A Movement called Kudumbashree

Experiences from India

Prasanth MP
Kudumbashree
India
Kudumbashree

• Kudumbam + Sree = Prosperity of family
• State Poverty Eradication Mission of Govt of Kerala
• Started in 1998 (20 years)
• Empowerment
  • Economic – Social - Women
• Federation of Self Help Groups (NHG)
• 2.77 lakh SHGs in Kerala
• 43 lakh women members
• National Resource Organisation from 2012
Economic Empowerment

- Self-help and micro-finance to meet family financial needs
- Local Economic Development based enterprises
- Food production through collective farming on leased land
- Off farm enterprises for milk, egg and meat production
- Non-farm enterprises in production and service sectors, including hitherto male preserves.
- Value chain based interventions based on local natural, physical resources
- Community based market networks promoting local economic development
Achievements

• Food and cash crop production in over 52,500 ha of leased land by more than 60,000 women from landless or very small landholding families

• Small businesses with turnover exceeding Rs.400 crores per annum benefitting 1,20,000 families

• Widely recognized and valued “Kudumbashree” brand in sectors as diverse as restaurants, food products, soaps & detergents, taxi services, construction services etc.
Micro Enterprise

- 17000 + enterprises

- Enterprises from
  - Traditional sectors
  - Finding opportunity
  - Government convergence
  - Innovative sectors

- Support Services
  - Credit
  - Handholding by Resource Persons
  - Marketing
Marketing

- Fairs and Festivals
- Monthly markets
- Tie up with local seller
- Home shops
- Weekly market
- Online (www.kudumbashreebazaar.com)
- Supermarkets/ Mini/ Nano markets (almirah space)
Kochin Metro FMC

Government Convergence
Metro Facilitation Centre

- **Tie up with Kochin Metro** (First women run metro in the world)

- **All services** (ticketing, parking, customer facilitation, canteen, housekeeping etc)

- Employment for 700 women including **Transgenders**

- **Planning to extend to CIAL, Kannur airport, Refineries, Shipyard, RCC, MCC**
Lease land farming | JLG (Joint Liability Groups)
Fallow land cultivation

JLG (Joint Liability Groups)
Details

• 63,101 Joint Liability Group (JLG) (3.1 Lakh members)
• Farming at 52,490 hectare land
• Paddy, Banana, Vegetables, Tuber as major crops
• 4300 master farmers (1 per 20 JLGs)
• 450 local markets
• Branding of Rice
Goat Village
Selling milk
Details

- 3955 units under goat village project
- 549 Poultry units (937 members)
- 55 Anti Birth Control units