



## Kudumbashree for 'designer mask' production

The details about cotton mask production by Kudumbashree tailoring units as part of countering activities against COVID - 19 was well explained in 'Making an Impact' Article-206 and the details of the progress of the mask production was elaborated in 'Making an Impact' Article-217. Through the 306 Kudumbashree tailoring units across the state, around 32 lakh cotton masks have been produced so far. The activity which was started on 15 March 2020, is ongoing even now. As a precautionary measure against COVID -19, Government has made

it mandatory for the public to wear the face masks. So, we are trying to make use of the opportunities in this sector by making different types of cotton masks.

We are planning to make designer masks according to the taste of people of different age groups. It is planned to produce masks for all categories like children and elderly and bring the same to the market. In the first phase, through the Kerala State Institute of Design (KSID) @ Kollam, the prestigious design institute under the



Government of Kerala, one and a half month long training would be given to the 50 selected Kudumbashree women from the Apparel parks in Kollam district. The training would be given in 5 batches of 10 members each. The selected members had already been given General Orientation Training.

Masks in special designs would be produced for students. For corporate houses and other institutions, custom made masks would be produced. They will be given option to choose the raw

materials, design and finish of their choice, if there's bulk order. Training would be given for producing masks in small, medium, big sizes using cotton, linen and synthetic cloth. It is part of our effort to realise and make maximum use of the opportunity, that we are stepping into the production of Designer Masks. This programme would be extended to all districts soon. Hope the entrepreneurs may be able to complete the training effectively, start making designer masks and take the same to the market very soon.