Kudumbashree - An overview

S. Harikishore, Executive Director, Kudumbashree
“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

2002
Rural expansion in 3 Phases

2008
Restructured bye law and common elections

2013
NRO
OVERVIEW of PROGRAMS

1. Organisation strengthening
2. Micro Finance
3. Micro Enterprise & Collectives
4. Marketing
5. Agriculture
6. Animal Husbandry
7. Social Development
8. Balasabha
9. Women Empowerment
10. Focus on Tribal, Coastal areas
11. Attappadi Special Project
12. National Resource Organisation
13. Nodal agency of PMAY, NULM, NRLM, SVEP, DDUGKY, MKSP
14. Kochin Metro Facility Management
15. MIS
Budget 2017 -18 (and multi year projects)

- State Plan fund: Rs. 196 crores \((161+25+10)\)
- NRLM: Rs. 90 crores
- NULM: Rs. 30.88 crores
- PMAY: Rs. 460 crores \((\text{demand based})\)
- DDUGKY: Rs. 390 crores \(3\text{ years}\)
- MKSP: Rs. 79 crores \(3\text{ years}\) (Agri value chain also)
- SVEP: Rs. 70 crores \(3\text{ years}\)
1. Organisation and Micro Finance

- **2,77,175** NHGs
- **43 lakh** families
Main plans (Organisation Strengthening)

- **Kudumbashree School** (Training to 43 lakh members)

- **CBO Strengthening** (Training to Panchayat presidents, CDS chairpersons)

- Strengthening coastal NHGs, Elderly NHGs (Providing RF)

- **Sneha Veedu** (Scheme to provide houses with the help of funds raised by members) - 68 houses ongoing; and 17 completed

- Bye law amendment (**multiple membership**) will be possible
1. Organisation strengthening

• Focus on **Special NHGs**
  
  • **Transgender** - 19 (223 members)
  
  • **Person with Disabilities** - 754 (8,204 members)
  
  • **Elderly** - 2,134 (31,224 members)
  
• Provision in state plan for **CORPUS FUND** for special NHGs
Statistics (Org and MF)

Kudumbashree women in LSG election 2015

- No of kudumbashree members contested - 15,863
- No of kudumbashree members elected - 7,376
  - Panchayat President - 255
  - Block Panchayat President - 42
  - District Panchayat President - 2
  - Municipal Chairperson - 14
What's new

- **Mobile application** for communicating to all 43 lakh members (with the help of TCS)
- **Community Radio**
- **Kudumbashree Magazine** (2.5 lakh copies)
- **2017 -18: Year of NHG**
2. Micro Finance

- **Total Thrift** - Rs. 3535 Crores

- **Total internal loans generated** - Rs. 14,346 Crores

- 1,77,513 NHGs have linkage loans at present with an average loan size of 3.5 lakhs

- Providing **4% interest subsidy** to all loans is the major scheme

- Matching Grant, Revolving Fund, Vulnerability Reduction Fund, Financial Literacy campaign, Capacitation for audit
Micro Finance and MIS

- **Digital Accounting** for *Ayalkkoottam* (Transaction based Management Information System will be launched)

- Campaign against *money lenders* (pilot planned)

- **Research and Analysis** needed (rate of internal lending; multiple lending)

- Kudumbashree **bank**?
3. 4. 5. Micro Enterprises, Collectives, Marketing, Agriculture and Animal Husbandry

- Special Focus on **Livelihood**
- **Self employment** (individual and group enterprise)
- **Wage employment** (service sector and skill training)
- Future plans includes development of **collectives and producer companies**
- **Value addition**, **branding** and **marketing**
- Increase in **productivity** and **production capacity**
LIVELIHOOD

• **Self Employment**
  - Primary Sector *(Agriculture and Animal Husbandry)*
  - Secondary Sector *(Enterprises and production)*
  - Tertiary Sector *(Service)*

• **Wage Employment**
  - DDUGKY, NULM, NRLM *(skill training)*
  - Convergence
3. Agriculture

