

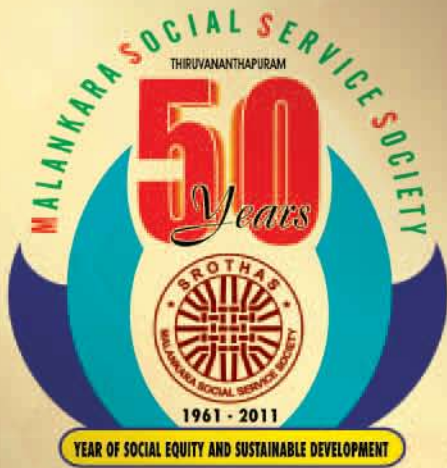
ANNUAL REPORT

2011-2012



CELEBRATING GOLDEN JUBILEE

MALANKARA SOCIAL SERVICE SOCIETY



MALANKARA SOCIAL SERVICE SOCIETY

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ANNUAL REPORT
2011-12

Message

THE SYRO-MALANKARA CATHOLIC CHURCH MAJOR ARCHDIOCESE OF TRIVANDRUM

✠ **BASELIOS CARDINAL CLEEMIS**
MAJOR ARCHBISHOP-CATHOLICOS OF
THE SYRO-MALANKARA CATHOLIC CHURCH &
MAJOR ARCHBISHOP OF TRIVANDRUM



MAJOR ARCHBISHOPS HOUSE
PATTOM, TRIVANDRUM-695 004
KERALA, INDIA

MESSAGE

It is with immense delight and joy I give this message to Malankara Social Service Society for its Annual Report 2011-2012.

Malankara Social Service Society completed its fifty years of dedicated service to the humanity during this reporting period. As it is the official organ of the Major Archdiocese of Trivandrum for social development and Justice, the number of people benefitted out of its service is millions. Whether it is pure charity, participatory livelihood promotion, housing, sanitation, educational assistance, insurance or human empowerment process; MSSS was always standing for the weaker section of the society. During the Jubilee Year MSSS went through an intense analysis of its service to the humanity and developed long term programme called GRAMASROTHAS expresses its future development mission. It is a convergence of 50 development programmes with a special focus on rural development, women development and environmental protection in association with likeminded institutions, organizations and Government.

I take this opportunity to appreciate and congratulate all well wishers of MSSS, Staff members, Volunteers and Director for their wholehearted service to the humanity and for the nation.

Invoking God's favour, I affectionately extend my full support for all the programmes which MSSS promotes.


✠ Baselios Cardinal Cleemis
Major Archbishop-Catholicos

Message

THE SYRO-MALANKARA CATHOLIC CHURCH MAJOR ARCHDIOCESE OF TRIVANDRUM

DR. SAMUEL MAR IRENIOS
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10 December 2012

MESSAGE

I am happy to know that the Malankara Social Service Society (MSSS) of the Major Archdiocese of Trivandrum is publishing its Annual Report for the year 2011-2012. This report contains various social activities of MSSS undertaken during the last one year, especially during its Golden Jubilee year. During the past 50 years MSSS has been implementing a lot of developmental projects and programmes for eliminating the miseries of the poor and downtrodden in our society. Let us remember with gratitude the well wishers, the agencies and government who has extended their helping hands to the poor and marginalized through our Social Service Society.

I extend my cordial wishes to the Director, staff, well wishers and all the partners of MSSS for their most admirable service to the human society and wish them all success.



+ 

+ Samuel Mar Irenios
Auxiliary Bishop of Trivandrum



FROM DIRECTOR'S DESK

I am happy to present the annual report of our organization for the year 2011-2012, the year of the Golden Jubilee and we celebrated it as the Year of Social Equity and Sustainable Development. As an outcome of the Jubilee year, we have launched two mega projects called Srothas Development Mission and Grama Srothas with a view to institutionalize and converge the rural development actions to be more meaningful to transform the living conditions of rural communities. By the grace of God, we were able to achieve the objectives we put forward during the year 2012 and the projects were appreciated by those concerned and thanks to all who supported and collaborated with us. The report has been divided into three parts and it will give you an overview of the organizational profile, the partnership in progress and the glimpses of the Golden Jubilee Year.

MSSS has been making incredible steps in development actions through voluntarism and resource mobilization which has molded the organizational structure and dynamism from the grass root level to the central level. We are committed to take the responsibilities of marginalized sector with inclusive, sustainable and fast development with justice and equity.

We are focusing on environmental sustainability during the year 2013 realizing the fact that nature and natural resources are being destructed by human activities which lack a commitment to humanitarian values resulted from ignorance, greed and lack of respect for the earth's living things. Destructive activities resulted from ignorance can be forgiven but today we have access to more information, and it is essential that we re-examine what we have inherited, what we are responsible for, and what we will pass on to coming generations. We will take all our generated development efforts to achieve the goal.

I thank the almighty God, the well wishers, the staffs, the community workers, the partners and to all who extended their valuable support and guidance to make this efforts realistic one with human touch. Let us strive for a better and peaceful world.

God bless you all abundantly.

Fr. John Vilayil

Director

PART 1

ORGANIZATIONAL P R O F I L E

GENERAL INFORMATION

The Organization

Malankara Social Service Society (MSSS) is the social work organ of the Major Archdiocese of Thiruvananthapuram. It was constituted in the year 1961 under the Travancore-Cochin Literary Scientific and Charitable Societies Act XII of 1955 under the profound guidance and patronage of His Grace Benedict Mar Gregorios, the former Archbishop of Thiruvananthapuram.

Vision

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.

Mission

The **Mission** of MSSS is to serve the poor, marginalized and 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.

