### Kudumbashree programmes

- Micro Finance
- Micro enterprises, collectives & Producer Companies
- Marketing
- Agriculture & Animal Husbandry
- Social Development Initiatives
- Organization Strengthening & Capacity Building Program
- Tribal Development
- Gender Development & Women Empowerment Activities
- Activities of Balasabha

### Centrally Sponsored Programmes

- National Rural Livelihood Mission (NRLM)
- Deen Dayal Upadhayaya Grameena Kaushalya Yojana (DDU-GKY)
- Mahila Kissan Sasakthikaran Pariyojana (MKSP)
- Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM)
- Prime Minister Awas Yojana (PMAY)
- Start-up Village Entrepreneurship Programme (SVEP)
Proposed activities & Budget – Component wise
**Micro Finance - 126.64 crores**

**New Initiatives (2018-19)**

- Micro credit summit at village, block, district & state level for development of Kudumbashree MF model
- Piloting of M banking (financial transactions through Smart Phones)
- Insurance support to all Kudumbashree members
- Survey to access impact of MF activities & extend of multiple lending
- Development of single comprehensive MIS to monitor progress

**Ongoing programmes**

- Interest subsidy - interest subvention to 4%
  - for NHGs, Micro Enterprises, JLGs
- Financial literacy campaigns - NHGs/ ADS/ CDS/ Bank managers
- Matching grant for NHGs
Proposed New Initiatives (2018-19)

- Additional financial assistance proposed
  - Start up fund for enterprises
  - Product Improvement fund
  - Convergence fund
  - Suraksha- Emergency Relief fund/ Contingency/ Insurance fund
  - Vulnerable Community Enterprise fund (Tribal & Coastal fund)
- 14 ME Parks (Integration of 20-25 units per park)
- Model Village project (focus on cottage industries to start innovative enterprises)

Ongoing programmes

- Interest subsidy- interest subvention to 4%
- Trainings- Skill, EDP & Skill Upgradation trainings)
- ABC Programme (to address the menace of stray dogs)
Proposed New Initiatives (2018-19)

- Kerala SVEP Project
- Entrepreneurial Clubs- to promote entrepreneurial skills among school children (piloting in 100 Govt. Schools)
- Hanveev clusters (revival of Hanveev units)
- Prathyasha- Vulnerability campaign & livelihood promotion (among vulnerable groups, transgenders)
- Thalir- Livelihood centres for mothers of mentally challenged children
- ME summit (ME awareness creation workshops)
- ME Tracking software
- Awards & certifications for successful enterprises
- ME IEC funds – promotion of ME products and services
Proposed New Initiatives (2018-19)

• Second phase of Destitute free campaign
• Disabled friendly Local Bodies towards mentally challenged by 2020
  • 200 BUDS schools in the financial year
• BUDS Home for orphaned mentally challenged persons (2 BUDS Homes per district)

Ongoing programmes

• Destitute Free Kerala campaign for total inclusion of destitute
• State level BUDS fest
### Proposed New Initiatives (2018-19)

- Self – sufficient CDSs (5 CDS per district)
- Year of NHG campaign
- Inclusion Drive- Samboorna Kudumbashree Gramam (creation of Smart Village model)
- Creation of Yuva sabha at ward level
- Participatory Planning drive at Local level (CDS action plan)
- Pre-monsoon Village Cleaning drive

### Ongoing programmes

- Kudumbashree School (Training programme to Kudumbashree NHGs)
- Strengthening of Coastal NHGs
- Capacity Building training to Kudumbashree CBOs
- Formation & strengthening of Kudumbashree special NHGs
- Community Radio
- Award & Recognition of best CDSs
Agriculture & Animal Husbandry (33.75 crores)

Proposed New Initiatives (2018-19)

- Intensive banana cultivation in 12,000 ha
- Extend the cultivation to 1,50,000 acres with 4 lakh beneficiaries
- Poultry units- special focus on broiler sector (tie up with KEPCO)
  - Set 1000 broiler units that rear 1000 broiler chickens

Ongoing programmes

- Cultivation in 1,20,000 acres
- Viability gap funding – area incentives
- Dairy (Ksheerasagram), Goatry (goat Village), meat rearing units (buffalo rearing)
Marketing (26 crores)

Proposed New Initiatives (2018-19)

- Common Market outlets (Kudumbashree Bazars)
- Shelf space in leading stores for Kudumbashree products
- Customer or Trade Facilitation centres (A centre for Post-production activities)
- Branding & Business promotion
- Market Studies and Market Research on selected products for introducing branded products of Kudumbashree

