

## Kudumbashree bags Award for effectively implementing activities for curbing plastic

Kudumbashree bagged Award for effectively implementing activities for curbing plastic. Shri. M.M Mani, Minister for Electricity, Government of Kerala gave away the award to Smt. Niranjana N.S, Programme Officer, Micro enterprises, Kudumbashree Mission at the programme held at Kanakakunnu Palace on 5 June 2018, Environment Day. The award was constituted by Haritha Kerala Mission in association with Department of Environment and Climate Change, Government of Kerala.

It's for successfully implementing various activities for eliminating and minimizing the use of plastic that Kudumbashree received the award. Kudumbashree had been implementing 3 different type of activities for eliminating plastic. Haritha Karma sena is a professional team consisting of Green Technicians and Green Supervisors mainly Kudumbashree Women who are assigned with the responsibility of collection, transportation, processing, recycling / disposal, and management of waste materials in association with respective Local Self Government Institutions and Suchithwa Mission.

Kudumbashree have in hand 77 Micro Enterprise units who are producing eco friendly products like paper bags, paper pen, paper covers, paper plates, paper files , paper chappals, cloth bags, bamboo products, screw pine product units etc. Around 50,000 such products are being sold out a month. During the season time it would increase upto 2 lakhs, which means that Kudumbashree could reduce the



use of that much amount of plastic. Kudumbashree also have units which make paper flowers, jewellery as well and have 12 units which make screw pine products. There are 6 swap shop units working under Kudumbashree which lend utensils in bulk quantity to reduce the use of plastic and other non bio degradable products. Such Kudumbashree centres help in following the Green Protocol. While conducting trade fairs also, Kudumbashree focus in keeping the same eco friendly and made use of eco friendly products such as bamboo, sacks, jute etc for decorating and used palm products and reusable plates made of fibre, ceramic and steel for serving the food. Kudumbashree members had also been making active participation in fighting against plastic during the pilgrimages like Sabarimala, Malayattoor, Malayalapuzha, Aluva Shivaratri, Attukal etc.

## Kudumbashree Women excels at State Government's Second Anniversary Celebrations Trade Fair



Kudumbashree women make a coruscating performance at the Trade Fairs organised in the districts to mark the Second Anniversary Celebrations of the Government of Kerala. The trade fairs were organised in 13 districts across the state except Alappuzha by the Information and Public Relations Department, Government of Kerala during May 2018. A sale of Rs 1.24 crore was recorded from the stalls and food stalls set up at the respective district headquarters. The Kudumbashree stalls made noteworthy achievements by becoming best stalls in few districts. In Kannur, Kudumbashree bagged the award for the 'Best Stall in the Non Departmental Category' and Pathanamthitta bagged the 'Best All Round Performance Award'. 'Special prize for the Stalls' was bagged by Wayanad District and Thiruvananthapuram bagged 'Second Prize for the best performance'.

Half of the total number of stalls set up in each districts as part of the trade fair was allotted for Kudumbashree for ensuring the participation of the women entrepreneurs and to help the women get benefited out of the same. 368 stalls and 71 cafe units were allotted altogether in 13 districts. More than 200 women became part of the trade fairs. Kudumbashree had marked its brilliant presence at the events by hosting the food courts delivering unique dishes and with products made by Kudumbashree women entrepreneurs. The cafe units rendered renowned local dishes with all the essence of being at home. The collective social change and empowerment that Kudumbashree had brought about among the women was evident from the success that they had attained during the trade fair. The commercial stalls and food stalls of Kudumbashree got good responses for bringing products with purity, homeliness and quality and was wholeheartedly welcomed by the public.

## 'Honey Jack' from Kothamangalam a big hit



Honey Jack, a venture from Kothamangalam producing value added products from Jack fruit is being a big hit. A group of 5 youth from Kothamangalam municipality of Ernakulam district started an enterprise with the value addition of Jack fruit and branded the same. Launched on 1 January 2018, the unit is producing different products made out of Jack fruit and branded the product as Honey Jack. They are producing jack fruit Jam, jack fruit chips, jack fruit puttu powder, jack fruit avalosunda, jack fruit coffee powder, jack fruit chutney, jack fruit murukku, dry jack, jack fruit pickle, jack fruit pulp, ripe jack fruit vacuum fried chips etc. The unit is also making jack fruit pulps, passion fruit pulps, jack fruit juice, passion fruit juice, guava juice, mango juice, water melon juice, pineapple juice and grape juice, lime ginger squash, birds eye chilly squash, gooseberry- birds eye chilly mixed squash and nutmeg candy as well.

