

## NULM: Kudumbashree bagged Award worth Rs 6 crore for Best Performance



Kudumbashree bagged the award worth Rs 6 crore for the best performance by implementing NULM successfully in 93 Urban Local Bodies in the State. The Award was received by Shri.S. Harikishore, Executive Director, Kudumbashree, Shri. Binu Francis, Programme Officer, Kudumbashree, Shri. Jaison.P.J, Shri. Sudheer.K.B, Shri.Rajesh Kumar, State Programme Managers, Kudumbashree from Shri.Hardeep Singh Puri, Union Urban Affairs Minister, Government of India, at the programme held at Pravasi Bharathi Kendra, New Delhi on 22 March 2018.

The programmes implemented by Kudumbashree during 2017-18 in the urban areas made Kudumbashree qualified for the National Award. Other than the Awards received for Kudumbashree National Resource Organization and Na-

tional Rural Livelihoods Mission, this is the third National Award Kudumbashree had been receiving this year for the best performance.

The rehabilitation of the street vendors and street dwellers, NHG formation, skill training, making avail loans for finding jobs of one's own, successfully linking the accounts of the beneficiaries with Aadhar were the programmes considered for the award.

Other than National Urban Livelihoods Mission, Kudumbashree is also the nodal agency of the other centrally designed programmes like Pradhan Manthri Awas Yojana, National Rural Livelihoods Mission and Deen Dayal Upadhyay Grameena Kaushalya Yojana.

## 7 ADSs received Swachhatha Excellency Awards



The Presidents and Secretaries of the 7 Area Development Societies of Kudumbashree received the 'Swachhatha Excellency Awards' for the notable interventions made by them in the sanitation programmes in the state from Shri. Hardeep Singh Puri, Union Minister for Housing and Urban Affairs, Government of India during the programme held at Pravasi Bharatiya Kendra, Dr. Rizal Marg, Chanakyapuri, New Delhi on 22 March 2018.

The Ministry of Housing and Urban Affairs selected 7 Area Development Societies of Kudumbashree for 'Swachhatha Excellency Awards' for the notable interventions made by them in the sanitation programmes. The awards were announced at the workshop conducted prior to the award distribution programme. Award Money of Rs 1.5 Lakh, along with memento and certificate was given away to the Kazhakkootam ADS of Thiruvananthapuram Corporation which came in the first place. Kalady ADS of Thiruvananthapuram Corporation, Thamarakuzhi ADS & Moonnampadi ADS of Malappuram Municipality which came second were given an award money of Rs. 1 Lakh, along with mementos and certificates. Chappara ADS of Kodungalloor Municipality,

Kulathoor ADS and Punnakkamughal ADS of Thiruvananthapuram Corporation which came in the third place were given award money of Rs 50,000 along with along with mementos and certificates. The Awards are for the various interventions that Kudumbashree ADSs made in vector control, waste disposal mechanisms, awareness campaigns, organic manure promotion, grow bag cultivation, plastic recycling etc.

The selection committee including Shri. S. Harikishore, Executive Director, Kudumbashree, Smt. Haritha V Kumar, Director, Urban Affairs Department and Shri. Binu Francis, Programme Officer, Kudumbashree selected and sent the 21 entries out of the 206 entries received from the various urban local bodies to the Ministry of Housing and Urban Affairs, Government of India. The officials from Quality Council of India had inspected the 21 shortlisted ADSs and submitted the reports. It is on its basis that the selection committee presided by the Joint Secretary, Ministry Housing and Urban Affairs, Government of India selected the best performing ADSs from Kerala.

## Prathidhwani Talkshow attract masses



The Prathidhwani Talk Show organised in connection with the State Level Gender Campaign Neetham 2018 attracted masses. The Kudumbashree women from various districts across the state shared their experiences on how Kudumbashree Mission touched their lives. It was Kudumbashree Mission which changed their lives altogether and brought them to the forefront of the society. Shri. Kadakampally Surendran, Minister, Devassom-Tourism-Cooperative Department, Government of Kerala inaugurated the function. The talk show showcased the growth that Kudumbashree Mission attained through its 20 years of service. Kudumbashree is the best example of Women's development in Kerala. Minister said.

