



SUSTAINABLE DEVELOPMENT THROUGH KUDUMBASHREE CDS

Report from Perinthalmanna CDS 2018-2020



Report submitted by,

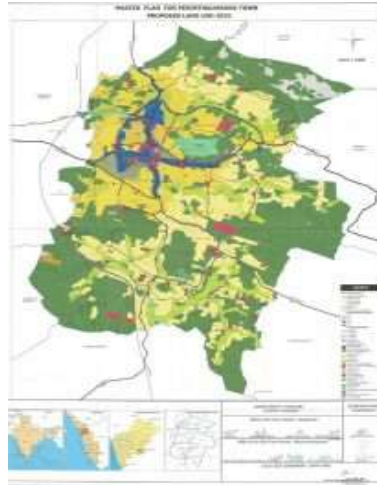
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Perinthalmanna

Perinthalmanna is a municipality in Malappuram district of Kerala. It was the capital of Valluvanad, a princely state ruled by the Valluvakonathiris, a suspected branch of the Pallava dynasty of the ancient Tamil kingdoms. Thirumandhamkunnu Bhagavathi Temple and Tali Mahadeva temple are located at Angadipuram, 3 km north of the town.



Perinthalmanna became a Panchayath in 1933. Later upgraded to municipality on 10 February 1990. As of 2011 India census, Perinthalmanna had a population of 49,723 spreading an area of 34 sq km. The municipal area is divided into 31 administration wards. Perinthalmanna is a prominent and fast-developing settlement in the district. The town is equidistant, at approximately 70 Km, from Palakkad, Thrissur and Kozhikode cities. The Kozhikode-Palakkad Road (NH 966) and the Perumbilavu-Nilambur Road (SH 9 & 23) meet at the Main Junction of Perinthalmanna. This geographic positioning and connectivity with all important settlements in the region has been catalytic to the growth of this town. This strong connectivity has attracted higher level facilities to the town. But this also means a heavy volume of through-traffic that adds to the chaos in the town. Perinthalmanna is located near the southern boundary of Malappuram District, along National Highway 966. The town is well connected by roads to the other important towns in the district like Malappuram, Manjeri, Nilambur, Kottakkal, Pattambi and Shornur and the neighbouring LSGs Angadippuram, Vettathur, Thazhekkode, Alipparamba, Elamkulam and Pulamanthole. Malappuram town, the headquarters of the Malappuram district is at 20 km to the west of the town, along National Highway 966.

PERINTHALMANNA COMMUNITY DEVELOPMENT SOCIETY

At a Glance

Perinthalmanna Community Development Society (CDS) in Malappuram District is one of the best CDS

in District. Perinthalmanna had a population of 49723 with 23542 males and 26178 females. Perinthalmanna CDS was started in 2004. This CDS has 29 Area Development Societies (ADS) with 279 neighbourhood groups (NHGs) 4190 families are benefiting through kudumbasree activities.



Statistic of Neighbourhood Groups(NHGs)		
Sl no	Type of NHGs	Number of NHGs
1	SC	21
2	Persons with Differently Abled(PWD)	3
3	Elderly	9
4	General	246
Total		279

General Achievement of the vibrant CDS

Kudumbasree scheme is implemented in collaboration with various schemes of the Municipality to improve the livelihood of the poor section of the Municipality.

In January 2018, the new CDS General Body headed by Mrs. Premalatha took charge. There are 29 ADSs under CDS. There are 4190 members in 279 neighbourhood groups. During the past three years, the CDS formed 53 new NHGs. These NHGs covered 813 families. It was able to revive 49 neighbourhood groups that were not functioning. A revolving fund of RS.10000,50000 was sanctioned for 49 neighbourhood groups and 22 ADSs respectively after evaluating the activities of neighbourhood groups. A better organizational structure exists here. CDS meetings, CDS governing body meetings, subcommittee meetings, all general body meetings, ADS meetings and neighbourhood meetings are held regularly which help to strengthen the organization.

