2020 Kizhakkambalam: A Case Study of Kizhakkambalam Panchayat, Kerala

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ACRONYMS AND ABBREVIATIONS

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<th>Acronym</th>
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<tr>
<td>2020Kzhm</td>
<td>Twenty twenty Kizhakkambalam.</td>
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<tr>
<td>AAP</td>
<td>Aam Aadmi Party</td>
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<td>ADS</td>
<td>Area Development Society</td>
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<td>ASHA</td>
<td>Accredited Social Health Activist</td>
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<td>CDS</td>
<td>Community Development Society</td>
</tr>
<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>CPM</td>
<td>Communist Party of India Marxist</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility.</td>
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<td>FGD</td>
<td>Focus Group Discussion.</td>
</tr>
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<td>KS</td>
<td>Kudumbashree in Kizhakkambalam panchayat.</td>
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<td>LDF</td>
<td>Left Democratic Front</td>
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<tr>
<td>MSW</td>
<td>Master of Social Work</td>
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<tr>
<td>NGO</td>
<td>Non-Governmental Organisation</td>
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<tr>
<td>NHG</td>
<td>Neighbourhood Groups</td>
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<td>PDS</td>
<td>Public Distribution System</td>
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<td>PPP</td>
<td>Public Private Partnership</td>
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<tr>
<td>PRI</td>
<td>Panchayat Raj Institution of Kizhakkambalam.</td>
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<tr>
<td>SDPI</td>
<td>Socialist Democratic Party of India</td>
</tr>
<tr>
<td>UDF</td>
<td>United Democratic Front</td>
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Acknowledgement

I wish to express my sincere gratitude towards KS NRO for providing me an opportunity to do my internship and field work on 2020Kizhakkambalam.

I sincerely thank those who helped out with my project - Mr.Jaga Jeevan, Mr. Manu Sankar S, Mr. Shashank Shah. I also like to thank the people of Kizhakkambalam who helped me throughout my work.
1. Introduction

This is a study to understand the scenario under 2020Kzhm in Kizhakkambalam panchayat which is under Kunnathunadu Taluk of Ernakulam district in Kerala. This particular field level study would revolve around the CSR initiative of Anna-Kitex group in the name of 2020Kzhm, established in 2013 and is registered under Societies Act. 2020Kzhm is portrayed as an extended arm of Anna-Kitex Company and is ruling the panchayat. So a case study on the first direct visible outcome of a Company ruling the panchayat would add to the existing pool of knowledge, which is the relevance of this study. For the same, understanding of the society in which 2020Kzhm was born and how the strategy of 2020Kzhm was implemented is important, that is what analysed through this report.

Here the outcome of case is that 2020Kzhm, a body created for charitable purpose, was able to take up the panchayat power through the democratic process. So how the political parties and other existing democratic institution within the society will react, as it was there space which 2020Kzhm took away. The focus given in the study is to the political parties and KS within the panchayat ambit of Kizhakkambalam. A change in power structure is due to the inefficiency of these existing institutions is what the general understanding and this study tries to analyse these kind of understandings and first thoughts upon the case like corporate takeover of panchayat rule.

2020Kzhm managed to win the Kizhakkambalam panchayat in the Local Self Government election conducted on November 2015. At present the panchayat is ruled by the three year old organisation 2020Kizhakkambalam which is an extended arm of Anna-Kitex group. The corporate takeover of panchayat has become a great challenge to the political parties and high political activated mind set of Kerala. The group is showing a new form of governance with high form of efficiency and interference in all the issues within the ambit of panchayat. The backdrop of CSR policy helps the initiation, ie. 2020Kzhm. The market economy interfering in social needs for the betterment of the people as well as neo-liberal regime is what a brief for CSR policy. That interferences is justified because of the failure of state economy in their social service delivery. Government being the collective entity for common good whereas, corporate considered for profit maximisation, this equation is what is going to change by the increasing interference in social issues by the corporate.
2. Background

2.1. CSR

‘The Ministry of Corporate Affairs (MCA) had introduced the Corporate Social Responsibility Voluntary Guidelines in 2009. These guidelines have now been incorporated within the 2013 Companies Act and have obtained legal sanctity. Section 135 of the 2013 Act, seeks to provide that every company having a net worth of 500 crore INR, or more or a turnover of 1000 crore INR or more, or a net profit of five crore INR or more, during any financial year shall constitute the corporate social responsibility committee of the board and should spend 2% from their profit to social welfare activities.

This committee needs to comprise of three or more directors, out of which, at least one director should be an independent director. The composition of the committee shall be included in the board’s report. The committee shall formulate the policy, including activities specified in Schedule VII, which are as follows:

- Eradicating extreme hunger and poverty
- Promotion of education
- Promoting gender equality and empowering women
- Reducing child mortality and improving maternal health
- Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases
- Ensuring environmental sustainability
- Employment enhancing vocational skills
- Social business projects
- Contribution to the Prime Minister’s National Relief Fund or any other fund set-up by the central government or the state governments for socio-economic development and relief, and funds for the welfare of the scheduled castes and Tribes, other backward classes, minorities and women
- Such other matters as may be prescribed.’

1 https://www.pwc.in/assets/pdfs/publications/2013/companies-act-2013-key-highlights-and-analysis.pdf
As per the specified section of 135 of Companies Act which describes the CSR, it is mandatory for companies to spend 2% of their profit to the list in Schedule VII of the Act (see Annexure 1), if the company satisfies the specified conditions. Failing to do so company should give explanation why it failed to spend the required money. It is also advised to put up the detailed report of the activities undertaken by the company in their official website. So the problem of information asymmetry is taken care off. Usually the fund devolution happens within the ambit of company’s presence.

2.2. Kizhakkambalam

Kizhakkambalam is a GramaPanchayath in the Kunnathunadu Taluk, Ernakulam district of Kerala, India, an eastern suburb of Cochin city. Total population of panchayat according to 2011 census is about 23,186. Whereas as per panchayat records it is about 36,000 by 2016. More than 70% of population is from Christian Community (refer to Annexure 13 for 2011 census data for occupation pattern)

The Grama Panchayat has total 19 wards and the panchayat was governed two times by LDF and UDF. No coalition governed the panchayat consecutively. Panchayat has about 40 industries, both small and large scale.

2.3. Anna-Kitex

The present Anna-Kitex group was founded by Sri M.C.Jacob, came in to existence in 1968 with 8 employees and have been working in Kizhakkambalam since then. They started with aluminium products and moved to several other businesses such as garments, school bag, curry powders. Famous brand in Kerala like ScooBee day, Kitex, Saras, Chakson are part of the group. Some of the achievements listed out in their websites are that; the group’s turnover has been growing at 20 percent a year and hopes to maintain the growth rate; Kitex Garments is the world's third largest manufacturer of kids’ products such as kids’ apparel, school bags, innerwear etc. The present chairman and MD of the group is Mr.Sabu.M.Jacob, who is the son of Sri.M.C.Jacob. He himself is the chairman of their CSR committee too.

Sri.M.C.Jacob has two sons, Boby Jacob who is the MD of Anna Aluminum and Sabu Jacob who is the MD of Kitex garments.
During the incorporation of CSR in to Companies Act in 2013, simultaneously the Anna-Kitex group of Kizhakkambalam inaugurated the organisation 2020Kizhakkambalam on January 19, 2013 with the vision that they will turn Kizhakkambalam as one of the no.1 panchayats in India, by the year 2020. Mr.Sabu.M.Jacob is the chief coordinator of 2020Kizhakkambalam. They started their work by providing free medical camp and addressing the issue of people like anti-liquor policy within the panchayat. It is through 2020Kizhakkambalam the Anna-Kitex group delivering their CSR initiatives. Under the group, Kitex garments is the one which falls under the CSR rule. The 2020Kizhakkambalam has spent about Rs.5crore in the panchayat, as per their CSR reports till date. They have started an alternative Public Distribution System (PDS) with the panchayat, identified families are availing benefits from 2020Kizhakkambalam. Likewise in their website they claimed of building toilets, houses through their various projects like ‘My Home’ project etc.

The recent panchayat election happened in the month of November 2015 in Kerala witnessed a new form of democratic set up in Kizhakkambalam panchayat. Out of the 19 wards within the panchayat an established political party got one ward, and in remaining 18 wards independent candidates won the election. Out of this 18, 17 ward members won by the support of 2020Kzhm and the present panchayat president is one among the executive board members of 2020Kizhakkambalam, which has about 4,800 members where total population of panchayat is 23,186 according to 2011 census. This is the background of stigmatising the Kizhakkambalam panchayat rule as a corporate takeover by the media.

In India after East India Co. of British sworn in to power, no other company officially took power within India in any level of government. Yes off course, benami government may have taken part in country, but no company authoritatively ruled within the democratic India. The desire of profit and power lead the East India Co. to conquer India. One of the critiquing reason against Anna-Kitex group by different media may be due to this historical fact. Or it may be due to the larger understanding of the CSR policy itself is a creation of neo-liberal regimes.
The Civil Society Organisations (CSO) in a local society will have huge advantage than other organisation as it will be deeply rooted within that society. Kudumbashree which is a poverty eradication project of Kerala government by means of civil society participation—only women— is one of the assets of Kerala and driving force of panchayat in the state.

The allegation against the Anna-Kitex group by the different political parties is that the company want to seize the political control to bypass several projects which is in the ambit of panchayat jurisdiction for their business interest. The massive support of people to the 2020Kizhakkambalm must have wiped away these allegations, ie. what the election result and total active members of 2020Kizhakkambalam tells us.

Kerala, the state is highly politically motivated due to the legacy of social reform which happened simultaneously with the independence movement. Many leaders like Sree Narayana Guru, Brahmanatha Sivayogi, Ayyankali, Kumaraasan etc played their part in the reform. Since then it had a long history of politics and mainly party politics. People’s reaction towards political parties is intense as no same party, except during Emergency, has had a chance to rule the state consecutively. So people giving chance to an alternative is not a surprise in Kerala, as people like to see the change.

Kerala, having the history of people’s plan campaign which triggered the growth of Kudumbashree, and the same which have a major say in panchayat as they have huge convergence in many of the projects, will have a direct impact in electoral process. Corruption allegation have come up against Kudumbashree, which must have defamed them during the election. Otherwise Kudumbashree as a politically motivated body, with all the political parties having their representation in Kudumbashree, has a fair chance to turn the electoral process in their wish.
3. Research Objectives

The main objective of the research is to approach the case with an unbiased attitude. Based on the secondary data available and discussion with guides research question were formed so as to view the problem in a broader way.

The major aim of this field work was to understand the situation in Kizhakkambalam panchayat. That is what done throughout the analysis section of the report.

Objectives are as follows:

1. How did 2020Kzhm use the apolitical space of society to emerge?
2. To understand the scenario of the panchayat and role of Kudumbashree in it.
3. How the space of political parties got shrink with the up rise of 2020Kzhm?

I see one of the scope for this study so as to understand the status of democratic institutions, like Kudumbashree, in the grass root level at the present time and their involvement in taking up issues. Also that with the political parties. Is it only because of neo-liberal regime the political parties are losing in front of a corporate model of alternative or is it due to the inefficiency in the structure of parties? These are the thoughts which need to be addressed.
4. Methodology

The approach to study will be primarily qualitative in nature. The case study of 2020Kizhakkambalam is the crux part of the research. To attain that in a structured manner in depth interview will be required with different stake holders

The ontological assumption of the case is the realities which understood through the grey literature. This lead to a constructive approach to the study that realities in the society is due to the active peoples participation which has the power to change the existing structure, so I do consider the human being as realistic social beings which created the change by electing representatives of 2020Kizhakkambalam.

The epistemological assumption are the knowledge which I believe is true, such as the allegation against Anna-Kitex group and Kudumbashree. A grounded study, through the approach of interpretivism is chosen. The case is deeply rooted with in the society so in depth study of the same may lead to new assumptions/conclusions which will help the research.

An inductive reasoning will be the logical part of the study. With the specific and focused part of the study, at the present stage, may lead to broader conclusion to the study. Primary data will be collected through interviews which will be subjective in nature. From that interpretation and arriving at clearer picture will be done.

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<tr>
<th>Organisation</th>
<th>People</th>
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<tbody>
<tr>
<td>Kudumbashree</td>
<td>1. Present CDS Chairperson</td>
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<td></td>
<td>2. 3 NHG’s</td>
</tr>
<tr>
<td>2020Kzhm</td>
<td>1. Person in charge</td>
</tr>
<tr>
<td></td>
<td>2. Beneficiaries of Projects (30)</td>
</tr>
<tr>
<td>PRI</td>
<td>1. President</td>
</tr>
<tr>
<td></td>
<td>2. Secretary</td>
</tr>
<tr>
<td></td>
<td>3. Asst.Secretary (has charge of KS as well)</td>
</tr>
<tr>
<td></td>
<td>4. Previous PRI President</td>
</tr>
<tr>
<td>Anna-Kitex Group</td>
<td>Managing Director</td>
</tr>
</tbody>
</table>
| Political Parties | 1. Congress  
2. CPI  
3. CPM  
4. SDPI  
5. BJP |
|-------------------|--------------------|
| Resource Persons  | 1. Local Journalist  
2. Religious Institutions |
3. Field Work

A political ethnographic mode of study is what conducted to understand the ground level reality. There was lot of limitation to me as an independent researcher such as people were not respecting my timing and lot of time I was kept waiting someday scheduled interviews get cancelled, there happened case of not responding to my calls.

I done field work from 24th October 2016 to 30th November 2016. All the data collected and produced is by my own risk. Survey sample was selected by lottery method, random sampling is done for this. Religious institutions were approached by snowballing method of sampling. Under the 30 people of beneficiaries of 2020Kzhm about 10 selected members were not available during the time of my visit, so these people were replaced by convenient sampling from the field itself with the help of 2020Kzhm officials. My access towards data/choice of selecting 2020Kzhm beneficiaries were limited so as to follow the rules of research in academic manner, so within that limit I was able to select the sample.

Out of the above mentioned persons I was not able to meet the MD of Anna-Kitex Sabu Jacob also I was not able to meet the PRI president of 2010–15. I met her and she demanded the questionnaire, I gave her the questionnaire through CDS, but till date she didn’t reply.

This report mostly concentrates on the field level data rather than comparing it with a theoretical format of larger literature.

The questionnaire to beneficiaries were cross checked by 2020Kzhm officials, so I was forced to restrict to certain questions as this field work would add up to my study of CSR policy of Kitex garments I doesn’t want to get a negative response from them while doing field work. I am solely responsible for the analysis made up in the report, limitation of that would be visible.
4. Analysis

The analysis of the study is based on the field work carried out in the Kizhakkambalam panchayat during the month of November 2016. The case is studied with interviews and perspective of various people and tried to inculcate fact based evidences. The major components of study where 2020Kzhm, KS and political parties.

