Mission Statement

“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

- Kudumbam + Shree
- (Prosperity for family)
- Logo (3 empowerment)
- Economic
- Social
- Women
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 by law and common elections

2013: NRO
Learnings so far (1)

- **20 year** old (1998 to 2018)
- Now, it's a **National Resource Organisation**
- **Poverty Eradication Mission**
- **Prosperity of family** through
  - Economic empowerment
  - Social development
  - Women empowerment
How?

Through network of Self Help Group and Activities
3 tier network

- **NHG** (Neighbourhood Groups) - Group of 10 to 20 women

- **ADS** (Area Development Society) - Federation of NHG at ward level (7 member executive)

- **CDS** (Community Development Society) - Federation of ADS at Panchayat / Municipality (7 member executive)

- 100% coverage in all Kerala (1065 CDS/ 19,849 ADS, 2,77,175 NHG)
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
3 tier structure

CDS

ADS

NHG

1065

19,849

2,77,175

43 lakh families
Government Support

- **3 tier structure** (NHGs and its federations)
- **Apex body at Panchayat** level
- In convergence with Panchayat
- **Approved bye law**
- Rs. 200 crore **budget support**
- **Nodal agency of 6 Govt. of India poverty eradication projects** (NRLM, NULM, PMAY, DDUGKY, MKSP, SVEP)
Approach?

Capacity Building and Demand Generation

Convergence with Panchayats

Poverty Eradication through 3 empowerment
Learnings so far (2)

- **3 tier structure** (NHG, ADS, CDS)
- Highest tier at Panchayat level
- Demand generation **approach**
- **Government Support**
- **Poverty Eradication through demand generation and implementation of programs**
Activities
1. Economic Empowerment
Questions

- NHG - How many members?
- What's the average size? (43 lakh/ 2.77 lakh = 15.5)
- NHG - How functions? Meetings? Thrift?
- How many NHGs in Kerala? 2,77,175
- How many availed bank loan?
- What's the average loan size?
- Total thrift and credit?
1. Economic Empowerment

- **Thrift and Credit** (43 lakh members; 30 lakh availed loan)
- **Livelihood** *(What Kudumbashree provides?)*
  - 1) **Agriculture** (3 lakh members; 60,000 groups)
  - 2) **Animal Husbandry**
  - 3) **Micro Enterprises** (3 lakh members; 30,000 groups)
  - 4) **Service sector**
Lease land farming  |  JLG (Joint Liability Groups)
Fallow land cultivation  

JLG (Joint Liability Groups)
Grow bags

Mainly in urban areas
Nursery
4 types of crops | Vegetables, Paddy, Banana, Tuber
Video on Agriculture livelihoods
Selling milk
Poultry Units (Kerala Chicken)

‘Kerala Chicken’ nets `48,000 profit to two Kudumbashree entrepreneurs

By Express News Service  |  Published: 11th February 2018 01:07 AM  |  Last Updated: 11th February 2018 03:34 AM  |  A+A-  

THIRUVANANTHAPURAM: `48,000 in 45 days. That’s the profit successful women entrepreneurs who joined ‘Kerala Chicken’ initiative of Kudumbashree earned. Now, with the Budget announcement 1,000 new poultry units will be launched through Kudumbashree, the small-scale entrepreneurs are now optimistic of increasing profit. ‘Kerala Chicken’ is being implemented across the state by Kudumbashree in association with the Kerala State Poultry Development Corporation (Kepco) and the Animal Husbandry Department.

Two entrepreneurs — Sujitha Kumari, who runs the JS poultry farm in Nedumangad, and Anura George of A G poultry farm at Vengode near Attingal — recently procured 1,000 chicks from Kepco, nurtured them for 45 days and handed them back, walking away with a profit of `48,000 each. Their success has inspired other Kudumbashree women to join the ‘Kerala Chicken’ initiative. Kepco provides chicks to Kudumbashree women at `40 per chick. So, an entrepreneur purchasing 1,000 chicks pays Kepco `40,000. The chicks are given feed which costs `98,000 over 45 days. Additional expenses include electricity, water and vaccination, which come up to `2,000. Total expense: `1.4 lakh.

