Kudumbashree consecutively bags the National Award for successful Implementation of DDU-GKY Programme

Kudumbashree Mission venturing into Geriatric care through ‘Harsham’

Atttappur Skill Training Programme: 111 out of the 159 trained youth secured job placements
I. What is Nirmalyam Gold Cheruvannur?
Nirmalyam Gold Cheruvannur is an enterprise which produces and makes ornaments of one gram gold. This is the joint effort of 5 women.

II. How and When did you start Nirmalyam Gold?
Nirmalyam Gold situated in Madura Bazaar is the result of our confidence and hard work. We started the enterprise in 9 February 2008 with help of Nalalalam Gramapanchayath CDS Chairperson.

III. Who suggested you this concept of making one gram ornaments?
Our grama panchayath member Shri. T. Sivadas told us this will be a self employment and income for our families. And that’s how we came to know about this concept.

IV. From where did you get trained?
We got training from a company in Thrissur and we understood how to make one gram gold ornaments.

V. What were the problems you faced while starting the enterprise?
While starting the enterprise capital was main problem. We didn’t get loans from banks. At last federal bank gave us Rs 4.75 lakhs as loan. And Kudumbashree Mission gave Rs 1 lakh as subsidy. And we collected Rs 9 lakhs from many sources and started the company.

VI. Why did you start a white revolution product as your Micro Enterprise and when?
Due to the lack of supply of milk in our place, we started it in 2007 at Edavetty and Thodupuzha. All products we get from this are useful in one or another way. Milk, crowding etc is useful in all way, which means that here will be no waste at all.

VII. How you happen to select the name ‘Nature Fresh’?
The name ‘Nature Fresh’ resembles the goodness and freshness of our nature. Our product is purely eco friendly. We are using glass bottles for supplying Nature Fresh milk.

VIII. What is your aim by starting this venture?
Empowering women, reviving old milk supply system, fresh milk supply without any preservatives are our main aims for starting this business.

IX. What about its working nature and its procedures?
Neighboourhood groups at Edavetty started small dairy units to supply fresh milk in glass bottles. Twenty four women with dairy units and women deliver the milk to the customers.

X. How and where you deliver the product?
The delivery is taken over by women directly in residential areas, in and around KSEB colony. We started it at Kulamavu and Moolamattam.

XI. What are the main qualities of your products?
Ecofriendly, Quality of product assurance, timely supply, hygienic in nature etc are the main qualities of our product.

XII. Did you get any training for it?
Yes. Our Joint Liability Groups of dairy farmers are formed after the training got on scientific way of cattle growing and specifications in terms of hygiene.

XIII. What makes your Micro Enterprise unit unique?
Conventional method of distribution, combined with modern technique enhances savings on expenses on long distances transport, packaging, storing, and pasteurization of milk etc. Also we highlight on convergence method that increases milk production.

XIV. You said you don’t have any waste? How you utilize it?
Cow dung is utilized by other Joint Liability Groups who do farming for agriculture and uses to make biogas which in turn reduces the expenses on the means.