



# Kudumbashree – State Poverty Eradication Mission – Kerala

OFM – Hyderabad 05.12.2017

# Flow presentation

- Kudumbashree
- Business model for OFM
- Nutrimix model
- Community kitchen model

# Kudumbashree- overview

- Poverty Eradication Programme of government of Kerala
- Community based organisation
  - NHG- ADS- CDS
- 43 Lakh women members
- 31,000 Microenterprises
- 56,000 Farming group
- Nodal agencies for Centrally sponsored programme



Economic empowerment  
Social empowerment  
Women empowerment



P&P HANDICRAFTS



KOCHI EAST CDS



KUDUMBASHREE



# Communitisation and business model for OFM

- Kudumbashree approach
  - Nutrimix model
  - Community Kitchen

# The difference

- State/ national policy of providing food supplements (THR)through the ICDS
- How could community be involved in production of THR
  - Hygiene ?
  - Nutritional challenges ?
  - Scientific production?
  - Ensuring consistency ?
  - Act as source of livelihood ?
- Collective and convergent action of community and government department can create livelihood models for social issues

# NUTRIMIX - MODEL



KUDUMBASHREE

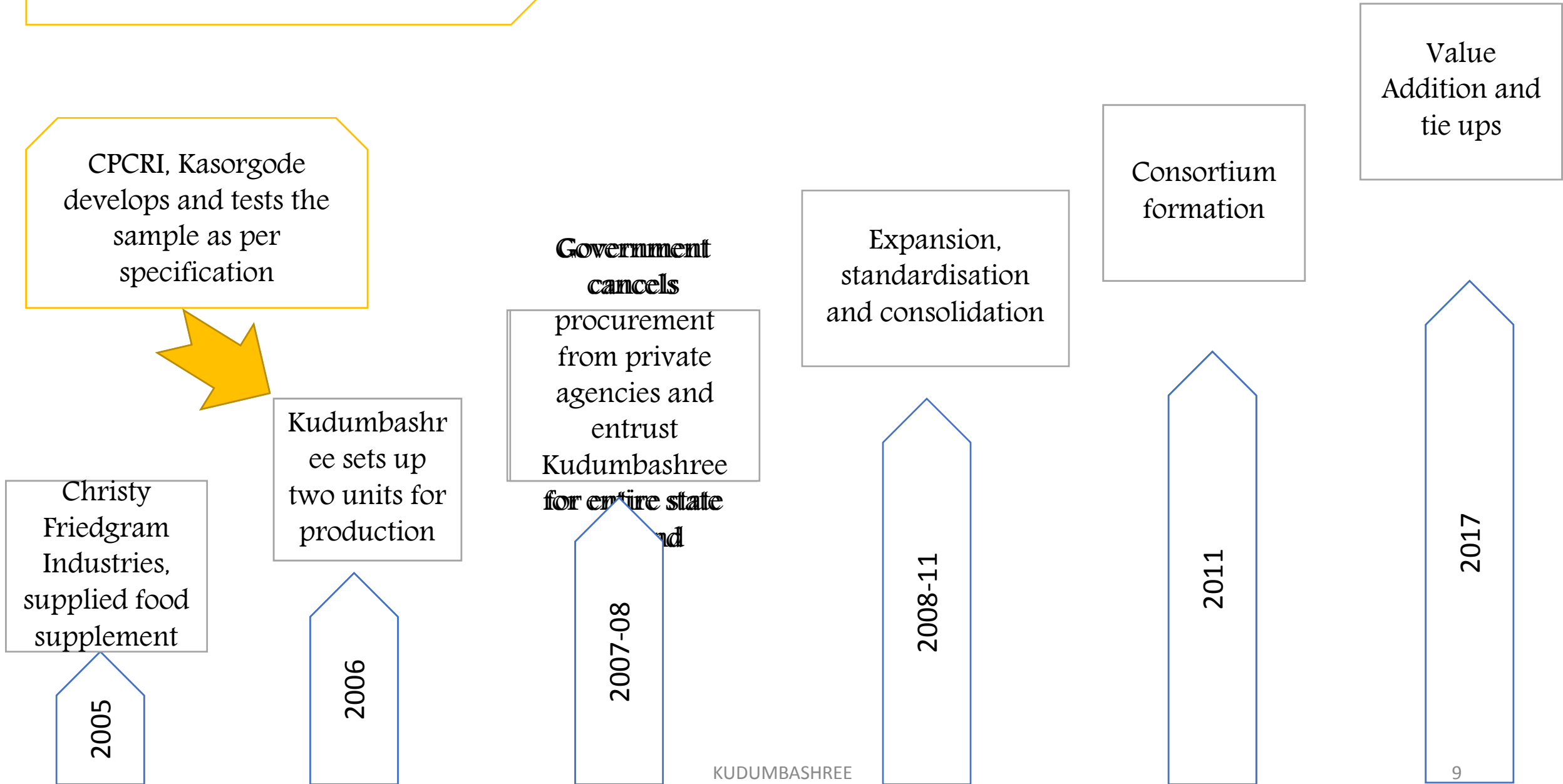
# Amrutham\_Nutrimix

- Amrutham Nutrimix – Take Home Ration (THR) produced by microenterprise unit of Kudumbashree
- Convergence project of Kudumbashree and Social Justice Department
- Currently, each child is provided with 3.5 kg of Amrutham Nutrimix a month, at the rate of 135 grams per day for 25 days.
- Kudumbashree units supply Nutrimix to 32,922 Anganwadies in the State, with 5200 MT.
- Supplied to Anganwadis by the units @ Rs70/Kg, from where the children get for free.
- Units get paid by the ICDS supervisor through Panchayath





# TIME LINE



# Community made : scientific, hygienic and market oriented

The nutrition quotient

Parameter	Amount per 100 grams
Calorific Value (Kcal)	391.00
Carbohydrate(%)	69.47
Fat(%)	5.44
Crude fiber(%)	1.05
Calcium	191.23 mg
Iron	8.9mg
Total protein (gm %)	16.14

Carotene	71.6ug
Thiamine	0.3g
Riboflavine	0.1 mg
Niacin	5.3mg

# Community made : scientific, hygienic and market oriented

The ingredients

Ingredient	100 gms of Amrutham Nutrimix
Wheat	45 gm
Soya Chunks	10 gm
Bengal Gram	15 gm
Groundnut	10 gm
Sugar	20 gm



# Production process

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graph LR; A[Production process] --> B[Pre-production]; A --> C[Production]; A --> D[Post Production];
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## Pre-production

- District level procurement of wheat through FCI
