Press Release

23 July 2024

**LSGD Minister performs the State Level Inauguration of Kudumbashree's 'Nirapolima' & 'Onakani' Projects**

\* 'Nirapolima' for Flower Cultivation

\* 'Onakani' for toxin free vegetables

\* New livelihood opportunity for Kudumbashree JLG members

Thiruvananthapuram: Shri. M. B Rajesh, Minister, Local Self Government Department, Excise Department & Parliamentary Affairs Department, Government of Kerala performed the State Level Inauguration of Kudumbashree's 'Nirapolima' Project & 'Onakani' Project at Anamukham Ward, Perumkadavila Panchayath, Thiruvananthapuram. The Minister inaugurated the projects by planting brinjal and chrysanthemum plants in the fields of Anjana JLG, Anamukham ward, Perumkadavila. The Minister said that the objective of these two projects is to deliver good quality vegetables and flowers to the natives during onam season and thereby provide livelihood to women. These projects will help Kudumbashree women to make maximum out of onam markets. The Minister also wished that may this onam be colourful with the flowers of Kudumbashree's 'Nirapolima' Project and prosperous with the vegetables of Kudumbashree's 'Onakani' Project.

Kudumbashree is already active in agriculture. There are 3,92,682 members in 84,327 JLGs active in agriculture and 17,635 hectares of land is made cultivable, under Kudumbashree. Bank loans are ensured for those cultivated in a minimum of 25 cents and above. If the loan is repaid on time, Interest Subsidy and Incentive is given. In Organic Farming more than 10% is given as incentive. Rs 4,42,54,417 was given as incentive and Rs 4,40,31,587 was given as Interest Subsidy during 2023-24. The Minister added.

The Minister said that Kudumbashree is the name of the great movement that changed the fate of women's society in Kerala. Kudumbashree brought about 50 lakh women from kitchens to the mainstream of the society. Before Kudumbashree was launched, we could not have imagined this much of a women audience in any programmes. Kudumbashree made possible the financial, social and political empowerment of women. It increased the status of women in the family and society.  He added.

As part of the 'Nirapolima' Project, the Kudumbashree farmers' groups will start flower cultivation. At present 3350 farmer groups (Joint Liability Groups-JLGs) are active in floriculture in 1250 acres. This project will be implemented targeting the Onam market only. Nirapolima' aims to cultivate at least one thousand acres of Chrysanthemum, Jasmine, Marigold and Globe Amaranth (Vadamulla), which are in high demand in the Onam market. Kudumbashree is giving a Revolving Fund of Rs 10,000 for flower cultivation in 1 acre of land.

Whereas, 'Onakani 2024', the Intensive Agriculture Project will produce non-toxic vegetables. This scheme is conceived with the objective of providing vegetables to the consumers throughout the year. As part of this, 6000 acres of land will be cultivated this year with peas, bitter gourd, lady's finger, snake gourd, banana, spinach, yam, tomato, brinjal, moringa, mango and chilli. The agricultural produce will be delivered directly to the public market by the farmers, eliminating the middlemen to provide better income to the farmers. At present, under Kudumbashree, 11298 farmer groups are cultivating various types of vegetables.

It is estimated that a total of 25,000 women farmers across the state will be able to provide a better livelihood out of which 20,000 will be provided through the intensive agriculture scheme and 5,000 through flower cultivation. Both the schemes are to provide more employment opportunities to women farmers under Kudumbashree.

Kudumbashree will provide support including technical assistance to farmers to increase production. Maximum marketing channels will be set. Kudumbashree intends to attract more farmers to this region and expand flower farming to more areas in the coming years as they get better returns. Achieving self-sufficiency in vegetable production for domestic consumption is also an important objective. Kudumbashree's support will be made available to ensure better production and marketability of products. Apart from special occasions like Onam, Christmas, Vishu and Ramzan, all the marketing fairs organized under the auspices of Kudumbashree will also provide an opportunity to deliver and market agricultural products.

Shri. C.K Hareendran MLA presided over the function. Adv. D. Suresh Kumar, President, District Panchayat delivered the keynote address. Dr. Shanavas S, Programme Officer Kudumbashree explained the project. Shri. S Surendran, President, Perumkadavila Gram Panchayat welcomed the gathering and Shri. Ramesh G, District Mission Coordinator, Kudumbashree Thiruvananthapuram Mission delivered the vote of thanks. Shri. V.S Binu, Member, Thiruvananthapuram District Panchayat, Ms. S. Bindu, Vice President, Perumkadavila Grama Panchayat, Shri. Kanakkod Balaraj, Chairman, Infrastructure Standing Committee, Perumkadavila Grama Panchayath, Ms Geetha Nazeer, member, kudumbashree Governing Body, Member Thiruvananthapuram District Panchayat, Adv. Smitha Sundaresan, Member Kudumbashree Governing Body, President, Varkala Block Panchayat, Ms. Manjusha Jayan, Chairperson, Welfare standing Committee, Perumkadavila Grama Panchayath, Shri. K Rejikumar, Chairman, Health Education Standing Committee, Perumkadavila Grama Panchayat, Ms. R Snehalatha, Ward Member, Perumkadavila Grama Panchayat, Ms.Dhanya P Nair, Ward Member, Perumkadavila Grama Panchayat, Shri. Kakkanam Madhu, Ward Member, Perumkadavila Grama Panchayat, Shri. Jayachandran  K. S, Ward Member, Perumkadavila Grama Panchayat, Ms Vimala M, Ward Member, Perumkadavila Grama Panchayat, Ms. Sachithra V A, Ward Member, Perumkadavila Grama Panchayat, Shri. S S Sreerag, Ward Member, Perumkadavila Grama Panchayat, Shri. A. Harin Bose, President, Perumkadavila Grama Panchayat, Ms. Mary Latha, Agriculture Officer, Perumkadavila Grama Panchayat, Shri. Robert T, Member Secretary, Perumkadavila Kudumbashree CDS, Ms. Sachithra C S, Chairperson, Perumkadavila Kudumbashree CDS and State-District Mission officials also became part of the programme.

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