KUDUMBASHREE

Pathanamthitta, 9th September 2019
Kerala
Kudumbashree – The movement
enhancing women’s socio-economic standing since 1998

Set in the context of the People’s Plan Movement which was a state strategy for mass mobilization for bottom-up planning in the wake of the decentralization of powers, Kudumbashree has been an outcome of its specific context.
It is arguably one of the largest women’s networks in the world.
Kudumbashree
Kerala State Poverty Eradication Mission

- Kudumbam + Shree = Prosperity of family
- State Poverty Eradication Mission of Govt. of Kerala
- Empowerment (Economic–Social–Women)

- Established in 1998 (20 years)
- 2.82 lakh SHGs in Kerala (43 lakh women members)
Synergies from Collective Action

Women working and acting together not only empower women, but also strengthen their families socially and economically.

*Empowerment*

*A Movement called Kudumbashree*
Areas of Work

- www.kudumbashree.org
- Nodal agency of NRLM, NULM, DDUGKY, MKSP, SVEP
- National Resource Organization
- International Consulting/ Training
Community Structure

- Registered apex Federation at the Local Government level
  Covers 100% local governments in the State

- Federation of NHG at the Ward level
  Covers 98% of State

- 10 to 20 women per group; one per family
  2.82 lakh NHG across Kerala
  43 lakh members

CDS
ADS
NHG
THE KUDUMBASHREE DIFFERENCE

01  20 Years of Experience
02  Gender Focussed Convergence Approaches
03  Local Economic Development
04  Social Development
05  National Resource Organization
20 years of Community Engagement

No of NHGs – 2,91,507
No of NHG Members – 43,93,579

Total Thrift – Rs 4572 Cr.
Total Internal loan – Rs 18,525 Cr.

NHGs having Linkage – 1,99,018
Linkage Loan Amount- Rs 13,728 Cr.

- Mobilised more than 4 lakh volunteers for Post Flood Activity
- 1.5 lakh Houses cleaned
- Rs 930 Cr RKLS loan Provided based on the trust of Kudumbashree
- Focus on Special SHGs Elderly, Transgender and Persons With Disability
Gender Focussed Convergence Approaches

Kudumbashree Women Participation in Local Governance
15,863 member from Kudumbashree network contested from 21,682 wards
7,376 won the election
313 elected women members are currently heading 3 tier of Panchayati Raj Municipalities, and corporation

More than 400 Crore mobilized from PRI for programmes to be implemented through Kudumbashree
More than 92% of MGNREGs work force contributed by Women, facilitated through Kudumbashree
Convergence partner for state government programmes
LIFE Mission, Haritha Kerala Mission, Agriculture Dept etc.
LOCAL ECONOMIC DEVELOPMENT

• Maturing from Self Help Groups in to livelihood groups

• Building capacities at the Local level, providing enabling environment for sustainability

• Multiple strategies for increasing household income through
  • Household based
  • Wage based
  • Skill based Enterprises

• Convergence and Networking with Government, Local Self Governments and Private Sector

• Ventured in to Livelihood through Problem Solving, Gap Filling, Grabbing emerging opportunities
Farm Livelihood

1. 65,031 JLGs – 46,806 hectares – 3,34,910 women

2. 5,591 acres – organic farming

3. 278 plan nurseries

4. 243 value addition units

5. 224 hectares – medicinal plans

6. Weekly markets – 450 locations (12,605 conducted, 3.18 crore turnover)

7. 549 broiler chicken farms

8. New technology introduced
Aquaponics
Nurseries

157 Units across Kerala
Value Addition

Saphalam Cashew Unit
Non Farm Livelihood

1. Total 21,487 enterprises
2. 362 rural construction units
3. 841 Harithakarma Sena
4. 200 Geriatric Care executives
5. CFCs started
6. Many government Convergence in service sectors
Take Home Ration (THR) in Kerala