- Subsidised Wheat supplied by Government of India, “Wheat-based Nutrition Programme”.
- Consortium facilitating bulk procurement of other raw materials

## Production

- Each unit set up own storage, processing and packaging facility
- production has been going according to the SOP

## Post Production

- Distributing to Anganwadis
- payments given by panchayat through ICDS supervisor

# Quality Control

- Unit follows the Govt. Approved SOP to ensure the quality.
- Kudumbashree District Mission & Amrutham District Consortium conduct first level periodic checks on raw materials and production facilities.
- Joint Inspections, as surprise visits are conducted by an approved committee consists of SJD Programme officer and Kudumbashree District Mission Team.
- Food and Safety officials conduct regular visits in the units and assist them for improvement
- District wise Food and Safety Trainings are periodically given to all unit members
- Sample test from each batch is tested at the Government Analytical laboratory by the concerned ICDS Supervisor



# Investment

- Fixed capital investment, at current rates, needed for setting up a Amrutham Nutrimix Unit is minimum Rs.7 lakh (Excluding building).
- Working capital requirements are estimated to be about Rs.6.5 lakh for handling volume of 10 MT per month

*In Kerala, currently 232 Micro-Enterprise units are there owned and operated by 1680 women.*



# Nutrimix –extension & Challenges

- Fortified supplements by partnering with UNICEF, piloting in one district
- Food supplement for adolescent girls pilot in 12 Panchyats
- GST for processed foods, increasing the cost

# Community Kitchen

- Special intervention on Attapady tribal belt
- Operated and managed by Kudumbashree community structure
- Targeted beneficiary
  - Pregnant women
  - Lactating mothers
  - Children between 1- 6 yrs of age
  - Adolescent girls
  - Physically/ mentally challenged
  - Elderly (above 60)

172 Community kitchen  
15538 beneficiaries

Each of the kitchen managed by ADS  
Run by Kudumbashree as ME

Cereals: 130 gm  
Pulses :80 gm  
Oil: 5 gm  
Vegetable/ others: 5 gm

Project funded through Kudumbashree and Tribal department



# Learnings and discussion

- Innovation in implementation
- Convergence between the departments
- Creating incentives for the communities
- Efficient monitoring by LSGD and Community structures
- Local production and distribution ensures better transparency
- Better feedback loop and adoption

# Thank you

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