

Café Kudumbashree

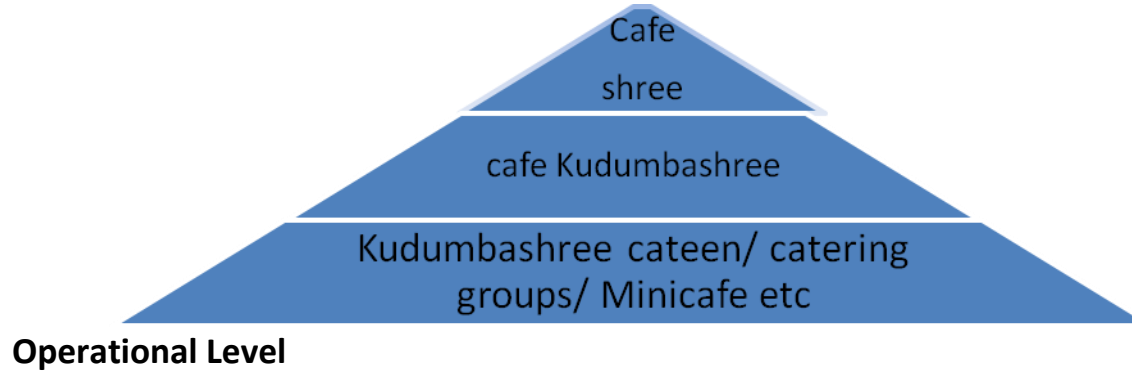
Introduction

Café Kudumbashree is a sub brand of Kudumbashree which envisages not only to make an effective change in the hospitality sector but also for Local Economic Development providing gainful employment to poor women from Kudumbashree families. Almost 1000 units producing ethnic delicacies are functioning across Kerala. The units are run by women from Kudumbashree member families. The investment is made by them and all profits are shared amongst the owners. Kudumbashree Mission provides partial financial support and interface with banks for raising capital. It also supports with regular training inputs and support for developing the Café Kudumbashree brand.

Over the past three years, Café Kudumbashree has established itself as a strong brand in the restaurant sector, not only through series of food festivals organized in different parts of the State but also through the fests held in Delhi, Bombay and UAE.

Objective

- To become an inevitable part of hospitality sector in Kerala
- To become a hub of livelihood opportunity for women
- To make a radical change in current food culture
- To supply quality unadulterated and healthy food



I Cafэшree

- Premium grade chain of restaurants with unique characteristics
- Indian Coffee house model
- 14 numbers across the state (1 in each district)
- State level strict monitoring & Evaluation
- Each Cafэшree unit will act as a district level head quarter for other café units and management team in the respective district
- Direct investment (Total 25 lakhs) from Kudumbashree
- Tenure – Café Group changes in every 3 years
- Standardized uniform, menu ,and price
- Preference for experienced units
- Monthly food fest should be conducted
- Raw materials must be procured from ME & JLG groups

- There must be a display/ sales outlet for other ME products
- Homeshop attached
- Each Cafэшree will act as training centre (On the job training & exposure visits)
- Monitoring fee for cafэш management team will be 5% of total sales turnover from the Cafэшree unit
- Should enter into a MoU with District Mission

II Cafэш kudumbashree Units

- Second grade cafэш groups will fall in this category
- These are units selected as a result of Grading process. Units apart from cafэш shree will be graded by Cafэш management team. The Grading tool is attached as annexure.
- The units must be affiliated to mission
- Units must have prescribed facilities (as per the grading tool)
- Our target is to develop 200 model cafэш Kudumbashree groups across the state by the end of the year 2016.
- Only Group enterprises are promoted in this area
- Billing system is mandatory

Support from mission

Cafэш Kudumbashree units are eligible to get following support from Kudumbashree

- Advantage of Kudumbashree brand name

- Technical & handholding support through café management teams
- Opportunity to function as Cafэшree on a tenure basis
- Brand Promotion activities by Kudumbashree
- Restaurant Management software
- Marketing support (can participate in food fests, e- catering services etc)
- Financial support
- Training support
- Technology support
- Quality assurance support

III **Kudumbashree canteen/ catering groups/ Minicafe**

Units not having basic minimum capacity/facility, low risk taking ability, low investment will tend to function as following kind of units

(1) **Canteens:** Units functioning associated with government or other institutional canteens and are liable to follow the rules of associated organization. Here the quality and capacity of the unit depends on their working environment we can only ensure the hygiene and service quality.

(2) **Catering groups:** the unit which does not have any basic infrastructure to run a restaurant and having inconvenience in attending regular work in a prescheduled manner will ultimately function as catering units. There no compulsion for regular work.

Their area of operation may change as they don't have a permanent production area.

(3) **Minicafe** : Units functioning like 'Thatuukada', 'Elaneer parlour', 'Tea &snacks shops', 'Sagarashree' and other takeaway counters are called Kudumbashree mini café .

Support from Mission

Kudumbashree canteen/catering/mini café units are eligible to get following support from Kudumbashree

- Subsidy
- Marketing support (Opportunity to work in different canteens)
- Advantage of Kudumbashree brand name
- Technical & handholding support through café management teams
- Training support

Monitoring & Evaluation Mechanism for Café

Café management Team- women from NHGs may be selected and trained to develop a state level resource pool. 2 people from each district can be selected which will make a pool of 28 members in state. The enterprises under café Kudumbashree should give 2% of their total monthly turnover as monitoring and support fee for Café management team. Café Kudumbashree outlets in each

district will act as the district level head quarters for all café unit and office for café management team.