

# **JSLPS- Kudumbashree NRO**

## **Exposure visit of Jharkhand SVEP Team**

**9<sup>th</sup> August to 15<sup>th</sup> August**

**Kerala State Poverty Eradication Mission | Kudumbashree -  
National Resource Organization**

**(National Rural Livelihoods Mission)**

**Kochi, Kerala**

**2018**



**Introduction:**

The exposure visit of Jharkhand SVEP team has been conducted from 9<sup>th</sup> August to 15<sup>th</sup> August 2018 in Kochi district of Kerala. The 20 participants including Block project officers, District Managers, Young Professionals had participated in the exposure visit. The visit is facilitated by the Kudumbashree NRO learning Services domain team and Kudumbashree NRO enterprise domain team with the idea of imparting a better understanding on model of development through women's federation and also explores the possibilities of its replicability in their respective blocks & district of Jharkhand.

**Objective:**

The objective of the exposure visit is to impart a deep insight on Kerala model of development through women federation and also to familiarize with the structure of convergence between community organization and Panchayat Raj Institutions (PRIs). Along with this objective it has been also given priority on the SVEP implementation by the Kudumbashree in Kerala.

**Tool/methodology used:**

The methodology used for the exposure visit includes

1. Visit to Panchayat Office and interaction with Panchayat Officials
2. Interaction with Kudumbashree community organization and SVEP stakeholders
3. Visit to various enterprises developed under MEC and SVEP program of Kudumbashree
4. Daily debriefing on the learning's & Observation made throughout the day
5. Session by various experts like COO of Kudumbashree NRO, National Resource Person for Non-farm etc.

## **DAY 1:**

1. Visit to Valakam Panchayat of Muvattupuzsa block of Kochi district

2. Interaction with Panchayat office bearers namely, President, Vice-President, Chairman of Finance standing committee, welfare standing committee, health & education standing committee, development standing committee etc.

3. Interaction with CDS chairperson, Sheela Das who has given deep insight of Kudumbashree and different initiative has taken place in the district under the umbrella of Kudumbashree.

4. Understand the three-tier structure of community based organisation and convergence with local self government.

5. Discussion on CDS Annual Action Plan

6. Visit to best performing enterprises like pottery making unit, tailoring unit of the district.

7. Debriefing and discussion of the observation & learning made during the day.

### **Facilitator**

- Thematic Anchor- Ashitha
  - DPM-Mr Ajeeth
  - Thematic Anchor-Anubha Sharma
- SPC-Rameshwara Nand Jha

A presentation was shared by the BNSEP members to show the different kinds of enterprise that they have opened till now. The history of the block was also explained and how the concept evolved in the block. The BRC members, along with CRP-EP group and the BPM of the block explained their roles and responsibilities. Words were also shared by the member of district state planning board who was deputed for the enterprise development in Kudumbashree.

## **DAY 2:**

1. Visit to Vadavucude block-SVEP implementation block of Kochi district.
2. Visit to Block Resource Centre.
3. Interaction BPM-SVEP-Mr Ajeeth of the block
4. Interaction with BNSEP members. Each member presented about their roles& responsibilities towards implementation of the SVEP program.
5. Interaction with ADMC member. ADMC member given a brief of the major activities taking place in the district under Kudumbashree and her roles in implementation of the activities.
6. Interaction with CRPEP group. Each member of the group given a brief description on their roles and major achievement they have made in the program.
7. Debriefing and discussion of the observation & learning made during the day.

### **Facilitator**

- DPM-Mr Ajeeth
- TA-Ashitha
- TA-Anubha Sharma
- Mentor- Iiby Verghese

## **Enterprise Visit:**

A café was visited which was run by 5 women which gives them a profit of 45000. The team was curious to know its growth as to how the profit was so high. the detailed story was shared by the café didi on how she started the enterprise and the amount of effort she made to run it. Discussion continued on the amount of loan taken, number of customers, help from government and maintenance of books of records

Two tailoring unit was visited. One was of stitching shirts, trousers and school dresses where the entrepreneur with the help of MEC had got contracts from different hospitals, schools to stitch all their uniforms. The story of her journey so far as a successful entrepreneur was shared. Discussions rose on how she could get the contracts from such big institutes and how she managed to do it single handedly. The second unit was embroidery unit who had a single entrepreneur and made sarees and blouse with the help of machine. Both the enterprise visit helped in explaining the ways and methods in which through the help of different stakeholders, an enterprise can earn.

