Kudumbashree at ‘Come on Kerala’

Kudumbashree Mission was a prominent participant at the ‘Come on Kerala the magnificent commercial & cultural mega event organized by Gulf Malayalam, the leading Malayalam daily in Gulf countries from 25-27 January 2018 at Sharja Expo Centre. As Kerala is the largest expatriate group in UAE and many Keralites have been named as successful business men and professionals and many have become influential personalities in Gulf, Kudumbashree would like to facilitate the women entrepreneurs to look out for right opportunity to develop better synergy with UAE’s mounting economy and to showcase their enterprises and products in the market.

‘Come on Kerala’ provided a prospective launching pad for spreading Kudumbashree’s wings to Gulf Countries.

‘Madhura Savari’ by Kudumbashree Mission sweetens SM street

Prominent at the ‘Madhura Savari’ by Kudumbashree Mission sweetens SM street. The two six-seater buggies run by the Kudumbashree women offering a non-polluting riding experience for shoppers on SM street is attracting keen ‘Madhura Savari’ (sweet journey), as the name signifies, a Beautiful for the differently-abled and the elderly looking forward to a hassle-free shopping experience on this street. The buggy ride was flagged off by Sri. U.V Jose, District Collector, Kozhikode on 26 January 2018.

A newly formed multi-member entrepreneurs’ group having four-wheel driving buggies is operating the buggy ride at an affordable rate. Shri. U.V Jose, Sri. Shashikumar, Shri. Shoma and Shri. K. Rajitha, the entrepreneurs and drivers are the heart of the activity. Only 150 rides charged for one side trip.

The women entrepreneurs had jointly secured the ride for the purpose of the event. It is also planned to add more buggies at the end of the trial run and transported person will get the opportunity to see the buggies. People welcomed the buggy service by Kudumbashree with open hearts. The collection at the end of the short inaugural service was Rs. 2,400.

The introduction of electronic ticketing machines, only one person would be needed to control the vehicle and the other entrepreneurs would be able to work in shifts.

DDU-GKY Mobile Exhibition unit starts journey

The DDU-GKY Mobile Exhibition unit featuring ‘DDU-GKY Skill training and placements’ starts its journey from Thiruvananthapuram. The exhibition unit is set up as part of the PM Pradhan Mantri Kaushal Vikas Yojana (PMKVY). The exhibition unit was flagged off at Thiruvananthapuram on 26 January 2018. The journey will come to an end at Rameswaram on 31 March 2018.

The Mobile unit featuring the success stories of DDU-GKY will halt at different locations at every districts and the public may visit it.

The concerned blocks co-ordinators at each location will get the details regarding the available courses in the districts. Pamphlets, notices etc will also be distributed accordingly.

The programme would be concluded in conjunction with the State Panchayath Department and other governmental organisations.

Individual Family Rights plan for Tribes in Alappuzha

Aiming at the financial and social empowerment of the Scheduled Tribes in the district, Alappuzha Kudumbashree District Mission launched Individual Family Rights plan for Tribes. A pilot study was undertaken in the Taluk along with the help of two civil engineers. It stood that many of the houses lacked electricity, water connection etc. The concerned block co-ordinators visited the houses and other governmental organisations. The programme would be executed in convergent with the Tribal Welfare Department.

A team consisting of District Mission Co-ordinator, UNDP Consultant, Personal Secretary to the Finance Minister and ST promoters jointly visited 141 ST families in Alappuzha constituent assembly. As the next step, a survey was conducted amongst the ST families in Alappuzha constituent assembly. After the survey, it was understood that many of the houses lacked electricity, water connection etc. The concerned block co-ordinators visited the houses and other governmental organisations.

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