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.
State Poverty Eradication Mission (SPEM), under Local Self Governments Department, Government of Kerala

Community institution of women working along with Local self governments for effective implementation of poverty eradication programmes and local economic development

Kudumbashree- Prosperity of Family, prosperity of family through women and prosperity of the society through family
Kudumbashree

Mission component

Kudumbashree community network
Mission component

- Chaired by the Minister LSGD,
- Principal Secretary, LSGD is the vice chairperson
- Executive Director of Kudumbashree Mission is its convenor.
- Representatives of the three layers of PRIs, different government departments, the State Planning Board, State Women’s Commission, and NABARD as members

- Professional and government staff
- Programme domain
- Planning implementation and monitoring
Community Structure

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

- Federation of NHG at the ward level
  Covers 98% of the State

- 10 to 20 women per group; one per family
  258,035 NHG across Kerala
  3.9 million members
KUDUMBASHREE - SNAPSHOT

Population of the state covered: 60%

0.27 Million NHGs
4.3 Million members

Launched in 1998
Complete Coverage 2002
Bye Law 2008
Linked NHGs

BANK LINKAGE IN LAKHS

- Linked NHGs
- Linkage Amount in Lakh

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NRLM

Kudumbashree

National Urban Livelihoods Mission (NULM)
Ministry of Housing and Urban Poverty Alleviation
Government of India

Deen Dayal Upadhyaya Grameen Kaushalya Yojana
Empowering India • Powering the World

Pradhan Mantri Awas Yojana-Gramin

MISP

AAJEEVKA

AAJEEVKA
THE KUDUMBASHREE DIFFERENCE

01  20 Years of Experience
02  Gender Focussed Convergence Approaches
03  Local Economic Development
04  Social Development
05  National Resource Organization
20 years of Community Engagement

No of NHGs – 2,53,414
No of NHG Members – 40,17530

Total Thrift – Rs 3192 Cr.
Total Internal loan – Rs 13058 Cr.

NHGs having Live Linkage – 1,55,873
Live Linkage Loan Amount- Rs 4665 Cr.

- Mobilised more than 4 lakh volunteers for Post Flood Activity
- 1.5 lakh Houses cleaned
- Rs 930 Cr RKLS loan Provided based on the trust of Kudumbashree
Gender Focussed Convergence Approaches

Kudumbashree women Participation in Local Governance
15863 member from Kudumbashree network contested from 21682 wards
7376 members won the election
313 elected women members are currently heading 3 tiers of Panchayth Raj, Municipalities and Corporation

More than 400 Crore mobilized from PRI for programmes to be implemented through Kudumbashree
More than 92% of MGNREGs work force contributed by Women, facilitated through Kudumbashree
Convergence partner for state government programmes
   LIFE Mission, Haritha Kerala Mission, Agriculture Dept etc
Rangashree units: All women Theatre Group

Crime Mapping

CDS – Book travel
LOCAL ECONOMIC DEVELOPMENT

• Maturing from Self Help Groups in to livelihood groups

• Building capacities at the Local level, providing enabling environment for sustainability

• Multiple strategies for increasing household income through
  • Household based
  • Wage based
  • Skill based Enterprises

● Convergence and Networking with Government, Local Self Governments and Private Sector

● Ventured in to Livelihood through Problem Solving, Gap Filling, Grabbing emerging opportunities
TRADITIONAL MICRO ENTERPRISES

“Tradition is gift from past it is our duty to preserve and build on it”
Fish Processing Unit

Total 148 Units
Handicraft Unit

Total 107 Units
Coir Unit

Total 74 Units
Café Units

Total 1200 Units
Handloom Units

33 units are producing Traditional Handloom Products
Apparel unit 4220 Stitching/Apparel Units
MICRO ENTERPRISES FOR A SOCIAL CAUSE
Santhwanam

297 Santhwanam Volunteers
Day Care Centres

Total 5 Units
Mobile Animal Birth Control Unit

WINNERS - ABC MOBILE UNIT
Affiliation Number-43/2017/KS

43 ABC units
Well Recharging Unit
MICRO ENTERPRISE- TO TAP OPPORTUNITIES

“Opportunities don’t happen you create them”
Housekeeping Unit

More than 1500 women engaged
Home Stay

Total 16 Units
Home Appliances Repair Unit
Gardening & Landscaping unit
SANITARY NAPKIN UNITS

Total 7 Units
KUDUMBASHREE
STATE POVERTY ERADICATION MISSION
MICRO ENTERPRISES
PROJECTS

SANDRA
LADIES BEAUTY CARE

BEAUTY PARLOUR
247 Kudumbashree Beauty Parlours functioning in various districts
Kudumbashree Mobile Cafe Units
INNOVATIVE MICRO ENTERPRISES

“To change something build a new model that makes the existing model obsolete”
Buggy Service

KOZIKODE DISTRICT
BE FABULOUS. BE EMPOWERED. BE BLOWN AWAY!

