

Dr. Praveen C.S
Chief Operating Officer (skills), DDU GK
State Mission, Kudumbashree

Report of field familiarization visits

As part of field familiarization, the recruit has visited different organs of Kudumbashree in Kuzhupilly and Pallipuram GPs on 4th, 5th and 6th of Aug 2017.

1. CDS Kuzhupilly Panchayath, Ernakulam

The recruit has visited CDS in Kuzhupilly GP on 4th Aug 2017, 11 am and met CDS chairperson and accountant along with the Block co-ordinator. After the informal introduction, discussed the statistics and status of NHGs, MEs, Ashraya and JLG in the GP. In between, happened to meet ward member of ward no.3 and discussed the status and problems of KS in GP.

Facts

Kuzhupilly is comparatively a smaller GP than neighbouring GPs with only 13 wards consisting of 126 NHGS with a membership of more than 1200. All together more than 35 MEs are there, out of which only 18 are active. Around 142 Ashraya beneficiaries and 118 JLGs are there. In addition to the regular activities and programme, CDS is in the process of organizing 3 Pre Onam markets in GP.

SWOTs

Strength	Weakness	Opportunities	Threats
Support from ADS	Drop outs	Strong political support	Presence of other SHGs of other organizations
Strong CDS	Inactive MEs		
Suggestion- may provide storage facilities for keeping food items under Ashraya programme			



After that visited a ME near to CDS office, a tailoring and beauty parlour unit. From the response of the entrepreneur, could understand that ME is not running profitably.



2. JLG, ward no 12, Kuzhupilly GP.

Thereafter, visited the cultivated land of JLG in ward no 12. The group has cultivated around 25 cents of land with different variety of vegetables like tapioca, brinjal, etc. they do not sell vegetables instead using it for their own consumption purpose.



Challenge

- ❖ Major challenge facing by JLG groups in this GP is the salinity of water and water logged area which hinders the cultivation to a large extent.

Suggestion

- ❖ May provide saplings with soil filled bags.

3. Punarjani Catering Unit & hotel

This unit consisting of 5 members, which was started functioning in the year 2014. They run a hotel in the GP premises and also undertake catering orders for different functions too. They bought all cooking vessels and utensils with the loan and subsidies and repaid the loan amount a year back itself. Average income per day is Rs.1800/-. They need to pay a monthly rental of Rs. 500/-to the GP. The members worn uniform during their business hours and seems so pleasing and hygienic in preparing and serving food. The recruit has got a warm approach from ME members and ME looks like a profitable one. ME members are happy and satisfied with the business that brought prosperity in their life. There was a good and healthy cohesion among members.



4. *Bapuji Activity group*

It is an activity group under SAF, started functioning in 2007, which was registered as a coconut oil unit now running a grocery shop too. In addition to coconut oil, they produce vinegar from coconut. Their average sales per day is rs.2000/- and need to pay a monthly rental of Rs. 800/-.

One member works as full time employee in the shop who gets Rs. 3000/- for her service and they share the profit equally among themselves. ME's members seem happy and comfortable and have the group feeling and co-operation among themselves.



5. *Jyothis health Club and Gym, Pallipuram GP*

Visited the health and gym for ladies which started functioning in 2013. It's a well-equipped multi gym all modern facilities and trained and enthusiastic trainers. That was a novel and unique initiative of KS CDS Pallipuram GP. At present, an average of 30 trainees are there but not that much profitable as most of the population are from economically backward and fisherman community.



6. *Dhanya industries, Cherai, Pallipuram GP*

The unit was started in 2006. ME is so active, profitable and successfully running their business with their effort and hardwork. They repaid all the loan amount and even bought 2 cents of land and have own building for their unit. For marketing, they seek the help of autorikshaws. They sell the product in different parts of GP and earn an average monthly sales of Rs. 40000-50000/-.



Strength	Weakness	Opportunities	Threats
Committed and active members	Struggling to find money for rolling	Support form CDS	Competition from other companies.
Own building & land	Poor and unattractive packing		Poor follow up
Modern equipments	Lack of professionalism in the name and packing.		
Quality of products	Poor marketing and transport facilities.		
Suggestions			
<ul style="list-style-type: none"> ❖ May extend the expertise to design the packs to MEs. ❖ May suggest MEs to give attractive and modern names to their products. ❖ May ensure the effective follow up of MEs after setting up which can ensure the sustainability of ME. 			

7. Sukrutham NHG, ward no. 3, Kuzhupilly GP

Along with the CDS Chairperson, the recruit attended the NHG meeting on 6th Aug 2017, 3pm. Meeting started with a prayer followed by the welcome speech. Out of 17 members, 12 were present in the meeting. Secretary presented the report of last meeting and annual day celebration of NHG. Members engaged in active discussion on starting JLG and to apply for loan. CDS chairperson informed the members about the decision of last CDS meeting and pre-onam market. Also collected thrift and loan amount from members. The recruit has some interactions with the members and obtained their feedback. Meeting wound up with the thanks giving by one NHG member.



8. Ashraya, Ward no.3, Kuzhipilly GP

The recruit visited an ashraya beneficiary in ward no 3 of Kuzhipilly GP. Family consisting of only two members, mother and daughter. Family lost their bread winner years back itself. Daughter is a separated lady and both lives in a single room house. With the help of neighbours and well-wishers, constructed a latrine and in the process of constructing house allotted by GP. Before getting the benefits from Ashraya, family struggled a lot for their livelihood. They have been receiving all the benefits from Ashraya scheme for the last two years. Both of them expressed their gratitude with all their heart. KS plays an important role in alleviating the sufferings of this poor family.

Observation

Now a days KS become an integral part of decentralized structure of panchayathi raj institutions not only in implementation but also in decision making process too. The major draw back that the recruit found in KS in GPs are the sustainability of MEs. Lack of professionalism in case of products' packing even if the product have better quality than other products that is there in the market. Another important challenge facing by MEs are in the area of marketing and advertising.

Feedback from stake holders

It was a heartfelt experience that the recruit got from the stake holders, they have expressed their fuller satisfaction and gratitude at the service of KS in all the areas of their life especially in Ashraya programme.

Conclusion

The field familiarization visit was really an informative and touching experience for the recruit as it gave lots of insights in to the problems of poor women folk, their determination and commitment. Also helps to have a clear picture of the role of KS plays in the life of rural poor in all aspects.