

REPORT SUBMITTED BY,

Amida Saparya

DPM (MKSP)

Kudumbashree District Mission

Kozhikode

▪ **VISIT TO AYALKOOTTAM**

Visited Aswathi ayalkoottam- neighbourhood group of kudumbashree, ward 3 of CDS Keezhariyoor on 3.9.2017. They used to conduct their weekly meeting on every Thursday at 3:30 pm. The unit was started on 28.6.2008 with 15 members and now running with 11 members, and all of them were present in the meeting. The meeting was presided by Smt. Ajitha Aramana, the president and the report presented by Smt. Bindu, the secretary. Remaining 9 were participated in the discussion.

Even though the unit is not under JLG, they are cultivating vegetables in summer season and intercropping with colocasia, amorphophallus, ginger and turmeric from 2014. Individuals from this unit are engaged in various enterprises, 2 are in pappad making, 2 in goat farming, 2 in stitching clothes and another 1 in soap making with the support of other members. 1 member in the unit is an ASHA worker and conducting classes on health awareness, cleaning etc. May be as a result of this, contagious disease is not yet reported from these families.

➤ **NOTABLE FACTS:**

Upto 2008 they were only house wives spending time by watching tv and with other house works. But after the formation of the unit, they came out of the home and started being a part of the mainstream of the society. And they started finding ways to make money themselves. Technical and financial support from Kudumbashree mission is a great gift for them.

It is a terrible truth that still they are not completely aware or updated about the possibilities to improve their entire social and financial status which are provided by Kudumbashree mission. It reveals that grass root level extension work is not that much efficient in few areas. So I promised them to change this condition and added it is my responsibility too.

- CDS

The activity in Community Development Society, Chekkiad is a model to other units. Through the conversation with Panchayath president Mr. Muhammad Thoduvayil and CDS chairperson Mrs. Mahija, I got a clear picture about their doings with proper co-ordination. There are 206 ayalkoottam units under 15 Area Development Societies with 30 efficiently working joint liability groups. CDS Chekkiyad was selected as the best CDS of the district in Polivu 2017 and this is the first CDS declared under hundred percent home shop scheme. Chakka mahotsavam 2016, established micro enterprises, summer season vegetable cultivation with the support of MNREGA are the outstanding merits of this CDS.

- NOTABLE FACTS:

Co-ordination and co-operation between Kudumbashree extension workers and the local body, proper planning of the activities based on the merits and demerits of the area by the maximum utilization of available resources, efficient communication within the 3 tier framework is the secret of their success. In such a way women empowerment and poverty eradication can be possible to a greater extend.

- VISIT TO MICRO-ENTERPRISE

- Aradhana pooja store is a micro enterprise formed by 5 members of Adwaya ayalkoottam, ward 9 of koyilandy municipality. Members of this neighbour hood group started this move in 2011 with the leadership of Mrs. Nisha. They got financial assistance from Kudumashree mission to start this enterprise and they closed the loan by using their profit. The problem what they are facing now is, the sales will be depends on the seasons. During vruchikam, karkkadakam and other festival seasons they will get good profit but in other months the sale will be less. But still they are satisfied because they had no income of their own till they start this enterprise and now they are confident enough to stay independently.

- A microenterprise- Cityson ladies tailoring unit is running successfully by 3 members of neighbourhood groups in koyilandy municipality with the leadership of Mrs. Shirly from Sooryasree ayalkoottam of ward 1. They started this ME unit in 2009. They got financial assistance from Kudumashree mission to start this enterprise. One of the problem what they are facing now is, they feel difficulty to compete with other such shops who is providing much costly and trendy technologies which attract women consumers. So they are in need of financial support to improve the facilities.

Both these enterprises are located in koyilandy new bus stand building which is under the supervision of koyilandy municipality, so room rent is comparatively less for kudumbashree members which helps to increase their profit.

- ASRAYA BENEFICIARY

Karthiyani Kuzhumbil, ward 2 of Keezhariyoor panchayath is getting support through the scheme Asraya. She is getting support for basic necessities like food, health care, sanitation etc. Food kit is the major support for them. This beneficiary is not married and she is staying with her old aged mother.

- JOINT LIABILITY GROUP

Unarv JLG is one of the active JLGs in Keezhariyoor panchayath. They registered as a JLG in 2014 with 20 members in ward 7. They are renewing affiliation regularly and evaluated by JEVA team. Vegetable cultivation in summer season is their main activity and cultivation is there year round in 1 acre. They have no difficulty in marketing since the products are 100 percent organic and are very demanded. They are able to sell their products from field itself. Assistance from kudumbashree is helping them in the initial stage of every season to prepare the land.