WELCOME

1. Smt. Uma Mahadevan, IAS, Principal Secretary
2. Sri. P. Shivashankar, Director, Panchayat Raj
3. Sri. S.A. Ashraful Hasan, Director, Panchayat Raj
4. Sri. M. K. Kempe Gowda, Advisor, RDPR

to Kudumbashree
KUDUMBASHREE
State Poverty Eradication Mission
Dept. of Local Self Government
Government of Kerala

S. Harikishore, IAS
Executive Director
Kudumbashree

1. Organisation and Micro finance
2. Gender
3. Social Development
4. Livelihoods
   a) Livelihoods Farm
   b) Livelihoods Off Farm
   c) Livelihoods Non Farm
   d) SVEP Approach
5. Attappady Special Project
6. DDU-GKY
7. National Resource Organisation (NRO)
Kudumbashree

- State Poverty Eradication Mission
- Established in 1998
- A National Resource Organization since 2012
- State Nodal Agency of:
  - MKSP
  - NULM
  - PMAY (U)
  - PM YUVA
  - NRLM
  - DDUGKY
  - SVEP
STATE MISSION

Governing Body

Executive Committee

Executive Director

Programme Officers
(Organisation, Agriculture, Micro Enterprises, Marketing, Animal Husbandry, Social Development, Urban, NRO, DDUGKY)

SPMs & SAPMs
DISTRICT MISSION

District Mission Coordinators  
(DMCs – 14)

Assistant DMC’s  
(4 per district)

DPM’s  
(9 per District. Total 9*14=126)

Block Coordinators  
(4 per Block. 152 block* 4 = 608)

CDS Accountants  
(1 per CDS = 1,065)
# 2019-20 BUDGET (In Crores)

<table>
<thead>
<tr>
<th>Project/Programme</th>
<th>Amount (Rs. in Crore)</th>
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<tbody>
<tr>
<td>Kudumbashree</td>
<td>258.20</td>
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<tr>
<td>NRLM</td>
<td>173.00</td>
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<tr>
<td>NULM</td>
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<td>NRO</td>
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<td>PMAY (U)</td>
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<td>DDUGKY</td>
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<td>SVEP</td>
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<tr>
<td>MKSP</td>
<td>15.00</td>
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ORGANIZATIONAL STRUCTURE

Kudumbashree

- 1,065 CDSs
- 19,489 ADSs
- 2.92 Lakh NHGs representing 43 lakh families

Local Body

- 1,034 LSGs
- 19,489 Wards
- 80 Lakh Households
BASIC PREMISE OF KUDUMBASHREE

• **Poverty eradication is a democratization process**
  • Institution building
  • Promote Women's leadership
  • Develop their democratic capabilities

• **Leadership for the Local bodies in local governance and development.**

• **Development targets to be achieved through engagement of (poor) people in development.**
  • Participation, inclusiveness, responsive and accountable

• **Women to play a central role in development.**

• **Uphold the rights of the citizens to demand for their entitlements and hold the systems (Local bodies and departments, agencies) accountable.**
SOCIAL CAPITAL

1. Kudumbashree Accounts & Audit Service Society (348 members)
2. Training Team (300 members & 265 External faculties)
3. Micro Enterprise Consultants (342)
4. Jeeva Master Farmers (605)
5. Tribal Animators (461)
6. Coastal Community Volunteers (82)
7. Thematic Resource Persons (191)
8. Community Counsellors (357)
9. NRO Mentors (112)
10. Master Trainers (68)
11. Block Anchor persons (14)
12. Total MECs under SVEP (1,162)
1. ORGANISATION STRENGTHENING & MICRO FINANCE

- Focus on Special NHGs (3,099 PWD NHGs, 47 Transgender NHGs, 21,405 Elderly NHG’s formed)
- Special attention to tribal and coastal areas
- Exemplary participation by NHG numbers in Flood Rehabilitation and Rebuilding (RKLS (Loan Scheme) – Rs. 1,435 Cr. loan availed)
1. ORGANISATION STRENGTHENING & MICRO FINANCE...

