

Women Construction Group Kudumbashree Government of Kerala



Transforming Urban Landscape
3rd ANNIVERSARY CELEBRATIONS
PMAY (U) - July 27th- 28th, 2018, Lucknow,
Uttar Pradesh

Presented by



**BINU
FRANCIS**
DIRECTOR –
URBAN
HOUSING
MISSION



KUDUMBASHREE
STATE POVERTY ERADICATION MISSION, GOVT. OF KERALA

Why?

Women Construction Group



- Empowerment of women; Converting them from unskilled to Skilled entrepreneur
- Catering to **demand** - supply gap (shortage of workers/ materials)
- Ownership and responsibility
- Gender equality
- Representation/presence of women in construction sector

The opportunity

The background of the slide features a stylized, orange-toned illustration of several construction cranes. The cranes are depicted in a low-angle perspective, making them appear to rise steeply towards the top of the frame. They are rendered with a lattice-like structure, and some have large, solid orange cylindrical components. The overall aesthetic is clean and modern, with a focus on geometric shapes and a warm color palette.

- Construction of nearly 1 lakh houses under PMAY in 2018-19
- Demand for 38 lakh skilled and 50 lakh unskilled labourers (During 2018 – 19)
- There is a huge gap of labour force and building materials...???



A Panacea



- Animal Birth Control (63 Units)
- IT Units (62 units)
- Nutrimix (Food Supplement – 241 units)
- Urban Service Team (22 units)
- Waste Management (750 units)
- Kochi Metro Facility Management

A Panacea

Nutrimix



Amrutham Nutrimix - State Wide Project

Railway Projects



Premium Customer Lounge, Main Gate, Ernakulam

A Panacea

ABC MOBILE UNITS



WINNERS- ABC MOBILE UNIT
Affiliation Number-43/2017/KS

IT UNITS



A Panacea

Kochi Metro-Facility Management



1st Metro which engaged transgender community in the Globe

EVOLUTION



- Started in 2014
- Training for Construction activities was given to 200 women using CSR fund of HUDCO
 - Women in construction sector as masons/ workers
 - Skilled labourers under AUEGS
 - Micro contracting construction group - District level groups were identified and provided 53 days training in Construction of houses



IDEA AND IMAGINATION



Women Construction Group
Kudumbashree
Government of Kerala

PROCESS

KNOW
we how



- Mobilization through Kudumbashree community network.
- General awareness (1 day duration) is given
- 53 days non residential training to fresh batch participants
- 45 days training will be provided to members who have already received training.
- Training agencies-Government Accredited agencies such as Nirmiti, Costford , SB Global, Grameena Padana Kendra
- Training space provided by the respective ULBs.
- The trained members will be registered with the respective CDS and will be constituted as ME units.



Total No: of groups	Urban groups	Rural Groups	Total Kudumbashree members engaged
348	37	311	2652

All members are able to generate an amount of Rs. 750/- day much above the present AYYANKALI / MGNREGA skilled wage rate

Sl. No.	Particulars	Total (Rs. in Lakhs)
1	Total Amount of construction work allotted	350
2	Total Revenue received till date	272 (77.60%)
3	Number of groups	70
4	Number of Members	520
5	Total Income days generated	2371



