KUDUMBASHREE THRISSUR

Kudumbashree Learning Day
21st July 2018
Strengthening of Sub Committees

- 2 Days residential training conducted for 100 CDS Chairpersons-Directed them to decentralise the activities to each sub committees

- Subcommittee convenors & Members training conducted
Learning

- Decentralised the responsibilities of subcommittees. Each and every member of subcommittee realised their role and responsibilities in CDSs. Subcommittees effectively involved in the target oriented works assigned to them.

- As a result – New NHG formation
- Special NHG formation
- Function to Defunct NHG’s
- Matching Grant Application collected and submitted.
- 4-6 members in each subcommittee each members entrusted with 2-3 responsibilities
- MF- 12 responsibilities
- ME- 10 responsibilities
- SD- 22 responsibilities
- Infrastructure - 6 responsibilities
- CSS - 6 responsibilities
- TOTAL- 56 responsibilities
- We can ensure smooth functioning, time bound implementation & achievement of targets.
- To Enhance the capacity of team members
- Combined action of a group is very effective and efficient.
- Team work & motivation
- Eg:- Nadathara:
  MF- 12 New NHG formed, 4 special NHG’s
  ME- Identified new ME group for Coconut oil, flour mill, Hollow bricks etc.
- Kuzhur:
  MF- 6 new NHG’s formed, 2 defunct NHG’s made active. MG applications 32 collected and submitted at District Mission.
  ME- 17 ME group formed – Tailoring, Café, pickles etc.
Capacity Building Programme - 2days residential training for CDS CPs
Capacity Building Programme
MF Subcommittee Members training
Block Mission Team (BMT)

BMT convened in every 45 DAYS consists of block president, Welfare standing Committee Chairperson of concerned block & Grama Panchayaths, CDS Chairperson, Member secretary, Accountant, Sub committee convenors & Block Coordinators.

Learning

- Status review of programmes implemented by CDS (by BCs)
- Planning of programmes for next quarter.
- Presentation of Innovative programmes
- To ensure the convergence of CDS-Block Panchayath - Grama Panchayath.
- To attract plan fund (WCP) for Kudumashree programmes.
- Block leader of CDS Chairperson’s will convene the meeting
- ADMCs have charge to each block
- BCs will present learning in the PRM
Block Mission Team (BMT)
Ksree Library

• With tie up of state library council, 2 CDSs started Library in Panchayath level. And gave charge to one CDS member so that she can earn an amount of 2500/month

   Learning
   ➢ CDSs have a chance to get honorarium for CDS Vice Chairpersons, if they start a library with 1000 books.
   ➢ To enhance the reading habits among women
Kudumbashree Library (Venus) at Edathiruthy CDS with the help of Library council- 7500 books & 1635 Membership
Convergence with LSGD

• Convergence with District Panchayaths-2.5 Crore sanctioned for Kudumbashree Training Centre, Buds Home, Egger nursery and She Lodge

• 1 Crore rupees sanctioned from district panchayath for Kudumbashree Training Centre at Vallathole Nagar GP, on the banks of river Nila
NHG Savings through land purchasing

- New Home NHG – Kodassery- 7.00 cent
- Sangamithra NHG- Kaipamangalam CDS- 2 Cent
- Ushass – Eriyad CDS – 3 Cent
- Kripa NHG – Anthikkad – 63  cent
- Friends NHG – Nenmanikkara – 50 cent
- Gramalakshmi NHG – Kaipamangalam CDS – 4 Cent
- Venus NHG – Velookkara CDS – 150 Cent
- Athira NHG - Velookkara CDS – 42 Cent
- Snehadeepam NHG – Engandiyur CDS -2 Cent
- Snehadeepam NHG- Edathiruthy CDS-3 Cent
- Sreekshna NHG – SN Puram CDS- 3 Cent
- Chaithanya NHG – Vallachira CDS – 2 Cent
- Nidhi NHG – Kadangodu CDS – 3.5 Cent

**TOTAL Land assets of NHGs by Savings -334.5 Cent**
Marakkaruthu.............

A Film (Marakkaruthu..) exhibited in 52 CDSs against mobile misuse, Alcoholism and Drug abuse by Sri. Rasheed Anthikkad who makes socially relevant films with the help of Ksree and contributes the entire income (13 lakh rupees) for philanthropic activities.
THANKUNJU...PONKUNJU...

