New opportunity for livelihood; Kiosks and Coffee Vending Machines

We had explained about the challenge given to Kudumbashree team for extending livelihood by setting up coffee vending machines at all the possible government offices and public places in the urban areas of Kerala. The details of this challenge and its activities were mentioned in ‘Making an Impact’ Article - 8. As part of this, coffee vending machines were commissioned at 50 locations. Kudumbashree members were able to make a small income from the same.

The project of realizing the livelihood programmes by setting up coffee vending machines and kiosks for marketing the Wayanad Coffee has got approval in 2021-22 Budget as part of implementing the Wayanad Package. We have received the Government Order, G.O (Ms).No.32/2021 Fin dated 20/02/2021 of Finance (Agri) B Department, regarding the same. Kudumbashree members would get a great opportunity through this.

Kudumbashree has been entrusted to set up 600 coffee vending machines and kiosks as part of the Wayanad Package. Government of Kerala has specially allotted Rs 20 crores to Kudumbashree for the same. We are more than happy that this amount is specially allotted from the heads of account of ‘Wayanad Package’ and this is in addition to the financial assistance currently given to Kudumbashree. Through this Order, we have received the opportunity to publicize Wayanad Coffee, increase its use and arrange an opportunity for livelihood for Kudumbashree entrepreneurs.

As per this order, Brahmagiri Development Society has been selected to arrange Wayanad Coffee in the first phase. Brahmagiri Development Society would procure coffee seeds from the coffee farmers in Wayanad, powder it, charge a fixed amount and give
the same to Kudumbashree. Wayanad Coffee prepared using this coffee powder will be sold through Coffee Vending Machines and kiosks. The first vending machine would be set up at Koyilandy Municipality of Kozhikode district and will be inaugurated on 3 March 2021. We are expecting that we would be able to implement this programme in the best way possible in the upcoming four months.