


A 3D maze with a green path leading to an exit arrow. The maze is constructed from dark grey blocks, and the path is highlighted in a vibrant green. A large green arrow points out from the maze, indicating the exit. The background features a green gradient on the left side.

# **Kudumbashree in Urban sector– Vision 2020**

**Executive Director  
Kudumbashree**



*“ No matter how brilliant your mind or strategy, if you’re playing a solo game, you’ll always lose out to a team”*

*- Reid Hoffman*

A 3D maze with a green arrow pointing downwards. The maze is made of grey blocks, and the arrow is a bright green, 3D arrow pointing from the top right towards the bottom center. The background is a gradient from green at the top to white at the bottom.

*“The two most powerful warriors are  
patience and time”*

*- Leo Tolstoy*

# Slide 3

- **Bottom- Up plan versus Top- down plan**
- Plan for 2 years
- **2020 August** (20 months)
- *Why this date ?*

# Slide 4



- What to do?
- I will give hints
- **Together, team should plan**
- ***When? Jan 28,29 (Review cum Roll out)***

# Slide 5

## Themes

- Organization & MF
- Livelihood
- Social Development
- Women Empowerment

Some suggestions follows...



## Slide 6

1. Monitor use of **Rs. 50,000/-**
2. Monitor use of **Rs. 10,000/-**
3. Rs. **25 lakhs or 50** to each CDS (**CEF**)
4. **Linkage loans/ to full potential (CC v/s Term Loan)**

# Slide 7

5. **Micro credit plan** of each NHG- analyse and present strategies
6. **Strengthen ADS**
  - a. **Training**- interval/ content/ need
  - b. **Tasks to ADS**

Example- 20% people of each NHG should be in livelihood
  - c. **Methods to monitor and assist?**



# Slide 8

## 7. 4 models needed in livelihood

- a) **SVEP model**- 2000 per ULB in 2 years
- b) **Scale and quality** in selected enterprises  
(Examples?)
- c) **Innovations**- Yes, needed
- d) **One perfect enterprise** in each ULB  
(Harithakarmasena, Construction, Housekeeping,  
Home shops ...)

# Slide 9

**8. 200 branded shops;** and supply chain

**9. Cafe units;** Festivals

**10. Monthly Markets; Weekly markets**

**11. Melas?** Monitor turnover?

# Slide 10

## 12. A **total restructuring of EST & P**

- a) Core ( Agency selection/ Quality/ placement/ Student selection/ course selection/ Third party monitor? )
- b) Tasks (Grading of agencies, skill gap study, TOT, soft skills, Motivation, Parents meet, Tracking, Software etc)

# Slide 11

13. **100% RPL** for **food street vendors**
14. **Special programme** for **women street vendors**
15. **50 Vending zones?**
16. Any other focus?

# Slide 12

17. **Complete** all shelter constructions
18. **SEP** in shelters
19. **Shelter-** Let **one/ group take up business**

# Slide 13

- 20. **Grading** of all NHGs?
- 21. **Disaster Management Army.**
- 22. **Women Empowerment/ Snehitha network**

# Slide 14

23. **Convergence**- with ULB's- funds? (subsidy guidelines)
24. **Convergence**- DMC/ CDS/ ULB
25. **CO's**- Assign specific task like ADS (Example: Ensure Social Security Entitlements to NHG members)
26. **Multitask**- Roles & Responsibilities?

# Slide 15



27. **PR works**

**28. Documenting change**

- a. What's baseline-
- b. Survey?

**29. *Becoming a NRO in Urban (or International RO?)***



# Slide 16



## 30. What is the vision?

State

- a. Increase of family income to Rs. 8000/-?
- b. Access to finance for all poor?
- c. Safe to eat street food
- d. Local employment for all locals?

# Slide 17

**So, let's begin planning**

**Discuss today/ later**

**Present first draft on January 18**

**Roll out on Jan 28**

# Slide 18

## **I missed many areas, Include them all**

- a. Destitute families
- b. BUDS/ BRCs
- c. Digital NHGs?
- d. New MF Products
- e. Elderly care?
- f. Vulnerability Mapping?
- g. Agri & Animal husbandry?
- h. Entitlement to all
- i. CLC's Use

# Slide 19

**Now, coming to AAP 2018-19**

**Priorities ?**

# Slide 20



1. Sparsham
2. Spark
3. Shelter
4. Livelihood (Self & skill )
5. CLCs
6. Fund from ULB
7. Special Enterprises
8. ARISE



സ്ത്രീകൾ ദുർബലരാണ് എന്ന് പൊതുവായി ഒരു പറച്ചിലുണ്ട്. അവളുടെ സ്വപ്നങ്ങൾക്ക് ജീവിതത്തിന്റെ ഒരു ഘട്ടം വരെയേ ആയുസ്സുള്ളൂ. അത് ഏതു ഘട്ടം വരെ എന്ന് തീരുമാനിക്കുന്നതോ സമൂഹവും കുടുംബവും. പക്ഷെ അതൊന്നും എനിക്ക് പൂർണ്ണമായി സമ്മതിക്കാൻ വയ്യ. സ്ത്രീകൾ സവിശേഷ സൃഷ്ടിയാണ്. പുരുഷനേക്കാളും കുറച്ചുകൂടി കരുത്തുള്ള ഒരു വർഗ്ഗം. ശരീരം കൊണ്ട് ധാരാളം മനസ്സുകൊണ്ട് ധാരാളം അതങ്ങനെ തന്നെ. പക്ഷെ ഒരു കാര്യമുണ്ട്. നിങ്ങൾ നിങ്ങളെ എങ്ങനെ കാണുന്നു എന്നതിനനുസരിച്ചിരിക്കും എല്ലാം.

**മേരി കോം**

A 3D maze with a green arrow pointing right and a white arrow pointing down.

Thank You