



## Kudumbashree Mission to partner with the Fourth Edition of Kochi Muziris Biennale

Kudumbashree Mission will partner with the fourth edition of Kochi Muziris Biennale which is proposed to be held at Fort Kochi from 12 December 2018 to 29 March 2018. The MoU regarding the same has been signed between Shri. S. Harikishore Executive Director, Kudumbashree Mission and Shri. Bose Krishnamachari, President, Muziris Biennale Foundation in the presence of Shri. A.C Moideen, Minister for Local Self Governments, Government of Kerala at Minsister's Chamber on 3 December 2018.

Kudumbashree will be the major food partner of the event. In addition to the Kudumbashree food court, the manufacturing and sale of handicraft products made

by Kudumbashree workers would also be arranged at Cabral Yard, the main venue of the event. The talents of the Kudumbashree workers, including their artistic skills, will be exhibited during the event. A total of 20 units of Cafe Kudumbashree will serve mouth watering cuisines from Travancore- Kochi-Malabar areas through the Kudumbashree food courts. A video on Kudumbashree Mission will be played at the venue on daily basis. 'Varayude Penma', the unique art outreach initiative, which gave positive reviews in the previous edition of Kochi Muziris Biennale will be conducted in this edition too. A seminar on Women Empowerment led by Kudumbashree Mission's Gender wing would be

arranged during the event. A play by Rangashree, the community theater group of Kudumbashree Mission would also be staged during the Kochi Muziris Biennale. Fourth edition of Kochi Muziris Biennale would be led by its first woman curator Smt. Anita Dube and over 50% of the participating artists would be women.

Shri. K P Anil, Private Secretary to Minister, LSGD, Shri. Santhosh Kumar, Assistant Private Secretary, Shri. V Sunil, Secretary, Kochi Biennale Foundation, Shri. Bony Thomas, Treasurer, Shri. S. Rajendran Nair, Development Officer, Smt. E. Priya, State Assistant Programme Manager, Kudumbashree were also present at the function.

## Nano Market hits Kottakkal Municipality



Marketing is the key component for the success of any enterprise. Kudumbashree have already developed a brand image in the minds of common people that the products from Kudumbashree are pure and is of best quality. Low market penetration and tough competition from the products and marketing strategies of large scale enterprises was posing a challenge to Kudumbashree products. It is as a solution to this issue, that Nano Markets were launched. In Nano Markets, Kudumbashree products are positioned in par with its near competitors.

Kottakkal Municipality Community Development Society has launched the Nano market at Municipal office with the intention of promoting the market opportunities of Kudumbashree products, to provide a constant income for NULM entrepreneurs, create local demands and provide permanent outlets, increase market visibility and reinforce the brand of Kudumbashree products in the minds of local customers. Kudumbashree Nano Market is installed in the front office of Kottakkal Municipality with the full support of Kottakkal Municipal council. The location is very much suitable to exhibit and promote sales of Kudumbashree products. Variety of curry powders of Kusumam Unit and Soparnika SHG, Pickles of Santhwanam SHG, Powders and dried chilly of Chaithanya SHG, Handmade Chocolates and cakes of Theertha SHG units of Kottakkal are now selling their products through Nano Market. Rs. 750 is the average sales recorded per day. The stock register and sales register are maintained by Community Development Societies(CDS) and entrepreneurs would get their payments after 15 days. CDS will get 5-10% commission on the basis of the recorded sales.

## Arishree Rice launched



Arishree Rice, produced from the paddy harvested in fallow lands was formally launched by Dr.T M Thomas Issac, Minister of Finance, Government of Kerala at Milan Ground, Kasaragod on 25 November 2018. Mazhapolima was the fallow less village

campaign conducted in 37 CDS of Kudumbashree Kasaragod District Mission as a part of Mahila Kisan Sashaktikaran Pariyojana (MKSP) farm livelihood Programme. There were 235 acres of fallow land cultivated in pancha-mundakam season. 134 Joint Liability Groups under different Kudumbashree units have cultivated various varieties of paddy including pancha, mundakan with the support of gramapanchayth and Agriculture department.

