Entrepreneurs from Kannur make Branded Designer Masks after getting trained from NIFT

Wearing facemasks for countering covid-19 pandemic has now become a normal way of life. In the previous articles, we explained about various initiatives of our entrepreneurs like producing of Ayurveda Masks, Designer Mask etc in addition to the manufacture of normal cotton face masks. Today, we will introduce Kudumbashree entrepreneurs from Kannur, who are producing designer masks after getting special training from National Institute of Fashion Technology (NIFT).

After issue of government directions that it is mandatory to wear face masks, both interior quality masks and expensive masks became available in the market. On realising this, our Kudumbashree Kannur District team decided to produce reliable branded designer masks through the entrepreneurs working in apparel, tailoring sector. The district team approached National Institute of Fashion technology (NIFT) for extending training for entrepreneurs. 30 Entrepreneurs got the first phase of training on 3 June. The training was provided in the faculties of designing as well as production. Later, on 19 June, special training was given on the aspects such as packing, branding and also on fixing rates. The training was extended by a team including the faculties and officials of NIFT. Mukthi Sumangala, Shangreilla Rajesh, Manuprasad Mathew and Nithin took the leadership for imparting training.

Presently, 30 units are making two or three layered masks using cotton and cotton.
It is planned to launch the designer masks by 15 July after completing the package design. It is planned to market these masks through Kudumbashree organisational system, shops, hospitals, medical shops, Government departments etc. Hope people from Kannur would buy and use these different designer masks.