

A report to the Kudumbasree State Mission

Prepared and Submitted By

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Introduction

Kudumbashree, the Kerala State Poverty Eradication Mission was launched on 17th May 1998 and its prime aim to eradicate absolute poverty.

Kudumbashree, a community organization of Neighborhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment. The overall empowerment of women is closely linked to economic empowerment. Women through these NHGs work on a range of issues such as health, nutrition, agriculture, etc. besides income generation activities and seeking micro credit.

I here by reporting the details of SHG, CDS, JLG, ME, and a Ashreya beneficiary in the Wayanad district.

Self Help Group

I have visited a SHG Named **MAHIMA** on 6th Aug 2017, It is a General Ayalkutam in Wayanad District, located in Sulthan Bathery Municipality. This SHG consist of 10 members including president secretary and three volunteers.

Mahima Ayalkootam started on 2nd Feb 2005 the members have very good experience with Kudumbasree they have recently linkage with Bank and they are well experienced with Municipality and their activities, in the meeting they said that they are self developed and became confidence to face a group or speech in front of people they regular participating with kudumbasree and their programmes. All the members are from the financially illiterate before that but now they can able to do all the banking activities and knew different scheme of the bank their loans and kudumbasree schemes. They are actively participating the activities of municipality. In every aspects the members of the Ayalkotam developed. Even though they are not started any venture yet under kudumbasree.

COMMUNITY DEVELOPMENT SOCIETY

I have visited CDS of Sulthan bathery and met CDS chair person Mrs Supriya Anilkumar on 2nd Aug 2017. Every ward has a CDS executive who is elected by the ADS members and CDS charperson has been elected form CDS exicutives.

ADS Members	23
JLG	135
SHGs	510
ST SHGs	78
ME	12
Balasaba	48
Linkage	469
Ashreya (ST)	169

Sulthan Bathery municipality is the newly formed as Municipality and which is focusing on the empowerment of the society in every spear of activities and participating each programmes of the Kudumbasree very actively.

Joint Liability Group

I have visited a joint liability group in poothikkad, vadagaramukk namely Snehapraba. They were started the JLG on 2013, it is very good JLG engaged in the farming activities. Snehapraba started by the Snehadeepam ayalkootam. They are farming Banana, Ginger and Vegetables in 2 acres of land which taken for lease . They are taken loan of Rs 300000 from bank at the rate of 4 percenge. They are very positively looking forward and they said that they supply their crops to every Markets, Onachantha and local market. Even though the products have large demand in the market the production is not met the demanded level.

Micro Enterprises

Sneha detergents and Lotions

This very small ME situated tin Sulthan Bathery . they are well knowledge about the production of detergents and lotions. This ME started jointly by 2 Poor women. They got training under Entrepreneurs Development Programme.

Their products are

1. Hand Wash
2. Sari Shampoo
3. Dish Wash
4. Closet cleaner
5. Tile cleaner
6. Stif and shine
7. Soap Powder

They are well trained to make these all things in their unit by hand. They have good market for their products. They are getting raw materials from Calicut. They said that it is a good profit getting business but they have no more time to go for door to door for supply of their product.

They need working capital of 60000 for every three months out of that they are getting the turnover of Rs 150000 approximately.

In my point of view the products are good quality their problem is Marketing and Branding. Each product have to be labeled and well packed then they can supply it to the shops and reduce the hardness of door to door selling.

Vismaya Bakery

Vismaya bakery is started by Jaya Kudumbasree ayalkootam on Feb 2017. As it is a newly started one it has some problems. 5 members are jointly started the business with 60000 of initial investments, this is very less amount to start a business like bakery. For starting the unit they got revolving fund of 10000 and matching fund of Rs 5000. And remaining fund they get by different loans from personal loans. Even though the starting they don't have much production or demand for their product. Now they are producing Achappam, Kuzhalappam, Avalos unda, Chakka chips, Nuruk, Unniappam, neyyappam and Palappam. The are said that they are getting least profit on their product as they are produces small quantity. Even though their aim is to daily turnover of Rs 10000. And they are working on it.

My findings are

They don't have good bakery infra structure.

They don't have study market demand

Need more working capital for day today activities

They have good experienced member to produce the products

They good Man power to do their works

ASHREYA

I visited a SHREYA beneficiary on 2nd Aug 2017

Name of the beneficiary is Karuppi and the age is 70 (she said)

Karuppi's situation is very pathetic because they are living with her brother and sister in-law and she has no food and good shelter also. She didn't get the food kit last month also. They are having hut in the side of NH and a River. When I visited their hut she begged for food. At that time no one is there in their shelter and she is paralyzed also. Her brother Ravi and his wife went for Natti Pani.

By the conversation with her she requested Land for building a house.

I reported the situation to the CDS for doing favors for her.

Conclusion

This study make me more familiar with Kudumbasree and its different schemes to empower the society especially women. And I understand that as poverty eradication mission we are doing great things to the people especially to women in every angle.