

UPLIFTING RURAL WOMEN THROUGH KUDUMBASHREE–MGNREGS PARTNERSHIP IN KERALA STATE

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ABSTRACT

Kudumbashree has become a synonym of a campaign for women development in the state of Kerala. It has been in the forefront of creating economic development, especially for rural women. Kudumbashree has ventured into many areas which were traditionally reserved for men. Started off with self-help groups and microfinance, the movement is now into maintaining railway stations and bus stands to restaurants to branded food and even in construction. MNREGS scheme launched by the central government added to the strengthening of Kudumbashree mate's scheme implementation. Close to two lakh women were trained to work as 'Mates' in MGNREGS. What started as a cadre, developing knowledge on identification and estimation of works lead to the rejuvenation of the entire structure, and it benefited ADS and Kudumbashree, the most. This study by the researchers aims to understand the reasons for the success, and the factors that contributed to the successful implementation in the state.

KEYWORDS: *MGNREGS, NHG's, Social and Economic Upliftment, Wage Guarantee Scheme, Women Empowerment*