In yesterday’s article, we elaborated the progress attained by Kudumbashree, in setting up Janakeeya Hotels amidst the challenging situation. Of the 1000 Janakeeya Hotels announced in the Budget during February 2020, 771 hotels were started. Today we will explain about another challenge accepted by and successfully achieved by Kudumbashree team. Creating livelihood opportunities for 50,000 people in non-farming sector was one among the 100 points in the ‘100 Day Programme’ announced by the honorable Chief Minister of Kerala. ‘Athijeevanam Keraleeyam’ was envisaged by Kudumbashree aimed at creating livelihood opportunities through self-employment or through waged jobs. The aim was to support and facilitate all interested through various skill training and handholding and marketing support. Govt announced livelihood for at least 50,000 people and Kudumbashree was asked to consider fulfilling at least 1/3rd of the target. So, we aimed at extending livelihood to at least 15,000 people. We took up this challenge on the first of September. This aim has to be attained within 100 days, that is before 10 December. District teams of Kudumbashree, CDS leadership and NHG members have taken up this as a challenge. They planned and implemented activities in the field for achieving the goal.

Those who are interested in starting micro enterprises were given General Orientation Training (GoT). After completing the GoT, module of Entrepreneurship Development Programme (EDP) was provided. Thereafter skill training is extended to all those who are desirous of starting self employment. Novel
opportunities are identified from every locality and support is provided by our team to generate livelihood opportunities.

Various such activities are being implementing under the leadership of each and every CDSs. Let me share with great pride that, now, that is after 60 days since we took up this challenge, we could create livelihood opportunities for 19,136 people, surpassing the target given by the Government. Further, training in various phases is being extended to 40,000 people who had made registrations expressing their interest to become part of these programmes. This achievement in livelihood sector could be considered is slowly transforming Kudumbashree, the poverty eradication mission of Kerala into the livelihood mission of Kerala. Appreciations to all those who worked hard to implement keeping that one aim in mind. Today, at 3 PM, Dr. T. M Thomas Isaac, Minister of Finance, Government of Kerala had addressed the District Mission Coordinators and district teams, CDS leaders and NHG members and CDS accountants who worked hard to achieve this goal.

We could create livelihood opportunities for more than 15,000 people outshining the challenge given by the Government. We hope that by December we would be able to facilitate self employment opportunities for more women. There is happiness of achieving the target. But the real happiness of our team is that we could bring hope and source of income to 19,136 families through our efforts. That itself motivates us in the further journey. Once again appreciating all Kudumbashree members who took up this task and made achievements. Hope everyone would continue working with this enthusiasm, determination and pace.