Parliamentary Committee on rural development visited Munnar yesterday (20-01-2021). We made a presentation on Kudumbashree’s activities during that meeting. We presented 15 Activities / Key Achievements of Kudumbashree that are gaining national attention. The detailed PowerPoint presentation regarding the same is available at Kudumbashree’s website in this link under presentations/conference tab www.kudumbashree.org/pages/183#edpage-tab-7 . Let me concisely explain these 15 activities in today’s article.

1. The Government of India had recognized Kudumbashree as a National Resource Organization for Making Panchayat Raj Institutions (PRIs) and Community Based Organizations (CBOs) work together (PRI-CBO Convergence) and for helping in micro enterprise development. As per this, Kudumbashree had signed MoU with 20 states and 1 union territory and these activities are progressing.

2. Kudumbashree is functioning as the nodal agency of centrally sponsored programmes such as National Rural Livelihood Mission (NRLM), National Urban Livelihood Mission (NULM), Startup Village Entrepreneurship Programme (SVEP), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY), PM Yuva Yojana, Mahila Kisan Sashaktikaran Pariyojana (MKSP). A Mission functioning as the nodal agency of various programmes makes best convergences possible.

3. Kudumbashree is always receiving best support from the State Government. The Government always extend best support in allotting plan fund as well as the funds for the centrally sponsored programmes. This is a national model. In the State Budget of 2021-22 financial year, Rs 1749 crores is allotted for Kudumbashree.

4. The convergence with the local governments is the yet another factor that makes Kudumbashree different. Kudumbashree is doing the process of preparing Village Poverty Reduction Plan (VPRP) through the NHGs and is providing VPRP to local bodies for the Grama
Panchayath Development Plan (GPDP). The model of implementing various projects converging with the LSGIs is also the best.

5. Receiving opportunities from the Government is yet another model. One among it is the opportunity to extend various services in Kochi Metro. Kudumbashree is receiving as many opportunities for the livelihood of Kudumbashree members from various Government missions or departments. Nutrimix production, parking management at railway stations, running canteens at local bodies, running E-Sewa Kendras etc.

6. Kudumbashree had put forward the model of better performance in disaster management during the floods and the crisis situation of covid-19 pandemic, coordinating the SHGs in the best way possible. During this period, Kudumbashree had implemented various activities such as giving Interest Free loans worth Rs 3708 crores, running community kitchens, producing masks-sanitizers, extending community counselling etc.

7. Yet another important specialty of Kudumbashree is its convergence with various other departments and missions. In Kerela, Kudumbashree is converging with around 30 departments and missions such as MGNREGS, Haritha Keralam Mission, Motor Vehicle Department, Suchithwa Mission, Social Justice Department, LIC etc.

8. Kudumbashree always promote innovative models. Kudumbashree always try to resolve social issues through such innovative ways and formulate new projects implementing innovative ideas. Kudumbashree is implementing various innovative ideas in project implementation. Kudumbashree School, Gender Self Learning Programme, Attappady Special Project, Social Audit in DDUGKY Programmes etc are some of the innovative projects introduced by our team.

9. Creation of Social/Problem Solving enterprises is also the important specialty of Kudumbashree. Kudumbashree team came forward to resolve the issue of waste management through Harithakarmasena and the issue of dog menace through ABC (Animal Birth Control) units. Kudumbashree had also formed 78 disinfection teams recently, which was one of the important needs of the society during the period of covid-19. This is yet another example. Kudumbashree was able to help the members find income and resolve such social issues through these ideas.

10. Now, we can see that Kudumbashree is gradually changing from the mission of Poverty Reduction to the Mission of Livelihood. After the floods, Government had Rs 75 crores as Special Livelihood Package and then Rs 50 crores and Rs 60 crores in this Budget. This is the proof for the development attained by Kudumbashree in this sector. Also, Rs 250 crores was specially allotted for Kudumbashree as part of Rebuild Kerala for livelihood programmes. This is also the example for the same. As part of this, Kudumbashree is implementing various innovative programmes such as ARISE, Connect to Work, YuvaKeralam etc. aiming to generate livelihood opportunities.

11. Social Capital is the main strength of Kudumbashree in the national level. During the last local body elections, about 17,000 Kudumbashree members have contested and 7000 members have succeeded. There are various community cadres (micro enterprise consultants, training team members, Snehit, KAASS team members) which has around 1000 persons as members. This strong social capital is our key forte.

12. Kudumbashree had created best model in the national level regarding the women empowerment activities. Kudumbashree is implementing various activities to prevent atrocities against women, support those who had faced the atrocities. Preventive, protective as well as transformative projects are formulated and implemented by our gender team. The examples for the same include Vulnerability Mapping, Gender Resource Centres, Vigilant Groups, Snehitha Centres, Snehitha Calling Bell Programme etc.

13. The team work of Kudumbashree in taking up the challenges and implementing in the field level is one of the best models in national level. On identifying that there are people who live isolated in various areas in Kerala, a survey was conducted. Following that, Snehitha Calling Bell Programme was implemented to extend support to about 50,000 people (who are living alone and in need of support) through the community system. This is one such example. During Covid-19 lockdown, about 1000 community kitchens were started associating with the LSGIs in a weeks time. 856 Janakeeya Hotels providing meals at Rs 20 are formed within 6 months. Also, 'India Food Court' was organized at the Saras Fair by bringing together the entrepreneurs (cafe units) from across the country. These are the examples of the fact that Kudumbashree is able to take up the challenges and
implement them.

14. As part of these activities Kudumbashree has received various National Awards. Within the last four years Kudumbashree had received various awards. The NRO had received Awards once, SRLM once (for MKSP). DDUGKY had received the awards thrice and National Urban Livelihood Mission had received the awards twice.

15. Kudumbashree had also got the opportunity for international assignments at South Africa, Ethiopia, Azerbaijan, Tajikistan etc. Kudumbashree had got the opportunity to give three training programmes for officials and entrepreneurs from Africa and Asia, which was held in Kerala thrice and one training programme at Uganda as part of MANAGE-Feed the Future. Other than that, Kudumbashree is going to make long term partnership with Tajikistan and Uzbekistan. These are the examples for the International Achievements of Kudumbashree.

Yesterday, we presented (before the Parliamentary Committee), the basic information about Kudumbashree and the activities of Kudumbashree in 15 sectors that could be considered as a model in the national level. I hope that this will help many who are interested in knowing more about Kudumbashree. Hence these details are provided as a part of this article.