DAY NRLM

Kudumbashree
State Poverty Eradication Mission

S. Harikishore, IAS
Executive Director
KUDUMBASHREE

- State Poverty Eradication Mission
- Established in 1998
- A National Resource Organization since 2012
- State Nodal Agency of;
  - MKSP
  - NULM
  - PMAY
  - NRLM
  - DDUGKY
  - SVEP
STATE (SMMU)

Governing Body
↓
Executive Committee
↓
Executive Director
↓
Programme Officers
(Organisation, Agriculture, Micro Enterprises, Marketing, Animal Husbandry, Social Development, Urban, NRO, DDUGKY)
↓
SPMs and ASPMs
DISTRICTS (DMMU, BMMU)

District Mission Coordinators

Assistant DMC’s
(4 per district)

DPM’s
(9 per District. Total 9*14=126)

Block Coordinators
(4 per Block. 152 block* 4 = 608)

CDS Accountant
(941)
# FINANCIAL (IN CRORES)

<table>
<thead>
<tr>
<th>Financial year</th>
<th>State Budget (Rs. in Crore)</th>
<th>NRLM (Rs. in Crore)</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-18</td>
<td>161.00</td>
<td>90.00</td>
<td>100% NRLM Fund received</td>
</tr>
<tr>
<td>2018-19</td>
<td>188.62</td>
<td>113.00</td>
<td>100% NRLM Fund received</td>
</tr>
<tr>
<td>2019-20</td>
<td>183.25</td>
<td>173.00</td>
<td>First instalment of NRLM received (33%)</td>
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</tbody>
</table>

Expenditure is 100% for state fund and NRLM
ORGANIZATIONAL STRUCTURE

Kudumbashree

941 CDSs

15,962 ADSs

2.46 lakh NHG’s
representing 36 lakh families

Local Body

941 GP

15,962 Wards

80 lakh households
SOCIAL CAPITAL

1. Kudumbashree Accounts & Audit Service Society (348 members)
2. Training Team (300 members & 265 External faculties)
3. Micro Enterprise Consultants (342)
4. Jeeva Master Farmers (605)
5. Tribal Animators (461)
6. Coastal Community Volunteers (82)
7. Thematic Resource Persons (191)
8. Community Counsellors (357)
9. NRO Mentors (112)
10. Master Trainers (68)
11. Block Anchor persons (14)
12. Total MECs under SVEP (1,162)
1.91 lakh NHGs out of 2.41 lakh NHG’s have live linkage (70%)

Live linkage is Rs. 4,442.17 Crore

Average Loan size is 4.1 lakhs and duration is 3 years

100% NHG’s, ADS, CDS are digital (TBMIS implemented)

CIF/CEF of Rs 5.00 Lakh given to 348 CDS
IBCB, MF & MIS...

- Focus on Special NHGs (3,099 PWD NHGs, 47 Transgender NHGs, 21,405 Elderly NHG’s formed)
- Special attention to tribal and coastal areas
- Exemplary participation by NHG numbers in Flood Rehabilitation and Rebuilding (RKLS (Loan Scheme) – Rs. 1,435 Cr. loan availed)
NHG Meeting
Elderly Special NHGs
Flood relief Activities
IBCB, MF & MIS...

- **‘Kudumbashree School’**- Training given to all 43 lakh members in 2017-18 and 2018-19 (6 days, 12 hours each)

- **Capacity Building** - Continuous training is given at different levels (CDS Chairpersons, CDS Subcommittee members, ADS Office-bearers, CDS Accountants, member Secretaries etc.)

- **‘Arangu’**- Arts festival conducted every years

- **Convergence with LSG’s** (2,821 projects in 961 LSG’s (821 GPs + 129 BPs + 11 DPs) amounting to **Rs. 229.3 Crore**)
GENDER

PREVENTIVE
1. Community Counsellors (357)
2. Vigilant Groups (15,962 wards*10 persons)
3. Vulnerability Mapping (168 LSG’s completed)
4. Gender Sensitization Training (4,050 including officials & community Leaders)

SUPPORTIVE
1. Snehitha One Stop Centre (14)
2. Gender Resource Centre (467)

TRANSFORMATIVE
1. Gender Self Learning Program
2. Rangashree (Community Theatre)
3. Campaigns (Neetham)
4. Theme based programs (Art Camps, Literature Camps)
Gender Resource Centre
Rangashree
SOCIAL DEVELOPMENT

- Destitute Rehabilitation Project (Ashraya) (1,57,691 families)

- 258 Schools for mentally challenged Children (BUDS) (7,378 students)

- Snehittha Calling Bell to support those who are staying alone (55,418 people)
BUDS School
LIVELIHOOD FARM

- 65,031 JLG’s
- 3,35,000 members (5 per JLG)
- Cultivating 52,000 hectares
- 4 Crops (Paddy, Vegetables, Banana, Tubers)
LIVELIHOOD FARM – NEW PROJECTS

