

The CBO network seeks the services of MECs in helping new and existing entrepreneurs to run their enterprise in a sustainable manner. The project was piloted in 17 districts of six states and around 21,000 enterprises have been supported.

Key features

- Identification and selection of MECs from the community
- Capacity building of MECs in enterprise management and business consultancy services
- Mobilisation and training of entrepreneurs by MECs and providing range of services for setting up their enterprise
- Rolling out sustainable monitoring mechanisms
- Establishment of MEC-CBO linkages

Start-up Village Entrepreneurship Program

Kudumbashree NRO has been chosen as one of the agencies to implement enterprise development initiatives under Start-up Village Entrepreneurship Program (SVEP) in partner states in India. The project is driven by CRPs-EP (Community Resource Persons for Enterprise Promotion) who are identified and trained from the community to provide market driven solutions to entrepreneurs for running their enterprise. The project also ensures that the community takes the ownership and manage enterprise development initiatives within the block with the help of services provided by CRP-EP.



Key features

- Cadre of trained business consultants from the community to support micro enterprises of the poor
- Engaging and strengthening the CBO network for promoting enterprise development initiatives within the block
- Establishing a single window service for enterprise promotion activities at the block level
- Monitoring and performance tracking of enterprises
- Creation of standardised content and training pedagogy for training of various stakeholders

HIGHLIGHTS

- In the year 2017, MoRD recognised the work of Kudumbashree NRO with an award for its outstanding contribution under DAY NRLM.
- Both the projects have developed and trained a pool of community cadre through intensive processes like classroom sessions, peer learning, exposure visits and learning by doing. The community cadre is nurtured in such a way that the project's sustainability and expansion is enabled.
- Strengthened participatory governance between Panchayati Raj Institutions (PRI) and Community Based Organisations (CBO) in more than 600 Gram

Panchayats through institutional mechanisms that empower women from the SHG network to effectively coordinate with PRI for accessing social security schemes and benefits.

- The MEC project has been able to foster a self-sustainable model of promoting rural entrepreneurship where community institutions steer/monitor enterprise development initiatives in the village.
- MEC pilot project was used as the base by NRLM for developing guidelines for SVEP. Kudumbashree NRO played a crucial role in the development of SVEP.
- The Panchayat Apprenticeship Programme (PAP) under the Learning Services domain offers rigorous training designed to give representatives from the community network and Panchayats from partner states an in-depth understanding on the role of Panchayat in poverty reduction and development in Kerala. On a regular basis, requests from partner SRLMs are taken up for conducting the training programme which is seen as an effective tool for developing the capacities of these stakeholders.
- KS-NRO, through its Resource Development domain has developed a repository of knowledge in the form of publications, training materials, case diaries and documentaries for disseminating useful information on best practises implemented in partner states

"I have been seeing our VO (Village Organisation) slowly becoming more engaged in a lot of activities with Panchayat. We, as women, have started to feel empowered and that has encouraged me to work as a LRG member. I want to make our village a better place for my children."

Sangeeta Marak
LRG member, Garjer Village Council,
Matabari Block, Tripura



"My livelihood is the source of my strength and independence. It has given me the ability to fulfill my family's needs."

Shabnam Bi
Entrepreneur Chittorgarh, Rajasthan



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KUDUMBASHREE NATIONAL RESOURCE ORGANISATION



Empowering Communities... Transforming Institutions

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Empowering Communities.... Transforming Institutions

Kudumbashree National Resource Organisation (KS NRO) has been mandated by the Ministry of Rural Development (MoRD), Government of India under National Rural Livelihoods Mission (NRLM) to provide technical and implementation assistance in the area of Convergence and Livelihood Promotion. Set up in the year 2012, Kudumbashree NRO has been supporting State Rural Livelihood Missions (SRLMs) by developing sustainable models for community based organisations by building their capacities for effective participation in local governance and for promoting entrepreneurship within the community. It entails creating local and state level capabilities for large scale implementation of the interventions. NRO uses the services of trained community resource persons from Kerala whose experience of working with the community network is utilised for strengthening interventions in partner state. The experience of these mentors is also supplemented by the knowledge and skill of trained professionals recruited from reputed institutions across the country.

Strategy

Diverse approach for diverse locations with specific interventions suited to the context for Gram Panchayat/Block/District in a state.

Enhance local capabilities and develop local leadership under both the domains through process oriented training programs.

Developing proof of concept

Creating local capabilities

KudumbashreeNRO Strategy

Building sustainable mechanisms

Support by trained professionals and experienced mentors

Mechanisms focussed on sustainable solutions for participatory governance, social inclusion and opportunities for livelihood.

Support by combining the experience of resource persons from Kerala and trained professionals from reputed educational institutions.

