



## Aadhi Umbrellas from Aralam (Kannur District)

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In today's article, let me explain about an activity being carried out in Kannur district. Our Kannur district team implemented the idea of branding and marketing the umbrellas produced by tribal families. Umbrellas produced by Kudumbashree micro entrepreneurs from the tribal resettlement area of Aralam Farm of Kannur District is now available in the market in the brand name 'Aadhi Umbrellas'. Intensive training was given on umbrella making to 28 tribal

women from the tribal resettlement area of Aralam Farm under the leadership of Kannur District team. They were provided with umbrella making kits as well. They formed two micro enterprise units and got it registered in the Kudumbashree CDS. In the first phase, these units have taken up the aim of manufacturing 5000 umbrellas for the market. They aim to sell 21 types of umbrellas in the brand name 'Aadhi Umbrellas' through the Kudumbashree network. The printed umbrella is priced at Rs 345/- and the three fold black umbrella is priced at Rs 325/-, whereas Rs 335 is the unit cost for the multicolour umbrella. 'Nila' and Lotus', the micro enterprise units

follow the general procedure followed in umbrella manufacturing. They buy the umbrella making kit from the market, assemble the umbrellas at their homes and bring the same to the market.

Through this enterprise activity, the Kannur District Mission aims at facilitating the tribal families (who are into daily wage based labour

works) to get an additional income during this crisis period. Wishing good luck for the marketing of 'Aadhi Umbrellas', which is a new enterprise in tribal sector, making umbrellas. Those who wish to buy umbrellas may contact in the following numbers: 04902953006, 9645183673.