

Kudumbashree Mission bags Skoch Award for Corporate Excellence and six Skoch Order of Merit Awards

Kudumbashree- Kerala State Poverty Eradication Mission bagged seven Awards including Skoch Award for Corporate Excellence and Skoch Order of Merit Awards. The Skoch Award for Corporate Excellence (Bronze) has been awarded to Kudumbashree Mission for Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY). The Skoch Order of Merit have been awarded for Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY), Kudumbashree School Capacity Building programme for 43 lakh Kudumbashree NHG members, Kudumbashree Facility Management Center, Homeshop, Kudumbashree Women Construction Groups and Amrutham Nutrimix for qualifying amongst the Top Corporate Excellence Projects in India. The Awards were distributed at a function held at Constitution Club of India, New Delhi on 19 September 2018.



DDUGKY, the skill training and placement programme under the Ministry of Rural Development (MoRD) occupies a unique position amongst the other skill training programmes due to its focus to the poor rural youth and its emphasis on sustainable employment through the prominence and incentives given to post placement tracking, retention and career progression, which is being implemented in Kerala state through Kudumbashree Mission. Kudumbashree School is the informal education programme which aims at the personality development and social, cultural, educational empowerment of women executed coordinating with the NHGs envisaging to improve the intellectual quality of common women.

Kudumbashree Facility Management Center provides facility management services to major public and private sector companies such as Kochi Metro Rail Limited, Vytila Mobility Hub, Panampilly Nagar Walkway Maintenance etc and has become an epicenter for providing employment for women by providing thousands of women employed with its clients. The Home shop is a mode of community marketing, which promotes the sale of locally produced products of Kudumbashree micro enterprise units, by employing the

women, thereby creating market for the products and source of income generation for the women. It is a model emerged out of the explorations for establishing marketing channels for Kudumbashree's products.

It was on anticipating the huge shortage of the labour force in the near future because of various determined Government campaigns of mass housing, that training was extended to women in construction sector which resulted in the formation of the construction groups in the state who can take up construction of houses, buildings and roads. Presently, Kudumbashree women construction units are constructing the LIFE Mission houses in various places across the state. Amrutham Nutrimix is a nutritional food supplement suitable

for six months to three year old children as Take-Home-Ration (THR), prepared by the Kudumbashree micro enterprise units with the patronage and guidance of Kudumbashree. using wheat, soya chunks, bengal gram, groundnut and sugar as basic ingredients.

Skoch Order of Merit constituted by Skoch Group, a think tank dealing with the socio economic issues with a focus on inclusive growth since 1997. By bagging the Skoch Award for Corporate Excellence (Bronze) and six Skoch Order of Merit Awards for various programmes, Kudumbashree Mission has achieved National recognition.



FARMING AND ITS CRISIS · WOMEN · ENVIRONMENT · SEPT. 24, 2018

Kerala's women farmers rise above the flood

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Veteran Journalist and Ramon Magsaysay Award laureate Shri. P. Sainath features article on Kudumbashree's Flood hit JLGs in People's Archive of Rural India. Under the heading Kerala's women farmers rise above the flood, Sainath deals on how Kudumbashree women's determination outstripped the devastation caused by the unprecedented floods. According to him, savaged by the August floods, facing a looming drought, the women of Kudumbashree's path breaking group farms are rebuilding, using solidarity as a strategy.

"Across the state, sangha krishi farmers who have lost almost everything – still pitched in with some contributions to help the larger Kudumbashree network raise Rs. 7 crores for the Chief Minister's Relief Fund. September 11 brought another

poignant moment. That day, in New Delhi, Kudumbashree was awarded the National Rural Livelihoods Mission (NRLM) prize for 'Outstanding Performance in Farm Livelihoods.' The first time the NRLM has given out such an award." Sainath points out.

Throughout the feature, he explains about the will power and courage that the Kudumbashree women had drawn from their solidarity. He also explains the working of the sanghkrishi units of Kudumbashree who cultivates on the leased land. He says that their success and efficiency means that unlike elsewhere in the country, banks run after them, not the other way around. P. Sainath undoubtedly says that Kudumbashree could well be the greatest gender justice and poverty reduction programme in the world.

Sainath had made notable mentions about Kudumbashree Mission and the Kudumbashree JLGs during his speech at Laadli Media Awards, the largest awards system in Indian journalism that are specifically given for promoting gender sensitivity in the media. During his speech, he also appealed to the journalists to go out and write about Kudumbashree Mission.

He had visited a few flood affected lands of Kudumbashree JLGs recently. People's Archive of Rural India (PARI) is a digital journalism platform in India founded by Shri P. Sainath himself who was the former rural affairs editor of 'The Hindu' daily.

Extra support from K Chittilappilly Foundation for PMAY housing at Maradu Municipality

On getting extra support from K Chittilappilly Foundation, the housing construction under PMAY Special Project at Maradu Municipality is progressing at fast pace. Kudumbashree Mission had converged with K Chittilappilly Foundation for the housing project at Maradu Municipality. A total of 446 beneficiaries have been sanctioned, out of which 325 were found eligible and agreement has been executed with 214. The construction of 172 has already been started and 66 has been completed.

As per the PMAY project at Maradu Municipality, a total of 1596 had been identified in various verticals. 702 beneficiaries had been identified in Affordable housing vertical. A total of 448 has been identified under Credit Linked Subsidy and 446 under Beneficiary Lead Construction (New House).

As per the collaboration with K Chittilappilly Foundation, 40 houses were selected at the first phase. Rs.50000 each would be given to beneficiary's accounts in two installments. The selection of the beneficiaries was done by PMAY officials of Maradu Municipality and the funds from KCF visited the houses and shortlisted for the support. The houses which completed roof level were selected for support. Efforts have been taken to select beneficiaries from all wards and the most deserving beneficiaries were considered.



K Chittilappilly foundation (KCF) is an initiative by Shri. Kochouseph Chittilappilly with the prime objective of undertaking public charitable activities in India in a corporate level without any discrimination as to religion, caste, creed or gender. A total of 100 houses are being supported by K Chittilappilly Foundation. Kudumbashree Mission is the nodal agency of Pradhan Mantri Awas Yojana (PMAY) Programme under Central- State Ministries working with the mission of achieving 'Housing for All'.

Co-operative Bank Presidents Meeting held at Wayanad



The meeting of the Co-operative Bank Presidents in Wayanad was held at District Bank Auditorium, Kalpetta, Wayanad on 20 September 2018 regarding the disbursement of the Resurgent Kerala Loan Scheme. The meeting was called to give awareness to the bank presidents on how to process the loan applications. 20 out of the 27 co-operative bank presidents attended the programme. The representatives from District Bank (Agriculture wing manager, loan section manager), NABARD and Lead Bank. A linkage mela including nationalised banks and co-operative banks was also organized at Panamaram on the same day itself.

The new interest free loan scheme (Resurgent Kerala Loan Scheme) was introduced by Government of Kerala to give loans up to 1 lakh for those who lost their livelihood and livelihood during flood. Kudumbashree was selected as the agency for implementing the loan scheme.