I.Microfinance - During the last three years Kudumbashree formed 53 new NHGs covering 813 families. As part of the Chief Ministers Helping Hand Loan Scheme (CMHLS), Rs.1,57,77,000 was distributed to 158 NHGs benefiting to 2352 families.

Financial Statistic –Perinthalmanna CDS		
1	Activity	Amount distributed
2	Linkage Loan-99 NHGs	43444000
3	Matching grant -33NHGs	1190000
4	Revolving Fund -49 NHGs	49000
5	ADS revolving Fund-22 ADS	1100000
6	CMF-9 JLG	180000
7	CEF –15 ME unit	1000000

Perinthalmanna CDS Interest Subsidy Scheme –Year wise details

Interest Subsidy – Perinthalmanna CDS		
Year	NHGs count	Amount distributed
2018-19	41	1.55 cror
2019-20	50	2.4 cror
2020 SEP	8	38.9 lakh

II. Micro Enterprises -PerinthalmannaCDS is dynamically involving in the Micro Enterprise activity. There are a total of 35 units under CDS. In the last three years,16 individual enterprises and 2 group enterprises have been started with the NULM Revolving Fund. Innovative ventures such as Day Care Unit, Women's Driving Unit, Evan Management Unit and Customer Service Center are among those set up using the said funds.15enterprise were initiated from the Community Enterprise Fund allocated as part of the flood relief efforts.As part of the Self-Employment Scheme, 11 individual enterprises and 3 group enterprises have been granted enterprise loans with interest subsidy from various banks. Important ME units are as follows

- Jeevanam solutions :Waste management activity
- Malakha Solution Unit (Construction team):5 units formed. Sneha Bhavanam is being constructed under the leadership of a construction team. Out of the total 1250 beneficiaries, 510 houses have been completed
- RAAS Event Management unit- Unit for renting steel utensils and glass for weddings and public

functions in accordance with the Green Protocol.

- She Stay: A safety place for women to reach the cities at night
- Janakeeya Hotel
- Day Care Unit
- Women Driving Unit
- Haritha Biobin unit

III. Marketing

A nano market is functioning well in Perinthalmanna CDS. Fairs and monthly markets are organized according to the seasons. The monthly markets, Onam special market, Kudumbashree Bazaris going exactly as planned. Other programme organized by CDS under marketing are;

- Food Fest: CDS Participated "UmmanteVadakini" food Fest at 2018 and Penperumma Food Fest at 2019
- Cake Fest: Under the leadership of Kudumbasree District Mission, the cake fest was successfully held for 3 days in 2019 involving 36 cake units in Perinthalmanna.
- Kudumbasree Bazaar - Kudumbasree's Quality Products Sales Center started in 2020
- In 2019, a cake making competition was held as part of the "Pen Perumma program".
- This year 29 Onam kits were distributed.
- As part of Covid19, 29 umbrellas were distributed in the 'Oru KudaAkalam' program.

IV. Social Development -1. Destitute Free Kerala(DFK) program has included 85 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, Perinthalmanna CDS has also been able to conduct a observational survey of DFK families over 60 years of age. In the epidemic period information was sought over the phone.

2. Balasabha-activities are also going well in Perinthalmanna CDs. A total of 75 Balasabha groups were formed during the last three years. It has 626 boys and 363 girls. Balasabha children are engaged in various activities on special occasions like Reading Day, Environment Day and Independence Day. Through the lock down, the children participated in balakrishi. Bala Panchayat formation, Bala

Parliament formation,, Bala Gramasabhas, Pediatric curiosity and pencil campaign activities are going on at the right times and distributed school kit for students.

3.Buds-Swanthanam Buds School functioning under Perinthalmanna CDS in which 32 students are studying, 24 male and 8 female .Special School running with the help of Municipality. Neighbourhood groups were formed as part of Buds School.Online classes going on according to the syllabus. Lock down period activities are;

1. Buds children are farming at home.
2. Teaches children to do handicrafts once in a week
- 3.The children planted tree saplings in connection with the environment day
4. Onampookkalam coloring worksheet was colored by the children in onam days.
5. August 15-Quiz competition was conducted for children.
6. The house and surroundings were cleaned in connection with Gandhi Jayanti.

