

## Saras Mela 2018 concluded

- Record sales of Rs 7 Crores
- Micro entrepreneurs from 25 states across the country



Organised by Kudumbashree Mission, the national food and cultural expo, 'Saras Mela 2018', offering the best of traditional food and artistry, concluded carving out yet another era in the history by drawing record sales and massive crowds. A total sale of more than Rs 7 crores was recorded from the stalls and food courts of the 10 day long Mela conducted at the ground near Market, Pattambi, Palakkad from 29 March 2018 to 8 April 2018.

Regarding the sales at the Food Court, a total sale of Rs 51,60,870 was recorded. Goa bagged the award for the best food court among the partner states. Chaitanya Cafe of Attappady and Punarjanam Juice World won the Award for the Outstanding Performance. Alif Cafe of Kozhikode was selected as the Best Kerala Food Court. Muthuthala Panchayath, Ongaloor Panchayath and Pattambi Municipality won the awards for the best processions. Shri. P.K Sumesh of Deshabhimani Daily bagged the award for the Best Reporting ( Print Media). Shri. Mohan Charaparambil of Madhyamam Daily won the second prize for the same. ACV, PCV and STV bagged the awards for the Best Covering of Saras Mela 2018 in Visual



Media. Smt. K.P Shailaja bagged the First Prize at the Essay Writing Competition organised in connection with Saras Mela 2018.

Micro entrepreneurs from 25 states across the country including Kerala had become the part of the programme. Around 250 stalls were opened, out of which 100 stalls were of other states. The 70,000 sqft big pavilion and food court was the main attraction of the Mela. Saras Mela 2018 became a huge success because of the active participation

of the people and organised work of the organising team. 22 food stalls were opened at the food court offering the people of Pattambi, a special chance to taste the wide range of cuisines from different parts across the country. Out of the food stalls, 13 were from Kerala and 9 were from other states. The cultural programmes arranged daily at the Mela indeed became a visual treat for those who gathered at the Saras Mela. Artists and celebrities also took part in the programme adding more fame to the event.

The programme strictly followed green protocol. Therefore, the 'eco-friendly' Mela held at Pattambi is attracted more and more people and added more colour to the festive days of Kerala. Saras Mela 2017 was kickstarted when Dr. K.T Jaleel, Minister, Local Self Government Department, Government of Kerala officially inaugurated the programme.

It is for the third time that Kudumbashree Mission is organising Saras Mela. Last year, Saras Mela was conducted at Safari Maidan, Malappuram which recorded a sale of Rs. 6.54 Crores. The first saras Mela was conducted at Ashramam Ground, Kollam which made a sale of Rs.4.6 Crore. The Saras Mela 2018 was indeed a celebration of food, art and culture in this festive season and was wholeheartedly received by the neighbouring districts as well which resulted in the grand success of the programme.

Shri M.B Rajesh, MP inaugurated the Valedictory function. Shri. Muhammed Muhsin, MLA presided over the function. Shri. T.R Ajayan, Social Activist and Smt. Sahira Kuttippuram, Poet were felicitated during the programme. Dr. Khadeeja Mumthaz, Writer and Shri. P. Raman were also present at the function. Dance-Drama programmes were also presented at the function. Shri. P. Saidalavi, District Mission Co-ordinator, Palakkad welcomed the gathering and Shri. M. Dinesh, Assistant District Mission Co-ordinator, Palakkad extended Vote of Thanks.

## Eco friendly Saras Mela



The Saras Mela 2018 held at Pattambi stand out unique. The Saras Mela 2018 followed green protocol, meant that no plastic was used at the mela. It was with the help of green protocol committee and Suchithwa Mission that green protocol was observed at the Saras Fair. The boards, banners, decorations, the arch set up at the entrance etc. were made up of either paper or cloth. The decorations were done with paper, bamboo and sack only. The take away kits distributed at the mela were made up of cloth and paper. Disposable plates and glasses were completely avoided at the mela. Fibre, ceramic plates and steel glasses replaced the disposable plastic plates and glasses. Even the waste buckets placed at various locations at the mela were made up of bamboo. The biodegradable wastes and non degradable wastes were sorted out by the Harithakarma sena members.

The biodegradable wastes were sent to pig farms.

The volunteers were giving away leaflets to the visitors to remind them about the green protocol observed at the Saras Mela premises. The wastes were disposed in daily basis. The Harithakarma sena members were cleaning the mela premises in regular intervals. Therefore, the 'eco-friendly' mela held at Pattambi attracted more and more people and are added more colour to the festive days of Kerala. The lost and found section of the mela was so active that the visitors found the mela more trustworthy. The Saras mela 2018 was wholeheartedly received by the neighbouring districts as well which resulted in the grand success of the programme.

