



DOCUMENTATION OF BEST CDS- KALADY

2017-2020

*“Selfless love & care brings the same back to you and
my life is the proof”*

Smt. Devi

CDS Chairperson, Kalady



**Documented by
Priya Paul
State Mission Manager,
Kudumbashree Mission**

DOCUMENTATION OF BEST CDS- KALADY

2017-2020

I was working in a hospital when I got the call to join Kudumbashree. It was in the year 2002. A Community Organizer was taking classes for women on Kudumbashree; Neighbourhood groups (NHGs) and its concept. I attended the class and joined in Kudumbashree on the same day with the title of Secretary. I became the CDS Chairperson thrice, first in 2007 and then bore the same twice.

I resigned my job at the hospital where I was working when I felt that the time required in Kudumbashree activities is insufficient. The sole income I had was the honorarium of CDS Chairperson pertaining to an amount of Rs.250/-. But the satisfaction received of becoming a part in changing someone's life made me to continue in the system. It can't be expressed in words. Today the amount of honorarium has changed and so the work. But I became a part in each and every activity of Kudumbashree Mission.

Best CDS- Kalady

Every year Kudumbashree makes an attempt to recognize and appreciate the best CDSs at district and state level. Kalady is one of the best CDSs in Malappuram district and their activities during the last 3 years deserve special mention. The general achievements of the CDSs are detailed below.

General Achievements

The CDS took special effort to incorporate 139 new members into the Kudumbashree NHG network. The total NHG members constitute 3358.

Component	Nos. / %
General NHGs	240
Elderly NHGs	7

PwD NHGs	12
Linkage	100%
Joint Liability Groups (JLGs)	111
Micro Enterprises	32 no.s
Haritha Karma Sena	30 (trained) 8 selected to start Green MEs
Asraya families	157
Buds Rehabilitation Centre (BRC)	32 persons (recently inaugurated)
Monthly Market	25 entrepreneurs regularly participates
DDUGKY	12 candidates placed

There are **111 Joint Liability groups** primarily engaged in the cultivation of paddy, vegetables & tubers availing 118 acres of land. An agency from Ponnani block procures the produce directly from the JLGs. Even some groups are engaged in floriculture. The noticeable aspect is that the groups for the last three years are continuously engaged in cultivation in these **118 acres and 85 cents** of land.

There are **32 micro enterprises** in the CDS. The Chairperson gives a brief orientation to the committee members about the new and viable enterprises based on the communication received from the Kudumbashree District Mission. The selection of right beneficiaries is made with the support of CDS Committee. This helps the CDS to establish whatever micro enterprises the Mission proposes like Haritha Karma Sena, Budget hotels, Green MEs etc.

The CDS took special effort in the establishment of **Buds Rehabilitation Centre (BRC)** in the Panchayat. The BRC was recently inaugurated and now the CDS is involved in making it functional with 32 disabled people.

The CDS is implementing all the gender programmes of Kudumbashree properly. 55 Snehitha members were identified and they are visiting houses of Snehitha Calling Bell beneficiaries along with the CDS members or along with vigilant groups. The

Snehitha volunteers provided necessary support to obtain Aadhar cards, ration cards etc. During the current situation they provided health care assistance to these people with the support of Public Health Centres (PHC).

Online classes were arranged to youth in coordination with **Legal Service Authority** on various subjects like legal awareness, evil impact of drugs etc. Many CDS members are working as legal service volunteers and therefore good support is received for arranging these classes.

Vigilant groups are active in the CDS. **Gender Resource Centre** was started recently in the Panchayat and steps have been taken to resolve anti social activities like alcohol preparation at homes & land disputes.

25 Balasabhas are functioning in the CDS with 408 children. The **balasabha children visited the Snehitha Calling Bell beneficiaries**, interacted with them & took photos which was a good experience.

In the DDUGKY programme, 124 candidates registered, 26 attended training and 16 of them got placed.

The CDS conducted the **Kudumbashree School campaign** by providing training to 2 people per ward, who then gave training to NHG members. The outcome is the inclusion of new members, increase in linkage and it gave a **good insight to all NHG members on the various activities of Kudumbashree Mission**.

