PLASTIC BAN & RELATED ACTIVITES

KUDUMBASHREE
CAPACITY BUILDING & FIELD LEVEL ACTIVITIES

- Team meeting of all enterprises involved in eco-friendly materials production
- Identified Production Capacity of Units
- Jute/cloth bags and ornaments - Training to Rescue Home inmates (MLP)
- Kudumbashree is actively participating in various campaigns of plastic ban activities
- Tie up small scale entrepreneurs with 2 Apparel park to attain bulk orders (KLM)
- Conducting campaigns at LSGi levels
CAPACITY BUILDING & FIELD LEVEL ACTIVITIES

• Bulk purchasing by 2 Apparel park
• Participation in public awareness campaign
• Active Participation with district administration programs related to plastic ban
• Kudumbashree Rangashree team is conducting street plays in coordination with various departments
• Conducted cloth bag training association with RSETI(KSG)
CAPACITY BUILDING & FIELD LEVEL ACTIVITIES

• Arranged trainings for Kudumbashree members with the help of IITD(TCR)
• Marketing Buds students paper pen and seed pen
• Block level & District level Consortiums for eco friendly products
• Live cloth bag @ ‘Thuni sanchi viplavam’ expo
• Haritha Check Post@Munnar –Convergence initiative UNDP,GP & Suchitwa Mission
• Hiring Centres @ LSGI-Steel Plate & utensils
MARKETING

• Routing orders from various departments through consortium group created and monitored under Block coordinator team
• Give publicity through all medias through which received many bulk orders
• LSG level meeting for ensuring local market
• Variety of bags from Rs 3 onwards
• Listed out all green me units and forwarded to all LSGs through District panchayat
MARKETING

• A meeting is planning with the Collector, DMC and the Kerala Vyapari Vyavasayi Ekopana Samithi representatives to channel Cloth/Paper carry bag needs to Kudumbashree - awaiting Collector's date(ALP)

• Participation in ‘Gaddhika’-Expo in Kannur
MARKET AVAILED

• Participation in Exhibition cum sales programs (Life Sangamam, Suchitwa Sangamam, Special Sales Drives @LSGi,Vaiga fest, field outreach bureau,KSKTU ,..)
• Envisaged SUPPLYCO paper wrap cover order
• Delivered 12500 bags to Suchitwa Mission(MLP)
• Delivered 8000 BUDS pen and back bag through District collector to NRHM(MLP)
MARKET AVALIRED

• Received orders from Taj, Reliance, Horticorp, Merchant associations, Hospitals etc (EKM)

• Receiving orders from various departments KGOA, KUWJ etc…. (TCR)

• Veeyapuram (ALP) Apparel park received orders for more than 5000 bags after the plastic ban
SPECIAL ACTIVITIES IN SANITATION SECTOR

• Special drive to create garden at 19 “Highway dump” sites (MLP)
• 9 Police Stations cleaning, landscaping and maintenance by Kudumbashree for 1 year - contract signed. (MLP)
• PACHA campaign in convergence with District administration (EKM)
• Conducted Exhibition of cloth Bags
• Conducted oath in NHG & Schools (KSG)
• Cloth bag distribution at various adalaths
• Provided skill training to Balasabha children on paper bag at Mathilakam, Desamangalam (TCR)
SPECIAL ACTIVITIES IN SANITATION SECTOR

• Conducted a CDS level Mega Cleaning Campaign (Thanneermukkom)

• All the Kudumbashree units have been asked to follow green protocol from 2020 onwards. Harithakarmasena members are selected for giving Event Management (By following green protocol) Training (Muhamma, Aryad, Mararikkulam, Mannancheri …).

• Panchayath agreed to give orders to an existing Kudumbashree paper carry bag unit - Excel Paper Carry Bag Unit (Chunakkara)
SPECIAL ACTIVITIES IN SANITATION SECTOR

- Awareness was given in all the ADSs. A cloth bag uit will be started by January 1 (Thazhakkara, Alleppey)
- CDS conducted a campaign holding Placards supporting Plastic-free Kerala (Chettikulangara)
- Letter information to all panchayath presidents requesting them to support Kudumbashree eco friendly products (Alleppey)
- A cloth bag making unit has been set up and started functioning with 10 Snehitha inmates (Alleppey)
- Mini CFC @ Kalyasseri-Kannur
- Green Counter @ Nilakkal, Kumili, Satram, Moozhikkal during Sabarimala Season
SPECIAL ACTIVITIES IN SANITATION SECTOR

• Poopoli stall special counter opened with the convergence of RARS(WYD)
• Supplyco paper cover distribution started(WYD)
• Started cloth Bulk purchase from IRODE(WYD)
WAY FORWARD

• Green volunteers for Panchayath.
• Business Orders through Consortium
• Bulk Purchasing of raw materials for cost reduction
• Marketing Training.
• Innovation Research, Trainings, implementation & Exposure visits
• Machinery ownership to Consortiums.
• Business Tie ups with bulk purchasers
• Government & Private orders for packing covers
• Capacity building for Pricing
• Packaging of Kudumbashree products etc
• Survey for Alternative products etc
Collector, Ernakulam
27 Dec 2019 at 5:40 pm

#Pacha #Cloth_Bag_Exhibition_Sale
@ #Collectorate

... See more
Cloth Bag Training of Kudumbashree Members
@Kasargod through RSETI
CLOTHBAG & PLASTIC BAN CAMPAIGNS
Rangashree in plastic ban
Kudumbashree women in Plastic free Campaign
Kudumbashree women in Plastic free Campaign
Rangashree
Plastic free Campaign
Cloth bag Exhibition (WYD)
Cloth bag Exhibition (WYD)
Rangashree in plastic ban
Green protocol marriage-get order of 300 cloth bags (WYD)