Ongoing programmes

- Direct sales forum (monthly markets, trade fairs, Participation & conduct of SARAS fairs), food fests
- Distribution network (Home shops-Community Marketing Network)
Tribal Development (18 crores)

**Proposed New Initiatives (2018-19)**

- 1000 Self-reliant Tribal NHGs
- Promotion of 100 traditional livelihood practices
- Conduct of Tribal fest
- Community Development 100 Bridge school/ courses
- Muneettam- Special campaign for enhancing educational sustainability
- Adolescent Resource centre (library)
- Sustainable Agriculture Practise (SAP) and Tribal Koushal Yojana (TRIKY) special programme for livelihood
- Formation of 51 tribal friendly CDSs

**Ongoing programmes**

- Support for Tribal animators
- Tribal balasabha activities
Gender Education & Women Empowerment Activities (9.0 crores)

Proposed New Initiatives (2018-19)

- Strengthening of vigilant groups
- Block level counseling centres
- Continuing education programme
- Publication of women magazine
- Legal clinics in convergence with KELSA & campaign on ‘Take back the nights’ - Activities to create safe public places

Ongoing programmes

- Gender Self Learning Programme
- Vulnerability Mapping
- Rangashree Community Theatre
- Counseling initiatives
- Snehitha Gender Help Desk
- Capacity building programmes
Balasabha (7.0 crores)

Proposed New Initiatives (2018-19)

• Development of Young mentors
• Introduction of Scholarship for Academic Excellency for 200 Balasabha members
• Facilitation of Children’s Library
• Farming of Panchayat level samities for environmental protection

Ongoing programmes

• Training & skill development for members of Balasabha
• Balapanchayat & Balaparliament
• Theme based activities for balasabha children
<table>
<thead>
<tr>
<th>Proposed New Initiatives (2018-19)</th>
<th>Ongoing programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Special workshops with subject experts</td>
<td>• Kudumbashree Magazine</td>
</tr>
<tr>
<td>• Know Kudumbashree campaign</td>
<td>• Social media – face book</td>
</tr>
<tr>
<td>• Video, film festivals on specific categories</td>
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</tr>
<tr>
<td>• Education/ cultural/ eco specialty programmes</td>
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<tr>
<td>• Zonal basis media workshops</td>
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<tr>
<td>• Social media campaigns</td>
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<tr>
<td>• Kudumbashree travelogue</td>
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<tr>
<td>• Publication of books</td>
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<tr>
<td>• Children’s film festival</td>
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<tr>
<td>• Video films on Kudumbashree</td>
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</tbody>
</table>
**CSS implemented by Kudumbashree**

- National Rural Livelihood Mission (NRLM)
- Deen Dayal Upadhayaya Grameena Kaushalya Yojana (DDU-GKY)
- Mahila Kissan Sasathikaran Pariyojana (MKSP)
- Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM)
- Prime Minister Awas Yojana (PMAY)
- Start-up Village Entrepreneurship Programme (SVEP).

**Proposed Budget**

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Central (Rs. in lakhs)</th>
<th>State (Rs. in lakhs)</th>
<th>Total (Rs. in lakhs)</th>
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<td>NRLM</td>
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<td>DDUGKY</td>
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<td>PMAY</td>
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<td>300</td>
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<td>SVEP</td>
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<td>3360</td>
<td>8400</td>
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<td><strong>TOTAL</strong></td>
<td><strong>24753.92</strong></td>
<td><strong>17774.61</strong></td>
<td><strong>42528.53</strong></td>
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</tbody>
</table>
National Rural Livelihood Mission (NRLM)

- Year 2018-19 will be earmarked as ‘Year of NHGs’
- focus on saturation/expansion of coastal and tribal population as well as inclusion of Elderly, PwDs, Transgenders, endosulphan affected families, mentally challenged, Migrant labourers and destitutes.

- Proposed Activities
  - Institution Building and Capacity Building
  - Social Development and Social Inclusion
  - Financial Inclusion
  - Livelihoods Development
  - State Mission Management Costs / District Mission Management Costs / Block Mission Management Costs
Deen Dayal Upadhayaya Grameena Kaushalya Yojana (DDU-GKY)

