

Kudumbashree

Minutes of Plan Review Meeting held on 22-06-2000

At the conference hall of State Municipal House, Vazhuthcaud, Thiruvananthapuram the monthly Plan Review Meeting of the Kudumbashree was held on 22nd June 2000. The meeting chaired by Shri.T.K. Jose, IAS Executive Director, State Poverty Eradication Mission was started at 10.30 a.m. The Regional Directors, District Mission Co-ordinators, Assistant District Mission Co-ordinators and the specially invited Project Officers were present in the meeting. The list of participants is in Annexure-I.

The Executive Director in his introductory remarks stated that the District Mission Co-ordinators and Assistant District Mission Co-ordinators, Project Officers, Community Organisers are not coming to the expectation with reference to efficiency of the work. They had been more active and efficient in the past, when there was lack of sufficient supporting staff and vehicles. He added that when we take up a responsibility it should be completed perfectly. He hoped that by using the facilities now available to make things fruitful each and every day. We have to keep up our promises regarding implementation of SJSRY and NSDP.

The Executive Director pointed out that most of the DMCs have not furnished the presentation materials in the stipulated time as envisaged in letter No.D.O.KS-1118-99/E dated: 9/6/2000. This should be avoided in the next meeting. Executive Director again reiterated that MIS and Financial Statements should reach Head Office on or before 9th of every month. He sought the active involvement and co-operation of all RDs, DMCs, ADMCs, POs, COs for the successful implementation of activities of the State Poverty Eradication Mission, including; SJSRY & NSDP. Usually best performing POs were invited to attend PRM. This time, infact POs of the poorly performed (SJSRY/NSDP) CDS are invited; It is a part of 'naming and shaming' concept and each of them should improve their performance and ensure that they will not be called in future, on this account.

1. DISTRICT PRESENTATION:

Shri. K.V. Chacko, DMC of Idukki District who have only one Municipality, presented a very detailed report on the achievements shortcomings and future programmes:

SJSRY

Under SJSRY of CDS, Thodupuzha an amount of Rs 16,11,561/- have been expended out of the allocation of Rs 27,39,175/-. The detailed breakup of expenditure from 5/99 to May 2000 is as Annexure – II.

Under USEP 19 various activities have been undertaken and a loan amount of Rs 9,76,504/- has been disbursed as on 31-5-2000. Seven activities under DWCUA have been taken and an amount of Rs 8,75,000/- as subsidy released. The Seven Wonders of Kudumbashree will be started as detailed below:

1. Ethnic Delicacies Unit will be started at Olamattom, before 31st July 2000.
2. Remedial Education Centre will be started at Thodupuzha on 15th July 2000
3. Soap Powder Unit at Kanjramattom will be functioned during the month of August 2000.
4. Courier Service in Thodupuzha town will be operated before the end of September 2000.
5. Paper Bag Unit at Kunnam will be started during the month of September,2000
6. Vegetable / Herbal Nursery at Parakkadavu will be functioned during the month of October, 2000
7. Tender Coconut Delicacies Unit is expected to open during the month of October, 2000.

NSDP

Under NSDP Rs 8.555 lakhs have been spent out of the allocation of Rs 17,24,000/- by which 49.62% expenditure attained.

TRIBAL SECTOR

The District Mission has given keen attention in extending its activities in the tribal sector by organising 36 NHGs and making a thrift of Rs 15100/- from 22 NHGs.

The Executive Director commented that the presentation of DMC, Idukki was satisfactory and they have to expedite the implementation of SJSRY. Remedial education centres and seven wonders should be started as per the schedule of target fixed.

(Action: DMC, Iudkki)

2. ACTION TAKEN REPORT ON THE MINUTES OF PREVIOUS PRM:

Shri. G. Vijayakumaran Nair, Director (A&F), in charge stated that all the DMCs submitted the ATR promptly. It was noted that due response was given by all the Regional Directors and DMCs on the 7 items selected for starting DWCUA units, especially Remedial Education Centres. The Director (A&F) stressed the **“Key Note” of the Executive Director that not a single student from the BPL family of Urban areas should fail in the coming SSLC examination.** Taking it as a challenge, the DMC, Thiruvananthapuram had reported that the first unit of REC would be inaugurated on 1-7-2000 at the premises of Gender Resource Centre, Thiruvananthapuram. The DMC, Thiruvananthapuram had further suggested that they were planning to organise social activities such as Counseling, de-addiction camps, health awareness classes, Pediatric and Gynec clinics, legal camps etc also as part of the activities.

