

Kudumbashree

Minutes of Plan Review Meeting held on 24-08-2000

At the Conference Hall of State Municipal House, Vazhuthacquad, Thiruvananthapuram, the monthly Plan Review Meeting of the Kudumbashree was held on 24th August 2000. The meeting chaired by Smt.L.Vijayalekshmi, Director (A&F), Kudumbashree started at 10.30 a.m. The Regional Directors, District Mission Co-ordinators, Assistant District Mission Co-ordinators, POs Administrative Officer, Accounts Officer and Office Secretarial Staff of Kudumbashree Head Office were present in the meeting. The list of participants is given in Annexure.I

In the introductory speech, the Director (A&F), extended a warm welcome to the new members of Kudumbashree team namely Shri.K. Vasu, District Mission Co-ordinator, Kannur and Smt.A.Geetha, Assistant District Mission Co-ordinator, Kannur.

The Chair also reminded that the Agenda for the review meeting included lot of subjects for discussion, so time keeping is very important.

1. DISTRICT PRESENTATION - Malappuram

Chaired by Shri.M. Abdul Kareem Director (NR) and assisted by Shri.M. Rajagopalan and Shri.P.V.Paily, ADMCs.

Prof. K. Aboobaker, DMC, Malappuram made a detailed presentation of the achievements and short comings of the implementation of Kudumbashree Project in Malappuram District.

The DMC presented the District profile of Malappuram District, which included general information and demographic data.

A. RURAL CDS

Malappuram has now 94 Grama Panchayats. The number of Panchayats will be increased to 100 after the elections to the Local Bodies. At present there are 4,763 NHGs and 853 ADSs in the rural area. Most of the NHGs are in dormant stage. Reviving the dormant NHGs in rural area is the next major task of the District Mission.

Thrift Savings in Rural CDS	:	Rs 2,15,58,305
Thrift Loan in rural CDS	:	Rs 2,32,77,042.

B. URBAN CDS

The district has five urban CDSs, namely Manjeri, Malappuram, Perinthalmanna, Tirur and Ponnani with 393 NHGs under 56 ADS. The total number of risk families in Urban CDS is reported to be 13,508.

- (i) **Thrift:** The NHGs were able to raise thrift to the tune of Rs 45,38,118/- and disburse loan amounting to Rs 14,84,314/- . The increase in thrift savings from January 2000 to July 2000 is 45.2%. Even though thrift savings have increased, there is no corresponding increase in thrift loan; it is only 30.3%. Almost all the NHGs have successfully undertaken the thrift and credit operations.
- (ii) **NSDP:** Construction of new houses and shelter upgradation works were given high priority. For the years 1998-99 and 99-2000, out of 534 houses targeted in the district, 236 houses were completed. Selection of beneficiaries for the current year also is completed.
- (iii) **Training:** As part of implementing UPA programme an amount of Rs 11,53,824/- was spent for Training. A total of 6728 persons were trained as on 31-7-2000; Out of this 480 persons were trained under Skill Upgradation training programme.
- (iv) **SJSRY:** Under SJSRY the total receipt for the district was Rs 2,18,08,066/- of which Rs 1,23,14,731/- was spent (56.5%).
- (v) **(a) USEP:** For the implementation of individual Self Employment programmes a sum of Rs 7,53,263/- had been disbursed as subsidy. Number of persons benefited was 241. The best performing municipality, as far as USEP is concerned, is Perinthalamanna and the performance of Malappuram is rather poor.
- (b) DWCUA:** The total number of DWCUA units formed as on 31-7-2000 was 39, out of which 15 units have started functioning. Not even a single unit has started functioning in Ponnani Municipality. An amount of Rs 30,85,600 has been disbursed as subsidy.

- (vi) **UWEP** : Under UWEP 80 works were proposed during 98-2000 of which 25 were completed and 7 are ongoing. Total mandays created comes to 9,181. Total expenditure amounts to Rs 25,07,655/-

COMPONENT WISE ACHIEVEMENT OF ULBS (in %)

	Perinthalmanna	Manjeri	Malappuram	Tirur	Ponnani
USEP	56.9	8.25	5	13.7	13.5
DWCUA	86	83.83	40	43.7	Nil
UWEP	75.5	59.42	25	24.5	75
G.Training	692	44.7	76	23.6	88.9
Skill Upd.	63	56.39	59	25.5	60.2
RF	100	95.75	100	44.7	83
Survey	64.6	104.12	195	34.4	52
A&OE	82.4	154.8	95	107.9	67

The DMC also stated that the weekly meetings of the NHGs are not properly conducted. Most of the NHGs are inactive. The District Mission Office plans to conduct Training Programmes at NHG level for strengthening the groups.

For the speedy implementation of Self Employment programme the District Mission team plans to go to the Banks directly for collecting the loan details.

Audit has been started in Tirur CDS. Other CDSs, are on the way of conducting the Audit.

Steps were taken to implement the Seven Wonders of the DWCUA programme.

The POs & COs are showing very less interest in implementing the UPA programmes. The District team will try to change the attitude of the POs and COs and try to seek the co-operation of Municipal Council and People's Plan programme for the successful implementation of UPA programme. The DMC was optimistic that he would be able to cross the barriers very soon.

Shri.Ramanunny, Programme Officer (UPA) commented that in the SJSRY expenditure statements the 2% UPA fund, General Purpose Grant etc were not included. The SJSRY achievements have shortfalls when compared with the phasing.

The points highlighted during the presentation are appended as Annexure-II.

2. MINUTES OF THE LAST PRM- ACTION TAKEN

A review of the action taken reports on the basis of the minutes of the last PRM furnished by the DMCs was made by Smt. L. Vijayalekshmi, Director (A&F). She remarked that the ATRs of all the DMCs had covered all the points in the minutes except that the report of the Ernakulam DMC was silent about the Audit of CDS accounts. The DMC, Ernakulam was asked to send a report in the matter immediately. It was also observed that in the case of Wayanad district, as a DWCUA IT unit was functioning in the next room of DMC Office they could have utilised the former's service for digitization work instead of a hand written report.

a) CDS AUDIT

As regards the audit of CDS accounts, the Director (A&F) stated that from the reports of the DMCs it was revealed that no action had been initiated to conduct the audit in the Municipal CDSs of Adoor, Vaikom, Thodupuzha, Changanacherry, Guruvayoor, Kannur and Kanchangad Municipalities. The DMCs concerned were requested to take earnest efforts to expedite the conduct of audit in these municipalities. It was decided that the audit in all the CDSs should be completed and audit report obtained before the 30th of September 2000. The DMCs should scrutinise the audit reports and action must be taken to rectify the irregularities/defects, if any, in the reports in consultation with the respective CDS and the Municipalities and the fact reported to the Head Office along with the audit reports. The position of audit would be reviewed in the next PRM also.

b) UPA FUND

The DMC, Kottayam was requested to persuade the Vaikom Municipality to open an account for UPA fund and if he did not succeed in this attempt to write to the Head Office to take up the matter with Government.

Acation: All DMCs

3. FINANCIAL & GENERAL MATTERS

A. FINANCIAL:

Smt.P.K. Eizabeth, Accounts Officer said that it was necessary to complete the Audit of accounts of Kudumbashree before 30th of September; so the DMCs should update all the registers well in advance and bring the same

to the Head Office as and when required by the Chartered Accountant. The copy of Audit Report of CDS should also be sent to the Head Office after completing the audit.

It was pointed out that the DMCs of Idukky, Palakkad and Director (CR) did not send the expenditure statements in time. She requested the Directors and the DMCs to send the statements to Head Office *before the 8th of every month.*

Another important point that the Accounts Officer reminded was to book the expenditure on the implementation of Kudumbashree activities in Grama Panchayat separately and to furnish a separate statement to the Head Office every month along with the general expenditure statement..

