Rural Livelihoods

S.Harikishore, Executive Director, Kudumbashree
“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”
1992
Poverty Reduction experiment in Alappuzha Municipality

1994
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
Kudumbashree

- Kudumbam + Shree
- Logo = 3 empowerment
- **2.77 lakh** NHGs (**43 lakh families**)
- Weekly meetings
- Thrift and Credit (**Rs.3100 crore**)
- Bank linkage
3 tier structure

- **Panchayat**
- **Ward**
- **Houses**

1. **Community Development Society**
2. **Area Development Society per ward**

10 to 20 houses = 1 NeighbourHood Group (one membership per house)

There will be many NHG per ward
OVERVIEW of PROGRAMS

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
10. Nodal agency of PMAY, RAY, NULM, NRLM, SVEP, DDUGKY, MKSP
RURAL LIVELIHOOD

• Self Employment

• Primary Sector (Agriculture and Animal Husbandry)

• Secondary Sector (Enterprises and production)

• Tertiary Sector (Service)

• Wage Employment

• DDUGKY (skill training)

• Convergence
Agriculture and Animal Husbandry (Primary Sector)

- **65,000 Agriculture Groups (Joint Liability Groups)**
- **Cultivation in 1,50,000 acres**
- Vegetables, Paddy, Tuber crops, Banana
- 3148 groups of **Goat Village** (15,802 beneficiaries)
- 586 groups of **Ksheerasagaram** (2977 beneficiaries)
- **Poultry** and **Male calf fattening**
Inputs from Kudumbashree

- **Training** / Support from Master farmer
- **Exposure visits**
- **Input support** (seed/ fertiliser)
- **Production Incentive**
- **Interest subsidy** for loan
- **Marketing** assistance
Agriculture - lease land farming
Terrace farming (grow bag supply)
Food processing

- Agriculture value chain
Bio pharmacy

- Allied sector
Pickle manufacturing

- Value addition
Mother kitchen

- Convergence with Agriculture
Goat Village
Selling milk
Secondary sector (Production)

- 31,000 **micro enterprises** (individual and group)
- Kudumbashree provides
  - **Training** (Orientation, Skill development)
  - **Financial Assistance** (Interest subsidy, bank linkage)
  - **Special schemes** (Technology fund, Technology upgradation fund, Innovation fund etc.)
  - **Marketing** Assistance (Monthly markets, Home shops)
  - **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
Day care and Play School
Flex printing unit
Flour Mill
Handicraft unit

- 300+ units
Working women hostel
Ironing unit
Mineral Water

- 3 units
Hotel and Restaurant

- 1079 catering units
Napkin manufacturing unit

- 9 units
Nutrimix (Anganwadi Take Home Ration)

- 234 units
Paper plate manufacturing
Pappad making unit
Pottery unit
Band troupe
Taxi owners
Cloth bags and miscellaneous items
Rangashree drama unit

- Service Sector
Hollow bricks

- Service Sector
Catering Units

- Service Sector
Santhwanam unit

• Service Sector
Fitness centre

- Service Sector
Service Units (Tertiary Sector)

- **Innovative concepts** in service sector
- Some new livelihood units include
  - **Construction Units**
  - **Animal Birth Control** Units
  - **IT** units/ **Training** team
  - **Marriage bureau/ Rubber tapping team**
  - **Tie up with Railways/ Banks/ PSUs**
IT unit
Street dog catching unit
Railway waiting hall, Ernakulam
Construction unit
Railway parking management
Housekeeping team
Wage Employment

- **Nodal agency of DDUGKY** (Deen Dayal Upadhyay Gramin Kaushalya Yojana)

- Aiming to provide **skill to 50,000 youth** before 2019

- **Tie up with Kochin Metro** (First women run metro in the world)

- Employment for 1000 women including Transgenders
Government Support/ Convergence

• **Nutrimix units** (anganwadi take home food production totally by Kudumbashree)

• 359 tailoring units - **No tender required** to give work. Got many work orders (50,000 coats, recently)

• 63 IT units and Survey team - **Conducts most of the govt. surveys** (pension survey - 35 lakh houses/ Housing Survey - 12 lakh houses)

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

• **NREGA IEC campaign** - by drama unit
Rural livelihood and other sectors of kudumbashree

- **Destitute Rehabilitation Project** - Asraya
- **150+ BUDS** schools for mentally challenged
- Special focus on elderly, PWD, transgender
- Gender self learning program, vulnerability mapping
- **New opportunities** from problems/ programs (Harithakeralam mission of Govt. of Kerala)
Future Plans

• 300 agriculture based enterprises

• **Nurseries**/ Production of 1 crore fruit bearing plants

• **2000 new enterprises** in 2017 -18 (with focus on coastal and tribal belt)

• Rs. 20 crore as **Community Livelihood Fund** (NRLM)

• Consortium (**collectives**) and Producer companies

• **Branding** and Marketing including online marketing

• To grow as a **service provider** - Railways; Canteens; Housekeeping; Service units; Labour bank;
THANKS

• Mahila Sabha in Rajasthan