The federation of our MECs has now prepared ‘Prakruthi Sauhruda Samrambha Ashayangal’ (Eco-Friendly Enterprise ideas), especially to support Harithakarmasena to form ‘Green enterprises’. In addition, this is a book targeting all those who are generally interested in forming ‘Green Enterprises’. This book is prepared by a team of 346 MECs of Kudumbashree. The concepts/ new enterprise ideas elaborated in the book are evolved from their experiences. The book, which was released yesterday, is available in this link: http://www.kudumbashree.org/pages/159

The content of this book includes ideas of 80 ‘Green Enterprises’. The ideas such as well recharging, paper bag production, units that help in maintaining green protocol, coconut pith manure production unit etc are all included in

Our Micro Enterprise Consultants (MECs) extend the needed support for those who are interested in enterprise formation through Kudumbashree. We had explained about the MECs who are NHG members in ‘Making an Impact’ Article - 148. MECs provide ‘General Orientation Training’ (GoT) for enterprise formation, give enterprise development training (EDP) after GoT, extend support to make convergences possible for identifying markets and also prepare project reports to support loan applications. Generally, one MEC is assigned to 3 local bodies.

We had elaborated about Harithakarmasena and also about ‘Green Enterprises’ set up as a part of Harithakarmasena in earlier articles. These ‘Green enterprises’ help the Harithakarmasena members earn additional income.

‘Pennungal Adayalappedduthunna Bhoopadangal’ (The Maps marked by Women)
this book. Majority of these ideas are prepared by our MECs as projects and are already implemented successfully through our entrepreneurs. So we can ensure that these ideas are practical enterprise models. Hope this book, which gives ideas on formation of Eco-friendly enterprises through Kudumbashree, will be helpful to all. In addition to ideas on ‘Green Enterprises’, the process of enterprise development is also explained in detail in this book. Who is an entrepreneur, what are the needed qualities, what are the points to be noted while forming enterprises etc are explained in this book from the expertise of the MECs. Also, the support extended by the Kudumbashree system to the enterprises is also elaborated. The book also covers the topics such as ‘how activity groups could be formed’, ‘how to get necessary skills’, ‘what are the supports extended to Kudumbashree micro entrepreneurs’, ‘which are the financial subsidies available to entrepreneurs’ etc. In addition, the contact numbers of all MECs are also included in this book. So those who are interested in forming enterprises may contact them directly. This book, focuses on the ideas of ‘Green Enterprises’, is a guide for all who wish to form any enterprise.

Appreciations to all those MECs who worked hard for preparing this book. This is the result of the collective hardwork of CDS Chairpersons and the state level and district level officials who motivated MECs to prepare this book. Hope this book will reach the public and will be helpful for many.