(Action: Interested DMCs can conduct DMC, TVM for further details)

3. ACTIVITIES IN THE FIELD- PAST, PRESENT & FUTURE

PRESENTATION BY REGIONAL DIRECTORS:

a) Southern Region:-

Sri.M. Nandakumar, Director (SR) gave a vivid verbal picture of the commendable progress that the region could achieve during recent past. He proudly stated that his region is marching ahead by practicing what the regional functionaries are preaching. He also presented the particulars of six innovative DWCUA Units came up/coming up in the region quite recently under the caption “Zealous South Surges Forth”. The new DWCUA Units are:

1. Centre For Postpartum Care For Mothers And Infants Called ‘Prasoothika’ (CPC).

Thirty Women (in 3 DWCUA groups) trained to take care of mothers and infants succeeding the process of parturition adhering to traditional Ayurvedic prescriptions and practices.

2. Beufem – Beautiful Females

It is envisaged as a unit of 10 women adept at making brides appear beautiful in the eyes of the beholders. Here too the time-tested facial massage and 'lepanas' are the methods employed.

3. Metro Mermaids

Three units of ten women each to be engaged for reading and repairing water meters, spanning the 81 wards of the Thiruvananthapuram Metro City. Necessary training in this regard has been imparted by the STED.

4. Caring Cherubs

Southern Regional Team of Kudumbashree is all set to form 4 DWCUA units (40 women) to take care of bedridden patients admitted in various private hospitals of Thiruvananthapuram City. These women will be given adequate training in 'Geriatric Care' to look after the ailing. They will serve as bystanders in private hospitals. Perhaps, this type of service is taken up as an entrepreneurial venture for the first time in our country.

5. Neighbours

Unit consisting of 10 women will come up as an Information Facilitation Centre (IFC). The unit will be christened as Neighbours. They will disseminate information, sell forms, set up Computer Rooms and vend tea, coffee and snacks to their advantage. The first of this kind in South India will come up in Saphalyam Shopping Complex, Palayam, Thiruvananthapuram.

6. Kiddy Nest

Ten women will be trained to set up a Baby Creche to take care of kids; 50 Children from risk families and 50 children from other families. This unit will come up in Chengannur Municipality.

The presentation material of RD-(SR), is appended as Annexure – II..

b) Central Region:-

Shri. Aboobacker, Director (CR), made a presentation of the activities undertaken and future programmes. Detailed discussion has been taken place regarding this. He assured that the REC will be started before 15th July 2000 and he ensured that activities under SEVEN WONDERS will be started as per the schedule of programme fixed.

c) Northern Region:-

Shri. Abdul Karim, Director (NR), furnished the details of programmes undertaken and future strategies for discussion. He pointed out that due to reluctant attitude of the Banks loans under DWCUA are not getting to the beneficiaries in time. He assured that activities under Seven Wonders will be started as per the schedule of programme fixed.

Executive Director asked DMCs of the region to contact the banks and report the bottle necks if any, to HQ..

4. PRESENTATION OF DMCs

a. Thiruvananthapuram

Shri.V.Santhappan Nair, DMC, Thiruvananthapuram presented a detailed report regarding various programmes implemented and future plans. He put forward a consolidated and cumulative report regarding allocation and expenditure under SJSRY.

The achievements as on 31-5-2000 and activities proposed for the month of July 2000 for various schemes are detailed in Annxure –VI.

Under DWCUA 20 units have already been started its functioning. During the month of July 2000, it is proposed to start 18 Units also. He assured that activities under Seven Wonders will be started as per the schedule of target fixed. He also assured that the REC will be started on Ist July 2000.

The success of Direct Marketing activated by DMC, Thiruvananthapuram was also highlighted. The success of Vijaya Vijayan by earning Rs 5,300 per month through Direct Marketing System was also appreciated and she was awarded in the meeting. The presentation material of DMC, Thiruvananthapuram is in Annxure-VII.

b. Ernakulam

Shri. Kabeer B. Haroon, DMC, Ernakulam gave a detailed presentation of the activities undertaken and future programme in his area. He furnished a detailed statement showing allocation and expenditure of SJSRY as on 31st May 2000. It is found that the details shown in the format are not tallying with one another. Executive Director gave five days time to send the error free reports to the Head Office.

(Action: DMC,Ernakulam)

It is reported that as on 31st May 2000 under DWCUA 31 units have already been started. He assured that REC will be started on 15th July 2000. He also stated that all the activities under SEVEN WONDERS will be started in the schedule of programme fixed. The presentation material of DMC, Ernakulam is in Annexure-VIII.

c. Malappuram

Shri.K. Aboobaker, DMC, Malappuram presented a detailed programmes already undertaken and future strategies for discussion.