After 45 days, the chicken will weigh an average 2.25 kg. They are procured by Kepco for `85 per kg, fetching the entrepreneur close to `1.88 lakh in total. The profit earned: `48,000. In the first phase of the project, 271 entrepreneurs who run well-established poultry farms were selected. Kudumbashree provided the poultry units `1 lakh as community investment fund on four per cent interest. The amount can be repaid over a year. Steps are also being taken to distribute the fund to over 200 new poultry units for setting up similar ventures. The new poultry units will also get `50,000 as subsidy.

Besides providing income to Kudumbashree women, the ‘Kerala Chicken’ project will reduce the state’s dependence on chicken from neighbouring states and ensure the availability of good quality chicken in the domestic market. Kudumbashree is also planning to train entrepreneurs who would be selected under a scheme announced in the Budget to start the 1,000 new poultry units. Steps will be taken to provide chicken feed on subsidised rates to the units.
Video on Animal Husbandry livelihoods
3) Micro Enterprises

- Enterprises from
  - **Skills / General Interests** (handicraft, tailoring)
  - **Government convergence** (Nutrimix, Sanitary Napkin, Service sector)
  - **Social needs** (Santhwanam, Hollow bricks)
  - as **solution to problems** (ABC units, poultry unit)
  - **Market needs** (Cafe units, fresh cut vegetables, construction)
  - **Innovations** (lab, marriage bureau, press)
Pickle manufacturing
Flour Mill | General interest
Paper plate manufacturing
Pappad making unit
Cloth bags and miscellaneous items | Skill/General Interest
Food processing  |  Skill/ General interest
Weaving | Skill/ General interest
Bio pharmacy

Skill / General interest
Catering Units

Skill / General interest
Napkin manufacturing unit

Government Convergence
Nutrimix (Anganwadi THR)
Railway waiting hall, Ernakulam
House keeping team  |  Service Sector
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, Shipyards, RCC, MCC**
Government Convergence

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

- 359 tailoring units - **No tender required** to give work

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

- Got work order for manufacturing of **sanitary napkins for all schools** (Rs. 2 crore)

- **SBM IEC campaign** - by drama unit (Rs. 42 lakh)
Government Convergence

- **Tourism centres** (clean destination program)

- Green army - **Harithakarmasena** for non bio degradable waste collection/ plastic recycling

- Health, Education, Drug awareness, Anti alcohol campaigns

- Rubber board (**Rubber tapping unit**) and Coir department (**Coir fibre production unit**)

- **Canteens**/ Guest House management
Completed Houses

House Constructed by Women Construction Team at Edakkattuvayal, Cochin, Kerala
സുന്ദരമായി നിർമ്മാണ വിവരങ്ങൾ പരിഹരിക്കുന്നതിനുവശമായി പ്രവർത്തിക്കുന്ന മേൽവരം ഉപയോഗിക്കുന്നത്

Cement bricks

Social needs
Street dog catching unit  Social needs
Day care and Play School

Market need
Working women hostel
Flex printing unit  Market needs
Band troupe  Market needs
Mineral Water
Market Needs
2. Social Development
Social Development

- All in convergence with panchayats

- **Destitute Free Kerala Project** (1.74 lakh destitute families rehabilitated. All needs will be met)

- **Schools for Mentally challenged children (BUDS)**

- **Skill training** for children, mothers

- Special focus on **tribal livelihood**, and social development (Bridge course, Bridge school etc)
2. Women Empowerment
Women Empowerment

- **Gender Self Learning Program**
- **Crime Mapping** - Vulnerability mapping
- **Snehitha** - One stop crisis centre
- **Community counselling**
- **Gender corner** in all CDS
- **Gender Resource Centres**
Women Empowerment

- Thematic camps (Art, Literature, Theatre)
- Tours/ Travel
- Anti Human Trafficking - livelihood
- Gender sensitisation for staff
- Campaign against atrocities/ Discussion and opinion generation
- Portal for discussions
Kudumbashree - National Resource Organisation
Video on NRO activities
Demand Generation

