

A Study on the Performance of Food Products of Kudumbashree Unit in Southern Kerala

P. Jyothi, Rahul S Kumar, Rohit S Kumar, Jayasree S Nair and
Ayida Vahid

Abstract--- Kudumbashree is a programme organised by the government of Kerala for the upliftment of women in rural areas. This programme helps women to increase their ability, talent and introduce their ideas in different fields in developing society. Kudumbashree has a three tier structure for its women community network, with a neighbourhood groups at the lower level, area development society at middle level, community developmental society at government level. The aim of the study is to know the economic empowerment of women and their financial support from the government. The study is conducted on five units on each district of southern Kerala that is (Thiruvananthapuram, Kollam and Alappuzha). This study helps us to understand financial enhancement of women working under kudumbashree unit and it also helps us to ensure a minimum standard of living.

Keywords--- Kudumbashree, Economic Empowerment, Kerala.

I. INTRODUCTION

Women makes up half of world's population, they plays an important role in the development system. Empowerment of women and their participation is an important feature in development process. It is estimated that the development process should have equal opportunity for women as compared to men. "Empowerment of women leads to development of good family, good society and ultimately a good nation" Dr. A.P.J Abdul Kalam commented.

The Government of Kerala has introduced Kudumbashree for the empowerment of women and poverty alleviation in Kerala. Kudumbashree was formally inaugurated by the Prime Minister Atal Bihari Vajpayee in Malappuram on May 17, 1998. Kudumbashree State Poverty Alleviation Mission was introduced on April 1, 1999. The mission was launched by the Government of Kerala with an active support of Central Government poverty, by organising the poor into community based organisations. Currently 2.77 lakh Kudumbashree Neighbourhood groups, more than 19,854 ADS and 1073 CDS in Kudumbashree. Among the Kudumbashree Neighbourhood groups, the Government of and NABARD adopted a number of methods to alleviate Kerala has introduced a new interest subvention scheme, which enables NGHs eligible for interest subvention to avail loan up to Rs.3 lakh at 4% interest rate. Kudumbashree is currently one of the largest women empowerment projects in India.

P. Jyothi, Department of Commerce and Management, Amrita School of Arts and Science, Amrita Vishwa Vidyapeetham, Clappana, Kollam. E-mail: jyothijprakash14@gmail.com

Rahul S Kumar, Department of Commerce and Management, Amrita School of Arts and Science, Amrita Vishwa Vidyapeetham, Clappana, Kollam. E-mail: rahuludayasree@gmail.com

Rohit S Kumar, Department of Commerce and Management, Amrita School of Arts and Science, Amrita Vishwa Vidyapeetham, Clappana, Kollam. E-mail: rohitmadagascar@gmail.com

Jayasree S Nair, Department of Commerce and Management, Amrita School of Arts and Science, Amrita Vishwa Vidyapeetham, Clappana, Kollam. E-mail: jayashrees@am.amrita.edu

Ayida Vahid, Department of Commerce and Management, Amrita School of Arts and Science, Amrita Vishwa Vidyapeetham, Clappana, Kollam. E-mail: ayidavahid66@gmail.com

Café Kudumbashree is the common brand name for Kudumbashree Catering Units and Food Fest which is one of the Kudumbashree's most successful venture, Kudumbashree food fest organised as a part of seasonal celebrations with a focus on traditional cuisine from different parts of the state. Café kudumbashree is a brand that brings back the food traditions of Kerala. The 20% of the sales turnover is collected from the participants and commissioned to make more café units in the district level. Café Kudumbashree has been seen as a strong brand in the food sectors at various food fair across the state over years. Café kudumbashree won Gold Medal in 2013 and Silver Medal in 2014 in Indian International Trade Fair held in New Delhi.