B. GENERAL:

Shri.Vijayakumaran Nair, Administrative Officer, stated that the Government in LSG (B) Department in their circular No. 25850/B2/2000/LSGD dated 5-8-2000 have issued instructions to the Urban Local Bodies to entrust the work of digitisation of their data to the DWCUA IT Units without inviting competitive offers etc. The DWCUA IT units may be instructed to grab the opportunities.

He also stated that a detailed letter (Lr. No. KS-A-485/2000 dated 19-8-2000) relating to entrusting of data entry works with DWCUA IT Units has been issued to Chairmen and POs of each Municipality, DMCs and ADMCs should strictly comply with the directions therein and give necessary guidance to all concerned to take earnest efforts to canvass as many works as possible from Governments/Public Sector Undertakings etc.

The AO further stated that instructions have been issued in circular No.KS-C-500/2000 dated 19-8-2000 regarding preparation of action plan and implementation of SJSRY schemes and communicated to all concerned. He also read circulars No.KS-C-2079-2000 dated 12/7/2000, 23/7/2000 & 10/8/2000 regarding approval of action plans. The above circulars were supplied in the meeting

Action: All DMCs

4. REVIEW OF 'SEVEN WONDERS' OF KUDUMBASHREE

The Director (A&F), invited the pilots (charge officers) of "Seven Wonders" to present the status of the DWCUA Units:

(i) HORTICULTURE/HERBAL NURSERIES

The Charge officer, Shri.M. Abdul Kareem, Director (NR), said that Horticulture is an area which ensured cent present success. He had prepared project reports and sent to all DMCs. A letter was also sent to all DMCs demanding the list of beneficiaries. But only the DMC, Wayanad responded to his letter. He complained that the approaches of DMCs were very indifferent. He also said that the training for the selected beneficiaries in Wayanad district was started in the Agriculture Research Centre.

PRESENT STATUS OF HORTICULTURE NURSERY

<i>District</i>	<i>Target</i>	<i>Groups formed</i>
Trivandrum	4	4
Kollam	2	Nil
Pathanamthitta	2	Nil
Alappuzha	3	1
Kottayam	2	Nil
Idukki	1	2
Ernakulam	4	2
Thrissur	3	Nil
Palakkad	4	2
Malappuram	4	2
Kozhikode	4	1
Wayand	1	2*
Kannur	4	Nil
Kasarogd	2	Nil

* Training Started

It was pointed out that this is the apt season for starting the nurseries. Climate is an important factor for this unit and planting has to be started before the monsoon is over. He reiterated that his service could be available for any one with any doubt regarding the nurseries at any time.

(ii) TENDER COCONUT AND ITS BYPRODUCTS.

The Charge Officer Shri.M.A. Aboobacker, Director (CR), said that the DMCs had agreed to set up 66 DWCUA units with this activity. Out of which 20 units were targeted to start before the Onam festival. The following DMCs had agreed to achieve the target before Onam.

District	Target before Onam	Remarks/status
Trivandrum	4	2 started
Kollam	1	Group formation in progress
Pathanamthitta	1	group formed
Alappuzha	2	1 group formed
Ernakulam	3	2 group formed
Thrissur	2	group formed
Palakkad	1	Group formation in progress
Malappuram	2	group formed
Kozhikode	2	group formed
Kannur	1	Group formation in progress
Kasarogd	1	Group formation in progress

Kottayam, Idukki and Wayanad DMCs presented a Nil report even in the formation of groups.

‘Kerala Shake’ (Tender Coconut Shake) prepared by the women of Attukal ADS were supplied in the meeting. The DMC, Trivandrum informed that the Attukal Tender Coconut unit was financed by Dhanlekshmi Bank, Attukal branch and the recipe was that of Executive Director. The tender coconuts were procured by the Neyyattinkara CDS.

(iii) **ETHNIC DELICACIES**

It was Shri. M.Nandakumar, Director (SR), who took stock of the progress that had been achieved in the sphere of forming Ethnic Delicacies based DWCUA Units.

After interacting with the DMCs, he revealed that around 20 Ethnic Delicacies based DWCUA units had either started functioning or would become functional before the onset of the ensuing Onam season. As 45 Ethnic Delicacies based units had been targeted, he requested the DMCs to focus their attention on that area with true sincerity and commitment. He also requested the DMCs to contact him personally, if they found any difficulty in forming Ethnic Delicacies based units. He revealed that there are more than 300 varieties of

Ethnic Delicacies. The recipe would be made available to interested DMCs, it was pointed out..

DMCs and ADMCs participated in the meeting promised the Director that they would leave no stone unturned for forming Ethnic Delicacies based DWCUA Units. Director, Southern Region was quite optimistic that the targeted no. of units would come up in the State during the course of September, October and November 2000.

Status of Units:

<i>District</i>	<i>Group formed</i>
Trivandrum	4
Kollam	2
Pathanamthitta	1
Alappuzha	3
Kottayam	Nil
Idukki	1
Ernakulam	2
Thrissur	2
Palakkad	Nil
Malappuram	1
Kozhikode	Nil
Wayand	Nil
Kannur	2
Kasarogd	Nil

(iv) PAPER BAG

Shri.M. Ramanunny, PO(Urban) presented the various steps initiated by him as the pilot officer of anchor activity "Paper Bag".

- (1) Forty ULBs were identified by DMCs for starting this activity.
- (2) Beneficiary selection were started in all ULBs.
- (3) One day training was imparted at Malappuram on 27-7-2000 in which 25 ULBs were represented.
- (4) For the drop outs next batch of training will be conducted at Alappuzha in the month of October 2000.
- (5) As part of training, beneficiaries were requested to conduct a market survey. The details are yet to be made available by 22 ULBs. All DMCs were requested to closely monitor the issues.

- (6) The Manufacturing Centres of Paper bag machine at Delhi along with some units where the machines have been installed will be visited by PO(Urban) and DMCs when they go to New Delhi for attending the training at HSMI from 11 to 15th of September 2000.

(v) **SOAP UNIT**

Charge Officer, Dr.Krishnakumar, reported that even though 38 units were targeted, progress was rather poor. Group formation was completed in Kanhangad, Kalpetta, Payyannur, Kalamasserry, N. Paravur, Mattannur Kasaragod and Trivandrum Corporation. Training to the selected beneficiaries will be started on 18th September at Mayanadu, Kozhikkode District.

(vi) **COURIER SERVICES**

Charge Officer, Shri.Kesavan Nair, reported that only two courier units were started one in Kollam and another in Trivandrum Corporation. The DMC, Ernakulam reported that two Groups were formed in the district in Kalamassery and Aluva. There was no progress in other districts.

Action: all DMCs

5. DWCUA-IT UNITS

The benchmarks fixed for the monitoring of IT Units were discussed based on the available reports. The weekly test results of speed and accuracy were presented with the help of transparency and PO (Urban) informed that those who failed to submit reports from 1st of August 2000 would be disqualified for awarding data entry works canvassed by the Head Office. Further, all DMCs were requested to expedite the process of SSI registration and thereby become eligible for telephone connection and e-mail connectivity.

Shri.Sreekantan Nair, ADMC, supplemented the discussion by saying that the details called for from various IT Units in proforma 1 to 4 had not been received. He requested all to give due attention to this matter, so that all the units could be networked by September 2000. Executive Director reiterated that since works of Revenue Card, Ration Card, Sales Tax Department and Housing Board were ready there should not be any more doubt about the proposed "**10 lakhs work order**". Without efficiency and punctuality IT Units should not expect for a 'Manna falling from the heaven'.