Mahila Sabha in Rajasthan
Support for other countries

- Trainings in Kerala for other countries
- Special Training in Uganda
- Livelihood and Gender programs in Azerbaijan
- Training for Tajikistan
- Agriculture livelihood in Ethiopia
- MoU with South Africa
Kudumbashree popularises roselle juice in Uganda; entrepreneurs earn double

By Sovi Vidyadharan | Express News Service | Published: 23rd November 2017 01:17 AM
Last Updated: 23rd November 2017 09:18 AM | A+ A A- | 

THIRUVANANTHAPURAM: Roselle, is a plant of the species hibiscus and is widely-cultivated in Uganda, the East African country. Though its rich purple juice is relished by the local people, the possibility of marketing it as a popular beverage had not been explored. That was, until a training programme by Kudumbashree for entrepreneurs in Uganda completely changed the scenario. Thanks to the training, a large number of units producing roselle juice have started sprouting in the country.

Harikishore S, Kudumbashree executive director said every member who underwent the agriculture-based enterprise development training has set up their own juice production unit with the active participation of women in the neighbourhood. Known in Uganda as ‘malakwang’, roselle is mixed with sesame or groundnut paste and is used widely in cooking. With research throwing light on roselle’s ability in treating obesity and high blood pressure, the plant has also gained popularity as a food item.
Video on Uganda
Introduction to Kudumbashree website

- www.kudumbashree.org
  - A complete webportal (monitoring)
  - Knowledge repository (for all)
  - Informations updated regularly
Thanks

Best wishes
Marketing

- Fairs and Festivals
- Monthly markets
- Tie up with local seller
- Home shops
- Weekly market
- Online (www.kudumbashreebazaar.com)
- Supermarkets/ Mini/ Nano markets (almirah space)
Future

- **Inclusion** of all eligible

- Assisting others and **transfer of knowledge** (National tool kit launched, Call centre for consultancy on enterprises will be launched)

- **More livelihood opportunities**

- Focus on **service sector**

- **Organisation strengthening**

- **Women empowerment**
FOUR models

- **Collectives** (Nivedyam Pooja Kadali Banana in Guruvayur Temple)
  - 32 groups (**132 members**); Started in **2008**; **54 lakhs** sales turnover last year

- **Cooperatives** (Saphalam Cashew unit in Kasargod)
  - 12 groups (**74 members**); Started in **2011**; **1.02 crore** sales turnover last year
**FOUR MODELS**

- **Consortium** (Nutrimix Unit; Apparel Units; and IT unit - all state wide)

<table>
<thead>
<tr>
<th></th>
<th>Start</th>
<th>Group formed</th>
<th>No. of Groups</th>
<th>No. of beneficiaries</th>
<th>Sales turn over last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrimix</td>
<td>2008</td>
<td>2011</td>
<td>238</td>
<td>1680</td>
<td>Rs. 93 Cr</td>
</tr>
<tr>
<td>IT unit</td>
<td>2008</td>
<td>2011</td>
<td>63</td>
<td>210</td>
<td>Rs. 1.5 Cr</td>
</tr>
</tbody>
</table>
**FOUR** models

- **Producer Company** - Paddy(2) and Dairy (2)

<table>
<thead>
<tr>
<th>Producer Company</th>
<th>Business</th>
<th>Year</th>
<th>Members</th>
<th>BOD</th>
<th>Activity / Sales per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alamcode</td>
<td>Paddy</td>
<td>2015</td>
<td>562</td>
<td>15</td>
<td>1300 tonne rice procurement</td>
</tr>
<tr>
<td>Thennala</td>
<td>Paddy</td>
<td>2014</td>
<td>630</td>
<td>16</td>
<td>1000 tonne rice procurement</td>
</tr>
<tr>
<td>Imashree</td>
<td>Dairy</td>
<td>2014</td>
<td>420</td>
<td>15</td>
<td>Procurement of cattle feed as agency</td>
</tr>
<tr>
<td>Goat PC</td>
<td>Dairy</td>
<td>2013</td>
<td>800</td>
<td>13</td>
<td>600 goats marketed</td>
</tr>
</tbody>
</table>