The best 2 life experience stories selected from each districts were presented during the talk show programme.10 minutes was allotted for everyone. The participants shared their life stories before and after joining Kudumbashree. For everyone, it was Kudumbashree Mission which played a crucial role in their personality development and education as well. Smt. Yasmin, Smt. J. Radhamani Ravi, Smt. Prasanna Kumari, Smt. Aji Basheer, Smt. Bindu Wilson, Smt. Fareena Shahjahan, Smt. M.V. Bhageerathi, Smt. Chandranjanam Radhakrishnan, Smt. Prasanna Kumari, Smt.Sakeena, Smt. Laksmi Rajan, Smt.Usha Uthaman, Smt.Deepta Nair, Smt. Pathmavathi, Smt.Ambili Bhaskaran, Smt.Valsala.M. Smt. Kalamani, Smt.K.Thahira, Smt.Sindhu.S, Smt. Lissy Martin, Smt. Mini.K, Smt. Sonu.S.Nair, Smt.Padmini, Smt. Ambili Nair, Smt.Anitha Soman, Smt.Salomi Roby, Smt.Smitha Mol, Smt. Mercy George and Smt.T.T Ramla shared about the financial and intellectual they had acquired through Kudumbashree.

Kudumbashree Mission, which had made significant interventions in the women empowerment area, should now focus on the health of women, said Smt. E.S. Bijimol, MLA who presided over the function. The subject presentation was done by Shri. S. Harikishore, Executive Director, Kudumbashree Mission. Shri. Pramod, Programme Officer, Kudumbashree welcomed the gathering. Adv. C.S Sujatha, Governing Body Member, Smt. M.K Remya, Governing Body Member, Prof. Geetha Kutty, Head, Centre for Women Studies Kerala Agriculture University, Smt. Mini Sukumar, Head, Centre for Women Studies, Calicut University and Shri. Pramod Payyanur, Member Secretary, Bharath Bhavan were the panelists of the programme. Ms.Sujitha, State Assistant Programme Manager extended vote of thanks.

## Nirakkoot: Painting Units from Kudumbashree

Following the success attained in forming the women's construction groups, Kudumbashree is coming up with women's painting groups. The 'Nirakkoot' painting group formed in Ernakulam district are attracting the attention of public by excelling in their new job sector. The painting group which was started 2 years back had already completed painting works of more than 20 apartments and had earned around Rs 25 lakhs. Berger Paints had associated with Kudumbashree Mission in imparting the training for the women.

The women started the painting units with the confidence gained in the success of construction units and hollow bricks making units. The districts are finding out the NHG women who are interested in joining the programme. As per this, new beneficiaries had been identified from Kottayam. Training has also been given to them. The painting units may get work not only from private organisations and individuals but also from government departments as well.

As part of the upcoming LIFE programme, about 2.5 lakh houses would be built all across the state. Once the construction of these houses would be complete, Kudumbashree is looking forward to make use of the job opportunities that would arise in connection with the painting of those houses. Kudumbashree will also ensure the convergence with other departments for ensuring job and income for them. Along with the loan and subsidy, innovation fund will also be given to the women. Kudumbashree is planning to extend the programme to all districts.

The programme was initiated by the Ernakulam District Mission. Those who were interested in painting buildings were selected through interviews from NHGs. And the 10 women selected from Vazhakkulam and Vengola were 2 months training. Five women those who had shown interest in forming a micro enterprise were selected from within them and 'Nirakkoot' Micro Enterprise was formed. Each unit member is earning about Rs 1000 a day. The members themselves take measurements and take quotations while taking up the works. Only during taking up the works of multi storied buildings that they get the help of experts in the sector.

## State Level Gender Campaign Neetham 2018 concludes



The State Level Gender Campaign, Neetham 2018 was concluded at Olympia Hall, Chandrasekharan Nair Stadium, Thiruvananthapuram on 20 March 2018. Shri. V.S Sunil Kumar, Minister of Agriculture, Government of Kerala inaugurated the report presentation held in association with the programme. It is by the launch of Kudumbashree Mission that Kerala began to think about 'gender equality'. The growth of Kudumbashree Mission is that the common women of Kerala realised that they are also the part of the society. Kudumbashree could succeed in persuading the women to take up the challenging jobs sectors, that were considered not suitable for women, till then. Kudumbashree had played a main role in bringing up the women from the mentally backward state to the main stream. Minister said.

It is notable that in the 50 % seats reserved for women at the Local Self Government Departments, a greater percentage had entered into the main stream through Kudumbashree Mission. Neetham Campaign should bring in a big change by ensuring security for women and children from the base level itself. The contribution of Kudumbashree into the agriculture sector is really notable. The village markets set up by the Kudumbashree women are the best examples for these. He added. Minister also said that all support would be extended for ensuring regular markets for the agricultural products produced by the Joint Liability Groups of Kudumbashree.

Shri. S. Harikishore, Executive Director, Kudumbashree Mission presided over the function. He said that Kudumbashree had started taking up the gender activities to the international level. After the successful completion of the first phase of Vulnerability Mapping, the panchayaths had submitted various projects worth Rs 11 Crores for the security and finding livelihood for women and children. The vulnerability mapping would be done this year also and the community counselling activities would be more strengthened. It's a greater achievement for Kudumbashree that the activities of Snehiha Gender Help Desk could be extended to all districts across the state. He added.