The team include 5 members. Jithesh P Cherian is the Chairman of the unit. Jaison Chacko, Georgekutty Peter, Anoop Manoharan and Jismon Joseph are the other members of the unit. The team wanted to launch an enterprise that was unique and has viability under NULM project. When they came to know about the NULM project, they approached the City Mission Management Unit (CMMU) and discussed their idea on value addition of Jack fruit. As a result, they attended the Entrepreneurship Development Programme (EDP) & skill from accredited agencies and submitted project before the task force.

Initially, the banks didn't sanction loan for the group and later Indian Overseas Bank sanctioned Rs.10 lakhs as loan. They availed a shop on rent and started the unit. The unit participated in different food fests and Kudumbashree exhibitions which resulted in developing the brand name and able to generate more orders from outside the Urban Local Body. The unit is having an average sales of Rs 2.5 lakhs to 3.5 lakhs a month. The unit is marketing their products in 3 districts and is planning to conduct Jack fruit fest in the Urban Local Body to sensitize the various products that can be produced using Jack fruit. The unit is one of new enterprise model of the Urban Local Body. Jackfruit was designated state fruit by Government of Kerala in 2018.

## Bala Parliament sets a noteworthy representation



The Bala Parliament organised by Kudumbashree Mission sets a noteworthy model. Dr. K.T Jaleel, Minister, Local Self Government Department, Government of Kerala inaugurated the Bala Parliament held at Old Legislative Assembly Hall on 30 May 2018. Selected 131 students from 13 districts across the state except Kozhikode took part in the programme. Bala Parliament is being conducted by Kudumbashree Mission starting from 2007 to educate the children and to make them aware and understand the democratic process and its importance.

For the first time, an open forum was arranged to discuss with the selected representatives from the government departments, that the children face in the society. Smt. Prasanna Kumari, Deputy Director, Education Department, Shri. C Rajendran IFS, Forest Department (Deputy Conservator of Forest) Shri. G. Muralidharan Nair, Deputy Excise Commissioner, Excise Department, Shri. C.J Antony, Acting Chairperson, Child Rights Commission and Dr. K. Sandeep, Deputy Director, Family Welfare Department interacted with the Children and answered the questions of

the children.

Shri. Suresh Kumar, Deputy Secretary, Centre for Parliamentary Studies lead a class on 'Why Bala Parliament' at Loyola College on 29 May 2018. Students were divided into different groups and out of them 20 students were identified roles of President, Prime Minister, Speaker, Opposition Leader and Ministers of various departments. After the Bala Parliament, the Balasabha children also visited the New Legislative Assembly Complex.

Smt. G.S Amrida, Programme Officer, Social Development, Kudumbashree Mission welcomed the gathering and Dr. K.R Shaiju, Thiruvananthapuram District Mission Coordinator extended Vote of Thanks. The prime objective of constituting Balasabhas is to prevent inter-generational transmission of poverty through capability enhancement of children. Small Learning Groups for experimental and systematic learning, opportunities for understanding democratic process, participation in conserving environment, enabling children to unfold the intricacies of collectivisation are the basic focal points of Balasabha.

## Fifteenth Finance Commission of India visits Sreesailam Nutrimix Unit of Thrissur

As part of the field visit, the members of the Fifteenth Finance Commission of India visited the Sreesailam Nutrimix Unit, located at Koratty of Thrissur District. It is as the part of the evaluation of the development programmes being implemented in the state, that the finance commission visited the Nutrimix unit. Sreesailam Nutrimix Unit had already been evaluated as the best example of women empowerment activities being implemented. The unit which was started 10 years ago is now producing 1800 tonnes of Nutrimix per month. After analyzing the working of the unit, the finance commission envisions to include the same as a model project in the finance planning programme.

