadu (PO), Cherthala, Alappuzha

Hailing from an ordinary family, Aryamol has got a BCom degree after which she worked as accountant with a few private institutions. She got married, but life for her was not good from then. She went her house and stayed away from her husband for four years. While looking for a job, one of her friends suggested about DDUGKY. While joining for a three-month's computer training, she was convinced about the 100 percent job assurance the course assured. She had no sooner completed the course than she was selected as junior branch assistant with Manappuram Finance’s branch at Aroor. After six months, Aryamol was promoted as assistant branch head. Currently she receives a monthly remuneration of Rs.12000.

With Ayra’s earning, the family could payback a part of the debt her father had. She owns two insurance policies and a two wheeler in her name. With alacrity, Arya expresses her indebtedness to DDUGKY for supporting her to stand on her feet at a testing time in life.

Salary : 12000
Manappuram Finance, Maniyampillil Building, Poochackal, Ph :- 9961957914
Her job gets back dignity for a family

Neethu Das S.
Malavila Pongumkuzhi Veedu, Utharamkode, Kottoor (PO) 7034510671

Neethu, native of Kottoor in Thiruvananthapuram district comes from an impoverished family comprising of her mother and elder sister. Since father has left their family, from very tender age, both sisters were looked after by their mother who worked as a coolie.

After procuring TTC, Neeth stayed home unemployed. One day her mother, who was also a member of the neighborhood group informed her about the DDUGKY. Neethu joined for a three-month’s training in Business Banking. Within two months of her finishing the training, she was appointed by Techno Park-based company named Aegis as their customer care executive. Till now she has been there for over eight months, earning a monthly salary of more than Rs.11000.

Back at her home, Neethu’s job has begun to gradually improve the dire situation that prevailed. If earlier it was the meager wages her mother used to get through job assurance scheme, now with Neethu’s income their home keeps away any starvation. Not over, it was Neethu’s earnings that has helped clear house loan and conduct of her sister’s marriage.

“Earlier we had no value before the society, for we lived a pathetic life. But now, as people knew about my job and my ability to run our family, they give much consideration for me. The 20-year-old girl states with pride that everything became possible only because of the DDUGKY.

Salary : 12000
AGIES, Gayathri Building, Technopark, Trivandrum, Ph:- 7034510671
22-year-old Binu Thomas, native of Kuzhitholu, Idukki district, is a member of a financially backward family. He was passing days idle after BCom, when the CDS chairperson informed him about the DDUGKY. On enquiry, the cent percent job assurance was convinced. Binu joined for a 3-months’ ITES course.

Within six months of him finishing the training, Binu was appointed as customer care executive by Aegis, Techno Park, Thiruvananthapuram. He earns over Rs.10000 per month through the job. Added benefits are that through the training he could acquire ability in speaking English and working on computer.

Their father was a coolie who depended on works he occasionally got to manage the family comprising of Binu, his mother and brother. Now, Binu is the only one to have a permanent employment in the family. Through his regular income, Binu takes care of a part of homely necessities including the education of his brother.

He is only glad to get the society’s appreciation for which he thanks DDUGKY.
Indrajith
Thandasseriyl House, Mathaipara (PO), Valakkode, Idukki.

Indrajith’s is a financially poor family. After BCom, he had to shelve his ambition to pursue a post-graduation, for the cost of higher education was prohibitive for the impoverished family that survived on the limited income his father Prabhakaran could get. He was on frantic search for a job, when his mother who was a member of the neighborhood group told about DDUGKY. When he understood that there was 100 percent job surety, Indrajith joined for ITES training.

Indrajith admits that the course could bring lot of improvement in her behavior. Soon after the course, he joined as customer care executive with a monthly salary of Rs.11000 at Aegis, Techno Park, Thiruvananthapuram. On date he has completed nine months of employment. His house already has a television bought by him. Debts are also gradually cleared.

“Thought I wished for higher studies, right now I am more than happy for getting a job and providing small support for my father in meeting liabilities at home”, Indrajith says.
Mainagapalli, Vavvakavu is a small village belonging to Karunagappally Municipality in Kollam district. The only source of income for Shefeek's family comprising of his mother and younger brother was his father’s small scale business. Though the income was too small, parents struggled a lot not to compromise with their children's education. Though after plus two, Shefeek procured a diploma in electrical trade, a job for him seemed a distant dream. He too joined the usual stream of youngsters flying to the Gulf for employment. Various expenses including Visa fee, has incurred a loan of Rs. 1.5 lakhs. Still, Shafeek failed to find a good job in the foreign land. While he landed back in the homeland, he had nothing at hand, except shrunken hope and swollen debts. It was during this time that a newspaper advertisement provided him necessary information about the vocational courses offered by DDUGKY. He joined for a 6 months' banking course offered by Asia Pacific. Currently, Shefeek is a field executive receiving a monthly salary of Rs.15000. In between, his younger brother could also finish BCom and get employment at a private organization.

The brothers took a loan of Rs.5 lakh and built a firm house in the place where their old dilapidated house remained. "My brother and I jointly pay back debts owing to my Gulf journey and new house construction. Though our parents struggled hard to assure education for us, a job could be gained only through DDUGKY. Today, I'm a winner, in my own land", Shefeek tells with content.

“When I joined Muthoot Fin Corp, after learning Tally, my salary was Rs.12000. My self-confidence and diligence made me lovable for all colleagues. Gradually I got increments and now, my salary is Rs.15000”, says Shefeek who has crossed seven successful months at his workplace.

Salary : 15000
Field Executive, Muthoot Fincorp, Karunagappilly, Ph:- 7559048720
Mainagapalli, Vavvakavu is a small village belonging to Karunagappally Municipality in Kollam district. The only source of income for Shefeek’s family comprising of his mother and younger brother was his father’s small scale business. Though the income was too small, parents struggled a lot not to compromise with their children’s education. Though after plus two, Shefeek procured a diploma in electrical trade, a job for him seemed a distant dream. He too joined the usual stream of youngsters flying to the Gulf for employment. Various expenses including Vis fee, has incurred a loan of Rs. 1.5 lakhs. Still, Shafeek failed to find a good job in the foreign land. While he landed back in the homeland, he had nothing at hand, except shrunken hope and swollen debts. It was during this time that a newspaper advertisement provided him necessary information about the vocational courses offered by DDUGKY. He joined for a 6 months’ banking course offered by Asia Pacific. Currently, Shefeek is a field executive receiving a monthly salary of Rs.15000. In between, his younger brother could also finish BCom and get employment at a private organization.

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Harinlal
Neendakara, Kollam.

This younger brother of Harishlal could complete a BTech course, though couldn’t win the degree. Harinlal thought that had he got a job, it would have been easier for him to meet expenses for pursuing his studies further. Moreover, his brother, who had obtained impressive results with the DDUGKY training, also encouraged him to join for a vocational training there. In due course, Harinlal also did training in CEE offered by Orion Edu Tech. Consequently he got a job with a monthly salary of Rs.12000 with AGES, a company situated at Techno Park, Thiruvananthapuram. Along with job, he is preparing for winning the papers in which he failed during BTech. He is confident that with an engineering degree, his prospects will ascend. “I could fetch a number of prizes for my excellence at workplace. I’m only proud to say that success of my life until now owes much to the DDUGKY’s vocational training that I underwent”, says Harinlal, as an explicit mark of his determination and will.

Salary : 12000
AGES, Technopark, Kazhakoottam, Trivandrum, Ph:- 9809472030
Getting a joyful, lovable job

Jibin
Pacha, Paluvally, Thiruvanathapuram

“it is true that the impression a family creates in the society depends on its way of life as well as the income. At least I had in my life lot of occasions that substantiates this”, says 21-year-old Jibin. He is the younger of the two sons born to a coolie father and housewife mother at Pacha, Paluvalli in Thiruvananthapuram. Reason behind his elder brother turning to theology to become a priest is nothing other than the financial crunch that has affected the family.

It was after his plus two studies that Jibin came to know about DDUGKY’s vocational training courses through his friends. He joined for a 3 months’ hospitality training at an agency named CAP, Sreekaryam, Thiruvananthapuram. After finishing the course successfully, Jibin got employment at Arya Nivas, Thampanoor with a monthly salary of Rs.8000. “Since I’m in hospitality field, I get chances to mingle and acquaint with different kinds of people. This has helped a lot in my personality development. Since mine is a service, the amount of satisfaction from my job is also more”, says Jibin. Above all, it gives him immense of pleasure now to provide though small, his share of support for the sustenance of his family.

Salary: 8000/-
Aryanivas, Thampanoor. Trivandrum
It was Ammini’s belief that for a family to obtain financial security, wife must also share the responsibility along with husband. It was her belief that made her seek a permanent job. She started searching for a job when severe financial problems started shaking the family. In front of her and job prospects, the limited educational qualification posed a big hurdle. Later she compromised with a job negligible salary offered at a timber mill proximate to her house. Since working there, it was convenient to take care of her children, she continued with the job. One day she came to know about the training programmes of DDUGKY and decided to join for a suitable one. One more reason for joining the security guard course offered at College of Social Sciences was that it was a precious chance for her to venture into the joys of a college life, which otherwise could have been untold for her at the age of 32. On successful completion of the course she got a job as Woman Security Guard at Info Park. Since the job is on shift basis, it is convenient for her to look after family matters. She enjoys the facilities of getting her salary on 7th of every month; as well as provision of availing leave on essential conditions. Now Ammini is very happy for she is able to save an amount, after meeting a part of the family’s needs.
“We had a situation when our family’s financial state was worst, making it difficult to continue with my sister’s nursing course. For everything we had to depend on our mother” Rajani, native of Kasaragod recollects. Rajani has a degree in History and has done a HDC & BM course. She belongs to Mavilan, a tribal community having certain reservations in postings. Yet she got any job, neither in government sector nor the private. In this context, she managed to get a job at KITEX with the help of one of her friends. There she learned that KITEX uses to provide three months’ vocation training in various trades under DDUGKY. Without any delay she joined for a course that enabled her to master her job. In fact it was a classroom session for two months and practical training for one month. Besides Tulu and Malayalam which were familiar for her until then, she could learn a little English through the training. She also thanks the training for making her able to work with computer. For the last one year she is working with KITEX Garments, availing a monthly salary of Rs.9200. She is able to set apart entire salary for her household needs. Thanks to the free food and accommodation provided by her company.
Sagas of success

For every problem, there is a solution, she believes

Kunjumol
Kinathu Veedu, Punnakunnu, Kasaragod

When one asks her “Why can’t you stay at home than remaining insecure at workplace?”, 38-year-old Kunjumol sheds a smile of confidence. She is one among many who have procured a job as Woman Security Guard and knows how safe she is with the job. She joined for the course at a time when it became indispensable for her to share the responsibility of sustaining her family. At home she has her husband and children. Yet, when husband became a bit careless about family, she had to shoulder some more responsibility. When it became vivid that it won’t be possible to meet the educational needs of her children with the mere earnings she made out of job assurance scheme, Kunjumol decided to go as Women Security Guard. “I don’t think that I could have obtained more glorious job with my 8th standard education. The three-month-long training has fostered me into a woman with determination”, she says. It was the new job that has brought in progressive changes in her life that many times withered due to issues in the family. She sternly believes that problems are common, but there are solutions, too. Happiness shimmering on her face, she asserts that DDUGKY is such a problem solver.

Salary:-10500/-
Women Security Guard, Infopark, Ernakulam, METRO RAIL DIVISION
For her, job is an answer to many questions

Anu Reji
Vazhappallil House, Koorali (PO), Elamkulam, Thrivenikkavala

People started interrogating her for not having a job when almost all her BA Economics classmates had got one or other job. To the world that continued to ask her why she could not get a job even after learning so much, Anu Reji’s fitting reply is her present job. Anu’s is a middle class family comprising of father, mother and sisters. She began frantically searching for a job when family’s sustenance became difficult with the only earnings of their father. At first she went coaching for becoming successful with bank recruitments, but found no gain. Then she joined for a course offered by Queens Crop Ltd. Thanks to the timely information passed on to her about DDUGKY by her mother who was member of a neighborhood group. The three-months’ course could get her a job at Vertex, Kaloor. She has been working there for the past one year. Out of her monthly salary of Rs.7500, she is able to make savings after meeting hostel and food expenses. Anu makes it a point that course of this sort are really helpful for girls like her belonging to middle class families.

