Sales of umbrellas worth half crore rupees through ‘Orumayk Oru Kuda Akalam’ (Umbrellas for Unity) Campaign

We had already elaborated about the ‘Orumayk Oru Kuda Akalam’ (Umbrellas for Unity) campaign being implemented through Kudumbashree’s community network in ‘Making an Impact’ Article - 277. As per this campaign, umbrellas produced by Kudumbashree enterprise units are marketed through Community Development Societies (CDS). Umbrellas were distributed to CDSs according to the orders received and are being sold to the NHG members through CDSs. When we introduced the concept of ‘Orumayk Oru Kuda Akalam’ to all CDSs, they came forward showing greater interest.

The umbrellas produced by the umbrella making units under Kudumbashree were collected through district teams and were brought to CDSs. CDSs sold these umbrellas to the NHG members. Four types of umbrellas viz., 3 fold, 2 fold, kids umbrella and gents umbrella were given to CDSs. The NHG members were provided with an option to pay the cost of the umbrella to the CDS in instalments (12 weeks duration). This amount would be handed over to the state mission and the same would be distributed among the respective units.

As per the campaign started during the month of May, 20384 umbrellas were sold through 678 CDSs. Sale of more
than Rs 55 lakhs was recorded. Through this campaign, support was given to the entrepreneurs engaged in umbrella production as we assisted them to get good market. Further, through this campaign, we were able to make all our members aware of the significance of maintaining social distancing for containing the spread of corona virus.

My appreciation to all Kudumbashree members who became part of this campaign and made it a grand success.