

Theertham : Bottled water service from Kudumbashree Women of Kozhikode

The RO plant opened at Kozhikode Old Corporation office premises stand out unique because of the interventions it had made into the life of common man of Kozhikode. The RO plant is producing and distributing drinking water to almost all the households and shops in Kozhikode city limits.

Kudumbashree had launched the idea of launching a Reverse Osmosis Plant to produce bottled drinking water, as part of the National Urban Livelihoods Mission Project being implemented in Kerala. And the first drinking water plant was constructed at the old corporation office premises. A five member team of Kudumbashree women was entrusted to supply the drinking water cans to 150 houses and residential apartments. A trail run was held for a week so that the members could make required changes when the operation turned into full swing. As the programme was found successful, the programme was officially launched on 5 June 2017, the Environment day. The bottled drinking water was named as 'Theertham'.

The Community Development Societies (CDS) of the Kudumbashree project office of the city corporation is implementing the project with the help of New Delhi based Dharna Infrastructure Private Limited. The public need to give a nominal charge of just Rs 20 for 20 litres of pure drinking water. The plant is located at the old corporation office and has the capacity to produce 2000 cans of water per day. The CDS had dug up tube well to ensure continuous water for the supply. The treatment plant at old corporation office is using reverse osmosis technology to treat the filtered water. The water will be then purified through ultraviolet treatment. The purified water stored in the stainless steel tanks will be distributed after packaging in bottles and cans. They are supplying an average of about 300 bottles per day. The Bottled drinking water services has got a huge relevance in a city like Kozhikode as it is densely populated and Kozhikode city has evolved into a bigger market over these years.

The five membered team led by Smt. Latha is in charge of the initiative. A vehicle was hired for supplying the bottles to the



needy and now they had got 2 vehicles to supply the bottles, as the need for Thirtham drinking water had increased. The group had taken loan and they are repaying an amount of Rs.50,000 per month and are investing their shares of their income for the smooth running of the initiative itself. The initiative was widely appreciated by the people very much that at times, the group even may fail to reach to them. It is planned to buy more vehicles for the smooth delivery.

The office had started receiving request from offices and educational institutions even when it was decided to a conduct trail run for a week by distributing water to houses and apartments. The Thirtham Drinking Water is affordable to everyone that 20 litres of water cost Rs 20 only which means that, it cost Rs 1 per litre. Till January 2018, they had sold around 30,000 bottles of water.

The nominal rate and good quality are the hallmark of Theertham packaged drinking water that more people are enquiring about the availability of the service even from distant places. It is also planned to start such RO plants in other places in the district in the next phase. The demand for purified drinking water can be better converted into an enterprise opportunity and the Mission intends to set 17 plants across the state.

'Theertham', as the name implies is being the holy water, distributed to the people of Kozhikode in reasonable prices during this time of water scarcity.

Dress Bank Collection Drive: The Spectacular act of Kudumbashree Kozhikode District Mission

Kudumbashree Kozhikode District Mission had been making a remarkable yet spectacular gesture that could be replicated by everyone. The dress bank initiative of Kozhikode Corporation Kudumbashree had been collecting the used, reusable dresses; even newer ones and had been distributing among the real needy people. They had been collecting dresses and has been catering to various charities and shelter homes. The dress collection drive of the Dress Bank was opened on 5 March 2018 and will last till 12 March 2018. More than 700 sets of clothes, mostly from individual contributors, have reached the dress bank so far. Besides, 15 residents associations in the district have signed up to collect clothes from their localities for the dress bank in the upcoming days.

The dress collection drive for the dress bank was started earlier in 2013. The dress bank had supplied a full load of clothes to a Rohingya refugee camp in Delhi recently and a second load will be sent by March 15. The street dwellers in the city and migrant labourers are also beneficiaries of the dress bank.

The clothes collected at the dress bank undergoes strict quality check before being distributed to the needy. It is made sure that the dresses are not tattered or faded. The faded and non usable ones would be rejected during the quality check and are sold on auction, the profit from which will be used to purchase new clothes. Fresh clothes are given out for the beneficiaries during the festive occasions. The compassionate gesture of Kudumbashree Kozhikode District Mission could be a model for many.

Femy : Eco friendly Sanitary Napkins from Kudumbashree



Kudumbashree Idukki District Mission made an outstanding performance by launching Eco friendly Sanitary Napkins named 'Femy'. The femy napkins are plastic free and are made of cotton only. It can better be called an organic sanitary napkin that it is made out of pure cotton and bamboo.

The Femy Sanitary Napkins are available in Extra Large, Premium and Wings variants. The price of the napkin ranges from Rs 35 to Rs 55.

