Saras Mela 2018 kickstarted with a bang

The Kudumbashree unit from Attappady excels at Saras Mela 2018

Supply of Kadali Banana to Guruvayur Devaswom by Kudumbashree Women of Thrissur

Gothra Prayanan: Air tour for the tribals of Edamalakkudy

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This year's festival season has been blessed by a lot of festivities and the fun has continued with the Saras Mela 2018 in Kerala. The event was successfully inaugurated by Mr. K. B. Saroja, MLA of Pattambi, Palakkad on 29 March 2018. Dr. K.T Jaleel, Minister, Local Self Government Department, Govt. of Kerala inaugurated the programme. He said, “Saras Mela is an event that gives voice to the rich heritage values of different states across the country including Kerala. The programme strictly follow the green protocol and the programme is being an incredible opportunity to get the local people in the mainstream, who were sidelined from the mainstream.”

He also said that around 4000 to 25,000 Kadali Bananas are needed to supply to Guruvayur Devaswom to provide the best of traditional ethnic food and to be used in preparing ‘panchamrutham’ (a sweet liquid food prepared during prayer ceremonies). Around 4000 to 25,000 Kadali Bananas are needed to supply to Guruvayur Devaswom. There are on the verge of extinction in Kerala, which wasn’t a menace. The Kadali Banana is a small and sweet fruited variety of banana which mainly grown for offerings in temple and is known by names like Ambalakadali, Nivedyakadali and Dalbaati choorma, Kabakri, Puran Munde etc. The average bunch weighs about 8-10 kg. Being a rare variety of ‘Pooja kadali’ banana which is facing extinction would be rejuvenated.

The Kudumbashree women of Thrissur holds the plane for the first time. Around 4000 to 25,000 Kadali Bananas are needed to supply 1.5 million of Kadali Banana to Guruvayur Devaswom. Kudumbashree has been supplying the bananas with the help of Mattathur Labour Co-operative society. The women didn’t cultivate and supplying them to the temple, ensuring a taste of gold in it. The fragrant Kadali Banana has assured. It is also believed that Kadali Banana has a high mothering content of gold in it. The fragrant Kadali Banana has assured. It is also believed that Kadali Banana have a high mothering content of gold in it.

The Kadali Banana is a small and sweet fruited variety of banana which mainly grown for offerings in temple and is known by names like Ambalakadali, Nivedyakadali etc. The average bunch weighs about 8-10 kg. Being a rare variety of ‘Pooja kadali’ banana which is facing extinction would be rejuvenated.
In the initial days we had received only Rs 75 per piece. How did you survive in the initial days? We, 19 people work together with a collective mind. We tried to implement that very effective strategy of in-house production. We started from aRent of Rs 100 and we increased our rent to Rs 150. Stitching needs extreme care and importance in the market. We always give priority to complete the work within 24 hours. We keep the quality and brand value with other competitors in the market.

2. Why do you have a high demand for your products in the market? Because we started our production and processing from the date of production itself we make sure of the packing. We focus more and more on the hygiene and quality of the products we supply. We value the hygiene and quality of the products we supply. We focus more and more on the hygiene and quality of the products we supply.

3. How do you plan to improve the quality of your products? We are planning to improve the quality of our products. We plan to hire more skilled workers and improve the machinery.

4. Can you explain the aim of this unit apart from generating income? The project aims at the empowerment of women, eradication of unemployment and financial development. It is a Women Empowerment Oriented project of Byson valley Grama Panchayath. Members are given a part of the unit as a sister concern for the production of湖北. From the success of Famous Bakery, we started a new unit.

5. What is the processing nature? We do baking, fresh bread and coke making. We also sell fresh vegetables. We sell fresh fruits, vegetables, and bakery products. We sell fresh fruits, vegetables, and bakery products.

6. What is the structure of the work of this unit? We have a team of 19 people. We have a chief executive, an accountant, a manager, a supervisor, a foreman, and line workers.

7. Can you say a few words about your uniqueness in the market? Our unit is unique because we sell fresh fruits, vegetables, and bakery products. We sell fresh fruits, vegetables, and bakery products.

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9. What about the finance in the first stage of the project? We received an amount of Rs. 80 lakhs from the success of Famous Bakery, from the success of Famous Bakery, we started a new unit.

10. We made our own space and created demand for our products. Smt. Thankamani M, leader of Apparel Panchayat. With their commitment and effort they made their own space and created demand for our products.

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