

Conference on  
Livelihood Development Package for Kerala

KUDUMBASHREE – Kerala State Poverty Eradication Mission

Livelihood Interventions

## Short Video on Kudumbashree

- Existing programmes with focus on Livelihoods

# Impact of Floods and Strategy for Livelihood Interventions

Direct impact on Employment Opportunities and Livelihoods of poor :

- Women's economic activities badly affected and severe damages reported in Agriculture & Livestock (200 crores) and Micro Enterprises - Production/Service sectors (100 crores) that engage poor women in large numbers

Strategy for Nava Keralam :

- Inclusive (pro-poor and pro-vulnerable) and Community centered approach capitalizing the strong institutions of poor
- Gender Equality and Social Inclusion
- criteria-based prioritization for sectors having potential to generate sustainable livelihoods
- Strengthening community institutions for sustainable development

# Kudumbashree's Livelihood Interventions

Kudumbashree primarily aims at

- Addressing and tapping new economic opportunities (Skill Development, Construction Sector etc)
- Improving water/sanitation/health/risk management processes so as to reduce people's vulnerability (Solid Waste Mgt. & Care of Water Resources, Panchayath Disaster Risk Reduction Teams etc)
- Addressing the increased poverty levels that have emerged due to disaster among the women entrepreneurs and looking forward to short term and medium term interventions that result in improved quality of life (rehabilitation, replacement etc)
- Enhance capacities to handle future calamities through livelihood promotion and reduce level of vulnerability of livelihood layers (Collectivisation of MEs, Common Facility Centres etc)

# I. Skill Development :

Skill development is critical for achieving faster, sustainable and inclusive growth and for building a better – Nava Keralam

The State is in a position to meet the requirement of technically trained manpower for Resur Kerala. But there is a need for skilling and up-skilling the youth and women to harness the demographic dividend that the State enjoys.

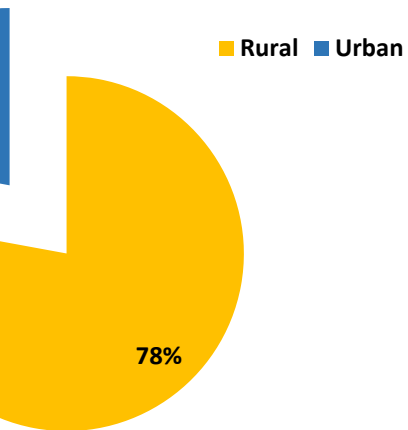
Greater awareness about demand trends and a programme of continuous skill development to existing unskilled will not only improve their standard of living, but also give them more fulfilling livelihood options.

Focus of Skilling to be - What are the “unserved” needs of rural/urban people?, What professions, products, services are viable in Nava Keralam ? (When we look at skilling & employment there seems to be an overwhelming bias to the needs of organized industry)

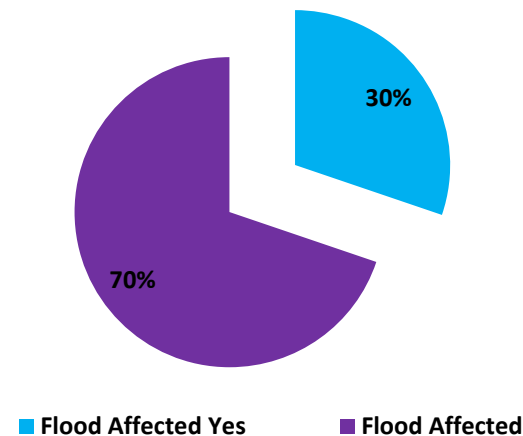
For those who prefer local work we should look at what products and services are required by the economy so that people can be fruitfully employed within their own environments. Eg. : increased possession of technology products and equipments amongst people necessitates repair and maintenance services / potential of Agro advisory services and entrepreneurship in agri-allied sectors

