



## **SUSTAINABLE DEVELOPMENT THROUGH KUDUMBASHREE CDS**

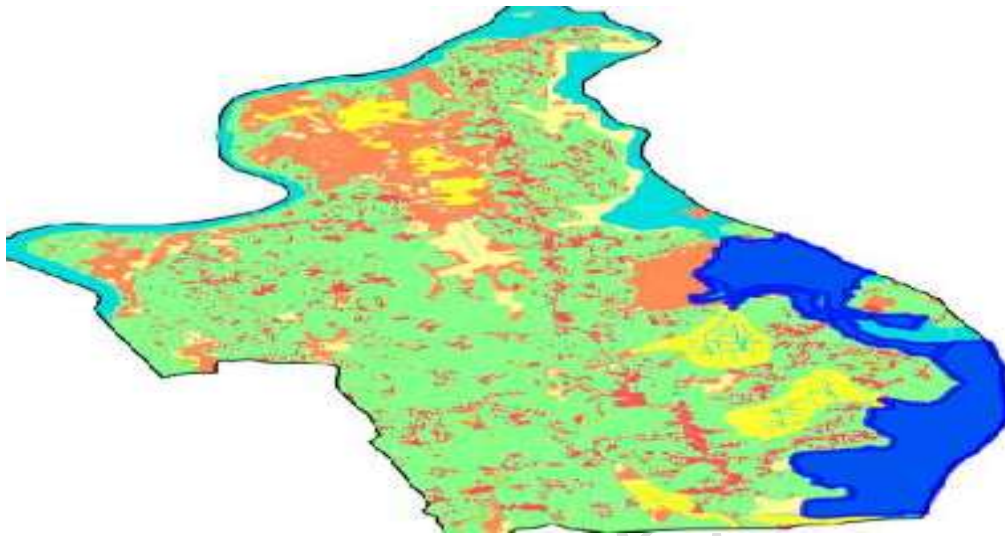
**Report from Marancheri CDS 2018-2020**



**Reportsubmitted by, Sarika S  
Assistant State Program Manager -  
Tribal  
Kudumbashree State Mission Kerala**

## MARANCHERI

Maranchery is a census town within the circle of Ponnantaluk, Malappuram district, in the Indian state of Kerala. This village is surrounded by the BiyyamKaayal, a backwater associated with the Naranipuzha River, on the north side and Veliankode village on the south side. East – B M Kayal and West – KundukadavuPuzha, Canoli Canal.



As of the 2001 Provisional Statistics, Maranchery has a geographic area of 20.47 km<sup>2</sup>. Kundukadavu PuranguThamalassery, Maradi, Vadamukku, Panambadu, Parichakam and Mukkala are village areas under Maranchery Panchayat. Total Area-2015 Ha, Lakes/ponds-278.12 Ha, Area of Rivers- 70.33 Ha, and Fallow Land 15.23 Ha.



## MARANCHERI COMMUNITY DEVELOPMENT SOCIETY

### **At a Glance**

Marancheri Community Development Society(CDS) in Malappuram District is one of the best CDS in District. Marancheri had a population of 35,011 with 16,041 males and 18,970 females. Marancheri CDS was started in 2004. This CDS has 19 Area Development Societies (ADS) with 374 neighbourhood groups(NHG) 4634 families are benefiting through kudumbasree activities.

Statistic of Neighbourhood Groups(NHGs)		
Sl no	Type of NHGs	Number of NHGs
1	SC	4
2	Persons with Differently Abled(PWD)	4
3	Elderly	21
4	General	345
<b>Total</b>		<b>374</b>

### General Achievement of the vibrant CDS

The biggest feature of MarancheriCDS is that it strives to complete all the activities through Kudumbasree 100% and does more work converge with various other departments.