Philosophy

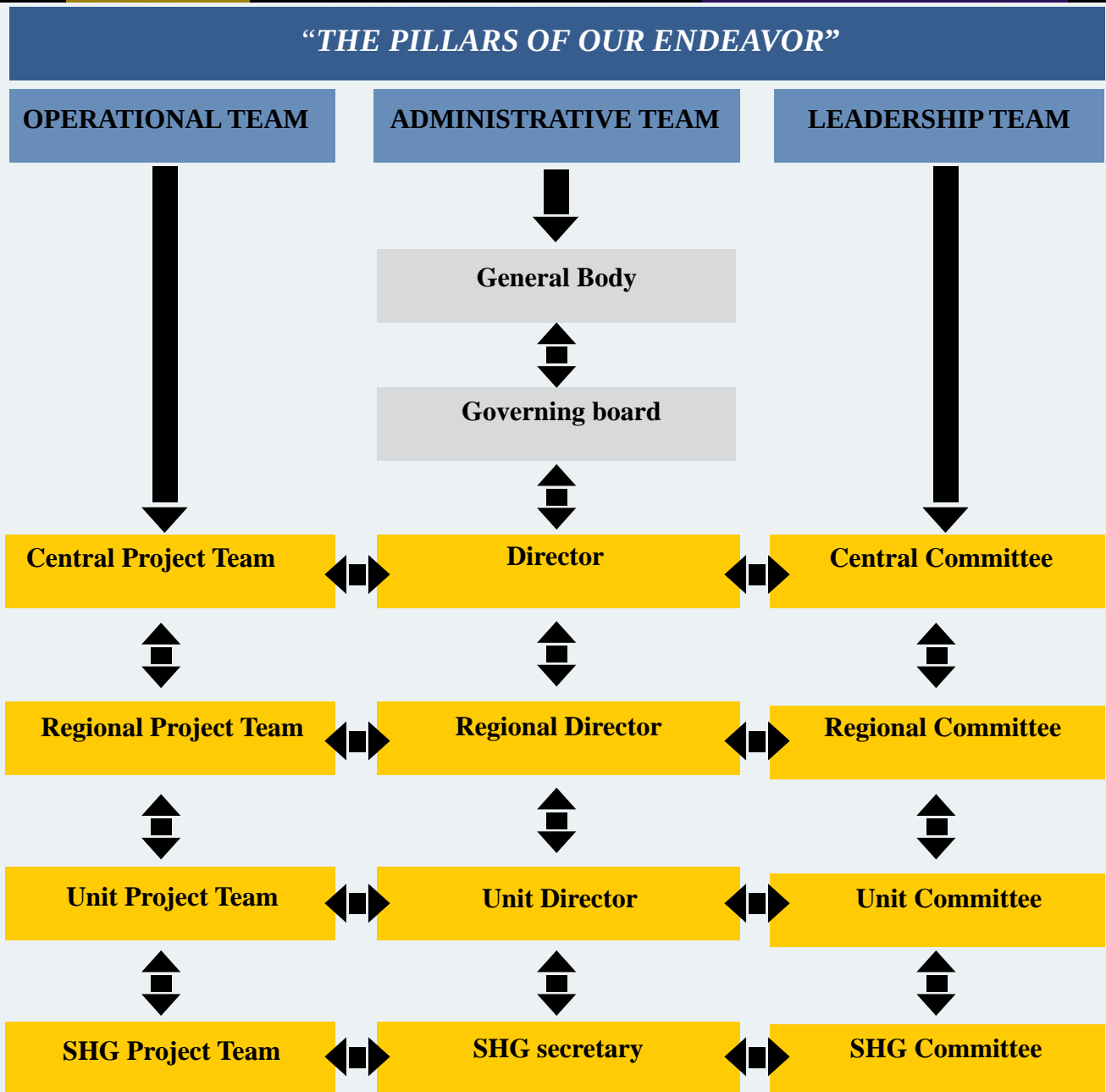
The MSSS has internalized a development philosophy that is people led and people based, where people should be the subject and the goal of development and not its means. Therefore, the role of MSSS is of a facilitator.



AIMS & OBJECTIVES

- Facilitating the formation and strengthening of peoples structures and organizations
- Facilitating the process of critical consciousness building among the poor and the marginalized
- Formation and strengthening of local leadership
- Promoting gender consciousness and equity in the society and throughout the development cycle
- Promoting the sustainable management of Natural Resources
- Promoting holistic health care in the community
- Capacitating the leaders of local institutions and other NGOs on development themes and ICTs
- Promoting micro-ventures for generation of income and employment
- Supporting poverty reduction programmes
- Promoting innovative and sustainable agricultural practices on watershed basis
- Supporting participatory development processes
- Supporting linkages and collaboration among different local institutions
- Action research and documentation of experiences
- Networking and policy advocacy
- Establishing development research and resource centre etc

ORGANIZATIONAL STRUCTURE



OPERATIONAL AREA

MSSS reaches out to 202 villages of Kerala spread across the three districts viz. Thiruvananthapuram, Kollam, and Pathanamthitta. Our coverage encompasses 7.8 million populations irrespective of religion, caste or creed.

Table 1 A Statistical Purview

Name of the District	Area (Sq. KM)	Male	Female	Total	Growth Rate(1991-2001)KM	Density Per Sq.	Sex Ratio
Thiruvananthapuram	2192	1569917	1664439	3234356	9.78	1476	1058
Kollam	2471	1248616	1335502	2584118	7.33	1037	1069
Pathanamthitta	2437	588035	643542	1234577	3.72	467	1094

REGIONAL SET UP

In order to facilitate community mobilization and development activities, we have made regional set up comprising of units which are considered to be the local development agencies in each village. At present there are 8 regional offices with basic infrastructure for training and meeting etc in the three districts. The following are the regions.

