

Bhakshya Suraksha Bhavanam Progressing in all districts

'Bhakshya Suraksha Bhavanam' (Food Security Home), the programme that was launched to attain self sufficiency in vegetable production is successfully progressing in all districts across the state. The NHG women had welcomed the programme with open hearts and now 20 lakh families attained self sufficiency by cultivating needed vegetables of their own.

The programme promotes vegetable farming among Kudumbashree women in NHG level and are making avail the cultivated vegetables to the needy as well. Proper trainings were given to all those who were getting enrolled in the 'Bhakshya Suraksha Bhavanam' programme. Best quality seeds were also distributed to them on the training day itself.

Master farmers and JEVA team gave training to the groups and Master farmer were trained by master farmer trainers. Training was given to the groups on the topics such as the need of farming, tips to maintain the cultivation successfully, kitchen waste disposal and making of bio fertilizers etc. Every member was given a packet of high quality seeds worth Rs.20, from Kudumbashree Units, Vegetable & Fruit promotion Council Kerala (VFPCCK), Kerala Agriculture University and other government organisations. The families that cultivate vegetables under this programme are regarded as 'Bhakshya Suraksha Bhavanam' (Food Security Homes). Specially designed logo stickers are distributed and the same is being pasted in every Food security homes.

The NHG members who wish to be part of the programme were divided into different groups, each consisting of 4



members. NHGs had to register at the concerned CDS by remitting an amount of Rs.10. The groups were advised to renew the registration during every season. Each groups should cultivate at least in a minimum of 3 cents of land and they can cultivate in up to 25 cents of land. If the group intend to do grow bag farming, each member should cultivate at least 5 varieties of vegetables in a minimum of 20 grow bags.

The programme was started all over Kerala in 17 August 2017 (Chingam 1). Initially NHG members of 6 lakh families were given training and seeds were distributed. Those families had harvested vegetables several times till now. As per the present statistics, more than 20 lakh families are pursuing farming in this manner. Special NHGs like elderly NHGs and BUDS School students are also taking part in 'Bhakshya Suraksha Bhavanam' (Food Security Homes) programme.

Kudumbashree Women to repair street lights through Gramakiranam

Kudumbashree Women of Kasaragod will start climbing the electric posts soon! The Grama Kiranam Programme put forward by Kasaragod District Mission would enable the women to repair the street lights leaving behind all the gender discriminations. From now onwards they would climb the electric posts to do the electric works of their panchayaths. Both the theory and practical training for making LED bulbs and repairing the street lights are being given to them. 'Imprint' the accredited agency under District Mission of Kasaragod and Adersh Technical Institute are providing the needed training in Cheruvathoor and Uppala respectively. Those who wished to become the part of the programme were selected through concerned CDSs.

The training is being held at two centres in the district, Cheruvathoor and Uppala. Training is given to 30 people each through both centres. A team of 5 is selected from each panchayath out of which 3 are women and 2 are men. They are also given training in business management, communication leadership, accounting etc. The teams are also trained in making LED, tube, emergency, panel light etc. Those who finished the LED bulb training may start Micro Enterprises. 22 people from Cheruvathoor and 21 from Uppala attended the theory cum practical training. Once operational, these women would therefore be able to break all the stereotypes of gender.

Mobile Marketing through 'Canaravahini' at Thrissur



The District Mission of Thrissur came up with a new idea for finding markets for their entrepreneurs, associating with Canara Bank. Similar to the mobile unit of Consumer fed, the Canaravahini would reach the customers and the products of Kudumbashree would be bought by the customers. A branded van would act as a mobile shop which would reach out to the customers and sell the products of the micro entrepreneurs in the district. The programme is being implemented as part of the Corporate Social Responsibility (CSR) activities of Canara bank.

Alathur Rice produced by the JLGs of An-namanada Panchayath in the district, curry powders, other flours, masalas, jam, squash, coconut oil, handicrafts, toiletries etc are for sale at 'Canaravahini'.

