RESURGENT KERALA DEVELOPMENT PROGRAMME

PRESENTATION BY

KUDUMBASHREE
VISION

Provide disaster relief to 2.0 lakh beneficiaries.

Create livelihood opportunities to 1.6 lakh families.
## EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th><strong>Disaster Relief</strong> (2 Projects)</th>
<th>₹ 45 crores</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Livelihood Projects</strong> (7 Projects)</td>
<td>₹ 205 crores</td>
</tr>
<tr>
<td></td>
<td>₹ 250 crores</td>
</tr>
</tbody>
</table>

**In pages 3 & 4 of the DPR**

(A copy is circulated now)
DISASTER RELIEF
CRISIS MANAGEMENT FUND

Budget: ₹20 crore
# 1. Crisis Management Fund for JLGs

**Scheme description** - Crisis management fund for the affected JLGs for revamping their agricultural activities and restore the livelihood opportunities.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of project</th>
<th>Budget (amount in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Crisis management fund for flood affected JLGs</td>
<td>Year 1: 20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Year 2: 0</td>
</tr>
</tbody>
</table>
A) 4.8 Agriculture
4.8.4 Proposed approach to resilient rebuilding

B. Restoration of damaged soil (Page 228)

B) 4.11 Livelihoods
4.11.4 proposed approach to resilient rebuilding-(Para 3-first sentence-page 276)

The immediate short term measures for the recovery would be aimed at mitigating the losses suffered by the most vulnerable segments such as women JLGs etc., assisting them via providing paid work days, grants, subsidies and loans with interest subvention such that they recoup their loss to their assets, capital and incomes for restoring livelihoods

4.11.5 specific interventions
Table 40- livelihoods actions and results framework (page 281, row 2)

Establish a crisis management fund (CMF) for women JLGs and micro entrepreneurs
The flood loss survey indicated that 41% of JLGs (25,000 JLGs) and 60% of the total farming area were badly hit with a calculated production loss of about 197.21 crores.

Apart from this long term impacts of the flood are also to be considered in order to estimate the overall loss. This include:

- Land reclamation costs
- Soil fertility
- Accrued loss on borrowings
- Collateral damage

10,000 women farmers groups (50,000 women farmers) will get financial assistance for restoration of farm fields and other requirements for cultivation like input, fertilisers, water table improvement, drainage etc related to flood loss.
പ്രവാചനിക വിലയിൽ പരാമർശ കേന്ദ്രമെന്ന് ആരാധകർ

ക്ഷമാം, കീഴിട്ട് തുടേയും
Kerala’s women farmers rise above the flood

Their determination outstrips the devastation. Savaged by the August floods, facing a looming drought, the women of Kudumbashree’s pathbreaking group farms are rebuilding, using solidarity as a strategy.
VULNERABILITY REDUCTION FUND

Budget: ₹25 crore
Vulnerability Reduction Fund (VRF) to 25,000 NHGs

10,000/- per NHG( 25Cr.)

Help to enhance Corpus of NHGs

RKDP QUOTE

Establish a ‘Crisis Management Fund (CMF)’-
(Page 281)
NEED

1. 25,374 NHGs availed RKLS loan (1.73 lakh members benefited) and 10% of them suffered again in 2019 flood.

2. Due to huge loss of income and livelihood opportunities they are still under severe financial crunch.

3. Vulnerable NHGs need support; hence corpus of NHG will be very less and will not be able to get either an emergency loan or any bank loan.