A film by Kudumbashree mission against alcoholism drug addiction.
Learning awareness creation against alcoholism and drug abuse

As a means of CDS Social response
Micro Enterprises

Saantwanam Paricharana Kendram

- An innovative idea from Saantwanam volunteers
- 8 Saantwanam volunteers started the Kendram at Gandhi Nagar, Kunnamkulam municipality. The programme was launched by Hon. Minister A C Moideen on 10-03-2018.
- They are providing Child Care, Post natal care and shelter to elderly persons.
- Doctor service is also available.
- For one month service they are charging Rs.15,000
- Website was launched on 13-07-2018 www.saantwanam.com
- At present 3 patients
- Turnover for last month 36,000
- Last month expenses are 21000 including rent

- **Learnings**
  - Ready to adopt new ways
  - Ensured statutory licences before commencement
  - They can provide service to 8 persons. But couldn’t able to utilize full space. The margin of profit is very low.
  - Sponsorship is needed for supplying food.
Photos
Matrimony Expansion

- First online matrimony site of Kudumbashree
  http://www.kudumbashreematri monial.com/
- Started at Porkulam CDS – An initiative from Sindhu Balan, Former CDS Chairperson
- On expanding wings
- Franchise started at Thanniyam and Varavoor
- Going to launch at Kasargode

- Learnings
  - Initiative of Kudumbashree can change society.
  - It boosts up the good will of Kudumbashree.
  - There will be lots of obstacles to overcome.
  - Leadership and key focus are necessary.
  - Kudumbashree’s involvement in technology based entreprises.
  - Reduced exploitation
  - Opportunity for CDS sub Committee members for earnings
Now, Kudumbashree will turn matchmakers

Mission to expand Thrissur-model matrimonial service to more districts in the State

The State mission has started exploiting the possibility of expanding the service to all districts, the official said adding that a common portal would be used for registration throughout the State. At present the matrimonial service, controlled by the Kudumbashree Mission from Thrissur is collecting a service charge between Rs 500 and Rs 6,000 from male registrants on the basis of their educational qualifications. A separate service charge of Rs 500 will also be applicable if the applicant finds a suitable match through the service.

The official said that, according to the official the service is being tested at Thrissur, in a few other adjoining districts. A common portal for the service, which was also being tested, was being designed and would be launched on a trial basis in a few more districts. The mission was working on an伸长 matrimonial service, universally accessible to all districts in the State, he said.

Meanwhile, the Kerala State Marriage Bureau and Agents Association has opposed the move of the Kudumbashree Mission claiming that it would only end up in an unhealthy competition in the field. K.M. Ramakrishnan, state secretary of the association, said protest meetings would be organised in all district headquarters urging the government to prevent the attempt.

He claimed that the Mission was trying to expand the service through illegal means.
Sree Sailam Nutrimix Unit, Koratty

• One of the best model of Nutrimix Unit
• Using Automatic packing system
• 5 member unit
• Started in the year 2007
• Average annual turnover is Rs.26,00,710/-

• Learnings
• By adopting new technology reduced manual labour.
• Able to practice hands free way of packing.
• Reduce the possibility of bacterial contamination.
• Difficulty in finding best machine manufacturers.
Photos
Railway Parking Management

- Boom barrier, In and Out billing system, CCTV facilities for second entry of railway station, Thrissur
- Provided Rs.1.44 lakh to Parking Management as Innovation fund.