# Rapid Survey Skill Gaps Assessment October 27, 28 Total Respondents – 13,012

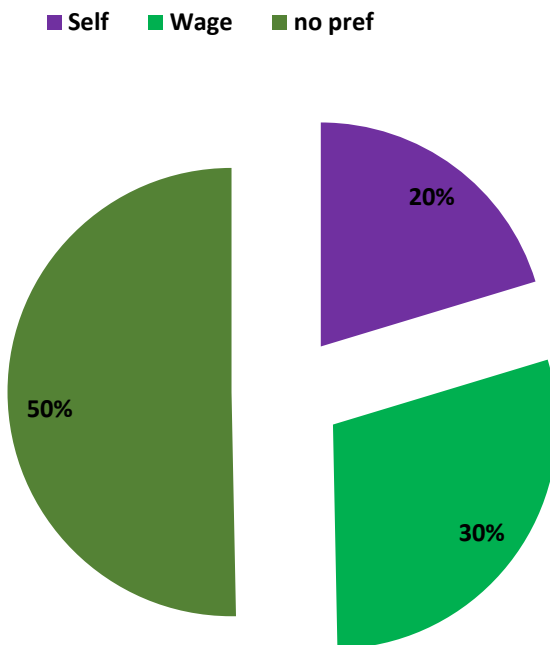
Area of Respondents



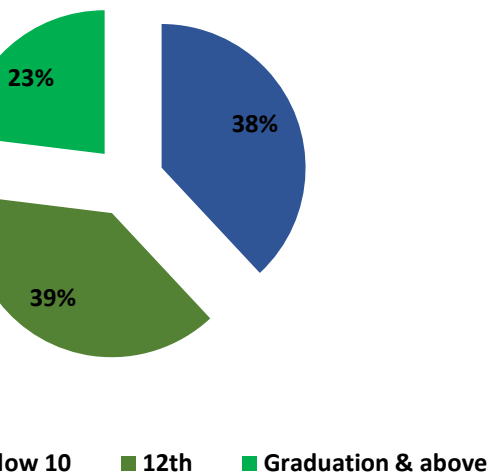
Flood Affected



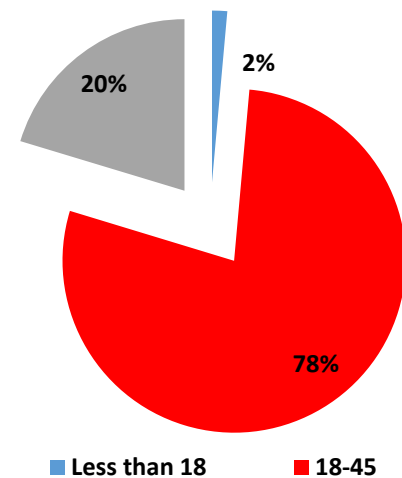
Employment Aspiration



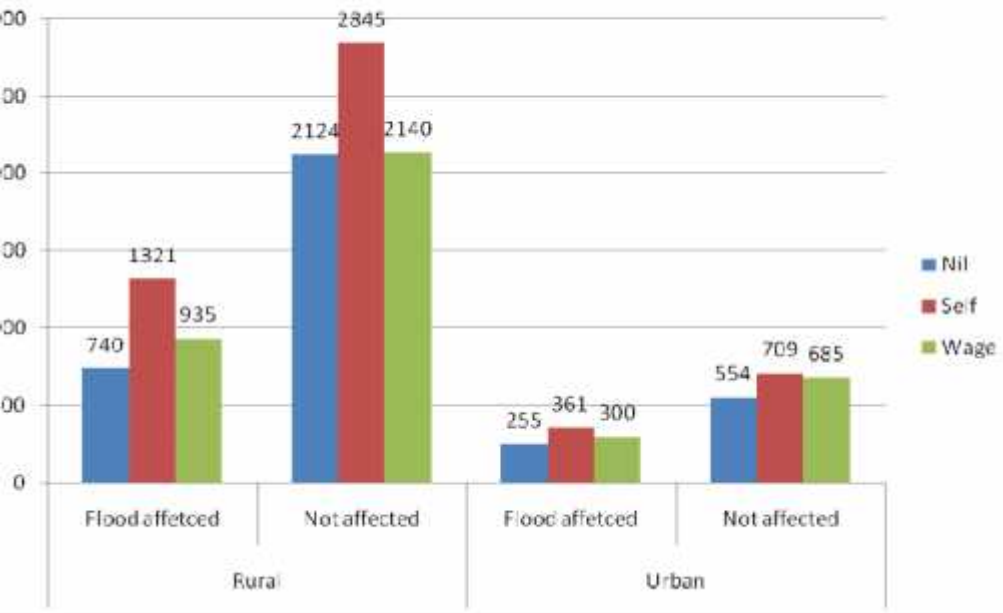
Education Qualification



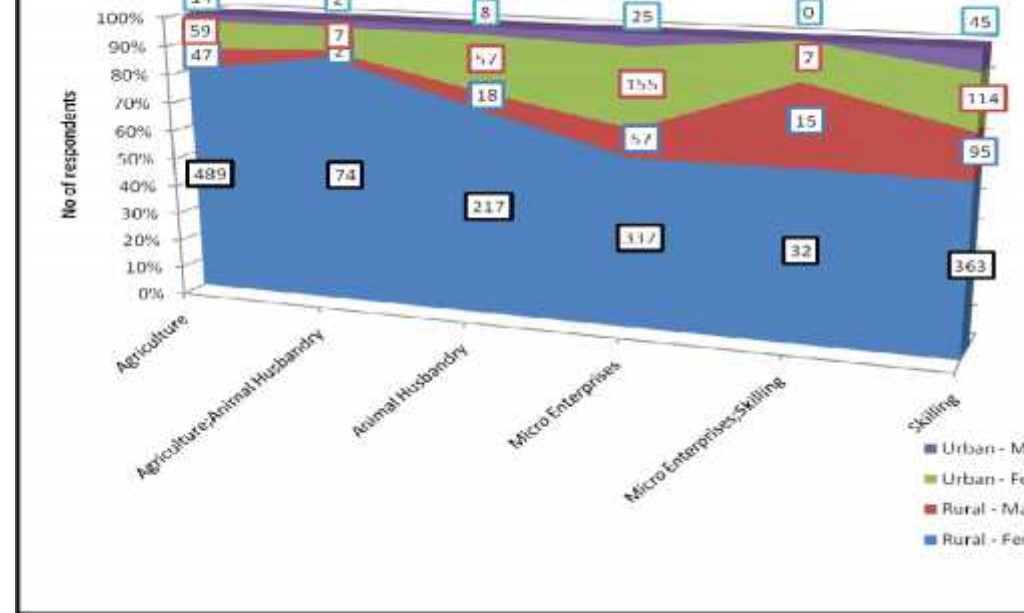
Age Group



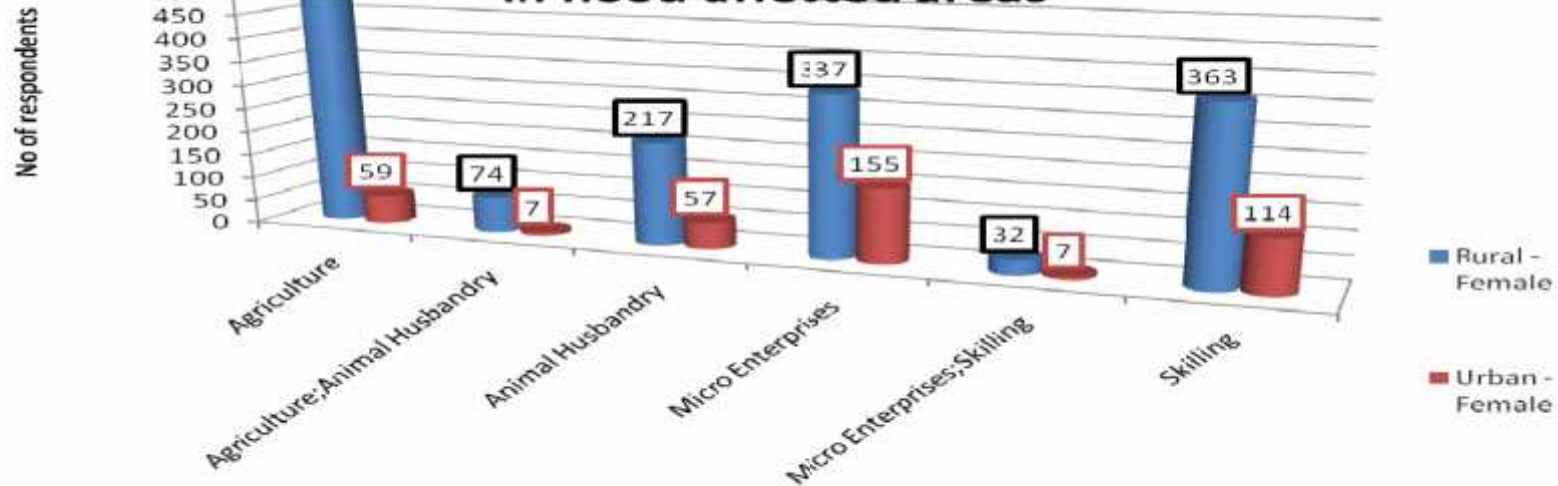
### Preferred employment



### Preferred sector by unemployed respondents in flood affected areas



### Preferred sector by unemployed female respondents in flood affected areas



## Local Occupational Gaps

Local Occupational Gaps	Response
Culture labourer	3,163
Sheepkeeping	914
Home Tuition	574
Event Planning and Catering	572
Electronic repair	571
Agricultural work	566
House Maid	425
Commercial Carpentry	352
Painting	352
Electric Care	301
Child Care	290
Laundry and Ironing	242
Barber	229
Sheepkeeping, Agriculture labourer	137
Welding	104

## Sector wise Skilling Requirements

Sector	Response
Skilling (wage)	4,630
Micro Enterprises	3,511
Agriculture	2,509
Animal Husbandry	1,184
Micro Enterprises, Skilling	368
Agriculture, Animal Husbandry	361
Agriculture, Micro Enterprises	114
Animal Husbandry, Micro Enterprises	87
Agriculture, Skilling	68
