



## Snehitha Gender Help Desk gets Government Approval

**S**nehitha Gender Help Desk got the approval of Government of Kerala as a 24 hour working institution to provide care and support to women and children who are in distress. It is as per the Government order- G.O (M.S) No.56/2019/LSGD dt. 31/05/2019 that Snehitha Gender Help Desk got Government approval. Snehitha had been making remarkable interventions and had been supporting women and children in distress and was also extending legal aid, emotional and social support as well. It is as per the request of the Executive Director of Kudumbashree Mission that Snehitha Gender Help Desk has now got the Government approval.

Snehitha is a 24 hour working gender help desk. It is a district level centre set up to support and guide the women who are in need or distress. Snehitha provides short stay and counselling facilities to the needy as well. Kudumbashree Mission established three Snehitha Gender Help Desks in Thiruvananthapuram, Ernakulam and Malappuram districts of Kerala during September 2013. Snehitha gender help desks were started in all the 14 districts of Kerala since October 2017. As the name implies, Snehitha is being a 'Female Friend' to as many women and children who are in distress. Snehitha provides immediate help, shelter, counseling, motivation and legal assistance to the victims of violence. Snehitha provide short term shelter, with a view to protect and rehabilitate those women and children who are facing social, economic, and emotional problems due to family problems, mental strains, social exclusion, exploitation or other causes or are being forced into prostitution, widows, persecuted women and destitute women who had thrown out of from their families. It works to avail support and help to the shield less women in society.



The main aim of the center is to provide help and support to those women and children who are in distress and provide voice for their issues and concerns, also to prevent, protect and prevail over domestic violence through advocacy, empowerment and social change. Snehitha are providing shelter to many women and children who have no one to protect and are living in insecure circumstances and who were rescued from the verge of committing suicide. The Help Desk is working on the principle of convergence, which is followed by a close interface and collaboration with different government, non- governmental organizations working in the relevant and related field. Snehitha also looks to enhance the socio-economic status of young, underprivileged women by empowering them with self-confidence and the required skills to enable them to become independent and contribute to family and society. Snehitha helps its

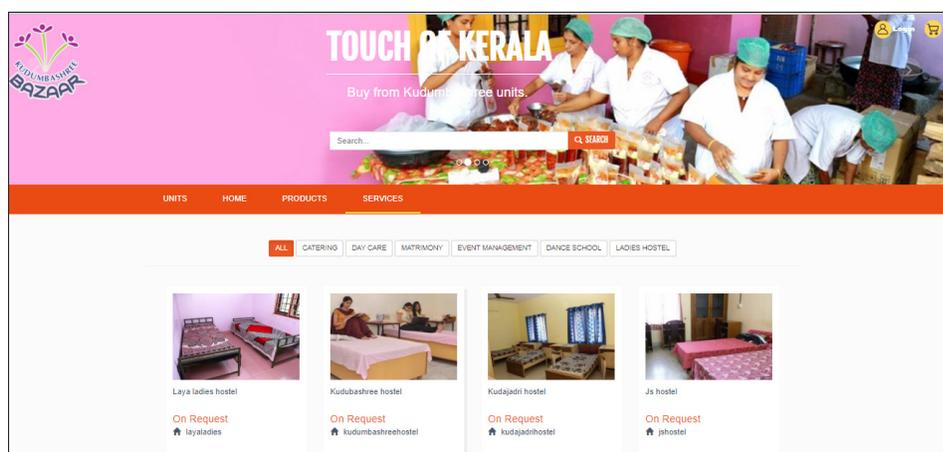
beneficiaries in getting livelihood support and assistance for opportunities. Snehitha also coordinates various outreach activities in schools and other institutions.

Kudumbashree Mission, with its strong networking structure can ensure the proper and timely implementation of the law and can protect the interest of the affected by working in collaboration with the service providers. Snehitha consist 11 staffs and all of them are women. There are two counselors, five service providers, one office assistant, two securities and one care taker in every Snehitha Gender Help Desk. As of now, 18,145 cases were reported in Snehitha out of which 9842 cases were reported over phone. Legal aid was extended to them with the assistance of Kerala Legal Services Society. Short stay service had been extended to 3778 women and children so far.

