



Kudumbashree - NRO

PRI - CBO
Convergence

Enterprise
Project

Approaches
of NRO

Kudumbashree
- NRO

India - The
land of
contrasts

Kudumbashree

Innovations
for Future

Kudumbashree
Beyond Kerala

Kudumbashree
NRO -
Presence in
India a...



India - The land of contrasts

A country with endless variety of:

- Physical features
- Cultural Patterns
- Languages
- Religions



World's
Largest
Democracy

Discourse of
Development -
The Transition

Increased
emphasis on
planning and
decisi...



India - The land of contrasts

A country with endless variety of:

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World's Largest Democracy

Discourse of Development - The Transition

Increased emphasis on planning and decisi...

**World's largest
democracy**



56% - 680 Millions lack
means to meet basic needs

413 Millions - just above
poverty line are vulnerable

Discourse of Development - The Transition



From beneficiaries to prime movers of development

Development programs centered around women

Improving the autonomy of women and the...



- **Numerous Development programs are centered around women**
- **Shift in approach to women's advancement and empowerment**





**Improving the
autonomy of women
and their political,
social and health status**



**Increased emphasis on
planning and decision
making**



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Convergence

Enterprise
Project

Approaches
of NRO

Innovations
for Future

Kudumbashree
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Kudumbashree
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**Kudumbashree - The movement,
enhancing women's socio-economic
standing since 1998**





**Kudumbashree - The movement,
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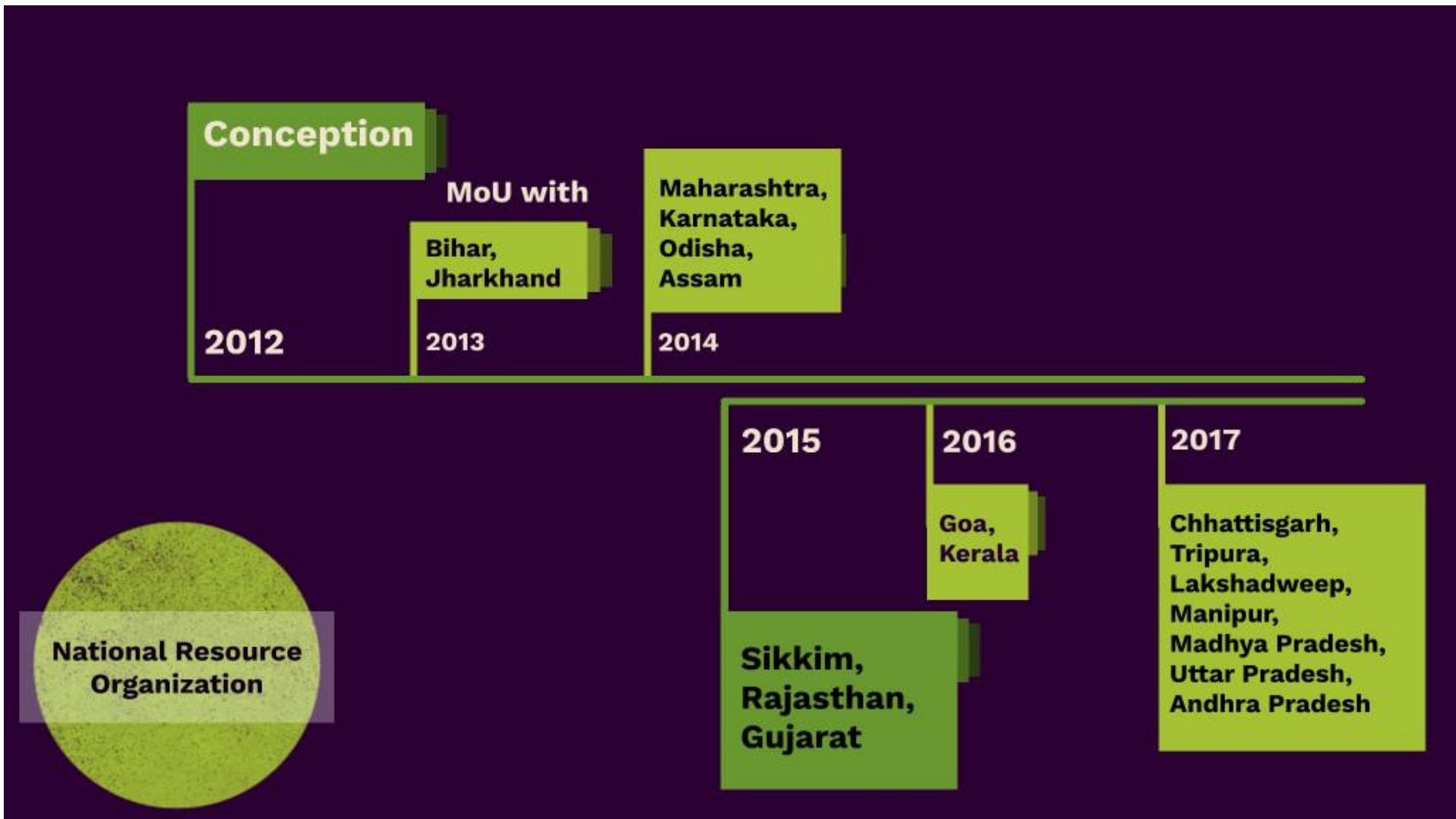
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Project