- ▶ *Parassala*
- ▶ *Kattakada*
- ▶ *Balaramapuram*
- ▶ *Thiruvananthapuram*
- ▶ *Nedumangad*
- ▶ *Kazhakoottam*
- ▶ *Anchal*
- ▶ *Kottarakkara*

SECTORAL AREAS FUNCTIONING IN THE ORGANIZATION

MSSS has institutionalized the following wings for the sustainable and inclusive development action on various sectors.

- ▶ *Social Empowerment wing*
- ▶ *Economic Empowerment wing*
- ▶ *Political Empowerment wing*
- ▶ *Environmental Protection wing*
- ▶ *Research and Documentation wing*
- ▶ *Training and Consultancy wing*



DEPARTMENTS UNDER SOCIAL EMPOWERMENT WING

- ▶ Community Based Organization and Development
- ▶ Community Based Health Management
- ▶ Community Based Rehabilitation
- ▶ Family Development
- ▶ Women Development
- ▶ Child Development
- ▶ Adolescent and Youth Development
- ▶ Tribal Development
- ▶ Geriatric Care Management

▶▶ Community Based Organizations and Development

Community Based Organizations are effective in addressing the local issues of the society and to ensure the rights and needs of the marginalized and downtrodden with inequalities of various factors. We have mobilized CBOs, SHGs, JLGs and local NGOs with a view to peoples participation in the development process. Continuous capacity building exercises are ensured for the strengthening and sustainability of the community based organizations formed and maintained.



Results

▶ No. of local NGOs developed	80
▶ No. of CBOs formed	120
▶ No. of women SHGs	2500
▶ No. of Children groups	950
▶ No. of CBR groups	560
▶ No. of farmers groups	750
▶ No. of aged/senior citizens groups	102
▶ No. of artisans groups	750
▶ No. of tribal groups	150
▶ No. of JLGs formed	500
▶ No. of awareness meetings conducted	50,000
▶ No. of training programmes conducted	700
▶ No. of interface programmes conducted	150

▶▶ Community Based Health Management

We are practicing a community based health and management system through our grass root level organizations to make a healthy society with various programmes. Free medical camps are organized with the support of various health related agencies and departments to mobilize the community towards the health care and prevention. 245 medical camps were organized during the reporting period.

Results

▶ No. of health awareness programmes conducted	7500
▶ No. of community health training programmes	50
▶ No. of nutritional training workshops conducted	75
▶ No. of direct beneficiaries under the services	3500



▶▶ Community Based Rehabilitation

We are promoting community-based rehabilitation (CBR) programmes with a view to help people with disabilities, by establishing community-based programmes for social integration, equalization of opportunities, and rehabilitation programmes for the disabled. Rather, CBR programmes involve the people with disabilities themselves, their families and communities, as well as appropriate professionals with the support of various stakeholders such as volunteers, PRIs and other development actors.

Results

▶ No. of awareness programmes conducted	245
▶ No. of CBR training programmes conducted	35
▶ No. of interface programmes conducted	15
▶ No. of curriculum development workshops	05
▶ No. of direct beneficiaries	3750



▶▶ Family Development

MSSS provides key emphasis for the development of healthy families as the family is the basic social structure of the society and the personal development of every citizen is molded from basic teachings and care of the family system. It supports the needy and vulnerable families to overcome their difficulties and to make them self sustaining through various integrating programmes and projects.



Results

▶ No. of awareness programmes on family management	1200
▶ No. of training programmes conducted on family budget	124
▶ No. of workshops conducted on family development	450
▶ No. of beneficiary and benefactor meetings conducted	14
▶ No. of direct beneficiaries under the services	450

▶▶ Women Development

Integrated women development is the prime motto of the organization and it follows the Gender And Development (GAD) approach in determining how best to define development projects and programmes based on analysis of gender relationships. It ensures the principles of equity and social justice that everyone has equal opportunity for expressing and using their potential, irrespective of sex, age, race, color, class, caste, religion, ethnic background, sexual orientation or disability.

Results

▶ No. of consultative meetings conducted for women in development	25,000
▶ No. of awareness programmes conducted on women issues	5,000
▶ No. of training programmes conducted on gender budgeting	1,200
▶ No. of workshops conducted on Gender framework Analysis	3
▶ No. of direct beneficiaries for various services	40,000

▶▶ Child Development

MSSS has taken special care for child development of school aged groups closely monitoring and counseling the psycho-socio and biological changes in their environment and to attain the maturity through consecrated efforts through parenting and community systems. Programmes and projects enhancing the intellectual and emotional skills of children by doing and learning, are in operation with the support of the multi stakeholders.



Results

▶ No. of awareness programmes conducted on child issues	149
▶ No. of training programmes conducted on child development	460
▶ No. of workshops conducted for leadership development	34
▶ No. of Bala panchayath meetings	189
▶ No. of direct beneficiaries	7,500

▶▶ Adolescent and Youth Development

MSSS understands that young people experience profound physical changes, rapid growth and development, and sexual maturation, in addition to psychological and social changes during adolescence. This often leads to issues with personal identity, sense of self and emotional independence. In an attempt to cope with the complex changes and challenges of development, they may engage in behaviors considered to be experimental and risky. Addressing the positive development of young people can decrease social and health problems by facilitating their adoption of healthy behaviors and helping to ensure a healthy transition into adulthood with various need based programmes.

