Kerala’s Approach to Inclusive Development

Case Study of Kudumbashree
PART A

About
Part A : About

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Executive Director, Kudumbashree
from August 2016
Part A: About Kudumbashree,

1. Kudumbam + shree
2. State Poverty Eradication Mission
3. Since 1998
Part A : About Kudumbashree..

1. How poverty is eradicated?
2. Self Help Groups
3. 3 Lakhs SHGs / 45 lakhs members
4. Empowerment
5. Convergence
Part A

Nodal Agency of

1. PMAY
2. NULM
Part A: About Kudumbashree

1. Website snapshot short
PART B

Photo Essay

Urban Housing, Livelihood, Convergence, Inclusive Development
1. Houses
2. Women Construction Team
3. Bricks Manufacturing
4. Convergence for Houses (Angeekar)
5. Challenge
6. Skill for Wage Employment
7. Support Shelters
8. Support Street Vendors
9. RPL to Street Vendors
10. Vending Zones
11. Inclusion of all
12. Livelihood
MICRO ENTERPRISE APPROACH

• Follow Passion/Talent
• Focus on inclusion
• Tapping Opportunities
• Government Convergence
MICRO ENTERPRISE APPROACH...

• Follow Passion/Talent
  • Catering Units (1,545)
  • Tailoring Units (3,186)
  • Handicraft (141)
13. Kudumbashree Cafe
14. Tailoring Unit
15. Handicraft
MICRO ENTERPRISE APPROACH...

• Focus on inclusion

  • Pratyasha (401)
  • Transgender (14)
  • PWD (100)
16. Prathyasha ME- parents of Buds Children
17. Transgender Units
MICRO ENTERPRISE APPROACH...

- **Tapping Opportunities**
  - Construction (261 Units, Completed 333 Houses)
  - ABC (57 Units, got 3.27 Crore till date)
  - Harithakarmasena (917 LSG’s, 28,859 people)
  - Harsham Geriatric Care (578)
  - Santhwanam Health check up (356)
  - ARISE Multitask Teams (92)
  - RO Plants (6)
17. Houses Constructed By Kudumbashree Construction Group

Project - Ramoji House Construction

Project LIFE

Alappuzha

Kottayam
18. Mobile Animal Birth Control Unit
19. Haritha Karma Sena Enterprises
20. Plastic Shredding Unit
21. Harsham Health Care Project
22. Santhwanam Health Check up
23. ARISE Multi Task Teams
24. Reverse Osmosis plants
MICRO ENTERPRISE APPROACH...

• **Government Convergence**
  • Railway Parking *(43)*
  • Waiting Hall *(5)*
  • Kochi Metro *(751 People)*
  • Nutrimix *(241 Units, 100 Cr. Turnover, 1,650 people)*
  • Canteen in Govt. Offices *(many)*
  • Surveys and Data Entry *(63 IT Units)*
  • E-Seva *(43)*
  • Facility Management in RCC, Tourism etc.
26. Railway Waiting Hall Management
27. Kochi Metro
28. Kochi Metro-House Keeping
29. Nutrimix Unit
30. Canteen at MLA Hostel
31. IT Units
32. Front Office Management in Malabar Cancer Centre
33. Buggy Service
PART C

Advises, Philosophy, Ideas
“Be proud of your job”
“Include people let them own you plan”
“Include people: let them be part of the city”
“a city is known for its spaces, places and ...”
“Create opportunities”
“Address Vulnerabilities”
“Create stories, create pride, create identity”
“Be proud of your choices, decisions”
Thank you

Visit our website www.kudumbashree.org