PMAY- LIFE House Construction by women construction group

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Government of Kerala
Why Construction group in PMAY

• Affordability is a concern for the PMAY beneficiaries
• Major expenditure is labour costs and material costs
• Kudumbashree decided to provide training for women in construction sector.
• Construction group entered in the project to supply labour shortage and to reduce labour costs
• Quality maintenance also ensured
construction group: How it Functions

- Training in Construction - Transforming SHG women from unskilled labour to skilled professionals
- Formation of Women Construction Group at ULB level for PMAY since July 2018
- Challenge the existing gender stereotyping in the construction field
- PMAY- LIFE House Construction by women construction group. - Kudumbashree facilitate the linkage of the trained women labour pool.
The role of Kudumbasree in Construction Group

- Kudumbashree Mission identified construction as a potential area.
- Huge demand for construction workers as skilled labourers.
- Orientation provided for the interested women.
- Successful completion of training, women gets involved in construction activities and an eight member group is formed.
The formation of construction group

• 53 days intensive training
• The training cost - State Plan Fund and NULM Skill Training Fund.
• Along with orientation on management skills, legal and tendering procedures are also provided to equip to undertake construction projects.
• Completing the training these members will form groups and register their unit as urban units as per their requirement.
• Capable of undertaking construction projects of LSGs and other private construction projects
• These construction units will be engaged with construction projects of respective Local Self Governments and MGNREGA skilled works.
Growth of Women Construction group in Housing sector PMAY-LIFE

- 55 construction groups formed so far
- Construction of 32 houses started
- Financial assistance of 6400000 given to the vulnerable families
- Demand for construction workforce to reach about 100000 houses
Case Study of Pink ladder, Calicut Corporation

• Identified many PMAY houses who received the 1st installment and not able to proceed to the next phases.
• Demand for labour supply and affordability was identified as a concern
• To address this, meeting to AUEGS workers and kudumbashree SHG groups called to identify the workers
• PMAY and NULM City cell jointly managed the Screening of women

  • PMAY beneficiaries expressed willingness to facilitate training
  • 15 member groups of two was formed in the city and officially inaugurated in November
  • Completed two houses of 400 square feet in 53 days