Results

▶ No. of career counseling programmes conducted	76
▶ No. of training programmes conducted	34
▶ No. of workshops conducted on youth and adolescents	12
▶ No. of direct beneficiaries	2,500



▶▶ Tribal Development

MSSS has taken a focused attention on the integrated socio-economic development of the most under-privileged sections of the Indian society namely, the Scheduled Tribes (STs), in a systematic manner. It has been coordinated through various programmes such as community mobilization, social insurance, tribal welfare, capacity building and educational support etc.

Results

▶ <i>No. of awareness programmes conducted</i>	45
▶ <i>No. of capacity development training programmes</i>	25
▶ <i>No. of interface programmes conducted</i>	12
▶ <i>No. of direct beneficiaries</i>	850

▶▶ Geriatric Care Management

MSSS has undertaken Geriatric care management, the process of planning and coordinating care of the elderly and others with physical and/or mental impairments to meet their long term care needs, improve their quality of life, and maintain their independence for as long as possible through community based systems. It entails working with persons of old age and their families in managing, rendering and referring various types of health and social care services.

Results

▶ <i>No. of training programmes conducted</i>	25
▶ <i>No. of health supporting personnel developed</i>	30
▶ <i>No. of awareness programmes conducted for senior citizens</i>	12
▶ <i>No. of direct beneficiaries</i>	1240





DEPARTMENTS UNDER ECONOMIC EMPOWERMENT WING

- ▶ Micro Insurance
- ▶ Micro Finance
- ▶ Micro Enterprises Development
- ▶ Artisans Development
- ▶ Marketing Development
- ▶ Skill Development
- ▶ Sustainable Agriculture and Allied Sector
- ▶ Science and Rural Technology Development



▶▶ Micro Insurance

Micro insurance services taken by MSSS protect the low-income people against specific perils such as life and health security in exchange for regular premium payment proportionate to the likelihood and cost of the risks involved. It is operating through community based finance management systems and covers the most vulnerable section of the society.

Results

▶ No. of awareness programmes conducted	1500
▶ No. of training programmes conducted	240
▶ No. of workshops conducted	120
▶ No. of direct beneficiaries for life insurance	35,000
▶ No. of direct beneficiaries for health insurance	4,500

▶▶ Micro Finance

MSSS undertakes Microfinance activities to entail the provision of financial services to micro-entrepreneurs, farmers, artisans and small businesses, which lack access to banking and related services due to the high transaction costs associated with serving these client categories. The savings and credit operations practiced at the grass root level through Self Help Groups and Joint Liability Groups have opened the ways to financial inclusion of marginalized sector. MSSS adopts two main mechanisms for the delivery of financial services to such clients are (1) relationship-based banking for individual entrepreneurs, farmers, artisans, and small businesses in the way of Kissan Credit Cards (KCC), Artisans Credit Cards (ACC) and other promotional programmes; and (2) group-based models, where several entrepreneurs come together to apply for loans and other services as a group in a project based manner in the name of Self Help Groups (SHGs) or Joint Liability Groups (JLGs).

Results

▶ No. of training programmes on microfinance conducted	230
▶ No. of training programmes conducted on JLG management	120
▶ No. of training programmes conducted on savings and credit accounting	80
▶ No. of beneficiaries availed credit through SHG	35,000
▶ No. of beneficiaries availed credit through JLG	1,200
▶ Total amount of internal lending operated during the year	₹ 12,00,000
▶ Total amount of credit operations through national banks	₹ 25,00,000
▶ Loan repayment ratio	99.11 %



▶▶ Micro Enterprises Development

MSSS is involved in the act of inculcating a continuous and deliberate effort of entrepreneurship to a micro entrepreneur or to one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods through micro and medium enterprises for the sustainable livelihood enhancement. The most obvious form of entrepreneurship is that of starting new businesses/enterprises especially among women and youth through linking with various development agencies and financial institutions.

Results



▶ <i>No. of micro enterprise development programmes organized</i>	145
▶ <i>No. of training curriculum development workshops organized</i>	11
▶ <i>No. of rural entrepreneurship development programmes conducted</i>	23
▶ <i>No. of individual enterprises promoted</i>	3200
▶ <i>No. of group enterprises promoted</i>	245
▶ <i>No. of trainers training programmes on EDPs conducted</i>	15
▶ <i>No. of beneficiaries supported for business plan formulations</i>	6700

▶▶ Artisans Development

MSSS is involved in the process of sharpening the skills and welfare of persons engaged in various crafts such as bamboo, screw pine, embroidery, palm leaf etc to make them functional or strictly decorative for much value addition. Many of these handmade in rural or scattered areas are also now taken steps for clustered on a larger scale with automated mechanizations or common facility centers.



Results

▶ No. of skill development programmes for craft persons	234
▶ No. of design development workshops conducted	5
▶ No. of awareness programmes conducted on welfare measures	450
▶ No. of counselling programmes conducted for the artisans	50
▶ No. of artisans identified from various crafts	9,000
▶ No. of artisans tested and qualified for Identity Cards	6,500
▶ No. of federations formed for artisans	7

▶▶ Marketing Development

MSSS has taken a sustainable marketing development and process of communicating the value of product and services to its customers. The services have supported to create a marketing solution to the rural entrepreneurs and the development of promotional contents with various methods and techniques. A separate professional wing in the organization is supporting the whole process of marketing solutions.

