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EXPLORING AND EXECUTING CONVERGENCE AVENUES IN DDU-GKY

The convergence of different ideas, groups, or societies is the process by which they stop being different and become more similar. (Collins English Dictionary)

Convergence comes from the prefix con-, meaning together, and the verb verge, which means to turn toward. We can use convergence to describe things that are in the process of coming together, like the slow convergence of your opinions with those of your mother, or for things that have already come together, like the convergence of two roads, or for the place where two things already overlap (Vocabulary.com Dictionary)

More Meaning: - (Vocabulary.com Dictionary)

- *The act of converging (coming closer)*
- *The occurrence of two or more things coming together*
- *The approach of an infinite series to a finite limit*
- *A representation of common ground between theories or phenomena*

KUDUMBASHREE CONVERGENCE MODEL

Convergence of community organisation and Panhaya-ti Raj Institutions (PRIs) evolved in the context of decentralisation and Peoples' Plan Campaign. The three members Task Force that recommended the formation of Kudumbashree Mission had made recommendations regarding Kudumbashree's identity and positioning vis-à-vis the PRIs.

The evolution of Kudumbashree - PRI convergence during the early phase of Kudumbashree was due to the following.

- Decentralisation and the Peoples' Plan Campaign, which set the context.
- The recommendations of the three members Task Force, which proposed an engaging relationship between community organisations and PRIs without scope for sub-ordination.
- The design of the community organisation, which

foresaw the need for convergence, and the campaign mode of implementation through PRIs that the Kudumbashree Mission adopted for expansion of the community organisation network.

Currently Kudumbashree has Inter-department and Intra-department convergence models.

Under DDU-GKY here we are going to acquaint with the area of convergence

The main convergences are

A) Intra-Department

1. Kudumbashree Micro Enterprise Convergence –

- Canteen catering
- Apparel Units, Bag & Cap making Units
- Self-Employment opportunity for DDU-GKY /Drop out / candidates who have failed to secure a job.

2. Convergence with Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project.

3. BUDS/BRC Convergence Program
4. Skill training for ASRAYA/DFK Beneficiaries.
5. Convergence with Tribal Project - TRIKY

B)Inter-Department

1. Mahatma Gandhi National Rural Employment Guarantee Act – PRO-LIFE
2. KASE- Ministry of Labour, Government of Kerala – Qualitative Appraisal Program

The Convergence programs in details.

A)ITRA- DEPARTMENT CONVERGENCE

1. Kudumbashree Micro Enterprise Convergence with DDU-GKY

The role of micro enterprises in rural development and women empowerment is widely recognised the world over; Kudumbashree views ME as an opportunity for providing gainful employment to the people and thereby improving their income and living standards. As per the data more than 15000 non-farm based micro enterprises are spread across the state. Kudumbashree is well known for its Micro enterprise activities. In that many canteen units, Tailoring Units are prominent part. DDUGKY, Kerala, has explored and executed every convergence avenue. converge these enterprises with DDU-GKY also.

a. DDU-GKY Canteen Operation by Kudumbashree ME Unit

Kerala SRLM is promoting residential batches more than non-residential batches and every residential batch has to provide food and accommodation to candidates. Out of 18 residential batch canteens 7 are run by Kudumbashree Canteen and Catering units. Quesscorp Ltd is one of the PIA in KERALA which has a training centre in Idukki district, which is a residential training centre. In one batch the PIA trains 190 candidates and they are running with full capacity. This is the Pioneer canteen convergence program in Kerala. Now it's a model convergence program in DDU-GKY with the ME UNITS. The 5 member ME unit's average monthly turnover is around 1.5 Lakhs.

Now a total of 7 ME Units are running the canteen facilities across Kerala. Kudumbashree units receive around Rs 110/candidate per day in a month. Each Training centre trains around 120-140 candidates every month thus the seven ME units generate a total turnover of Rs 1.5 cr to 1.8 cr.

b. Uniform Stitching Unit for DDU-GKY Program

Kudumbashree Mission, the nodal agency for implementation of DDU-GKY project in Kerala, entered into MoU with PIAs regarding the provision of uniforms by Kudumbashree ME units to PIAs directly. DDU-GKY guideline stipulates that PIAs provide sets of uniform, Cap and a Jute/Cloth bag



ME Canteen Units

to the candidates who are enrolled in the training centre and one pair of uniform shall consist of one cap and any one of the (a) Two-T-shirts for Boys (b) Two sets of Salwar, Kameez and Dupatta.

