

Kudumbashree Mission ties up with KMRL for supplying food in steel boxes

Kudumbashree Mission ties up with Kochi Metro Rail Limited (KMRL) for supplying homely food in steel boxes to the employees of Kochi Metro. Its on getting inspired from the Dabbawalas of Mumbai, that the dabbawala service of Kudumbashree is launched. The freshly prepared homely food is packed in steel boxes (dabbas) and are distributed to the employees of Kochi Metro. The service was launched during the last week of November 2018. It is Kudumbashree Mission's Micro Enterprise-Samrudhi Catering based at Choorikkara panchayath, Aluva of Ernakulam district, which prepares food for the employees and supplies the same among the KMRL employees across the 16 Metro stations in Kochi.

The lunch orders are placed by the Kochi Metro employees before 10 AM everyday and once the food is prepared, the Kudumbashree members gather with their dabbas at Muttom station from where they

separate to different metro stations to distribute the food. Kudumbashree members are permitted to travel on metro trains free of cost for distributing the food. As of now, they are sticking on to the usual meals for lunch but on progressing, they plans to provide more options as well. The dabbas system stands out unique that only Rs 40 is charged per meal which includes rice with sambar, curd, and fish curry or fry or chicken curry. The steel boxes are later collected and are brought back to the Micro Enterprise unit. The unit is now distributing food in 100 dabbas now.

Kochi Metro is maintained environment friendly. The dabbawala system was implemented to discourage the employees from bringing food in plastic containers and with the launch of the dabbawala system, there has been a decrease of plastic waste across all the 16 metro stations.



'The Cake Fest' organised at Perinthalmanna attract masses



The Cake Fest organised at Perinthalmanna of Malappuram district of Kerala under the leadership of Kudumbashree Malappuram District Mission attracted masses. The cake fest was organised at Rits Hall, Perinthalmanna, Malappuram on 8 December 2018. A sale of Rs 4.12 lakh was recorded at the cake fest. More than 1400 people visited the cake fest. The exhibition and sales of different types of cakes including instant cake, lava cake, black forest cake, white forest cake, gold cake, vancho cake, strawberry cake etc were arranged at the cake fest.

Along with this, the sale of wine, pudding, lollipop, french snacks were also arranged. The exhibition and sales of the handicrafts made by Kudumbashree members in Malappuram District arranged at the Cake fest added more color to the programme. 26 Micro Enterprises from various places across the district became part of the cake fest. 11 Micro Enterprises making handicrafts also participated in the programme. The cake fest was wholeheartedly welcomed by the public.

Gender Youth Movement for young girls launched at Ernakulam

The Gender Youth Movement for young girls was launched at Ernakulam by Smt. Asha Sanal, District Panchayath President at Kakkanaad, Ernakulam on 24 November 2018. Gender Youth Movement aims to provide self defense training, training for improving the artistic and athletic potential of members, workshops that inculcate leadership skill, assertiveness and personality development through residential programmes.

The Gender youth Movement, through its convergence with other national and international agencies focus to support the members with carrier excellence as well. The study tours and camps would help to explore certain unfamiliar areas and opportunities in this present trend of sedentary youth-hood. Instead of being like a 'couch potato', the gender youth movement aims to develop vigorous young people through blending with the 'Snehitha's Calling Bell Support Programme'. The activities include house visits and interaction with the Snehitha Calling Bell support recipients and rendering voluntary service to tackle the needs of support recipients or beneficiaries.

Though Kudumbashree have 'Balasabha' for children till the age of 15, there is no such initiative for young girls after 15, during which girls freedom are limited due to security issues. Women act wisely and confidently when their physique is strong enough to defend any violence against her, which is to be developed from very young age. In order to maintain their gap and to bring a change in the present stereotype, gender youth clubs named 'Gender Youth Movement' are formed in 101 Panchayaths, for young girls, between the age of 15 -29 years. The youth clubs are formed with any numbers, not less than 10, in each CDS and one affiliated to the Kerala state youth Welfare Board and the Nehru Yuva Kendra.