V.Gender Development: The Gender Resource Center was started in 2018 under the Perinthalmanna CDS. In 2018, Neetham campaign conducted as part of the Sthree Pathavi Swayam Padana prakriya, about 110 members participated the progrmme. Vigilant Group conducted Elderly and Snehitha Calling Bell Beneficiary gathering. In 2020 CDS conducted Snehitha Calling Bell Reunion and Medical Checkup for beneficiary.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.

VI.Farming – Perinthalmanna Kudumbasree has registered and cultivated 12 JLGs under CDS. Of these, 48 are women farmers. They are also given agricultural loans and incentives. Monthly markets are being set up to help bring the products to market. Mainly cultivated crops are paddy, vegetables, banana and tapioca. Cultivation is spread over about 1 acre. During the period 2018-20, 1 acre of fallow land was made cultivable and agricultural festivals were organized as part of the Samridi campaign. My Chakmaram campaign was held in connection with the June 5 Environment Day.

VII.NULM Skill- under the Skill Training Employment Scheme, 81 persons was trained in 2018-19, 74 persons were employed and 50 persons were trained in 2019-20 and 32 persons were employed.

- A shelter home is being constructed at KanchiramKunnu Colony in the municipality for the rehabilitation of the homeless in the city.
- A plan has been drawn up to ensure the welfare and livelihood of the street vendors in the city. In

the first phase, the survey conducted by the Roadside Trade Committee was completed and identity cards were issued to 89 eligible persons. Of these, 12 were specially rehabilitated. Rehabilitation work for the remaining is underway. The City Mission Management Unit has also been able to support the provision of short term loans to 57 street vendors in the municipality.

Special Achievement

- CDS participated ValluvanaduThaniman Programme
 - Food fest
 - Cultural programme
 - Kudumbashree product fest
 - Coordinate celebrity programme
- Chakka Fest
- Mother kitchen (VibhavaSilpasala)-Neighbourhood members prepared food items and brought them to the fair and sold them.
- Pen peruma(10 days Programme)
 - Art and sports competition for NHGs members
 - Food Fest
 - Quiz competition

Best practices of the CDS during the last three years

- Health insurance- Insurance for NHG members with CHIAK (Labor Department)
- In collaboration with the Department of Agriculture, seeds and vegetable saplings were provided to the members of the neighbourhood groups under the name of 'Adapt Perinthalmanna'.
- In connection with Law Department - Taluk Legal Service Society conducted legal awareness classes for Kudumbasree neighbourhood members.
- Women Development cooperation- Malakha solution Unit, a women's construction group, was started with a loan of Rs 5,00,000 from the Women's Development Corporation.
- In collaboration with the Protectable Charitable Trust, clothes were distributed to the children of poor Kudumbasree members
- In connection with the World Breast Cancer Month, Kudumbasree conducted a free Breast Cancer Cervical Cancer Screening and Awareness Class in association with IMA Women's Section, Perinthalmanna Unit and Perinthalmanna Maulana Hospital.
- Through Kudumbasree, 30 members of the neighbourhood groups were trained in making cloth bags.
- Educated members of the neighbourhood groups provide free tuition to financially deprived children at Marukaraparambu ADS in the Perinthalmanna CDS.

Efforts during Flood

Perinthalmanna CDS, had actively involved in flood-related activities during the flood in 2018 and 2019.

Flood activity @2018

- 4 camps were functioning in Perinthalmanna CDS following the massive damage caused by the floods. There were about 250 people in the camp. Kudumbasree members cooked and distributed the food required for the camp. Kudumbasree also took over the cleaning of the camp.
- Toolkit (agriculture toolkit, seed and fertilizer) was distributed in 2018 as compensation for losses incurred in the agricultural sector.
- In 2018, 120000 rupees collected from the members of the neighborhood groups and contributed to the relief fund as part of the flood relief (CMDRF). Contributed food items and vessel for the camp.
- As part of the floods (2018), 26 Nava Kerala lotteries were sold and Rs 50,518 was collected.
- All homes were chlorinated as part of the 'Punargeni' campaign.
- Conduct ARISE campaign for NHGs members

Flood activity @2019

- In 2019, Rs.180,000 was disbursed to 9JLGs as Crisis Management Fund.
- Following the floods of 2019, cleaning camps were organized in houses, public places and pothu idam -Nilambur.