## TVM District Mission to launch Mobile Operation Theatre for ABC



Kudumbashree Thiruvananthapuram District Mission is to launch Mobile Operation Theatre unit for executing the Animal Birth Control activities in the district. It is the Winners ABC Mobile unit, that is affiliated to the District Mission of Thiruvananthapuram which would be launched soon as a path breaking step in the sector of Animal Birth Control. The group comprises of 2 women and 3 men. The unit would travel to the panchayaths which need the service of the mobile operation unit for executing the animal birth control activities. The unit would also ensure the service of the veterinary doctor empanelled by the District Mission Coordinator.

12 veterinary hospitals in the district have the amenities for executing the birth control activities. But it is not possible to complete the birth control activities arise in the district using those facilities only. By the launch of the mobile Animal Birth Control unit, this issue could be easily resolved. By taking the mobile unit to the veterinary hospitals, the service of both hospital and the unit can be utilised. Thereby, the service of the veterinary hospitals, which don't have the amenities for executing the animal birth control activities could be made use of. This would help in using the service of the 75 % of veterinary hospitals in the district.

The mobile unit mobilise all the amenities that an Animal Birth Control Operation theatre would have. The unit had received Rs 3 lakhs fund from District Panchayath. RS 3.50 was received as innovation fund and Rs 50,000 as start up fund. It is the responsibility of the unit to arrange the finance for the vehicle. The maintenance, insurance and service of the vehicle would also be met by the group from their profits. The attender of the vehicle himself would act as the driver of the vehicle. The other ABC units may also hire the mobile unit if needed, which would in turn be a source of revenue for the mobile unit.

The District Mission Coordinator himself would schedule the work orders of the mobile ABC unit, prioritising as per the funds availed from various panchayaths. Smt. Rajani T.G, Smt. Jeevashree.M, Shri Satheesh Kumar M.G., Shri Jithesh K.G, and Shri. Mukesh M.S comprises the Winner ABC mobile unit. The unit has already been registered and will soon be inaugurated and start functioning soon.

## Balasabha formation at SOS Childrens Village

The Kudumbashree District Mission of Ernakulam launched new Balasabha at SOS Children's Village. The Balasabha is started as part of the formation of Balasabha focusing on child care institutions. The first of its kind is started at the Youth Home of SOS Childrens Village at Edathala Panchayath, Ernakulam. Balasabha of 20 children of 12-18 years of age was formed at the SOS Childrens Home. Master John Pradeep and Master Tony Thomas were selected as the President and Secretary of the Balasabha. The move aims to ensure the participation of such students in the democratic space. The objective of the initiative is to improve the academic and extra curricular skills of the children at the Youth Home of SOS Children's Village.

SOS Children's Villages International comprises 118 national SOS Children's Villages associations. and each SOS Children's Villages association is committed to apply the federation's statutes, standards for quality child care, and stringent financial and administrative practices. The SOS Children's Village in Alwaye, Cochin was launched in 1990. In addition to advocating for the rights of children, SOS Childrens village support families so that they can generate an income and stay together, and we provide family-based care for children who have lost the care of their parents. Balasabha envisage for the overall development of children through addressing their social and emotional needs and enhancing their creativity and leadership skills. At present, there are 32,878 Balasabhas, covering 4,30,908 children, across the state.

## Superwomen of Harithakarmasena in Karulayi Panchayath

The Superwomen of Harithakarmasena in Karulayi Panchayath are keep on changing the life of a village altogether! With commitment and confidence in themselves they are making Karulayi Panchayath a better place to live in. A group of few women came forward to keep their place clean believing that it's something more than a job. The main aim of the programme was to make Karulayi, a waste free panchayath. To minimize the use of plastic and to make people aware of the hazardous effects of plastic, collect and send them for recycling and to decompose the biodegradable waste etc were the main aim of the programme.

15 people were identified as green technicians in the village. The service of Mr. Ibrahim, an expert in a waste segregation was made use for collecting the waste and sending them to the recycling units. 12 tonnes of non biodegradable waste was sent for recycling. An amount of Rs 20 was collected from the households and Rs 50 was collected from shops as user fee. Special notices were distributed among the households and shops. Publicity was also given to spread the message to everyone. A carry bag was given to store the wastes. A vacant space in a remote place in Karulayi was chosen to segregate the wastes. A tie up was done with Green Worms Eco Solutions, a social impact enterprise based in Calicut, for collecting the non biodegradable waste and to process it further. Kudumbashree women collected the waste store in each households and shops and took it to segregate and sent it to the Green Worms for further processing. The waste is segregated into different sections based on its features. H.M White, P.P, H.M, LDPrint, Bajjar, Ganny, Bulb, PVC, steel, tubes, bottle, E- waste, LD(Glucose), Bottle caps, Spray bottle etc.

