

The image features a decorative graphic consisting of three overlapping circles in shades of pink and red, arranged in a descending sequence from top-right to bottom-right. Two thin, light pink lines intersect at the top-left corner and extend diagonally across the page, framing the central text. The text is centered horizontally and reads "Mayyil Community Development Society" in a bold, dark red font.

Mayyil Community Development Society

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At a Glance

Mayyil Community Development Society (CDS) in Kannur District is one of the best CDS in Kerala. Mayyil is surrounded by around half of its boundary by Valappattanam river. Total area of the Panchayat is 33.08 sq km. The population is 29,649. Mayyil CDS has achieved the best CDS for Gender activities award in the district in 2020. The number of Area Development Societies (ADS) in Mayyil is 18. The number of NHGs are 308 with 4792 members.

General Achievements

Components	Achievement in numbers
NHG	308
General	261
Elderly	28
PwD	19
JLG	93
Micro Enterprise	38
Group	31
Individual	7
Nano market	1
Balasabha	46
Asraya family	39
Snehitha members	37
Gender library	1
Balasabha library	1
DDUGKY (no. of students placed)	12
Haritha Karma Sena	1 unit (12 members)
TBMIS	100%
Linkage	91%
Monthly Market	12 ME and 23 JLG participating
Nano market	2

- Within the last 3 years 87 SHGs are linked. Linkage amount is Rs.2,72,35,000.
- Major enterprises (ME and Agri) in CDS are Apparel unit, Kudumbashree Cafe, Laundry units, Balasabha tuition center (Pratyasha ME), Mushroom unit, tailoring unit, Samrudhi hotel, beauty parlour, Chicken farm, Quail rearing unit and Biopharmacy. They are running successfully under Mayyil CDS.
- Products of these enterprises and JLG products are sold out through monthly markets, weekly markets, special trade fairs etc.
- Major JLG crops are tapioca, paddy, banana, pulses, horse gram, mustard, sugarcane and floriculture.
- Balasabha- 528 participants. Balasabha members of Mayyil CDS collected waste materials and made various products and sold through Fairs. In all 18 wards balasabha conducted Kuttikrishi. Hand written magazines were made by balsabha children in all 18 wards.
- 37 students enrolled in various DDUGKY courses and 12 of them were placed.



Special Activities

- Activities of newly formed CDS was started with the Neetham 18 campaign during 2018. It was a great pavement for them.
- CDS provided Vishu kaineettam and cloths for 41 Ashraya families
- During Onam also they cared the marginalized people in their CDS by giving new clothes and other essentials.
- Mayyil CDS helped the Snehitha beneficiaries with mental support as well as physical help by providing kit of essential materials.
- CDS level Medical camp and counselling session was conducted for Snehitha beneficiaries in various times.

- As part of Environmental day 2018, Mayyil CDS planted 7340 mango seedlings
- As part of Samruthi campaign, Kalpashree program was conducted by district mission and Mayyil CDS won first prize in district for planting more number of coconut seedlings 3175 coconut saplings was planted.
- As part of Environmental day 2020, Mayyil CDS planted more number of Jackfruit seedlings (7432) and won first prize in district. Special recognition and appreciation from District Collector encouraged the CDS to do more environmental activities.



- Gender corner was inaugurated in 2018 and as part of that a debate was conducted for Transgender Groups. 91 TGs were participated in this program and still CDS chairperson says it was one of the best programs that was conducted by the CDS
- A special Anti drug campaign was conducted under the leadership of CDS
- A special class was arranged by Janamaithri Police, Mayyil for women regarding Self defence and personal security. 109 members have participated in this class.
- Yoga training was conducted for NHG members. 32 interested members were participated in the class and they are now practicing it from home itself.
- In all 18 wards of Mayyil CDS Vigilant Group is active and Gender RP is providing special classes for Elderly members. Gender RP handled 52

domestic violence cases and 10 cases became success. Activities are continuing.

- In 2019, Mayyil CDS was recognised as best CDS for Gender activities in District. And in 2020, Mayyil CDS was selected as Model Gender. As a member of Kudumbashree these encourages the CDS chairperson to focus more on Gender activities.
- Counselling classes were conducted for BUDS students and their parents.
- A gender library is functioning in CDS
- 22 students are studying at Balasabha tuition center.
- Elderly NHG cultivated paddy in 4 acres
- In 15 wards Kuttikshi was conducted and Mayyil CDS was selected as best CDS for conducting more number of Balakrishi in district.
- In Moovandan 2019- Mango festival conducted by District Mission, Mayyil CDS got first price in value added product exhibition program.
- A 16 member team from Tripura came to study about the CDS activity.

Covid 19 Special Activities

- 'Niravu' magazine was published with writings of elderly NHG members regarding Covid experience in their life.
- Food was provided twice in a day through Community kitchen
- CDS cordinated program to deliver vegetables, groceries, medicines, ration etc to houses through NHG members.
- Mask was distributed in wards for free of cost.
- Awareness program regarding Covid was conducted for elders.

Flood Special Activities

- CDS participated in various rescue activities. CDS made special care in transferring flood affected people to safe places like schools and libraries.
- Rs. 2,42,600 was collected from Kudumbashree members as flood relief fund.

- Essential food, cloths, medicine etc were distributed to needy people.
- Special drive was initiated by CDS to clean the flood affected houses.
- Essentials and study materials were collected and given to other flood affected districts also.
- Through district mission, tool kit and financial assistance was given to all flood affected JLGs. Tool kit for 30 JLGs and CMF for 22 JLGs.

Best Practices of CDS

- During 2020 January 1, 2000 cloth bags made by Kudumbashree family members was distributed free of cost to various shops for creating awareness against plastic and importance of reusable bags. Now 4 cloth bag units are functioning under Mayyil CDS.

Most satisfying experience of CDS chair person

As a chairperson of Mayyil CDS, Smt. Sreejini is experiencing most satisfied days in her life. Because she is leading the CDS for last 3 years and gained many recognition in district level. Mayyil CDS always focus on helping marginalized and vulnerable group of the society. All awards achieved by Mayyil CDS were the result of great hard work, commitment and team work of CDS. As a person she is watching the change in society made by Kudumbashree. For example, women are now a days doing all jobs irrespective of gender. Women empowerment in all area is reflecting in our NHG members also. That is why when regular NHG meetings was paused due to covid pandemic, google meet was conducted to overcome that hindrance. These all simply shows how Kudumbashree is encouraging and empowering women to mould their life. As a Chairperson, Sreejini is satisfied for being part of this change.



General feedback/observation from CDS Chair person

When a normal woman chaired into the seat of a CDS Chairperson, the view towards the society was changed a lot. Many hilarious tasks were done within limited time due to passion and team effort. Strength and unity of CDS committee is backbone of Mayyil CDS. All CDS members are making the maximum effort to identify needy people in their ward and providing them the best solutions through Kudumbashree irrespective of their personal benefits. Chairperson also suggested that it will be more helpful if the administrative grand is increased.

Learning point and conclusion

Mayyil CDS is a model for Kudumbashree motives. The demands of the self-help groups are satisfied through Kudumbashree. They focus on social as well as environmental activities. That means the CDS trying for an overall development of society. As these activities goes on, Mayyil CDS can achieve greater heights.

