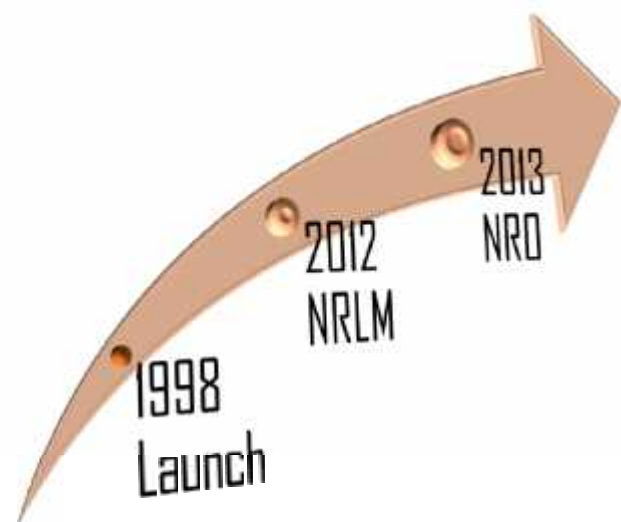


Kudumbashree model for livelihood promotion

roduction



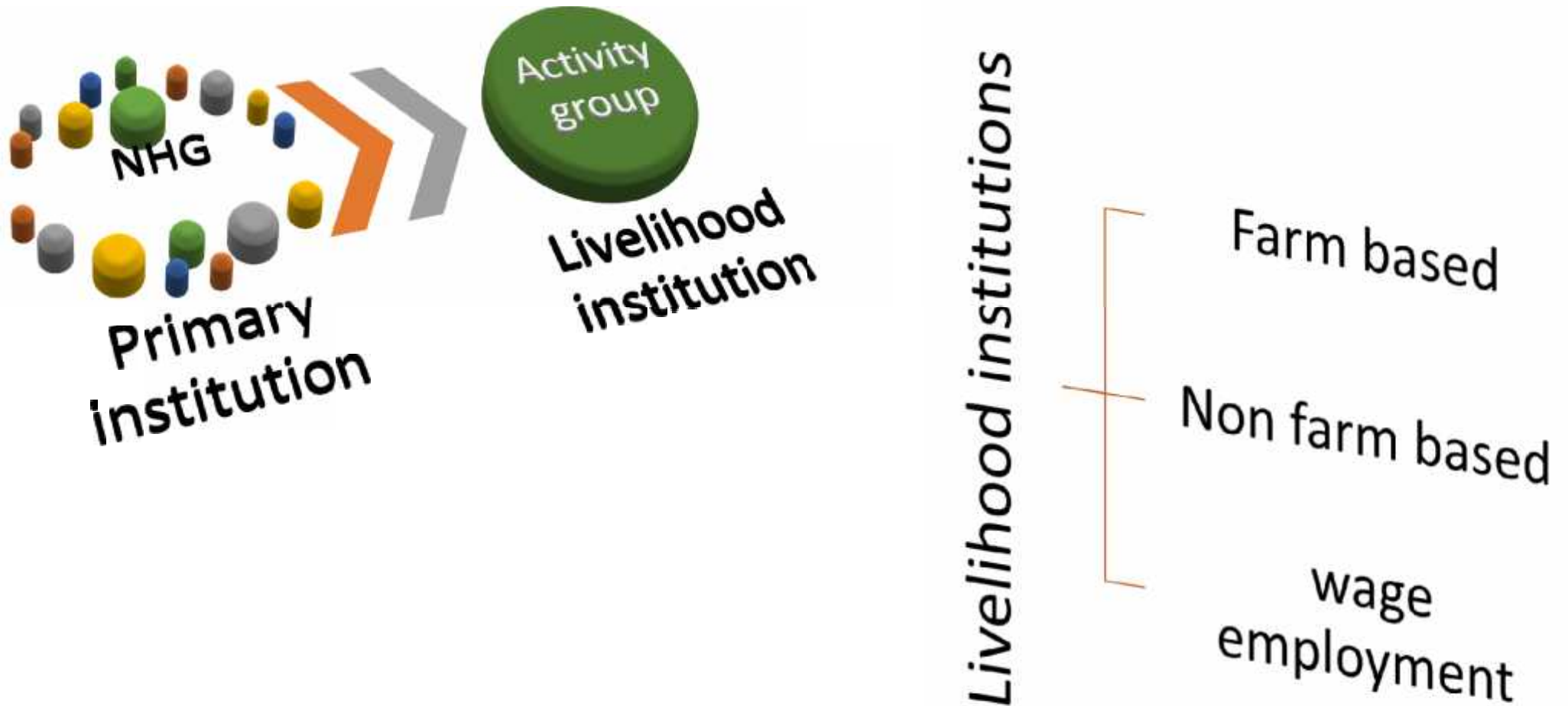
Snapshot

Number of NHG	268491
Members	45.6 Lakh
Total thrift	Rs 3626 Cr
Total bank linkage amount (This FY)	Rs 319 Cr
Total internal lending	Rs 14724 Cr