256 Amrutham Nutrimix Unit across Kerala, 100+ crore annual turnover
Facility Management Center for Kochi Metro

Women from Kudumbashree network entrusted with the services of ticketing, customer care, housekeeping and gardening at Kochi Metro
Construction Unit
197 Kudumbashree Women engaged in Railway Parking Management in 41 stations
Railway A/C Waiting Hall
Kudumbashree Mobile Cafe Units
TRANSGENDER MICRO ENTERPRISE UNIT
KOZHIKODE
Established in December 2017
Munnar Green View Cottage
Anachal, Etticity
Contact: 9447456755, 7559903810

Home Stay
Total 16 Units
Reverse Osmosis Plant
Harithakarma Sena
Geriatric Care Executives
Matrimonial Website

BE FABULOUS. BE EMPOWERED. BE BLOWN AWAY!
We're Committed to Service Excellence By Kudumbashree Matrimonial.
Santhwanam

297 Santhwanam Volunteers
Band Unit
KUDUMBASHREE
STATE POVERTY ERADICATION MISSION

MICRO ENTERPRISES
NEW PROJECTS

KADALUNDI
BOAT SERVICE
KOZHIKODE
Established in December 2017
Non Farm (Marketing)

1. Monthly markets in all 152 blocks

2. 75 trade fairs / 27 Saras / 77 food festivals

3. Permanent market – 7 Kiosk + 2 Bazaar

4. 495 Almirah space (Nano markets)

5. Home Shop network in 2 districts (1000+ people)

6. Online portal - (kudumbashreebazaar.com)

7. Tie up with Amazon Saheli
Kudumbashree Bazaar
Nano Market
Weekly Markets (Farm Products) in 450 Blocks
Monthly Markets
Kudumbashree on Amazon
Social Development

- Ashraya
- BUDS
- BRC
- Tribal Special Projects
- Balasabha
Balasabha Activites
Kudumbashree outside Kerala

- Launched in 2012, 'Kudumbashree' recognised as a **National Resource Organisation** for fulfilling NRLM objectives towards poverty alleviation

- Partnerships developed with 20 States and 1 UT

- Gathering experiences from Kerala to replicate best models of local development (promotion of micro enterprises, convergence with PRI and CBO) in partner states

- Empowering communities to take ownership in their social and economic development

**NRO Partnerships**
- 20 partner-States & 1 Union Territory
- Special projects in Sikkim, Goa & Lakshadweep
Our Approach

What we do?

• Building context specific community centric models of development

• Creating local capacities through rigorous capacity building to build robust community based system

How do we achieve it?

• Through experienced community members from Kerala and Partner States trained in mentorship and

• Supported by Professionals for monitoring and handholding
Experience in Promoting Rural Entrepreneurship

- Pilots across 5 states in India helped in building *a community driven and supported eco system for promotion of micro-enterprises*
- Support 11 states, 65 blocks under Start-up Village Entrepreneurship programme

- *Developing Micro Enterprise Consultants*: Specially trained groups to extend support to first generation entrepreneurs and providing counselling to enterprises

- *Business skill development programme*
  - Training curriculum relevant and appropriate for rural, poor entrepreneurs
  - Developed business skill training syllabus, pedagogy and materials for SVEP
  - Pool of capable business trainers already developed in pilot locations

- *PTS design and software*
  - First-of-its-kind Micro Enterprise accounting and near-ERP application
National Resource Pool for Enterprise Development

A pool of **141 Mentors** identified and trained to support NRO programme

**580 Micro Enterprise Consultants in 5 states** promoted 20,118 micro-enterprises

**942 Community Resource Persons** trained in 9 States under SVEP to promote entrepreneurship – 23,130 MEs

**51 Master Trainers** built from the existing pool of MECs
Plan for establishing women’s run Foodservice enterprises in government institutions across Bihar
Srinidhi Paper Plate Unit

Started unit with total investment of 150000 (50K own investment and 1 lakh external loan).
Currently producing 2 types of plates
Profits were at around 3000/month during the initial period and has now become 10,000/month.
Markets to nearby towns

<table>
<thead>
<tr>
<th>State</th>
<th>District</th>
<th>Block</th>
<th>Year of Establishment</th>
<th>Total Investment</th>
<th>Average Monthly Turnover</th>
<th>Persons Employed</th>
</tr>
</thead>
</table>
### Sack Bag Making Unit