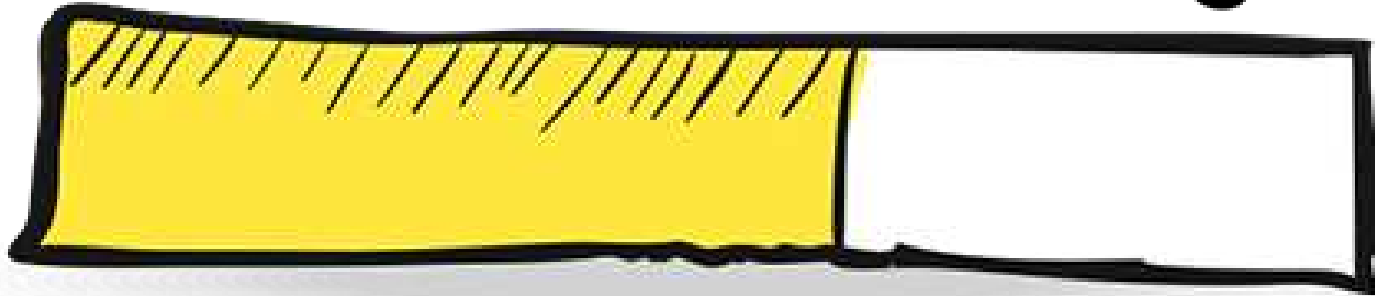
Major **Activities** Undertaken

- **79 concrete roof houses** (Rs3.5 lakhs/ house) were completed and handed over to the Tribal Rehabilitation Mission in Ernakulam District.
- **45 houses constructed** for Ashraya families in Ernakulam District.
- **Construction of Concrete handrail and painting works** at Railway Premium Parking at Ernakulam Junction and Aluva Stations.
- **Well recharging projects**
- **Concreting of roads.**

Ongoing activities...



loading...



- Construction of 344 houses (Under different Schemes)
- Construction of 86 PMAY(U) houses

BUILDING MATERIAL MANUFACTURING UNITS



- Demand of atleast 100 crore bricks under PMAY(U)
- Proposed to establish atleast 1 building material manufacturing unit/ ULB
- Convergence with AUGES- Material and Labour component
- Reduction in construction cost for the beneficiary
- 10 units in the state

- 1.Hollow Bricks
- 2.Well rings
- 3.Window and door frame
- 4.Ferro cement slab
- 5.Septic tank



HOLLOW BRICK UNITS

10 UNITS IN THE STATE



PAINTING TEAM UNIT (1 UNIT IN KOCHI)



THE CHALLENGE

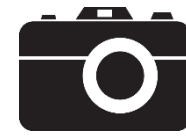


- Gender stereotyping
- Lack of capital
- Lack of acceptance
- Mobility issues



- Government accreditation for undertaking Construction projects of Government .
- Consortium for undertaking big projects.
- Adaptation to latest low cost construction/innovative technologies.
- Agency license/ franchisee for purchasing raw materials in bulk quantity at subsidised price.

Photographs – Best Practice



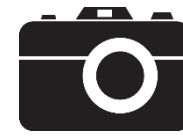
40 days



House constructed by
Kudumbashree
construction Group at
Alappuzha District within

a record time of **40**
days

Photographs – Best Practice



ST HOUSING SCHEME - EKM



THRISSUR

Photographs – Best Practice



**WELL
CONSTRUCTION**



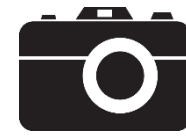
**CONSTRUCTION OF
CANTEEN FOR SCHOOL**

Photographs – Best Practice



**PADDY FIELD SIDE WALL
CONSTRUCTION PROJECT**

Photographs – Best Practice



ARCH CONSTRUCTED BY KUDUMBASHREE CONSTRUCTION GROUP FOR RAILWAY

Photographs – Best Practice



ON-GOING CONSTRUCTION



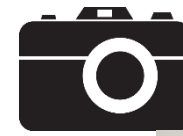
Photographs – Best Practice



ON-GOING CONSTRUCTION



Photographs – Best Practice



ON-GOING CONSTRUCTION



Photographs – Best Practice



ON-GOING CONSTRUCTION



TRAINING– Best Practice



SCREENING PROCESS



LAND CLEARING

TRAINING– Best Practice

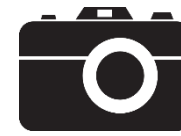


SETTING OUT



**Practical – Construction using
cement bricks**

TRAINING– Best Practice



**CONSTRUCTION USING
BRICKS**



Brick level Testing

TRAINING– Best Practice



**BATHROOM
CONSTRUCTION**



**ARCH
CONSTRUCTION**

TRAINING– Best Practice



RAT TRAP BONDING



ENGLISH BONDING

TRAINING– Best Practice



WELL CONSTRUCTION

TRAINING– Best Practice



TILE WORKS



PLUMBING AND SANITARY

TRAINING– Best Practice



STONE MASONARY



PAINTING WORKS