- **60,000 Agriculture Groups** (Joint Liability Groups)
- Cultivation in **43,744 hectares** (Vegetables, Paddy, Tuber crops, Banana)
- **400 crore bank linkage**
- Providing area incentive (need to convert to production incentive)
- 450 weekly markets started (Nattu chantha)
Inputs from Kudumbashree

- **Training**/ Support from Master farmer
- Exposure visits
- **Input support** (seed/ fertiliser)
- Production Incentive
- **Interest subsidy** for loan
- Marketing assistance
Onam market 2017

- **Rs. 12 crore** - vegetable sales in 2017 Onam market
- **6905 hectare** area under vegetable cultivation for Onam
- 4000 tonne vegetables sold
- 1600 pre onam markets established
- 30,000 JLGs participated
Convergence with Agri Department

- 450 **weekly markets** + 400 weekly markets (almost coverage in 100% panchayats)

- **Value addition** with buy back (tie up with Horticorp)

- Kudumbashree **product sales** in all Horticorp outlets

- Tie up in **Eco shops** (25 shops exclusively for women; and product sales in all 300 eco shops)

- Networking through Kudumbashree
Future Plans (Agriculture)

- **300 agriculture based enterprises**
- **Nurseries/ Production of 1 crore fruit bearing plants**
- **5,00,000 families to be supported (livelihood)**
- **20 crore revenue from weekly markets**
- **Value addition (cluster level units of banana, paddy, tapioca)**
- **Intensive High Return Farming (10,000 Ha of banana)**
5. Animal Husbandry

- 3148 groups of **Goat Village** (15,802 beneficiaries)
- 586 groups of **Ksheerasagaram** (2977 beneficiaries)
- Kerala Chicken (**1000 broiler chicken units** will be set up immediately) and **Male calf fattening**
- **CIG formed** (Support to existing diary farmers by forming clusters, and Rs 3 crore provided as interest free loan)
- ABC program to be strengthened
Agriculture Joint Liability Group
Agriculture - lease land farming
Nursery
Terrace farming (grow bag supply)
Food processing  Agriculture value chain
Bio pharmacy

Allied sector
Pickle manufacturing | Value addition
Goat Village
nature fresh milk
6. Micro Enterprises

- 31,000 **micro enterprises** (individual and group)

- Kudumbashree provides
  - **Training** (Orientation, Skill development)
  - **Financial Assistance** (Interest subsidy, bank linkage)
  - **Special schemes** (Technology fund, Technology upgradation fund, Innovation fund etc.)
  - **Marketing Assistance** (Monthly markets, Home shops)
  - **Technical support**, training and handholding
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  300+ units
Working women hostel
Ironing unit
Mineral Water 3 units
Hotel and Restaurant

1079 catering units
Napkin manufacturing unit 9 units
Nutrimix (Anganwadi Take Home Ration) | 234 units
Paper plate manufacturing
Pappad making unit
Band troupe
Cloth bags and miscellaneous items
Weaving
Rangashree drama unit
Hollow bricks
Service Units

- **Innovative concepts** in service sector
- Some new livelihood units include
  - Construction Units
  - Animal Birth Control Units
  - IT units/ Training team
  - Marriage bureau/ Rubber tapping team
  - Tie up with Railways/ Banks/ PSUs
Service Sector - Focus/ Future plan

• **She lodges** - Management

• **Mother kitchen** and packed food supply/ take away counters

• **Geriatric care** - Pool of trained service providers

• **Urban service team** (of multi task personnel)

• **Kerala Mess** (low cost meals to the needy)

• NREGA (providing material component/ procurement)
IT unit
Street dog catching unit
Railway waiting hall, Ernakulam
Construction unit
Railway parking management
Painting Team
House keeping team
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
Government Support/ Convergence

- **Nutrimix units** (anganwadi take home food production totally by Kudumbashree)

- 359 tailoring units - **No tender required** to give work. Got many work orders (cloth bags for 1.50 lakhs from lottery department; coat stitching for Rs. 1.96 crore from Hantex)

- 63 IT units and Survey team - **Conducts most of the govt. surveys** (pension survey - 35 lakh houses/ Housing Survey - 12 lakh houses)

