Extending support to the traditional livelihood sector

To frame livelihood programmes for the micro entrepreneurs, to extend support, and to motivate them to earn higher income is one of our main aims. For extending better livelihood opportunities to the tribals, we chose the traditional livelihood sector at first.

It is always better to start an enterprise in a sector in which we have prior knowledge, rather than trying to start an enterprise in a sector, in which we have least expertise. Only tribals hold the knowledge and expertise in traditional livelihood activities. So their
indigenous products would be unique and would receive the best responses in the market. And that is why we decided to focus mainly on traditional livelihood at the first place.

In production sector we chose handicraft making, double woven mat of pandanus leaves, chitteenth broom making unit, value added products from aloe vera, collection and sale of forest products and traditional cloth making unit. Whereas, tribal medicine, shinkarimelam, art groups and traditional catering units were the livelihood opportunities selected in the service sector. Trainings were extended to those involved in these sectors to improve their services/production. Along with that, the financial assistance as per the subsidy criteria of Kudumbashree Mission was also given to them.

In the first phase, Kudumbashree extended support to 516 people. Further activities for helping them earn more income is going on. We hope to reach out this programme to all tribal NHGs in Kerala, by this year itself.