A story of an opportunity and a challenge

A family would prosper if its women would have an income of their own and through that a society would have prosperity. Based on this ideology, we strive to get more livelihood opportunities for women.

We got the first opportunity to open a ‘cafe corner’ at Kerala Government Secretariat, Thiruvananthapuram. On empathetically considering our proposal, we were given the opportunity to install coffee vending kiosks and open a counter for tea and snacks. Three counters of Kudumbashree Mission commenced functioning during September 2018 and ten women started getting a permanent income. An average of Rs 6500-7000 is received from this venture as daily income.
If opportunities like these can be extended to more areas, more women can earn a living through less financial investments. Keeping this in mind, I had given a challenge to the officials who are in charge of the livelihood programmes in urban areas of Kerala. “We will give you 90 days. No special financial assistance would be provided. You have to identify such opportunities in government/private institutions in your urban local bodies and should make sure that maximum income reach to the families.” This was the challenge.

I am very happy to inform you all that, till now, our team has received 22 new opportunities across Kerala for ‘Cafe corners’, out of which 16 are opened till date. We could provide a source of income to at least 25 women.

By sharing this article with you all, I hope women from Kudumbashree families would gain furthermore opportunities!