

*This report is dedicated  
in remembrance  
to the lives engulfed  
by the Tsunami waves  
on 26th December 2004*



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## MESSAGE



**CYRIL MAR BASELIOS**

MAJOR ARCHBISHOP OF THE MALANKARA CATHOLIC CHURCH

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I am happy to learn that the Malankara Social Service Society (MSSS) is bringing out its Annual Report. Certainly this would be helpful to evaluate and focus on our work among the marginalized and needy. It is gratifying that God's loving providence and guidance have very much helped and inspired the Society to initiate more developmental works and to execute it with good results for the welfare of the people. Various meritorious services rendered by MSSS in collaboration with the Government and other agencies are well appreciated. Particularly, the Tsunami relief work, community based rehabilitation of the disabled and such humanitarian services are highly remarkable. I take this opportunity to appreciate the Director, Staff and all those who are associated with MSSS for their dedicated service. I wish and pray that God may bless the Society and help it to render even grater service in the coming years.

*+ Mar. Baselios*

**+Cyril Baselios Catholicos**

Major Archbishop & Catholicos  
 of the Malankara Major Archiepiscopal Church  
 President, Kerala Catholic Bishops' Council



## MESSAGE



**OOMMEN CHANDY**  
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I am glad to recollect the innovative ventures of Malankara Social Service Society (MSSS) through its outstanding organizational infrastructure and approaches. Malankara Social Service Society is working with the poor and marginalized for their upliftment by novel and dynamic methodologies in community development and other related social service activities. I am conveying my good wishes to MSSS for brining out its Annual Report for the year 2004-05.

My good wishes for its outstanding services to be blossomed in future also.

Oommen Chandy



## Prologue...



*Malankara Social Service Society (MSSS) brings out the Annual Report-2004-05 with a range of narratives and activities that were addressed on the issues of vulnerability of the weaker lots, for whom it hails. It is also a matter of great console for MSSS, that the same year witnessed stepping into a newly erected building named SROTHAS that denotes the source for multifarious energy forms- in knowledge base, positive attitude of love and professional science and skills. The conceived logo of MSSS envisages on the strengths of comprehensiveness, integration, synergy, value dissemination, worth and so on. Conceptualizing, planning and executing need-based problems into programmes through multi-level analysis have been the strategy of MSSS to wipe off the tears of suffering humanity this year too.*

*At the juncture of bringing out the Annual Report-2004, with heartfelt grief, MSSS dedicates it in remembrance to the thousands of lives, engulfed by threatening Tsunami waves. Though the loss worth billions in life and materials could not be regained, it was a challenge for MSSS to try out with certain relief and rehabilitation activities among the Tsunami wave affected victims in coastal villages of Allapuzha and Kollam Districts (Kerala state, India). By now, MSSS could build on certain methodological innovations towards disaster preparedness field and tried out multi faceted strategies.*

*MSSS achieved significant accomplishments last year in the area of Capacity building, supporting community based institutions, facilitating sharing and networking process and methodological innovations, research and documentation. Launch of multifaceted programmes has reduced the hazardous poverty situation to an extent possible.*

*It would be remiss if not mentioned of our effortful multi-organizational collaboration and networking initiatives with different form of the partners, be it individual or organizations on technical and financial supports a source of motivation and strength in the developmental path of MSSS. And so do thousands of people putting shoulders with me, for whom we are working for, and with whom we are working, are the force in developmental process at the central, regional and unit levels of MSSS selflessly contributing to a extensive cause.*

**Fr. Jose Kizhakkedath**  
Director



## OUR ORGANISATION

**M**alankara Social Service Society (MSSS), the social work organ of Arch Diocese of Trivandrum, was constituted in the year 1961 under the Travancore-Cochin Literary Scientific and Charitable Societies Act XII of 1955. MSSS is renamed as SROTHAS in the year 2004. The operational areas of MSSS comprise 202 villages spread across four districts of Kerala State, India. These are Thiruvananthapuram, Kollam, Pathanamthitta and Alapuzha. MSSS works with the rural population encompassing 7.8 million irrespective of religion, caste or creed. The inhabitants belong to heterogeneous social categories of different age groups, religions, caste and tribe. Majority of the coverage population are engaged in agriculture-allied activities, small-scale industries and other occupations of traditional and contemporary nature.



MSSS began with welfare and charity oriented approach. Over the period, it has undergone several changes in its approach in addressing poverty and human misery. During the past decades, MSSS has been learning a lot from its committed service for the deprived and the marginalized, which has given more clarity on its roles, responsibilities and perspectives about people and their problems.



MSSS could serve the human kind through delivery of material inputs, employment generation programmes, housing and sanitation, training, capacity building activities, education, agriculture development, livestock development, micro-ventures, women's development, health care systems in remote areas, support to vulnerable sections like orphans, destitute women, aged, gender sensitivity and through introducing innovative farming practices.

In accordance with the critical self-reflection and analysis of its experiences, MSSS changed its approach from 1999 onwards. The main guiding principle of the new approach is to empower the weaker to unravel their problems, rather than MSSS directly solving their problems.



The mission and the changed approach of MSSS necessitated changes in its roles and responsibilities from delivering services and inputs directly to the beneficiaries, to facilitating and promoting process of empowerment and enhancement of the capacities of the weaker sections and their representative organizations to solve their problems themselves. In compliance with the new approach, MSSS is promoting and supporting activities and processes at the local level.



During the previous year, MSSS could stride a new step to smoothen its programmes. On 11th November 2004, MSSS shifted its operational base to the newly erected building named SROTHAS. The name denotes the source for multifarious energy forms- in knowledge base, positive attitude of love and professional science and skills. The conceived logo of new phase envisages on the strength of comprehensiveness, integration, synergy, value dissemination, worth and so on. The building is in commemoration of the most honorable Major Metropolitan Archbishop of the Trivandrum, the most Rev Dr. Cyril Mar Baselios Catholicos. Hon. Chief Minister, Mr Oommen Chandy, inaugurated the newly constructed multi storied building. It functions as a resource centre with all modern facilities such as well equipped staff cabins, Library and reading room, Training hall, Dining room, Meeting hall, Accommodation facilities, Wide parking area etc. The four-storied building has the following centres;

- ❖ SROTHAS Center for Community Development and Research.
- ❖ KOLPING Center for Information Technology
- ❖ SROTHAS Center for Training and Consultancy
- ❖ SROTHAS Center for Animation
- ❖ SROTHAS Mini Conference Hall
- ❖ SROTHAS Library and Documentation Center



The library and documentation centre is equipped with a bank of knowledge on relevant issues/topics relating to development of the weaker sections through people's organizations. The facilities are shared with the interested and committed professionals, leaders, activists, researchers and others. The centre consists of books on different subjects, other printed materials, CDs, etc. Preference is given to experiments of the NGOs and SHGs. The documents are kept systematically, in user-friendly arrangements. The Training centre consists of the required facilities for classes, workshops, boarding and lodging of the participants, installed documentation facilities such as computer, LCD, adequate sound system etc.