Agriculture, Animal Husbandry, Micro Enterprises	40
Animal Husbandry, Skilling	36
Animal Husbandry, Micro Enterprises, Skilling	32
Agriculture, Animal Husbandry, Micro Enterprises, Skilling	30
Agriculture, Micro Enterprises, Skilling	22
Agriculture, Animal Husbandry, Skilling	17



## vey Findings :

Out of the 1746 flood affected unemployed rural respondents surveyed, 49% prefer primary sector to earn livelihoods whereas 26% prefers to get skilled to get wage employment and 25% wishes to pursue non farm entrepreneurship as a livelihood activity. The same pattern exhibited by women.

37.9% of the flood affected urban unemployed population wish to turn toward entrepreneurship, 32.3% seeks to acquire new skills to gain wage employment and the rest (29.8%) identifies primary sector as their preferred income generation activity.

Whereas the majority of the urban women population (40%) surveyed wishes to turn to entrepreneurship.

**Overall, 35% of the population expressed interest in getting skilled for wage employment. 28% are interested in agriculture & livestock while 26% are willing to start Non Farm Micro Enterprises for their living.**

# I. Skill Development

It is proposed to provide Skill Development (wage & self employment) to 60,000 to 100,000 youth & women as part of building back better

- Agri services
- House keeping
- Home Tuition
- Catering
- Electronics
- Electrical
- Carpentry
- Plumbing
- Geriatric care
- Laundry services
- Driving

@ Rs. 20,000/- to 40,000/- for Skilling a person on a short term module of 3 months to 1 year

## II. Construction Sector

It is estimated that the reconstruction in the housing sector will in itself create numerous livelihood opportunities. (Approx 35 lakh days of work for skilled masons, 171 lakh days of work for unskilled workers, 10 lakh days for Painting)

These jobs can be led by Kudumbashree Women Construction Teams.

TOTAL GROUPS – 359

TOTAL GROUPS STARTED TRAINING – 202

TOTAL HOUSES CONSTRUCTION IN PROGRESS - 93

TOTAL HOUSES CONSTRUCTED - 51

These teams would also provide an opportunity to upgrade their skills with training programmes and creation of a pool of skilled woman masons who will eventually form 'Micro Contracting Construction Groups'. More Women Construction Teams may be formed and trained for 'building back better' @ Rs. 90,000 per team

Each team will be provided skills in construction management, building in appropriate technologies, disaster resistant construction etc. Training of masons should be implemented through appropriate training provided by the code and which will enhance the disaster resistance of the houses.

