

Polivu

To strengthen the Kudumbashree community organization and to engage community in five chief principles of good lifestyle, good health, clean water, waste management and clean surrounding along with promoting agriculture based well being, Kudumbashree mission initiated a state wide campaign titled “POLIVU” in July 2016.

Through this campaign each of the NHG were persuaded to cultivate in minimum of 3 cents land, 5 kinds of vegetables and 3 kinds of fruit trees. The project also aimed at encouraging children to participate in programmes related to environmental conservation and health as well. At district level, seminars, discussions, promotion of organic vegetables and activities related to de-centralized waste management were planned. A high-level committee including District Collector, District Panchayat President, Kudumbashree District Mission Coordinator has been formed for the effective functioning of the project in each district. Current status of ‘Polivu’ Campaign is shown below.

SL No	District	Number of NHG in the district	Number of NHG starting cultivation	percentage coverage	total area under cultivation (acre)
1	Alappuzha	19622	19139	98%	574.17
2	Kottayam	14,872	14,622	98%	585.95
3	Ernakulum	20680	19157	93%	628.153
4	Malappuram	23,842	19989	84%	743.52
5	Idukki	12041	9783	81%	463.18
6	Thrissur	23535	17342	74%	655.00
7	wayanad	9441	6793	72%	256.07
8	Kasaragod	11003	7643	69%	318.42
9	Palakkad	21053	14500	69%	739.52
10	Patanamtitha	9,626	6230	65%	574.01
11	Kollam	21846	11130	51%	277.00
12	Trivandrum	28037	13619	49%	512.50
13	Kannur	18995	8991	47%	535.75
14	Kozhikode	26,998	12,184	45%	335.00
	Total	261591	181122	69%	7198.243



Outcome

Through the campaign, the community level structure has been greatly strengthened. The Kudumbasree members proved 'Polivu' to be a success, more than their earlier initiatives. 'Polivu' campaign officially culminated in 2017 after one year of its implementation. More than one lakh eight one thousand NHGs taking up farming in nearly 7200 acres of land, 'Polivu' earmarked a magnificent mile stone in the agricultural activity of Kudumbasree to achieve self-sufficiency in food production.