Through various activities, Kudumbashree Thrissur District Mission had been finding maximum market for their products and is monitoring them as well. Kudumbashree District Mission of Thrissur understood that only through such out of the box initiatives that market could be assured for the products. Through different initiatives to market the products, Kudumbashree Thrissur District Mission is standing out unique.

'Sparsham' - Campaign progressing in all Urban Local Bodies

Sparsham Campaign, launched aiming at strengthening the activities of Kudumbashree Mission at urban areas and to help reach the advantages of the various programmes implemented by Kudumbashree to the real beneficiaries, is progressing in all urban local bodies across Kerala. The campaign which was launched on 20 February 2018 had reached to almost all beneficiaries. Kudumbashree and the Urban Local Bodies were working together to help all the urban poor in the urban areas to find livelihood of their own. The campaign aims to strengthen the Kudumbashree activities in urban areas and to extend support to those who wish to start enterprises. Kudumbashree had ensured the assistance of local Self Government Departments for the same.

NHG grading, improve linkage activities, formation of new NHGs, rejuvenating the inactive NHGs in the urban areas, to introduce the NULM, PMAY programmes to the NHG office bearers, to make the NHG members actively participate in the NHG activities are the other main aims of the programme.

The information on various funds extended by Kudumbashree are also introduced to the beneficiaries through the programme. The campaign is being implemented by a team of 60 city mission managers, 70 city technical cell managers, 93 multi task persons, more than 100 community organisers, District Mission Co-ordinators, Assistant District Mission Co-ordinators, Urban local bodies secretaries, project staff, CDS chairpersons etc.

As part of the campaign, NHG meetings are being organised in the 46000 NHGs in 93 ULBs. The details about those who hadn't availed the benefits from Kudumbashree are also being collected. Its expected that the data collection would be completed by 20 March 2018.



The Pradhan Manthri Awas Yojana (Urban)[PMAY (U)] programme under Central- State Ministries which works with the mission of achieving 'Housing for All' and National Urban Livelihoods Mission (NULM) programme which enable the urban poor to find a livelihood of their own are implemented through Kudumbashree Mission. The campaign envisages to reach the advantages of these programmes to the real beneficiaries to the maximum. It is planned to spend Rs 10,000 crores in constructing the houses for the needy in the next financial year. Government will give Rs 4 lakh to the urban homeless who have plots of their own. There are 7,38,704 families dwelling in the urban areas. Even now, around 1 lakh urban poor are out of those NHGs. The campaign is being organised for including such urban poor to the NHGs.

Once the campaign would be finished, those who hadn't availed the benefits could be identified and can be extended the same.

Scale up of Amrutham THR Fortification to all Nutrimix units in Wayanad

The Executive Committee of the Department of Women and Child approved the scale-up of the Amrutham Take Home Ration Fortification to all Nutrimix production units in Wayanad district. Fortification of Take Home Rations is the collaborative project between Kudumbashree Mission, Department of Women and Child Development and United Nations World Food Programme (UNWFP), which aims to deliver fortified blended foods to children between 6-36 months of age through Integrated Child Development Services Programme in Kerala.

As per the MoU signed between the Government of Kerala and United Nations World Food Programme (UNWFP), with the intention of demonstrating that fortification can be well implemented in government systems and schemes with adequate capacity building of the women's neighbourhood groups, starting in December 2016, Kudumbashree Mission in collaboration with UNWFP and the Social Justice Department (SJD), had setup a fortification demonstration at the Snehadeepam Amrutham Nutrimix unit in Vellamunda panchayath in Manathavady block of Wayanad district.

Fortification is a practice of deliberately increasing the micronutrient content of a food, so as to improve the nutritional quality of food supply and provide a public health benefit with minimal risk to health. As per the National Nutrition Monitoring Bureau Survey 2012, average intake of children (1-3 years) for recommended micronutrients was found to be much lower than the required, resulting in the consequent malnutrition and micronutrient deficiencies. According to the World Health Organization, young children be-



tween 6-36 months of age catered to by the Integrated Child Development Services Programme and Kudumbashree, should receive foods which provide sufficient energy, protein and micronutrients to cover a child's energy and nutrient gaps. The pilot project in Manathavady aimed to address the same as well. Micronutrients may be provided to these children through dietary diversification, supplementation or fortification. Food fortification however is the most cost-effective strategy by which the micronutrients are added to foods leading to rapid improvement in the micronutrient status of various population groups at a reasonable cost without requiring any behavioural change.

