

Micro Enterprises-Goals/Aims and Policies

Goals	Responsible Person	1 st Quarter Target
<p><u>1.Construction Unit</u> Formation of 51 New construction units. Kudumbashree has identified construction as a major sector, which can enhance the skills of women and make them economically empowered. With this objective kudumbashree has identified women who are interested in construction sector and will be provided training through accredited training agencies.</p> <p>Till now kudumbashree had formed 52 construction units with 374 members. These members are now engaged with the ongoing projects of PMAY and LIFE projects.</p>	Nishanth	<p>1.Kudumbashree has identified 51 new groups who are interested in construction activity. 2.Training will be provided through accredited training agencies of Kudumbashree 3.Once Completed the training, these members will be engaged with the ongoing LIFE Mission projects of Kerala Government. 4.Engage the existing 52 construction units with LIFE project and also with the construction of PMAY houses</p>
<p><u>2.Cement Bricks Unit</u> Kudumbashree in Convergence with MGNREGA , will become the part of Kerala Government’s prestigious project “LIFE “ which mainly focus on providing Housing for 2.5 lakh homeless people in the state.</p> <p>It has also identified that there is a requirement of 15 crore cement bricks for constructing the houses under LIFE scheme.</p> <p>For achieving this Kudumbashree has identified 33 new groups with 234 members, who will be given training in cement brick constructions. These members will be provided training through accredited training agencies of Kudumbashree and will be engaged with the construction of cement bricks, cement window frames, cement door frames, slabs .</p> <p>At present MGNREGA have 107 units functioning across the state. Since majority of these members are members of Kudumbashree , these units will be formed as Kudumbashree cement brick units</p>	Nishanth	<p>Kudumbashree in Convergence with MGNREGA , will become the part of Kerala Government’s prestigious project “LIFE “ which mainly focus on providing Housing for 2.5 lakh homeless people in the state.</p> <p>It has also identified that there is a requirement of 15 crore cement bricks for constructing the houses under LIFE scheme.</p> <p>For achieving this Kudumbashree has identified 33 new groups with 234 members, who will be given training in cement brick constructions. These members will be provided training through accredited training agencies of Kudumbashree and will be engaged with the construction of cement bricks, cement window frames, cement door frames, slabs .</p> <p>At present MGNREGA have 107 units functioning across the state. Since majority of these members are members of Kudumbashree , these units will be formed as Kudumbashree cement brick units</p>

<p><u>3.ME Registration & Certification.</u> All Microenterprise units will be registered under CDS and issue an affiliation certificate with one year validity.</p>	Suchithra	<p>1.Registration and Certification will be completed 2.Registration certificates will be displayed in each Microenterprise</p>
<p><u>4.Café Branding</u> Café branding will be done with the help of KSID and Common Boards , menu, colour scheme and layout will be there in all Café units</p>	Akhila	<p>1.Common Boards will be displayed in all Café units</p>
<p><u>5.Mobile Application, Website & Geo tagging</u> Develop a mobile application with Geo Tagging for monitoring all Microenterprise units and to start an associated website</p>	Suchithra	<p>1. Mobile Application & Website will be developed. 2.Geo tagging will be done</p>
<p><u>6.SVEP -1 Block /District</u> Main aim of the project is to provide livelihood for poor by setting up maximum enterprises in a block selected under SVEP project.</p>	Renu, Suchithra	<p>1.Block Identification of all districts 2.MEC Selection will be completed</p>
<p><u>7.30 Coir Defibering Unit</u> Coir Industry is an important agro based employment oriented traditional cottage industry in India. The main objective is to start Kudumbashree Coir Defibering units in association with Coir Directorate in all potential panchayats of Kerala.</p>	Ratheesh, Shameena	<p>1.Identification of coir spaces, 2.Selection of minimum 1 possible location per district (except Wayanad), completion of all formalities for starting coir units. 3.Starting operations of 2 new units in state.</p>
<p><u>8.Formation of 5000 new Microenterprise</u> 3000 individual and 2000 group enterprise will be formed</p>	Akhila	<p>Conduct GOT</p>
<p><u>9.Financial Support to Microenterprise</u></p>	Akhila	<p>Identification & Invitation of Application</p>