II. LITERATURE REVIEW

Dr.K.Venugopalan Empowerment of women and their contribution in the expansion process has been measured as a vital mark of growth. It is supposed that real growth is likely only if the women and men toil in like conditions. Gender equality and empowerment of women is familiar internationally as an input element to attain development in all areas. Rural women are regarded as silent and defenceless. Raping cases are appearing in the newspapers all day. Still politicians are not following them. So they are to be empowered to struggle next to the harms faced by them. Kudumbashree project was taking place in Kerala in 1998. Sobha Arun Thankom Arun This article explores to what degree decentralized structures can add to asset growth among needy groups, and recovering livelihood choices. The process of asset growth is joined to the wider circumstance of participatory institutions and opportunities contained by which societal actors can alter assets into meaningful livelihood outcomes. Known its level of social growth and civil culture in the Indian state of Kerala, the *Kudumbashree* scheme, an pioneering community-based, decentralized participatory organization aim to build meaningful forms of assets at grassroots levels. J. Devika, Binitha, V. Thampi Micro-finance and its (purported) capacity to empower women is by now a well-explored field all over the world. We now have several tools by which micro-finance programme may be assessed. Though, here we try to significantly measure the claim of the Kerala government's scarcity abolition programme, the Kudumbashree, which combine a micro-finance model with previous essentials through critical feminist lenses. Further, we try to put this agenda inside Kerala's own past knowledge of empowering the deprived. Given the fact that this main attempt to popularise micro-finance in Kerala has the double aim of scarcity mitigation and women's empowerment, this seems warranted. Reshmi V and Dr. Rincy V Mathew The main purpose of this paper is to understand the contribution of Kudumbashree in micro-enterprise empowerment and entrepreneurship. The Government of Kerala initiative Kudumbashree-poverty alleviation through women empowerment. It has shaped Kerala with a high professional women entrepreneurs who are capable of handling a business by themselves. This study purposively reveals the Promotion strategies of Kudumbashree on Micro-enterprise empowerment and the benefits of Kudumbashree programs on entrepreneurship development. V.P. Raghavan (2009) in his learn of Kudumbashree project in Kerala focused thoroughly on Micro Credit and Empowerment. In this he aim at investigative the socio-economic shock of the Kudumbashree project on the rustic and city deprived in salvage from lack and create sex equity. He concluded that Kudumbashree has gain general and global praise as an perfect and practical replica of participatory growth for eradicate scarcity. T.K. Jose, Executive Director of Kudumbashree (2006) commented that Kudumbashree views Micro Enterprise growth as an chance for as long as profitable service to the persons under scarcity row and thereby getting better their earnings and income benchmark. In condition up of Micro Enterprises for the deprived and

