Details of Cheruthazham Community Development Society (CDS), Kannur
(Prepared by Ciril Kamal, Chief Accountant, Kudumbashree Broiler Farmers’ Producer Co. Ltd.)

Introduction

Cheruthazham is Village in Payyannur Block in Kannur District of Kerala State. It belongs to North Kerala Division. It is located 30 KM towards North from District HeadQuarters Kannur- 9 KM from Payyannur and 514 KM from State Capital Thiruvananthapuram. Cheruthazham CDS is a part of Cheruthazham Grama Panchayath.

Community Development Society (CDS) Details

- Name of CDS - Cheruthazham
- Name of Chairperson - Sri. Sheeja. N.V
- Name of Vice-Chairperson - Sri. Rohini Pavithran

Sub-committee Convenors

1. Sri. Saraswathy. K (Entrepreneurship Development)
2. Sri. Syamala. K (Community Development)
4. Sri. Rahitha. V (Infrastructure Development)

Area Development Society Members (ADS)

1. Sri. Sarojini. K
2. Sri. Srikala. V.V
3. Sri. Usha. V.V
4. Sri. Kavitha
5. Sri. Valsala Pramod
7. Sri. Anitha
8. Sri. Pushpalatha
10. Sri. Smitha. U

Ex-Officio Members
General Activities and Achievements

Achievements associated with Ayalkoottams:

259 Kudumbashree Units under Cheruthazham CDS are actively functioning and amongst 10 units are incorporated in the last 3 years, in these new units a total of 144 new Kudumbashree members are joined. CDS started 2 new Special ayalkoottams; in that one ayalkoottam is exclusively formed with the parents of BRC (Buds Rehabilitation Centre) children; and started 16 ayalkoottams for oldage group and distributed a sum of Rs.5,250/- to 3 ayalkoottams individually. CDS conducted various welfare activities to oldage ayalkoottam members including one day tour.

Kudumbashree School:

Cheruthazham CDS have Kudumbashree School, where Kudumbashree members have classes to give awareness about Kudumbashree and its various projects. Cheruthazham CDS successfully completed their first and second stage of activities associated with the Kudumbashree School. CDS selected and trained RPs (Resource Persson) ward wise in accordance with the requirements to train and teach Kudumbashree members; with the fair co-operation and participation from Kudumbashree members, classes are successfully going on into the third stage.

Arangu-2018

CDS successfully host Arangu in the year 2018, with the participation of Kudumbashree members CDS arranged procession with band for Arangu. CDS arranged various arts and sports games in Panchayath level, Taluk level and District level. In Taluk level CDS achieved third prize for various games.

Visit of delegates from Uther Pradesh

CDS hosted delegates from Uther PRADESH (UP), to understand and study the activities of CDS, there were 12 members in that group. CDS successfully provides details to the delegates about the CDS activities, and it was one of the most satisfying experience for CDS.

Connect to work
“Connect to Work”, the new concept presented by Kudumbashree as part of Rebuild Kerala Project. Connect to Work is conceived as a Programme which identifies the drawbacks of each individual, resolves it and extends the best quality training and makes them highly employable. Kudumbashree have come in contract with ASAP (Additional Skill Acquisition Programme) for extending the training.

Cheruthazham CDS have the proposal to start one center for “Connect to Work” by December, 2020 and CDS already got fund sanction for the aforesaid project.

**Muttathe Mulla and other loan details**

In order to protect members and community from money lenders, CDS started Muttathe Mulla project, which gives loans to Kudumbashree members at a low rate of interest. CDS extended linkage loans to community for an amount of Rs.9,93,20,000/- @ 4% interest. CDS provides Rs.15,000/- revolving fund to 5 Ayalkoottam units as Revolving Fund, and gives Vulnerability Reduction Fund of Rs.52,000/- to one ADS. At present Muttathe Mulla Project is successfully functioning in 3 Cheruthazham Panchayath wards by 5 Kudumbashree Units. Through Chief Ministers’ Helping Hand Loan Scheme (CMHLS); CDS gives a loan of Rs.1,75,30,000/- to 205 families in the community to 2375 members.

Kannur District Grama Pachayath has started a project called “Prathyasha” to support entrepreneurs to start new ventures in the Grama Panchayaths. Through, this project CDS provides Rs.1,30,000/- as startup fund to 5 new ventures in the community and Rs.10,000/- was given to 2 CDS entrepreneurs as startup fund.

CDS distributed CEF Fund to 26 entrepreneurs in the community.

**Startups & Entrepreneurship Development Projects**

CDS started 39 new ventures in the community, through this achievement CDS makes sure fixed income and livelihood to 93 families. CDS able to start first Community Kitchen in Kannur District.