<p><u>10.FORMATION OF 19 Common Facility Centres</u> A centralized facility centres where microenterprise of similar nature function together in the purchase of raw material, use common infrastructure and machinery and brand, market the produce together.</p>	<p>Nishanth, Dr. Shameena</p>	<p>Training of groups identified to be brought together in common facility centre will be completed</p>
<p><u>11.Vulnerability MEs –Prathyasa</u> To provide livelihood through microenterprises for most vulnerable groups of society which includes Victims, Transgenders. Widows, PWDs, Mentally/ Intellectually disabled persons /their guardians, Mothers of BUDS school children, Elderly etc</p>	<p>Renu</p>	<p>Conduct GOT, Guideline Preparation</p>
<p><u>12.Haritha Karma Sena -35000</u> Kudumbashree enterprise consists of professionals for dealing waste management related activities.</p>	<p>Shameena, Ratheesh</p>	<p>1. Training will be completed for identified candidates (22500), Guideline completion and issuance to districts. 2. District level meeting will be conducted to aware enterprise formation, operation... Starting of new HKS enterprises, 10 per districts</p>
<p><u>13.Coastal ME Formation</u> Formation of micro Enterprises in coastal area .12 Individual units and 5 group enterprises per 9 coastal districts. Total target -150 units</p>	<p>Suchithra</p>	<p>1.One Individual and One group ME will be formed in each districts 2.Total 28 units will be formed</p>
<p><u>14.Common Board for Nutrimix Units</u> A common display board designed for every Kudumbashree nutrimix units .</p>	<p>Renu</p>	<p>Common board will be displayed in front of all Nutrimix units</p>
<p><u>15.Special Task Team-Audit</u> Special audit team will be formed in the districts where availability of KAASS is a problem. capacitation of Microenterprise units by providing handholding support in auditing , training</p>	<p>Akhila</p>	<p>Formation will be completed</p>

<p><u>16. Microenterprise Monthly Turnover</u> Update monthly turnover of all ME units.</p>	Suchithra	Monthly turnover of April, May and June will be collected.
<p><u>17. Ensuring forward linkages for microenterprises</u> Take steps to improve the participation of Non farm based Microenterprise units in Nattuchantha/market and service sector Microenterprises will be positioned suitably</p>	Suchithra	Forward linkages will be ensured in atleast 10% of existing Microenterprises which are not linked suitably to get an income source.
<p><u>18. Nutrimix Packing Modification</u> Nutrimix Packet will bere modified by including logo of Social Justice Department</p>	Renu	All nutrimix units packing will be completed
<p><u>19. KASE Training</u> Completion of training in association with Kerala Academy for Skill Excellence</p>	Akhila	Training of candidates (50) in driving , geriatric care(150), and homestay by effectively utilizing KASE fund worth Rs1.5 crores
<p><u>20. Yuva Weave –Weaving training by Handloom Corporation in all districts</u> Yuva Weave scheme is to create an incubating environment to young potential weavers as full time weavers, implementing through Kudumbashree Mission in co-ordination with respective District Industries Centres.</p>	Suchithra	1 batch training will be completed/District
<p><u>21. Microenterprise consultants Selection</u> Selection of new Microenterprise consultants and capacitation of existing and new Microenterprise consultants will be completed</p>	Akhila	New Microenterprise consultants(150) selection will be completed
<p><u>22. Microenterprise consultants Training</u></p>	Akhila	Training will be completed for all old and 50% of new microenterprise consultants

<p><u>23.IEC Activities</u></p> <p>To promote Kudumbashree micro enterprises, Entrepreneur clubs will be formed in government schools in association with education department as a part of IEC campaign of MEs</p>	Suchithra	Entrepreneur Clubs at (5) Schools/Colleges
<p><u>24.Identification of sick MEs and revival</u></p> <p>Identification of sick units by conducting a survey, support in terms of marketing , finance and handholding will done. MEC who is in charge of the particular ME will be made responsible for the entire process.</p>	Akhila	5 sick units in each district will be identified
<p><u>25.Institutional Tie up</u></p> <p>Institution which can provide technology for quality improvement of microenterprises will be identified and suitable tie ups will be made</p>	ME Team	Identify 1 state level institution for getting technology for value addition of nutrimix
<p><u>26.Branding of Nutrimix ,IT , Bags</u></p> <p>Identification and association with branding agencies for developing common brand , layout design etc for selected sectors</p>	Akhila	MoU with branding agency for IT
<p><u>27.Nutrimix – G.O</u></p> <p>Aim:- To get the G.O issued by incorporating GST in Nutrimix Price</p>	Renu	To get the G.O issued
<p><u>28.OpeningJanaushadi Store</u></p> <p>Open atleast one Janaushadi Store in any of the districts.</p>	Renu	One Janoushadhi store will commence to function..
<p><u>30. Implementation of SC – Gavi livelihood programme</u></p>	Akhila	2 tourist bus service in Pathanamthitta -Gavi route and formation of 5 mini Café units by utilising SC fund worth 84 lakhs
<p><u>31. Geriatric Care Project- (1000Executives)</u></p> <p>Harsham-<i>Happiness redefined</i></p> <p>This project aims to support people in health related issues with the leadership of well trained professionals from Kudumbashree. Elder persons will get a decent and respectful post retirement life</p>	Shameena Ratheesh	<ol style="list-style-type: none"> 1.Identification of training agencies. 2.Identification of candidates from districts based on given target. 3.Uniform, ID Cards will be designed. 4.Training centre inspection will be completed. 5.250rsons will be trained. 6.State level Program inauguration will be

with the support of Care Giver.

conducted.

7. Marketing tie ups, Web based and call centre based supports will be started to ensure placement of candidates.

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