International Labour Organisation’s Special Training for Micro Enterprise Consultants

In ‘Making an Impact’ Article-358, we had explained that Kudumbashree is aiming at creating new livelihood for 15,000 people, as part of the 100 day programme of the Government. 100 Day Programme was announced by the Government recently. One of the 100 components of this program envisages creating livelihood opportunities for 50,000 people. ‘Athijeevanam’ Campaign is one of the activities we are implementing for creating at least 15,000 new livelihood opportunities within 100 days. This campaign is being organised as part of the LEAP Programme (Local Employment Assurance Programme) of the Government which aims at arranging livelihood for at least 5 people in every LSGIs in the local level. ‘Athijeevanam’, this special NHG level campaign, started from 25 September and it will come to an end on 15 October.

Through ‘Athijeevanam’ Campaign, those who are interested in self employment will be identified and they will be provided with training and support through the various programmes of Kudumbashree. Also, they will be encouraged to start enterprises and become self employed. Also, efforts will be taken to encourage those interested to wage employment jobs especially in the non-farming sector. This NHG level campaign is organised under the leadership of Kudumbashree CDSs (Community Development Society- Panchayath level federation of NHGs).

Training will be given to the Micro Enter-
Those identified would be provided with skill training on interested sector. Also they will be familiarised with various supports given by Kudumbashree. This process will equip them to start own enterprises, or to equip themselves to get wage employment. Until now, 9500 people have completed their registrations.

Shri. A.C Moideen, Minister, Local Self Government Department and Dr. T.M Thomas Issac, Minister of Finance, Government of Kerala would interact with the District Mission Coordinators, CDS Chairpersons and CDS Accountants tomorrow as part the Online interaction organised for ‘Athijeevanam’ Campaign. Those who are interested can join in this live talk show through various communication channels such as Zoom, Facebook or YouTube.

Micro Enterprise Convenors, ADS members and Resource Persons through the Micro Enterprises Consultants (MEC). Trainings will be on providing general orientation and entrepreneurship development. Also, there will be skill training converging with various livelihood programmes of Kudumbashree. Micro Enterprise Convenors, ADS members or Resource Persons will explain these details in the NHG meetings. Special Google Forms for identifying those who are desirous of getting jobs and starting enterprises are sent to all NHG members. Interested Kudumbashree members or their family members could make online registration through their mobile phones. Through this campaign which last for more than two weeks, details of those who are interested in skill training and placement will be collected by the CDSs. This data will be made available to the District level and later to the State level.