



AN EXCELLENT MODEL FOR WOMEN EMPOWERMENT

## KUDUMBASHREE

CHINGOLI COMMUNITY DEVELOPMENT SOCIETY



Smt. Sheeja Rasheed  
CDS Chairperson

Author  
JOMON. K. J  
State Asst. Program Manager  
Kudumbashree State Mission

KUDUMBASHREE STATE MISSION

## Chingoli CDS, Alappuzha District

Chingoli Grama Panchayat is a panchayat in Alappuzha district in Kerala. It covers an area of 7.24 sq km and is located on the north of Karthikapally Panchayat, on the east by National Highway 47, on the south by Chepad Puthenparambu Road and on the west by Arattupuzha Panchayat. Many years ago, Chingoli Panchayat had made remarkable achievements in the coir industry. Numerous coir production units were operating in the area. Arattupuzha Coir, one of the most popular and in-demand coir production centers in Kerala, is located along the coastal villages of Chingoli and Arattupuzha.

The entry of Kudumbashree was a new milestone in the development history of Chingoli Panchayath. Kudumbashree Neighborhood Groups have played a significant role in the social and economic upliftment of women in Chingoli Panchayath. Kudumbashree neighborhood groups have been formed in all the wards of Chingoli.



**CHINGOLI COMMUNITY DEVELOPMENT SOCIETY TEAM**

## Chingoli CDS at a Glance

| Basic details |                                  |           |
|---------------|----------------------------------|-----------|
| 1             | Number of NHG                    | 157       |
| 2             | NHG members                      | 2362      |
| 3             | Elderly NHG                      | 15        |
| 4             | Elderly NHG members              | 150       |
| 5             | Special NHG                      | 3         |
| 6             | Special NHG members              | 32        |
| 7             | Total thrift (Rs.)               | 46956000  |
| 8             | No. of NHG has bank loan         | 138       |
| 9             | Total Bank Loan at present (Rs.) | 112850000 |
| 10            | NHG Received matching Grant      | 114       |

| Farm activities |                             |  |
|-----------------|-----------------------------|--|
| 1               | No. of JLGs                 | 111                                      |
| 2               | No. of JLG members          | 555                                      |
| 3               | Area under cultivation      | 55.5 Acre                                |
| 4               | Crops cultivated            | Vegetables, Tubers,<br>Turmeric & Banana |
| 5               | No. of JLG has bank Loans   | 75                                       |
| 6               | Loan amount at present (Rs) | 375000                                   |

| Non-farm activities |                          |        |
|---------------------|--------------------------|--------|
| 1                   | Aadu gramam              | 1 (5)  |
| 2                   | Ksheera sagaram          | 1 (1)  |
| 3                   | Backyard poultry units   | 3 (11) |
| 4                   | No. of Micro enterprises | 17     |
| 5                   | No. Members              | 73     |

| Social Development |  |         |
|--------------------|--|---------|
| 1                  | Destitute Free Kerala beneficiary families | 79      |
| 2                  | Challenge fund (First installment) (Rs)    | 1155364 |
| 5                  | No. of Balasabha                           | 8       |
| 6                  | No. of Balasabha Members                   | 96      |
| 7                  | Gender corner                              | Yes     |
| 8                  | Community councillors                      | 1       |
| 9                  | Snehitha calling bell beneficiaries        | 85      |

| DDUGKY |                         |    |
|--------|-------------------------|----|
| 1      | Total candidate trained | 21 |

## **Organization, Micro Finance & Monitoring Information System**

There are 157 Neighborhood Groups in Chingoli CDS. In addition, there are 3 special NHGs and 15 elderly NHGs. CDS profile creation completed. The total thrift of this CDS is Rs.3421800. CDS Sub-Committee Meeting, Evaluation Committee, ADS, CDS General Meeting and Bank Monitoring Committee is held regularly.

The CDS has formed 12 new Neighborhood Groups with 152 members in the last three years. Thrift amount for this three year period alone is Rs. 182400. During this period 5 Neighborhood Groups have taken bank loans of Rs. 750000. Kudumbashree School was conducted very successfully in all NHG in this CDS. Under Snehaidhi fund 10 Ten people were given medical help.

