In today's 'Making an Impact' article, let me explain about a new activity, conceived and being implemented by our Kasaragod District team. In the background of the lockdown notified to contain the spread of covid-19, many people had found it difficult to go to the shops to buy essential goods. 'Homer' is the home delivery service launched by Kasaragod District Mission, understanding this situation. Through this service delivery programme, essential goods, medicines etc are delivered directly to the beneficiaries. A new enterprise opportunity is opened for the NHG members through this. Initially, this service is made available at four areas of Kasaragod district viz., Mangalpady, Cheruvathoor, Kasaragod and Kanhangad. Two NHG members each who have two-wheelers or autorickshaw are selected from these four panchayaths/municipalities. Following that, their mobile numbers are shared among all the households through the community network of Kudumbashree. This is how the 'Homer' programme is being implemented. The list of the needed goods may be sent to their numbers through WhatsApp. The goods and medicines...
are delivered to the beneficiaries from the shops as per this list. The minimum order should be of at least Rs 500/-. Delivery charge will also be collected for the service. The goods will be delivered within the area of 5 kilometers. Rs 40 is charged within 2 kilometers as delivery charge. Rs 50 is charged within 2 to 4 kilometers and Rs 60 is charged within 4 to 5 kilometers. The service charge received from these orders is the income of the service provider. A social service is being extended by Kasaragod team through 'Homer' programme, in addition to creating an opportunity for employment. A positive feedback is received in the initial days. It is only two days since the programme was started. On the first day, 9 orders was received (value of order is Rs 5850). On the second day 11 orders (value Rs 7300) was received. The increase in the number of the orders imply that the people are accepting devices through 'Homer' programme. Kasaragod team aims to extend these services to more areas after studying the prospect of this pilot project. Appreciations to Kasaragod District team for initiating this novel programme. Hope the NHG members be able to extend the best services and be able to earn better income.