- ‘Kudumbashree School’- Training given to all 43 lakh members in 2017-18 and 2018-19 (6 days, 12 hours each)
- **Capacity Building** - Continuous training is given at different levels (CDS Chairpersons, CDS Subcommittee members, ADS Office-bearers, CDS Accountants, member Secretaries etc.)
- ‘Arangu’- Arts festival conducted every years
- **Convergence with LSG’s** (2,821 projects in 961 LSG’s (821 GPs + 129 BPs + 11 DPs) amounting to **Rs. 229.3 Crore**
1. ORGANISATION STRENGTHENING & MICRO FINANCE…

- **1.91 lakh NHGs** out of 2.92 lakh NHG’s have live linkage (65%)
- Live linkage is **Rs. 4,442.17 Crore**
- **Average Loan size is 4.1 lakhs** and duration is 3 years
- 100% NHG’s, ADS, CDS are digital (**TBMIS implemented**)
- **CIF/CEF** of **Rs 5.00 Lakh** given to **348 CDS**
Elderly Special NHGs
Flood relief Activities
2. GENDER

**PREVENTIVE**
1. Community Counsellors (357)
2. Vigilant Groups (15,962 wards*10 persons)
3. Vulnerability Mapping (168 LSG’s completed)
4. Gender Sensitization Training (4,050 including officials & community Leaders)

**TRANSFORMATIVE**
1. Gender Self Learning Program
2. Rangashree (Community Theatre)
3. Campaigns (Neetham)
4. Theme based programs (Art, Literature Camps)

**SUPPORTIVE**
1. Snehitha One Stop Centre (14)
2. Gender Resource Centre (467)
Snehitha Calling Bell - Class
Seminar at Kochi – Muziris Biennale
Gender Resource Centre
Rangashree
Snehitha Centre
3. SOCIAL DEVELOPMENT

- Destitute Rehabilitation Project (*Ashraya*) *(1,57,691 families)*

- 258 Schools for mentally challenged Children (*BUDS*) *(7,378 students)*

- *Snehitha Calling Bell* to support those who are staying alone *(55,418 people)*
4 (a). LIVELIHOOD FARM

- **65,031** JLG’s
- **3,35,000** members (5 per JLG)
- Cultivating **52,000 hectares**
- 4 Crops (Paddy, Vegetables, Banana, Tubers)
LIVELIHOOD FARM - NEW PROJECTS

- Organic Farming (3,815 ha.)
- Plant Nurseries (382 units)
- Value Addition (Medium Scale - 107 units, Small Scale - 218 units)
- Agri Business Units (443 Units)
- Agri Therapy (217 Buds/BRC)
- Agri. Bio Pharmacy (69 Units)
- Green Carpet (59 Units)
- Medicinal Plant Cultivation (98.5 ha.)
Agri. - Business Ventures
Organic farming
Agri. - Therapy
Plant Nursery
4 (b). LIVELIHOOD OFF FARM ANIMAL HUSBANDRY

• Enterprises
  » Backyard Poultry (Muttakkozhy – 85 Units)
  » Goat (Aadugramam – 4,142 Units)
  » Cow (Ksheerasagaram – 1,245 Units)
  » CIG (Common Interest Groups - 256 Groups)

• Kerala Chicken (1,021 Farmers )

• Egg Value Addition Units and Branding (3 Egg Packing Unit & 1 Egg Kiosk)
Aadugramam
High-tech Hen House
Kerala Chicken Broiler Farm
4 (c). LIVELIHOODS NON FARM MICRO ENTERPRISES

- **22,058 Microenterprises**
  - **8,852 Groups**
  - **13,206 Individuals**

- **Top 5 Sectors**
  - Tailoring (3,186)
  - Catering (1,545)
  - Food Processing (1,529)
  - Flour (971)
  - Soaps & Toiletries (665)
  - Pickles (391)
MICRO ENTERPRISE APPROACH

• Follow Passion/Talent
• Focus on inclusion
• Tapping Opportunities
• Support Innovations
• Government Convergence
• SVEP Approach
MICRO ENTERPRISE APPROACH…

• **Follow Passion/Talent**
  - Catering Units (1,545)
  - Tailoring Units (3,186)
  - Handicraft (141)

• **Focus on inclusion**
  - Pratyasha (401)
  - Transgender (14)
  - PWD (100)
Prathyasha ME- parents of Buds Children
Tailoring Unit
Kudumbashree Cafe
Boat Service
Painting Unit
Homeshop
Day Care Centres
Handicraft
Home Stay
Mobile Crematorium
MICRO ENTERPRISE APPROACH…