These facilities turn the progress of both of the NGO sector and of the Government to achieve the desired results in poverty reduction. This centre acts as a learning and action platform to improve the efficiency and effectiveness of the professionals, people's leaders, people's organizations and institutions that are committed to the development of the partner population. This also caters to the needs of the capacity enhancement in development sector.





## VISION

## MISSION

## AND PHILOSOPHY

The vision of MSSS is to create a just society based on gospel values of social harmony and equity with democratic and human values. This vision is evolved from its development philosophy that the poor are the real owners and they are to be placed at the centre development process.

The mission of MSSS is to serve the poor, marginalized, unorganized sections of the society, through promoting and strengthening their community-based organizations, in order to enhance the creative potentials of the individuals and the groups, for sustaining the development and empowerment processes.

The MSSS has internalized a development philosophy that is people led and people based, where people should be the subject and the goal of development and not its means. Therefore, the role of MSSS is of a facilitator.

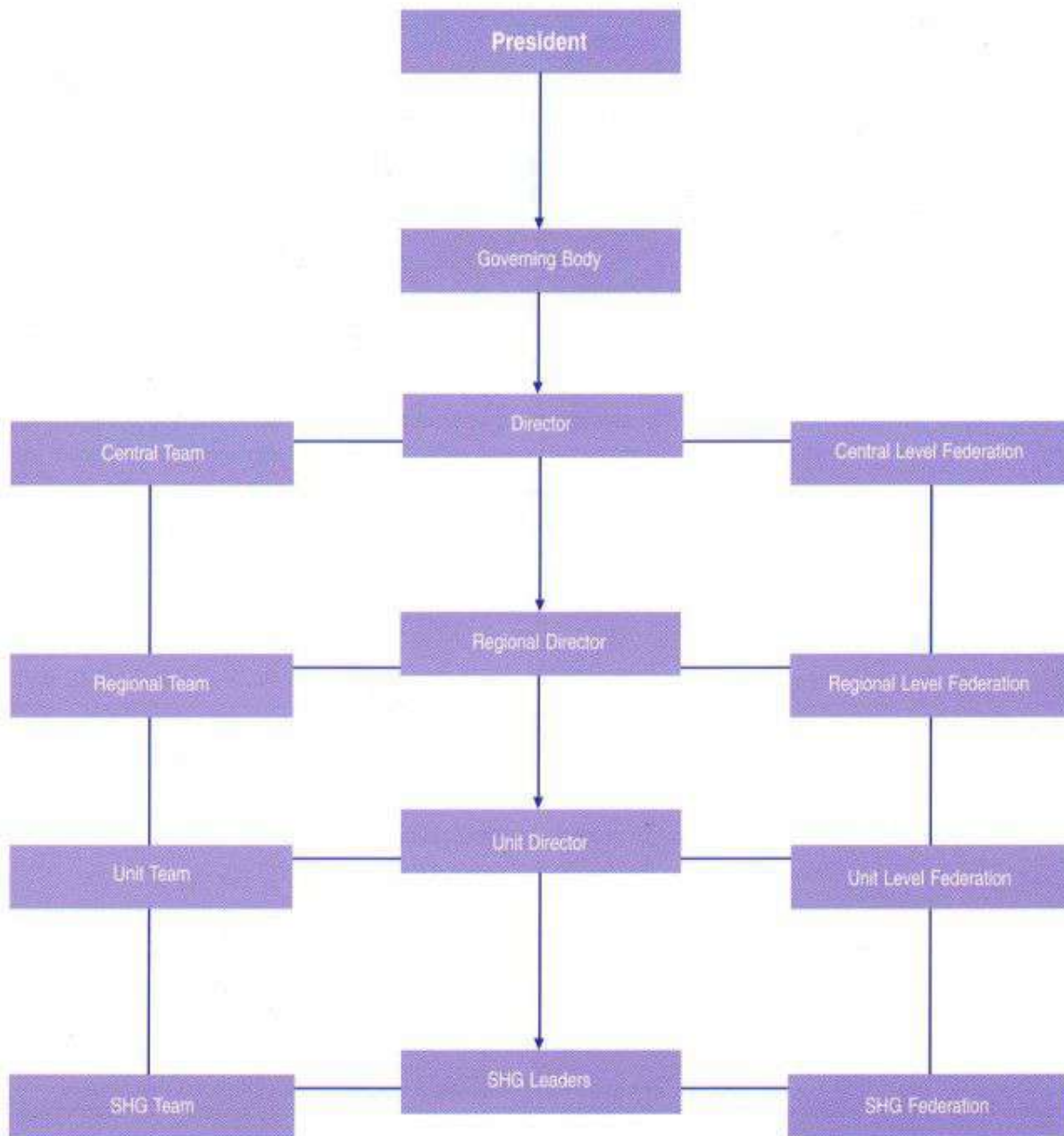
### APPROACH

We consider development process as multifaceted and inter related. Poverty and marginalization cannot be tackled in a uneven manner. Solutions of these problems should be attempted through a comprehensive and integrated approach. Therefore, linkages, collaboration and networking are given utmost importance in the approach to development.





## ORGANISATION STRUCTURE





## AIMS AND OBJECTIVES

- ❖ **To facilitate formation and strengthening of peoples structures and organizations**

The poor get empowered when they are organized. They generate self-confidence among themselves to work for their own development and initiate self help processes in a participatory manner. This objective lays foundation for people based and people led development processes and programme integration at the grass root level.

- ❖ **To facilitate the process of critical consciousness building among the poor and the marginalized**

The capacity of the poor to understand and analyze their situation provides proper directions and perspectives in addressing the problems. Therefore ongoing awareness generation process helps the poor to reinstate their stake in development processes and access to decisions that are affecting the life situation of the poor. Further, it may enable to implement actions to address the problems and to transform the society.

- ❖ **Formation and strengthening of local leadership**

Sustainability of any development process rests with capacity of the local leadership. Value based, critically conscious, self-managing and self-directing leadership base in the community alone can bring about change in favour of the poor and the marginalized on a long-term basis.

- ❖ **To promote gender consciousness and equity in the society and through out the development cycle**

Social justice can never be realized without gender equity in decision-making, access and control over resources and power. It is the integral part of every development interventions. This objective aims at reducing the incidence of gender-based marginalization and promotion of equity at every moments of life.

