

» Kudumbashree Impact in Uganda



Following the success of the training given by Kudumbashree Mission on 'Entrepreneurship Development in Agricultural Sector among rural women', its planned to extend the training activities to other eastern countries in Africa. The procedures regarding this have already been started. Uganda will act as the regional centre for all these training programmes.

It is also planned to extend Kudumbashree's activities in Agriculture, Social Development and Micro Finance sectors among the Ugandan society.

Kudumbashree had given 15 day training to 26 senior officials of agriculture, irrigation and animal husbandary departments of few african countries during March 2017. The training was conducted under the leadership of National Institute of Agriculture Extension Management, Hyderabad and U.S. Agency for International Development (USAID). It is in continuation with that training Kudumbashree officials were invited to Uganda.

On receiving the training from Kudumbashree, a group of Ugandan women had formed a Rosella(Hibiscus) wine making unit. It was formed in Namagoma village of Vakiso district in central Uganda under the leadership of Tony Louiezombae, who had received the training during their Kerala visit. The wine making unit eventually became a huge success and now each of the member is earning an amount of Rs.3000 per month. They are all set to hit the Christmas markets with their hibiscus wines this time.

» Kudumbashree join hands with International Labour Organization

The International Labour Organization (ILO), the United Nations agency dealing with labour problems, particularly international labour standards, social protection, and work opportunities is joining hands with Kudumbashree Mission. It is for training the Micro Enterprise Consultants that Kudumbashree is joining hands with ILO. Training will be given to the selected MECs from 11-20 December 2017.

International Labour Organization's master trainers will give training to the MECs on the topic 'Start and Improve your Business'. On receiving such a 'training for trainers', MECs will be capable of creating revolutionary changes in micro enterprise development in Kerala. So far, 31261 Kudumbashree Micro Enterprise units are working in Kerala altogether.

Micro Enterprise Consultants extend full support to the Kudumbashree Micro Entrepreneurs. They also give assistance to Kudumbashree women in identifying the most suitable Micro Enterprises. They also give training, marketing services and Business counselling as well. Kudumbashree Mission gives training to Micro Enterprise Consultants on all these topics.

» Second Phase of 'Varayude Penma' starts at Kochi Muziris Biennale



Second Phase of the 10-day residential art workshop, 'Varayude Penma', organised for the members of Kudumbashree Mission associating with Kochi Biennale Foundation (KBF) have been kickstarted at Pepper House, Fort Kochi on 1 December 2017. The workshop was officially inaugurated by Shri. K J Maxi, MLA. Shri. A B Sabu, Chairman, Welfare Standing Committee, Kochi Corporation, presided over the function, on which Shri. Bernie, Music Director was the chief guest.

The first phase of 'Varayude Penma' held in January 2017 being a huge success, the phase two of the same was launched. 30 selected women from 14 districts across Kerala who had attended the first phase of 'Varayude Penma'

joined the second phase with sheer enthusiasm and excitement. The workshop would help the women raise their issues in a creative manner.

Eminent artists Valsan Kolleri, Jalaja PS, Jaya PS and C. Bhagyanath will lead the workshop. Shri. Bose Krishnamachari, President, Kochi Biennale Foundation, Shri. Riyas Komu, Secretary, Kochi Biennale Foundation and Smt. Anita Dube, Curator of the upcoming edition of the Kochi-Muziris Biennale will oversee the activities of the 10 day long residential workshop. The works produced at the current workshop will be exhibited in a show, expected to be held in connection with the new year celebrations.

The workshop had gifted the women, who were unable to follow their passion because of their worse life situations, a new energy of hope and confidence. The women were selected for the workshop by eminent jury members under the leadership of Kudumbashree Ernakulam District Mission after conducting a painting competition on the topic-'The most challenging phase of your life as a woman'.

The workshop would help the women unleash their inherent talents within them. It would surely help them realise the joys of creativity and rediscover the love for art.

» Cafe Kudumbashree at Ananthapuri Fest draws huge crowds



Cafe Kudumbashree stalls opened at Putharikandam Maidan, in association with Malayala Manorama Ananthapuri Fest from 23 November 2017 is drawing huge crowds. Co-ordinated by Kudumbashree Thiruvananthapuram District Mission, the eateries operated by Kudumbashree units, are becoming the main attraction of the festival. 15 Cafe Kudumbashree units from Thiruvananthapuram, Kollam, Pathanamthitta, Alappuzha, Kottayam, Thrissur, Malappuram, Kozhikode, Kannur and Kazargode are offering varieties of dishes.

