In yesterday’s article (making an impact - 58), we elucidated in detail about encouraging Kudumbashree micro entrepreneurs to set up their own enterprises in those sectors where there is gap in the market/ there s more demand from the customers. Reverse Osmosis Plants (RO Plants) is one such sector in which Kudumbashree is encouraging entrepreneurs to start units.

Filling treated drinking water in 20 litre cans and selling the same is a booming business nowadays. The drinking water is packed by the units after making the water undergo filtering, ultra violet treatment and reverse osmosis process. The purification of the water is ensured through these three technologies. Those entrepreneurs with their own land and adequate water resources are encouraged to start RO plants of their own.
9 RO plant units are functioning in 8 urban areas in Kerala. These units have the capacity to produce 1000 to 2000 litres of water per day. These kudumbashree units are functioning in association with the respective Urban Local Bodies. It is an enterprise that need more financial investment. So if the Urban Local Bodies extend them financial assistance, it would be helpful for the entrepreneurs as they need to take only lesser amount as bank loans. Even though RO plants may not be able to create job opportunities in big scale (each plant can employ 4 to 5 women), every member is able to make a monthly income of Rs 8000 to Rs 15,000 from these RO plant units.

We intent to launch at least 50 Kudumbashree RO plants in Kerala this year (in addition to those 9 existing units). For this, we have invited expression of interest from the agencies who can provide RO equipment s and we had empanelled three producers for supplying the RO machines. The district mission team is now actively identifying interested entrepreneurs for starting there's units. We hope that new entrepreneurs would come forward and launch more RO plants in more locations from next month itself, providing safe water to those needy at affordable prices.