

MoRD sanctions 65 crores for extending SVEP to 12 more districts in Kerala



Ministry of Rural Development (MoRD) sanctioned Rs 65 crore for extending the activities of Startup Village Entrepreneurship Programme (SVEP) to 12 more districts in Kerala. The Empowered Committee presided by the Secretary, MoRD gave approval and sanctioned fund for the project reports submitted by Kudumbashree Mission.

SVEP, the sub component of National Rural Livelihood Mission envisions the growth of the enterprises which are launched after studying the regional scopes. Central and State governments spend money in the project in 60:40 ratio.

In Vadavukod block of Ernakulam and Parakkod block of Pathanamthitta districts Kudumbashree had been successfully implementing the programme for the last one year. As per the approval, the programme will be implemented in Nilambur, Koothuparamb, Panamaram, Perambra, Nilambur, Nenmara, Kodakara, Idukki block, Vaikom, Thaikattusery, Pathanapuram and Vamanapuram blocks of Kazargode, Kannur, Kozhikode, Malappuram, Palakkad, Thrissur, Idukki, Kottayam, Alappuzha, Kollam and Thiruvananthapuram districts respectively. Therefore, Kerala would become the first in the country to extend the SVEP to all districts across the state.

Within 4 years, 21816 new enterprises would be started in these blocks. Kudumbashree's National Resource Organization (NRO) give the technical support for extending the programme. As per the programme, 2000 enterprises from each block will get the loan assistance and the services of those who had received special trainings.

SVEP aims to start Block Resource Centres to give assistance to entrepreneurs and also to those entrepreneurs which were stopped. SVEP also aims to frame projects for the new enterprises and to launch Performance Improvement Programme as well.

Kudumbashree joins hands together with NIFT

Kudumbashree joined hands with National Institute of fashion Technology (NIFT), the education institution under the Textile Ministry, Government of India. Kudumbashree members working in textile making, design sectors may increase their proficiency out of this association. The residential training started in NIFT Kannur campus had 3 phases. The first phase was from 10-12 January 2018. The second phase will be from 29-31 January 2018 and the third phase will be from 6-9 February 2018.

Thirty women who had been working in the textile sector would be selected from across the state. Classes will be led by 2 teachers of NIFT Kannur Campus. Classes will be given on screen printing, sequence work, new designs, sewing machine maintenance etc. NIFT had given a similar training to Kudumbashree women during February 2017.

Set up in 1986, NIFT is the pioneering institute of fashion education in the country and has been in the vanguard of providing professional human resource to the textile and apparel industry. Over the years NIFT has also been working as a knowledge service provider to the Union and State governments in the area of design development and positioning of handlooms and handicrafts.

Toolkit and CPC Manual of NRO sets a model for the country



The tool kit and CPC Manual of Kudumbashree NRO was released by Shri Amarjeet Sinha, Secretary, Rural Development Government of India and Dr. W R Reddy, Director General, NIRD at National Institute of Rural Development (NIRD), at Hyderabad on 12 January 2018. The tool kit has been prepared with which specifically outlines the implementation protocol that can be adopted by states interested in the PRI-CBO convergence model.

For providing the technical assistance to partner states for the PRI-CBO Convergence project and Micro enterprise consultant model, Kudumbashree, the State Poverty eradication mission of Government of Kerala has been designated as National Resource Organisation (NRO) by Ministry of Rural Development in 2012. Since its inception, Kudumbashree has had a history of working with the Panchayati Raj Institutions for partnering in the implementation of various development programmes. This model has been systematized into a project and since 2013 Kudumbashree as NRO has been working with eight states in India in the Convergence model.

The tool kit can be used by any State Rural Livelihood Mis-

sions (SRLM) to implement the model without the support of Kudumbashree NRO. It also has provisions for local-specific customization making it an extremely handy tool. The PRI-CBO convergence tool kit consists of 5 books with more than 450 pages and is a very comprehensive document covering a range of specific processes and concepts like the conceptual framework, the activity mapping, the tool that was developed for entitlement access, the CBOs demand plan preparation, the community institutions for convergence platforms and the various capacity building modules developed for various stakeholders during the course of the project. Kudumbashree NRO had been working on the proof of concept for scaling up and universalization of the PRI-CBO convergence model across states.

The CPC Manual is prepared based on Kudumbashree NRO's experiences and learnings. The training module could be used for building a resource pool of Community Professionals for Convergence (CPC). Community Professionals for Convergence are those internal resources of the state who will be responsible for taking the work of PRI-CBO Convergence forward in non-pilot locations. The manual will help the partner states in training Community Professionals for Convergence for their scaling up interventions.