- Organic Farming (3,815 ha.)
- Plant Nurseries (382 units)
- Value Addition (Medium Scale - 107 units, Small Scale - 218 units)
- Agri Business Units (443 Units)
- Agri Therapy (217 Buds/BRC)
- Agri. Bio Pharmacy (69 Units)
- Green Carpet (59 Units)
- Medicinal Plant Cultivation (98.5 ha.)
Agri. - Business Ventures
Agri. - Therapy
Organic farming
Plant Nursery
Livelihood OFF Farm – Animal Husbandry

- Enterprises
  - Backyard Poultry (Muttakkozhy – 85 Units)
  - Goat (Aadugramam – 4,142 Units)
  - Cow (Ksheerasagaram – 1,245 Units)
  - CIG (Common Interest Groups - 256 Groups)

- Kerala Chicken (1,021 Farmers)

- Egg Value Addition Units and Branding (3 Egg Packing Unit & 1 Egg Kiosk)
LIVELIHOODS NON FARM - MICROENTERPRISES

- 21,135 Microenterprises
  - 8,852 Group
  - 13,206 Individuals

- Top 5 Sectors
  - Tailoring (3,186)
  - Catering (1,545)
  - Food Processing (1,529)
  - Flour (971)
  - Soaps & Toiletries (665)
  - Pickles (391)
MICROENTERPRISE APPROACH

- **Follow Passion/Talent**
  - Catering Units (1,545)
  - Tailoring Units (3,186)
  - Handicraft (141)

- **Focus on inclusion**
  - Pratyasha (401)
  - Transgender (14)
  - PWD (100)
MICROENTERPRISE APPROACH...

- **Tapping Opportunities**
  - Construction (261 Units, Completed 333 Houses)
  - ABC (57 Units, got 3.27 Crore till date)
  - Harithakarmasena (917 LSG’s, 28,859 people)
  - Harsham Geriatric Care (578)
  - Santhwanam Health check up (356)
  - ARISE Multitask Teams (92)
  - RO Plants (6)

- **Support Innovations**
  - Matrimony (16)
  - Mahila Mall (11)
**MICROENTERPRISE APPROACH**...

- **Government Convergence**
  - Railway Parking (43)
  - Waiting Hall (5)
  - Kochi Metro (751 People)
  - Nutrimix (241 Units, 100 Cr. Turnover, 1,650 people)
  - Canteen in Govt. Offices (many)
  - Surveys and Data Entry (63 IT Units)
  - E - Seva (43)
  - Facility Management in RCC, Tourism etc.
Railway Parking Management
Prathyasha ME- parents of Buds Children
House Constructed By Kudumbashree Construction Group at Trivandrum
Under PMAY Housing Scheme
Houses Constructed By Kudumbashree Construction Group

Alappuzha

Kottayam

Project - Ramoji House Construction

Project - LIFE
Haritha Karma Sena Enterprises
Harsham Health Care Project
ARISE Multi Task Teams
SANTHWANAM – MOBILE HEALTH DETECTION SERVICE
IT UNITS
CLEANING STAFFS FOR TOURISM
HOMESHOP
Kochi Metro
Vyttila Mobility Hub
FRONT OFFICE MANAGEMENT IN MALABAR CANCER CENTRE
RAILWAY WAITING HALL MANAGEMENT
FACILITY MANAGEMENT IN IOC PUMPS
HOUSE KEEPING SERVICES
GARDENING AND LANDSCAPING
E Seva Kendras
DAY CARE CENTRES
POWER LAUNDRY SERVICE
HOME STAY
MOBILE CREMATORIUM
MARKETING

- Trade fairs and festivals (conducts 200 Plus Trade fairs, 2 Saras fairs, 2,450 monthly fairs, 1,052 festival fairs)
- National and International fairs (05 National/International fairs)
- Fixed markets (645 Nano Markets, 02 Bazaars, 30 Kiosks)
- Online Markets (Own Portal, Tie-up with Amazon)
- Homeshops in 3 Districts – Kannur, Kozhikkod and Wayanad (1,200 Homeshop owners)
Monyhly Markets
Kudumbashree E-commerce portal
Kudumbashree Saras Mela
SVEP APPROACH

- Local Resources, need and gap mapped

- Started in 2016 in Parakode block (Pathanamthitta) & Vadavukode block (Ernakulam) and **2,131 enterprises** formed in two and a half years

- In 2018 started in 12 blocks across 12 districts and **7,057 enterprises** formed (more than 400 enterprises in each block)
Kudumbashree Micro Enterprises
ATTAPADY SPECIAL PROJECT

- Exclusive NHGs of Tribal Families formed in Attapady (752 NHG’s, 135 Oorusamithi, 4 Panchayath Samitis)

- Innovative Projects in Social Development and inclusion (Bridge School, Bridge Course, Nyayasamithi, Centre of Excellence, Youth Labour Banks)

- Focus now in Livelihood
Bala Library
Millet Village
Traditional food practice
Some Recent Recognition

- Nabard Award for SHG Bank Linkage in 2019
- HUDCO Award for Construction Groups in 2019
- MoRD award for farm livelihoods in 2018
- Award from MoRD for NRO’s work in 2017
CONVERGENCE IS KUDUMBASHREE’S STRENGTH

- Convergence with more than 15 Departments
- Convergence in CSS implementation
- Convergence with Local Government Institutions
Thank you