



Vazhayur Community Development Society-

A chronicle of women led development

2018-2020

Prepared by

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in conversation with

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1.Vazhayur-An emerging educational centre and commercial spot

Vazhayur panchayth, situated in Kondotty block in Malappuram district shares boundaries with Kozhikode district. Vazhayur is an educational center and a developing commercial spot located near one of the state's highways. There are 17 wards in the panchayath. Major cultivation in the panchayath is plantain, known as “Vazha” in Malayalam. Hence, the name Vazhayur.

2. Vazhayur Community Development Society

Women in the panchayath started to involve in social activities through Community Based Nutrition Programme (CBBNP), Literacy campaign, People’s campaign and reservation of women . Kuduumbashree catalysed their movement to the forefront. Activities of the community development society succeeded in placing the agenda of local economic development and increasing the visibility of women. There has been remarkable progress in the socio-economic status of women in the panchayath. Present status of Kudumbashree activities is depicted in table 1.

Table 1 –status of Kudumbashree programmes in a nutshell

Name of CDS chairperson- Smt. Saraswathi

Category	No:of units	No:of members
Neighbourhood Groups (NHGs)	285	5325
Special NHGs	10	129
Elderly NHGs	43	645
SC NHGs	19	272
Micro Enterprises-Group	26	146
Micro Enterprises- Individual	16	16
Joint Liability Groups	60	340
Vigilant groups	17	85

3. Achievements of the CDS during 2018-2020

The current CDS committee under the chairpersonship of Smt.Saraswathy has been able to make remarkable progress in various sectors. The CDS has a very strong interface with the panchayath and is actively involved in the local level planning. Achievement of CDS in various sectors are portrayed below,

3.1 Organisation strengthening and Institution Building

The current CDS committee has been successful in strengthening the existing institutions as well as creating new institutions. Achievement in terms of institution building is portrayed in table 3.1

Table 2 -Status of new institutions created

No:of newly constituted NHGs	No:of NHG members	No:of elderly NHGs	No:of elderly NHG members	No:of special NHGs	No:of special NHG members
8	160	43	645	10	129

3.2 Micro Finance

The CDS has been successful in achieving 100 % bank linkage of NHGs, thereby providing easy access to loans without any collateral security. Matching grant is an incentive for NHGs for establishing bank linkages. Rs1,80,800 has been distributed as matching grant in 2018-20. Rs.25,28,393 has been distributed as interest subsidy and Rs.2,40,000 as revolving fund. Rs.8 lakhs has been received as Corpus Fund and the same has been distributed to 15 NHGs.

Government of Kerala has launched Chief Minister's Helping Hand Loan Scheme(CMLS) for members of Kudumbashree network, wherein interest free loans are provided to NHGs to meet the loss of livelihood due to the outbreak of COVID-19 pandemic. 285 NHGs have availed benefit

under this scheme and 3232 members are benefitted. .Access to loans at low interest rates has been provided through “Muttathe Mulla” scheme.

3.3 Microenterprises and Marketing

In Vazhayur, 26 group enterprises and 16 individual enterprises have been newly constituted. Micro enterprises under the CDS ranges from Janakeeya Hotel, started under “Hunger Free Kerala” campaign to Shinkarimelam unit. Shinkarimelam unit has performed in the state level Kudumbashree cultural fest, Arangu-2019. Details are listed in Table-3. 100% of ME units are graded. Weekly market and special markets are also functional. Two new units, flour mill and apparel park are ready for inauguration

Table-3-Details of new enterprises

Type of enterprise	No:of units
Janakeeya Hotel	1
Shinagrimelam group	1
Nutrimix unit	1
Snacks unit	3
Printing press	1
Nadan pattu	1
Catering unit	3
Food solutions	1
Paper bag	2
LED unit	1
Cloth bag unit	1



3.4 Towards women friendly Vazhayur-Gender Development Activities

Kootukari , a special project in convergence with the local body funds is being implemented to ensure women friendly and violence free public space in the panchayath and to sensitize women about their rights. Component such as She gallery ,gender park, gender awareness classes to elected representatives and school teachers are also incorporated into the project. Legal awareness



classes and free legal aid is provided to those in need with the support of Legal Services Authority. Presently, online series on gender awareness is conducted by the CDS in the light of COVID-19 protocol. Following activities have been undertaken as part of gender development activities in the panchayath,

