Mission statement:

To eradicate absolute poverty in ten years through concerted community action under the leadership of Local Governments, by facilitating organization of poor for combining self-help with demand led convergence of available services and resources to tackle the multiple dimensions and manifestation of poverty, holistically.”
History and Evolution

- **1992**: Piloted in 7 wards of Alapuzha Municipality
- **1994**: Tested in rural areas of Mallapuram part of CBNP (community based nutrition programme)
- **1995**: Expanded to all Urban areas
- **1998**: Launch of Kudumbasree
- **2002**: Full coverage in the state
- **2008**: Unified bye laws and election
- **2013**: Kudumbashree as NRO
- **2016**: International assignments
Kudumbashree CDS Structure

- **Community Development Society**
  - Registered apex Federation at the Local Government level
  - Covers 100% of local governments in the State

- **Area Development Society**
  - Federation of NHG at the ward level
  - Covers 98% of the State

- **Neighbourhood Groups**
  - 10 to 20 women per group; one per family
  - 261,000 NHG across Kerala
  - 4.1 million members
Programme domains

4. Kudumbashree Programmes

Economic Empowerment
- Micro Finance
- Micro Enterprise
- Collective Farming

Social Empowerment
- Asraya
- BUDS
- Belesabha

Women Empowerment
- Gender Self Learning Programme

Microfinance: Basic activity for NGOs which involves in thrift and credit operation. Then gets bank linked where they receive Matching Grant. Interest subsidy for linkage loan. Auditing will be done by KASS & authorised agencies.

MicroEnterprise: ME initiated as interest based activity group or individuals receive monetary support from banks, Panchayat and Kudumbashree and technical support from training teams and MEC.

Collective Farming: Initiative to encourage cultivation and utilizing the fallow & cultivable waste land to agricultural use through lease land farming.

Asraya: Rehabilitation project for destitute families - Destitute family are identified by the transparent risk factor index and individual needs are identified by the participatory need assessment.

Balasabha: Neighbourhood collective of the children which is federated in three levels, Balasabha, Balasamithi and Balapanchayat. Once every year, children participate in Balaparliment.

BUDS: Special school for mentally and physically challenged children. Kudumbashree plays a vital role in identifying the children and Panchayat provides the school building and vehicle for transportation.

Gender Self Learning Programme: Special initiative of Kudumbashree to facilitate women discuss and be sensitised towards gender issues.
- Different modules are developed to generate awareness among the Kudumbashree women on different topics like Women and Work, Women and Health, Women and Mobility & Women and Entertainment
- Different programs and activities are initiated with the tie up of Kudumbashree and Panchayat on Gender issues and concerns.
- Gender Corner
- JagrithaSamiti
- Crime Mapping
- Nivihaya Committee
- Snehitha
Over the years the community organisation has evolved to institutions catering to the local demands and issues outside the ambit of organisation strengthening as reflected in the voluntarism in establishment of house for the house less through a voluntary scheme known as Snehaveedu, developed by the community themselves.
TRAININGS
TRAINING SESSIONS AT TRIBAL NHGS
Local Economic development

- 3000 crore of internal thrift amount generated from the women
- 14,000 Crore of bank loan provided to community with Zero collateral, and repayment status of more than 98%
- 5000 Crore of internal loan
- 2017-18 FY, 1500 crore of bank loans provided
- Digitalisation of the transaction initiated at the community level to ensure better transparency
Local Economic development

- Enterprises are involved in different sectors such as production, service and wage employment programmes
- Enterprise has developed to meet a local demand, a social demand or some other opportunity that has evolved in the ongoing process
- Convergence as major factor for enterprises promotions
- Multiple support environment
  - Knowledge based: Training, MEC, Resource persons, JEVA
  - Capital based: Bank linkages, Interest subvention, capital subsidy
  - Ecosystem: Markets, Institutions – (JLG, CFC, ME, Collectives, Producer Companies)
WOMEN WELLNESS CENTRES
GERIATRIC CARE
POWER LAUNDRY
CAFÉ
ALL WOMEN CONSTRUCTION TEAM
RAILWAY- CUSTOMER LOUNGE MANAGEMENT
ANIMAL BIRTH CONTROL UNIT
COLLECTIVE FARMING
WEEKLY MARKETS
Agriculture Services _ Wage Employment Through Agriculture

Mechanised labour group
contract farming groups
small agriculture activity groups
Micro enterprises

- 15,000 micro enterprises in production and service sector
- 6,000 new enterprises & Common facility centres in 2018-19

