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Voice of
Kudumbashree

www.kudumbashree.org www.facebook.com/KudumbashreeOfficial Kerala State Poverty Eradication Mission

Achievements (2016-20)

Organisation

- 2,51,848 NHGs of Kerala became part of self-assessment for improving the activities of the NHGs on 28 January 2017. As part of 'Disha 2017', extensive campaign and 'Year of NHG-2018, a total of 41,962 new NHGs were formed.
- At 2.77 NHGs, 19,489 ADSs and 1,064 CDSs, the three tier system of Kudumbashree, the election of the office bearers was successfully completed on 26 January 2018.
- For the first time in the history of Kudumbashree, an informal educational programme named as 'Kudumbashree School' was organised in two phases during 2017-18 & 2018-19 financial years including the 43,06,976 members of 2,77,175 NHGs. In phase 1 and phase 2, classes of 2 hours' duration each was arranged during the NHG meetings for 6 weeks in 6 topics.
- Along with the general NHGs, Kudumbashree started special NHGs of differently abled, transgender community and elderly people. Until now, 3352 NHGs of differently abled (32,860 members), 48 transgender NHGs (556 members) and 25,992 elderly NHGs (2,83,615 members) were formed and are functioning.
- During 2017-18 financial year, Rs 58 lakhs was given for 580 PWD Special NHGs (Rs 10,000 each), Rs 1.90 lakhs for 19 Transgender Special NHGs (Rs 10,000 each), Rs 90.30 lakhs was given for 1720 Elderly Special NHGs (Rs 5250 each) as Corpus Fund.
- For strengthening the Kudumbashree activities in coastal NHGs, thereby increasing the quality of life of women and children in this sector and for strengthening their livelihood activities, 81 Coastal Community Volunteers were appointed. During 2017-18 financial year, 2000 NHGs were given Rs 3 crores (Rs 15,000 each), and during 2018-19 financial year, 1500 NHGs were given Rs 1.50 crores as Revolving Fund.
- For strengthening the Kudumbashree organisational system, 'Arangu' Arts Festival and sports competitions were organised during 2017, 2018 and 2019 including all the NHG members, as part of the CDS, District, State level annual celebrations. Through this, Kudumbashree was able to arrange a venue for the Kudumbashree NHG members to showcase their inherent talents.
- The main training programmes such as the trainings for the selected representatives from NHGs, ADSs, CDSs, various training programmes for Kudumbashree officials and the training programmes for the people's representatives, member secretary, coastal volunteers etc were strengthened.

Micro Finance

- Micro Finance is one of the important activities of Kudumbashree NHGs. When the NHG meetings are held every week, the NHG members save a fixed amount as thrift. The total savings of NHGs is Rs 496571.11 lakhs. The NHG members are given internal loan from their savings at the interest rates they decide. The total internal loan of the Kudumbashree NHGs is Rs 1999143.83 lakhs. NHGs take Linkage Loan from various banks at 4% interest. The total bank loan of the NHGs is Rs 1180456.33 lakhs.
- 206520 NHGs were linked with Banks.
- Loans of Kudumbashree NHGs upto Rs 3 lakhs was given at 4% interest by including in the Interest Subsidy Scheme. Rs 142.27 crores was given as Interest Subsidy.
- Rs 27.76 crores was given as Matching Grant to 18511 NHGs.
- Rs 1680 crores was given to the flood affected through Resurgent Kerala Loan Scheme to 29777 NHGs. Rs 130 crores was given as the first phase subsidy.
- As part of Chief Minister's 'Sahayahastham' (Helping Hands) Loan Scheme, Rs 1783.62 crores was given as loan through various banks with 9% interest subsidy to 192254 NHGs. This scheme was helpful for the Kudumbashree members who are facing troubles due to the income loss during corona period.
- Through Muttathe Mulla Programme, associating with the Cooperative Department, Rs 341.6 crores was given to the NHGs.

