LIVELIHOOD DEVELOPMENT
Flood Relief Activities by Kudumbashree

• **Volunteered** (4,04,949 persons excluding staff) for cleaning houses & public places (2 lakh houses), counselling to 40,000 families, conducting community kitchens, packing of take home kits etc

• **Mobilised funds** – Rs. 11,18,49,612/-

• **Navakerala Lottery** – purchased 3,72,510 tickets from Lottery Dept. and sold 3,51,800

• **Resurgent Kerala Loan Scheme** – Rs. 374.77 Crores released through banks

• **Home Appliances Purchase Mela** – Discount for purchasing Home Appliances

• **Construction / Repair of damaged houses** – on anvil
• Direct impact on the employment opportunities and livelihoods of the poor.

• **Women’s economic activities badly affected** as severe damages have been reported in collective farming, livestock rearing and in non-farm enterprises sector that engage women in large numbers.

• The damage caused by the floods is likely to have pushed many more into poverty and some into even the “severe poverty”.
Strategies proposed

• Addressing the increased poverty levels that have emerged due to disaster among farmers/entrepreneurs/tribes and looking forward to short term and medium term interventions that result in improved quality of life

• Addressing and tapping the new and emerging economic opportunities arose in the reconstruction phase in to employment opportunities

• 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 unorganized livelihood sector
I. Addressing the increased poverty levels that have emerged due to disaster among the women farmers/entrepreneurs/Tribes

• **First phase – Livelihood Protection Activities** (Short-term activities of compensatory nature – 6 months up to March)
  - Cash & Material assistance and temporary income earning opportunities towards rehabilitation/repair/replacement of livelihood assets, improvements through cash for work, provision of agricultural inputs, rehabilitating damaged LH infrastructure, advance payment of wages to ST HHs and supporting animal stocking etc

• **Second phase – Livelihood Promotion Activities** (Medium to long term - 6 months to 3 years from April)
  - Engaging development actors in LH programming, Social Funds, Micro insurance, Trainings and Market services, Livestock promotion etc
II. Addressing and tapping the new and emerging economic opportunities arose in the reconstruction phase

Skill Development for Youth and Women
Green Enterprises
Women to be trained in Construction Sector
Building Material Production Units – Small/community based
III. Enhancing capacities of poor people through livelihood promotion and livelihood layers to reduce levels of risk and vulnerability to future disasters and to increase resilience in livelihood sector

Collectives, Marketing Societies, CFCs, CCFCs etc
Thanks
Ajith Chacko, Kudumbashree