Pradhan Mantri Awas Yojana (U)-LIFE- Best practices

Kudumbashree
State Poverty Eradication Mission
Government of Kerala
Best Practices

Community driven approach

All women construction group

Convergence – Financial, livelihood

“Green Home “ campaign

“Angikaar” campaign for convergence and change management.
PMAY – Kudumbashree Impact

**Inclusion**

**Quality check and stage reporting**

**Community Interventions**

**Timely and effective completion**

**Strengthening of Kudumbashree**

**Enrolment of all beneficiaries in Kshree network.**
Women Construction Group

- **Empowerment of women**: Converting them from unskilled to Skilled entrepreneur
- **Transformation**: Unskilled women labours to skilled professionals
- **Catering to demand - supply gap**: (shortage of workers/materials)
- **Ownership and responsibility**
- **Gender equality**
- **Representation**: presence of women in construction sector
The Opportunity

• Construction of nearly 1 lakh houses under PMAY(U)-LIFE
• Demand for 38 lakh skilled and 50 lakh unskilled labourers
• There is a huge gap of labour force and building materials…???
Women Construction Group

43 groups in urban areas  495 Members

Constructed 63 PMAY(U) houses through women construction groups

Completed structures

Construction group at Kollam Corporation
Construction of new well

Brick manufacturing Unit at Mukkam

PAINTING TEAM UNIT (1 UNIT IN KOCHI)
Convergence

Flagship programmes of Ministry

- Pradhan Manthri Ujwal Yojana (PMUY)
- National Urban Livelihood Mission (NULM)

State Schemes

- Pooling ULB funds (solar panel, biobin, layer hen, saplings)
- CSR funding
- Ayyankali Urban Employment Guarantee scheme (AUEGS)
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A Scheme implemented by Govt. of Kerala similar to MGNREGA

<table>
<thead>
<tr>
<th>No: of families benefitted</th>
<th>No of Job Card Issued</th>
<th>No of Beneficiaries Mandays Availed</th>
<th>No of Mandays given</th>
<th>Amount Spent</th>
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<td>79,780</td>
<td>66877</td>
<td>35762</td>
<td>13,43,916</td>
<td>26.03Cr</td>
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PMAY(U)-Livelihood Convergence

- Data base of **12,700** beneficiaries created
- Sensitisation given to **1708** beneficiaries
- Skill training to **655** beneficiaries
- Placed **148** beneficiaries
ULB Convergence - 3.4 Crore
CSR assistance - 1.9 Crore

Free gas connection distribution at Mukkam Municipality

Bio bin distribution at Ponnani Municipality
Haritha Bhavanam (Green Home)

Haritha Bhavanam Award distribution
Housing literacy competition
Angikaar-Convergence and Change Management

Angikaar brand jack fruit

Distribution of layer hen
Signature Campaign

Human Chain by beneficiaries

Street Play at Tirur
Angikaar Achievement

Events - 672
Outreach activities – 42,899
PMAY(U)-LIFE Completed Houses

Mani P K
Angamali Municipality
Benf ID 328032854160400001

SHAUKKATHALI P
Pattambi Municipality
Benf ID 326275983418300016