Timeline (1 month)
LIVELIHOOD PROGRAMS
SKILLING FOR WAGE
EMPLOYMENT

Budget: ₹60 crore
Skilling for Wage Employment

- 3/6/9 months courses with SSC Certification to 10,000 youth
- Target Group – Rural Poor Youth between the Age Group of 18-35
- Approx. cost Rs 60,000/- per student and total cost Rs 61.68 Cr.
RKDP QUOTE

Training Completed: 44,302
Job Appointed: 33,708
Number of Courses: 114

CURRENT STATUS

RKDP Ref. REBUILD KERALA DEVELOPMENT PROGRAMME - 4.11.4 Proposed Approach to resilient rebuilding, Page no 274-276
SECTORS – INDICATIVE LIST
<table>
<thead>
<tr>
<th>Sl No</th>
<th>SECTOR NAME</th>
<th>No of Trades</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Automotive</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Apparel</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Banking, Financial services and Insurance (BFSI)</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>BWS-Beauty and Wellness</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>ELC-Electrical</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>ELT-Electronics</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>HEL-Healthcare</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>IIT-IT-ITES</td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>LSC-Logistics and Supply Chain Management</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>PAE-Media and Entertainment</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>RAL-Retail</td>
<td>6</td>
</tr>
<tr>
<td>12</td>
<td>SEC-Security</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>TEL-Telecom</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>TOH-Tourism and Hospitality</td>
<td>13</td>
</tr>
<tr>
<td>Sr No</td>
<td>SECTOR NAME</td>
<td>Courses</td>
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<td>--------------------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Automotive</td>
<td>Automotive Service Technician Level 3</td>
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<tr>
<td></td>
<td></td>
<td>Customer Relationship Executive</td>
</tr>
<tr>
<td>2</td>
<td>Apparel</td>
<td>Sewing Machine Operator</td>
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<tr>
<td>3</td>
<td>Banking, Financial services and Insurance (BFSI)</td>
<td>Business Correspondent</td>
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<tr>
<td></td>
<td></td>
<td>Banking Sales Representative</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ACCOUNTS ASSISTANT USING TALLY</td>
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<tr>
<td>4</td>
<td>BWS-Beauty and Wellness</td>
<td>Ayurveda Spa Therapist</td>
</tr>
<tr>
<td>5</td>
<td>ELC-Electrical</td>
<td>Electrician Domestic</td>
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<tr>
<td>6</td>
<td>ELT-Electronics</td>
<td>Field Technician - AC</td>
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<tr>
<td></td>
<td></td>
<td>Repair &amp; Maintenance of Domestic Electronic Appliances</td>
</tr>
<tr>
<td>7</td>
<td>HEL-Healthcare</td>
<td>General Duty Assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pharmacy Assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Health Aide</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Geriatric Assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bedside Assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dental Ceramic Assistant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dental Ceramic Technician</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medical Record Technician</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medical Scribing</td>
</tr>
<tr>
<td>8</td>
<td>IIT-IT-ITES</td>
<td>CRM Domestic Non-Voice</td>
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<tr>
<td></td>
<td></td>
<td>Domestic Data Entry Operator</td>
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<tr>
<td></td>
<td></td>
<td>Associate Network Engineer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Associate - Desktop Publishing(DTP)</td>
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<tr>
<td></td>
<td></td>
<td>Customer Care Executive (Call Centre)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In-Store Promoter</td>
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<tr>
<td></td>
<td></td>
<td>Technical Support</td>
</tr>
<tr>
<td>9</td>
<td>LSC-Logistics and Supply Chain Management</td>
<td>Warehouse Picker</td>
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<tr>
<td>10</td>
<td>PAE-Media and Entertainment</td>
<td>animator</td>
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<tr>
<td>11</td>
<td>RAL-Retail</td>
<td>Sales Associate</td>
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<tr>
<td></td>
<td></td>
<td>Trainee Associate</td>
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<tr>
<td></td>
<td></td>
<td>Stores Ops Assistant</td>
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<tr>
<td></td>
<td></td>
<td>Senior Sales Person (Retail)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sales Person (Door to Door)</td>
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<tr>
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<td></td>
<td>Computer Hardware Assistant</td>
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<tr>
<td>12</td>
<td>SEC-Security</td>
<td>Security Guard(General) &amp; Personal Security Guard</td>
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<tr>
<td></td>
<td></td>
<td>Unarmed Security Guard</td>
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<tr>
<td></td>
<td></td>
<td>CCTV INSTALLATION AND TECHNICIAN</td>
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<tr>
<td></td>
<td></td>
<td>Access Control Installation Technician</td>
</tr>
<tr>
<td>13</td>
<td>TEL-Telecom</td>
<td>Customer Care Executive (Call Centre)</td>
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<tr>
<td></td>
<td></td>
<td>Junior Software Engineer</td>
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<tr>
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<td>Customer Care Executive (Call Centre)</td>
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<tr>
<td>14</td>
<td>TOH-Tourism and Hospitality</td>
<td>Food &amp; Beverage Service-Steward</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel Consultant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Customer Service Executive (Meet &amp; Greet)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Housekeeping Attendant (Mannal Cleaning)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ticket Reservation Assistant</td>
</tr>
<tr>
<td>15</td>
<td>Building/Industrial Automation</td>
<td>Building Automation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Industrial Automation</td>
</tr>
<tr>
<td>16</td>
<td>Aviation</td>
<td>Aviation and Airport Management</td>
</tr>
</tbody>
</table>
Current Captive/ Prominent Project Implementing Agencies (PIAs)

