VALAKAM COMMUNITY DEVELOPMENT SOCIETY
ERNAKULAM DISTRICT

PREPARED BY
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STATE PROGRAMME MANAGER
PMAY(U) - LIFE
KUDUMBASHREE
**Introduction**

Valakam Community Development Society is located in the Muvattupuzha Block of Ernakulam District. It is located in the Muvattupuzha taluk, 8 kilometres (5 mi) west of the Muvattupuzha town. Valakam CDS has 14 Area Development Society (ADS) with 161 Neighbourhood Groups (NHG).

**Valakam CDS at a glance**

- **District**: Ernakulam
- **Block**: Muvattupuzha
- **Wards**: 14
- **ADS**: 14
- **Neighbourhood Groups**:
  - **NHGs Total**: 161
  - **SC NHGs**: 4
  - **General NHG**: 156
  - **Special NHG**: 1
  - **Elderly NHG**: 22
- **Total members**: 2533 (APL: 1546, BPL: 987)
  - **General**: 2391
  - **SC**: 135
  - **ST**: 7
- **Total Thrift**: Rs. 2,95,00,000/-
- **Thrift Loan**: Rs. 14,60,35.200/-

**Bank Linkage**

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of NHG</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>2018-2019</td>
<td>49</td>
<td>2,12,80,000</td>
</tr>
<tr>
<td>2019-2020</td>
<td>22</td>
<td>1,03,50,000</td>
</tr>
<tr>
<td>2020-2021</td>
<td>11</td>
<td>50,20,000</td>
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</tbody>
</table>

**Other Loans**

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of NHG</th>
<th>NHG members</th>
<th>Amount(Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RKLS</td>
<td>63</td>
<td>315</td>
<td>2,79,49,000</td>
</tr>
<tr>
<td>CMHLS</td>
<td>136</td>
<td>1855</td>
<td>92,75,000</td>
</tr>
<tr>
<td>KSBCDC (Bulk Loan)</td>
<td>29</td>
<td></td>
<td>1,23,75,000</td>
</tr>
<tr>
<td>NRLM RF</td>
<td>59</td>
<td></td>
<td>8,85,000</td>
</tr>
<tr>
<td>MATCHIN GRANT</td>
<td>132</td>
<td></td>
<td>4,47,754</td>
</tr>
<tr>
<td>CEF</td>
<td></td>
<td></td>
<td>5.00,000</td>
</tr>
</tbody>
</table>
**Kudumbashree School**

The CDS actively 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 implementing through Kudumbashree and other Departments.

**Balasabha**

There are 18 Balasabhas consisting of 362 members functioning under Valakam CDS Varieties of innovative programmes & activities conducted for Balasabha children's to develop leadership qualities, creativity and social commitments in them. One BRC also functions in the CDS for supporting mentally challenged students.

**BRC**

BUDS Rehabilitation Centres (BRCs) are day care centres for mentally challenged persons of 16 or above years of age. BRCs are part of a Kudumbashree initiative to fill a gap in the State's existing system for providing care to the mentally challenged that caters only to persons up to 18 years of age. BRC is successfully run with 32 students.
**Micro Enterprises**

CDS gave more priority to the microenterprises sector in the past three years. Like all other CDS in Kerala, Valakm also having different type of micro enterprises. There are 37 ME unit working at this CDS. Major micro enterprises started in this CDS during the last three years are Day Care, IT Unit, Beauty parlour, Coconut oil, Cloth bag, Curry powder, Pickle, Snacks, Nano markets, Mask Unit, Café Kudumbashree, Canteens, Tailoring Unit etc

**Kerala Chicken**

It is a project promoted by Government of Kerala to create availability of quality broiler chicken meat at reasonable price to consumers throughout Kerala under the brand name Kudumbashree Kerala Chicken. Kerala chicken unit is functioning at Valakam CDS.

**Snehitha Calling Bell**

Snehitha calling bell is an innovative programme which aims to ensure protection and security of individuals who are living alone or at isolated place. In the Valakam CDS 10 people who live alone have been identified as the project beneficiaries. Swanthwanam volunteer were visiting them once in a week and assess their health. Observed the week from November 15 to 21 as Calling Bell Week. People’s representatives and social workers visited the houses of all beneficiaries.
**Mahila Kisan Sashaktikaran Pariyojana. (MKSP)**

Kudumbashree has launched the farming initiative in the state under Mahila Kisan Sashaktikaran Pariyojana. The objective of the programme is to increase the involvement of women in farming and help them earn a livelihood through environment-friendly practices such as organic farming. 87 Joint Liability Groups were functioning in Valakam CDS. Crops cultivated by this groups are Paddy, Plantain, Tapioca& Vegetables

