

KALAMASSERY

Social Mobilization and Institutional Development (SM&ID)

- Formed 197 General SHG, 2 PWD SHG and 39 Elderly SHG during this financial year.
- 185 Old NHGs are linked with different banks and availed linkage loan. 91NHGs newly formed availed linkage loan
- Revolving fund given to 148 SHGs

Self-Employment Programme (SEP)

- Established 5 Group enterprises and 33 Individual Enterprises
- Task Force Meeting held on 05/11/2019 and heard 22 applicants
- In association with Margin free market and Provisional Shop obtained 2 Shelf space locally for marketing ME products. 20 branded products were displayed in the Shelf and total sale was Rs.9113/-
- RO Plant – Identified and trained beneficiaries. ULB Plan fund allocated of Rs. 31 lakhs in 2018-19. Tender process for pond cleaning and for constructing wall.
- Interest subsidy manually prepared and sanctioned for linkage loan– 7,97,728/- (86 SHGs)Interest Subsidy released through PAISA Portal – Rs. 5,54,755.40/-
- SEP started through ADS RF - 17

Vaypamela



Vaypamela was organized as part of NagarashreeUtsavam at Municipal Town Hall. Municipal Secretary, Managers of Union Bank of India and Bank of India heard and verified 100 applicants.

Ammaruchi – Food on Wheels

It is a mobile kitchen unit fitted to electric Autorikshaw. Food on Wheels, an Enterprise that serves tasty food ensuring cleanliness and hygiene, in electric vehicles fixed with mobile kitchen. 3 units of “food on wheel” kitchen which comprises 5 women per unit started their business at Kalamassery. 15 SC Kudumbashree members were identified from Ward 35 and were given training for driving, cooking, customer management and in food service. Each unit availed a bank loan of Rs. 9.50 lakhs from Bank of India. Using this amount, specially designed autos were purchased. Solar panel and modern technology kitchen with high tech features were fixed in these autos. It has the facilities for cooking and frying. Enterprises in the “food on wheel” Rikshaw named ‘AmmaRuchi’ started its commercial activity from 4th January 2020. Other than serving food in the streets, the team also set to serve food for functions and events depending on orders they received.



Kanjikada

Kanjikada started by SHG members of Swargam Kudumbashree of Ward 15. Mrs.ShijiSanil, Mrs. Suma and Mrs.Rasiya obtained loan of Rs. 1, 89,000 from Bank of India and opened their shop on 12/06/2019 at Kangarappady. Main customers are coolie workers, labourers and general public. They served hygienic and tastier ethnic food items of Kerala.

Wellness Centre – FITZONE for women

Kalamassery is a concentrated region of industrialization with several factories manufacturing



chemicals and fertilizers, as well as IT companies. It is an urban area in the centre part of Ernakulam district and the beginning of Lulu hyper market increases the economic growth through business facilities and job opportunities of local people. Keeping this in mind Ambily and Faseela, Dhanam SHG members of Ward 28 opened a wellness centre exclusively for women at Koonamthai. They obtained loan of Rs 8 lakh from Union Bank of India, Thrikkakara and the centre was inaugurated by Shri. Ibrahimkunju MLA on 1st October 2018. The specialities of centre comprises with Yoga, Full body massaging, Weight and Dieting programme, Personal training for fitness, Aerobics, Body

strengthening work, Zumba dance and Modelling. The timing of centre was arranged from early morning 5 AM to 11 PM so that working women may also get admission in their centre. Fees range was Rs 700 to Rs. 5000. The centre design special packages with the assistance fitness specialist for clients having respiratory problem and PCOD, these services are provided thrice in a week.



Vyshagam Cleaning Unit

Vyshagam cleaning unit is a cleaning business unit dedicated to finding green solutions to the unhygienic situations of offices, houses, various functions and flats. Vyshagam better life maids consist of 14 SHG members of Vyshagam Kudumbashree unit and belong to Ward 1 of Kalamassery WEST CDS. The unit availed ADS Revolving fund of Rs. 10,000 as loan to initiate the enterprise.



PAVITHRAM Event Management Unit

14 members of Pavithram SHG of Ward 1 formed this Event Management unit and its official inauguration was conducted by ULB Chairperson Smt. Ruliya Jamal on the occasion of NagarashreeUtsavam. The unit availed loan of Rs. 10,000 from SHG RF. High business opportunities received from marriage functions, family functions, Meetings etc

Café Corner in ULB

Municipality allowed space in the municipal office and Café corner was set up on 10th August 2019. Kalamassery West CDS identified the beneficiary Mrs.Kochuthresia of Ward 1. She was given one day training to maintain the machine. She prepared and serve home-made ethnic



snacks along with tea. Average monthly income was 9100/-



Food Fest

Many catering units are registered in Kalamassery East and West CDS but they are not confident to supply food lively. We know that people in city

areas prefer food parcels due to increased work participation of men and women and due to their hectic life schedule. Besides, they prefer food outside homes in holidays and weekends. This increasing demand for cooked food and availability of parcels at door steps resulted in mushrooming of café, restaurants, outdoor catering especially in city areas but its hygienic condition is disputable. The demand for homely/ traditional food is high and this is evident in the success of Kudumbashree food fests. NULM in association with Municipality piloted Kudumbashree Food fest from 23rd to 26th July 2019 at Kalamassery Town hall. 8 Catering units from Kochi, Eloor, Kalamassery and Thrikkakara involved in the fest. Total sale was Rs.4, 44,490. Media coverage, participation of public, College Students, Employers of different sectors, Cultural programs etc are limelight of the food fest.