Approaches
of NRO

Innovations
for Future

Kudumbashree
Beyond Kerala

Kudumbashree
NRO -
Presence in
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NRO's Coverage

17 States

1 Union Territory

91 Distrcits

282 Blocks

**8119 Gram
Panchayats**

17 States

1 Union Territory

NRO's Coverage

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**8119 Gram
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NRO Programmes

NRO Programmes



NRO Programmes



**Panchayati Raj
Institutions -
Community
Based
Organizations
Convergence
Project**

NRO Programmes



**Panchayati Raj
Institutions -
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NRO Programmes

**Panchayati Raj
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Community
Based
Organizations
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**Enterprise
Development
Project**

NRO Programmes



NRO Programmes



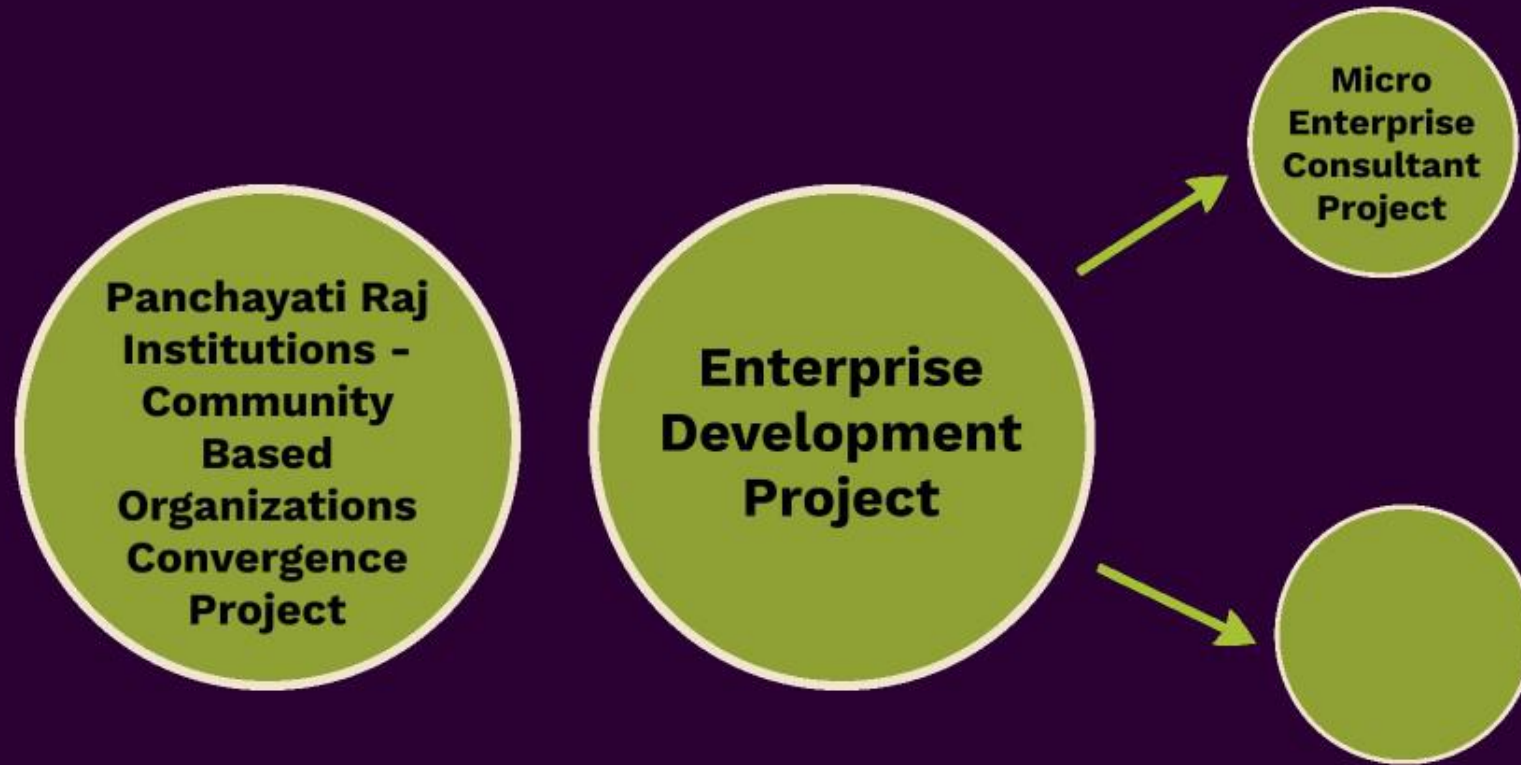
NRO Programmes



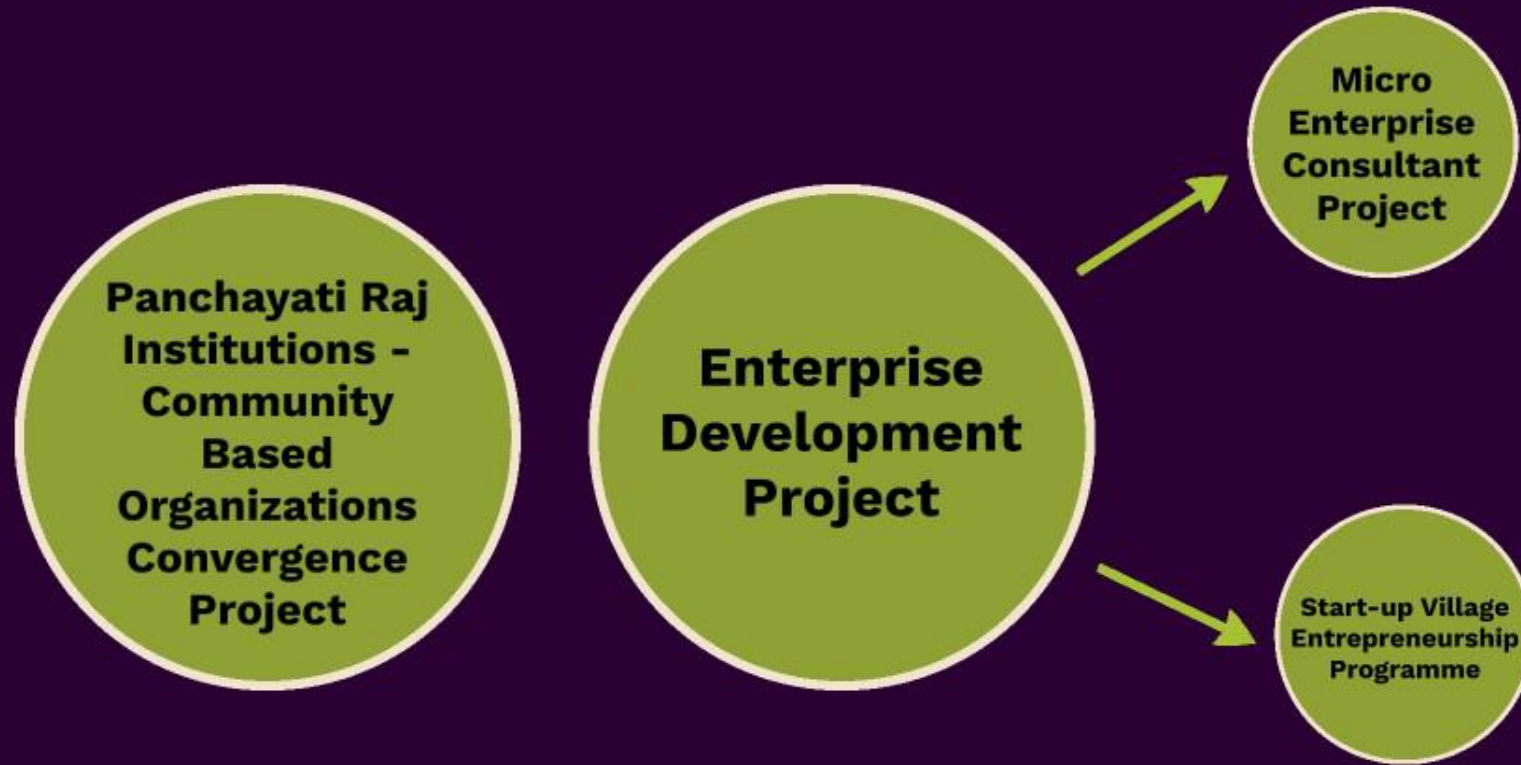
NRO Programmes



NRO Programmes



NRO Programmes





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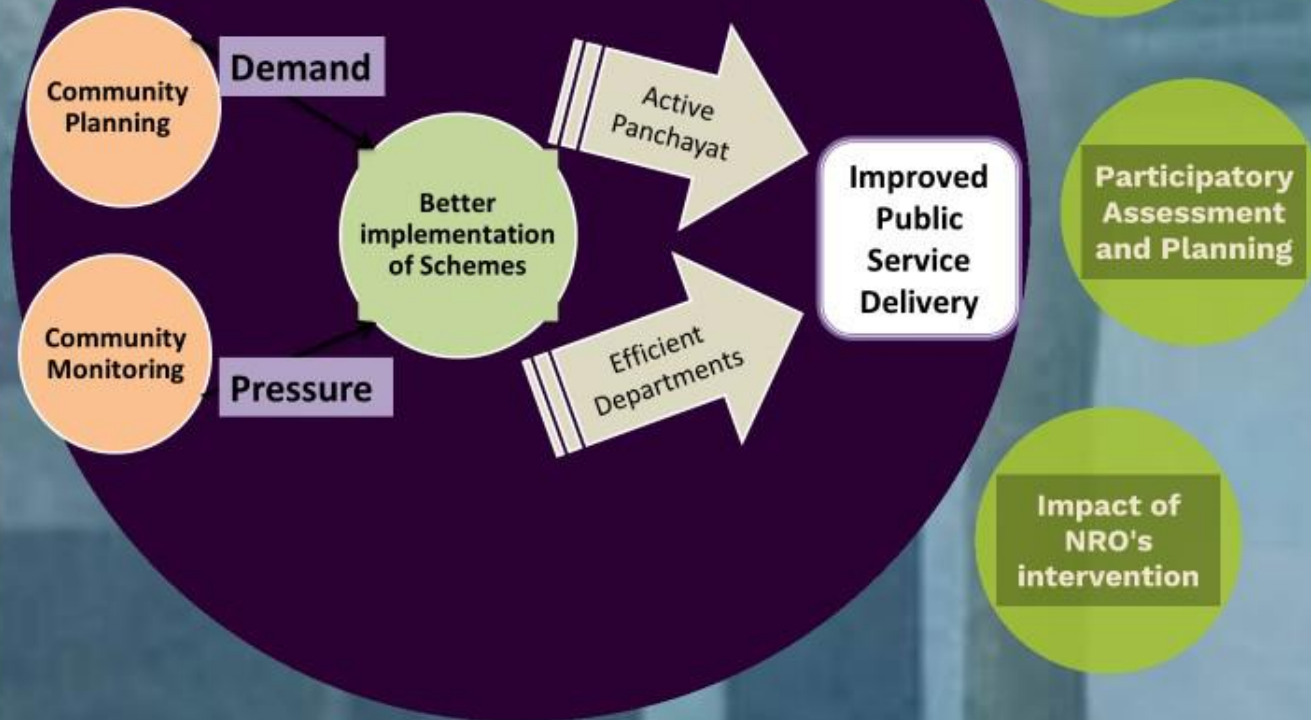
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Innovations
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Capacity Building







Participatory Assessment and Planning

Participatory Assessment of Entitlements, Karnataka



Preparation of Entitlement Assessment Plan, Rajasthan



Entitlement Access Data presented by SHG network, Jharkhand



Handing over Gram Panchayat Poverty Reduction Plan to GP, Odisha



Impact of NRO's intervention



**Rama Devi demanding her rights
at Gram Sabha, Jharkhand**



**Mobilization Campaign for Gram
Sabha, Maharashtra**



**Submitting petition for Access to
Entitlements, Rajasthan**



**Creation of institutional Platforms
of community members**



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Project

Approaches
of NRO

Innovations
for Future

Kudumbashree
Beyond Kerala

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Enterprise Project

Creation of sustainable livelihoods for rural people through self employment initiatives



