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The Road to Neumero Uno: Becoming the Best in the Country

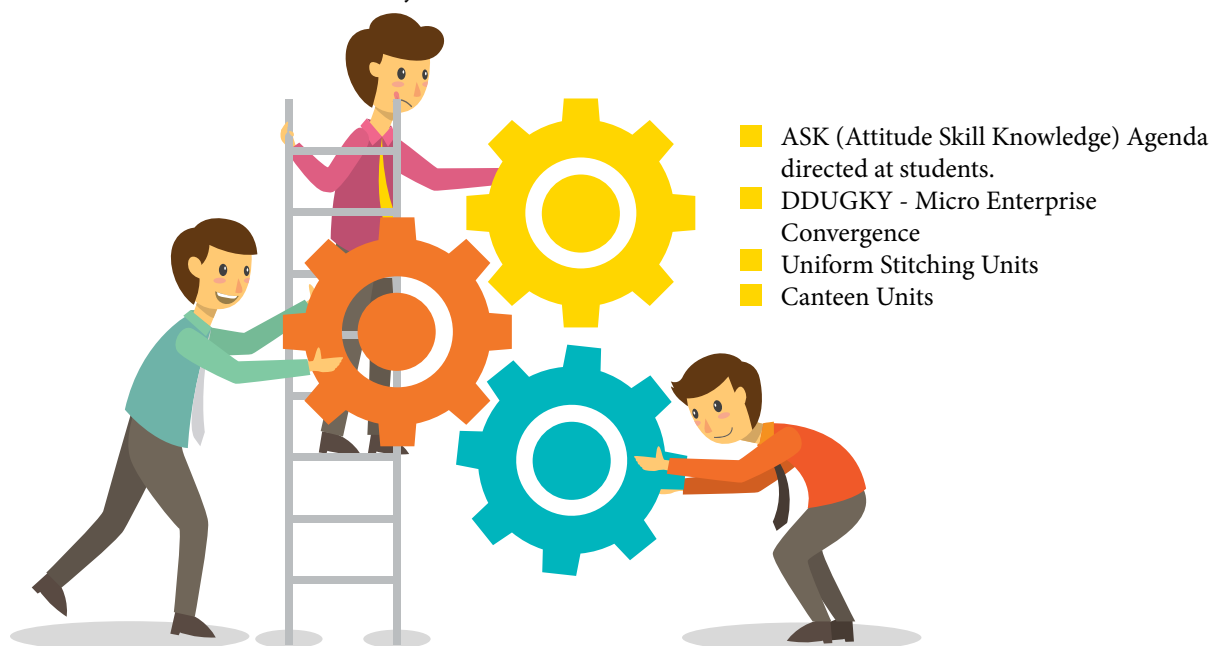
Kudumbashree was bestowed the third best performing state award by Ministry of Rural Development (MoRD) in the year 2017 and second best performing award in the year 2018. It's natural to eye the top spot this year, but the challenges are many. Hand in hand with the state targets and milestones, finding innovative avenues for continuous improvement of the programme delivery keeping in mind the vision of DDUGKY 'Transforming rural poor youth into an economically independent and globally relevant workforce'

The Road So Far

Year 2017: MoRD's Third Best Performing State Award

The milestone achievements considered for the award in the year 2017 were training, placement, mobilization, and transparency & accountability. Innovation was another important determinant of award. In the year 2017 the major innovations were ASK agenda and Kudumbashree Micro Enterprise-DDUGKY convergence.

Major Initiatives/Innovation DDUGKY 2016-17



ASK Agenda

As per the guidelines assessments of students are to be conducted on 15th, 30th, 45th and 60th day of training and a model exam is to be conducted before final external assessment. Internal exams have to be scored as per ASK agenda and comparison of marks would be prepared. Additional inputs to low scoring students would be provided. Monitoring the students' performance on a

continuous basis will result in positive change in attitude, assimilation of skills and increased knowledge, thus moulding them as knowledgeable and good candidates capable of managing the vagaries of the job. The following table gives an idea about the measures and its components so that trainers could record students' performance and intervene at appropriate juncture.