- Got work order for manufacturing of **sanitary napkins for all schools from KMSCL**
Government Support/ Convergence

- **Railways** (Parking Management in 40 stations; and Waiting hall management in 4 stations)
- **Data entry work** from NORKA for Rs. 25 lakhs
- **Housekeeping** works at Reserve Bank, Cochin Shipyard and many other places
- **Gardening, Green Technicians, SWAP shops, Canteens, Tourism clean destination program**
- **She lodges** (in convergence with local self government/ social justice department)
Government Support/ Convergence

- **NRHM IEC campaign** - by drama unit

- Labour bank in Attappadi

- **Suppliers of NTFP** (non timber forest products, especially medicinal plants) to government procurement system in Attappadi

- **Plastic recycling units** in association with LSGD

- **Coir units** in association with Coir Board; **Rubber tapping units** in association with Rubber Board

- Convergence with missions especially **LIFE, Harithakeralam**
Government Support/ Convergence

- Tie up with **PWD** (Pot hole filling machine, Road side cleaning)
- Tie up with **Tourism** (kiosk in all destinations, canteen, housekeeping, running serviced villas)
- Tie up with **PSUs like IOC, BPCL** (Providing wayside amenities)
- **KSRTC** in multiple areas (bus cleaning, canteen, waiting hall, ticket reservation, converting bus to restaurant,
- **Industries** (initiated by participating in meeting at planning board)
- **Health** (dengue control pilot project in Trivandrum, surveys)
Panchayats/ convergance

- **Green Technicians** for advising on waste management (Kozhikode)
- **Rain army/ Sujalam** for well recharge/ rain water harvesting (Kannur) (Palakkad)

- **Multiple convergence projects in** many districts. **Laundry unit**, **Literacy campaign**, **Animal husbandry projects**, **Marketing outlets**, ‘**She travels**’, ’**She nirman**’, **Nursery units**, **Providing food for needy**, **Preservation of art and culture**, **Personality training for children**

- **Animal Birth Control** Project (All Districts)

- **RO plant** (Kollam, Kozhikode, Ernakulam)
Future Plans

- **2000 new enterprises** in 2017-18 (with focus on coastal and tribal belt) - Jeevanam campaign

- Rs. 20 crore as Community Livelihood Fund (NRLM)

- Consortium (collectives), Clusters and Producer companies

- **Convergence with Missions** (LIFE, Harithakeralam)

- To grow as a service provider - Railways; Canteens; Housekeeping; Service units; Labour bank;
6. Marketing

- **Monthly markets** in each CDS proposed
- **Weekly market** in each panchayat (Along with Agri)
- Festival fairs (Onam, Christmas)
- District level trade fairs and **Food Festivals**
- **SARAS fair** (Rs 6.5 crore sales in Malappuram)
- Participation in **outside state** SARAS fair
6. Marketing - Plans

- Strengthening **Home Shop** network

- **Online product shop** by November 1

- **Supermarkets** in 14 districts (Plan 2017 -18)

- **500 outlets in kerala** (14 supermarkets; 100 horticorp; 250 ecoshops; 100 kudumbashree cafes; display almirahs in private supermarkets, supply co)

- Business **promotion and Branding** with promotional activities
7. Social Development

- **Asraya project** (Destitute Rehabilitation Project) - 1.74 lakh families rehabilitated.

- Providing assistance to **start BUDS schools and BUDS rehabilitation centres** in Panchayats (for mentally challenged children)

- Providing **vehicles** for BUDS schools, conducting BUDS festivals

- Starting **one BUDS home** per district

- **Convergence with Panchayats**
7. Social Development Plan 2017 - 18

- **200 BUDS schools** will be started this year (Rs. 25 lakhs per school)

- Asraya project - challenge fund increased to Rs. 40 lakhs per LSG

- **Destitute Free Kerala** campaign from October 4

- Livelihood program for mothers and children (near BUDS school)

- Future plan - **Poverty Free Grama Panchayat** (reaching of government schemes to all)
### 7. Social Development - Statistics