Uniform, shoes, gloves, baskets, face masks, knives etc were given to the green technicians for performing segregation activities. The waste is being collected from the households in monthly basis and from shops in weekly basis. A card was distributed among the people to record the user fee collected. The card includes the date waste was collected, the quantity of waste collected, the amount collected from the households/ shops and signature. This was made compulsory to maintain a transparent and fruitful association between those who collect waste and the house owners. For disposing the rejects (Glass wastes, bags, umbrellas, foot wears) Rs 27,000 would be paid for the company from Panchayath Fund. Separate register was kept for weighing the amount of the different category of wastes. While sending the waste to Green worm Eco Solutions, presence of Panchayath President, Secretary / concerned official and health inspector is ensured. A review meeting is also held once in 2 months including all the ward members.

Following the success in the first phase of implementation, the second phase was launched in August 2017. Around 43 ton of waste had been sent so far, out of which 6500 Kg



of recyclable plastic and 36000 Kg were rejects. In the first phase, panchayath hadn't paid any money. The agency used to take away the waste; only user fee was collected. It was in the second phase tar bags were distributed among the households/ shops for storing the waste. Rs.50 is collected from medium shops and Rs.100 is collected from big shops as user fee in weekly basis. Rs.20 is collected from households as user fee in monthly basis.

Haritha Karma sena is a professional team consisting of Green Technicians and Green Supervisors mainly Kudumbashree Women who will be assigned with the responsibility of collection, transportation, processing, recycling / disposal, and management of waste materials in association with respective LSGs and Suchithwa Mission. Green Technicians are trained man power recruited to provide technical services and solutions on waste management projects. One Green Technician has to visit 250 households in a ward. In one Ward two Green Technicians will be positioned and one supervisor for managing 15 Wards. The Collection of user fee will be the responsibility of Green Supervisor. Haritha Sahaya Sthapanams the accredited agencies of Haritha Kerala Mission which will provide technical assistance to the Haritha Karma Sena.

There are 15 wards in Karulayi, with an area of 135 Sq.kilometres. The Population of Karulayi is around 26000 with around 6000 families. The programme have a huge relevance that such an initiative had altered the attitude of the people in and around Karulayi that they think twice before throwing a plastic cover away. In fact, the inhabitants of Karulayi has minimised the usage of using plastic and a better civic sense had been evolved among the people regarding the usage of plastic and other waste. Knowing the success story of Karulayi Panchayath in waste management, many other panchayaths have consulted them to study the Karulayi model of waste management. Harithakarmasena of Karulayi is committed to bring about a positive change in the sector of waste management. Envisioning a healthier, clean and green world that complements a human generation living in harmony with nature.

# Annam Rice of Palakkad



The product Annam is one of the dream projects of Kudumbashree District Mission of Palakkad. It has been implemented with lot of aims and objectives. It can't be considered as just a product from Kudumbashree units, also definitely it is a struggle against the malpractices among the food production industries in Kerala and outside as well. The rice processed through the indigenous methods to provide the maximum quality of rice to the customers. The Annam rice brand was introduced by Shri. Harikishore, Executive Director, Kudumbashree Mission, during the Onam festival season of 2017.

By tradition, Palakkad is considered as the rice bowl of Kerala, unfortunately the tradition has been facing intestacy for the last decade. In this crucial situation some of the women in Palakkad take leadership for a progressive movement through agriculture towards humanitarian attitudes. They started organic farming with the help of Kudumbashree Mission, started the cultivation of pure gold from the paddy fields. By introducing this brand, Kudumbashree Palakkad District Mission aims to resist the uncontrolled flow of poisonous rice from outside Kerala and to make an extra income for JLG members by avoiding the mediatory persons. Smt. V.Omana, President of Thullyatha JLG talks about the production of Annam Rice.

**Q: Can you share something about your JLG?**

A: We formed our JLG, 'Thullyatha' in 2007. Our paddy

field is located in the 1st ward of Kannadi Grama Panchayath, Kuzhalmannam Block. While forming our JLG, we were 7 members, now the number of active members reduced to 5 due to several issues. We are cultivating paddy in 11 acres, purely in organic farming methods. Before starting our own rice brand 'Annam' Rice, our yield after cultivation was sold to private parties for lesser price.

