

LIVELIHOOD DEVELOPMENT



Flood Relief Activities by Kudumbashree

- **Volunteered** (4,04,949 persons excluding staff) for cleaning houses & public places (2 lakh houses), counselling to 40,000 families, conducting community kitchens, packing of take home kits etc
- **Mobilised funds** – Rs. 11,18,49,612/-
- **Navakerala Lottery** – purchased 3,72,510 tickets from Lottery Dept. and sold 3,51,800
- **Resurgent Kerala Loan Scheme** – Rs. 374.77 Crores released through banks
- **Home Appliances Purchase Mela** – Discount for purchasing Home Appliances
- **Construction / Repair of damaged houses** – on anvil

- Direct impact on the **employment opportunities and livelihoods of the poor.**
- **Women's economic activities badly affected** as severe damages have been reported in collective farming, livestock rearing and in non-farm enterprises sector that engage women in large numbers.
- The damage caused by the floods is likely to have **pushed many more into poverty** and some into even the “severe poverty”.

Strategies proposed

- **Addressing the increased poverty levels that have emerged due to disaster** among farmers/entrepreneurs/tribes and looking forward to short term and medium term interventions that result in improved quality of life
- **Addressing and tapping the new and emerging economic opportunities** arose in the reconstruction phase in to employment opportunities
- **Enhance capacities of poor people** through livelihood promotion and livelihood layering **to reduce levels of risk and vulnerability to future disasters and to increase resilience in unorganized livelihood sector**

I. Addressing the increased poverty levels that have emerged due to disaster among the women farmers/entrepreneurs/Tribes

- **First phase – Livelihood Protection Activities** (Short-term activities of compensatory nature – 6 months up to March)
 - **Cash & Material assistance and temporary income earning opportunities** towards rehabilitation/repair/replacement of livelihood assets, improvements through cash for work, provision of agricultural inputs, rehabilitating damaged LH infrastructure, advance payment of wages to ST HHs and supporting animal stocking etc
- **Second phase – Livelihood Promotion Activities** (Medium to long term - 6 months to 3 years from April)
 - **Engaging development actors in LH programming, Social Funds, Micro insurance, Trainings and Market services, Livestock promotion etc**

II. Addressing and tapping the new and emerging economic opportunities arose in the reconstruction phase

Skill Development for Youth and Women

Green Enterprises

Women to be trained in Construction Sector

**Building Material Production Units –
Small/community based**

III. Enhancing capacities of poor people through livelihood promotion and livelihood layers to reduce levels of risk and vulnerability to future disasters and to increase resilience in livelihood sector

**Collectives, Marketing Societies, CFCs, CCFCs
etc**

Thanks
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