The budget allocated for Uniform Cost is Rs 1000/- per candidate for up to 9 month course and Rs 2000/- per candidate for 9 months to 12 months as per DDU-GKY guidelines. Kudumbashree Micro Enterprises or apparel parks have the capability to supply the DDU-GKY uniforms as per the Standard Operating Procedures. The PIAs as per the MoUs bound to place orders of uniforms to the Kudumbashree apparel parks/micro enterprises through the Kudumbashree State Mission for all the batches which commenced after 01-Jan-2017. The PIA has to place orders for uniforms to the SMMU before 15 days of the commencement of the batch so that there would not be any delays in servicing the orders. The table given below provides the prices of the items finalized.

1. Two T-shirts for Boys - Rs 700/- Uniforms
2. Two sets of salwar, kameez and dupatta - Rs 950/- Uniforms
3. Jute / Cloth Bag – 150/-
4. Cap – 50/-

Across Kerala under Kudumbashree 3 T-Shirt Apparel units, 12 Salwar and Commiz Apparel Units, 1 Cap Unit and 2 Bag Units are doing the Uniform Making. So far Kudumbashree ME Units completed Rs 1.25 Cr work order from various PIA across Kerala.



Picture 2:- DDU-GKY – Apparel unit (ME) Convergence

By 2020, Kudumbashree need to complete DDU-GKY training target 74200 allotted by Ministry of Rural Development, Government of India. Rs 1000 for Uniform and Rs 150 for Bag per candidate need is held by Kudumbashree with the policy been already approved by the Project Approval Committee of DDU-GKY Kerala, so that amount thus held could be distributed to ME units in future as well ensuring a ready stream of business for them .
Self-Employment opportunity for Unsuccessful DDU-GKY Candidates.

In DDU-GKY 70% of the placement is mandatory; however few of the candidates fail to get their right job, or may drop out of the course on personal grounds and may be forced to drop out of the course/job. So these candidates have to be given alternate livelihood avenues. The solution identified was to encourage these candidates to start own Micro Enterprise with the support of Kudumbashree. In 2017-18 state mission gave the target to each of the district to identify these candidates from their respective area and set a target to start at least one ME in each District. Out of 14 Districts 7 districts formed ME groups, viz; Welding, Electrical, Event Management ME group, and other trades.

Other than this Kudumbashree is exploring other solutions like Job Melas engaging big companies. MoU is ready to be signed with Indian Oil Corporation where they will be engaging the DDUGKY dropouts as Executives in charge of promoting their loyalty cards, and incentives accruing to them based on work output.

2. Convergence with Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project.

MoRD Exclusive project, The Adivasi Women's Collectives for Regenerating Agriculture for Food and Nutritional Security, Economic Sustainability and Self-Reliance, aims to uplift the social and economic status of Irula, Muduga and Kurumba tribal communities of Attappady. Sustainable livelihoods like agriculture and allied activities need to be developed where the community can be self-reliant and self-sufficient in food. Women's institutions would be built up for total financial inclusion leading towards poverty alleviation and social development. Awareness generation would be enhanced on all issues for the communities to be able to access all entitlements and schemes. The institutions would enable women to access credit, engage in sustainable livelihoods, build up entrepreneurship, marketing and negotiation capacities and capacity to assert their agency in all realms from the domestic front to the various forums like the area of work, Panchayat and various departments. It was also found that the youths were not getting enough skilling opportunities in the Attappady region. As Kudumbashree is also the Nodal agency for implementing the Tribal special program at Attappady, a convergence opportunity was sited. It was decided to impart skilling and place 1000 Attappady youths by 2020. For



Picture 3:- DDU-GKY – Attappady Special Project Convergence

Around 250 candidates already completed the training from Attappady Region. Many of them got Job

that DDU-GKY Kerala invited the PIAs to start a training Centre at Attappady, exclusively for Attappady candidates in the settlement itself. One of the PIAs, SB Global, started their training centre and they offered Domestic Electrician, Welding and Plumbing courses. 115 students have completed the training on these trades.