Exhibit: ASK Agenda - Variables		
Attitude (40)	Skill (30)	Knowledge (30)
Diligence & Hardwork (Out of 5)	Domain Skills (Out of 10)	Domain Knowledge
(Out of 20)		
Punctuality - Attendance(Out of 5)	Numeracy: (Out of 5)	IT Knowledge (Out of 5)
Personal Credibility - Integrity & Values (Out of 5)	Basic Computer (Out of 5)	English (Out of 5)
Confidence (Out of 5)	Abstract Reasoning & Logical Ability (Out of 5)	Knowledge (Total-30)
Teamwork (Out of 5)	Interpersonal Skills (Out of 5)	
Leadership & Initiative (Out of 5)	Skill (Total -30)	
Results Orientation (Out of 5)		
Learning Agility (Out of 5)		
Attitude (Total-40)		

DDUGKY – Micro Enterprise Convergence

For Kudumbashree, women empowerment is a priority area and hence convergence between DDUGKY programme and Micro Enterprise was natural. As per reference (3), DDU-GKY guidelines it's stipulated that PIAs shall provide sets of uniform to the candidates who are enrolled in the training centre. One pair of uniform shall consist of one cap and any one of the two-T-shirts for Boys and two sets of salwar, kameez and dupatta for girls. The budget allocated for Uniform Cost is Rs 1000/- per candidate as per DDU-GKY guidelines.

Kudumbashree micro enterprises or apparel parks have the capability to supply the DDUGKY uniforms as per the Standard Operating Procedures. Hence PIAs were notified that they shall place orders of uniforms with the Kudumbashree apparel parks/micro enterprises through the Kudumbashree State Mission for all the batches started after 01 January 2017. The PIAs place orders for uniforms to the SMMU before 30 days of the start of the batch so that there would not be any delay in servicing the orders. So far the Kudumbashree units have received Rs 15 Lakhs worth of orders.

Another ME operation is running of DDUGKY canteen in residential training centres of project implementing agencies. Soubhagyam Kudumbashree unit is successfully running the canteen of Quesscorp, one of the PIAs based at Arakkulam, Idukki Dist.

DDUGKY – ME Convergence: Canteen of NHG Members



Year 2018: MoRD's Second Best Performing State Award

Apart from achieving the stipulated milestones set by the Ministry of Rural Development including commencement of training, training completion and assessment, and placement, innovation once again was an important criterion for awards.



Exhibit: Dr. Praveen C S and Mr. Shibu N P, receiving 2nd Best Performing State Award from Minister of Rural Development and Panchayati Raj Shri. Narendra Singh Tomar.