At present there are 8 ‘Home Shops’ and 2 ‘Nano Markets’ functioning in Cheruthazham CDS and in Kalyasseri Block level Cheruthazham CDS can achieve maximum sales turn over in this category. There are ‘She Shops’ functioning in two Panchayath Wards and they conduct various market strategies to attract customers and boost sales of local agricultural and other products.

**Haritha Karma Sena**

They have an organized consortium with 35 members for Haritha Karma Sena activities. They collect plastic and other wastes and recycle it. In order to increase their income Cheruthazham CDS started some other projects like organic vegetable cultivation, hiring service for steel plates and glasses, Nakshathra Tailoring Unit, Annapoorna Catering Unit, Haritham Sanitizer Producing Unit etc.
**Agricultural Activities**

Cheruthazham Panchayath have a group consists of 5 members. Their main objective is to plant rare and different varieties of mango trees and jackfruit plants across at Cheruthazham Panchayath to preserve these species, and this project is named as “Paithrikam”.

42 JLGs (Joint Liability Groups) are functioning in Cheruthazham CDS. CDS started agriculture in 20 Acres of barren land and a total of 43.2 Hectar area is exclusively using as paddy fields. In order to make sure of quality food production, vegetable seeds were distributed to families in the community and organic vegetable farming is encouraged in the CDS. In co-operation with Fisheries Department fish farming is improving in 5 ponds in the community.

‘Kalppasree’ is a project to support coconut farming. As a part of this project 700 coconut plants were planted in houses across the community.

In 2018-19 flood was severely affected in Cheruthazham CDS and impacted with heavy loss in agriculture. Due to the heavy loss 14 JLG groups were included in RKDP Scheme and tool kits were distributed as a support to 5 JLGs. Each 5 JLGs are sanctioned a sum of Rs.5,000/- and Rs.20,000/- were distributed to 9 JLG groups as Crisis Fund for income generation. This helped them to overcome problems related to disaster. Now JLGs are rendering hiring services for the supply of agricultural tools. They also own pickle manufacturing unit in CDS.

**Gender and Snehitha Calling Bell**

Cheruthazham CDS have counselling centre for women and children in the community for those who have affected by violence. CDS extend help and care them by providing awareness and counselling sessions and give a helping hand to start a new life. As part of International Women’s Day law awareness classes were conducted in the CDS.

‘Snehitha Calling Bell’ is a project to find out destitute persons/families in the community. As part of this project surveys have been conducted and 11 families were traced out, and CDS extends their support through concerned ADS for their mental as well as social development and it includes their rehabilitation as well. As part of ‘Destitute-of Keralam’ Project, CDS is currently helping 78 beneficiaries from 55 families in the community.

**Buds Rehabilitation Centre**

Buds Rehabilitation Centre is successfully working in the Cheruthazham community and 9 children were admitted in this school. One teacher and one caretaker are working in this school. CDS provides agricultural awareness to these children.

**Balasabha**

Balasabha is a collective attempt of children to ensure their participation in the democratic space at the Local Government level and in their community. At present 15 Balasabhas are functioning in the CDS, in that 79 male children and 87 female children are members. Bala Sabha is presently conducting the following programmes-
1) Chithrosalvam
2) Reading & Quiz Competition
3) Cleaning campaign on Gandhi Jayanthi
4) Jagratholsavam
5) Poster making contest
6) Pencil campaign
7) Capacity Building
8) Shastrolsavam Quiz Competition
9) Soccer Quiz
10) Kutti Krishi for Balasabha members
11) Ente Chakka Maram Campaign (Kids are planting new jackfruit plants)
12) Bala Panchayath & Bala Parliament.

**DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana)**

DDUGKY is a Government of India youth employment scheme. Under this programme, 47 students were trained and 18 members got employment opportunities.

**Flood Relief Activities**

Cheruthazham CDS contributed Rs.2,01,550/- to Chief Minister’s Disaster Relief Fund and contributed clothes for a sum of Rs.31,794/-. CDS contributed cleaning materials for affected areas in the community. Kerala Government has introduced Nava Kerala Lottery to get fund for flood relief activities, CDS take over the control of activities to circulate and sell this lottery in the community. Kudumbashree members voluntarily take over the responsibility to clean the flood affected areas in the community. CDS arranged food stuffs and delivered food packets and other utensils to affected people in the community.

**COVID-19 Relief Activities**

COVID-19 Relief Activities are successfully improving in the community. CDS arranged distribution of free ration and free grocery kits in the community. CDS also arranged free mask distribution to persons and students in the community. CDS distributed health kits to First Line Treatment Centre in the Panchayath, and contributed a fund of Rs.13,800/- to the President of Cheruthazham Grama Panchayath.
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[Images of children planting trees]
Learning Points and Observations

➢ CDS is able to take initiative programme for new starts-ups and ME units in the community, and able to eradicate poverty up to a certain level and ensure social security in the community.

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