



Kudumbashree launches Theerashree Programme for the welfare of the poor in the coastal areas

Kudumbashree launched Theerashree Programme for the welfare of the poor in the coastal areas. The programme was inaugurated by Shri. A.C Moideen, Minister, Local Self Government Department, Government of Kerala at Grand Auditorium, Kaippamangalam, Thrissur on 27 July 2019. The programme envisages strengthening the Kudumbashree activities in the 82 coastal panchayaths in the state, thereby improve the quality of life of women and children in the coastal areas and improve their livelihood activities.

The programme aims at including new families into Kudumbashree neighbourhood group system, rejuvenate inactive NHGs, extend source of earning income to atleast one member of every family, grade all eligible NHGs and avail linkage loan to them, extend skill training to the poor youth in the coastal areas and assure them jobs.

Uncertainties in job, irregularity in getting income, educational backwardness, unavailability of basic amenities, health issues in women and children, scarcity of drinking water, unavailability of livelihood activities other than fishing and related activities etc are the main issues faced by the people of coastal areas. Women and children are usually bound to suffer the negatives of these issues. The increasing debts among the people in these areas, lack of education, skill training, addiction



towards alcohol among the youth etc are also the issues existing in these areas. Kudumbashree aims at solving these issues through 'Theerashree', thereby improve the quality of life of the people in the coastal areas.

In addition to 'Theerashree', 'Prathibhatheeram' programme, which helps the students of fifth to tenth standard classes would also be implemented. Prathibhatheeram aims at organising classes for students on daily basis. With the support of Sports Council,

'Kayikatheeram' programme would also be implemented aiming at the sports development of students, teenagers and youth. All these activities would be monitored through specially appointed volunteers.

As per the statistics till 31 March 2019, there exist 12,045 NHGs in the 82 coastal panchayaths, in 702 wards. 1,81,671 people are members of these NHGs. 1770 micro enterprises are also active in coastal areas.



Kudumbashree Mission's multi task teams to strengthen the rebuilding activities of Kerala

Kudumbashree Mission's multi task teams are all set to strengthen the rebuilding activities of Kerala post floods of August 2018. The multi task teams would start extending services at all Local Self Government Institutions in Kerala very soon. The services of multi task teams comprising of men and women would be made available in the sectors viz., electrical work, electronic repairing, plumbing, masonry etc. The state level workshop of the multi task teams was held at Chandrasekharan Nair Stadium, Thiruvananthapuram on 26 July 2019.

As of now, more than 40,000 men and women had registered in ARISE programme out of which, 2500 persons had already availed training in plumbing, electrical work, electronic repairing etc. So far, 78 multi task teams were formed including them. They were given special uniform as well. Kudumbashree plans to give interest subsidy to them, for buying toolkit for repairing and for buying vehicles. In the next phase, Kudumbashree would extend them further training of 400 hours to help them gain more expertise in their work. For this, Kudumbashree had come in contract with 16 Government ITI institutions in the state. Kudumbashree also aim at getting accreditation to those multi task teams as well. The members of multi task team formed under Kudumbashree Mission would be known as 'Arise Technicians'. Kudumbashree plans to form at least one team in every Local Self Government Institutions by this year itself.

Post floods, ARISE programme was launched after identifying that there exist many job offers in these sectors, through the livelihood survey during October 2018. ARISE aimed at extending skill training to 50,000 flood affected families in various sectors, thereby equipping



them for paid employment. The campaign aimed at helping them in attaining resilience. Kudumbashree aims at equipping the multi task teams take up the works from the households and earn income of their own. It is also planned to make use of the opportunities in the construction sector for multi task teams.

Shri. T.K Jose IAS, Additional Chief Secretary, Local Self Government Department, Government of Kerala delivered the keynote address. Shri. S. Harikishore IAS, Executive Director, Kudumbashree Mission delivered the introductory speech. Smt. Niranjana.N.S, Programme Officer, Kudumbashree Mission welcomed the gathering. Smt. Suchithra and Shri. Shibu. N.P, State Programme Managers, Kudumbashree Mission led the classes. The team members and the state programme managers shared their experiences faced during the implementation of the programme. More than 300 members of the multi task teams took part in the workshop.

Kudumbashree Idukki District Mission launches BUDS Micro Enterprise units



Kudumbashree Idukki District Mission has launched BUDS Micro Enterprise units in BUDS School at Kumily, Idukki. The sales of the products made by the students of BUDS schools was held at BUDS School, Kumily on 24 July 2019. The seed pens made by the BUDS students were sold to the DDUGKY study centre in Idukki. Shri. Ajesh T.G, District Mission Co-ordinator, Kudumbashree Idukki District Mission inaugurated the sales of the products by buying the seed pens made by the BUDS students on behalf of the DDUGKY study centre. Kudumbashree Idukki District Mission had formed a micro enterprise of specially abled children of the BUDS School at Kumily. The initiative aims at the self sufficiency of these students. A total of three micro enterprises were formed by including them in Prathyasha Micro Enterprise scheme. They were also given training in umbrella making as well. The BUDS Micro enterprise units are also making paper pen, umbrellas, mats, phenoyl and soaps. The profit earned from the BUDS Micro Enterprise units would be shared equally among the children.

BUDS Schools are free and open special schools for mentally challenged children of poor families, owned and managed by the Local Self Government Institutions under the support and guidance of Kudumbashree Mission and the community structure.

