Kudumbashree S clean destination project (waste management at tourism destinations)

We implement many activities to help Kudumbashree NHG members identify and access local livelihood opportunities. We try to provide the services of NHG members in various projects, associating with Governmental Departments and thereby help them earn better income. Today, I will write about 'Clean Destination Programme', an important intervention of Kudumbashree in the tourism sector of Kerala.

Kerala State Tourism Department initiated 'Clean Destination Programme' during 2005. This was done by converging with Kudumbashree for making the important tourist centres at the 14 districts across the state, more clean and hygienic. Kudumbashree entrusts interested NHG members for cleaning activities at the tourist centres in the respective districts as per requirement by the District Tourism Promotion Council.

As of now, 431 NHG members are engaged in cleaning activities at various tourist centres across the state. The details of the number of NHG members engaged in cleaning activities in each district as part of 'Clean Destination Programme', the details regarding the tourist centres they work and the various activities they undertake is given below.

1. Thiruvananthapuram- Shankumugham, Pachalloor, Veli, Aruvikkara, Ponmudi, Varkala- 51 persons
2. Kollam-Punalur, Karunagappally, Kavanad, DTCP Kollam, Ashtamudi, Ashramam, Kollam Beach, Mukkam Beach, Sambranikodi, Adventure Park, Children's Park, Malamel, Azhekkal, Manroethuruthu- 31 persons
3. Pathanamthitta- Aranmula, Perunthenaruvi-12 persons
4. Alappuzha-Alappuzha finishing Point-54 persons
5. Kottayam-DTPC Kumarakom, Erumeli, Kodimatha-12 persons
6. Idukki- Vazhathope, Kattappana, Ramakkalmedu-11 persons
7. Ernakulam- Munambam, Boat Jetty, Durbar Hall, Cherai, Fortkochi-39 persons
8. Thrissur- District Tourism Office- 5 persons
9. Kozhikode- Kozhikode beach, Bhatt Road, South Beach, Kappad Beach, Thusharagiri, Beypore, Peruvannamuzhi, Sarovaram- 35 persons
10. Palakkad-Malampuzha, Vandaazhi, Mangalam Dam, Kanjirapuzha-19 persons
11. Malappuram- 8 tourist destinations- 59 persons
12. Wayanad- 5 tourist destinations-22 persons
13. Kannur- Chal Beach, Thalassery, Muzhappilangad beach, Dharmadam beach, Parassini kadavu, Payyambalam beach, Pazhassi Garden, Vellikkeel Eco tourism, Spillway Path Kannur, Choithad Beach, Puthiyangadi- 63 persons
14. Kasaragode- Bekal Angels, Pallikkara, Chandragiri Fort, Chemmanad, Pearls unit, Kannagad, Seagle Unit, Nileswaram-18 persons
Total-431 persons