Success Story - Pothencode
Community Development Society

Mrs Sreekala K
Chairperson, Pothencode

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About

Pothencode community development society is located in the pothencode block of Thiruvananthapuram district. Pothencode CDS has 18 Area Development Society (ADS) with 360 Neighbourhood groups (NHG) including one special NHG and 10 elderly NHG. 152 destitute families get benefits through destitute free kerala project. 30 Balasabha units, 45 Micro enterprises units, 254 joint livelihood units (JLG) and 1 Buds school has functioning in the CDS. 5343 members are bound with the kudumbashree activities.

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<td>12</td>
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General Achievements

Institution Building

In 2018 January 26, Smt Sreekala K took over as a CDS chairperson. During her tenure, the CDS formed 13 new NHG. Among the 13 NHG, 10 were elderly NHG. The 5 NHG became Haritha NHG. The CDS organised accounting training to NHG members to keep their records accurate and systematic. The CDS also organized the first and second phases of Kudumbashree School very successfully. The Kudumbashree School project helped the NHG members learn more about Kudumbashree activities, including other development projects and reflect on the various actions taken by the self-help groups, ADS and CDS committees. CDS organised arogya jagurtha campaign. As part of this campaign, the streams and lakes were cleaned under the leadership of CDS. Connect to work employment oriented training programme for educated youth, Through this scheme CDS trained 36 women. The CDS committee ensures timely conduct of CDS governing body meetings, Subcommittee meetings and all general body meetings which help to strengthen the CDS activities.
Microfinance

During the past 3 years, CDS linked 91 NHG and availed loan amount of Rs 34500232. CDS distributed interest subsidy to 175 NHGs of Rs 1757864. CDS gave priority to insured NHGs members under KSSBY insurance scheme. 80 percent TBMIS entry completed.

Micro Enterprises

CDS gave more priority to uplift the standard of livings of the Kudumbashree members. Therefore CDS encourage to start women lead micro enterprises units. In the past three years. CDS facilitated and drive to NHG members for starting micro enterprises units. That’s the reason CDS formed 38 new micro enterprises. CDS took initiative to start 2 prathyasha ME units. CDS gave 2 lakhs financial aid to ensure the sustainability of prathyaksha ME units. Kudumbashree construction team, Arise team, Paper bag, Cake baking unit, Jam and squash making unit, Janakeeya Hotel etc. also functioning in the CDS.

Marketing

For ensuring the sustainability of enterprises, CDS intervened in marketing activities through organizing Monthly Markets, Onam fest etc. To familiarise kudumbashree products to all households CDS organised Veetil ore Kudumbashree ulpannam campaign.

Social Development

CDS have 30 Balasabha among that 3 special balasabha was formed. CDS organize various events like Bala Panchayat, Bala sangamam, Jakrutolsavam, pencil campaign were carried out to create social awareness, creativity, and leadership skills in the Balasabha children. CDS have one buds school, open special schools for mentally challenged children of poor families. 49 children are studying. CDS
organised a campaign for bud school student named jaivamukulam for encouraging agricultural activities and conduct a harvest festival. For encouraging livelihood activities CDS organized paper bag making training, jewellery making training, soap and lotion making training, Application and Medical cover making training for bud school students and their parents. CDS also organized buds festivals. 152 beneficiaries are covered under the destitute free kerala project. Food kit has been distributed to 52 beneficiaries. Medical camp organized for ashraya families. As part of DDU GKY project 2 ashraya beneficiary students get skill training and placement.

**Farm Livelihood**

In the farm livelihood sector 254 JLG units are functioning. Paddy, banana, Tapioca and vegetables are cultivated. Two medium scale value addition units were formed. JEVA team was coordinating to conduct Vishuchantha and Nattuchantha for ensuring marketplace of the JLG products. CIG soft loan was distributed to the beneficiaries.
assistance to 6 NHG members for starting fish farming activities. As part of the passion fruit cultivation 4000 seedlings were distributed.

**Gender Development Activities**

Gender resource centre is functioning under the CDS leadership and cases were handled as part of GRC. CDS taking action to ensure counselling to needy persons. The Vigilant Group is functioning in all wards. Under the Gender Programme, awareness classes were conducted for NHG members, Elderly people. For changing their loneliness feeling CDS arranged an one day tour programme to Snehittha Calling Bell project beneficiaries. As part of snehitha calling bell day CDS honored 2 needy members and provided all support to meet their basic needs.
Efforts during flood

Severe floods affected in 2018 and 2019 due to unusually high rainfall during the monsoon season. Various relief activities are taken up by the CDS to overcome as part of the flood crisis. All NHG members donated their one week savings to the flood relief fund. CDS collected and distributed cloths, supplied food. As rains have eased and waters are receding, Under the leadership of Pothencode CDS Kudumbashree members are gone to chengannur for working to clean the houses from mud and debris that flood waters have left behind.

Efforts during Covid-19 Pandemic

We are going through the most difficult phase of the world. The whole world is fighting against the novel coronavirus. Kudumbashree took an initiative to empower society to fight against this disaster. Pothencode CDS has done many impeccable activities during Covid 19 pandemic period Under the supervision of CDS chairperson Community Kitchens were runned CDS distributed food packets to many people, including the poor, the guest workers. CDS distributed masks to DFK beneficiaries to defend the covid 19 pandemic. Kudumbashree tailoring units got benefits through this activity. Janakeeya Hotel is a
project implemented by the Government of Kerala as part of the Hunger Free Kerala Scheme. Janakeeya hotel provides meals at Rs 20. The Kerala government has launched CM Helping Hand Loan Scheme (CMHLS) for Kudumbashree women. In this Sahaya Hastham (helping hands) scheme, the Government provides interest free loans to kudumbashree women. CDS availed loan to 220 eligible beneficiaries with the amount of Rs. 22682000. Under the leadership of CDS Disinfection team disinfect the offices, houses and vehicles in different parts of CDS.

**Special Achievements**

- ★ Padheyam -Food packets to destitute. Incorporated with district panchayat CDS ensure to supply free food to destitute

- ★ CDS organised accounting training to all NHGs to kept their record book accurate and systematic

- ★ Associated with health department organised an awareness training regarding food safety to micro enterprises units

- ★ Incorporated with Homeo department conducts free camps for NHG members

- ★ Incorporated with pothencode Police officer, conducted an awareness class regarding women self defence

- ★ Associated with Government PHC thonnakkal, organized an awareness class regarding Women health.

- ★ Collect books from NHGs for giving to the public library.

**Most satisfying experience of the CDS chairperson**

The CDS chairperson feels that bringing a mentally ill person back to life was given the most satisfying experience. She feels proud to become the part of changing one life intervention to change someone’s life. The loving treatment of people plays a major role in treating everyone equally and providing the necessary help at any time.
General Feedback/Comments

When I took over as CDS Chairperson I had no previous experience neither as a CDS member nor as a ADS member. In the beginning I felt nervous to work as a chairperson role. But full support from my CDS members and CDS accountant helps too easily to handle my work. In my point of view kudumbashree plays a vital role to uplift the standard of living of the women. Kudumbashree encourages women to do entrepreneurial activities and NHG members help others in any crisis situation. The Panchayat and the CDS have good rapport to implement various schemes.

Conclusion

Development of society will be created through the joint effort of members. Determination and dedication to do something will definitely get better results. The good leadership helps give sense of direction to their members. There is a good rapport between CDS and Panchayat. It helps CDS to implement all activities in an effective manner.