“To eradicate absolute poverty in ten years through concentrated community action under the leadership of local governments, by facilitating organisation of poor for combining self help with demand led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty holistically.”
Kudumbashree - Pathway

1992
Poverty Reduction experiment in Alappuzha Municipality

1994
Tested in Rural Area – Malappuram District through CBNP (Community Based Nutrition Programme)

1995
Expanded to all Urban areas

1998
State wide launch as Kudumbashree

2002
Rural expansion in 3 Phases

2008
Restructured bye law and common elections

2013
NRO

2008
Rural expansion in 3 Phases

2013
NRO

2013
NRO

2013
NRO
Kudumbashree

- Kudumbam + Shree
- Logo = 3 empowerment
- 2.77 lakh NHGs (43 lakh families)
- Weekly meetings
- Thrift and Credit (Rs. 3100 crore)
- Bank linkage
3 tier structure

Panchayat

Ward

Houses

1 Community Development Society

1 Area Development Society per ward

10 to 20 houses
= 1 NeighbourHood Group

(one membership per house)
There will be many NHG per ward
OVERVIEW of PROGRAMS

1. Organisation strengthening
2. Micro Finance
3. Micro Enterprise & Collectives
4. Agriculture & Animal Husbandry
5. Social Development
6. Women Empowerment
7. Focus on Tribal, Coastal areas
8. Skill development
10. Nodal agency of PMAY, RAY, NULM, NRLM, SVEP, DDUGKY, MKSP
Livelihood (self employment)

- 31,000 **micro enterprises** (individual and group)
- 65,000 **agriculture groups** (1,00,000 + acre in cultivation)

Kudumbashree provides

- **Training** (Orientation, Skill development)
- **Financial Assistance** (Interest subsidy, bank linkage, schemes)
- **Marketing Assistance**
- **Technical support**, training and handholding
Agriculture

- 65,000 Groups (Joint Liability Groups)
- Vegetables, Paddy, Tuber crops, Banana
- Kudumbashree provides
  - Training/ Support from Master farmer/ Field visits
  - Production Incentive
  - **Interest subsidy** for loan
  - **Marketing** assistance
Agriculture Joint Liability Group
Agriculture - lease land farming
Nursery
Terrace farming (grow bag supply)
Food processing
Bio pharmacy
Pickle manufacturing
Mother kitchen
Future Plans

- Fallow land free panchayats
- Focus on homestead cultivation
- **Self Sustainable Local Governments**
- Nurseries (at present 70 nurseries)
- 1 crore fruit bearing plants’ saplings in next year
- **300 agriculture based micro enterprises in 3 years**
- Increase in income per family
Kudumbashree NRO - National Resource Organisation
THANKS

Mahila Sabha in Rajasthan
Micro Enterprises

- Owned, Run and managed by entrepreneur
- Rs. 5,000/- per month
- Seasonal (festival based)
- Products and Services
- Sales and Marketing enterprise
- Groups (training team/ KAASS)
- Apparel, Canteen, Handicraft, Health and Hygiene, Food products etc. etc.
Catering
Day care and Play School
Flex printing unit
Flour Mill
Handicraft unit
Working women hostel
House keeping team
Ironing unit
IT unit
Mineral Water
Hotel and Restaurant
Napkin manufacturing unit
Nutrimix (Anganwadi THR)
Painting Team
Paper plate manufacturing
Pappad making unit
Railway parking management
Pottery unit
Railway waiting hall, Ernakulam
Band troupe
Taxi owners
Cloth bags and miscellaneous items
Weaving
Rangashree drama unit

Service Sector
Hollow bricks | Service Sector
Santhwanam unit | Service Sector
Street dog catching unit