

MICRO ENTERPRISE

ACTION PLAN 2020-21

JANAKEEYA HOTEL

- **AIM**
- TO FORM 1000 JANAKEEYA HOTELS BY **AUGUST 2020**
- TO CREATE INCOME GENERATION FOR MINIMUM 3000 KUDUMBASHREE MEMBERS
- HELP EACH KUDUMBASHREE MEMBERS TO EARN 15000 to 20,000 PER MONTH AS **MONTHLY INCOME** BY THIS FINANCIAL YEAR

JANAKEEYA HOTEL

DISTRICT	JANAKEEYA HOTELS TARGETED	JANAKEEYA HOTEL ACHIEVEMENT	HOTELS TO BE FORMED	Achievement in Percentage
TVM	80	59	21	74
KLM	73	59	14	81
PTA	57	35	22	61
ALP	76	34	42	45
KTM	75	38	37	51
IDK	48	26	22	54
EKM	98	75	23	77
TSR	94	44	50	47
PKD	93	39	54	42
MLP	94	34	60	36
KKD	76	40	36	53
WYD	20	14	6	70
KNR	81	29	52	36
KSD	35	12	23	34
Total	1000	538	462	53.8

JANAKEEYA HOTEL

- **PLAN**
- FORMATION OF 1000 JANAKEEYA HOTELS **BY AUGUST 2020** (AS OF TODAY – 538 (RURAL – 444, URBAN – 94) -
(367 community kitchen that can be converted ,)
Rest 46 need to be identified –(can check - stopped CH)
- PROVIDE TRAINING IN , MOTIVATION AND LEADERSHIP , HOTEL MANAGAMENT , FINACIAL MANAGEMENT – **FROM SEPTEMEBER**
- **BY MARCH 2020** , EACH MEMBER OF JANAKEEYA HOTEL WILL EARN Rs. 15000 to Rs. 20,000 PER MONTH.

CONSTRUCTION UNITS

- **AIM**
- To help each member of Construction units to receive Semi skill wage under MGNREGA or a Minimum wage of Rs. 1000 per day

CONSTRUCTION UNITS

Sl. No.	District	No. of Construction units		Total number of units	No. of Members		Total Number of Members
		Urban	Rural		Urban	Rural	
1	Thiruvananthapuram	4	20	24	65	247	312
2	Kollam	1	30	31	9	175	184
3	Pathanamthitta	3	11	14	20	97	117
4	Alappuzha	2	46	48	8	209	217
5	Kottayam	0	22	22	0	179	179
6	Idukki	0	16	16	0	130	130
7	Ernakulam	1	27	28	5	267	272
8	Thrissur	7	4	11	32	42	74
9	Palakkad	3	19	22	78	285	363
10	Malappuram	1	21	22	5	166	171
11	Wayanad	5	12	17	21	53	74
12	Kozhikode	2	9	11	20	101	121
13	Kannur	2	15	17	15	105	120
14	Kasaragod	0	5	5	0	42	42
	Total	31	257	288	278	2098	2376

CONSTRUCTION UNITS

- **PLAN (JULY - AUGST - SEPTEMBER)**
- To get works of PWD / irrigation / MGNREGA Construction works for each construction units (minimum One work per unit)
- - Renovation works of LIFE houses (renovation and incomplete Houses) (minimum one work per unit)
- - Renovation and repair works of Govt Offices , schools and colleges and Panchayat buildings. (minimum one work per unit)
- Convergence with CRD for getting Construction of road works under PMGSY (minimum 1 work per unit)
- - Wayside amenities / Rest house construction in convergence with Suchitwa Mission/ PWD (minimum 1 work per unit)

CONSTRUCTION UNITS

- **PLAN (October – March)**
- Provide training in PREFAB / ADVANCED low cost training methods
- Get one work in PREFAB / ADVANCED Low cost training methods for each unit
- One work PWD , irrigation , MGNREGA ...
. (as mentioned earlier)

CFC

- **AIM**
- To get works worth 5 lakh every month for already established CFCs ,and to complete the formation of ongoing 4 CFCs

CFC – FORMED

Sl. NO.	District	NAME OF THE CFC	SECTOR	NUMBER OF MEMBERS
1	TRIVANDRUM	Kudumbashree Apparel Park – PARASALLA	APPAREL	35
2	KOLLAM	NEDUMPANA– APPAREL PARK	APPAREL	28
3	KOLLAM	APPAREL PARK - PUNALUR	APPAREL	50
4	ALAPPUZHA	APPAREL PARK - HARIPPAD	APPAREL	43
5	WAYANAD	BAAPCO	DAIRY	105
6	MALAPPURAM	APPAREL PARK	APPAREL	30

