

## »» Kudumbashree to give skill training to 15,000 urban youth through NULM



**K**udumbashree will give skill training to 15,000 urban youth through the centrally sponsored programme National Urban Livelihoods Mission (NULM). Kudumbashree is the nodal agency of NULM in Kerala. The programme started in last financial year had given work order to 22 new programme implementing agencies. Therefore through 45 agencies, skill training will be given to 15000 youth of 93 urban areas in Kerala. The assistance of the agencies will be assured for finding jobs or starting new enterprises of their own. Loan of Rs 2 lakh & Rs 10 lakh will be provided to individuals and group of young entrepreneurs respectively at a rate of 4%.

NULM had been given training to people those who have completed eighth standard upto graduation level. The courses are of 3 to 8 and half months duration which are approved by National Council for Vocational Training (NCVT) or National Skill Development

Corporation (NCDC). Food and Accommodation will be provided absolutely free. If the courses suiting one's aptitude is not available at their own region, residential training will be arranged in other urban areas. On contacting the Nearby NULM units, one may easily get the details of the programme.

Training is given on various courses like Health, Information Technology, Telecom, Automotive, Tourism, Food processing, Accounting, electronics, Ayurveda etc are given as part of the training programme. Training is also given on various 74 courses like analyst, security operation centre, general duty assistant, account assistant using tally, CNC operator, data entry operator, mobile handset repair engineer, filed engineer- electronics, Accountant, logistics management associate, field technician networking and storage, animator, automotive service technician, multi cuisine cook, application security analyst, electrician, dental ceramic assistant, CCTV installation technician, surveyor, junior software developer, application developer, ayurveda spa therapist, fashion designer, cad designer, diet assistant etc.

45 different organisations like Kerala Institute of co-operative Management, NTTF, Model engineering College, Thrikkakkara, Kerala Institute of Tourism and Travel studies (KITTS), National Skill Development, Central institute of Plastic Technology etc will associate with Kudumbashree for the programme.

## »» Map My ME

**F**ollowing the trends in this digital era Kudumbashree Kannur District Mission acted a little forward and launched 'Map My ME'. Its as part of the 'Map my Home' project launched by Kannur District Collector which marks Government offices, other institutions and shops in Google Maps that Kudumbashree Kannur District Mission marked all the Micro Enterprises in the district.

300 Micro Enterprises were marked in this manner with the help of CDS accountants and grama panchayath technical assistants.

A database including the basic details, the team strength and financial details of the Micro Enterprises were prepared in that manner. The fields in the data base included UID No., Name of the Unit, LSGD, Location, Products / Services category, number of employees, bank loan details, subsidy availed from Kudumbashree, loan availed from NHG, approximate sales revenue per month, approximate number of working days per month etc.

It is also planned to launch a mobile application incorporating these details with the help of National Informatic Centre.

Therefore the customers could easily get the Name, location, photo address and contact number of the Micro Enterprises in a few clicks.

## »» Kudumbashree dazzles at Bharat Parv

**K**udumbashree shines at Bharat Parv, event organised by Ministry of Tourism at Rajpath Lawns, near India Gate, New Delhi from 23 -25 October 2017. The event was inaugurated by Shri. Rajanath Singh, Minister of Home Affairs, Government of India. Shri. Alphonse Kannamthanam, Minister of Tourism, Government of India presided over the function. The event celebrated the rich cultural, ethnic, cuisine diversity of India and to exhibit India's richness of cultural diversity before world and thereby promoting the tourism prospects of India.

Paryatan Parv, an all India tourism promotion event was organised by the Ministry of Tourism from 3-25 October 2017. Bhaarat Parv was organised as part of Paryatan Parv. Traditional Art forms, cultural dances, ethnic handicrafts and cuisines was staged at this three day event.

Along the with traditional art forms and handicrafts, Kerala's ethnic range of cuisines were presented by the Cafe Kudumbashree units promoted by Kudumbashree Mission before the global and national gathering that visited the event place. Two Cafe units, each from Alappuzha and Kozhikode, exhibited the wide range of ethnic tastes particularly belonging to central Travancore and Malabar respectively. Cafe Kudumbashree food court got wide appreciation and very good responses from the masses gathered to view the celebration of India's culture. The food stalls of Kerala attracted the crowds for the entire duration of event.

The closing ceremony of Paryatan Parv and Bhaarat Parv was inaugurated by Shri. Arun Jaitley, Minister of Finance, Government of India on which Shri. Alphonse Kannamthanam, Minister of Tourism, Government of India was the Chief Guest.

## »» Kudumbashree plans to launch Broiler Chicken

**K**udumbashree, a pioneer in introducing collective group efforts by women self help groups is stepping in to contain the prevailing uncertainty in broiler production. Through the convergence with departments such as Kerala State Poultry Development Corporation, Animal Husbandry Department, Kerala Veterinary and Animal Sciences University and Local Self Government Department Kudumbashree Mission plans to launch Kudumbashree Broiler Chicken to the market.

