We are making continuous efforts to create maximum self employment opportunities for NHG members through Kudumbashree to help them find livelihood. It’s our duty to support all entrepreneurs who start their enterprise either in production or in service sector. Most of the enterprises require support for marketing in the initial stages. Enterprises started by low or middle income family members would require all possible support from Government to address their teething troubles. For this, we had approached the Government several times, for giving various exemptions for marketing of Kudumbashree products.

Recently, we have received a government order that the products produced by Kudumbashree Sanitary Napkin Units could be bought by Government Institutions by relaxing tender norms. A photo of this government order is made part of this post. As per this order, the sanitary napkins produced by Kudumbashree units can be distributed at a higher rate of upto 25 % (L1+25%) (that is, at a rate which could be up to 25% higher than the cost of good quality and popular sanitary napkins available in the market). The units can sell sanitary napkins by making use of this relaxation in the tender norms, and the order is valid for a period of one year.

We aspire to create more market for Kudumbashree products in the Government sector and thereby desire to support all the units to meet needs of customers, especially in the local market. In the last three years, we have received many such opportunities from the Government. The details of the same are
given below. To get a copy of these orders, visit this link: www.kudumbashree.org/pages/878
1. Order for making available sanitary napkins by relaxing tender norms.
2. Order for starting canteens at ITIs.
4. Order for Construction Groups to build LIFE houses.
5. Order establishing rate of services provided by the disinfection units.
6. Order highlighting support for the Apparel units.
7. Order for extending temporary services of Kudumbashree units in cleaning, cooking, sanitation sectors at Colleges & Hostels under Technical Education Department.
8. Order for procuring bulbs from Kudumbashree LED Bulb Production units and for entrusting Kudumbashree Repairing units for the street light repairing of the LSGIs.
9. Order for including Kudumbashree ARISE Multitask teams for Flood-Rebuilding activities.
10. Order for entrusting Kudumbashree units for cleaning, housekeeping and landscaping works for Greater Cochin Development Corporation and other institutions functioning in this model.
Hope all Kudumbashree entrepreneurs would make maximum use of these opportunities, create a market for their products and implement activities to get a great start in the enterprise sector.