- ❖ **To promote sustainable management of Natural Resources**

Ecological degradation has become a serious concern for the poor as any type of depletion of natural resources such as water; soil and bio-diversity further adversely affecting poverty and marginalization. Moreover, eco-restoration process should also go hand in hand with any type of development initiatives



in order to ensure its sustainability. This also aims at designing and application of appropriate strategies for regenerating natural resources. It focuses on building the capacity of the farmers to adopt sustainable agriculture practices.

❖ **Promoting holistic health care in the community**

Health care has become a serious issue for the poor. The present health care system is highly driven by the market economy and the state itself has withdrawn from rendering basic minimum health care services. In this context, this has been considered as one of objectives of MSSS to build a community based holistic health care system by giving due importance to preventive, promotional and curative aspects.

❖ **Multi-dimensional collaborations and linkages:**

Different actors are involved in development of the poor and the marginalized. It is important that the community based peoples structures are to be strengthened to bring about multi-institutional collaborations, linkages and networking so that they function in a more decentralized and self-supporting manner.

❖ **To establish a Development Research and Resource Centre**

We envisaged taking this new role in view of addressing the issues and problems of the target group in a systematic and scientific manner. MSSS also realizes that it has to influence the planning and policy formulation processes at the state and national level as policies and programmes of the state influence the life situation of the poor very much.

**TARGET GROUP**

Name of the revenue District	Area (Sq.Km)	Male	Female	Total	Growth Rate (1991-2001)	Density Per Sq.Km.	Sex Ratio
Thiruvananthapuram	2192	1471424	1663283	3234707	9.78	1476	1057
Kollam	2491	1248616	1335502	2584118	7.33	1037	1070
Pathanamthitta	2637	588035	643542	1231577	3.72	467	1094
Alappuzha	1414	1012572	1092777	2105349	5.21	1489	1079

## PROGRAMME AND ACTIVITIES

**M**SSS strive for the overall development of humanity, and so, our strategies and activities are molded in accordance with the largest fraction of our coverage population comprise of socially, economically and politically downtrodden sections of the society, and our intention is to pave a way for them to reach up to the extend possible. Our target population includes unorganized women, small farmers, agricultural workers, and unemployed and under-employed, widows, aged, physically handicapped and mentally retarded. There is a growing concern in MSSS and its structures on the need to address the vulnerabilities and constraints of these sections in order to ensure sustainable livelihoods and basic socio-economic securities to them.

From the very inception itself, MSSS tried to address the issues and problems of people and could make lot of difference. Based on the new approach and strategies MSSS could undertake certain processes to address these issues. Since 2000,

MSSS adopted community based approach through local institutions like Self-Help Groups and community-based organizations, which could considerably create significant changes in the life and living of the community. At present 1799 Self Help Groups are catering to the needs of 33,982 families.





## COMMUNITY BASED INSTITUTIONS

Even though the Government has decentralized its structures and invited to people for more participatory interventions, the people are not confident enough to undertake the responsibility to involve themselves in planning, implementation and monitoring. Moreover, there is a big gap between the government initiatives and people's perceptions on change from conventional approaches to participatory approaches. This situation adversely affect Government initiatives to handover the power to the local bodies as the constitution considers "Grama sabha" as the supreme body of decision making and planning through which participatory democracy is exercised.

Hence one of the emerging needs at the village level is to reorient the target group towards decentralization process at the panchayath level. This will help the people to directly influence the Local Self Government to respond to their felt needs. Moreover it is high time to reorient the women towards this process since women have a dominant role in undertaking leadership in local governance and productive sector at the village level, which the Government also has envisaged. To disseminate the programmes and activities at the grass root level, since 1999, MSSS has been involved in the formation of Self Help Groups (SHGs). The major thrust area of this phase has been strengthening these institutions. Self Help Groups as socio economic and politically viable people's structures at the grass root level is undertaken for effective participation and collaboration with Panchayath Raj institutions and other development organizations.

The decentralization process at state level has provided space for the Self Help Groups in decentralized planning, micro finance, response of civil societies and project formulations and implementation. MSSS facilitated participatory planning, monitoring and evaluation in all Self Help Groups since five years and applied effectively. Most of our Self Help Groups were registered with PRIs that provided recognition and acceptance.





## WOMEN ORGANISATION

Self help group members of women participate in Gramasabha meetings and ensure their active participation. Their participation in Gramasabha is periodically monitored. Interface workshops were organized at the Panchayath level under the leadership of SHG federations. SHGs have collaborated with the Kudumbasree project -the poverty alleviation mission of the Government. Most Self Help Group's and its federation's functions in a decentralized manner. Appropriate reporting, recording and accounting systems at the Self Help Group and federation level is given due emphasis.

The Self Help Group's and its federations were strengthened in accordance with their stake in the decentralized planning process and local governance. In view of this, the Self Help Group's and its federations were capacitated to take up leadership functions, local resource mobilization, and management skills etc.



MSSS focuses on institutionalizing the Community based institutions and its federations towards planning, coordination, monitoring, financial management, record keeping, evaluation, public relations etc, besides developing some key micro enterprise model. Through the trainings and workshops, a high amount of change has taken place among the target population.

The unit level structure in all the villages, above to the SHGs manage and coordinate the activities in these area. The unit functions as an organization body in the village with reasonable representatives of all concerned people's structures.



Local Units are the core bases of MSSS. The Units are enlightening their capacities to be evolved as the centre of development in the respective villages/area by addressing the development issues concurrently. The SHGs are functioning under the direct coordination, guidance and directions of the respective Units. The Unit Director is the patron and the facilitator of the ongoing community development processes at the villages. The secretaries of the Units are the Community Organizers and at present, there are 103 community organizers working in the Units.



Above the unit structures, MSSS have Regional set ups. At present, 10 functional Regions cover our operational area. Regional animators are the key persons involved in the regional level activities. The Animators organize, facilitate and motivate the activities of the units and SHGs. Following table depicts extend of MSSS outreach through the above-mentioned peoples structures spread over 10 regions.



Administrative Regions of MSSS	No: of villages /units covered	No: of women Self Help Groups	Membership
Parasala	14	218	3682
Balaramapuram	15	231	4602
Kilimanoor	13	224	4321
Anchal	16	263	5105
Kottarakara	18	208	3916
Pathanamthitta	16	167	3318
Seethathode	8	142	2821
Mavelikkara	13	161	3212
Kattakkada	6	85	1205
Nedumangadu	5	100	1800
Total	124	1799	33982

**FARMER'S ORGANISATIONS**

In certain villages, as part of promoting sustainable agriculture practices, MSSS promotes the formation of organisation of the farmers. User groups in the Watershed programme villages have been a major component of community mobilization that ensures towards the management and sustenance of the assets created during the project launch phase. As part of certain experimentations with the farmer community towards sustainable agriculture, group of farmers with the involvement of technical expert, are given capacity building exercises. A problem tree analysis is undertaken to identify the actual causes and remedial measures through systematic framework of action research.



