



# Gods own way - Success of Kadali collectives

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## **Gods own ways – Success of Kadali banana**

Farming has been activity which has been primarily undertaken to feed the mankind, however very rarely we come across farming which are undertaken for satisfying the needs of God. The success of Kadali banana cultivation is farming activity which falls in this rare category.

Guruvayoor temple in central Kerala, is one of most visited temple in Kerala after Sabrimala, and the number of devotees are ever increasing and reaching millions in each month. As tradition, a special type of banana, Kadali is the provided as offering for the deity, the offered back as 'prasadam' to the devotees. This being a cultural and traditional practice, the demand for the kadali banana is ever increasing, providing a ready market

Understanding this consistent demand, Kudumbashree has evolved a unique livelihood activity around the cultivation of Kadali banana. Collective groups of women have been identified by Kudumbashree to undertake the banana cultivation. The identified women are trained in efficient management practices of kadali banana, such that most optimum level of production are achieved. Also banana being an annual crop, the production cycles has to be synchronised such that availability is ensured round the year for the temple. With proper planning and adequate support from the all quarters especially the Guruvayoor devaswom, this farming was truly for god.

Presently there are more than 340 groups undertaking kadali banana cultivation in around Thrissur district earning a livelihood and grace from the heavens above .

### **Broiler chicken units**

Meat industry, especially broiler chicken industry is a highly vertically integrated industry with definite role for each of the players. However the scattered existence of the broiler units always reduced the bargaining power of the individual unit. Also the lesser skill and knowledge set often lead to increased penetration of the middle man in this industry cutting the profits and increasing the cost. Added to this the lack of adequate training and knowledge development and support from the animal husbandry department further dampened the success factors of broiler chicken rearing in the state

Understanding these issues and taking control of an opportunity provided by the rolling out GST, Kudumbashree entered into the sector of supporting broiler poultry units for its members. As first step towards testing the waters, Kudumbashree targeted the existing broiler rearers whom are under the fold of Kudumbashree.



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