The main objectives of the programme include to provide a steady income for Kudumbashree members through broiler chicken production, to ensure safe and clean chicken meat to consumers at reasonable price and to provide a steady and non fluctuating market price for broiler chicken.

In the first phase, 1000 units will be selected and later remaining units will be selected in a phased manner, an average of 100 units will be established in each of the districts in the first phase. The converging departments will provide one day old broiler chicken to the units and will provide training to the beneficiaries. It is expected that the project will ensure employment opportunity to 5000 Kudumbashree members in a phased manner.

As per existing Panchayath Livestock Farm licensing Rules 2012, poultry farms rearing more than 100 birds require licensing. The minimum area required for 15 birds is 1 cent and hence for 1000 birds this come to 66 cents.

By this project Kudumbashree envisages to provide safe, clean and healthy meat to the consumers and will ensure fair pricing of broiler chicken industry.

## »» Houses for all those who have land gets approval in 34 urban local bodies



**T**he project for issuing Houses for those who have atleast one cent of land gets state wide approval in 34 urban local bodies. Therefore everyone who own plots in urban local bodies will get houses of their own. The programme is implemented by PMAY(U) - Pradhan Manthri Awas Yojana (Urban) Programme under Central- State Ministries working with the mission of achieving 'Housing for All'. The suggestion regarding this was put forward by the State Level Sanctioning and Monitoring Committee chaired by Dr K. M. Abraham, Chief Secretary, Government of Kerala. The same has been already put forward by the State Level Advisory Committee presided by Shri T.K Jose IAS, Principal Secretary, Local Self Government Department, Government of Kerala. The 34 ULBs identified the homeless in their places who had atleast one cent of land and proposed projects for them and secured approval for the same. Approval for building 21,199 houses has been issued. Therefore approval has been secured for building a total of 58,117 houses in the state. Kudumbashree is the nodal agency of PMAY in Kerala.

Anthoor, Chalakkudy, Chavakkad, Chen-

gannur, Cherpulassery, Chittoor- Thathamangalam, Erattupetta, Ettumanoor, Guruvayoor, Irinjalkuda, Kalamassery, Karunagappally, Kattapana, Kodungaloor, Koothuparamb, Kothamangalam, Kottarakkara, Mavelikkara, Moovattupuzha, Ottapalam, Pala, Panoor, Parappanangadi, Pattambi, Perumbavoor, Punalur, Shornur, South paravur, Thalassery, Thiruvalla, Thodupuzha, Vaikom, Valanchery and Varkala are the urban local bodies who submitted the plans and secured state wide approval for the same. It has been suggested to submit a detailed list of the homeless in 93 urban local bodies will be submitted before 9 November 2017. When 13,000 houses in these ULBs get approval, houses will be issued for those who have atleast one cent of land. The land less people in the urban areas had also been identified. By the next financial year, houses will be allotted to them as well. Therefore, no one would be left in Urban areas as homeless.

The programme allows 3 lakh rupees for building Houses. One and half lakh rupees will be met from the Central Government fund. The rest will be met from the State Government and Local bodies fund. The construction of 229 houses had been finished so far. Construction of 12,168 houses has been progressing. The programme is framed, including the factors such as Colony development, credit linked subsidy, affordable housing scheme and personal Construction. As per this years programme, 30,000 houses will be finished. Kudumbashree aims to get approval for all plans for building houses this year itself. Therefore Houses for all who owns atleast one cent of land would be a reality then.

## »» Gender Sensitization Workshop for Kudumbashree Officials

**S**tate Resource Centre for Women organises Gender Sensitization Workshop for Kudumbashree Officials of State-District Missions. As a start, a two day Workshop was conducted including 50 officials at Hotel Marianani, Sreekaryam, Thiruvananthapuram on 23 October 2017. The workshop was inaugurated by Vidhu Vincent, Film Director. Harikishore IAS, Executive Director, Kudumbashree Mission presided over the function.

Within March 2018, Gender Sensitization Workshop will be conducted for all officials of Kudumbashree Mission.

The workshop envisions to give clear awareness about gender equality to the officials of Kudumbashree. Through such training programmes, work place relationship between men and women could be improved and thereby could create a better work atmosphere.

During the time of organising programmes for NHG women, this awareness would undoubtedly help them. And thereby the awareness about gender equality can therefore be communicated to the NHG level.

Classes were given on the topics such as Personality structure of men and women, attitude towards women's development, Gender analysis-An introduction, stages of women empowerment, Gender- planning and observations, violences against women, the ways to resist such violences, the sexual discrimination women face in today's society, gender inequality, the social constraints that resists from attaining gender equality and the activities to overcome such issues. Mary Kappan and trainer Roshan Chandran led the classes.

'Manhole' directed by Vidhu Vincent was screened during the programme.