(As per the statistics till November 2020)

Disaster Management Activities

Covid-19

- Kudumbashree has been playing a key role in fighting back covid-19 pandemic. Kudumbashree has formulated and is implementing several activities to counter the spread of the pandemic effectively. The district teams are also implementing various activities considering the local needs and requirements.
- Kudumbashree was entrusted by the Government of Kerala for implementing Chief Minister's 'Sahayahastham' (Helping Hands) Loan Scheme, which was declared by the Government of Kerala for making available Rs 2000 crores as interest free loan for the NHG members.
- Even before the lock down was notified in the state, Kudumbashree called for special NHG meetings and made aware 43 lakh families the importance of the 'Break the Chain' Campaign and also to inform the NHGs that elderly people should take special care to prevent the pandemic.
- Kudumbashree had formed WhatsApp groups including the NHG members to share the Government decisions and other important messages regarding Covid-19 with the public and regular communication is ensured through these groups. There are 1.90 lakh WhatsApp Groups which has 22.5 lakh NHG women as members.

Floods

- When the unprecedented floods hit Kerala, Kudumbashree members voluntarily came forward for rescue and rehabilitation activities and extended maximum support they could and set a model.
- NHG members contributed Rs 11.18 crores to Chief Minister's Distress Relief Fund (CMDRF).
- Kudumbashree members had cleaned 1.99 lakh houses and 12,132 roads and public spaces.
- Arranged temporary stay for 38,698 flood affected people at the houses of the NHG members.
- NHG members extended voluntary services for packing the 'Take Home Kits'.
- Run Community Kitchens- Distributed more than 35,000 food packets.
- Counselling services for 39,444 people through Kudumbashree Community Counsellors.
- Participation in selling the Navakerala Lottery of the Government of Kerala-3,72,510 Navakerala lotteries (Rs 9.31 crores sold through Kudumbashree CDS).
- Implemented special programme for purchasing domestic appliances at affordable rates for those who lost home appliances during floods.

- Masks, Sanitiser and Face Shield Production-Kudumbashree started producing face masks under the leadership of the 306 tailoring units when there occurred scarcity of face masks in the market. And till 16 August, 69.25 lakh masks were produced. 9312 litres of sanitiser was also produced through the 21 enterprise units. Through the unit at Thiruvananthapuram, as per the statistics till 2 July, 96,200 face shields were produced and distributed.
- Cloth Bag Production and Volunteering for Civil Supplies Department-Kudumbashree had produced 20.90 lakhs cloth bags through 802 tailoring units for supplying the grocery kits prepared by the Civil Supplies Department. Also, Kudumbashree volunteers became part of packing the grocery kits as per the requirement in the respective districts.
- Community Kitchens, Janakeeya Hotels and Take Away Counters-Community kitchens and Janakeeya Hotels were started by Kudumbashree in convergence with the Local Self-Governments across the state. On realizing that, there is difficulty in getting enough food near check posts, Kudumbashree Take Away Counters were also opened in various locations. Also, food was served to the various Corona Care Centres in the state through Kudumbashree Canteen/ Catering units.
- Grand Care Programme was conceptualized and implemented by Kudumbashree in association with the Health Department for ensuring the care and security of the elderly people. For taking this message to maximum public, a General IEC (Information, Education, Communication) campaign is also being organised as part of this programme.
- Kudumbashree members voluntarily handed over agricultural products and Kudumbashree products to community Kitchens.
- Amidst the crisis, the supply of Amrutham Nutrimix, the food supplement provided to the children of age group of 6 months to 3 years was continued without any delay.
- About 50,001 Kudumbashree members joined and made registrations at the the Sannadhasena Portal, a volunteer portal launched by the Government of Kerala to enlist volunteers to coordinate various Covid-19 related activities.
- Associating with the various District Administrations, counselling services and mental support was extended to those in need to counteract various mental issues faced by them in relation to Covid-19 and lockdown.
- Special Activities for the students of BUDS Institutions were implemented during the period of lock down. The activities are prepared based on the personal plan of each of the children knowing their special needs. Making use of these personal plans, special activities were formulated for each of them by the respective teachers and the same was sent to their parents through phone or WhatsApp.
- Online Competitions for NHG members during lock down by making use of the communication technology effectively for the elderly, women and children under the leadership of the various district missions.
- Special care was extended for the Elderly from the Destitute Families and also to the elderly people who are remaining at home quarantine.

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