



Alayamon

Community Development
Society (CDS) Report

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Community Development Society (CDS) Report – Alayamon

When it comes to energy and dynamism age is just a number, conveys the oldest CDS chairperson of Kollam district Ms. Vasantha, who represents Alayamon CDS, who has turned 65. She is of the opinion that unlike other avenues of public life, Kudumbashree has given her a larger platform to perform among the really needy in the society. Though many a people, out of compassion, have requested not to visit CDS in the advent of the pandemic and because of her advanced age, she has made a point to be present at the CDS before 10.00AM every day driven by a sense of purpose. Before detailing the activities of the CDS, few important background details of the CDS are given below.

CDS Chairperson	Vasantha Bharathan
Vice Chairperson	Srilatha

Key Statistics

Total no of ADS (Area Development Society)	13 (Ward 14)
Total No of NHGs (Neighbourhood Groups)	267
Total no of members in the NHGs	3325
SC NHGs	16
Minority NHGs	132
Elderly NHGs	20
PwD NHGs	7
Total No of MEs	42
Total no of JLGs	38

Achievements - General Activities

Coverage and Inclusion – Organization: Out of the total 267 registered NHGs, there are 7 registered PwD NHGs, 20 elderly NHGs and 16 SC NHGs. CDS and ADS meetings are held regularly through ‘Google Meet’, and training programmes are planned for those members who are not well versed with technology.

Deen dayal Upadhyaya Grameen Kuashalya Yojana (DDUGKY): One concern raised by the CDS chairperson was that there are many deserving candidates in the general community, but because of minority/SC/ST quota many were not able to make benefit out of the scheme. It was communicated to her that a new scheme under Kerala Government; 'Yuvakeralam' soon to be launched, will cater to the needs of deserving youngsters in the BPL category.

The skilling programme implemented and monitored by Kudumbashree has benefitted a number of students in the Panchayath. Out of 204 students registered in the Napunya register 48 have enrolled in various courses, 35 candidates have completed the course, 31 appointed and 15 placed. The reason for poor conversion from registration to enrolment is because of the minority sub-category requirement in DDU-GKY and lack of training center within Kollam district.

On the **agricultural front** emphasis is given on fallow land cultivation. 38 JLGs are registered in the CDS. The output of the JLGs are sold in near by Panchayaths and also sold to community kitchen.



Dhanalakshmy JLG – Alayamon CDS

Among a total of 42 **Micro Enterprises (ME)** 15 are group MEs and 27 are individual MEs. Two successful units are Bag making unit which uses own machinery and a cotton waste shredding unit.

One construction ME is also registered under the CDS.



Construction Group Engaged in MGNREGS Board Painting Work

Nano Market

The Nano Market is within the CDS itself where the items stored are snacks, lotion, and soap powder. Nano Market were clocking good sales till the advent of COVID.



Nano Market Inauguration

Micro Finance (MF) The live linkage of the CDS is 90%. This is due to the fact that there are new group 14 groups which were formed and aren't linked. Under Chief Ministers Helping Hand Scheme 219 NHGs availed loan which benefitted 2165 members. A total of Rs 1,65,95,000 was disbursed to the 219 NHGs. 3 groups have availed loans of Rs 10,00,000 each under Muttathe Mulla Scheme. Another source of fund for the NHGs was KSBCDEC loan. 31 NHGs benefited from the KSBCDC loan scheme and the total disbursement was Rs 96,10,000/-.

Achievements – Other Programmes

The **Gender Corner** in the panchayat is very active and based on the needs of the situation new programs are devised. Realizing the mental agony of people because of COVID, a session was organized, resource person being a doctor, on the topic 'COVID and Mental Health'. The GRC was recognized as a model GRC based on the better performance and activities undertaken by it. Another session is scheduled on 17 October 2020 to be handled by an advocate on 17th October. There are active 14 vigilant groups in the CDS.



