Kudumbashree, as a part of our initiatives for tribal communities, envisages framing of various livelihood programmes for the welfare of the tribal families. Their traditional products and agro based value added products have great market acceptance and are of high demand among the general public. So this year, we decided and attempted to brand selected tribal products.

The agro products produced and packed by Gothrasamithis of Attappady is branded in the brand name ‘Hill Value’ and the products of the Kadar community of Malakkappara/Athirappally area is branded as ‘Kananam Athirappally’. Also, the products of the tribal community of Idukki is brought to the market in the brand name ‘Kuravan Kurathi’.
The products under ‘Hill Value’ brand include coffee, turmeric powder, coriander powder, chilli powder, pickles, njavara, cardamom, clove, brindleberry, ragi, chama, thina, amara, thumara, tamarind, pepper, kungilyam, honey, sesame, cinnamon and the products under ‘Kuravan Kurathi’ brand includes stingless bee honey, ragi and brindleberry. Honey, coffee and pepper are the main products branded under ‘Kananam Athirappally’ brand.

As the first step of introducing these branded products, we decided to showcase them to the people’s representatives of Kerala. Hon. Speaker of Kerala Legislative Assembly granted us the permission to organize an ‘Exhibition cum Sales Mela’ of the branded tribal products for the members of the legislative assembly near the 5D Hall at Kerala Legislative Assembly Complex on 20 and 21 November 2019. The Sales fair is progressing now. Retaining this energy level, we are endeavoring to find more markets for the products of the tribal communities in Kerala.