Action: all DMCs

6. KUDFC FINANCE.

The promise of availing finance for 12,310 houses in the first phase of OLH could not be materialised owing to the poor uptake of KUDFC Finance by various ULBs. P.O. (Urban) while piloting the discussion informed the requirement of Houses for the 2nd phase and requested all DMCs to undertake an uphill task so that at least by adding 1st and 2nd phase together the committed figure could be reached out. With the help of OHP. PO (UPA) narrated the requirements of houses in 3 categories viz.

1. Those linked with People's Plan Campaign;
2. Those linked with Mythry and
3. Those sought assistance from KUDFC.

He added that the details of requisition of 25 Municipalities were to be made available and in these Municipalities if the DMCs concerned interfered, at least 2000 new houses could be included under the scheme. (Transparencies appended as Annexure-VI.

Action: all DMCs

7. OFFICERS' TALK:

Guests of honour: -

Dr.K.K. Arjunan, Addl. DHS & Team.

The Additional Director of Health Services, *Dr. K.K. Arjunan*, introduced himself and his team comprising of *Dr. Hema*, Deputy Director of Child Health and *Dr. Aysha*, RO-ORT. He began his presentation by recalling his past experiences with the Executive Director, Shri.T.K. Jose at Moovattupzha and Idukki. In the above places, it was the vision of Shri.T.K. Jose which helped Idukki district to possess a new District Hospital and now functioning in own building. He hoped that the innovative ideas of Executive Director would lead to the success of Kudumbashree activities.

Coming to the medical field he laid his random thoughts before the Kudumbashree team to think about and act, the sum and substance of which is as follows:

Kerala is the forerunner in the field of health which everyone praise as the Kerala model – the health indication also proves that. But on a deeper analysis it is seen that at the grass root level the model is nothing. We have still a long way to go in the matter of (1) public health and (2) child health. There is cholera and typhoid at many places, fever and also rat fever and many water borne diseases and with exaggerated news and figures everybody is blaming

Health Department though most of the diseases are not caused by the laxity of Health Department. The major draw back being faced by the health department is what the health department is doing is not properly made known to the common public.

”Prevention is better than cure” – but the preventive measures that are taken up by the health department are to be carried out by various other agencies for which the health department is not fully responsible. For instance the PWD and PHE Departments. The purification of water is done well, but the water when it reaches home is got contaminated through broken pipes.

Regarding family welfare and immunization all people have some awareness. Smallpox has been eradicated. The five dreaded diseases have also been prevented by immunization. Immunization has been successful to some extent Though awareness of the latest innovative methods in immunization is not required among the upper class it is much in need among the poor folk. The drop outs are seen more among poor people whose very survival depends on day to day livelihood. Stating these facts he stated that he was not asking Kudumbashree to implement the various projects of the health department but to think jointly how Kudumbashree and health department could interact and bring about good results in health activities.

The Executive Director informed that Kudumbashree had given good support for the implementation of Pulse Polio Immunization from last year and would do so in the coming years too and remarked that voluntary agencies and NGOs would also help for its total coverage. The Kudumbashree team desired that Health Department and Kudumbashree would work together on the basis of mutual help practicing the idea of convergence. The Health Department can use Kudumbashree as their platform for operation.

Dr. Sreekumar, DMC Kollam pointed out that there are NHGs at the grass root level each comprising of 20 – 30 families having five member committees, one of the Committee members being a health volunteer. These NHGs are exclusively of the poor and for the poor and the downtrodden. So for all health activities like ORT, Immunization etc., the service of those volunteers could be utilised after imparting them intensive training in this regard.

In Kerala 7,500 odd NHGs are in existence in Urban areas alone. Another 4,700 are in Malappuram and another 15,000 and odd will be ready by August 31st in 252 Grama Panchayats in other 13 districts.

Shri Ramanunny PO (UPA) pointed out that instead of generalised training, specific training is required regarding the various aspects of health

activities so that we could put into practice the “കൊച്ചു ഡോക്ടർ സങ്കല്പം”. These trained persons at the basic level could identify health problems, conduct camps and interact with the doctors at the Health centres. There could also be a depot for drugs at the NHG level. If health department finds it difficult to finance a project the financial support of UNICEF may be sought for. He concluded by requesting the team to give a lending hand for the biology classes that are being conducted in the RECs – One of the Seven Wonders in SJSRY.

Wayanad ADMC spoke for the Tribal Sector. He pointed that to get good results in tribal sector is very difficult. He requested the Additional Director to help chalk out a programme involving the support of NGOs and social activists who have strong rooting in the community to be implemented in the tribal belts and see how good, qualitative and quantitative results could be achieved.

DMC Kottayam through his experiences pointed out that the DMO is not giving support to ADS and CDS, and requested for their active co-operation. He also requested to allow the DMC and CDS functionaries to attend the meetings conducted by DMOs.

Dr. Arjunan while heartily welcoming all the suggestions put forward by the Kudumbashree team stated that the relationship between Kudumbashree and Health Department could be on a give and take policy. The health department on their part would designate the persons at various levels in the district to be contacted in implementing the health programmes as a joint operation and Kudumbashree could also let them know the support and help needed from the health department. He also promised that as a first step he shall contact all DMOs and ask them to support all the planned activities of Kudumbashree and Kudumbashree on their part could go and introduce themselves to the health officer concerned and give a summary about their activities that are being carried out in that district and ask for their support and co-operation.

Another area is the TB control programme. TB is more prevalent in rural areas. Though earlier they could be diagnosed only through X-rays there are other simpler methods now. Earlier the Government was not able to afford to supply free medicines to the poor and they had to purchase it from outside, which resulted in the interruption of the treatment. But in the new method as soon as a person is detected with TB a set of medicines for 5 – 6 months is marked and set aside. These medicines are to be taken on Monday, Wednesday and Friday and the help of another person is required to see that the patient takes it regularly - who is called ‘The Dot Provider.’ This Dot provider is being given an incentive of Rs.175/-. If persons from various Kudumbashree NHGs could be nominated as Dot Providers, it will be well and good. *“The Little*

Doctors'' as tried out in Idukki would be implemented first with ORS packets used for the control of diarrhoea and with other medicines later. ORS depots could also be arranged, in urban and rural areas, the details of which could be worked out by Dr. Aysha.

Dr. Hema, called upon the team to extend their total support for the pulse polio programme to be carried out on 1st December 2000 and January 21st 2001, to increase the participation in rural areas and to give maximum stress to the programme.

Dr. Aysha complimented Executive Director in possessing a team committed to the eradication of poverty coming under one roof from various departments. She stated that disease control, prevention and treatment are the activities being carried out by the Health Department. She spoke about the new RCH programme to give good quality service to people by carrying out family welfare and public health activities. She pointed out that poor people become poorer and poorer because of morbidity prevalent in their families and they are ignorant of the services and facilities available to them. If only due importance is given to health care activities of poor people especially of coastal, slums and tribal areas then Kudumbashree could achieve its goal. The involvement of related departments should also be ensured. She suggested that a two days' training programme to the Health Volunteers of NHGs under the RCH programme could be conducted jointly by Health Department and Kudumbashree to make them aware of the various health related programmes so that they would enlighten the members of their respective NHGs.

Other steps to be taken are: –

1. Awareness to realize warning signal of diseases,
2. Prevention of death due to diarrhoea – ORT depots at NHGs
3. Control imported germs coming from outside the State.
4. General awareness on hygiene – personal and environmental
5. Preventive measures to be started from NHG families.

She concluded by stressing the need for mutual co-operation and convergence of activities of Health Department and Kudumbashree instead of going by parallel roads.

