Kudumbashree in Kerala Floods 2018
KUDUMBASHREE MISSION

- Launched in 1998 by GoK for wiping out absolute poverty from the State
- Regd. Society administered by a GB headed by Minister for LSGD

1065 CDSs
19000+ ADS
2.8 Lakh NHGs and 43 Lakh Families
Impact of Flood on Women

Women’s Social, Productive, Infrastructure and Cross Cutting Sectors badly affected

Disproportionate and direct impact on employment and livelihood opportunities of women

Withdrawal from the work force during response & rehab affected economic empowerment

Sectors that engaged women – agriculture, livestock, micro enterprises have reported substantive damages and this affected women’s economic activities
‘Inclusion’ experience of Kudumbashree in Kerala Floods 2018

- Cleaning of Houses / Public Places
- Counselling
- Community Kitchen
- Packing of Take Home Kits
- Resource Mobilisation
- NGO Coordination
- New Schemes
A total of 200 People came forward to clean houses in Chalakkudy, Annamanada and ollur areas of Thrissur District.

6000 people came forward to clean houses of affected people.

35 people including 6 CDS chairpersons from IDK district helped people in Kottayam district.

1400 from Kollam came to Chengannur (Alappuzha) and undertook cleaning activities.

EKM DMT and BUDS school teachers cleaned Corporation Office, CDS offices, BUDS schools etc.
Best Practices

- RKLS Loan
- Purchase Mela
- Navakerala Lottery sale by CDSs
- Community kitchen & Jeevanam unit (Avarage of 7,000 food packet were distributed per day)
- Counselling & Psycho empowerment for children (336 Community counselors gave counseling to 39,444 persons.)
Best Practices Contd….

➜ Through Snehitha 13,917 persons got benefited
➜ Nutrimix in relief camps makes babies happy
➜ 11.18 Crores - CMDRF
➜ 3.1 Crores – Relief materials supplied
➜ Field visits conducted by Kudumbashree State Mission team to the flood affected areas to revisit the existing Annual plan
Challenges Faced

29,000 Acres / 25056 JLGs / affected. Loss & Damages estimated to be Rs. 197 crores

259 units of Broiler farms / Cow or Buffalo or Goat rearing / backyard poultry / Male calf Rearing affected in floods. Loss & Damages estimated to be 2.5 crores

1350 Micro Enterprises affected. Loss & Damages estimated to be Rs. 15.05 crores

Need for skilling and up skilling the youth and women
Recommendations: Micro Enterprise Sector

- Addressing the increased poverty levels that have emerged due to disaster among women
- Addressing and tapping the new and emerging economic opportunities arose in the recovery phase
  - ARISE (Acquiring Resilience and Identity through Sustainable Employment), - the skill campaign of Kudumbashree.
  - The aim of this programme is to provide skill training to 50,000 candidates in 10 selected areas.
  - Kudumbashree plans to provide these trainings on tie up with accredited training agencies, NULM/ DDUGKY training agencies and Govt. ITIs, Poly techniques etc.
- Enhance capacities of poor people through livelihood promotion and livelihood layering to reduce levels of risk and vulnerability to future disasters and to increase resilience in livelihood sector
Recommendations: Collective Women Farming

- Provision of inputs for crop/vegetable planting (including introducing scientific practices for recovering soil fertility & enhancing productivity)
- Farmer groups who have suffered loss will be given input assistance for restoration of farm activity.
- **Input details:** Lime, Organic manure, Seeds (Vegetables seeds kits), Tissue culture banana suckers, Small Machineries (Pickaxe, Spade, Hand weeder, Rubber basket, Hand sprayer), Biocontrol and Biofertilizers like Pseudomonas, Trichoderma, Azospirillum
- Developing suitable and sustainable strategies for longer period;
  - Development of value chain by giving interest subsidy & training
  - JLG inclusive campaign - Formation of new 5000 JLGs more (30,000 More women farmers)
The ongoing plan of the Animal Husbandry Programme of Kudumbashree (SPEM) are proposed to be modified as per important recommendations from state planning board meeting after the devastating flood

- A new livelihood plan - GRQ - is proposed, which includes development of rural livelihood with Goat, Rabbit and Quail rearing.
- Ongoing project for establishing value addition units for Dairy Products and Egg Production shall be speeded up.
- Utilise Convergence Possibilities
- The ongoing subsidy schemes for Dairy Units (Ksheera sagaram) and Goat rearing units (Aadugramam) shall be modified to fit new scenario.
- Kerala Chicken broiler Insurance scheme-JANANI-50% subsidy on premium amount on broiler insurance scheme
Thank You!

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