

Saras Mela kickstarted at Chengannoor



Organised by Kudumbashree Mission Saras Mela 2018, the national food and cultural expo, offering the best of traditional, ethnic food and artistry was kickstarted at Municipal Ground, Chengannoor, Alappuzha on 14 August 2018. Shri. G. Sudhakaran, Minister for Public Works and Registration, Government of Kerala inaugurated the programme. Shri.Saji Cherian, MLA, Chengannur presided over the function. Shri. S.Harikishore, Executive Director, Kudumbashree welcomed the gathering.

The procession of 25,000 Kudumbashree women was planned prior to the inaugural function. It was later cancelled and the money for the procession would be contributed to Chief Minister's Distress Relief Fund, the emergency assistance release mechanism granting immediate relief to families and individuals distressed by calamity, loss of life due to accidents

and chronic diseases. Micro entrepreneurs from 29 states and 7 Union territories across the country are taking part in the programme. Around 300 stalls are opened, out of which more than 100 stalls are of other states. The 80,000 sq ft big pavilion and food court is the main attraction of the Saras Fair.

The handicrafts that would showcase the heritage and culture of each states, art forms, jewelry, fabrics, utensils etc would be for sale at these Saras Mela. Apart from the sales stalls, several food stalls are opened for offering cuisines from different states across the country. Different ethnic cuisines from different states across the country would offer a new experience to the people. The programme strictly follow the green protocol and is opened from 10 AM to 10 PM. Daily cultural programmes like Kadhakali, Ottam Thullal, Mohiniyattom, Punjabi-Manipuri dances, magic show, seminars are also arranged in connection with Saras Fair. A Mega Thiruvathira was organised in connection with the Saras Fair, by thousands of CDS, NHG women and women representatives from Local Self Government Institutions at the Christian College ground, Chengannur, Alappuzha on 13 August 2018.

Adding more colour to Kerala's festive days, Saras Mela 2018 is being an incredible opportunity to get acquainted with the cultural, artistic, traditional, and rich heritage values of different states across the country. Entry to Saras Fair is absolutely free. The mela would come to an end on 23 August 2018. Saras Fair would not only be a platform for the micro entrepreneurs to find market for their rural products, but also, this national festival would act as a platform which arrange the get together of the diverse yet secular culture of our country.

Kudumbashree launches Medical Lab at Malappuram



Giving boost to diagnostic facilities, Kudumbashree Mission launched a Medical Lab at Parappanangadi, Malappuram. Named as 'Alpha Medical Lab', the lab is set up with the help of the centrally designed programme National Urban Livelihoods Mission (NULM). It has started functioning during February 2018. The Alpha Medical Lab is launched under the leadership of Smt. Shilpi, Lab technician who has experience of 15 years in this sector. It is under the Self Employment Programme (SEP) Component of NULM that Alpha Medical lab is launched. Kudumbashree Mission is the nodal agency for implementing the centrally designed programme, National Urban Livelihoods Mission (NULM) in Kerala.

Self Employment Programme Component of NULM focus on financial assistance to individuals/groups of urban poor for setting up gainful self-employment ventures/ micro-enterprises, suited to their skills, training, aptitude and local conditions. The medical lab carries out all tests including hormone culture tests, diabetes check up, cholesterol tests, thyroid tests, all other blood tests and other blood tests and other health packages. The total cost of the project cost Rs 10 lakhs. The lab possess all modern facilities. This is the story of a woman who turned her strengths into livelihood with the help of Kudumbashree Mission.

Grama Kiranam Programme of Kasaragod District Mission receives State Government's Approval



Grama Kiranam Programme, the exclusive programme of Kudumbashree Kasaragod District Mission received State Government's Approval. The Engineering Department of the Government College of Engineering, Kannur had already certified the quality of the Grama Kiranam LED bulbs made by Kudumbashree members. It is on its basis that the Grama Kiranam Programme received Government approval. So from now, even the Government institutions may buy the Grama Kiranam bulbs devoid of any quotation formalities. Until then, the Grama Kiranam LED bulbs were being sold in trade fairs and other programmes.

The theory and practical training for making LED bulbs and repairing the street lights were given to around 51 people at Cheruvathoor and Uppala during February- March 2018. They were also given training in business management, communication leadership, accounting etc. The bulbs and the street lights have 1 year warranty. An order of 300 LED bulbs had been received from Valiyaparamba Panchayath as part of the association of the Local Self Government Institutions with the Grama Kiranam units of Kudumbashree Kasaragod District Mission, and the same had been delivered on time. The teams are also trained in making LED, tube, emergency, panel light etc. The Grama Kiranam unit members were felicitated by the Kudumbashree Kasaragod District Mission.

Kudumbashree Mission bids farewell to Dr. K.T Jaleel



Kudumbashree Mission bid farewell to Dr. K.T Jaleel, Minister, Local Self Government Department, Government of Kerala. On behalf of Kudumbashree Mission, Shri. S. Harikishore, Executive Director, Kudumbashree Mission handed over the memento as a token of gratitude to the Minister at the meeting held at Minister's chamber on 14 August 2018. Dr. K.T Jaleel will soon sworn in charge as Minister, Higher Education Department, Government of Kerala. Minister requested all the Kudumbashree officials to continue serving the people with sheer enthusiasm and compassion and offered his wholehearted support for all the future endeavors of Kudumbashree Mission.

