

### » Kudumbashree join hands with Agriculture Department for launching Village Markets



**K**udumbashree Mission and Kerala Agriculture Department joined hands together for launching 1000 village markets. The state level inauguration of the same was done by Shri. V.S Sunil Kumar, Minister for Agriculture, Government of Kerala at Malappuram on 25 November 2017. Minister said that its high time that women should enter into agriculture. He added that by joining hands with Kudumbashree Mission it will be a reality. Kudumbashree Mission would be entrusted to process the procured paddy. For this, mini mills would be launched. Its also planned to entrust Kudumbashree Mission for the procurement of coconuts as well. Enterprises for producing sub products like coconut oil etc will also be started along with. Dr K.T Jaleel, Minister for Local Self

Government Department, Government of Kerala who presided over the function, emphasized the importance of food security and he added that these village market should work efficiently to attain this goal.

The village markets will procure the regionally produced organic vegetables and would help the farmers to get the price for it. A management committee will be formed for the smooth run of the village markets, where Panchayath President, CDS Chairperson, Agriculture officer and farmers will be the members.

Shri. A.M Sunil Kumar, Director, Agriculture Development, Agriculture Welfare Department, welcomed he gathering. Shri. K. Radhakrishnan, Deputy Director, Agriculture Department, Smt K.Lakshmi, President, Ponnani Block Panchayath, Smt S. Jayanthi, Principal Agriculture Officer, Malappuram, Shri. P M. Aarunni Thangal, President, Perumpadapp Block Panchayath, Shri P.P Bijoy, President, Edappal Village Panchayath, Smt. Devikutty, District Panchayath Member, Shri. M. Faisal, District Panchayath Member and Smt. M.T Sajitha, District Panchayath Member also attended the function. An exhibition cum sale of the products from Kudumbashree Micro enterprises and an Agriculture Fest was also organised in connection with the programme.

### » Gender Resource Centres starts functioning in various districts

**W**ith the aim of making the society women friendly, Kudumbashree Gender Resource Centres have started functioning in different districts. 99 Resource Centres are functioning across the state. To motivate the skills of women in various sectors and thereby helping them to secure a place of their own in the society, is one of the aims of Gender Resource centres. These centres will give assistance to women and girls who are in distress.

Presently, 29 Gender Resource centres are functioning in Ernakulam district itself. 14 and 7 centres function in Thrissur and Idukki respectively. 6 Gender Resource centres each function in Thiruvananthapuram and Kollam Districts. 5 centres each function in Alappuzha, Kannur, Palakkad, Kazhargode and Kottayam. 4 centres are functioning in Kozhikode and Pathanamthitta. There are 3 gender Resource Centres in Wayanad and one centre function in Malappuram. Its planned to start Gender Resource Centres throughout the state.

Gender Resource centre also aims to give trainings to induce gender awareness among each and everyone in the society. The activities of Gender Help Desk are also coordinated by Gender Resource Centres in LSGD level. Kudumbashree Community Counsellors at the Gender resource centres will give services like Pre Marital Counselling also.

It also acts as a library that facilitate studies and researches on various subjects. Internship Facility is also arranged in Gender Resource Centres. It also acts as an information centre that gives information on various programmes of different government departments.

### » Seven Lakh Food Security Homes in Kerala



'Bhakshya Suraksha Bhavanam' (Food Security Home), the programme that was launched to attain self sufficiency in vegetable production is successfully progressing in every districts of Kerala. The programme promotes vegetable farming among Kudumbashree Women in NHG level and make avail the cultivated vegetables to the needy as well. Training will be given to those who enroll in the 'Bakshya Suraksha Bhavanam' programme. Best quality seeds will also be distributed to them.

The programme was started all over Kerala in August 2017 (Chingam 1). Initially NHG members of 6 lakh families were given training and seeds were distributed. Those families had harvested

vegetables several times till now. As per the present statistics, about 7 lakhs of families are pursuing farming in this manner. The families that cultivate vegetables under this programme are regarded as 'Bhakshya Suraksha Bhavanam' ( Food Security Homes). Specially designed logo stickers are distributed to each and every families. It's planned to create 20 lakhs of Food Security Homes in the next phase of this programme.

