Policy Initiatives - 2020

Examples from Kerala
5 policy initiatives

1. Use of SECC data

2. Convergence with Micro Enterprises

3. Skilling for Government Contracts

4. Establishing network of service providers (by government)

5. Skilling for in house capacity building
1. Use of SECC data
Use of SECC data

• Allotted districts/targets for Project Implementing Agencies on the basis of SECC data

• Mobilisation of auto included households

• Special drive for tribal areas (specific courses in driving, plumbing, electrician & training at doorstep)

• Special focus drive for Person with Disabilities
2. Convergence with Micro Enterprises
DDUGKY uniform to Enterprise Groups
DDUGKY / NULM hostels to women groups
3. Skilling for government contracting
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**
Kochin Metro FMC

Employment to 780 women
Railway waiting halls

4 waiting halls of Trivandrum Division
Railway parking

40 railway stations in Trivandrum division
House keeping team

Many major companies outsource
Tourism Amenity Centre

In many places
4. Establishing network of service providers (by government)
Santhwanam units
Plans

• Scaling up **Santhwanam units**

• Developing a team of **15,000 persons for geriatric care**

• Kudumbashree will provide facilitation (web based registration)

• Developing **urban service teams of multi task personnel**
5. Skilling for in house capacity building
In house teams developed

- Kudumbashree **Audit and Accounts** services (300+ women to audit SHGs)

- **Training team** (A consortium of 200+ people to impart training)

- MEC (250+ **Micro Enterprise Consultant**) - for business development

- Skill development Agency - **Master Trainers**
Thanks