

1st Quarter

2019



PRM MINUTES

MICRO ENTERPRISE

August 20th & 21st

LIVELIHOOD CAMPAIGN

AIM

- Identification of all Eligible beneficiaries.
- Start Orientation Classes

ACHIEVEMENT

- **Identified -23515**
- **GOT done-8211**

Best Performing Districts -PKD,KSGD, KKD, MLP,TSR

Districts Need Improvement -TVM,KTM,ALP,KLM, KNR

2ND QUARTER PLAN

- Identify 5000 beneficiaries (3000-Idk,Wynd)
- Complete GOT
- Start Skill training

STRATEGIES

- Involve CDS members, ADS members, NHG members to the survey
- Utilize MEC system to identify right beneficiaries
- Prioritise most vulnerable beneficiary with an indicator and rank them.

POLICY

- Sustainable Income for 20000 families
- Ensure Minimum Rs 270 for 100 days or annual family income is Rs.50000

ME GRADING

AIM

Conduct Grading of All ME units which are completed 6 months period and categories as “A”, ”B” and “C”

ACHIEVEMENT

- 90 % Achieved
- 17413 ME units grading completed

Best Performing Districts:- KKD,KTYM,PKD,IDK,TCR,EKM

Districts need improvement:- PTA, KNR,KSGD

2ND QUARTER PLAN

- Formalization of Enterprises
- Upgrade 30 % of B, C Grade MEs to next Grade

STRATEGIES

- Registration in GEM & Udyog Aadhaar
- Check all 7 Parameters and try to achieve maximum.
- Form a district level team to analyze all MEs and take immediate actions
- Provide support by training, financial assistance, handholding support etc..

ARISE

AIM

- Multi Task Teams in all CDS
- Training for 50000 Candidates

ACHIEVEMENT

- Trained 10881 candidates
- 1938 Placed
- Formed 76 Multi Task teams

Best Performing Districts:- TVM, MLP,PKD

Districts need improvement:- KLM, PTA

2ND QUARTER PLAN

- At least 3 MTT per block
- On job Training to team for 5 days

STRATEGIES

- OJT to all Multi task teams
- Technician should be evaluated at end of on job training for expertise in plumbing and electric work by an expert
- Service station cum office cum placement cell at district level

ME TURNOVER ENTRY

AIM-

➤ 100% Turn over entry

ACHIEVEMENT- 41%

Best Performing Districts:- KKD, PKD

Districts need improvement:- KSD,KNR

HARSHAM

AIM :

1. Elder Care Services will be made available in **all blocks** with the support of Harsham caregivers.
2. **600 Kudumbashree members** will get Job opportunities through this project.
3. Kudumbashree support will be provided for ensuring job opportunities with a **minimum monthly income of 8000** per member.

NEXT QUARTER TARGET :

1. Care givers @ 152 blocks
2. Minimum 142 more trained candidates
3. Minimum 40% placement in all district
4. Additional Trainings to selected candidates in new health care areas

STRATEGY/POLICIES:

1. Meetings & Proposals to various stake holders-District & State Levels
2. Calling EoI / Service portals/CSR Possibilities for Placement opportunities
3. Registration of Minimum one group ME per district & Registration of care givers as individual ME units
4. **8000 Rs income guaranteed jobs(DM) / 100 days guaranteed job(Training Team)**

Block Covered

- 112 blocks out of 152 blocks (74%).
- **Kollam(100%), Ernakulam(92%), Malappuram(93%), Wayanad(100%) districts covered above 90% of their total blocks.**
- **Kannur(36%), Thrissur & Allappuzha covered less than 60% blocks**

Training

- 506/600 candidates trained (274 candidates trained after March 5, 2019).
- **Trivandrum, Wayanad & Kannur completed training Target**
- **Kannur, Calicut, Kottayam and Pathanamthitta need improvements in Training**

Placement

- 192 Kudumbashree members got Job opportunities through this project(32%).
- **Ernakulam(55%), Wayanad(91%) & Idukki(59%) above 50% placement**
- **Calicut(9%), Kasargod(12%)& Alleppey(13%) less than 20% placement Kannur & Pathanamthitta need improvements in Placement**

SANTHWANAM

AIM : To position 1 volunteer per CDS (1071 volunteers)

PLAN FOR 1ST QTR 265 volunteers

Training provided to **179 volunteers** in 1st Qtr

ACHIEVEMENT 67 %

Every district performed well

PLAN FOR NEXT QTR : position 270 volunteers

STRATEGY : Mobilize potential candidates with the help of Health Action by people

CAFÉ BRANDING

AIM : To establish 2 branded café per block

TARGET FOR 1ST QTR : Identification of 304 café units for branding

ACHIEVEMENT : 82%

BEST PERFORMERS: KLM,PKD,KKD

DISTRICTS NEED TO BE IMPROVED : KTM

TARGET FOR NEXT QTR is to implement branding activities in the identified units

STRATEGY : Initially DMT can take units which are about to start or inaugurate

DRIVING

AIM :To develop a pool of Lady drivers in the state

Training provided to **372 candidates**

226 candidates received driving license

67 candidates positioned

ACHIEVEMENT – 30 %

BEST PERFORMERS: PTA,TVM

DISTRICTS NEED TO BE IMPROVED :KKD,KNR,KSD,PKD,KTM

TARGET FOR NEXT QTR: Position 159 drivers

PRATHYASHA SCHEME

AIM:-

To provide a sustainable livelihood for vulnerable women through self employment

ACHIEVEMENT:-

- 58% achievement in enterprise formation
- 27% achievement in mobile app registration
- 16% achievement in monthly turnover mapping

