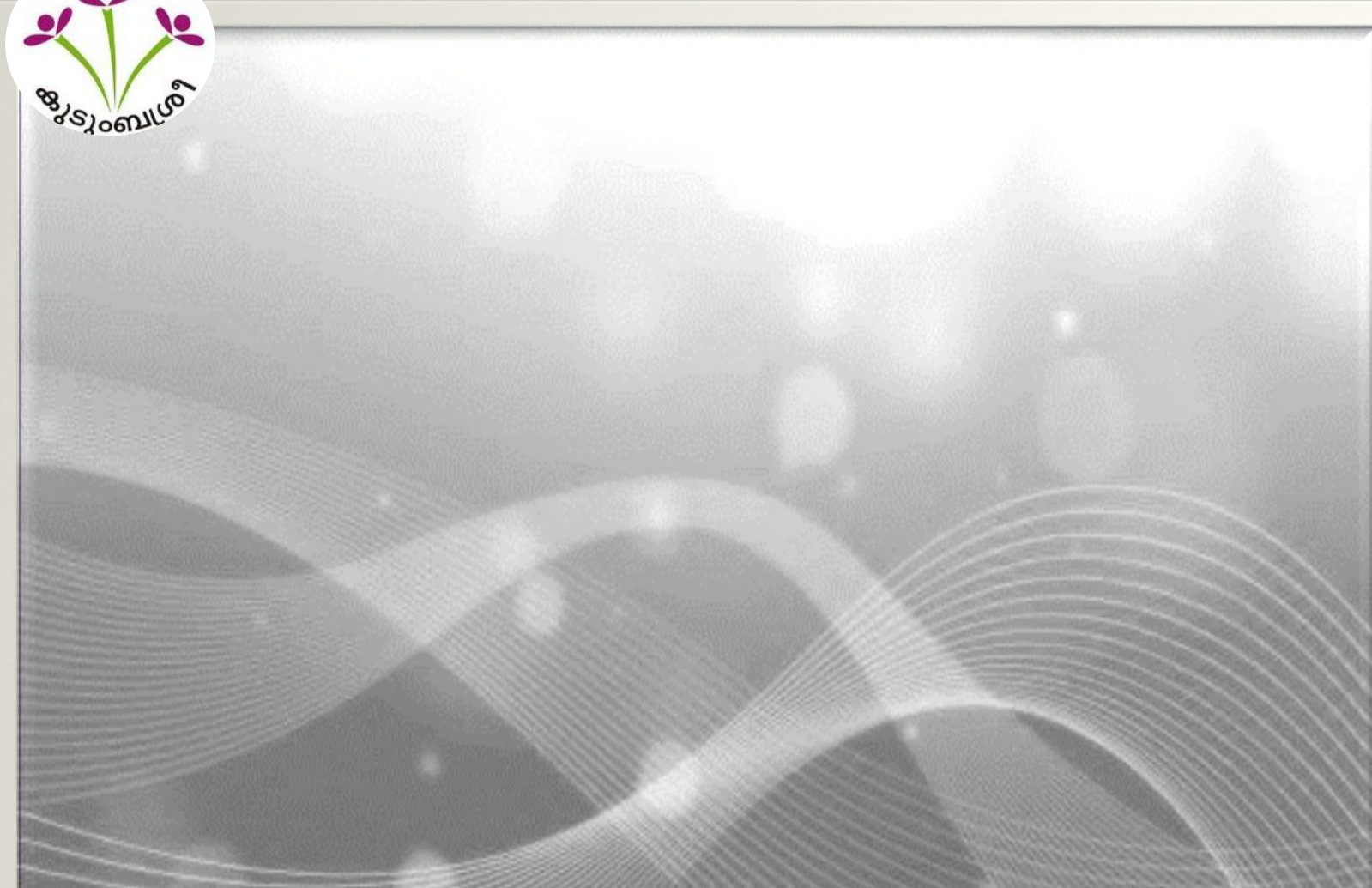


# AJANUR CDS

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# **Ajanur Community Development Society**

Ajanur (also anglicized Ajanoor) is a grama panchayat and also a village of the same name in Kasaragod district, Kerala state, India. It is the fifth largest town in Kasaragod district. Some parts of Kanhangad town is put under an administrative unit called Ajanur Panchayath. The suburb continues to be part and parcel of Kanhangad town. Ajanur is just north of Kanhangad, stretching for some 5 km along the Kanyakumari-Panavel Road, encompassing an area of some 28 km<sup>2</sup>. Total population is 49153.

Ajanur Community Development Society(CDS) of Kasaragod District of Kerala is one of the best CDS in Kerala. The number of wards in the Area Development Societies(ADS) is 23. There are 30 board members in the CDS.