Salary:-7500/-
Vertex Kaloor, Ph:-  9846356486
She has a perfect job, perfect life

Liji Kol T.J.
Thakaraparambil House, Aymanom (PO)

“I too get salary as promptly as any government employee does. My salary is promptly credited to my bank account”. These are words of Liji Mol, who is a BCom graduate, employed at Bharat Matrimonial, Ernakulam. While she was doing the DDUGKY training at Queens Crops Ltd., her father expired. Being the eldest in the family, she had to shoulder more responsibility thenceforth. The family’s only income was a meager amount gathered by their mother who went for menial jobs. She got the job at Bharat Matrimonial only because of the training offered by the DDUGKY. Today, she is able to make good earnings out of her job. She has passed a year of no hassles with the new job. She is also complacent about her ability to support in her siblings’ education costs.

Salary- 10000/-
Lino Joseph, Oberon mall, Ernakulam. Ph: 7356801698
Like many youngsters of his generation, Akhil Kumar also bore a strong desire to work at least for a couple of years and gain the experience of working with surrealistic companies of Info Park or Techno Park. And it was that inner flame that has led the 25-year-old youth to the DDUGKY’s vocation training. At home he has his father, mother and a younger brother, making a fairly good life. Immediately after BCom, Akhil joined a Bajaj showroom. Then he pursued MCom and it was during the fag end of the course that he joined for a vocational course at All India Asian Educational Foundation. The three months’ course made it easy for him to find a job. He was appointed by Xerox Business Services of India, a company based at Info Park, with a monthly salary of Rs15000. The job has realized his dream of achieving good job and good living.
For Lino Joseph, a youngster from Pathanamthitta, DDUGKY was the answer to the question what after plus two. Thanks to his mother who unveiled about the initiative. While joining for a hospitality course at Sri Technologies Trade and Hospitality, his major aim was to become supportive to his family comprising of father, mother and sister. When he successfully completed the job, he got a job with the food court at Oberon Mall. Since the job shift is from 1pm to 11pm, he gets enough time for rest. Lino is extremely happy for getting a job at the age of 18 and sharing a part of his salary for the welfare of his family.

Salary:- 10,000
Oberon Mall, Ernakulam. PH : 7356801698
Manu M.S.
Manath House, Choottanikara (PO), Kannayanur

Manu, who has been working with Tata Motors for the last one year says, “On successfully completing Office Assistant and Tally course offered by KITES, my previous company called me back and offered enhanced salary”. Turning point in Manu’s life was attending a class on DDUGKY offered by the Panchayat. Soon after, he joined for the training at KITES and procured a job. In turn, with his earnings, the family comprising of his father, mother and sister felt managing their home more comfortable. Manu was a student in the debut batch of the course at KITES. He swears that the course has offered him certain unforgettable experiences. No university in the State is offering a personality development module along with Tally. It was this course that enabled him to amplify his self-confidence, identify his talents and boost his skills. It was exactly for this reason that he could join back a company from where he once resigned. Today, as Manu leads an impressive life, along with him the glory of DDUGKY also stands aloft.
From deep void to a vivacious life

Ullas M.M.
Kallikkattil House, Mekkadambu (PO), Moovattupuzha.

“When our father died, we were doomed into a great void. It was a time when I was answerless to the question of providing a good life for my mother and sisters”, recalls Ullas about the incidence that left him desperate at the age of 21. When life became a big question before him, he decided to find a job. The only income his mother received through her LIC agency was not enough. But getting a job was not as easy, though he had a BCom degree. At that time his mother informed him about the Accounts and Tally course offered at KITES under Kudumbashree’s DDUGKY. He not only joined the course, but also was blessed to get a job during the finishing stages of the course at Allen Technologies as their executive supporter.

Ullas says that since the company provides many benefits other than monthly salary, he doesn’t feel any difficulty now. With his job, the family’s commitments are met and his mother’s burdens are eased. The company honoured Ullas for being an obedient and skilled employee. Ullas hopes to continue with the same company and fetch higher posts there in the course of time.

Salary – 10000/-
Allen Technologies, Ernakulam. Ph: 7034707500
She reaps real success in life

Indu Thankappan
Puthchirathandel House, Cheruvattoor P.O., Kothamangalam

“They say it is easy for backward community candidates to get good jobs even without higher educational qualifications. But in reality, we face difficulties in getting jobs in big companies for our lack of higher qualifications”, while saying this, Indu Thankappan, native of Kothamangalam underlines that DDUGKY has been proved as a way out for many youngsters like her.

Now aged 25, Indu could not go for plus to after SSLC. Instead she went for learning Graphic Designing. While she was working at a studio, she came to know about DDUGKY through her husband. When they knew that the Moovattupuzha-based Dentcare Dental Lab Pvt. Ltd. was one of the agencies under the DDUGKY, she decided to join a course there. She was trained in the making of artificial teeth. There was not any expense since she was provided all including travel expenses and food.

Immediately after the course, all students were employed there, making them part of a company that gathers crores as profit. Since she had good skill in computer, Indu got job at the main front office of the company.

In turn, at the studio where she previously worked from morning till evening, she was paid a very small amount. There was not rest time, too. But today, though on shift-basis, she gets good salary and rest, besides a range of welfare schemes offered by the company. There is promotion based on one’s ability and diligence. Indu proudly remembers that when she had to keep away for two months from job on certain health grounds, instead of recruiting another one, the company waited for her to rejoin.

Salary-10000
Dent care dental lab pvt ltd, Ernakulam. Ph; 9846441458
For him, pursuing a PG degree became prohibitive with the family’s dwindling financial capacity. Back in his family, his father, mother and brother were also facing so many difficulties with not enough money for their day to day needs. Still, Sreeraj managed to pass BSc in Chemistry procuring 50 percent marks. Thereafter, while the brothers understood that their father’s income as a security guard was not even enough to clear the debts, they dropped their education and looked for fitting jobs. While thoughts were only about ways to find a job immediately, it was their mother who told about DDUGKY.

Shortly, Sreejith became a student at Rajagiri School of Social Sciences learning for 3 months’ security course. It was a period that gave him a refreshed experience of learning, especially about the need to have discipline and system in one’s life. He cannot forget the teachers who instilled such good traits. “It was DDUGKY that trained me to accomplish th0gings, through proper time management”, Sreeraj says.

It was these fresh set of qualities that has helped Sreeraj to get a job that he has been successfully pursuing for the past six months at Spider Techno Soft. On he becoming a responsible income earner, his father’s liabilities could be reduced to an extent and happiness bloomed in their house. According to him, all credits for the savings already made by Sreeraj goes duly shared between him and the DDUGKY. He looks ahead to clear a few more small financial commitments before joining for higher studies.

Salary-10000
Spider Tecnosoft, Ernakulam. PH;8129009981
“It was a training that gave me lessons about the importance of patience and preciousness of time in one’s life” recollects Vismaya, native of Kottayam, well testifying the significance the DDUGKY’s training had in her family comprising of mother and a sister. Since the courier service course she had learned previously could not fetch her any job, she went for a 3-month’s training at Quess Crops Ltd., under DDUGKY. Soon after the course, she was employed by Eben Telecom. Out of the three months spent at the training, 21 days were exclusively for learning how to deal with the customers. This has considerably helped her to reduce the workload. Her job at the call centre for over a year has brought good changes in her life. There was a definite progress in the financial status; but more important was the positive influence the training has imparted in her behavior. Since nowadays, it is a pastime for her to deal with varied types of people every day, she could grow an ability to easily tackle with any life situation with a cool and composed mind. In fact, with that travel from her tranquil native tribal village to the city’s din, Vismaya was receiving great changes in her life. Though she could not make big savings, every month she keeps aside a part of her salary for her family’s needs - one thing that eases her mother’s burden.
Anjaly Roy
Marramattom House, Pandippara P.O., Idukki

“I had to stop my education at plus two level due to my mother’s ill health. Moreover, there were commitments owing to my sister’s marriage and it was apparent that with the limited income my father could get from his small teashop, all the liabilities of our family could not have met”, explains Anjaly about the dire situation that made her drop education.

Native of Pandippara, Idukki, Anjaly recalls that when it was evident that the family could not move ahead smoothly with the only income of her father, her mother too started working under job assurance scheme, setting aside her health issues. One day her mother knew about DDUGKY through one of her counterparts and immediately passed on the information to Anjaly. While joining for Hospitality course at Sree Technologies, she had got not only a desire to learn, but also a hope that the training might fetch her job to support her parents. On finishing the course, she was appointed in the house-keeping department of Fragrant Nature, a hotel and resort based in Fort Kochi. Initially, she as well as her parents was a bit apprehensive about her security with such resort job. But there were officers of the resort who explained everything unambiguously. She said there has been no problem since every time she enters a guest’s room, one senior lady officer also accompanies. Though working period is from 7am to 7pm, there is provision for availing leave. She is given a salary of Rs.8000 plus free food and accommodation. Hence she is able to send her full salary to home. Though she was absorbed as a three-month’s trainee, presently she has become a permanent staff of the resort. She now wishes to go for higher studies immediately on clearing all debt commitments.

Salary- 8000/-
Fragrent Nature, Fort Kochi
“In fact the full credit for the better condition I have today goes to DDUGKY. Now I am confident that my desires will be realized”, 21-year-old Rahul says this from Nattippara colony of Pinangode in Wayanad district, with all pride for getting a job at a younger age.

Rahul’s is a poor family. The family relied on his father’s income, but not after the latter suffered a disc prolapse. To earn something, his mother used to work under job assurance scheme, but only till she became unable to work anymore owing to sever stomach ailment. Now, his sister took the onus and went for a job at a resort. But the back-breaking job earned her only Rs.6000 a month. When this was not enough for their home to sustain, it became inevitable for Rahul to find a job. As a student, Rahul used to find money for his education by doing welding works and gathering and selling coffee seeds. At home he frequently did some electrical works, too. His ambition was to become a mechanic. He joined for DDUGKY training once he knew about it through a friend. His belief was that the course will earn him a sure job and thus his family will get a solace. His belief didn’t betray him. Immediately on finishing the training, he got a job.

It is already a year since he started working as an office boy at Merry Time Cream Foods, KINFRA Park, Kakkanchery, Malappuram. He is satisfied at the job security. His family has got a new respite from the agonies they were suffering. Now there is money for the treatment of his father. Though by way of a loan, his long cherished dream of possessing a motorbike of his own was realized for which he is much excited.

“You know, during my school days I could not join for excursions for lack of money. But today, I travel to places like Athirapalli falls that I love to see”, says Rahul, venting his excitement. His face bore a beam of confidence when he talked about his next dream - conducting his sister’s marriage in a befitting way.

Salary-10,000/-
Office Boy, Kinfra Park, Marytime Cream foods, Kakkanchery, Malappuram Ph:- 8086928236
Sagas of success

Sagas of success

Saranya T.C.
Pulamoolathadathil, Cherukattoor, Panamaram, Wayanad

“...”

DDUGKY was introduced by her mother who was member of a neighborhood group. Since there was no course fee, and a job was assured on completion, she hadn’t had to think twice to join. While joining, Saranya was just a plus two pass out. She was also possessed with an ambition to learn about the ways to improve one’s performance while employed. On completing the course, she was first absorbed at KITEX, Ernakulam for a monthly salary of Rs.6000. But for those who are interested, the company let them apply with Kalyan Kendra, Kozhikode. Saranya, too applied and consequent to an interview, she was appointed by the new institution with a monthly salary of Rs.13000. Since then her life began to improve.

“Before, I had too much stage fright and kept away from acquainting with people. But during the training there was a teacher who supported a lot. Today my language has improved a lot and I know the ways to make my communication impressive. I am obliged to DDUGKY for all these,” Saranya says. Now her confidence gets boosted every month on getting the salary. She accumulated two months’ salary to buy a gold pendent. She has acquired the capacity to buy those costumes and accessories that remained untold for her previously. Above all, now she regularly sends a sum to her home. She is so happy to get her wishes fulfilled at this younger age.

Salary :- 13000/-
Kalyan Kendra, Kozhikode, Ph:- 9526804579
Sasi S.
Soupamnika (H), Kattikulam (PO), Kalikolli, Wayanad

“There was a time when I feared to face a crowd. But now the time has come for me to address people without any difficulty”, says Sasi, a youngster born to a Tamil family that settled in Kattikulam village of Wayanad 32 years before. Even today, they speak mostly Tamil. Since even after hard preparations, he could not get selected to the Army, he dropped that much cherished ambition. His family comprising of two sisters, mother relied solely on the limited income earned by their father. When mother was down with an untimely entry of cancer, it was impossible for the family to move on with the only income of the father. Consequently Sasi dropped his education and his mother passed away five years before. Still, their father managed to conduct the marriage of elder daughter, but to earn a heavy debt liability. Sequel to this, the second girl also dropped her education and went for learning stitching. Meanwhile, Sasi knew about DDUGKY and joined one of the courses. He could get a job immediately after the successful completion of the training.