Kudumbashree and Health Department could work together: -

1. To achieve total coverage in immunization

2. Like 'Dot Provider', why not a Person be trained for identification of TB cases and for helping the patients to reach hospitals
3. In the programme for Control of Blindness control, leprosy and TB Control – the diseases affecting mainly the poor people.
4. To conduct a meeting at district level with the DMCs, DMOs POs COs and discuss about what could be done and how results could be achieved.
5. DMCs and ADMCs to participate in meetings called by DMO.

Kudumbashree could also support the following activities:

- a) Steps to repair leaking pipes.
- b) Steps to carry out blood tests on persons who return to Kerala after their work schedule in other States.
- c) As Dot Provider in the TB control programme.
- d) Steps to make sure whether tetanus toxoid injection is given to all pregnant women.
- e) To detect cataract & Vitamin-A deficiency

Dr. Arjunan concluded that apart from the DMOs the following officers of the Health Department could be contacted by Kudumbashree team for support and assistance and advice.

- 1) Paramedical staff of the District
- 2) District MCH Office
- 3) District Public Health Office
- 4) District Malaria Officer
- 5) P.H. Technical Assistant
- 6) Mass Education and Media Officer
- 7) Taluk level Officers
- 8) Panchayat level Officers

He expressed his hope that initiation for implementing the health programmes giving total coverage among the downtrodden and the poor people would come from Kudumbashree.

Director (A & F) thanked the team from Health Department for having enlightened the Kudumbashree team about the various health activities and inspired them for indulging in the activities.

Action: Kudumbashree Team

INAUGURATION OF DWCUA UNITS UNDER THIRUVANANTHAPURAM CDS

Dr. K.K. Arujnan, Dr.Hema, Dr. Aysha, Executive Director, and Director (A&F) handed over the loan sanctioned letters of the various banks to the representatives of the following DWCUA units of Trivandrum.

1. Hollow brick unit
2. Kiddy wear unit
3. Milk Products unit
4. Thanima Ethnic food
5. Tender Coconut unit
6. Shalom Consumer Goods
7. New vista remedial tuition centre – (with the help of thrift loan)
8. Fish processing & Vending unit

8. A. IMPLEMENTATION OF KUDUMBASHREE ACTIVITIES IN GRAMA PANCHAYATS PROGRESS REVIEW.

The Executive Director conveyed his appreciation for the successful conduct of training programmes at State, District and Panchayat level. He pointed out that the tremendous participation in the training programmes is an indicator of the need for the intervention of Kudumbashree in rural areas. The positive gesture shown by the rural poor has to be retained. To keep up the momentum it was decided to take up the following steps:

- (1) The Panchayats may be persuaded to identify one charge officer for the Kudumbashree activities from among the officers transferred to Panchayats immediately if not done so far.
- (2) The charge officers and resource persons (4 Nos.) of the Panchayats have to be given two days training on Poverty Eradication and Thrift and Credit operations. The RDs will be responsible to organise the training at Regional level at the earliest.
- (3) The details of Kudumbashree Ayalkoottams in each panchayats have to be collected in the format circulated and to be reported to Head Quarter as on 31-8-2000..
- (4) For monitoring the performance of the Ayalkoottams, a set of monitoring formats have been prescribed in which the details of Ayalkoottams has to be collected by the charge officer and a consolidated report at panchayat level furnished to the DMC. The DMC has to consolidated the report received from charge officers and a consolidated report at District level furnished to Head Office.

The DMCs/ADMCs should ensure that the formation of Ayalkoottams in all Panchayats are completed before 31-8-2000 if not completed within the stipulated time frame of 17-8-2000.

B. REGISTERS FOR NHG

(Presented by Dr. D. Sreekumar, DMC, Kollam)

At present, at NHG level the following registers are in use: -

1. Membership Register
2. Weekly Register
3. Consolidated Register
4. Savings Register
5. Loan Register
6. Consumption Loan Register
7. Pass Book; and
8. Minutes Book.

Here after the number of registers will be reduced to 5 as indicated below:

- I. Membership Register
- II. Financial Register (by clubbing weekly register, savings register, loan register and consumption loan register)
- III. Consolidated Register
- IV. Pass Book
- V. Minutes Book.

The format of the registers will be finalised in consultation with NABARD and sent to the DMCs. The registers will have to be printed at District level.

C. TRAINING

The training programmes carried out during the previous month were reviewed. The training programmes scheduled for Direct Marketing and newly inducted POs and COs were successfully completed. The training for Direct Marketers from 4 Municipalities of Ernakulam District is scheduled to be held from 28-8-2000 to 1-9-2000 at Renewal Centre, Ernakulam. The DMC, Ernakulam should ensure prompt attendance of the participants for the training. The DMC, Palakkad reported that a two day Entrepreneurial Development Programme (EDP) for DWCUA beneficiaries would be held at Palakkad on 29-8-2000. For the training programme for Charge Officers and Resource Persons of Grama Panchayats, the RDs were entrusted to fix up dates according to their convenience and organise training during September 2000 itself.

Action: RDs & DMCs

9. A. PRESENTATION BY THE REGIONAL DIRECTORS:

DIRECTOR (SR)

With the aid of eleven transparencies, Southern Regional Director, Shri. M.Nandakumar made a short but scintillating presentation of the enviable achievements and future plans of his Region.

At the outset, he openly expressed his heart-felt gratitude to his dynamic colleagues who enabled the Region to out-perform the other Regions of the State in the implementation front of Kudumbashree Programme. Then he unveiled the spirit and results of the Herculean efforts put in by him and his colleagues in the Rural South. He reported that 55 Panchayats of the Region had been selected for implementing Kudumbashree Programme. According to Shri. Nandakumar, the virgin soil of the selected Panchayats had already been upturned and rendered facile to receive and germinate the seeds of Kudumbashree Programme, through a massive extension campaign.

Around 13000 'Prospective Missionaries' of the Programme had been trained at District, Block and Panchayat levels in the Region. Around 5000 Rural NHGs had sprouted in the Region and the collective thrift sum of these NHGs had already touched 15 lakh mark. Major chunk of the selected Panchayats of the Region had officially declared the formation of Kudumbashree NHGs. Shri. Nandakumar proudly revealed that the Rural Poor of the Region had already accepted Kudumbashree as their sole 'Saviour'. He also cited the stories of enthusiasm and expectation, manifested by poor women at Thykkattusseri (Alppuzha District) and Poovachal (Thiruvananthapuram District) to vindicate his view.

According to Shri. Nandakumar, the additional burden of implementing Kudumbashree in rural areas had not adversely affected the ongoing Urban Poverty Alleviation Programmes in the Region. Statistical data of the thrift collection and thrift loans of the Region, presented by him, were sufficient to justify his claim. Southern Regional Director announced that 25 new DWCUA units had started functioning in the Region after the last PRM. He also presented the particulars of those Units. "District Mission Teams of Alappuzha and Thiruvananthapuram are engaged in a healthy competition in the DWCUA formation front", he added. He whole-heartedly congratulated both the District Mission Teams for their commendable achievements in that sphere.

Shri. Nandakumar daringly declared that 25 more new DWCUA units would become functional in the Region before the next PRM. Apart from those units, seeds of 86 more DWCUA units had already been sown in the Region and they

would also germinate soon. He revealed that elaborate arrangements had already been made for the exhibition and sale of the products of Kudumbashree Units during the ensuing Onam season at Putharikandom Maithanam, Jawahar Balbhavan Campus and Pettah. It was revealed that an Ethnic Food Festival would be arranged at the Jawahar Balbhavan under the joint auspices of the Kudumbashree Southern Regional Directorate and CDS of Thiruvananthapuram Corporation.

