



KUDUMBASHREE

FACILITY MANAGEMENT CENTER

A Public Intervention for raising FLPR

Why to raise FLPR

- 2.9 trillion USD can be added by fully bridging the gender gap in work place
- 0.7 trillion USD can be added if we match best in the region
- India can bring 6.8 crore million women to work by 2025

Mckinsey research “ The Power of Parity, 2015”

Current Scenario

- The Female Labour Participation Rate (FLPR) has been declining the world from 51.3 in 1990 to 48.67 in 2017
- FLPR in Kerala of Kerala 22.1 in 2011 against 56.5 for men
- In 2017 FLPR of Kerala is 32 but still ranks 18th among all states in India

Why low FLPR

- 1) Rising educational enrolment of young women
- 2) Lack of employment opportunities
- 3) Effect of household income on participation
- 4) Measurement of household works

But no one emphasized on public intervention

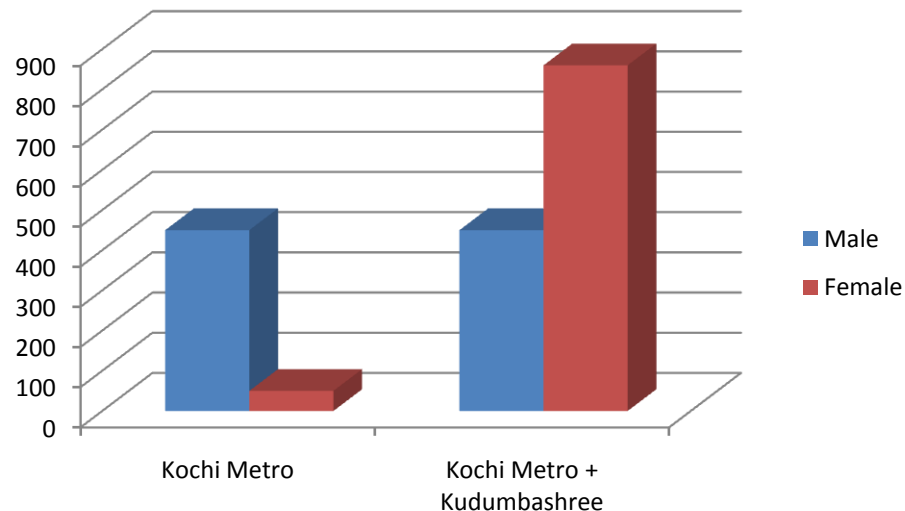
Kudumbashree

Facility Management Center

- A Public Intervention to raise FLPR
- Started off with the acquisition of Kochi Metro, employing 810 women
- Entrusted with the functions of ticketing, customer care, housekeeping and Gardening
- All staff were given uniforms, ESI and PF facilities and two wheeler loans
- Indirect employment of more than 100 women through our own Micro Enterprises
- Works in a “cost plus model” becoming self dependent in two years

Unique factors

- Kochi Metro becomes world's first Metro, whose facility Management is handled only by women
- Inclusion of 23 transgenders
- Unique reservation system to make sure that the benefits are percolated down to the lower and underprivileged women in the society
- Kochi Metro's FLPR raised to 63% against 10% as normal BAU.



Unique reservation system

- People who have got evacuated for Metro construction
- Destitute families protected by Kudumbashree called Aasraya
- Victims of atrocities
- People who have critical patients at home
- People who have disabled persons at home
- SC/ST Fishermen

Challenges

- Recruiting for 40,000 job applicants which consumes cost and time
- Transforming housewives to work in a professional environment
- Difficulty in satisfy prequalification in the tender process

Scalability & Future Roadmap

- Already acquired more clients like Vyttila Mobility Hub (52 women),CUSAT (65 women) Catholic Syrian Bank (20 women)
- More clients in the offing: Kollam Medical College, National Institute of fisheries and others
- Scaling up to new areas which require skilled labour, starting own BPO and accountancy services
- Acquisition of more projects to the tune of employing 10,000 women a year
- Generating more employment of women and bringing them to economic activities

Emulation & Replicability

- Existence of structure like Kudumbashree
- Women more keen in organized sector rather than wages
- Working with NRO to be the resource organization for raising FLPR in other states
- To bring in FLPR more into the conversation tables to establish its relevance in boosting GDP as well as a welfare measure