SKILLS & RURAL LIVELIHOOD

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LIVELIHOOD

01. Rural V/S Urban
02. Production V/S Service
03. Wage Employment V/S Self Employment
04. Individual V/S Group
05. Farm V/S Non-Farm
Wage Employment for Rural Poor Youth

128 Courses; 105 PIAs

Residential (70%) & Non-Residential (30%) Centres

NCVT/SSC Certification

70% Placement
Women Construction Groups

52 Women Construction Groups completed construction works worth Rs. 80 Lakhs.

For more details, log on to www.kudumbashree.org/pages/550

IT Units

315 women from 63 IT units are engaged in data entry works of various government departments.

For more details, log on to www.kudumbashree.org/pages/550

Cafe Kudumbashree

1064 Cafe Units engaged in the activities like Catering, Food Fest, Street food venting, and other kinds of Eateries

House Keeping Services

122 Kudumbashree women engaged in House Keeping Services in Cochin Shipyard, Reserve Bank, Regional Cancer Centre, Malabar Cancer Centre
Sanitary Napkin Units

45 members involved in the production of Sanitary Napkin and supplies. Sanitary napkin to Kerala Medical Service Corporation, Gov. Schools and hospitals.

EVENT MANAGEMENT TEAM
ALAPPUZHA
Established in January 2018

Day Care Centres
Trust our Care just like Mother

For more details, log on to www.kudumbashree.org/pages/550
5 Concepts for District Collectors
1. Focus on Entitlements

- PRI – CBO Convergences
- What are Entitlements?
- Why Importance?
2. Stress on Livelihood

DDUGKY/NRLM

Implement Your Vision

What to Dream?
Niyas, PwD Candidate, Placed Abroad
3. Extend Opportunity through Government Convergences

1. Market is Fixed
2. Less Risk & Income Returns
3. Essential in the initial phase of business
4. 10 Examples
4. Solve Problems through Enterprise & Provide Livelihood

- ABC Units
- Haritha Karma Sena
- Geriatric Care
- Kerala Chicken

It's win - win
Harithakarma Sena

20227 Harithakarmasena volunteers in Kerala, the green army of Kudumbashree collects and dispose Plastic & other non-bio-degradable waste safely.

Kudumbashree Chicken project inaugurated

TIMES NEWS NETWORK

Thiruvananthapuram: A few Kudumbashree workers who were into organic farming have now ventured into poultry to earn their livelihood. Finance minister Thomas Isaac launched the initiative, dubbed 'Kudumbashree Chicken' at Kowalia, Thiruvananthapuram on Wednesday.

"Though women in Kerala, as part of their household chores, were also involved in poultry and cattle breeding, now through Kudumbashree their work would gain prominence and recognition," said Thomas Isaac after the project launch. Steps will be taken to ensure that the women get fair price for their products, he said.

The initiative will help in meeting the demand for milk, eggs and broiler chicken in the state and to achieve self-reliance among the women, said animal husbandry and dairy development minister Advocate K. Raja.

The project aims at setting up 5,000 poultry farming units. Of them, 1,000 units will be set up immediately. The minister also inaugurated the distribution of the revolving fund for Kudumbashree units. The launch of Kudumbashree Chicken will help in prevention of the entry of adulterated chicken in Kerala markets, said MLA K. Muraleedharan.
5. Focus on One Big Thing IF POSSIBLE

- Local Resources Available
- Expertise Ready
- Brand Value & Market Acceptance
- Less Competition
In a Nutshell - Skills & Rural Livelihoods

Part A: Programs

DDU-GKY
Deen Dayal Upadyaya Grameen Kaushalya Yojana
Empowering India • Powering the World

SVEP
NRETP

NRLM

ANY OTHER
Part B: Concepts to Create Livelihood

1. Focus on Entitlements
2. Create Livelihood
3. Tap Government Opportunities
4. Unsolved Problem – Think Solution through Livelihoods
5. Focus on One Big Thing
The Sixth Concept

INNOVATIVE
THANK YOU

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QUESTIONS? IF ANY!