CFC – IN PROGRESS

Sl. NO.	District	NAME OF THE CFC	SECTOR	NUMBER OF MEMBERS
1	KOTTAYAM		APPAREL	30
2	IDUKKI		APPAREL	22
3	KOLLAM		FLOUR AND CURRY POWDER PACKING	105
4	WAYANAD		BAMBOO CLUSTER	100

CFC

- **Status**
- Formed 6 common facility centre
(Trivandrum -1, Kollam -2 , Malappuram -1, Alappuzha -1 Apparel Sector and Wayanad - 1 in Dairy sector)
- Progressing CFCs at (Kottayam -1 , Kollam -1 (MSME- CDP),Idukki -1 , Wayanad -1 (MSME - SFURTI)

CFC

- **PLAN**
- Focus on getting work order worth 5 Lakhs for each already formed CFCs every month.
- Complete all procedures and start the functioning of CFCs progressing in Kottayam , and Malappuram. (**August -2020**) – *(SEP election)*

CFC UNDER MSME & SFURTI SCHEME

- **PLAN**
- WAYANAD AND KOLLAM (CFC under MSME and SFURTI)

KOLLAM

- COMPLETE THE BENEFICIARY MEETING (**BEFORE AUGUST 2020**)
- APPROVAL FROM MSME (**BY AUGUST 2020**)
- START THE CONSTRUCTION OF BUILDING (**BEFORE SEPT -20 (ELEC)**)
- COMPLETE THE LEGAL FORMALITIES AND CERTIFICATION –(**BEF FEB 20**)
- START FUNCTIONING (**MARCH 2020**)

WAYANAD

- IDENTIFICATION OF TECHNICAL AGENCY (**BEFORE AUG 2020**)
- PREPARATION OF DPR AND FINALISE BUILDING (**BEFORE SEPT**)
- GET APPROVAL FROM MSME AND COMPLETE LEGAL FORMALITIES (BETWEEN (**OCT – JAN 20**)
- START FUNCTIONING (**MARCH 2020**)

1. HARITHA KARMA SENA 2.0

1. SYSTEM DEVELOPMENT:

❖ Manpower : 1 Lakh /Block/ 3 LSGI- Livelihood Fund

- 1) Full Time Green Resource Person(HKS Consortium Mentor) for HKS Enterprise units – Acting as OJT Specialist **(July-August)**
(6 Months **(August-January)** consolidated payment based on goal achievement percentage + Exit Policy as HKS Consortium Mentor/Green ME Mentor of Kudumbashree/Training-Consultancy Service unit of Kudumbashree)
- 2) Green Supervisors for 3-5 Wards **(July-August)**
- 3) Block Level HKS Enterprise Committee **(July-August)**
- 4) District Level Consortium/Society/Cooperative **(October-January)**

❖ Web based Monitoring: 10 Lakhs - Livelihood Fund (July-October)

- 1) Reporting
- 2) Marketing
- 3) Grievance options



HARITHA KARMA SENA 2.0

2. SUPPORT FOR ENTREPRENEURS:

- ❖ Capacity Building Sessions: 294.5 Lakh Livelihood Fund +1Cr
NRLM
EAP (July - September)
EDP (August-October)
SKILL TRAINING (September-January)
PIP (February-March)
- ❖ Financial support: (July - February)
 - 1) Grant- RF/Start-up Fund - 1 Cr - Livelihood Fund/SPF (200 LSGI*50 K Maximum)
 - 2) Loan – CEF/KSWDC – SK Scheme
 - 3) Convergence
- ❖ Insurance/ESI: (August - March)
- ❖ Market linkage: (August - February) 20 Lakh Livelihood Fund



HARITHA KARMA SENA 2.0

3. CAMPAIGN SUPPORT FOR ENTREPRENEURS:

15.5 Lakh Livelihood Fund + 50 Lakhs SPF (September-December)

- ❖ **100% Infrastructure Development: Livelihood Fund + NRLM**
- ❖ **Green Card Campaign - Maximum User fee Collection :**
 - **DPM-Identification of Green RP, District Level HKS Business Entity, Monitoring and Program Management**
 - **BC- Positioning of Green Supervisors in ward clusters, formation of Block Level Committee for HKS consortiums, Monitoring and Coordination of HKS operation in LSGIs.**
 - **Green RP(HKS Consortium Mentor)- On the Job Trainings/Full time on the job training Support for Consortium & enterprise Development under the leadership of Block Coordinator & Capacity Building of HKS Consortium members in market linkage creation.**
 - **MEC- Funding Supports, Enterprise Development Support, Income Monitoring.**