• **Tapping Opportunities**
  • Construction (261 Units, Completed 333 Houses)
  • ABC (57 Units, got 3.27 Crore till date)
  • Harithakarmasena (917 LSG’s, 28,859 people)
  • Harsham Geriatric Care (578)
  • Santhwanam Health check up (356)
  • ARISE Multitask Teams (92)
  • RO Plants (6)

• **Support Innovations**
  • Matrimony (16)
  • Mahila Mall (11)
Haritha Karma Sena Enterprises
Haritha Karma Sena Enterprises
Harsham Health Care Project
Santhwanam Health Check up
ARISE
Multi Task Teams
House Constructed By Kudumbashree Construction Group at Trivandrum Under PMAY Housing Scheme
Houses Constructed By Kudumbashree Construction Group

Alappuzha

Kottayam

Project - Ramoji House Construction

Project LIFE
Pet Care Centers
Santhwanam – Mobile Health detection service
MICRO ENTERPRISE APPROACH…

- Government Convergence
  - Railway Parking (43)
  - Waiting Hall (5)
  - Kochi Metro (751 People)
  - Nutrimix (241 Units, 100 Cr. Turnover, 1,650 people)
  - Canteen in Govt. Offices (many)
  - Surveys and Data Entry (63 IT Units)
  - E-Seva (43)
  - Facility Management in RCC, Tourism etc.
Kochi Metro
Vyttila Mobility hub
Facility Management in IOC pumps
House Keeping Services
Cleaning Staffs for Tourism
Gardening and Landscaping
4 (d). SVEP APPROACH

• Local Resources, need and gap mapped

• Started in 2016 in Parakode block (Pathanamthitta) & Vadavukode block (Ernakulam) and **2,131 enterprises** formed in two and a half years

• In 2018 started in 12 blocks across 12 districts and **7,057 enterprises** formed (more than 400 enterprises in each block)
Power Laundry Service
Coir Defibering
Bag making unit
MARKETING

• Trade fairs and festivals (conducts 200 Plus Trade fairs, 2 Saras fairs, 2,450 monthly fairs, 1,052 festival fairs)
• National and International fairs (05 National/International fairs)
• Fixed markets (645 Nano Markets, 02 Bazaars, 30 Kiosks)
• Online Markets (Own Portal, Tie-up with Amazon)
• Homeshops in 3 Districts – Kannur, Kozhikkod & Wayanad (1,200 Homeshop owners)
Nano Markets
Monthly Markets
Kudumbashree E-commerce portal
5. ATTAPADY SPECIAL PROJECT

• **Exclusive NHGs of Tribal Families** formed in Attapady (752 NHG’s, 135 Oorusamithis and 4 Panchayath Samitis)

• **Innovative Projects** in Social Development and inclusion (Bridge School, Bridge Course, Nyayasamithi, Centre of Excellence, Youth Labour Banks)

• Focus now in Livelihood
Attapady - Meeting of Oorusamithy
Millet Village
Traditional food practice
6. DDU-GKY
SKILL TRAINING

- **46,192** Trained, **35,233** Placed
- **127** Agencies, **106** Trades
- **National Award** in 2017-2018, 2018-2019 and many best practices
- Recognized as **QA agency by MoRD**
Job fairs
Micro Placement Drive

‘Miniature of Job fair’

Advantages;

- Less Time consuming
- Cost Effective
- Chances for local placement
Community Based Tracking System

a new scheme for incentivizing community tracking and mobilization by organizing a pool of based Volunteers
Micro Enterprise Convergence with DDU-GKY

- Uniform Stitching Unit for DDU-GKY Programme
- DDU-GKY Canteen Run by Kudumbashree ME Unit
7. NATIONAL RESOURCE ORGANISATION (NRO)

- MoU with 19 States
  - 06 States - PRI/CBO
  - 11 States - ME/SVEP
  - 02 States – IBCB Support
- Special Projects (Café, Nutrimix etc.)
- Conducted International trainings in Azerbaijan and Uganda
CONVERGENCE IS KUDUMBASHREE’S STRENGTH

• Convergence with more than 15 Departments

• Convergence in CSS implementation

• Convergence with Local Government Institutions
Thank you

Visit our website
www.kudumbashree.org