

Project Proposal¹

Reporting details:	
Project title	Kudumbashree Mapping - Kerala
Name of Champion/s	Viji R V, Kalaraj S, Nova Elizebath E A
Project Start date	01--06-2022
Project End date (3-6 month project)	31-12-2022
Target Budget (up to \$5000)	\$5000
Location (Region, Country, City/Municipality)	Kerala, India, Thiruvananthapuram
Contacts (website, facebook links, Mobile)	+91 9746095770

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1. Background

Describe the nature of the social problem and data problem your project addressed; include who was / is being affected. Support with data when possible

Kudumbashree is the poverty eradication and women empowerment programme implemented by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. It is arguably one of the largest women's networks in the world. While the community network is formed around the central themes of poverty eradication and women empowerment, its main features include democratic leadership, and support structures formed from the 'Kudumbashree family'.

Micro Enterprise promotion and development is one of the significant strategies of Kudumbashree Mission to facilitate economic empowerment of the poor. The Mission developed specific strategies analyzing the requirements of enterprises. This constitutes training, partial financial support, marketing support and hand holding support to the enterprises. These kinds of support are applicable for both existing micro enterprises and new ones. The Kudumbashree micro Enterprise units are spread across all over Kerala. In OSM, there is no data related with kudumbashree micro enterprises. With the help of this project around 20% nearly 40,000+ Kudumbashree Micro Enterprises are mapped and validated.

2. Target Results (Objectives)

- **Impact Area(s)**

Long-term, project aims to contribute to:

- Socio – Economic Development
- Gender Development
- Micro Enterprises and Marketing

- **Project Target Outcomes**

To map the Kudumbashree Micro Enterprises on OSM. The project will map the following sample units are :

- IT units
- E-Seva Kendra
- Women Construction Team
- Women Wellness Centers
- Cafe Kudumbashree
- Mother Kitchens and Take away Counters
- ABC(Animal Birth Control) Micro Enterprise Units
- Day Care Units
- Nutrimix Units
- Kudumbashree Coir Units
- Napkin Unit

- Event Management Units
- Super Markets
- Laundry Service Units
- LED Bulb Units
- Studio Units
- Driving Schools
- Safalam Cashew Processing Units
- Haritha Labour Group
- Soaps and Toiletries Manufacturing Units
- Janakeeya Hotels
- Kerala Chicken Units
- BUDS Schools etc

- **Project Target Outputs**

By the end of the project, the project will deliver the following:

- Around 100 mappers trained (women).
- 20% nearly 40,000+ Kudumbashree Micro Enterprises are mapped and validated.
- To familiarize more public to the OSM platform.

3. Solution

Describe how the project contributes to solving the social problem/data problem. If possible, include the number of people expected to benefit from the project.

After Kudumbashree Micro Enterprise mapping, We can achieve the following

1. Spatially plan development on micro enterprises
2. Bring diversity of units in different areas
3. Plan for supply chains and find better markets
4. All Micro Enterprises locations are more visible to the public and access their products.

Kudumbashree Micro Enterprise mapping benefits the general public, government officials, especially women members across Kerala.

4. Data Use

Describe how the data you generate is intended to be used. How will the data that you collect change / influence the data user's work?

Micro Enterprise development is a means for economic empowerment by providing gainful employment to the people below poverty line and thereby improving their income and living standards. With the help of this project implementation we will map all micro enterprises locations under Kudumbashree. The Kudumbashree officials can use this OSM data for various purposes. These are:

1. Easy to access all Micro Enterprise locations.
2. Better planning and organisation of new enterprises.
3. Organising capacity building plans for enterprise, developing new support programs in terms of procurement of products or raw material supply.
4. Ensure coverage of initiatives such as low cost restaurants.

5. Activities

Activity Title	Activity Type	Activity Dates	Target Participants (if relevant)
1. Training Material Preparation	Training	20 - 30 June 2022	3 Advanced Mapper
2. Develop a mobile app	Mapping	15 June to 10 July 2022	2 software developer 1 Tester
3. Arrange Campaigns	Training	01 - 31 July 2022	College Students NSS Volunteers (all over Kerala)
4. Communicate with government officials	Administrative	25 June - 10 July 2022	Government Officials
5. Collect data from the departments	Administrative	01- 07 July 2022	Government Officials

Activity Type: Training, Mapping, Material Development, Others

6. People & Partners

List partners, their roles and contact details.