Mazha polima Best CDS Award instituted by Kudumbashree Kasaragod District Mission was presented to Meenja, Karaduka , Kinanur Karinthalam and Kanchagad CDS. Winners of the Mazhapolima District Photography Competition- Mr.Rajesh O.K (First Place), Mr.Deepash Puthya purayil (Second Place) and Mr. Surandran Madikai (Third place ) were also honoured at the function.

## Kudumbashree School Second Phase starts all across Kerala

The second phase of Kudumbashree School has been started in all districts across Kerala from 1 December 2018. Over 43 lakh Kudumbashree NHG members from 2.77 Lakh Neighbourhood Groups will become part of the Second phase of Kudumbashree School.

Kudumbashree School is the informal education programme which is executed coordinating with the NHGs which envisages to improve the intellectual quality of common women. Kudumbashree School training programme was launched last year to create awareness among the Kudumbashree NHG members about their social responsibilities and improve their standard of living through knowledge.

The classes will be conducted for a period of 7 weeks where each NHG member should spend 2 hours weekly. There will be a master trainer at the ADS (Area Development Society) level who will facilitate classes at ward level. One master trainer at ADS level will facilitate classes in 7 NHGs. There will be two master trainers, if there are more than seven NHGs in a ward. Six topics will be present before the members and over 43000 resource persons will be handling the classes at NHG level. Disaster Management and Family Financial management are the two important subjects included in the second phase of Kudumbashree School. After these sessions each



family should prepare a disaster management plan and financial plan for reduce disaster situations and improve their standard of living. Each class of the Kudumbashree School will be monitored through a special designed mobile application.

Kudumbashree School aims at the personality development and social, cultural, educational empowerment of women. The first phase of Kudumbashree School was officially launched by Shri. Pinarayi Vijayan, Chief Minister, Government of Kerala on 21 October 2017.

## Snehitha Counselling Centre opened at Town Police Station of Kannur District

As part of the expansion of the Snehitha services, a Counselling Centre was opened in collaboration with the Police Department at Kannur district. The newly opened Snehitha counselling centre is working with all facilities at the campus of the Kannur Town Police Station. The services of Snehitha counsellor would be available on every Saturdays from 10 AM to 1 PM. So far 17 cases were reported from the police reference.

Cases relating to the women and children are directly referred to Snehitha Counselling Centre for counselling and guidance. Through the establishment of the Counselling Centre, cases and short stay services are directly reported to Snehitha. In such situations, Snehitha provides counseling and immediate follow ups. Students are also availing counselling services from Snehitha. The reported cases are mainly related to behavioural problems, family issues and study related problems of children. The centre started working when Mr.Sreejith Koderi, Town Sub Inspector inaugurated the same on 28 July 2018. The details of the project were explained during the inaugural programme.



Apart from this, various programmes had been conducted for children by the Snehitha counselling centre and town police station. The main aim of these activities is to construct a child friendly society, extending counselling activities to nearby schools. In association with Kannur town police station, Snehitha had conducted several programmes for student police cadets as well. In connection with the World Mental Health day, a seminar on the topic 'Youth Mental Health' was conducted for Student Police Cadets (SPC) in convergence with Town

Police Station Kannur on 10 October 2018 and a total of 40 students participated in the seminar. Snehitha had also organised 'Kerala piravi' Quiz competition for high school students, in which 55 students had participated. These programmes helped Snehitha to reach their activities to the society in a different way.

Snehitha Gender help desk is a 24 hours working system under Kudumbashree mission. The main aim of the centre is to provide help and support to those women and children who are in distress and provide voice for their issues and concerns, also to prevent, protect and prevail over domestic violence through advocacy, empowerment and social change. Snehitha is facilitating its services with the convergence of other like minded agencies like legal service authority, police department, Child Welfare Committee (CWC), NGOs and other Government departments. Snehitha is working on the principle of convergence, which is followed by a close interface and collaboration with the service providers and counselors.