

KUDUMBASHREE
(Field visit report)

Submitted to
Kudumbashree State Mission

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Field visit Report on NHG, CDS, Two Micro Enterprise units, a JLG and an Ashraya beneficiary.

1. NHG (Neighbourhood Groups- Ayalkkoottam)

A neighbourhood group (NHG, Ayalkkoottam) is the primary level unit among the three tier structure of Kudumbashree. Other than NHG, ADS (Area Development Society) at ward level and CDS (Community Development Society) at local government level completes the organizational structure of Kudumbashree. I have visited the NHG in my native place, Ezhacherry in Kottayam district that comes under Ramapuram CDS.

Krishna
Ezhacherry
Ramapuram CDS
Kottayam (dist)

Secretary – Sanimol Saji

Total number of members- 16. Started in the year 2011, the group have over Rs. 50000 of deposit. Neither there is Ashraya Beneficiaries nor the Balasabha. Members age range varies from 39 years to 65 years.

Observation: Under the ‘Oru Muram Pachakkary’ scheme, they have distributed seeds to the members.

Problems: Auditing is not done yet.

Solution: speed up auditing process

2. CDS

Venganoor CDS

Thiruvananthapuram district

Chairperson – R. Bindu

She is from Chavadinada and has been a member of Kudumbashree for more than 9 Years. For the last two years she has been serving as a CDS member. Two months ago She became the chairperson of Venganoor CDS. Before that served as ADS chairperson and CDS Vice Chairperson respectively.

Venganoor panchayat has 20 wards. 360 NHG'S and 50 Balasabhas are functioning successfully. Venganoor CDS had won several awards. 1st price in the year 2013 for organizing Onachantha, award for registering most ME (Micro Enterprises) for the year 2012-13 are some among them.

Observation : According to Bindu and other CDS members, Venganoor CDS is going very well. Their short term aim is the successful organisation of Onachantha. They are getting good support from Thiruvananthapuram district mission team.

Problems : Their main problem is in finding out a market for selling various products.

Opinion : Paper works are time consuming. Digitalising is the one and only solution.

Marketing and promoting products are very essential in the current scenario

3. Micro Enterprise Units

a). Thanima and Winner (Amritham Nutrimix unit)

Chavadinada

Venganoor

The Integrated Child Development Services (ICDS) provides Supplementary Nutrition for children in the age group of 6 months to 3 years in the form of Take Home Ration (THR).

The Social Welfare Department, Government of Kerala has adopted the decentralized model of production and distribution of the THR in collaboration with Kudumbashree –

State Poverty Eradication Mission. From 2006 onwards Kudumbashree collaborates with the Social Welfare Department for the supply of Take Home Ration for Supplementary Nutrition in the Anganwadies in the State. The Amrutham Nutrimix is a cereal-based powder mix developed by the Central Plantation Crops Research Institute (CPCRI) Kasargode, Kerala. 100gms of Amritham Nutrimix contains 45gm of Wheat, 10gm of Soya Chunks, 15GM of Bengal Gram 10gm of Groundnut and 20gm of Sugar. A very successful Nutrimix unit under Venganoor panchayat.

Thanima and winner unit started in the year 2006. A total of six kudumbashree members working in this unit. They will get order usually on or before 5th of every month and according to this they decide the working procedure. This unit produces almost 6000kg of nutrimix every month and get around Rs. 50000 as profit. This being divided among the members and its their salary. Food Corporation of India supplies only wheat. Panchayat will purchase other ingredients from local markets on monthly basis. For 1kg of Amritham, they will get 70 Rupees.

Observation: The unit works in a rented building. The unit have 5 cents of land that bought using a loan of Rs. 4 lac. They managed to build a small room in that land, but it is not enough for the entire unit. Now they uses it as a godown. They succeeded in securing a loan of Rs. 3 lac and will purchase an automatic packing machine. It takes almost 20 days of a month to complete the work order. 9 to 10 days are free. Now there is a plan to start make wheat flour during the remaining days.

Problems : Delay in getting fund is the main problem. They are forced to take loan at high interest rate. Because of this their profit is being cut short. Transportation is another problem. FCI wheat quality is not good. Members not availability or their helplessness in participating because of personal matters.

Opinion : Speed up fund flow.

b). Classic Palm Craft

Vellar

Venganoor CDS

This is a handicraft unit that produces curios from coconut shells. started in the year 2005, the unit is operating in a member's home. Unit has 4 active members now.

Observation: Coconut shells are bought from Kodungalloor. They are really struggling now, not getting any profit or salary. 'Thanal' gave them training and during initial stages they have fare number of orders. But due to lack of marketing, they are failing to sell products on a regular basis. Exhibitions are the only way of reaching to people. The money they get from selling directly goes to the business again.

Problems: They really need a space to start a shop to get visibility. They have made request to authorities of Kovalam CRAFT village in Vellar to allote them space. They didn't get any positive feedback from them until now.

Solution : Make necessary arrangements to help them find a room in CRAFT village. Helping them in marketing.

4. ASHRAYA beneficiary

K. Shobhana

Kuzhikkanjiram (h)

Venganoor (p.o)

As a widow, shobhana is getting Ashraya benefit for the last 4 years. She has a daughter, who is married off and a son who a daily wage worker. Shobhana has been a member of Kudumbashree for the past 15 years and she agrees that the Ashraya scheme is very helpful for her.

Observation: CDS chairperson and a representative from the district mission will pay a visit to the applicant's home and then only decide the merit of the application.

JLG (Joint Liability Group)

Navajyothi

Kalluveetankuzhy

Venganoor

This is one among the 9 JLG groups under Venganoor CDS. They are doing agriculture activities in 2 acres of land at Kalluveetankuzhy. Mainly focusing on Banana cultivation. Tapioca and various kinds of vegetables are also being cultivated by them.

Observation: The land is being given to them by the church (St George Malankara Catholic) authorities for minimal amount of rent. Krishibhavan supplies the seeds. Other

than the time of planting and harvesting, there is no need for spending the whole day in the field.

Problems : Marketing and non availability of water in the land.

Solution : Before a JLG group going to start a activities, a team from the concerned CDS should evaluate the whole project, pay a visit to the land and then only give permission.