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REPORT

Introduction

Kudumbashree is the poverty eradication and women empowerment programme implemented by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. Kudumbashree means 'prosperity of the family'. Kudumbashree has a three-tier structure for its women community network, with Neighbourhood Groups (NHGs) at the lowest level, Area Development Societies (ADS) at the middle level, and Community Development Societies (CDS) at the local government level.

As directed by State Mission Office, NULM CMMU team of Maradu Municipality visited CDS office, one LSG representative, one NHG Meeting, two micro enterprises, one JLG and one Asraya beneficiary. The purpose of the visit is to know more about the organization, structure and functions of Kudumbashree.

CDS Office

Maradu CDS consist of 33 ADS and 327 active NHGs which consist of 5296 active members. Maradu CDS Committee has one chairperson, vice chairperson and 4 committee members. Vice chairperson and five subcommittee members are also in charge of Micro Finance, Micro Enterprise, Asraya, JLG and NULM. Met Chairperson and the subcommittee members and collected the base line data of Kudumbashree of Maradu Municipality.

LSG Representative

Had an interaction with 16th division representative Mrs. Sunila Siby who is also the chairperson of the Municipality. She explained about the activities of Kudumbashree in her ward and in the municipality and also updated the status of NULM activities undertaken so far.

NHG Meeting

CMMU team attended the NHG Meeting of Noble NHG in the first division on 05 August 2017. The NHG started on August 2003 and now it has 16 members and a savings of Rs. 283356 in bank. NULM team checked the registers and books maintained by them and also observed the proceedings of the meeting.

Micro Enterprises

As part of the visit, a Yuvashree food product has been visited on 03 August 2017. The enterprises started in 2007 in 32nd division. It was started by 10 young persons (sons of Kudumbashree members) as a small shop which provide food in evening and night. The initial financial assistance was given by Kudumbashree as part of Yuvashree programme. After one year 7 persons left the venture and remained three decided to continue by starting a food production unit. After 5 years they decided to expand the business. They took loan and constructed a building in the space provided to them by mosque. They installed new machineries and equipments for producing food products like chappathis, appam and pathiris. Now they have 17 employees in production and supervision, 5 delivery auto rikshas. They have a turnover of nearly Rs. 10, 00000 and they cater the food requirements of the hotels and workplaces in Ernakulam district. This micro enterprise is functioning really well and the owners are looking forward to expand their business by undertaking marriage functions and other events.

In the 31st division, 5 women of Thriruvonam NHG took a loan of Rs. 50,000 from their NHG and started a small hotel. It is a newly started venture commenced in June 2017. They took a 3.5 cent plot on a rent of Rs. 100 per day and constructed a shed on this plot. They are providing meals in the noon and snacks and tea in the afternoon. They need more assistance and support to erect display boards and to improve the facilities and cleanliness of the hotel.

JLG

In the first division of maradu municipality, 5 women of Harishree NHG took a loan of Rs. 50,000 at 4% interest and started farming. The loan is repayable in 10 months. They took 10 cent of land on rent and cultivated banana and tapioca there. They cultivated vegetables on the terraces of their home. Last year also they undertook farming activities. They are in the hope that they could sell these vegetables during the period of onam and they could repay the amount by selling these products. Lack of space in Maradu municipality is the main problem faced by the JLG groups in this area.

Asraya

Visited an Asraya beneficiary named Parvathy Vellakkattu of 16th division with ADS presidenton 04 August 2017. The beneficiary is 76 years old and she is living alone. She is getting food grains as part of Asraya Programme. She lives in a Single room house which is near the lake. During the rainy season the water get in to her courtyard. So it is necessary to construct a fence on the side of the lake.

Conclusion

These visits were extremely helpful to us in understanding the structure, programmes and activities of Kudumbashree more deeply. It is fervently hoped that these visit would help us in executing various programmes of Kudumbashree in Maradu Municipality more effectively in the future.