There are 10335 families in the CDS which has 427 NHGs. There are 7804 NHG members in the CDS. Out of which, 4524 are BPL families and 3280 are APL families. There are 252 General NHGs with 5041 members. 32 Elderly NHGs are also functioning in the CDS with 335 elderly people as members. The number of SC NHGs in the CDS is 8 which has 127 members. There are 7 ST NHGs in the CDS with 102 women as members. There are 52 Green NHGs in Ajanur CDS which has 904 members. Also, there are 75 coastal NHGs which has 1289 members. One Special NHG is also functioning in the CDS which has 15 members.

## **CDS Committee**

Ms Shobha T is the Chairperson of the CDS and Ms Rathnakumari is the Vice Chairperson. Ms. Ramani C is the Micro Enterprise Convener. Ms. Jayasree A holds the charge of the Social Development Convener whereas Ms. Shobhana N is the Infrastructure Convener. Ms Pushpa M G is the Convener of NREGS and Centrally Sponsored schemes. Ms Jayasree T V, Ms Anitha K, Ms Nisha, Ms Sindhu K V, Ms Kairali P, Ms Vineetha K V, Ms Padma Chandy, Ms Malini Sunil, Ms Usha,

Ms Janu M, Ms Kunhamina, Ms Shantha K, Ms Jyothi M, Ms Bindhu K, Ms Asha K S, Ms Geetha K P and Ms Jayabharathi K are the other members of the Ajanur CDS Committee. 543/02 is the register number of Ajanur CDS.

### **General Achievements**

The linkage loan amount is Rs 7,17,00,000. And 98% ADSs and 97 % NHGs have been audited. Rs 14,22,977 (NHGs- 318) is the matching grant given and Rs 6,31,143 (3 year) is the Interest Subsidy given. Also, Rs 8,40,000 has been issued as Revolving Fund by the Ajanur CDS.

There are 114 Micro Enterprises functioning in the CDS, out of which 52 are group enterprises and 62 are individual enterprises. There are 320 members finding their livelihood out of these enterprises. There are 46 Harithakarma sena members functioning in the CDS.

Rs 6,41,79,380 is the total thrift of the CDS and Rs 24,70,65,000 is the total loan. There are 315 JLGs in the CDS and the cultivation is ongoing in 98.60 acres of land. JLG loan worth Rs 1,15,00,000 has been availed. The main crops cultivated include groundnut, turmeric, betel, plantain, tapioca, elephant yam, colocasia, vegetables, corn and paddy as well.

395 NHGs have been graded and 388 NHGs have been linked. 92% Kudumbashree MIS, 95% NRLM MIS and 98% NHG, ADS, CDS Profile creation has completed. Also there are 102 Balasabha functioning in the CDS. A Bala Library for the Balasabha children has also been set up with 206 books. One Nutrimix unit is also functioning in the CDS.

### **Special Activities**

- Overall Championship in Arangu Kudumbashree Kalolsavam (District Level).
- Performing troupe under CDS.
- Rangashree team performing street plays for various governmental departments.



- Fallow land in 23 wards was used for cultivation.
- Served food for all during School Youth Festival held at Kasaragod district.



- Gender Resource Centers started in the CDS during August 2018.
- Livelihood trainings at GRCs.
- Vadakkanpaat Competition for the elderly as part of Destitute Day Celebrations.



- Livelihood arranged for 1893 families through CDS (DDUGKY-213, JLG- 1360, ME-320)

#### **Efforts during Covid 19/ Floods**

The Kudumbashree NHGs and families in Ajanur Panchayat extended support through various activities. Kits were arranged under the leadership of the CDS and was distributed to the needy people. Masks were prepared and was given to the needy people in the CDS. Masks were distributed among children and elderly people.



They were in the forefront to clean the places to arrange quarantine facilities in the panchayat. Also they had cleaned the schools prior to the SSLC, +2 examinations. Masks were prepared by all tailoring units in the panchayat and was made available for the health workers and the needful. Food was distributed for the people in quarantine. To the beneficiaries of DFK, in addition to the DFK kits, cooked food was also served. Elderly people were contacted over phone and their welfare was ensured. The Kudumbashree members also volunteered for the Civil Supplies Department.



The activities of Break the Chain Campaign was well coordinated in the CDS. Community Kitchen was also actively functioning in the CDS. Vegetables were taken from the JLGs to the community kitchen by the NHGs. Also, vegetable cultivation was started in all households. Medicines were also arranged for the bed ridden people and those who were staying isolated.