It was declared that the Missionaries of the Southern Region had specific plans for the month of September and October 2000. Regional Director opined that he and his colleagues would be able to pause for a short breath during the above months, as elections to the Local Self-Governments of the State had been declared. Southern Regional Functionaries would utilise this time for re-orienting themselves to implement Kudumbashree Programme with increased vigour and vitality, after the elections. During the election months, specific, result-oriented strategies would be formulated for the meaningful implementation of Kudumbashree Programme, especially in rural areas. Southern Regional Functionaries would also study the problems of the existing DWCUA and USEP Units and impart necessary training for the entrepreneurs. They would also initiate action for the formation of a strong Marketing Network for the products of Kudumbashree Units in each District Head Quarter, under the able leadership of the DMCs concerned.

Southern Regional Director also presented 8 transparencies, prepared by Thiruvananthapuram District Mission Team (The District Mission Co-ordinator couldn't present those transparencies during the District Presentation time, owing to power failure). Through those well-conceived transparencies, Shri. Nandakumar introduced the newly started DWCUA Units of Thiruvananthapuram District. He also presented a motto conceived by Thiruvananthapuram District Mission Team. The transparency read as 'If you think you can, you can; if you think you cannot, well you are right'. (Transparencies appended as Annexure-III)

DIRECTOR (CR)

Shri. M.A. Aboobacker, Director (CR), began his presentation by displaying an analysis of the district-wise performance for the month of July 2000 as shown in the Annexures-IV

He expressed his deep concern on the poor performance of Kottayam District and mentioned that Ernakulam too was likely to fall into this category with the present trend. (He hoped for the better). As far as the Central Region

is concerned he had his apprehension as to whether the phasing would remain only in paper and to what extent it could be made a reality. Anyway he added an optimistic note that before the next PRM, the DMCs could bring better achievement. With the help of key indicators (Annexure) he put forth the performance of USEP & DWCUA and remarked that the UWEP achievement was very low in Idukki and needed improvement. From the key indicators, he said that under USEP applications for loan received from SC category was very less and hoped that their numbers could be improved by the next PRM. Sanction of applications were made upto March and no disbursement had been effected. He also disclosed that Vaikom Municipal CDS had no funds as all funds of CDS had been diverted for other purposes by the Municipality. Executive Director remarked that if they sent applications, the allotment under SJSRY would be directly transferred to CDS Account.

The Director (CR) also presented a transparency showing district-wise per family investment (appended) under this scheme.

As regards the intervention at Panchayat level he noted with great satisfaction that 50% of the Panchayats selected for the implementation of Kudumbashree activities for the upliftment of the poor was in the Central Region with as many as 125 grama panchayaths. Meetings were held in all Panchayats except Nezhloor. 6,500 NHGs had already been formed in the Panchayats coming under the Central Region and thrift collection in NHGs had also begun. He however expressed his apprehension that if there were no uniformity in putting funds in thrift then the persons who contributed more were likely to dominate.

In this context, he congratulated all the DMCs and their team for the strenuous efforts put by them in accelerating the Thrift collection in the NHGs and encouraged them to keep up the trend.

Coming to the DWCUA Units he remarked that the tender coconut units had already been formed and 14 REC units had started functioning. On the Executive Director's query about the quality of RECs the Director (CR), assured "No compromise on quality".

DIRECTOR (NR)

Shri. Abdul Kareem, Director (NR), presented in a simple but grand manner the progress in the implementation of SJSRY up to 31-7-2000 in the Districts of Malappuram, Kozhikode, Wayanad and Kasargod. The Statement he displayed showed the phasing of June-July, the physical achievement and financial position of the period (see the Annexure-V).

He also presented the details of the Kudumbashree activities in rural areas. Around 4451 “prospective missionaries” of the programme were trained at 12 District level and 81 Panchayat level training programmes conducted. 4784 rural NHGs had sprouted in the region. Out of 82 panchayats selected for implementing the activities 70 had officially declared the formation of Kudumbashree NHGs.

9. B. PRESENTATION BY DMCs

TRIVANDRUM: Presented by Shri. Santhappan Nair, DMC and assisted by ShriM.V. Gopakumar, ADMC.

In Trivandrum 16 Panchayats were selected and 5 Panchayat voluntarily joined the District level training conducted on 29th July. 687 persons participated in the District level training. Panchayat level training was conducted in 21 panchayats from 1-8-2000 to 6-8-2000. On 10-8-2000 NHG formation in all the Panchayats was declared. There were 1357 NHGs before 29-8-2000 whereas after the Panchayat level declaration 1317 Kudumbashree NHGs were also formed thus totaling the number to 2674. Since Kadakampally was included in the Corporation panchayath level training was not conducted there. In the newly joined 5 panchayaths Vattiyourkavu, Chirayinkeezhu, Ottoor, Pazheyakunnumal, Nellanad, training was conducted from 1-8-2000 to 6-8-2000.

The performance of the district in the implementation of SJSRY was not satisfactory as can be seen from the table below:

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	756	16	740	2.11
2. DWCUA	76	2	74	2.63
3. Genl. Trg.	261	89	172	34.09
4. Skill Upgd.	78	8	70	10.25
5. UWEP	47	47	47	0.00

KOLLAM: Presented by Dr. Sreekumar and assisted by ADMCs Shri.Safarulakhan and Shri. Muraleedharnan Nair

In Kollam Municipality in July 30 loan applications under USEP were sent to Bank. One DWCUA unit was formed. Under skill upgradation – 6 trainings were conducted. In Kollam 13 Panchayaths were selected for Kudumbashree project. District level training conducted on 27/7. There were 196 participants. Out of 13 Panchayats selected, in 12 Panchayath Kudumbashree declaration was over. 545 NHGs had been formed.

The achievement under SJSRY was not so satisfactory except under Skill Upgradation.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	260	72	188	27.69
2. DWCUA	9	1	8	11.11
3. Genl. Trg.	104	2	102	1.92
4. Skill Upgd.	13	9	4	69.23
5. UWEP	76	47	29	38.16

PATHANAMTHITTA: Presented by Shri. Sabeer Husian, , ADMC and Shri. L.Sam Frauklin, ADMC.

7 Panchayats were selected and in two panchayats declaration was over. 570 groups formed. Panchayat level training was conducted from 3-8-2000 to 5-8-2000.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	75	2	73	2.67
2. DWCUA	6	0	6	0.00
3. Genl. Trg.	61	0	61	0.00
4. Skill Upgd.	0	3	-	-
5. UWEP	0	0	-	-

The performance was very poor.

ALAPPUZHA: Presented by Dr.Krishnan Nair, DMC.

The achievement of SJSRY implementation as can be seen from the statement received from Alappuzha District was very poor (below 10% except in UWEP). Efforts are to be taken to achieve the phasing. Regarding the rural

activities, District level trainings were conducted on 21/7, 22/7, and 24/7 and the number of participants were 608.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	410	29	381	7.07
2. DWCUA	12	1	11	8.33
3. Genl. Trg.	342	9	333	2.63
4. Skill Upgd.	830	9	821	1.08
5. UWEP	41	18	23	43.90

KOTTAYAM: Presented by Shri. Joseph Abraham, DMC and assisted by ADMC Smt. Tes P. Mathew.

The DMC stated that under DWCUA, One REC Unit was formed in Pala. The Project had not been sanctioned; hence not forwarded to the Bank. Anchor activity proposed by DMC is Gum made from rubber latex for which one unit was identified and training would be given immediately. DMC also informed that training was given in all the Panchayats except in Nezhooor.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	335	17	318	5.07
2. DWCUA	23	1	22	4.34
3. Genl. Trg.	88	7	81	7.95
4. Skill Upgd.	308	7	301	2.27
5. UWEP	27	4	23	16.67

There was wide backlog between the phasing and achievements. Much efforts are to be taken to achieve the phasing and improve the performance.