The finance commission included Shri. Aravind Mehta, Secretary, Finance Commission, Shri. Mukhmeet Singh Bhatia, Joint Secretary, Finance Commission, Shri. Antony Cyriac, Economic Adviser, Shri. Bharat Bhushan Garg, OSD Director, Shri. A.S Parmar, Joint Director, Shri. Adithi Pathak, Deputy Director, Shri. Mahesh Kumar, Shri. Pramod Kumar and Shri. Gopalakrishnan ( Assistant Directors). Dr. A Kaushigan, District Collector, Thrissur, Shri. Joy Ilamon, Director, KILA, Shri. S. Harikishore, Executive Director, Kudumbashree Mission and Shri. K.V Jyothish Kumar, District Mission coordinator, Thrissur also accompanied the team. The Finance Commission also appreciated the activities of Green Army of Wadakkancherry.

Amrutham Nutrimix is the food supplement provided to the children of the age group of 6 months to 3 years. It comes in 500 grams packet. Wheat, Soya Chunks, Bengal gram, Groundnut and Sugar are the basic ingredients . From 2006 onwards Kudumbashree is collaborating with the Social



Welfare Department for the supply of 'Take Home Ration for Supplementary Nutrition to the 33000 'Anganwadis' in the State. The Integrated Child Development Services (ICDS) provides the Supplementary Nutrition for children in the form of Take Home Ration (THR). An average of 1300 metric tones of Nutrimix are distributed through the Anganwadis every month. The Nutrimix powder was developed as per the directions of Integrated Child Development Services Programme. Nutrimix has enabled thousands of rural women to manufacture and supply the nutritional supplement to their children all across the state to reach out to the children who are suffering from the issues of malnutrition.

## Striving to be Green: Adoption of quality environmental activities by Kudumbashree

Kudumbashree Mission have always been concerned about living in tune with Nature. So did the Mission adopted various quality environmental activities while implementing the programmes. While analyzing the business that Kudumbashree had been involved in, one could easily identify the same. Haritha karmasena for recycling the plastic, paper bag making enterprises as an alternative to plastic products, lending of reusable plates and glasses are the few initiatives that Kudumbashree Mission had put forward to fight back plastic pollution. As India is the global host of 2018 World Environment Day with "Beat Plastic Pollution" as the theme for this year's edition, the world is coming together to combat single-use plastic pollution and so the activities of Kudumbashree has got much relevance.

Haritha Karma sena is a professional team consisting of Green Technicians and Green Supervisors mainly Kudumbashree Women who are assigned with the responsibility of collection, transportation, processing, recycling / disposal, and management of waste materials in association with respective Local Self Government Institutions and Suchithwa Mission. Kudumbashree is planning to give training 22,592 people and had already extended training to 19500 women. The Haritha karmasena had started functioning

in 182 Local Self Government Institutions. Haritha karmasena was implemented to minimize the use of plastic and to make people aware of the hazardous effects of plastic, collect and send them for recycling and to decompose the biodegradable waste. A fixed amount was collected from the households and shops as user fee and a carry bag was given to store the wastes. A vacant space in a remote place in the locality was chosen to segregate the wastes. The waste is segregated into different sections based on its features such as H.M White, P.P, H.M, LDPrint, Bajjar, Ganny, Bulb, PVC, steel, tubes, bottle, E- waste, LD(Glucose), Bottle caps, Spray bottle etc. A total of 285461 Kg of plastic was shredded and was handed over to Clean Kerala Company for using the same for road tarring process.

Kudumbashree have several Micro Enterprise units who are producing eco friendly products like paper bags, paper pen, paper covers, paper plates, paper files , paper chappals, cloth bags, bamboo products, screw pine product units etc. There are 77 such units working under Kudumbashree Mission. Around 50,000 such products are being sold out a month. During the season time it would increase upto 2 lakhs, which means that Kudumbashree could reduce the use of that much amount of plastic. Kudumbashree also have units which make paper flowers, jewellery as well and have 12 units which



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# Bilimbi Squash from Thrissur

Bilimbi Squash is a variety product of the Kudumbashree Puthuma ME unit from Mala Block Panchayath, in Aloor Grama Panchayath Thrissur District. Puthuma Unit comprises of seventeen members, who are making different kinds of products seasonally, because the raw materials were collected locally. Smt. Mini Johnson, one of the member of Puthuma group is the person behind the Bilimbi squash. She had some health issues and it was during that time she joined Kudumbashree.

## 1. Bilimbi Squash is a different kind of product. How did you come to this business?

Smt. Mini Johnson one of the members of Chaithanya NHG got training class at Aloor Grama Panchayath. From there she happened to hear about Bilimbi squash. After that she tried to make that squash and distributed the same in Kudumbashree local meeting. Everybody suggested that it's a good attempt and advised to make the product to the market for supply. And with the help of Kudumbashree Thrissur District Mission the Bilimbi squash was displayed at the Thrissur pooram exhibition. It was sold out within minutes. From that inspiration, we started making Bilimbi squash.