2. HARSHAM (HOME-HEALTH & HYGIENE PROGRAM)

1. **BLOCK LEVEL NEED ANALYSIS IN HHH SECTOR SERVICES** (*July-November*)
 - Through Kudumbashree Network
 - Expert service Team
 - Training Team
2. **TRAININGS & CAPACITY BUILDING PROGRAM:**
 - ◆ **NEW TRAININGS: 3 Lakh NRLM** (*September-December*);
 - ◆ **30 New members**-10 members/batch (online method)*3 batches
 - ◆ **PIP & CAPACITY BUILDING PROGRAM – IEC ACTIVITY: 5 Lakh NRLM+ 5 Lakhs IEC** (*September-December*)
 - o **100 members**-20 members/batch (online method)*5 batches
 - o Formation of expert service team for Tele-Mobile services
4. **PLACEMENT - MARKETING LINKAGE & TRACKING** (*July-March*)
 - Through Kudumbashree Network
 - Expert service Team
 - Other methods



DISTRICT/CLUSTER PROJECTS

3. COIR DEFIBERING UNIT(KNR,TCR, KSG & CLT)

PIP & INCOME ENHANCEMENT : 2.5 Lakhs NRLM

(August-March)

❖ **Assigning MEC/MEC Group for,**

- o Capacity Building of entrepreneurs,
- o Process & Product Design,
- o Process & Income Monitoring &
- o Formalisation & Income Enhancement.

4. PM YUVA (TCR, PKD, MLP& CLT): PM YUVA FUND

(July-September) (Approval Pending)

- o EDP & Expert Training in selected institutes
- o Online Training Mode

5. MICRO ENTERPRISE RESOURCE CENTRE(MERC):

60 Lakhs NRLM FUND *(July-March)*

- o **One State Level + 2 Regional Level (Planning Phase)**



HYGEINE PROJECTS

6. DEEP CLEANING SERVICE UNIT FORMATION (G.O/Approval Pending)

**Training & Group/Enterprise Formation : 50 Lakhs NRLM
(August-March) ; 50 Teams in Kerala**

- Training
- Enterprise formation & Monitoring
- PIP

7. MONITORING & CAPACITY BUILDING OF TOURISM SECTOR SERVICE TEAM: 30 Lakhs NRLM (July-March)

- o Monitoring & PIP

8. SABARI MALA GREEN PROTOCOL CAMPAIGN:

**1 Lakhs IEC (Under the leadership of PATHANAMTHITTA District Mission)
(October-January)**

- o IEC – CAMPAIGN



HYGEINE PROJECTS

9. GREEN ME UNITS - FORMATION & MONITORING (Eco Friendly Products & Services)

**Training & Group/Enterprise Formation : 10 Lakhs NRLM
(August-March)**

- Training for New Green ME
- Enterprise formation & Income Monitoring (1000 GME)
- PIP – 140 Units (Minimum)



Cafe

Cafe branding

- Already completed branding of 206 cafe units (we have to start interior designing)
- Ensure that all the upcoming canteen/ catering unit follows the prescribed brand and design

Kerala cafe

- Empanelment of training and branding agency completed.
- AIFRHM and GIHMS selected
- Districts need to focus on identifying units and beneficiaries for Kerala cafe (Complete by august)

Branding of Mask

- Ayur Mask
- Start production of Designer Masks
- Kudumbashree sold 67lakhs mask as on 13.07.2020



Micro Enterprise Consultants

- Completed MEC policy revision
- Organized ILO training for all MECs (July- August)
- Entrust MECs with the task of Sick ME revival
- Assign minimum 10 units/ MEC
- Support for the same will be provided by ILO

Sick ME revival

SI No	Districts	No of Sick MEs identified	No of units received SMERF	Allocation (Lakhs)	Amount disbursed (lakhs)as on 06.03.2020
1	Thiruvananthapuram	35	29	10	1105000
2	Kollam		3	14	481500
3	Pathanamthitta	18	18	19	1838000
4	Alappuzha	70	70	20	2000000
5	Kottayam	69	69	15	2419063
6	Idukki	30	26	10	1020000
7	Ernakulam	125	91	30	3000000
8	Thrissur	39	39	14	1400000
9	Palakkad			14	800000
10	Malappuram	26	14	17	1250000
11	Kozhikode	37	35	10	942000
12	Wayanad	31	24	10	100000
13	Kannur	23	22	10	1000000
14	Kasaragod		5	7	482625
	TOTAL			2 Cr	1,78,38,188

