Prathyasha, giving hope

Motivating NHG members to form micro enterprises is one of the key programmes of Kudumbashree. Motivating the needy and the poor to start enterprises is a challenging task. Such members need training, financial assistance and relentless support to raise themselves to start an enterprises of their own and reach out to excellence. Our new project to extend support to them is titled ‘Prathyasha’

Prathyasha Project is focusing on persons with physical disabilities, transgenders, old aged people, dependants of bed ridden people, widows, unwed mothers, mothers of specially abled children and victims of atrocities. As per this programme, financial assistance upto Rs.50,000 would be given to start individual enterprises & capital
subsidy upto Rs. 2.5 lakhs would be given for group enterprises.

Prathyasha was started from 1 April 2018. Let me proudly present to you all that we were able to make great changes in the lives of many people through this Prathyasha project. During the financial year 2018-19, we were able to help out members from the above said categories to start 301 new enterprises (194 individual enterprises, 107 group enterprises). 150 new enterprises (97 individual enterprises and 53 group enterprises) were started during 2019-20 as part of Prathyasha scheme.

Stationary shops (90), tailoring units (65), food processing units (35), paper/ cloth bag making units (30), catering units(16) are the popular enterprises formed under Prathyasha programme. This project is being evolved as a right model to assist the needy to earn valuable and sustainable livelihood.