The 12 members of Friendly Comfort Kudumbashree Unit, Idukki are the team behind this napkin brand. Smt. Faseena Shahajan, Smt Anandavalli, Smt. Usha, Smt.Bini and Smt.Jalaja are the women who are in charge of the unit.

The unit had also bagged the Award for Best Women Entrepreneurs constituted by Shasthra Sahithya Parishad.

Those who had been regularly using Femy Sanitary Napkins are availing it through courier service. Each women in the unit are getting around Rs 250 daily. The team also participates in various exhibitions and sales programmes and are making more market for their product.

Kudumbashree Matrimony stands out unique

The innovative initiative put forward by Kudumbashree Thrissur District Mission is standing out unique in the way it touched the lives of many families in Kerala. Claimed to be the first of its kind in the state, the Kudumbashree Matrimony initiative had been launched by the Kudumbashree unit at Porkkulam, near Kunnampulam in Thrissur district. Kudumbashree Matrimony started functioning when Shri. A.C Moideen, Minister for Industries, Sports and Youth Affairs inaugurated the initiative in 25 July 2016.

Smt. Sindhu Balan is the woman behind this innovative initiative. She put forward the idea of Kudumbashree Matrimony during the Plan Review Meeting held at Thrissur District Mission office. It is possible to get an accurate picture of the potential brides and grooms through the Kudumbashree networks very easily. No other organisation have such a network like that Kudumbashree holds and therefore it would be easily possible to get a correct profile of the potential candidates seeking alliance without any difficulty. And therefore the issues caused by the marriage fraudsters could be avoided. According to Sindhu, only Kudumbashree Mission could something against the marriage frauds, by making use of the vast network that Kudumbashree possess all over the state.

Kudumbashree matrimony unit would be charging much lower amount than the other commercial establishments in the field. The fees fixed currently are Rs 750 for the youngsters from the families of the Kudumbashree members and Rs 1000 for those from the potential brides and grooms from other families. After the marriage only Rs 10,000 is collected from their family.



Sindhu started the initiative by availing a loan of Rs 3 lakh. Four staff are employed at the office of Kudumbashree Matrimony located at Mandakathaling Building, Near Porkulam Grampanchayath, Kunnampulam. The best matches for the bride and groom are founded through software. Those have internet access may login through the website and get the details of the matching profiles and for the others, the matching profiles are sent through post. The details of the bride and groom would be posted in the website only after cross checking it with the concerned CDSs.

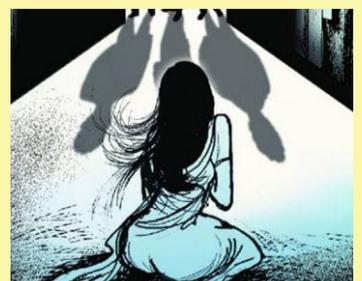
So far, Kudumbashree Matrimony had successfully made happen more than 60 marriages. Kudumbashree Matrimony is making an average of Rs 40,000 to Rs 60,000 every month. The nominal rate and good quality are the hallmark of Kudumbashree Matrimony that more people are enquiring about the service even from distant places

'Calling Bell' of Kasaragod district mission being a boon

'Calling Bell' programme of Kasaragod District Mission being a boon for women who are staying alone and elderly people. The Calling Bell programme was launched by Kasaragod District Mission, as the atrocities against lonely women and elderly people increased.

The programme identifies such people through NHGs, visit their homes and extend needed support. Counselling and legal assistance will also be provided to them. The programme will be implemented through the Snehitha Gender Help Desk under the District Mission. The pilot study of the programme is being conducted in Kuttikkol Panchayath of Kasaragod District.

For ensuring the security of women, the programme would be implemented associating with the Police department and other clubs. The programme will be in convergence with the Pakal Veed programme and would extend mental support to them. Through NHG, ADS and CDS, visits to their homes would be made possible. The NHG office bearers would visit their homes daily and the community counsellors and Snehitha Gender Help Desk would ensure the counselling for them. Through 'Calling Bell' programme, Kudumbashree Kasaragod District Mission is setting a unique model of compassion.



Animal Birth Control Programme of Kottayam

How did you become the part of ABC?

There was a scheme called 'Good Morning Kottayam' and we had been working (star ABC and the members of Nanna store) together as caretakers. Later, due to some technical reasons, 'Good Morning Kottayam' ceased to operate resulting in the non-sterilization of dogs and we turned out to be jobless and depressed. At this time, Dr. Vinu, Veterinary Surgeon advised us to complete training from Worldwide Veterinary Service International Training Center (WVSITC). After completing the training, our hope to reimplement old projects remained as a mere dream. We were hounded by the thought that our time and studies were wasted - incapable of providing a source of income. Moreover, some of our colleagues went to other districts in search of job. This was beyond the thought of women. Now only the women enquired and searched for a new job which was suitable for us, and this had led us to an article in a newspaper mentioning about the ABC scheme of Kudumbashree. It was a great relief for us on hearing Kudumbashree as it is a trust for women empowerment. We were chosen as the members of ABC after an interview.