- It decreases the revenue leakage and leads to zero thefts.
- A unique model to adopt.
- Reduces human labour.
- CCTV monitoring system—ensured security of staff.
- Correct calculation of Parking fee.
Photos
Kalpakka Kudumbashree Coir Defibering Unit

- Second unit in State
- Will be inaugurated soon.
- @ Alagappa Nagar CDS – Block Panchayat SC Women Industrial Park
- 6 member SC group
- Gave innovation fund of Rs.2.10 lakh
- Machines installed
- Financial help from Kodakara Block Panchayat – 5 lakhs (2.85 lakhs for electrification and 2.15 for civil work)
- Ensured procurement of husks.
- Trial run successfully completed

Learnings

- Before starting an industry prior knowledge of mandatory licences are required.
- If we converge with local body it will reduce the financial burden of unit.
- Always better to ensure forward and backward linkage.
- Proper liaison is needed with other Govt institutions (Eg:- KSEB, PCB, Fire & Rescue, Health Dep)
Photos
Bio Med Laboratory

- @Avinissery CDS
- Mathruvany Ayalkootam member Kavitha
- Employed two other persons
- Cost of unit is 9 lakhs
  Working time daily 6.30 AM to 6.30 PM
- Kudumbashree involvement in Technology based enterprise
- Reduced exploitation by private labs.
Photos
Agro Hyper Bazar
Best Convergence Model with Agriculture Department

Pros
• Permanent market for Kudumbashree products.
• Got an understanding about demand.
• No delay in payments for the entrepreneurs
• Kiosks and platforms in established supermarkets and Co-op supermarkets will be more viable than starting own supermarkets.

Cons
• Difficult to refill racks.
• Difficult to manage due to the lack of a permanent management system.
• Inaccessible for products which doesn’t have any uniform coding and packing.
Convergence with KSFE
4 Kudumbashree units made 15316 umbrella’s for KSFE Ponnonachitti.

Pros
- Large market.
- Got confidence for taking bulk orders.
- Timely delivery of product improves our reputation

Cons
- Underestimated the strength of groups for assigning bulk orders.
9000 കരയിൽ കല്യാണം

ഭൂതി : കേരളം

മൂന്നാം പ്രധാനപ്രവാഹം നടക്കുന്നതു പോലെ, 9000 കരക്കുറിപ്പിൽ കല്യാണം നടക്കുന്നതു പോലെ മൂന്നാം പ്രധാനപ്രവാഹം. 9000 കരക്കുറിപ്പിൽ കല്യാണം നടക്കുന്നതു പോലെ മൂന്നാം പ്രധാനപ്രവാഹം

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236.32 ചതുരാമായ ആളുകൾ നടത്തുന്ന പ്രശസ്തക്കാര്യം നടത്തുന്ന പ്രശസ്തക്കാര്യം.

21,26,880 ചതുരാമായ ആളുകൾ നടത്തുന്ന പ്രശസ്തക്കാര്യം നടത്തുന്ന പ്രശസ്തക്കാര്യം.

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Food safety Campaign
Organized 1 District level & 9 block level food safety orientation workshop in association with Food Safety Department.

Pros
- Awareness improves quality.
- Created awareness on procedures for registration and licences
- Simple tips helps to find adulteration in Raw materials

Cons
- Realization that units are still unaware about statutory licences.
Office Mela
District Collectorate on 5th July 2018

Pros
• Good accessibility from employees.
• Understood about the demand of products.
• If we have modest packing and branding, we need not search for markets.