3. CONVERGENCE WITH BUDS/BRC

Introduction

Kudumbashree initiated the Disability Mainstreaming Program namely Buds. To avoid the sin of labelling and stigmatizing towards the mentally challenged, the school was named "BUDs". With the policy focus on inclusive and integrated education more and more mentally challenged children began to enrol in government schools. This has provided the mentally challenged children an opportunity for schooling in an inclusive atmosphere where they can learn up to the age of 18. However there was no institution to take care of the mentally challenged above the age of 18 especially in rural areas which became another problem and issue for the family. The neighbourhood groups began to demand for day care and training for mentally challenged adult persons within the local areas. The panchayats also demanded for such an initiative. It was in these circumstances that Kudumbashree mission came up with the concept of "BRC".

Thus Kudumbashree decided to focus on post school age group also and the Government of Kerala approved the innovative model. Thus in 2015 BUDs Rehabilitation Centre was formed. The centre focuses on the rehabilitation, training and day care of these mentally challenged persons. Currently, 6171 children are studying in 106 BUDs and 75 BRCs established within all 14 districts of Kerala.

These institutions are financially supported by Government of Kerala, but still all their needs cannot be satis-

fied. As part of different Income Generation Programmes, Kerala Government has given different Livelihood Programmes to these institutions. One among the IGP is book binding/spiralling and Paper pen making. Some of the BUDS/BRCs have taken it seriously and making some income out of it. The amazing factor is that, through these programme, the inmates of BRCs have acquired an additional skill for income generation.

Convergence - DDU-GKY and BUDS/BRC

As part of convergence with BUDS/BRC and a new initiative, DDU-GKY Training agencies purchasing Note Books and Pens for DDU-GKY candidates in Kerala.

The DDU-GKY Cell within Kudumbashree has taken a decision to converge the Programme with these institutions.

DDU-GKY is a completely free programme; hence all the equipment, study material, uniform, food and accommodation everything will be free for the candidates. Every candidates need to be provided at least one notebook and one pen, and it was decided to source notebooks and pen from BUDS/BRC schools which are engaged in book and pen making. PIAs now place the order with BUDS/BRC schools. As of now present one BRC from Mararikkulam South Panchayath in Alappuzha District is supplying the spiral note books. The cost of books is given below:



Picture 4:- Buds students engaged in book making books

- 1) 7x10 100 pages spiral bind note books with printed front cover =RS. 35/-
- 2) 7x10 100 pages spiral bind note books with plain glossy front cover =Rs. 30/-.

So far the BRC at Mararikkulam has bagged orders for 1400 Note books out of which 450 books are already despatched. In future it has to be made a policy that PIAs has to purchase the books from the BUDS/BRC schoolssimilar to theDDUGKY uniform making ME convergence which is already in place.

4. SKILL TRAINING FOR ASRAYA/DFK BENEFICIARIES

Introduction

Economically Self-Sustained Asraya families– In conjunction with Destitute free Kerala Campaign by Kerala Government.

Background and Justification

Asraya-The destitute rehabilitation program (Destitute free Kerala)

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 reached 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.

ASRAYA/DFK family members Skill training under DDU-GKY:-

- In the last FY 17-18, 113 candidates were skilled under DDU-GKY and 75 candidates are currently working.
- This FY 18-19 Till June 2018, 402 ASRAYA/DFK beneficiaries have undergone/are undergoing training under DDU-GKY Program.
- Asraya Projects cover all the Panchayaths, Municipalities and Corporations.
- DDU-GKY covers all rural Panchayaths.
- Presently DDU-GKY has 61 Project Implementation Agencies and 92 Training Centres across Kerala. This financial year the training centre capacity across Kerala will touch around 11000. So the training facilities are well set with more than 35 different skill trades giving opportunity

to more beneficiaries.

- Kudumbashree doing Regular Job Melas across Kerala. 40 Job Melas planned In 2018.19.
- Each Block DDU-GKY has Block Co-ordinators and Each Panchayath has trained and active Community Volunteers who could communicate the benefits of skill training to Asaya family members.
- DDU-GKY provide all its facilities at free of cost thus Asraya beneficiaries do not have to bear any additional financial burden.
- Last Financial Year Kudumbashree conducted Destitute Free Kerala campaign along with a Skill Map survey across Kerala through Kudumbashree CDSs.
- Sensitization of three-tier PRI elected bodies and three-tier 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 941 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 enrolment of Asraya HH Beneficiaries in DDU-GKY Program
- 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.