4.1. 2020Kzhm

The body was established on 19th January 2013 under Society Registration Act. This body is basically a charitable society which is concentrated in Kizhakkambalam panchayat. During the initial stage itself 2020Kzhm worked out with an orderly manner, at first they have done field study to understand the panchayat in detail. 2020Kzhm have the complete data of the panchayat including people’s job and their financial capacity. 2020Kzhm comprise of Anna-Kitex group, Eastern group, Sevana group along with the residents of Kizhakkambalam panchayat. It started by incorporating all the social, cultural, religious organisation present in the panchayat and every one including political parties except Congress were in support during the initial stage of 2020Kzhm.

The structure of 2020Kzhm body is:

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<th>15 executive board</th>
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<td>50 high power committee from each wards</td>
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<tr>
<td>50 ward executive committee from each ward</td>
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<tr>
<td>250 working member committee from each ward.</td>
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<tr>
<td>Total ward members, ASHA workers</td>
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Executive board has Chief Cordinating Officer which is MD of Kitex garments Sabu Jacob and chairman which is the MD of Anna Aluminium Boby Jacob. Other officials in the executive board are Eastern group, sevana. The present panchayat president, K.V.Jacob, is also a member of executive board. High power committee includes professional like retired agriculture officer etc. Other committees include ordinary people. The whole process of 2020Kzhm is monitored by about 20–30 MSW graduates and they are the officials of 2020Kzhm. These officials act as a connecting bridge between people and 2020Kzhm.
How it works:

2020Kzhm has various departments headed by MSW graduates they are:

1. Welfare
2. Agriculture
3. Road development
4. Media
5. Water Management
6. School
7. SHG
8. Research and evaluation

Projects of 2020Kzhm is carried out in a professional way by these teams with basic understanding of the ground level realities. 2020Kzhm has appointed one official in each ward of the panchayat and calls them as ‘ward executives’. These ward executives does the job of a ward member to be exact, in a professional way, ie. they monitor the work of road, water projects etc. Details of works and beneficiaries are given in Annexure 2. These executives are very much live in the ward and knows each and every households within the ward. For any project to be passed by executive body, ward executives will identify the beneficiary and will make a presentation infront of the committee to get clearance from the committee.

The major focus of 2020Kzhm is in food security which is the crux part of the organisation. As the price rose up due to trade factors it doesn’t affect people of Kizhakkambalam, to be exact card holders of 2020Kzhm. After the detailed survey 2020Kzhm have categorised people in to different section based on mainly financial indicators. Even though there exists the PDS in Kizhakkambalam panchayat 2020Kzhm runs their own PDS through 2020Kzhm’s stalls. There price lists during Onam season, one of which is given in Annexure 3. They categorised people in to four colour cards namely, Blue – The top most rich class 
Green – Middle class
Yellow – Lower middle class
Red – Vulnerable section

They had their own indicators for marking these categories, eg. not all SC/ST may come under Red card. A little well off family will be marked according to that. Basically caste is
not the only factor of marking, mainly financial capacity is the indicator and family who has critical patients would be under Red card.

The projects undertaken in the panchayat ambit is based on PPP model with the panchayat and 2020Kzhm raises the money they have various source of money one of such is donation from people of different sector (refer Annexure 4) and the CSR amount of Kitex.

Election:

The LSG election of November 2015 gives panchayat power to 2020Kzhm. The detailed vote pattern is given in Annexure 5. 2020Kzhm campaigns they won with a margin of about 70% of total polled votes within the panchayat. They got 11,953 votes in the election. This huge victory over other established political coalition itself is the result of the acceptance of 2020Kzhm. The charitable program which they undertook, mainly the food security program has resulted in votes within 2 years from their establishment.

2020Kzhm has the support of Christian church as well as Hindu religious community, SNDP. The election convention of 2020Kzhm was inaugurated by one of the Katholica Bava (refer to Annexure 6). Not only that ‘My home’ project of 2020Kzhm was inaugurated by His Holiness. Moran Mor Ignatius Aphrem 2 Pathriarkies Bava on 15th January 2015. He is the patriarch of the Syriac Orthodox Church and respected worldwide. This shows how much 2020Kzhm has influence over the religious institution where majority, about 80% of residents are Christians. Not only for the panchayat convention, but also for election ward level house convention father of church was present along with the MD Sabu Jacob.(refer to Annexure 7). Direct campaigning of religious head also paved way for 2020Kzhm to panchayat power along with the charitable activities.

There has been a point of turning towards political parties not only by 2020Kzhm officials but by the supporters itself. During Onam season of 2013, 2020Kzhm started the stall to deliver vegetables and other useful items at a huge subsidised rate. This was possible and profitable to 2020Kzhm according to political parties, as their argument is that more than 7,000 employees are working at Kitex and Co. is giving food to them. So while taking bulk items to feed the employees it is profit business for Co. to take more items to sell in the local markets even at a 50% subsidised rate. Anyways, this stall was very useful for the localities, as for them the stall price was very reasonable (refer to Annexure 3). The then panchayat

[^2]: [https://www.youtube.com/watch?v=Qri_fz4VEUs](https://www.youtube.com/watch?v=Qri_fz4VEUs)
committee gave an objection notice to the 2020Kzhm’s stall, because 2020Kzhm didn’t ask the permission of panchayat to put a stall over there. This created tension as SDPI and Congress together with their muscle and political power overthrows the stall and Section 144 was imposed within the ambit and ‘hartal’ was conducted.

Under these circumstances people got mobilised by 2020Kzhm. At this juncture political parties/ panchayat committee appeared as villain, not allowing any organisation to work in the panchayat more over benefits which were given by 2020Kzhm through stall was forced to stop because of political difference. This triggered people of 2020Kzhm against the panchayat committee and 2020Kzhm was able to take advantage of this scenario and moved forward with different strikes such as protest against beverage outlet in kizhakkambalam (refer Annexure 8). As part of the strike 2020Kzhm was able to shut down the outlet. Emergence of 2020Kzhm as a political body was exactly by taking up issues which directly affects people of Kizhakkambalam.

Emergence of 2020Kzm:

How 2020Kzhm was emerged is dealt with above section. This part is to look based on facts the emergence of 2020Kzhm and politics behind it. No one within the panchayat, let it be political parties, KS, religious institutions, media has objected in the charity work of 2020Kzhm. But mainly political parties and KS accuse 2020Kzhm as they interfered in electoral politics. Is it only because they lost their voice in panchayat because of 2020Kzhm. Keeping this argument apart briefly I try to put up some facts, opinions and findings.

Firstly, during 2012 accusation of pollution was at its height against Kitex garments. This became a live debate on Asianet News hour on 28th September 2012³, in which then Vice President of panchayat Alias Kariapra and MD Sabu Jacob was present. This debate took me back to Tirupur bleaching plants shut down by SC judgment in 2009⁴, where then CJI K.G.Balakrishnan disposed the appeal filed by Tirupur Dyeing Factory units in the case of Tirupur Dyeing Factory units v/s Noyyal River A. Protection Ass. & others. This forced the close down of dyeing and bleaching unit in Tirupur and Kitex had their unit working there. Basically these unit work to put colour in clothes and may pollute the nearby area if the waste

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³ [https://www.youtube.com/watch?v=TEMmEno0-oCo&t=660s](https://www.youtube.com/watch?v=TEMmEno0-oCo&t=660s)
⁴ [https://indiankanoon.org/doc/197754/?type=print](https://indiankanoon.org/doc/197754/?type=print)
water is not treated properly. So accusation is that these kind of unit have started/trying to start within the Kizhakkambalam panchayat and it will cause high pollution. This was the then circumstance behind the emergence of 2020Kzhm. I see it as a coincidence that the pollution matter came up during the last months of 2012 and 2020Kzhm was set up by 2013. How the image of Kitex changed after 2020Kzhm will be discussed later.

Secondly, there existed family issue between former PRI president M.P.Rajan who is presently district member of Congress party in Ernakulam district and Anna-Kitex. M.P.Rajan and present MD Sabu Jacob are cousins. The issue started in 1992, as per M.P.Rajan, and he likes to call it as a political issue rather than a family fight. But I was convinced throughout that politics of Kizhakkambalam was the ego fight between these people. On the one side Anna-Kitex with huge form of financial stability and the other M.P.Rajan and his strong hold of politics within the panchayat ambit. This being a main issue which all of the people whom I met agrees, so I put forward a plausible explanation that even though Kitex group has financial stability the only thing which they lack in front of M.P.Rajan was the political power within their home ground. So this eagerness to overcome M.P.Rajan in power must have resulted in the participation of election within panchayat. Anyways Anna-Kitex group has a changed image over the panchayat and had a respectable position in political sphere as well.

Thirdly about the CSR initiatives and why I believe it is the backdrop of 2020Kzhm. The groups CSR initiatives are listed out in their CSR annual report for the year 2015 and 2016. From the report it is clear that group is carrying its CSR activities through 2020Kzhm. All the beneficiaries and projects by 2020Kzhm listed out in Annexure 2 is listed in the Co.’s CSR report as well. So basically starting of 2020Kzhm in 2013, incorporating section 135 in Companies Act of 2013 was happened coincidently!

What Beneficiaries has to say:

The field study of 30 beneficiaries are presented over here. Data from the field work is produced in Annexure 9, analysis are based on these data. It was evident that out of the sample 63% were not aware of CSR. So for them whatever 2020Kzhm is doing is only by the

act of charity, which will make them more attached to 2020Kzhm. As we live in a country where people are forcing to praise soldiers for the services they are doing, on the contrary question arises that they are delivering service in exchange of their salary. So if someone is doing something for free then affection will rise up towards them, which is the backbone of several NGO’s like Action Aid. A clear information asymmetry exists in this case, which may be intended/unintended from the part of Co.

Assessing the performance of Co. before and after 2020Kzhm is an interesting fact. Before 2020Kzhm attitude towards the Co. was very different, why I say this because only 50% marked the Anna-Kitex group’s performance as no.1 whereas 96% rated 2020Kzhm as no.1. This shows the growth of influence of Co. through 2020Kzhm in the panchayat through their strategy of social welfare mechanism.

There wasn’t a big fluctuation in KS services even before and after peoples reply towards KS was favourable up to an extent as compared to political parties. But as Kerala presents KS one of its unique contribution as part of peoples plan campaign, the response from people shows KS is not keeping up the expectation of people. The main reason for that is the high influence of political parties and kind of nepotism which no dept. is free from.

People lost their trust with political parties that is what shown from the response of people posing 2020Kzhm as their caretaker. 90% of people has the opinion that 2020Kzhm works best for the restitution and 94% respondent believes that it is the fault of previous panchayat headed by Congress and all the political parties which paved way to the origin of 2020Kzhm. As mentioned people are not aware of CSR so considering the activities of 2020Kzhm as a charity. Low awareness of people that Kitex group is bound to do the charity based on CSR law is one of the factor of high success for 2020Kzhm.

More than 80% of respondent believes that allegation of corruption against KS is true. I was not surprised by this, as people will respond to the issues based on the heavy news coverage on the issue and corruption of KS was highly publicised by 2020Kzhm, even by calling out a meeting(refer Annexure 10). What was interesting is that about 10% of people agrees that pollution allegation against Co. is true, they were more in a practical way of thought that those kind of pollution will happen and it is not a big issue. The interesting thing about allegation is that Co. has certificate from pollution control board and KS have certificate from the district auditor. So considering these facts allegation remains as allegations.
4.2. **Kudumbashree**

KS and PRI are working direct opposite ways. A kind of coordination/convergence which should be present among them is not at all present in any of the programs. As per Member Secretary of KS it is due to ego problem and political revenge by parties through KS mainly Congress. As almost all of the CDS members are congress activists. At least the 3 NHG which I visited is completely filled with UDF view. High form of political allegiance exists in KS, which may affect to back fire several projects of 2020Kzhm. The difference in opinion of KS and present PRI committee reached to manhandle of CDS chairperson, for the same a case was registered and complaint was forwarded to minister K.T.Jaleel who is the Minister for Local Self Government.

The FGD conducted with 3 NHG’s from 3 different wards gave same kind of arguments and allegation as CDS committees. How all 2020Kzhm trying to suppress the influence of KS was one of the main factor of discussion. As the new PRI is not in taking KS members for NREGS work, whole list was changed after new PRI committee formation and allies of 2020Kzhm was selected for the work. Another accusation was with ASRAYA kit delivery. PRI want to deliver the kit directly to the beneficiaries of the project in order make the people believe that KS is inactive in the panchayat. But as KS is a democratic set up just like PRI, ASRAYA kit distribution cannot be altered from KS.

2020Kzhm wants to change the CDS, as they are not in support with them. For that they tried with a panchayat resolution to overthrow CDS but it can’t be done as CDS is also a democratically elected body. So what they are trying to do is that creation of new NHG’s and getting KS affiliation so as to in filter 2020Kzhm members in to the KS and overthrow CDS through democratic election process. The problem may begin soon as presently CDS is not willing to affiliate new NHG’s, and according to guidelines after 1 or 2 years of work/meeting by a SHG they should be given affiliation under KS. This will be another political problem within the panchayat in coming years.
According to the opinion from members of KS, previous accountant of KS was acting as 2020Kzhm’s agent and was working in favour of them by not reporting anything to CDS. Using the discretionary power of CDS they overthrown the accountant and appointed new accountant. It was after this incident 2020Kzhm started the allegation of corruption against KS.

The role of KS in the panchayat has diminished, this was the opinion from the Ernakulam district mission office of KS as well. This is mainly due to the revenge attitude of political parties towards 2020Kzhm carried out through KS. CDS is handled by political party and a huge form of alliance is present, which is true in case of other CDS also. But problem lies with 2020Kzhm as well. Because NHG members pointed out that even if LDF, UDF governs the panchayat CDS committee was unaltered, but as a Co. is ruling panchayat it creates problem for the political minded people as well. It is because of tradition of politics in Kerala and the prejudice mind against companies. It will take time for people to digest the new initiative of Co. interfering in social activities whereas their traditional attribute of business is only to make profit.
4.3. **Political Parties**

“Liberal democrats fear the ‘brute power’ of majorities and try to curtail the power of elected majorities through constitutions, legislation, judiciaries, and, more importantly, the institutionalisation of a system of checks and balances.” (Chandhoke 2016) This is what happens in any democracy and the allegation from political parties against 2020Kzhm, as an image of management oriented technocrat is true to an extent.