Efforts during COVID 19

During COVID 19 epidemic condition Perinthalmanna CDS had involved various activities like, community kitchen, mask production, janakeeya hotel, Covid-19 related IEC activity, Sanitizer production, Food Kit, Recourse Person Mobilization activities etc

1.Community Kitchen. –During the COVID 19, CDS has started 1 Community Kitchen which provided food for the needy people.

2. Resource Mobilization- Necessary items and vegetables were distributed to the community kitchen by members of the neighborhood group, members of the JLG and members of the micro enterprise unit.

3.Mask Production. -1 units in Perinthalmanna CDS started the mask production and 1500 masks were produced and distributed panchayath,stationery store, hospital, quarantine center etc.

4. **Janakeeya Hotel**-“Janakeeya Hotel” started on 18/05/2020, where meal is available at rupees 20. So far 20332 food packets have been distributed.

5.CMLHS-As part of the Chief Ministers Helping Hand Loan Scheme (CMHLS), Rs.1,57,77,000 was distributed to 158 NHGs and it benefiting 2352 family.

6.COVID 19 IEC(Information, Education and Communication) 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 more than 4000 members.Distributed leaflets containing the criteria as part of the Break the Chain campaign. Special NHGs meeting conducted for Covid 19 defense activity

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

8. 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.

9. Tele counseling- Those who sitting on quarantined and people over the age of 60 who were part of the grand care provided necessary counseling and guidance.

10. Distributed food kits in the municipality area as part of Covid 19

11. During the lockdown, competitions were held in the kitchen garden and micro green farming for members of the neighbourhood groups.

Award

- Kankanchery ADS of PerinthalmannaCDS received the Swachata Excellent Award from Central Governmentin 2020.

Most satisfying experience of the CDS chairperson

According to Mrs.Premalatha, Kudumbasree activities provide a great experience every day. In 1998, she became a member of the Neighbourhood Group and served as the A Secretary of the Neighbourhood Group and 3 times ADS Secretary. As a result of this work, Perinthalmanna Municipality has happily taken over as the Chairperson of Kudumbasree since 2018. The most heartwarming thing is that delivering aid to the DFK beneficiary’s on time. It was only after taking over the CDS position she visited the beneficiaries to distribute food kits. The mother (DFK Beneficiary) hugged us and said the kids were coming with the kit. Their eyes are filled with tears. I owe a lot to my Kudumbasree, which entrusted me to see them face to face and interact with them when they saw that joy. We do not get that happiness anywhere. Another happiest

moment we can't even begin to describe the joy we feel when we visit the Snehitha calling bell beneficiaries who live alone and when we visit Buds School. I am proud to be a part of the internationally recognized Kudumbasree three tier institutional structures.

Similarly, Perinthalmanna Urban Council works shoulder to shoulder with Kudumbasree. The Board of Trustees has been very supportive of strengthening the work of Kudumbasree and the District Mission has been very supportive. I am very happy to be able to work with the support of all the CDS Governing Body members, Member Secretary and Accountant, ADS Office bearer, Neighbourhood Office bearers and Neighbourhood members. She said they would get good feedback from all places on Kudumbasree activities; one and all are 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. 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 Municipality than from any other department. Agriculture and animal husbandry department provide training for our group and support as much as possible. The Municipality and Kudumbasree CDS are working on a good relationship. CDS Executive Committees fix a day and inform with Municipality and they are actively participating every meeting of CDS. The CDS general Body, ADS general body and NHG General Body meetings are held every three months.

Learning point and conclusion

Perinthalmanna CDS is the best example of CBO (Community Based Organisation) –ULB (Urban Local Body) convergence. CDS is a clear example of how a ULB and Kudumbasree 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. She is a good motivator of CDS.

Perinthalmanna CDS activity through photo



