

Report on

THE THREE TIER FRAMEWORK OF KUDUMBASREE

submitted to

**State Poverty Eradication Mission**

**Trivandrum**

From

**Lakshmi Priyadarsini**

City Mission Manager (NULM)

Guruvayur Municipality

Thrissur District

**On 7<sup>th</sup> August 2017**

I have conducted my study in Guruvayur Municipality, Thrissur District. From my observations the following things regarding various Kudumbasree activities are found. Guruvayur Township was formed on January 26<sup>th</sup> 1962. Guruvayur is a grade 1 municipality.

## **I. NHG**

I have visited Dhanasree Ayalkoottam (Ward 16) in Guruvayur Municipality.

### **Findings**

1. Dhanasree consist of 20 members
2. They are conducting meeting on weekly basis.
3. Maintaining proper books of accounts
4. No participation in Gramasaba
5. Program implementation in coordination with local bodies is not upto the mark
6. Gender awareness programmes are negligible
7. At present Balasaba is not active
8. Attendance quorum is 76 % (17)
9. Linkage loan has taken for micro enterprise
10. Because of the geographical nature of Guruvayur Municipality, Agriculture based activities need to be improved.

### **Suggestions**

1. Training and awareness classes regarding agriculture based activities are essential
2. Restructuring of Balasaba is essential
3. Awareness regarding various Government Programmes and it's implementation strategies at NHG levels is required

## **II . MICRO ENTERPRISE**

### **a. Little Flower Ward 23**



1. Training classes for stitching(2013)
2. 6 students
3. Owner Kochuthresia
4. Class upto 9.00 am to 1.00 pm
5. Loan amount Rs.100000/-

### **Findings**

1. Earning is sufficient to meet household expenses and repayment
2. Lack of space
3. Mouth to mouth publicity only
4. No staff

### **Suggestions**

1. Advertisement can be done to increase the number of students
2. Increasing the number of staff can improve the efficiency of classes and it will help in generating ideas and versatility in training.
3. Training in marketing may be helpful

### **b. Traditional Elephant Nettippattom maker**

1. Owner Shiny
2. Ward No: 16
3. Loan amount Rs.100000/- (Vijaya Bank)
4. Thaikkad

### **Findings**

1. Nettippattom crafting doing with part time job
2. Repayment of loan is managing efficiently
3. No staff
4. No advertisement
5. Work based on one wholesale shop only
6. Raw materials are purchasing on discount basis
7. No awareness regarding expansion, advertisement of business
8. Lack of confidence in appointing staff
9. No idea regarding the development of business

### **Suggestions**

1. Investment of time is less(still managing efficiently)
2. Classes regarding various topic is needed (advertisement, marketing strategies, opportunities) to get knowledge regarding the scope of their business growth and to boost their confidence level

## **Joint Liability Group**

Ward No: 25

Bhagyasree NHG

### **Findings**

1. Climate and particular geographical nature under soil speciality is a barrier for agriculture
2. Not attended training classes so far
3. Lack of land for agriculture and conflicts in group regarding various issues is a major problem

### **Suggestions**

1. Municipality can take initiative on awareness classes regarding agriculture (regarding crops that are suitable for this particular soil)
2. Municipality should find a place and create a collection center to sell such cultivated crops

## **ASRAYA**

I have visited Leelavathy (75 Years) Ponnusserykavu in Ward 23<sup>rd</sup> of Guruvayur Municipality.



### **Findings**

1. Staying alone
2. Abandoned deranged, elderly woman
3. Nobody is there to provide food and medicine
4. Her pension is using by somebody else

### **Suggestions**

1. CDS can appoint one NHG member for her support (Food and medicine)
2. Ensure proper utilization of her pension

## **Community Development Society**

There are two CDS in Guruvayur Municipality.

### **Findings**

1. 9 NHG formed after April 1 2016 to March 31 2017 under CDS 1
2. 21 NHG formed after April 1 2016 to March 31 2017 under CDS 2
3. Micro Enterprises 43
4. Module 1 training to NHG members has completed but participation is low
5. Module 2 training is not completed
6. Affiliation of so many NHGs are yet to complete affiliation with CDS
7. Auditing is also not completed properly
8. All registers are maintaining except notice book
9. File maintenance is not upto the mark
10. Asraya project 1 has completed 85 persons fund allocation. Project 2 (119)has completed successfully with combined effort of CDS 1 and 2. Survey of project 3 has completed
11. Ineligible members are included in Asraya list
12. Change in BPL /APL status is not monitoring properly
13. Balasaba is active only in 16 wards
14. Cooperation with Municipality in documentation is not upto the mark
15. Training for clerk and accountant is essential
16. Lack of training regarding various Government programmes (PMAY ,LIFE, NUML etc) leads to ambiguity in working profile

### **Suggestions**

1. Ensure participation of eligible persons in Asraya scheme
2. Proper utilization of allotted fund
3. Take initiative in restructuring Balasaba
4. Self help groups can be increased by providing proper facilities like collection center, place or building under Municipality
5. Increase the fund for nutritional foods to Asraya members , give directions to the concerned medical officer and project officer.
6. Increase the fund for drinking water
7. Proper utilization of the available fund in poverty eradication and ensure proper monitoring
8. Create more employment opportunities
9. Ensure Anganavadi in all wards
10. Provide proper guidance in improving the status of self help groups

## **Conclusion**

The study has limited for a period of four days. The above furnished information has directly taken by me with proper guidance and support of Kudumbasree Mission and Municipality team. Detailed study has to be conducted in coming days.