ACTIVITIES AND KEY ACHIEVEMENTS
OF STATE RURAL LIVELIHOOD MISSION
(KUDUMBASHREE)

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KERALA
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PART 01

ABOUT KUDUMBASHREE

PART 01
KUDUMBASHREE - STATE POVERTY ERADICATION MISSION

- **Formed in the year 1998 (17th May), Registered under Charitable Societies Act**

- **KUDUMBASHREE = KUDUMBA (Family) + Shree (Prosperity)**

- **Universal Coverage in 2003 (Currently - 2,99,997 SHGs with 45,11,834 Members)**

- **NRLM Launched in 2011**
KUDUMBASHREE - STATE POVERTY ERADICATION MISSION

THREE TIER STRUCTURE OF COMMUNITY NETWORK

❖ CONVERGENCE WITH LOCAL BODIES

❖ NEIGHBOUR HOOD GROUPS (NHG) - GRAMASABHAS

❖ AREA DEVELOPMENT SOCIETIES (ADS) (FEDERATION OF NHG) - WARD LEVEL

❖ COMMUNITY DEVELOPMENT SOCIETIES (CDS) - PANCHAYAT LEVEL
KUDUMBASHREE - STATE POVERTY ERADICATION MISSION

- **2,47,249** SHG’s in **941** Grama Panchayaths (**37,51,964** Members)
- **52,748** SHG’s in **93** Urban Local Bodies (ULBs) (**7,59,870** Members)
- **SRLM +SULM = 2,99,997** SHGs with **45,11,834** Members
NRLM + NULM DATA

- **Coverage - 100 %**
- **Total Thrift** 5061.83 CR
- **Bank Linkage** 20182.25 CR
- **Live Linkage** 12790.89 CR
- **Linked NHGS** 77.70 %
- **Repayment** 98 %
42,292 Micro Enterprises

- Tailoring: 4,933
- Canteen / Catering: 2,742
- Soap & Toiletries: 1,218
- Nutrimix Units: 242
- Food Processing Units: 3,672
- Flour Units: 615
- Pickle: 686
- Swanthwanam Volunteers: 496
- Construction: 288
- Handicraft: 712
Women Construction Groups

52 Women Construction Groups completed construction works worth Rs. 80 Lakhs.

For more details, log on to www.kudumbashree.org/pages/350

IT Units

315 women from 63 IT units are engaged in data entry works of various government departments.

For more details, log on to www.kudumbashree.org/pages/350

Cafe Kudumbashree

1064 Cafe Units engaged in the activities like Catering, Food Fest, Street food venting, and other kinds of Eateries

Kudumbashree Micro Enterprises Projects

House Keeping Services

122 Kudumbashree women engaged in House Keeping Services in Cochin Shipyard, Reserve Bank, Regional Cancer Centre, Malabar Cancer Centre
Sanitary Napkin Units

45 members involved in the production of Sanitary Napkin and supplies Sanitary napkin to Kerala Medical Service Corporation, Gov. Schools and hospitals.

Event Management Team

Alappuzha Established in January 2018

Streetlight Repairing

Street Light Repairing Unit started at Kasaragod in 2017

Day Care Centres

Trust our Care just like Mother

For more details, log on to www.kudumbashree.org/pages/350
Reverse Osmosis Plants

Safe drinking water for all is the objective of starting the Reverse Osmosis Plants as Micro Enterprise under Kudumbashree

KUDUMBASHREE
STATE POVERTY ERADICATION MISSION
MICRO ENTERPRISES
NEW PROJECTS

KUDUMBASHREE
STATE POVERTY ERADICATION MISSION
MICRO ENTERPRISES
NEW PROJECTS

LED BULB ASSEMBLING UNIT
14 Units are assembling LED Bulbs

KUDUMBASHREE
Women are engaged in Painting Services

BUGGY SERVICE
KOZHIKODE (SM STREET)
Established in January 2018
Facility Management Services for Kochi Metro

734 Kudumbashree Women engaged in facility management services like housekeeping, crowd management, security, ticketing, canteen, parking management in Kochi Metro Project

Railway Parking Management

197 Kudumbashree Women are engaged in Parking Management at 41 Railway Stations
72,397 Joint Liability Group (3,26,713 Members)

509 Small Scale Units (Capital < 5 Lakhs) (1367 Members)

201 Medium Scale Units (Capital > 5 Lakhs) (964 Members)

1143 Agribusiness Ventures (2311 Members)

501 Plant Nursery (979 Members)

490 Village Markets (5910 JLGs)
5846 Monthly Markets and has generated a sales turnover of Rs. 13.21 Cr.

659 Nano Markets and has generated a sales turnover of Rs. 3.5 Cr.

Trade Fairs has generated a sales turnover of Rs. 98.27 Cr.