**CHILDREN'S ORGANISATIONS**

To inculcate upon the young minds with human and social values and to create unity and harmony, we developed children groups in the operational villages. The objective behind such grouping was to enhance leadership qualities, promote moral values and culture and to generate environmental and gender sensitivity. Their activities include regular meetings, day celebrations, organizing trainings and workshops, promotion of small savings, study tours, organizing cultural fests and other welfare activities .At present MSSS has organised 122 Children's Groups.





### SENIOR CITIZEN'S ORGANISATIONS

In the modern era, importance and social acceptability of old age people is degrading compared to the ancient times. The treasure of knowledge and experiences they possess are highly valuable. Realizing the value of this precious generation, We intervened to create a platform for them to organize and share their experiences and problems.



The major objectives behind such groupings were to organize and involve them in developmental activities of the organization, reduce stresses and strains of loneliness through generating new friendships, render medical aid and to promote income generation activities.



The major activities of these groups include regular meetings, conducting medical camps, cultural programmes, sharing experiences, outing, income generation trainings etc. Now MSSS has formed 64 of such groups.

### DIFFERENTIALLY ABLED'S ORGANISATIONS



Fifty Self-supporting Disabled registered groups are formed in three Panchayats of Trivandrum District-Parassala, Kanjiramkulam and Aruvikkara and various development processes are initiated under the auspices of these groups by linking with government programmes for getting identity cards, education support, medical support, credit facility, pensions, reservations, self-help initiatives and ensuring aid from local development agencies, etc. This is a part of the community based rehabilitation initiatives of MSSS. With its due positive responses MSSS envisage towards scaling up of the initiatives in more villages.



### TRIBAL ORGANISATIONS

A portion of our target population comprised of tribal community in the eastern part of the program area that are remote in the dense forests and inaccessible. MSSS has been serving the populations through formation of organisations and facilitating them to snatch their development cakes. Through these Self help groups of the tribal communities, organic agriculture practices are promoted, and ventures on handicrafts and bamboo products making, education of the tribal children, motivating them for the participation in the local self governments, organizing literacy classes, ensure of community health and hygiene etc... are the major activities undertaken.







## MICRO CREDIT ACTIVITIES

Ensuring easy access to credit and financial benefits for the rural poor is a major thrust area of MSSS. The three-tier structure of MSSS makes it easy for the rural poor to enjoy credit facilities easily and on time. This is a conscious effort to reduce rural poverty among partner population. Each SHG, on an average consists of 15- 20 rural women and make regular weekly savings and credit operations. The unit level coordination of the savings makes authenticity and recognition to the process. Moreover, this activity also focus on the processes that capacitate the rural women to acquire greater accessibility and control over resources, means of livelihood, social and economic security measures and micro level socio-political capital base. This system helps the partners to utilize amounts for education of their children, treatment, construction of houses and sanitation facilities, income generation programmes, marriage etc,