Best Performing Districts in Mobile App registration:- EKM, TVM

Districts need improvement:- ALPY, IDK, KKD, WYD

NEXT QUARTER TARGET:-

- **100% Prathyasha ME's** should be included in **ME Mobile app** and ensure the monthly turnover mapping
- Ensure a regular income **by connecting them to a suitable marketing channel.**

STRATEGIES

- **B.C's should be given targets to monitor Prathyasha M.E's in their block. They should ensure the mobile app registration and monthly turn over mapping. It should be reviewed monthly by DPM. Monthly turn over mapping should be done by 10th of every month.**
- **DPMs should find out possible market tie ups(with the help of DPM marketing) for ensuring regular income of these M.Es. The services and products (with photographs) of Prathaysha M.E's should be documented by DPM.**

POLICY LEVEL INTERVENTIONS NEEDED

- **Include ST category in Prathyasha guidelines**

DDU GKY Tie ups

AIM:- 100% possible tie ups with DDUGKY centres in areas of canteen and house keeping management.

ACHIEVEMENT:- 29 tie ups possible with 75PIAs

Best Performing: MLP,WYD,KKD,PKD

Districts Need Improvement: ALPY,TSR,KNR

NEXT QUARTER TARGET:-

- **Ensure 100% tie ups with PIAs** (include new PIAs in phase 6)
- **Turn over mapping** of M.E units in connection with DDU GKY centres should be done.

STRATEGIES

- Obtain PIA list from DDUGKY DPM and **find out all possible tie ups** including canteen, housekeeping, providing stationery items etc
- **Monthly turn over mapping** of the canteen unit/other units should be entered in mobile app. DPM should **entrust BC/MEC** for the same.

NUTRIMIX

AIM:- Provide ISO certification to Nutrimix units

NEXT QUARTER TARGET:-

- **Ensure A grade** to all nutrimix units
- Register nutrimix units in **Udhyog Aadhaar**

STRATEGY

- Register the best nutrimix units in Udhyog Aadhaar.
- State mission will hire an ISO consultant and learn about the feasibility of getting ISO certification.

KUDUMBASHREE CONSTRUCTION GROUPS

AIM :

- To provide government accreditation to construction units who completes construction of four houses.
- Engage the units in construction projects under Government construction projects.

ACHIEVEMENTS

- Total Number Of Construction Units – 261
- Number Of Houses Entrusted – 333
- Number Of Houses Completed – 249
- Number Of Houses Under Progress – 119

Best Performing Districts:- ALP, TSR, WYD, KLM, KKD

Districts need improvement:- KNR, PKD, KTM

STRATEGIES

- Identify 4 houses or construction projects worth 16 lakhs for each construction units .
- Convergence with MGNREGA extend across Kerala
- Identify construction works in urban and rural areas - Corporation Mayors and Panchayat Presidents. (referring CC minutes.)
- Road Construction works – Idukki and Wayanad.
- Construction / Renovation works of Kudumbashree Canteen/ Marketing Kiosk.
- Renovation works of Govt schools , colleges , offices , Houses constructed under government schemes.

BUILDING MATERIAL PRODUCTION UNITS

AIM :

To equip building material units to manufacture 1000 bricks per day

ACHIEVEMENTS

- 57 units started functioning in District.
- 23 units started manufacturing 600 Bricks / day
- 7 units started manufacturing 1000 Bricks/ day
- 18 lakh Cement Brick Manufactured
- 35 lakh income distributed
- 760 Citizen Information Board Manufactured

Best Performing District:- KNR

Districts need improvement:- TCR, KLM, PTA, EKM

STARTEGIES

- Get a G.O for using the Bricks in all Government construction projects (already submitted)
- Discussion with Panchayats and ULBs - requirement for the construction of houses affected in flood .
- Train them in construction of interlocks , well rings , etc.
- Citizen information Boards
- Engage them in MGNREGA works .

COMMON FACILITY CENTERS

AIM :

To form CFC in 14 Districts and Ensure increase in Income

ACHIEVEMENT:-

| District | NUMBER OF CFC'S PROPOSED | NUMBER OF CFC'S STARTED |
|----------|--------------------------|-------------------------|
| TVM | 1 | 1 |
| KLM | 2 | 2 |
| KTM | 1 | 0 |
| ALP | 2 | 0 |
| IDK | 1 | 0 |
| WYD | 1 | 1 |
| MLP | 1 | 0 |
| TOTAL | 9 | 4 |

2ND QUARTER TARGETS

- **Kottayam, Idukki, Alappuzha , Malappuram** – start CFC in District .
- The District that has started CFC , should get works and make sure each member get **Rs. 15000/- per month as salary after meeting all expenses.**
- Provide trainings for CFC members for improving their **production and management skills**

Thank You

ME Team

2019