Gender based discrimination against women is pervasive across the world. The patriarchal world always treated girls inferior to boys and this had been deeply engraved in the mind of girls even from their childhood. When we analyse the cases registered in Snehitha from its beginning in 2013, it's understood that, in most of the atrocities against women and girls especially in POCOS (Protection of Children from Sexual Offences) cases the accused are either a relative or a person who is close to the victim, rather than a stranger. When boys are allowed to stroll outside with peers, or to involve in any recreational activities, girls are restricted inside like a 'domesticated parrot'.

The gender youth club can ensure the social participation of young girls without any gender bias and improves the confidence and self esteem of members. Through club activities eminent women leaders in Kudumbashree in local self governing can be developed in the upcoming future. A good percent of more than half of the Kerala women population are mainstreamed through Kudumbashree, but still the issue of women security and equal participation to be discussed and enacted further. Staying together help to defeat vulnerable situation. An able bodied, yet vigorous generation of women can be developed through Gender Youth Movement.

Kudumbashree took up the fee collection in Vytilla Mobility Hub

Following the success in extending the state of the Art facility management services to Kochi Metro Rail Limited, and Ernakulam Vytilla Mobility Hub, Kudumbashree also took up the fee collection in Vytilla Mobility Hub. Kudumbashree Facility Management Centre acquired the fee collection contract for collecting parking, bus entry, toilet user fees etc through open tender. The contract regarding the same was signed between Shri. T.P. Geevarghese, District Mission Co-ordinator, Kudumbashree Ernakulam District Mission and Smt. R.Girija IAS, Managing Director, Vytilla Mobility Hub. Kudumbashree took up the duty at midnight on 8 December 2018 and started fee collection.

Along with the house keeping and security services, Kudumbashree women had also been taking care of gardening sector as well. It is on following the notable and successful implementation of the services provided in Kochi Metro Rail Limited, that Kudumbashree



Mission was entrusted with the facility management services of Kochi Vytilla Mobility Hub. By taking over the fee collection Vytilla Mobility Hub, Kudumbashree became in charge of all the management services of Ernakulam Vytilla Mobility Hub. Vytilla Mobility Hub is an integrated transit terminal in the city of Kochi, designed as a converging point of various forms of public transportation, such as local and long distance buses, metro rail and inland water transport.

Kudumbashree Thiruvananthapuram Mission starts Kudumbashree Courier Service



Thinking out of the box and thereby making a difference, Kudumbashree Thiruvananthapuram Mission launched a courier service in Kadinamkulam CDS of Thiruvananthapuram district as a micro enterprise unit. Kudumbashree Courier Service was started during October 2018. Courier services are particularly useful for people that sell products online and need a shipping solution for sending multiple parcels. Kudumbashree Courier Service offers faster and more secure service and delivery.

Smt. Jeetha who is the President of the unit had a past work experience in courier service and so she is managing all the services of Kudumbashree Courier Service along with the other four group members. Kudumbashree Courier Service had even made a tie up with a private professional courier agency for domestic and international courier services. It is also planned to take initiatives to expand the services of Kudumbashree Courier Service to more areas. They are also managing an online bus/train ticket booking services as well. Kudumbashree Thiruvananthapuram District Mission had provided necessary financial assistance to this group.

DDUGKY training centre Jan Shikshan Sansthan Malappuram introduces online learning mobile app

DDUGKY training centre Jan Shikshan Sansthan-Malappuram introduced an online learning mobile application for students. The switching on of this learning app was done by Shri. P V Abdul Wahab, MP on 4 December 2018. This app can be installed in the tablet computer of the students. Each student will have an individual username and password which they can log in and attend the test series. Each test is prepared by the trainers, based on the classes he took. Every test is time bound and a student can attend the same only one time. The student may also review his answers after each test. The same app can be used by the NULM (National Urban Livelihoods Mission) students also. Also an alumni group of the automobile students was formed to strength hold the future placements of the training center.

DDUGKY, the skill training and placement programme under the Ministry of Rural Development



(MoRD) occupies a unique position amongst the other skill training programmes due to its focus to the poor rural youth and its emphasis on sustainable employment through the prominence and incentives given to post placement tracking, retention and career progression. Kudumbashree SRLM is planning to give skill training to 30,000 rural youth during 2018-2019.