The defeat of political parties are well accepted by them and they understood they were the backhand for 2020Kzhm during the initial stage. During the emergence of 2020Kzhm political parties, here after parties, were in support of them especially left parties. 2010–15 panchayat committee was governed by UDF, so it was understood why LDF was in support for alternative. But what happened during the notification of election was that 2020Kzhm decided to contest alone, they were not ready to share seats with LDF, as they understood their power. At this juncture LDF, mainly CPM withdraws the support but what this party lost was their supporters, they stick with 2020Kzhm.

Apoliticised society was created by the political parties itself, a society which is not concern about the checks and balances; a society in which individuals are atomistic in nature; a society where deliberations are left out to the people who rules them; a society who doesn’t take protect their natural resources; a society which basically is not aware of the things going around can be termed as apoliticised one. This kind of people are not born but the kind of upbringing make the people not to react/care to the things going around them.

The focus in electoral politics to come to power made parties to support the initiative without analysing its future intended/unintended consequence for them.

Media stigmatisation of corporate takeover of panchayat rule is very much evident (refer Annexure 11). Panchayat members of 2020Kzhm are receiving salary from 2020Kzhm which adds for the criticisation of corporate rule. The major point of accusation of pollution against 2020Kzhm still is the failure of 2020Kzhm in 5th and 6th ward. Out of that co. is situated in 5th ward of panchayat. So due to pollution, people voted against the Co. and people have protested against Co. even before the 2020Kzhm (refer annexure 12). For this 2020Kzhm’s argument is that
majority population of these wards are from Muslim community backed up by Muslim fundamentalist party SDPI. At the same time it is true that people of these wards are not availing the benefits of PDS from 2020Kzhm.

One of the act done by 2020Kzhm is that they used to cut/withheld the card of people who voice against them. This is a threat to democracy, as no one would be denied the right to ration card even if he didn’t vote for BJP. Because it is the state who is providing that and not BJP. But in Kizhakkambalam as 2020Kzhm is providing those benefits it is provided for the people who work for them or more clearly PDS card is not given to the people who are not with 2020Kzhm. A democratic system cannot entertain this, as in the system people may come and go but system prevails, but as of 2020Kzhm if Sabu Jacob thinks to cut short the benefits or stop 2020Kzhm, then it is done. High form of populism of Sabu Jacob is the driving force of 2020Kzhm and it is not a system but based on a man.

The argument from political parties are also in the same manner what exists in Kizhakkambalam is autocracy and not democracy but common people are failing to understand that. They will be aware of that when they question any of the activities of 2020Kzhm. Nepotism was what attributed to KS and political parties, whereas I see the same nepotism with 2020Kzhm as well. As the Father.Joy Plackkal of Pazhaganad church mentions people will have differences, agendas, motives but for the time being poor people are availing food items at a subsidised rate which according to them is a factor which affects day to day life and now they are able to generate disposable income. If this continues for a long time laziness, anarchy would be the result.

Whatever be the accusation from parties, even if it has a base they fail to communicate it with the people. I don’t see a sudden up raise of political parties within the panchayat until unless 2020Kzhm reduces their social welfare mechanism.
5. Conclusion & Recommendations

Field work gives the insights to come up to the conclusion, like what we call as Kerala Model of development, 2020Kzhm puts forward a model of development which can be replicated to several places all over India so as to make aware politicians that even parties should come under checks and balances otherwise political movement like 2020Kzhm will rise up. On times parties should revisit their policies and make sure it fits the expectation of people. We have seen the up rise of AAP. Even 2020Kzhm is one such development. The allegation/accusation which parties accuse is not proven, even if it is true panchayat is under the ambit of block/taluk and district so 2020Kzhm won’t be able to just get away with those.

The larger idea of CSR can be discussed as part of the 2020Kzhm model. In both ways, ie. How well an organisation can implement and get desired result of CSR. Also we can question CSR policy as a larger agenda of neo liberal policies—purely market driven forces, minimising the force of state—as in new regime even for NGO we will have CEO’s which creates a little confusion. Robert.K.Merton talks about unintended consequence of an act, so stigmatisation of the rule as corporate takeover can be seen as an unintended consequence of CSR policy as such. Preconception towards Co.’s as the prima facie they are for exploitation has changed within the panchayat for Anna-Kitex with their 3 years of work. This can be one of the major aim/goal of CSR. 2020Kzhm model won in achieving that.

KS is still relevant in panchayat because of its legacy, but a high time of revisiting is required for the activities of KS. I would like to end by pointing out certain issues to be concentrated for better work in panchayat:

- Complete adherence of KS to political parties is effecting the development in Kizhakkambalam panchayat.
- Both PRI and KS forgets that after coming in to power they should act on the interest of all. Complete failure in this attitude is evident.
- Form of nepotism exists in KS.
- Agree to disagree that should be the politics of KS, rather than blindly disagreeing to 2020Kzhm’s development projects. No convergence in any form exists in Kizhakkambalam between PRI and KS.
6. Bibliography


Facebook page of 2020Kzhm: https://www.facebook.com/2020kzhm/

Robert.K.Merton, ‘The Social Theory & Social Structure.’
Annexure 1

Schedule VII of Companies Act.

MINISTRY OF CORPORATE AFFAIRS
NOTIFICATION
New Delhi, the 27th February, 2014

G.S.R, 130(E).-In exercise of the powers conferred by sub-section (l) of section 467 of the Companies Act, 2013 (18 of 2013), the Central Government hereby makes the following amendments to Schedule VII of the said Act, namely:-

(l) In Schedule VII, for items (i) to (x) and the ent es relating thereto, the following items and entries shall be substituted, namely :-

i. eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water:

ii. promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;

iii. promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;

iv. ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water;

v. protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts:

vi. measures for the benefit of armed forces veterans, war widows and their dependents;

vii. training to promote rural sports, nationally recognised sports, Paralympic sports and Olympic sports;

viii. contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Caste & the Scheduled Tribes, other backward classes, minorities and women;

ix. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government.

x. Rural development projects.

2. This notification shall come into force with effect from 1st April, 2014.
Annexure 2

Social welfare activities of 2020Kzhm and beneficiaries

- Total 947 Operation including 632 eye operation as part of the medical camp conducted before 2020Kzhm.
- Maintenance of 472 houses along with 3 home construction.
- Planning to build 200 homes during 2016–17 for those who owns at least 3cent of land.
- Total of 2,000 home building project.
- Doing Agriculture in about 250Acres of land at present. Planning to expand to 1,500acres of land.
- At present 565 beneficiaries of drinking water projects.
- Food security scheme – 6,206 households included. (Within that not all these 6,206 have 5 member family)
- Free organic grow bags have been distributed throughout the panchayat.
- Direct medical assistance to about 555 families.

Source – From 2020Kzhm.
## Annexure 3

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Source: Facebook page of 2020Kzhm.
Annexure 8
Annexure 9

Survey data results - Survey of total 30 beneficiaries of 2020Kzhm

**Kind of Benefits from 2020Kzhm**

- PDS: 30
- Water Project: 10
- Medical Assistance: 13
- Agriculture: 24

**Service of different org.**

1 = excellent
2 = Very Good
3 = Good
4 = Fair
5 = Poor
allegation of corruption against KS; allegation of pollution against Kitex group.

Aware of CSR?

- Yes: 37%
- No: 63%
WHOSE INEfficIENCY LEAD TO 2020 MODEL

- Political Parties: 55%
- Former panchayat: 39%
- None: 3%
- KS: 3%

Who works best for restitution

- Parties: 90%
- Panchayat: 10%
 Annexure 10

കാരക്കാലിൽ കയറ്റൽപ്പെട്ടിത്ത ബഹാദുരിക്ക്

കാരക്കാലിൽ കാരക്കാലിൽ കെട്ടിപ്പെട്ടതെന്നു പറയപ്പെട്ടു. മഹാക്രമണത്തിന്റെ അടയാളത്തിൽ നിന്നും സെന്ററിൽ വരെ സംഭവിക്കുന്ന സംഗമത്തിലെ പ്രധാന സ്ഥാനം പ്രാപ്തമായിരുന്നു.

കാരക്കാലിൽ കാരക്കാലിൽ കെട്ടിപ്പെട്ടതെന്നു പറയപ്പെട്ടു. മഹാക്രമണത്തിന്റെ അടയാളത്തിൽ നിന്നും സെന്ററിൽ വരെ സംഭവിക്കുന്ന സംഗമത്തിലെ പ്രധാന സ്ഥാനം പ്രാപ്തമായിരുന്നു.

2016 എപ്രിൽ 29

എ.ജി. രാജ്

മധുര

പിന്നീട് മനോഹരമായി നിറയുന്നതുകൊണ്ട് കൂടാതെ മുമ്പ് പതിപ്പുകളും മറ്റു മാധ്യമങ്ങളും സൂചിപ്പിക്കുന്ന സംഭവം പിന്നീട് ലഭിക്കുന്നതിനു കാരണമായിരുന്നു.

മഹാക്രമണത്തിന്റെ അടയാളത്തിൽ നിന്നും സെന്ററിൽ വരെ സംഭവിക്കുന്ന സംഗമത്തിലെ പ്രധാന സ്ഥാനം പ്രാപ്തമായിരുന്നു.

2016 എപ്രിൽ 29

എ.ജി. രാജ്

നാമാകൃതി
അവധിയിൽ: കോണ്ഡൽ മണ്ണാറുകളുടെയും കളമുകളുടെയും കളമന്ത്രിയുടെ ക്ഷമാസത്തിലെ 30,000 വാലാണ് മന്ത്രികളുടെ നീക്കൽ. 

മന്ത്രികളുടെ നീക്കൽ അന്ന ആണ് കഴിഞ്ഞത്. അതിനൊപ്പം അതിനുശേഷം പൊതുസാമൂഹ്യ വിഭാഗങ്ങളും ജനസാമ്പത്തിക നിരീക്ഷണാലയങ്ങളും ഈ വകുപ്പുകളുടെ നിയന്ത്രണത്തിലായിരുന്നു.

ഷിവറാമ്പിളായിലെ നല്ലത്തിലും കളമ്മുള്ള കോണ്ഡലിന്റെ വിഭാഗം മികച്ചവും പേരുറപ്പുണ്ടായിരുന്നു. അവിടെ 30,000 വാലാണ് വിശ്വാസമാണ്. 

മന്ത്രികൾ പ്രവൃത്തികളും ആശയങ്ങളും മന്ത്രികളുടെ നീക്കൽ എന്നാണെന്നും പ്രചാരമായി മന്ത്രികളുടെ നീക്കൽ എന്നാണ്.
Annexure 12

Protest against pollution of Co. during 2012
## Annexure 13

### Demographics (2011 Census) of Kizhakkambalam Panchayat

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children aged below 6 years</td>
<td>2254</td>
<td>1119</td>
<td>1135</td>
</tr>
<tr>
<td>Literates</td>
<td>19830</td>
<td>9918</td>
<td>9912</td>
</tr>
<tr>
<td>Main workers (total)</td>
<td>7575</td>
<td>5692</td>
<td>1883</td>
</tr>
<tr>
<td>Main workers: Agricultural labourers</td>
<td>467</td>
<td>323</td>
<td>144</td>
</tr>
<tr>
<td>Main workers: Cultivators</td>
<td>434</td>
<td>363</td>
<td>71</td>
</tr>
<tr>
<td>Main workers: Household industry workers</td>
<td>119</td>
<td>92</td>
<td>27</td>
</tr>
<tr>
<td>Main workers: Other</td>
<td>6555</td>
<td>4914</td>
<td>1641</td>
</tr>
<tr>
<td>Marginal workers (total)</td>
<td>1500</td>
<td>738</td>
<td>762</td>
</tr>
<tr>
<td>Marginal workers: Agricultural labourers</td>
<td>178</td>
<td>93</td>
<td>85</td>
</tr>
<tr>
<td>Marginal workers: Cultivators</td>
<td>180</td>
<td>128</td>
<td>52</td>
</tr>
<tr>
<td>Marginal workers: Household industry workers</td>
<td>28</td>
<td>17</td>
<td>11</td>
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<tr>
<td>Marginal workers: Others</td>
<td>1114</td>
<td>500</td>
<td>614</td>
</tr>
<tr>
<td>Non-workers</td>
<td>14111</td>
<td>4945</td>
<td>9166</td>
</tr>
<tr>
<td>Population</td>
<td>23186</td>
<td>11375</td>
<td>11811</td>
</tr>
</tbody>
</table>
### Demographics (2011 Census) of Kizhakkambalam Panchayat

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled caste</td>
<td>2167</td>
<td>1072</td>
<td>1095</td>
</tr>
<tr>
<td>Scheduled tribe</td>
<td>71</td>
<td>27</td>
<td>44</td>
</tr>
<tr>
<td>Workers (all)</td>
<td>9075</td>
<td>6430</td>
<td>2645</td>
</tr>
</tbody>
</table>

**Source - Wikipedia**
Annexure 14

Initial discussion/recce visit

On 19th Oct.

CDS Chairperson:

- I found them happier to receive me, maybe because I was introduced to them by an official from district mission of KS.
- They were ready to tell the happened facts but purely from their perspective and totally against 2020Kzhm.
- She was a pro congress which I understood from her talking. Why I am saying so, because while I asked about political leadership she suggested only congress leaders.
- The present chairperson was elected in 2015 before 2020Kzhm won the panchayat election.
- The allegations were
  - 2020Kzhm want the KS to obey them, so far they were not doing so 2020 decided to act against it.
  - Till last of 2015, 2020Kzhm were able to influence CDS by using the accountant of CDS. As the father of accountant was working with 2020, so the accountant directly reports everything to 2020 rather than reporting or going through CDS.
  - Present CDS chairperson changed the accountant and appointed new accountant as it is her discretion to do so. While doing this she faced man handled from the panchayat women members in her office, some of CDS members were present and witnessed the situation and she complained to the minister, DGP and ADGP. The case is still pending.
  - 2020Kzhm won 17 out of 19 wards and the 2 wards which they lost are 5th and 6th ward of the panchayat, is where the company is situated. Due to pollution the people of this ward rejected 2020Kzhm.
  - 2020Kzhm organised ward level meetings to campaign against KS in which food were supplied.
  - Panchayat is not including KS members in surveying for different projects like ASRYA, home construction etc. Some KS members are included but non from CDS committee.
ASRYA kit which KS used to distribute through their own system has been crumpled up. By using the power of Asst.Secretary who happened to be the KS member secretary, Panchayat directly distributing the ASRYA kit. ie. they want to keep KS out of the frame.

70% of people voted for 2020Kzhm in the election, due to the activities they have undertook in short period which is mostly giving most of the required things in a subsidised or free of rate.

The first agenda of 2020Kzhm was home construction and availing of drinking water before election, whereas after coming to power they given preference to road widening.

