

MY PERSONAL PROJECT

Economically Self-Sustained 500 Asraya families in 2 Years - An Adding of Destitute free Kerala Campaign by Kerala Government

Project: - Skilling and Placement for 1000 Beneficiaries from Asraya House Hold in 2 Years through DDU-GKY Project.

Mission 2017-18 - Skilling and Placement for 350 Asraya Beneficiaries across Kerala

Background and Justification

My Personal Project is a convergence project with Kerala Government's Most Prestigious program "Asraya" and India's Most Pride Project "DDU-GKY". Both the projects are implemented by Kudumbashree in Kerala.

Asraya-The destitute rehabilitation program

Asraya is a destitute rehabilitation program designed by Kudumbashree. The program is targeted at the poorest of the poor population. While implementing the poverty alleviation programmes, it was observed that the programmes implemented by the Government and other agencies never reach this population. These people, who live in utter distress and despair, constitute a very small number in the society, approximately the bottom two per cent of the total population. Kudumbashree designed a project called Asraya - Destitute Identification Rehabilitation and Monitoring Project for the rehabilitation of destitute families. Destitute families are identified using a transparent risk index framed by the Mission. Individual needs of the family are identified through a participatory need assessment. The project envisaged to address lack of food, health problems including chronic illness, pension, **educational facilities** to children, land for home, shelter, drinking water, safe sanitation facilities, **skill development, employment opportunities**, etc.

Asraya started off with a demand based approach. Initially elected heads of the local governments were sensitized on issues affecting the ultra-poor. It was primarily initiated in the gram panchayat areas in the state. Panchayats which were willing to take up the difficult and sensitive task of improving the livelihoods of such people, accept the continuous responsibility and meet at least 75 per cent of the cost of the project were identified for piloting the project.

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement program of the Ministry of Rural Development (MoRD) and Kerala State (Kudumbashree) occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression. Even as India moves towards becoming an international skills hub, there is a need to acknowledge the challenges preventing the rural poor from taking advantage of this momentous economic transition. Lack of formal education, marketable

skills and other constraints imposed by poverty place significant entry barriers to today's job market. DDU-GKY is therefore designed to not only provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates secure a better future.

Scope of the project

- So far, only below 50 candidates got skill training under DDU-GKY and very few candidates are working in a job.
- In Kerala, Both Asraya and DDU-GKY Projects are implemented by Kudumbashree.
- Asraya Projects covered all the Panchayaths, Municipalities and Corporations.
- DDU-GKY covered all the rural Panchayaths.
- Presently DDU-GKY have 34 Project Implementation Agencies and 108 Training Centres across Kerala. And now Kudumbashree awarded 20 new project with 11 new and existing PIAs. So the training center across Kerala will touch around 140. So the training facilities are well set with more than 35 different skill trades.
- Kudumbashree doing Regular Job Melas across Kerala. 40 Job Melas planned In 2017-18
- Each Block DDU-GKY have Block Co-ordinators and Each Panchayath we have trained and active Community Volunteers.
- DDU-GKY provide all its facilities at free of cost.

Aims and Objectives

Aim: - Economically Self-Sustained 500 Asraya families in 2 Years

Objectives:-

- ✓ To facilitate training and placement in their interested area to the eligible 1000 beneficiaries from entire Kerala state's Asraya households (HH) within 2 year.
- ✓ To provide high quality skill training opportunities to the Asraya HH Beneficiaries.
- ✓ To facilitate the Asraya HH Beneficiaries to attain quality Job Opportunities.

Immediate objective:-

- ✓ To provide training and job appointment to 350 Asraya HH Beneficiaries in the financial year 2017-18.
- ✓ Mapping of all eligible and interested beneficiaries from Asraya HH for Skill up gradation.

Activities:-

- ✓ Skill Map survey across Kerala through Kudumbashree CDSs.
- ✓ Sensitization of three-tire PRI elected bodies and three-tire Kudumbashree structure.
- ✓ Every DDU-GKY community Resource Persons and Block co-ordinators will take one or two Asraya Beneficiaries as their core focused area in DDU-GKY program. (Currently around 900 CRPs and 152 Block coordinators we have).

- ✓ Target given to the PIAs for Asraya Beneficiaries skill training and placements under poorest of the poor category.
- ✓ Monthly follow up through MIS and other possible monitoring System.
- ✓ Best CDS, CRP, BC and District Award for maximum availing of Asraya HH Beneficiaries in DDU-GKY Program
- ✓ Conduct Regular Micro Placement drives for DDU-GKY candidates.
- ✓ Post training basic facilities support through sponsorships and donations.
- ✓ The District level co-ordination of this project by District Program Manager - DDU-GKY under Kudumbashree District Mission Co-ordinator.

Beneficiary Selection:-

- ✓ Poorest of the poor category selection by PIAs through CDS facilitated by Block coordinators and District Mission Team
- ✓ Through PRI bodies, NGOs, Clubs, etc...,

Output:-

- ✓ All the Asraya House Holds will cover at least once with Kudumbashree- DDU-GKY program.
- ✓ 1000 Beneficiaries from Asraya HH will get high standard skill training in free of cost.
- ✓ 1000 Beneficiaries from Asraya HH will get quality placement.

Outcome:-

- ✓ At least 500 beneficiaries from the Asraya house hold will get better sustainable financial support through their skill development.
- ✓ At least 500 Asraya Houses we can reduce from the Asraya Project.
- ✓ An adding to Destitute free Kerala

Budget:-

- ✓ Convergence of existing two projects implementing by Kudumbashree. Already theses 2 projects have its own funds. No need for additional funds

Conclusion:-

"I believe that if you show people the problems and you show them the solutions they will be moved to act."

— Bill Gates

I am sturdily believed that, an effective convergence program will make many milestones in the community, especially in Kudumbashree. The above mentioned two projects are implementing by Kudumbashree mission in Kerala. So the full control over the project is with us. I have the request to all stakeholders with Kudumbashree; jointly we can do changes in the community, so please come forward to serve the community.

Bipin Jose

State Program Manager
DDU-GKY- Kudumbashree