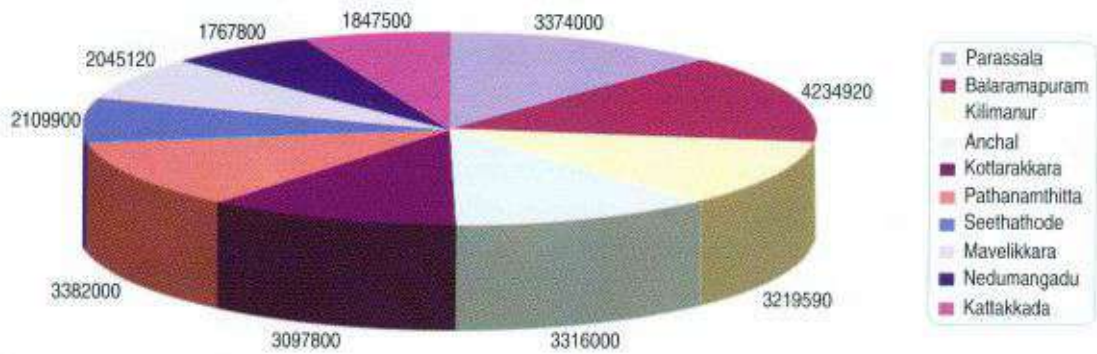


### THE PATTERN OF SAVINGS AND CREDIT

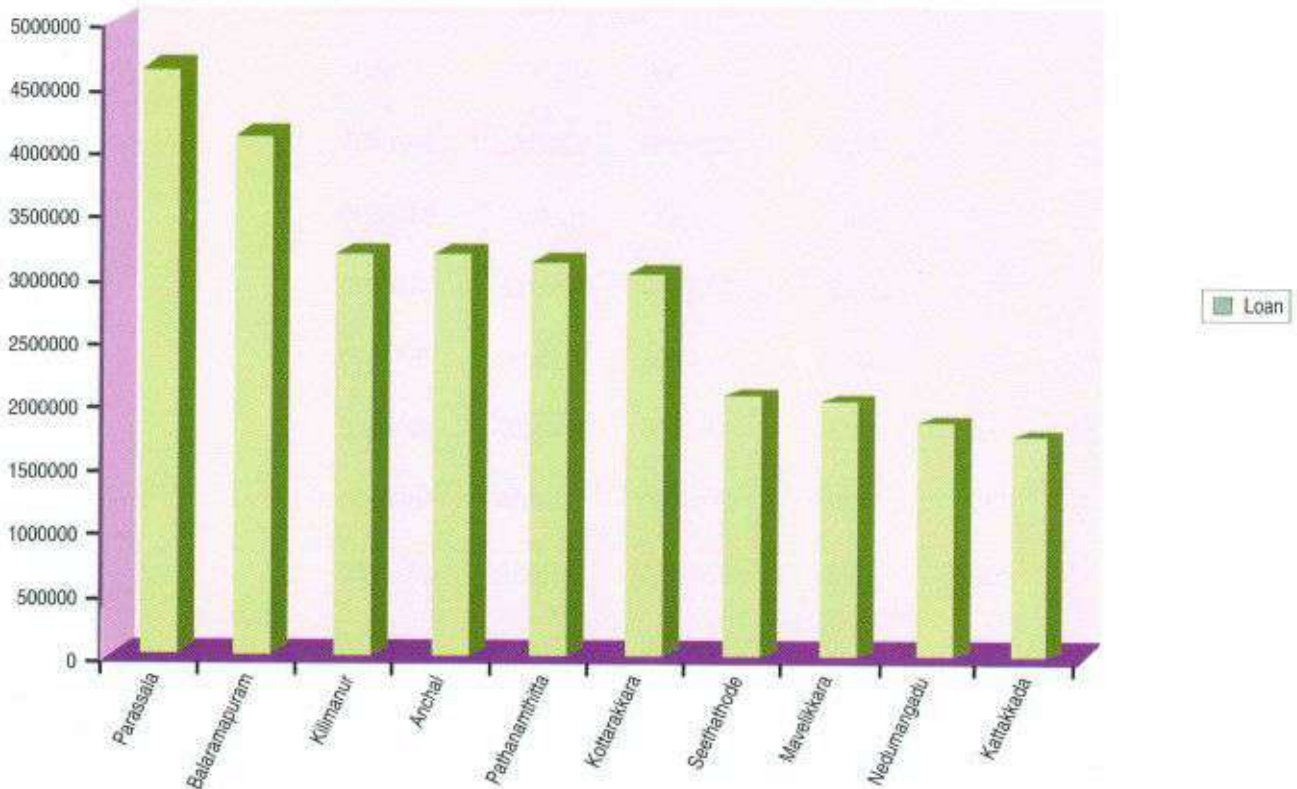
Region	Units	SHGs	Memberships	Total savings	Loan	Repayment
Parassala	14	218	3682	3374000	4632070	4035500
Balaramapuram	15	231	4602	4234920	4064740	3620490
Kilimanur	13	224	4321	3219590	3124560	3025500
Anchal	16	263	5105	3316000	3115200	3100000
Kottarakkara	18	208	3916	3097800	3018000	2916520
Pathanmathitta	16	167	3318	3382000	3018000	2916520
Seethathode	8	142	2821	2109900	1999500	1980000
Mavelikkara	13	151	3212	2045120	1948210	1864200
Nedumangadu	5	100	1800	1767800	1700500	1658050
Kattakkada	6	85	1205	1847500	1789340	1509800
<b>Total</b>	<b>124</b>	<b>1799</b>	<b>33982</b>	<b>28394630</b>	<b>28402120</b>	<b>26638180</b>



Total Savings



SHG Loan Details





## PROMOTION OF VIABLE MICRO ENTERPRISES

The humanity could realize the fact that the owner of a self-employment venture has the privilege of being an entrepreneur and can contribute a lot for the dignity and betterment of existence. Through the Self Help Groups, MSSS could generate the idea and importance of self-employment and micro enterprises. Worsening of traditional occupations through shift in agriculture, extinction of traditional coir industry, traditional farming practices and cottage industries and depletion of natural resource base, opening up of local market to the global market forces etc... has made the livelihood situation of the poor more threatening and risk bearing. Most of the traditional skills acquired by the poor are of less market value and it is difficult to get adequate wages for the existing skills. Identification of alternate means of livelihood is very important now. The poor people adopt several coping mechanisms as part of encountering the above challenges. They enslave themselves to the moneylenders and become highly indebted which leads even to the situation of suicide in some parts on the programmes area. Promotion of micro enterprises, to a great extent contributed to the improvement of standard of living of the people. As a poverty reduction plan, this too could achieve its objectives in a good extent. MSSS promote individual as well as group enterprises through which, not only income generation but also the harmony and cooperation of the group members and the community increases.

We could proudly spot, a number of micro enterprises successfully catering the basic needs of concerned families in our operational area. The bamboo products centre, bag making units, umbrella making units, tailoring units, bookbinding units etc are notable examples of small enterprises. MSSS carry the role of a facilitator by providing trainings and workshops in a systematic, scientific and participatory manner. MSSS identify viable and feasible income generation programmes, with the help of experts, organize, and manage trainings and workshops. The selection of suitable fields is depending on its eco-friendly nature and requirement of the community. The focused group is mainly rural women who have less control and access over resources.

The programme activities are planned in a sequential manner to bring about systematic results. Such sequential processes help the rural poor to attain capacities to operate and manage the micro enterprises in a sustainable manner.

The income generation programmes are linked with micro credit programmes and the women are motivated for undertaking the same. Following are some of the income generation programmes already initiated with the support of Micro Finance Institutions.





SL.NO.	INCOME GENERATION VENTURES	SL.NO.	INCOME GENERATION VENTURES
1	Soap making	13	Goat rearing
2	Bamboo mats and baskets	14	Pig rearing
3	Book binding	15	Bee keeping
4	Umbrella making	16	Mushroom cultivation
5	Metal chips making	17	Bakery items
6	Vegetable cultivation	18	Petty shops
7	Bag & Paper cover making	19	Palm leaf plating
8	Handloom	20	Handicrafts
9	Pappad making	21	Bed making
10	Milk products	22	Agriculture production
11	Poultry rearing	23	Medicinal plants
12	Dairying	24	Tailoring



#### CENTER FOR THE PRODUCTION OF BAMBOO BASED HANDICRAFTS

Focusing on the importance and demand of bamboo based products in the domestic and foreign market, and realizing the job opportunities in the field, MSSS launched two bamboo based production centers, one at Chozhiyakode and another in Bharathannoor villages of Kollam District. MSSS arranges trainings and Workshops in variety bamboo products for a number of people aimed towards production of eco friendly products and employment generation for the poor. The products are being exhibited in the market outlets and organised exhibitions in collaboration with Government of India and other organizations.





## HUMAN AND INSTITUTION DEVELOPMENT

Only a few are born genius. To capacitate others too to reach up to a desired level, pushing up capacities and nurturing competence are too essential. It requires strategies and approaches and so do MSSS selected different forms of education as the means. Capacity building and trainings are the major activities initiated as part of this focus area. From the very beginning itself, MSSS adopted implementing trainings and workshops for the staff members and for the target population. All the trainings and workshops were intended to make the target people more capable of addressing their problems, realize their needs and manage life situation. MSSS organize internal as well external trainings, and Participatory methodologies were adopted in all such trainings. We also hosted certain training programme for outsiders and other NGOs during the previous year.

The continuous training programmes and workshops helped the target population to achieve a good extent of changes and prosperity and they are on the way of fighting against the exploitation and ensuring their rights and privileges. The intended goals are reaching up to the grass root levels, so that the capacities and capabilities of the people are increasing.





Following were the major trainings programmes conducted during the last year.

