

DDU-GKY 2.0 launched

Signs MoU with new Project Implementing Agencies

Kudumbashree Mission launched the second phase of DDU-GKY and signed MoU with new PIAs at the programme held at Harmony Hall, Mascot Hotel, Thiruvananthapuram on 20 June 2019. Shri. S. Harikishore IAS, Executive Director, Kudumbashree Mission inaugurated the programme, launched the Phase 2 of DDU-GKY and signed MoU with the new Project Implementing Agencies. Kudumbashree Mission had signed MoU with 27 New Project Implementing Agencies of DDU-GKY. The second phase of DDU-GKY will be from 2019-2022. During this period training would be extended to 80,000 candidates. Rs 800 crores is allotted for the same. Now the target is given to the PIAs for extending skill training to 8810 candidates. The Awards conferred to the Project Implementing Agencies were also given away at the function.

The convergence model of DDU-GKY with Micro Enterprise units (uniform stitching and canteen operation) was recommended as a national model by Ministry of Rural Development (MoRD) to all the Programme implementation states. Asraya Beneficiaries (destitute), differently abled, tribal communities were given thrust while implementing the programme. In the first phase a target of training 51,200 rural youth was awarded to the state and based on the better performance and additional 20,000 target was awarded thus taking the total target to 71,200. The entire target of 71,200 was allocated to Project Implementing Agencies out of which 52,350 were given training and 42,352 have completed the course and 32,498 were given wage employment.

DDU-GKY, the skill training and placement programme under the Ministry of Rural Development (MoRD) occupies a unique position amongst the other skill training programmes due to its focus to the poor rural youth and its emphasis on sustainable employment through the prominence and incentives given to post placement tracking, retention and career progression. DDU-GKY Kerala had received the national award for being the second best state nodal agency for implementing DDU-GKY programme during 2017-18 and had also bagged



the national award for being the third best state nodal agency for implementing DDU-GKY programme during 2016-17 as well.

DDU-GKY is being implemented in Kerala starting from 2015. Training is given to the candidates of 18-35 age group. Women, Persons With Disabilities, PGVT are given age concession upto 45 years. The training, accommodation, food and study materials are given to the candidates free of cost. Training is being extended in 126 courses of 32 sectors. The courses range from Accounting, Animation upto Air Hostess training. Those who complete the courses of 3 months

to one year duration would be given National Council for Vocational Training (NCVT) certificates and Sector Skills Councils (SSC) Certificate. There are about 150 training centres functioning all across the state. Kaushal Panjee App or Skill Register App is also set up to rural youth, through which the candidate can register free of cost and be connected to training partners and banks working in collaboration with the Ministry of Rural Development. Apart from this, Migration Support Centres are functioning in Thiruvananthapuram and Ernakulam districts as well.

The Project Implementing Agencies viz., Malankara Social Services Society, Appollo Med Skills, Rajagiri School of Social Sciences, PSN, KITES Softwares Private Limited, Jan Shikshan Sansthan, Kitex Childrens Wear Private Limited and MSM ITI were given awards for their best performance awards. Shri. S. Harikishore IAS, Executive Director, Kudumbashree briefed about the DDU-GKY programme implemented in Kerala. Shri. Shibu N.P, State Programme Manager, Kudumbashree Mission welcomed the gathering and Dr. K.R. Shaiju, District Mission Coordinator, Kudumbashree Thiruvananthapuram District Mission extended Vote of Thanks.

Kudumbashree Mission joins hands with Bank of India

Kudumbashree Mission joins hands with Bank of India for providing loans to 5000 families as per the Credit Linked Subsidy Scheme (CLSS) of PMAY before March 2020. The MoU regarding the same was signed between Shri. S. Harikishore IAS, Executive Director, Kudumbashree Mission and Shri. V. Mahesh Kumar, Kerala Zonal Manager, Bank of India at Kudumbashree State Mission office on 21 June 2019. Kudumbashree Mission had already associated with Axis Bank for CLSS. As per this, 9436 families from 93 Urban Local Bodies (ULBs) in Kerala had already been issued bank loan.