Santhwanam

Sl No	Districts	No of candidates trained	No of candates positioned	pending
1	Thiruvananthapuram	16	8	8
2	Kollam	18	8	10
3	Pathanamthitta	21	17	4
4	Alappuzha	34	23	11
5	Kottayam	25	12	13
6	Idukki	14	7	7
7	Ernakulam	46	34	12
8	Thrissur	12	9	3
9	Palakkad	39	32	7
10	Malappuram	44	20	24
11	Kozhikode	34	23	11
12	Wayanad	4	1	3
13	Kannur	6	5	1
14	Kasaragod	13	10	3
	TOTAL	326	209	117

Prathyasha Project

Goal :- Providing Sustainable livelihood to vulnerable communities. Also to handhold existing prathyasha MEs by giving marketing support.

Aim:- To start 420 Prathyasha enterprises in this financial year.(5M.E*6months*14)

Current Status:- 560 enterprises are formed from April 2018 to March 2020

Timeline

Month	Target
July	Identify the interested candidates through LEAP survey. Also List out the existing products of Prathyasha Mes through MECs. Also analyze the impact of covid in this sector.
Aug	Conduct GOT in CDS/ Block level considering Covid'19 protocols. MEC will be entrusted in giving Marketing support for the existing units which are not functioning well. Turnover of these enterprises will be monitored monthly
Sep	Conduct Skill training to the interested candidates and link them to respective MECs.
Oct – Mar	Formation of 5 Prathyasha Mes/ district. Restart the Impact Assessment study in existing Prathyasha MEs .
Feb- Mar	Prathyasha Fund U.C need to submit in State Mission

Monitoring Table

Sl. No	Distri ct	Total No of existing Prathyasha ME- Individual	Total No of existing Prathyasha ME- Group	No: of New Individual ME formed	No: of new Group ME formed	No: of Mes registered in ME mobile App	No of enterprises which turnover is monthly monitored

Amrutham Nutrimix

Goal 1 :- Upgrade all 241 Nutrimix units to 'A' grade

Aim:- Only *228 units secured A grade* till now. In this year, on mid of Covid'19 pandemic, we are giving more focus on improving the hygienic conditions of our units and thus ensuring the quality of food produced by the units.

Timeline

Month	Target
July	Preparation time for all units to improve the hygienic conditions. Revised SOP will be circulated in all units. And units are given instruction to strictly follow SOPs.
Aug	Conduct an inspection to the units secured B and C grade. An online questionnaire will be given by state mission to check the knowledge of entrepreneurs in doing fortification process.
Sep	Similar internal evaluation process will be conducted in the units which secured 'A' grade. 15% of A grade units should be inspected by this month.
Oct- Mar	15% of A grade units should be inspected by this month.
Mar	districts should submit the grading status to State Mission.

Amrutham Nutrimix

Goal 2:- Branding of Nutrimix cookies & Ensuring Full time employment for entrepreneurs in nutrimix units

Aim:- Expand Value addition in all nutrimix units, especially nutrimix cookies.

Timeline

Month	Target
July	District missions need to conduct a market study for assessing the scope of selling nutrimix cookies in nano markets as well as in super markets.
Aug	As per the market study, sufficient nutrimix units with oven need to be identified and started the production of cookies. State mission will invite EoI from companies/ govt. organizations for branding Nutrimix cookies. Online cooking videos of nutrimix cookies is prepared and circulated to nutrimix units
Sep	Technical committee meeting will be constituted for finalizing the company
Oct	Turnover assessment of nutrimix units will be monitored before and after engaged in value addition
Nov	A new packing cover design will be finalized
Dec	packing cover design will be circulated among units

Quality Assurance Team in 5 major sectors

Goal:- Formation of Expert & Quality Assurance Team in major 5 sectors like Food Processing units(pickle, coconut oil, chips etc), Tailoring, Catering/ Canteen, Soap & Toiletries & flour/ curry powder units.

Aim:- An Expert & Quality Assurance Team is needed to ensure the quality of the products produced from other units. They also helps other units to improve the product quality. It can works as an intermediary system between the producer and the customer. Also we can develop these units as Skill training agencies after assessing their capability.

