

Kudumbashree Neighbourhood Groups receive National Awards

Kudumbashree Neighbourhood Groups (NHGs)- Shree Krishna NHG from Kottukal Panchayath of Thiruvananthapuram District and Gramalakshmi NHG of Kaipamangalam Panchayath of Thrissur District received the National Awards constituted by National Rural Livelihood Mission (NRLM) for the best performing NHGs from Shri. Narendra Singh Tomar, Minister of Rural Development, Government of India at the function held at A. P Shinde Hall, Pusa, New Delhi on 11 June 2018. Dr. K.R Shaiju, District Mission Coordinator, Thiruvananthapuram, Shri. Siyad. S, Assistant District Mission Coordinator, Thiruvananthapuram, Shri. Baiju Muhammed M.A, Assistant District Mission Coordinator, Thrissur, Smt. Mini. A.K, CDS Chairperson, Thrissur, Smt. Prasanna Kumari, CDS Chairperson, Thiruvananthapuram, Smt. Omana Gopi, NHG President, Gramalakshmi NHG, Thrissur, Smt. Najeera, NHG Secretary, Gramalakshmi NHG, Thrissur, Smt. Radhika.O, NHG Secretary, Shree Krishna NHG, Thiruvananthapuram and Smt. Priyanka.V. NHG Member, Shree Krishna NHG, Thiruvananthapuram received the award from the Minister.

The Award was constituted for felicitating the NHGs who had shown outstanding performance. The activities performed during the previous financial year was considered for conferring the awards. The number of NHG meetings called, number of members attended, average attendance of each member, number of members who had attended trainings, total thrift, disbursement of corpus fund, internal lending status, community investment fund availed, corpus fund, total number of bank loans availed, number of units started using the bank loans, annual income, number of entrepreneurs included, scope of the enterprise, income, consistency, number of individual micro enterprises, regularity in keeping register, number of members who have



personal bank accounts, ratio of the members who have insurance coverage, ratio of members who have sanitation facility at their homes and the leadership quality were the criteria for conferring the award. As per the guidelines, the respective district missions had submitted selected 3 NHGs from every districts. The selection committee comprising of Shri. S.

Harikishore, Executive Director, Kudumbashree Mission, Smt. Ramlath, Director, Kudumbashree Mission and Shri. Pramod K.V, Programme Officer, selected the best 3 NHGs out of the 42 NHGs selected by the district and submitted to NRLM and out of those 3 NHGs, Shree Krishna NHG from Kottukal Panchayath of Thiruvananthapuram District and Gramalakshmi NHG of Kaipamangalam Panchayath of Thrissur District bagged the award.



Suraksha 2018 - State Level Animal Birth Control Awareness Campaign launched



Suraksha 2018, the State Level Animal Birth Control Awareness Campaign to propagate the ABC programme to the grassroot level was launched. Adv.K.Raju, Minister for Animal Husbandry, Forest, Dairy Development and Zoos, Government of Kerala inaugurated the campaign at IMG Hall, Thiruvananthapuram on 11 June 2018.

ABC Programme being implemented by Kudumbashree is the best way for controlling the breeding of dogs. Through the programme, 16,000 dogs across the state had been sterilized so far. Minister said. He also appreciated the efforts taken by Kudumbashree regarding the Animal Birth Control activities. It is appreciable that Kudumbashree women are earning a life out of the same. We could achieve self sufficiency in Dairy. It is also aimed to attain self sufficiency in ABC and Kerala Chicken as well. Minister added.

The programme envisages to propagate the awareness on

animal birth control upto the grassroot level. For the success of the programme it needs to be publicized among the common public and elected representatives. The programme mainly focus on extending training to the existing ABC units, to propagate the details of the programme to more beneficiaries and start new ABC units. Photography Competition on 'Stray Dogs' would be conducted and ward-district level workshops would be conducted alongwith.

Shri. K. Muraleedharan, MLA presided over the function. Shri. S. Harikishore, Executive Director, Kudumbashree, Dr.N.N. Sasi, Director, Animal Husbandry Department and Shri. Binu.I.P, Ward Counsellor, Kunnukuzhy also attended the function. Dr.Nikesh Kiran, Programme Officer, Animal Husbandry, Kudumbashree welcomed the gathering and Dr.L.Ravikumar, ABC Expert extended vote of thanks.

