

SRLM team from Haryana visited Ernakulam to study about Kudumbashree Mission



The State Rural Livelihood Mission team from Haryana visited Ernakulam to study about Kudumbashree Mission. The team visited the Pallipuram Panchayath of Ernakulam to study about the same. The main aim of the visit was to study about the activities being implemented by Kudumbashree. The team also aimed to study the activities of the Local Self Government Department Institutions. It is also planned to replicate the Kudumbashree Model in Haryana. The Haryana delegation included Ms. Nishitha Banerjee, Chief Minister's Good Governance Associates, Haryana, Ms. Palak Rawal, Chief Minister's Good Governance Associates, Haryana and other officials from

National Rural Livelihood Mission.

The State Rural Livelihood Mission team from Haryana visited the flour mill being operated under Pallipuram CDS. They also visited Aquaponics, Joint Liability Groups, DTP centre and health club as well. The SRLM team was welcomed by the Pallipuram Panchayath President, CDS Chairperson and Vice Chairperson. It is planned by the State Rural Livelihood Mission of Haryana to replicate the model of Poverty Alleviation and Women empowerment that Kudumbashree Mission had been implementing in Kerala.

Kudumbashree Urban Service Team to provide various services to the urban residents



To meet the various needs of the people residing in the urban areas, Urban Service Team of Kudumbashree Mission started working in Thiruvananthapuram. The Urban Service Team is formed under Kudumbashree District Mission of Thiruvananthapuram as part of the centrally designed programme NULM. The Urban Service Team would be working based at the City Livelihood Centre located at Muttada, Thiruvananthapuram. The persons having skills in various sectors are brought under a single umbrella where their services can be availed through on call. People having specific skills or qualifications in these sectors are formed as a group enterprise.

The services extended by the Urban Service Team includes house keeping, masonry, plumbing, electrician, tiles worker, gardening, AC mechanic, mobile servicing, baby sitting, CCTV, beautician etc. The Kudumbashree Urban Service Team consists of 30 members. Uniform and ID card has been distributed to all members of the team. It was hard to find the suitable workers for doing such jobs and it was as a solution to such problems that the urban service team was launched to provide various services to the people residing in the urban areas. Those who are in need of the services of the Urban Service Team may contact the number 7012389423 for availing their services.

Skill Training has been extended to 140 members under the NULM scheme and the Urban Service Team was formed including 30 members among them. Considering the increasing needs of the urban residents, service of 5 to 10 members are ensured under each sector.

PMAY-LIFE Programme: Houses for all those who have land in urban areas of Kerala gets Central Sanction



The project for issuing Houses for all those who have land in urban areas of Kerala gets Central Sanction. The houses would be built under PMAY(U) as part of LIFE programme. As per this 82487 beneficiaries in the state would get the advantage of the programme. The programme is implemented by PMAY(U) - Pradhan Manthri Awas Yojana (Urban) Programme under Central- State Ministries working with the mission of achieving 'Housing for All'.

Central Sanction has been received for the project worth Rs 203 crore for building 5073 houses in 32 ULBs of Kerala as part of PMAY-LIFE Programme. The Sanctioning and Monitoring Committee held on 26 March 2018 gave approval for the same. Therefore those who have land in the 93 ULBs would get houses of their own. In total, approval for the houses of 82487 had been received. Construction of 2023 houses had been completed and construction of 23,891 houses are in progress.

Government had issued the order for increasing the financial support for building houses for the homeless who have land in urban areas to Rs 4 lakhs as per the unit rate of LIFE programme. As per this, those beneficiaries who had made the contract after 1 April 2017 in connection with the programme would also get the advantages. Out of the 4 lakhs rupees offered one and half lakh rupees will be met from the Central Government fund. The remaining Rs 50,000 would be met from the State Government and Rs 2 lakhs would be Local bodies fund. It is notable that the beneficiaries need not to pay the beneficiary share.

Kudumbashree Mission is the nodal agency of PMAY-LIFE programme in Kerala. The programme is framed, including the factors such as Colony development, credit linked subsidy, affordable housing scheme and personal Construction.

Medical Kits & Uniform distributed to Kudumbashree Santhwanam Units



Medical Kits and uniforms were distributed to the newly joined entrepreneurs of Santhwanam programme during the one day workshop organised at Maria Rani Convention Centre, Thiruvananthapuram on 20 April 2018. The Medical kit and uniforms were distributed by Shri. S. Harikishore, Executive Director, Kudumbashree Mission. Dr. Vijayakumar, Secretary, Health Action by People (HAP) presided over the function.

The uniform and Medical kit including BP apparatus, Cholesterol meter, body fat monitor, sugar meter etc were given away to 10 participants among the 60 women who had received training from Health Action by People (HAP). The Santhwanam team provide door to door diagnostic services to the needy patients who cannot regularly visit clinics of pathological laboratories. The services offered by the entrepreneurs include a one-time screening of individuals at their homes and follow up check-ups. The screening tests include measurements or estimation of height, body weight, body mass index, body fat, blood pressure, and blood glucose.

