For poverty eradication projects, coastal areas require focused attention alike the tribal sector. Unavailability of basic amenities, scarcity of drinking water, absence of better social environment, families with irregular income, health issues, absence of savings, uncertainties on job etc are the issues that bring the coastal families to vulnerability.

‘Theerashree’ was the special welfare programme launched by Kudumbashree Mission during 2017 to bring more effectiveness to our poverty eradication programs. In the first phase, we selected 699 wards from 82 Local Self Government Institutions in the coastal areas. Following that, Kudumbashree’s ‘Theerashree volunteers’ were appointed as service providers in these wards. We planned to co-ordinate our activities through them.
In the first phase of activity, focus was given for reviving the defunct NHGs, ensuring inclusion of all families to Kudumbashree neighbourhood groups and in making the micro finance activities more effective. Also we stressed on generation of livelihood programs and on skill training.

There are 10,437 Kudumbashree NHGs functioning in 699 wards of these selected 82 Local Self Government Institutions. 1,59,913 families in these wards were members of Kudumbashree NHG. As a result of the efforts of ‘Therrashree’ in the last two years, 1,973 new NHGs were formed and we were able to include 24,475 families more to Kudumbashree network. In addition to this inclusion of 24,475 members, our coastal volunteers were able to revive 1,018 defunct / less active NHGs.

Only 712 NHGs out of the 10,437 NHGs in these wards had live bank linkage. We were able to assist 3,614 NHGs to avail bank linkage of Rs 159.36 crores within the last two years. Before the start of ‘theerashree’ project, there were 1,286 micro enterprises in these 82 local bodies. As a result of active involvement of our volunteers 2,581 new enterprises were started. We are trying to strengthen the local economic development and livelihood programmes in coastal areas through our Theershree project. We are expecting excellent result and outcome before March 2020.