Many people lost their income generating opportunity during the Kerala floods of August 2018. Many of them became jobless for months. Their sole source of livelihood such as cattle rearing/ farming/ small scale businesses etc. was lost for ever for thousands of families.

It was a greater challenge for Kudumbashree, when the Government of Kerala entrusted Kudumbashree to identify new source of livelihood for those who lost their source of living. Initially we framed a livelihood project comprising of multiple components including farming, animal husbandry, micro enterprises and skill training for wage employment.

Thereafter, we thought about enquiring the market demand
in enterprise sector and decided to focus to fill the gap. A survey was conducted by Kudumbashree to identify potential areas providing maximum job opportunities.

The survey, with a sample size of 10,000 people, helped us identify around 10 potential job roles. We recognized that, the number of service providers are less (and hence there's more demand for job) in plumbing, electrical work, electronics repair, day care, housekeeping etc. On realizing that, we decided to start a new project to train entrepreneurs to help them start enterprises in these potential sectors. And that is ARISE Programme (Acquiring Resilience and Identity through Sustainable Employment).

As part of the ARISE programme, 3200 people were given training (as of now) in electronics repair, plumbing and electrical work. 90 ARISE Multi Task Teams are functioning in 60 Panchayaths. A one day workshop was conducted during July 2019 and 300 trainees came forward to launch their ‘multi task teams’ in such sectors.

5 days ago, we again had a tough time especially in districts like Wayanad, Idukki, Malappuram, and Kannur. We are mobilising the ARISE teams to take up the plumbing, electrical jobs of the damaged houses. Activity started today and will progress once all families move to houses from camps. Government had issued a Government Order directing the Local Self Government Institutions to make use of the ARISE teams for these jobs. We hope that, this new effort which was started after the unprecedented floods of 2018, would be helpful to the flood affected families in the present scenario.

We aspire that, Kudumbashree ARISE team would become a major service provider by the end of this year for providing services in multiple tasks like plumbing, electrical works and electronics repair.

For more details about ARISE Programme :http://www.kudumbashree.org/arise