enable to take up living performance Kudumbashree has urbanized its own method. So far 27477 women from city region and 2.07 lakh women from rustic area were given the sustainable self-employment opportunity with sensible profits. Kenneth Kalyani and Seena P C (2012) financial growth of women lead to improved livelihood position in the relations, instructive, food, and the physical condition wants of the brood were well pleased. Financial sovereignty through kudumbashree improve the communal contribution of its member. Guha and Gupta (2005) Micro-finance should be cautious an interlinking motor vehicle flanked by financial addition and getting better touchstone of income. There should be on purpose stage to pick up the profits and make of the part through participative fruitful activities. Anderson (2002) quantity income of the set have unfair the socio financial performance most important communal assets configuration through tuition and self-learning apart from mere monetary business. Ojahaqq(2001). Strong social mobilization should be the fundamental code of microfinance base performance. The self-help group with physically powerful communal repression help in administer harass gratis self-employment activities. Jaya Anand (2000). The contribution in the micro financing performance helps the deprived in maintaining a more steady returns than they are not element of the micro financing activities. The most outstanding advantage is the frugality component, which has totally thankful the cluster members from the money lender. Minimol and Makesh (2012) did a study to recognize the point of personal, social, economic and financial empowerment achieved by the members throughout SHGs. The data was composed from a sample of 200 members of 18 SHGs situated within three villages of Cherthala Taluk of Alappuzha, Kerala. principal data were composed by employing a prearranged interview schedule, through member observation, and direct personal conference with the members of various SHGs. The study concluded that the idea of SHGs for rural women empowerment has not so far run its full course in attaining its aim. Kavitha et.al (2011) conducted a revision on the general insight of effectiveness of group performance by the members of women self-help groups (SHGs) in goat farming, functioning under Kudumbashree, in Thrissur district, Kerala. The answer of the study showed that mainstream of the respondents (76%) made-up the effectiveness of their group performance as medium. The performance of the group in terms of executive actions (mean score 1.96) was apparent most effective by the members, followed by that of interpersonal relations (mean score 1.93) and capitalist activities (mean score 1.76). The study brought to light the need for entrepreneurial training in goat farming along with provision of resources like good quality breeds, grazing land, feed, market and veterinary care for success of the group's functioning. John(2009) Kudumbashree project: A scarcity abolition programme in Kerala: presentation, Impact and Lessons for other states" establish that Kudumbashree is a sole programme that has an rim over many SHG programmes in other Indian states. He pointed that at first, the devotion of NHG under Kudumbashree is controlled to women from deprived families while it is unlock to all to contribute in SHG. He extra added that micro credit is the only instrument for scarcity lessening among members of SHGs in states other than Kerala as it leftovers one of various effective equipment in Kudumbashree programme. Nideesh, (2008) Rural women's empowerment is the best system for scarcity abolition in rural areas" recognized that the plan of the Kudumbashree system is to get better the criterion of living of poor women in rural areas by setting up micro credit and creative enterprises. Rajshekar, 2005 In most cases women be apt to use the micro financing for the spending smoothening, the deduction of which may be that the poor locate it difficult in finance their daily transactions. Dhanya. M.B & Sivakumar.P (2010)[2] in their study has renowned that

income from Kudumbashree has accounted for a important portion of the total profits of the households under study. There is economic betterment which points to optimistic impact of the growth programme of Kudumbashree, which includes the measurement of motivation aspiration, overcome the dread of authority, confidence in once on ability, autonomy in the use of wealth in households and contribution in decision making in the households. M.A.Oommen (2008)[7] has discussed the story of Kerala's Kudumbashree in his operational paper as a women empowerment and anti-poverty plan which has benefited not only its members but also the wider area. Community Development Society (CDS) under "Kudumbashree" as a CBO has got wonderful potential for enlarging freedoms and attractive and widening the capability and choices of poor women in the state. Suneetha Kadiyala (2004)[16] in her paper has fixed that the scaling up of Kudumbashree has gone further than increasing treatment. From principally a project to improve nutritional status of mothers and children, it has evolve into a multi-sectored scarcity mitigation programme, scaling up functionally. By facilitating empowerment of women's CBOs (community based organizations) and making them the wing of the gram panchayath enabled by the synchronized decentralization of resources and authority to the gram panchayaths, it has scaled up politically too. Nabavi (2009) [12] has optional that micro venture concept should be harmonized with the SHG lending scheme to those people who have been disadvantaged of credit, could have their light share of credit. SHGs can play an significant role for solving social trouble, in promoting education, in generating employment, in meeting credit needs, in bringing about peoples contribution in solving their struggle and in bringing about knowledge revolution in every country as well as in Iran. Manoj P K (2010)[9] has looked into a particular housing microfinance system "Bhavanashree of Kudumbashree" and its possible in empowering the poor.