**Q: What is Annam rice in your viewpoint?**

A: The brand Annam emerged as a light house for us, while struggling to sold out our yields. It gave a new hope for us. We believe this project would help farmers and public. We undertake this project as part of our social responsibility.

**Q: What about the progress?**

A: We know, this is not a solo resistance. There are more groups working hard for the progress of the Annam. According to my belief, there are 25 JLGs providing their organic rice for Annam. With in the short period the brand has been reached to public. They have accepted the brand with full heart. If this trend continues Annam will be a better competitor for the leading brands.

**Q: Specialities of processing?**

A: We are not receiving help from big mills or machineries. Processing of rice purely depends by traditional methods. We are using Bronze and copper vessels for boiling the paddy and using bamboo sheets for drying. We are using small mills for processing the paddy and using proper cotton bags

for packing. The packs are printed with Annam logo. We are keeping more than 20% of bran on rice. Customers love our rice due to these specialities of processing, better taste, flavour and more fibre content.

**Q: Which category of people consumes Annam rice?**

A: Most of our customers are officials and teachers. We are selling our product for Rs 50. As we are producing less quantity we are not able to reduce our price quickly. We hope to produce more and reduce the price in upcoming days. We are getting opportunity to sell the product through Kudumbashree weekly markets and fairs. Recently we got an amazing sale in Saras Fair 2018 held at Pattambi.

**Q: Help from LSGD?**

A: We are getting extra ordinary support from the Panchayath representative of Kannadi. We are planning to establish permanent and exclusive markets for Annam rice in Kannadi. Panchayat is giving support to promote the product by using the possible ways they can.

**Q: Future Plans?**

A: Prime priority has been given to increase the production. For that we are planning to bring in new machineries which would sustain the purity of rice. We have already submitted a proposal, which has clearly mentioned the necessity of the machineries and other systems to District Mission. If that dream would become real it will be a revolutionary movement. That movement would be helpful to create more employment opportunities in our village.

# “Ummante Vadakkini” food festival from Malappuram

**Q: Ummante Vadakkini is a different and a funny name for a Food court. How did you find this name?**

In December 2016 we introduced this type of selling concept at the Christmas Market with the help of Malappuram District Panchayath. We organised this market in front of Malappuram Civil Station. But didn't get that much of popularity and was not profitable in the initial stage. After that Kudumbashree Malappuram District Mission Coordinator conducted a meeting of this food court and told us to conduct another food festival in January 2017. Actually this was another different foot print in Kudumbashree department. Different Kudumbashree units suggested different names for this food festival and finally we choose the name UMMANTE VADAKKINI; because this name is related to the Malappuram culture and now this name gets more popularity.

**Q: How was the UMMANTE VADAKKINI food festival organised during January 2017?**

The first programme of UMMANTE VADAKKINI was conducted in Puthur bypass road, Kottakkal. We were all



surprised because of the participation of people and the first UMMANTE VADAKKINI food festival got more profit than we expected. Approximately we got Rs 5 Lakh in the first season itself. Café units got more economic benefits. And all café units took initiatives for conducting Ummante Vadakkini in every month in different panchayath of Malappuram districts.

**Q: Did you believe that ladies can do these food festivals especially in Malappuram district?**

Yes, they can do that. In different panchayaths 12 programmes were conducted under the UMMANTE VADAKKINI. I remember that, one programme was conducted in Kollam district. During these 10 days the members took more risk and made that successfully, and again they are ready to conduct it in other districts. Commonly in every season we are conducting this programme for about 3 days. All café units will participate in Ummante Vadakkini. Approximately they earn Rs 4 during each programme.

**Q: We know that you all took more initiatives and risks. How you can describe that?**

Now this is a successful one. I can say that it became suc-

cessful because of the group work. Each and every one in the Malappuram District Kudumbashree Mission Office took risk for this. We can proudly say that, we gave a good platform to our Kudumbashree members and we will continue doing that. Now café units are ready to take the organising mission. They are self sufficient for that now.

**Q: You said that 12 programmes conducted. Which places UMMANTE VADAKKINI conducted?**

We had conducted programmes at Kottakkal (Puthur bypass), Edavannappara, Angadippuram, Edappal, Kollam (in another district), Tirur, Tanur, Vengara, Thripangod, Ponnani, Chattiparambu and Edavanna.

**Q: What are the future plans of Ummante Vadakkini?**

We will give the full organising duties and responsibilities to Kudumbashree café unit members, and they will be become a event management team. Because of that they will get management ability. Every month we will continue this. We will give traditionally and taste food to people and making an economic base to the café unit members. And we will achieve our aim.