It is already a year and two months since he got the job the starting monthly salary of which was Rs.8000. The salary was enhanced to Rs.9000, but out of his overtime work, now Sasi usually receives a sum of Rs.13000 per month.

Sasi’s dexterity in ice-cream making is well known. While working without any recreation in life, Sasi nurtures his biggest ambition of constructing a house, along with conducting sister’s marriage.

Every month, Sasi gives half of his income for family and saves the other half, with the earnest belief of getting his hopes realized. He doesn’t have major expenses since food and accommodation are provided to him for free. Still, he is unhesitant to shift to a different job that may assure more income.

Today all those who scornfully called him a wanderer while unemployed, have begun to gesture him with respect. At the workplace also, he has got good impression among colleagues.

Salary :- 13000/-
Waynad Ph:- 9544389578
Crafting a happy life over the bitter past

Binila B.P.
Cheruvalath Puthen Veedu, Kannoth (PO), Chooramunda, Kodanchery

“Today I have a secured job that helps me stand on my feet and give good education for my son”, says Binila, who lives with her mother and only son. She got married at the age of 21, and ushered in a family life with a bunch of good hope. But everything was short-lived for her husband was an irresponsible drunkard.

As a young girl, Binila grew up under her mother’s care. When her mother became homebound owing to ill health, Binila at a young age had to become housemaid in nearby homes. But soon she felt it a completely unsafe job for her. When job became one of the most essential necessities for her, who bore the onus of looking after a baby boy and aged mother, the situation exerted lot of stress on her. It was during such stressful context, that she got information about DDUGKY and joined for one of its training programmes.

Soon after the successful completion of the training, she could get employment with Preethi Silks with a monthly payment of Rs.7000. Shortly after she got appointed with Jayalakshmi Silks, Kozhikode with a monthly salary of Rs.8500. Since she is provided with free food and accommodation, there has been no major expenses, enabling her to send a sum regularly to her home. “Above everything I value my son’s education. I am glad that the same is well assured now. Right now my son is a boarding student. During holidays, we meet each other when I cook food for him and take him for outings”, she says with all excitement.

She feels that there is a need for an own house and ration card, to match to the happy life she has crafted herself.

Salary :-8500/-
Sales Girl, Jayalakshmi Silks, Kozhikode, Ph:- 7034235461
Anjupriya P.V.
Perunchola House, Ellumanam Idavaka, Wayanad

Belonging to Kurichya tribe of Wayanad, Anjupriya’s ambition was to study well and fetch a job through the reservation eligible for her caste. “Hence I joined for JDC after my plus two. Yet the condition was that my mother was taking too much hardship to manage home with her lone effort”, she says.

Anjupriya’s was a joint family and the only resort for them was the earnings of her mother who was an animator. When her lone income became insufficient to meet the family’s needs, they had to pass through days of impoverishment and difficulties. It was during this hardship that Anjupriya got her job ambition sprouted.

She knew about DDUGKY’s training through her mother, who was associated with Kudumbashree. When she knew that the course was totally free; and provided job assurance, she didn’t think twice. She went for a three months’ training at Queue’s Corp Ltd. Anjupriya is talkative about the qualities she could imbibe from DDUGKY course especially the skills she could acquire about understanding customer interest and providing them the most suitable service.

Now after food and accommodation expenses, she can avail an amount of Rs.13000. So she is able send a good sum to her home every month. In between, she purchased a one sovereign gold chain for her.

Her next dream is to construct a home for herself, mother, father and sister to stay comfortably.

Salary :: 13000/-
Waynad Ph:- 9544389578
Jins James
Paikottu House, Kudiyonmala (PO), Kannur

“I loved to continue education after plus two, but made up my mind and decided to join for the DDUGKY’s job-assured training, because my father was already bearing huge financial commitments owing to my elder sister’s nursing course and younger brother’s degree course,” recollects Jins James of Kudiyonmala, Kannur.

Jins was born in a middle class Christian family. He got details about DDUGKY’s training programmes through a friend. Since there was job assurance; and many of his friends decided to join the course, Jins felt the training most suitable for him to pursue. At that time, the lone income earner of the family, his father, was struggling for paying back a loan availed for his sister’s nursing course.

Now Jins is working as Warehouse in Charge at Ernakulam-based EJ and Company. He is very glad that out of his monthly salary of Rs.12000, he contributes a part for paying back his sister’s educational loan and meeting study expenses of his brother. It gives him lot of satisfaction to see that now with him becoming an employee, his father is no more alone in dealing with family’s commitments.

Jins says that the course has brought in good changes not only in his financial status, but also with his personality. He could acquire language and speaking skills; as well as the boldness to tackle situations. He is pleased with his current job that provided his better income without exerting unnecessary hardships.

“See, my father is getting aged. My ambition is to let him take rest and undertake the family’s commitments myself,” a confident Jins concludes.
Jayesh K.P.
Kottayattu Puthiyapurayil, Sreekandapuram (PO), Kannur

Jayesh is all decided to continue with his current job. “Because it’s not just a job, but a subject that I love”, ratifies Jayesh. For Jayesh’s family comprising of his father, mother and elder brother, the sole income was the limited earnings of his brother. The situation was such that the house had money only to meet its day to day needs and nothing beyond that. For this reason, Jayesh dropped his studies. So he joined as an accountant with a private institution. He didn’t continue long there, for he didn’t love the job which was full of stress.

He joined for a DDUGKY course which he came to know through his mother. After the course, Jayesh joined a private company named ‘Koottukaaran’ in Kannur as Engin Boy. Working time is from 10am to 5pm. He has already completed 10 successful months with this institution. He receives a monthly salary of Rs.9000. During his brother’s marriage, Jayesh also contributed a part of expenses so that their father got a small solace. He has already procured a mobile and motorbike for him. He believes that the ten months with the new workplace has brought in exceptional changes in his life. Opening his mind, Jayesh shared his dream of building a new house in the place of the old one with tiled roof. His words showcase the self-confidence he has.

Salary :- 9000/-
Kannur Ph:- 9544389578
Rajuv C.P.
Chirappurath House, Sreekandapuram (PO), Kottur Vayal, Kannur

“It’s DDUGKY that gifted me the precious experience of having dreams, studying well and turning dreams into desires”, proudly says Rajuv C.P., who could fetch a job of Automotive Technician at Star Plus Motors, Iritti. As a reward to his exceptional work, the company has allowed him to be Star manager/service head.

Rajuv’s is a middle class family comprising of father, mother, a brother elder to him and sister, younger to him. Their father is a coolie. His brother was already working with a company. Rajuv went in search of a job when he felt that besides brother and father, it was his responsibility, too, to shoulder the onus of running the family.

When his mother told him about DDUGKY, his attraction was the job that it assured; and the valuable certificate he would get on finishing the training. At DB Tech, Kottur, he underwent a three-month’s training that provided him an opportunity to acquaint with many people. He is employed for the past one year. Currently he fetches a salary of 15000 out of which he can spend for his family and save something for his future. Since he has seen how much usually fathers struggle to find enough money for getting their daughters married, Rajuv spent as much as he could during his sister’s marriage.

“Today, there is no tough time as we had previously. Everyone in the family is capable of meeting their own needs. My success is the shine that you find on my father’s face. I do not depend anymore on others for fulfilling my ambitions. Whether it is new dress or a mobile phone, I make my own choice and spend from my pocket”, Rajuv says with pride.
Nidhish T.B.
Thonnippara House, Chengalayi (PO), Nellikunnu, Sreekandapuram

Nidhish lives with his father, mother and younger sister. When it became his responsibility to earn for the family, his frantic search for job was in vain. The family had to pass through difficult time. “When I could not get a job even after Hotel Management course, I decided to join for DDUGKY’s training. Today I am the only breadwinner for my family”. Thanks to his mother, member of a neighborhood group, who gave him necessary details about the DDUGKY.

On finishing a 3 months’ training at Sri Technologies, Kannur, Nidhish got a placement at Aster Medicity, Ernakulam. Now he draws a monthly salary of Rs.11500. Since he is provided with food and accommodation, a considerable part could be saved. “Today, I can support my sister, mother and father to the best of my ability in fulfilling their needs. It’s all because of my job”, he says. He is only glad for today; he doesn’t have to seek help from others. Even though is working in a distant place, he is able to provide timely assistance to his family’s needs.

“Even though I could not go for higher studies, the happiness of earning an income by way of my job would linger all along my life. The new job has become a solace to the paths of difficulty that my family had to traverse”, he adds.

Salary :- 11500/-
Aster Medicity, Edappally, Ernakulam, Ph:- 8129208351
Shamnad
Paruthikkattil House, Murumbathi (PO), Kodanchery, Kozhikode

Shamnad’s family including parents and two sisters was sustaining hugely on the limited income earned by his father who was a coolie. During his elder sister’s marriage, Shamnad was doing his plus two. Consequent to the marriage, the family plunged into debts. When Shamnad badly wanted a job, his mother told him about DDUGKY. He got a job soon after the training. The timely provision for income that he availed started slowly ameliorating the family’s financial difficulties.

Shamnad is now working at AM Motors, Koduvally, Kozhikode. His initial salary of Rs.6000 stands doubled owing to his meritorious service record. He is also granted with extra TA, besides other benefits.

Since their present house is too small and crammed, he wishes to shift to a spacious one. “If I am fully satisfied with my job, all credit goes to the DDUGKY”, Shamnad says. He added that except two candidates with some mental trouble, all of his batch mates at DDUGKY could get placement. Three of them are already at his company. He concludes saying, “DDUGKY is a succor for the jobless. I trust many of them will come to benefit out of this”.

Salary :- 12000/-
AM Motors, Kodanchery, Kozhikode, Ph:- 9526804579
From sales girl to an award winning cashier

Deepa
Nivarthikkal, Kuruppamkulangara (PO), Cherthala, Alappuzha

22-year-old Deepa is unhesitant to declare that DDUGKY has become a turning point in her life. She considers it a great thing that she could achieve a better life out of a three-month’s training. She has in her family, father, mother, brother and grandmother.

When she had to stay jobless after TTC, she joined as a sales girl with textiles in Cherthala. One day, her mother, member of a neighborhood group, told her about DDUGKY. Soon she underwent computer training for three months. Deepa, who was previously an introvert, developed confidence and speaking talents through the course. Immediately on finishing the course, she was called for an interview at Lulu Mall, Ernakulam and was placed as Cashier at KFC. She has already completed 10 months of service receiving a monthly salary of Rs.10000 plus benefits including PF and ESI. She won Best Cashier award thrice for exhibiting exceptional performance in her work.

Now she and her brother who is a temple priest jointly look after the family. According to their mother, Leela, all debts including that incurred out of Deepa’s education were cleared because of the income Deepa has started to make. This includes the loan availed by Leela from Kudumbashree. Though Deepa is keen to make savings, when there is a need in her family, she readily takes from her savings. On 29 January 2017, she got married. She could set apart Rs.10000 for the occasion. Those who looked at her scornfully while she was a sales girl, now gasp at her with due recognition for the new job she has received through Kudumbashree. Among his immediate priority is to payback a loan of Rs.1.5 lakhs she has availed for her marriage.
Sagas of success

Meenu
Thekkemuri, Kuruppamkulangara (PO), Cherthala, Alappuzha

Immediately on finishing the training under the DDUGKY, Meenu was placed at KFC, Lulu Mall, as team member. She gets a monthly salary of Rs.10000 plus benefits including PF and ESI. With her job, the family found a way to repay Rs.80000, loan taken by her brother who went to a Gulf country but returned due to ill health. A debt of Rs.1,00,000 is also being repaid through Meenu’s income. Since her salary is used for various needs of her house, she couldn’t begin any savings of her own, which she cherished to do. Still, she is satisfied for being able to remain self-contained and help her family to cross the adversities. She is hugely indebtedness to DDUGKY for the same.

Salary :- 10000/-
KFC, LuLu Mall, Edappally, Ernakulam, Ph:-9656632294
Her magical job makes worries vanish

Saranya
Panayil Padinjattathil Veedu, Arayil, Pakalkuri (PO), Thiruvananthapuram

“My decision to go for DDUGKY’s training instead of nursing course proved to be a turning point in life”, says Saranya aged, 19. She belongs to a financially poor family at Pakalkuri in Thiruvananthapuram. After plus two, while she was thinking of joining for nursing course, chairperson of the CDS, who was her relative, came to her with information on DDUGKY. Thinking of making use of the vacation period, Saranya immediately joined for a computer course at Malankara Social Service Society under the DDUGKY. Along with computer skills, the course recharged her with self-confidence and offered communication talents.