This road widening has a hidden agenda, ie. to start a new plant which they initially started in Tamil Nadu and was thrown out from their due to the finding that plant will create high pollution. Basic infrastructure will help their business.

Anna-Kitex have signed agreement with American co. to produce garments for kids, and their products are of good quality because of the heavy use of plastic and other chemicals. These chemicals are causing high pollution, which is why their plant got rejected from Tamil Nadu. By acquiring the panchayat even though they spend money over social activities having the NOC from panchayat side and starting of the new plant will multiply their profits at a huge rate in the long run. So for these the basic amenity like infrastructure is promoted as the agenda by widening roads.

KS arranged a massive protest against the panchayat committee with 700 of its members participating in it. As due to the pollution about 20 people nearby are suffering from cancer. Protest was against the approval or non-interferences of panchayat in the Anna-Kitex work, whereas previous panchayat committee has restricted that.

Panchayat president is a man of no credibility, he has jumped from party to party. He was Congress backed in the last panchayat committee and acted against congress. He was a member of CPI and got terminated from party office, as he registered party land in the name of his wife.

The corruption allegation is false as no cheque can be signed or money withdrawn without the acceptance of Asst.Secretary who happened to be the member secretary of the KS. The same fellow has alliance towards 2020Kzhm. Also the corruption is alleging for a loan of 2 lakhs. Out of which the present CDS
chairperson herself has remitted 1.6 lakhs and rest should be some form of subsidy prescribed by KS. 2020Kzhm is attributing corruption for this 40,000.

- Accusation of corruption against me is of political, because I am not loyal to them. They want to destroy me so as to win the KS. I am strong as all the CDS members are with me.

- In the panchayat committee only 2 women elected are part of KS. From the 1st and 2nd ward. Rest are not members of KS. Also only the president has a strong political background, rest are puppet of 2020Kzhm. They are in 2020Kzhm because they are availing the benefit of 2020.

- 2020Kzhm was able to get the support of left parties initially. They thought 2020Kzhm would be a great help for them to defeat congress in the panchayat. So left party leaders and members within panchayat ambit cooperated with the work of 2020Kzhm, which gave them a base in the panchayat. Slowly left party realised where this will lead to and the leaders withdrawn the support, but the local members didn’t obey the leaders as they were availing the benefits and they thought it would be fine. High form of a-politicisation happened here.

What I think:

- 2020Kzhm have made people apolitical. By giving out everything for very high subsidised rate and interfering in market at a high rate.

- KS CDS have a direct grudge on 2020Kzhm, as CDS has little allegiance towards congress party.

Panchayat Presidnet

- The starting conversation was ‘whatever KS has told would be false’ and a smile.
- Panchayat is undertaking lot of projects and KS want its credits.
- Panchayat is doing project on a PPP model with the help of Anna-Kitex groups’ 2020Kzhm.
- 2020Kzhm has started a project of worth 380Crore for Kizhakkambalam panchayat. As a responsible panchayat committee we should help in ways to get those planned project to fulfil as it aims at the welfare of the people in the panchayat. These projects didn’t
categorise people in to class, religion or political affiliation, but aiming for the up liftmen of the panchayat as a whole.

- CSR fund is just about 3crores. 2020Kzhm is doing far more to meet the expectation of people in the panchayat.

**On 20th Oct.**

Arun Antony – 2020Kzhm Official

- Different projects undertaken by 2020Kzhm.
- Project cost about 380Crores.
- Drinking water, Agriculture, PDS, Medical facilities are the main amongst them and with more number of beneficiaries.
- 2020Kzhm is like a parallel government for the people. Projects are undertaken strictly with full consent of the people, anyone can make out our people support as panchayat election was won with about 70% of total vote share.
- Almost all the projects are independent and doing in highly efficient westernised manner
- MSW people have conducted survey and has data of the panchayat. MSW people are employed by 2020kzhm exclusively to take care of these social projects.
- 2020Kzhm compensating for the loss which people suffer during the project of road widening.
- Since drinking water is an important and basic issue, for the time being bore wells are the source and used to deliver to houses. For a long term plan research wing is analysing on rain water harvesting.
- At the present moment no projects are linked with any of the government support, but we are open to get government support because it is the government who should be doing all these activities.
- PDS is by categorising people in to 4 different groups.
  - Yellow card – Most vulnerable
  - Green Card – Little well off agriculturalist
  - Blue Card – High class/different company owners.
**On 21st October**

Discussion with JJ sir and plan of action:

Had met JagaJeevan sir and got interesting insights. The whole discussion was about how to go upon the project and make it look in a more theoretical way. Since both of us are in a similar thought process communication was much easier.

The following is the sum up of the plan which came up as part of deliberation:

1. To sharpen the research objectives.
2. List of Information needed and what sort of information

   I. **2020Kzhm** –
      
      What is the relation with the panchayat,
      Source of fund for the project, process of growth,
      Class composite of supporters.

   II. **Political Party** –
      
      How political space got shrink,
      How credibility was lost,
      Is it only lack of fund which kept political party down in front of 202Kzhm,
      How the space of party was lost
      Isn’t it because parties’ a-politicised people and Co. exploited that situation.

      (ie. last 20 years starting from 1995, the political party led panchayat election was turned upside down by 2020Kzhm, it can’t be done simply by the usage of excess money. Political mind set of people was won because the existing party lost their morality in the democracy. It is time to rethink and reframe the party structure)

III. **Religious Organisation** –

   Perception of 2020Kzhm
   Views on present and former panchayat Committee.
IV. **Kudumbashree** –

Perception on existing, older panchayat.

V. **Kitex MD** –

What sort of project whether PPP or BoT?

Financial & Operational relation with the panchayat?

How redressal mechanism works? (ie. frequency of visitors during morning hours, how their problem are solved, what is the class of people who use to visit, how panchayat is effective in solving their problem)

VI. **PRI** –

Emergence of 2020Kzhm

Role of KS

3. **Analysis** –

To analyse the

years of growth of 2020Kzhm

Strategy of growth

The degenerating space (moral value decline of politics)

Usage of power structure, mainly religious institutions

exploitation of apolitical space created by political parties, KS.
Annexure 15

Survey Results

Survey was conducted from 27th Oct to 2nd Nov. Following are the points:

Main points to note on survey:

- 2020Kzhm ward executives escorted me to each house I visited. They introduced me to each houses and left. They sat next to me for one survey and understood how I am doing it.

- From one house, neighbours also came seeing me in that house and they thought I am from 2020Kzhm and begged me to include them in the PDS. They told that there son was a congress sympathiser, still they voted for 2020Kzhm. They want me to include them in the survey and somehow to give the ration type of card provided by 2020Kzhm. So I was curious and asked about them by not denying there thought that I am an official from 2020Kzhm, they told they were included in the initial survey conducted by MSW grads in the ward 2 years back and was issued a yellow card. After 2020Kzhm came to know that one of the member in the house is a sympathiser to congress party their card was denied in the initial stage itself. 2020Kzhm thought they may vote for congress.

She wanted me to do something about it, I asked them to go and tell the ward member, which they already done. So I asked them to go directly and meet Anna-Kitex MD (since I know he allows visitors to his home morning hours). They responded that even member also told the same but they didn’t because they don’t know how he will behave. So I told them it’s okay, you can go meet him during the morning hours, they were thanking me.

- Out of 4, one man was very interesting. He raised basic question against all existing institutions in the panchayat along with 2020Kzhm. He was basically aiming at the people who are availing 2020’s benefits. He told no one has any political thoughts in the panchayat. The Kizhaakambalam PRI was filled with selfish people, it was not politics the kizhakkambalam was governed by, but the individual people. He mentioned people’s names who were the local leaders and was explaining people follow them blindly and not any party. So if these guys changes the party peoples allegiance is also changed. He was also one of the ‘people’ he talked about. As first he
was in congress, then Kerala Congress(Mani) and now supporting 2020Kzhm. He was talking about the corruptions in the party politics and while he was in Mani congress he used to get 10,000 occasionally. What he sarcastically told about K.M.Mani was that “even though Mani sir does corruption, he was keen to give a small part to his party workers, even to the low level workers like me”. His name is Augustine Varkey(18th ward)

- This guy got interesting arguments. He is very practical kind of guy. On the question of allegation of pollution against Anna-Kitex, he was of the opinion without something loosing you can’t gain anything. Even though he was living in a small 2 room house and aged and sick his views and way of talking was very interesting.
- He is okay with pollution since jobs are provided, as everyone wants something for their livelihood. He was okay with corruption, as he told some kind of corruption do happens everywhere, we can concentrate on the good things which they are in to. He was totally against KS, he do agree women empowerment but in the sense that now these women are going outside and chit chatting rather than staying in home and families are availing some kind of financial support by doing so, apart from that it is all same.
- He accused that most of the KS members are availing the PDS benefit and among them most are talking against 2020Kzhm, which cannot be tolerated.
- Basically what he was telling was that people are ‘a politicised’ in the society, so if people got a choice like this it is obvious that people will go for it. Even 2020Kzhm will fail once it stops giving PDS. **PDS is the power structure which gives 2020Kzhm a stand in the panchayat**, according to him.
- The story of rest three respondents were also interesting.
  1. One of the respondent wants more benefit in the sense, at present they are included in yellow card and receiving ration at a subsidised rate. She wants it to be free of cost, so that it will help the family more.
  2. This guy was like, keep on telling father of the present MD was like god to him etc etc. thinking that I came from an enquiry from 2020Kzhm (I say this because even after explaining several time, he kept on asking why I am doing this project. Also he was the only well off guy in the families I met today. He told he was a PWD employee. Being a govt. employee and pausing lot of doubt on me make me to think like this).
His wife was filling the form and kept on telling her don’t write anything against 2020Kzhm. On the question of pollution on Anna-Kitex group, his wife told its true, but he told to write it as false. Same happened in case of KS, on corruption allegation, his wife told they don’t know, but he told no it is true. But his wife refused to write it as true, she told they don’t know so not commenting on that issue. (Peter, 9th ward)

3. From the third person, she was keener to know whether there will be more benefits available. On a sarcastic tone, while I asked about any suggestion, she told it would be grateful if 2020Kzhm can give some amount to renovate her house and to construct external wall to protect the house.

- Basically they responded to me because I was introduced to them by ward executives. And they were in full favour of 2020Kzhm. Only Augustine Varkey was the one who was keen about politics, rest all were happy that they are getting something out of 2020Kzhm.

Today 2 respondents were behaving maturely, even though they don’t know about CSR, rest 2 were like Kitex MD our God, remaining 1 told they are congress (Margrett Ouseph).

- That means even for congress people the benefits are available, 2020Kzhm is not posing a discrimination on the basis of political identity.
- The other two were highly taking in a practical sense. One is well aware of CSR, he told the 2% profit back to me. What he says was (Suresh)
- Not only is that 2% of profit, 2020Kzhm spending about 400crores on the panchayat.
- People who are having wealth is not ready to share, if one guy is ready to do so, why not people should vote for him. Any ways it is for 5 years and if he is doing any wrong we can call him back after 5 years. We have seen different terms from different parties, why not this alternative? Any ways he won’t kill us all. We know him very well, he is also from this panchayat. Not only him, even his father also done good activities. (here he means Anna MD)
- Kitex MD, father has given food for people while the whole panchayat was suffering from hunger (old time story). I have heard the same narration, yesterday from Augustine. Since 1 more guy mentioned, it is worth to take note.
One of the best quality of MD is that he knows all the houses within the panchayat, during election campaign he himself visited all the houses. He is very free man to deal with, even though he is a business magnet.

Simplicity is the key characteristics of MD.

The other one was also talking sense, which is applicable to the deprived people. For them 2020Kzhm is the only org. which addresses their real time issues, so they voted. What is wrong in it? Political parties were not there once they told about the problem of basic needs like drinking water. If the political parties cannot do it, then let someone else do it. This was their perspective. (women)

Today took survey of 7 people. Out of which I guy was a sensible guy and talks about the political scenario widely. (Gangadharna of ward 7 or 8).

He was a former CPM branch committee member. He puts up lot of allegation against CPM.

His local committee belongs to some place and not Kizhakkambalam. He told even under the Kizhakkambalam there was one ward in which CPM got only 14 votes, whereas total CPM party members in the ward was 16. That means not every party members voted for CPM, but CPM didn’t take any action against them. But have terminated him from the party membership. He told he will be CPM till he die, but since 2020Kzhm is doing right thing, he is supporting them.

He was very keen to know about my political allegiance. With him talk was nice and extended more than 40 minutes.

He explains the reason why Kitex MD started 2020Kzhm, his version of story was that, “during 2013 Onam season, on behalf of Kitex they opened a stall where vegetables and other things were provided at a subsidised rate. The congress, SDPI came against that and physical fight did happen. CPM didn’t take any stand in the issue. This being the initial reason for Kitex MD to start 2020Kzhm.

Initially while 2020Kzhm was started CPM supported it to overthrow congress from the panchayat. 6 months before panchayat election, CPM decided to context in the election with the support from Kitex MD, and thought to give seat share to 2020Kzhm as well. But Kitex MD didn’t want to be a part of party politics, he refused and contested independently. From the CPM as a party turned against 2020Kzhm, and
dismissed the members whose allegiance changed towards 2020Kzhm, like Gangadharan.

Rest all the respondents were like 2020Kzhm, MD is like god to them etc.

The benefits which people are availing is nice, for that everyone should give hats off to 2020Kzhm. From people’s perspective, even if they believe to some ideology, they are getting nothing. About 20 years, 4 terms of panchayat didn’t solve their basic issues like drinking water, toilet etc. Within 3 years 2020Kzhm were able to do that.

So we can’t accuse people that they are selfish. Even the party politics people are also selfish. If they are not able to provide anything, then it’s better for people to put their faith in someone who showed them he can do it.

One member from first ward (SC community), has raised lot of complaints against 2020Kzhm. He was of the opinion that he is not properly looked after. Most of the people whom I met today belong to some political parties before, but not now.

From one house I was asked about my details and warned me that don’t go to 5th and 6th ward as 2020Kzhm’s representatives. Because high chances of physical assault. He told that SDPI members are campaigning there on the basis of religion, and not allowing 2020Kzhm to do any work over there.

Rest of the people whom I met today was common people with the attitude that 2020Kzhm are giving us something, and they are not from outside but within panchayat. So we believe them, as they won’t and can’t run away. So we are happy with this alternative. Because we have given votes to all the political parties and LDF, UDF have governed this panchayat twice, still they didn’t address the basic problem like drinking water, home etc. as 2020Kzhm is doing, addressing more than that we believe in them. Highly educated people are posted in 2020Kzhm, pointing at the ward executive present.