Provide community level handholding support through trained MEC



Enable SRLM to formulate state policy for enterprise promotion and support



Micro Enterprise Consultant Project

Start-up Village Entrepreneurship Programme



Enterprise Project

Creation of sustainable livelihoods for rural people through self employment initiatives



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Micro Enterprise Consultant Project

Start-up Village Entrepreneurship Programme

Micro Enterprise Consultant Project



Training in Entrepreneurship Development, Training in Enterprise Administration and Management under MEC project

Micro Enterprise Consultant Groups

Performance Tracking System

Start-up Village Entrepreneurship Programme



Market Initiatives under SVEP, Bihar



NRLM visit to Block Resource Center, Bihar



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Approaches
of NRO

Innovations
for Future

Kudumbashree
Beyond Kerala

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Approaches of NRO

Developing
Proof Of
Concept

Mentors

Developing
Local
Capabilities

Building
Sustainable
Institutions
and Monitori...

NRO
Team

Developing Proof Of Concept

- **Diversified approach for diversified locations**
- **Varied Pilot Areas**
- **Pilot Projects mainstreamed across states as per their context**

Mentors

- **Community leaders**

- **Multiple years of experience as CDS Chairpersons, Training team members, MECs, KAASS members and other community initiatives**

- **Selected and trained**

Developing Local Capabilities



Selecting and developing capacities of local community people within partner states

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Convergence

Jhingi - The
Local
Resource
Group memb...

Enterprises
Projects

100% Women
Micro
Enterprise
Consulta...

PRI - CBO Convergence

Local Resource Groups

Internal Mentors



**Jhingi - The Local
Resource Group
member who brought
back light to Harlor,
Jharkhand**

385
Internal Mentors
Deployed

2044

**Members of Local Resource
Group developed**

385

Internal Mentors Deployed

Enterprises Projects

Micro Enterprise Consultants

Internal Mentors

Master Trainers



100% Women Micro Enterprise Consultant Groups, Rajasthan

721
Micro
Enterprise
Consultants

721
Micro Enterprise Consultants

50
Micro Enterprise Consultants Groups

133
Master Trainers

35
Internal Mentors

18319
Micro Enterprises Supported

Building Sustainable Institutions and Monitoring mechanisms

- Village Organization Coordination Committee



- Gram Panchayat Coordination Committee



- Entitlement Tracking Register



- Performance Tracking System



- Weekly markets & Cafe Units



Convergence with various departments

Policy Level Changes



Building Sustainable Institutions and Monitoring mechanisms

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- Weekly markets & Cafe Units



Convergence with various departments

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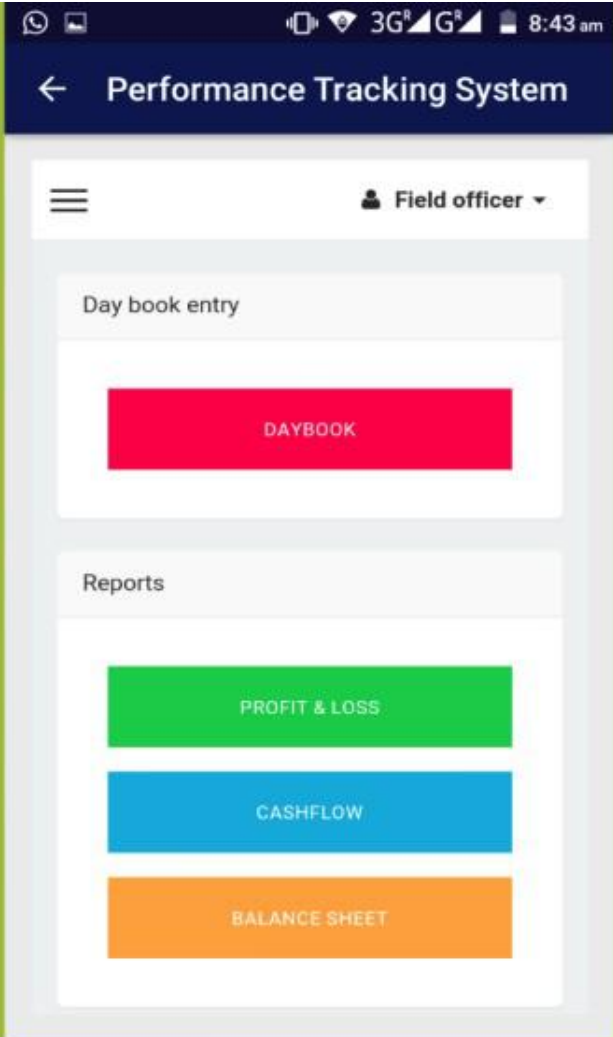