It is seen that the details given in the formats are full of errors. Executive Director instructed that the corrected report to be send to the Head Office within 3 days.

(Action: DMC,Malappuram)

It is reported that under DWCUA 14 units have already been started and it is targeted to achieve 13 more units by the end of July 2000. He assured that the activities under Seven Wonders will be started as per schedule of programme and the REC will be open on 15th July 2000. The presentation material is in Annxure-IX.

5. VOICE OF VICE CHAIRMAN:

The presence of Sri.S.M. Vijayanand IAS, Vice Chairman, Kudumbashree was a grace to the review meeting. He recalled the objectives of Kudumbashree and noted the following:

- (1) Kudumbashree must be a logical phasing to Peoples Plan Programme.
- (2) No active participation of Grama Sabha was seen at the time of formulation of projects. But it was seen at the time selection of beneficiaries. He hoped that Kudumbashree could solve this problem.
- (3) Women development projects are weak. This can be improved by the involvement of Kudumbashree.
- (4) Social Audit under People's Plan programme was not perfectly done. With the help of active NHGs, this could be improved.
- (5) Kudumbashree is meant for the elimination of drawbacks of previous poverty eradication projects or schemes.

- (6) The beneficiaries of Kudumbashree must be the poorest of the poor.
- (7) The Kudumbashree must take a development-oriented approach than scheme oriented.
- (8) There must be a change from bureaucratic approach to humanistic approach.
- (9) One of the most difficulties in implementing the decentralisation is the behavioural attitude (egoism) of the officials of the Government Departments hence in Kudumbashree a non-departmental culture is to be developed.
- (10) Co-operation of Non-Governmental Organisations is to be attained.
- (11) More emphasis is to be given to Tribal Development – since the majority of the poorest of the poor are tribals among them the decentralisation activities have not yet reached properly.

The Vice Chairman, emphasised the opportunities of Kudumbashree

1. To actively participate and complete Rural Water Supply Scheme assisted by World Bank as a Supporting Organisation.
2. To make viable and absorptive project to reduce poverty and
3. To collect participatory data for future plans.

6. REVIEW OF UPA PROGRAMME:

Even after one year of implementation of SJSRY programme the fund position of various Municipality could not be correctly ascertained owing to discrepancies in the accounting of old UPA programmes namely UBSP, PMIUPEP and NRY. Two rounds of serious discussions were arranged at Regional Level Review Meeting and DMCs **were requested to present both the fund position and details of implementation in a pre-distributed proforma.** DMCs were given five minutes and ten minutes time for presentation depending on the number of municipalities coming under their jurisdiction.

Based on a random analysis of the reports submitted by DMCs, Malappuram, Ernakulam, Kottayam, Idukki, Alappuzha and Thiruvananthapuram and due to the fact that many DMCs could not provide the data in time and that there are lot of mistakes in the data provided by other DMCs, it is felt that representative cases will be presented from each region. Hence only 3 DMCs namely Thiruvananthapuram, Ernakulam and Malappuram were allowed to present. In the presentation the following major defects were noted:

- (1) Expenditure reported in Format No.II for USEP and DWCUA are not tallying with the cumulative figure shown in Format No.I.

- (2) Expenditure reported for training and UWEP in Format No.III are not tallying with cumulative figure shown in Format No.I.
- (3) The cumulative expenditure reported in Format No. I and in Format No. IV are not agreeing in most of the cases.
- (4) Year-wise, activity –wise expenditure for training, USEP and UWEP are not available in most of the reports.
- (5) Expenditure reported and manpower generation in UWEP did not have any positive co-relation for eg: In Attingal municipality when per day wage is compared with man power generation, around Rs 2,500/- is found to be paid as per day wage. This shows the real discrepancy in computation.
- (6) The very purpose of phasing the activities are not fulfilled just because of the mechanical doing of allocation into various phases. For eg: In DMC, Malappuram had reported skill upgradation training during the months of October 2000 and even November. If this is allowed it will surely upset the very purpose of phasing of DWCUA activities because only after undergoing training activity can be taken up.

DETAILED DISCUSSION ABOUT PROFORMA

In the light of the presentation made by DMCs Executive Director presented the 5 formats once again. He explained all the 12 links, which are vital in ensuring the correctness of the data, and confirmed whether they could understand this concept. The effort taken by Trichur and Alleppey were appreciated and the report submitted by Idukki, which was found to 99.99 % error free, was presented as a model. He requested all DMCs except Ernakulam to submit the error free, factually co-relating proforma after due application of mind within next four days without fail. DMC, Ernakulam was allowed 7 days time.