Agriculture sector

- 60,000 JLG undertaking farming in 1.2 lakh acres of lease land
- 15,000 Animal husbandry units
- Broiler chicken production through Kerala chicken
- Focus on value chain and market linkages, through the establishment of village markets
Women Empowerment

- To break the mould of thrift and credit based discussions
- Locally contextualised modules on issues are developed and deliberated in Neighbourhood Group meetings
  - Women and health
  - Women and mobility
  - Women and entertainment
- Snehita as one stop centers in all districts adhering to addressing the issues of women
- Community counselling
- Vulnerability mapping – Project worth 60 crore has been generated by converging with the Panchayats
VARAYUDE PENMA- OPPORTUNITY FOR WOMEN TO EXPRESS THEIR INNATE TALENTS
VULNERABILITY MAPPING
Social Development

- Destitution and disability are the major challenges encountered by the community.

- Asharaya
  - 1,64,600 families identified under the destitute free Kerala project (Ashraya).

- BUDS/ BRC
  - 163 existing buds school + 200 new buds school.

- Balasabha - To arrest intergenerational transfer of poverty and provide better learning opportunity for the poor.
  - 3 Lakh Balasabha members.
Social Development

- Special tribal inclusion and livelihoods projects in Attapady
  - 121 ooru samithi and 600 NHG formed with 9300 members
  - Bridge course to teach health and hygiene in 121 ooru
  - Bridge school to address school drop outs
  - Labour bank for youth – 6000 identified
  - Revived the traditional agriculture
MoU with 17 states (16 states and one UT)

Major domains of work are PRI-CBO convergence and Micro enterprises development

Projects in Azerbaijan and Uganda, interests from East Africa, Tajikistan, Uzbekistan

More than 100 Crores mobilised through NRO activity in the different states
TRAINING OF COMMUNITY RESOURCE PERSONS IN LAKSHADWEEP
Prominent Features

**Nodal agency for 7 GoI Projects**

- **Yearly Projects**
  - NRLM – 112.5 Cr
  - NULM – 25 Cr

- **Multi Year Projects**
  - DDU-GKY – 600 Crore
  - MKSP – 70 Crore
  - SVEP – 220 Cr
  - NRO – 16 Cr
  - Attapady project – 55 Cr

- **On Demand**
  - PMAY – 2000 Cr

Total Central funds : 3098
CONVERGENCE WITH 30 DEPARTMENTS
- Haritha Karma Sena: 30000 Kudumbashree micro enterprises members selected
- Nurseries for sapling of 1 Crore planting during the June 5
- Campaigns like Arogyajagratha for household visits
- Swap shop, green protocol businesses
LIFE MISSION

- Survey of 15 Lakh homes and data entry including software development
- Data analysis prioritising as per the risk factors
- Skilling (both self-employment and wage employment)
- 103 Construction team and 89 material production team
• 3 lakh women farmers
• Joint weekly markets with turn over of 3 crore rupees
• Horticorp – sales opportunity and value additions
• Rice branding
• Labour Army

AGRICULTURE
• Kerala Chicken – 1000 units of 1000 birds to produce broiler meat (487 units identified and 20 started)

• Animal Birth control programme (ABC) in 216 GP (1.5 Cr earned, 12000 dogs caught)

• New areas like Pet hostel, mobile operation theatre

• Convergences for meat stalls, processing centres and rendering units
Community Kitchen in Attappady (10 Crore)

MGNREGs: payment of wages for tribal, 11 crores provided to Kudumbashree

3.5 Cr for special inclusion projects for tribal

P. K Kalan Project - Micro plan preparations, 5 Crore for Alapuzha, scale up in the state

Livelihood project at Edamalakudi
· State Gender Resource center established at Kudumbashree
· 236 Nutrimix – Anganwadi THR provided through micro enterprises units
· SHE Lodges and SHE Toilets operated through Kudumbashree units

SOCIAL JUSTICE
- Napkin supply to KMSCL worth 2 crore value
- IEC for NRHM through the Rangashree units
- Santhwanam – life style disease diagnosis enterprises- 330 volunteers integrated with Ardhram mission
- Aroyogajagrtha- House hold visit team

HEALTH
• Yuva weavers scheme for rejuvenating the weavers community
• Over coats order for Hantex
• Women clusters and CFC

INDUSTRIES
- CDS – Material Procurement
- ADS – Act as the mate for the programme
- Focus areas – Construction, brick making, rural haats, land development, Nursery
- 4000 MGNREGS workers given skill training under DDU GKY
- 500 Coir units will be set up
- Coir repair units of women
- Units producing geo textiles
- Handicraft units
- Kochin Metro – 710 women employed
- RCC, MCC, CUSAT, - (Housekeeping and catering services)
- Canteens in government offices and private institutions
- National best model of convergence
- 40 railway parking management
- 5 waiting lounge management
- IRCTC Catering
- Ticket vending and reservations

