

» Kudumbashree Mechanised Coir Producing Units for Women



Mechanised Coir producing units, which will create new job opportunities for Neighbourhood Group Women started working in the state. Its regarding the acceptance for the coir products in other countries and for improving the use of the same, that Kudumbashree Mission framed this programme. The programme was officially inaugurated by Dr. T.M Thomas Issac, Minister for Finance, Government of Kerala at Pariyaram, Kannur.

The new programme aims at extracting coconut fibre from raw coconut husks. The Coir Board will procure the fibre from the units. It is planned to start 30 units across the state in the first phase. The infrastructure for the programme will be met from the side of Local Self

Government Department institutions, if they have any. The Kerala State Coir Manufacturing Company, Alappuzha will provide the defibering machine absolutely free to the women who are interested to start such units, which would enable them to extract fibre from raw coconut husks. For operating this machine for 8 hours, 8000 husks are needed per day. The procurement of these husks will be done by the units itself. The units may also find extra income by selling the coir pith, the byproduct of the fibre extracting process.

Preference will be given to those who wish to start micro enterprising units who can make high quality coir and value added products from this fibre. It is also planned to start units which would produce floor mats, door mats, aquarium filters and coir geotextiles.

The programme aims to secure job & income for Kudumbashree women and thereby strengthen the coir sector. The expert NHG women in this area therefore can make use of their freetime in a fruitful way and can find income out of it. The mechanised system will help to increase the production and it would increase the physical strain. The First phase activities had already been started in different panchayaths of Thrissur, Malappuram and Kazargod and soon will be started in Palakkad, Kozhikode, Kannur and Wayanad. This would attract more women to this sector and thereby maximum promotion would be given for coir products.

» Kudumbashree to launch Aajeevika Express

Kudumbashree is gearing up to launch Aajeevika Express to solve the travelling difficulties in high range country side areas. The programme envisages to facilitate the services of jeep and auto through NHGs. Aajeevika Express would be launched as part of National Rural Livelihood Mission (NRLM). The pilot study regarding this would be conducted in Palakkad, Idukki and Thrissur Districts.

Aajeevika Express will not only solve the travelling difficulties of the people but also would help to find a livelihood.

Aajeevika Express, an initiative put forward by NRLM, which would give financial assistance for buying vehicles in high range areas would make revolutionary changes in this sector. As part of the pilot study, the programme will be executed in Parakkod & Ranni blocks of Pathanamthitta, Devikulam block of Idukki and Chalakudy Block of Thrissur.

Kudumbashree envisions to launch Aajeevika Express where bus service of public or private transportation system aren't available. People out there are therefore forced to depend on parallel services for transportation which financially exploit them.

As per the programme, Rs 6.5 lakh will be given to the units as interest free loan. The amount will be met from the community investment fund of NRLM. Selected women will be given training in driving. The training regarding the mechanical aspects will also be given to them.

Kudumbashree women had already started jeep service in Attappady of Palakkad and Edakkad Vayal of Ernakulam which was a huge success.

» Kudumbashree to launch 'Sandesh' Mobile App



Kudumbashree is about to launch 'Sandesh' Mobile App for direct communication with the State-District Mission and Neighbourhood Groups. Kudumbashree Members who use smart phones may download it. The App will be inaugurated soon.

It's notable that, by launching mobile app, the state-district officials will therefore be able to communicate the details of the new programmes and decisions to the NHG level directly. The NHG members may consult Kudumbashree

officials for clearing their doubts regarding the programmes through the app. It is planned to make avail the services of the mobile app to 44 lakh member families. In the first phase of the project, 10 lakh families would get the services of the mobile app. The District Mission officials had already collected the mobile numbers of around 1000 chairpersons.

The complete development customisation and back end support is provided by Tata Consultancy services (TCS) as part of their CSR activities, making it completely free for Kudumbashree. The NHG members who need the mobile app may inform it to the concerned CDS. The mobile numbers collected through CDS will be sent to District Mission Offices and then to State Mission. It is the responsibility of Management Information System of Kudumbashree Mission, to register those mobile numbers. Once the registration is complete, the NHG Members will receive the link to download the app. The app which is fully designed in Malayalam language represents a big step forward in the communication system of Kudumbashree Mission.

» Nadariyan Field trips progressing in all districts



Nadariyan field trips are progressing in all districts. Through these field trips, Balasabha members explored, researched, studied and thereby understood their culture and tradition. Specially trained Resource Persons directed them for the whole campaign.