(Action: RDs/DMCs/ADMCs/Pos)

7. REVIEW OF DWCUA:

In the meeting, detailed discussion was held regarding DWCUA units. All the DMCs presented the details of units already undertaken and targeted units.

Most of the DMCs stated the difficulties being experienced by them in getting the loans sanctioned from certain banks for the DWCUA Units. Executive Director has instructed to all DMCs to point out the specific problems faced by them in this regard with all relevant details including name of Bank, Branch, Name of Manager with telephone number. He added that the needs of the NHGs are very high during the rainy season, hence speedy action from every one is expected to make the loans sanctioned from the banks and Thrift & Credit Societies wherever needed without delay.

Executive Director has further asked to chalk out innovative, profitable and employment generating group activities under DWCUA.

(Action: DMCs/ADMCs)

8. REMEDIAL EDUCATION CENTRES:

The Executive Director informed that he himself will take the charge of the activity of Remedial Education Centre (REC). He hoped that the centres would be opened in all CDSs before 15th July 2000. In the absence of PO, Kannur, Sri.C. Ramachandran CO, who attended in the review meeting, assured that in Kannur, Education Centre will be started before 15th July 2000. The Executive Director viewed the possibility of charging a reasonable tuition fee from the students. He opined that full fee concession to 10% of the poorest of the poor students can be provided through sponsorship; from willing institutions/organisations as Scholarship.

While discussing in detail about the prospects and potential of Remedial Education Centres (RECs) in the urban areas of Kerala, Executive Director has pointed out that those students who have failed in the SSLC Examination in 2000 on average had a shortage of 30 to 50 marks per student from the minimum marks required for a pass in the SSLC Examination.

The task of 100% result in 2001 SSLC Examination may look like a “himalayan task” at the macro level when we view it from a distance. But a closer look at the problem and a fairly deeper analysis will reveal that this is a “well achievable target” at the micro level. E.g. almost 90% of the students from the CDS families who failed in Thiruvananthapuram Corporation had a range of marks from 150 to 180. It is learnt that there was a moderation of around 25 marks to each candidate in this year; that means, had they attained a level of minimum 185 marks they would have passed the SSLC examination with the help of moderation. This means, though the total task look gigantic, when it is brought to the individual level, it simply turns out to be a question of can “we ensure a minimum 50 marks extra to each candidate in his SSLC examination?” There are 12 papers in the SSLC examination, on average it works out to be less than 5 marks per paper **and all the members present in the meeting agreed** that with proper care, attention and practice and if there is some one willing to seriously monitor this, it is sure that the Remedial Education Centres can **make each candidate capable to secure at least 10 marks extra in each of the papers**. So, that shows that if the proper amount of attention, dedication and sincerely is shown, by this particular activity of Remedial Education Centre (REC) we can achieve a wonderful result – 100 per

cent pass for the students from CDS families in the coming 2001 March SSLC examination.

Also the survey has revealed that students have failed in subjects like English, Hindi, Mathematics, General Science and Biology. That shows that attention should be focussed on the above subjects.

Therefore, he repeatedly requested the DMCs, ADMCs, POs and COs to look this issue from **a very very humanitarian point of view** and to **take into their heart so that it is made a great success.**

The crux of the problem thus turns out to be –

- i) Whether in every urban local body we can identify graduates or post graduates in the following six subjects – Mathematics, Physics, Chemistry, Biology, English and Hindi?
- ii) Can we answer past question paper for the last 10 years in the SSLC and put the answers on a computer and circulate it among the Remedial Education Centres?
- iii) Can we ensure that a weekly test paper is conducted in each of the above subjects and the grading of the children be watched consistently and special attention is given to those who need special care?
- iv) By making this as an SSI REC unit for getting a telephone connection and taking an internet connection, can we link it **through out** Kerala from Head Office and District Offices?
- v) Can we ensure that each and every centre is equipped with a TV, VCP and a Pentium III Computer with sufficient educational CDs?

Executive Director also insisted that each and every DMC and ADMC should visit these Centres at least once in a week and try to take classes on their respective subjects.

(Action: RDs/DMCs/ADMCs/Pos)

9. DIRECT MARKETING:

Direct Marketing system is a fastly developing system of marketing. Kudumbashree can avail the opportunities under this system. The most important favourable factor is that women can be engaged in this attempt very successfully because they can get a direct access to the home-wives in Urban

areas. It will provide more gainful employment opportunities to women. Since door to door sale is done personal rapport can be established. The products of Civil Supplies Corporation and Milma can be marketed through this venture.

‘Vijaya Gatha’ of ‘Vijaya Vijayan.