SL. NO:	TRAINING THEME	PARTICIPANTS CATEGORIES	NUMBER
1	Organizational development and Institution building	Village leaders, Animators and MSSS central staff	520
2	Formation and strengthening of SHGs	SHG leaders	4800
3	Participatory approaches and methods in village development	Village leaders, Animators and central staff	470
4	Participatory Monitoring and Evaluation	SHG leaders, Animators and staff	730
5	Participatory Micro Planning and staff	SHG leaders, Animators	780
6	Leadership and personality development	Village leaders, Animators and central staff	1240
7	Accounting and Financial Management	SHG leaders, Animators and staff	850
8	Gender equity and development	Village leaders, Animators, SHG leaders & staff	280
9	Watershed development	Selected Farmers and Animators	380
10	Participatory Technology Development	Selected Farmers and Animators	40
11	Local level linkages and networking	Village level leaders, Animators, SHG leaders and central staff	500
12	Democratic Decentralization and role of civil society	Village leaders, Animators, SHG leaders and staff	670
13	Management of Income Generation Programmes	SHG leaders, Animators and staff	345
14	Rural Entrepreneurship Development Programme	Animators, Federation Leaders, and selected Women Entrepreneurs	500
15	Rural Entrepreneurship Development Programme (Under PMRY)	Educated unemployed youth	770



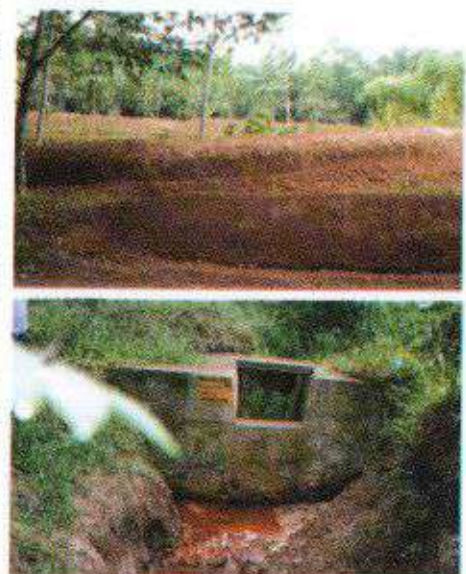
## NATURAL RESOURCE MANAGEMENT

The natural system, water and land have crossed the limits of providing the demands of the society. There is an acute shortage of irrigation water in most villages in Kerala. As a consequence of the finiteness of the resources, there exist more demands that result in user conflicts. Different Institutions are unable to accommodate all uses to the extent that the natural resources are exploited in a sustainable way. Inequalities in power between user sectors impede changes in the prevailing institutional system. A number of water related problems in most villages are caused locally. Solutions for these problems need to be found locally as well. Women, agricultural labourers and fishermen are the most affected social groups because of the water management issues in most villages. The existing institutional base entrusted to provide sustainable management of the resources of the villages are often discreet, incomplete, fragmented and compartmentalized along sectoral lines. Often management arrangements, which are beneficial to one sector, are detrimental to other sectors. There are a number of social-institutional opportunities at the moment. Preservation and Management of Natural Resources is extremely important for coexistence of man and environment.

Watershed based approach is an emerging concept in development interventions. MSSS has been actively engaged since the year 2001 in promoting watershed programmes in the Western Ghat regions with the objectives of making the target community conscious of the need for sustainability and following appropriate practices for the conservation and management of natural resources for the subsistence and ecological balance. Community participation is the core of both long term and short-term interventions in addressing the issues related to the management of natural resources in these all approaches.

### WATERSHED APPROACHES

Until now, MSSS could facilitate watershed development initiatives in 13 villages covering 2100 hectares of land. MSSS could facilitate construction of 13,920 square meter of contour stone bunds, 8,944 meter of earthen bunds 3,922 cu.m. Trenches/ rain pits, 120 numbers check dams/gully plugging, 155-meter deviation canals, planting of 225 units of plantain cultivation, 120 ha. Paddy cultivation, 125 numbers of organic farming plots and promoted 75 varieties of livelihood support programmes. Each of the SHG members are entrusted to dig at least five rainfall pits in 10 cents of land in their surroundings. Community mobilization and formation of User Groups and Self Help Groups in the Watershed had been a major strategy towards the management component in the Watershed programmes.





In addition to this, training and skill development programmes were arranged for the leaders, staff and farmers to build capacities for conservation and management of natural resources.

#### **ROOF WATER HARVESTING TANKS WITH FERROCEMENT TECHNOLOGY**

Rainwater harvesting technologies are simple to install and greatly reduces operation and maintenance problems. MSSS has tried out these technologies in some of the villages particularly the Watershed Project villages where water shortage in summer is of acute problem. In this technology, water is collected from roof catchment usually is of acceptable quality for drinking purposes. As using existing structures not specially constructed for the purpose collects it, rainwater harvesting has few negative environmental impacts compared to other water supply projects technologies.



#### **PROMOTION OF SUSTAINABLE AGRICULTURE**

Whatever may be the changes occurred in our socio-political scenario, agriculture is the backbone of our society. Without adequate production and distribution of food items, not even a highly industrialized society can sustain in the long run. As far as the present culture is concerned, the importance of protection and preservation of agriculture and promotion of indigenous technologies in the field is highly necessary. More than 70% of our target community depends upon agriculture as the main source of income. Decrease in the price level, lack of awareness, and many other reasons forced the people to turn from the agriculture sector, but the resultant poverty was again on the shoulder of the poor.



The circumstances of present require intervention of development organizations, thus MSSS are involved and tried to bring out changes in the field. It was to make the target community aware of the existing situations in sector and build their capacity to respond to and master their life situations. The timely intervention and adoption of appropriate strategies could develop adequate changes in the field; thus, our target community is on the way of development.



The strategy MSSS adopted to bring about change was multi dimensional, i.e., imparting technical knowledge, participatory workshops, imparting trainings on sustainable farming, organic farming, participatory technology development, increasing the productivity of the land and pest control, promotion of food crop cultivation, Income generation programmes etc... The means through these programmes implemented are farm clubs and Self Help Groups. Farm clubs are intended to organize and initiate grass root level learning process among the farmers and to execute the sustainable agricultural practices. Most of the supports for the agriculture development activities are obtained from Government departments and Agriculture University.





### ORGANIC FARMING INITIATIVES

The Karshakasreni, an innovative title to encourage sustained farming practices among the target farming community was improving. Almost all of our operational area is covered by the sustainable agricultural methods. Trainings and workshops to create attitudinal change and skill development for its implementation were provided for the farm club members.



### CONSERVATION OF NON RENEWABLE ENERGY

Conservation of sustainable energy sources is another notable sector of intervention of MSSS. It also contributes a part to poverty alleviation, through supplementing conventional power generation. MSSS has installed 30 model biogas plants, distributed 150 solar lanterns to the non-electrified households, and provided 50 solar street lamps in the tribal colonies.



