Today, we will explain about ‘Pennidam’, the innovative programme conceptualised and implemented by Kudumbashree Thrissur District team. ‘Pennidam’ the ‘Gender Equality’ project is conceived by our gender team @ Thrissur. Now, the ‘Pennidam’ Programme is being extended to the tribal hamlets as well. This programme aims at making each house in the tribal colonies child-women friendly and bring them to the mainstream of the society. In the first phase, the programme will be implemented as a pilot project in two tribal hamlets. The programme will be extended to all tribal hamlets in the district after making necessary improvements by incorporating feedback’s received during the pilot project. The pilot project is now being implemented at Vazhachal and Pokalappara hamlets of Athirappilly Panchayath in the district. Let me explain this programme in detail.

We had already mentioned in the pre para that the ‘Pennidam’ Programme aims at making every house child and women friendly. Various training would be extended to ensure capacity building as part of ‘Pennidam’ programme for attaining this aim. The activities of the ‘Pennidam’ programme at the tribal hamlets are conceptualised focusing on five important components.

1. Capacity building of women- Various activities and group projects are being organised. Until now, about 5 various activities were organised ensuring participation of all women.

2. Improving the mental health of women - Various counsellings, group therapies are being extended.

3. Improving the fitness of women - Activity Groups were formed and these groups were provided with training in sports / games such as football, volleyball, and badminton. Sports activities are being conducted.

4. Interventions for increasing the income generating activities among women.

5. Ensuring active participation of women for all the sustainable development planning for the hamlets.

Training and various activities of ‘Pennidam’ are being
organised under the leadership of Kudumbashree's District Gender Facilitators and Community Counsellors. 32 women from Pokalappara hamlet and 71 women of Vazhachal hamlet are engaged in various activities as part of this programme. The activities of the programme were started during November 2020.

Our Thrissur District team aims to complete implementation of the programme in these two hamlets by the end of March. They also aim to improve the module based on the responses / feedback received from these hamlets. The program will be implemented in all the other hamlets in the district after improving the module as per feedback. Appreciations to the Thrissur District team who took initiative to ensure that the tribal families in the selected hamlets are ‘child and women friendly’ through various activities. Also, appreciations for taking efforts to devise such an innovative programme for the same.