Under the Direct Marketing system Smt. Vijaya Vijayan a member of CDS, Thiruvananthapuram made a remarkable achievement by earning Rs 5,300/- per month through the Direct Marketing System. She shared her experience in the meeting. Vice Chairman, Kudumbashree gave her a reward for her high achievement.

The possibility of starting DWCUA units in ULBs which are District / Sub Division./ Taluk/ Head Quarters for the Direct Marketing system was discussed in the meeting with the formation of such units it is decided to have about 47 units as detailed below. Kudumbashree would be able to contact more than 5 lakhs families in a month. All the DMCs should try to utilise this chance to the maximum not only for employment but also to use this as a future marketing channel for DWCUA products.

DISTRICT WISE BREAK UP OF PROPOSED DIRECT MARKETING SYSTEM UNITS

Thiruvananthapuram	4	Kollam	2	Pathanamthitta	3
Alappuzha	5	Kottayam	4	Idukki	1
Ernakulam	7	Thirur	4	Palakkad	3
Malappuram	4	Kozhikode	3	Kannur	3
Kalpetta	2			Kasargod	2
				Total	47

(Action: All RDs/DMCs)

10. RELEASE OF NEWS LETTER OF MAY 2000

In the meeting **SHRI. KURUVILA THOMAS, IFS** former Secretary, Kerala State Housing Board released the Kudumbashree News Letter of May 2000 by giving a copy to Smt. Vijaya Vijayan who is successfully moving ahead with the Direct Marketing. The central theme of this edition is “Drinking Water, Sanitation & Health”.

11. NEWS LETTER OF JUNE 2000

Dr. Krishnakumar, Programme Officer, presented the details of Kudumbashree news letter June issue. The theme for the coming edition will be Micro Enterprises – revisited. The articles relating to the Micro Enterprises along

with photographs should reach the Programme Officer, Dr. Krishnakumar before 30th June.

While discussion, Executive Director instructed that the name of the Bank Manager who financed the venture should also be included in the matter. DMCs should ensure that at least 3 articles regarding successful Micro Enterprises to be communicated from their districts.

(Action: All RDs/DMCs)

12. TRAINING PROGRAMME FOR 2000-2001:

Shri. Kesavan Nair, Programme Officer, Kudumbashree presented the Training Plan for the month of June, July and August 2000. Detailed discussions were held. The programmes fixed for the above period are given in Annexure-IV.

Executive Director instructed all District Mission Co-ordinator to finish all Training Programmes under DWCUA before 31st July 2000 and to complete the programme before 31st October, 2000.

(Action: All DMCs)

13. General Matters:

Shri. G. Vijayakumarn Nair, Director (A&F) in charge stated the following general issues for information:

1. Deputation – Term of Extension Requests:

Application for extension of term of deputation to be submitted sufficiently early through proper channel and with required NOC from parent department. A copy of the application be forwarded to the Head Office for information and follow up action

2. Purchase of furniture:

The Regional Directors, DMCs, can purchase the minimum required furniture for the normal functioning of the office under intimation to Head Office for ratification of expenditure

3. Engaging Driver on daily wages:

The RDs, DMCs can engage drivers on daily wages at the rate of Rs 140/- per day and as per rules.

4. Payment of salary, TA etc & grating of leave to subordinate Officers

RDs, DMCs being drawing and disbursing officers as far as their office is concerned, they would arrange the payment of salary, TA etc and grant the

leave applied for by the subordinates based on LPCs and leave accounts received from the parent department / DTO concerned, as per rules.

14. Financial Matters:

Smt. P.K. Elizabeth, Accounts Officer informed that the expenditure statement of DMCs, Kottayam, Idukki, Palakkad, Waynad, Kannur and Kasargod were received only after 10th June 2000. The Accounts Officer pointed out some mistakes committed by the DMCs in reporting the expenditure. Defects noted are attached as Annexure – V.

On the basis of the defects noticed, following suggestions are put forward by the Accounts' Officer ie the item of expenditure that can be booked in each head is clearly specified (details attached as Annexure – VI). The DMCs should send the audited accounts of the CDS to the Head Office as per the direction already given from this office.

(Action: All DMCs)

(Time Limit: 31-7-2000)

In the concluding talk, the Executive Director directed the POs attended in the meeting that they should contact head office once in a week in case if they have much difficulties in implementing SJSRY & NSDP. They should also maintain good communication with the Municipal Councils. Executive Director hoped for good performance of the POs in the coming days. .

15. NEXT PRM

The next Plan Review Meeting will be held on *Thursday the 20th July 2000.*

Meeting came to an end by 7.00 p.m.

**Executive Director
Kudumbashree**