



A blistering innovation from the unexplored

Wayanad is one of the major districts in Kerala which possess the abundance of bamboo forest and having a large number of artisans earning a livelihood through bamboo craft business. Puthuma Bamboo Craft unit is one of such unit and could be considered as one of the most successful of its kind, under the Kudumbashree Mission, Wayanad. This unit was started on 13 November 2008 with 20 members of Soubhagya NHG of Ward 1 of Pozhuthana Panchayath of Wayanad District. The ward member showed them a path to this business. Now, the unit includes 10 members Jameela, Raji, Jesna P.U, Shehna, Reetha, Sajira, Jesna.C, Vineetha, Sheeba and Rahila. These people hail from different cultural backgrounds and work on the same platform irrespective of their caste and creed.

At the earlier stage, they occupied a rented building. But now they are provided a new building owned by Kalpetta Block Panchayath. The unit availed an amount of Rs 3 lakhs from Kerala Grameen Bank, Pozhuthana and Rural Micro Enterprises subsidy of Rs 1 lakh from Kudumbashree Mission.

Along with the Kudumbashree Mission, a non-governmental organization (NGO) named 'Uravu' imparted training to the beneficiaries and also provided them marketing support. Bamboo, the 'green gold' was the main raw material which the unit procured from Uravu and they are making the products as they get orders from Uravu. The unit members are paid by the piece-rate system. The products include Bamboo baskets, flower holder, jewellery box, pen, tray, spice box etc

and are featured in the e-commerce portal of Kudumbashree (www. kudumbashreebazaar.com). The annual turnover of the unit is approximately Rs. 5 lakhs.

Reason for your success?

We believe that hard work, self-confidence and unity in the work are the reason for the success of our venture.

Challenges Faced?

Financial instability, shortage of raw materials and the dust allergy are the challenge we had to face while running our unit.

Turning Point in Business?

Kudumbashree Mission had provided Rural Micro Enterprises subsidy of Rs 1 lakh during the very crucial time of our business and it turned out to be the turning point in our business.

Future Plans/ambitions?

We have plan to expand the business to the next level in the nearby future by trying new marketing strategies.

Most Happy Moment?

We had gone for a tour with the earnings we had from this business. It was the happiest moment in our life.

Message to aspiring women?

Build a team with the same dream.

- Received award for the best stall during Kudumbashree 16th anniversary celebrations (2014)
- Received 3rd prize in the BCDC Expo, organized by KSBCDC at Thrissur in the year 2013
- Received award for the best ME unit from Pozhuthana Gramapanchayath

Ananthu

