

Kudumbashree Mission takes up Subicsha Coconut Producer Company

Kudumbashree Mission took up Subicsha Coconut Producer Company. From now, Subicsha Coconut Producer Company would be working under the leadership of Kudumbashree Mission. Shri. T.P Ramakrishnan, Minister for Labour and Excise, Government of Kerala inaugurated the Annual General Body Meeting of Subicsha Coconut Producer Company at Subicsha Head Office, Chalikkara, Perambra, Kozhikode on 24 September 2018. Shri. S. Harikishore, Executive Director, Kudumbashree Mission made the official declaration of taking up the Subicsha Coconut Producer Company. Shri. T.P Ramakrishnan, Minister launched the ISO 9001-2015, ISO 22000-2005 certificates of the company and also the rebranded Subicsha Coconut Oil which would be exported to foreign countries soon.

Subicsha, the innovative Coconut based value added products venture, was developed jointly by Perambra Block Panchayath and Indian Institute of Management, Kozhikode, with an aim to provide employment opportunities to the members of 522 Self Help Groups/ Kudumbashree Members in Perambra Block Panchayath. The project envisaged the development of micro enterprises that could be effectively managed by the women self help groups / Kudumbashree members from Below Poverty Line (BPL) families active in the project area. All the micro enterprises were limited to the dependence on coconut, the most abundant resource available in the area. To create micro economic enterprises, to eradicate poverty, to generate employment opportunities for BPL families, to empower women self help groups by intensive training and financial assistance for starting self employment ventures were the main objectives of the project. The detailed project report submitted to the Govt, of India was duly approved with



a special status under Swarnajayanti Gram Swarozgar Yojana (SGSY) scheme. The project was officially inaugurated on 31 October 2003. Subicsha was registered as a Producer Company under the companies Act 1956 on 12 April 2005, and Govt. of Kerala approved the company vide its order No. Go(MS) No. 258/06/LSGD TVM dated 13-11-06.

Presently, around 50 innovative coconut based products are developed and marketed by the Subicsha Coconut Producer Company. Virgin coconut oil, Tender

Coconut Jam, Coconut Pickle, Natural Vinegar, Chutney Powder, Mango Pickle, Lemon Pickle, Turmeric Sandal Soap, Hair Care, Skin Care Oil, Baby Oil, Coconut Oil, Tender Coconut Squash, Dates Pickle, Traditional Virgin Coconut Oil, Hand Wash, Bathroom Cleaner, Floor Cleaner, Toilet Cleaner, Chilly Powder, Corriander Powder etc are the featured products of Subicsha Coconut Producer Company. Subicsha Coconut Producer Company has around 7000 members. Rs 4,93,08,302 was company's last year's turnover.

All Women Disaster Response Team by Kudumbashree District Mission of Kozhikode launched

The 'All Women Disaster Response Team' by Kudumbashree District Mission of Kozhikode has been launched. Shri.Thottathil Ravendran, Mayor, Kozhikode Corporation inaugurated the All Women Disaster Response Team on 1 October 2018.

Named as 'Pink Alert', it is the first ever women only disaster response team in India. 'Pink Alert' which is formed as part of the Disaster and Relief Cell of Kudumbashree has 100 members in its first batch. The 100 member team of volunteers has come up under the Kozhikode Corporation Kudumbashree CDS. It is as per the directions of the National Disaster Rescue Force (NDRF), the specialized force constituted for the purpose of specialist response to a threatening disaster situation or disaster under the Disaster Management Act, 2005 that the 'Pink Alert' All Women Disaster Response Team is formed. 'Pink Alert' would follow the guidelines of National Disaster Response Force.

Women and children are always the most affected and most helpless during any calamity or disaster. It is on this realization that the All Women Disaster Response Team was launched. The team consists of women from various neighborhood groups of the age group of 25 to 45 who are selected on the basis of their health and willingness to volunteer for service. Smt. T. Shitha is the Chief coordinator and Smt. M. Sahaja, Smt. Shemimol and Smt. K. Smitha will be the coordinators of the programme. Pink and White colored overcoat with Maroon cap and brown canvas shoes is the uniform for the 'Pink Alert' All Women Disaster Response Team.