Timeline

Month	Target
July	State Mission will provide criteria for the identification of Expert Team in each sectors.
Aug	District mission need to identify one expert team in each of these sectors. Priority should be given to group enterprises.
Sep- Nov	Online/ State level training will be given to these teams in ensuring quality of the product and the production process
Dec	Training Assessment will be conducted among these teams
Jan	These teams will visit consortium model enterprises in the first level and ensure the quality of the product. At least 3 enterprises should reform by these teams within Jan, Feb, March

Ready to Eat/ ready to cook products by Kudumbashree and its Branding

Goal:- Providing Healthy, trust worthy products like half cooked chapathis, dosa/ idili batter, cut vegetables/ fruits to public. Also planned to launch Nutri bar in association with National Nutrition Mission

Timeline

Month	Target
July	District Missions need to identify entrepreneurs who are interested in doing this business. Each district need to find out at least 5 units in this financial year.
Aug	A training agency will be identified for giving training in this sector.
Sep	Training will be given to these units. State Mission will Invite EoI from companies/ govt. oranizations for branding Nutrimix cookies
Oct	Technical committee meeting will be constituted for finalizing the company
Nov	Branding of these products will be taken place
Dec	packing cover design will be circulated among units
Jan	Launching of Kudumbashee Ready to Cook products and giving publicity through kudumbashree networks

Feb

Monitoring the sales of these units and Increase sales by 10%

Mar

Monitoring the sales of these units and Increase its sales by 20%

Monitoring Table

Sl.No	District	No: of units engaged in the production of Ready to cook Chappathis/ Rotis/Parathas	No: of units engaged in the production of Idili/ dosa batter	Total No: of units engaged in the production of Ready to cook/ Ready to eat products

ARISE

Current Status:-

Trained -14049

Placed-4883

Multi Task Teams-216

- To provide skill training to 10000 candidates
- To provide second level trainings to trained beneficiaries
- To get work order from PWD and Water Authority-10 Works per district
- Formation of Multi Task teams in all Corporation , Municipalities and Blocks.
- Set up of 14 Call centres
- Newly added 2 areas: Laptop servicing (Coconics) & Tuition

Activities & Timeline

Sl.No	Activities	Month
1.	Meeting with existing MTTs	July 20th
2.	Second level training	Aug 30 th
3.	OJT pending if any	Aug 30 th
4	Call Centre	Aug 15 th
5	Mobilization (LEAP Survey)	July-Aug
6	GOT	Sept-Oct
7	Skill Training	Oct-Mar
8	OJT	Oct-Mar
9	Second Level Training	Sept-Dec
10	Formation of Multi Task Teams	Sept-Mar

LEAP (*Local Employment Assurance Programme*)

- To provide maximum employment at community level.
- Inclusion of all eligible people to start Micro Enterprises.
- Employment opportunities to 6000 Beneficiaries

Timeline & Activities

Sl.No	Activities	Month
1	Guideline, Online tool for data collection	July
2	Data collection	July-Aug
3	Analysis of data	Aug
4	GOT	Sept
5	Skill Training	Oct-Dec
6	Formation of ME	Dec-Mar

Growth & Sustainability of ME Units

- ME Grading-Second level
- Formalization of Enterprises
- ME Insurance
- Turnover Monitoring of ME units
- Sick ME revival
- Financial Assistance to ME units

ME Grading-Second level

- To know the present situation of ME units
- Grading of 26000 ME units as A , B & C
- Convert 10% of ME units to the next level

Activities
&
Timeline

Sl.No	Activities	Month
1	Analysis of current situation of ME units	July -Aug 15th
2	Support from Kudumbashree	Sept-Oct
3	Grading	Aug
4	Grading Analysis	Sept
5	Upgrade MEs	Oct-Mar

Formalization of Enterprises

- Product Registration in GeM portal.
- Already registered 30 products
- Register 10 products per districts (Aug-Sept)
- Udhog Aadhar/Udhog Registration (Aug-Sept)

ME Insurance

- In the first phase, Insurance coverage to 5000 units
- Identified an Insurance broker
- Selection of Insurance Company-Aug
- Asset Calculation-Sept
- Selection of Units-Sept
- Orientation to districts-Sept

Turnover Monitoring of ME units

- Ensure that MECs are updating monthly turnover of all units.
- Update monthly turnover before 10th of the following month
- BC approval –before 20th of every month
- Quarter wise analysis of turnover-District/Block wise
- Enter all the pending turnover from April 2017.(July 30th)

ITI Canteen

- Nutrition food-82 ITIs-30000 students
- Nutrition Meal-14 ITIs-6000 students
- Draft MoU prepared
- Agreement with ITI Principal and DMC
- Identify suitable units for running Canteen & providing Nutrition food

MVD e-seva kiosks

- Proposal submitted at MVD
- 125 locations identified by districts
- 3lakhs cost for setting up of kiosks
- Waiting for G.O
- Identify members after getting G.O

Software for Training tracking and Service Sector MEs

- To develop a software for training tracking and an online platform for service sector Mes
- EOI invited through Start up Mission
- It will function by december 2020

THANK YOU...