

Kudumbashree- the official food partner at 5th ODI- India Vs West Indies



The taste and ethnic cuisines of Kudumbashree women marked the crease in the 5th One day International cricket match between India and West Indies which was held at Kariyavattom Green Field Stadium, Thiruvananthapuram on 1 November 2018. Kudumbashree women fed 7000 people who had come to watch the One Day International Cricket Match. The cricket match was characterized not just as the match between the titans of cricket but also as the match between the mouth watering ethnic dishes catered by Cafe Kudumbashree units. Kudumbashree units made a sale of Rs. 4 lakhs.

The stands of the Green Field stadium experienced

both the intense battle at the pitch and also the hot, spicy and tasty dishes delivered by Kudumbashree women. 11 Cafe Kudumbashree units across Thiruvananthapuram catered ethnic dishes ranging from tea, snacks, varieties of biriyanies, cutlets, sandwich, tapioca, fish curry, chappathi, fried rice, chicken curry, chappathi roll, tea, coffee, payasam, pathiri etc.

These units were brought under the banner of delicacies of Ananthapuri by the Kudumbashree Thiruvananthapuram District Mission. Anugraha, Sruthi, Prathyasha, Samudra, Jiyas, Unarvu, Shanthi, Anamika, Keerthi, Natturuchi were the units which served the food for the cricket lovers. Kudumbashree women had followed

green protocol in serving the food and completely avoided plastic during the sale.

Kudumbashree was also present among the stands as the official food partner of the match last year when India faced New Zealand in the first ever T20 match hosted at Kariyavattom Green Field Stadium. While India registered a convincing victory over New Zealand, there was also these culinary experts of Kudumbashree registering over Rs. 3.5 lakhs sales and also the hearts of fans who came cheering for India and the greater game of cricket.

'Snehajalakam' Educational program through Gender Resource Centres progressing in Trivandrum district

'Snehajalakam' is a special initiative programme of Kudumbashree Thiruvananthapuram District Mission. It is designed as a convergence programme which connects Snehitha Gender Help Desk, Gender Resource Centres (GRC), Schools, Local self Government Departments and CDS. The inaugural function of 'Snehajalakam' campaign was conducted at Karakulam GRC on 26 October 2018. The exhibition was inaugurated by Smt. Anila, Panchayath President, Karakulam.

The programme is combined with exhibition, film show and awareness campaign. 86 students and 2 teachers from Govt UP School, Karakulam participated in the exhibition and after that an awareness class was given to the students on the topic "Child right and atrocities against children" by Snehitha Counselor and Service provider. It also make the participants aware about the services of Snehitha Gender Help Desk. Along with students the exhibition was fully fledged with the participation of NHG members, ADS, CDS members & ward members. 'Snehajalakam' will be conducted in other GRCs of Trivandrum district. The program also aims to conduct classes in various schools in the district.

Women Gramasabha : New initiative in women empowerment from Wayanad

Kudumbashree Wayanad District Mission took a new initiative in women empowerment programme called 'Women Grama Sabha', which was conducted as a joint venture with Meppadi Grama Panchayath of Wayanad District. Women Grama Sabha was organized as an initiative of the Gender Resource Center. About 300 women from the village participated in the program. Special attention was given to the venture as part of the new Project Planning of Local Self Government Department (2019-20). Participation of housewives and NHG members were ensured in the program. Shri. Sahad, Panchayath President, Meppadi Grama Panchayath inaugurated the program.

Discussions were held on development activities, strategies and tactics to be used in the development process of the panchayath. Elected ward Counselors had actively participated in the program and discussed about the issues related with each ward and developmental plans. Acute observations and analysis were made and a lot of innovative plans were noticed. The participants were divided into 10 groups and discussions were held on various subjects and a leader elected from each group were made a presentation based on the discussions. The Women Gramasabha seemed to be a reflection that, how the Kudumbashree initiatives made changes in the Society.



'My ME' State Level Workshop 2018-19 Conducted

'My ME' State Level Workshop was conducted at Kites Training Centre, Pongumoodu, Thiruvananthapuram on 30 October 2018. "My ME" project envisaged the adoption of one Micro Enterprise by one Program Manager, Kudumbashree, as a part of "Year of Micro Enterprises" Campaign. A total of 400 employees took My ME project out of which 87 people made real difference in the ME Sector and also presented in the District Level Workshop and each district selected one person from the pool and nominated for State Level Workshop. The nominated employees presented their projects and the Best Performers in the State Level were selected.

Shri. UnniKrishnan, District Programme Manager, SVEP, Pathanamthitta came in the first place. Shri. Binish Sebastian, District Programme Manager, DDUGKY, Kottayam came second and Shri. Gireesh Kumar.T, Assistant District Mission Co-ordinator, Kozhikode and Shri. Nabeel,



Block Coordinator, Malappuram came in third place. Shri. Monish Mohan, Block Coordinator, Kasargode received Special Jury Mention. Shri. Jagjeevan. N, Consultant, Haritha Kerala Mission and Shri. Dathan. C.S, Programme

Officer, Agriculture, Kudumbashree Mission were the jury who selected the Best Performers who made a real difference to the production, marketing and profit of the Micro Enterprises.