Soon after the training, she was selected as customer care executive with a firm at Techno Park, Thiruvananthapuram. Since the job required her to work during night, she quit the job. But ability never has to wait for long. Shortly, she was appointed as stage artiste at famed Magic Planet, a unique magic theme park situated at KINFRA Film and Video Park, Kazhakuttam, Thiruvananthapuram. At the unique Magic Planet, her beginning salary was Rs.7000 which grew to current salary of Rs.10000 plus PF, ESI and free lunch.

To the family that found it too difficult to join the two ends together with the meager earnings of her father who is a coolie and mother cashew factory worker, Saranya’s income has become a great support. Today, in her house, she earns the largest income. She pays back the house loan, and meets the expenses of her younger sister’s education. With such commitments, she is yet to fulfill her dream of starting a savings in her name. Ask her about her tryst with DDUGKY to get the reply, “DDUGKY has imparted progressive change not only in my life, but in the lives of many like me. My family goes on smoothly only because of the income that I earn. I do not repent for dropping my ambition to become a nurse. Today, I am extremely happy with my job at Magic Planet”.

Salary :- 10000/-
Stage Artist, Magic Planet, Kazhakoottam, Thrivandrum, Ph:-9656244779
Aswathi E.K.
Idayangadi, Kurupamkulangara, Cherthala, Alapuzha

Aswathi’s main attraction to DDUGKY’s training was its job guarantee. “The DDUGKY’s training has helped me a lot in easing the stiff time experienced by my family”, gratefully recalls Aswathi, aged 22. She has at home, her father, mother and two brothers.

Her mother, member of a neighborhood group informed her about DDUGKY while she finished plus two. She went for a 3 months’ computer training which has advantaged her much by boosting her confidence and abilities to mingle with people. On finishing the training, she got a job at KFC, Lulu Mall, with their billing section. She is provided a salary of Rs.10000 plus PF and ESI benefits. Her income has become a huge solace to the family that was sustaining on her father Karthikeyan, who was a coolie. Their home is already pledged in the bank for a loan worth Rs.1.5 lakhs. The repayment of this loan and other debts are made through Aswathi’s salary.

She has entrusted her father to handle her salary. Though she has got a savings of her own, at times of need, she uses it for family. She avows that DDUGKY remains as an inimitable source of support to thousands of candidates like her. It was not a simple thing for her to get a job in such a short duration that has enabled her to be self-contained, she recollected.

Salary :- 10000/-
KFC, LuLu Mall, Edappally, Ernakulam, Ph:-9961957914
“After marriage, it is always better if both husband and wife have got sources of income. I used to pester my husband to fulfill my needs, but not now’, says 22-year-old Priya, native of Venjaramoodu, Thiruvananthapuram.

Priya got married while she was a degree student. She could not complete her studies. She came to know about DDUGKY from one of the members of the neighborhood group. She joined for a computer course at Thiruvananthapuram-based Malankara Social Service Society to fetch a job in data processing with Cyber Soft, East Fort, on finishing the course. Her beginning salary was Rs.6000.

Priya possessed exceptional brilliance in activities during her school and college days. She could display the same brilliance with her debut job also to fetch double profit for her organization. Hugely impressed at her performance, the company honoured her with ‘Best Performer Award’ and doubled her training period salary of Rs.3000 to Rs.6000. She has been working there for past six months. She gave birth to a baby six months before since when she is working from home.

At home she has her husband, mother and baby. Prior to her employment, it was very difficult for managing the home. Since both of them have got a job, now they are at comfort and have a ‘chitti’ savings worth Rs.6000 per month. Now it is possible for them to purchase groceries in bulk.

“Such big change in my life was possible only because of the DDUGKY. Both of us can manage our life very well only because each of us has got a source of income. Today I use to propagate about DDUGKY among all” states Priya.

Salary :- 10000/-
Cyber Soft, Kizhakkekkotta, Thrivandrum, Ph:-7034276594
Nidhin M.
Karimpanakandy, Vilakkode (PO), Iritti, Kannur

Nidhin, who has learned fire and safety, had worked with a number of organizations. But to excel, there was a need of knowing MS Office for doing various essential documentations. In between in 2009, he joined Honda as sales executive, but the salary was too insufficient. At the same time he was excited to learn that in the fire and safety field, many foreign countries provide good job opportunities for those who know relevant documentation with computer. He got timely information through his friends about DDUGKY and joined its data entry training. The training provided him enough skill in data entry, MS Word and MS Excel.

Consequently he was selected by Sejong Corporation, Baraka, Abu Dhabi as safety supervisor. For all those who ask his opinion about the DDUGKY, he now says, “It was the DDUGKY’s timely training that has elevated my capacity to pay back our family’s loan taken in connection with my sister’s marriage; and help with the construction of our house. It is difficult to express fully about the huge improvement DDUGKY has brought in my life. As long as such trainings are there, unemployed youth won’t be a curse to Kerala”.

Sejong corporation, Baraka, Abhudhabi
Saranya V.
Iritti, Kannur

Saranya has her father, mother and elder brother in her family. She fetched a post-graduation, whereas her brother who dropped education due to financial problems has begun his life as an auto-rickshaw driver. “Our father and mother are aged and cannot work anymore. For my education, I used to make some handicrafts and sell. I was a resource person for the DDUGKY at our Panchayat, when I personally saw and understood how helpful its courses were for providing job to every candidate in the first batch, I too decided to join for training”, Saranya explains the context when she became a part of the DDUGKY trainings. She did training in Accounting and soon obtained a job with an advocate office at Iritty, Kannur. She says that she gets a fixed monthly income of Rs.7000 plus extra perks for the works including typing of land deeds and Panchayat’s assignments. Altogether, her monthly income goes to an average of Rs.10000. “It’s this income that keeps me move on”, she says. Now she wishes that as it was for her, may DDUGKY be of same use for the entire youth.
Joban Abraham
Cherukavil Veedu, Sakarambady, Punnakkal, Kasaragode 671541

Joban Abraham’s is a unique life story scripted over physical challenges. Joban’s parents could not assure good education for their sons. Instead, Joban desired that at least his younger brother should get good education. Hence he wanted a job at the earliest. It was with this ambition that he learned DTP and Graphic Designing. He worked in different organizations. It was not as easy for him to do his work as people with no defects do. Hence he lost the job and had to sit back at home. When he joined for DDUGKY’s training on hearing through Kudumbashree, it became a turning point in his life. Today, he employed as salesman at Greens Hypermarket in Kannur town.

With the income he earned, Joban managed to send his younger brother for learning Tourism and Airport Management, which enabled the latter to receive a job abroad. Though his educational qualification is just SSLC, Joban at times becomes a busy teacher to inspire young candidates with physical challenges at the DDUGKY. He is skilled in a unique presentation mixing mono-act and one man act together which he deftly used to sensitize general public during holidays.

Joan testifies his life experiences: “My bodily challenges have denied me a place in various institutions. Instead of surrendering, I fetched back a life for me through DDUGKY. Today for all my needs, my colleagues and the management of Greens Supermarket stand with me. This makes me happy with my job. Moreover, the motivation instilled by the DDUGKY is a precious asset for me. I am on a mission to hand down all the knowledge and experience I could gather till date for the betterment of others. That makes me and my family happy”.

Salary :- 6500/-+ Food + Accomodation
Greenz Hypermarket, Kannur
Saikumar P.G.
Pindanipparambil, Kakkad, Puthuppady. Kozhikode

A diploma holder in computer designing, Saikumar had worked at different institutions in and out of the State. But he could not remain under any management for long. When he lost the job and returned home, his parents compelled him to join for DDUGKY’s training. On understanding that many of his friends who were having better jobs had undergone DDUGKY training, he became convinced and joined for Hospitality Management course. After 3 months’ training, he got placement at New Vaithiri Resort. Now he receives a monthly salary of Rs. 12000, free food and accommodation.

“Before, I used to receive even Rs.25000 per month. But due to my wrong friendships, I could not continue anywhere for long. DDUGKY classes have changed my mindset and offered me enough focus in life. Today I enjoy my job for it is one of my favorite areas; whereas a family gets happiness out of me. That is my success”, says Saikumar about his DDUGKY experience.
Rishad K.A.
Thalayad, Kozhikode

Rishad’s family comprising of father, mother and a younger brother resides at Thalayad, Kozhikode. Since the family was financially weak, both the brothers could not pursue their studies after plus two. In due course, Rishad joined for DDUGKY training. Soon after, he got a job as houseman at Vythiri Resort. He is paid a monthly salary of Rs.9500 plus food and accommodation. Today, all in his family are happy with the job he got.

“When I get-together with my friends during holidays, I understand the value I get among them than I used to as an unemployed. I had a ridiculous life of an unemployed, but DDUGKY helped me to fetch success in life through its hospitality management course”, Rishad says.

Salary :-9500/-
Blue Ginger resort, Ythiri, Waynad
Jinisha’s is a financially very weak family. While she was doing her plus two, unexpected death of her father turned a severe blow to the family. Though her mother earned small income as a coolie, it was not enough for her studies. Still, she took graduation and even was selected for B.Ed. course. But instead of B.Ed., she preferred to go for job-assured training with DDUGKY that she knew through friends. After successful completion of 3 months’ accounting course, Jinisha was selected as purchase entry staff at Ample Super Market, Bangalore. She is glad at a monthly salary of Rs.7000 plus free food and accommodation provided by her company.

“Every month I send Rs. 6000 to my home. Now I can stand on my feet and look after my necessities only because of DDUGKY. Though I am a bit apprehensive about the long distance from place to residence to my workplace, while seeing my friends still haunting for job, I feel what I have today is better. And that remains to be the great achievement DDUGKY has helped me achieve”, says Jinisha.

Salary :-7000/-
Purchasing Entry Staff, AMPLE super Market, Benguru gut, Akshy nager, Bangalor
Sagas of success

Good start with his life’s journey

Vipin K.P.
Kavumpattil, Phoolambra, Maloor, Sasthri Nagar, Kannur

“Turning point in my life was when my mother got an information about DDUGKY some six months back”, recollects Vipin. Eight years before, when his father died of cancer, all at home including his elder sister and mother got plunged into deep dismay. They could not do what to do. When his sister reached the marriage age, to buffer the family’s income, Vipin also joined his mother as a coolie, simultaneously pursuing his studies. Liabilities following his sister’s marriage worsened the situation. “My exit from the life of a coolie was provided by the accounting course I made with DDUGKY. Today, though I am away from my mother, she is indeed glad at my current state”, Vipin adds.

For the past three months he is a purchasing entry staff at Ample Super Market, Bangalore. He says that prior to the job he got through DDUGKY, he had little perception about life. “But today, I am dealing with lot of people and got a little more maturity in my life”, he says. Today Vipin is on a mission to bring progress to his life. Though he possessed a number of ambitions, it was DDUGKY that has provided a good start in his life, he unveiled.

Salary : -10000/-
AMPLE super Market, Bengaluru gut, Akshy nager, Bangalore
Aswani’s is a BPL family that depended on her father’s limited income as a bakery staff. Since long, it was Aswani’s ambition to get a good job and support her father. While she was pursuing her degree course, mother came with the information about DDUGKY’s training. On knowing about it, Aswani joined for Banking and Accounting course at SAC Computer Centre. Now for more than a couple of months, she is employed at a private firm. Now as she wished, her salary has become a relief to her BPL family.

Aswani speaks: “A job along with a degree was my long cherished ambition that found fruition only because of DDUGKY. I could have learned further, but I loved a job more than anything. Now I will pursue with my job. When I get enough money, I will use it for further studies. Right now, we all enjoy as if it is a college life. DDUGKY helped me stand on my feet. Earlier I was not that familiar with problems in life. But now since I am away from home, I am getting ample occasions to face different junctures of life with necessary insight”.

She gets job along with a degree, as she wished

Aswani
Thillankery, Kannur
Abhilash M.V.
Manakkattu Veettil, Mottakkunnu, Ettikkulam (PO), Ramanthali Via, Kannur 670308

Abhilash’s was a family socially and financially backward one, having his mother, father and two sisters. Inevitably, when marriages of both daughters were over, his father had a heavy load of debts to clear. When his support became indispensable for his father, he stopped his M.Com studies and started searching for a job, which was but not an easy task. On knowing about some of his friends getting desired jobs through DDUGKY, he also joined for BPO course. Even before he could finish the three-month-long training, he was absorbed by Pondichery-based Internet Global Service Private Ltd as an office staff. Being a call centre agent, Abhilash could earn a sum of Rs.10000 per month. This considerably reduced his father’s burden.