GRC Inauguration

Through **Snehitha Calling Bell** project the CDS is ensuring that the needy gets counseling support, and have access to food, clothing and other basic necessities.

There are 17 Elderly NHGs in the CDS. The NHG members in the panchayat are active and in one elderly NHG a 95 year old is the secretary. Honoring of elderly NHG members is organized periodically. During the lock-down a competition was conducted for elderly where their performance were recorded and shared in Whatsapp Group and based on the number of likes for the programme, winner was decided.

Under Haritha Karma Sena, two volunteers represent each ward taking the volunteers tally to 28.



Haritha Karma Sena Volunteers in front of MCF

There are 182 **Asraya families** in the CDS as per 2015-16 report. Food was provided every month till April.



DFK Beneficiaries Collecting Food Kit

Balasabha is another active vertical under CDS. In the 16 **Balasabhas** a total of 165 children are enrolled. Pencil Campaign, Sastholsavam, Quiz Competition etc were conducted. In the **BUDS school**, a facility for specially abled there are 24 members. One teacher and 2 care takers are managing the centre. For actively engaging the children, Agrotherapy, is promoted in the campus. The seeds and fertilizer for the cultivation is procured from Krishibhavan.

Special Activities

Flood Relief Activities

In order to mitigate the difficulties faced by the flood affected people, booths were set up to collect cloths, packaged food and other relief materials from the NHG members and the articles were transported to the camps. An amount of Rs 1,28,000 was also collected from NHG members and was transferred to Chief Minister's Distress Relief Fund. A team headed by CDS chairperson travelled to Thrissur to lead clear the mud and waste from houses to make it habitable.

COVID Relief Activities

The CDS chairperson, as mentioned in the introduction has played an important role from the initial days of reporting of cases in Kerala. Some of the important work the CDS undertook under the leadership of Ms. Vasantha is given below.

- Food kit, and growbag and vegetable seeds were provided to promote vegetable cultivation to BUDS school children.



Food Kit Distribution – BUDS Children

- CDS started community kitchen to provide food for needy people in the panchayath.
- Food kit was distributed to DFK beneficiaries. A telephonic survey was conducted to get information from elderly DFK beneficiaries and their need for food, medicine, mental support etc were assessed and support was provided support.
- Snehitha calling bell beneficiaries house were visited by Balasabha members with the support of CDS and enquired about their needs and gave support.
- Tailoring units in the CDS made masks and distributed to NHG members in all ADS.



Mask Distribution

- Started whatsapp groups in the NHG level and passed all information given by government about COVID to NHG members.
- Started Janakeeya Hotel.



Janakeeya Hotel at Alayamon

- Conducted cultural and social activities for Balasabha members through Whatsapp.
- CHMLL loan was distributed to 219 NHG members.

- Disinfection process was undertaken at panchayath.
- Awareness class about COVID was conducted at ADS level with the help of Health Department.
- Schools where exams were conducted were sanitized by Kudumbashree volunteers.

Most Satisfying Moment

The CDS person was of the opinion that there is no single moment to single out, but every moment when unconditional love is expressed DFK beneficiaries, Snehita beneficiaries and elderly she feels contented and feel that 'only that life matters a life which is spend for others'. She feels that everyone treat her as a part of their own family and there is acceptance everywhere she goes.

Learning

The way the Chairperson manages the CDS and the team was exceptional. She had only good words for everyone. The chairperson conveyed that she treats all 14 wards equally irrespective of whether it's represented by an LDF, UDF or any other member of other party political lineage. This made me understand the importance of treating everyone equitably. She also sets a role model in reporting to work on time even during the pandemic times and is full of energy even at an age of 65. This shows us the importance of leading from the front and matching words with deeds. This is highly emulative. Another important trait was her solution centric approach when faced with problem. When she was faced with the problem of conducting meetings, instead of waiting for COVID to get over, she started Google Meet and when some members expressed their inability, the chairperson made arrangements for their training. This was yet another important learning.

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