RAILWAYS
- 40 exhibitions stalls in each district as part of the Government Anniversary
- IEC Campaigns
- Ration card data entry
- Running of PDS shop
- Sales arrangement through Supply CO
- Low cost canteens in each districts
• E Seva – in 70 RTO offices

• PWD rest house management

• SC livelihood activities – Café, Tourism package

• Lottery – Uniform stitching

• Survey – provide Surveyors

• Finance – Conduct of pension survey (35 lakh) and special survey

• Tourism – Clean destination, responsible tourism

OTHER CONVERGENCE
- Culture – Women culture team and Tie up with Kochi MuzhriBinalle
- Excise – Vimukthi - Anti liquor campaign
- Rubber board: Labour army in five places
- KASE- Skilling 2 Crore funds provided
- NORKA- Pravasi Survey and data entry

OTHER CONVERGENCE
112 crore of Panchayat funds earmarked for Kudumbashree projects

Other convergences

- BUDS school
- Destitute Free Kerala
- Gender Resource centres
- Counselling centres
- Vulnerability Mapping

CONVERGENCE WITH LSGD
Other convergences

- PMAY
- NULM She Lodges
- Fallow less villages
- Monthly Markets
- Vigilante groups
- Use of unutilised building as canteen, training centres etc
- Sabarimala – mini café, anti-plastic campaigns, water supply
- Ernakulum: 5000 acre of land for paddy cultivation and processing
- Kaseragode: elderly support programme including house visits and companionships

DISTRICT LEVEL CONVERGENCES
ORGANISATION

➢ Inclusion of Coastal, Plantation, SC & ST in the Kudumbashree

➢ 4000 new NHGs – 40000 new families

➢ Make inactive NHGs active (1500 NHGS)

➢ Micro plans for 2.7 lakh NHGs – inclusion in livelihood activities

➢ Digitalize 2.77 lakh NHG details

➢ Grading & selection of mentor NHGs/ADSs/CDSs

➢ Cadastral maps for all CDS

➢ Implementation of convergent development plans for acute poverty ridden areas
GENDER

- 200 new gender resource centres
- Make 14 LSGIs woman-child friendly
- Legal help desks in every LSGI
- An advocate (woman) in every Snehitha centre
- Create woman-child friendly space in every NHG
- A team for giving gender awareness trainings; training for 200 institutes
- Preparation of gender tool kit
- Women literary clubs in all gender resource centres
- Snehitha calling bell in 14 districts
MIS

- Digitalize all transactions of rural NHGs
- Implement e-office system in State Mission & District Mission offices
FARM LIVELIHOOD

- **Intensive Banana Farming**
  Targeting Onam 2018, Banana Cultivation coverage to be expanded from 20000 Acers to 5000 Acers involving 600 ME Units

- **Organic Farming:** 10000 Hectors to be covered with the participation of 20000 JLGs

- **Passion Fruit Farming:** 10000 Saplings to be planted in each Districts, extending training to 40000 farmers

- **Fallow Landless Villages:** A convergence program involving MGNREGA, Agricultural Department and Panchayat covering 100 Acers in each Districts

- **Producer Companies:** Districts Producer Companies for agricultural/farm products, 10 Rice producer company
FARM LIVELIHOOD

- **Agri-therapy:** Commence Vegetable cultivation in every BUDS/BRC’s compound

- **Kudumbashree Plant Nursery:** Each District to have 10 Nurseries

- **SFAC Value Added Product units:** 50 Coconut and 35 Banana by-product units to be formulated with 5 Common Facility centers

- **Medicinal Plant Cultivation:** 5 Districts to commence cultivation in 100 Hectors each with the involvement of 20000 JLGs

- **Financial Assistance to Farmers:** An Amount of Rs 10 Cr to be earmarked to support 60000 JLGs
DDU-GKY

- 28251 Youth to be trained out of which 70% to be placed in the FY 18-19
- Special Inclusion of Asraya HH, Orphan, LIFE Mission HH, SNEHITHA & NIRBHAYA HH Candidates
- Centralized Placement and Tacking System
- SAGARMALA – 1000 Youths from the coastal Districts of Kozhikkode and Ernakulam to be Skilled and Placed
- Super 10 – Each PIA to train and Place 10 Students in foreign countries
- Academic Council- To form Academic Council drawing experts from industry and academia to enhance quality of training and delivery.
THANK YOU