Apart from the field trips to their own wards, 26 Balasabha members from Kottayam made a field trip to Attappady which was indeed a new experience to the Balasabha members of Attappady as well. They had interactions with each other, understood more about the traditional agricultural methods of tribals and danced together for Kammattiyattam, tribal's traditional art form. They also contributed library books to the children of Attappady.

In Wayanad, field trips are almost done and they are yet to publish the findings of the trip as a reference material for future. The Balasabha members came up with some new information about the history which was unknown to others.

In all other districts, the campaign is in its full swing. Districts like Ernakulam, Pathanamthitta and Palakkad had already completed the field trips. Idukki, Kannur are in the final stage of the campaign. In all other districts campaign is progressing well gifting a new experience of exploration to the children.

The teams studied about the history of the evolution of the name of the places, about monuments, mansions, farming techniques, seed types, old farming tools, traditional art forms, folk arts, rural libraries, rural celebrations, mountains, valleys, rivers, eco system, transportation system, health system, old health treatment methods, health habits, history of all social protests, saving systems etc and made notes out of their findings.

A minimum of 5 students was selected from each Balasabhas of every wards in panchayaths.

Balasabha is a collective attempt to ensure the participation of children in the democratic space at the local Government level and in their community. Small Learning Groups for experiential and systematic learning, opportunities for understanding democratic process, participation in conserving environment, enabling children to unfold the intricacies of collectivization are the basic focal points of Balasabha. There are 43,000 Balasabhas in the state with 7 lakhs children as members.

Through this campaign Kudumbashree envisaged to make the students aware about the rich tradition and culture we possess and to make them able to retain those. Kudumbashree is blissful that we could ensure the active participation of Balasabha members in this campaign and thereby help them to retain their roots.

» Kudumbashree supplied 6000 umbrellas to KSFE

Kudumbashree women of Thrissur District supplied 6000 umbrellas to Kerala State Financial Enterprises (KSFE). Kudumbashree mission had received an order worth Rs 14 lakhs from KSFE for the supply of umbrellas in their branches all over Kerala for distributing to the subscribers of their Onam Chits.

As per the tender called in August, Kudumbashree received the work order for supplying 6000 umbrellas in September. Friends Unit, Nice Unit, Jeeva Unit and Kripa Unit of Nelmanikara, Velookara, Vadanapally and Chattisery re-

spectively were entrusted to make the umbrellas. State Mission had given Rs 2 Lakh as crisis fund to all the units. 19 women from these 4 units completed their job by continuously working for 10 days in early morning to late night schedule. The umbrellas were distributed to the Thodupuzha, kattapana and Ernakulam Centres of KSFE as per the contract.

Eventhough, Kudumbashree Mission had received orders for making umbrellas from other departments, it is for the first time that Kudumbashree is receiving such a huge order.

» Kudumbashree to conserve traditional rice seeds of Wayanad through Seed Bank

Kudumbashree Mission is all set to write yet another success story by conserving traditional rice seeds of Wayanad through Seed Bank. The project of Wayanad District Mission envisages to conserve and propagate seven vanishing indigenous rice seeds, which would be executed through Joint liability groups (JLGs) of the mission. As the traditional rice varieties are in the verge of extinction, hence Kudumbashree Wayanad District Mission came up with this initiative. The pilot project has been executed by the district mission through Kairali JLG under Poothadi CDS. Shri. I.C Balakrishnan MLA, inaugurated the seed bank on 2 October 2017. Five and half acres of fallow land at Kenichira under Poothadi grama panchayat has been utilized for this. The programme is implemented under Mahila Kisan Sashaktikaran Pariyojana (MKSP) programme.

The indigenous rice seeds include aromatic rice varieties such as Gandhakasala and Jeerakasala; short-term rice seed Palthondi; medicinal rice varieties such as Chenellu and Raktashali and long-term term rice seeds such as Veliyan and Adukkam. The harvested paddy will be preserved as seed and the cultivation will be extended across the district. Seed bank programme will be purely in organic method of cultivation.



Kudumbashree is also experimenting a new agricultural method 'Kainaatti'-the bioslurry pellet method to sow seeds to reduce the input cost. It is an innovative method of rice cultivation developed by Aji Kunnel, a progressive farmer in the district, which will save both time and money as there is no need to prepare a nursery for paddy plants. Organic fertiliser mixes are made in tablet format with seeds put inside and are left to germinate. Organic fertiliser for this is made using cow dung, various plant juices and panchagavya.

The mission is planning to expand the project on 300 acres next year. Wayanad District Mission will buy the seeds after harvest from the JLG group at a premium price and disburse it to 300 JLGs in the district next season to promote these indigenous seed varieties.