### SOLID WASTE MANAGEMENT

The sustainable treatment of waste has become the need of the hour. MSSS has launched in its target area small-scale waste recycling through composting, vermin composting and experimental household waste management technologies and practices.



### AGRICULTURE BASED LIVELIHOOD SUPPORT INITIATIVES

The income generation practices adopted by the target community through sustainable agricultural practices were proved highly beneficial and supplementary to run the livelihood. The sustainable agricultural practices, in the long run will throw in to the national development.





## FAMILY SUPPORT INITIATIVES

**M**SSS has been a facilitator to support the poorest families through Save A Family Plan India (SAFPI). This has an integrated approach for the development of that particular family. The financial assistance for education, livelihood, income generation, medical aid etc, is advantageous for the poor families to have a decent life. At present Save A Family Plan, through MSSS supports 403 families.

## REHABILITATION OF THE DIFFERENTLY ABLED



**M**SSS could support 500 physically and mentally handicapped children from the very poor families. The major intention of this activity is to enable the handicapped ones to generate capacities and thereby enable them to become self-sufficient. They are provided with the support for medical treatment, education and starting income generation activities. The major focused group is below 25 years.

This activity is implemented in three Panchayats of Trivandrum District-Parassala, Kanjiramkulam and Aruvikkara. 50 Self supporting Disabled registered groups are formed and the development processes are initiated under the auspices of these groups by linking with government programmes for getting identity cards, education support, medical support, credit facility, pensions, reservations, self-help initiatives and ensuring aid from local development agencies, etc. MSSS could uphold 1000 beneficiaries and promoted to initiate Income Generation Programmes, conducted cultural programmes, and celebrated disabled day.

## TRIBAL DEVELOPMENT PROGRAMME



**G**od created every human being equal, but the human kind created disparity. As a development organization, we could identify this disparity and adopted some strategies to withering away of the same. A portion of our target population comprised of tribal community in the eastern part of the program area of MSSS. Separate SHGs for tribal communities, promoting agriculture, promotion of handicrafts and bamboo products making, promoting education of the tribal children, motivating them for the participation in the local self governments, organizing literacy classes, promoting community health and hygiene etc... are the major activities undertaken for their welfare.



## HOUSING AND SANITATION



**T**hough our administrators ensure basic facilities for all without discriminating any kind, up to now, no equal privileges were ensured. To help the marginalized sections to enjoy the basic requirements, MSSS promotes rural housing and sanitation programme. To achieve this end, we are in collaboration with State Government and other funding agencies. It focuses on construction of cost effective houses and sanitary latrines in the rural area. During the previous year, 50houses and 75 sanitary latrines are constructed in the programme area. Participatory methods and indigenous technologies were adopted in the process.

## KOLPING ACTIVITIES



**A**ccording to the vision of Blessed Fr.Adolf Kolping we facilitates number of development activities for the marginalized group by promoting income generation activities, small savings and credit, vocational trainings and rural housing programmes. As part of this programme, a computer-training centre is constructed last year and number of students are studying there. At present there are 100 Kolping groups spread over in 30 units, which function based on the visions put forwarded by the patron.

## DISASTER MANAGEMENT



**T**he Asian Tsunami hit the coastal areas of South and South East Asia on 26th December 2004 morning, killed thousands, physically wounded millions and removed the homes, assets and other personal belongings of millions. It has wiped out villages completely. In addition to loss of life, it has caused loss of wealth and the livelihood base valuing billions of dollars. The coastal areas of Kerala, inhabited mainly by the fisher-folk, and one of the most densely populated areas in the world, were severely affected. Alapuzha and Kollam Districts of Kerala, which include the jurisdiction of the Malankara Social Service Society (MSSS) is severely affected and nearly 200 people died in the calamity. The worst affected coastal villages are Alappad, Valiazhayikal and Cheriazhayikal villages of the Kollam district and Aayiramthengu and Aaratupuzha villages of Alapuzha district.

In order to support the survivors of Tsunami attack, we intervened in the rehabilitation process. In the rehabilitation camp, through our staff members and volunteers, we could provide the following assistance to the victims. MSSS interventions had been in the following areas;

### NORMAL AND SUPPLEMENTARY DIET

MSSS could arrange and supply nutritional food to the campers who were in the relief camp. To prevent from the attack of infectious diseases and support to the health needs MSSS provided supplementary nutritious diets. Three cooks have been hired for preparing food and 20 MSSS volunteers were at each camp every day to help them.



### HEALTH AND HYGIENE MEASURES

The temporary camp premises were kept clean and tidy including toilet and common halls, and cleaned at every three hours using medical lotions to prevent the spread of harmful microbial organisms. Wastage is destroyed every day and chemical pesticides were sprayed to check on any outbreak of diseases. To ensure health, medical camps were arranged, sterilized water was supplied, and doctors' service was made available

### CULTURAL-RECREATION FACILITIES

For the mental relaxation of the campers at the relief camp, cultural programmes were motivated and organized. Various games and cultural programmes like music, painting, and cartoon competition were organized for children and small gifts were given as encouragement. Temporarily a small Children's Park had been functioning for the kids to play and enjoy. For the older people since their mental stress was high, two television sets has been provided by the MSSS. Apart from that, MSSS arranged leading newspapers and magazines to the relief camp so that the people could realize the news and happenings.

### PROFESSIONAL COUNSELING SERVICES

To ventilate the stresses and strains of the members and to help the campers to relax from the traumatic situation the support of the professional counselors were arranged as the most urgent footstep. The counseling involved individual counseling and group counseling according to the need.

### PROVISION OF UTENSILS, CARTS AND BEDS

We provided utensils and other crockery items for the domestic uses to the Tsunami victims, which were delivered on need focused to the communities. The Tsunami had taken every thing the people had, so to have a life with protection and to take rest and leisure, MSSS could distribute carts and beds to the affected.

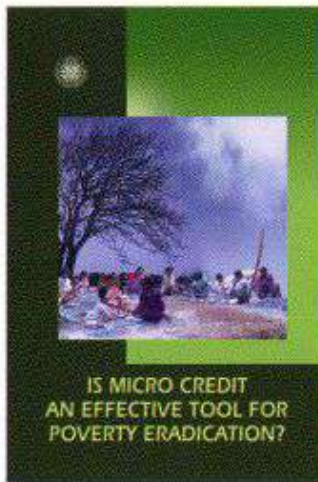
### SUPPORT TO THE STUDENTS, WIDOWS, DESTITUTE AND AGED

A great number of school going children have stopped going to schools since the disaster took effect on them and their family life. To return the children to school, they should be equipped with necessary materials. Therefore, MSSS could provide necessary study materials to them including books, bags, uniforms, instrument box, pen, pencil, water bottle, umbrella and Cycles. MSSS also provided support to students of plus two and colleges. Totally, the organisation could help 160 students.