## 2. What about the unit members?

Puthuma ME group have four active members. Smt. Mini Johnson, Smt. Divya Vinod, Smt. Anees Antony, Smt. Joly Baby and Smt. Rosili Augustine are the members. We are from Chaithanya NHG and Nava Chaithanya JLG group. And we are neighbours as well. We believe that it is our strength.

## 3. Where is the unit working?

When the Bilimbi squash became successful, we wanted to make it a regular business. So we arranged a shelter for that. We built a small shelter near to Mini's house. Mini is one of the member of this group. Then we bought the equipments for making squash like pots, filters, jars etc and secured licence too. And then we started the unit.

## 4. What are the ingredients & process behind the Bilimbi squash?

Ripe Bilimbi is the main raw material for the squash. Sugar, Ginger, Orange peel and sodium benzoate are the ingredients used for making Bilimbi squash. The ingredients are mixed in a jar for few days. It will become a pulp and later the squash is filtered from the pulp.

## 5. What are the other products of Puthuma unit?

We are also making nutmeg squash, nutmeg jam, nutmeg syrup, sambar powder, meat masala, pickles, nutmeg, turmeric powder etc are the other products produced by our unit.



## 6. What are the ingredients of Nutmeg squash?

Nutmeg, jaggery, Cinnamon, cardamom, clove, etc are the ingredients of Nutmeg squash.

## 7. How you collect the raw materials for making squash?

We make these products seasonally. The ripe bilimbi and nutmeg are collected from our native houses. It's according to our free time that we collect the raw materials.

## 8. Have you availed any loan for starting the business?

We had availed a loan of Rs. 2,37,000. And out of that Rs.50,000 was received as subsidy.

## 9. Could you share something about the market?

Bilimbi squash and our other products are displayed for sale at the Agro Bazar at Chembukkavu. Aloor Grama Panchayath stall and Irinjalakkuda Njattuvella are our other main markets. We also participate in exhibitions. And the expat of our natives who are residing at Dubai, Australia and America are the main customers of Puthuma products.

# Nila Herbals from Ernakulam

One among the popular advertisements we watch frequently are of soap and herbals. Soap with Ayurvedic ingredients has its own high market value. Kudumbashree had been focused in promoting Traditional and Ayurvedic products. Nila Herbals of Kuvapady Panchayath is an individual project of Kudumbashree owned by Smt. Mary Joy. Started as a simple soap producing unit, Nila Herbals is now producing shampoo and face washes also.

## 1. How did you turn your attention to Ayurveda?

The skin issues caused on my son's face was the very reason I turned my attention to ayurvedic soaps. I tried so many medicines, but the result was negative. Then something flashed in my mind to try to make an ayurvedic soap. Later with neem, wild turmeric, lemon, grape, honey, nalpamaram and thulasi, I made a soap that cured my son's skin issues. He had given this soap to many of his friends. They had given me a good feedback that the soap was not only a solution for pimples but also for itches and bad body odour. It made me confident to think selling it in market but with a little bit disappointment that most of the buyers rely on advertisements, not on quality and reliability.

## 2. Could you share something about the first trade fair you participated?

The first trade fair I participated was organised by Industrial Department and was held at Delhi. I had to pay about forty thousand rupees to participate. Though there was a shortage of fund, somehow I could manage it. Once I reached there, I realised that there were so many big stalls compared to that of mine was owned by women. Discussing them about the business I got the answer that Kudumbashree was their back bone and promoter. Once I returned I also joined kudumbashree hoping that it would lead a light in my business. Now I am the member of "Aishwarya" Kudumbashree unit and I am quiet happy with my business.



## 3. Which are the fests you participated?

After joining kudumbashree I participated in all the fests conducted by Kudumbashree, Saras mela, State Annual Day, vishu and onam market. I also participated in the fests conducted at Vellor, Goa, Pattambi, Perinthalmanna etc. Some people asked for shampoo and some asked for facewash and later I made that too. First I made Aloe vera facewash. Kudumbashree given me a chance to introduce my product to the market. Everyone identifies my product connected to Kudumbashree. I am always grateful towards Kudumbashree for extending me such a wonderful opportunity.