KUDUMBASHREE – Family Prosperity Through Women Collective
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Family Prosperity through women collective
Kudumbashree

Poverty eradication and women empowerment programme implemented by the state poverty eradication mission (SPEM)

Community institution of women working along with Local self governments for effective implementation of poverty eradication programmes and local economic development

Kudumbashree- Prosperity of Family, prosperity of family through women and prosperity of the society through family
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.
Mission component

Kudumbashree community network
Mission component

- Chaired by the Minister LSGD,
- Principal Secretary, LSGD is the vice chairperson
- Executive Director of Kudumbashree Mission is its convenor.
- Representatives of the three layers of PRIs, different government departments, the State Planning Board, State Women’s Commission, and NABARD as members.

- Professional and government staff
- Programme domain
- Planning implementation and monitoring
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Family Prosperity through women collective
Family Prosperity through women collective

- **1992**: Piloted in 7 wards of Alapuzha Muncipality
- **1994**: Tested in rural areas of Mallapuram as part of CBNP
- **1995**: Expanded to all Urban areas
- **1998**: Launch of Kudumbashree mission
- **2002**: Full coverage in the state
- **2008**: Unified bye laws and election
- **2013**: Kudumbashree as NRO
- **2016**: International assignments

The Journey
Overview

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Family Prosperity through women collective
The formation

- Kudumbashree was set up in 1997 following the recommendations of a three-member Task Force appointed by the State government.
- Formation was in the context of the devolution of powers to the Panchayat Raj Institutions (PRIs) in Kerala, and the Peoples’ Plan Campaign, which attempted to draw up the Ninth Plan of the local governments from below through the PRIs.
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Family Prosperity through women collective

1. President
2. Secretary
3. Volunteer (Income generation)
4. Volunteer (Health and Education)
5. Volunteer (Infrastructure)
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Family Prosperity through women collective
Synergies from Collective Action

Women working and acting together not only empower women, but also strengthen their families socially and economically.

A movement called Kudumbashree
Financial inclusion

No of NHGs – 2,53,414
No of NHG Members – 40,17530

Total Thrift – 3192 Cr.
Total Internal loan – 13058 Cr.

NHGs having Live Linkage – 1,55,873
Live Linkage Loan Amount- 4665 Cr.

Support structures
• Grading of NHGs
• Matching Grant- Incentive for grading and linkage
• Interest Subsidy Scheme – (NRLM, NULM and State)
• Auditing - Kudumbashree Audit and Accounts Service Society (KAASS)
• Financial Literacy Campaign. Anti money laundering campaign
• Community Monitoring - Byelaw, MF Conveners, Internal Auditing
Livelihood – Micro enterprises

- NHG Based
  - Seasonal enterprises (festival focus)
    - NHG thrift or linkage loan based

- Bank linked/Kudumbashree subsidy
  - Rural & Urban Micro Enterprise Scheme (RME & UME)
  - Yuvashree programme for youth from NHG families
  - Self Employment Programme (NULM)
  - Sales and marketing enterprise (SME)

- Owned, run and managed (OME concept) by the entrepreneurs themselves.
- Individual or group enterprises having an annual return of Rs. 1 lakh to Rs. 30 lakh.
- A potential to generate a minimum of Rs. 5000- per member a month
Livelihood – Micro enterprises

Canteen and Catering

IRCTC – E Catering

IT units

Nutrimix
Livelihood – Micro enterprises

Construction group

Kudumbashree travels

Santwanam

Wellness Centre

Santwanam Care Givers
Livelihood – Micro enterprises – support structure

**Training**
- General Orientation Training
- Entrepreneurship Development programme
- Skill Training
- Accounting & Book keeping
- Performance Improvement programme

**Financial Support**
- Loan linked subsidy support
- Innovation and technology support
- Crisis Management Support
- Second Dose Assistance
- Revolving fund

**Technical Support**
- **MEC support** - Specially trained groups of Kudumbashree Mission to capacitate entrepreneurs on business management and counseling
Livelihood – Micro enterprises – marketing support

- **Markets**
  - Monthly /Weekly and Daily Markers
  - Seasonal/ Festival fair
  - Permanent markets

- **Home shop**
  - Local production-marketing-consumption value chain
  - Professional management team to oversee logistics of production and distribution

- **Branded products**
  - 10 Products branded to cater to premium markets
Livelihood – Farm based

**Joint Liability groups** – 54167 groups, 242000 members

**Lease land farming** – 42,000 Ha of land

**Credit linkage** – more than 200 Cr

**Farmer Facilitation centers** – 962

**Bio Pharmacy** – 192

**Seed bank** – 165
Livelihood – Farm based

Goat village
Ksheera sagaram - Nature Fresh
Kozhikootum

Saphalam
Producer companies
Clusters – Nendran, pineapple, footwear, Apparel
Political inclusion