As of date, 163.5 metric tonnes of fortified Amrutham Nutrimix has been produced by the Snehadeepam unit in

Wayanad and distributed to all 148 Anganwadi centres in the project area. The pilot project has efficiently demonstrated that, Take Home Ration can be easily fortified by addition of micronutrient premix to the existing recipe of Amrutham Nutrimix while using the same equipment's available at the Nutrimix production unit. The beneficiary response and acceptability of fortified Amrutham as observed during the pilot project has been highly encouraging. As part of scaling-up the Take Home Ration fortification initiative across Kerala, the project will be initially extended to all Nutrimix production units in Wayanad district followed by other districts in the State. UNWFP will support with capacity building of all the units engaged in nutri-mix production in Wayanad.



Florence Day Care of Kollam

Florence day care was established on 16 April 2014 and it was an entry for Kudumbashree to a new area of service. This institution is situated in Mynagappally Gramapanchayath, Kollam. Mrs Sreeja, a former private school teacher is the head of this institution. The day care is situated near to the house of Mrs. Sreeja. This institution was established with the aim to provide care and quality education to the children and to give a message to those institutions which are running like business firms. An interview with Mrs. Sreeja.

What was the inspiration behind the idea to establish a Day care?

The idea to establish a day care was developed in order to provide a home away from home for the parents to keep their children safely during day time.

Can you give a briefing about the day care?

This institution is under the supervision of Gargy NHG of

Mynagappally grama panchayath. The total strength of students in this institution is 48. Three sections such as play school, L K G and U K G are there.

Are there any other employees?

Yes. Other than me, there are three teachers and two supporting staffs working for the progress of this institution. The three teaching staffs are Mrs Raji, Mrs Kamamma and Mrs Hemalatha and the supporting staffs are Mrs Saritha and Mr Anil Kumar. The salary fixed to the employees of this institution is Rs 3000 per head.

Which syllabus is following in this institution?

We are following the New Jyothi syllabus.

What about the working time of this institution?

The scheduled time of the institution is between 10 AM and 3 PM but usually we start the duty from 8 AM which will extend up to 5 PM.

Pandalam Nature Bags and File Unit of Pathanamthitta

What was your inspiration to start a bag unit?

We got inspired by ourselves to start a unit on the thought to earn a capital for ourselves. We are a five membered team from five NHGs who had started this unit. We took loan of Rs 2.5 lakhs and got subsidy of Rs. 50,000 from Kudumbashree.

From where did you get trained?

We got trained from Rural Self Employment Institute, Pathanamthitta.

When you started the nature bag unit?

First we started this venture with paper bags and office files in 2014. Then we started to stitch laptop bags, jeans as well as jute bags, school bags. Now we stitch cloth bags, hats, big shoppers etc. We market our products in shops at Pandalam as well as in the consumer fed units and thriveni shops. Our unit is doing significant business with these eco-friendly products.

From where all did you get the orders?

We get orders from various CDS and ADS as well as from lottery units, Hantex, Kudumbashree cafe, railway parking units. We also got orders for cloth bags as part of Mission Green Sabarimala. About 99% of the orders we receive are from Kudumbashree Mission itself.



What are the challenges you face?

The main challenge we face is with the availability of the markets. The competition in the marketing field is the main challenge we face. It's very difficult to compete with the branded companies as the shops are asking for more commission. Even though other products are in the market, our products are of high demand because of its quality.

How much did you earn in a month?

We are a team of 14 members and each of us used to earn up to Rs 10, 000 in a month. As an entrepreneur we are proud to say that we have 20 employees. During the seasonal time we could give employment to more than 30 people, says Mrs. Jayalakshmi and Mrs. Sujja.