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**Joint Liability Group**

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<table>
<thead>
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<tbody>
<tr>
<td>No. of JLGs</td>
<td>87</td>
</tr>
<tr>
<td>No. of JLG members</td>
<td>376</td>
</tr>
<tr>
<td>Area under cultivation</td>
<td>15 Acre</td>
</tr>
<tr>
<td>Crops cultivated</td>
<td>Paddy, Plantain, Tapioca &amp; Vegetables</td>
</tr>
<tr>
<td>No. of JLG has bank Loans</td>
<td>151</td>
</tr>
<tr>
<td>Loan amount at present (Rs)</td>
<td>2,61,00,000</td>
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**The Farmers’ Facilitation Centres (FFCs)**

One FFC is established under MKSP in Valakam CDS. There the FFC act as a link between JLGs and agricultural department and also pool information on supportive schemes implemented by other government agencies. FFCs act as local knowledge...
dissemination centres, for agriculture and allied activities. Training manuals, publication, agriculture magazines are made available at FFC for better and efficient knowledge dissemination. Besides this tools for agriculture are also available on rent

**Oppam**

It is a new venture launched by Ernakulam District Mission. It is a Project to Provide infrastructure service to Destitute Families. Under this program CDS Collected Money from each NHG Members (Minimum of Rs.10). Under this program Valakam CDS renovated the house of Ashraya beneficiary. Medical camps were organized and necessary medicines and food kits are being provided to destitute families.

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

DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) Programme, is the youth employment scheme of Government of India, being implemented in Kerala through Kudumbashree. 113 youth from Valakam CDS got job training. 30 candidates had secured job placements in different establishments.

**Awareness against Drugs**

Valakam CDS has organised campaign against Alcohol and Drug Abuse along with Excise Department.. Women from NHG units have been made active partners in all campaigns

**Gender Resource Centre**

Gender Resource Centre started in Valakam CDS in August 2017. Through this people will provide counseling, premarital counseling and so on to enable women, children, and adolescent girls to face various problems, including violence, and increase their confidence. Periodicals and Newspapers are also made available at Gender Resources for the women to read. Also imparting skill training on ornament making, Beautician course, Cloth bag manufacturing etc. and provided forward and backward linkages enabling women to be a part of productive work force obtain good remuneration. They were also organized yoga class.

**Community counselors**

Through Community Counselors CDS had been trying to identify the issues in the grass root level itself and if needed the issues are taken to the next level by assuring the help of professional counselors and ensuring necessary actions regarding the issue. If needed the community counselors refer the case to the Snehitha Gender Help Desk and facilitate them the services of professional councilors.
**Vigilant Groups**

The role of the vigilant group would be to identify victims of atrocities or vulnerable women from their own community and provide them with legal and other assistance through Gender Corner and Jagratha Samithi. Involving local women in the vigilant group will ensure their involvement and increase the efficacy of the group.

**Relationship Kerala**

Kudumbashree recently rolled out Relationship Kerala, a programme to bring the elderly, the differently abled, and transgenders in the State into the social mainstream. Under the programme, the elderly, transgenders, and the differently abled will be brought into the Kudumbashree fold through the formation of special neighbourhood groups. Through this programme the CDS formed 22 Eldely NHGs and organized “Elderly Meet” at Panchayath level. Arts and sports festival is also arranged along with this. Vayojana Dinam is also celebrated as a part of this programme.

**Destitute Free Kerala (DFK)**

Destitute Free Kerala (DFK) is designed for the development of the destitute families in Kerala. It envisages the rehabilitation of all destitute families, thereby enabling them to live a dignified life. In Valakam CDS the digital survey completed in 2018 and the project with 114 beneficiary families approved by Kudumbashree State Mission. Medical camp conducted for the needy beneficiaries and medical support is being provided to them by CDS. During Covid-19, CDS provided medicines to the needy beneficiaries. Food kit is regularly distributed to the beneficiaries with the challenge fund from Kudumbashree.

**Visit of Jharkhand Team**

The partner SRLMs visits Kudumbashree to learn from the best models practiced under its two major projects, PRI-CBO Convergence Project and Start-up Village Entrepreneurship Programme (SVEP). Jharkhand Team visited Valakam CDS with the above said objective.
Other programmes implementing through Valakam CDS

- Haritha Karma Sena
- Nano Market
- Marketing Kiosk
- Kudumbashree matrimony
- Marketing Kiosk
- Office Mela
- Monthly and Weekly Market

Efforts during COVID/ Flood

CDS along with the Panchayath actively involved in the cleaning activities during flood, medicines provided for flood affected family, flood kit was also provided. The CDS was in the forefront to clean houses, remove the sand from the houses etc.