Statistics of the Kudumbashree members elected from the Local self Government Election 2015

15863 member from Kudumbashree network contested from 21682 wards

7376 members won the election

313 elected women members are currently heading 3 tiers of Panchaythi Raj, Municipalities and Corporation
## Gender self learning

- **Innovative programme devised by Kudumbashree and rolled out in 2007**

- **Self learning approach understands the strength and limitation of each member involved in the learning process**

- **Life experiences of women are translated into precepts for practice, thus developing them as a knowledge base.**

- **Encourage strategic discussions in the NHG on gender issues touching the lives of poor women.**

- **86846 resource persons and 3.5 lakhs of support team members are the Cascading channels of the self learning programme**
Gender self learning

GSLP - Third Module - Women and Mobility
First Phase Mobility and Society Completed

Activity Group formation - Women Sports Group, Thattukada etc
NHG level family meet Part of Module based activity
Sree- Sakthi Portal

ICT enabled knowledge creation and sharing for women in the development sector

Portal provides a useful venue for discussing issues and ideas, creating modules, collating programme reports, clearing doubts, and, most importantly, helping women become computer and technology savvy.

140 Trained persons (Master Trainers) from the Kudumbashree network are giving training at the grassroots level

1072 CDS’s completed portal Training for the selected five persons, 29029 registered users, 93,600 posts and 2,91,796 views are there in portal
### Other initiatives

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<tr>
<td><strong>ANTI HUMAN TRAFFICKING PROGRAMME</strong></td>
<td>Piloted in 3 districts with active convergence with Police, Local governments and other departments. Giving Support to income generation programme for the identified High Risk group members (1007)</td>
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<td><strong>Gender Help Desk - (SNEHITHA)</strong></td>
<td>24 hours support for women who are in need/distress. Worked in 6 Districts now—Thiruvananthapuram, Malappuram, Eranakulam (started in 2013), Idukki, Palakkad &amp; Wayanad (started in 2015)</td>
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<td><strong>Gender Corner</strong></td>
<td>Community based resolving mechanism to address the atrocities against women and children in convergence with other departments and agencies especially Jagrathasamithi</td>
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<td><strong>Crime Mapping</strong></td>
<td>Mapping of the violence against women &amp; children in an area through data collection from women and through unsafe space identification. Kudumbashree conducted Crime Mapping in selected 71 panchayaths</td>
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Other initiatives

Community Theatre- Rangasree- Rangasree is a program to train selected women from Kudumbasree in Theatre with the aim of establishing community theatres in every CDS of the State. *It also aims to disseminate the messages of social justice, equality, sustainable development etc.* As a plot programme implemented in 5 districts. 37 master trainers were trained through 4 levels of Training. These Master trainers will be in charge of imparting trainings at CDS level and also they can be national resource persons.

Community Counseling- 320 Counseling Educators were selected from all the 14 Districts. And given training based on a module developed by the counseling experts. Now these 320 counselors were working as the community counselors of Kudumbashree and collaborate with Gender Corner and Snehitha Gender Help Desk.

Swasthyam- Prevention and Control of Cancer through
- Promoting healthy living
- Promotion of organic farming for pesticide free vegetables based on the ‘spare and share’ concept

Activity- Training for the CDS members – 3 members from a CDS
- One day sensitization workshop for ADS – One representative from each NHG
- NHG level discussion on Cancer – Motivating them to Camps
- Camps at LSG level
Destitute Rehabilitation

Social

Ashraya

- Catering to marginalized groups: tribal communities, differently abled, persons with chronic illness.
- More than 1,55,67 beneficiaries.
- Implemented across Kerala through 1042 CDS.

- Services catering to basic needs of infrastructural, survival, development and mental health.
- Monetary expenditure met by pooling from different sources: Plan fund, Challenge Fund (40% of total project cost or 25 lakhs) and
Rehabilitation of Intellectually Challenged

- For the differently abled—Moderate to profound mental disability
- Disability specific interventions – from basic life skills to vocational training
- LSG owned schools – sponsorship, community/parent management support
- 59 schools at present with 2410 students
Holistic Growth of Children

• A 3 tier community based network of children from age group of 5-18.

• Thrust on overall development of children through a right based approach enhancing their creativity and leadership skills through ensuring their participatory rights.

• Small Learning Groups for experimental and systematic learning.
Including the marginalized

- Specific and targeted activity
- Micro plan for oorukootam- implementation of local initiatives
Basis services

- Housing
- Elderly
- Insurance
Across India and aboard

14 states in the Inda
Free state of South Africa
Uganda
Azerbaijan
Ethiopia
Thank You

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www.kudumbashree.org
www.sreesakthi.org