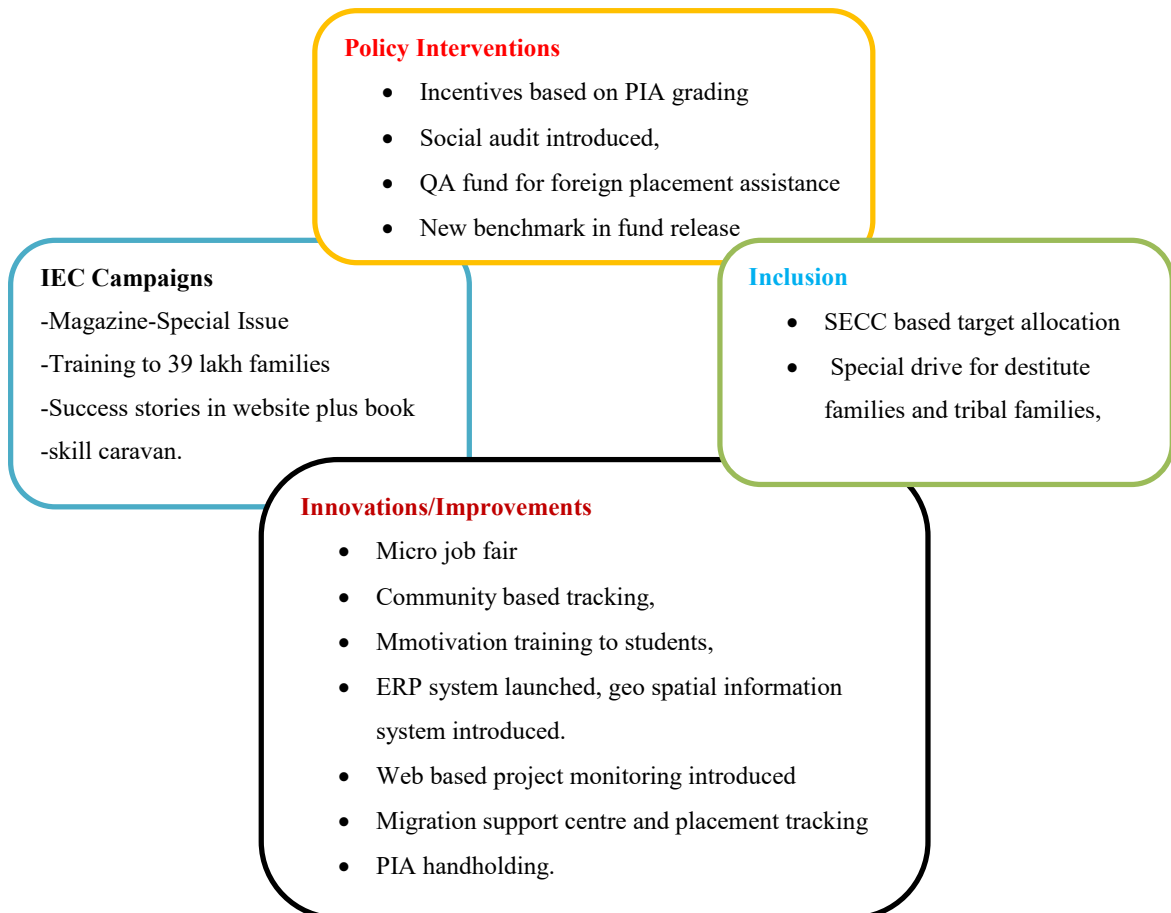


Exhibit: Major policy interventions, innovations and improvements, and inclusion strategies

All PIAs are graded once in every six months and PIAs are categorized into A, B and C category, from best to least performing. Incentives are extended to top performing PIAs which appear in category A and B. C is not considered for future additional targets and their existing targets are downsized. For A category PIA 50% of the 2nd instalment is released on submission of documents and is allotted additional targets - 5 times existing approved Training Centre (TC) capacity.

Another major policy level decision was channelizing of fund collected from prospective PIAs for Qualitative Appraisal. The fund amounting to nearly 50 Lakhs is earmarked for financing the need of students who are placed abroad but are not able to find money for visa, medical and air ticket. An amount of Rs 50000/- student will be granted by SRLM to enable the student to pursue the opportunity abroad.

DDUGKY, Kerala, has also set a new benchmark in fund release.

- **Reduced the time between project sanctioning & fund release**
- **It increased efficiency, confidence in PIAs and improved service delivery**

- **45 days as per SOP (Standard Operating Procedure)**
- **17 days (July 2017)**
- **11 days (March 2018)**

ERP software was developed to track the entire life cycle of the project with data validation at different levels, role based access controls, which also enables real time monitoring of the project. Another area where SRLM has leveraged technology was Geo-Spatial Information System which covers all active training centres wherein with a click candidates could get information about the location of TC, courses being run, contact details of key staff etc.

Readying of infrastructure for Migration Support Centre (MSC) was another achievement. Call centre (grievance redressal and providing information), placement tracking and student counselling, pre placement briefing and training are the student support initiatives planned at the Migration Support Centre.