Results

▶ No. of awareness programmes conducted on rural marketing	69
▶ No. of training programmes conducted on marketing management	25
▶ No. of rural marketing networks developed	10
▶ No. of production units connected with the marketing network	245
▶ No. of individual sellers connected with marketing network	3400



▶▶ Skill Development

MSSS has taken massive initiative on skill and up skilling for vulnerable sector of the society with various short term and long term skill development programmes in the non formal educational systems. With a view to make it as a skill development institute in the near future, efforts are being taken to ensure a number of inputs and support services such as curriculum, faculty and their training, standards and quality assurance, technology platforms, student placement mechanisms and linkages etc

Results

▶ No. of course curriculum developed on various skills	18
▶ No. of skill development programmes conducted	85
▶ No. of direct beneficiaries from skill development programmes	1980



►► Sustainable Agriculture and Allied Sector

MSSS practices a community based and sustainable agriculture and allied sector model keeping the principles of ecology. An integrated system of plant and animal production practices has equipped the grass root organizations and farmers in achieving the food security and organic farming. A balanced soil management with micro nutrients and irrigation through watershed approaches enhanced the environmental and economic conditions intact in the community.

Results



► No. of awareness programmes conducted on sustainable agriculture	69
► No. of training programmes conducted on organic farming	23
► No. of training programmes conducted on livestock development	56
► No. of training programmes conducted on diary development	12
► No. of training programmes conducted on inland fishing	10
► No. of direct beneficiaries through various farm related programmes	897

►► Science and Rural Technology Development

MSSS promote a technology driven approach for the sustainable development of the communities. It supports the communities to develop appropriate and integrate technologies, application of modern/advanced technologies to socio-economic problem solving, modernization of traditional technologies, tools and skills to increased productivity through facilitating and enhancing conservation, quality and performance standards of the traditional/non-traditional products and services.

Results

► No. of technology workshops conducted	5
► No. of clean energy technology programmes conducted	3
► No. of biogas technology programmes conducted	2
► No. of counseling services provided to rural innovators	9

DEPARTMENTS UNDER POLITICAL EMPOWERMENT WING

- ▶ Decentralized Planning and Local Development
- ▶ Leadership Development
- ▶ Civic Consciousness and Human Rights

▶▶ Decentralized Planning and Local Development

MSSS considers the decentralized planning as one of indispensable elements in the development discourses of the marginalized sector. We could largely involve in this local development process for the past one and half decades and enhanced the skills of rural sector to explore the various central and state sponsored projects and programmes. We have also taken steps to improve the skills of voluntary sector in project identification and formulation on the basis of the local needs as we are in the process of meticulous formation of its 12th five year plan of our country.

Results

▶ No. of project development workshops conducted	15
▶ No. of training programmes on decentralized planning and development	10
▶ No. of interface programmes conducted with local development actors	120
▶ No. of strategic level meetings conducted with local actors	160

▶▶ Leadership Development

MSSS promote leadership development programmes to enhance the leadership qualities in the individuals and local organizations to an action learning process. These programmes primarily envisage the training curriculum to equip each participant to make them taking responsibilities of development action immediately, gaining focus on tasks, developing life purposes, developing effective and achievable goals and dreams.

Results

▶ No. of leadership development programmes conducted	1200
▶ No. of trainers training programmes conducted	32
▶ No. of organizational leadership development programmes	25
▶ No. of direct beneficiaries through the programmes	22100

▶▶ Civic Consciousness and Human Rights

MSSS has been inculcating a culture of civic and human rights consciousness at various levels to foster good governance and to ensure social justice. The process of action is being executed through a series of educational programmes. This programme envisages the local actors to foster an equal, democratic and interactive relationship in the social stratification process and legal awareness.

Results

▶ <i>No. of educational programmes conducted on civic consciousness</i>	56
▶ <i>No. of educational programmes conducted on human rights</i>	20
▶ <i>No. of legal awareness programmes conducted</i>	150

DEPARTMENTS UNDER ENVIRONMENT PROTECTION WING

- ▶ **Natural Resource Management**
- ▶ **Watershed Development and Management**
- ▶ **Solid waste Management**
- ▶ **Disaster Preparedness and Management**



▶▶ Natural Resource Management

Natural resource management department in the organization enhances the capacity development of the stakeholders to the management of natural resources such as land, water, soil, plants and animals, with a particular focus on how management affects the quality of life for both present and future generations.

Results

▶ <i>No. of awareness programmes conducted</i>	76
▶ <i>No. of training programmes conducted</i>	25
▶ <i>No. of workshops conducted</i>	5



▶▶ Watershed Development and Management

Watershed development refers to the conservation, regeneration and the judicious use of all the resources - natural (land, water, plants, and animals) and human - within a particular watershed. MSSS equips the communities of the watershed area from where the water to a particular drainage system, like a river or stream, comes from with various development components such as community development, soil and land management, water management, crop management afforestation, fodder development, livestock management, rural energy management, farm and non-farm value addition activities etc.

Results

▶ <i>No. of awareness programmes conducted</i>	76
▶ <i>No. of training programmes conducted</i>	33
▶ <i>No. of workshops conducted</i>	15
▶ <i>No. of watershed areas identified and developed projects</i>	5

▶▶ Solid Waste Management

MSSS has been supporting the communities in managing wastes – prevent generation of wastes and manage the produced wastes with the awareness of the Panchayath authorities and the general public in relation to the role of the community in garbage removal and community based solid waste management. It also supports the women folk in their family and environment to develop their skills and techniques for solid waste management and converting them in to the productive manner.



Results

▶ No. of awareness programmes conducted	176
▶ No. of training programmes conducted	33
▶ No. of workshops conducted	15

▶▶ Disaster Preparedness and Management

MSSS prepares the communities to manage the occurrence of sudden or major misfortune which disrupts the basic fabric and normal functioning of society through participatory methods. It consists of identifying, assessing and monitoring disaster risks and enhances early warning so as to strengthen disaster preparedness for effective response at all levels. The knowledge, innovation and education to build a culture of safety and resilience at all levels are ensured in the continuous capacity development process.