Special NHGs like elderly NHGs are also taking part in this programme. The NHG members who wish to be part of it are divided into different groups, each consisting of 4 members. NHGs should register at the concerned CDS by remitting an amount of Rs.10. It is also advised to renew the registration in every season. Each groups should cultivate at least in a minimum of 3 cents of land and they can cultivate in up to 25 cents of land. If the group intend to do grow bag farming, each member should cultivate at least 5 varieties of vegetables in a minimum of 20 grow bags.

Master farmers and Master farming trainers will give training to the groups on the topics such as the need of farming, tips to maintain the cultivation successfully, kitchen waste disposal and making of bio fertilizers etc. Every member is given a packet of high quality seeds worth Rs.20, from Kudumbashree Units, Vegetable & Fruit promotion Council Kerala (VFPCK), Kerala Agriculture University and other government organisations.

### » Axis Bank to give loan under PMAY programme



**A**xis Bank will give loan for 10,000 families for collaboration with Credit Linked Subsidy Component (CLSS) of Pradhan Manthri Awas Yojana (PMAY) for all the urban local bodies in the state of Kerala. An MoU regarding this was signed by Shri. S. Harikishore, Executive Director, Kudumbashree Mission and Shri. Umesh Arora, Executive Vice President, Axis Bank in the presence of Dr. K.T. Jaleel, Minister for Local Self-Government Department, government of Kerala .

As many as 68,000 people in 93 municipal bodies had applied for CLSS. The bank will provide loan to 10,000 people from 35 selected municipal bodies. The PMAY aims at housing for all in urban areas by 2022 when the country will celebrate its 75th Independence Day. Under the CLSS, those without houses will get loans through banks at low interest rates for buying houses, or building or renovating them. Kudumbashree is the nodal agency for PMAY in Kerala.

Initially, Starting from this month till February, Axis Bank will provide the loans for selected 2500 beneficiaries in Thiruvananthapuram and Kollam districts. Those living in urban areas for the past three years and whose family members do not have any habitable house in any part of the country are eligible for the scheme.

Shri. Anirudha Shinda, Head, Affordable housing Loans, Axis Bank, Shri. Dushyanth Sharma, Head, National Credit, Axis Bank. Shri Shibu Vargheese, South Zone Head, Affordable Housing Loans, Axis Bank, and other officials from Kudumbashree Mission also attended the function.

### » Kudumbashree launches Photography Competition - 'Kudumbashree oru Nerchithram'

**F**or motivating the aspiring photographers and to propagate the activities of Kudumbashree Mission through photographs, Kudumbashree Mission launched 'Kudumbashree oru Nerchithram' Photography Competition. Kudumbashree Mission which envisions at eradicating poverty through women in Kerala had successfully completed 19 revolutionary years.

The contestants should submit photographs that would reflect the various activities of Kudumbashree Mission. The entries should reach Kudumbashree Mission office on or before 5 PM, 15 December 2017. The jury comprising of renowned photographers and officials of Kudumbashree Mission will select the winner. The Award for the Best Photographer will be Rs 20,000. The second

prize and third prize will be Rs 10,000 and Rs 5000 respectively. Rs 1000 each will be issued for 10 entries as consolation prizes. Free subscription of Kudumbashree Magazine for one year will be given to selected 50 people.

Entries may be send to the mail id kudumbashreeprcontest@gmail.com or may be sent in CD Format to the address, PRO, Kudumbashree State Mission Office, 2nd Floor, TRIDA Rehabilitation Building, Medical college P.O, Thiruvananthapuram-695011. The name, address, e-mail id and contact number should be mentioned alongwith. A short note on the photograph should be attached along with. More details of the notification is available at Kudumbashree Website-www.kudumbashree.org