Today, a new enterprise has been started in Thiruvananthapuram district of Kerala. This ‘Pink Cafe’ will be functioning in association with KSRTC. Two months back, KSRTC took the policy decision to convert their old buses into restaurants. We came to know about their decision to turn these buses into utility spaces, by charging a monthly rent. We checked whether we could experiment starting a café of Kudumbashree in the KSRTC bus. As per this, we decided to start a Kudumbashree Café at a KSRTC bus at Thiruvananthapuram and acquired the approval of KSRTC. Pink Café is the restaurant launched by Kudumbashree entrepreneurs in a KSRTC bus.

The first Pink Café in KSRTC bus started its operation at East Fort of Thiruvananthapuram. KSRTC provides the bus for this Pink Café. KSRTC also invested to convert the bus to use it as a restaurant. Other interior design works and basic amenities were arranged by Kudumbashree. A Yuvashree Enterprise consisting of 5 members has been selected for running the café at East Fort. The unit functions under the leadership of Shubha.

Today, Shri. Kadakampally Surendran, Minister for Co-operation, Tourism and Devaswoms, Government of Kerala inaugurated the Pink Café at the function held at East Fort. This Café would mainly serve steam cooked snacks, vegetarian-non vegetarian dishes and meals. The Pink Café has seating facility for 10 people. Pink Café @ KSRTC bus would function from 6 AM to 10 PM. Hope such an experiment associating with KSRTC will be successful and we would be able to extend this activity to other districts as well.