<table>
<thead>
<tr>
<th>District</th>
<th>No of BUDS schools</th>
<th>No of students</th>
<th>No of BRCs</th>
<th>No of students</th>
</tr>
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<tbody>
<tr>
<td>Thiruvananthapuram</td>
<td>2</td>
<td>92</td>
<td>25</td>
<td>695</td>
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<tr>
<td>Kollam</td>
<td>1</td>
<td>34</td>
<td>8</td>
<td>218</td>
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<tr>
<td>Pathanamthitta</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>71</td>
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<td>Alappuzha</td>
<td>6</td>
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<td>9</td>
<td>232</td>
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<tr>
<td>Kottayam</td>
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<td>0</td>
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<td>44</td>
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<tr>
<td>Idukki</td>
<td>1</td>
<td>31</td>
<td>1</td>
<td>34</td>
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<tr>
<td>Ernakulam</td>
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<td>611</td>
<td>10</td>
<td>232</td>
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<tr>
<td>Thrissur</td>
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<td>100</td>
<td>6</td>
<td>155</td>
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<tr>
<td>Palakkad</td>
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<td>Kannur</td>
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<td>429</td>
<td>5</td>
<td>81</td>
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<tr>
<td>Wayanad</td>
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<td>39</td>
<td>1</td>
<td>13</td>
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<tr>
<td>Kasargode</td>
<td>7</td>
<td>428</td>
<td>2</td>
<td>61</td>
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<td><strong>Total</strong></td>
<td><strong>63</strong></td>
<td><strong>2820</strong></td>
<td><strong>87</strong></td>
<td><strong>2317</strong></td>
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</table>
No of students in BUDS Schools and BRCs

- Thiruvananthapuram
- Kollam
- Pathanamthitta
- Alappuzha
- Kottayam
- Idukki
- Ernakulam
- Thrissur
- Palakkad
- Malappuram
- Kozhikode
- Kannur
- Wayanad
- Kasargode

Thiruvananthapuram: 700
Kollam: 350
Pathanamthitta: 525
Alappuzha: 0
Kottayam: 175
Idukki: 0
Ernakulam: 700
Thrissur: 350
Palakkad: 175
Malappuram: 0
Kozhikode: 525
Kannur: 0
Wayanad: 0
Kasargode: 0

Legend:
- Blue: No of students in BUDS Schools
- Red: No of students in BRCs
No of Beneficiaries of *Ashraya Project* District wise

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>District</th>
<th>No of beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alappuzha</td>
<td>9325</td>
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<tr>
<td>2</td>
<td>Ernakulam</td>
<td>20078</td>
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<tr>
<td>3</td>
<td>Idukki</td>
<td>7264</td>
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<tr>
<td>4</td>
<td>Kannur</td>
<td>5975</td>
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<tr>
<td>5</td>
<td>Kasargode</td>
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<td>6</td>
<td>Kollam</td>
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<td>7</td>
<td>Kottayam</td>
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<td>8</td>
<td>Kozhikkode</td>
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<td>Malappuram</td>
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<td>Pathanamthitta</td>
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<td>13</td>
<td>Thrissur</td>
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<tr>
<td>14</td>
<td>Wayanad</td>
<td>2739</td>
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<td><strong>Total</strong></td>
<td><strong>1,74,443</strong></td>
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</table>
No of beneficiaries of Ashraya Project districtwise