- Weekly markets & Cafe Units



Convergence with various departments

Policy Level Changes



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Convergence with various departments

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Convergence with various departments

Policy Level Changes

Convergence with various departments

- **Weekly Markets in Karnataka and Rajasthan**

- **Didi's Cafe Units in Jharkhand**

- **VOCC & GPCC platform**

Policy Level Changes

Universalization of PRI-CBO Convergence Project

Start-up Village Entrepreneurship Programme taking its policy from NROs Micro Enterprise Consultant Project

Block Nodal Society For Enterprise Promotion as a Block Level Federation developed in Kerala

NRO Team

**Mentors,
Mentor Core Group
Members
&
Professionals**



137 Mentors

9 Mentor Core Group Members

36 Professionals



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Enterprise
Project

Approaches
of NRO

Innovations
for Future

Kudumbashree
Beyond Kerala

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Innovations for future



**Model Immersion sites across
the country**



Developing Scalable Enterprises



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Approaches
of NRO

Kudumbashree
- NRO

Kudumbashree

India - The
land of
contrasts

Innovations
for Future

Kudumbashree
Beyond Kerala

Kudumbashree
NRO -
Presence in
India a...



Publications

Resource Material

News Coverage

Web Portal

The
Kudumbashree
Story

NRO Website
Facebook Page



Kudumbashree beyond Kerala...

India

Kudumbashree beyond Kerala...

Abroad



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PRI - CBO
Convergence

Enterprise
Project

Approaches
of NRO

Kudumbashree
- NRO

India - The
land of
contrasts


Kudumbashree

Innovations
for Future

Kudumbashree
Beyond Kerala

Kudumbashree
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Presence in
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Kudumbashree NRO - Presence in India and beyond

Publications

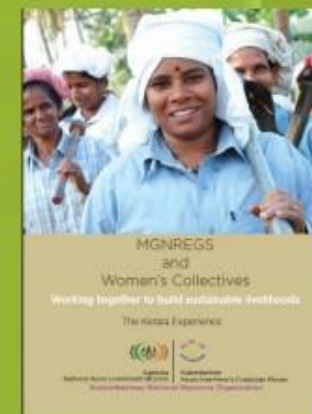
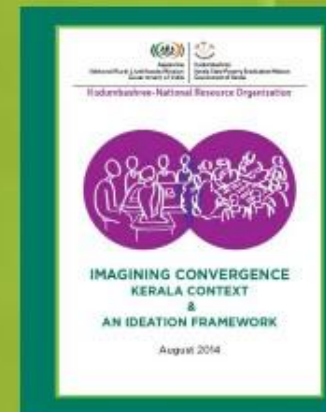
Media
Coverage

National
Award
Presented to
Kudumbashr...

Kudumbashree
beyond Kerala

And the
Kudumbashree
Story
continues n...

Publications



Media Coverage

Gram panchayat to sign MoU to execute responsibility

Gram panchayat to sign MoU to execute responsibility

The Gram Panchayat of Kudumbasree is set to sign a Memorandum of Understanding (MoU) with the Government of Kerala to take over the responsibility of executing various social welfare schemes. This move is expected to streamline the implementation of these schemes and ensure better coordination between the local government and the state.



कोटाजिलापत्रिका

राजीविका ने बच्चों की रेली निकाली

कोटा जिला पत्रिका ने बच्चों की रेली निकाली। इस कार्यक्रम में बच्चों को शिक्षा और मनोरंजन के माध्यम से जागरूक किया गया। रेली के दौरान बच्चों को विभिन्न विषयों पर प्रश्न-उत्तर सत्रों का आयोजन किया गया।



विद्यालय में मना प्रवेश उत्सव

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विद्यालय में प्रवेश उत्सव मनाया गया। इस अवसर पर बच्चों को विद्यालय के नियमों और शिक्षकों से परिचित कराया गया। कार्यक्रम में बच्चों को विभिन्न खेलों और गानों का आयोजन किया गया।



Kudumbasree hailed for improving Attappady figures

Kudumbasree hailed for improving Attappady figures

Kudumbasree has been hailed for its efforts in improving the socio-economic conditions of the Attappady region. The organization has implemented various welfare schemes and provided financial assistance to the people of the region. The government has expressed its appreciation for the work done by Kudumbasree.



