

# Learning Points from Learning Day Programme on 21/07/2018

## Micro Enterprise

### Trivandrum

- **Women Construction Unit**-In convergence with MGNREGA they have received 33 houses work order under PMAY Grameen .Other districts can also approach MGNREGA for this purpose.
- **Inclusion of Vulnerable Category**-The District Mission has provided training and for Buds School Students, Inmates of Mental Hospital and Cheshire home members. Cheshire home members started 3 special enterprises including Paper bag making unit recently.
- **Railway**- Tie up with Sothern Railway, they have started Buggy service in Trivandrum central station.

### Pathanamthitta

- **Unique Model KIOSKs**- District mission's convergence to establish Kudumbashree's Unique Model KIOSKs is providing sustainable physical presence of Kudumbashree all over the district. It is a replicable model for all district missions. We can also make similar KIOSKs to provide eco friendly products through Haritha Karma Sena.
- **Haritha Karma Sena** -Non biodegradable waste collection alone will not provide sustainable income for haritha karma sena units. So we should encourage additional income generation eco friendly businesses to each Haritha Karma Sena units. Initiative of Pathanamthitta DM to convert haritha karma sena units to total solution provider in this regard is a great initiative.
- **Elderly Care** - Assistance to elderly care in getting supporting devices is a very good move that can be used in association with Harsham to make a very good space for caregivers in society.
- **SC Fund Utilization** is done in an effective manner to establish Kudumbashree enterprises; it is also providing some good opportunities for Kudumbashree to establish our projects through SC community.

- **Mechanized Nutrimix Units in association with District Panchayath** for SC units  
-Fully mechanized Nutrimix unit and its merits is a very good lesson for all districts to renovate current units to bring maximum efficiency and quality products.
- **Responsible Tourism Initiative convergence with DTTC and Forest Department-** This project is giving multiple opportunities to Kudumbashree women in getting various livelihood opportunities through Cafe, travels and comfort stations. It is a good example for making multiple/ variety of ME units through a single project.

### **Kottayam**

- **Haritha Karma Sena**-Three models started in Vaikkom, Kooroppada and Veliyannur Panchayaths.We can use these models in other panchayath also.
  - **Vaikkom Model**-In this model the unit members has getting an additional income through collecting husk from different places for Coir Manufacturing units
  - **Kooroppada Model**-Contract with an external agency HKS members collecting waste from households monthly and handed over to the agency. The agency is providing monthly salary to the unit members.
  - **Veliyannur Model**-In this model the panchayath is collecting funds from various sources for proper functioning of this project. The Panchayath will meet the salary of HKS members(No user fee Collection)
- **Innovative ME**-Started Spark ME consultancy for providing GOT,EDP,Skill trainings, Entrepreneur formation trainings, Auditing, Book Keeping trainings, hand holding support to enterprises etc.

### **Alappuzha**

- Special focus given in construction sector .
- Sustainability of 74 construction units in 1 districts

### **Idukki**

- **Convergence** - In convergence with Baison vally panchayath they have started one ME unit (Famous bakery) ,through that providing livelihood for 30 families. Good

liaison with Panchayath samithi and panchayath officials, that leads to an effective intervention.

- **Innovative ME**-Started 2 innovative enterprises which are Mobile Metal Crush unit and Fish Farm
- **Haritha Karma Sena** -Conducted Swap Mela , convergence programme with Panchayath.

### **Ernakulam**

- **Tissue culture lab** in tie up with Nagarjuna is a great initiative, as it ensures a definite income through market tie up
- **Ammachikkada** - is a different intervention which gives learning about the impact of attire in the branding and marketing of enterprise. Promotion of ethnic dishes can be done using traditional attire
- Formation of **demand based ME** is important to ensure sustainability
- Special attention is being given to unattended community of migrant labourers , which can also contribute to the local economic development
- Conduct of an event for elderly people can help us in getting a database of people who are in need of geriatric care service

### **Thrissur**

- **Convergence with LSGD** - With convergence, Thrissur received 2.5 crores which can be utilised for trainings, Buds Home, Egger Nursery and She Lodge. Other district can follow this strategy by approaching LSGs to avail fund for the activities.

### **Palakkad**

- **District Panchayath convergence**- District missions convergence with local self government institutions will generate great results and fund flow

### **Malappuram**

- **BMMU Model** is useful for the effective utilization of Kudumbashree networks in bringing proper results. Targets can be achieved with this two way communication model and it will ensure that actual beneficiary is receiving final output.

- District missions initiative to make a simple but effective **ME affiliation register** and single page enrollment of an enterprise are great learning points to replicate. Malappuram District mission set a model for auditing and book keeping of ME units through **ASSERT MEC group** using 4 simple registers.

## **Kozhikode**

- **Haritha Karma Sena**-Zero Waste Programme started by district collector for proper waste management. As part of this programme HKS units formed in all CDSs.
- **Green Shop**-For promoting Green Protocol, started Green Shop at Vadakara Municipality. Collecting and recycling of non plastic products and making useful products like bags, Chappals, Handicrafts, etc.. with the help of Iringal Craft Village.

## **Wayanad**

- Selection of 10 ME units based on turnover ( units having higher turnover) and giving extra attention to these units to improve quality, income and Branding
- Formation of construction group from ST community
- The District Mission has a different approach - Instead of running behind numbers, they focus on sustainability which can make a lot of change in the society.

## **Kannur**

- **The women friendly comfort station:** started by four MEC groups. They are generating an average income of Rs. 4000/- per day after all expenses. They are also providing income opportunities for other kudumbashree members by employing them.
- **Ousahada Kanji** – Ousahada kanji is a kit consist of medicinal grains collected from the tribal vaidhyas. MECs of SVEP conducted a fest by selling this kit. They started it as an enterprise model, which was very well accepted by public. In five days they have generated an amount of Rs. 16,400. This has helped MECs to learn about Marketing, Pricing and promotion techniques.

## **Kasargod**

- Initiative of Gramika products under SVEP is bringing good quality products through Kudumbashree units by ensuring market before production. It is a good move that can be remodeled to a fully Kudumbashree owned Marketing units in districts to supply good quality products with uniform or standard labeling and packaging facilities.
- **Gramakiranam units** brought a new sector in ME formation which set an example of how empowerment will bring new initiatives with proper results.
- **Open discussion** opportunities will clear lots of confusions and errors. Kasargod mission initiative proved this by conducting open discussion with Nutrimix units and related members.