Migration support centre, Kochin



The Road Ahead: Achieving THE Best Performing State Award - 2019

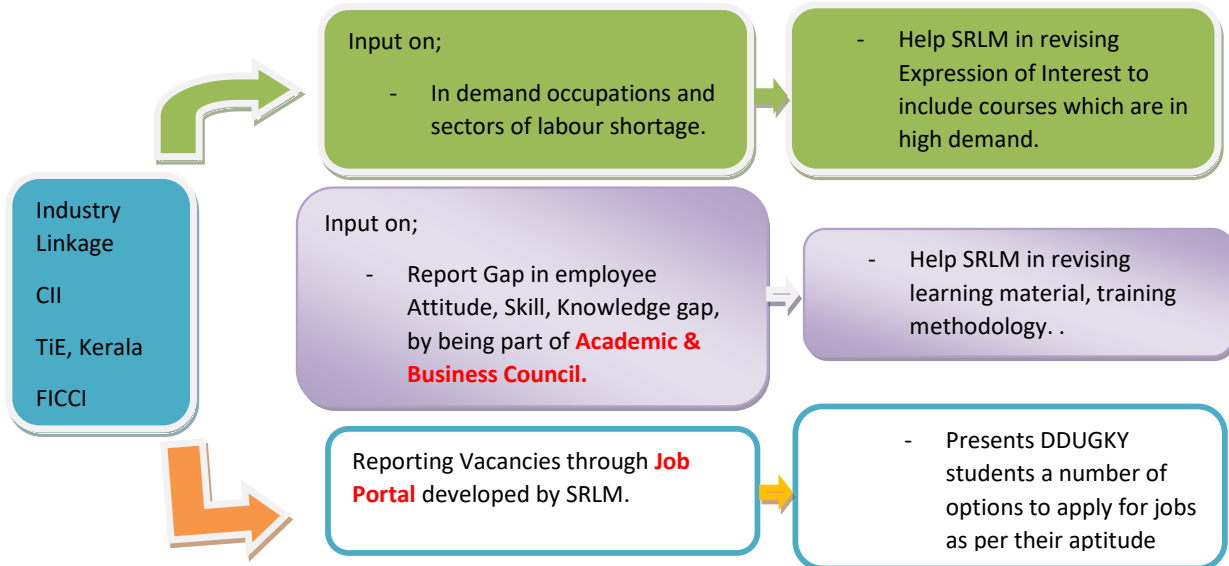
To topple the state at the helm of best performing state award and to win it for the first time, there are many challenges that have to be overcome. Physical achievement of targets, viz training, assessment and placement, achieving all subcategory target including minority targets, timely release of fund by closely monitoring the training and placement completion of PIAs have to be ensured. The SRLM also has to ensure that the TCs are fully utilized and the training is commenced as per the promise PIAs made during the review meeting. Other than these Key Result Areas (KRAs), innovation that would further add value to the project and its beneficiaries is always an important area that is considered for awards.

A number of initiatives/innovations are taken in this direction to ensure that the delivery of the project is enhanced. Industry linkage, Skill excellence centres to deliver soft skill training to newly enrolled candidates and for ToT, calling Expression of Interest for high end or in-demand courses, setting a minimum salary of RS 15,000 or ensuring placement abroad for 10% of trained candidates, free foreign placement for Ashraya beneficiaries

to accelerate income and get the Ashraya beneficiary out of the vicious cycle of poverty, entrust the task of integrated information education and communication plan with a creative media agency which has reach across Kerala to help in creating awareness, empanelling of a motivational training agency to ensure training to all enrolled candidates

of DDUGKY, benchmarking of courses and delivery with input/active collaboration of Singapore Institute of Technical Education, involving academic council in improved delivery of the curriculum are some of the new initiatives/innovations planned by the SRLM to achieve the top spot.

Exhibit: How does industry linkage help?



The DDUGKY team along with input from within Kudumbashree and outside Kudumbashree from eminent academic and industrial bodies is on a mission to be numero uno in the year 2019.