The representatives from all districts presented the details collected from the districts in fighting back the atrocities against women and the preventive measures identified through NHG get together. Dr. K.R Shaiju, District Mission Coordinator, Kudumbashree District Mission, Thiruvananthapuram welcomed the gathering. Smt. Ramlath.P, Director, Kudumbashree Mission, Shri. Pramod K.V, Programme Officer, Kudumbashree, Shri. Binu Francis, Programme Officer, Kudumbashree and Smt. Soya Thomas, State Programme Manager, Kudumbashree also attended the function. Smt. Priya E, State Assistant Programme Manager extended vote of thanks.

## BRC at Mararikulam associating with Leonard Cheshire Disability

To provide skill development to people with disabilities and provide livelihoods opportunities, a Livelihood Resource Centre was set up at 'Snehatheeram', the BUDS Rehabilitation Centre of Mararikulam South Grama Panchayath associating with Leonard Cheshire Disability Project Nagapattinam as part of the 'Access to Livelihood' Programme, the flagship programme of Leonard Cheshire Disability to empower the Persons with Disability (PWDs).

After detailed planning and discussions with Kudumbashree, MoU was signed in the month of July 2016. As per the MoU, the project duration was 8 months from July 2016 to March 2017 and for utilizing the fund within the period, the programme was extended to March 2018. As per the agreement between Leonard Cheshire Disability Project Nagapattinam and Kudumbashree Mission, Satellite Livelihood Resource Centre of Leonard Cheshire Disability Project was opened at the Buds Rehabilitation Centre at Mararikulam South Grama Panchayath as part of the pilot study.

And as part of the initial activities, linkages were established with the local level skill providers by ensuring necessary ac-

cessibility features. Partnership with local employers and with the financial institutions was also set up to provide necessary employment support. For setting up businesses and a Livelihood Resource Map was created. After identifying the persons with disabilities in the locality, through need analysis and skill assessment, skill training was given to them. A total of 122 persons were identified with disabilities out of which 27 were from BRC. 10 were given training in paper making, 10 were given training in vermin compost making and mothers of 5 bed ridden children of BRC were given training and amenities for poultry farming. The other physically challenged identified from within the panchayath were given training for LED Bulb assembling as well.

With the help of Eksat training team, guidance was given to the children on making paper bags, tablet covers, shopping bags, gift cover, envelope, oven bags, files making, marketing techniques, packing etc which were included in the module and orders were received from Panchayath, Agriculture Department and other organisations. The 3000 notepads used during the 19th Anniversary programme of Kudumbashree Mission held at Alappuzha were made by the children of Snehatheeram BRC

of Mararikulam South Panchayath. One vermi compost unit with four rings at BUDS School Campus with the technical guidance of Socio Economic Unit Foundation (SEUF).

Leonard Cheshire Disability (LCD) is an international NGO working through five regional offices in Africa and Asia, with an extensive global network of partners in over 50 countries. The key focus of our programmes is inclusive education, access to livelihoods, campaigning and advocacy, and research. The South Asia Regional office is based in Bangalore, India. Leonard Cheshire Project Nagapattinam (LCPNP) is the partner organization of Leonard Cheshire Disability implementing the 'Access to Livelihoods' Programme since 2008 in 4 locations- Nagapattinam, Thiruvallur, Cuddalore and Chennai- through established 'Livelihoods Resource Centre (LRC) based in Chennai. The Main objectives of this model are to connect people with disabilities with opportunities to work, to act as a 'one-stop-shop' by providing training, career guidance, and links to employers, who support people with disabilities in the world of work, to promote the choice and decision of people with disabilities in livelihood and to support confidence building in people with disabilities.



# Coir Defibering Units of Kannur

The women of Kannur District who had been working as manual labourers or tailors or not at all, are now running a Coir defibering unit which had been the first of its kind from Kudumbashree Mission in the state. These Kudumbashree workers make a foray into coir sector with mechanized defibering unit located at Ammanappara in Pariyaram. This unit launched as per the special directions of Dr.T.M.Thomas Issac, Minister of Finance, Government of Kerala. It is set up not only to find jobs for the women, but also to strengthen the golden fibre industry in the state. Let us hear more about the coir defibering unit at Pariyaram from Smt. Shyma.T, President of this Samruddhi Chakiri Samskarana Unit.

**◆ Coir has significant importance in the history of Kerala. How important was it to you people when you decided to start the unit? How was the beginning?**

A: This coir defibering unit started functioning on 13 July 2017. We were six women coming forward to start the unit. Kudumbashree District Mission had identified us to start the defibering unit. The building of the block panchayath was made availed for us. There were given subsidies also. We collected the coconut husks ourselves and once hundred bundles were completed coirfed would collect the product.