Number of microenterprises	30512
Number of JLG	49632
Area under cultivation	43520 ha
Skill training provided (DDU-GKY)	15266

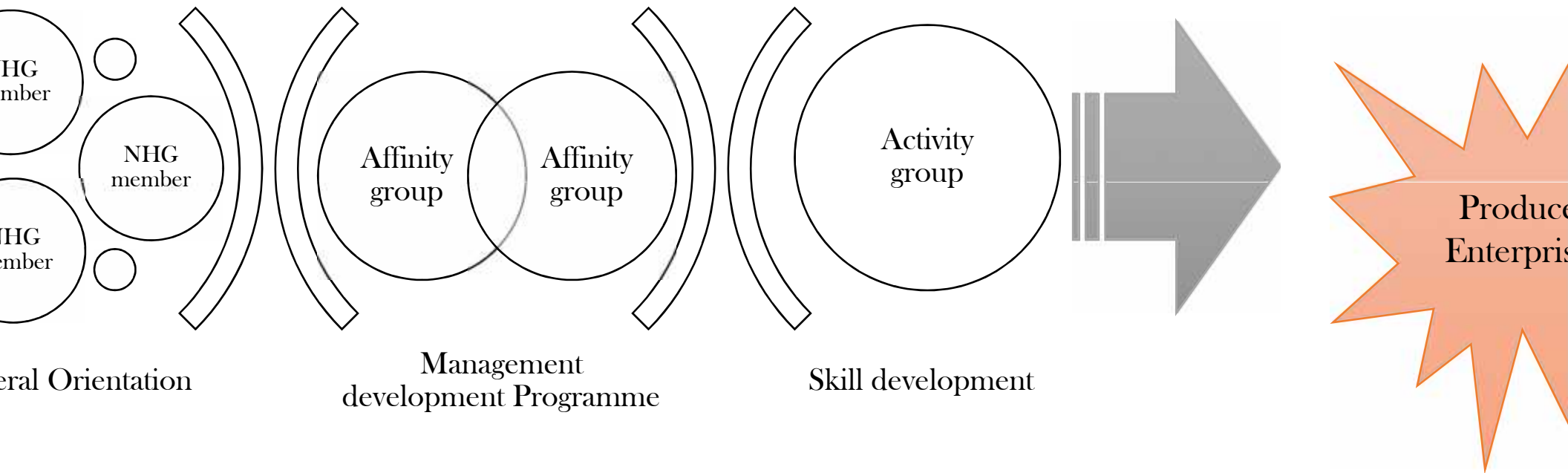
Budget

State budget allocation	Rs 161 Cr
NRLM	Rs 90 Cr
MKSP	Rs 79.9
DDU GKY	Rs 286 Cr
NRO	Rs 8.8 Cr
SVEP	Rs 11.35 Cr

