Press Release

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Minister M.B. Rajesh launched Kudumbashree 'Nature's Fresh' Agri Kiosk Network

Thiruvananthapuram: Kudumbashree launched 'Nature's Fresh' Agri Kiosk Network, which provides organic vegetables, fruits and other value-added products produced by Kudumbashree NHG members. Shri. M.B. Rajesh, Minister, Local Self Government Department and Excise Department, Government of Kerala performed the official inauguration of the 'Nature's Fresh' Agri Nature Kiosk at Varkala Block Office, Cherunniyoor, Varkala on 25 January 2024. This Network of Agri Kiosks will be set up on a block basis.

The Minister said that Kudumbashree is stepping into a new sector through 'Nature's Fresh' Agri Kiosk. In the first phase, the kiosks will be started in the Block Level. He also expressed his wish that may these 'Nature's Fresh' Agri Kiosks be extended to the Panchayath Level. Kudumbashree is a movement that redefined all the predefined norms of the society. The Minister said. He also added that Kudumbashree NHG members across the state have learned new entrepreneurial lessons through the 'Back to School' Campaign.

100 Agri Kiosks will be set up in the first phase all across the state. Launched as part of the Farm Livelihood Programme implemented by Kudumbashree, these kiosks will make available for marketing the fruits, vegetables and value added products produced by the Kudumbashree JLG - Joint Liability Groups under each Kudumbashree CDSs in the respective block.

At present, 3,78,138 NHG members of 81,034 JLGs are cultivating a total area of 12819.71 hectares of land. These products were mainly sold through local markets and other marketing fairs. Agriculture Community Resource Persons will collect the produce and deliver it to the kiosks for marketing. An NHG member will be in charge of marketing the products at the kiosk.

Ms. O.S Ambika, MLA, presided over the function. Shri. B. Sreejith, District Mission Coordinator, Kudumbashree Thiruvananthapuram District Mission made the first sale by giving it to Shri. K. M Laji, Municipal Chairman. Adv Smitha Sundareshan, President, Block Panchayath and Kudumbashree Governing Body Member welcomed the gathering. Ms. Bindu Shibu, Chairperson, Cherunniyoor CDS delivered the vote of thanks. Shri. Jafar Malik IAS, Executive Director, Kudumbashree explained the project. The best farmers among Elderly NHGs and Balasabhas were honored at the function. Dr Sajeev Kumar A, Programme Officer, Kudumbashree honored Ms. Freeda Franklin and Shri. Nafih Muhammed, PRO, Kudumbashree honoured Smrijith A, Balasabha Member. People's representatives, Kudumbashree officials and NHG members participated in the function.

Executive Director

Kudumbashree