## **Micro Enterprises (ME) & Marketing**

There are 17 different types of micro enterprises working to empower women's income generating activities. Carry Bag, Janakeeya Hotel, Garment Unit, Beauty Parlor, Bakery, Stationery, Chips Unit, Food Product, Curry Powder Unit, Offset are the major Micro Enterprises functioning in this CDS. During the last three years 12 new Micro Enterprises Units started in this CDS by 44 Kudumbashree NHG members. This CDS organizes markets very every month (monthly market) and organizes special markets during Onam, Vishu and other festivals. A geriatric care unit & Haritha karma sena is working in this CDS.

Kudumbashree Matrimony started in November 2019 and the registration of about five young women was completed. In August, a serving and event management group of five, led by members of the Harithakarma Sena, was formed. Home shop also working in this CDS.



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

Through DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) Programme, the youth employment scheme of Government of India, being implemented in Kerala through Kudumbashree. Chingoli CDS has worked tirelessly to increase employment opportunities among the youth. The total number of candidates who joined DDUGKY training is 21.



## Agriculture

The involvement of these CDSs in the agricultural sector is commendable. They were able to improve the agricultural production of Chingoli panchayath. They have 111 Joint liability Groups (JLGs) consist of 555 members. They are cultivating an area of 55.5 acre. In this 23 JLGs started during last three years and 80 .5 acre land cultivated. Vegetables, tubers, turmeric and banana are the major crops cultivated in this CDS. All JLGs actively participated in the Samrudhi Campaign.



## Animal Husbandry

In Animal Husbandry Sector this CDS has Started 1 Aadu gramam units (5 members), one Ksheerasagaram units (1 member) & three backyard poultry units (11 members). Ksheerasagaram unit started during last three years.

## Gender

Snehitha counseling center offers counseling and awareness classes every week to AHT Center. The Health Awareness Seminar for Women was organized by GRC in association with the Primary Health Center. About 85 beneficiaries get care and support under Snehitha Calling Bell program. Tele-counseling for adolescents is conducted through GRC.

## **Destitute Free Kerala (DFK)**

There are 178 beneficiaries in Destitute Free Kerala Project. A medical camp has been conducted for the beneficiaries of the Destitute Free Kerala. Food kits are provided every month. Food kits deliver to beneficiaries' homes via CDS.

## **Balasabha**

There are 8 Balasbhas consisting 96 children in this CDS. Activities like Bala krishi, Bala Library, Bala Panchayath, skill training, Jagratholsavam, Sasthrolsavam etc. carried out for these children. 'Jagratholsavam' held joining all the students of Balasabha associating with other governmental departments as part of the monsoon disease prevention activities. Implementing such ideas like Balasabha, we mould a socially responsible generation with good physical and mental health. As part of the Balasabha, the children of the Chingoli CDS were able to participate in the football tournament. As a part of celebrating IYPT year Sasthrolsavam conducted in this CDS.



## **Flood related activities**

The CDS Board of Directors, including the Chairperson, worked day and night during the flood in 2018 and 2019. CDS officials were also involved in flood relief operations. In addition, RKLS loan of `460,000 lakh has been sanctioned for 18 units. Chingoli Kudumbashree NHG members provided assistance to Wayanad flood relief camp

## Covid-19 related activities

Following the Covid-19 pandemic, the Kudumbashree Community Kitchen activities were well organized by this CDS. This CDS was able to disburse Rs.98, 00,000 to 121 groups from the Chief Minister's "Sahayahastham" loan scheme. Chingoli CDS has been able to provide 13 televisions to facilitate online learning for the children of needy Kudumbashree members through fundraising through Kudumbashree NHGs. Oru Kuda Akalam- Social distancing campaign also done in the CDS. The Gender Resource Center was able to provide psychological support to seniors and Snehitha Calling Bell beneficiaries.





## Conclusion

Chingoli CDS has put their all efforts to involve in all Kudumbashree activities. The CDS Chairperson and members have been able to participate in every activity as best they can. The involvement of CDS in all development activities in Chingoli Panchayath is noteworthy.