About 300 Santhwanam units are working across the state. Kudumbashree Mission. Training of 60 women had been completed. The bank loan to buy medical equipments and two wheelers will be issued to the interested entrepreneurs. Dr. Vijayakumar, Secretary, Health Action by People (HAP), Dr. Sanjay Nair, Assistant Professor, Pulmonary Medicine and Joint Secretary, Health Action by People (HAP), Shri. N. Jajajeevan, State Co-ordinator, Haritha Mission answered the questions of the entrepreneurs. Shri. Gopakumar. K, Senior Project Officer, Santhwanam and Smt. Akhila, State Assistant Programme Manager, Kudumbashree lead the workshop. Smt. Niranjana, Programme Officer, Kudumbashree Mission extended Vote of Thanks.

Kudumbashree to give skill training to the coastal youth through Kudumbashree- Sagarmala programme

Kudumbashree Mission will give skill training to the coastal youth of the state through Kudumbashree-Sagarmala programme. The training would be extended through the centrally designed skill training programme, Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDU-GKY) being implemented in the state through Kudumbashree Mission. The programme would be piloted among the coastal youth of Ernakulam and Kozhikode districts who would be the beneficiaries of the programme. Kudumbashree plans to give skill training to 3000 students in the coming 3 years. The convergence Project is a collaborative effort by Ministry of Shipping (MoS) and Ministry of Rural Development (MoRD), which aims at skilling the coastal communities for wage employment in port and maritime sector. Ministry of Rural Development (MoRD) has assigned Kudumbashree Mission as the Nodal agency for the implementation of Sagarmala Project in Kerala.

The courses would be of 3 months to 1 year duration. In the first phase, skill training would be extended in the job sectors like, life guards, fish and sea food processing, deep sea fishing, crane operating, electric arc welding etc.



By extending skill training and ensuring the placement through this programme, the life style of the rural youth would be improved. The empanelling process of the Project Implementing Agencies are progressing. Once the detailed analysis of the agencies would be over, the project report would be submitted for the approval of the committee. On getting the approval, the training programme would be started in 45 days time. The beneficiaries of the programme would be identified through District Mission Co-ordinators, Block Co-ordinators, Community Resource Persons, CDS, ADS members etc

Mumthaz Orchids from Alappuzha

? What are the products you sell through your ME unit?

We mainly cultivate flowering plants and also make ornaments. We sell it through our ME unit located in Alleppey. Our main business is the sales of decorative flowers and flowering plants. We have different varieties of plants in our garden. We also provide plants for setting up gardens. We have different varieties of orchid plants, rose, hoya plant, kidney plant, hanging plant, lipstick pot, etc. We also sell decorative ornaments through our unit. Chains, Ear ring, Teracotta jimukki made of stones, thread, beads, clay, metal and various other items are available here.

? Who all are the members of your ME unit?

Our ME unit consists of six members. Smt.Mumthaz, Smt. Ancy J. George, Smt.Rucky Raja, Smt.Laila Shaji, Smt. Nisha Gafoor and Smt.Thresiamma. All are the members of various Kudumbashree Neighbourhood groups. We together cultivate these flowering plants and are also engaged in making these fashionable wearable ornaments. We have been working for the last two years as ME unit under Kudumbashree and has participated in various functions across the state.



? What are your motivations behind this venture?

We have received lots of orientation and training programs from Kudumbashree Alappuzha District Mission. Also we have been told to avail grand for our future programs and to establish our business to a much larger scale. We have also got much help from the Micro Economic Consultants under Kudumbashree in establishing and developing our ME unit. We are now working to create more varieties of plants across our unit and to extend our sales to a larger scale.



Siddha Nutrimix from Kozhikode

• What is Siddha Nutrimix?

Siddha Nutrimix is a hygienic food product that made by wheat, soya chunks, bengal gram, ground nuts and sugar.

• What about the production team and unit?

Siddha was started in 2007 and we are a team of four members. We took a loan of Rs 2.5 lakhs and got a subsidy of fifty thousand from Kozhikode District Mission. Now it is running successfully.

• What about the building of Siddha?

We took a building for rent while it was started. We worked there for 9 years now we bought a building of our own. That means we had started earning more and more as the years passed by.

• How many Kilograms do you make in a month?

We make around 2500 kilogram of Nutrimix in a month. The number may slightly change during every month. It is depending on the demand of the product. 2500 Kilogram is

the average of the production.

• What were the challenges you faced during the starting time?

To meet the rent of the building was really a challenge. We had to give big amount for building because the machineries were so big in size and we needed more space to work. Now we are free from the issue of rent.

• What about the Quality of the product?

Kozhikode District mission and Nutrimix consortium will check the quality of our product periodically and we never failed in the quality check up.

• How many CDS you have who are supplying your product?

We are supplying Nutrimix only in three CDS- Chakkittapara, Moodadi, and Chemancherry. Through that we cover all our financial crisis and now we are running successfully.