Shri. Sumith Bose, Former Finance Secretary, Shri. J.J Mahapathra, Former Secretary, Rural Development and Shri. S.Harikishore IAS, Executive Director, Kudumbashree Mission were also present at the function.

Snehitha Gender Help Desk's services to schools in Thiruvananthapuram District

To address the mental issues faced by the school children, 'Snehitha Gender Help Desk's services will be launched in the schools at Thiruvananthapuram district. The programme will be implemented in selected schools of Thiruvananthapuram such as Govt. HSS, Madathara, Govt.HSS, Peroorkkuda, Cottonhill Govt. HSS, Vazhuthacaud, SNVHSS, Aanad, Samuel LMSHSS, Parassala, SNHSS, Uzhamaikal, Govt. Boys HSS, Mithrammala, Govt.Girls HSS, Mithrammala, Prem Nazir Memorial HSS, Koonthalloor, and St. Mathews HSS, Pozhiyoor.

As a pilot study, the programme was implemented in Govt. Girls School, Pattom. The counselling in 3 phases had been completed here. Teachers and parents may also avail the services of Snehitha Gender help Desk. The children who won't be having basic amenities in their home may make use of the shelter homes of Snehitha Gender Help Desk during their exam times. Students may make use of the shelter homes for upto 10 days. Group wise counselling is being given to the children now and those who need special counselling would be identified through this and they would be given the same.

Study Report on the impact of Kudumbashree released



Study report on the impact of Kudumbashree Mission done by Dr K.P Kannan, Chairman, Laurie Baker Centre for Habitat Studies and Shri.G. Raveendran, Retd. Additional Director General, Central Statistics Organization was released. The team was directed to conduct a study on the impact of Kudumbashree Mission. Dr. K.P. Kannan handed over the study report to Dr.K.T Jaleel, Minister, LSGD, Government of Kerala. The report was analysed by Shri.S.M Vijayanand, Former Chief Secretary, Government of Kerala.

It was founded out in the study that Kudumbashree's interventions had influenced the social development of the women. Minister said that the future projects of Kudumbashree would be framed based on the study reports and special care would be given to the deserving sectors.

The activities regarding the detailed study was initiated during July 2015. The social and financial development brought in by the Kudumbashree Mission among the women was the topic. Within the time frame of two years, a de-

tailed study was conducted in 350 NHGs from the selected 60 panchayaths in the state who had been actively participating in Kudumbashree activities for the last 10 years.

The survey was conducted by differentiating them based on their financial situations. The representation of rural, urban, scheduled caste, scheduled tribes and special NHGs were included in the survey. The study was mainly aimed at the financial and social background of the NHG women, the improvement they attained through Kudumbashree activities, personality development, social abilities and its development, impact of the social welfare activities among them etc. The number of NHGs had steadily increased during these years and Kudumbashree's interventions had helped in improving the quality of life of them.

As per the survey, 55 % of the Kudumbashree women are under Below Poverty Line and 45 % are Above Poverty Line. According to the report, Kudumbashree Mission had helped them to come to the mainstream knowing their own rights.

Papers were presented on 'Methodology and findings on economic impact' & 'Social impact and policy recommendations by Dr. G.Raveendran and Dr.K.P Kannan respectively.

Shri.S.Harikishore, Executive Director, Kudumbashree welcomed the gathering and Shri.Pramod, Programme Officer extended the vote of thanks. Senior officials from Planning Board and Kudumbashree State Mission also attended the function.

Renovated Library opened at State Mission

For making the employees of State Mission, serve the Kudumbashree women in a better and authentic way, a renovated library was opened. The library started functioning on 1 January 2018, as Shri. S. Harikishore, Executive Director, Kudumbashree Mission inaugurated the same.

The library consists of around 3000 books which include reference books on Government of Kerala, Government of India, reference books on Kudumbashree, books on women development, on women and children's law, rural development, books on poverty, poverty eradication, micro finance/ entrepreneurs, management books, economic development, books on five year plans, solid waste management, english fiction, computer books and other books and periodicals. It also includes the published materials from the districts, newsletters, media visibility reports and CDs. State Mission employees may lend 2 books at a time for a period of 2 weeks. Smt. Sajna is the librarian, who is in charge of the same.

Weekly seminars on personality development and book discussions are organised on Wednesday afternoons. Employees of State Mission consider this as a golden opportunity to share their knowledge within themselves.