- Kitex Garments
- Popees Baby Care
- Dentcare
- Asset Homes
- Cottonblossom
- ESAF Small Finance
- Manappuram Finance
- Apollo Medskills
- HLF - PPT
90% of the target allocation is for Minorities and SC and ST communities. So for general category only 10% is the allocation.

Many deserving Candidates from General category, especially from Asraya families, Life homeless households, flood affected region households do not get the opportunity to undergo training and get placement.

Help youth get job immediately after course completion as 70% placement is assured.

Deserving members from the general category will be able to make good of this opportunity.

Minimum 9,450 total youth will get Placements.

Regular income for flood affected house holds.

Existing 105 Training partners with 170 training centers across Kerala can be leveraged.
SKILLING FOR CONNECT TO WORK

Skill development for 5000 Educated Youth

Budget: ₹5 crore
THE SYLLABUS

1. **English – Spoken & Written**
   Develop Basic Communication Skills in candidates so as to enable them perform in interviews and day to day life

2. **Grooming & Etiquette**
   Train the candidates on basic grooming, dressing, dining, telephone, email & general etiquette

3. **Interview Preparation**
   Equip the trainee with basic skills of Resume Writing, Group Discussion, Presentation, and Interview Attending

4. **Support**
   Provide basic amenities and job opportunities for a candidate
Despite good scores and academic performance, many of our candidates fail in the interviews due to poor language skills.

Candidates have no idea about the role of grooming, basic etiquette, soft skills and thorough preparation in order to qualify an interview.

Many candidates do not have opportunities to attend professional interviews owing to their lack of exposure or poor financial conditions.

**Language Skills**
- Basic Communication
  - Thinking in Malayalam
  - Vocabulary
  - Grammar Usages
  - Phrasal Verbs
  - Idioms & Phrases

**Etiquette**
- Soft Skills & Etiquette
  - Interview Etiquette
  - Resume Preparation
  - Group Discussion
  - Dressing & Dining Etiquette
  - Telephone & Email Etiquette

**Support**
- Support & Opportunities
  - Provide formal dress
  - File Folders
  - Recommendation Letters
  - Mock Interview Sessions
  - Conduct Job Fairs
SALIENT FEATURES

Updated Syllabus

Instead of following the conventional syllabus and training style, create a practical-oriented syllabus and training style.

Practical-Oriented Training

Provide practical-oriented Training – especially on Microsoft Word, Excel, and Power point, Resume Writing, Group Discussions, Presentations, Dressing & Dining Etiquette etc.

Use State of the Art Technology

Make the classes interactive using Audio Visual Aids.
Do video-monitoring and video-assisted mock interviews.

Employment Opportunities & Tie-Ups

Bring real-time HR Officers from reputed companies for Mock Interviews
Get into employment tie-ups with reputed organizations
Conduct Job Fairs
Conduct mass seminars and interviews.
OUTCOME

• The Connect to Work Training Program would act as Employment Bridging Program/Soft Skill Excellence Program for the educated unemployed youth by enhancing their possibilities of getting right jobs.

• As the first phase, 5000 youth and their families of Kerala would be benefitted out of this program.

