771 Janakeeya Hotels!!

In the budget speech (of Government of Kerala), presented during February 2020, a big challenge was presented Kudumbashree. It was to start 1000 Janakeeya Hotels that serve meals at Rs 20. It was a great challenge for our team, but we also considered it as an opportunity. An opportunity to extend livelihood to 5000+ women! An opportunity to set up the hotel chain to make available tasty and good food at low prices and give free food (10% from one hotel) to those who can’t even bear this amount and ensure no one stays hungry anymore.

When we took up this challenge and started our plans, things were never easy. The lock down that continued for months, and the crisis of the covid that is existing even today blocked our activities and pace. Let me proudly let you all know that, overcoming all these challenges, our team could make a great leap towards the aim of setting up 1000 Janakeeya Hotels. Until today (31-10-2020), a total of 771 Janakeeya Hotels were started by Kudumbashree in Kerala.

The goal of setting up of Janakeeya Hotels was taken up by all districts with great enthusiasm. The district teams under the respective District Mission Coordinators and the NHG members of every CDSs under the leadership of the respective CDS Chairpersons worked hard amidst the crisis of covid-19. The implementation was in association with the respective LSGIs. And as a result, we could start 771 Janakeeya Hotels within 8 months. Every day, around 80,000 people have the meals from these hotels at Rs 20. In addition to
meals, some Janakeeya Hotels also serve breakfast and dinner as per the local market rates. We could undoubtedly say that the team created a new revolution in the state through the Janakeeya Hotels.

The formation of Janakeeya Hotels is made possible with the convergence with the Local Self Government Institutions. The Panchayats and Urban Local Bodies provided much needed support and financial assistance. Civil Supplies department is a major stake holder as they providing rice at subsidised rate. Janakeeya hotels are provided with establishment permit which will entitle them to procure rice at Rs 10.90. Kudumbashree team coordinates the functioning of the hotels. And when all these government departments joined together, we could create a new beginning for Kerala, viz. Janakeeya Hotels. Hope these Janakeeya Hotels that serve tasty meals at Rs 20 would become the pride of all malayalis. Our team is working hard to achieve the aim of setting up 1000 Janakeeya Hotels and we hope to meet the target in the upcoming months.

Details of the Janakeeya Hotels including the location of the Janakeeya Hotels, district wise details and daily sales etc are available in this link - https://kudumbashree.org/pages/826

Let me express our heartfelt gratitude to all those who extended support and motivation for this enterprise.