LIVELIHOOD STRATEGY

KUDUMBASHREE
STATE POVERTY ERADICATION MISSION
THE KUDUMBASHREE ADVANTAGE

01 Universal Coverage

02 Huge Social Capital

03 Availability of Efficient leadership at the Neighbourhood Level

04 Community Based Identification of the Beneficiaries

05 Efficient partner institution of the Panchayath planning process
KUDUMBASHREE LIVELIHOOD APPROACH

• LOCAL ECONOMIC DEVELOPMENT
  • Maturing from Neighbourhood 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
SCHEMES OF MICRO ENTERPRISES

- Rural Micro Enterprise Scheme (RME)
- Urban Micro Enterprise Scheme (UME)
- Yuvashree programme for youth NHG families

KUDUMBASHREE CONCEPT OF ENTERPRISE

- Individual enterprises
- Group enterprises
- Lease Land Farming Groups
- Animal Husbandry Groups
- Collectives & Producer Companies

- Investment ranging from Rs 5,000/- to Rs 10 lakhs
- Turn over between Rs 5 lakh and Rs 10 lakhs
- Generating at least Rs 8000/- per member per month
- Owned, managed and operated by members themselves (OME)
ENTERPRISE DEVELOPMENT SUPPORT PROCESS

Entrepreneur Development
- Pre General Orientation Training
- General Orientation Training
- Entrepreneurship Development Training
- Skill Training
- On the Job Training
- Performance Improvement Training

Entrepreneur Development
- Inception and Incubation Support
- Financial Facilitation
  - Bank Linkage, Interest Subvention,
  - Innovation Fund,
  - Technology Fund,
  - Technology upgradation fund,
  - Second Dose Assistance,
  - Crisis Management Fund,
  - Revolving Fund

Hand-Holding
- Micro Enterprise Consultants
- KAASS – Audit and Accounting Support
- Marketing Support
- Clustering,
- Common Facilitation Centre
Women Construction Groups
52 Women Construction Groups completed construction works worth Rs. 80 Lakhs.

IT Units
315 women from 63 IT units are engaged in data entry works of various government departments

Cafe Kudumbashree
1064 Cafe Units engaged in activities like Catering, Food Fest, Street food vending, and other kinds of eateries

House Keeping Services
122 Kudumbashree women engaged in House Keeping Services in Cochin Shipyard, Reserve Bank, Regional Cancer Centre, Malabar Cancer Centre
Sanitary Napkin Units

45 members involved in the production of Sanitary Napkin and supplies Sanitary napkin to Kerala Medical Service Corporation, Gov. Schools and hospitals.

EVENT MANAGEMENT TEAM
ALAPPUZHA
Established in January 2018

KUDUMBASHREE MICRO ENTERPRISES PROJECTS

Day Care Centres
Trust our Care just like Mother
Reverse Osmosis Plants
Safe drinking water for all is the objective of installing the Reverse Osmosis Plants as Micro Enterprise under Kudumbashree.

Kudumbashree State Poverty Eradication Mission
MICRO ENTERPRISES
NEW PROJECTS

Kudumbashree Women are engaged in Painting Services.

LED BULB ASSEMBLING UNIT
14 Units are assembling LED Bulbs.
Fish Processing Unit
Handicraft Unit
Poultry Farm
Café Units
Handloom Units

33 units are producing Traditional Handloom Products
Apparel unit
Cashew Nut Processing Unit
MICRO ENTERPRISES FOR A SOCIAL CAUSE

“Don’t deliver a product, deliver an experience”
Plastic Recycling Unit
Day Care Centres
Mobile Animal Birth Control Unit
Well Recharging Unit
MICRO ENTERPRISE - TO TAP OPPORTUNITIES

“Opportunities don’t happen you create them”
Housekeeping Unit
Munnar Green View Cottage
Anchal, Etticity
Contact: 9447456755, 7559903810

Home Stay
Umbrella manufacturing Unit
Home Appliances Repair Unit
Gardening & Landscaping unit
SANITARY NAPKIN UNITS

Total 7 Units
Soap & Toiletries
KUDUMBASHREE
STATE POVERTY ERADICATION MISSION
MICRO ENTERPRISES
PROJECTS

BEAUTY PARLOUR
247 Kudumbashree Beauty Parlours functioning in various districts
Kudumbashree Mobile Cafe Units
INNOVATIVE MICRO ENTERPRISES

“To change something build a new model that makes the existing model obsolete”
Buggy Service
BE FABULOUS. BE EMPOWERED. BE BLOWN AWAY!
We're Committed to Service Excellence By Kudumbashree Matrimonial.

More About Us
KADALUNDI
BOAT SERVICE
KOZHIKODE
Established in December 2017
Coconut Climbing Unit
Cultural Units
Geriatric Care Executives
Painting Unit
Micro Enterprises
NEW PROJECTS

KUDUMBASHREE
TUITION CENTERS & PSC CLASSES

www.kudumbashree.org
Rubber Tapping Unit
MOBILE CREMATORIUM
IDUKKI
Established in November 2017
MICRO ENTERPRISES-CONVERGENCE

“United we stand, divided we fall”
Facility Management services in Kochi Metro
e seva kendra
Café Units
Railway Parking Management
MICRO ENTERPRISES-ADOPTING TECHNOLOGY

"Technology is best when it brings people together"
Coir De-fibering Unit
Reverse Osmosis Plant
Printing Press
LED Bulb Assembling Unit
Fitness Centres
Bio Fertilizer Unit
MICRO ENTERPRISES-BASED ON POLICY DECISIONS

“Recall the face of the poorest and weakest man you have seen, and ask yourself if this step you contemplate is going to be any use to him.”-Gandhi
Amrutham Nutrimix Unit

Total 242 Units
MICRO ENTERPRISES FOR VULNERABILITY GROUP

“Vulnerability is the birthplace of innovation, creativity and change”
TRANSGENDER MICRO ENTERPRISE UNIT
KOZHIKODE
Established in December 2017
Thank you