

Vattavada CDS Report 2018-2020



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Women Power In The Path Of Development

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Basic Details of Vattavada CDS

Vattavada community development society is a village in Devikumam block in Idukki district. It's a virtually rain shadow village lying in the eastern side of the Western Ghats near to Marayoor and north side of Munnar.

Vattavada CDS has 13 CDS members and five subcommittee convenors. CDS meetings were held twice every month. Sub-committee meetings have been held before.



Devaki Velraj
CDS Chairperson



Malathi Jamesraj
CDS Accountant

Vattavada CDS in short ...

S.No	Details	Total Number	Total Number of Members
1	Total number of NHGs	123	1637
2	Total number of general NHGs	83	1162
3	Total number of SC NHGs	28	34
4	Total number of ST NHGs	12	161
5	Total number of Elderly NHGs	10	114
6	Total number of PWD NHGs	3	17
7	Total number of JLGs	313	1368
8	Total number of Balasabha	17	256
9	Total number of Ashraya beneficiaries	26	
10	Total number of Micro Enterprises	6	Individual group -2 Group ME-4
11	Number of Vigilant groups	13	130
12	Number of peoples registered in Volunteer team	66	
13	Gender Resource Centre	1	
14	CDS Members	12	
15	Sub Committee Convenor's	5	

Schemes being implemented in Vattavada panchayat

1. Organisational system and Neighbourhood Groups
2. Micro Finance schemes
3. Micro enterprises and Marketing
4. Collective or Group farming
5. Haritha karmasena (Green brigade)
6. Balasabha
7. Gender Resource Centre
8. DDUGKY-Deen Dayal Upadhyaya Grameen Kaushalya Yojana

1. Organisational system and Neighbourhood Groups

The strength of convergence and community networking of Kudumbashree neighbourhood groups (Ayalkootams) is the foundation of the Vattavada Community Development Societies (CDS). Currently, 123 Ayalkootams registered with CDS are functional with 1637 members. Among them, 75 % of the members are from families below poverty line. The credit for completing the audit of all neighbourhood groups goes to Vattavada CDS. That apart, CDS registration is renewed every year at the Thodupuzha Registrar office. To offer financial support to the Ayalkootams, revolving fund is approved for release from Kudumbashree district mission.

2. Micro Finance -Details

Total Thrift Amount	1,10,250
Total Internal Loan Amount	18,10,787
NHG's Linkage Loan	65,83,500
Loan amount disbursed to 231 Joint Liability Groups	48,50,0000
CMHHS	38,70,000 (61 NHG's; 774 members)
OPPAM Project Loan	50 lakhs (40 NHGs and 500beneficiaries)

Majority of the neighbourhood women are common labourers. From their small earnings, they spend frugally and set aside a share to invest in microfinance schemes at the neighbourhood meetings. CDS leadership encourages the neighbourhood women in cultivating the habit to invest in such microfinance schemes. Of the total earning of the neighbourhood groups in

Vattavada panchayat, an amount is set aside for offering emergency loans and linkage loans. In case of any crisis or emergency, the women approach their neighbourhood groups and the CDS offers subsidised loans at minimal interest rates which could prevent them from falling a prey to money lenders at exorbitant interest rates

3. Micro Enterprises and Marketing

The microenterprises sector was almost defunct in the panchayat. Its revival in the last three years by Kudumbashree CDS led by Devaki Velraj is remarkable. The production of products such as strawberry jam, soap oil, soap powder, homemade chocolate, jute carry bag, setting up of provision stores and self-employment support for neighbourhood women, offering



them the required skill training and financial support and to hand hold them towards micro enterprises sector was made possible. As a result, majority of the women in this sector could earn better.

4. Collective farming

A close look at the Kudumbashree collective farm lands of Vattavada reveal the efforts of the farm groups. Vegetables such as potato, beans, carrot, garlic and cabbage, cereals such as wheat and ragi are cultivated in abundance. Through the initiative, it ensures self sufficiency and deepens the cultural roots of collective farming. Currently, 313 collective farming groups registered in the CDS are functional. The produce from the farm collectives are sold out to the neighbourhood traders and many residents procure it directly. The organically produced farm products also add value and sets high standards in the market. CDS ensures the required skill training and financial support for these farm groups. As part of that, 236 community farm groups have obtained financial support. Among them 65 groups received interest subsidy and it was made possible by CDS. In addition, 31 farm groups and groups belonging to ST community obtained revolving fund and 180 groups received development bonus through CDS. In addition, 20 farm groups were offered labour day wages and it is also an achievement for CDS that it could distribute kits to 38 farm groups as part of UNDP project.



Samruddhi campaign:

To rejuvenate the existing farm groups and to attract more Ayalkootam women to farming, the Kudumbashree led Samruddhi campaign which was implemented in Vattavadapanchayat has given a new fillip in this sector. In a bid to elucidate the functioning of top five collective farming groups in the panchayat which are involved in the cultivation of fruits and vegetables including strawberry and potato, it is documented through video footages.