Today was the first day, one respondent give no.2 to service of 2020Kzhm. Generally people were against political parties. I saw some people are against ward members as well. The larger conscience is that whatever benefits which 2020Kzhm is giving out should be continued, moment the stall (mainly, PDS) system is stopped 2020Kzhm will be down.
During the talk, not only today but from previous day as well, I noticed that even before 2020Kzhm Anna-Kitex company were in the social circle and were active in social problems, like they have given medical assistance and were a support to poor people.

The story why MD decided to make 2020Kzhm as a political outfit started on 2013 September, during Onam. There was a stall established and items were sold at low price, political outfit (SDPI and Congress) come up against that with the help of panchayat. 2020 people were physically assaulted, at that moment with the support of people, MD decide to participate strongly in political arena. This is the start of 2020Kzhm, what is today!!!

Even today no one told MD is like god.

On the allegation of pollution, people are totally against it. The major question raised from their side is that ‘show the area polluted?’ For Which I don’t have an answer. There was a one day trip to the company for the different ward level people to show them that Anna-Kitex have taken correct precautionary method and everything is fine. Since people have visited inside the company and some people living aside company have no problem people doesn’t believe that pollution allegation exists.

But interesting thing was that, today (Soman) told that the pollution allegation is true in the presence of ward executive. So actually it is complicated!!!!!

Also by and large it is true that, until unless company representatives telling them about CSR, none of the people were aware of it. Some people mentioned that MD have explained about CSR in some meeting but instead of 2% he is spending very large amount, so what I am assuming is that by political parties started campaigning these are CSR funds, MD must have called meeting(at some level) and must have explained everything about CSR to the people.
It is very much true that the CSR fund of the company will come up to 3.5 crores per year maximum. But the whole project in Kizhakkambalam by 2020Kzhm for 5 years cost about 400 crores. ie. MD is spending very much more than what is required.
Annexure 16

FGD with 3 NHG

1. **Name of NHG- Ushas** in 16th ward of panchayat started in 2000. Total members were 21. Out of which Mary Augustine was the secretary and Sissily Chako, President of the NHG.

For the FGD 10 members were present and it started at 3:50 and went till 5 PM.

Following were the queries and answers from the NHG.

1. **Views on present and old panchayat?**
   
   A- Present panchayat has no contact with the KS, they are behaving as if KS is their enemy. They won’t allow KS to get involved in any project. There was a hall in the panchayat office where KS used to conduct meeting, now panchayat is not allowing KS to conduct meeting from that hall.

   All were in support of older panchayat committee. There have been an incident where new panchayat committee manhandled the CDS chairperson, the case is still on.

2. **Views on 2020Kzhm.**

   A- Whatever they have done is good for the people in the panchayat. Better allow us to work. They should not have interfered in politics, they should be doing welfare activities, which they were doing well.

   All the conflict within the panchayat started during the time of present MD’s father. K.V.Jacob and M.P.Rajan were cousins and enemies. Rajan had political support from congress and was influential in panchayat. He was panchayat president (I have doubt in that, should clarify). Whereas, K.V.Jacob had money but not politics. So fight between these people lead to the present development. It was only their ego problem and nothing else, Rajan used Congress to handle Anna-Kitex group, so they must have thought to take power in panchayat. Finally Anna-Kitex got it in 2015.
3. What is politics, or what should it be?
   A- Motto of Politics should be ‘to serve people’. But rule of corporate cannot be tolerated, let them do the charitable thongs. Anna-Kitex haven’t paid taxes to panchayat. Actually whatever they are spending now in the panchayat was the money which they should pay to panchayat in form of tax. They are giving back money in this form that’s all.

   During election, they have given money to people for vote. Also what they have done is that 2020Kzhm told their people to vote before 11AM. After 11 AM there was problem with the machine which we have complained. We believe they have done malpractice with the voting machine as there were confusion with the beep sound after 11AM.

4. About CSR.
   A- Some of the people were aware of it and even MD has told in his speeches that they are doing so because there was an Act which tell them to do so.

5. Reason of conflict between 2020Kzhm & KS?
   A – Previous accountant of CDS was acting as an agent of 2020Kzhm. Instead of helping with the accounts she started pointing out mistake and made it as corruption.

6. Allegation of corruption on KS?
   A – Lie, only allegation. Because of that they have denied us of our 100 days’ work with NREG programme. Panchayat giving it to the people who are loyal to them. Actually KS people are tortured.

7. Allegation of pollution on Anna-Kitex?
   A – True. People has cancer and they put money in order to get NOC from pollution board.

8. Panchayat kept out KS even in the distribution of ASRAYA kit. How you see this strategy.
   A – True. They want to distribute directly so that they can claim even it is through 2020Kzhm. There was one incident in this ward when shortage of drinking water was present we complained to ward member and water from authorities was accompanied
by 2020 ward executives. We told we don’t want water from 2020Kzhm, and even ward member didn’t hear from us anything then.

Panchayat trying to keep KS out of the scene. But we will fight for our rights.

They are trying to overthrow KS buy forming new SHG’s, but we are sure that CDS won’t recognise those SHG’s.

   A-For this they haven’t answered anything, just told that they are doing it as charity so they should not have entered in to politics.

10. If people trusted KS or political parties 2020Kzhm wouldn’t have emerged, how do you asses?
    A – People are behind the things which they are getting for free. Before election they used to conduct meetings and used to give biriyani for the people who are participating in it.
    It was due to the support of CPM 2020Kzhm emerged. MD has nice connection with pinarayi Vijayan.

II. NHG name – Al Minar from 5th ward of panchayat.

Total members in the NHG is 20 and total present was 15.

Secretary – Shameera

President – Nisha Siddique.

The discussion was as follows:

- KS was badly hit by the formation of new Panchayat committee.
- Previous panchayat committee and KS was in good terms, whether the panchayat is governed by UDF or LDF.
• 2020Kzhm is intentionally doing their best to act against KS in all ways

• It was 2020Kzhm mistake, they though they can overthrow KS by forming new SHG, but to come under the KS CDS structure, they need to get affiliation under CDS, and if same member of an NHG is going and forming other NHG, CDS won’t give affiliation for that NHG under CDS, which means they can do nothing.

• If they were committed to service they should have somehow manage to mingle with KS and participate KS as well in the process, they want KS out of the picture which shows that 2020Kzhm wants people who support them blindly without raising their voice.

• About 2020Kzhm, they only favour people who are obliged to them. Even in this ward (5th) there are lot of poor people, but they are not giving any kind of support to them, because we don’t oblige to them. No government can do this, even after getting elected they are doing it means they are not representatives of the whole people, but only to their supporters.

• ‘Parappuram colony’ where SC/ST people live, they haven’t done anything other than giving PDS to them. They don’t have nice home to live.

• What they have is money as well as muscle power.

• An interesting thing which they told was that, even if 2020Kzhm is giving something for free they won’t take it because it is ‘haraam’ for them, whereas if it is from government source then they will, as it is ‘halaal’ for them. Which shows they are very religiously connected.

• Pollution problem in 6th ward.

• In 5th and 6th ward 2020Kzhm didn’t win because the people in these wards have ability to think what will happen in future if these kind of things come up.
What is politics?

A – Politics means serving people in any form. Like Gandhiji did.

But 2020Kzhm have some other aim behind doing this. (They told to set up new factories, to make cover for the pollution problem etc)

Also they have admitted that KS=UDF in the panchayat. Still even it was LDF ruling panchayat problem with KS was not there. Also they have admitted that it is due to the inefficiency of KS an organisation like 2020Kzhm have developed in the panchayat. What they told was, “yes, there was problems in KS and its popularity as well”.

Also when I asked about the family matter of Jacob and M.P.Rajan. They admitted that it was true.

While asked about allegation of corruption on KS, they told KS is opened to anything anyone can come and investigate.

One of the old women in the group sarcastically told that, make sure MD’s goondas won’t come here at night because of our reaction. I told nothing like that will happen, they replied with a smile that ‘they won’t be able to enter our premises, we have our people protecting us’

III. **NHG name – Aiswarya, in 2nd ward** of panchayat and it contain 17 members. Out of that 7 were present.

President: Sarama Raju
These guys also told about the 472 people and the 5 and half crore loan issue.

Even they had agenda, before stating of FGD, three members along with ADS member talked something in private, and those three were going very harsh on 2020Kzhm.

11. Views on present and old panchayat?
   A- The old panchayat committee was much better than new one for KS. As in the older committees they used to invite KS representatives, but now they are not doing so. Nepotism exists now, they don’t care we are a democratic institution.

   A- Whatever they have done is good for the people in the panchayat. But huge form of nepotism exists, eg. yesterday or day before yesterday a program called ‘aadum koodum’ was inaugurated under which people will get goats for free, but they are providing goats to the people who are affiliated towards them. In this committee we have people who are interested to get goats and are very poor, but they denied.

   Even KS have done welfare programs. Once we have collected Rs.12Lakh and given to a kidney patient in the place called Choorakode.
   This committee member had an experience, when she went to panchayat seeking her old age pension, member asked whether they voted for congress or 2020Kzhm.

   They have provided maintenance such as painting the home for 40 houses of 19th ward and took the credit that they built the home. These kind of drama happens behind these.
   If there motto is really to help people, then they should do it for everyone. They will only help if the guy or his family have vote within the panchayat, otherwise they won’t. Is this a form of charity? No it is not.
13. What is politics, or what should it be?
   
   B- Everyone should be equal in front of the people who rules us. Politics should only be during election after that one should not differentiate the people on the basis of politics. But that is what happening in the panchayat at present.

14. About CSR.

   A- Don’t Know.

15. Reason of conflict between 2020Kzhm & KS?
   
   A – During election they asked for the support of KS, but KS didn’t offer support. Even after coming to power panchayat committee is not reporting any project towards KS. Whereas it used to be like that before.

16. Allegation of corruption on KS?
   
   A – It is just allegation, till now no evidence came out. Corruption cannot be done under the structure of KS.

17. Allegation of pollution on Anna-Kitex?
   
   A – True. There have been issues of reporting several diseases due to the pollution in those areas.

18. Panchayat kept out KS even in the distribution of ASRAYA kit. How you see this strategy.
   
   A – It is KS who used to identify the beneficiaries of ASRAYA project and deliver kits to them, after coming to power they want to do it by themselves in order to eliminate KS from the scene. Even for the NREGS they have excluded KS members and included people who supports 2020Kzhm.
Annexure 17

Interview with Arun Antony (2020Kzhm Official)

1. How you evaluate the process of growth of 2020Kzhm?

A- 2020Kzhm was started in 2013 with a vision of turning Kizhakkambalam into No.1 panchayat in India. It started with a medical camp which was like a mini hospital and camp was actually a ‘big medical camp’. Ie about 632 eye operation was carried out, including that total 947 operations have conducted as part of the camp. (Reference – Mathrubhumi Varanthapathip, August 9, 2015)

it started as a charitable organisation aiming at the development of panchayat with different cubs, industrialists, political parties. Initial 50 member committee was formed on 19th May, 2013.

Still have alliance with ‘sevana group’ which works for hospital cases as a charitable organisation.

All the work carried out are planned and organised with ward executives acting more than that of a ward member. Professionalism is what we brings in the governance of the panchayat.

Initial process are road widening which comes under basic infrastructure and growth of industry, agriculture sector for job creation. Food security was one main area of focus of 2020Kzhm.

There have been lot of allegation from others such as in matter of road construction. Thing is that opposition is blaming 2020Kzhm is giving importance for the basic infrastructure as their primary agenda, whereas they have mentioned that as one of their last agenda in the election note. Answer for that is, our vision is to make Kizhakkambalam the best by 2020, and in terms of infrastructure we can’t start that in 2019 and finish by 2020, we have to start all the projects now onwards, so as to make a huge impact by 2020. 2020Kzhm was registered under Societies Act.

2. Why you think people accepted 2020Kzhm? What all were the drawbacks of the organisations who were active in the panchayat before 2020Kzhm?
A- Political parties were not able to meet the expectation of people with their basic needs. Everyone was fed up with the rule by the political parties within the panchayat. 2020Kzhm have members from different political parties. Eg. K.V.Jacob (former CPI, present panchayat president), M.V.George (former CPM Branch secretary), Francis Thomas (former Congress mandalam president), P.S.Surendran (former BJP Kizhakkambalam Mandalam President) {source – Mathrubhumi varanthapathip, August 9, 2015)

Political parties were caring only for their members and their allies, but 2020Kzhm is giving benefits to all who wants it. Corruption in Kudumbashree is one of the main reason.

People were looking for an organisation/person who can solve their problem. Sabu Jacob was able to meet their expectation.

3. What is the source of fund for 2020Kzhm, how it manage to spend more than the CSR initiatives?

A- CSR initiatives is just around 3crore per year. That means 15crore for five year. But 2020Kzhm has a project plan of about 400crore in this 5 year.

Eastern group, sevana group are also helping to raise money for the project. And also we are looking for funds from sponsors outside the panchayat as well. Eastern group helping for home construction, sevena for hospital expenses.

4. What is the class composite of your supporters?
   Supporters belongs to all group of society.

5. How the restitution mechanism works? How effective it has been?

A-MD have interfered in dispute between neighbours as a mediator. Imagine a high power business magnet interfering in small issues like this. So his capability and love from people is huge. He has a powerful voice in Kizhakkambalam which people can’t deny.
Anyone can come directly to the MD, he knows every area of panchayat, and he will find out whether the problem is genuine and will make solution instantly.

He has MSW graduates to look after and report to him everything.

6. How you categorise the financial and operational relationship with the panchayat in terms of undertaking the projects?

A- It is a PPP model. Fund from panchayat is taken eg. for constructing homes for homeless people. Of course it will be around 2.5lakhs which will be very less, rest 2020Kzhm will help out. Surveys are done by MSW graduates so we know who deserves what.

Presentation will be held by ward executives to pass a case for home construction etc.

7. How you respond to media, stigmatising the corporate takeover of panchayat rule?

A- Communist view of keeping a doubt on bourgeoisie’s doing will be present, we can’t help it. Our hands are clean, anyone can do an enquiry. Political parties have power. If they want to overthrow us they can do it in name of judicial enquiry or any other legal procedure but they are not doing because even they know what we are doing is correct. Because of that we have a huge support within the panchayat. We won the panchayat with a vote share of 70%.

Media stigmatisation is the part of political parties’ policy to just oppose us.

Congress-SDPI has a strong coalition against us, and they are physically attacking us as well.

8. What were your motivations to enter in to political arena?

A- One of the main reason was that, we have started projects with our CSR funds
and the contractors who took up the project were doing corruption with the help of panchayat. So we realised that without having power we won’t be able to do justice to our work which leads to enter into politics.

Parties are saying that we won because of money power. But we have conducted street plays and campaigned in each and every home like political parties used to do before.