Kudumbashree NRO mainly supports partner states in the following two domains

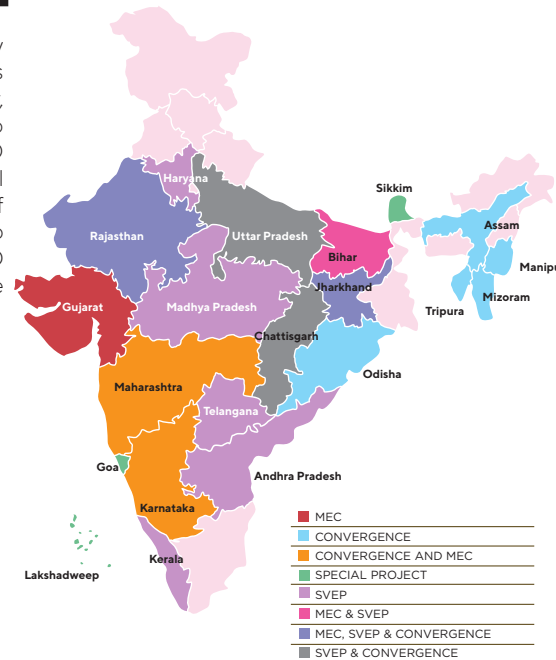
- Convergence between Panchayati Raj Institutions (PRI) & Community Based Organisations (CBO)
Working together of women's institutions with local governments to enhance governance and improve service delivery.
- Enterprise Promotion through Micro Enterprise Consultant (MEC) Project and Start-up Village Entrepreneurship Program (SVEP)
Establishing community based support system for providing multi-dimensional support to micro enterprises of the poor.

Apart from the above, Kudumbashree NRO has also been implementing Special Projects for partner states that are aimed at creating a model for supporting both PRI and CBO networks and for developing a community based system for supporting micro enterprises.

NRO's REACH

Kudumbashree NRO has steadily expanded the scope and extent of its interventions since its inception. Initially, KS-NRO began providing support to partner states in the area of PRI-CBO Convergence and MEC Project. Special Projects were taken up in the states of Goa and Sikkim along with Lakshadweep from 2015. In the same year, KS-NRO was designated as a National Resource Organisation for implementing SVEP.

Working with **2,47,880 SHGs**
In **306 BLOCKS**
Of **107 DISTRICTS**
From **20 STATES & 1 UNION TERRITORY**
Supported by **138 MENTORS**
And **51 PROFESSIONALS**



PRI-CBO Convergence

The PRI-CBO Convergence domain works with Panchayati Raj Institutions (PRI) and Self Help Groups (SHG) in partner states by strengthening them and bringing them under one platform to improve the community's access to entitlements and enhance their participation in local governance. To enable this, a pool of community cadre called Local Resource Group (LRG) are trained in aspects of local governance and development schemes. These members with the help of their gained knowledge work towards enabling convergence between PRI and CBO.



Key features

- Development and rigorous capacity building of local cadre of community professionals (LRGs and Internal Mentors*) for facilitating convergence.
- Strengthening the SHG network and capacity building of Panchayats for enabling convergence and participatory governance at the Gram Panchayat level
- Mobilisation activities within the community for enabling their access to centrally and state sponsored schemes and entitlements.

- Implementation of participatory assessment and planning tools for better involvement of the community in the decision making process within the Panchayat.
- Forming institutional platforms at the Gram Panchayat level to carry out and sustain the implementation of community based interventions
- Nurturing innovative actions and social development initiatives by local communities

* **Internal Mentors are select members identified from LRGs who are further trained to handle scale up interventions.**

Special Project

Kudumbashree NRO provides technical support to partner states for short-term projects based on their needs. It includes the implementation of a community based system which will support both the projects - Convergence between Panchayati Raj Institutions (PRI) and Community Based Organisation as well as promoting entrepreneurship within the community. These special projects are customised to meet the requirements of the partner states and are currently being implemented in Goa, Lakshadweep and Sikkim.



Key features

- Formation of new SHGs
- Streamlining of new and existing SHGs in the NRLM fold
- Building capacities of women from the SHG network for managing their institutions
- Implementing livelihood initiatives within the community
- Social development interventions for addressing larger needs of the community

ENTERPRISE DEVELOPMENT

Kudumbashree NRO has been promoting entrepreneurship among the rural population through its two projects - MicroEnterprise Consultant (MEC) project and Start-up Village Entrepreneurship Program (SVEP). It has been able to develop and nurture an ecosystem wherein SHGs and their federations are made capable of driving enterprise development initiatives in twelve states across the country.

Micro Enterprise Consultant (MEC) Project

The MEC project develops field-level structures focused on supporting microenterprises of the poor in partner states. It includes provision of handholding support through micro enterprise consultants (MECs) who are selected from the community and trained in providing business consultancy services.

