

Initiatives to address COVID 19

Kudumbashree, Govt. of Kerala

Harikishore S, IAS
(Executive Director)

Policies

Strategies for livelihood

Economic Support

Services provided

SHGs as catalyst

Long Term Vision

Addressing Vulnerable communities

Initiatives

Innovative methods

12 interventions

1. Community Kitchen
2. *Janakeeya* Hotels (Budget Hotels)
3. Interest Free loan to SHGs
4. Revolving Fund to VOs (Rs. 200 cr.)
5. CIF
6. New livelihood opportunities

12 interventions

7. Special livelihood package (Rs. 100 cr.)

8. Marketing campaigns

9. Mental health support

10. Laptop to students (*Vidyashree*)

11. Supportive services to the needy

12. Communication, Campaign and Togetherness

1. Community Kitchen

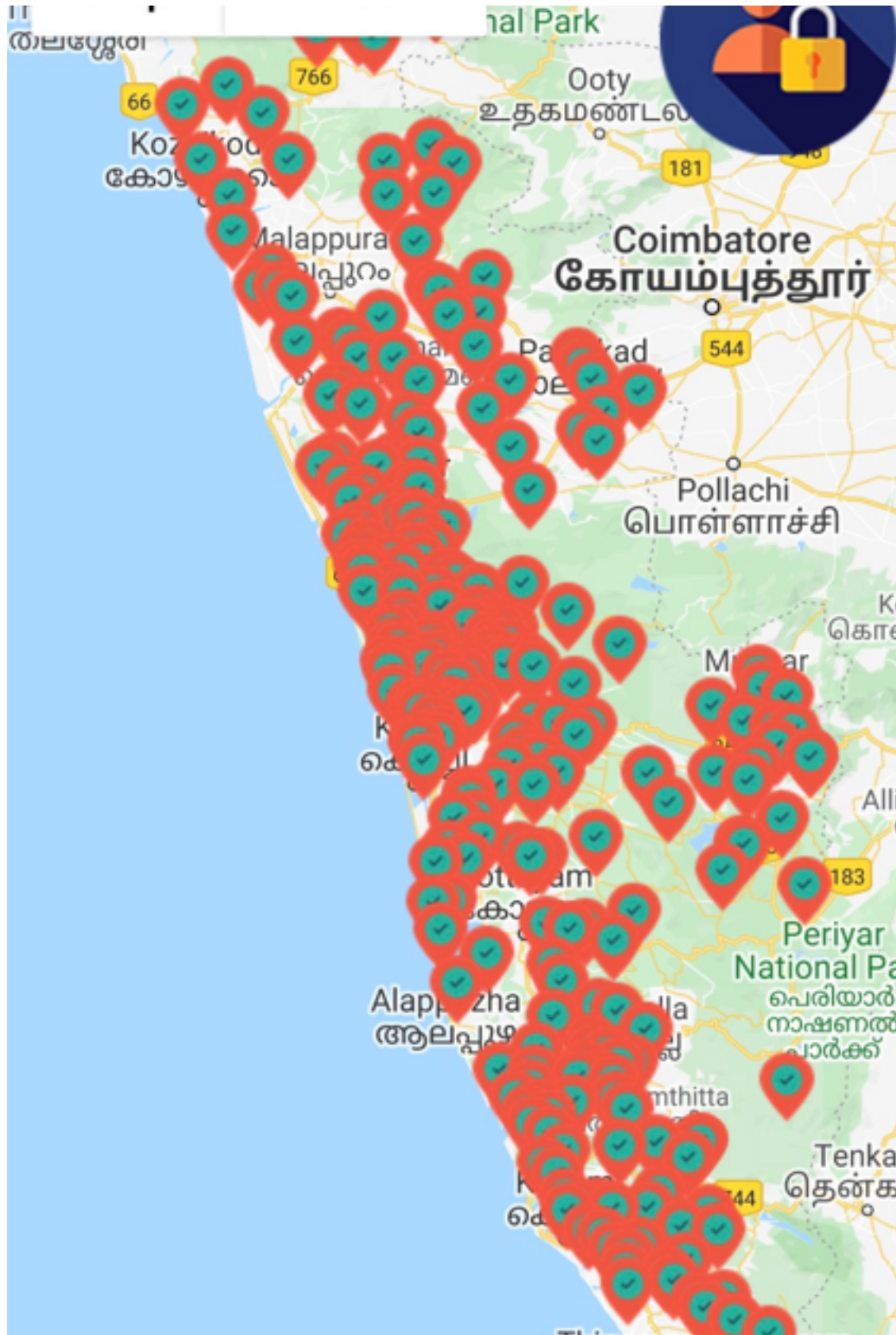
- **1323 community kitchens** (providing free food to the needy) were started during the first lockdown
- **Started by local bodies** and supported by Kudumbashree
- 1144 kitchens operated **by SHG members**
- A service opportunity. Led to empowerment.
- Operational in April/ May 2020