9. Initially how did political parties responded to your activities? How hard was it to contest against political parties? I heard from the field that initial support from CPM was there for 2020Kzhm, how do you respond to this?

A- Support were there from different parties. Physical attacks were there against 2020Kzhm people by SDPI. They have set fire to our vehicle, which leads to curfew in the panchayat in 2013.

SDPI threatened to kill Sabu Jacob, MD, so still he has police security and body guards.

10. Your views on Kudumbashree?

A- It is fully corrupt and not at all cooperating with the development plan for the panchayat. Still they are addicted to some parties, which have not done anything in the panchayat.

Planning to change the CDS committee, we have started the work by registering NHG’s. But we have to wait till next election to overthrow the existing committee.

11. What were the social activities which you undertook before 2020Kzhm was formed?

Medical camp etc. see question 1.
12. Ward 5th and 6th are the wards the company is situated and nearby people about 20 of them have cancer. Which is the main reason of failure of 2020Kzhm in the wards. How do you respond?

A- Both are Muslim dominated wards. SDPI, Muslim fundamentalist group have played communal politics to win the ward. Still they won by a margin of 100 and 25 votes. Whereas our minimum margin of victory in other wards is by 200 votes.

Muslim fundamentalist took advantage of the word ‘pig’ which we used in election campaign to notify the alcoholic people. Thing is that we have described 5 animal names to alcoholic addicts but fundamentalist played their politics by using ‘Pig’.

Also SDPI are not allowing us to work in the ward, they are using their muscle power to keep us away from the work in these wards.

It is true our company is situated in this wards, but pollution allegation is not at all true. We have best pollution treatment plant.

Several people have cancer all over the world, you can't blame the company for that all.

13. Who all came to do project on 2020Kzhm before?

One student from TISS came to do project. But he didn’t do any survey, he visited company two times and had a chat with us that is it.

14. One of the respondent told that, people are so selfish and is happy because they are getting everything for subsidised rates. On this background what you think about the future of 2020Kzhm, in the sense once it stop interfering in market through stall there is a high chance of it getting failed?

A- Our doings didn’t affect the market. No shops in Kizhakkambalam has closed because of 2020Kzhm. And we are not going to stop the PDS.
Our card system is unique, we have conducted a field level study by MSW grads and identified people and categorized accordingly.

**Red Card** - for most deprived
**Yellow Card** - for BPL families
**Green Card** – For APL families
**Blue card** - for the well-off business people.

15. On the pollution matter, I happened to hear from field that VS Achuthanathan came for inspection, also a high court guested officer came and verified the pollution control plant, what are the facts about these?

A- V.S.Achuthanathan have certified that we are following the standards and we have NOC from pollution control board. Judicial enquiry happened on this and we got a favourable report. To get more information you should ask to MD.

To prove that we are not polluting environment, we have done agriculture in nearby farms and distributed the rice out of it to the people.

16. Access to project plan for comparison with the previous panchayat reports.
   Will see.


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<tr>
<th>15 executive board</th>
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<tbody>
<tr>
<td>50 high power committee from each wards</td>
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<tr>
<td>50 ward executive committee from each ward</td>
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<tr>
<td>250 working member committee from each ward.</td>
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<td>Total ward members, ASHA workers</td>
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Executive board has Chief Coordinating Officer and chairman which is the MD, Sabu Jacob. And other officials from eastern group, sevena etc.

High power committee includes professional like retired agriculture officer etc.

Other committees include ordinary people.

Projects are discussed throughout and implements.

MSW graduates act as a mediator between other committees and executive committee. MSW people are responsible for the field level work.

Also 2020Kzhm has various departments headed by MSW graduates they are:

9. Welfare
10. Agriculture
11. Road development
12. Media
13. Water Management
14. School
15. SHG
16. Research and evaluation
Interview with CDS Chairperson – Margrett.

CDS Chairperson (here after CDS). I had a discussion with her and one other CDS member called Saji.

I mainly concentrated on asking the basic feature of what politics should be? The answer from their part was common, ie. Serving poor eg. if incident like Jisha murder happens then to take all necessary steps to protect that family. So when I ask that even Anna-Kitex is doing the same in case of service there reply was “Yes, but with a different motive”. So we entered in to talk on motive where she was explaining motto is the major thing in serving, one should not be thinking of some reward in order to serve people, or with their self-interest like in case of 2020Kzhm.

Today also she accused many things on 2020Kzhm like:

- They tried to start a plant in Tirupur, in Tamil Nadu. But govt. didn’t give permission for that due to pollution related issues. So by this 2020Kzhm they wanted to built that plant in Kizhakkambalam itself, ie the reason behind road widening. So that container Lorries can pass by easily.
- One lady named, ‘Mini Kunjumon’ who was working with the company was told by the MD that he didn’t like her husband going for congress parties’ work. So she asked for that what she should do, again he told ‘you don’t want to do anything but I don’t like that’. So this form of humiliations lead to her resignation from the company.
- CDS Chairperson itself was an employee in the company, for 3 days. In that three days itself they have treated her like some alien, and tried to make her alone by not allowing to mingle with anyone. Because they know she is a congress sympathiser.
- Saji, who worked in HIV awareness and against sex racket for years, who is now a CDS member told that main business inside the Anna-Kitex company is pimping. We can’t accuse MD for that, but the people inside. Sex work is one of the main business, by exploiting the young ladies who are 90% migrant labourers.
Company used to call young applicant for skill training and other certificate course for a period of 6 months. For this they won’t give any salary, but food and accommodation will be taken care off. They will be made to do work, due to this labour company earns a lot but they are not willing them to pay. It is like work for free. Which is an insult towards labour. None will raise voice fearing the goonda power of company.

This is more individualistic in nature, there is no specified system or rule for the initiative 2020Kzhm. If on a morning day MD thought to stop giving benefits entire structure is collapsed, so that people will be loyal to him as long as he gives something.

About apoliticised society:
Allegation was that due to globalisation and change in system aspirations of the generation increased beyond their capability. New generation are not thinking about future, it is not the fault of political parties but the people – this was Sajis explanation, and she explained well to reach out to this point.

Whatever it is political parties are responsible, at the end they are the one who paved way for structural reform in 1991, and globalisation is one of the factor for youth turning in to nothing/apoliticised according to Saji

On VS Achuthanatan investigating against pollution, allegation is that CPM was on their side then. Even now MD has contact with top level CPM leaders, only thing is that local level leaders are against him.

CDS do agree before 2020Kzhm they have done social activities.

Also she agrees that story of family conflict with present MD’s father and his cousin brother M.P.Rajan is true. So while I asked whether that may be one of the reason for MD to acquire power, she told yes, maybe.

Question on 5th and 6th ward and Muslim fundamentalism- she didn’t reply.
The interview was not over, in between CDS got busy with ASRAYA kit so she asked me to come again.
Annexure 19

Interview with Panchayat President – K.V Jacob

1. How you evaluate the emergence of 2020Kzhm?

First example in the country. By 2020 will make Kzhm no.1 Panchayat in India.
It was because of lack of fund from govt. and law related issues kept Kzhm in the back seat. Now we are ready because of 2020Kzhm.
Max. Fund from govt. per year is around 8crore. Which is very less.
2020Kzhm is spending more than 300 crores as part of their project for 5 years.
Major Projects undertaken by 2020Kzhm are:

- My home- 500 homes to be constructed to the people who own at least 3 cent of land. (If it was from govt. 33 homes/panchayat for 1 year). For this year 2020Kzhm plans to build 200 homes.
- Drinking Water. At present lot of families are getting benefit, there is a project in coalition with World Bank (Poyyakunnam lane program), after that about 8,000 families will get drinking water 24 hours a day.
- ‘Laksham veedu colony’ is going to be reconstructed in a better way for living. For that an inauguration function is going to be held this month last. Estimated cost of one home is about 15lakhs.
- Agriculture – about 250 acre of land is done and trying to multiple it and to make 1,200 acre of land in use for agriculture. To promote organic farming, grow bags of different seeds are distributed.
- Construct good and convenient road in international standards. As there are lot of small scale industries within the panchayat, road widening is an essential need.

2. Is it because the developmental plan of previous panchayat committees didn’t work out well, lead to the up rise of 2020Kzhm, what is your view?
The approach and vision of political parties are not correct. Huge form of nepotism exists. Also they have certain limitation which we should understand like shortage of fund, team work, planning.

Now as part of 2020Kzhm initiative monitoring system is present in all the program which panchayta undertakes by ward executives and other committees. For every single and small projects a master plan is created and going forward in a professional way.

3. Kudumbashree is an extended arm of panchayat, but here both are in conflict. Why?

Only work carried out by KS in the panchayat is paying thrift and taking loan other than that no other development is done by KS members to the panchayat. There are about 255 NHG and more than 4,000 women as KS members within the panchayat, still only 5-6 people gets all the benefits from KS. A form of nepotism exists in KS.

Also there have been corruption through JLG loans. Also in NREGS, people are availing money without doing any work, which is also corruption.

4. Does the control over natural resources being compromised to 2020Kzhm? (it is an allegation)

This allegation is part of agenda possess by political parties. Project like road widening is a future oriented project and will benefit everyone. All of us want a nice road to travel. But due to political agenda parties are campaigning against these programs and creating problem during the acquiring of land. One of the allegation is that we are doing one of the last pointed project, which is widening of roads, as our first agenda after election. We should see the reality here, roads won’t be constructed fine if we start this program in 2019. We have vision to complete by 2020, for that we should start everything by now.
What was happening before was that, say eg. if a project cost is about Rs 1,75,000 out of that 60% of the fund will be distributed to each and every middle man and huge form of corruption and program gets destroyed. But after 2020Kzhm, as there is direct monitoring these won’t happen because 2020Kzhm or Anna-Kitex is not short of money in order to do corruption.

5. What is the vision of development? Is it infrastructure development or the livelihood of the people, or both simultaneously?

Everything should go hand in hand. A simultaneous form of development is what needed. That is what we have done all program like agriculture, home construction, road, PDS is going simultaneously.

6. What are the area of convergence and divergence in operational and financial relationship of panchayat with 2020Kzhm?

Every activities converges. PPP model exists in financial relation with 2020Kzhm. Even the projects under way are monitored by ward executives of 2020Kzhm. All together it is a combine effort.

7. 2020Kzhm as an arm of private Co. is already stigmatised by media, how panchayat is responding to this issue?

That is part of political conspiracy. We have won through democratically conducted election process.

8. Where all the established political parties failed in the panchayat?

Political parties never thought an alternative like 2020 will come up. They didn’t do anything to make a change in basic/essential need of people. Only activity they are doing is campaign against 2020Kzhm, by raising that there are hidden agenda for 2020Kzhm. We participated in election politics because of the issue happened in 2013 September. During Onam 2020Kzhm opened a stall to sell products in a subsidised rates. Fight happened in there followed by
a curfew in the region.

9. Why are you keeping out KS in service delivery like ASRYA kit distribution?
10. Coordination of KS and Panchayat will yield more positive result to Kizhakkambalam, why not working for that?

For both above questions, they were not necessary and I am no one to ask or like give advice on 10th question. They are 100% against KS, that is for sure, for the moment.

11. The problem with M.P.Rajan and present MD’s father, how you respond?

Yes, it is true. M.P.Rajan and team will try and disturb every project of 2020Kzhm and Anna-Kitex.

12. Allegation of pollution against 2020Kzhm?

Every power is with these political parties, then why are they not pressurising for an enquiry in state level.

We have good certificate from pollution control board, high court commission and former CM V.S.Achuthanathan also give good certificate to the company in terms of pollution management.

13. Why 5th and 6th ward were lost? If it is because of coalition then it could have happened in other wards also, but why only in 5th and 6th?

These wards have dense Muslim population. Issues were there between local auto drivers and MD because auto walas were charging more for the trip to company etc, so those clash ended up in an ego problem. MD is a very strict person, he won’t change his decision. Communal politics in the area by SDPI paved way for their victory in the area.
14. What should politics be?

Politics should be for nation. We should try to differentiate between good and bad and should fight the bad force. See upraise of AAP in Delhi. It should be beyond ideologies.

Politicians should possess:
- long term view
- strong decisions
- leadership quality
- vision

15. What is the stand taken by religious institutions on panchayat, 2020Kzhm, KS, political party?

All religious organisations are with 2020Kzhm.

16. Total population in the panchayat is about 36,000. Total about 8,000 households. These are estimates after 2011 census.

He didn’t give access to any previous committees report. He told I can ask to the political party members of their development agenda/what they have done in the panchayat.
Annexure 20

Discussion with Asst.Secretary.

She was new to panchayat and joined there on September 2016. So we had a brief discussion from her point of view:

Shortly following is what AS has to say. First of all she joined Kzhm one and half month before and I find her to be a more diplomatic as well as bureaucratic person.

- The main problem with KS is that it is largely politically driven. In most of the panchayat it is like that, but here since opposition is a company and LDF, UDF are in same side problem got worse.
- KS should cooperate with the company in order to make Kzhm wonderful. I have initiated and called 3 meetings with some ward members and CDS. Now I have to call a meeting including president and CDS.
- MD is ready to help KS in any way they want, he is open minded.
- The panchayat committee has no politics.
- Political parties are trying to avenge the 2020Kzhm by using KS.
- Even panchayat committee has also done wrong, as they want to overthrow KS, which is not possible. If we want we can change the CDS chairperson but we cannot overthrow a democratic institution.
- Politics should be for election, after that every voters should be treated equal, eg. MLA of Kunnathunadu is a congress candidate. But none will tell that he is MLA for congress, he is the MLA of Kunnathunadu. After election one should be able to represent everyone.
- 2020Kzhm doesn’t have nepotism.
- The main reason for all the conflict is EGO.
- KS should focus on eliminating poverty instead of political game.
- She openly said that ‘Elliyas Kariapra’, congress member and former vice president is the main rivalry. She doesn’t know about the family issue with M.P.Rajan.
Annexure 21

Discussion with Malayala Manorama reporter- Eldhose.

Today I met Malayala Manorama reporter Mr.Eldhose and also Managalam reporter. There was a strike going on in the panchayat office against 2020Kzhm, as they acquired govt. land for construction of their building. Strike was by ward member of 6th ward member.