IDUKKI: Presented by Shri. K.V. Chacko, DMC

DMC informed that three Panchayats level trainings were conducted. New NHGs were also formed. DMC also stated that it was decided to start a ready-made garment Unit soon for which skill upgradation training would be arranged soon. The innovative activity proposed was “കുറ്റിമുല്ല കൃഷി”

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
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1. USEP	20	7	13	35
2. DWCUA	5	0	5	0
3. Genl. Trg.	31	6	25	19.35
4. Skill Upgd.	0	6	-	-
5. UWEP	0	0	-	-

No achievement in DWCUA, skill upgradation and UWEP and the performance was far from satisfactory.

ERNAKULAM: Presented by Shri. Kabeer B. Haroon, DMC & assisted by ADMCs Smt. Sali Joseph, and Shri. M.K. Saseedaran

DMC, Ernakulam informed that 22 Panchayats joined in the convention and 1056 NHGs were formed and thrift account was opened in all NHGs. It was expected that 1500 more NHGs would be formed soon. In Chottanikara and Poothrika CDS formation had also been completed. The Ernakulam team had identified an innovative activity namely “കല്യാണ സൗകര്യം” by which all arrangements for marriages would be done.

The performance under SJSRY was found to be very poor as shown below:-

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	962	25	937	2.5
2. DWCUA	37	5	32	13.51
3. Genl. Trg.	20	11	9	55
4. Skill Upgd.	29	2	27	6.90
5. UWEP	13	1	12	7.69

THRISSUR: Presented by Shri. C.B. Mohandas, DMC and assisted by ADMCs Shri. C.D. Kuriakose and Shri.M.D. Thilkan.

One REC Unit was started in Guruvayoor. Regarding rural activities, out of 60 panchayats selected, in 54 panchayats training was conducted. Altogether 8,508 persons participated in the Panchayat training and declaration was effected in 32 panchayats.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	370	18	352	4.86
2. DWCUA	21	1	20	4.76
3. Genl. Trg.	128	31	97	24.21

4. Skill Upgd.	198	3	195	1.51
5. UWEP	15	4	11	26.67

The percentage of achievement was far below the target in all the activities. Efforts are to be taken to achieve the phasing.

PALAKKAD : *Presented by Smt. K.L. Sudhamony, DMC and assisted by ADMCs Shri. A. Sukumaran and Shri.M. Rajagopalan*

15 Panchayats had been selected for extension of Kudumbashree activities and declaration was over in 13 Panchayats. 862 NHGs were formed and thrift had been started in most of the NHGs. The District convention was a real success and about 500 participants attended.

Under SJSRY percentage of achievement against phasing was very poor except in UWEP.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	410	29	381	7.07
2. DWCUA	12	1	11	8.33
3. Genl. Trg.	342	9	333	2.63
4. Skill Upgd.	830	9	821	1.08
5. UWEP	41	18	23	43.90

MALAPPURAM: *Presented by Prof.Aboobacker, DMC and assisted by ADMCs Shri.M.Rajagopalan and Shri.P.V. Paily.*

Under DWCUA one unit was formed. Panchayat level Training was conducted in Ponnani and 187 persons participated. Direct Marketing training involving beneficiaries from 10 Panchayats was over and 10 groups were formed and started sales of Sabari Tea. DMC, Malappuram requested to make available other items also for Direct Marketing for which PO (UPA) replied that other items also would be made available for sale without much delay.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	244	18	226	7.37
2. DWCUA	30	1	29	3.33
3. Genl. Trg.	77	5	72	6.49
4. Skill Upgd.	251	7	244	2.79

5. UWEP	28	5	23	17.85
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The results reported were far below the phasing. Urgent steps should be taken to achieve the target fixed.

KOZHICKODE: Presented by Smt.Elsamma, DMC and assisted by ADMCs

DMC, Kozhikkode informed that 25 Panchayats were selected from the Kozhikkode district to implement Kudumbashree project. Out of 879 applications received for assistance under SJSRY, 62 were sanctioned and as per the decision of Banker's meeting, the balance applications would be considered before August 31st.

In general training session, 75 trainings at NHG level were conducted. In skill upgradation, training was given for 193 persons in 11 activities. In Kozhikkode Corporation under DWCUA 48 groups were formed and applications are pending with Bank. The innovative activity identified was Rold Gold Ornament making unit for which training was going on. DMC added that they were planning 2 activities in the urban marketing complex for which action was in progress:-

- (1) Canteen
- (2) Solid Waste Management Project

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	350	70	280	20
2. DWCUA	29	5	24	17.24
3. Genl. Trg.	511	1	510	0.20
4. Skill Upgd.	607	10	597	1.64
5. UWEP	9	1	8	11.11

The performance was not satisfactory.

WAYANAD: Presented by Shri. Appukuttan, DMC and assisted by ADMCs

In Wayanad, 7 Panchayats were selected and 616 NHGs formed which include 15,383 families; thrift not started. DMC stated that in Thariode, ADS and CDS formation was over. NHG formation would be completed in all Panchayats in the near future itself. On 3-8-2000 there was a Credit Camp in Kudumbashree office involved by 9 Bank Managers, CDS functionaries and 125

beneficiaries. Two brands namely Wayanad Coffee and Wayanadan turmeric powder were the two innovative activities declared by the Wayanad team, in addition to the innovative activity “Onappudava” (സ്മൃതീയനരഹിത വിവാഹ പ്രോത്സാഹന സഹായ പദ്ധതി) which was under consideration.

The achievements under SJSRY were far from satisfactory as shown below:

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	23	1	22	4.34
2. DWCUA	4	1	3	25.00
3. Genl. Trg.	6	0	6	0.00
4. Skill Upgd.	0	0	0	-
5. UWEP	8	0	8	0.00

KANNUR: *Presented by Shri.k. Vasu, DMC and assisted by ADMCs Shri.K.P. Venugopalan and Smt. A. Geetha.*

In 43 Panchayats training programmes were organised and 1,111 persons participated in the training and 1,453 NHGs were formed. No innovative idea at present

The performance under SJSRY was poor.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
1. USEP	395	67	328	16.96
2. DWCUA	29	2	27	6.89
3. Genl. Trg.	279	13	266	4.66
4. Skill Upgd.	39	8	31	20.51
5. UWEP	32	0	32	0

KASARAGOD: *Presented by Shri. Kunjiraman, DMC and assisted by ADMCs Shri.A. Purushothaman and Shri.A.K. Damodaran.*

As per the phasing fixed for Kanjangad Municipality and Kasaragod Municipality physical achievements were very poor. The details regarding the tribal activities were not reported for the last 3 months.

	Total Phasing	Total achievement	Shortfall in achievement	% of achievement
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1. USEP	195	16	179	8.20
2. DWCUA	13	0	13	0.00
3. Genl. Trg.	0	0	0	0
4. Skill Upgd.	429	0	429	0
5. UWEP	46	2	44	4.34

Performance in all activities was miserable. DMC and ADMCs should work hard to get the desired results.

10. A. RELEASE OF NEWS LETTER JULY 2000

The July 2000 issue of Newsletter Kudumbashree was released by Dr.K.K. Arjunan, Additional Director of Health Services. The copy was handed over by the Editor of the issue Smt.P.K. Elizabeth, Accounts Officer of Kudumbashree in the presence of Executive Director, Kudumbashree and the august gathering of Kudumbashree family.

10. B. DOCUMENTATION OF KUDUMBASHREE - NEWS LETTER AUGUST 2000

(Presented by Shri.G. Vijayakumaran Nair, Administrative Officer).

"Kudumbashree to the Rural Areas" will be the title of newsletter for - August, 2000. The details concerning the same are as follows:

- (1) Two editions are to be published on the same topic (August & September 2000)
- (2) The August edition is to be published before Onam holidays
- (3) As many articles and photos as possible may be sent at the earliest - if possible before 31-8-2000.