- **“Break the shell”** -Awareness classes for youth leaders and teachers to break the prevailing gender norms
- **Mobile she library**- Collected books from all the wards.
- Constituted **gender club** at PMSAPTHS school.
- **Trauma care training** to 67 vigilant group members
- **Street debate** was conducted on topics such as “Are public spaces restricted to Women?”, “Democracy in family”
- A special programme **‘Ravunarthal’** was organised from 6 PM till midnight exclusively for women, in which they engaged in cultural activities,cooked food and conquered the night. 72 women participated in the programme.
- **Kalikkalam project** to bring women to sports and games to increase their physical activity to prevent life style diseases and to keep them fit.
- **She theatre**-Theatre training given to 56 women and a 11 member troop constituted
- Legal awareness classes for 48 members
- Workshop on women friendly panchayath, in which 90 members participated.
- Cultural fest in which 721 members participated

3.5 Agriculture and Animal Husbandry

In the farm livelihood sector, 66 new JLGs with 340 members have been constituted in the past three years. Banana, paddy and vegetables are cultivated in 198 acres of land. Type of crops illustrated in table-4. Flower cultivation, and mushroom farming are also undertaken. The CDS has been successful in making Vazhayoor a fallow land free panchayath. 5 acres of fallow land have been made brought into cultivation.

Table- Type of crops

Major crops	Area (in Acres)
Plantain	150
Paddy	30
Vegetables	10
Tubers	8
Total	198

Table 5-Progress under farm livelihood sector

Achievements of JLGs	Units
No:of new JLGs constituted	66
No:of JLGs that are active	60
Amount availed as loan	1 Crore
Major crops	Banana, paddy, vegetables
Area of land under cultivation	198 acres

Organic farming is undertaken in 2 acres of land. 5 units are engaged in goat rearing and 3 units in goat rearing.

3.6 Social Development

Vazhayur CDS has identified and included 260 families under the Destitute Free Kerala (DFK) scheme. Ration kits and other support services are provided to the families with the support of Grama Panchayath. Chairperson maintains a personal rapport with the families and is familiar with the specific needs of each family. 66 new balasbhas with 947 members have been constituted in the panchayath in the past 2 years. There are 116 balasabhas in the panchayth including the newly formed ones .Residential camps, theatre training, drawing completion and

literary camps were held as part of Balasabha activities. BRC school is also functioning .



4. Special Projects

Vazhayur CDS has been successful in implementing various special projects aimed at making the members self reliant. The CDS provided computer training to 150 women and tailoring class to 120 women . 120 scooties were provided to women, thereby contributing to their mobility and autonomy. CDS provided free gas connection to all families in the panchayath. CDS offers their helping hand through “Snenidhi” benevolent fund which is utilized to provide financial assistance to those in need. Kootukari special project is implemented in convergence with local body funds towards making the panchayath women friendly.CDS has got very **strong interface with the panchayath and is actively involved in the local planning process.** Kudumbashree members participate proactively in the gramasabha and working groups.

5. Activities undertaken as part of flood relief activities

CDS ensured presence of Kudumbashree members in all the flood relief camps started in the Panchayath. Kudumbashree members played a remarkable role in managing the camps and rescuing women left alone in flood prone areas. Chairperson recalls an incident in which she could convince and rescue an old lady who was not willing to move out of her house, which is prone to landslide. Chairperson, along with her daughter helped the officials to prepare a database of members in the relief camps. A squad of Kudumbashree members was constituted for cleaning flood affected houses. CDS has taken initiative to converge with DISHA, a state level NGO to

reconstruct a house partially destroyed in the flood. **RS.1,57,000 has been contributed to Chief Minister's Distress Relief Fund.**

6. Activities undertaken for COVID-19 prevention and management

9000 food packets have been distributed through community kitchen. Contributions range from financial assistance to agricultural products from kitchen garden. Meetings were held on a daily basis to monitor the activities of the community kitchen. Disseminated information to the members through special Whatsapp groups. **The CDS has made a contribution of Rs.60000 to ChiefMinister's Pandemic Relief Fund.**





“Growing along with the network in 20 years”- says CDS chairperson

“I have joined Kudumbashree network in 2000 as a Community Organizer. My identity and social acceptance is very much linked with this network. This is my second term as CDS chairperson. I am familiar with every nook and corner of the panchayath. I have personal rapport with all the 260 Asrya beneficiaries in the panchayath and is familiar with the specific needs of each and every family. CDS chairpersonship provided me with ample opportunities to serve the most needy. We were able to construct a house to Smt. Baby, an Asrya beneficiary who was living in a dilapidated house in poor conditions. We mobilized funds from the community and made use of Rs.1 lakh provided under Asrya. Now, she is residing in a safe and secure house. This is one of the most satisfying experiences .” says Smt. Saraswathi . She dreams of a model CDS in which every women has financially autonomy.



Excellence is not an exception, It is a prevailing attitude.....