Success Story of a Woman who transcended boundaries through Kudumbashree Mission

Lissy D Silva was like any other woman until she joined Kudumbashree. Hailing from Fort Kochi, she had studied upto twelfth standard only. And now she had transcended boundaries through Kudumbashree Mission. It is through EST&P (Employment through Skills Training & Placement of National Urban Livelihood Mission (NULM) that Lissy's life had changed. She had undergone the orientation programme organised in the west CDS of Kochi Corporation. She had an ardent desire to get employed and earn a livelihood of her own. And later she was enrolled in the NULM housekeeping batch 1 of Rajagiri College of Social Sciences, Kalamassery, Ernakulam after aptitude test and counselling. Under the

guidance of veteran trainers of Rajagiri, she was able to discover her true potential and hidden talents. From there, she learned the lessons of housekeeping, soft skills, IT skills and English. A grooming session was also arranged alongwith.

After the successful completion of the course, Lissy was given placement in ABAD group by Rajagiri. She worked in the housekeeping section of ABAD for almost an year. Later she was recruited to their overseas school in Dubai. Presently, she is working as a housekeeping supervisor in 'The Bloomington Academy', Ajman, Dubai with a salary of Rs 25,000 per month. Her story can be considered as one of the best epitomes of Kudumbashree Mission's interventions.



Surya Tamarind from Ernakulam

With big shoppers in both hands, filled with tamarind, Smt. Biji walked beyond the territory of her village 'Kizhakkambalam'. It was nothing but a real fight against her poverty. According to her, Kudumbashree Mission acted as a mentor for her to face challenges. Much before the formation of Kudumbashree Neighbourhood, Biji was a member of self motivated 'Vanitha Swayam Sahaya Sangham'. Later she joined in Kudumbashree.

1. You are renowned entrepreneur. What are the challenges you met in your life?

Thinking of starting a small business I joined 'Vanitha Swayam Sahaya Sangham', with almost empty pockets. Later after the formation of Kudumbashree Neighbourhood Groups, most of us joined there. It was a hard time for us that we did not have money even to pay the electricity bills. One of my helpful neighbour had told me to collect and sell tamarind from his yard. I was a little bit sceptical selling this to local people. I went to nearest Panchayath office and some of them helped me. I walked around the street and sold. Next year they started asking me tamarind. With the help of some Kudumbashree members I collected more and more tamarind and started selling it. My Kudumbashree members cleaned and prepared the tamarind. With full of tamarind packets in big shoppers in both hands, ignoring the bad climate, I travelled across Ernakulam District and sold it. Kudumbashree Ernakulam District mission sanctioned Rs.1 Lakh as loan, which enabled me to expand my business.

2. How is your business going?

Now we are five members. As our product is of high quality, we have regular orders. I take tamarind trees on lease. Many of the people have tamarind in their yard. But lack of time is a factor for them to collect it. Now it has come to an exporting situation, many of the companies are exporting our prod-



ucts. Since tamarind is available once in a year and its usage also limited, my thoughts turned to some other products that was needed throughout an year. Now we are also preparing dried products like Arrowroot powder, Jack fruit powder and Tapioca powder, for which the demand is really high. Some workers are aged more than 60 in my firm are getting well paid.

3. Are you getting advantages from participating in exhibitions?

Certainly, I used to sell tamarind in District Collectorate also. Informed by Smt. Omana Francis, our CDS chair person I came to know that there was a monthly fair where entrepreneurs can sell their products. Now I am participating regularly in the fairs and are getting good sales. During 2002, I attended IRDP fair. I bought a vehicle for my business. I feel proud when people ask me if they could join Kudumbashree like me.

Gramashree Broom making unit from Kannur

Whether you are a sweeper, you have to sweep like the painting of Leonardo da Vinci; the adage says. Sweeping is one of the most pleasing jobs in the world. It makes the world beautiful. If so, making brooms is the most beautiful job, the weapon of cleaning. The Gramashree broom making unit in Naduvil village is so much relevant then. Smt. Bindhu Surendran, Unit secretary and Smt. Geetha Rajendran President are sharing their experience as broom makers.

1. How you started the unit?

We started this unit at Naduvil Panchayath one and half year ago with ten women. This is a tribal area where there is no enough employment for tribal people. We the tribal people are traditionally trained to make brooms. So it was easy for us to decide what to start. That is how we started Gramashree Broom making unit.

2. How did your work progress?

Our work is going well. We make the brooms in regular basis. And we're selling the brooms ourselves in various local markets. We are getting advises and helps from Kudumbashree Kannur District Mission as well. We are still in the early stage of our work. We started our work only an year ago, but we are making good earnings and profit out of this.



3. How do you feel now?

We are feeling proud and happy. We are making our own money. This is a great way of revenue in tribal area. We need much more markets. Brooms from other states are selling here widely. We have to market our products effectively.

4. How will you find new markets?

To find new markets, we will make variety of products. There are so many people who need it. We have to do effective marketing. This will become a sustainable way of income to this tribal people.