Budget

- Module and hand book 5,00,000
- Study material 2,50,000
- Infrastructure cost 2,28,00,000
- TOT 1,36,80,000
- Trainers cost for 3 month 36,48,000
- Monitoring and documentation 1,00,000
- Stipend 90,00,000
- Miscellaneous costs 22,000

Total-6.37 crore (5,00,00,000)
Skilling for Self Employment - ARISE

Budget: ₹10 crore
Start Multi task teams by providing skill training in Plumbing, Electrical Work, Electronics Repair, Carpentry, masonry.

Fund for Skill training to 10000 @10000=10 Cr.
As a part of post flood activity to rebuild Kerala in August 2018, a livelihood survey was conducted. ARISE training focuses on preferred sector identified therein.

Provide Livelihood to 50,000 families

Guarantee decent employment to skilled workers

Set up 2 Multi task teams per block to cater to the service requirement of public.
### RKDP QUOTE

**RKDP-4.11.5 Specific Interventions-Livelihood actions and result framework-Pages 283 & 284**

### PRESENT STATUS

<table>
<thead>
<tr>
<th>Area</th>
<th>Trained</th>
<th>Placed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plumbing</td>
<td>1235</td>
<td>651</td>
</tr>
<tr>
<td>Electrical Work</td>
<td>1665</td>
<td>508</td>
</tr>
<tr>
<td>Electronics Repair</td>
<td>683</td>
<td>214</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3583</strong></td>
<td><strong>1373</strong></td>
</tr>
</tbody>
</table>
FORMATION OF MULTI TASK TEAMS

Meeting held @ 160 LSGs

Team formed @ 90 LSGs

120 Multi Task teams formed

Aimed to start 2 Multi task teams per block

Post flood, 44 teams worked in area affected by calamity and gave services to 360 household.
<table>
<thead>
<tr>
<th>Month &amp; Activities</th>
<th>Training</th>
<th>Formation of Multi Task teams</th>
<th>OJT</th>
<th>Start Working</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-Nov 2019</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Dec 2019 - Jan 2020</td>
<td></td>
<td></td>
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<tr>
<td>Feb-Mar 2019</td>
<td></td>
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</tr>
</tbody>
</table>
Arise multitask teams at work in eight districts

Kudumbashree initiative makes houses battered by rain and flooding habitable

STAFF REPORTER

THIRUVANANTHAPURAM

Going back home after a natural disaster can be an ordeal, but making this possible for the flood-affected people in eight districts in the State, is the Kudumbashree’s Arise initiative. Throughout this process, sustainable employment opportunities were created.

The teams are on the ground trying to make houses battered by the rain and flooding habitable.

Kudumbashree had launched the Arise programme after the floods last year in order to aid livelihood for those who had lost theirs to the disaster. By providing them training, the teams will have the potential to self-employment.

50 teams of five members each in plumbing, electrical, and electronics repair were formed on 60 premises, and this is the method to provide support for post-flood rehabilitation. Till August 5, 20 teams in Kannur, Wayanad, Malappuram, Kollam, Alappuzha, and Alappuzha districts had repaired 225 houses and public offices. They also repaired switchboards, wiring, motors, and household equipment. The government has directed local bodies to use the services of Arise teams for undertaking repairs following a plea from Kudumbashree's recent direct backdoor's.

The list of teams to take up work is being drawn up by the respective Kudumbashree district presidents, with the help of the Local Body affluent. To provide Arise teams, 22 panchayats have already given a head start to their respective bodies.

Kudumbashree has 90 multitask teams, formed as part of the Arise (Acquiring Resilience and Identity through Self-employment) livelihood development programme launched after the floods last year.

These multitask teams comprise three to six members.

The Arise multitask teams, comprising over 400 people, have been deployed in the field for over a couple of months, and are now being deployed in the flood-affected areas to provide their services in association with the panchayats.