## Kudumbashree Bazaar E- Commerce Portal enlists Kudumbashree Services icon along with Kudumbashree products

**A**long with the products listed from the different Kudumbashree micro enterprises in Kerala, Kudumbashree Bazaar, the E-commerce portal launched to sell out the Kudumbashree products enlisted 'services' icon in the website. Services like catering, daycare, matrimony, event management, dance school and ladies hostel are listed in the Kudumbashree Bazaar website. Just alike buying the products of Kudumbashree Mission, the customers may avail the Kudumbashree services as well. Under every services, the detailed description of the service micro enterprise units are given. Under the profile of each service micro enterprise unit, the option for registration and login is also provided for the customers to pre-book the same. The photos of every units are also included in Kudumbashree's E-Commerce portal. The process of adding more number of service micro enterprise units are progressing.

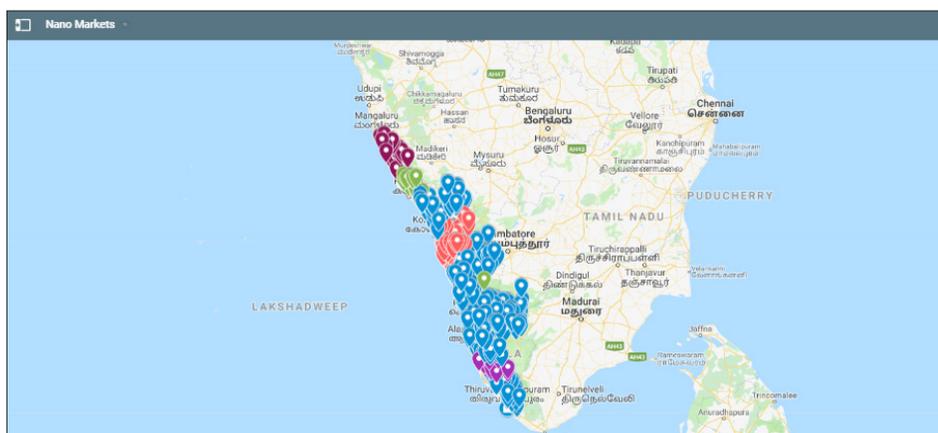
Kudumbashree Bazaar, the E-commerce portal was launched by Dr. K.T. Jaleel, the then Minister of Local Self Government Department, Government of Kerala on 21 February 2018. In the first phase, different



products of 250 micro entrepreneurs were added in the website for sale. Later products of more micro enterprises were added. Quality products from Kudumbashree are

now timely delivered to the customers from different parts of the country and thereby the acceptance for the Kudumbashree products had been increased.

## Kudumbashree Mission completes geo tagging of all Kudumbashree Nano Markets in the state



**F**ollowing the trends in this digital era, Kudumbashree Mission acted a little forward and completed the geo tagging of all Kudumbashree Nano Markets in the state. All the Nano Markets under Kudumbashree Mission are therefore marked and is updated in the website of Kudumbashree Mission. Therefore the customer may get the location and directions to the nano market in

few clicks. All the 541 Nano Markets are marked in this manner with the help of the respective District Programme Managers and Block Coordinators.

'Nano Market' is either an exclusive shelf space positioned in super markets operated by government departments and private players or placing of a shelf in public places in order to sell Kudumbashree products

directly to customers, especially in public offices where large crowd assemble for availing various services. The products of Kudumbashree enterprises of a particular locality or block are pooled in to the nearby Nano Markets by the Community Marketing Facilitators and the activity is monitored by Block Coordinators. It is the responsibility of Community Marketing Facilitators to replenish the stock in the Nano Markets regularly. These Nano Markets will have 'common look and feel' or branding wherever possible. For the emerging array of Kudumbashree products, making the leap to the shelves of all leading super markets became an intimidating yet incredibly necessary step to market our products. Shelf space in super markets or in public places not only generate familiarity among customers, but also create trust among potential customers. Indirectly, Kudumbashree products will be positioned in par with its near competitors in Nano Markets. This is particularly important as Kudumbashree Mission does not go for any highly paid promotion activities. It is in this background, Kudumbashree has decided to go for 'Nano Markets' in which exclusive shelf space is obtained in existing super markets for Kudumbashree products.