“While working, I could complete the M.Com course also. The experience of living in new surroundings away from home provided me certain new experiences. Whenever I return to my native place, my family members and local people cover me with love. I consider DDUGKY has brought me all these fortunes. From my experience, I can testify that for youth of impoverished families, DDUGKY is a huge support”, describes Abhilash.
Sreejina got married after completing degree and medical lab technician diploma. Thereafter she was confining herself to the role of loving mother for his baby son and caring wife for her husband. Circumstance was all in favour of her to go for a job, but the major obstacle was within her. Since she could not face people and talk easily with others, she thought getting a job was something untold for her. But one day Sreejina’s mother n’law came to know about DDUGKY through Kudumbashree. She immediately passed on the information to her daughter n’law and made latter join for suitable training. On completing the course, Sreejina was appointed by Silent Valley Orchid and Nursery, a firm not far from Kozhikode.

Now about the influence DDUGKY had in her life, Sreejina says, “Unless I joined DDUGKY, I would have lived life confined to the role of a housewife. Today, I have no words to describe the huge impact DDUGKY had in developing my personality and bringing positive changes in my life. Along with DDUGKY and my mother n’law. Today I earn a monthly salary of Rs.12000 and can join during all necessities and festivities of the family, providing due share from my part.”

Salary :-12000/-
Office Staff, Kozhikode Silent valley orchids and nursery
“Almost every friend of mine has got a gold chain. I will also buy one soon, with my own hard earned money. It’s in my immediate plans”, says Saranya belonging to a scheduled caste family having four members.

Her house is at a rural area adjoining to Ambedkar College. Due to health issues, her father cannot go for job regularly. As a result, construction of their home that started a few years back remains the same. The family finds literally no way to find money for Saranya’s younger brother’s education. Needless to say about the day to day necessities at home.

It was during such testing situation that Saranya decided to find a job. For the last six months, she is working as tele caller at Idea call centre. Thanks to the DDUGKY.

When Saranya started making an income from her side, the family got a slight relief. When her father fell ill, she set apart a specific amount every month for his treatment. The training at DDUGKY has provided several improvements in her life. Previously, she never used to talk to other including her classmates. It was at DDUGKY that she was seasoned to interact with people and speak without fear. Right now, her job provided her daily opportunity to talk to a number of people over phone. In turn, her parents also opine that all progress with Saranya’s life is because of DDUGKY.
Vijesh N.B.
Njekli Veedu, Mylatti (PO), Via Uduma, Kasaragod 671319

Aged 22, Vijesh has commendable determination to overcome all sorts of bitter tests that life continues to provide him. He has taken a strong decision to do his best to ameliorate the tough time faced by his family. A pretty good sum is required every month for the treatment of his mother who is a cancer patient; and his father, a cardiac patient.

After plus two, Vijesh became an auto-rickshaw driver. During that time, he came to know about Kudumbashree’s DDUGKY training programmes. He joined for a course, bearing a strong desire to procure a job. During the training, he received a new perception in life. “Earlier I had no particular dream in my life. I was also shy and even had difficulties in mingling with passengers of my auto-rickshaw. But the training was providing me new orientation in life. It taught me how to dream and struggle for its realization”, explains Vijesh. He says that after the training he felt it very easy to acquaint with people. “DDUGKY is a promise to many deprived youth like me”, he adds.

Currently he is working as sales man at Kalyan Silks, Kasaragod, receiving a monthly salary of Rs.8500 plus free food and accommodation. Among his priorities are hassle-free provision for better treatment for his ailing parents; and building a house. He has already started ascending towards realizing his ambitions. Already he has bought a bike. Vijesh’s life is a revelation of the huge support DDUGKY has in stock for the jobless youth of impoverished background.

Salary :: 8500/- + Food + Accommodation
Sales Man, Kalyan Silks, Kasargode, Ph:- 9539807200
Anira S.
D/o Hameed Ali, Ottumavungal Veedu, Sankampadi, Bandadukka, Kasaragod

Anira belongs to an ordinary family that sustained on her father’s income as an auto-rickshaw driver. After her plus two, she came to know about DDUGKY. After a three-month’s training, she became sales girl at Jayalakshmi Silks, Kozhikode. The family was excited to see two things: one - she got her own means of income; two - after the training she became thoroughly changed personality. If listen her father’s words, “Today along with me, my girl also shares the responsibility of mending the family”. Previously she was a reluctant girl, but today, Anira has the boldness to do things her way. At the age of 20 she stands trained to take her own decisions and implement them.

While the family relied on the only income of her father, there were a number of debts, which could be cleared soon after she became an earner. If she was considered a small child before, she is now a responsible member of the family with whom her parents discuss before key decisions.

Anira considers it an unforgettable experience when she bought a gold chain with her own money and presented it to her loving mother. She thanks Kudumbashree and DDUGKY training that has brought tremendous changes with her personality to make her a daughter, responsible.

Salary :-8500/-
Sales Girl, Jayalakshmi Silks, Kozhikode, Ph:-8157919244
It was a time of hardships as Rahul’s family with father, mother and his elder and younger brothers managed a living out of the limited income earned by the father and the elder brother. When the family was passing through literally choking financial situation, Rahul became a coolie for over a year. At that time he came to know about the DDUGKY’s training as well as the promise about an assured job. Rahul did training in retailing.

On successfully finishing the training, he was recruited by Big Bazar, Kasaragod as their salesman. With that job, his life received a chain of good changes, the value of which is estimated in his own words: “My life was full of agonies. I didn’t have any good clothes or enough food. Only after the new job that I was able to buy dresses according to my need. The tastes of the new food items available in the market were unknown to me and my family members”.

Now Rahul is keen to buy fruits and savories for his home. He also bought a bed for his use at home. Still, he finds a balance to be saved from his monthly salary. To him, it is his current job that showed him how money plays a role in enhancing one’s way of life and dignity in the society. He continues, “Only now I could see a smile on the faces of my family members. I immensely thank DDUGKY and CENTUM for all these happy transformations”.

Salary :- 8000/-+ Incentives
Big Bazaar, Kasaragod, Ph:-9995474905
When her father left their family she was a small girl. Since then she and her sister lived with their aunt (father’s sister) whom they used to call ‘Moothamma’. Since she was replanted in the new family, there were natural limits for expressing her demands. From her childhood she was trained to make money by herself for her needs. Consequently, her sister became a coolie, whereas after plus two, Babitha also started looking for a job. It was then she got information about DDUGKY that offers training with job assurance. Since a job was assured, Babitha didn’t think twice. She joined the training.

Babitha was notably an introvert during her school days. She didn’t have enough courage to face people and talk to them. So she generally remained reclusive during the beginning of her training. In due course the encouragement from the part of her teachers and support from her friends began to bring in her gradual changes. After three months, she was well qualified to be selected at Kalyan Silks. Since the company didn’t have a branch in Kasaragod, she had to initially work with their Kannur outlet. But her family insisted her to get married, which she never wanted then. Instead she wanted to explore success with her self-made life, settle well, before marriage. “Earlier I would have obeyed their suggestion to marry; but not now. Now I have got my own rights to take decisions on my life. I thank DDUGKY for empower me to resist challenges in life”, Babitha says. Now she is enjoying freedom with a life that she herself has begun to build for her.

Salary :- 8000/- + Food + Accomodation
Sales Girl, Kalyan Silks, Kasargode, Ph:- 9539807200
Now, a responsible son to his parents, brother to his siblings

Sajesh V.
Narkala Veedu, Moonadu (PO), Kasaragod 671541

“Once my elder sister’s marriage is over, my next priority is to construct a home on the land owned by my father. Now I get the pleasure of rendering my responsibilities as a son and brother. All these are possible only because of DDUGKY”, says 20-year-old Sajesh.

The family comprising of Sajesh, his father, mother, elder and younger sisters was sustaining on the father who was a coolie. When father’s income became irregular, the elder sister also began to work. Since Sajesh was too young to bother such things, he remained carefree.

After plus two he learned computer hardware course at an ITI. He didn’t like the job he got consequently. At that time he knew through one of his friends about DDUGKY and the 100 job assurance it provided. Owing to family’s pressure, he joined for the training on retail sales. After fulfilling the training, by now he has got over nine months’ service at a water purifier firm named Eco Guard an initiative in Kannur, of the Eureka Forbes. Though his salary is Rs.8500, while adding the incentives, he gets every month an average sum of Rs.17000.

After taking what is enough for his stay and food, Sajesh is very particular to send a regular monthly sum to his family. ‘It was the DDUGKY’s training that has instilled in him responsibility that he must have as a son to his parents and brother to his siblings’, unhesitant, Sajesh agrees. Now, being a responsible brother, he has accumulated about Rs.30000 for conducting his elder sister’s marriage in a befitting way.

Salary : 8500/-+ Incentives
Eureka Forbs,Kannur. Ph. 9048486935
Sisters become saviors for a debt trapped family

Ramya Kumari K.
D/o Ramachandra Gatti, GW LP School, Santhi Nagar, Kumbala (PO), Kasaragod 671321

Ramya Kumari and her younger sister Shashmita belong to a Gatti community belonging to OBC. Their mother tongue is Tulu. They have an elder brother, sister, father and mother at home. Their father, who was a coolie, could avail some government grant for building a home. When the building could not be finished with the cash they had, a house loan was availed. In between, not to discard a marriage proposal came for the elder daughter, their father took another loan. The debt liability of their family thus grew to Rs. 6 lakhs. The repayment and other expenses were done from their elder brother’s salary. Ramya’s ambition after degree was to join for B.Ed. to become a teacher. When father could not get regular work, it was a stiff time for the family. Hence Ramya and her sister dropped their studies at degree level and started their job hunt.

When they understood that the Kudumbashree’s DDUGKY offers various training programmes and job assurance, Ramya and her sister Shashmitha joined for retails sales training. Just after the training, Ramya got job with Preethi Silks, Malappuram; and her sister got appointed at Kalyan Silks, Kasaragod. Both sisters remain glad today for they are capable to provide a definite sum every month for their family.

According to Ramya, ever since they got a job three months before, the sisters enjoy the satisfaction of earning through one’s own work. Their major ambition is to help their brother in repaying loans, as well as making their own savings for the safety of their future. She added that by way of providing the essential help for an impoverished family, DDUGKY has set a worthy model.

Salary :- 7000/- + Food + Accomodation
Salesgirl, Preethy Silks, Malappuram, Ph:- 7994721580
“During my tender age, I too had longed to study well, get a privileged job, and earn a name and fame. But as I grew, it was explicit before me that such things are told not in everyone’s life,” appraises Rameez, aged 19, on the life experiences he has had already.

When his father died of a heart attack, 6-year-old Rameez was left with his mother, two younger brothers and mother’s elder sister. Their mother worked in neighbouring homes to grow her three sons. As a school boy, Rameez also went for different works as and when he got a chance. Amid stiff experiences of hunger and poverty, young Rameez saw a shine of hope in the distance which signaled him that thing would improve one day.

One fine morning his mother fell ill and had to undergo emergency hysterectomy. Thenceforth, she was unable to take weights which limited her ability to work, throwing the family into dire state of hunger. Understanding the gravity of the situation, Rameez undertook the onus, dropped his studies with plus two and started doing all kinds of work that came to him. He had friends who understood his condition to provide him timely information about DDUGKY training. For his aim was to get a permanent job, he joined the training that promised him a job. On finishing the training, he received employment at KMT Silks, Malappuram. Since he gets free food and accommodation, he sends entire salary for home.

Though the hardships are still there, he feels a solacing respite in life. He cherishes to continue his education while working so as to procure a degree and turn to a job that may give more salary. At the same time, he is keen to look after his brothers who are in 10th and plus one classes to educate them to whatever level they wish.

Salary :- 7000/- + Food + Accomodation
Billing Staff, KMT Silks, Malappuram, Ph:- 9539850037
When his father died, Midhulaj was hardly 1 and a half year old. Holding Midhulaj and his toddler brother, their mother resorted inside that shaky home, the only asset her husband had left. The mother struggled hard as a coolie and nurtured her sons with all affection in that ruined home. As he grew, Midhulaj, too began to work while studying. His brother left for bus-related works as soon as he finished plus two. “Though both of us wished to learn further, our situation made further studies prohibitive”, recollects Midhulaj.