5. Haritha karmasena (Green brigade)

Under the auspices of Kudumbashree CDS and Panchayats, the haritha karmasena is functional here. In this panchayat, there are 13 wards and in each of these wards atleast two Haritha karmasena members are working. To ensure cleanliness in this panchayat, Vattavada CDS leaders plan to bring in more neighbourhood women.



6. Balasabha

An initiative by Kudumbashree to develop children as responsible citizens, Balasabhas were constituted with children at the ward level. It is also prominent in Vattavada panchayat with 256 children in 17 groups involved in various development activities which also leads to their intellectual and personal growth. Regular monthly meetings are held by Balasabhas and the child members write and retain the minutes of the meeting. As part of their entertainment programs, CDS has also offered toys to the children.

7. Gender Resource Centre

As part of women empowerment activities, Kudumbashree CDS led Gender resource centre is functioning in the panchayat to ensure the security of women. Under the joint leadership of Vattavada village panchayat and CDS, the Gender Resources Centre's intervention has



been instrumental in utilising the facilities of recently opened Abhimanyu Maharajas library. CDS has emerged a model by setting up PSC coaching centres in the Grameen Vigyan Kendra of the panchayat to ensure skill training for the youth.,

Through the novel online digital class room ensuring the services of experts, effective educational training is offered to the youth in Vattavada panchayat. Such sustained efforts of the CDS has led to the setting up of PSC coaching centre. In coordination with Vandiperiyar KMG Academy, Malayalam and Tamil PSC coaching classes and spoken English special coaching classes are organised.

The activities under the auspices of Gender Resources Centre has received due recognition in the panchayat. Particularly, to connect neighbourhood women and to make them aware of the rights of women, Gender Resource Centre (GRC) has made it possible. Setting up of 15 vigilant groups is a proof of that. Since it began functional, eight cases have been registered and among them four have reached Snehitha and resolved. Three cases were resolved at GRC by its members. GRC could offer counselling to students and psychological support to women. Further, destitute free (Agathirahitha Keralam) Kerala scheme beneficiaries, disabled (differently abled) ayalkootam members of the NHG's are offered the required support after making home visits. Kudumbashree GRC has also facilitated a program for the students of Malappuram district Gems Arts and Science College to know and study the lives of tribal people.

8. DDUGKY

DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Skill training and placement program of the Ministry of Rural Development (MoRD) to provide high quality skill training, development and placement program for the rural youth is being implemented in the state by Kudumbashree. The CDS in Vattavada Panchayat could ensure skill training for three youngsters under the scheme.

Services during Corona

In Ashraya first phase implementation, 22 beneficiaries were involved in the scheme. As part of covid-19 prevention activities, all the beneficiaries under the scheme were ensured mask and sanitisers at their homes. For beneficiaries unable to collect the food kits from ration shops, arrangements were made to distribute it to their homes and 25 beneficiaries benefited from it.



Through the Community kitchen jointly implemented by panchayat and Kudumbashree, many were ensured food packs. It mostly benefited migrant guest workers and beneficiaries under Destitute Free Kerala (Agathirahitha Keralam) scheme. The required rice, provisions and vegetables were procured through sponsorship and also sourced from Kudumbashree farm groups. Neighbourhood women under the auspices of Panchayat and CDS prepared food for three months and it was distributed with the support of voluntary organisations.

Chief Minister's relief support loan scheme

As part of the CM's relief support loan scheme for Kudumbashree NHG's worth Rs 2000 crore, 61 Ayalkootams in Vattavada CDS received a total loan worth Rs 38.70 lakh.

Services during Floods in 2018

In the 2018 floods that ravaged Kerala, Vattavada panchayat stood by the affected in the state. Money collected from all the NHG's in Vattavada was

handed over to Kudumbashree district mission coordinator to offer support for the flood hit.

Challenges

To check the spread of corona virus, lockdown was declared in the state, it was a major challenge for CDS when it was unable to sell farm produce mostly vegetables cultivated by the farm groups. When residents of neighbouring houses and NHG's procured the required vegetables, the farm collectives could earn reasonably.

Personally, satisfying feat

Under Destitute Free Kerala (AgathirahithaKeralam) scheme utilising the Panchayat Plan Fund, 25 beneficiaries were ensured basic requirements such as cots, flask, induction cooker, emergency lamp, quilt, sweater and steel bowl.

Learning points of CDS chairperson

For a homemaker Devaki Velraj, it was through Kudumbashree that she could know the various facets of society and realise the ways to ensure support and social security for the marginalised. Particularly, during flood and Covid crisis, the local self-government bodies and Kudumbashree mission joint operations for the benefit of society has helped realise issues and it has given the impetus to take forward the initiatives.

Conclusion

In 2018 when Devaki Velraj took charge as the CDS chairperson, the functioning of Kudumbashree in Vattavada gained strength. Currently, all the activities of Kudumbashree has the backing from Panchayat and CDS administrative committee. For recording the details of CDS activities, it has the support of accountant Malathi Jameraj. However, to ensure more job opportunities for neighbourhood women, organic plant nursery, highrise multi-task team, women building construction units are yet to begin. It helps realise and understand the need to be more objective and energetic. In the coming days, Vattavada CDS hopes to strive for the progress of Kudumbashree.