Micro Enterprises
promoted by Kudumbashree
- A case study

S.Harikishore  Executive Director
Kudumbashree (1998 to 2017)

- 2,77,175 SHGs
- 45.6 lakh members
- 30,512 Micro Enterprises
- 49,632 Joint Liability Groups of Agriculture
4 types

1. Enterprises to solve a problem

2. Government tie up/ support
   - As service Provider/ Contractor
   - As suppliers to Government

3. Gap filling/ new opportunity

4. Production units
1. Enterprises to solve a problem
Street dog catching unit
83 units functioning in Kerala
Kudumbashree forays into rubber tapping

T’Puram: After making successful forays into many unchartered domains, Kudumbashree women will now venture into the rubber tapping sector. The aim of the project is to find a steady source of income and to promote the cultivation of natural rubber. Kudumbashree, in partnership with the Rubber Board, will form labour groups to be associated with various rubber producing societies. Women workers entering the rubber tapping sector are expected to get a daily wage of ₹800. Ahead of the state-wide roll out of the project, training in rubber tapping was imparted to 30 women in Ernakulam district. After assessing the progress of the project, it will be extended to other districts.

Rubber Tapping

6 units will function this year
2. Enterprises with Government Support (as service providers)
Metro Facilitation Centre

- **Tie up with Kochin Metro**  
  (First women run metro in the world)

- **All services (ticketing, parking, customer facilitation, canteen, housekeeping etc)**

- Employment for 700 women including **Transgenders**

- **Planning to extend to CIAL, Kannur airport, Refineries, Shipyard, RCC, MCC**
Kochin Metro FMC  
Employment to 780 women
Railway waiting halls

4 waiting halls of Trivandrum Division
Railway parking

40 railway stations in Trivandrum division
Housekeeping team

Many major companies outsource
Tourism Amenity Centre

In many places
Canteen/ Hotel in Govt. Offices
In Many places
2. Enterprises with Government Support (as suppliers)
Nutrimix Units for Production of Anganwadi THR

- Take Home Ration for Anganwadi’s
- **368** Micro Enterprises Units
- **3680** women employed
IT Enterprises for data entry

- **63 IT Units**
- **2500 women employed**
- **Govt. data entry**
1413 Units across the State

Govt offices can give work order without tender
Napkin Units

- 9 units
- Supplying to Govt Schools
Rangashree Drama Unit

- 14 units
- IEC activities of SBM, MNREGA
3. Gap filling/ Grabbing New Opportunities
Grow Bag Supply
Construction unit

20 units trained
Painting Team

6 units will be trained
Hollow bricks  
10 units functioning
Day care and Play School
Working women hostel
Fitness centre
Mineral Water

5 units functioning
Santhwanam unit
4. Production Units
Pappad making unit
Pottery unit
Pickle manufacturing
Flex printing unit
Handicraft unit
Cloth bags and miscellaneous items
Learnings

- **Solving social problems** through enterprises will increase acceptance

- **Government support** will assure market and will increase reliability

- Challenges offered by **New opportunities** will fuel growth and revenue

- **Production units of choice** will create passion about work