Further a critical evaluation and analysis of the contribution of articles by the RDs, DMCs and ADMCs, for the .previous issues from October, '99 to June 2000 was presented. The observations were as follows:

- (1) 'Hats off to Trivandrum District and Kollam District' for the maximum contribution of articles in the newsletter published so far
- (2) One Article was received from Northern Region Director. Articles from Director (CR) and Director (SR) were also expected for the August 2000 issue.
- (3) The top position went to Shri.C.B. Mohandas, DMC, Thrissur, with 5 articles, followed by Shri.Santhappan Nair, DMC, Trivandrum – (4

- articles) Prof: Aboobacker, CBNP Co-ordinator, Malappuram – (3 articles) and Shri.K. Appukuttan, DMC, Wayanad-(3articles).
- (4) Ernakulam ADMC Shri.M.K. Saseendran with 6 articles, stood at the top followed by Wayanad ADMC Shri.C.V. Joy, with 5 articles and Trivandrum ADMC Shri. Sreekantan Nair with 4 articles.
- (5) The Districts of Kottayam and Kasaragod were conspicuous with the non-contribution of articles in the previous issues and hoped that they along with the Director (CR) and Director (SR) would make their maiden contribution in the August 2000 issue.

Action: RDs, DMCs,ADMCs

11. DOCUMENTATION OF SUCCESS STORIES WITH UNICEF ASSISTANCE

(Presented by Shri.M. Ramanunny, Programme Officer (UPA)).

It was with great enthusiasm and spirit that the Programme Officer (UPA), Shri.M. Ramanunny informed that UNICEF under UAPP programme had sanctioned Rs 50,000/- to be utilised for publishing "the best practices and stories of SJSRY DWCUA Units" in two volumes. For its implementation a three day workshop would be conducted. After a presentation and discussion at the workshop, the matter to be published, is to be prepared and finalised then and there. The DMCs and ADMCs are to come prepared with relevant materials to prepare the write up. Those who are interested in involving in this venture should intimate their names to the Head Office immediately.

Action: DMCs, ADMCs

12. PRESENTATION ON 'GENOME PROJECT'

PRM of Kudumbashree is not only an occasion for stock taking, but also provides an opportunity to shape the competence of functionaries through better understanding of emerging world scenario. With this objective in mind a presentation on Genome Project was done jointly by Director (NR) and his associates Shri. Subhash Babu, ADMC, Kozhikkode and Shri.M.P. Thilakan, ADMC, Thrissur.

As a prelude to the discussion Director (NR) narrated an interesting story. The well known writer Bernad Shaw was once approached by a beautiful lady with

a proposal to marry her, the intention being to produce an excellent offspring with the intelligence of the former and the beauty of the latter. Bernad Shaw promptly replied what would be the plight if the other thing happened (ie. the beauty of Bernad Shaw and the intelligence of the beautiful lady) This story pinpointed the difficulties in sorting out and segregating desired genes. The Genome project created a headway in the genetic research which in the long run may create tangible benefits in the development of science and technology.

Shri. Subash Babu, started his presentation as a continuation of the deliberations of Director (NR). Shri. Subash started right from the experiment of Griger Johan Mendel who found a strong basis for the branch of genetics. He started from the structure of cells, Chromosomes and genes. Earlier to Mendel's time the name gene could not be coined. Kar Correns of Germany Bric Shermar of Italy and Hugo' Devris of Denmark further excavated the work of Mendal and developed new phases to the branch of genetics. At various phases of cell division namely pro-phase metaphase, anaphase and telophase the chromosomes enlarge, double and pair whereby genetic material is transferred from one generation to another. The contribution of Watson and Crik for developing a structure for DNA was rightly mentioned by Shri.Subash. The double helical structure of DNA is constituted by the sugar base and connected by aminoacids namely:- Adenine Thymine Cytosine and guanine. The ATCG network is the basis of genetic frame of an individual. Through genome project an effort was done to map the genes and code them in their natural entity. 98.99% of this work was completed by the scientists who were engaged in genome project. The test of decoding and translating may help for identifying suitable genetic pairs that would help form a new individual with desired characters.

The queries raised by Director (SR), DMC, Palakkad etc. were answered in a most authentic and scientific manner when Shri.Subash pointed out that this study might reveal the immense potential of biotechnology which would open up a series of entrepreneurial avenues to the world. The chance of taking patency and cost of intellectual property is also to be looked into. Otherwise the Third World Countries who are blessed with bio-diversity may not be able to identify and utilise the potential in the years to come. (Transparencies appended as Annexure-VII).

13. NEW WEB SITE PRESENTATION

(Presented by Shri.Anilkumar & Shri.Sunil Computer Programmers).

A new web site for SJSRY - Kudumbashree, which was inaugurated by the Executive Director on 15th August 2000 was presented by its chief designer

Shri. Anil Kumar, with the help of an LCD projector. He pointed out that though maximum efforts had been taken to make it fool proof it was not a perfect one. He requested everyone to pinpoint the mistakes and defects so that he could rectify them and make the site more attractive. The main features that have been covered in the Web site are enumerated below:

www.sjsry-Kudumbashree.org.

Main items (Headings)

- I. Operations
- II. Activities
- III. Success Stories
- IV. Best Practices
- V. Visitors Comment
- VI. Photo Gallery

I. Operations:

- 1) DWCUA
- 2) USEP

DWCUA Units:

DWCUA Units at a glance – Table Format

To find the details regarding the unit, just click on the unit name which is highlighted in the table.

II. Activities

- 1) Micro Enterprises
- 2) Thrift & Credit
- 3) Women Empowerment
- 4) Capacity Building
- 5) MIS
- 6) RIS

III. Success Stories

- 1) Better life - Through Direct Marketing
- 2) 'Unique' – a unique Venture
- 3) Neighbours – A good Neighbour
- 4) Jyothis Banana Chips

- 5) Roofing the dream of the poor
- 6) IT for the poor
- 7) Metal Crush Unit
- 8) Vegetable Cultivation & Sales Unit
- 9) Aiswarya Catering Unit
- 10) Coir mat manufacturing Unit

IV BEST PRACTICES

- a) Descent livelihood out of Urban Solid Waste
- b) Home makers as Home Builders
- c) Metro mermaids
- d) Prasoothika
- e) Thanima
- f) IT for the poor
- g) Direct Marketing
- h) Innovative Micro Enterprises
- i) Courier Service.

Visitors' Comments: Contains the pages extracted from the visitors' diary kept in our DWCUA Units. The diary contains the opinion of visitors from India and abroad, in their own handwritings. The pages speak for itself as to how our units are functioning.

Photo Gallery: The unique feature of the SJSRY site. No other site contains this much of photos. The photos incorporated in this section will tell about our success stories. One of the drawbacks of this section is that most of the activities are represented by one or two photos. This has to be modified by incorporating a series of photos showing the complete course of action of each activity. Three activities viz. soap unit, solid waste management and house building unit of Vadakara have good sequence of photos.

The example of the best sequence photos was that of “organic manure preparation” with 12 photos

14. DWCUA–IT UNITS - REPORTS PENDING

(Presented by Shri.S. Sreekantan Nair, ADMC, Trivandrum)

In the last PRM meeting all the DMCs were requested to furnish certain details of IT Units; but they had failed to do so. Hence he reminded every one to send the details of IT Units immediately in the four proforma supplied earlier. He further requested all the DMCs with IT Units in their jurisdiction to despatch at the earliest specification of the software & hardware purchased. (If

all specifications are not available, at least the basic available). Only on receipt of this vital information would one be able to determine whether the 14 basic specifications are available with the units, if not what are the basic requirements to be provided.

