



Nishanth
Assistant Programme manager,
Micro Enterprises

INSTITUTIONAL TIE-UPS – GROWING TOGETHER

INTRODUCTION

Institutional tie-ups will enhance competitiveness by bridging gaps, create focused infrastructure which help in providing services within the time frame. This will provide assistance in setting up and upgrading the infrastructure facility and also for increasing the forward and backward linkages.

INSTITUTIONAL TIEUP WITH KUDUMBASHREE

Kudumbashree have more than 17000 Microenterprises functioning across the state in which more than 7000 units involved in production, 6000 above units involved in service sector and more than 2000 units engaged in trading.

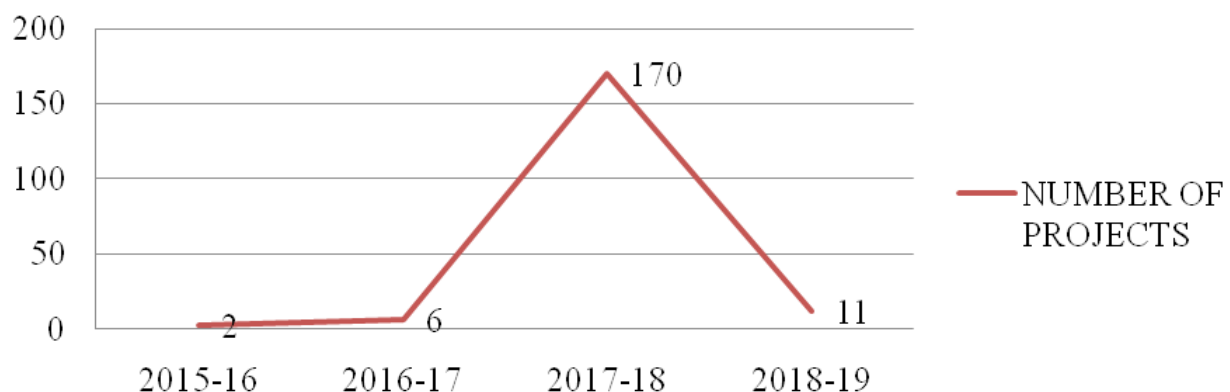
Finding income opportunities for these many microenterprises has always been a challenge to kudumbashree. This was effectively resolved by kudumbashree through Institutional tie up. The products and services offered by Kudumbashree Microenterprises

will be provided to respective departments which in turn help these units to generate a sustainable income.

This type of convergence not only helped in generating income but also improved the relationship which in turn generated more clients for units through reference. For maintaining this relationship, kudumbashree never compromised on delivery of products and services. Due to this the service provided by kudumbashree units has improved to a great extent.

GROWTH OF INSTITUTIONAL TIEUPS

NUMBER OF PROJECTS



Graph 1: Graph showing the institutional tie up

FINANCIAL YEAR	NUMBER OF PROJECTS
2015-16	2
2016-17	6
2017-18	170
2018-19	11

Table 1: Table showing the institutional tie up from 2015 till July 2018

1. Southern Railway

During 2014, Tie up with Southern railway was made for providing facility management services through kudumbashree. As of now 45 stations and 5 waiting halls under Trivandrum division were managed by Kudumbashree. Later we received opportunity in 2 stations under Palakkad division. They are providing facility management services such as pay and park services and management of AC waiting hall of railway. Recently five women at Trivandrum central station was appointed for providing buggy services (Transportation service provided to elderly and handicapped people). This tie up made on revenue sharing model which has benefited 315 kudumbashree members across Kerala.

2. Schedule Caste Department

This project will be initiated by 2018, which involves tourism oriented livelihood programme in tie up with Schedule caste department. This project includes establishing 5 minicafe units and 2 tourist buses exclusively for scheduled caste beneficiaries of kudumbashree. The total project cost is around 84 lakhs

3. Lotteries Department

Kudumbashree in tie up with lotteries department received a work order of Rs. 2.10 crores for stitching uniform and beach umbrella.

4. Kerala Medical Service corporation Limited

Kudumbashree received work order from Kerala Medical Service Corporation Limited for supplying sanitary napkins worth 2 crores.



5. International Labour organization (ILO)

During 2017, Training on improving the business was given to Micro Enterprise consultants of kudumbashree. For this training 16 Micro Enterprises Consultants were selected and trained. Two of them got national exposure and became national trainer.

6. Indian Oil Corporation

Tie up with Indian Oil Corporation for providing facility management services in their outlets. As part of this Tie up each facility management provider will get Rs. 9000 per month. As of now, this service has been provided in 63 Indian Oil Corporation outlets. Also one unit started at Ernakulam for providing cylinder distribution.

7. LIFE Mission

Convergence with LIFE Mission project (project of Government of Kerala, providing house for homeless people in Kerala). Kudumbashree construction Groups formed in the district will be entrusted with the construction of new as well as incomplete houses. As of now, construction of 35 LIFE Mission Houses is under progress.

8. Local Self Government Department

The construction units formed in rural areas will be engaged with the construction of Panchayat house building projects such as Sneehaveedu, Asraya, Construction of roads, paddy field sidewall construction, and soak pit construction.

9. LSGI and ULB

The Cement brick units formed by kudumbashree will be engaged with the construction of cement brick manufacturing, also cement door frame, cement window frame, ferrocement slabs etc. which is required for the construction projects of respective LSGIs and ULBs. The wages for these members will be provided through MGNREGA and Ayyankali schemes.