- Aims to cover up a target of 37,886 and intends to provide job placements for 26,520 youths both in national and international job markets.
- Focus would be on the emancipation of differentially abled, STs and destitute. Also DDU GKY, Kerala is going to pilot a prestigious project (Sagaramala) on skilling with a special focus on coastal communities with an emphasis on coastal and shipping related trades.
- The activities proposed are
  - Job Mela at district and block level
  - Migration support centres in all districts
  - Special training batch for TGs – Rajagiri College of Social Sciences.
  - Special focus on PWDs - Employer’s Meet.
  - Kudumbashree-IFMR project. data driven methodology for state and district level target allocation to aid the efficient implementation of DDUGKY skill development activities in Kerala
  - Special mobilization camps for marginalized and destitute and victims of trafficking
  - Placement cell at state and district level for Mega, Mini and Micro-Global placements
  - Training and Placement initiative for Tribals from Attapady and Aralam Areas
  - BPO to reach out to all trained DDU-GKY candidates and grievance redresser
• A sub component under the National Rural Livelihood Mission (NRLM)
• Focuses on reducing the gender gap in agriculture, by promoting drudgery reduction systems and sustainable agricultural practices to be followed by women farmers
• Proposed Activities constitute
  – Community Resource Persons – Master Farmers
  – Farmer Felicitation centers: a common place/ room in each of the Panchayat and agriculture machinery according to local requirements were purchased and kept at the centers for renting out to demanding JLGs.
  – Human resource development – training and capacity building activity of women farmers: Orientation and capacity building training were undertaken for all the members of the JLG
  – Creation of agriculture friendly ecosystem
    • initiated seed bank cultivation
    • Soil testing
    • Marketing facility has been provided through the creation of weekly and monthly markets at the CDS level
    • Value addition and marketing activities
Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM)

- Aims at alleviating poverty and vulnerability of the urban poor
- Proposed activities under the 6 components of DAY-NULM constitutes
  - Social Mobilization & Institution Development (SM&ID)
    - Establishment of 20 new City livelihood centres
    - Revolving fund support 3000 NHGs and 150 ADSs
  - Capacity Building and Training (CB&T)
  - Employment through Skills Training & Placement (EST&P)
    - 7000 candidates would be enrolled in residential / non-residential skill trainings
    - EDP training for 1100 candidates
  - Self Employment Programme (SEP)
    - Establishing 800 Individual & 200 Group micro enterprises
    - interest subsidy on loans would be provided to 12164 NHGs
  - Shelter for Urban homeless (SUH)
    - 5 new construction & 3 refurbishment shelters would be made functional
    - 15 shelter projects under DAY-NULM would be assisted with O&M cost
  - Support to Urban Street vendors (SUSV)
    - Certificate of vending will be issued
    - City vending plans for 28 ULBs and Street vendor market with all basic amenities in 8 ULBs
Prime Minister Awas Yojana (PMAY)

- **Focus: Housing for all by 2022**
- Addresses the housing requirement of urban poor including slum dwellers
- Works in the following 4 areas
  - Slum rehabilitation of Slum Dwellers with participation of private developers using land as a resource
  - Promotion of Affordable Housing for weaker section through credit linked subsidy
  - Affordable Housing in Partnership with Public & Private sectors
  - Subsidy for beneficiary-led individual house construction
- Proposed activities for the financial year 2018-19
  - Completion of 25000 housed approved under Beneficiary led construction (new)
  - Completion of enhancement of 96 houses
  - Completion of 25 apartment complexes under Affordable Housing
  - Release of subsidy under CLSS to 5000 beneficiaries
Start-up Village Entrepreneurship Programme (SVEP)

• An intensive enterprise promotion programme under the National Rural Livelihoods Mission (NRLM)

• **Focus:** proposes to take up SVEP in 14 more blocks, one each per district
  – Enterprise promotion based on block level detailed project reports
  – Support of trained community resource persons (MECs)
## Proposed Budget for the year 2018-19

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Components</th>
<th>Proposed Amount (Rs. in crores)</th>
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<tbody>
<tr>
<td>1</td>
<td>Micro Finance activities</td>
<td>126.64</td>
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<tr>
<td>2</td>
<td>Micro Enterprises, Collectives and Producer companies</td>
<td>116.52</td>
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<td>3</td>
<td>Social Development initiatives</td>
<td>109</td>
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<td>4</td>
<td>Organization strengthening and capacity building program</td>
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<td>5</td>
<td>Agriculture and Animal Husbandry</td>
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<td>6</td>
<td>Marketing</td>
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<td>7</td>
<td>Tribal Development</td>
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<td>8</td>
<td>Gender education and women empowerment activities</td>
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<td>9</td>
<td>Activities of Balasabha</td>
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<td>10</td>
<td>Public Relations</td>
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<td><strong>TOTAL</strong></td>
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<td>State share of Centrally Sponsored Schemes</td>
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<td><strong>Grand Total</strong></td>
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Thank You