The nearby mosque used to support them. Mother’s brothers also helped them occasionally. “But when you depend on others, there will be natural difficulties, too”, he said. Consequently, Midhulaj went in search of a job for him, mainly for giving relief to his mother who was working hard as part of job assurance scheme. When his brother could fetch employment with a private company, as per his friends suggestion, Midhulaj joined for DDUGKY’s training in retail sales. About the training he availed he adds, “In the beginning, it was too difficult for me to face people and talk to them. There was a feeling that we are nothing in this world. Only because of the training I could achieve my current ability to deal with and talk to people”.

On finishing the training, Midhulaj got employed at Rocken Agencies. Right now his salary is Rs.7000. When spending his hard earned money for his family’s needs, it gives him unique complacency that he could experience never before. He added that while living on other’s mercy, they limited their ambitions; whereas now they earn and live as they wish. “Whatever I buy things with my money and mother cooks them and serves for us, our stomach may not get filled, but our hearts do”, Midhulaj says.

Now 19-year-old Midhulaj wishes to give the most comfortable rest life and care for his mother, who had suffered a lot of hardships in her life for growing the two boys. “I must study along with my job so that with higher qualification I will be able to look for better jobs”, Midhun shares his dream.
Then a reckless, now a reliable son

Dinesh E.
Idumel Veedu, Vethur (PO)

Working at KMT Silks, Malappuram, Dinesh apprises the DDUK training: “The training brought more changes with my personality than anything else.”

At home, he has two sisters, mother and father. The whole family, its day to day needs and even the liabilities related to two girls’ marriages – everything was on the shoulders of his father who was a coolie. Yet these were never bothering Dinesh who led a carefree life of his own. His father worried very much about his only son going reckless during such dire situation the family was undergoing. Dinesh still remembers about people advising him to show a bit of responsibility to his family.

Now, the turning point was when he joined DDUGKY’s training. He went for accounting training. The classroom unraveled in front of him certain real faces of life. Each classmate had a big story to share with him. For some got either or both of their parents no more; some went through dire poverty and could not continue their studies; yet others shouldered heavy load of family responsibilities. All these impregnated him with a fresh outlook. He started thinking about his own background, about the hardships his father is suffering lonely and silently. Instead, his teachers were recharging him with fresh stock of self-confidence.

Today he is grateful to DDUGKY training that has provided a right orientation in his life. The job he received is also a matter of self-satisfaction. Each time when he hands over a part of his income to his father, he find a glitter in latter’s eyes, which boosts his morale.

Salary :– 7000/- + Food + Accomodation
Billing Staff, KMT Silks, Malappuram, Ph:- 9539850037
She adds enchanting colours to a monotonous life

Rachana K.
Varikkathu Veedu, Anamangadu, Malappuram 679357

“You sit at home and look after children. There is no need for you to work in this family” quotes the warning her husband used to give her. Sarcastically, the next moment, he would borrow money from her. Rachana unravels her family’s past, sitting at the loan’s department of HDFC Bank’s Malappuram branch, where she is employed today. Though Rachana wanted to seek a job suitable for her plus two qualification, her husband didn’t allow. Instead, she and her two kids relied entirely on the limited income her husband earned as an auto-rickshaw driver. She was not allowed to start some small scale entrepreneurship under the aegis of Kudumbashree. Ten long years passed with her confined to four walls of the home.

She was fed up with the monotonous life. Moreover, the only income of her husband became insufficient for the family. Hence she decided to seek a job through Kudumbashree’s DDUGKY. She had her husband with her during a visit to DDUGKY office for gathering required information. Though her husband was half-minded, she joined for retail batch. Initially the classroom session was a matter of fear for her. As she started gathering knowledge, fear gave for confidence.

When she got a job with HDFC bank immediately after the course, her husband started to encourage her. “Today my husband allows me to travel alone to different places. I am given all freedom. Though small, with my current salary, I can manage a part of commitments including our children’s education. Everything became possible, only because of DDUGKY”, comments Rachana. The three-month’s training changed not only Rachana, but also her husband and the state of their family.

Salary :: 6000/-
Car Loan Division, HDFC Bank, Malappuram, Ph: 9656045627
She got her scopes furthered

Vijithamol P.
Pookkattu Veedu, Vengoor (PO), Chemmaniyode, Malappuram 679325

There prevailed a system of getting girls married at their younger ages. Vijitha too had to. She is now mother to two kids. Naturally, she sacrificed her education after plus two. Her husband was a coolie. Life became difficult whenever he passed jobless days. It was difficult to get a job with mere plus two. Nevertheless when approaching for jobs, Vijitha knew it very well that her plus two is nowhere near a qualification for getting jobs these days. She learned about DDUGKY through Kudumbashree and joined for retail sales course.

About the training, she says, “It was embarrassing for me to talk to people. I even used to shiver. But the training helped me eliminate such drawbacks”. Immediately after the course, she got a job with Pathikkal Motors, Malappuram. As part of her job, every day she has to interact with a number of customers, which she does with ease, only because of the DDUGKY training. Her salary is used for day to day needs at home. Hence there is not as much difficulty as before when her husband is left with jobless days.

She says that her husband’s mother gives her more consideration now. When Vijitha goes to office, her mother n’law looks after her kids. Since he is working with a two wheeler showroom, her now longs to buy one two wheeler. She has already started saving a sum to fulfill that. DDUGKY has started eliminating the wrong notion that ladies should not go for work at distant places.

Salary :- 6000/-
Office Staff, Pathickal Mortors, ,Malappuram, Ph:- 9946462672
“From his younger age, Sunil was noted for living without making others bothered. We didn't have to pay for his education until now” says mother of Sunil, native of Malappuram. At the age of 20, Sunil was able to get a four-digit salary only because he was trained to accomplish things himself. DDUGKY’s contribution only catalyzed that progress.

At home, Sunil has brothers, sister, mother and father. His was a middle class family. Though their father earned an income as a loading laborer, Sunil’s two brothers also had their own income which saved their family from any stiff financial conditions.

When Sunil started searching a job after completing B.Com, he came to know about DDUGKY, where he opted for three-month’s accounting training. Sunil, who had a reluctance to mingle with others, could learn through the training the ways to speak fluently and present ideas convincingly. On completion of the training, he was appointed as accountant at Rocken Technology, Malappuram.

He has already owned a bike he bought out of his income. He is also preparing for starting a business of his own for he wants not to be under anyone’s control. For this, his confidence was provided by the DDUGKY. He says: “It is my long cherished ambition to have a business of my own. I was anxious if it can be realized at such young age. But DDUGKY has eliminated my concerns. The three-month’s training has infused in me the idea that if there is a will, there is a way.

Salary :- 7000/-
Sales Executive, Rocken infosys, Malappuram, Ph:- 9961710214
“Until now I was confined to the role of a housewife, looking after child, husband and his family members. It was DDUGKY that liberated me through a worthy training”, Baby, native of Malappuram states.

Baby had procured a BA degree when the marriage alliance came. Though she wanted to continue with her studies, when her parents became over anxious about their daughter’s age, she had to obey. Later, her husband also didn’t want her to go for further studies.

Confined as a housewife, she had to look after her child, husband, mother and father. The family was running with the income her husband made as a driver; and the earnings of his father who was a toddy-tapper. The smooth flow of the family met up with turbulence, when their father could no more work owing to health issues. Entire liability fell on the shoulders of her husband. It was in this context that Baby felt that she must also get a job for easing her husband’s burdens.

She came to know about Kudumbashree’s DDUGKY the trainings of which has provided job for a number of people in the locality. She explained everything and got her husband convinced, before joining the training. When she finished the training, she got placement at Muthoot Fincorp, Angadippuram. She is a customer care executive there, drawing a monthly salary of Rs.9000.

With her salary coming in regularly, her husband was much relieved. Moreover, the society also changed the housewife image it has imposed on her. Baby wishes to have a house of their own, for which she has started setting apart a sum.

Salary: 9000/-+ Incentives
Customer Care Executive, Angadippuram, Malappuram, Ph. 9947218588
Shaiju and his brother wanted to let their mother enjoy some rest in life. Both of them joined for ITI mechanical engineering after their class 10. Yet Shyju could not find a job anywhere near his home. The system going on in workshops in his place was that they had the service of mechanics on a daily wage basis.

Then his mother who was a member of neighborhood group told him about DDUGKY. He immediately joined for retail sale training. During the training, he didn’t forget to submit before his teachers that he should get a job related to mechanical engineering.

The training provided him ways of looking at the eyes and replying during interviews. Today she is a two wheeler mechanic at Pathikkal Motors, Malappuram. His brother instead got employment as an electrician. When both brothers got employed, the state back in their home gradually started improving.

Shyju has already started saving a part of his income for realizing an important ambition of his, which in his own words is: “I work with two wheelers; the major aim of taking mechanical engineering for ITI was also due to my passion. Yet I could not possess a bike. So with the money that I save, I will buy a two wheeler and take my mother on it for a journey”.

Salary :- 6000/-
Mechanic, Pathickal Mortors, ,Malappuram, Ph:- 9847972044
Sajil
Kalarickal Veedu, Thelakkad P.O., Pattikkadu, Vettathur, Malappuram

Sajil’s ambition was to do higher education and obtain a privileged job, because since childhood, he was a witness to the family’s perennial struggles. But his fate was different. He could not study further after B.Com. for his family got trapped by debt sequel to his elder sister’s marriage. With father’s meager income as a coolie, it was literally a difficult time for the six-member family back at their home including his mother, sister and brother.

The family received a bit of relief when Sajil’s elder brother found a job in a Gulf country. Later his elder sister also managed to get a job to further ease the situation. Sajil, all these time were on a persistent job hunt. He joined for the training offered by DDUGKY. Thanks to his friends who gave timely information. Soon after the training, he got appointed as financial advisor with Malappuram branch of Pune-based Bajaj Fin Serv. Though his salary is Rs.8000, there were occasions when he could get gross Rs.27000 inclusive of incentives.

Sajil’s job demands him extensive communication with clients, which he could successfully do only because of the training he received at DDUGKY. The accounting he learned from DDUGKY later became an asset for during his job today, it makes it easy for him to do accounting-related works using computer.

Today, he is more than happy to join his father and brother in providing the most needed support for the progress of their family. Sajil now wants to gift joyful days of rest for his father, who had a lifetime suffering for their family; and get his sisters married in a good way.

Salary : 8000/- + Incentives
Finance Advisor, Bajaj Fin Serv, Malappuram, Ph:- 9048674730
Renjith lives with his sister, brother, father and mother. It was a matter of pleasure for the parents that all the three children performed well in their studies. The family’s mainstay was the income earned by his father who was a coolie. Their father was very particular that children should get education at any cost.

Yet, after B.Com, Renjith discontinued his studies since he wanted to get a job, earn an income and provide some support to his father who had been hard working for them all these years. When he knew about DDUGKY through his friends, he joined for 3 months’ training in retail sales. On fulfilling the training, Renjith got employment with the billing section of KMT Silks, Malappuram. The management has already assured him that gradually he will be shifted to the accounting section.

If to describe about the training, Renjith avows that it transformed him from being reclusive to sociable. And the training fostered an enlightening knowledge to look at life with added sincerity.
Privileged jobs are meant for coolie’s son, too

Vishnu E.
Edumel Veedu, Vettathur (PO), Malappuram 679326

In his family, both his father and elder brother were coolies. Ever since a child, he has been witnessing the severity of hardships attached to the coolie lives. He wanted to go for some job other than a coolie’s.

Vishnu says that in front of those who belittled him saying that a coolie’s son can become a coolie only, he wanted to fetch a job in a reputed company just to establish that they were wrong. Hence he joined retail sales training with DDUGKY.

Today Vishnu is a sales executive at the town’s landmark, AM Motors. At a younger age, he gets up to Rs.15000 a month. He recollects gratefully that it was DDUGKY training that taught him the way to deal with customers of different attitudes. That ability has made him capable of selling vehicles within the target period.
Sagas of success

Sagas of success

Sarath K.K.
Kadavath Parambil House, Pattithadam (PO), Thrissur 680542

Brave enough to face obstacles in life

His mother worked with a leather company and his father struggled as a coolie for bringing some money for meeting the needs at home. When it was marriage time for his sister, Sarath’s mother got some health issues that prohibited her from further working. Thus a major pillar that has been sustaining the family was shaken. Whatever the family had gathered till then had to be used for his sister’s marriage. As his mother’s condition became so bad, they had to give her good treatment at a private hospital that charged exorbitantly for the surgery and medication. Sarath’s father had no other way than borrowing money from different sources. When it was evident that with the only income earned by his father, the ongoing debt liabilities of the family could not be cleared, Sarath dropped the Tally training he was pursuing after plus two. While he was searching for a way to get immediate job, some of his friends guided him to the DDUGKY. After finishing the training offered by the DDUGKY, he was immediately appointed by Nanthilath G Mart, Thrissur. Besides this regular job, he undertakes other works during his free time. “At DDUGKY training, I was provided with the enough courage and confidence to face the challenges of life. I can undertake almost any kind of work today. DDUGKY is a sure blessing for youngsters of my family situation”, states Sarath.