Following are the points from both the reporter:

- 2020Kzhm got a position in society by strikes conducted such as against liquor shops, for drinking water.
- Political parties are against for political reasons/agenda. Even they know what all 2020Kzhm is doing in panchayat is highly appreciable.
- Family issue of M.P.Rajan is true, and it may be one of the reason to interfere in politics.
- They have emerged after the CSR rule and its activities.
- 2020Kzhm donated money to religious institutions and got support from them.
- Older panchayat – no development. 2020Kzhm have a planned development plan which is very well organised and monitored.
- Corruption against KS is just political and no evidence against it. Pollution existed before in the Co. but not now. Have visited Co. and saw treatment plant.
- SDPI communal politics and issue of pollution lead the defeat in 2 wards,
- CPM was with 2020Kzhm initially to overthrow congress from the panchayat.
- Political parties have manhandled people.
- People were Apoliticised by parties
Annexure 22

Religious Organisations

I. Christian church

Father Joy Palackal of pazhaganad church. Why him, because it was convenient. Also yesterday on Nov.23rd I went to panchayat but was not able to meet CDS, they didn’t pick my phone as well as they didn’t arrange for any meeting with NHG. They told they will let me know by today. Today after interview with father I went to CDS and they told that I can do a FGD on NHG tomorrow evening at 4 and they will call me to provide further details. Also they asked me to give questions to the previous panchayat president Joly Baby. Since she is too busy, at present she is district panchayat member, she asked them to take question from me and to give her.

1. Overall view of change in power of panchayat and rise of 2020Kzhm?

The change is welcome. Actually the congress ruling the panchayat before was not that bad, it is just that 2020Kzhm is better. Individual corruption must have existed in congress but still it was in a minor level.

Image of Sabu was not that good before 2020Kzhm, but it has changed drastically after 2020Kzhm. 2020Kzhm has done extreme hard work for that reason of their good doings there are many people who are willing to die for them as well.

The major effect of 2020Kzhm in the future would be that people would turn lazy, as they don’t want to look after the family and people will have savings from their income may lead to unwanted activities such as drinking etc. ie. if people are with 2020Kzhm, then his house expense is secured for now.

Anyways 2020Kzhm is not the ultimate end, they are trying to deliver their best, and opposition will always exists. But that opposition should be for creative criticism and not just for political motives.
For me I have no problem with 2020Kzhm.

2. What were the previous social activities by Anna-Kitex group?

M.C.Jacob has done lot of charity such as helped SHG’s, church committees by giving their products at a cheaper rate. Given jobs to many native people. Also at present many people are doing job their which is a livelihood for that much families. I am sure that 99% people doing job in Anna-Kitex is fully secured and if we are trying to see only the negative part of it, then let it be.

3. How you evaluate present and former panchayat committees?

In the present panchayat committees there are in experienced and ineffective members whom common man doesn’t like. But since they are representatives of 2020Kzhm they won. Eg. in this ward 2020Kzhm candidate Mr.George is not that a great personality compared to his opposite candidate Saji Paul. But still George won.

Since there are ward executives everything is going in a professional manner. The major drawback for the previous panchayat committee was that they can act only when govt. fund is passed and they have to go through several procedures to get it to it. But now as 2020Kzhm is ruling the panchayat raising of money for some project is not at all an issue for them.

4. How you respond to the allegation of corruption against KS? Pollution against Anna-Kitex?

Off course pollution will exist as they are employing about 10,000 people. If there is high pollution then it should be condemned but here most of the things are politically motivated.

As of KS, they are in the hands of political parties. 2020Kzhm want them to
be their orderly for that allegation will happen, it is politics.

5. Family problem with M.P. Rajan which lead to capture of power by Anna-Kitex, how you respond?

To an extend all the issues in Kzhm is because of family problem. Problem like- Anna-Kitex licence was rejected etc exist as part of that.

Actually people in Kzhm benefited out of their family rivalry. If the families were on good terms then nothing like this would have happened in the panchayat. Now because they want to prove among themselves people are getting benefits.

6. How you evaluate the muscle politics from both the sides?

That will happen it is for sure. But after the 2013 Onam issue not much issues happened in the panchayat.

Other political parties are giving mileage to SDPI and using them

7. What is politics?

For the people, by the people, of the people. Nepotism is what crawls nowadays politics.

A nice politician should treat people apart from political difference. The new initiative like 2020Kzhm is good in society, so that existing political parties will understand they are not up to the expectation of people. This will give them motive to work more.
II. **Muslim Mosque committee** joint Secretary of Ambunaadu jamayitha - Altaf

Most of the time it was a discussion rather than an interview, he told many things. I will be writing down those:

1. **Overall view of change in power of panchayat and rise of 2020Kzhm?**

No, there is no change in power structure. No basic development has changed. Only project undertaken which can be called as a development is by using the CSR fund they are doing food security mission. They have their self-interest motive to capture power.

Their 1st step was that started agriculture in which all of the people/parties supported (only M.P.Rajan and his team didn’t support). They understood people will stand with them they started with CSR funds and expanded. Through 2020Kzhm they are able to make profits which is against CSR rules. They should not have interfered in politics.

They are selling Anna-Kitex-Saras products directly through these stalls. It shows their business interests.

2nd step was to interfere in politics. Tirupur bleaching plant was banned, Kitex had their unit there, so they have to establish a new unit somewhere other than there. Now they want to establish those unit in Kzhm, for that neither LDF nor UDF sanctioned. This is the reason behind interfering in politics.

Example of house construction – Women name Radha, her husband and son was dead. It is campaigned that 2020Kzhm has built home for her, it is a 400-500sq.feet house. Let us take total cost will be something around 4lakhs. Out of that 3lakh was provided by panchayat and 2020Kzhm is taking credit of that house. How can this be justified?

In Saudi Arabia there exists a project of turning waste to manure and gas, which is costlier project. Anna-Kitex group is trying to set up a factory for that, for which they will get a subsidy of 500Crore, for that Union Chemical & Fertiliser minister Anand has visited Sabu Jacob here in Kizhakkambalam. For
this project he wants road to be widened that is why they are doing those projects.

They have donated money to Christian church, because people will vote as per the instruction of father. But in Muslim committee this won’t happen, also 2020Kzhm didn’t give any money to this committee and in my knowledge they didn’t give money to any Muslim committees.

They are providing the PDS and if someone raise voice against them their card will be terminated.

We are not questioning there charity, they can do that they are capable of that.

The difference between them and political parties is that, parties will protest to state power to get the benefits and it will last for long. Whereas here if Sabu decides to stop benefits it’s all over, no one can question him.

CPM initially stood with 2020Kzhm, which gave them lot of mileage.

2. How you respond to the allegation of corruption against KS? Pollution against Anna-Kitex?

In KS even if they want they can’t do corruption, all level auditing mechanism works in there.

Congress has played nepotism by using KS.

It was because of the failure of Congress panchayat committee which paved the way for Sabu.

VS came for pollution inspection and now they are campaigning as if VS have certified their all plants. It was just for one pollution treatment plant VS gave approval.

3. Family problem with M.P.Rajan which lead to capture of power by Anna-Kitex, how you respond?
Family issue exists. Co. understood that even if they carry out social welfare activities through their CSR panchayat would get the credit out of it, so they decided to come as 2020Kzhm.

4. How you evaluate the muscle politics from both the sides?

Even 2020Kzhm has their political influence, they have their contact with Oomen Chandy, T.H.Musthafa and others.
When NDF tries to bring in communal issue in to 2020Kzhm, political parties have interfered and stood with 2020Kzhm.

5. What is politics?

At first Congress as an organisation came in India, but it was not as apolitical party.
In Kerala, we have witnessed land Act of Communist party. Politics is changing the life style of people in a developed perspective through renaissance politics happened.
Awareness should be created and political parties should change their strategies according to the time. People should have basic belief in them that should be the aim of parties.

As of political parties these kind of CSR activities is a threat to their activities.
Even Britisher’s also done same kind of CSR activities, and we were under there rule for more than 200 years.

Charity and politics are not same, eg. Synthet group Chairman C.V.Jacob has built 1,000 homes for poor but he didn’t interfere in electoral politics.
III. **SNDP** president - N Balakrishnan from Thamarachal

1. Overall view of change in power of panchayat and rise of 2020Kzhm?

Starting from M.C. Jacob they used to help people. So it is just his sons are following his path. The PDS program is very useful for the poor. During Onam, TV Fridge Computer these items are sold at almost half the price. During the 2013 Onam issue Congress brought people from Malappuram district who are SDPI members to create tensions and problems.

2. What were the previous social activities by Anna-Kitex group?

As told they used to help people from the time of M.C. Jacob. eg. during old days no one in the panchayat owns a car, so if someone want to take patients to hospital it was M.C. Jacob who will come with his car and help the people during emergency cases.

3. How well 2020Kzhm uses religious institutions?

They have donated SNDP 5lakhs to build an auditorium. Also they have donated money to Pazhaganad, Njaraloor temples. I used to go for every program of 2020Kzhm to show my support.

4. How you evaluate present and former panchayat committees?

Former panchayat committee doesn’t do any development activities for panchayat.

5. How you respond to the allegation of corruption against KS? Pollution against Anna-Kitex?

Both are just allegations. It is part of politics. Allegation of pollution is because political parties lost their voice in panchayat, so they are trying to
take revenge.

2020Kzhm is giving salary for ward members, so that they will work efficiently.

6. Family problem with M.P.Rajan which lead to capture of power by Anna-Kitex, how you respond?

Family problem exists, it is due to ego problem.

7. How you evaluate the muscle politics from both the sides?

2020Kzhm is not using muscle politics, whereas political parties exists because of that. In here majority of muscle politics is from Congress party.

8. Relation of 2020Kzhm with CPM, how you evaluate?

Not only CPM or left parties, initially all the cultural, religious organisation was with 2020Kzhm. I was also part of initial group. CPM thought they can come to power in the 2015 Panchayat election by using 2020Kzhm.

9. What is politics?

Politics should be service to people.
Annexure 23

CPM

His name was Antony and an LC member. He invited me to party office and spend time with me until I said good bye. I found him as a reasonable man and he respected my thoughts as well.

He explained the history of the Company and it was like this:

“Present MD’s father got a good name during the food shortage in the year 1973. He distributed ‘kappa’ to the villagers during that time. But the actual thing was that one business man given 20,000 rs to the church and the father of the church wanted to donate to people as they were starving. Father and M.C.Jacob had nice relation so father told Jacob about the money and Jacob distributed food and had the credit in his account.

In 1974, Jacob has initiated a programme called ‘nigalkoreu joli’ means ‘a job for you’. And given job for 472 people, out of which one was Antony. What Jacob done was that he took 3 stamp paper from each of the 472 people and applied loan in every ones name (by creating individual trust in the name of these people) and took a loan of 5 and half crore then. (I remember one of the beneficiaries of 2020Kzhm telling the story of 5 and half crore loan). Antony worked there till 1980. In 1995 he along with many others received ‘japthy’ notice from bank due to non-repayment of loan. All the case was closed by Jacob using his influence, that branch manager who took the side of Jacob was dismissed and he was given 1crore reward by Jacob.

Panchayat was governed by both LDF and UDF for two times each. During 2005-10 in the LDF tenure we have collected tax and in order of that highly collected tax from the 42 companies with in the panchayat we were able to do good improvements in EMS housing program but the UDF panchayat which sworn in to power in 2010 didn’t take it up. Also they failed to collect tax from Anna-Kitex. This was because of the EGO problem with Anna-Kitex and the M.P.Rajan. They won’t give tax while UDF is in power. The company have
problem with the local level congress people, but in nice relation with all the high level politicians of congress party.

Even though 2020Kzhm campaigned and protested against Beverage and alcohol. During the election they have given alcohol to almost everyone in the panchayat.

Present president was CPM LC member and he moved to CPI and became LC secretary from there to get a ward member seat he made alliance with congress and was member during 2010-15, now with 2020Kzhm. He cannot be trusted and I am sure that Sabu doesn’t trust him, he has an eye on him as well. Although Sabu is giving him salary about 30,000 I think “

Following are also the extracts from the interview:

- 2020Kzhm did construct 3-4 home and is claiming that they have constructed about 470 home. Whereas they have just done some maintenance work like painting etc and took credit of many houses constructed from panchayat, religious instituions funds.
- Huge form of nepotism exists from the side of 2020Kzhm.
- During 2015 ‘karshaka sangam’ have done farming in 175 acres of land. During the initial stage 2020Kzhm have invited all parties and told that there focus is on agriculture, so party as well as ‘karshaka sangam’ was in full support to them. Later they changed the game and involved in electoral politics. Even there happened a case during the initial meeting that, former panchayat president of LDF, Anil Kumar told in the meeting that by doing this farming alone Anna-Kitex will be able to wash off all of their previous sins/bad images in the panchayat. So it happened and they took advantage of it.
- Bleaching unit – colouring of cothes- which was banned in Tirupur (Tami Nadu) by Supreme Court. Kitex garments had there thing going in tirupur as SC banned it in TN, they want to transfer that branch to Kizhakkambalam itself and they are trying for that. These hidden agenda is there behind the power capturing.
- 2020Kzhm have full data of people residing in the panchayat. There is no type of auditing in the project undertaken. Everything is controlled by MD.
1. How you lost your voice in the panchayat?

Didn’t lost the voice in panchayat, still trying to show the negative part of 2020kzhm and siding with their positive part of welfare.

2. Is it only lack of money that let you down in front of 2020Kzhm?

For every human being his problem will be his basic needs, then comes politics.
The EMS housing program etc were not taken care well by UDF which led to upraise of 2020Kzhm.
Peoples mind will change drastically we can’t do anything about that.

3. What are your view on CSR, as it was the backdrop for 2020Kzhm?

In the panchayat about 42 companies exists and only Anna-Kitex has done politics because they have certain ends to be achieved. Even in the next panchayat a spices company is doing good social work but they are not aiming for the capture of panchayat power.

4. How 2020Kzhm used the religious power structure in the panchayat?

They have helped all religious institutions as well as cultural clubs, which turned as votes during election.

5. Do you attribute ‘apolitical behaviour’ on 2020Kzhm? Isn’t it like people were apoliticised by the existing structure and 2020Kzhm gained out of it?

No political theories will work for common man who doesn’t have basic amenities. Political parties has the lack for funds. Politics should only for election, but even after coming to power MD is showing nepotism. They are cancelling the PDS card whoever voices against them.
6. The space which democratic institution should fill up was taken by 2020Kzhm, influence of money is not the only factor. The societal transformation which was done by parties were not in the right manner. What do you think?

7. What were the strategies of 2020Kzhm? What is that you should learn from them?

Yes, lot of things to learn from them. How well a corporate can use the structure to come to power. Professionalism and management are key factors of their strategy.

8. Do you think CSR law incorporated in Companies Act, 2013 is a threat to political parties?

No, as mentioned there are lot of companies doing CSR, but no one wants to capture power.

