




Team- Gender and Development





• There is lot of gender disparity prevailing in society and this would be demolished for the better well being of the human society. Right of vulnerable people are denied in many forms. Kudumbashree as an institution focused on women empowerment has to ensure the right of women, children and other vulnerable population. So awareness, activities and campaigns must be initiated to bring Gender equity. Current year we are focusing to give a clarity on gender equity concept to different sections of people such as women, children, youth, officials elected representatives and social workers.

- Here we are presenting the activities within the limit of fund allocation.



- Name of the Programme (1): **Crime Mapping**
- Goal: Identifying the types, occurrences, areas and patterns of crime in a particular area (CDS) which will help in the formation of policies, strategies , programmes and other safegaurd measures.
- Fund: Rs 76 lakhs...../- from Plan fund and Rs 75 lakhs from NRLM
- Timeline:1/4/2021 to 30/11/2022
- Brief Description:Women and children are facing violence in different forms in everyday life. Most of the crimes are not recorded and such cases to be reported. It is a collective attempt to identify the rate, intensity and situation and suggesting solutions. It is decided to conduct crime mapping in 152 CDS (each in a block)
- State Target: Crime Mapping in152 CDS
- Responsible Person: SPM



- Name of the Programme (2): **Snehitha Help desk**
- Goal: To provide help and support to those women and children who are in distress and provide voice for their issues and concerns, also to prevent, protect and prevail over domestic violence through advocacy, empowerment and social change
- Fund: Rs 6.02Cr...../- from Plan fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: It is 24 hours working gender help desk which is providing short stay home for women and children who are facing atrocities and violence. Also providing short stay for those women who are traveling alone in night. Giving assistance to family, individual, adolescent and premarital counseling. Conducting awareness campaigns. Providing legal and medical assistance, 24 hours Tele counseling and rehabilitation through the convergence with other departments and NGO's.
- State Target: 14
- Responsible Person: SAPM



- Name of the Programme (3): **Gender Self Learning Programme**
- Goal: To create a platform to discuss family democracy among people.
- Fund: Rs 74.4 Lakhs/- from Plan fund and Rs 1 40 Lakhs from NRLM Fund
- Timeline: 1/4/2021 to 8/3/2022
- Brief Description: Developing 5 thematical notes on the concept of family democracy and distribute to CDS once in every month. Developing online course material and conducting class to the staffs twice in every week. After completing six months course certificate will be distributed.
- State Target: Discussion on Family democracy in 2.5 lakhs NHGs and 5000 kudumbashree staffs will be completed certificate course on Gender.
- Responsible Person: SAPM



- Name of the Programme (4): **Gender Resource Centre**
- Goal: To bring gender equity at LSGI level by implementing various gender development activities
- Fund: Rs 75 Lakhs/- from NRLM Fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: Conducting various Gender Development activities in 509 GRCs such as gender sensitization trainings to Kudumbashree members, youth clubs, Balasabha children and other department representatives, conducting various studies in developing programmes of gender development.
- State Target: 528 GRCs
- Responsible Person: SPM



- Name of the Programme (5): **Model Gender Resource centre**
- Goal: To bring gender equity at LSGI level by implementing various gender development activities
- Fund: Rs 505.18 Lakhs...../- from NRLM Fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: Conducting various Gender Development activities in 509 GRCs such as gender sensitisation trainings to Kudumbashree members, youth clubs, balasabha children and other department representatives, conducting various studies in developing programmes of gender development.
- State Target: 140
- Responsible Person: SPM



- Name of the Programme (6): **Community Counsellors**
- Goal: Building a healthy environment physically and mentally by reducing domestic violence and other issues.
- Fund: Rs 388.8 Lakhs...../- from NRLM Fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: Intervention in alcoholic issues and affected families by forming a group of affected families
- State Target: 360 community counsellors would support the people
- Responsible Person: SAPM



- Name of the Programme (7): **Theme Based Programmes**
- Goal: Identifying women in different art forms and literature and providing visibility in public domain
- Fund: Rs 50 Lakhs...../- from NRLM Fund
- Timeline:1/4/2021 to 31/12/2022
- Brief Description: Identifying women who are performing different instruments and promoting these women by giving opportunity in fests and workshops .
- State Target: Programmes in 14 districts
- Responsible Person: SAPM



- Name of the Programme (8): **Gender Clubs in Schools**
- Goal: To create a gender friendly environment in schools by forming gender clubs and gender development activities.
- Fund: Rs14Lakhs...../- from NRLM Fund
- Timeline: 1/7 2021 to 28/2/2022
- Brief Description: selecting one school in each district and forming gender clubs having 15 to 20 member group of plus one students. Comprehensive action plan including gender sensitization of teachers, parents and children, monthly action programmes ensuring gender friendly atmosphere and breaking gender stereotypes.
- State Target: 14
- Responsible Person: SPM



- Name of the Programme (9): **Gender Clubs in Colleges**
- Goal: Creating a gender friendly environment in colleges and to create a pool of gender sensitive youth for disseminating the concept of gender
- Fund: 14 Lakhs...../- from NRLM Fund
- Timeline: 1/7/2021 to 31/3/2022
- Brief Description: Formation of gender clubs and gender sensitization activities among youth and conducting activities in different them which will pave the discussion on gender equity.
- State Target: 14
- Responsible Person: SPM