From his salary, Sarath promptly pays back a part of the loans owed by his father. Also, he supports his father in meeting the costs incurred by mother’s treatment and day to day needs at home. Once the loans are paid back, he wants to renovate their small house.

Salary : 8500/
Sales Man, Nandileth Electronics, Trissur, Ph:- 8593884851
Youngster redeems his home from difficulties

Binson
Cheruvathur House, Palattumuri, Kattakkambal, Thrissur

His family strives on the meager income his father gets as an assistant at a grocery shop. The father had to get loans from kith and kin and magnanimous people in the locality, during Binson's sister's marriage. They live in a house that has been continuing as a partially finished one. Paradox is that even as they pass days of impoverishment, the family is marked as above poverty line in official records.

Well understanding the dire situation, Binson stopped his studies after plus two. It was very difficult a situation to approach institutions for a job, for he didn't have skills in acquainting with people and talking convincingly with others. Yet, he continued his job search, when he came to learn about DDUGKY, where he underwent training. Once he completed the training, he got a job at a firm titled, Life Style inside Shobha City, where he has been employed for the past nine months.

If one asks about the influence the DDUGKY training has made in his life, he says, “I was lucky to take this training for now got rid of my previous fear to face and talk with people. Now I feel comfortable to visit homes and engage in their different day to day necessities. I am helping the repayment of loans taken during my sister’s marriage; and could already buy a motorbike for me. All these could not have happened without the job I got through DDUGKY”.

Binson also adds, “Till recently, we had a life confined to the small earnings of our father. My present job helps us in meeting our daily needs. But I am ambitious of joining for a better job to clear off the debts and finish our house construction so that the rest of life could be led peacefully”.

Salary :- 8500/-
Super Visor, Life Style Shoue Mart, Trissur, Ph:-  9895285443
At home, she shoulders a son’s onus, too

Parvathi P.R.
Peringasseril House, Chengaloor (PO)

At home, Parvathi has her parents and two siblings. Her father works as a coolie, and mother serves nearby homes. Quite naturally, the income her parents collect won’t be more than the daily needs of that family. She knows that had her elder brother shown a bit more responsibility to work somewhere, their parents’ burden could have got slightly reduced. But to the disappointment of the family, her brother showed no willingness to work. This instigated in Parvathi the desire to fetch a job immediately on finishing her studies.

On completing her degree, she knew about DDUGKY and joined for one of its trainings. The training opened before her an employment. “I could undertake the responsibility which my elder brother failed to. I’m much thankful to DDUGKY for empowering me in such way”, tells Parvathi. With a glitter of pride in her eyes, she added that out of her current income, she could support her home nicely. For example, her partially completed home was being plastered with cement, using the amount sent by her. “While I was a student, I was usually sad for not being able to get good dress and nice food which other students used to have. But when I remember about the hardships suffered my father and mother, I just used to forget all worries” remembers Parvathi, adding that today, since she has her own income, she is able to fulfill her wishes.

Salary :- 9500/-
Nursing Assistant, Aster Medictory, Edappally, Ernakulam, Ph:- 7560839690
Nithya Manoj
Muthuvannur House, Kaiparambu (PO), Thrissur 680546

Nithya lives with her husband and two small children. Her husband is a coolie. He uses to drink excessively and bring harrowing experience to her and two kids. Since there was virtually no contribution from the part of her husband, for meeting the two ends together, Nithya went for packing job at a nearby industry. The daily wages she got was too small to manage home. While suffering like that, she got the information about the DDUGKY and its job-assured trainings. She joined for retail sales training and managed to regularly attend it, though it was offered at a place a little far from her home. On completion, she got job at Big Bazar, Thrissur. Within a short time, she received a bank notice about attaching her assets for failing to repay the house loan of Rs.1.5 lakhs. Immediately she ran to the bank and convinced the authorities about the job she has got and assured that since then she will be regularly paying back the loan. Fortunately, the bank agreed and gave her extended time for repayment.

Now Nithya is slowly placing her family back on track. “My salary is Rs.7000. Even though the incentives are given in certain months, I am able to regularly repay the loan installments and manage my children’s education”, she says with great relief. About the training she is unhesitant to state that it was the DDUGKY training that eliminated the huge fear she had to face people and talk. “Now I’m able to freely deal with different customers for which I owe much to DDUGKY”, she says.

In her mind she nurtures certain dreams: to clear the house loan and finish the house construction; and to ensure good education for empowering her children to fetch good positions in life.

Salary :-7000/-
Sales girl, Big Bazzar, Trissur, Ph:- 8086997183
She saves her family from a fatal fall

Vinima T.M.
Thayyil House, Muriyadu (PO)

Vinima was staying happily with her mother, husband and child. Since they didn't have own house, she was thinking of getting a job to save a sum for fulfilling a house. In due course she came to know about the DDUGKY and joined there for training. At the end of the training, she got immediate placement at Big Bazar, Thrissur. Hardly a month she could have completed with her job, when her family received a severe blow. Her husband, who was a construction worker met with an accident at the job site, requiring months-long treatment. She availed leave from her workplace and looked after her husband. When it was time for repaying the loan taken for husband’s treatment, she had no other way than rejoining her work. Today, even after a year of the mishap that has shattered their hopes, her husband continues to be unable to do things without other’s help. For the past one year, Vinima’s salary is the only source for meeting her husband’s treatment expenses, child’s education, loan repayment and day to day needs of their home.

She said that the DDUGKY’s training has taught her how to speak with people and manage with different sorts of people. Today her major ambition is to get her husband healthy enough to go for work. Also she wishes to provide better education for her children and own a house.

Salary :-7000/-
Sales girl, Big Bazzar, Trissur, Ph:-  7356457469
He gets on time, right insights on life

Christo C. Wilson
Cheruvathur Veedu, Kattakkambal, Thrissur

He didn’t have any ambition in life. He was his family’s pet; and he didn’t bother much on the going of his family. He continued as a happy-go-lucky, unmindful of any responsibilities. When he passed plus two, ‘What’s next?’ was the question that resounded all around him.

He was fed up at that question repeated in different tones and tenors, when he happened to hear about DDUGKY and its worthy trainings. Soon she joined for the training. Each class there unveiled fresh outlook for him to adopt in life. He understood that the way he used to see life was totally wrong. At the end of the training, he was thoroughly changed in his perceptions and character.

With the job he received immediately on completion of the training, he was entering to a new life of responsibilities. Thenceforth he desired to provide some solace for his father, who was toiling and moiling all these years for him. He says that if he is able enough to undertake some of his family’s responsibilities, the major reason for his ability owes to the training he received from the DDUGKY. In turn, his father and mother do agree that her son has procured maturity and involves more in the family’s matters, occasionally registering his own comments on issues.

Christo has got pungency for charity and sets apart a part of his income for orphanages, and for helping with the education of poor children. He has already bought a bike for him, which he considers as a big achievement.

Salary :- 9500/-
Sales Man, Pulickottil Lazer and Sons Jewellery, Trissur, Ph:- 9567571329
Siji P.O.
Parappillil Veedu, Sathar Island, Muthakunnam, Thrissur

In the battle with fate, she didn’t lose her grip

Siji has got a different story to tell about her experience with DDUGKY training. The story goes like this: Since beginning she had a miserable life, which was only amplified with her father who was an alcoholic addict. To relieve from the hardships, Siji joined as a helper at a nearby nursing home. As time passed, the nursing home was developed into a full-fledged hospital. In two years, she got married. Thanks to the job that saved her to meet the expenses incurred.

After her pre-degree, she didn’t obtain any relevant degree or diploma to further explore with the hospital job, was a matter of worry for her. Since these days there are lot of candidates well qualified in nursing fields, Siji’s survival was under stake. There were occasions when she was almost at the brink of losing her job. It was in this time of dire need, that she happened to hear about nursing training provided by the DDUGKY. She had the faith that since it is a central government project, the certificate will be valuable. She could complete 3 months’ training with excellent result. Through the certificate she obtained from DDUGKY, she could get her hospital job made permanent.

If DDUGKY is bliss for many to earn a job, for Siji, it was a means for saving her job and getting permanency with it.

Salary :- 9000/-
General Duty Assistant, Bharath rural Hospital, Muthakkunnam, Trissur, Ph:- 9645595242
‘Boys will stay back and look after aged parents; whereas girls will go away ending all links once they get married’, at home, until her marriage, this was a regular comment over Simi and her sister. This grew in her a huge desire to prove this notion wrong. So 25-year-old Simi wanted to procure a good job and look after her parents in their old age.

Simi, her sister, mother and father lived a modest life with the income earned by the father who did farming jobs. With its traditional disposition, at home there were not many expectations about the two girls. Instead, Simi wanted to break this wrong notion and prove that she can very well look after her parents during their twilight. But for that she needed a good job. Another blow came when she dropped her degree course midway, owing to marriage. Only solace was that her husband was progressive to allow her to go for a job. It was one of her husband’s relatives who told her about the DDUGKY. She joined for retail sales training. When she completed the training, she got a job as sales girl at Big Bazar.

Simi thanks DDUGKY training for the ability handed down to her in speaking well and dealing nicely with customers. For her it was very valuable for she used to be shy in nature, fearing to talk to others.

Today, she is so glad for being able to provide necessary support for her father and mother, with the help of her salary. She provided money necessary for treating her mother’s cardiac ailment. Not over, she helps her husband by providing a share for repaying the house loan availed for their new house.

Salary :-7000/-
Sales girl, Big Bazzar, Trissur, Ph:- 9061478390
She walks from sheer poverty to shining prosperity

Jamsheela
Pallikkara Valappil Veedu, Varavur, Thrissur

Her father died before she was born. Her mother was a coolie and suffered lot of hardships for growing up her. By the time Jamsheela fetched a BA in History, she had traversed a long trail of poverty and sufferings. She knew very well about the long agony her mother had silently crossed for making her daughter something in life.

Jamsheela joined for DDUGKY training with the ambition of obtaining a job. When she concluded the training, she got a job at ICICI bank as sales officer. Today her salary helps her to meet expenses at her home and set apart something as a savings for the future. She walks a long 4 km every day for reaching the bust stop. Hence her immediate next wish is to buy a two wheeler.

“All household expenses are met through my income. Hence there is no need for my mother to do hard work anymore. For me, this is a big success.”

Salary :-12000/ -
SalesOfficer, ICICI Bank, Vadackanchery, Trissur, Ph: - 8606545104
From turbulence to tranquility, she stabilizes a home

Parvathi O.
Pallikkara Valappil Veedu, Sasthamangalam, Thakkuzhi (PO), Alappuzha

Parvathi belongs to a financially poor family. Her family sustained on the small income her father made by being a coolie. The expenses for her brother’s and her education and the daily needs at home were always beyond her father’s capacity. When there was no way in front of him, he took loans and even resorted to money lenders who charged exorbitant interests. With number of financial liabilities increasing in such pace, the state of affairs went so bad putting the family’s existence at stake.

In this context, Parvathi longed for getting a job after finishing her degree course for supporting her father. In this context, through her friends, she came to know about the DDUGKY training. On enquiry, she could understand about the job guaranteed by the training. Fully convinced, she joined a course and immediately on finishing it, she got a job at Burger King, Lulu Mall, Ernakulam.

The job provided a huge relief to the stressful situation prevailed at her home. Normalcy has returned in their family, as they have started clearing loans and debts. Their house no more faces turbulences of lenders gathering and demanding their money back. Instead, there prevails happiness and peace at their home. With this job that has come as a blessing for them, Parvathi could also subscribe to ‘chitti’, a monthly savings scheme. According to Parvathi, “a girl establishes her success only when she fulfills her needs without any support from her husband or father”. She remains glad to express her gratitude to DDUGKY for helping her establish this idea through her own life.

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Salary :- 8000/-
Exicutive, Burgger King, LuLu Mall, Edappally, Ernakulam, Ph:- 9946326055
Jyotsna George is the eldest among the three children belong to a financially backward family. Her father is a coolie and mother, a worker as part of the job assurance scheme. The family’s mainstay was the small earnings of the parents. Jyotsa cherished for higher studies, but seeing the dire situation of her home, she didn’t nurture that hope further. Once finishing her degree, she went in search of a job, for she believed that with her income she could provide a small relief to her hardworking parents. When she knew about DDUGKY and its job guarantee through her friends, she immediately joined for a three-month-long training.