## II. Construction Sector

is also envisaged that Kudumbashree Women's Enterprises could manage building supplies

material orders can be placed directly by the house-owner through an app with virtual payment and transfer to the supplier from the house-owner's account. As the rates could be negotiated by the government for the Resilient Kerala Mission, it reduces the chance of pilferage or corruption

- Total Building Material Production Units – 109
- No. of women members – 804

SGDs can provide space to these units for production / storage of materials (Cement Bricks, Ferro Cement Slabs, Cement Doors and Window Frames, Citizen Information Boards from MGNREGA, Interior Bricks, Cement etc)

An amount of Rs. 25 Lakhs per unit may be required to establish the units

### III. Women Solid waste Mgt team / Well cleaning team

A week of flooding can generate solid waste equivalent to that generated over a decade. Tackling the issue of waste management is a massive challenge for Nava Keralam.

As the State's limited re-cycling facility makes disposing plastic and other non-biodegradable waste very difficult, Kudumbashree Haritha Karma Sena has a larger role in making the State Zero – Waste State.

As many wells have been contaminated, the flood has created an awareness among people regarding the importance of conservation of water sources including water wells. This has also opened up a new economic opportunity for women as Well Cleaning Contractors.

Haritha Karma Sena can also be trained as Water Well Cleaning Contractors and they can take up such contracts with individual households on annual payment basis, which will provide regular income for women.

- No: of trained Haritha Karma Sena Kudumbashree members (first level) – 26408
- LSGs started Haritha Karma Sena activities (as on 25<sup>th</sup> Oct 2018) - 269

### III. Women Solid waste Mgt team / Well cleaning team

Pritha Karma Sena is a professional team consisting of Green Technicians and Green Supervisors who will be assigned with the responsibility of collection, transportation, processing, recycling / disposal, and management of waste materials in association with respective LSGs and Suchitwa Mission.

Cost : 26408 HKS in 152 Blocks (170 HK Sena members per block approx.) @ Rs. 20 crore

- Training(PIP+ME formation training) - Rs. 3.95 crores,
- Front end subsidy- Rs. 4.3 crores
- Back end subsidy- Rs. 1.5 crores
- Monitoring & Management expense - Rs. 4.56 crores
- IEC - Rs. 1 crore
- Waste management familiarization centre + Awareness & Knowledge Centre for public students.+ Green protocol implementation facilities and Bulk waste management facilities 2.8 Crores
- Performance evaluation and improvement activities- Rs. 1.2 Crores

## IV. Task Forces for Disaster Risk Management

ed Panchayath level Task Forces for Pre, During & Post Disaster Response who a  
 orting Team for Nodal Departments

velopment of VDMP and Awareness and preparedness campaigns for proa  
 oach on disaster management.

	Pre	During	After
ing, g, transport	1. Listen to the news. 2. informed the villagers	1. Warned the villagers. 2. Send information to others department.	1. Link with the block and dis
ure, shelters management	1. Maintain records of available food grains. 2. Indentified the shelters	1. Arranged shelters 2. Make arrangement for vulnerable people	1. Collect relief materials fro and district. 2. Make necessa repairment.
, health and	1. Make necessary arrangement for pregnant women, children, old and disabled persons. 2. Arranging health camp	1. Take immediate steps for the injured people. 2. get ready for distribution of food and drinking water	1. Reach the spot and given s 2. Support other team
scue and n	1. Repair damaged portion 2. Organizing awareness camp for the villagers 3. Acquire training	1. Rescue the injured people 2. Searching missing people	1. Help villagers to get back t home. 2. Maintain proper communication facilities. 3. C with the other members.