Funds (maximum of ₹50,000) required for these services can be utilised from the panchayats' own funds, Plan funds, or the one-time sanction to panchayats for these purposes.
KERALA CHICKEN PROJECT

Budget: ₹22 crore
Programme: **Broiler Parent Stock Units and Hatcheries**

Fund: **22 cr.**

**Expected Outcome:** Direct Livelihood creation to 1000 families. A turn over of 150 Crores in the annual GDP of the state.

**Time line:** 6 months
Kerala chicken project has 1000 members each with average farm capacity of 1000 broilers. It requires weekly supply of 1.5 lakhs Day Old Chicks (D.O.C.) to cater their needs. But there is no sufficient production at present.

Parent breeder farm is the limiting factor in producing Day Old Chicks in broiler industry in Kerala. The proposed breeder house is an environmentally controlled breeder house which can produce DOC at a cost as low as 15 Rs/Chick. This will reduce the production cost which will benefitted to the broiler farmers.
EGG VALUE CHAIN PROJECT

Budget: ₹8 crore
Programme: Egg Collection and Marketing System

Expected Outcome: Complete Value chain system for one million egg/Day. Benefit for 1.4 million families and Direct Livelihood creation for 1500 Kudumbashree members. A turn over of 150 Crores in the annual GDP of the state.

Fund: 5.80 cr.

Time line: 3 Months
NEED

• Average Daily Production of brown-shelled eggs in Kerala is around one million. As per the sample survey there are around 1.4 million egg producers in Kudumbashree, but there are no proper marketing system. The project envisages to create a better collection and marketing system for eggs.
Program: Product Branding and Market Support System

Expected Outcome: Direct Benefit for 1.5 million beneficiaries to sell their products in a better price. (14 lakh Egg producers, 1500 Kerala chicken units, 33000 Ksheera Sagaram beneficiaries, 37 value addition units etc.)

Fund: 2.20 cr.

Time line: 6 Months
NEED

- Total production capacity of many of the value addition units is much higher than the actual production they are doing, as they lack branding and marketing support. Most of the products does not have any brand presence or brand value. Through this project it is planned to conduct an one year branding exercise and this will increase the sales of Kudumbashree products.
START UP VILLAGE
ENTREPRENEURSHIP PROGRAM

Budget: ₹70 crore
Start-up Village Entrepreneurship Programme (SVEP) is a scheme under NRLM which promotes entrepreneurship among rural poor.

SVEP is an intensive enterprise promotion programme, in non-farm sector.

Kudumbashree supports SVEP implementation in 65 blocks across 11 States.
THE THREE PILLARS OF SVEP

Knowledge and incubation system (similar to Kudumbashree’s MEC system)

A Community Enterprise Fund at the block level

Block level community institution responsible for the project
Kerala has 14 blocks under SVEP across 14 districts

Kerala blocks are doing well in SVEP implementation; close to 6000 enterprises have already been initiated

The proposed project is along SVEP lines, but is expected to promote enterprises across sectors

- Farm, farm based
- Animal rearing and animal products
- Non-farm
The project envisages to promote and 16,800 enterprises across 14 flood-affected blocks through around 300 Micro Enterprise Consultants (MECs) trained as part of the project.

Total budget requires is Rs 70 crore; Rs 5.36 crore per block.

Of this, a total of Rs 44.80 crore will be Community Enterprise Fund (CEF) to be maintained by the block level community institutions; Rs 3.20 crore per block.
Community Enterprise Fund (CEF) TO CDS

Budget: ₹30 crore
COMMUNITY ENTERPRISE FUND

600 CDS*5Lakhs=30Cr

Each CDS will support 10 enterprises

6000 Enterprise will receive financial assistance

20,000 women will get benefit
Guarantee hassle free financial assistance to aspiring entrepreneurs.

Encourage maximum income generation activity.
“While Kudumbashree provides a range of support for its entrepreneur members, studies indicate that many Kudumbashree entrepreneurs face challenges in running their business due to difficulties in managing scarce capital, diversion of capital for non-economic/domestic purposes and inefficient financial management.”

“Revisit policy framework for micro enterprises to include better financing avenues for micro enterprises and livelihood activity groups”
Unit started with CEF
THANK YOU