- Flood affected JLGs were given flood incentive, and also availed crop insurance with the help of Krishibhavan.
- Rs.24,500 was collected from Kudumbashree NHG members as flood relief fund and donated to CMDRF.
- Umbrella campaign conducted for promoting the concept of social distancing

Resurgent Kerala Loan Scheme (RKLS)

The RKLS was aimed at providing immediate assistance to NHG members who had lost their small livelihood means, household appliances and suffered slight damage to their houses. Members filled the designated application forms and submit them with the Area Development Societies concerned, which, after a preliminary verification, forwarded them to the respective CDSs. The CDSs undertook a final verification and submitted the applications to banks.

Educational Equipments to Students

Valakam CDS donated TV and other study materials to needy students
Community Kitchen

During the Covid-19 pandemic, the Kudumbashree Community Kitchen activities were well organized by this CDS. Community Kitchen run by Kudumbashree CDs with the help of Panchayats was a boon to hundreds of people during lock down. Community Kitchen was functioning 28 days. Food prepared and home delivered to those under home quarantine and for needy people. Those who are in home quarantine, those unable to cook because they stay alone in lodges or have no essentials, the elderly and the indigent, destitute people, bedridden patients, and those who seeks alms will be provided food from the community kitchens. Rice, banana, vegetables and tubers are the important categories supplied to community kitchen as per availability and requirements.

Karuthal Campaign

It is the product-marketing campaign organized during the onam season for providing support to the Kudumbashree entrepreneurs and farming groups who had to face loss due to the covid-19 lockdown was well implemented in Valakam CDS. As part of the campaign, products from micro enterprises in various sectors and farming groups will be selected. It will all be packed in kits and packets will be taken to all NHGs at the rate of Rs.500/-.

Vidyashree

Vidyashree is a KSFE scheme implemented through Kudumbashree to provide laptops to economically weaker sections of students. In this context, Kerala State Financial Enterprises (KSFE) has proposed a scheme where it can collaborate with Kudumbashree to implement a Microcredit Scheme - KSFE Vidyashree Scheme to support member families to avail Laptops to ensure online education to their children. Applications for Vidyashree programme was collected from 30 NHG families.

CM Helping Hand Loan Scheme (CMHLS)

Government of Kerala launched CM Helping Hand Loan Scheme (CMHLS) for Kudumbashree women. Through scheme, the Government provides interest free loans to Kudumbashree women. Valakam CDS distributed Rs.975000/- to 1855 NHG members from 136 NHGs.
**Grand Care**

The Grand Care Programme to spread awareness to the public regarding the need to take special care for the elderly to prevent them from Covid-19 was also implemented well in the CDS. Through this programme, CDS trying to make the people aware that the elderly people need to remain more cautious. The network of NHG is used to pass on the message of the vulnerability of elderly to the pandemic and the importance of them following safety protocol by avoiding contacts and observing strict home quarantine for those returning from other hotspots. CDS conducted IEC campaign to inform the NHGs that elderly people should take special care to prevent the pandemic.

**Production and Distribution of Mask**

A mask production unit with 16 members functioning under Valakam CDS

**Cyber Arangu**

Programs called Cyber Arangu was launched by Ernakulum District Mission in order to alleviate the boredom and stress of women staying at home by engaging in artistic activities. Kudumbashree has organised WhatsApp contests for women who stay at home by maintaining social distance. Valakam CDS actively participated in this programme.

**Support to JLGS**

CDS have initiated activities to promote vegetable cultivation and related aspects. This includes kitchen gardens, vegetable gardens, organic farming, agricultural campaigns, seed distribution programmes, tuber crops cultivation etc. These short term activity plans are for the Kudumbashree staff, members as well for the general public aiming at heightening the farming spirit for facing the possible challenges in future. Financial assistance was provided to the flood affected Joint Liability Groups (JLGs)

**Words of CDS Chairperson**

**Happiest moment**

The happiest moment is the time she spent with BRC students. Even though we have struggles and came from different situations but we forget everything when we see these innocent faces of these children. Loving care and encouragement will boost the self-esteem and capacities of the children. Improvement in children will be reflected in their family members too.

**Her words about empowerment**

Kudumbashree is a place of opportunities for those women who have not been able to express their abilities. Before being part of the Kudumbashree women were in the shadow of men, but not now. Kudumbashree made them to travel anywhere without anyone's support and without fear.
As a CDS Chairperson she was able to participate in a number of activities and got acquainted with various personalities and to work with them

**General Feedback/comments/ opinions/ observations from the CDS Chairperson**

- CDS have a very healthy relation with the local Body
- Tenure of the CDS Committee should be fixed as 5 years just like the Panchayath Committee
- Increasing workload assigned to the functionaries of the Kudumbashree make the members averted to the voluntarism. Highly appreciable if the other CDS members will also be given honorarium.
- It is suggested to involve more youngsters into the Kudumbashree units. Thus it will help them to generate more ideas for increasing the performance of Kudumbashree.