2. *Janakeeya* Hotels

- From community kitchen, **migrated to hotel chain** to address the pandemic in long term
- ***Janakeeya* Hotels by Kudumbashree** to provide meals at Rs. 20/- (Cost for meal is Rs. 30/-. Subsidy support from Govt.)
- **1120 budget hotels** till 30/06 (<https://kudumbashree.org/pages/826> has all the details)
- Employment to 5000+ women



3. Interest Free Loan to SHGs

- Provided during the first wave of the pandemic (June/ July 2020)
- Signed MoU with all banks (banks provided **loans at 9%**)
- Total loan availed from bank was **Rs. 1917.55 cr**
- Govt. of Kerala provided **interest subsidy (Rs. 309.34 cr in 3 years)**
- **2.03 lakh SHGs** availed the loan (Reached **25.17 lakh members**)



കുടുംബശ്രീ പ്രവർത്തകർക്കുള്ള മുഖ്യമന്ത്രിയുടെ സഹായഹസ്തം വായ്പാ പദ്ധതിയുടെ സംസ്ഥാനതല ഉദ്ഘാടനം മന്ത്രി എ.സി. മൊയ്തീൻ നിർവ്വഹിക്കുന്നു. തദ്ദേശ സ്വയംഭരണ വകുപ്പ് പ്രിൻസിപ്പൽ സെക്രട്ടറി ശാരദാ മുരളീധരൻ, കുടുംബശ്രീ എക്സിക്യൂട്ടീവ് ഡയറക്ടർ എസ്. ഹരികിഷോർ, കടകം പള്ളി സർവീസ് സഹകരണ ബാങ്ക് പ്രസിഡന്റ് ഡി.ആർ. അനിൽ, കുടുംബശ്രീ ജില്ലാ മിഷൻ കോർഡിനേറ്റർ ഡോ. കെ.ആർ. ഷൈജു തുടങ്ങിയവർ സമീപം.

4. Revolving Fund to VO

- Announced (one month ago) by Hon CM of Kerala **to address the second wave** of pandemic
- **Rs. 1 lakh to each VO** as revolving fund
- **Rs. 200 cr** will be provided to 20,000 VOs (rural as well as urban)
- To **address vulnerabilities** due to COVID. To support SHGs

5. CIF from NRLM

- Community Investment Fund (CIF) from NRLM was a backbone for livelihood groups during the pandemic
- **Rs. 46.86 cr.** provided in 2020 -21
- **Rs. 24.60 cr.** allotted in 2021- 22
- Benefitted 940 CLFs and 5000+ enterprises

6. Created many new livelihood opportunities

- Sanitizer, Mask and Face shield production
- **125 disinfection units** (livelihood for 686 members; **Rs. 57 lakhs** business volume till date)
- **Home delivery services** in convergence with Supplyco
- **Cloth bag stitching** for Civil Supplies Department (to provide food kits)
- **Homeshop network** (service providers who do door delivery of SHG products) extended to **all districts**





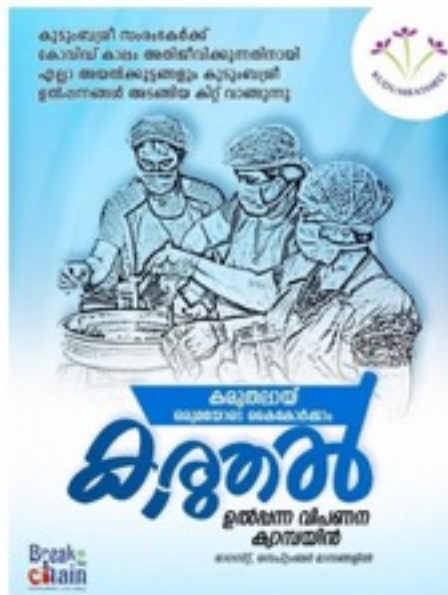
കേരള സംസ്ഥാന പാനീയ കമ്പനി ലിമിറ്റഡ്
Kerala State Beverages (M&M) Corporation Ltd.
18/20A, W. Thiruvananthapuram, P.O. Box 4001 - ARDOR
Regd. Office: WVC 10404/TC NO.2542-1/1983 Shivan P.O.
Pulayam, Thiruvananthapuram, Pin: 695033
കേരള സംസ്ഥാന പാനീയ കമ്പനി ലിമിറ്റഡ്
18/20A, വ. തിരുവനന്തപുരം, പോസ്റ്റ് ഓഫീസ് 4001 - അർദൂർ
റജിസ്റ്റർഡ് ഓഫീസ്: WVC 10404/TC NO.2542-1/1983 ശിവൻ പോസ്റ്റ്
പുലയം, തിരുവനന്തപുരം, പിൻ: 695033
FL-1, 4001 - ARDOR