Shri. K. P. Anil, Private Secretary to Minister, LSGD, Shri. Santhosh Kumar S, Assistant Private Secretary to Minister, LSGD, Shri. M. Raghavan, Assistant Private Secretary to Minister, LSGD, Smt. Ramlath. P, Director, Kudumbashree Mission, Smt. Shibi Abraham, Accounts Officer, Kudumbashree Mission, Shri. Binu Francis, Shri. Dathan C.S, Smt. Niranjana N.S, Shri. Nikesh Kiran (Programme Officers), Smt. Jayanthi Narendran, Public Relations Officer, Kudumbashree Mission and other officials from Kudumbashree Mission were also present at the meeting.

Students from Keio University of Japan visits Kudumbashree Mission

A group of 11 students from Keio University of Japan visited Kudumbashree to study about the poverty alleviation activities being implemented by Kudumbashree Mission in Kerala. The students visited a Neighbourhood Group at Karakulam Panchayath, interacted with them, attended class room sessions on Kudumbashree three tier system, micro finance activities, livelihoods etc. They also visited the Panchayath office, interacted the Local Self Government members and officials and also visited CDS offices and micro enterprise units.

The 11 member team from Keio University of Japan include George Araki, Eisuke Nasuno, Kenichiro Kimura, Shintaro Iwai, Shiori Tanaka, Shizuki Kanda, Shoko Shimane, Taiga Koen, Umeiyama Kan, Yuki Aibe and Yuki Inoue. They belong to a study group which focuses on development studies, who are undergoing an undergraduate programme in Economics at Keio University. It is as part of their short field trip to learn about the developing countries



that they visited Kudumbashree Mission. Their study would focus on how Kudumbashree Mission's micro finance activities help the poor people in abolishing poverty. Keio is a private university, known as the oldest institute of modern higher education in Japan located in Tokyo.

Kudumbashree Mission receives recognition from Reliance General Insurance

Kudumbashree Mission received recognition from Reliance General Insurance. The Certificate of Appreciation was conferred on Kudumbashree Mission for the valuable contribution towards the association with Reliance General Insurance in achieving the highest ever enrollment in the state of Kerala for the Financial year 2018-19. Kudumbashree has been appreciated for the valuable contribution in Rashtriya Swasthya Bima Yojna- Comprehensive Health Insurance Scheme- Senior Comprehensive Health Insurance Scheme (RSBY-CHIS-SCHIS). Kudumbashree Mission has mobilised 41 lakhs poor families under this health insurance scheme of Government of Kerala. Shri. T. P. Ramakrishnan, Minister for Labour and Excise, Government of Kerala gave away the award to Smt Jiji. R.S, State Programme Manager, Micro Finance, Kudumbashree Mission, at the programme held at Taj Vivanta, Thiruvananthapuram on 9 August 2018.

The objective of RSBY/CHIS is to protect below poverty line (BPL) households from major health shocks that involve hospitalization. Specifically, BPL families are entitled to more than 700 in-patient procedures with a cost of up to 30,000 rupees per annum for a nominal registration fee of 30 rupees. The Scheme is jointly implemented by departments of Labour & Rehabilitation, Health & Family Welfare, Rural Development, and Local Self Government. The Labour Department is the Nodal department for the implementation of CHIS. A separate agency Comprehensive Health Insurance Agency of Kerala (CHIAK) is created for implementation of the scheme. Reliance General Insurance is the insurance Agency for the financial year 2017-18 and



2018-19.

Kudumbashree played the intermediary role by conducting IEC campaigns, to organize awareness programmes, to invite people to enrollment stations and to initiate the needy beneficiaries to seek treatment benefits from the empanelled hospitals. As far as Kudumbashree is concerned, reaching out to individual beneficiaries and orienting them about the benefits of the schemes and making them to visit the enrollment station for registration/renewal was much of an easier task as they are either NHG members or their kin. Crowd management at the enrollment station was another responsibility which was also performed well by Kudumbashree members. In order to do the door to door campaign, 2 Neighbourhood Group Members at the Area

Development Society were selected and they were given with slip containing the details of beneficiaries. Kudumbashree members went from door to door and educated the citizen about the eligibility criteria and the benefits of the insurance scheme. A total of 44,000 women are working in this role. The members who are selected to perform the task get from Rs.5 to Rs.6 per enrollment as a token of appreciation. Kudumbashree had mobilized 35 lakhs of families during the financial year 2017-18 and the cheque of Rs.1.86 crore regarding the same was also received at the function.

Comprehensive Health Insurance Agency of Kerala, shortly called CHIAK, is the Nodal Agency constituted mainly for the implementation of the RSBY-CHIS health insurance schemes in Kerala. The two health insurance schemes for the poor are being implemented in Kerala are namely, Rashtriya Swasthya Bima Yojna (RSBY) and Comprehensive Health Insurance Scheme (CHIS). RSBY is implemented with the assistance of Government of India for the benefit of families coming under Below Poverty Line (BPL) and CHIS is implemented by State Government for benefiting families not coming under the purview of RSBY.