Can you please explain about the formation of the ABC group?

The best scientific technique to catch dogs is 'Catch Bowl'. A dog trapped inside a catch bowl, runs for its life, which makes women incapable of pulling it out safely. At this scenario, we need the help of men.

We incorporated two male staffs too in our group - Dileep, who had received WVSIT training with us, and Jayan, who was there in the scheme 'Good Morning Kottayam' - and women from different CDS. In 2016, our group 'Star ABC',

registered under Athirampuzha CDS, for the convenience of group members and according to the instruction of District Mission.

Please give an account of the manner of operation of ABC?

Different Panchayaths are allotted for forming groups in the district. Dogs are caught from the allotted panchayaths depending on the panchayath fund and the order of District Mission. These dogs are washed and cleaned, and are subject to a day's observation before preparing them for the surgery. Dr. Athul Mohan and Dr. Shihab, who are in charge of the services, are always available for us. It is our duty to assist them during operation, and to take care of the dogs that have undergone surgery for the next 15 days. If they have diseases, they are given proper care and medication on consulting the doctor. Our responsibility ends when we put them back to the original place from where they are caught.

What are the unforgettable experiences from ABC?

There are numerous experiences from this project. Of which, the most memorable one is connected to stray dogs itself. They are clever and intelligent. So it is difficult to catch them. If they smell the odour which we receive during earlier catches, they escape from us. Because of this reason an extra effort is required to hand over them to veterinary hospitals. Once, we gave treatment to a dog in Kadanad hospital which was caught from Bharananganam. It was taken to its native place after treatment. When we reached Kadanad after releasing other dogs the dog from Bharananganam was waiting for us in front of Kadanad hospital. As soon as he saw us he waived his tail at us happily. We had to leave the



dog thrice to Bharananganam but it still returned to us. Until its death we took care of it.

Once we took a dog, from a lady who lives in street, for sterilization. The lady stayed without eating and drinking up to when we returned it. This field gifted me many more similar heart touching stories.

Could you please tell used about the changes that occurred after joining Kudumbashree?

I joined Kudumbashree long before but I didn't expect such an attempt from Kudumbashree. It's a reward for all women that Kudumbashree does many programmes for the benefit of the society. We ladies manage and divide the cash inflows and outflows in Kudumbashree. The acceptances we receive under this programme cannot be explained in words, says Ambili VS and Anumol VS.

Plant Nursery of Alappuzha

What were the inspiration and the motivational factor behind you to come into the field of farming?

It was during 2000's that the president of Kanjikuzhy grama panchayath took necessary actions to initiate farming in the panchayath. The panchayath wasn't considered suitable for cultivation as the land was not fertilized enough. But after the first sowing itself, a good amount was yielded from it. It gave the panchayath authorities and the local people more courage to come more into the field of farming. Then by the help of Kanjikuzhy CDS, we started cultivation in all of the 18 wards of the panchayath. The cultivation was done using the help of "mazhamara".

What are the methods you follow and the cultivations you make?

The panchayath provided the farmers seed and by using the help of "mazhamara" we started to grow up the seeds to seedlings and we sell those seedling or saplings to the needy people. Various Kudumbashree units were responsible for creating those seedlings. A unit consisted of five members. Nursery farming is normally done thrice a year. For that, a team of members have been selected under Kudumbashree and they were given the responsibility. The Kanjikuzhy CDS and grama panchayath together provides them seeds for their cultivation. These farming happens in all the 18 wards of the panchayath simultaneously. For our initial expenses we received a loan amount of Rs1 lakh for all the 18 wards. We now cultivate the seedlings of Bitter gourd, Snake gourd, Ladies finger etc. It took about 10 days to form seedlings out of seeds. Those seedlings are bought from them by the

panchayath and they sell it outside. For each seedling we produce, we are paid at a rate of Rs. 2.20 . Our mode of cultivation are always monitored by a team consisting of Panchayath president, Agriculture officer, CDS chairperson, etc. The seeds for our cultivation are brought from by the panchayath and are made available to us Pollachi, Thrissur, etc.

What are your future plans in the field of agriculture?

We aim to cultivate many more crops rather than depending upon these small scale cultivation. Also we look forward in creating value added products from vegetables. Says, Bindu, Sunitha, Drowpathy, Lalitha and Sindhu.