**◆ What was your feeling in the early stages?**

A: I think even now we are going through our early stages. As already said, this unit was started during July 2017. Finance minister Dr. T.M.Thomas Issac inaugurated the pro-

gram. This is the first of its kind, opening here at Pariyaram. So there was no other unit for us to follow. We have worked our way out.

**◆ How you find market for your product?**

A: We collect the coconut husk ourselves and defibre them. The product is collected by the coirfed once hundred bundles are completed. Each bundle should weigh 30 kg. And for each kilo of coir, coirfed pays an amount of Rs 17 each to the unit member. For a bundle we get Rs 510 and for each hundred bundles we get Rs 51000.

**◆ Support from district mission?**

A: Kudumbashree Kannur District mission helped us a lot. We got Rs 2 lakh prior to the start of the unit and have individually got Rs. 27,000 got now. In order to develop the unit we invest it in this enterprise itself.

**◆ What about the productivity of this coir unit?**

A: Since the launch of this coir defibering unit, we produced about 2,710 kg of fibre and send it to coirfed in Alappuzha. We are getting Rs 17 for a kg of fiber.

**◆ Future plans?**

A: We are happy to hear that our unit is exemplary to many others. We should try to increase the acceptance of our coir products worldwide. We look forward to develop our unit according to the need of the hour. We had started making organic manure as well.

**◆ How you prepare organic manure?**

A: By using coconut pith, the byproduct of coir defibering. We started making organic manure. By setting the pith, urea, mushroom seeds and cow dung in a pit of 4 inch tall, 5m length and 3m breadth for few days. The organic manure is prepared and selling at a rate of Rs10 per kg.

**◆ From where do you get the technique of organic manure preparation?**

A: organic manure out of the coconut pith technique is provided by the Panniyur Pepper Research Centre.

**◆ How you feel, and what is your personal opinion about this Kudumbashree movement?**

A: We feel proud. This unit enabled us to use our time in a better way. Business is going well. We hope for better future also. In my opinion this movement is not only to tap job in coir sector, but also for the betterment of coir sector in the state.

**◆ Changes happened in your life?**

A: Our lives had changed a lot and that is really visible too. Till then we were engaged in manual labor and tailoring etc. Some of us were jobless. Today we are enjoying this job very much. We are getting immense support from the part of Kudumbashree Mission.

# Hollow Bricks Unit of Thrissur

Mallika Mohanan is an entrepreneur of Hollow Bricks for the last thirteen years. She is from Varantharappilly panchayath in Thrissur District. She is the woman behind the success of SreeKrishna Hollow Bricks.

**? Hollow Bricks work is a hard for women to do. How you manage that?**

I was an employee of a roofing tiles company in Paliyekkara, Thrissur. When the crisis came in the tile factory, I left that firm and planned to start own firm. I thought a lot for a unique job to do and the marketing too. I had experience in tile making. So I decided to start a Hollow Bricks unit in my own effort. And then I registered Sree Krishna Hollow bricks in my name. Sree Krishna Hollow Bricks is situated in my own land. I gained 22 cent land through partition from my parents which have a well that won't go dry.

**? Who are the employees of Sree Krishna Hollow Bricks ?**

Myself and my husband Mohanan and my son Sreejith were the employees of Sree Krishna Hollow Bricks. We worked hard a lot for a long time. When it became profitable, I appointed four Kudumbashree ladies in my firm.

**? How is the work going on?**

From 8 AM to 5 PM is the working time. Usha, Litha, Valsala and Usha are the employees of this firm. All are Kudumbashree Members. They are given aRs 375 as daily wages. According to the order we get from our customers, we work from morning to evening. If the business is dull, they do another works also.

**? How is the business?**

Lorry drivers are the marketing persons behind my hollow brick business. And the contractors too. Usually customers ask about the building materials to drivers, and they tell them about the places. It is mouth publicity to us. Some offices come to us directly for order. From the beginning hollow bricks business was too good. Now it not smooth. We are making materials as per the orders we get.

**? How you feel about our hollow bricks business?**

When I started the unit my family were my employees. I had a kutcha house. We make hollow bricks only. When it came to profit, we decided to make various products like Cement Window, Door frame, variety of interlocks (black and gray). And gave jobs to four ladies. After a short time we made a two storied home and bought a car also. And very much happy now.

**? How is the prices and it viable for the customers?**

We are making two types of hollow bricks. One is 12x8x6, is the bigger size. For that we are demanding Rs 20.50. And the other size is 12x8x4, which demands Rs 20. These are the decent prices of hollow bricks in the market. And customers are ready to buy hollow bricks in that price.

**? What about the future?**

I have my own business to live. I have four employees in Sree Krishna hollow bricks now, I am bothered about their



livelihood too. We are expecting a good business once Government's LIFE programme would be started.