

Kudumbasree

Field Activity Report

Neyyattinkara Municipality

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Activity Report

Introduction: Joined as Social Development Specialist in Prime Minister's AawasYojana in Neyyatinkara Municipality on 1st August 2017. The first week with Kudumbasree and Neyyattinkara Municipality gave ample space for understanding the program and building rapport with the officials and ULB members including the Municipal Chair Person and Municipal Secretary. Besides, it was an exposure to the field, familiarizing the operational areas and the locality. During these days, made a couple of visits to different stakeholders and beneficiaries of Kudumbasree and attended several meetings along with Mr. Sham, City Mission Manager, NULM and Mr. Sreejith, Multy Task Person, NULM. A brief report on the same is given below

1. **Meeting of Neighborhood Group:** Attended an NHG meeting at Uttichalkonam, Akshara NHG on 1st August 2017. The main agenda of the meeting was on an issue created by the NHG Secretary. She tried to dissolve the group by closing the account books of the members and sharing the capital amount among them. The meeting was convened in the presence of CDS Chair Person and the issue was sorted out by electing new Secretary and the amount shared was converted as loan amount
2. **CDS/ADS Meeting:** Couldn't attend any CDS meeting as the meetings of both the CDS' did not fall in the working period

Participated in an ADS meeting at Ooruttukala on 5th August 2017 in which Municipal Ward Councilor also participated. Selected members along with NHG Presidents and Secretaries from 13 NHGs attended the meeting. Topics discussed were, LIFE program, PMAY, NULM, Onam Celebration and Onam Market. An orientation was given on PMAY, the present status and 2nd DPR preparation in Neyyatinkara.



3. **Visit to Micro Enterprises:** Made exposure visits to 2 Micro Enterprises viz. Sneha Food Products and PranavSree Textiles at Kongavila on 4th August 2017. The first one was a group venture by 5 members while the second one





the repayment was properly ensured.

started as a group initiative and eventually condensed to an individual unit. Both the units run successfully; resulting sufficient monthly income. Sneha Food Products extended its distribution area even to the neighboring Taluks. Advanced machineries and other accessories were procured by the unit and own a vehicle for transportation. Both the units availed bank loans with subsidy in the initial phase and continue getting loans from bank as

4. **Joint Liability Groups:** an area of about 7.5 acres of land from different individuals was leased by 5 JLGs comprising of 24 members in Mavilakkadavu. The lease deeds were made for 11 months for an amount of Rs. 25000 per 0.75 acres of land. All JLGs received financial assistance from the bank, Rs.50000/- member at an interest rate of 4%. They are continuously availing loans after the successful repayments. The land was used for cultivating cash crops like tapioca, plantain and vegetables; brinjal, spinach, cucumber, chilly, ladies finger, beans etc.



5. Visited Ashraya Beneficiary: with the help of an ADS member, visited the residence of an Ashraya beneficiary at Athazhamangalam on 5th August 2017. There were 4 aged female members in the house; 3 of them were mentally challenged and the 4th one looks after them by selling vegetables. The right holder receives rice, sugar, tea, oil and green grams through supply-co, Neyyattinkara.



Observation:

Honeymoon period with Kudumbasree gave ample opportunity to explore and familiarize with its components, activities, stakeholders and right holders. The programs envisaged to eradicate poverty and ensuring the well-being of urban poor are nearing Mission. The grass root level organization of Kudumbasree, i.g, NHGs is well framed in its concepts and activities. There is scope for institutionalizing NHG professionally by cultivating group coherence.

The secondary and tertiary level organizations of Kudumbasree are also functioning well. The office bearers and other members are committed and empowered; professional competency of them is par with any other organized sector in Kerala.

It's a visible change developed by Kudumbasree, empowered womanhood for sustainable livelihood. Women entrepreneurs excel all fields in their livelihood venture concerned. Starting from the process of procuring raw materials, seeds or seedlings to marketing the product or produces, the motivated women have their own say. Individual or group micro enterprise initiatives or even in JLG, a SWOT analysis may be done for improving and sustaining the income generation activities.

Ashraya Project, one of the socially committed and direct initiatives of Kudumbasree holds its place in the challenging and changing community. The process of providing eatables may be ensured at door steps by converging with ULB or volunteers. It will ease the right holders to avail the service or an additional financial and labour is incurred for collecting the materials from Supply-co.

Reported by

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