- Name of the Programme (10): **Gender sensitization training for DDU-GKY students**
- Goal: To create awareness about sex and gender, gender sensitization and healthy gender relations, Spread out the message of gender equity and building a gender sensitive society
- Fund: 27.25Lakhs...../- from DDU-GKY Fund
- Timeline: April 2021 to September 2022
- Brief Description: The program is designed in such a way that gender sensitization sessions will be taken to each batch in 11 sessions (12 hours).It will take two days discussions. Two district level facilitators are trained and they will facilitate the sessions in each district. Total 450 DDU-GKY batches will be sensitized.
- State Target: 450 DDU-GKY Batch students
- Responsible Person: SPM



- Name of the Programme (11): **Gender training to Balasabha children**
- Goal: Creating space for children to think about Gender and society
- Fund: Rs50 Lakhs...../- from NRLM Fund
- Timeline:1/4/2021 to 31/3/2022
- Brief Description: Gender education among children is necessary and it will create space for children to think and act with gender sensitivity. Facilitators will be developed in all districts for conducting workshop with children in fixed modules and after completing discussions on module monthly activity on different theme will be done by the balasabha groups
- State Target: 33766 Balasabhas
- Responsible Person: SAPM



- Name of the Programme (12): **Capacity building** for District Programme Managers, Snehitha team, Community Counselors and Resource persons
- Goal: Strengthening the capacity of the implementation team
- Fund: Rs 98.6Lakhs...../- from NRLM Fund
- Timeline:1/4/2021 to 28/2/2022
- Brief Description: Conducting Trainings, workshops, exposure visits, discussions to State Mission team, DPMs, Snehitha Team, Community Counselors and Resource persons
- State Target: Capacity building of 570 staffs
- Responsible Person: SPM



- Name of the Programme (13): **Gender training to officials of different department**
- Goal: Creating 4200 gender sensitive officials across Kerala.
- Fund: 3 Lakhs...../- from NRLM rest of money will be from other departments
- Brief Description: Creating gender friendly atmosphere in every department is a necessary thing while considering equal access of resources. We have a state resource pool of 10 members. These resource persons will train a resource pool of 42 members having three persons in each district. These members will give training to 300 officials in each month. Totally 4200 members will be trained at the end of the year.
- State Target: 4200 gender sensitive officials
- Responsible Person: SAPM



- Name of the Programme (14): **Strengthening Vigilant group**
- Goal: Strengthening and activating vigilant group for addressing the issues and make them confident to intervening issues.
- Fund: 53.25 Lakhs...../- from NRLM fund
- Timeline: 1/4/2021 to 30/3/2022
- Brief Description: Strengthening the group by giving trainings and Monitoring Vigilant group activities. Giving monthly activity to the team with a specific theme.
- State Target: 19092 ward level activities.
- Responsible Person: SAPM



- Name of the Programme (15): **Rangashree Community Theatre**
- Goal: Developing Rangashree community theatre group and enhancing their economic status
- Fund: 24Lakhs...../- from NRLM Fund
- Timeline:1/4/2021 to 31/3/2022
- Brief Description: Strengthening the group by giving trainings and Monitoring Vigilant group activities. Giving an activity to the team with the convergence of other departments
- State Target: 14 Active Rangashree groups
- Responsible Person: SAPM

• Name of the Programme (16): **Support to Anti-Human trafficking victims**

• Goal: To enrich the life of anti human trafficking survivors and victims by giving livelihood support and other mental and social support.

• Fund: 8 Lakhs...../- from NRLM Fund

• Timeline:1/3/2021 to 31/3 2022

• Brief Description: Giving income generation activities, mental and social support to the identified victims Idukki, Malappuram, Palakkad and Wayanad districts.

• State Target: programmes in 4 Districts

• Responsible Person: SPM



- Name of the Programme 17): **Documentation and IEC**
- Goal: Documenting all the gender Development activities and strengthen the documentation group
- Fund: Rs 26.80 Lakhs...../- from NRLM Fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: Documentation of various gender development programs. awareness and knowledge dissemination through media such as radio, television, short film making and social media
- State Target: Documentation of all activities in 14 Districts
- Responsible Person: SAPM



- Name of the Programme (18): **Review and Monitoring**
- Goal: To ensure that all the activities are time bound, achieving its goal. Identifying the gaps while implementing the activities and filling it properly.
- Fund: Rs 25 Lakhs...../- from Plan fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: District wise and state wise monitoring of all the activities by reviewing DPMs, Community Counselors, Snehitha staffs, Resource persons, Vigilant group members, CDS chair persons, CDS and ADS volunteers.
- State Target: 14 District mission Staffs.
- Responsible Person: SPM



- Name of the Programme (19): **Food, Nutrition, Health and Wash**
- Goal: Make aware of people about nutritious food, health of mother and child, diseases, sanitation and waste management by conducting different programmes and campaigns through NHGs.
- Fund: Rs334 Lakhs...../- from NRLM Fund
- Timeline: 1/4/2021 to 31/3/2022
- Brief Description: Conducting awareness programmes about Food, Nutrition, Health and wash for NHG members through defined modules on 1000 days window, Diet Diversity, reducing anemia, Menstrual hygiene, Communicable Diseases, Reproductive health, Health and nutrition care for Elderly, differently abled and mental patients, Substance Abuse, Junk food, Pesticides, use of sanitary toilet, Hand washing practices, Management of wastes .Conducting campaigns on health, Nutrition and waste Management.
- State Target: 7 Districts
- Responsible Person: SAPM





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GENDER HELP DESK

Thank You