Kudumbashree – State Poverty Eradication Mission – Kerala

OFM – Hyderabad 05.12.2017
Flow presentation

• Kudumbashree
• Business model for OFM
• Nutrimix model
• Community kitchen model
Kudumbashree – overview

- Poverty Eradication Programme of government of Kerala
- Community based organisation
  - NHG- ADS- CDS
- 43 Lakh women members
- 31,000 Microenterprises
- 56,000 Farming group
- Nodal agencies for Centrally sponsored programme

Economic empowerment
Social empowerment
Women empowerment
Communitisation and business model for OFM

• Kudumbashree approach
  • Nutrimix model
  • Community Kitchen
The difference

• State/national policy of providing food supplements (THR) through the ICDS

• How could community be involved in production of THR
  • Hygiene?
  • Nutritional challenges?
  • Scientific production?
  • Ensuring consistency?
  • Act as source of livelihood?

• Collective and convergent action of community and government department can create livelihood models for social issues
NUTRIMIX – MODEL
Amrutham _ Nutrimix

- Amrutham Nutrimix – Take Home Ration (THR) produced by microenterprise unit of Kudumbashree
- Convergence project of Kudumbashree and Social Justice Department
- Currently, each child is provided with 3.5 kg of Amrutham Nutrimix a month, at the rate of 135 grams per day for 25 days.
- Kudumbashree units supply Nutrimix to 32,922 Anganwadies in the State, with 5200 MT.
- Supplied to Anganwadis by the units @ Rs70/Kg, from where the children get for free.
- Units get paid by the ICDS supervisor through Panchayath
Christy Friedgram Industries, supplied food supplement in 2005.

Kudumbashree sets up two units for production in 2006.

CPCRI, Kasorgode develops and tests the sample as per specification in 2006.

Kudumbashree cancels procurement from private agencies and entrusts Kudumbashree for entire state demand in 2007-08.

Government cancels procurement from private agencies and entrusts Kudumbashree for entire state demand in 2008-11.

Expansion, standardisation and consolidation in 2011.

Consortium formation in 2011.

Community made: scientific, hygienic and market oriented

The nutrition quotient

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Amount per 100 grams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calorific Value (Kcal)</td>
<td>391.00</td>
</tr>
<tr>
<td>Carbohydrate(%)</td>
<td>69.47</td>
</tr>
<tr>
<td>Fat(%)</td>
<td>5.44</td>
</tr>
<tr>
<td>Crude fiber(%)</td>
<td>1.05</td>
</tr>
<tr>
<td>Calcium</td>
<td>191.23 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>8.9mg</td>
</tr>
<tr>
<td>Total protein (gm %)</td>
<td>16.14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vitamin</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carotene</td>
<td>71.6ug</td>
</tr>
<tr>
<td>Thiamine</td>
<td>0.3g</td>
</tr>
<tr>
<td>Riboflavine</td>
<td>0.1 mg</td>
</tr>
<tr>
<td>Niacin</td>
<td>5.3mg</td>
</tr>
</tbody>
</table>
Community made: scientific, hygienic and market oriented

The ingredients

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>100 gms of Amrutham Nutrimix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat</td>
<td>45 gm</td>
</tr>
<tr>
<td>Soya Chunks</td>
<td>10 gm</td>
</tr>
<tr>
<td>Bengal Gram</td>
<td>15 gm</td>
</tr>
<tr>
<td>Groundnut</td>
<td>10 gm</td>
</tr>
<tr>
<td>Sugar</td>
<td>20 gm</td>
</tr>
</tbody>
</table>
Production process

Pre-production
- District level procurement of wheat through FCI
- Subsidised Wheat supplied by Government of India, "Wheat-based Nutrition Programme".
- Consortium facilitating bulk procurement of other raw materials

Production
- Each unit set up own storage, processing and packaging facility
- production has been going according to the SOP

Post Production
- Distributing to Anganwadis
- payments given by panchayat through ICDS supervisor
Quality Control

• Unit follows the Govt. Approved SOP to ensure the quality.
• Kudumbashree District Mission & Amrutham District Consortium conduct first level periodic checks on raw materials and production facilities.
• Joint Inspections, as surprise visits are conducted by an approved committee consists of SJD Programme officer and Kudumbashree District Mission Team.
• Food and Safety officials conduct regular visits in the units and assist them for improvement
• District wise Food and Safety Trainings are periodically given to all unit members
• Sample test from each batch is tested at the Government Analytical laboratory by the concerned ICDS Supervisor
Investment

• Fixed capital investment, at current rates, needed for setting up a Amrutham Nutrimix Unit is minimum Rs.7 lakh (Excluding building).

• Working capital requirements are estimated to be about Rs.6.5 lakh for handling volume of 10 MT per month

In Kerala, currently 232 Micro-Enterprise units are there owned and operated by 1680 women.
Nutrimix – extension & Challenges

- Fortified supplements by partnering with UNICEF, piloting in one district
- Food supplement for adolescent girls pilot in 12 Panchyats
- GST for processed foods, increasing the cost
Community Kitchen

• Special intervention on Attapady tribal belt
• Operated and managed by Kudumbashree community structure
• Targeted beneficiary
  • Pregnant women
  • Lactating mothers
  • Children between 1-6 yrs of age
  • Adolescent girls
  • Physically/mentally challenged
  • Elderly (above 60)
172 Community kitchen
15538 beneficiaries

Each of the kitchen managed by ADS
Run by Kudumbashree as ME

Cereals: 130 gm
Pulses : 80 gm
Oil: 5 gm
Vegetable/ others: 5 gm

Project funded through Kudumbashree and Tribal department
Learnings and discussion

• Innovation in implementation
• Convergence between the departments
• Creating incentives for the communities
• Efficient monitoring by LSGD and Community structures
• Local production and distribution ensures better transparency
• Better feedback loop and adoption