81% 09:05

Facebook, Twitter, WhatsApp, Telegram icons

अंगीकार की पहल पर स्टार्ट-अप क्लिष्ट आक्रोश्वर योजना के महत्व को महत्व देना

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अंगीकार की पहल पर स्टार्ट-अप क्लिष्ट आक्रोश्वर योजना के महत्व को महत्व देना। यह योजना लोगों को नौकरी के अभाव में आत्म-रोजगार के अवसर प्रदान करती है।

Open Thumbnail

1 6 8 16

अंगीकार मिशन का आक्रोश्वर गरीबी उन्मूलन कार्यशाला सम्पन्न

अंगीकार मिशन का आक्रोश्वर गरीबी उन्मूलन कार्यशाला सम्पन्न

अंगीकार मिशन का आक्रोश्वर गरीबी उन्मूलन कार्यशाला सम्पन्न। इस कार्यक्रम में गरीबों को नौकरी के अवसर प्रदान किए गए।



यान पर प्रशिक्षण शुरू

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यान पर प्रशिक्षण शुरू। इस कार्यक्रम में लोगों को नौकरी के अवसर प्रदान किए गए।

पांच पंचायतों को आदर्श बनाने का करार

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Women mukhiyas sign MoU promising example for others

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Women mukhiyas sign MoU promising example for others. The MoU promises to improve the socio-economic conditions of the region.

पांच पंचायतों को आदर्श बनाने का करार

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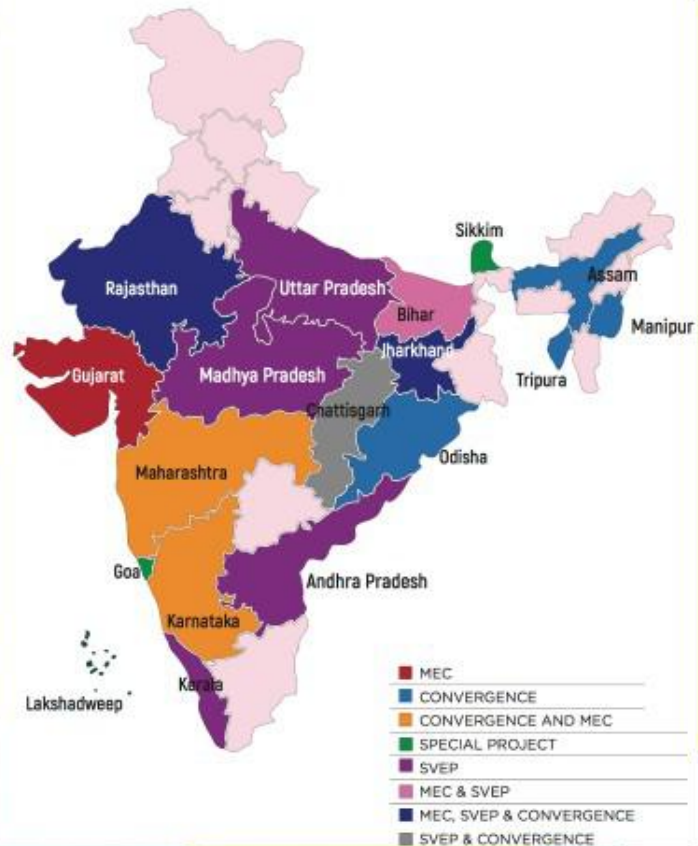
**National Award Presented to Kudumbashree - National Resource Organization
for
Outstanding Contribution to Promotion of Micro Enterprises through MECs and
Convergence of CBOs with PRIs**

Kudumbashree beyond Kerala

Presence in India

NRO Partnerships

- * 17 partner-States & 1 Union Territory
- * Special projects in Sikkim, Goa & Lakshadweep



**And the Kudumbashree Story
continues not just in India,
but beyond...**





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Kudumbashree
- NRO

PRI - CBO
Convergence

Enterprise
Project

Approaches
of NRO

Innovations
for Future

Kudumbashree
Beyond Kerala

Kudumbashree
NRO -
Presence in
India a...