As per the advice of Kudumbashree Mission we tried to implement programmes assessing the scope. We took special effort to distribute the funds received through Rebuild Kerala Development Programme (RKDP), Resurgent Kerala Loan Scheme (RKLS), Community Enterprise Fund (CEF) etc. The CDS have collected 115 applications to provide laptops to poor children under the Vidyashree scheme.

Special activities

1. The CDS has conducted training programme in tailoring for 100 women in collaboration with an external agency.

2. The CDS actively supported the Kudumbashree District Mission in conducting the Saras Mela and Arangu. As the conduct of SARAS Mela demands time and effort of the CDS members, the Chairperson even arranged accommodation for 10 Chairperson's in her house.
3. The CDS Chairperson conducted 1 hour class to all NHG presidents and Secretaries on Transaction Based Management Information System (TBMIS) which helped them to complete the data entry in the stipulated time.
4. The CDS conducted classes for NSS children & Balasabha Campaign in coordination with the Panchayat
5. The CDS arranged blood donation campaign. Identified persons below 40 years and who are willing to donate blood. The idea was conceived from the CDS members

- ✓ Received first in Arangu at cluster level
- ✓ Medical camp to Asraya beneficiaries
- ✓ Adventurous trip to Kakkadam

Efforts during COVID/ flood

During the floods, rescue homes were opened in the Panchayat. The entire CDS committee got engaged in flood related activities. The efforts taken by the CDS committee in the words of the Chairperson: "Every morning I leave my house at 5 am to serve the flood affected victims. We set up community kitchens and cooked food for the people residing in the shelter homes, collected things for them and distributed. Sometimes we took the sick to the hospital. After the floods, we were engaged in cleaning the houses of the affected. Our presence was a great relief for them".

During the present COVID 19 pandemic, the CDS motivated the NHG members in mask stitching (44 women stitched 3526 masks), distribution of kits (93 kits) to the needy and conducted the Social distancing campaign ('Orumaykkayi Oru Kuda Akalam') as per the instructions of the District Mission. The lottery sale was highest in Kalady panchayat when compared to all other Panchayats in the Ponnani block.

Best Practices of CDS

1. The CDS constructed houses for the socially marginalized and Asraya beneficiaries with the Snehanidhi fund.
2. The CDS took initiative to procure funds from the Snehanidhi scheme and availed financial support from NHG members to conduct marriages.

CDS & its relation with the Panchayat

The relationship with the Panchayat helped both the Grama Panchayat and Block Panchayat to earmark funds for the JLGs and to avail utensils for Haritha Karma Sena groups (as additional income).

Most satisfying experience of CDS Chairperson

There are many instances to point out. During floods many people lost their important documents. The support provided to these people to obtain duplicate ones from the Panchayat is one to mention. The satisfaction was to be seen in their eyes. The relationship with the Panchayat helped to get these things easily (a single call was enough).

General feedback/ comments/ opinion/ observation from CDS Chairperson

The CDS Chairperson got an opportunity to visit Rajasthan to study their best practices thereby to make a comparative study on Kudumbashree NHGs and their SHGs. The experience gained was memorable. The way they conduct the NHG meetings by sitting around, placing the name boards of all members during their ADS meetings (to know the SHG/ ward they represent) and the establishment of related micro enterprises (a person engaged in dairy will have farming as well) all are worth a study. Their involvement is one we should note.

The Chairpersons concluded that this is a platform where we can help others physically and emotionally. When we support and care for others they too will care about us. "I met with an accident during the COVID lock down period and now I am doing all my work at home. Many NHG members are praying for my speedy recovery and

someone even offered ‘a silver leg as offering in Guruvayur temple’ (a religious tradition for recovery). All these reflect their love and affection for me. A life without Kudumbashree is unimaginable for me now”.

The support of the Panchayat and the CDS committee both deserves special mention as only through their support & co-operation our CDS became one of the best in the district.

Learning points and conclusion

The dedication and commitment of Smt. Devi, Chairperson of Kalady is reflected in her own words. She took her responsibilities beyond official lines. All women who receives a platform to grow do not become successful & empowered. Also women with similar positions don’t push themselves to create wonders in the field. To sum up by quoting the words of the Chairperson *‘You should feel the pain and sufferings to help the poor and the destitute’*.

