A meeting of all the Kudumbashree officials at Kannur was convened during May 2019. As all of you know entrepreneurs have great opportunities and market in the urban areas of Kerala. Based on this insight, I gave a challenge to all the city mission managers of Kudumbashree to try to start at least 100 new enterprises in each urban local body of Kannur. I am happy and proud to inform you all that 'Mattanur' became the first urban local body to achieve the challenge given then. In the last 6 months, our team @ Mattanur were able to motivate entrepreneurs and now 111 enterprises are started. The official inauguration of these 111 enterprises was held today.
After I communicated to all about this idea, the team comprising of Mattannur City Mission Manager, Member Secretary and CDS Chairperson of Mattannur took it as a challenge. In the first phase, general awareness classes were organised in the CDS level and following that, meetings were organised in ward level in all the 35 wards. These trainings were given to all those who were interested in entrepreneurship. As part of the initiative, various trainings were given to more than 250 women who came forward.

The next phase was to extent financial support. Rs 74.4 lakhs was availed from Kerala State Backward Classes Development Corporation Ltd (KSBCDC) under the leadership of the CDS. Mission mode activities were conducted for giving financial assistance to 108 micro enterprises and 7 agricultural enterprises using this amount. Further assistance was given to 16 more enterprises through bank loan (Rs 42 lakhs availed as bank loan as a part of National Urban Livelihoods Mission (NULM)). Financial assistance was given to 8 enterprises with the help of Rs 42 lakhs earmarked as per the Development Programme of Mattannur Municipality.

The inauguration of all the 111 enterprises which were started using these loans with low interest rates were held today. The City Mission team of Mattannur had identified Rs 1.34 crores from these three sources for this. The enterprises were started in various sectors including agricultural sector, animal husbandry, production of food products, sales stores, service sector, green protocol enterprise and cloth making.

I would consider this achievement as the success of a great team work. It is not a small matter for a Kudumbashree team to succeed in launching 111 enterprises within 6 months and arrange livelihood opportunities for 210 women by taking up a challenge. Special appreciations to CDS Chairperson of Mattannur, Municipal secretary, Member Secretary, City Mission Manager and District Mission Coordinator of Kannur who gave leadership to make this possible. Hoping that this would be a model for other urban local bodies and CDSs in Kerala.