Primary institution to enterprises



Process



NHG member
NHG member

NHG member

Affinity group

Affinity group

Activity group

Product Enterprise

General Orientation

Management development Programme

Skill development

Support ecosystem

Capacity
building

Micro enterprises
consultancy services

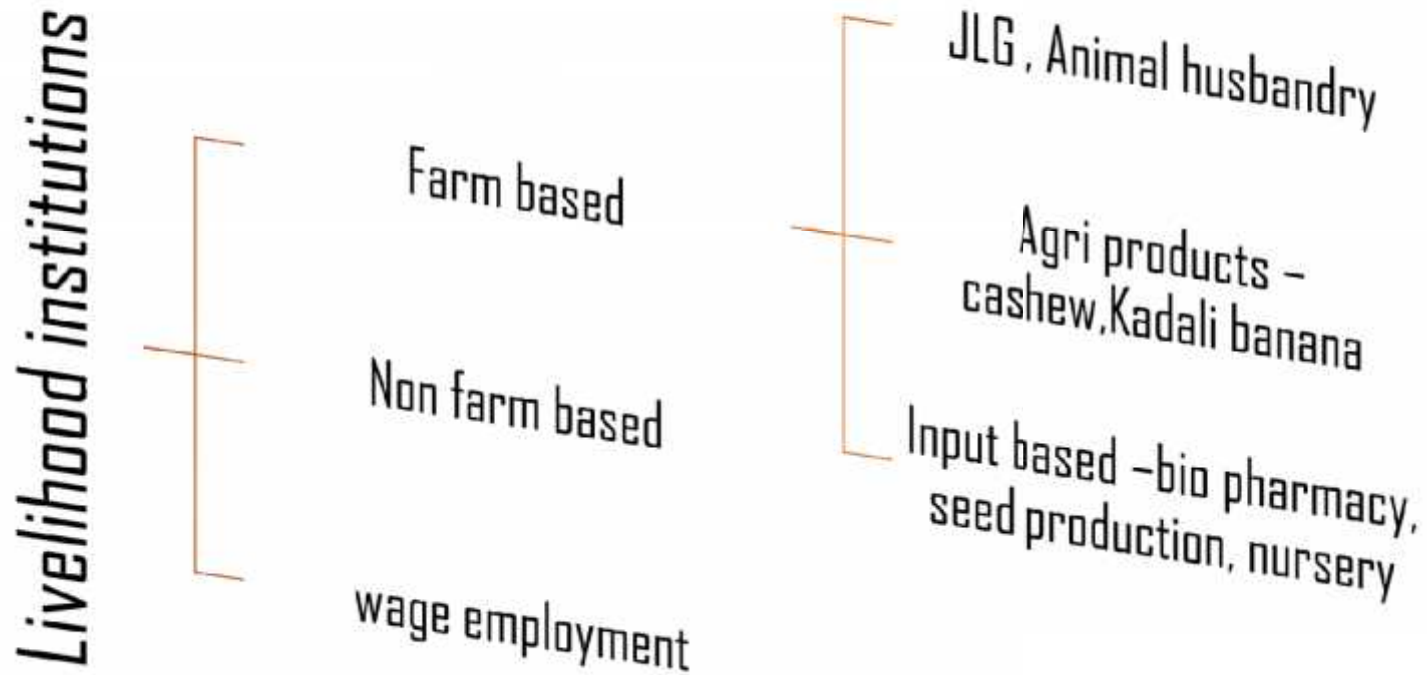
Financial
support

- Interest subsidy scheme
- Bank linkage
- Innovation fund
- Crisis management
- Technology funds
- Viability gap (agri)