- Alappuzha: 8000
- Ernakulam: 22500
- Idukki: 15000
- Kannur: 30000
- Kasargode: 7500
- Kollam: 15000
- Kottayam: 15000
- Kozhikkode: 15000
- Malappuram: 22500
- Palakkad: 15000
- Pathanamthitta: 7500
- Thiruvananthapuram: 15000
- Thrissur: 15000
- Wayanad: 0
<table>
<thead>
<tr>
<th>Sl No</th>
<th>Asraya component</th>
<th>No of beneficiaries</th>
<th>Amount spent in Rs.</th>
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<td>1</td>
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<td>2</td>
<td>Clothing</td>
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<td>3</td>
<td>Counseling</td>
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<td>Document Registration</td>
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<td>5</td>
<td>Drinking Water Tap</td>
<td>14308</td>
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<td>6</td>
<td>Drinking Water Well</td>
<td>22130</td>
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<td>9</td>
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<td>10</td>
<td>Food</td>
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<td>11</td>
<td>Household Latrine</td>
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<td>14</td>
<td>Land</td>
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<td>15</td>
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<td>16</td>
<td>Others</td>
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<td>22</td>
<td>Uniform</td>
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<td></td>
<td><strong>Total Amount spent in Rs</strong></td>
<td></td>
<td><strong>1207,35,69,436</strong></td>
</tr>
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</table>
Number of beneficiaries who availed various services under ASRAYA project

- Bed: 98487
- Clothing: 63031
- Counseling: 4942
- Document Registration: 30732
- Drinking Water Tap: 22130
- Drinking Water Well: 684
- Education: 14308
- Electricity: 14183
- Employment: 14044
- Food: 13889
- Household Latrine: 42622
- Housing: 23072
- Housing Repair: 16684
- Land: 26382
- Livelihood Support: 143464
- Others: 6135
- Pensions: 925
- Study Materials: 9
- Treatment Household Care: 4
- Treatment Camp: 1
- Treatment Medicine: 3
- Uniform: No data
Percentage of amount spent under Ashraya Project for different components
(Total amount spent =Rs.12,07,35,69,435)
<table>
<thead>
<tr>
<th>ASHRYA COMPONENT</th>
<th>AMOUNT SPENT IN Rs.</th>
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<tbody>
<tr>
<td>Counseling</td>
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<td>Education</td>
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<td>Employment</td>
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<tr>
<td><strong>Total Amount spent in Rs</strong></td>
<td><strong>268,80,81,733</strong></td>
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</table>
Percentage of amount spent under Challenge Fund for different components
Total amount spent = Rs.2,68,80,81,733
8. Women Empowerment

- **Vulnerability mapping** in 140 panchayats

- **Community counsellors (pre marital counselling, support to widows, elderly)** - Plan to establish block level counselling centres

- **Snehitha centres in all districts (legal clinics and adults through Snehitha)**

- **Gender self learning programs**

- Theme based activities (**literature festival**, tie up with **biennale**, **film festival**, success stories)
8. Women empowerment

- **State Resource Centre for women**
- **Convergence** with all departments and their women component plans
- **Gender Resource Centres** in 140 LSGs in 2017 - 18
- **Gender sensitisation training** to staff
- Development and capacitation of supportive system to prevent atrocities against women and children
9. Tribal Development

- Special **focus on Tribal areas** (additional incentives/subsidies for strengthening tribal NHGs, activity groups)

- **Special projects** like PSC coaching etc. by districts

- Micro planning initiated in Alappuzha

<table>
<thead>
<tr>
<th>No of LSGIs with Tribal population</th>
<th>No of tribal hamlet in Kerala</th>
<th>No of tribal families</th>
<th>No of tribal population</th>
<th>No of tribal NHGs</th>
<th>No of tribal families covered under Kudumbashree</th>
<th>No of tribal Ashrya project running</th>
<th>No of Tribal JLGs</th>
<th>No of Tribal animators (community RP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>379</td>
<td>5,640</td>
<td>1,11,482</td>
<td>4,06,681</td>
<td>5,629</td>
<td>1,06,452</td>
<td>107</td>
<td>1,334</td>
<td>225</td>
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</tbody>
</table>
9. Tribal development

- Core activity is **supplementing Kudumbashree** schemes in tribal areas (Example: General Orientation Training, Agriculture extra incentive)

- **Focus on strengthening of tribal NHGs** and **livelihood activities**

- **Convergence** with tribal department (3.5 crore pooled fund with the approval of planning board)

- Future plans - Focus on skilling, agriculture, self reliant NHGs
9. Tribal (Attappadi Special Project)

