New Task

Hope you all will recall the ‘Making an Impact Article-03’, where the details about Kudumbashree National Resource Organisation (NRO) was detailed. Kudumbashree, as a NRO is providing consultancy to other states in the country for helping the women to start enterprises. Further NRO is assisting the local governments of other states to converge with community based organisations.

In addition to this, Kudumbashree has now received a new challenge! Kudumabshree received an opportunity to provide consultancy in the area of women empowerment. The knowledge and experience Kudumbashree has acquired over a period of last twenty years in the gender development sector will be transferred and adapted to create a new ‘Gender Development Module’ in various panchayaths of Odisha. Yes, Kudumbashree is stepping in as a key resource organisation in ‘Gender’ sector.

In Odisha, the activities in Gender Development under
the National Rural Livelihoods Mission is coordinated by ‘Project Concern International’ with the financial support of Bill and Melinda Gates Foundation. Kudumbashree got this opportunity to give leadership and consultancy to the gender development activities being implemented in Odisha associating with Bill and Melinda Gates Foundation and Project Concern International. Kudumbashree and Project Concern International had signed the Memorandum of Understanding regarding implementation of this special project in Odisha.

The activities would be held at the Tirtole, Kujanga, Barkote, Reamal blocks of Jagatsighpur and Deogarh districts of Odisha. The projects would be of three years duration. In the first year, situational analysis of women in these panchayaths would be carried out. Based on the result of this primary study, detailed project and activities will be developed. Following that, the programme would be implemented in the upcoming two years.

For this, 4 resource persons from the Gender Resource Pool of Kerala have already been selected by us. Rajitha.K and Anitha.N.V from Kozhikode, Savithri. V.L from Thrissur and Saralamma. B from Idukki are our mentors who will lead this activity in Odisha. After an initial orientation, they have now reached Odisha. In the first phase, they would select 70 local mentors and the women empowerment activities at the panchayaths in these blocks would be implemented through this local resource group.

On making the project successful after 3 years, our team would withdraw from the task and the local resource group will take it forward. If there would be any further plans to extend the programme to more areas, Kudumbashree would extend the further assistance needed. We took up this task of assisting other states in ‘Gender development activities’ as our new challenge!

We hope that the women of other states would be strengthened through our consultancy and convergence. Also, we hope that we would be able to present a new model in women empowerment.