Market
support

- Weekly markets
- Festival markets
- Fairs, Melas
- Home shop
- Government

Type of producer enterprises



Type of producer enterprises

Livelihood institutions

Farm based

Non farm based

wage employment

Production sector

Service sector

Government sector

Flour mill, tailoring units,
handicrafts detergents and
chemical based,

Café Kudumbashree, Swathanam,
construction units, ABC units

Nutrimix, uniform, napkin units,
survey

Type of producer enterprises

Livelihood institutions

Farm based

Non farm based

wage employment

DDU GKY

Service provider agency

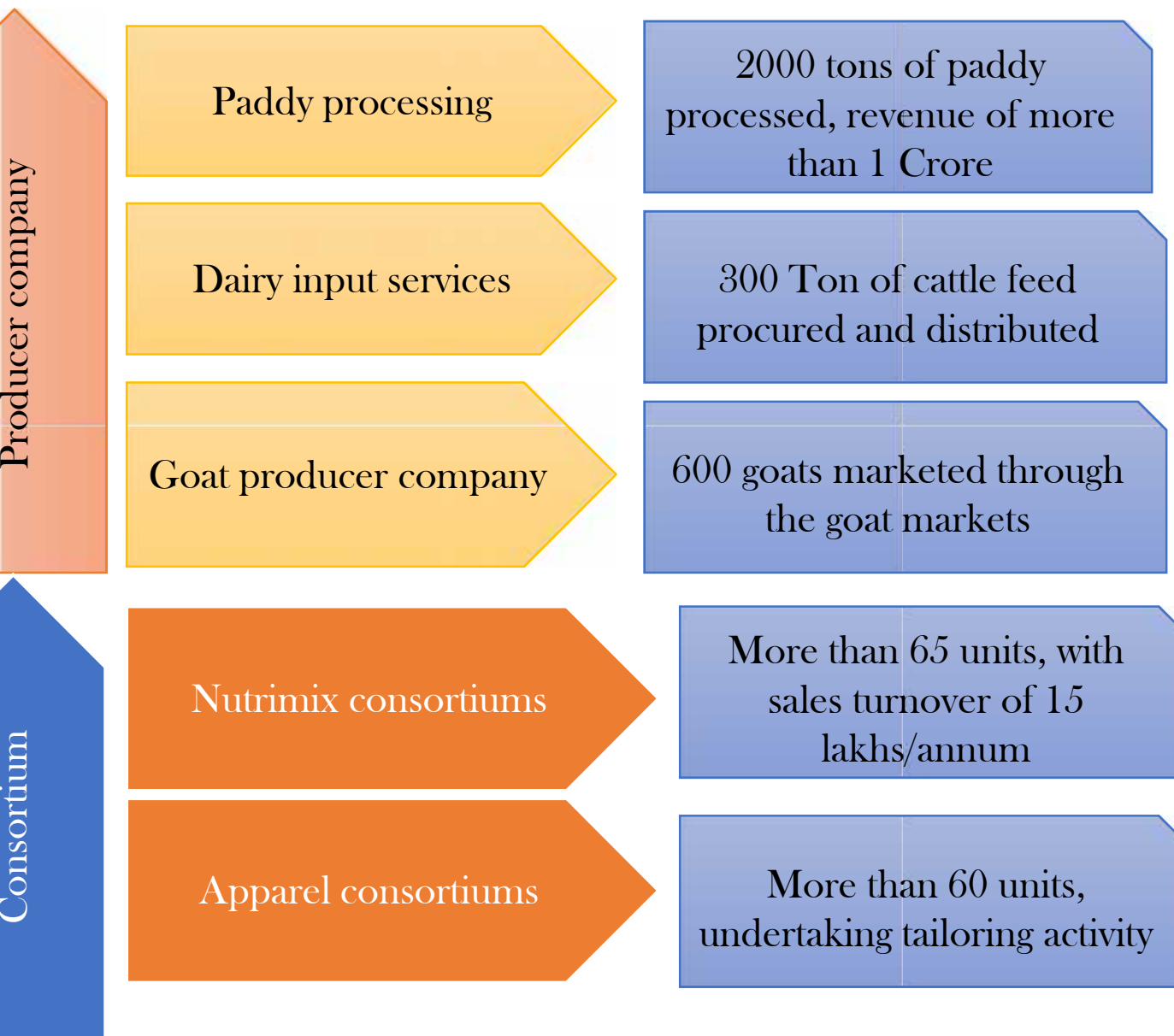
Kudumbashree support services

Skill training and placements

Kochin metro, cochin shipyard, railway lounge and parking

MEC, Training group, KAASS

Collectives of the producer enterprises- strategies



consortium

IT consortiums

More than 45 units, data entry and digitisation work

Construction consortiums

61 units, work of 54 lakhs awarded this FY

operative

Saphalam cashew

15 units, revenue of more than Rs12 L/annum

Present and future activity

Jeevanam: Year of microenterprises: campaign activity

Convergences

- Agri department : EcoShop, markets, value chain
- Animal Husbandry: Poultry project, female calf development programme
- KSRTC: café, ticketing, cleaning
- Tourism, lottery, haritha kerala mission, ST

Micro enterprises incubation centre

Micro enterprises Park

Common facility centers