LEARNINGS

KUDUMBASHREE MISSION
KASARAGOD
MAZHA POLIMA 2018

Mazha Polima
Fallow less village campaign conducted as a part of MKSP Agri Fest

MKSP
DISTRICT KUDUMBASHREE MISSION KASARAGOD

June 20 to July 30
MAZHA POLIMA – Agri Fest

- The Mazha Polima is a fallow less Village campaign.
- The fest is organising as a part of Agri fest of MKSP from 2018 July 1 to 30 July.
- Participated 40 CDS in the District
- 235 hector fallow paddy land identified
- 108 hector cultivated through this campaign
Fallow land Before Cultivation
Fallow land After Cultivation
Social Engineering Process
Steps taken For Fallow land cultivation

- Identification of fallow land with the support of Master Farmers, CDS, local bodies, Agri department etc.
- Convergence with various department, Educational institutions, Farmers Club, Agri department, Padashagara Samithis etc

**Learning**

- Agri culture prosperity can ensure through the participation, convergence, and awareness
- Mazha polima helps to communicate importance of food security, water literacy, and ecology conservation in rural and urban community sector
Jack fruit Fest (2018 June 1 to 30)

Jack fruit fest conducted in 32 cds, aimed at spreading public awareness of the health benefits of jack fruit and educating the people on the market potential of the jack fruit.

Learnings

✓ Value addition is best livelihood option for rural community.

Maximum Profit from minimum production cost. Total sales of the fest is Rs.428065/.

✓ The value added products from jack fruit are being manufactured with minimal processing so that they are ready to cook or ready to eat.
Jeevanam - Karkidaka Fest (July 17 to August 17)

Conducting in all CDs for the promotion of safe food (Oushada Kanchi) campaign.
Tribal project-Learning
A small push took them out of the shell........

Basket making is the major Bread winning activity for Koraga the Primitive tribe group.

They were least bothered about the market rate and marketing techniques. They sell their products daily to the nearby shops.

They were not ready to fly out of their nest.

Once we forced them to make baskets for an exhibition. Frequent visits and followups made it possible and they earned more than 20000 by five days. That made them aware about the market and the opportunities.

Now among them two groups are ready to register as Traditional ME.
Deen Dayal Upadhyaya-Grameen Kaushalya Yojana project (DDU-GKY)

DDU-GKY is one of the project through which we can uplift the living status of entire family by giving job to a single candidate in that family. Here we the Kudumbashree mission is ensuring economic empowerment as well as social empowerment. The project having a vital role in developing work culture in the district especially among educationally & financially backward area.

“WE SHOULD NEVER RUN AFTER MERE TARGETS BECAUSE THEY ARE NOT JUST NUMBERS, THEY ARE LIVES” ......
1. Regular Parents Meeting:

   District mission is conducting parents meeting for every batches which helps us to understand that sharing responsibility of candidate’s placement with parents will helps to reduce Dropouts.

2. Convergence with other projects:

   District team is converging DDU-GKY Programme with all other programmes in the District. Through this it is understood that there are a number of needy youth in the society. Mobilisation techniques should be more vision oriented. Door to Door mobilisation is always fruitful than conducting mass camps.
Learning....

3. Reference by Candidates:

Success story Presentation by candidates themselves in a mobilisation camps will be more effective than explaining by DPM or BC. Therefore we are doing a practice of inviting available placed candidates for mobilisations and awareness activities. Honouring best candidates from a CDS will attract more candidates.

4. Availability of Training Centre:

If a needy candidate didn't get training centre at his/her accessible location or course which he/she wish to attend may lead to dissatisfaction and it will pass wrong message to the society.
Gender project-Learning

- Every project for the minority and vulnerable groups needs a follow up project too.

- Through visit of Snehitha Calling Bell, it is found that even though there are government projects like DFK, life etc. not every deserving people are included. A small part is excluded from the list. And hence a follow up project is essential for such projects.
Since the introduction of the project calling bell as the name suggests Snehitha Calling Bell it gives a major publicity to Snehitha. So while suggesting name to new projects if we give such priorities then it will be helpful.
During summer vacation Kasaragod District Mission has conducted 5 days residential camps at 6 blocks for balasabha members. That camp actually inspired the balasabha activities in District. Camp made a great impact among parents, Children and the whole society.

Convergence - Kudumbashree theatres and Balasabha which helps to children to improve their skills and talents.

Through the talented members of kudumbashree theatres talented , we can provide the best coaching and training on dance, song, skit, drama etc.
SVEP - Learning
They need ours little support....

- “If you push through that feeling of being scared, that feeling of taking risk, really amazing things can happen”
- With the small support of SVEP team, more than 55 small enterprises emerged in the nileshwaram block within a short span of time.
- On the demand of entrepreneurs, kasaragod-SVEP team has to decide to brand and market the products as “gramika”.
- Today entrepreneurs give priority to ensuring its market before starting a project so they expect much more new ideas from kudumbashree and its professionals.
Micro Finance - Learning

- The lower level interventions, accurate monitoring and cooperative attitude with the panchayath helped the micro finance activity.
- Monitoring the community closely we will get the results we expected.
Micro Enterprises- Learning
There were women who was fearing to tie a fuse, will climb the electric post to repair the street light if we give them proper training.

Proper skill training can empower every women to do things they thought they can't.

There are somany opportunities in the field of micro enterprises if we converge with other departments.
Open discussion leads to solution - By conducting meeting and an open discussion with Nutrimix unit members and CDPO officers many issues prevailing concluded with solution.

Construction Training in the Kasaragod District is very difficult, because women who comes for training can’t deal with the weight of laterite stone which is use to build the houses. That gives a lesson of all the targets are not practically applicable in all districts.
Find opportunity in every thing- Haritha Karma Sena gives a message that even in waste plastic there is an opportunity for business

Give importance not only to formation of new ME units but also to hand hold the existing one.

More marketing opportunities need to be find like Kudumbashree bazaar, online portal, nano market etc..
*Nano market @ Ajanur
Proposed She Lodge & Kudumbashree Bazaar
Gramakiran - Street light servicing and LED Bulb assembling
THANK YOU