7. Livelihood package

- New **Special Livelihood package** of **Rs. 100 cr.** announced by Govt. of Kerala for *Kudumbashree* (in the recent budget for 2021-22)
- Direction to [address vulnerable communities](#) including SC/ST/Fisherfolk families
- Project components being finalised

8. Marketing campaigns

- **Product kit** (SHG products) worth **Rs. 500/-** was packed
- Sold 1.59 lakh kits worth **Rs.6.89 cr** (*Karuthal campaign*)
- Conducted an **online campaign** for www.kudumbashreebazaar.com (*Utsav campaign*)
- Received 8891 online orders (**Rs.12.45 lakhs**)
- Planning **next campaign in August 2021**



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9. Mental Health Support

- ***Snehitha*** Gender help desks in all districts (providing supports to women/ family in distress)
- **360 community counsellors** provided counselling and mental health support to 1,19,685 persons in the last one year **(tele counselling)**

10. *Vidyashree* laptop

- A **chit fund scheme** started by KSFE (Kerala State Financial Enterprise) for SHG members
- Rs. 500/- per month for 30 months. After payment of first 3 months, they can select laptops (4 options viz. hp, lenovo, acer, coconics available)
- Laptop will be delivered after 90 days. **Cost is 15,000/- to 18,000/-**
- **59,575 purchase orders given** till date. 4450 delivered



11. Supportive services to the needy and vulnerable

- 1,54,712 **destitute families** identified in the state. During lockdown, **reached to all once a week** and supported
- 9545 **intellectually challenged children** could not attend BUDS schools. **Supported them through counsellors and teachers**
- War room in local bodies, and **Rapid Response Team in each wards** (to support families, to provide services, ensure health care, food etc). **SHG members are part of the team**

Online videos for homebound special children

Bid to keep 9,000 mentally challenged children in BUDS schools, rehabilitation units engaged

R.K. ROSHNI

THIRUVANANTHAPURAM

Like other students in the State, mentally challenged children in BUDS institutions run by Kudumbashree and local self-government institutions can now look forward to online videos for their personal and social development amid the crises caused by the COVID-19 pandemic.

Closure of schools has affected differently abled students the most. Frustrated by being homebound for months, they are also severely impacted by the disruptions in their academic and skill training activities. Now, to keep the more than 9,000 mentally challenged children who attend 138 BUDS schools and 151 BUDS rehabilitation centres



Care from afar: Activities of daily life, mathematical skills, and domestic skills are covered in the online classes.

engaged, online videos are being prepared for them by their teachers.

The videos will cover the children's curriculum, skill training, and social and health awareness, besides counselling for their

parents. Activities of daily life, knowledge of nature, mathematical skills, and domestic skills will be covered.

Arun P. Rajan, State Programme Manager, Social Development,

Kudumbashree says that during the lockdown, the 430 teachers of BUDS institutions and 351 helpers kept in touch with the children through phone calls and WhatsApp. Now, as a follow-up, all the teachers have been asked to prepare videos on activities that the children can undertake with their parents' support.

Teachers in each district will prepare the videos and put them up on the YouTube channels for their districts and Facebook too.

The first video at the State-level by Jilsha Raj of Thrikkadeeri BUDS in Palakkad on shapes was posted on Wednesday. The plan is to upload 10 videos this week. The district-level initiatives will get going from next week. These will be monitored by district programme managers for

ensuring quality, and then sent to the State mission for vetting, before being uploaded.

Mr. Arun Rajan says the objective of asking all the teachers to put up videos is to ensure that the rapport the children had with teachers with continues uninterrupted. It will also help identify teachers best suited to the online teaching mode so that videos by them can be put up in the next phases of the initiative.

Kudumbashree will prepare videos of livelihood activities such as manufacture of paper bags. Also on the cards are videos of health exercises for children that will be prepared with the help of therapists, Kudumbashree executive director Harikishore S. says in a Facebook post.