Cons
• Due to lack of space couldn’t include more units.
• Couldn’t stock products.
• Unable to understand the market.
GENDER DEVELOPMENT

മൃദുകൂട്ട

വിവിധതയിലെ മേഖലകളിലെ ഏതാണ്ടും വിവിധ സമവാസസ്ഥിതികൾ നടത്തുന്ന അന്തരീക്ഷത്തിൽ അതിന്റെ മൂല്യം കണക്കാക്കാൻ.
സന്ധായി

കൃഷികാലത്തിന്റെക്കുറയുന്നവ എതിർപ്പള്ളി

വെള്ള തടങ്ങുന്നതോടെയാണ് മാറ്റണം ലഭിക്കുന്നത്

കിഴക്കു കബിലകാലത്തും വടക്കു കബിലകാലത്തും മാറ്റുന്നതും സാംസ്കാരിക മാറ്റങ്ങളുമാണ്.
മൊബീലിയന്

- തെറിയുന്നതും ആവശ്യമായ പോവാതിരിക്കുന്നു
- തെറിയുന്നതും അത്

- രാജ്യത്തിന്റെ സ്വയംഭും
- പരസ്പരായുധികൽ
- മൊബീലിയന്

- ജനങ്ങളുടെ
- കാര്യങ്ങളുടെ
അടിക്കെട്ട്

കുടിമെടുക്കൽ എന്നതായി
ക്ഷേത്രസൃഷ്ടി എന്നതാണ്
ഇതിന്റെ ശാസ്ത്രീയ
നാമം।

മാദ്യക്കാലത്തെ മാത്രമുണ്ടെങ്കിൽ
എന്നിരുന്നു വാഴുക
മാദ്യക്കാലത്തെ മാത്രമുണ്ടെങ്കിൽ
ക്ഷേത്രസൃഷ്ടി.
മറഞ്ഞ സമയത്തിന്റെ പ്രകാരം ആയിരുന്നു പ്രജാപാഠപ്പെട്ടതെന്നു കരുതും പ്രകാരം പ്രജാപാഠപ്പെട്ടതെന്നു കരുതും പ്രജാപാഠപ്പെട്ടതെന്നു കരുതും.
Football, Volleyball and Basket ball team
Tribal Volleyball Team
Athirappilly, Varandirappilly and Puthur
അടിശേഷം

ആശാരി
Vigilant group

Convergence

Nirbhaya Volunteers-Home Department

• 50 Nos -and total amount received from Home Department): 525000
VARIETY OF RICES

- Alathoor Rice
- Nadathara Rice
- Vayal Rice
- Madakkathara Rice
- Varavoor Rice
- Machad Matta
- Pariyaram Rice
- Karlam Rice
Learnings from Rice

• Cloth bag is not suitable for rice, Plastic bag is more suitable
• Cloth bag rate is 20/-, Plastic bag rate is 8/-
• Rice expiry date is 3 month
• Rate of the rice (Rs. 60/-) is very high because of high procuring, processing and bag charges
• In Thrissur district Mill cost is very high
• Our next solution is establish a rice producer company
• Presently the rice was sold through the exhibition stalls, Agro bazzar, Supermarket and Porridge stall
Passion fruit cultivation
1776 individuals, 4029 cent
PASSION FRUIT VALUE ADDITION
Learnings

• In Thrissur district SN puram cds was declared Passion fruit Village
• Thrissur district started Passion fruit value addition units (Mithra of Nadathara) sales through nattuchandha and Agro bazzar and nano markets
• Need more marketing outlets.
MANJALVANAM HARVESTING
INAUGURATION – Hon.Minister Prof. Raveendrannadh
CDS - Alagappanagar
JLG - Anaswara, Acre - 2
MANJALVANAM 19 ACRE
Learnings

• Variety of seed – Prathibha
• Curcumin content is high so that the marketing feasibility is more
• Marketing tie up with Labour co operative society
• Seeds demand is very high cultivation is expanded to all other blocks
Meat processing unit
KAIPAMANGALAM
Learnings

• The unit didn’t get any assistance from Kudumbashree
• Now the unit is working on accepting orders from local customers only.
• Fresh meat demand is high but for marketing expansion they need Cold storage van facility and thus they can improve their income.
Thank You............