1033 Products listed in www.kudumbashreebazaar.com

Amazon Saheli: 632 Products listed

Flipkart Samarth: 100 Products listed
07 GENDER

- Vulnerability Mapping, Gender
- Self Learning and Snehitha Help
- Desk in all 14 districts
- **12** Snehitha Sub Centers
- **17** Snehitha Extension Centers
- **104** Snehitha@School
- **647** Gender Resource Centers

140 Model Gender Resource Centers

- **4** Districts Anti-Human Trafficking Intervention
- **19,092** Vigilant Groups
- **360** Community Counselors
- **1,584** Members in Gender Resource Pool
**Asraya (Destitute Free Kerala Project) - 1,57,176 Families**

- **342 Buds Institutions with 9545 children**
- **177 Buds School with 5,126 children**
- **165 BRCs with 4419 children**
- **32,878 Balasabha Groups with 4,30,908 children**
PART 02

02

KEY ACHIEVEMENTS / LEARNING POINTS FOR SCALE UP

PART 02
NATIONAL RESOURCE ORGANIZATION (NRO)

**NRO Partnerships**

- 20 partner-States & 1 Union Territory
- Special projects in Sikkim, Goa & Lakshadweep
## GOVERNMENT SUPPORT (2016-2021)

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*Figures are in Crores*

**2021-22 State Budget 1,749 CR for Kudumbashree**
CONVERGENCE WITH LOCAL BODIES

- **Supporting Gramasabhas**
- **Creating Demand (Village Poverty Reduction Plan (VPRP))**
- **Gram Panchayat Development Plan (GPDP)**
- **Implementing Projects (330.75 CR in FY 2019-20)**
- **Many Joint Projects (Asraya (DFK), Buds, GRC’s, Janakeeya Hotel, Nutrimix)**
OPPORTUNITIES FROM GOVERNMENT

01 Kochi Metro
   (734 Staffs)

02 Nutrimix
   (241 Units with
   1569 Members)

03 G.O - Tailoring Units

04 Railway
   (41 Parking
   Management & 5
   AC Waiting Hall)

05 Canteen in Local Bodies

06 E-Sewa Kendras
DISASTER MANAGEMENT
(KERALA FLOOD 2017 AND 2018, COVID-19 PANDEMIC)

- 3708 CR - INTEREST FREE LOAN
- 11.23 CR - MASK PRODUCTION (71.6 LAKH PRODUCTION)
  - 2.81 LAKH FACE SHIELDS, 20.90 LAKH CLOTH BAGS AND 9312 LITERS OF SANITIZER PRODUCTION
- 1173 COMMUNITY KITCHENS BY KUDUMBASHREE
- 50,001 VOLUNTEER WORKERS
- 1.15 LAKH PEOPLE SUPPORTED BY 360 COMMUNITY COUNSELLORS
- MANY SUPPORTS (DISINFECTION TEAM, FOOD FOR FLTCs, ELDERLY CARE, SUPPORT FOR THE VULNERABLE, TELI BE-FRIENDING (DDUGKY))
CONVERGENCE WITH 30+ DEPARTMENTS

- MGNREGA
- TRIBAL AND SC DEPARTMENT
- WOMEN AND CHILD DEPARTMENT
- MOTOR VEHICLE DEPARTMENT
- SOUTHERN RAILWAYS
- LIC
- HARITHA MISSION
- SUCHITWA MISSION
- SOCIAL JUSTICE DEPARTMENT
- KSRTC
- DTPCs
- NABARD
INNOVATIONS

- **Gender Self Learning Program**
- **Kudumbashree School**
- **Attappady Special Project**
- **CDS as a Learning Center**
- **Social Audit in DDUGKY**
- **Community as PIA in DDUGKY**
2259 Haritha Karma Sena with 5.28 Cr Monthly Turn over

31 ABC Units with 146 Members (13.01 Cr Turn Over)

78 Disinfection Team earned 11.29 Lakhs

298 Swantwanam Volunteers
Santhwanam
Health Care

Health care assistance through 297
Kudumbashree Santhwanam Volunteers

For more details, log on to: www.kudumbashree.org/pages/550
SPECIAL LIVELIHOOD PACKAGES 75 Cr, 50 Cr and 60 Cr in Last 3 Years

250 Cr - Rebuild Kerala Initiative (RKI) Fund

Skilling for Wage Employment (Arise and Yuva Keralam)

152 Finishing Schools (Connect to Work)
Out of the 16,965 Kudumbashree members contested in the local body elections, among the elected 7,058 make for 32.30% of total representatives.

- 146 CDS Chairpersons, 953 CDS Executive Members, 975 ADS Executives
- Members, 4984 NHG Members
- Many Community Cadres like (MECs, Training Team Members, KAASS Team Members, Snehitha Staffs)
GENDER

Areas of Intervention

- Supportive
- Transformative
- Preventive & Proactive
TAKE CHALLENGES

Janakeeya Hotel - 856 Hotels serving food @ 20 Rs
**AWARDS**

- **NRLM (2016-17 MKSP AND 2017-18 FOR NRO) - BEST PERFORMED STATE**

- **DDUGKY (2016-17, 2017-18, 2018-19) - BEST PERFORMED STATE**

- **NULM (2017-18 & 2018-19) - BEST PERFORMED STATE**

- **NABARD AWARD (2019) (BEST PERFORMANCE IN SELF HELP GROUP-BANK LINKAGE PROGRAM)**

- **HUDCO AWARD (2019) (BEST PRACTICES-PMAY-LIFE HOUSE CONSTRUCTION THROUGH KUDUMBASHREE WOMEN CONSTRUCTION GROUPS)**

- **DIGITAL TRANSFORMATION AWARD (2019)**
INTERNATIONAL ASSIGNMENTS

- South Africa
- Ethiopia
- Azerbaijan
- Tajikistan

Manage - Feed the Future – International Training for Programme for Developing Countries

- Training to International 26 Delegates - 2017 @ Thrissur
- Training to 55 Officials and Delegates of Uganda - 2017 @ Kampala, Uganda
- Training to International 24 Delegates - 2018 @ Trivandrum
- Training to International 28 Delegates - 2019 @ Trivandrum
IT'S A GREAT TEAM EFFORT
THANK YOU

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