**Organisation-**During the past three years, the CDS formed 128 new NHGs. These NHGscovers 21 elderly NHG, 2 special NHGs, and 105 general NHG. A better organizational structure exists here. CDS meetings, CDS governing body meetings, subcommittee meetings, all general body meetings, ADS meetings and neighborhood meetings are held regularly which help to strengthen the organisation. Following the Covid19 epidemic, WhatsApp groups were formed at the NHG level to take Kudumbasree's activities to the next level.The interest of the CDS Chairperson in taking up and advancing new ideas further enhances the CDS activities.

The CDS also organized the first (217 NHGs) and second phases(273 NHGs) of Kudumbashree School very successfully. 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 NHGs, ADS and CDS.

**Microfinance** -During the last three years Kudumbashree formed128 new NHGs.10 NHGs were given loans included in the Resurgent Kerala Loan Scheme(RKLS) distributed 14,00,000 Rupees as loan amount. As part of the Chief Ministers Helping Hand Loan Scheme(CMHLS),Rs. 103, 30,000 was distributed to 169 NHGs.

Financial Statistic - Marancheri CDS		
1	Activity	Amount distributed
2	Linkage Loan	9,41,00000
3	Matching grant	5,09000
4	Interest subsidy	5,86,000
5	Revolving Fund	4,50,000
6	Corpus Fund	20,000
7	JLG Incentives	3, 58,000
8	JLG loan	4,68,00000
9	JLG Interest subsidy	2,70972
10	CEF-16 ME unit	800000

**MIS-** 100% successfully run the Management Information System(MIS) CDS has developed an Area Development Society(ADS) level register system to easily collect the data at the CDS level.

**Micro Enterprises and Marketing** -Marancheri CDS is dynamically involving in the Micro Enterprise and Marketing sector. There are a total of 30 units under CDS. In the last three years, 23 Micro Enterprises were formed. The unit details are here; some of the units are functioned very well. A nano market is functioning well in Marancheri CDS. Fairs and markets are organized according to the seasons (In the month of Karkitaka-oushakanji, ten vegetables lives curry, Ramadan Dishes, Onam Payasamela) The monthly markets are going exactly as planned.

Unit Name and Number list	
Catering unit-4	Hotel-5
Paper Bag unit-2	Turmeric powder making unit -1
Rice powder making unit-1	Umbrella Making Unit-1
Tailoring unit-4	Sambar Powder unit -1
Soap powder unit-1	Swanthanam unit-1
Bakery unit-3	Provisional Store-1
Textile Shop-1	Milk product-1
Tamarind unit -1	Haritha Karma Sena -vessel unit-1

**Social Development.** -1.**Destitute Free Kerala(DFK)** program has included 165 beneficiaries in the general DFK project and their services are giving continuously. The food kits for the beneficiaries are provided continuously every month. The food kits were delivered to the beneficiaries at home during the lock down. In the context of Covid 19, Marancheri CDS has also been able to conduct a very observational survey of DFK families over 60 years of age.

**2.Balasabha**-activities are also going well in Marancheri CDs.A total of 60 Balasabha groups were formed during the last three years.It has 587 boys and 540 girls. Balasabha children are engaged in various activities on special occasions like Reading Day, Environment Day and Independence Day. During the Jack Fruit Campaign, the children also created works of art with various materials from the Jack Fruit Tree. Through the lock down, the children participated in the Saip- 19 Tick Talk Competition and Talent Show organized by the District Mission. CDS also organized a study tour to the historic place -Arakkal fort (Kannur) for Balasabha children.BalaPanchayat formation, Bala Parliament formation, Balasabha Study Camp and Study Tour,Pediatric curiosity, BalagramSabhas, and pencil activities are going on at the right times

**3.Buds**-There is a Spectrum Special School functioning under Marancheri CDS in which 116 students are studying, 72 students are above 18 years of age and 44 students are below 18 years of age.Spectrum Special School with AC Classroom is functioning well with the help of Block Panchayat and GramaPanchayat. Organize online classes for them during lockdown. For the period of Corona, it was cultivated by the children of Buds School and members of JLG (Micro Green cultivation). Crafts, articles and planting of jack fruit saplings were also held in connection with the Environment Day. 3 neighbourhood groups were formed as part of Buds School. Marancheri was selected as the best Buds School in Malappuram district. Ayesha teacher of Marancheri Buds School also received the award for Best Teacher. Family reunion of children with disabilities was held under the name of ‘Unarvu’.