<table>
<thead>
<tr>
<th>State</th>
<th>District</th>
<th>Block</th>
<th>Year of Establishment</th>
<th>Total Investment</th>
<th>Annual Turnover (18-19)</th>
<th>Persons Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bihar</td>
<td>Gaya</td>
<td>Bodhgaya</td>
<td>2015</td>
<td>10 Lakhs (initial investment Rs.25000/-)</td>
<td>4.2 Lakhs</td>
<td>05</td>
</tr>
</tbody>
</table>
A Case of Performance Improvement Intervention

Sreedev Dairy Unit was started by Bairulal Dhakad on 2\textsuperscript{nd} March 2016 with SVEP support in Begun, Chittorgarh. Soon the products gained popularity in the local market for its quality. Today the unit is producing at its maximum capacity and registers an annual turnover of Rs. 8,61,300.

Performance improvement plan: Product development and use of brand name promoted by MEC Group – Formalisation of products and enterprise – Modernisation of the unit’s outlet – Support for increasing production capacity – Increased customer base through SVEP supported General Stores and market linkage of nearby towns.

Products being developed: Desi Ghee and Mawa (Milk Sweet)
**Roshan Naukavihar**

<table>
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<tr>
<th>State</th>
<th>District</th>
<th>Block</th>
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<th>Total Investment</th>
<th>Annual Turnover (18-19)</th>
<th>Persons Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chhattisgarh</td>
<td>Balrampur</td>
<td>Balrampur</td>
<td>July, 2019</td>
<td>2.82 Lakhs</td>
<td></td>
<td>09</td>
</tr>
</tbody>
</table>
# Play School

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th>Divya playway school</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of entrepreneur</td>
<td>Nitu Gupta</td>
</tr>
<tr>
<td>Block</td>
<td>Pinjore</td>
</tr>
<tr>
<td>District</td>
<td>Panchkula</td>
</tr>
<tr>
<td>State</td>
<td>Haryana</td>
</tr>
<tr>
<td>Established (dd/mm/yyyy)</td>
<td>14/03/2019</td>
</tr>
<tr>
<td>Total Investment</td>
<td>30,000</td>
</tr>
<tr>
<td>Monthly Turnover</td>
<td>20,000</td>
</tr>
<tr>
<td>Persons employed</td>
<td>2</td>
</tr>
</tbody>
</table>
## Jackfruit Chips Making (Seasonal)

<table>
<thead>
<tr>
<th>State</th>
<th>District</th>
<th>Block</th>
<th>Year of Establishment</th>
<th>Total Investment</th>
<th>Monthly Turnover</th>
<th>No of Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jharkhand</td>
<td>Chaibasa</td>
<td>Manoharpur</td>
<td>May 2019</td>
<td>2.1 lakhs</td>
<td>35000</td>
<td>37</td>
</tr>
</tbody>
</table>
PRI-CBO Convergence Project in NRLM

- Based on Kerala’s experience of Kudumbashree community network (NHG-ADS-CDS) working closely with the Gram Panchayats
  - SHGs and GPs coming together for the implementation of social development and welfare schemes
  - SHG network as an agency for consolidation of grassroots demands
  - Establishment of institutional platforms for convergence
  - SHGs for improving the efficiency of the Panchayat Governance process

- PRI-CBO Convergence Project envisages developing a strong community cadre and local institutions to improve the reach and quality of public service delivery.
  - To enable this, a set of participatory assessment and participatory tools (PAE, EAP and GP2RP) are developed
  - Pilot projects covering 9 States, 79 Blocks, 1121 GP
  - Special Projects covering 3 partner SRLM & 210 GP/Village Dweep Panchayats
PAE exercise in process in Koppal Taluka, Koppal, Karnataka

Prabhat Pheri during GUSBUA in Kherwara Block, Udaipur, Rajasthan

Women attending Gram Sabha in Deoli Block, Wardha, Maharashtra

Dream Mapping exercise during GP2RP at Laharighat Block, Morigaon, Assam
Women attending 2nd October Gram Sabha in Assam and UP
Thank You