

Kudumbashree to set Guinness World Record



Kudumbashree women from Wayanad formed giant human logo to mark the International Women's Day. Wearing Kerala saris, and with pink and green scarves on their heads, the women formed the three-flower logo of Kudumbashree Mission at the ground of Government Higher Secondary School, Mananthavady on 6 March 2018. The Kudumbashree women of Wayanad thereby wrote a new saga in the 20-year history of the poverty eradication mission of Kerala. 5,438 members from various units of Wayanad District Kudumbashree Mission, joined together to form the giant human logo and sang the women empowerment song of district mission. The logo was drawn in 260 feet size. Food and drinking water facilities for the women who participated were also arranged at the school ground.

The Kudumbashree logo stands for financial, social, and

women empowerment. A huge crowd had gathered at the ground to watch the novel programme. The attempt was also a part of finding a spot in the Guinness World Records by forming the largest human logo by women. A one-hour video of the programme is to be submitted to the Guinness World Records.

Apart from the programme, the first art theatre titled 'Rosy the real strength of women' was also launched at Chandragiri Auditorium as a part of the International Women's Day celebrations on 8 March 2018. The project aims to conserve the folk and traditional art forms of the State and convey the message of women empowerment. A debate on 'gender justice' and a talk show was also arranged by the Wayanad District Mission.

Livelihood Centres for Endosulfan affected families launched at Kasaragod

Kudumbashree Mission associating with Malayala Manorama launched livelihood centres for the Endosulfan affected families at Kasaragod on 10 March 2018. Dr K.T Jaleel, Minister, Local self Government Department, Government of Kerala inaugurated the programme by presenting the umbrellas and cloth bags made by the mothers of the endosulfan affected children to the public.

The livelihood centres set up at Chirappuram of Neeleshwaram Municipality and Community Hall of Enmakaje Panchayath has started functioning. Minister said that the mothers of the endosulfan affected children are sacrificing their lives for their kids and if heaven exists, these mothers are the ones who deserve it the most. Minister assured that such livelihood centres will be launched in every districts along with the BUDS institutions which would thereby rehabilitate them.

The mothers of the endosulfan affected children would make cloth bags and umbrellas and thereby find their livelihood of their own. The livelihood centres are located near the BUDS Schools/ Buds Rehabilitation Centres, which would enable them to make a livelihood while waiting for their children outside their schools. 18 mothers from Neeleshwaram and 15 mothers from Enmakaje were given training for making umbrellas and cloth bags. The mothers had already received a work order for making 1000 umbrellas for Kerala State Fi-



ancial Enterprises(KSFE) out of which the making of 700 pieces had already been completed.

Shri. A.G.C Basheer, President, District Panchayath, Shri. V. V Rameshan, Chairman, Kanhangad Municipality, Smt. V Gouri, Vice Chairperson, Neeleshwaram Municipality, Smt. Baby Balakrishnan, Member, Kudumbashree Governing Body, Shri. T.T Surendran, District Mission CO-ordinator, Kudumbashree and other dignitaries also attended the programme.

Women's Day Street play by Kasaragod attracts many



The street play presented by Kudumbashree Kasaragod District Mission in accordance with the International Women's Day Celebrations attracted many. The play was performed by the councillors of Snehitha Gender Help Desk, Kanjhangad at the Kanjhangad Bus Station, Kasaragod.

The street play was welcomed by the audience with open hearts. The drama was scripted by Shri. Bharathan Peelikode, eminent dramatist from Kasaragod.

The street play depicted the atrocities and the gender inequalities that women faces today. The street play reminded the women to be more aware of their rights and to fight back the atrocities with courage. Being the largest women movement in Asia with a membership of 43 lakhs representing equal number of families, Kudumbashree had been making notable interventions for the betterment of the lives of the women in Kerala.

Swachhatha Excellency Awards to Kudumbashree ADSs

The Ministry of Housing and Urban Affairs selected 7 Area Development Societies of Kudumbashree for 'Swachhatha Excellency Awards' for the notable interventions made by them in the sanitation programmes. The award will be distributed by the Hon. Minister for Urban Affairs at Pravasi Bharatiya Kendra, Dr. Rizal Marg, Chanakyapuri, New Delhi on 23 March 2018.

Four ADSs of Thiruvananthapuram Corporation, one ADS of Kodungalloor Municipality and two ADSs of Malappuram Municipality are the ADS who bagged the prizes. The 7 ADSs include Kazhakoottam ADS, Thiruvananthapuram Corporation, Kalady ADS, Thiruvananthapuram Corporation, Kulathoor ADS, Thiruvananthapuram Corporation, Punnakkamughal ADS, Thiruvananthapuram Corporation, Chappara ADS, Kodungalloor Municipality, Thamarakuzhi ADS & Moonnampadi ADS, Malappuram Municipality.