12. Communication, Campaign and Togetherness

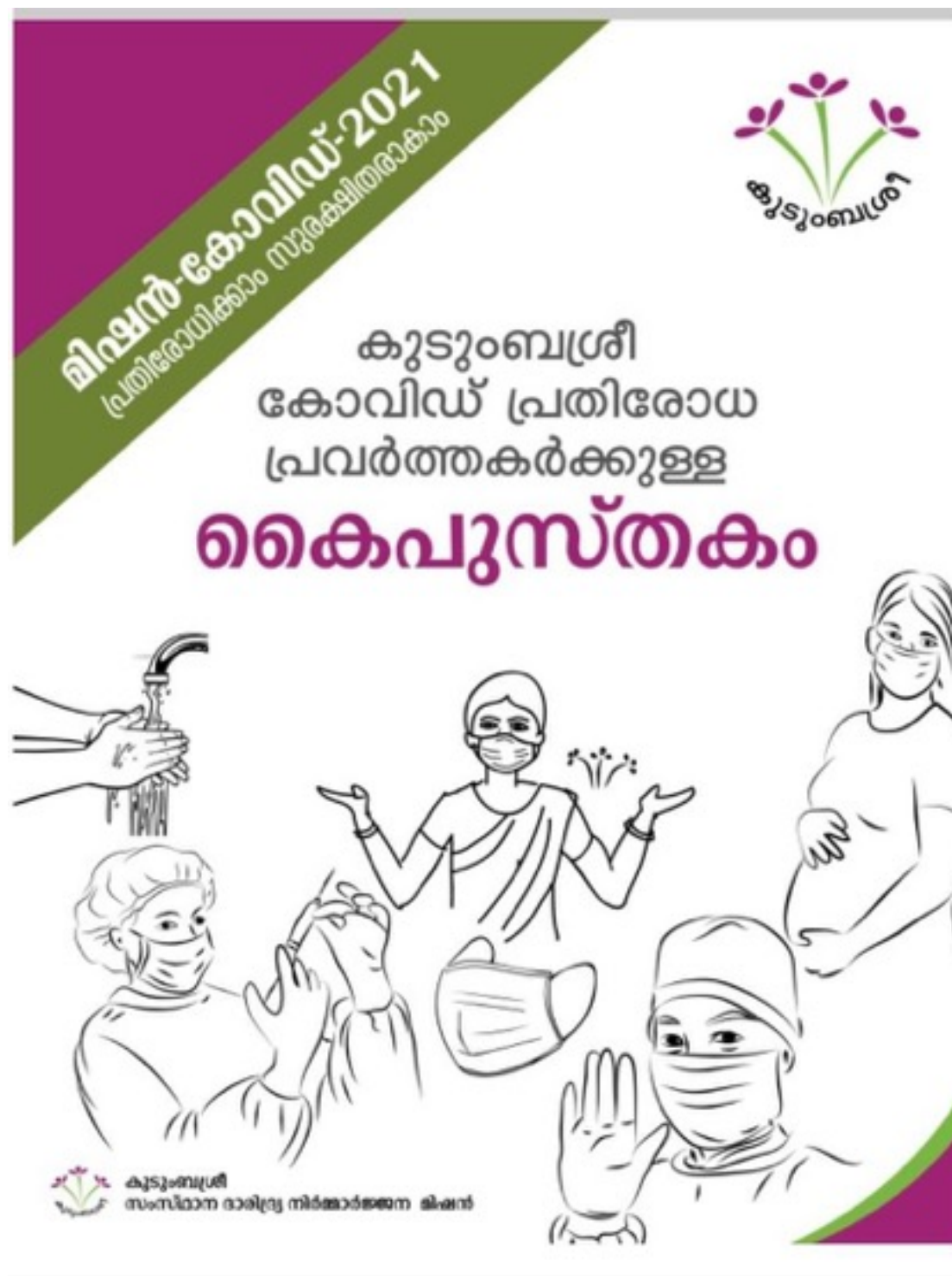
- During first lock down, launched '**Grand Care**' **campaign** to communicate to all regarding the need to care elderly who are vulnerable
- Now, many activities like **spreading awareness photos/ videos/ posters**, **chain call** through SHG network to support, **campaign** to educate and practice '*break the chain*', **online interactive sessions with doctors**, exam series (online) for children for awareness generation

12. Communication, Campaign and Togetherness

- **WhatsApp** groups of SHGs, VO, CLF formed to communicate.
- **Mission COVID 2021 campaign** ongoing with active participation of **2000+ Resource Persons** at different levels (state/district/block/local body)
- CLF members **support health department in organising vaccination** camps
- **Harithakarmasena** (enterprise group for waste management) is providing services (during election, lockdown and in first line treatment centres)

Data and Details

- All data, details and progress tables are available in public domain in **Kudumbashree website** (**<https://kudumbashree.org>**-> **Fight Against COVID**)
- <https://kudumbashree.org/pages/826>
- Impact Studies, Documentation, Details of local initiatives, News etc. are all uploaded



Thanking all listening