III. RESEARCH METHODOLOGY

The research design used in this study is descriptive design. It aims at gaining overall knowledge about different types of food services in kudumbashree units of southern districts of Kerala i.e.(Alappuzha, Kollam and Thiruvananthapuram).the sources of data are classified into two; Primary data and Secondary data. principal data was composed through questionnaires and direct interviews and the secondary data were collected from websites, journals, and book. In the study the sample units were the members of various kudumbashree units of southern districts of Kerala. The sample size for the study was 150 members of kudumbashree units

IV. DATA ANALYSIS

Table 1: Benefits of Members Joining Kudumbashree

Options	Frequency	Percentage
Improvement in savings	53	35.3%
Bank knowledge	43	28.7%
Easy access to loan	34	22.7%
Increase in spending	20	13.3%

The 35.3% of respondents are benefited with improvement in savings, 28.7% of respondents are benefited with bank knowledge, 22.7% of respondents are benefited with easy access to loan and 13.3% of respondents are benefited with increase in spending. Figure 1: Benefits of members joining kudumbashre

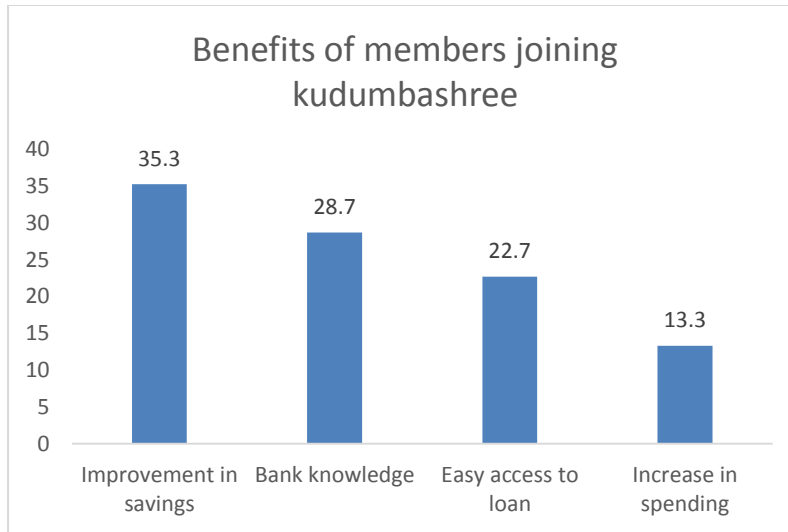


Figure 1: Benefits of Members Joining Kudumbashree

Table 2: Sources of Income other than Income from Kudumbashree

Option	Frequency	Percentage
Yes	63	42%
No	87	58%

As per the data 42% of respondents have income from other sources, 58% of respondents have only income from kudumbashree.

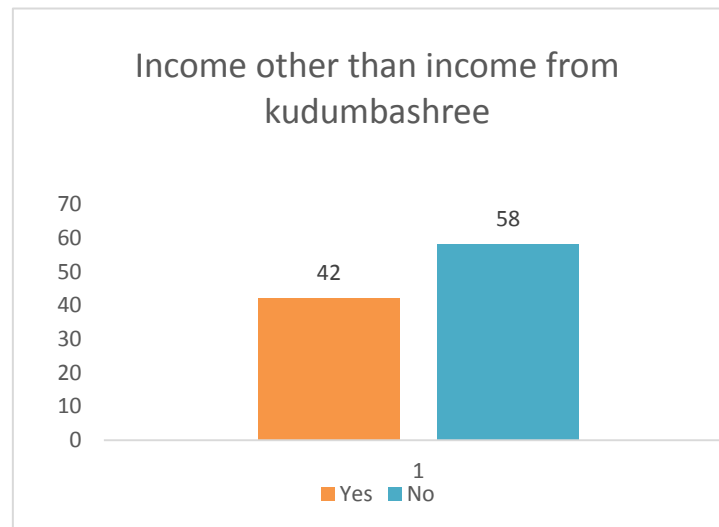


Figure 2: Income other than Income from Kudumbashree

Table 3: Improvement in Housing Condition after Joining Kudumbashree

Option	Frequency	Percentage
No improvement	23	15.3%
Renovation / maintenance	72	48%
Extension	40	26.7%
New const ruction	15	10%

About half of the population responds there is an improvement in housing condition that is renovation after joining the kudumbhasree.