### **DAY3:**

#### *1. Visit to Facility Management Centre:*

The session started with the visit to the Facility Management Center where the participants were given a detail understand of the role of the institution in fetching livelihood opportunities for the women in the Kudumbashree network, provide appropriate training, categorizes them into various skill group and channelize them to the different employment segment. The participants actively took part in the discussion and tried to understand the overall functioning of the Facility Management Center.

#### *2. Visit to Nutrimix:*

Next the participants were given an exposure to the Amrutham Nutri-mix production center. The participants were shown how group enterprises can function. They are also made aware about how the state and the mission have supported the enterprise by providing them various fund to cope up with various situation, infrastructure, technology, idea and market linkages to make the enterprise self-sustain. The

experience of the women added to their understanding and knowledge.

#### *3. Visit to Kochi Metro:*

The participants were taken to Kochi Metro where they were given the scope to interact with the different groups of women from Kudumbashree working in the Metro. The supervisor, team leader, and some other women form the customer care and ticket counter shared their experience and how the Facility Management Center and the Kochi Metro trained them to meet the various job responsibilities.

#### *4. Visit to Tribal agricultural mela organised by Kudumbashree District Mission which is Pre-Onam Festival:*

Later the participants were taken to a.... there the participants interacted with the honorable DMC and ADMC where they came to know about the purpose of organizing such a mela. The participants interacted with the people from different part of the district who took part in the mela. There they came to know about

the fund mobilization and the estimated profit the participants are expected to earn after the Samridhi mela.

5. Debriefing and discussion of the observation & learning made during the day

**DAY4:**

1.SVEP orientation, SVEP Orientation, About Kudumbashree, About BEPC, BRC, CEF, MEC by KS NRO team

2. ME Development Process, introduction to business, Discussion on Business Plan, Viability Check and Financial Statement of MEs by KS NRO team

3. Presentation on SVEP funds and management by KS NRO team

4. Presentation Capacity Building Trainings Under SVEP: MEC, CBO, SRLM and Entrepreneurs by KS NRO team

**Facilitator**

- Mr. RameshwaramNand Jha(SPC Bihar KS-NRO)
  - Ms. Aswini Abraham ( Thematic Anchor Person KS-NRO)
  - Mr. SajadSanthosh( Thematic Anchor Person KS-NRO)
- Ms. Anubha Sharma (Thematic Anchor Person KS-NRO)

## **DAY5:**

### **1. Session on Evolution of poverty eradication program in India by COO-KS NRO:**

In this session, the expert tried to give an insight on the birth of various poverty eradication programs to eradicate poverty India. He also tried to draw attention of the participants on the evolution of NRLM and how various poverty eradication program lead to the birth of NRLM scheme in India. Expert clearly and interestingly explain the evolution of NRLM start from the very first poverty eradication program namely, Integrated Rural Development Program (IRDP), Training of Rural Youth for self employment (TYRSEM), Supply of improved toolkits to Rural Artisan(SITRA), Development of women and child in rural areas(DWCRA), Swarnajyanti Gram Swarozgar Yojana(SGSY) etc. He also gave a deep focus on the role on NABARD in the poverty eradication in India. He explained that NABARD provides refinance assistance for the promotion of agriculture/small scale industries, cottage and village industries, handicrafts/ rural crafts and other allied economic activities in rural areas with a view to promote integrated development for employment and

income generation. NABARD by way of loans to commercial banks, regional rural banks and state cooperative banks and in case of state land development it is by way of contributing to the special development debentures floated by them. The session led to more interesting when he brought the discussion of rise and fall of NGO sector in India in the name of development. He interestingly explained the rise and downfall of the NGOs and civil society Organization from the Era of Indira Gandhi to Rajiv Gandhi to Narendra Modi.

