Kudumbashree- Convergence with Govt. Departments
About Kudumbashree

- Kudumbashree - **State Poverty Eradication Mission**
- Established in **1998**
- Kudumbam + Shree = **Prosperity of Family**
- **2,77,345** SHGs
- **43 lakh members** (only one women member from one family allowed)

31-Oct-2017
Budget 2017-18 (and multi year projects)

- State Plan Fund : Rs.196 crores
- NRLM : Rs.90 crores
- NULM : Rs.30.88 Crores
- PMAY : Rs.460 Crores
- DUGKY : Rs.390 Crores (3years)
- MKSP : Rs.79 Crores (3years)
- SVEP : Rs.70 crores (3 years)
- NRO : Rs.8 Crores (MoU signed with 14 states for helping them to form SHGs)
Objectives of Poverty Eradication Mission

• Providing Livelihood opportunity
  ➢ Self Employment (31075 Micro Enterprises formed)
  ➢ Agriculture Joint Liability Groups (51000 JLGs engaged in collective farming)
  ➢ Wage employment (through government convergence and other initiatives)

• Social Development initiatives
  ➢ Implementation of various schemes like Ashraya and BUDS school etc
Major Convergence Programmes with Government and LSGD

1. Production and supply of Anganwadi Take Home Ration for the entire state
2. Survey and Data Entry of Major Government Programmes through IT units
3. E Seva Kendras for Motor Vehicle Department
4. Canteens in Government Offices
5. Facility Management Services for Kochi Metro
Major Convergence Programmes with Government and LSGD

6. Facility Management Services for Indian Oil Corporation (IOC), Bharat Petroleum Corporation Ltd (BPCL)

7. House Keeping for Cochin Shipyard, Reserve Bank, Regional Cancer Centre, Malabar Cancer Centre

8. Agency for Government Tailoring Works (without tender )

9. Labour Bank for Rubber Board

10. Clean Destination Project in Major Tourism Destinations
Major Convergence Programmes with Government and LSGD

11. Supply of packed food for IRCTC in Kochin

12. Agency for supply of Sanitary Napkin for Medical Service Corporation

13. Agency for supply of Umbrella for KSFE

14. Railway Parking Management

15. Railway Waiting hall Management

31-Oct-2017
Nutrimix

243 units
1. Nutrimix Production

- Started in 2006
- 243 production units across Kerala
- 1200 members are benefited
- One unit supplying Nutrimix to 3-4 panchayats
- Production and Supply of **THRS for Anganwadi (Social Justice Department)**
- Average monthly income of Rs. 15,000/- per head
IT Units

63 units
2. IT Units

- Started in 1999
- 63 units
- 315 women are benefited directly
- Data entry Works of Ration Card *(Civil Supplies)*,
  \textit{NORKA, LIFE Survey, RSBY}
- Average monthly income is Rs. 10,000/- per head
E Seva Kendra
32 Centres
3. E Seva Kendra

- Started in 2016
- 32 E-Seva Kendras
- 96 women engaged
- Convergence with *Motor Vehicle Department*
- Engaged in Service like Online data entry and processing of applications, Tax payment etc
- Average monthly income is Rs.12000 per head
Canteen / Catering units

1054 units
4. Canteens in Government Offices

• 1054 canteen catering units across the state

• 6275 women are engaged

• Received opportunity in various Govt. Offices (ESI Medical College, Secretariat, Gov. Homeo College, Public Service Commission, MLA Hostel, State Planning Board, Child development Centre, NABARD, Science and Technology Museum)

• Average monthly income ranges from Rs.8000 to 30,000 per head
Kochi Metro

734 Members
5. Facility Management Services for Kochi Metro

• Started in 2017

• 734 women engaged

• Providing facility management services like House Keeping, Crowd management, Security, Ticketing, Canteen and Parking Management for Kochi Metro

• Average monthly income of Rs.10,000 per head/month
Facility Management Services in IOC and BPCL

25 members
6. Facility Management Services in IOC and BPCL

- Started in 2017
- Opportunity to manage 76 toilet blocks of Indian Oil Corporation and 4 toilet blocks of Bharat Petroleum Corporation Ltd
- Positioning of 25 people completed
- Average monthly income received per head is Rs.8000/-
House Keeping Services

70 Members
7. House Keeping Services in various departments

- House Keeping Services were provided in *Cochin Shipyard*, *Reserve Bank*, *Regional Cancer Centre*, *Malabar Cancer Centre*

- 70 people are engaged in total

- Monthly income received per head is Rs.10,000/-
Tailoring units

1413 units
8. Agency for Government Tailoring Works

- 1413 apparel units across the state
- 7350 women engaged
- Units got GO to carry out Government Stitching work without undergoing tender procedures
- Units are stitching uniform for *Hantex and Lotteries Department*
- Average monthly income per person is Rs. 9000/-
Rubber Board – Labour Army

15 members
9. Rubber Board – Labour army

- Started in 2017
- 15 member group formed
- Formation of *labour group* for Rubber plantation sector
- Expanding to 15 Panchayats
- Average monthly income is Rs.6000/- per head
Cleaning Staffs for Tourism

487 members
10. Clean Destination Project

- Started in 2005
- 487 members involved
- In association with District Tourism Promotion Council
- Cleaning of Major Tourism destinations in all districts
- Monthly income per head is Rs.6000/-
11. Supply of food packets for IRCTC

