KUDUMBASHREE
Kerala State Poverty Eradication Mission
Local Self Government Department
Government of Kerala
Poverty is not just a question of low income, but also includes other dimensions such as lack of access to resources, lack of social services etc., as well.

Women households are the cruelest victims of deprivation and therefore, any programme for poverty alleviation must aim at improving the living environment of women.

It is through creating livelihood opportunities for the women that they can be empowered.

‘Reaching out family through women, and reaching out community through families.’ – important for poverty reduction and empowerment of women.
KUDUMBASHREE MISSION

- Launched in 1998 by GoK for wiping out absolute poverty from the State

- Regd. Society administered by a GB headed by Minister for LSGD and an EC headed by Principal Secretary, LSGD.
Principal objectives

- Identification of poor families
- Organizing women from poor families into NHGs (*Ayalkootams*)
- Encouraging thrift and investment through credit by developing informal banks of the poor
- Improving incomes of the poor through developing vocational and entrepreneurial skills and by creating opportunities for self/wage employment
- Ensuring access to basic amenities and social security and healthy living environment
Three important features of Kudumbashree

1. Universal Coverage

2. CBO – PRI Convergence

3. Micro Enterprise Development
1. Universal coverage

- 2,77,175 Neighborhood Groups
- 19,854 Area Development Societies
- 1073 Community Development Societies
- Total Membership - 45.6 lakh families
- Present in every Panchayath, Municipality & Corporation in the State
2. CBO – PRI Convergence

• community voices of LSGs / Acts as a sub-system of LSGs

• Relationship with LSG :
  • Ward member of LSG - Patron of ADS / Asst. Secretary of LSG - Member Secretary of CDS / President of LSG – Patron of CDS

• CDS action plan :
  • Genuine demands of women discussed in NHGs, result into "micro-plans"
  • Micro plans form a mini-plan at ADS level
  • Mini Plans consolidated at CDS level to form CDS Plan at Panchayat/Municipality through a judicious process
  • CDS plan becomes the “Women Component Plan" of the LSG.
3. Enterprises Development

All members of Kudumbashree are encouraged to start ‘Micro Enterprises’ using local recourses, and financial aid/training/handholding by Mission

MEs under Kudumbashree :

- Micro Enterprises – 30,512 (Approx – 1.52 Lakh members incl group & individual)
- Joint Liability Groups (Farming) – 49,632 ( 2.5 L members cultivating in 51,113 ha)
- Animal Husbandry – 3734 Groups
- Construction Units – 61 Groups
- Producer Companies/Consortiums – 8 (Agri/AH/Dairy, Apparel, Nutrimix, IT)
Systems for Micro Enterprise Development

• Entrepreneurship Development : Skilling & Mgt Services

• Enterprise Development : Technical & Financial services
Types of Enterprises

• Service Providers to Govt. Depts. / Public

• Suppliers to Govt. / Public

• Production / Service Enterprises addressing social needs or grabbing new opportunities

• Social Start Ups

• Traditional women enterprises
Service Providers to Govt. Depts. / Public
Kochi Metro Facilitation Service

E – Seva Kendras in RTOs
Facility Management Services - Railway Stations
Facility Management Services – House Keeping

Canteens
Suppliers to Govt.
Amritham Nutrimix - Food Supplement for Anganwadis

IT Enterprises
Production / Service Enterprises addressing social needs or grabbing new opportunities
Construction Units

Painting Units
RO Plant / Packaged Drinking Water

Wellness Centres
Working women Hostel

Children’s Day Care Units
Mechanized Coir Unit

Kudumbashree Taxi
Social Start Ups
She Lodges

- Women managed women friendly boarding & lodging
- Launched 3 She Lodges / 11 in pipeline
- 30 persons (10 each)
- Kudumbashree Travels pick & drop and Food by Café Kudumbashree
Rain Harvesting & Dug Well recharging Units

- 265 members (3-5 members in a group) / 3 Districts
- 1076 units being formed / Scaling up to tap budgetary provisions of LSGs
- Rs. 8000/- per well for recharging services
Traditional women enterprises

Kudumbashree has already become a Women Brand with a distinct line of 100+ specialty

Food products,

Personal care products,

handicrafts

Garments

With a unique selling proposition of

*Ethnicity, purity & trust*
Flours / Masala / Pickles / Squash / Jam / Chutney powder / Payasam mix ........
Fried & Ready to eat food items
Personal Care
Handicrafts
Others
Current marketing practices

• There is no centralized system for supply chain / wholesale or distributor facilities

• Primarily products sold at local markets (retailers), and through Fairs, Monthly Markets (in one GP within the Block) and SARAS Fairs outside State directly by entrepreneurs.

• Door to Door delivery in 2-3 Districts (2-3 Blocks only)

  • Upcoming

  • E-Commerce Portal – launching in Feb, 2018 (delivery mostly in Kerala state in association with India Post)

  • Kudumbashree Basar (super markets) – launching in 2018 in all Districts (one each)
Exploring *partners in development* in UAE

• To provide *technical advice and mentoring* to increase women’s capacities to look at better product quality and designs with a view of linking them with international markets

  • Value-addition of products, developing new product collection, strengthening production capacities and assistance with food, nutrition & safety requirements

  • To develop some specialty products suitable for international markets (improving taste, texture, nutritional components, design and packaging, label and overall marketability)
Thanks

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