When she successfully completed the training, she got appointed at Burger King, Lulu Mall, Ernakulam. Today she enjoys lot of contentment and satisfaction out of the job.

About her priorities next, she says that she gives first priority to the wellbeing of her family. “I could not get the higher education that I wished to, but my siblings should not face the same experience’, she says. At first, she wants to ensure that they get the level and type of education that they wish. She keeps a specific amount every month with a savings account, for fulfilling such ambitions. For the first time in her life, she has bought some gold out of her earnings.

Her marriage? Not now, she says. “I will think about my marriage only after ensuring that everything is well set in my family. I have the firm belief that my ambitions will be fulfilled. I remain so thankful to DDUGKY for making such good changes in my life”, Jyotsna says.

Salary :- 8000/-
Exicutive, Burgger King, LuLu Mall, Edappally, Ernakulam, Ph:- 9946326055
Her will to find money for her marriage

Alphonsa C.V.
Chullikkal Veedu, Arthungal (PO)

Alphonsa lives with her mother, father, grandfather, four siblings and sister n’ law. Her father and brothers work for daily wages. Their total wages are enough for daily needs with literally no balance for savings. Alphonsa was keen not to disturb them with a presentation about her needs. With a realistic approach, she says, “Middle class families often end with debts following the marriage of girls. If I get married leaving my family in debt liabilities, it will affect the prospects of my brother and sister, who are younger to me. So it was my ambition since childhood that instead of troubling my father and brothers, I should work hard to find money enough for my marriage”. She thankfully recalls that unless DDUGKY training was there, she would have found her way difficult.

Salary :- 8000/-
Tele Caller, SML Finance Vytila, Ernakulam, Ph:- 8086488376
Now, a breeze of good hope for her

Mary Shelji
Kurissingal Veedu, Arthungal (PO), Cherthala, Alappuzha 688530

“After my father’s death, we had passed through lot of severities. But I got a job now which will ameliorate our hardships. I should give education for my sister and support my mother. Should live well, everything thing will be alright soon”, Mary Shelji, aged 20, says this with the good hope that her dreams will definitely find fruition.

Mary’s father died of a heart attack while she was a plus two student. Soon they were left with the debts their father had, and utter poverty. Mother’s siblings and relatives used to help them, but not for long. Mary’s mother worked as a cleaning staff at a nearby hostel to obtain a monthly salary of Rs.3000 which was nowhere enough to meet loan repayments and children’s education. Though she desired to study more, life’s tests demanded her to go for a job at the earliest. But she had no idea about the job she needed or was eligible.

On knowing about DDUGKY training through her friends, she joined for training to obtain a job at Euro Gulf, Ernakulam. It’s not so long since she joined for job, yet, she is happy with the same. She firmly believes that here onward, their life will improve.

Salary :- 8500/-
Super Visor, Life Style Shoue Mart, Trissur, Ph:- 9895285443
“Since I have my own income, no more should I stretch my hand for other’s help. My mother is aged and sick. Today I can get her treatment and buy medicines for her. Many girls must not be able to do such things at their own”, says Misha, sharing her happiness for being able to get a job and earn an income after her long tenure as a housewife.

Being a Kudumbashree member, Misha had information about DDUGKY well ahead. Yet she decided to join the training only when it was apparent that with her husband’s limited income, it was impossible to pay for children’s education, meet daily requirements at home and monthly rent for their home. At first her husband didn’t agree for sending her for a job, but later he did.

“If one goes alone in search of job, he or she would face several issues. The private job consultancies mince money out of poor job seekers. But DDUGKY makes one’s job search too easy and finds better employers. Moreover, there is the trust entrenched by Kudumbashree”, thus shares Misha about her experiences.

Misha did customer relations service course with DDUGKY. Ever since she got employed at Big Bazar, Thrissur, she had to communicate over telephone with a number of customers each day. The confidence and practice for that was provided by the DDUGKY training, she thankfully remembered.

She trusts that sharing the responsibility with her husband, she will be able to realize her dreams of providing education for three children, and owning a house.

Salary :-10500/-
Customer Relation Exicutive, Big Bazzar, Thrissur, Ph:- 8129875331
A child who shouldered life

Baijesh
Kanayar Kulambu, Verkoli (PO), Polpulli, Palakkad

"I wanted to study. But offering education for both my sister and me was a hard task for my mother. So I left education and joined a vehicle workshop. Sure, had our father not died, life would not have been such bitter", recalls Baijesh, native of Palakkad about the hardships faced in his family. Father’s death was an untimely blow to his home. Their relatives started to deliberately avoid them, fearing that Baijesh's mother may request them money and support. Mother’s small earnings as a coolie were too inadequate for the family. So Baijesh, as a child dropped his studies and let his sister pursue studies.

When he approached the workshop owner, at first the latter was a bit apprehensive of employing him for Baijesh was a minor boy at that time. Still he yielded to the boy’s request and Baijesh became employed. The information about DDUGKY reached him while he was working there.

Since the course was totally free of charges, he didn’t think twice. He joined for training at DDUGKY. At the end of the training, he got a job with a firm named, Air Link, at Athani. While working there, he was able to conduct his sister’s marriage. His next plan is to finish all loan repayments related to the sister’s marriage and construct a house. Towards this, he has joined for a monthly chit scheme. He trusts that the job he was granted through DDUGKY would reduce his troubles and provide him a good life.

Salary :- 8000/-+Food+Accomodation
Customer Relation Exicutive, AIR LINK Aluva, Ernakulam Ph:-7736504830
Village girl turns her awful life into awesome one

Nithya S.
JH Colony, Karuvappara, Kozhinjambara (PO), Palakkad 678555

Nithya, aged 25, belongs to a five-member family that sustained on the small earnings her father made through a small tea shop. The income was hardly enough to meet daily needs; and virtually there was no scope for any savings. Children’s education and sister’s marriage put her family under debt trap. As a degree student, Nithya used to work with a super market, only because she realized the dire situation in her home. The daily wage of Rs.70 was her means for travel expenses and kept her without troubling her father.

Since she lived to a typical village, after degree, there was literally no scope of job for her to find in that locality. So she joined for DDUGKY training about which she got information from Kudumbashree. She got employment immediately after the training.

Today Nithya is a girl who has travelled all the way from distant rural settings of Palakkad to work in the bustling city of Ernakulam. “I could work in such a big institution, receiving a monthly salary of Rs. 12000 only because of the DDUGKY training. It’s a benign programme of empowering those who belong to poor families to fetch privileged jobs that has come to my rescue. Thanks to DDUGKY”, Nithya opens her heart to show the gratitude she has kept.

She now sends a part of her salary regularly to her home and saves a part for her future. She says that with her younger brother getting a job recently, condition at home has started improving.

Back in her village, the system is to get girls married at the age of 20. Yet, Nithya says she has got the courage from DDUGKY to wait until she stands on her feet, before getting married.
Manju
Sathram, Parishakkal P.O., Palakkad - 678556

Manju’s father is a tailor at Tirupur, Tamil Nadu. Her mother goes for forest works. As usual, Manju must have also got married at the age of 18 as per village tradition, but it didn’t happen for her parents didn’t have enough money. On the other hand, Manju would not have agreed for marriage at that age, for today she stands with a refined outlook about life. Thanks to the empowerment she gained from DDUGKY training. “In my village, girls do not go to distance places to work. Instead every one of them gets married as soon as they turn 18”, says Manju.

After B.Com, Manju joined for DDUGKY training after hearing about it through Kudumbashree. It was the training that turned her bold enough to declare to the world that she won’t get married by throwing her parents in debt traps.

Currently, Manju works as customer care executive with Ernakulam-based call centre of Muthoot Fin Corp. It was only because of the DDUGKY training that she could obtain a job in such big institution, she believes. She is now a matter of pride for her parents. She sets apart from her salary to send regularly to her home, and save something with a bank. When she proudly states that within her nine months of employment, she could clear all debts her family owed, we see a brilliant girl who has become great support to her family.
Lakshmanan has at home, father, mother and four siblings, including his twin brother. Since he failed at plus two, he didn’t pursue studies anymore. Since all brothers were working as coolies with their father in order to save their family from financial problems, Lakshmanan too joined the stream. When their elder brother got married, responsibility of their home was on the shoulders of Lakshmanan and his twin brother. By that time, there were huge financial liabilities looming over the family, following the marriages of their elder sisters and elder brother.

Though the wages he got as a construction worker for past 13 years was not so bad, Lakshmanan wanted to try for some other job with some established organizations. That is why he became a trainee under DDUGKY. He was to a classroom after a break of 13 years and it was a thoroughly different experience for him. Hailing from a remote village area of Palakkad, Lakshmanan naturally had an inhibition to face outsiders. But the DDUGKY training helped him overcome such difficulties. After 3 months of training, he got job at Air Link Castle, a five-star hotel in Ernakulam.

Today, he is satisfied at his new job. In his own words, “Being a plus two fail, I could not believe that I got employed in such a big institution. Since I was trained by DDUGKY, I am able to acquaint with elite people and speak good in Hindi, English and Tamil”. Lakshmanan wants to get his twin brother married, before him. He is elated for getting a promotion recently in his one-year-old job.

Salary :- 8000/- + Food + Accomodation
Customer Relation Exicutive, AIR LINK Aluva, Ernakulam Ph:-8156801463
Akhil Silju is the second of the three boys born in an ordinary family at Pottankadu near Munnar in Idukki district. The family received a sorrow state following the demise of their father, who was the sole earner. Mother who until then reclined inside home, was forced to go out and work for earning and sustaining the family. Akhil, who had been preparing for common entrance test on finishing his 12th class had to drop that idea owing to such unexpected twist at home. His mother, who was a Kudumbashree member began a micro enterprise of making traditional sweetmeats and cakes and selling them to bakeries. Her initiative slowly provided a regular income which became a great solace for them. One day, CDS chairperson told her about DDUGKY. “I was so glad to note that the programme is also meant for children of Kudumbashree members like me. I was especially happy for it was Kudumbashree that supported me to remain firm at the worst situation in life. So when they put forward yet another idea, I cannot decline”, Akhil’s mother recollects with all pride. It was his mother who directed him to the DDUGKY training. She had stern belief that the training will not go in vain, but would provide her son a decent job and nice experience. No sooner he successfully finished a two-month’s ITES course than he obtained a job with Aegis Company of Technopark, Thiruvananthapuram. Previous to the job with a monthly salary of Rs.11203, Akhil was also provided training for a month. “Today, my elder brother and I go for job. Our mother struggled a lot for looking after us after our father’s death. Today all our sufferings are slowly declining. I never anticipated such a good job at my young age”, Akhil Silju tells. Yet he is so confident that even now, he can fulfill his intense desire to pass the entrance test. But he believes that any positive energy he has now owes to the training he obtained from DDUGKY.
Ashif of Kuthaannur panchayat in Palakkad always held close to his heart the long cherished ambition of becoming a soldier in the Army. After passing 12th class, he started vigorously preparing for realizing that dream when chickenpox gave him an untimely blow from behind, ruining his opportunity to attend the recruitment drive. It was exactly when the family’s financial situation became so bad owing to the elder sister’s marriage. Consequently they had to sell their own house. If not the dream job of a soldier, Ashif badly wanted a job to sustain and had to join with his parents in pursuing catering, their profession by heritage. But there was no social recognition for the profession which prompted him to quit it. Precisely it was at this juncture that he came to know about DDU-GKY from a friend. On further enquiry, Ashif understood that the short-duration training but assured 100 percent placement. Endowed with a bunch of new hopes, he joined for DDUGKY’s ITES course. Today, after finishing the course in a meritorious way, Ashif works as a customer care executive at Aegis, a company at Technopark, Thiruvananthapuram. The desirable changes that consequently effected in his life are evident in what he says: “Today, I get enough love and recognition in my society. Everyone finds it a big fortune for me to get a job at Technopark with a monthly salary of over Rs.11000. I am proud to say that I could not have achieved this without the provision of DDUGKY”. Today he has the confidence that the dream of owning a house can be fulfilled through his current job. “My achievement has prompted many of my young friends back at my place. Many of them are eagerly waiting to join with DDUGKY”, concludes Ashif.
Kudumbashree State Mission
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Chalakkuzhy Road, Medical College
Thiruvananthapuram- 695011
Tel: 0471 2554714, 2554715, 2554716