**Gender Development**CDS involve very much in gender activities. Training on the Gender Self Learning program was conducted.Gender Resource Centre is functioning very well in the Panchayath level and counseling services to women who are facing issues are providing. Each ward has a very well-functioning vigilant Group.The problems of the women are solved locally by conducting a meeting called “Gender Corner”.CDS has identified people who are living single without any support and have included in the program “Snehitha Calling Bell”. The beneficiaries were gathered in a meeting and their experiences were shared.

**Farming** – There were 19 Joint Liability Groups(JLG) formed within the last three years. CDS has started farming 306 acres of fallow land with the support of the agricultural department and Panchayath. Mainly paddy, vegetables, tapioca and banana are cultivated and JLG groups cultivate turmeric and sell it

powder. Koduveli is also cultivated as part of the cultivation of medicinal plants with value added products. In addition, JLG sells products from the market every week. All JLG members were given training on organic farming with the support of the Farmers Facilitation Centre (FFC). CDS is renting out farming tools and earning rent. CDS makes special intervention to avail of the benefits of the Panchayath, Agricultural department, and other line departments to the JLG groups. 2 goat breeding group in association with the Animal Husbandry Department is functioning under CDS.

*Goat breeding unit- 5 members in a group. 20 goats in a group- 19 female goat and 1 male goat. Its method of operation is to provide people with a source of income and to prepare good food, and to get the required meat in our own places without having to depend on any other state. Many CDSs from Malappuram District are coming to visit this unit to study its operations and generate revenue. It is being implemented with the help of the Panchayath and the Animal Husbandry Department*

**DDUGKY.**-Last three years 6 students were enrolled and under training

### **Special Achievement**

- 1 goat breeding group in association with the Animal Husbandry Department and panchayath is functioning under CDS.
- CDS is renting out farming tools and earning rent.
- CDS generates revenue by leasing steel utensils as part of the Green Army.
- As part of the FFC bought farm implements renting. The rent received from this is used to buy seeds and fertilizers and distribute them to groups.
- Of the plastic-free panchayath CDS members have been manufacturing paper bags and cloth bags for various institutions in the panchayath for this purpose.
- The food is cooked and distributed by the CDS members themselves for events inside and outside Kudumbasree. This generates CDS revenue.
- Integrated with the panchayath, Kudumbasree is conducting a cancer detection camp (athijeevanam).
- Maranceri CDS has started the "Janakeeya Hotel" on 05/06/2020 which gives lunch for rupees 20. So far 8783 food packets have been distributed.
- Snehanidhi raises Rs 69,000 from the fund, of which Rs 51,000 goes to needy members medical aid

and marriage assistance were given.

- Panchayath award for best CDS for Convergence
- District Mission Award for 100% distribution of CMLHS Loan
- Block Panchayath award for best Bud school and its activity

### **Best practices of the CDS during the last three years**

- In collaboration with the Panchayath, Cancer Diagnosis Campaign, Karate Classes, Yoga Classes, Tailoring training, Women's Hotels, Catering Units, Umbrella Making Unit, Paper Bag Manufacturing Unit, Goat breeding Unit, Health Awareness Classes, Pension Notification, Other survey and Children's Activities is being implemented.
- Convergence with Animal husbandry and agriculture department related activity are going very well in the CDS.

### **Efforts during Flood**

MarancheriCDS, had actively involved in flood-related activities during the flood in 2018 and 2019. Participates in camps as part of the flood and engages in clean-up activities. 97000 collected from the members of the neighborhood group and contributed to the relief fund as part of the flood relief (CMDRF). Contributed food items worth Rs. 25,000 were delivered to Malappuram Collection Center.