Food was also arranged to those who stay alone and also to the migrant laborers as well. Arrangements were also made for the migrant laborers to return to their homelands.

WhatsApp groups were formed to disseminated the messages to the community. ADS and CDS members play a major role, in delivering medicines, daily necessities to the home and transporting patients to the hospital without any fail. Masks were produced by everyone who knew tailoring beforehand. Sanitizers were also produced under the leadership of the CDS. Various Competitions were also organized for the NHG members.

'Karuthal Campaign', the product- marketing campaign organized during the onam season for providing support to the Kudumbashree entrepreneurs and farming groups who had to face loss due to the covid-19 lockdown was successfully implemented in the CDS. No products were bought from outside for the kits. The products of the MEs and JLGs were used for the kits given during the Karuthal Campaign. The CDS has received appreciations for this from all.

The Grand Care Programme to spread awareness to the public regarding the need to take special care for the elderly to prevent them from Covid-19 was also implemented well in the panchayat. Spreading awareness on “Special Care for elderly’ to families through the NHGs, calling elderly people directly through call center and spreading message and awareness through IEC were well implemented in Ajanur CDS. Also services were extended through the community counsellors. Special activities focusing on spreading awareness about the covid-19 among the children was also held.

During the floods of 2018 and 2019, the CDS was active in helping the households who were severely affected by the floods. Around Rs 3,21,270 lakhs was collected from within the Panchayat and was contributed to Chief Minister’s Distress Relief Fund (CMDRF). In addition, food items and clothes were also distributed to the needful. The CDS was also active in rescuing those were in distress and rehabilitated them on time to the camps. The needed items to the camps such as clothes, blankets, food, medicine etc. were arranged. The food was cooked for them by the NHG members. The NHG members along with other volunteers had cleaned the flood affected houses. CDSs also arranged kits for those who returned from the camps to their houses.

### **Best Practices of CDS**

- ‘Annam Amritham’ rice brand launched by the CDS of their own.





- As part of the Karuthal Campaign, Mr. Lamanesh, a DFK beneficiary (also physically disabled) launched an enterprise named 'Paliyam' that makes phenyl, dish wash, soap powder, hand wash etc. are produced. Rs 20,600 was earned by him as part of the Karuthal Campaign. His family consist of his mother who is old age.
- Marriage of a DFK beneficiary was held with the support of the Ajanur CDS.



- Smart TV and other work materials contributed to a student from a financially backward family from the coastal area.



- Charity activities for a child who met up with an accident.
- Taken an old woman who was living in some cattle shed to her family house.
- Secured Caste Certificate for a Rajasthani woman migrated to Ajanur, staying alone with her children.



- Taken an old woman and her daughter, Snehitha Calling Bell beneficiaries to a Care Home.
- First Nano market in the district was started in Ajanur CDS.
- Yoga Class arranged for the elderly.
- Mazhapolima successfully conducted in the CDS.



- A team from Mizoram came to Ajanur CDS to study about Kudumbashree.
- Kandalpolima conducted in the CDS.
- Onakody distributed for the elderly amidst the covid-19 pandemic.



### **Most Satisfying experience of CDS Chairperson**

Ms. Shobha joined Kudumbashree during September 2001. According to her, she could witness the change that happened within herself by joining in Kudumbashree. She started an enterprise after joining Kudumbashree. She became financially independent through Kudumbashree. From childhood onwards, she was interested in arts and all those were eventually stopped. Later, on joining Kudumbashree, she could unleash her skills through Kudumbashree Kalolsavam. She gained self-confidence to perform well in stage, talk confidently to everyone, make good communications with the banks etc. through the experience she earned through Kudumbashree. She could interact more with the public through Kudumbashree, serve the public etc. She had also took part in various trainings and she is happy that she could come upto this level. She is also a member of the Rangashree team. It is her first term as a CDS Chairperson. She is happy that her fellow members trust her very much. She is happy that the CDS committee could arrange livelihood to many during her tenure. She is content that she could serve the public and wish to serve the people in the upcoming days as well. She is happy that she could help many geriatrics through Snehitha Calling Bell and bring happiness to the lives of the old age people as well. She is happy that she could attain a great exposure through Kudumbashree.

### **General Feedback/comments/ opinions/ observations from the CDS Chairperson**

The CDS Chairperson suggested that the money given to the CDS subcommittee conveners could be increased. She suggested that if an amount could be given as a salary to the subcommittee

members, they could make better performances. Also the honorarium of the Chair Persons, Coastal Volunteers could also be increased.

### **Learning Points**

It is understood that it is the rapport between the panchayat and CDS that help the people maximum out of the welfare programmes for Kudumbashree members.