Pradhan Mantri Awas Yojana (PMAY) is an initiative by Government of India in which affordable housing will be provided to the urban poor by 2022. CLSS can be called as interest subsidy scheme under PMAY that is given to people for home construction, purchase, extension and improvement. Those who are permanently living in any urban areas in Kerala continuously for three years and those who do not have permanent houses can only apply for CLSS. As per this scheme, those families who have annual income upto Rs 3 lakhs (Economically Weaker Section) will get bank loan upto Rs 6 lakhs with interest subsidy of 6.5%. Those families who have Rs 3



lakhs- Rs 6 lakhs as annual income (Low Income Group) will get bank loan in the same rate. Families with annual income of Rs 6 lakhs- Rs 12 lakhs (Middle Income Group 1) may get bank loan upto Rs 9 lakhs with interest subsidy of 4%. Families of annual income of Rs 12-18 lakhs (Middle Income Group 2) may get bank loan upto Rs 12 lakhs with interest subsidy of 3%. The repayment tenure of all banks would be 20 years.

Smt. Roshni Pillai, Smt. M Bhavana and Shri. Pradeep, State Programme Managers, PMAY and Shri. R. Rajesh, Area Manager- Thiruvananthapuram, Bank of India also attended the function. Kudumbashree Mission is the nodal agency of PMAY (U) in Kerala.

DDU-GKY's Project Implementing Agency from Kasargode district secures 100% placement in first batch training

SN Trust, DDU-GKY's Project Implementing Agency (PIA) from Kasargode district secured 100% placement in the first batch training. The 70 students who had completed Food and Beverages Course, the basic course of Hotel Management in SN Trust had secured placement in famous hotels like Oryx Village, Kanhangad, Kasargode, Bungalow 47, Kanhangad, Kasaragod, The Raviz (Kadavu Resort), Calicut, Randhal Restaurant, The Raviz Hotel, Hotel Woodies Bleisure, Calicut, Hotel Dhe Puttu, Park Residency, Harishree International, Juju Hotel and Hotel Vyshak International. The students were placed with a minimum monthly salary ranging from Rs.7000-Rs 12000. Hospitality Management and Accounting were the courses offered at SN Trust.

The candidates were trained in two batches with 35 candidates each respectively.

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DDU-GKY-Kerala SRLM secures abroad job placement for a fully blind candidate

DDU-GKY- Kerala SRLM has secured abroad job placement for a fully blind candidate from Malappuram district of Kerala. It is Mr. Ismayil Saidalavi, PwD candidate hailing from Pallikal village of Malappuram district of Kerala, who secured a well paid job at a reputed company in Abudhabi, United Arab Emirates as tele calling executive with a salary of Rs 40,000. The candidate was trained by Samarthanam Trust for the disabled in BPO Non-voice and BPO Voice courses. This is the first ever abroad placement of a fully blind candidate from Kerala.

It was at his peak of the career that Ismayil lost his eye sight. He went totally blank about his career and future life as he was married and had a family to look after. Ismayil lost his job and was in dilemma about the future. He came to know about DDU-GKY Skilling training at Samarthanam Trust for the Disabled at Kakkannad through Kudumbashree Mission and got enrolled to the training. Ismayil underwent a rigorous training on BPO, communication skills and IT, during the course of the training Ismayil regained his confidence and prepared himself for better career opportunities. Ismayil managed to clear the interview arranged by Samarthanam placement team at AIMS training center, UAE with approx Rs. 40,000 monthly salary as telesales executive. For Ismayil it is like dream come true and he is very much glad for the opportunity he received.

It is as part of the inclusion of all under DDU-GKY, Kudumbashree has encouraged setting up of exclusive PwD (Persons with Disabilities) centres and as a result two exclusive PwD projects were commenced. Rajagiri College of Social Sciences and Samarthanam Trust for the Disabled, were given approvals to commence projects at Kochi, as per the Standard Framework for PwD with target of 150 and 500 respectively. The Rajagiri College had commenced courses viz Book Binder, Front Office Associate and Housekeeping Attendant at the centre whereas the Samarthanam Trust commenced BPO Non-voice and BPO Voice courses for the PwD candidates.



Ismayil Saidalavi