Cloth bag making unit

20 SHG members of Ward 10 and 12 of Kalamassery East CDS requested us for cloth bag making. With the help of EKSAT team one week training were given for Cloth and Paper bag



making. Four

members like Jasmine, Ashitha Rasiya and Nasiya formed ME group and they tiled their unit **Lora cloth bag**. This unit members received an opportunity to exhibit their products in the mela organized by ULB and District Mission. Group members visited local shops and got orders , around 500 cloth bags were made and supplied. Another group named Crystal carry bag unit was formed by Mrs. Jubina, Mrs. Deepa and Mrs. Bindu. Soon after the completion of EKSAT training, they started their enterprise on December 2019. Rapport build with the Distributors of carry bags and around 3000 carry bags were stitched and supplied. Recently they received a new order of 500 bags from Cochin Package and now it is in the finishing stage. Both ME groups applied for Community Enterprise Fund to enhance their enterprise.

Employment through Skill Training & Placement (EST&P)

The broader objective of the Employment through Skills Training & Placement (EST&P) Program is to provide an asset to the urban poor in the form of skills for sustainable livelihood and to increase the income of urban poor through structured, market-oriented certified courses

that can provide salaried employment and / or self-employment opportunities which will eventually lead to better living standards and alleviation of urban poverty on a sustainable basis

CMMU organized eight mobilization camps at CDS level to ensure access for vulnerable youth to Employability Skill training Program opportunities by communicating with the target groups of youth, their parents, Kudumbashree leaders and community representatives in each ADS to optimize penetration and reach of this initiative to the most vulnerable and deserving youth at various levels of vulnerability and readiness.

The process of campaigns had the following sub-components:

- Awareness creation regarding the programme - done in partnership Kudumbashree/ ward members, ULB and Skill training providers
- Registration of participants/trainees for participation in the skill training programme
- Aptitude test and counselling of the candidates were done to match the profile and aptitude with industry. The aptitude test was not a qualifying examination. It was used as a guiding principle to allocate courses to the students.
- After the interest inventory test CMM discussed with the students. Both Students and the Parent are provided counselling before allocating the courses.

84 candidates were identified and enrolled in various courses. 40 candidates were placed, among them 2 candidates placed in Municipality as Data Entry Operator on daily wages. CMMU tracked the candidates placed through the Skill Training Provider placed at each centre. The tracking was on a monthly basis for the initial 3 months and from the 4th month it was once in two months.

Skill Gap Analysis



The EST&P Program intends to fill the gap between the demand and availability of local skills by providing skill training programs as required by the market. In order to achieve the above objectives, the trainings should be provided as per the industry demand and as per the curriculum recognized nationally. The industry demand for skill can be assessed only through a comprehensive Skill Gap Analysis at city level. The Skill Gap Analysis (SGA) should provide a clear picture of the industry wise demand for trained manpower, nature of skills required, trades to be selected for EST&P both for wage employment as well as for self-employment. We need this information for policy development, assessing the scale of the problem, setting target and prioritizing funding. In this context a focus group discussion was planned and conducted on 7th December 2018 at Council Hall of Kalamassery municipality. The meeting was facilitated by Smt. Rukiya Jamal (Standing Committee Chairperson, Development). Different Employers, Industrial Association, Skill Training Institute, Hospital, Textile industry, Hospitality were informed and invited in this group discussion. Shri. Vinod (Revenue Superintendent) gave welcome speech and Smt Resana.S (City Mission Manager) made a power point presentation about NULM – ESTP component, the relevance of Skill Gap Analysis and objectives of the focus group discussion. The main result of discussions are shown below

Sl No	Employer name and participant details	Jobs demanded
1	Kalamassery Development Plot Industrial Association O.A Nizam President 9846056342	<ul style="list-style-type: none"> • Copious job opportunities are available. Its range from Professionals, Technicians, Accounts, Marketing, Office staff, Housekeeping, Packing etc • 140 different industrial units are registered under this association
2	Kalamassery Development Plot Industrial Association Kamarudeen P.M 9995726226	<ul style="list-style-type: none"> • They have a labor bank in their site. List of candidates can be shared to this site. This will be circulated to different industries • They opined that appointment in these industries initially start with probationary period by giving stipend and later when they become fit to the industries Salary and other benefits will be offered to the right person. <p>CMM can share the list of ESTP candidates to their labor bank for getting suitable placement in companies.</p>

3.	LULU Rajiv K.P HR Manager 9946552648	<ul style="list-style-type: none"> • Sales / Frontline staff/ Cashier • Presently they receive reference from different sources. Short listed candidates are appointed. Abroad opportunities to staffs who work with them for at least 2 years. • Offered accommodation and food <p>Express their willingness to appoint our ESTP Trained candidates.</p>
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Support to Urban Street Vendors (SUSV)

Urban Street vending is predominant in municipal areas. Even though the central government has come out with Street Vendors Act, (Protection of Livelihood & Regulation of Street Vending), 2014 and state government with Kerala Street Vendors Scheme (Protection of Livelihood & Regulation of Street Vending), 2016, the registration through Town Vending Committees (TVCs) are not up to the mark.

Kalamassery municipality conducted Street Vendor Survey on 2015 and identified 186 Street Vendors. Town Vending Committee approved the list of 106 street vendors’ who submitted proper documents in the municipal office. ID cards were designed and printed but initially municipality distributed only 15 cards. Meanwhile District Collector put the order to remove all bunks from the HMT junction, street vendors protest with the action of municipality and Council decided to halt the further distribution of ID cards. Forcefully 10 bunks have been removed from HMT junction and municipality rehabilitated them in 4 vending zones.

Again TVC received objections from Councillors that Street Vendors in the approved list are not genuine and fake. TVC meeting held on 12/06/2019 formed a subcommittee to recheck the survey list. Initial resurvey visit was completed on 10/02/2020. Mobility of street vendors makes it really difficult to track & assess them.
