

Report Prepared By:

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Neighbourhood Group Visit on 31-07-2017

Group Name : Navarasmi (Cherani, Ward No: 6)

Experience:

It was my very first day with Kudumbashree and first ever Ayalkoottam meeting or anything of that kind. So far I have only heard of Kudumbashree and now I'm a part of it. It was a wonderful experience. Women who mostly engage in household activities comes together to discuss various social topics. From the way they express their view and ideas I can understand the ability to speak well in public was strengthened by Kudumbashree. The awareness they have on different Government activities are enabled by Kudumbashree. All the women seemed very interested in the gathering.

Observation:

All the Ayalkoottam members seemed very punctual and all of them assembled well before the commencement of the meeting. Everyone was well seated and was facing each other. Nobody seemed uncomfortable during the meeting. The way they gave respect for the one who speaks was remarkable.

Field Level Evaluation:

15 out of the 20 members of the group were present on that day. The absent members had informed their inconvenience in advance. All of them seemed to have acquired a structured life style being part of Kudumbashree. Lack of clarity in second / third term linkage loan was visible.

Problems:

Even after being a well settled group, over dependence on single person was identified. That makes few members negligent about various benefits.

Suggestions:

all the members should try to acquire more knowledge about various benefits. Continuous interaction with ADS and CDS need to be maintained. Equal dispersion of duties need to be done.

CDS Office Visit on 01-08-2017

I have been at few workplaces before, but none of them were like this. Manjeri CDS office is a place where all the Kudumbashree activities of Manjeri Municipality being initiated and implemented. Manjeri Municipality have 50 wards and it has been divided into two CDS jurisdictions. Chairpersons, Vice Chairpersons and Accountants for both CDS 1 and 2 were present at the office. All the staff members are socially very much committed and result oriented. All of them offered their help and support for me in the job. Space limitation is the main problem faced at the CDS office Manjeri. On the day of the visit there was a meeting arranged for all the ADS of Manjeri Municipality and I was able to get acquainted with them.

Visit to Municipal Chairperson's Office on 03-08-2017

It was another warm experience for me. Even in her busy schedule Ms. V P Subaida, Municipal Chairperson, Manjeri was very happy to spare few time for me. She expressed her hopes on Kudumbashree being a key agency for implementing Municipality's various initiatives. She seemed very positive about upcoming initiatives. She discussed various topics like onachantha, revolving fund and waste management system. She also introduced few municipal representatives. I was able to meet Mr. Kabeer, Standing Committee chairman for Social Welfare of the city. Irrespective of their busy schedules they shared their willingness to join hands with Kudumbashree for a better tomorrow.

Micro Entrepreneurship Visit

Cafe Sree Restaurant, Manjeri

Ward No : 34 (Santhigramam)

Experience:

I had the privilege to visit Cafe Sree Restaurant, Manjeri, Manjeri Municipalities pride. I used the opportunity not just to visit but also to taste the food made by the members. Cafe Sree is the first fully air conditioned women run restaurant in Malappuram. The ambience and hospitality they offer is simply outstanding.

Observation:

The restaurant was started by 10 aspiring women from Manjeri. All of them had acquired proper training on all the aspects of running a restaurant. Municipality acts as a great pillar of support for this venture. They had received a loan of Rs. 7,00,000 and Rs. 3,00,000 was given as subsidy.

Field Level Evaluation:

The restaurant is located at the main building of Municipal Bus station, Manjeri. A reasonable amount of customers used to visit this restaurant on a daily basis. All the group members used to be available on a daily basis at Cafe Sree.

Problems:

Major problem faced by the unit is the lack of bus inflow and outflow from the bus terminal. Due to the lack of footfall in the bus terminal their business is hugely affected. From the feedback from few customers concerns regarding price was noted.

Suggestions:

an alternative facility can be arranged in another municipal bus station at Manjeri where Kudumbashree have two shutter rooms available. Door delivery can be planned for offices in Manjeri area. Social media branding can improve the face of the venture.

Micro Entrepreneurship Visit

Arafa Supermarket

Ward No : 50

Experience:

Even though I have visited so many supermarkets over the years, getting into a Kudumbashree super market was special. Arafa supermarket is a well maintained and organized super market offering wide range of products. It is located in a remote area. And ever since the supermarket came in, the face of that area took another diversion. It acted as the main reason for the development of the area.

Observation:

The supermarket was started by Ms. Umaiba V T and Mr. Mohd. Riyas. Only into the fifth month of its operations, it has already got wide acceptance from the public.

Field Level Evaluation:

The geographical area advantage is well utilized by the entrepreneurs. The product range also give the super market an edge over the few other shops there. Parking facility and neat ambience makes it a better place for shopping. During the short run itself they have managed to maintain an equilibrium level of profit.

Problems:

Due to the implementation of GST, they are facing an issue in procuring and selling products. Sales have taken a decline due to the new tax structure.

Suggestions:

If customer privilege card is introduced, they can retain their existing customers. Tying up with nearby JLG unit can make them acquire vegetables and fruits easily. That will be beneficial for both units.

Joint Liability Group Visit on 03-08-2017

Chadikkallu Anappara JLG Unit

Ward No: 50

Experience:

Agriculture has always been recognized as the back born of India. But the trend in engaging in agriculture has remarkably come down in the recent past. Seeing a 3 acre was quite refreshing for our eyes. The group members seemed highly exited to introduce their different cultivation techniques and crops to me.

Observation:

The venture is run by four ladies of Ramankulam ADS of Manjeri municipality. They have already completed successful one year of cultivation. The group members are getting support from their family members and public.

Field level Evaluation:

The cultivation is located in an area which is easily accessible for each member. The 3 acres have been divided into various parts for cultivating beans, ladies finger, pumkin, brinjal, bottle gourd, etc separately. Arrangements have been done to protect the crops from birds and animals.

Problems:

Water facility is the major problem faced by this JLG. The group members also complained the lack of consideration from Kudumbashree for their venture. Finding a common place to sell their product seems to be a concern too.

Suggestions:

They can tie up with the nearby Kudumbashree supermarket to sell their products. Also they can distribute it on a common day for nearby people.

Asraya Beneficiary Home Visit on 03-08-2017

Mr. Gafoor Cheeranthodi's Home

Ward No: 44

Experience:

This was the toughest among all the visits. Mentally challenged people are not getting enough consideration from the society these days. Their family also are suffering a lot by this. They are facing challenges socially and mentally. Mr. Gafoor is a mentally challenged person who has a wife and two children. Earlier they had issues with pathetic situation of house which was not suitable for living.

Observation:

The family is living in a decent accommodation now. The accommodation facility was modified with the help of Kudumbashree. Children are going to school daily and they are getting scholarship. Since the house is located where all their relatives are residing, they are living in a comfort zone now.

Field level evaluation:

The family is surrounded by relative people. They have received Rs. 2,50,000 from Municipality for home modifications. They also used to receive food kits. Children are availing scholarships. They also are getting support from various organizations.

Suggestions:

Since Mr. Gafoor is getting recovered from his disease, doing the needables to get job for his wife Ms. Ramla will be a great support for this family.