Even though 'Pink Alert' would work in the Kozhikode corporation premises, if needed, they would



extend their services to inside and outside the district as well. Baby Memorial Hospital Trauma Care- Kozhikode (TRACK), an independent, non-profit organisation set up by a group of voluntary organizations like Rotary Club, Lions Club, IMA etc, officers of the motor vehicle department, Police Officers and people who are socially committed and interested in social service with an aim to render life saving assistance to accident victims will extend training for the 'Pink Alert' members. A two-day residential camp for the volunteers will be held soon under the aegis of Trauma Care to prepare them for the job ahead. Pink Alert is an afterthought of "Mazhayardram", the flood relief programme of the CDS and the part of Kudumbashree's Disaster Management and Relief Cell. Pink Alert is an effort to ensure better presence of women in disaster management and distress relief besides rehabilitation.

MGNREGS Advance Payment system of Wages for the tribal workers inaugurated in Attappady



The Advance Payment system of the Wages under MGNREGS for the tribal workers was inaugurated in Agali Panchayath of Attappady Block. The programme was started at the Cheramankandy Hamlet of the Agali Panchayath of Attappady. The construction of the Check Dam was started yesterday. The advance wages for the construction work would be distributed to the tribal workers in weekly basis. A total of 14 tribal families of Attappady are included in the construction work of the check dam there. The Advance payment system is first piloted in Agali Panchayath. The system would also be implemented in the tribal areas of Wayanad as well.

Mahatma Gandhi National Rural Employment Guarantee Act, MGNREGA), is an Indian labour law and social security measure that aims to guarantee the 'right to work'. It aims to enhance livelihood security in rural areas by providing at least 100 days of wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work.

Kudumbashree receives Government approval to run Canteens in Local Self Government Institutions

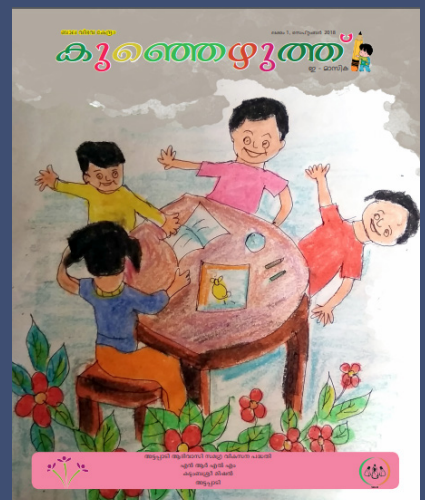
Kudumbashree received Government approval to run Kudumbashree Canteens in Local Self Government Institutions without any tender procedures. The permission is given for running canteens in yearly contract. The 1074 canteens working under Kudumbashree Mission would be benefited out of this Government Order. As per the order, the micro entrepreneurs could start their enterprises regionally in Local Self Government Institutions which would in turn help them earn better income.

Kudumbashree catering units provide breakfast, lunch, tea, coffee, snacks and other ethnic food items in affordable rates. The catering orders in connection with the programmes that would be organised in the Local Self Government Institutions could be directly given to the Kudumbashree units. Presently Kudumbashree canteen units are working at District Collectorates and Government Guest Houses of every districts. Besides that, Kudumbashree catering units actively taking part in Saras Fairs, trade fairs organised by other states, International trade fairs and the trade fairs organised by other institutions. Tasty food and better customer service are the peculiarities of Kudumbashree catering units which attract more people towards the same. When the canteen units would be operational in Local Self Government Institutions, more than 6000 women would get direct employment.

Bala Gothra Sabha children from Attappady publishes Children's E-Magazine-'Kunjezhuth'

The Bal Gothra Sabha Children from Attappady published Children's E-Magazine-'Kunjezhuth'. The Magazine is published by the Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project, National Rural Livelihoods Mission, Attappady. 'Kunjezhuth' is the first of its kind magazine being from among the tribal area. The Magazine includes poems, news, tribal poems, paintings of children, proverbs in their regional language etc. The news updates from Attappady is published in the form of 'Letter to the Friend'. The first issue of Kunjezhuth Children's E- Magazine was published during September 2018. The magazine will be published on monthly basis.

The Magazine aims at ensuring the participation of children in tribal areas in the social development activities. Kunjezhuth Magazine also focuses on the personality development of the children based on equality, secularism, gender equality etc and thereby equip the children become part of democracy. It also aims at making the children self confident and extend value education to them. The Editorial Board of the E-Magazine includes the Chief Operating Officer, Coordinator (Social Development), Young Professional (Child Resource Centre), Social Worker (Child Resource Centre), Panchayath Samiti, Bridge Course Teachers, Animators, Bridge School Teachers, Office Bearers of



Bala Gothra Panchayath and Resource Persons team of Child Resource Centre.