15. EXECUTIVE DIRECTOR'S TALK:

1. ADVANCE TOUR PROGRAMME:

The Executive Director recalled the instructions already given to the effect that all officials including RDs, DMCs and ADMCs should submit their monthly tour programmes well in advance – RDs to the Executive Director, DMCs to the RDs and ADMCs to the DMCs. At the same time it is also necessary that the tour programmes should be returned to the officers concerned duly approved without delay (with modifications if any). It was observed that many ADMCs (except Ernakulam, Kollam and Thiruvananthapuram) did not submit their tour programmes in time whereas all the DMCs (barring Trivandrum, Kollam Ernakulam and Kozhikode) failed to return the tour programmes received by them, promptly.

The practice of DMCs attending a meeting or function outside their office taking along with them the whole team including the Office Secretarial Staff, leaving the office empty should be stopped. Any such instance, if noticed in future will be viewed very seriously and action taken against them.

2. REMEDIAL EDUCATION CENTRES (RECS)

Our objectives in starting RECs should be clear.

- (1) Invariably all the students appearing for the SSLC exam of March 2001 from the BPL families should get a pass (How this could be achieved?- the quality of RECs is to be improved)
- (2) The students from BPL families who have failed in the SSLC exam last year should appear in the next exam and should get through.
- (3) Through RECs identify the bottom most students of BPL families (which would come around 5%) and find sponsors for them
- (4) RECs will be a stepping stone in the direction of adolescent girls care.

To achieve the above objectives the following steps are to be taken by the Kudumbashree team:

(i) HEAD OFFICE:

- a) From the Web site the last 5 years' available CBSE questions are to be downloaded and the portions coming under SSLC Syllabus should be translated in Malayalam and distributed to the RECs.
- b) English grammar cassettes 3 each are to be despatched to all the DMCs

(ii) ***DISTRICT OFFICE***

1. RECs to be registered as SSI units
2. To make available telephone connection and internet.
3. Use of Audio & Visual aids – for teaching and communicating

Though our aim was to establish 70 RECs units in the State, we are standing far behind with 32 RECs. We have to strive hard to reach the goal.

The Executive Director, handed over to the Accounts Officer, Smt. P.K. Elizabeth, a floppy disk containing English IInd paper questions of the last 10 years prepared by the DMC, Trivandrum.

3. ***MANAGEMENT INFORMATION SYSTEM (MIS)***

At present there is only one MIS ie. the general MIS being collected from the Municipalities. Now there are going to be two more MIS:-

- a. General MIS – for rural areas
- b. Marketing MIS – (MK MIS)

The General MIS for the rural areas will be the same as that of Municipal areas but to be collected from Grama Panchayats. The second MIS (MK-MIS) to be developed in due course is for market survey, consumer survey and product survey which will help evolve a marketing net work system for new products.

4. ***DWCUA UNITS***

- (i) While establishing soap units it should be ensured that at least one person who had studied chemistry upto the pre-degree level is a member of the unit.
- (ii) For Onam festival this year the Trivandrum DWCUA catering unit has taken up the herculean task of selling 1 lakh litres of Palada Payasam, which is really commendable. He requested the other DMCs to take up the challenge which was readily accepted by the DMC, Alappuzha.

He hoped that they would come out with flying colours and wished them all success in their venture.

5. DWCUA-IT UNITS

All DWCUA IT Units are heading for the taking off stage. For this last minute perfections have to be made as in the case of a rocket launch. He enquired the DMCs whether all the systems are ready for this take off. To ensure this the following steps may be taken immediately:-

1. Test to be conducted every Saturday
2. Test of speed in Malayalam and English
3. Quantitative and qualitative improvement in work (Analysis)

From 1st of August the above tests are to be conducted; and if results are not submitted to the head office, there will be no centralised assistance in future. For instance prestigious assignment like that of Revenue card, Ration Card etc will not be entrusted to the defaulting units.

Regarding the work of Ration Card, data entry work has already begun at the Trivandrum DWCUA -IT unit.

The Districts of Thrissur, Ernakulam and Alappuzha have to give intensive training to the persons of DWCUA IT units.

6. TRADE FAIR FOR KUDUMBASHREE PRODUCTS

Why not a Trade Fair for Kudumbashree products at the India International Trade Fair, New Delhi, in November 2000 in the Kerala Pavilion be considered? Why not Kudumbashree utilise this opportunity to directly sell the products and market it? There is a vast potential hidden here and we need to unearth it. For that we have to ensure that the quality of our DWCUA Units are of high standard. The products that could be exported are

Products of Edakkad Leather Making Units
Herbal Tea

We could also make use of our web site for this purpose.

7. IGNOU COURSE

Information had already been communicated regarding the proposed training course on 'Women Empowerment through Self Help Group' to be conducted by IGNOU (distance education). As many as 115 applications received from the officials of Kudumbashree as well as functionaries of ULBs and CDSs had been forwarded to IGNOU for enrolment. In this context, NABARD has

decided to sponsor the fee of first 1000 persons who complete the course. The Executive Director requested the DMCs, ADMCs, POs, Cos, CDS functionaries and all members of Staff to take maximum advantage of this opportunity and avail the sponsorship.

8. *DIRECT MARKETING*

Now there are only 24 units identified for direct marketing. Why not make it to 50 units? How many more municipalities are interested in taking up this activity may be found out and reported to the Head Office..

9. *CAPAM*

It was with great pride and pleasure that Executive Director informed, before the closure of the meeting about the entry of Kudumbashree as one of the 10 finalists of CAPAM innovations award. He explained that CAPAM (The Commonwealth Association for Public Administration and Management) had decided to introduce its second International Innovations Award Programme with "Service to the Public" as its theme and sought for nominations based on exciting innovative projects embarked on by Governments. Accordingly, Kudumbashree submitted its Project "Malappuram CBNP". Out of 120 proposals received from 15 countries a shortlist of 30 proposals was made based on the criteria for assessment. This was later sent to the Jury who had prepared the 10 finalists and the Kudumbashree proposal has been included as one of the finalists.

CAPAM International has informed Kudumbashree that the Awards Programme Jury would be meeting on the 12th and 13th October in Cape Town, South Africa and an one hour interview will be held by the Jury including a presentation of 20 minutes. This will be followed by a CAPAM Biennial Conference on the theme "Globalisation Governance and Public Service". The finalists are to make a presentation at Cape Town South Africa on 12th-13th October 2000.

The project "Malappuram CBNP" covers 4 years activities of the Community Based Nutrition Programme, Malappuram. In this context he requested Prof. Aboobacker, DMC, Malappuram to awake and arise from the slumber and bring the machinery back to its original rails.

10. *PRM MINUTES*

Regarding the minutes of the previous Plan Review Meeting. opinions were called for and it was voiced by Shri. Aboobakcer, RD, Ernakulam, Shri.K.

Appukuttan, DMC, Wayanad, Shri. Kabeer B. Haroon, DMC, Ernakulam, Dr.Sreekumar, DMC,Kollam and Shri. Sabeer Husain, ADMC, Pathanathitta and a host of others that it could be made better and shorter. So, in order to improve the quality of the minutes the Executive Director suggested that from September, 2000 onwards the DMCs would do the minuting in turn. The minutes of the next meeting will be prepared by the team from Kannur headed by the DMC.

Action : DMCs/ADMCs

11. OTHER ITEMS:

- (i) All balance fund available with the Municipalities unspent under SJSRY should be utilised before 30th of September 2000.
- (ii) One more innovative item may be discovered to be experimented in future and presented in the next PRM.

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

Meeting came to an end by 8.00 p.m.

**Executive Director
Kudumbashree**