Results

▶ No. of awareness programmes conducted	76
▶ No. of training programmes conducted	23
▶ No. of workshops conducted	5
▶ No. of voluntary task force formed	12



RESEARCH & DOCUMENTATION WING



A full-fledged research and documentation wing is functioning in MSSS to monitor, evaluate and document the development inputs and outcomes. Backed by rich community development experience as well as well developed infrastructure support system, we are able to effectively handle the service demands of a wide range of research and documentation Services. These services include handling the demands for micro studies, development articles, reports, documentaries, data analysis, data entry, literature reviews and surveys etc. The organization is fully equipped to conduct participatory action research and social science research projects.

Results

▶ <i>No of action research programmes conducted</i>	6
▶ <i>No of workshops on social work research conducted</i>	8
▶ <i>No. of counseling services to dissertation and project proposals</i>	10
▶ <i>No. of video documentaries developed</i>	5
▶ <i>No. of diagnostic studies conducted</i>	8
▶ <i>No. of publications</i>	4
▶ <i>No. of e news letter published</i>	6
▶ <i>No. of micro reports developed</i>	100

TRAINING & CONSULTANCY WING



MSSS as a resource agency backed with its development experiences in various sectors, is providing need based training and consultancy support to the individuals and organizations. We are also experienced in material development of short and long term trainings. At present the following training programmes are provided to the clients on demand.

• SHG management	6 days training programme
• CBO management	6 days training programme
• NGO management	6 days training programme
• JLG management	6 days training programme
• Micro insurance management	2 days training programme
• Enterprise management	15 days training programme
• Business management	5 days training programme
• Financial management	3 days training programme
• Accounting and auditing	5 days training programme
• Marketing management	6 days training programme
• Rural community development	10 days training programme
• Food and nutrition	2 days training programme
• Family development	3 days training programme
• Adolescent development	6 days training programme
• Persons with disabilities	6 days training programme
• Disaster management	3 days training programme
• Watershed management	6 days training programme
• Participatory Rural Appraisal	5 days training programme
• Project Cycle Management	6 days training programme
• Basics in computer and internet	10 days training programme



THE EFFECTS OF MEETINGS

In addition to general body meetings and executive committee meetings, the following depict a brief picture of various development meetings inside the organization. These meetings are conducted with proper agenda and the processes are documented for the reference accordingly. The meetings are the powerful development tool of the organization to communicate information and knowledge of various development themes. MSSS reach to a target population of 2.4 million in a year with various development actions.

Central Committee Meetings		
1 Monthly meeting	↔	25 members participate
12 monthly meetings in a year	↔	300 members participate
↕ Regional Committee Meetings ↕		
8 Monthly meetings	↔	118 members participate
96 monthly meetings in a year	↔	1416 members participate
↕ Federation/Unit Committee Meetings ↕		
120 monthly federation meetings	↔	5000 members participate
1440 monthly meetings in a year	↔	60000 members participate
↕ CBO/SHG Committee Meetings ↕		
2500 weekly CBO/SHG meetings	↔	50000 members participate
10000 monthly CBO/SHG meetings	↔	2,00,000 members participate
120000 monthly CBO/SHG meetings in a year	↔	24,00,000 members participate
Other Committee Meetings		
Project Development Committee Meeting		
Project Management Committee Meeting		
Research and Documentation Committee Meeting		
Core Committee Meeting		
Project consultation meeting		
Project review meeting		
Project monitoring and evaluation meeting		
Staff meeting		

PART 2

PARTNERSHIP IN PROGRESS

MSSS has collaborated with various development actors for the implementation of projects and programmes so as to bring social and economic impact and the improvement of the quality of life of the common people. The following are some of the current partnership programmes for the development of marginalized and downtrodden in the society.



SAVE A FAMILY PLAN INDIA (SAFPI) SUPPORTED PROJECTS

Name of the project	SAVE A FAMILY PLAN-(SAFP) FAMILY DEVELOPMENT PROGRAMME
Description of the project	<p>Save A Family Plan (SAFP) is an international development organization. It is dedicated to empower the marginalized and downtrodden people from the most vulnerable families of the society irrespective of their cast creed, gender, religion and politics. Msgr. Augustine Kandathil was founder of this programme in Canada during 1965. His insight and charism has become the corner stone of intervention among the marginalized through which thousands of poor families being supported to overcome poverty and degradation “Save a Family Plan Project is committed to act as a catalyst in the empowerment of the poor, as individuals and members of communities, to improve their social, psychological and economic circumstances, on a sustainable basis through the mobilization of local and external private and public resources, using Save a Family Plan funds as leverage”. Save A Family Plan uses of sponsorship and other funding so that impoverished people can avail themselves of subsidized credit, grants and other kinds of loans for micro level income generating projects. 375 most vulnerable families are covered under the project in the selected villages in Thiruvananthapuram, Kollam and Pathanamthitta districts.</p>
Key Outcomes	<ul style="list-style-type: none"> • Increased the capacities of the primary stakeholders • Alleviated poverty to a great extent • Enhanced sustainable development of the family • Developed leadership in socio, economic & political areas • Enhanced the capacities to address their own issues and to solve them. • Developed sustainable micro enterprises • Improved the social status • Developed rapport building and community support • Mobilized resources from various development agencies • Improved health and nutritional conditions of the beneficiaries • Ensured regular support to 375 vulnerable families.