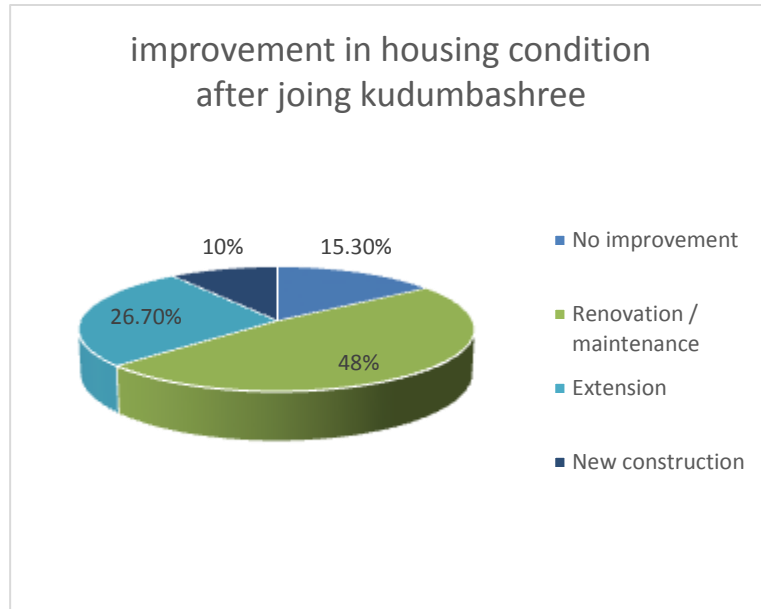


Figure 3: Improvement in Housing Condition after Joining Kudumbashree

Table 4: Extra Financial Support from Government

Option	frequency	Percentage
Yes	94	62.7%
No	56	37.3%

On the basis of getting extra financial support from government 62.7% of members respond that they get extra financial support, on the other hand 37.3% of respondent states they are not getting any extra financial aid from government.

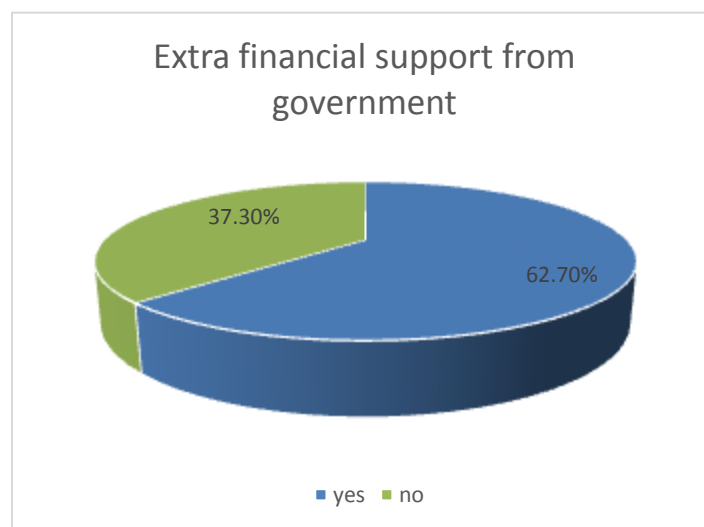


Figure 4: Extra Financial Support from Government

Table 5: Level of Satisfaction with the Present Financial Support given by the Government

Option	Frequency	Percentage
Highly satisfied	21	14%
Satisfied	56	37.3%
Neutral	57	38%
Dissatisfied	14	9.3%
Highly dissatisfied	2	1.3%

The level of satisfaction of members regarding the financial support given by the government are stated in 5 scales. 14% of respondents were highly satisfied, 37.3% of respondents are satisfied, 38% of respondents are neutral, 9.3% of respondents are dissatisfied and 1.3% respondents are highly dissatisfied.