Another achievement of MSSS had been that the support to the most socially and economically underprivileged groups. The categories include people ranging from aged people, orphans, destitute, separated and children to the age group of 0-5 years, the widows, destitute and separated. MSSS could provide them with food items for 2 times to 60 persons for one month.

## PARTICIPATORY ACTION RESEARCH

This era mainly focuses on participatory methodologies and the same approach is adopted in studies and information gathering also. Action researches on relevant topics were conducted in the past years and the last year focus was on housing problems of the poor. It is to generate realistic knowledge base and people's perspectives. It leads to the empowerment of the poor as they actively participate in the knowledge generation process.



Research teams are involved to carry on the action research processes and the same is conducted in different geographical locations, among different categories of people, based on the directions and guidance of the experts in the field. A detailed research design and methodology have been worked out including the framework for the documentation of the processes and the findings.

Regarding the housing issues of the poor, certain relevant reasons were identified and revealed that the housing issue is one of the major indicator of underdevelopment. It is uncovered that the poor are able to construct their own houses when adequate services are rendered in a systematic manner with required time basis. It is also revealed that proper planning, budgeting, mobilization of materials and resources, social support and motivation are the key factors that helped the construction of houses.

## TRAINING AND CONSULTANCY

Working as an excellent consultant occupies great relevance today. Realizing the importance of networking and collaborations, information sharing, capacity building, advocacy and lobbying, addressing regional issues and problems, MSSS have a good net working system with PRIs and development organizations. As an experienced NGO in the development sector, MSSS could render expert services to many. Local Self Governments (Panchayaths) are looking towards NGOs to learn from NGO experiences in the application of participatory approaches, organizing the poor and the marginalized, empowering the women, rural entrepreneurship development, local resource mobilization, management of savings and credit societies and self help groups, application of watershed approaches, promotion of eco-friendly farming practices, etc.



During the year, MSSS rendered expert services to various Panchayaths on the following development themes.

- Participatory micro planning process.
- Application of Participatory methodology in problem analysis, monitoring and evaluation.



- Rural entrepreneurship development and micro enterprises managed by self-help groups, mainly women groups.
- Sustained functioning of Savings and credit societies.
- Watershed approach.
- Eco-friendly farming practices.
- Local resource mobilization.

## ACCESS TO INFORMATION TECHNOLOGY

Computer hardware maintenance and networking sectors have recently opened up avenues, which require a huge well-trained manpower. These sectors are so dynamic that they need training and re-training of work force at a rapid pace. The widening gap between requirement of the industry and its fulfillment has created a challenging situation before manpower training institutes. To meet this most effectively, we launched two computer centres, one at SROTHAS itself, (C-DAC Study Centre, Ministry of Information Technology, Govt. of India) and another at Karamoodu (AISECT Study Center, Govt. of India).

Our courses endeavor to provide high quality computer education at an affordable cost and ensure uniform standards in coaching in order to bring about quality output. The courses offered are:

- Diploma in Hardware Engineering (DHE)
- Advanced Diploma in Hardware Eng. & Networking (ADHE&N)
- Diploma in Computer Net working (DCN)
- Post Graduate Diploma in Computer Applications (PGDCA)
- Advanced Diploma in Computer Applications (ADCA)
- Advanced Diploma in Computer programming(ADCP)
- Diploma in Computer Applications (DCA)
- Diploma in Office Automation & Financial Accounting (DOA&FA)
- Diploma in E- commerce (D-Ecom) etc...



## BLOCK PLACEMENTS TO STUDENTS ON DEVELOPMENT STUDIES

MSSS provides internships and block placement services to students and scholars undergoing formal trainings in development related concerns from different institutions across the state and even from outside. This provides an opportunity for them to familiarize the field realities and interact with different stakeholders in development programmes. Moreover, MSSS also looks forward as an opportunity to develop new insights and introspect, it's functioning through the regular sharing and learns sessions.



## OUR COLLABORATORS

- Abilis
- Add India
- ADFIK
- Andheri Hilfe, Germany
- Agriculture Department, Government of Kerala
- State Bamboo Mission
- Caritas India
- Caritas Antoniana
- Catholic Health Association of India (CHAI)
- Catholic Relief Services
- Canara Bank
- CAPART
- CBR Forum, Bangalore
- Center For Development Studies (CDS)
- Centre for Water Resource Development and Management (CWRDM)
- Centre for Earth Science Studies (CESS)
- Centre for Management Development (CMD)
- Combined Services third world fund, Ireland
- Clean Kerala Mission
- Dept. of Social Work, Sree Sankaracharya University of Sanskrit, Kalady
- Dept of Social Work, BCM College, Kottayam
- Dept. of Social Work, Loyola College of Social Sciences
- FVTF
- Health Institutions
- Housing Development Finance Corporation
- Italian Bishops Conference
- Indo Global Social Service Society
- Indian Hilfe, Dillingen, Saarland, Germany
- Institute of Land Management
- Industries and Commercial Centre
- Kerala Agriculture University
- Kerala Rural Water Supply and Sanitation Project (KRWSA)
- Kerala State Poultry Development Corporation (KSPDC)
- Kerala Bureau of Industrial Promotion
- Kerala State Literacy Mission
- Khadi and Village Industries Commission
- Kerala Infrastructure Development Corporation (KINFRA)
- KARMA, Kerala
- KILA - Kerala
- KIED
- Kolping India
- Kerala Social Service Forum
- Kudumbasree Mission, Kerala
- Misereor, Germany
- Manos Unidas
- Malteser International
- Ministry of Communication & Information Technology
- Ministry of Home Affairs, Govt. of India
- Ministry of Food processing, Govt of India
- Ministry of Defence
- Mobility India
- National Bank for Agriculture and Rural Development (NABARD)
- National Institute of Disaster Management
- Panchayath Raj Institutions
- Paul Heuel, Germany
- PLANET, Kerala
- Schroff foundation, Germany
- Social Welfare Board
- Stichting Liliane Fonds
- Small Industries Development Bank of India (SIDBI)
- Save a Family Plan, India
- Save a Family Plan, Germany
- Swiss Agency for Development and Cooperation (IC-SDC)
- Western Ghat Development Programme
- Women Development Corporation, Govt. Of India and Medias, other NGOs, training institutions and well wishers