The Awards are for the various interventions Kudumbashree ADSs made in vector control, waste disposal mechanisms, awareness campaigns, organic manure promotion, grow bag cultivation, plastic recycling etc. The first prize will be Rs. 1.5 lakh along with the certificate.

Kudumbashree Mission to launch Community Radio

To ensure the sustainable development of 43 lakh women in 2,77,175 Neighbourhood Groups through social, cultural and educational interventions, Kudumbashree Mission is getting ready to launch Community Radio. Through community radio, the benefits and the information on the centrally and state sponsored programmes implemented by Kudumbashree Mission would reach the real beneficiaries in no time. In the first phase, the community radio service would be launched in the Malappuram of Kerala.

The details of the programmes implemented by Kudumbashree in the state, job opportunities, financial assistance provided, information on various campaigns, information on sales exhibitions, informative programmes, programmes focusing on Balasabhas, awareness programmes, success stories of Kudumbashree units, success stories of individuals, circu-

lars from state mission, information on various programmes of Government, messages from District Collectors, District Mission Co-ordinators, Phone in Programmes of Ministers, Executive Director etc would be included in the programmes. Special programmes for NHGs would be broadcasted weekly, through which women empowerment would be made possible in more systematic way. A live programme in which the Executive Director of Kudumbashree Mission answers to the questions of Kudumbashree members would also be included.

The community radio programme of Kudumbashree would be implemented associating with Broadcasting Engineering Consultants Limited, New Delhi working under the Ministry of Information & Broadcasting, Government of India. It is expected to start the community radio by June 2018.





“Theertham” Drinking Water from Kudumbashree Kozhikode District Mission

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. Let's hear about the implementation of the RO plant from Smt. Latha herself who had been the leader of the team which made the initiative a grand success.

Why was Theertham plant implemented?

The RO plant is producing and distributing drinking water to almost all the households and shops in Kozhikode city limits. ‘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.

How was the idea of RO plant evolved?

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

Now what is the status of RO plant?

We were widely appreciated by the people here very much that at times we may fail to reach to them. We are planning to buy more vehicles for the smooth delivery. Now it is running successfully because other purified water companies

charging more cost than us. So people are finding our product more economic when compared to others.

How many rupees are you charging for a water can?

The Theertham Drinking Water is affordable to everyone that 20 litres of water cost Rs 20 only which means that, it cost Rs 1 per litre.

What do you feel about your work?

Kudumbashree's interventions into this sector had ensured availability of healthy, safe and pure drinking water to the common people. For us this is not only a job to earn our living but also, it is a huge responsibility and service being served to the society. We are proud that Kudumbashree's path breaking initiative is therefore touching many lives and bringing happiness and life to them.

What about the supply of water and the loan availed for setting up the plant?

A vehicle was hired for supplying the bottles to the needy and now we had got 2 vehicles to supply the bottles, as the need for Theertham drinking water had increased. We had taken loan and we are repaying an amount of Rs.50,000 per month and are investing our shares of our income for the smooth running of the initiative itself.

What are your future plans?

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. District Mission also plans to start such RO plants in other places in the district in the next phase.

Star World LED lights Unit from Wayand

Unit members Smt. Nikhitha Santhosh, Smt. Savitha Shanu, Smt. Joshitha Benny, Smt. Dhanya Biju and Smt. Jisha Anoop talks about their LED Light Unit.

Commonly electronics is a stream where women hardly put their hands in. How did you start such a unit?

Star World LED unit was started in August 2017. We were a five member team. We were doubtful whether it would be a success since it was started in a less populated area. We got trained from C-DIT in association with Kudumbashree District Mission. The training was of three months duration. It was not an easy task to make bulbs in the beginning. We took loan of Rs. 2.5 lakhs. Now we are making 200 bulbs a day.

Is your market secure, where there are varied of LED bulbs available in the commercial market?

Till now the main problem we are facing is the availability of market. At the beginning it was sold in the local shops. After three months only they did buy the next set of LED's. That was a big trouble for us. Even though, we used to get orders because of the quality and guarantee of the product. The brand name of Kudumbashree also helped us to get more orders. Another problem was the competition with the branded companies. But the local market is still active. We are planning to promote our product in the commercial market.



How you get the raw materials to assemble LED bulbs?

We get the raw materials purchased through C-DIT which are imported from Delhi. If we could purchase directly then our profit would be double. Now we have to pay Rs 65 for the raw material for making a single bulb. We sell 9 watt bulb for Rs. 100 and 12 watt bulb for Rs.150. All the bulbs do have one year warranty.

What are the changes you gained through star LED?

Our live began changing when we joined in Kudumbashree Mision. All of us could make a change in our economic status. Now we could earn up to Rs 1 lakh. Now the market is getting better. Once we used to ask our husbands cash for paying our thrifths at Kudumbashree. But now everything has changed so positively that the education of our children are also safe in our hands.