# Kudumbashree's Livelihood Interventions – Agriculture, Livestock & Micro Enterprises



# Damages & Losses to Kudumbashree Women

## **Structure :**

Number of Women Farmers – 3,49,875  
Number of JLGs – 63,101  
Number of JLGs affected – 25,056  
Area under production – 64,705 Ha  
Area affected in floods/landslides – 12000 Ha  
Paddy – 2727 ha  
Vegetables – 2516 ha  
Banana – 3560 ha  
Tubers – 2640 ha  
Estimated loss – 197.21 crores  
K linkage amount - 216.5 crores (Outstanding amount)  
Income loss in Onam Season – 10 crores

## **Livestock :**

- Overall loss – 1 crore (Broiler farms - poultry meat - 17.5 L, Ksheerasagaram - Cow, Buffalo rearing - 7.2 L, Aadugramom - Goat rearing - 1.3 L), Muttagramom - poultry for eggs - 1.3 L)

## **Micro Enterprises :**

- No. of MEs affected – 1250
- Estimated loss (rural) - 7.803 crores (Building - 1.3 L, Machinery – 3.86 L, Raw materials/others - 2.643 L)
- Estimated loss (urban) – 4.15 crores
- No. of Woman Entrepreneurs affected – 5480
- Loss of income incurred by MEs during Onam Season – 23 Crores
- Loss of goods (SARAS, Chengannur) – 3.8 Crores

# Kudumbashree's Livelihood Interventions - A Phased Approach

First phase – Livelihood Protection (rehabilitation, repair, replacement of livelihood assets, improvements through cash for work etc)

- Cash & Material assistance, temporary income earning opportunities (next 6 months)

Second phase – Livelihood Promotion (diversification, marketing, strengthening - collectivization, CFC etc)

- Engaging development actors in LH programming, Social Funds (Community Investment Fund), Micro insurance, Trainings, Market services (6 months to 3 years)

## V. Agriculture & Livestock

### Immediate Requirements :

Land preparation for next season through MGNREGS (second time land preparation as a special case) / Special Cash for Work Schemes over and above MGNREGS (including Lease Land)

Provision of inputs for crop/vegetable planting (including introducing scientific practices for recovering soil fertility & enhancing productivity)

Provision of inputs and veterinarian assistance for existing livestock

Govt. bearing the cost of lease or *Paattom* for 3 years (Acknowledge Lease land farming by collective women) / Newly formed and existing fallow lands can be given to JLGs for cultivation without lease

an moratorium

## V. Agriculture & Livestock

**Construction needs within the next 3 years:** (Next 3 Years GPDP to focus on  
ing)

placement of tools and machinery for crops, livestock and fisheries /  
stocking of lost animal stock

construction/rehabilitation of agriculture infrastructure - animal  
elters, agriculture and livestock service centres, markets, poly houses for  
getables and poultry farms

roducing affordable insurance products / Incentives linked with insurance

l Fertility Assessment, Soil Fertility Management Services

## V. Agriculture & Livestock

### Special Schemes on Livestock :

Insurance Scheme to new goat rearing units - 2000 goat rearing units

Value Added units in Dairy sector - 28 units

Janani - Poultry insurance Scheme - A new insurance scheme for Broiler farms - Premium Amount Rs.1 per chick

Indigenous variety goat Breeder units - 3 breeder units

Meat Processing and chilling centres – 14 numbers

Meat Markets – 14 numbers

5 Mobile ABC Unit

## V. Micro Enterprises (Production & Services)

Micro Enterprises with a lower capacity to respond as compared to larger establishments will require targeted practical assistance, both in the immediate and longer term, to enable them to cope with the impact of the crisis; contribute to overall recovery and reconstruction efforts; and improve their performance and long-term resilience.

Immediate : Cash & material assistance for restoration of working capital and replacement of livelihood assets to affected enterprises @ Rs. 50,000 for Micro Enterprises and Rs. 100,000 for Medium Enterprises

Medium term : Assessing their further need for and securing their access to supplementary financial and non-financial services to ensure that the businesses are built back better in terms of management capacity, sustainability and resilience.

- Community Enterprises Fund (Social Fund) - @ Rs. 100,000 to 250,000 per unit @ 4% interest
- Micro Insurance
- Up-skilling / Performance Improvement Programmes

Long term : Collectivisation of similar enterprises, Common Facility Centres, Market support/services

Case Study on one Kudumbashree enterprise (that is scalable/replicable)

# Thank You

Executive Director, Kudumbashree