Partner - Government

- Kudumbashree State Mission,
- Description : - Kudumbashree, a community organization of Neighborhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment. Kudumbashree Micro Enterprises activities and their location details are stored in the state mission office.
- Contact Details :
2nd Floor, TRIDA Rehabilitation Building,
Medical College P.O.,
Thiruvananthapuram - 695011, Kerala.
Phone: 91-471-2554714, 2554715, 2554716
E-Mail- info@kudumbashree.org
kudumbashree1@gmail.com

Partner - NGO

- Neighbourhood Groups (NHGs)
- Area Development Societies (ADS)
- Community Development Societies (CDS)

Partner - OSM Community

- OSM Kerala Community

Partner - Others: Please Specify (ie. academic, etc)

- NSS (National Service Scheme)
- Description :- NSS is an extension to the higher education system to orient the student youth to community service while they are studying in educational institutions.
- Contact Details :-
Dr. Anzer R.N
The State NSS Officer
4th Floor, Vikas Bhavan,
Thiruvananthapuram
Phone : 0471-2308687
Mobile : 9447304366
Email : keralanssc@keralanssc.org
keralanssc@gmail.com
- College Students (all over Kerala)

7. Sustainability

Briefly describe how the project benefits will be sustained after HOT support ends. How will the lessons learned be shared in the community? How will the benefits be expanded?

Every year Kudumbashree state mission sanctioning new micro Enterprises in all over Kerala. So Micro Enterprises will increase day by day. In future these Micro Enterprise locations added to Osm are very important for planning and development of the state. We are providing training to the Kudumbashree officials, mapping volunteers and community mappers for mapping. After this project, they will add new enterprise locations to the OSM. After this project, we will handover GPS units, reflective vests and wifi dongles to the Grameena Patana Kendram. It is a NGO working for capability building of local self government bodies. Grameena Patana Kendram was formed with the objective to provide the necessary technical input and consultancy support for the implementation and monitoring of People's Planning initiatives work as a rural resource centre for human resource development in information and rural technology and provide support developing and disseminating appropriate rural technology. For further mapping processes they will provide these equipment to the community and they will act as the custodian of these equipment.

8. Relevance

Relevance in relation to the three points listed in 'The Purpose' section

With the help of this project, we are achieving the following:

1. Increase women Participation in the OSM community
2. To explore OSM platforms for government officials.
3. OSM data enrichment
4. To reach out OSM to the general public.

Relevance to this 3 points:

1. The project should contribute to the growth of the OSM movement in the region as well as your growth as a leader in the OSM movement.
2. The project(s) should be related to:
 - a. Working with local communities in addressing their challenges or advancing their goals through OSM data and tools
 - b. Engagement or training sessions or immersion that increase map data or access to map data
 - c. Mapping activities that contribute to the improvement of lives in your community or contribute to the betterment of your field

3. Projects with a potential for replication, scale-up and sustainability merits in the selection process

Annex 1: Project Timeline (Gantt Chart)

[Link to Google Sheet](#)

Annex 2: Budget

Item	What do you plan to spend the money on?	Unit being purchased (how many?)	Quantity Description	Rate	Rate Description	Total cost for budget item (USD)	Why is it needed? (please give as much detail as possible)
1	Program and Activity Costs						
1.	Reflective vests	10	piece	\$3	USD	\$30	Vests for travelling around the community during mapping
2.	Materials preparation (Technical Fee GIS Specialist - \$260 OSM Trainer - \$260)			\$520	USD	\$520	For training purpose
3.	Software Development (Technical Fee Software Developers - \$780 1 Tester - \$320)			\$1100	USD	\$1100	For mapping process
2	Equipment, Online and Digital Costs						
1.	GPS units	1	piece	\$200	USD	\$200	GPS units to collect GPS coordinates during community mapping
2.	Online Training (Technical fee 2 OSM Trainers)			\$700	USD	\$700	Providing OSM training to the mappers
3.	Wi-Fi Dongle	3	piece	\$30	USD	\$90	For uninterrupted network connection throughout the mapping process
3	Prizes and Swag, Tokens for Speakers						

1.	T-Shirt	50	piece	\$6	USD	\$300	To promote the mappers
2.	Swag Pack	5	piece	\$20	USD	\$100	To promote the mappers
3.	Cap	50	piece	\$4	USD	\$200	To promote the mappers
4	Administrative & Overhead Costs						
1.	Internet connection	3	months	\$30	USD	\$90	Internet connection for team to upload project data
2.	Travel Allowance	2	Months	\$1000	USD	\$2000	Providing offline training to the officials, college students and NSS volunteers