Income through coir products, a successful project in tribal sector @ Alappuzha

The details of PK Kalan Project being implemented by Kudumbashree for Ullada community @ Alappuzha had been explained in yesterday’s article (Making an Impact - 135). The micro enterprise unit run by 36 tribal women, producing coir mats, has now emerged as a successful model for the livelihood programmes in tribal sector.
In the first phase, while preparing micro plan for individual families (as explained in the article posted yesterday) we had identified women from ullada community who showed interest to start enterprises. Those selected were given 15 days extensive training through Kerala State Coir Corporation. A building of Mararikulam South Panchayath was given to them for starting their micro enterprise. Following that we had signed an agreement with Coir Corporation for buying back the products.

This enterprise started functioning from May 2018. 36 women from tribal community learned the skills required to make four mats and started getting work everyday. They are making products like coir mat, coir braiding etc. As per the buy back contract, Coir Corporation give them the needed raw materials and buy back the products they make. For the past one year, these 36 families are getting average of Rs. 7800 as monthly income from this enterprise.

All the 36 families are now financially empowered as they are getting regular income. The social empowerment they received is also very important. Through this project, women who were reluctant to come forward for works is now leading a life interacting with society every day. It is important to note that this project gave them an opportunity for transforming their lives. They have also started taking part in sales exhibitions and trade fairs. They had secured sales of Rs. 30,390 from ‘Coir Kerala’ event held at Alappuzha recently.