Name of the project	JALAGRAM: INTEGRATED DEVELOPMENT OF KOZHIYODE WATERSHED IN KARAKULAM GRAMA PANCHAYATH
Description of the project	<p>Watershed management involves holistic development of the area within the natural boundaries of the watershed on a sustainable basis for the benefit of the people of the watershed. A watershed is a hydrological entity that covers a specific extent of land from which rainwater flows to a defined stream or river at any particular point. Soil, water and vegetation (biomass) are the most vital natural resources for the survival of man and all living beings in a watershed. The whole geographical areas of watershed is in Kozhiyode area in Chekkakonam ward of Karakulam Gram Panchayath in Thiruvananthapuram District with 120 selected families</p>
Key Outcomes	<ul style="list-style-type: none"> • Formation of CBOs • Empowerment of peoples association • Active participation in watershed grama sabha • Effective Soil Conservation activities • Decreased ratio of soil erosion • Controlled surface run off of rainwater • Perennial flow of water in streams • Increased water level in wells and other water sources • Propagation of organic farming • More scientific production system • Increased irrigation facilities • More livestock • Availability of drinking water • More livelihood initiatives



CARITAS INDIA SUPPORTED PROJECTS

Name of the project	COMMUNITY MANAGED DISASTER RISK REDUCTION PROGRAMME
Description of the project	<p>The state of Kerala has seen many disasters throughout the history, like Tsunami, landslides and epidemics, which have inflicted a heavy cost in human, material and physical resources, and represents a potentially significant obstacle to economic growth and development. These disasters are causing substantial loss of life and social upheaval, leading to many persons becoming homeless and helpless. The situation is further worsened by the disruption, dislocation or loss of vital economic production and infrastructure.</p> <p>Coastal and low lying villages of Thiruvallam and Mulloor are at risk from a wide range of natural and unnatural disasters such as sea erosion, floods, landslides and epidemics. More than one-fourth of the population in this region comprises of the socially, economically and politically vulnerable sections – small farmers, agricultural workers, unemployed and under-employed, female-headed households, widows, aged, physically and mentally handicapped etc.</p> <p>In order to mitigate and address different forms of disasters in the project villages, community has been mobilised during the previous phases of the programme. Further efforts are needed to give community an ownership of the programme and thereby giving sustainability. The project will look into capacitating the stakeholders to address disasters and improvement of environmental conditions in the selected coastal villages of Thiruvananthapuram district. People’s participation is less in the local level development process and it affects the efficiency of the local self government system. The project envisages ensuring added participation of local people in the planning as well as implementation process.</p> <p>The target groups comprise of Task force members, CBO leaders, youth club members, children’s group members, farmers group members, people in the community for all the people in the 6 wards of Trivandrum corporation(Thiruvallam, Punchakari, Vellar, Kadakulam, Poonkulam, Mulloor) and ward 1 of Kalliyoor Panchayat (Pappanchani).</p>
Key Outcomes	<ul style="list-style-type: none"> • 35 Task Force group established (5 TF groups in a division) • Task Force directory along with IEC material was prepared • In the project area, CBO members actively participate in local governance • increased awareness on aspects of CMDRR and practicing preparedness and mitigation measures • 30 TFCs functioning in 2 villages will have Increased awareness of CMDRR and functioning effectively • CBOs have increased their awareness on Govt. Schemes, social security scheme



Name of the project

EMPOWERING SELF HELP GROUPS OF TRIBALS AND DALITS

Description of the project

The project: “*Empowering Self Help Groups of Tribals and Dalits*” covers 30 villages in Peringammala, Nedumangad, Adoor, Karthikappally, Chadayamangalam, Trivandrum and Neyyattinkara in Trivandrum, Quilon, Alleppey and Pathanamthitta Districts in Kerala State. The project aims to strengthen and empower mainly the Self Help Groups of the Tribals and Dalits by promoting leadership, in Networking and collaboration and promoting income generation programmes and life security schemes in the proposed area of operation. After accomplishing our intervention, considerable changes have been noticed in the attitude of people as well as the society. The Self Help Groups are now in a position to take up programme planning, implementing, monitoring and even fund raising for various activities in their areas. The group meeting has become systematic in the sense that they have proper agenda, time management, and discussions on issues which are relevant most needed for the area and proper record keeping and maintaining.

Key Outcomes

- Enhanced awareness of the SHG leaders on their rights,
- Better relationship with PRIs and other Government officials and departments
- Leaders able to manage the functioning of the group and plan future activities
- The local government bodies, local banks especially NABARD and CBOs join together for the sustainable development of the poor
- Mobilized local resources and addressed poverty issues
- Imparted entrepreneurship development skills to 100 families to be included for additional income generation schemes
- Enhanced capacities of 152 SHG leaders
- Enhanced the competencies of 60 regional level community level workers





DC(H) MINISTRY OF TEXTILES, GOVERNMENT OF INDIA SUPPORTED PROJECTS

Name of the project	ARUVIKUZHY CHAIKULAM BAMBOO & SCREWPINE CRAFTS CLUSTER DEVELOPMENT PROJECT UNDER AHVY SCHEME
Description of the project	MSSS in collaboration with Development Commissioner (Handicrafts), Ministry of Textiles, Government of India develops Ambedkar Hastshilp Vikas Yojana (AHVY) scheme in Kattakkada region of Thiruvananthapuram District for Bamboo and Screw Pine crafts. The project envisages the identification of potential artisans and organizing them in to Self Help groups (SHGs). The process empower artisans by making them active entrepreneurs-cum-primary stakeholders with upgrading artisans skill through appropriate design and technology intervention through the development of adequate infrastructure support for improved quality productivity and ensuring effective and collective participation of all members involved in production and marketing process for optimal growth in human, mechanical, technical, financial and marketing aspects to develop a sustainable income.
Key Outcomes	<ul style="list-style-type: none"> • Covered 327 artisans under the project • Formed 17 SHG groups exclusively for the project • Developed leadership qualities • Developed entrepreneurship skills • Conducted continuous skill upgradation programmes • Implemented continuous design development workshops • Mobilized resources from Banks and other development actors • Developed social safety net and health insurance to all artisans
Name of the project	RAJIV GANDHI SWASTHYA SHILP BIMA YOJANA (RGSSBY)
Description of the project	To resolve the insecurity in the lives of the rural artisans, MSSS initiated the Rajiv Gandhi Swasthya Shilp Bima Yojana (RGSSBY) with RELIANCE by securing low paid premiums to include the artisans in to the social safety net health insurance coverage upto ₹15,000/- in a year.
Key outcomes	<ul style="list-style-type: none"> • Enhanced the capacities of artisans and their families to the health insurance coverage • Imparted trainings to the community volunteers to manage the project effectively. • Covered 3800 artisans under the scheme





