How can we empower women?

- Education/ knowledge is power
- Health is wealth
- Livelihood/ Job
- Reservation/ Political Power
- Give money/ Financial Power
- Access to resources
- Decision making ability
- Group/ Unity is strength
- Experience sharing
“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.”
Kudumbashree - Pathway

Poverty Reduction experiment in Alappuzha Municipality

Tested in Rural Area – Malappuram District through CBNP (Community Based Nutrition Programme)

1995

Expanded to all Urban areas

1998

State wide launch as Kudumbashree

2002

Rural expansion in 3 Phases

2008

Restructured bye law and common elections

2013

NRO

2002

Rural expansion in 3 Phases

2008

Restructured bye law and common elections

2013

NRO

2002

Rural expansion in 3 Phases

2008

Restructured bye law and common elections

2013

NRO
Kudumbashree

• Kudumbam + Shree
• Logo = 3 empowerment
• 2.77 lakh NHGs (43 lakh families)
• Weekly meetings
• Thrift and Credit (Rs. 3100 crore)
• Bank linkage
What can you do? My experiment (1)

- Give canteen of **Collectors office** to women groups

- **Closed building** - Give to SHG for training/activity (pilgrimage centre - amenity centre)

- Operation of **a call centre**

- Give **cafe / outlet/ souvenir shop/ parking** in a tourist destination/public offices

- Monthly **career guidance classes** to girl students
What can you do? My experiment (2)

- Local **problem solving** (breakfast for tribal children)/ colony visit
- **Anti plastic campaign** through women groups
- Tribal hostel/ residential school - **supply of vegetables**
- **Let's help our neighbours** - campaign (govt schemes)
- Conduct a **film festival for women/ Art camp**
- Conduct a **survey of all households** to detect cancer (or) aim at poverty free panchayat (NRLM)
What can you do? (3)

• **Develop a street play team** and give IEC fund of NRHM

• Explore your district - Conduct **a tour for women**

• Start an old age home/ **rehabilitation home** run by women groups

• Give **skill development to NREGA workers/ tribal boys**

• **Anti liquor squad** of women/ **Literacy unit** (teachers)/ Counselling team/ **Palliative care volunteers**
OVERVIEW

1. Organisation strengthening
2. Micro Finance
3. **Micro Enterprise** & Collectives
4. **Agriculture** & Animal Husbandry
5. Social Development
6. Women Empowerment
7. Focus on Tribal, Coastal areas
8. Skill development
9. **National Resource Organisation**
10. Nodal agency of PMAY, RAY, NULM, NRLM, SVEP, DDUGKY, MKSP
Livelihood (self employment)

- 31,000 **micro enterprises** (individual and group)
- 65,000 **agriculture groups** (1,00,000 + acre in cultivation)
- Kudumbashree provides
  - **Training** (Orientation, Skill development)
  - **Financial Assistance** (Interest subsidy, bank linkage, schemes)
  - **Marketing Assistance**
  - **Technical support**, training and handholding
Micro Enterprises

- Owned, Run and managed by entrepreneur
- Rs. 5,000/- per month
- Seasonal (festival based)
- Products and Services
- Sales and Marketing enterprise
- Groups (training team/ KAASS)
- Apparel, Canteen, Handicraft, Health and Hygiene, Food products etc. etc.
Catering
Construction unit
Day care and Play School
Agriculture Joint Liability Group
Agriculture - lease land farming
Flex printing unit
Flour Mill
Handicraft unit
Working women hostel
House keeping team
Ironing unit
IT unit
Mineral Water
Mother kitchen
Hotel and Restaurant
Napkin manufacturing unit
Nutrimix (Anganwadi THR)
Painting Team
Paper plate manufacturing
Pappad making unit
Railway parking management
Pickle manufacturing
Pottery unit
Railway waiting hall, Ernakulam
Band troupe
Taxi owners
Terrace farming (grow bag supply)
Cloth bags and miscellaneous items
Food processing
Weaving
Bio pharmacy
Rangashree drama unit | Service Sector
Hollow bricks
Catering Units
Fitness centre  Service Sector
Street dog catching unit
Recent Developments

- **248 nutrimix units** (anganwadi take home food production totally by Kudumbashree)

- 359 tailoring units - **No tender required** to give work

- 63 IT units and Survey team - **Conducts most of the govt. surveys** (pension survey - 35 lakh people)

- Got work order for manufacturing of **sanitary napkins for all schools**

- **NREGA IEC campaign** - by drama unit
Recent developments - 2

• **Marriage bureau** to Printing Press; Rubber tapping units to toilet complexes - Expanding

• **Consortium and Producer companies** - Planning for future

• To grow as a **service provider** - Railways; Canteens; Housekeeping; Urban service units

• **Kochin Metro will be an all women metro**
  (kudumbashree will provide all services except that of loco pilot)
Other sectors

- **Destitute Rehabilitation Project** - Asraya

- 150+ BUDS **schools for mentally challenged**

- **Gender self awareness program**, crime mapping, **community counselling** and **theme based activities**

- **Skill development** (for wage employment) for 50,000+ youth planned

- Committed to **Housing for all**
Kudumbashree NRO - National Resource Organisation
THANKS

Mahila Sabha in Rajasthan
3 tier structure

- **Panchayat**
  - **Ward**
    - **Houses**
      - 10 to 20 houses = 1 NeighbourHood Group
      - (one membership per house)
      - There will be many NHG per ward

- **NHG**
  - **ADS**
    - **CDS**
      - 1 Community Development Society
      - 1 Area Development Society per ward
Example - Panchayat 1

<table>
<thead>
<tr>
<th>WARD</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF NHG</td>
<td>7</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>11</td>
<td>4</td>
<td>18</td>
<td>20</td>
</tr>
</tbody>
</table>

Total **NHG** in the Panchayat = 90

Total ADS in the Panchayat = 8

Total CDS in the Panchayat = 1

2.77 lakh

19,784

1,078