Programmatic changes to promote livelihoods of the urban poor - Role of Kudumbashree

S. Harikishore, IAS
Executive Director, Kudumbashree
PART- A

10 Strategies adopted by Mission
1. Campaign to identify all who are interested in Self Employment Programme
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Campaign Outcome

- 43037 interested persons for SEP
- 28071 aspirants for skill training & wage employment
- **1430 enterprises established** through SEP, linkage loan and thrift
- General Orientation provided to 10432 aspirants at ward level
- EDP training provided to 1436 persons
2. Empanelment of skill training agencies
Skill Training Providers

• Empanelled 195 skill training providers to provide short term trainings for SEP beneficiaries at district/ULB level
3. Policy suggested to reduce the no of group members from 10 to 3
• Formation of groups based on requirement
• Recommendation to GoI to reduce the no. of group members from 10 to 3
4. Focus on **8 futuristic sectors** to reach scale
1. Urban Service Team
2. Housekeeping
3. Day Care
4. Centralised Kitchen and Take Away counters
5. Building materials production units
6. Women’s Hostel/ She Lodges
7. Women Wellness centres/ Yoga Parlours
8. Laundry services
Urban Service Team

Provides service on – coconut climbing, Malayalam type writing, electrical works, plumbing, gardening, mobile repairing, A/C works

10 Units
Day Care

20 units
Women’s Hostel

Opportunity to provide accommodation to students attending EST & P residential courses

10 units
Power Laundry

5 Units
5. Phase 2- Mobile app introduced and turnover will be mapped
• Development of Mobile App to geo-tag enterprises and to track income
  – Geo tagged 5049 urban enterprises
6. Service industry - market demand - FGD in ULBs

Analysis of service requirements of industry – tie up for placement and on the job training
• Focus Group Discussions to analyse the services required at ULBs – completed in 78 ULBs
  1. Automotive – two & three wheeler
  2. Accountants
  3. General Duty Assistants (Health)
Linkage for placement during the training itself
Guest lectures from industry
On the job training at industries
7. Startup Urban Entrepreneurship Programme (SUEP)
• Promotion of enterprises based on interest, investment capacity, opportunities at local level
  – Investment through thrift, linkage loan, Mudra, SEP & other sources
8. Market development- Monthly markets, Online Portal, Amazon
• Monthly markets, food fests in ULBs
• Development of Online portal in convergence with Indian Postal Service (kudumbashreebazar.com)
• Tie up with Amazon- Amazon Saheli
• Nano Markets- shelf space in retail outlets
9. ULB wise analysis – ranking of ULBs/Award for best ULB
• Earmarking of more funds to Kudumbashree programmes

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<tr>
<th>Year</th>
<th>No of Projects</th>
<th>Fund earmarked (Rs)</th>
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<td>163</td>
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<td>Total</td>
<td>424</td>
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• Providing infrastructure and marketing support to Kudumbashree groups
  – Nano Markets
  – Infrastructure to Reverse Osmosis Plants
10. Convergence with departments
E- Seva Kendra

Convergence with Motor Vehicles Department

31 units / 93 women
House Keeping Services

20 units, 120 Members
Public Conveyance Facility Management

Integration with Indian Oil Corporation

63 members
Front Office management

Convergence with Regional Cancer Centre & Malabar Cancer Centre

60 members
Canteens

Integration with MLA hostel, Planning board and other Government offices
1050 units
Café corners

8 units
PART- B
Approaches in SEP
1. Government Convergence
Kochi Metro Rail Project

Housekeeping, Front Office, Ticketing, Gardening

734 Members
Railway Parking Management

197 Members in districts of Railway Southern Division
Railway Waiting Hall Management

40 Members

2/15/2019
Tourism related enterprise

Buggy service, Kozhikkode (5 members)
Cleaning Staffs for Tourism

Cleaning of tourism destinations
487 members
Animal Birth Control Unit

Sterilisation of dogs in association with Animal Husbandry Departments & LSGs

57 units
2. Identification of gaps/Opportunities
Women Construction Team

Convergence with PMAY & MGNREGS/ Ayyankali Employment Guarantee scheme

3000 members
Painting Team

Opportunity identified as part of construction teams
30 members

2/15/2019
Geriatric care givers

Harsham Geriatric care – Unit to provide care to aged
60 members

2/15/2019
Palliative care

Opportunity as part of palliative care of LSGs & hospitals
202 members
Haritha Karma Sena

Making Environment Green - Plastic recycling, service providers for bio gas/ waste disposal
Reverse Osmosis Plant

Packed drinking water to Urban households & Establishments
6 units

2/15/2019
Mobile Cafe

Branding of ‘way side food shops

2/15/2019
3. Encouraging Innovations
Yoga Clinic

5 units
Home stays

23 units
Cut Vegetables
Drawing school
LED Making
Mobile Crematorium

10 members
4. Inclusion
Handicrafts (Transgender group)

Transgender group engaged in handicrafts & artificial jewellery
5. Traditional sectors
Pappad making
Coir Processing
Basket making
Screw pine
6. Development of Micro Enterprise Consultants (Community Resource persons)
• Community Resource pool to provide support on
  – Project preparation
  – Awareness creation on livelihoods
  – Entrepreneurship Development trainings
  – Marketing support
  – Business counseling
Thank You

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Executive Director
Kudumbashree