10. Suchitwa Mission

Suchitwa mission (project initiated by Government of



Kerala, through LSGD with a vision of waste free Kerala) in tie up with kudumbashree has providing assistance in training of kudumbashree members (also known as Haritha Karma sena) engaged for this project.

11. KILA (Kerala Institute of Local Administration)

Financial support of providing training for 22592 Haritha karma sena members was provided through KILA for 3.60 crores .As of today an amount of 2.50 crores has been availed for the training.

12.Kerala Academy on Skill and Excellence (KASE)

KASE supported Kudumbashree by providing 1.5 crores for skilling entrepreneurs in Geriatric care service, Homestay and Driving. Elderly care group also known as Harsham Geriatric volunteers was formed through kudumbashree. Training for 1000 Harsham Geriatric volunteers was provided through kudumbashree.

13. Food Corporation of India (FCI)

Supply of wheat under subsidized rate was provided through FCI for the 241 kudumbashree Nutrimix units. This was started during 2006, and till now it is continuing without any delay in supply.

14. Social Justice Department

Kudumbashree in tie-up with social justice department is supplying Nutrimix supplement to Anganwadis, by name Amrutham Nutrimix. This is helping the 241 Nutrimix units to generate a turnover of 99 crores. This model was accepted by NRLM and planning to implement in other SRLMs.

15. United nations world food programme

Kudumbashree in tie up with World Food Programme, done Nutrimix fortification. This was first implemented in Wayanad District and it is planned to scale up in other districts.

16. Food and Safety Department

Quality check of subsidized wheat received through Food Corporation of India for making Nutrimix powder is done through Food and safety department. They conduct training classes for Nutrimix units regarding hygiene and safety measures to be taken while preparing Nutrimix powder.

17. Child Fund India, Bhopal

Kudumbashree, during 2017, supplied 4000 kg of Nutrimix powder, to Child Fund India, Bhopal as part of their "Sustainable Nutrition Education and Health" programme which aim to address child malnutrition of Severe and Acute Malnutrition (SAM) children during

June2017. During March 2018, Kudumbashree received another work order from the same NGO to supply another 4050 Kg of Nutrimix.

18. Bharat Petroleum Corporation Limited

– Kudumbashree has made a Tie up with Bharat Petroleum Corporation Limited for providing wayside amenities such as cafeteria and toilet management. This will benefit 16 Kumbashree members for their livelihood.

19. Deendayal Upadhaya Grameen Kaushal Yojana (DDUGKY)

– Kudumbashree apparel units received work order for stitching uniforms for the participants of Deendayala Upadhaya Grameen Kaushal Yojana training programme. For this work, apparel units received an amount of Rs. 70 lakhs as revenue.

20. Handloom Corporation

- Training provided to 300 kudumbashree women in weaving. On completion of training, they can take handloom activity at home.

21. Keltron – 24 kudumbashree women appointed for data entry at Ernakulam, with a salary of Rs. 9700 with PF and ESI.

22. Motor Vehicle Department

– Kudumbashree in tie up with Motor vehicle department started e seva Kendra at RTO /SUB RTO offices of Motor Vehicle Department. 32 e seva Kendras started, through this 96 persons got livelihood opportunity across the State.

23. Registration Department

– Kudumbashree IT units functioning in district received work order for data entry of 18,000 applications.

24. CHIAK

– Kudumbashree IT units received Data entry works of RSBY, completed 1730 data at Rs.15 per application. As of today 25,950 applications completed.

25. NORKA ROOTS

(The Non Resident Keralites Affairs – Government of Kerala) – Data entry works of NRI applications, worth 50 Lakhs was entrusted to 63 Kudumbashree IT units.

26. Hantex

– Kudumbashree Apparel units has been entrusted with the stitching works of Anganwadis coat stitching works. Apparel units received 40.63 lakhs work order for stitching 56437 coats.

27. Haritha Labour Groups

- Haritha Labour Group has been formed in Rubber Plantation Sector in association with Rubber Board. The first group consisting

of 15 members formed as a pilot project in Ramamangalam, Ernakulam District. Kudumbashree women will be trained by Rubber board in Rubber tapping to make them a Professional labour group in this sector. This project will be shortly expanded to 15 more Panchayats.

28. Mechanised Coir units - Kudumbashree started mechanised coir units in association with Kerala State Coir Machine Manufacturing Company. The coir fiber will be bought back by Coir Fed. The plan is to start 30 units on pilot basis.

29. Nirakkutt Home Painting Team - Kudumbashree Nirakkutt home painting team is an innovative project under Kudumbashree Mission. This painting group is developed in collaboration with Berger Painting Company Pvt Ltd. This company has developed this group in to a professional painting team by providing them with soft as well as technical training for duration of 2 months. 5 women members from Vazakulam and Vengola GramaPanchayat in Ernakulam district are engaged in this activity.

30. Sabarimala café – Seven Cafe kiosks positioned to tap the business associated with Sabarimala season. The places where the kiosks were positioned are Thiruvalla, Pandalam, Pathanamthitta Gov Hospital, Vadasherikkara, Ranni pazhavangadi, Pandalam Thekkekkara, Perunad.

FUTURE HOPES

- o A common MOU may be made with Government departments and LSGIs for getting regular orders for the products and services provided through kudumbashree Microenterprises.



- o Field surveys for knowing the public acceptance of newly launched products may be done through kudumbashree units.

- o For the research oriented projects, kudumbashree may make tie up with departments with which fund can be sourced together, which can even make easy for purchasing the technology if required.

- o Experts from other departments may be appointed in expert committee for every project, who can give proper guidance and support.