

REPORT

Report of the field visits to micro enterprises, ADS meeting, ASHRAYA and JLG unit

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Report submitted to :

Kudumbasree state mission

Submitted by:

Mr. Maneesh Manuel

PMAY- Social Development Specialist.

Koothattukulam and Piravam Municipality

District : Ernakulam

1. REPORT OF NHG MEETING PARTICIPATION

As on 04/08/2017 I have participated in the ADS meeting of 4th ward in the koothattukulam municipality which held in the municipal auditorium near by the municipal office .Instead of NHG meeting I got the opportunity to participate in the ADS meeting because the NHGs normally conduct their meeting in Sundays. The AmbalambhagamADS meeting started with a prayer and the ADS chairperson Smt.Suma chaired in the meeting. Sheaddresses the gathering and remembered all the members to present all the factual data such as thrift collection, Loan allocation arrears in the Loan by the members. Then the secretary presented the last meeting minutes for their approval. Then the auditor of the group has started collect the accounts from each NHG group representatives. Some of the ADS members reported to the meeting that a few of the NHG members made arrears in loan repayment. Then the president warned the participants toavoid such drawbacks. Another representative reported that in their last NHG meeting the secretary didn't participate therefore they couldn't enter the details of their thrift collection and loan repayment. As a result to thatreport, the ADS unanimously decided to start a fine system on such people who make mistakes .They disbursed the meeting with the national anthem

The meeting was a good experience to me as a new comer in this KUDUMBASREE fraternity. As a participant I observed all the steps that they have followed in the meeting. I noticed their unity in making decision and I reported the same to them. ThenI understood that the ADS was selected as the best one in the municipality last year.As a member of kudumbasree organisationI felt the system of kudumbasree plays a vital role in joining people with various interests together to one goal. Subsequently I found that though the chitchatting may reduce the tension among the participants, majority of the meeting time was consumed by such activities.



2. MICRO ENTERPRICE

2.1: MUNICIPAL CANTEEN

Koothatukulam municipality has a well running canteen organized by the Kudumbasree members. The entrepreneurs are the former CDS members. The 5 members of the group maintained a good administrative system for the high-quality running of the mission. They elected one member as the president and another as the secretary to the group. The system they followed for the functioning of the canteen is, the members who are present in a day can share the profit they earn in that day.

As an observer I felt it as a good practice which may help to avoid conflicts among them. As it is open to the public from 9 am to 5.30 pm it is an excellent help to the general public especially the lower income group who came in the municipal office or to the nearby hospitals. They can trust the canteen for high quality food for affordable price.

When I critically evaluate that micro enterprise I felt, they suffer because of the shortage of space. They need spacious room to enlarge their business. Now only a few can come to their hotel at a time. The small space might reduce their profit margin. If they can serve more variety of dishes in the cuisine they can attract more customers and enlarge their enterprise.

2.2 ANUPAMA TAYLORS

ANUPAMA TAYLORS is a tailoring unit functioning in the heart of the koothatukulam town. This micro enterprise unit has started in 2013 by 5 kudumbasree members under JYOTHI kudumbasree NHG unit. Mrs Annie's George leading that group, under her vibrant leadership 5 kudumbasree members made a success in women entrepreneurship. They started with 5 tailoring machines but now they extended the unit to various machines and staffed 5 more other women. Recently they started readymade unit. Multi level marketing system has followed by the members to sell their products such as door to door delivery, exhibitions and mouth publicity.

During the visit I wondered because of the growth and reputation they achieved with that business. In fact they are good examples to the other members in making life successful through kudumbasree. Now they turned from unemployed women to employers to a number of other marginalized women.

Even though it can be shown to the public as a successful kudumbasree microenterprise, they do not exhibit the role of kudumbasree in their success. We cannot trace anything there to find out the relation with the entrepreneurs and kudumbasree. The CDS said to us that the group is not willing to show the name of kudumbasree in their name board.

3. JLG unit

As part of my field visits and learning I have visited a plantain farm organized by the Ambalabhagam NHG unit. With the help of Kudumbasree mission and Kuthattukulam municipality, the NHG group members farming plantains for the last six years. The kudumbasree mission and Agricultural department help them to produce quality fruits. All of the five members in that group jointly said that the group



can earn not only profit but also a feel good state to the mind. In addition they can serve natural and empoisoned food the family members. They cultivate seasonal vegetables also from that field the farm they got under tenant system and they spent their leisure time productively in the arm. They also face the problem of lack of labourers. So they depend migrant labourers for Manuel labour. They sell their product in a private farmers shop.

4. Ashraya

Name: Vipin Biju

Age: 20

No of family members: 5

Ward: 5

Vipin Biju is a mentally retarded person with 20 years. The parents are daily wager's. And his sisters are students. Because of his ill health the parents cannot go for daily job continuously. There for the family under great pressure on economic insufficiency. Consequently the CDS of this municipality include them into the Asraya Scheme. In relation to it they provide monthly assistance in the form of food grains and other household items.

Festive gifts are also given by the Kudumbasree. As per my understanding the family is assisted by the CDS to a great extent which may reduce the family livelihood burden. But I think some assistance in the form of medical is also need to them.