#### **Facilitator**

- Mr. Sajith Sukamaram,  
COO-KSNRO

## **2. Session on Local Economic Development (LED) by NRP-Tony Jose:**

Expert basically tried to give a deep insight on role of social enterprise in local economic development, especially in restructuring local economies in disadvantaged communities which is not so much explored. He tries to make the participants understand with various example of coffee plantation-production-marketing to advertising enterprises on possible scenarios of local economic development and why social enterprises play a key role in restructuring local economies. He also involved the participants by giving group assignment to explore the possible number of Non-Farm enterprises can be developed from Coffee.

### **Facilitator**

- Tony Jose-NRP, Non- farm

## **DAY 6:**

### **1. Presentation by the district wise team of the Jharkhand on the Observation & learning's made though out the exposure visit:**

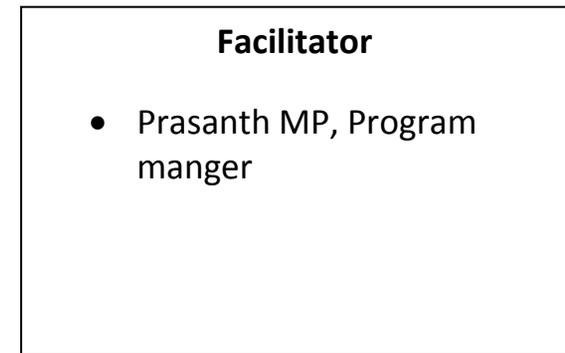
The session was basically on the sharing of experience & learning's made throughout the visit by the whole team of Jharkhand. A template for the presentation has been shared with the team one day before to the presentation. The whole team has been divided into smaller group of respective district wise and asked to present their learning's and any further clarification needs on the program from the NRO team. The Prasanth MP, who is the program manager of the enterprise team of Kudumbashree NRO facilitated the session and gave a details clarity of the program.

### **2. Session on preparation of Action plan for the block:**

In the second session of the day, the team has been asked to prepare an action plan for their respective block. The template of the action plan has been shared with the team and on the basis of that, the block team along with the support of their district manager has

prepared and made a presentation in front of Program Manager.

On the basis of the feedback received from the participants, both the session of the day was worth full and effective for the participants.

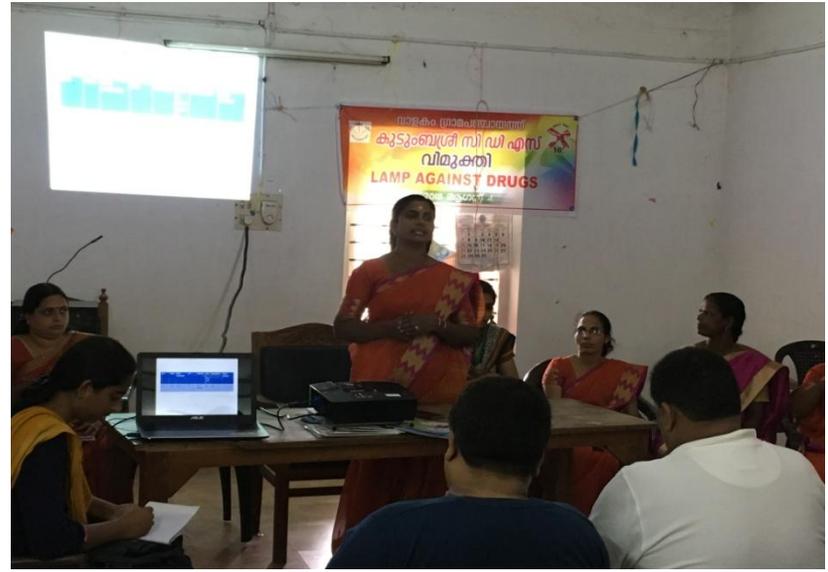


### **Photographs:**





Interaction with Panchayat Officials



Interaction with CDS Chairperson



Visit to Pottery making Unit



Pottery Making enterprise



Interaction with Block Development officer



Visit to Nutri Mix



Interaction with DMC



Visit to Samrithi Mela



Interaction with COO, KSNRO



Session on LED by Tony Jose, NRP



Coffee par Charcha



Group presentation



Interaction with BNSEP members



Visit to tailoring Unit

