

» Kudumbashree Chicken Launched



Kudumbashree Chicken, the broiler chicken nurturing programme initiated by Kudumbashree Mission in association with Government of Kerala, Animal Husbandry Department & KEPCO was launched by Dr T.M Thomas Issac, Minister of Finance, Government of Kerala at Kanakakunnu Palace, Thiruvananthapuram on 8 November 2017. "It's the continuation of the timely intervention of Kudumbashree Mission in Agriculture and Animal Husbandry Sector" Minister said.

"Kudumbashree Mission had always ensured the participation of women from all sectors of the society and had played a major role in the social upliftment of the women who were sidelined in the society." He added.

Through this programme Kudumbashree envisions the self sufficiency of the state by producing milk, eggs and meat of our own. It is planned to start 5000 Kudumbashree units that could nurture broiler chicken. 1000 units will be started very soon and about 274 units are already prepared to launch.

The launch of the convergence programme of Kudumbashree and Animal Husbandry Department and the distribution of the revolving fund was inaugurated by Adv.K Raju, Minister of Animal Husbandry and Dairy Development, Government of Kerala.

The logo of ' Bhakshya Suraksha Bhavanam' programme was launched by Dr K.T Jaleel, Minister of Local Self Government Department, Government of Kerala. The programme envisages to cultivate the vegetables of one's own through Kudumbashree and NHGs. Seeds and training will be given to the common women who will become part of the programme. So far, 6 lakh families had received seeds and training for the same.

Shri.K.Muraleedharan MLA presided over the function. Shri.S.Harikishore IAS, Executive Director, Kudumbashree Mission welcomed the gathering and Dr Vinod John, Managing Director, KEPCO extended vote of thanks. Shri N.N Sasi, Director, Animal Husbandry Department, Adv. V.K.Prasanth, Mayor, Thiruvananthapuram Corporation, Shri. V.K.Madhu, District Panchayath President, Shri.Anil.X, Secretary, Animal Husbandry Department, Ms.J. Chinchurani, Chairperson, KEPCO, Shri.Rajan, Ward Counsellor, Palayam, Shri.K.K Jayaraj, Additional Secretary, Animal Husbandry Department, Shri S. Rajendran, District Animal Welfare Officer and Dr.K Shaiju, District Mission Coordinator, Kudumbashree Thiruvananthapuram District Mission also attended the function.

» 38 Tribal youth in Attappady get Job placement through DDU-GKY



Thirty Eight tribal youth in Attappady get Job placement through Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY). The programme made its interventions in Attappady Tribal areas from 29 May 2017 onwards. The project aims at the social and economic uplift of them.

70 people had joined in 2 trades like Assistant plumber and Domestic Electrician. 64 out of them had completed skill training. 26 out of them completed their training in plumbing and 12 of them in Electrician trade. Training was also given on soft skills, English and computer skills etc. The classes were completed in 104 working days. The courses are accredited by National Council for Vocational Training.

As per the Standard Operating Procedure of DDU-GKY programme, 832 hours of training was given in electrician trade and 695 hours of training in Plumbing Trade. The training of the second batch of students was also started. The training was being conducted at Kerala Institute of Local Administration at Agaly, Attappady.

Kudumbashree envisages to give training to 52000 rural youth from 2016 to 2019 through DDU-GKY. Training had been given training in 55 job sectors through DDU-GKY. So far, 20,493 people had received job training and 14,458 had got job placements. It is for the first time that Kudumbashree is giving skill training in tribal areas.

» Kudumbashree launches Photography Competition - 'Kudumbashree oru Nerchithram'



For motivating the aspiring photographers and to propagate the activities of Kudumbashree Mission through photographs, Kudumbashree Mission launched 'Kudumbashree oru Nerchithram' Photography Competition. Kudumbashree Mission which envisions at eradicating poverty through women in Kerala had successfully completed 19 revolutionary years.