9. Does the societal aspiration changed? Don’t you think it is time to reframe the approach of political parties?

Actually 2020Kzhm is doing a business here again for their gain to implement new plant which Tamil Nadu didn’t give permission. Awareness should be developed amongst the people of what the aim of MD would be. For instance there was an issue of upgrading a UP school to High school and MD allowed 3 crore to it. But after some time he told he won’t give money as govt. should take care of it and he won’t get benefits out of it.

10. What should ‘politics’ be?

For people, for nation. Power politics which is seen in Kizhakkambalam is for nepotism and selfish utilities.
BJP

BJP madalam president Mr. Padmarajan was a very sensible man. He was talking everything in a practical manner. He analysed that the strategy of 2020Kzhm is same as that of BJP in 2014 general election. Like the mode of campaigning they were concentrating in social medias, which has a very huge impact in local people, as Facebook is very common as well as a curiosity generating one to some generation, “the poster even came in Facebook” will make them feel very positive. Also 2020Kzhm was able to put posters, flex all over the panchayat for each and every issue.

1. How you lost your voice in the panchayat?

There is no loss of voice, as of BJP we are interested in development of people as well as nation, let that be in this way we are okay with that. Also we are not supporting all the doings of 2020Kzhm, but we took a slight middle path even during election.

If we are seeing from another perspective all political parties are like corporates. Every decision comes from the above and we are bound to abide it (I have an objection to this, as political leaders will change, but say for 2020Kzhm if present MD is changed and the next coming one decides not to continue with these political gaining then that system will stop there. As I heard from field that Boby, brother of MD is not at all interested in 2020Kzhm playing politics. In political parties people will change but system exists that is not the case of short upcoming like 2020Kzhm)

There exists nepotism, as only 2020Kzhm supporters are provided with PDS system. The dissent voice are neglected. MD reminds us of feudal lord.
2. Is it only lack of money that let you down in front of 2020Kzhm?

Lack of fund is a main issue for political parties. MD is doing this in one panchayat out of more than 900 panchyatas in Kerala. So he will be able to do well. Also he used to travel a lot and will have lot of ideas/friends. So for him a vision to change one panchayat would be easy. He may be thinking to show his place as one of the developed place like other he visited.

One other main issue was that during the initial drinking water project of 2020Kzhm, panchayat committee and congress went hard on them and put a stay on drilling bore well, which drastically increased the support for 2020Kzhm from common people. People were of the mind-set that, panchayat is not allowing anyone to help them in any manner, MD was able to exploit and mobilise this feeling.

3. What are your view on CSR, as it was the backdrop for 2020Kzhm?

CSR was not made clear. It was told that Co.s can do direct social work other than donating the money to the people who are doing the social work. They are spending about 300crore then definitely they will have some motive.

It was because of the inability of congress party 2020Kzhm emerged, if panchayat was governed by LDF this would not have happened. (in this there is an irony, as LDF initially stood with 2020Kzhm because they were in opposition. If they were in power they won’t entertain this. Ie. he was mocking all the parties are same)

4. How 2020Kzhm used the religious power structure in the panchayat?

By giving huge donations. There have been problem with Muslim committee as during one speech a guy from 2020Kzhm used the word ‘pig’. Muslim fundamentalists took it up and flamed the communal tension, which resulted in failure of 2020Kzhm in 5th and 6th ward.
5. Do you attribute ‘apolitical behaviour’ on 2020Kzhm? Isn’t it like people were apoliticised by the existing structure and 2020Kzhm gained out of it?

6. The space which democratic institution should fill up was taken by 2020Kzhm, influence of money is not the only factor. The societal transformation which was done by parties were not in the right manner. What do you think?

For 5th and 6th question – Actually within the panchayat the political difference which is present all over Kerala in a high mode was decreased. As all party members are working together in 2020Kzhm. The hatred political difference is diminished.

It is true that political parties have less social contacts. Welfare activities which should be carried out by parties are not given proper attention.

7. What were the strategies of 2020Kzhm? What is that you should learn from them?

As explained above, strategy is same that of BJP’s strategy to win election. Also the welfare activities like PDS started in 2014 have turned as votes in the election. Even though political parties were badly hit within the panchayat people were availing lot of benefits.

8. Do you think CSR law incorporated in Companies Act, 2013 is a threat to political parties?

The companies have helped various people through donation etc, but after some time govt. understood Co.’s can contribute more to the society so CSR came in to force. It won’t be a threat to political parties, as the case happened here in Kizhakkambalam is unique, sue to family issue and support of political parties in the initial stage. This won’t happen in the future, that is for sure because by now political parties will take the precaution of it.
9. Does the societal aspiration changed? Don’t you think it is time to reframe the approach of political parties?

Not entirely. Say eg. if any case happened people will come to political party and not to corporate. Even if Kizhakkambalam people are going to MD to resolve their issues his power lies within the Panchayat. But political party system exists all over the nation. If one guy got a problem outside the limit of Kizhakkambalam panchayat off course those will come to parties and this MD won’t be able to deal with that.

10. What should ‘politics’ be?

Against corruption. People should unite to provide support to the needy- this should be the aim of any parties.

**CPI**

This interview was short and lot of people were standing over there to watch me.

1. How you lost your voice in the panchayat?

   We didn’t lose our voice, people are with us. Because of benefits poor people are standing and voted for 2020Kzhm (this itself is apoliticisation of a community, like they don’t believe in it but just because they are availing benefits they voted) People have voted to political parties during Kerala Assembly elections, upraise of 2020Kzhm doesn’t change people to apolitical.

2. Is it only lack of money that let you down in front of 2020Kzhm?

   Not only money, party fall in to 2020Kzhm’s promises at first and realised that it was a mistake. For any kind of welfare activities from 2020Kzhm, as a
political party we do support them.

3. What are your view on CSR, as it was the backdrop for 2020Kzhm?

Due to pollution, people residing in the surrounding of Co. has cancer and other diseases. The CSR fund should be used for their benefits in the first place.
Actually these fund should not be used to fulfil their political motive. They have exploited these by participating in electoral process.

4. How 2020Kzhm used the religious power structure in the panchayat?

They have given financial support to religious institutions. Actually one father was transferred from the Kizhakkambalam panchayat church because he was not yielding to 2020Kzhm.

5. Do you attribute ‘apolitical behaviour’ on 2020Kzhm? Isn’t it like people were apoliticised by the existing structure and 2020Kzhm gained out of it?

6. The space which democratic institution should fill up was taken by 2020Kzhm, influence of money is not the only factor. The societal transformation which was done by parties were not in the right manner. What do you think?

As said, political parties, different clubs, religious institutions were initially in support of 2020Kzhm, because we didn’t know their motive. Then most of them changed their allegiances, especially political parties have changed.

7. What were the strategies of 2020Kzhm? What is that you should learn from them?

There is no specific strategy other than money power. Poor people doesn’t know about their motive. High form of nepotism is what exists in 2020Kzhm. If anyone asks any question, then his benefits would be cut down.
8. Do you think CSR law incorporated in Companies Act, 2013 is a threat to political parties?

No. CSR law is and should be used for welfare of people.

9. Does the societal aspiration changed? Don’t you think it is time to reframe the approach of political parties?

Actually people are coming back to political parties. As for CPI more than 10 branch committees have started, also most of the people are showing their allegiance to us but not in public, because they know that these benefits would be end soon. Till then they are thinking to avail the same, so that they can’t come to us publically, but many are there with us.

10. What should ‘politics’ be?

Politics should incorporate poor people and address their problem.

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**Congress**

M.P.Rajan. He was the former panchayat president and Congress District Committee member.

He was telling that if CPM was strong enough, 2020Kzhm would not have got power. All of the CPM members went to 2020Kzhm. Whereas Congress still managed to get 8,000 votes. He admits CPM have a strong party structure, being a cadre party they should be more vigilante to these kind of threats.

1. How you lost your voice in the panchayat?

We didn’t lost our voice. The present scenario in the panchayat is only due to the money power of Anna-Kitex. Many promises have made by 2020Kzhm,
let’s wait and see how it will go. There was an issue of panchayat giving notice to demolish the wall constructed by one household, were only women lives. Panchayat doesn’t have authority to issue notice like that, those women build the outer wall in her land, because 2020Kzhm wants to widen road they thought to demolish the wall, they approached political parties then. All of the parties have gone there and resolved the issue, we make sure that wall is built under police protection.

Also UDF got about 8,000 votes, whereas 2020Kzhm bagged about 10,000 votes. So it is very clear that UDF have still a hold among the people. It was the LDF votes which 2020Kzhm bagged.

2. Is it only lack of money that let you down in front of 2020Kzhm?

Mostly yes. 2020Kzhm has hidden agenda behind every project, they work for profit. They have started widening of road, the truth behind that is, town planner have denied the permission of Co. at a site because the road towards company as per guidelines should have at least 10 metre width. Whereas the place has only 7 metre width. This is one of the reason for Sabu to widen all the roads within the panchayat so as to get good access to his property. Otherwise what is the necessary of widening roads that to up to 12 metre where there is no bus route and which are pocket roads.

3. How 2020Kzhm used the religious power structure in the panchayat?

They have the support of all religious institutions, they have given money in order to do several maintenance to these institutions. Even in Christian church committee father told to vote for 2020Kzhm. 2020Kzhm’s panchayat election convention was inaugurated by Katholica Bava.

4. Do you attribute ‘apolitical behaviour’ on 2020Kzhm? Isn’t it like people were apoliticised by the existing structure and 2020Kzhm gained out of it?

Actually in the starting of 2020Kzhm, there was no politics attached to it, almost they got support from all the political parties. No parties were able to
figure out the hidden agenda then. Anna-Kitex understood pollution problem from there Co. will be highlighted which forces them to step in to these kind of activities in order to divert attention of people.

5. What were the strategies of 2020Kzhm? What is that you should learn from them?

The main problem with the party within the panchayat is due to lack of fund. That we won’t be able to compete with Anna-Kitex. Another problem is that our leaders are not trying to understand the local level leaders and local problems. No party will act against Anna-Kitex because they have that kind of influential at the state level, then what local party members can do.

6. Do you think CSR law incorporated in Companies Act, 2013 is a threat to political parties?

No. CSR is a wise discussion take by the Govt. to help the affected people within the ambit of Co.'s presence. It was because of interfering in politics the problem created in Kizhakkambalam. Nowhere can this model be replicated, by now political parties understood this model and will act accordingly. It was only due to the larger support of CPM, 2020Kzhm grown.

7. Does the societal aspiration changed? Don’t you think it is time to reframe the approach of political parties?

People know that in long term political parties are correct. People have faith towards political parties.

8. What should 'politics' be?

Politics should uphold independence, democracy and should question the autocracy. The basic needs of the poor should be addressed. Political parties aims at the overall development. People should feel safe under a rule, people
should be able to do good things to the one in need at critical situations.

9. How you evaluate the family issue with you and up rise of 2020Kzhm to power on that background?

Actually we have no family issues, it is purely dependent on politics. For the last 24 years INC of Kizhakkambalam is not in good terms with the Co. because in 1992 in the place named ‘vilangu’ they have acquired land and flatten it up to 12 feet down which created problem for the local people. In this issue Congress stood with the people, it was Congress parties decision and as a party member I am bound to obey that, which triggered problem between us. So it is more of political issue than a family issue.

10. What all are the developments which can be high lightened in UDF rule?

Kizhakkambalam road was created.
For ST communities 6 houses were constructed.
Kizhakkambalam bus stand.
Kummanakode drinking water project
Poyyakunnu water tank project- because of these projects in 1Lakh home project area there is no shortage of drinking water.
Maakinikkara colony drinking water project.
Pazhaganad drinking water project.

**SNDP**

Met ward member of 5th ward of Kzhm. Abdul Rahman of SDPI.

1. How you lost your voice in the panchayat?

Yes, political parties has lost their voice in the panchayat. It is a Christian majority panchayat and the group has played communal politics by bagging
all the Christian votes. Puthankunnu Sabha President Bava, who is a Father was actively with 2020Kzhm throughout the election process.

2. Is it only lack of money that let you down in front of 2020Kzhm?

Yes, what Kitex have is money power. They have created their space by giving food to all the participants who attend their program. But after they came in to power no such program was conducted. They have given lot of promises.

An example of the wrong doing of 2020Kzhm is: In the place called ‘Ambunadu’ there is a colony called ‘snehadeepam’, in that colony 40 houses was built by Father Robert Joseph using fund from some foreigner. Whereas it is showed in the advertisement of 2020Kzhm, people will think that those are built by 2020Kzhm.

Heavy pollution exists within the ambit of panchayat.

3. What are your view on CSR, as it was the backdrop for 2020Kzhm?

CSR fund should be devolved with a preference given to the nearby peoples welfare. Whereas Co. is situated in 5th ward and nothing is done for these ward people because we have revolted against the pollution. Co. has grudge on people for the same even after coming to power.

4. How 2020Kzhm used the religious power structure in the panchayat?

Religious institution are with 2020Kzhm, they have been offered with lot of financial help. Like for Pazhanganad church school Co. bought a bus. a bleaching unit of Anna-Kitex operated in Tirupur, Tamil Nadu. Whereas it was forced to shut down because of the protest from the local people and we have a SC judgment in 2011 to shut down all the bleaching unit in Tirupur. After Tirupur unit was shut down Kitex garment Co. started in the panchayat in 2008.

Through RTI, I got information that Co. is operating without license. Temporary operational clearance was issued by then panchayat committee.
As the bleaching unit can’t be operated elsewhere, they want to start the bleaching unit in the panchayat for that they should get sanction from panchayat. Even if they have hold in state or national level politicians without panchayat sanction things won’t pass in Kerala.

5. Do you attribute ‘apolitical behaviour’ on 2020Kzhm? Isn’t it like people were apoliticised by the existing structure and 2020Kzhm gained out of it?

Parties didn’t apoliticise people. They have correct politics as they have voted for assembly elections. Since they are getting benefits and for the poor people these benefits will help them, which is the only reason of 2020Kzhm’s victory in panchayat. As of political parties major projects/programs didn’t reach out to the poor during the last panchayat committee.

6. Do you think CSR law incorporated in Companies Act, 2013 is a threat to political parties?

Not at all a threat to parties. The thing happened in Kizhakkambalam is uniques and won’t repeat in Kerala. It was due to the negligence of political parties itself, 2020Kzhm got established otherwise they would be in just social service delivery as a charitable society.

7. Does the societal aspiration changed? Don’t you think it is time to reframe the approach of political parties?

No, it is just that for the time being they are availing the benefit of program like PDS. Tomorrow they will start questioning 2020Kzhm’s existence as well.

There existed family issue with M.P.Rajan. This whole 2020Kzhm is living because of media and the coverage which they are giving. They have high financial capability to catch over media.

8. What should ‘politics’ be?
Politics should be for overall development of the country. Independence, democratic values should be sustained through political process. Secularism should be upheld.