Outcome Expected:-

- All the eligible Asraya House Holds/DFKto get trained in DDU-GKY skilling program.
- All eligible beneficiaries from Asraya HH will get high standard skill training free of cost.
- All eligible Beneficiaries from Asraya HH will get quality placement. And they will get better sustainable financial support through their skill development.

5.CONVERGENCE WITH TRIBAL SPECIAL PROGRAM- TRIBAL KOUSHAL YOJANA (TRIKY) SPECIAL PROGRAMME FOR LIVELIHOOD.

The Tribal special project is an initiative of Kudumbashree in collaboration with the Tribal department to address the special issue of the tribal population of the state, in a systematic manner. The project primarily targets at bringing the marginalized tribals under the aegis of the Kudumbashree network and provide them with facilities which were otherwise less accessible or denied, as part of its poverty eradication mission. The objectives of the mission is planned to be achieved with the active convergence

of various government and non-government agencies as well as departments. The skill development programme is gaining a steady momentum in the districts as more and more women come forward to initiate micro enterprises on their own. The tribal youths getting very less opportunity to attain the skilling in different streams, so DDU-GKY is an opportunity provided for Tribal youths to gain the skill and placement.

TRIBAL KOUSHAL YOJANA (TRIKY)

TRIKY is a campaign designed to create awareness among the tribal youth about various skill training programs of DDU-GKY. The DDU-GKY program has separate sub category target for STs as part of the total training target. 4% of total target is allotted for STs. Under this scheme across Kerala 2455 ST candidates were trained till June 2018 (Currently it is more than 6% of total target). The TRIKY is focused the uncovered ST population to make them perfect understanding about DDU-GKY.

Another mobilization strategy with ST population is Door to Door campaign. It was felt that rather than

“I believe that if you show people the problems and you show them the solutions they will be moved to act.”
— Bill Gates



waiting for these candidates at the mobilization camps it's better to engage them directly at their abode is more practical, this campaign was rolled.

As of now we have covered around 48 settlements. This helped as to give more awareness the community and attract more candidates to DDU- GKY programme .In continuation we are planning to cover all the settlements in Thiruvananthapuram and bring more candidates to DDU-GKY and other Kudumbashree Programme. In future, it is proposed to ensure the reach of the programme in all tribal settlements by rolling out awareness campaigns and mobilization camps. Kudumbashree has now selected 4 special blocks for the tribal development program, Attap-



Picture 8:- Tribal Door to Door Champagne

pady (Palakkad), Nelliampathy (Waynad), Aralam Farm (Kannur), and Nilamboor (Malappuram). First maximum reach will be ensured in these blocks.

B) ITER- DEPARTMENT CONVERGENCE

Project LIFE- MGNREGA

The objective of the Mahatma Gandhi National Rural Employment Guarantee Act 2005 is to ensure sustainable livelihoods for the rural households. In pursuance of this objective, a Project for Livelihoods in Full Employment under MGNREGA (Project LIFE- MGNREGA) has been formulated. The project aims at promoting self-reliance

and improving the skill-base of the MGNREGA workers, and thereby improving livelihoods of MGNREGA workers, so that they can move from the current partial employment to full employment status and hereby reduce their dependence on MGNREGS.

Skill Development Skilling intervention through DDU-GKY taken up under DeenDayalUpadhyayaGrameen-KaushalyaYojana (DDU-GKY) for youth from rural households whose members have completed at least 15 days of work under MGNREGA in the previous FY.

Under this scheme, the MGNREGA Kerala proposed 5000 youth target under MGNREGA HH. For that MoRD allotted 21.6 Cr to Kudumbashree through DDU-GKY. Under this allotment Kudumbashree received 18.3 Cr so far. The details are shown below:-

Sl No	Department	Period	Amount Received	Result	Remarks/ Achievement
1	MGNREGA. MoRD	2016 to 2019	18.3 cr	Achievement as on 15-09-2017 Training completed: Fin year 2015-17 : 3121 Fin year 2017-18 : 1452 Total : 4573 Placement completed : Fin year 2015-17 : 1252 Fin year 2017-18 : 867 Total : 2119	Kudumbasree SRLM completed all the training programs to 5000 Candidates and out of this more than 70% placed

Table 1:- DDU-GKY – MGNREGS Detsils