The contestants should submit photographs that would reflect the various activities of Kudumbashree Mission. The entries should reach Kudumbashree Mission office on or before 5 PM, 25 November 2017. The jury comprising of renowned photographers and officials of Kudumbashree Mission will select the winner. The Award for the Best Photographer will be Rs 20,000. The second prize and third prize will be Rs 10,000 and Rs 5000 respectively. Rs 1000 each will be issued for 10 entries as consolation prizes. Free subscription of Kudumbashree Magazine for one year will be given to selected 50 people.

Entries may be sent to the mail id kudumbashreecontest@gmail.com or may be sent in CD Format to the address, PRO, Kudumbashree State Mission Office, 2nd Floor, TRIDA Rehabilitation Building, Medical college P.O, Thiruvananthapuram-695011. The name, address, e-mail id and contact number should be mentioned alongwith. A short note on the photograph should be attached along with. More details of the notification is available at Kudumbashree Website-www.kudumbashree.org

» Cafe Kudumbashree stalls at T20 Cricket Match venue won hearts



Cafe Kudumbashree stalls set up at Greenfield Stadium during T20 Cricket Match on 7 November 2017 won hearts. 40 count-

ers were opened by Kudumbashree women at the venue under the leadership of 25 units from Trivandrum and other districts. 16 units were from Trivandrum and the rest from the districts like Kannur, Ernakulam, Kottayam, Alappuzha and kottayam. Cuisines from Travancore, Kochi and Malabar were served. The cafe Kudumbashree units offered snacks, fresh juice and steamed snacks. The food was cooked under the leadership of 150 women at the central kitchens set up at Sreekaryam and Kazhakoottam. The cuisines offered at the stalls were of high demand and it added more energy to the Cricket lovers.

» Kudumbashree Women wins hearts sharing their success stories

Kudumbashree Women made scintillating performance by sharing their incomparable yet inspiring success stories at a programme organised by Kerala Academy for Skills Excellence (KASE) associating with Kudumbashree Mission and Industry Training Department at Mascot Hotel Thiruvananthapuram on 9 November 2017.

4 Kudumbashree Women who had 'harvested' success by starting Micro Enterprise units shared their experiences during the programme. Smt J. Sandhya of K.M food products, Attingal, Smt M.V Bhageerathi of Ammu Food products, Palakkad, Smt. Bindu Aji of Animal birth Control unit, Pathanamthitta and Smt Sindhu Balan of Kudumbashree Matrimony, Thrissur shared their experiences of overcoming the hurdles they faced while attempting an innovative initiative and how they became successful entrepreneurs

today. These 4 women had become the centre of attraction of the programme.

The programme was conducted in connection with the National Entrepreneurship Day Celebrations and was inaugurated by Shri T.P Ramakrishnan, Minister for Labour, Government of Kerala, Shri. Tom Jose IAS, Additional Chief Secretary, Labour and Skills, Government of Kerala, Shri. S. Harikishore IAS, Executive Director, Kudumbashree Mission, Dr. Sreeram Venkitaraman IAS, Director, Kerala Academy for Skills Excellence, Shri M.A George Francis, Joint Director, Employment Department, Shri P.K Madhavan, Additional Director, Industry Training Department also attended the programme. Praveen Parameswar, CEO, Thoughts Academy, emerging Organization Development Strategist was the moderator of the programme.

» Transgenders Juice Counters attracts many

The Juice centre put up by transgenders at 'Kozhikkodan Ruchikkoot' Cafe Kudumbashree food fest held at Kozhikode beach from 3-12 November 2017 attracts many. Kudumbashree had formed special NHGs for finding livelihoods for them. Kudumbashree Kozhikode District Mission had given them training on ethnic juice making with the help of Kudumbashree training institution. Satheesh alias Monisha, Jacky alias Jasmine, Shamsu alias Shamna are the micro en-

trepreneurs behind the juice stall. The honey berry juice, green berry, carrot berry, beet berry, musambi, orange and pineapple juices prepared by them are of high demand at the food fest. The food lovers of Kozhikode is giving a warm welcome and good support to them. Kudumbashree Mission is feeling content in helping them to find a space of their own in the society. By helping them finding livelihoods of their own Kudumbashree envisions the upliftment of transgenders in the society.