- 2 catering units involved
- 15 members benefited
- Service provided in Eranakulam Railway Station
- Unit fulfills online supply orders of IRCTC by supplying food packets for passengers
- Average monthly income per head is Rs.9000/-
Sanitary Napkin Units

9 Units
12. Supply of Sanitary Napkin

- 9 units involved
- 45 members benefited
- Units supplies Sanitary napkin for Kerala Medical Service Corporation, Gov. Schools
- Average monthly income is Rs.15,000/- per head
13. Supply of Umbrella

- 12 units involved in the production
- 60 members benefited
- Received supply order from *Kerala State Financial Enterprises Ltd*
- Average monthly income per member is Rs.5000/-
Convergence With Railway
Railway Parking Management

197 Members

31-Oct-2017
14. Railway Parking Management

- 197 women engaged
- 41 destinations
- Average income per head varies from Rs. 5000 to 12,000
Railway Waiting Hall Management
40 Members

31-Oct-2017
15. Railway Waiting Hall Management

- Waiting halls in 4 stations
- 40 women are engaged
- Average income per head varies from Rs.10,000 to 12,000
Trendy waiting room opened at Ernakulam Jn.

STAFF REPORTER

KOCHI: People visiting the Ernakulam Junction railway station are in for a surprise with a trendy, air-conditioned waiting room having sofas and kids’ play area in place.

They can check into the new waiting room manned by friendly staff of Kudumbasree for Rs.20 an hour. The amenity was inaugurated on Saturday by Rajesh Chandran, Ernakulam Area Manager of Southern Railway.

Passengers travelling in all classes can use the facility which also has modern toilets and a television set.

WiFi soon

“WiFi will be made available within a few days. The land and building are ours while the furniture and amenities were readied by the Kudumbasree women self-help group (SHG). At present, 25 persons can be accommodated here. Provision to seat more people will be made in the coming days based on demand,” Mr.Chandran said.

The project has been implemented on a cost-sharing basis between Kudumbasree and the Railway's commercial wing. The SHG will get 80 per cent while the rest will go to the Railway.

Passengers can check into the new facility manned by Kudumbasree staff for Rs.20 an hour

Since announcements on train arrivals would not be audible in the room, Kudumbasree personnel who manage it will alert passengers every few minutes.

The new amenity has been set up at a time when the Railway is under fire for not adhering to the commitments made repeatedly in its annual budgets to renovate the station to world-class standards. Installation of escalators at platforms is suffering undue delays, reportedly due to red tape.

The demand for toilets and more passenger amenities at each platform too is hanging fire. Officials said that platform and coach indication boards would be installed in the station shortly to guide passengers to the right platform and to the approximate location where their coach would call at.
Ernakulam Junction gets a swanky AC waiting hall

Kochi: A swanky air-conditioned waiting hall, to be maintained and operated by volunteers of Kudumbashree Mission, has been opened at Ernakulam Junction railway station. The facility will be charged Rs 20 per head for an hour; will be thrown open to public from Sunday.

“This is the first time the railways is associating with a non-governmental organization to maintain and operate a thematic waiting hall. Unlike the normal air-conditioned waiting halls available in other major stations in the country, our hall has facilities such as free Wi-Fi, kids play zone, mini-library, train-on-call service, gents and ladies washrooms, breastfeeding comfort, changing room for infants and digital display of trains arrival and departure timings,” said Rajesh Chandran, area manager, Ernakulam.

He inaugurated the hall set up at platform no one of the station on Saturday.

“Train-on-call is a free service to be provided on request wherein a passenger can demand volunteers on duty to remind him/her about the train and coach position he/she wishes to travel. The waiting hall also has television, magazines and newspapers, mobile/laptop charging points and sleek sofas.

At a time, the hall can accommodate 40 passengers. Those using washrooms will be provided with bath towels, hand wash, etc. Four Kudumbashree Mission volunteers will be on 24X7 duty.

“We are very happy to associate with the railways for yet another service after parking lot operation and maintenance and serving home-
Also dedicated state-of-art **AC waiting room at Ernakulam** station. Another milestone in improving travel experience.
24-ന് മുമ്പ ഭൂരി: ഒരു പുലിയിൽ കൊക്കിന്റെ വിവാഹം വെറ്റിയായി പുറത്തിറങ്ങി

പ്രാമുഖ്യം ലഭിക്കുന്ന കെരളാലിയായ ഒരു കോയ്മം തോറും അന്നത്തെ വിവാഹത്തിനെ മികച്ച അനുഭവമെന്നു നിര്‍ദ്ദേശിക്കുന്നു. ഇന്ന് അവരിന്റെ പുതിയ പ്രാമുഖ്യം എന്നതിനെ കാണിക്കുന്നതിന് പ്രാമുഖ്യം ലഭിച്ചിരിക്കുന്നു. പ്രാമുഖ്യം ലഭിക്കുന്നതിന് പുതിയ പ്രാമുഖ്യം എന്നതിനെ കാണിക്കുന്നതിന് പ്രാമുഖ്യം ലഭിച്ചിരിക്കുന്നു. ഇന്ന് അവരിന്റെ പുതിയ പ്രാമുഖ്യം എന്നതിനെ കാണിക്കുന്നതിന് പ്രാമുഖ്യം ലഭിച്ചിരിക്കുന്നു.
Thank You