Hostel and Day care- Two new enterprise models

Kudumbashree generally encourages entrepreneurs to set up own production units by giving training in the sectors in which they have natural interest/passion. Sometimes the enterprises manufacture products that are available aplenty in the market resulting in lowering of sales. So it becomes a challenging task to identify market for enterprises with such products. To address this issue, we came out with a novel idea! We inspired our micro entrepreneurs to start enterprises/develop products/provide such services that the market need. Focusing on sectors where there is demand and gap in the market was our strategy.

Hostels were one such innovative enterprise in service sector launched by Kudumbashree members. There's demand for safe hostels. So, if women start own hostel...
services, they will get good access to market. The idea of hostels run by women for the women in daily/monthly rent basis was therefore implemented successfully under the leadership of Kudumbashree Micro Entrepreneurs.

The micro entrepreneurs neither bought land nor constructed buildings for hostels. In fact, they took buildings/houses on rental basis and turned it into hostels by setting up the same with necessary amenities like cots and mattresses. As of now, there are 14 hostels in Kerala operated by Kudumbashree entrepreneurs. Out of this 14, 4 hostels are run by Kozhikode CDS!. More hostels run by Kudumbashree would be launched in the urban areas of Kerala soon.

Day care units is another such sector which we promoted (where there is a gap in the market and our entrepreneurs can fill that gap). The need for daycare centres are increasing especially in urban areas of Kerala, where working parents opt for such services. It was during last year, that we requested the interested micro entrepreneurs in urban areas to come forward to start daycare units. As of now, 17 daycare centres were started in 14 Urban Local Bodies of Kerala. The trustworthiness of Kudumbashree day care centres is turning out as a big relief for the working parents. The trained entrepreneurs ensure good quality care.

We hope that more women hostels and day care units will be set up by our Kudumbashree members to ensure safe stay for working women and quality care for our kids.