- **Community Kitchen** in all 192 hamlets
- **Bridge Course** to address drop outs (53 students)
- **Bridge School** for health, nutrition and sanitation (2776 students)
- **Youth clubs, Labour bank**
- **NHG** formation, Thrift and Internal loans for livelihood
- Revival of **Agriculture**
9. Tribal (Attappadi Special Project)

- Exclusive tribal 4 tier institutional system
- Attappadi **model project in Aralam, Wayanad, and Nilambur** (Rs. 6 crores of NRLM fund)
- **Demand from Chattisgarh, Bihar, Jharkhand** to advice
- Ethnic cafe and shop in Thrissur collectorate
- Dedicated **skill training and placement** (convergence with DDUGKY)
# Enterprises Domain (Development of ME)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>States</th>
<th>No. of Projects (Blocks) in SVEP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bihar</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Jharkhand</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Chhattisgarh</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Telangana</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Andhra Pradesh</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Uttar Pradesh</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Madhya Pradesh</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>Rajasthan</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Kerala</td>
<td>14</td>
</tr>
</tbody>
</table>
## Convergence

<table>
<thead>
<tr>
<th>Name of the state</th>
<th>No of Districts</th>
<th>No of Blocks</th>
<th>No of GPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assam</td>
<td>2</td>
<td>4</td>
<td>51</td>
</tr>
<tr>
<td>Odisha</td>
<td>3</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>10</td>
<td>36</td>
<td>179</td>
</tr>
<tr>
<td>Chhattisgarh</td>
<td>5</td>
<td>6</td>
<td>74</td>
</tr>
<tr>
<td>Tripura</td>
<td>1</td>
<td>2</td>
<td>52</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>3</td>
<td>4</td>
<td>67</td>
</tr>
<tr>
<td>Maharashtra (MoU period completed)</td>
<td>3</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>Karnataka (MoU period completed)</td>
<td>2</td>
<td>4</td>
<td>40</td>
</tr>
</tbody>
</table>

## Special Projects

<table>
<thead>
<tr>
<th>Name of the state</th>
<th>No of Districts</th>
<th>No of Blocks</th>
<th>No of GPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goa</td>
<td>2</td>
<td>8</td>
<td>131</td>
</tr>
<tr>
<td>Sikkim</td>
<td>2</td>
<td>7</td>
<td>54</td>
</tr>
<tr>
<td>Lakshadweep</td>
<td>4 (islands)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ribbon exercise

Ensuring entitlements
• National Award in 2017
• 2 international projects
  (Azerbaijan, South Africa)
• 9,261 enterprises set up
• 1,402 resource persons
• 200 master trainers
10. NRO

- **Rs. 72 crore from MoRD (NRLM) for SVEP** (Start Up Village Enterprise Project) - Development of enterprises in one block in each district

- Requests from new states - **UP, Manipur, Assam** (state wide expansion)

- Multiple consultancy requests for SVEP

- **Telangana - Advice for Cafe Kudumbashree** (1 crore; MoU being finalised)

- **World Bank Assistance** for enterprise development
Key Achievements

PRI-CBO Convergence
- PRI-CBO convergence models developed and State Missions capacitated to move beyond the pilot stage in 6 States.
  - 1402 Local Resource Persons developed across 7 states.
  - A cadre of 221 community convergence professionals created for scale up
- Protocol for universalisation of PRI-CBO Convergence developed

MEC Project
- MEC model taken up in 17 districts in 6 States
  - 714 MECs developed in 41 MEC groups
  - 9261 Enterprises supported by MECs
  - 4 States have planned to scale up the model across state in SVEP lines
- Micro-Enterprise Performance Tracking System (PTS) developed
  - Rolled-out in all MEC project pilot locations. Mobile based software application developed and roll out planned across all pilot locations.