Mouth watering ethnic cuisines like-Thalassery Dum Biriyani, Athishaya Pathiri, Turkey Pathiri, Chatti Pathiri, Ghee Pathiri, Kozhi Pollichathu, Kanthari Kozhi, Kappa biriyani and Mulayari Payasam are available in the Kudumbashree pavilion. The transgender juice counter opened by Punarjanmam Special NHG Unit from Kozhikode is one of the key attraction of Cafe Kudumbashree. The Honey Berry Juice, Green Berry, Carrot berry, Beet Berry, Musambi, Orange and pineapple juices prepared by them are of high demand at the food fest.

The food lovers of Thiruvananthapuram is giving a good support to Kudumbashree Women. Daily sales of around Rs 3 Lakhs was recorded during the holidays and an average daily sale of Rs. 1.5 Lakhs was recorded on other working days.

» Kudumbashree Stalls come first in IITF 2017



Kudumbashree bagged the award for the best stall in the Kerala Pavilion during the 37th India International Trade Fair (IITF), held at Pragati Maidan from 14-27 November 2017. Kudumbashree made the maximum out of this opportunity. An amount of Rs 7 Lakh was recorded at the stall at Kerala pavilion whereas Cafe Kudumbashree stall collected Rs 10 Lakh.

India International Trade Fair had around 22 countries and 3,000 domestic and foreign companies as participants. Organised by the India Trade Promotion Organisation (ITPO), the nodal trade promotion agency of the Government of India, the premier event was inaugurated by Shri. Ram Nath Kovind, Hon'ble President of India on 14 November 2017.

The Kerala Pavilion set up at IITF 2017 was inaugurated by Smt. J. Mercykutty Amma, Minister for Fisheries, Government of Kerala. 11 product stalls were set up at Saras India International Trade Fair. Total sale of Rs 35 lakh was recorded at the Saras Fair Stalls. 14 Entrepreneurs from all districts across Kerala made their representation at IITF. One Product Stall was set up at Kerala Pavilion, which displays and sells the Best Kudumbashree products from all districts across Kerala.

In line with the theme start up India, Kudumbashree presented the social start ups that Kudumbashree women have ventured

into to cater the social needs and to address the social issues. These social startups address the social issues in an entrepreneurial way and are completely managed and run by women. It has high scalability and employment generation. As per the definition of Department of Industrial Policy and Promotion, any business model which has high potential of employment generation and scalability could be regarded as start ups. Kudumbashree Mission presented 4 women managed social start ups that address the severe social issues faced by Kerala society like Animal birth Control enterprises, Sujalam dig Well recharging, She Lodges and Kudumbashree Geriatric Care. Theme Stalls depicting these was also set up along with Start UP Village Entrepreneurship Programme. 2 counters of Cafe Kudumbashree were opened at IITF by 3 Units from Kottayam, Malappuram and Ernakulam at Kudumbashree Food Court.

Ever since its inception in 1980, IITF has been evolved as a major event for the business community. The event is held between 14-27 November every year at Pragati Maidan, New Delhi, India. "Start-up Standup", is the theme of 37th India International Trade Fair (IITF) 2017. The partner country for the fair in 2017 is Vietnam, and the focus country was Kyrgyzstan. IITF is a major tourist attraction and lakhs of people visit the fair every year. This annual event provides a common platform for the manufacturers, traders, exporters and importers. The fair displays comprises a wide range of products and services including automobiles, coir products, jute, textiles, garments, household appliances, kitchen appliances, processed food, beverages, confectionery, pharmaceuticals, chemicals, cosmetics, bodycare & health care products, telecommunication, power sector, electronic sector, furniture, home furnishings, sporting goods, toys, and engineering goods.

» Kudumbashree's Plastic Free Campaign at Sabarimala

Kudumbashree's Plastic Free Campaign starts at Sabarimala. It is for the fourth consecutive year that Kudumbashree is conducting Plastic free Campaign in connection with Sabarimala Pilgrimage. Kudumbashree is associating with Pathanamthitta District Administration, Shuchithwa Mission, Forest Department, and Health Department for the successful implementation of the programme.

Kudumbashree women collect the plastic covers and bottles from the pilgrims and give cloth bags in return. They collect the same with the help of Forest guards at Laha, Kanamala forest check posts. The cloth bags that they distribute are made by the different Kudumbashree Cloth bag making units in the district. Indian Oil Corporation (IOC) is the official sponsor of this cloth bag distribution.

200 cloth bags each are distributed daily to the pilgrims. 20 Kudumbashree women from different CDS take part in the campaign. Pilgrims had been welcoming the plastic free campaign of Kudumbashree Mission with open hearts.