Pooyappally CDS.- A journey towards sustainability

Pooyappally CDS is located in Kottarakkara block in Kollam district. The CDS committee under the chairpersonship of Smt. Sudharma Sathyan, has been able to make remarkable achievements in the past 3 years. CDS has been actively involved in institution building and financial empowerment. Financial empowerment is inevitable for the sustainability of a community structure. Effective interventions have been made to make the community structure self reliant. The CDS is making steps towards preventing inter generational transmission of poverty through Balakrishi units and Bala libraries pencil camps and various other activities. However, the pandemic has obstructed them from fulfilling some of the dream projects such as establishing a blood bank.

Basic Profile

No:of NHGs -220
No:of NHG members-3580
No:of ADS-16
No:of SC NHGs-14
No:of balasabhas-11

General Achievements

Organisation strengthening and Institution Building

Apart from strengthening the existing organisational structure, the new CDS committee has been successful in creating new institutions. Achievement in institution building is portrayed below,
<table>
<thead>
<tr>
<th>No. of newly constituted NHGs</th>
<th>No. of NHG members</th>
<th>No. of elderly NHGs</th>
<th>No. of elderly NHG members</th>
<th>No. of PWD NHGs</th>
<th>No. of PWD NHG members</th>
<th>No. of rejuvenated NHGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>192</td>
<td>24</td>
<td>289</td>
<td>3</td>
<td>15</td>
<td>4</td>
</tr>
</tbody>
</table>

PWD NHG
Activities for Financial Inclusion and Empowerment-Self reliant community structures

Bank linkage has been attained to 80% of the NHGs. Access to loans at low interest rates has been provided through Muttathe Mulla scheme and loan from and Kerala State Backward Development Corporation. Loan has been distributed to 3 NHGs under Muttathe Mulla scheme. Rs.1.74 Cr has been received as bulk loan. This has contributed towards improving the financial autonomy of ADS and CDS. 408 members have been enrolled under KSSBY insurance scheme. CDS and ADS audit has been completed. Community Based Repayment Monitoring system is in position.

Microenterprises and Marketing

<table>
<thead>
<tr>
<th>No:of Santhwanam Volunteers</th>
<th>No:of persons trained under ARISE</th>
<th>No:of ME units</th>
<th>No:of cafee units</th>
<th>No:of newly started ME units</th>
<th>No:of members in newly started ME units</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>8</td>
<td>42</td>
<td>5</td>
<td>8</td>
<td>40</td>
</tr>
</tbody>
</table>

100% of ME units are graded. 8 new units have been started and 40 new members have been brought into enterprises sector. 2 festival markets were organised and 1 nano market was set in the Panchayath. A variety of ME units such as Prabhathabhakshanam unit, curry powder unit and fashion designing unit are functioning in the CDS.
Prabhatabhakshanam unit
Agriculture and Animal Husbandry

CDS has been able to make remarkable progress in agriculture and animal husbandry sectors. Classes on organic farming and innovative agricultural practices were organised with the support of experts from Krishi Bhavan.

<table>
<thead>
<tr>
<th>No: of active JLGs</th>
<th>No: of JLGs linked</th>
<th>New agri based enterprises</th>
<th>New value added units</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>7</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

Organic farming is undertaken in 20 Acres of land. 15 Acres of fallow land has been brought under cultivation. 7 groups are engaged under Ksheera Sagaram project and 7 groups under Aadu Gramam project. 6 broiler farms, 1 hatchery unit and 1 ABC unit is functioning under the CDS.

COOL SEASON VEGETABLES
VALUE ADDED UNIT
Social Development and Gender

Library, Balakrishi and personality development activities are undertaken as part of Balasabha activities. 48 new balasabhas have been constituted. 5 balakrishi units are functional in the Panchayath. 108 Asraya beneficiaries are there.

Gender Development Activities

- Established Gender Resource Centre
- Legal aid imparted to 18 members
- 21 Snehitha Calling Bell members
Special Programmes and Best Practices

- CDS has made special intervention to provide water supply to 150 families in a SC colony through convergence with MLA fund. CDS conducted a survey and the situation was brought under the notice of Hon’ble MLA.
- Efforts towards preventing inter generational transmission of poverty-Balalibrary with more than 500 books is functional under the CDS. Balasabha is actively involved in agriculture. Balakrishi units have distributed their produces to the elderly.
- Steps have been initiated to start a blood bank.
- Fashion designing unit.
Special activities during COVID-19 pandemic and flood

- Distributed medicines, food, mask and sanitizers to the needy
- Through community kitchen food distributed to 2855 persons.
- Balakrishi units distributed their food supplies and medicines.
- The district was not affected by flood. However, the CDS took initiative to collect cloths, money and food supplies and distributed the same to the flood affected areas in Chengannur.
Most satisfying experience of CDS chairperson

The chairperson got an opportunity to deliver a presentation on Gender initiatives in a National seminar organized by National Institute of Rural Development, Hyderabad. The seminar also brought her a chance to board a flight for the first time. Also, chairpersonship provided her with ample opportunities to deliver support to the most needy. It was a satisfying experience to provide social entitlements, financial support and legal aid to the marginalized through the active involvement of CDS.

Handing over the torch- points to successors

Setting up of a blood bank was a dream project of the CDS which they were not able to accomplish due to the pandemic. They want to next committee to take this forward. The other suggestions include improving the ties with the Panchayath. CDS need to be more actively involved in the preparation of women component plan.

Submitted by,

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PMAY(U)-LIFE