Cleaning activities were done post-flood by the vigilant groups and Kudumbashree members. Kudumbashree members in collaboration with the panchayath distributed immunization pill as part of the flood. Rs.97000 in cash and kind worth rupees 25000 was given in CMDRF by collecting one-day thrift from all the NHGs of the MarancheriCDS.

### **Efforts during COVID 19**

During COVID 19 epidemic condition MarancheriCDS had involved various activities like, community kitchen, mask production, janakeeya hotel, Covid-19 IEC Activities etc

**1. Community Kitchen.** –During the COVID 19, CDS has started 1 Community Kitchen which provided food for the needy people. CDS distributed more than 100 kg vegetable to Community Kitchen. A total of 12346 food packets were distributed through the community kitchen.

**2. Mask Production.** -15 units in marancheriCDS started the mask production and 7500 masks were produced and distributed panchayath, stationery store, hospital, quarantine center etc.

**3. CMLHS-**As part of the Chief Ministers Helping Hand Loan Scheme (CMHLS), Rs.103, 30,000 was distributed to 169 NHGs and it benefiting 1703 family.

**4.COVID 19 IEC Activities.** –COVID 19 was a new viral disease and educating the

kudumbashree members about this viral disease was very important.Kudumbashree members were actively involved in IEC activity and reach the activity in 5256 members.

**5.DFK Support**-CDS with the support of ADS members and DFK beneficiaries provided with medicine and food on time.CDS took special efforts to call the beneficiaries of Destitute Free Kerala.

**6. Snehitha Calling Bell-** who are above the age of 60 and provided them with the mental support through the calls. Also, the needs of them were sought and provided with the support of the Health and Panchayath.

7.Kudumbashree NHGs members are the part of Monitoring of the non- residentialKeralite who are in quarantine, notice about COVID 19 distribution, medicine distribution, etc.

#### **Most satisfying experience of the CDS chairperson**

According to Mrs.Fousiya, Kudumbasree activities provide a great experience every day. The most heartwarming thing is that delivering aid to the DFK beneficiary's on time. Another happiest moment with Snehitha Calling Bell beneficiary's tour, their Sangamam and so on. She opined that being the CDS Chairperson was the only reason she was able to work in convergence with various departments and help others. This is the first time CDS has won the contest as chairperson. She said they would get good feedback from all places on Kudumbasreeactivities;one and allare very much stimulated in the activities of CDS.

#### **General feedback from the CDS chairpersons**

Being able to do more for others through Kudumbasree was a turning point in my life. And as a CDS chairperson, I feel more confident in doing many things for CDS. There is a healthy relationship between Kudumbasree and other departments. The CDS receives more training and fund from the Panchayat Department than from any other department.Agriculture and animal husbandry department provide training for our group and support as much as possible. The panchayat and the Kudumbasree CDS do not have a good or inferior sentiment but a clear consensus. CDS Executive Committees fix a day and inform with Panchayath and they participate happily with meeting. The CDS general Body, ADS general bodyand NHG are very active also. Vigilante GroupEmpowerment,Prevention of atrocities against for women and children and make sure in a small way honorarium for CDS members are some of the activities we intend to do in future.

#### **Learning point and conclusion**

MarancheriCDS is the best example of CBO PRI convergence. CDS is a clear example of how a Panchayath and Kudumbashree CDS can work together for the development with great harmony between. CDS function with the full support of all departments and a good mind to take on new



things. This CDS ensure 100% achievement in every activity. The CDS Chairperson's dedicated work prompted the committee members to form the Janakeeya Hotel, FFC Rental Service and Women's Hotel etc. She is a good motivator of CDS. "She is a good worker who works on his own and does it with others"

**Marancheri CDS activity through photo**





Marancheri CDs