SVEP
- SVEP support extended to 4 states
  - TEAM curriculum developed under MEC project becomes training material for CRP-EP under SVEP
  - 277 MECs placed and 222 enterprises supported so far

Resource Development & Learning services
- Print and digital publications under various themes on MEC project and PRI-CBO Convergence project and MGNREGS experience in Kerala. Translation to other languages initiated
- Different learning visits organised for SRLMs, NGO’s, national and international delegates.
11. NRLM (National Rural Livelihood Mission)

- Rs. **11 Cr.** in 2016 -17 to **Rs. 90 Cr** in 2017 - 18

- **Innovative proposals** under consideration of NRLM (livelihood for endosulphan victims and strengthening of gender resource centres)

- Rs. 20 crore for CLF (Community Livelihood Fund)

- Digitalisation (Transaction Based MIS)

- NRLP project (Elderly), Attappady Special Project
12. NULM (National Urban Livelihood Mission)

- Social Mobilisation and Institution Development
- Capacity Building and Training
- Support to Urban Street Vendors
- Scheme of urban shelters for the homeless
- Employment through Skill training and placement
- Self Employment Training
- Innovative projects
12. NULM (National Urban Livelihood Mission)

- **Night survey to identify urban homeless** (1,954 homeless persons identified in 84 municipalities/corporations).

- Provision for *construction of/ repair of shelter homes*

- Free **skill training to urban youth** (in 64 innovative trades). Skilling 8000 candidates in 2017 - 18

- **City Livelihood Centres** - for those seeking services and Kudumbashree products
11. NULM (National Urban Livelihood Mission)

- **Street vendors** rehabilitation in association with urban local body (19,515 street vendors identified in 91 local bodies)

- **Vendor markets** will be developed as per Town Vending Plans

- **Revival of existing NHGs** and strengthening of livelihood options

- **Urban Service Teams** will be developed with special facilitation centres
NULM Trivandrum corporation
Karimadom Colony

NULM scheme-Karimadom Trivandrum
Estimated Cost: 6.30Cr
Construction time span: 7 Months
Unit Area: 32.53 M2
No of families addressed: 72
12. PMAY (Prime Minister Awas Yojana)

- Housing for All by 2022

- **Kudumbashree is the state nodal agency**

- Govt of India *approval for 30,000 individual houses received. 50,000 more individual houses will be sanctioned this year*

- Credit Linked Subsidy - Scheme for interest subvention of housing loans

- Convergence with LIFE mission
## Housing schemes implemented by Kudumbashree from 2011 to 2017

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Years (Period)</th>
<th>No of Dwelling Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Approved</td>
</tr>
<tr>
<td>VAMBAY</td>
<td>10Yrs (2001-2011)</td>
<td>30575</td>
</tr>
<tr>
<td>IHSDP</td>
<td>12 Yrs (2005-2017)</td>
<td>14202</td>
</tr>
<tr>
<td>BSUP</td>
<td>12 Yrs (2005-2017)</td>
<td>22243</td>
</tr>
<tr>
<td>RAY</td>
<td>5Yrs (2010-2015)</td>
<td>2159</td>
</tr>
<tr>
<td>PMAY</td>
<td>1Year (2016-2017)</td>
<td>28976</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>98155</strong></td>
</tr>
</tbody>
</table>
IHSDP Malappuram Municipality Kainod Flat Units

184 units,
Rs.4.5 Crore
BSUP Trivandrum corporation Karimadom colony

BSUP Karimadom thiruvananthapuram Corporation
FLAT G+3 Units completed and Allocated
20 Units per block
PMAY New Houses

House construction
Thrissur corporation

House construction
Kannur corporation

House construction
Kannur corporation

House construction
Thrissur corporation
IHSDP Thrissur Corporation Mattampuram  120 Flat Units
BSUP scheme Cochin Corporation Asraj Parambu 25 Flat Units
13. DDUGKY (DDU - Gramin Kaushalya Yojana)

- **51,200 youth to be trained** by 2019
- **70% placement** assured
- 34 agencies.
- **32 courses** (new courses will also be offered)
- **114 training centres** in Kerala
- **58.6% women** candidates
- **Job melas** conducted regularly (1,224 placed)
13. DDUGKY

- National Award in 2017
- 18,000+ candidates trained
- 12,763 candidates placed
- 43 oversees placement
- New Project - SAGARMALA
- 20,000 candidates this FY
Training session (unarmed security)
Masonry training
THANKS

Bala Sabha activity