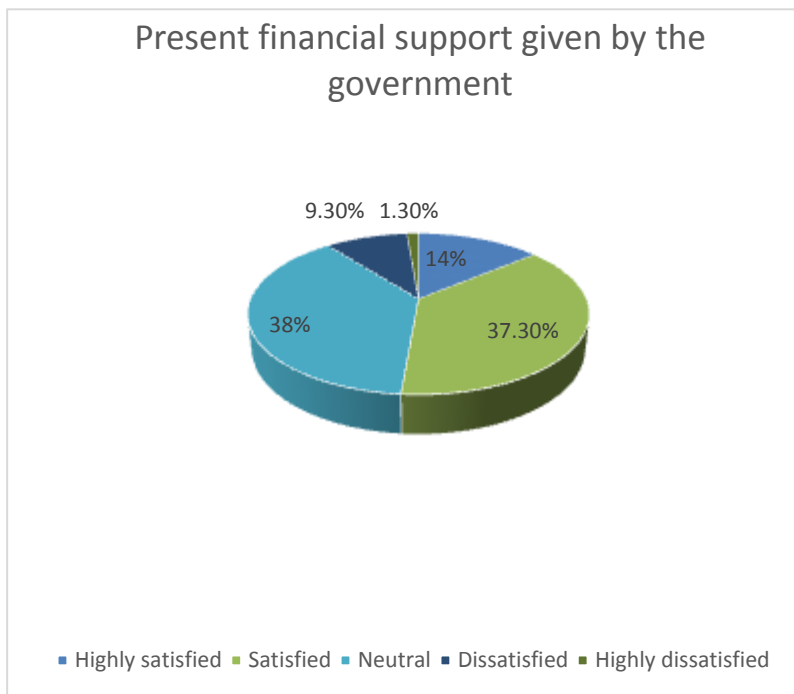


Figure 5: Level of Satisfaction with the Present Financial Support Given by the Government

Correlations

		Monthly Income Before	Monthly Savings Before
Monthly income before	Pearson correlation Sig.(2-tailed) N	1 150	.636** .000 150
Monthly savings before	Pearson correlation Sig.(2-tailed) N	.636** .000 150	1 150

Table 6: Analysis of Monthly Income and Savings Before and after Joining Kudumbashree using Karl Pearson's Correlation

		Monthly Income After	Monthly Savings After
Monthly income after	Pearson correlation	1	.868**
	Sig.(2-tailed)		.000
Monthly savings after	Pearson correlation	.868**	1
	Sig.(2-tailed)	.000	
	N	150	150

As per the Pearson's correlation, before joining Kudumbashree unit the correlation between their income and savings was only 0.636. According to our correlation analysis after joining kudumbashree the correlation between income and savings come to 0.868. This clearly shows that there is a strong relationship between income and savings after joining kudumbashree that is their income and savings have enhanced

V. CONCLUSION

Kudumbashree was conceived as a joint plan of the Government of Kerala and NABARD implemented through Community Development Societies (CDSs) of poor women, helping as the commune wing of Local Government. Kudumbashree units help the women by providing various opportunity which will help them to use their full potential in the area where they are highly skilled. Kudumbashree activities empowered the women, the changes are reflected in their financial independents, political awareness and increase the commitment in the social activities. As we have seen now a days kudumbashree members are starting restaurants in different part of Kerala and it was support by the Kudumbashree District Mission under Sustainable Tribal Development projects. Some of these restaurants are also found in the online food delivery apps. In our project we ma study on the kudumbashree units which relay on food products.

The study was conducted on the southern districts of Kerala, i.e. Alapuzha, Kollam and Trivandrum, 5 units with 10 members were accessed in the three districts. The study was successful in finding out that the Kudumbasree help in economic empowerment of women. The members get loans at low interest from Kudumbasree. Also members get financial support from the government. Most of the members are satisfied with the services given by the government. So we can conclude that Kudumbasree help in saving through increase in savings.

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