

## Kudumbashree at 'Come on Kerala'



Kudumbashree Mission was a prominent participant at the 'Come on Kerala', the magnificent commercial & cultural mega event organised by Gulf Madhyamam, the leading Malayalam daily in Gulf countries from 25-27 January 2018 at Sharja Expo Centre. As Keralites are the largest expatriate group in UAE and many Keralites have been named as successful business men and professionals and many have become influencing personalities in Gulf, Kudumbashree would like to facilitate the women entrepreneurs to look out for right opportunities to develop better synergy with UAE's mounting economy and to showcase their enterprises and products & services.

'Come on Kerala' provided a prospective launchpad for spreading Kudumbashree's wings to Gulf Countries.

Kudumbashree was represented by Mr. Ajith Chacko, Chief Operating Officer, NRLM. He presented a session titled 'Kudumbashree - the Pride of Kerala' in the B2B meeting held on 27 January 2018 at Sharja Expo Centre and participated in the Panel Discussion titled 'Come on Kerala - beyond borders'.

Kudumbashree had signed a basic MoU with M/s Jaleel Holdings, a leading General Traders and Wholesalers in UAE for partnering towards increasing Kudumbashree women entrepreneurs' capacities to look at better product quality and design towards linking them with bigger markets such as international markets. Come on Kerala opened up doors of immense potential and possibilities for Kudumbashree Mission.

## 'Madhura Savari' by Kudumbashree Mission sweetens SM street



From now the 'Madhura Savari' by Kudumbashree Kozhikode district Mission will add more sweetness to SM street. The two six-seater buggies run by the Kudumbashree women offering a non-polluting riding experience for shoppers on SM Street is attracting many. 'Madhura Savari' (sweet journey), as the name signifies, is a boon for the differently-abled and the elderly looking forward to a hassle-free shopping experience on the street. The buggy ride was flagged off by Shri. U.V Jose, District Collector, Kozhikode on 26 January 2018.

A newly formed four-member entrepreneurs' group having four-wheeler driving licence is operating the buggy ride at an affordable rate. Smt Jancy Jose, Smt. Shitha Rameshan, Smt. Sheena and Smt. K. Rajitha are the entrepreneurs who are in charge of the Buggy Ride. Only ₹10 was charged for one-side ride.

The women entrepreneurs had jointly secured a bank loan of ₹11 lakh for the venture. It is also planned to add more buggies at the end of the trial run and transgender persons will be given the opportunity to steer the wheels. People welcomed the buggy service by Kudumbashree with open hearts. The collection at the end of the short inaugural service was Rs. 2,400.

With the introduction of electronic ticketing machines, only one person would be needed to control the vehicle and the other entrepreneurs would be able to work in shifts.

## DDU-GKY Mobile Exhibition unit starts journey



The DDU-GKY Mobile Exhibition unit featuring 'DDU-GKY Skill training and Placements' starts its journey from Thiruvananthapuram. The exhibition unit is set up as part of the PN Panicker foundation 14th Eco Digital Jan Vigyan Yatra. Shri.Pinarayi Vijayan, Hon'ble Chief Minister of Kerala flagged off the 33 day journey at Parassala on 26 January 2018. The journey will come to an end at Kasargod on 1 March 2018.

The Mobile unit featuring the success stories of DDU-GKY will halt at 10 different locations at every districts and the public may visit it.

The concerned block co-ordinators at each location will give the details regarding the available courses in the districts. Pamphlets, notices etc on DDU-GKY course will also be distributed alongwith.

The programme would be executed in convergence with the State Panchayath Department and other governmental organisations.

## Individual Family Rights plan for Tribes in Alappuzha



Aiming at the financial and social empowerment of the Scheduled Tribes in the district, Alappuzha Kudumbashree District Mission launched Individual family Rights plan for Tribes. As a pilot study, necessary measures were initiated for the same in Alappuzha constituent assembly. The programme is launched with the support of Dr. T.M. Thomas Issac, Minister of Finance, Government of Kerala who is also the MLA of Alappuzha constituent assembly. This project mainly focus on thousands of ST families in the district. In the initial step, 141 ST families in Alappuzha constituent assembly will be benefited out of the same. Mararikkulam North, Mararikkulam South, Mannancherry, Aryad and the residents of Avalookkundu colony in Alappuzha Municipality constitutes the legislative assembly. The programme will be extended to other places in the district on its successful completion.

A new venture which provides job for these ST families in Alappuzha constituent assembly is started associating with Kerala State Coir Corporation. Based on the performance at the interview conducted, 28 women from ST families have been selected and they are being un-

dergone training programmes for a period of three months. Rs. 200 will be given to them as stipend on daily basis along with their travel allowance and food. After the successful completion of this training programme, they will be placed under Coir Corporation.

A team consisting of District Mission Co-ordinator, Kudumbashree Alappuzha District Mission, Assistant District Mission Coordinator, District Programme Manager, Scheduled Tribes Programme Officer (State Mission), UNDP Consultant, Personal Secretary to the Finance Minister and ST promoters jointly visited 141 ST families in Alappuzha constituent assembly. As the next step, a survey was conducted amongst the ST families in Alappuzha constituent assembly. After consolidating the collected data, photo documentation was made with the help of a professional photographer. After the survey, it was understood that many of the houses lacked electricity, water connection etc and some houses and some of them needed maintenance works and some was to be rebuild. A proposal costing Rs. 5 crore was prepared for the same with the help of two civil engineers.