Presented by
Nishanth G.S
State Assistant Program Manager
KUDUMBASHREE
What kudumbashree does.....

TRANSFORM UNSKILLED WOMEN LABOURS TO SKILLED PROFESSIONALS

ESTABLISH GENDER EQUALITY – LABOUR AND WAGE BY CHALLENGING GENDER STEREOTYPING

INCLUDE WOMEN IN DEVELOPMENT ACTIVITIES OF STATE.
Started in 2014

- Construction training was given to 200 women using CSR fund of HUDCO (Housing and Urban Development Corporation Ltd)

- These Women are engaged in construction sector as masons/ workers also as skilled laborers under MGNREGA.

- Micro contracting construction group - District level groups were identified and provided 53 days training in Construction of houses.
STATUS OF EXISTING CONSTRUCTION UNITS
DISTRICT WISE DETAILS

RURAL UNITS – 80
URBAN UNITS – 3
TOTAL UNITS - 83
TOTAL MEMBERS - 575
STATUS OF UPCOMING WOMEN CONSTRUCTION GROUPS – DISTRICT WISE DETAILS

RURAL GROUPS - 337
URBAN GROUPS – 57
TOTAL GROUP - 394
TOTAL MEMBERS - 2377
<table>
<thead>
<tr>
<th>Total Urban Groups</th>
<th>Total Rural Groups</th>
<th>Total House Building Teams</th>
<th>Total trained house building members</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>417</td>
<td>477</td>
<td>2952</td>
</tr>
</tbody>
</table>

**Outcomes:**

**Gender Equality** - in labour and wage.

**Increase employment opportunities** - Enhancing women’s work participation

**Holistic development approach** – Women’s participation in local development works.
<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>STAKEHOLDERS</th>
<th>SCALING UP PROCESS</th>
<th>PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PMAY (URBAN &amp; RURAL)</td>
<td>Availing house construction projects</td>
<td>69 Houses</td>
</tr>
<tr>
<td>2</td>
<td>MISSION LIFE</td>
<td>House Construction Projects and also providing Building materials</td>
<td>78 Houses</td>
</tr>
<tr>
<td>3</td>
<td>ASRAYA</td>
<td>Destitute Rehabilitation Project - Constructing Houses</td>
<td>11 Houses</td>
</tr>
<tr>
<td>4</td>
<td>SNEEHAVEEDU</td>
<td>Constructing houses for destitute – project of Panchayat</td>
<td>3 Houses</td>
</tr>
<tr>
<td>5</td>
<td>Social Security mission</td>
<td>Construction and Renovation works of Anganwadis</td>
<td>Discussion in Progress</td>
</tr>
<tr>
<td>6</td>
<td>SC/ ST department</td>
<td>House Construction projects</td>
<td>Completed more than 40 houses</td>
</tr>
<tr>
<td>7</td>
<td>Live Stock department</td>
<td>Construction of Cowshed, Farms.</td>
<td>Discussion in progress</td>
</tr>
<tr>
<td>8</td>
<td>Panchayats</td>
<td>Construction of Roads, Well recharging and Toilets.</td>
<td>Work in progress</td>
</tr>
<tr>
<td>9</td>
<td>MGNREGA</td>
<td>Material Supply and Construction works of Panchayats</td>
<td>Received G,O</td>
</tr>
<tr>
<td>10</td>
<td>Government / Private Schools</td>
<td>construction and Renovation</td>
<td>Canteen construction work of school.</td>
</tr>
</tbody>
</table>
HOW KUDUMBASHREE EMPOWER WOMEN IN CONSTRUCTION SECTOR

- Identify women interested in Construction from respective Panchayats or ULBs.

- Training in Construction activity was given through Government Accredited agencies such as Nirmiti, Costford, SB Global, Grameena Padana Kendram.

- 53 days non-residential training program will be provided to fresh batch participants and 45 days training will be provided to members who have already received training.

- All trainings are provided at the space provided by the respective Panchayats.

- On completion of training, the members will be registered with the respective Panchayats and are entrusted with the construction works of Panchayats.
## Revenue Generation from April 2018 - September 2018

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total Amount of construction work allotted (in Rs.)</td>
<td>47395411</td>
</tr>
<tr>
<td>2</td>
<td>Total Revenue received till date (in Rs.)</td>
<td>39553911</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(83.45%)</td>
</tr>
<tr>
<td>3</td>
<td>Number of groups</td>
<td>83</td>
</tr>
<tr>
<td>4</td>
<td>Number of Members</td>
<td>575</td>
</tr>
<tr>
<td>5</td>
<td>Total Income days generated</td>
<td>31643</td>
</tr>
</tbody>
</table>

All members are able to generate an amount of Rs. 750/- day much above the present AYYANKALI / MGNREGA skilled wage rate
# Challenges

- Being Construction work, it requires lot of effort to convince the stakeholders about quality of work – Gender stereotyping
- Difficult to undertake bulk purchase of raw materials for construction – Lack of capital
- Delay in settlement of payment of executed work.

---

## Way Ahead

- Trying for Government accreditation for undertaking Construction projects of Government.
- Planning to make them as a consortium for undertaking big projects.
- They need to identify and adapt to latest low cost construction activities.
- They need to get agency license/franchisee for purchasing raw materials in bulk quantity, for getting in less rate.
- Should have enough working capital/reserve for running the business.
Life Mission projects under taken by kudumbashree House Building Team

• ALAPPUZHA – HARIPPAD BLOCK

FIRST LIFE MISSION HOUSE COMPLETED BY KUDUMBASHREE HOUSE BUILDING TEAM IN 40 DAYS
Life Mission projects under taken by kudumbashree House Building Team

ALAPPUZHA – BHARANIKAVU BLOCK

ALAPPUZHA – CHENGANNUR

ALAPPUZHA – KANJIKUZHI BLOCK

ALAPPUZHA – AMBALAPUZHA NORTH
Construction projects undertaken by Kudumbashree House Building Team

KANNUR – PERIGOME

TRIVADNRUM – PERINKADAVILA

SNEEHAVEEDU PROJECT
Construction projects Completed by kudumbashree House Building Team

House Constructed for Asraya Beneficiary
Mooknanur Panchayat

House constructed under “Swapnakoodu” project of Panchayat
Construction projects Completed by kudumbashree House Building Team

House Constructed for Asraya Beneficiary
Mooknanur Panchayat

House Constructed for Asraya Beneficiary
Mooknanur Panchayat
Well Construction
Construction of Canteen for a school
PADDY FIELD SIDE WALL CONSTRUCTION PROJECT OF MGNREGA
ARCH CONSTRUCTED BY KUDUMBASHREE
CONSTRUCTION GROUP FOR RAILWAY
ONGOING CONSTRUCTION PROJECTS

BASEMENT CONSTRUCTION AND PLUMBING WORKS
ONGOING CONSTRUCTION PROJECTS

LINTEL WORKS
ONGOING CONSTRUCTION PROJECTS

SUNSHADE WORKS

PAINTING WORKS
ONGOING CONSTRUCTION PROJECTS

ROOF CONCRETING WORKS

PLASTERING WORKS
ONGOING CONSTRUCTION PROJECTS

ROOF CONCRETING AND PLASTERING WORKS
TRAINING

SCREENING PROCESS

LAND CLEARING
SET OUT PROCESS

Practical – Construction using cement bricks
CONSTRUCTION USING BRICKS

Brick level Testing
RAT TRAP BONDING

ENGLISH BONDING
WELL CONSTRUCTION
TILE WORKS

PLUMBING
THANK YOU