“Women Construction Group- An alternative solution to PMAY beneficiaries in Kerala”

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• **Empowerment of women:** Converting them from unskilled to Skilled entrepreneur

• **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 in 2018-19
- Demand for 38 lakh skilled and 50 lakh unskilled labourers (During 2018 – 19)
- There is a huge gap of labour force and building materials...???
- Animal Birth Control (63 Units)
- IT Units (62 units)
- Nutrimix (Food Supplement – 241 units)
- Urban Service Team (22 units)
- Waste Management (750 units)
- Kochi Metro Facility Management
Panacea

Nutrimix

Railway Projects

Amritsham Nutrimix – State Wide Project

Premium Customer Lounge, Main Gate, Ernakulam
Panacea

Kochi Metro-Facility Management

1st Metro which engaged transgender community in the Globe
EVOLUTION

• Started in 2014
• Training for Construction activities was given to 200 women using CSR fund of HUDCO
  - Women in construction sector as masons/workers
  - Skilled labourers under AUEGS
  - Micro contracting construction group - District level groups were identified and provided 53 days training in Construction of houses
• Mobilization through Kudumbashree community network.
• General awareness (1 day duration) is given
• 53 days non residential training to fresh batch participants
• 45 days training will be provided to members who have already received training.
• Training agencies-Government Accredited agencies such as Nirmiti, Costford, SB Global, Grameena Padana Kendra
• Training space provided by the respective ULBs.
• The trained members will be registered with the respective CDS and will be constituted as ME units.
**Total No. of groups** | **Urban groups** | **Rural Groups** | **Total Kudumbashree members engaged**
---|---|---|---
348 | 37 | 311 | 2652

*All members are able to generate an amount of Rs. 750/- day much above the present AYYANKALI / MGNREGA skilled wage rate*

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Particulars</th>
<th>Total (Rs. in Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total Amount of construction work allotted</td>
<td>350</td>
</tr>
<tr>
<td>2</td>
<td>Total Revenue received till date</td>
<td>272 <em>(77.60%)</em></td>
</tr>
<tr>
<td>3</td>
<td>Number of groups</td>
<td>70</td>
</tr>
<tr>
<td>4</td>
<td>Number of Members</td>
<td>520</td>
</tr>
<tr>
<td>5</td>
<td>Total Income days generated</td>
<td>2371</td>
</tr>
</tbody>
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Major **Activities Undertaken**

- **79 concrete roof houses** (Rs3.5 lakhs/ house) were completed and handed over to the Tribal Rehabilitation Mission in Ernakulam District.
- **45 houses constructed** for Ashraya families in Ernakulam District.
- **Construction of Concrete handrail and painting works** at Railway Premium Parking at Ernakulam Junction and Aluva Stations.
- **Well recharging projects**
- **Concreting of roads.**
Ongoing activities...

- Construction of 344 houses (Under different Schemes)
- Construction of 86 PMAY(U) houses
BUILDING MATERIAL MANUFACTURING UNITS

- Demand of at least 100 crore bricks under PMAY(U)
- Proposed to establish at least 1 building material manufacturing unit/ULB
- Convergence with AUGES-Material and Labour component
- Reduction in construction cost for the beneficiary
- 10 units in the state

PRODUCTS

1. Hollow Bricks
2. Well rings
3. Window and door frame
4. Ferro cement slabs
5. Septic tank
HOLLOW BRICK UNITS

10 UNITS IN THE STATE
PAINTING TEAM UNIT
(1 UNIT IN KOCHI)
- Gender stereotyping
- Lack of capital
- Lack of acceptance
- Mobility issues
• Government accreditation for undertaking Construction projects of Government.
• Consortium for undertaking big projects.
• Adaptation to latest low cost construction/innovative technologies.
• Agency license/franchisee for purchasing raw materials in bulk quantity at subsidised price.
• Sufficient working capital/reserve for running the business.
Photographs – Best Practice

40 days

House constructed by Kudumbashree construction Group at Alappuzha District within a record time of 40 days.
Photographs – Best Practice

ST HOUSING SCHEME - EKM

THRISSUR
Photographs – Best Practice

WELL CONSTRUCTION

CONSTRUCTION OF CANTEEN FOR SCHOOL
Photographs – Best Practice

PADDY FIELD SIDE WALL CONSTRUCTION PROJECT
Photographs – Best Practice

ON-GOING CONSTRUCTION
Photographs – Best Practice

ON-GOING CONSTRUCTION
TRAINING—Best Practice

SCREENING PROCESS

LAND CLEARING
TRAINING—Best Practice

SETTING OUT

Practical – Construction using cement bricks
TRAINING— Best Practice

CONSTRUCTION USING BRICKS

Brick level Testing
TRAINING— Best Practice

BATHROOM CONSTRUCTION

ARCH CONSTRUCTION
TRAINING – Best Practice

RAT TRAP BONDING

ENGLISH BONDING
TRAINING—Best Practice

WELL CONSTRUCTION
TRAINING – Best Practice

TILE WORKS

PLUMBING AND SANITARY
TRAINING— Best Practice

STONE MASONARY

PAINTING WORKS