We’re Committed to Service Excellence By Kudumbashree Matrimonial.
KADALUNDI
BOAT SERVICE
KOZHIKODE
Established in December 2017
Painting Unit
MOBILE CREMATORIUM
IDUKKI
Established in November 2017
MICRO ENTERPRISES-CONVERGENCE

“United we stand, divided we fall”
Railway A/C Waiting Hall
Facility Management services in Kochi Metro
e seva kendra
Railway Parking Management
MICRO ENTERPRISES-ADOPTING TECHNOLOGY

”Technology is best when it brings people together”
Reverse Osmosis Plant
LED Bulb Assembling Unit
Fitness Centres
Bio Fertilizer Unit
MICRO ENTERPRISES-BASED ON POLICY DECISIONS
Amrutham Nutrimix Unit  Total 242 Units
MICRO ENTERPRISES FOR VULNERABILITY GROUP

“Vulnerability is the birthplace of innovation, creativity and change”
TRANSGENDER MICRO ENTERPRISE UNIT
KOZHIKODE
Established in December 2017
FARM BASED LIVELIHOOD
Aquaponics
SKILLING FOR WAGE EMPLOYMENT

Demand driven placement-linked skill training initiative aimed at rural poor youth between 15 and 35 years of age.

KEY STATISTICS

- Training Target – 71,200
- Commenced – 42,078
- Completed Training – 32,413
- Job Offered – 23,689
- Trades – 47
- Job Roles – 102
- Average Salary – Rs 11,000/p.m
Social Development

- Ashraya and DFK
- BUDS
- BRC
- Tribal Special Projects
- Balasabha
Balasabha Activities
Kudumbashree - National Resource Organisation

Sharing experiences from Kerala with partner- States
EVOLUTION AND REACH OF KS NRO

• Since its inception in the year 2012, Kudumbashree NRO has steadily expanded the scope and extent of its interventions.

• At present, KS-NRO has been supporting nineteen States and one Union Territory in the country.

• KS-NRO’s presence is in 85 districts and 228 blocks across different states.

• It has trained more than 3900 (3938 LRGs and MECs) community cadre under both the domains who have been supporting the implementation of the project in partner states.

• More than 25000 (25083) enterprise of the poor have been supported.
PRI-CBO Convergence Project

- Based on Kerala’s experience of NHG-ADS-CDS working closely with the Gram Panchayats
  - Capacity building of women’s organizations and elected representatives for working together
  - Ensuring access to schemes and benefits
  - Building Local Resource Group (LRG) as trained cadre

- Pilot projects covering 9 States, 79 Blocks, 1121 GP
- Special Projects covering 3 partner SRLM & 210 GP/Village Dweep Panchayats
PAE exercise in process in Koppal Taluka, Koppal, Karnataka

Women attending Gram Sabha in Deoli Block, Wardha, Maharashtra

Prabhat Pheri during GUSBUA in Kherwara Block, Udaipur, Rajasthan

Dream Mapping exercise during GP2RP at Laharighat Block, Morigaon, Assam
MEC Project and SVEP

- Train and develop cadre of business consultants to support micro-enterprises of the poor
- Create systems for strong enterprise development
- 6 States, 17 Districts, over 613 MEC trained
- KS-NRO supports SVEP implementation in 55 Blocks across 9 states
- Over 28000 Micro Enterprises supported under both MEC Project & SVEP
SHG women operating Café Jeevika Jalpan in Gaya, Bihar

Training for new MEC in Jaipur, Rajasthan being conducted by MEC from Jharkhand

The mobile App being developed for Performance Tracking System
SUPPORT SYSTEM OF KUDUMBASHREE NRO

- Kudumbashree NRO’s work has been supported by Mentors who are resource persons with several years of experience of working with Kudumbashree.
- Drawn from former CDS Chairpersons, CDS-ADS office- bearers, GP members, Kudumbashree training/MEC/KAASS groups.
- Currently, there are 136 mentors providing regular handholding support in partner-States in the two domains.
- 52 Professionals from premier educational institutions from across India, actively supporting Mentors in the field.
- Professionals have been responsible for designing and developing training, planning and monitoring modules and tools.
REFLECTIONS FROM THE FIELD

"The convergence project has helped me explore my identity – I can read, write and speak. I feel empowered because of my knowledge and skills. Through my skills I am able to influence, motivate and encourage people to help themselves. I see myself as an active social worker in future and I am happy to share whatever I have learned with others."

Sita Devi,
Internal Mentor,
PRI-CBO Convergence Project
Jharkhand

Sita Devi, Internal Mentor, Convergence Project

Gram Sabha in Manipur

Distribution of health cards in Assam

Capacity building of community cadre in Jharkhand
Shabnam Bi, entrepreneur from Rajasthan. Entrepreneurs at a weekly market in Bihar.

Community Cadre (MEC) helping an entrepreneur.

An entrepreneur at her shop with MEC Madhya Pradesh.
Thank You

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