KVIC SUPPORTED PROJECT

Name of the project

EDP TRAINING TO PMEGP BENEFICIARIES

Description of the project

MSSS is the authorized EDP training center for PMEGP beneficiaries promoted by the Ministry of Micro Small and Medium Enterprises (MSME), Govt of India through KVIC. Prime Ministers Employment Generation Programme (PMEGP) is a central sector scheme for the development of micro, small and medium enterprises to generate employment opportunities in the rural and urban areas through increased credit, subsidy, ecort services and capacity enhancement to prospective entrepreneurs of the country etc. MSSS is supporting the programme in Thiruvananthapuram District.

Key outcomes

- Developed training materials in Malayalam for the beneficiaries
- Provided EDP training to 220 prospective beneficiaries
- Conducted six study reports of the programme.





DEPARTMENT OF PLANNING AND ECONOMIC AFFAIRS GOVT OF KERALA SUPPORTED WESTERN GHAT WATERSHED DEVELOPMENT PROJECTS

Name of the project

KURINJILAKAD WATERSHED IN KALLARA GRAMA PANCHAYATH & PALUVALLY WATERSHED IN PANGODE PANCHAYATH

Description of the project

Watershed management involves holistic development of the area within the natural boundaries of the watershed on a sustainable basis for the benefit of the people of the watershed. A watershed is a hydrological entity that covers a specific extent of land from which rainwater flows to a defined stream or river at any particular point. Soil, water and vegetation (biomass) are the most vital natural resources for the survival of man and all living beings in a watershed.

In order to achieve sustainable crop production and for effective management of natural resources, the above trinity should be handled carefully and wisely. For this suitable units of management should be selected to handle the natural resources effectively, collectively and simultaneously. Water can be managed if watershed is selected as a management unit. Since soil and vegetation can also be conveniently and efficiently managed in this unit, the watershed is considered as the ideal unit for managing these three resources. Watershed being a hydrological entity with natural boundaries is considered as an ideal unit for taking up development activities as it ensures environmental as well as social security of the region.

Application of chemical fertilizers changed the soil structure of the farm land making the soil loose and drifting the soil away during the monsoon season. No steps had been taken either by the authorities or by the farming community to check the heavy erosion and high velocity of runoff which had caused total damage to geographic area.

The new knowledge generated from several grass root studies of experts became instrumental for the government to shift to a watershed based development interventions. Kurinjilakad watershed located in Kallara Panchayath and Paluvally watershed in Pangod Panchayath of Nedumangad Taluk was selected for watershed management under the Western Ghat Development Programme. Soil and land resource inventory of Kurinjilakad watershed and Paluvally were undertaken by the soil survey wing of the Department of Agriculture during November 2006 to assess the resources of the watershed, to identify the problems and suggest suitable development programmes. The project will be benefitted to 1750 families in 12 wards of Kallara Panchayath 750 families in 7 wards of Pangode panchayath of Vamanapuram Block.



Key Outcomes

- Conduct of PRA
- Conduct of Baseline data collection and analysis
- Formation of CBOs
- Empowerment of peoples association
- Coordination with various departments
- Active participation in watershed Grama Sabha
- Effective Soil Conservation activities
- Decreased ratio of soil erosion
- Controlled surface run off of rainwater
- Perennial flow of water in streams
- Increased water level in wells and other water sources
- Propagation of organic farming
- More scientific production system
- Increased irrigation facilities
- More livestock
- Availability of drinking water
- More livelihood initiatives



NABARD SUPPORTED PROJECTS


Name of the project	OTTASEKHARAMANGALAM EMBROIDERY CRAFT CLUSTER DEVELOPMENT PROJECT.
Description of the project	<p>Embroidered items are popular amongst women and children. Being an item of fashion and preferences, the designs keep changing with time. However, the potential of embroidered garments and household linen is great and there is steady demand mainly in urban areas and metros. Garment manufacturers are also a main consumer of this art and tie-ups with good firms will pay rich dividends. If the skills of the craft persons upgraded and the new designs introduced, the product range will widen and enhance for domestic as well as international marketing. It has also observed that their products have gained export standards and quality before five decades. The area selected Ottasekharamangalam Embroidery Craft Cluster Development Project consists of the parts of Ottasekharamangalam Grama Panchyath and Aryankodu Grama Panchayath of Perinkadavila Block of Thiruvananthapuram District. The project will be benefited for more than 300 expert artisans in the embroidery crafts of the region.</p>
Key Outcomes	<ul style="list-style-type: none"> • Identified potential artisans • Baseline survey conducted • Organized them into micro groups

Name of the project	CHERIKOORKONAM-NEDUMANGAD BAMBOO CLUSTER DEVELOPMENT PROJECT.
Description of the project	<p>The artisans practicing bamboo and reed products in and around the area of Cherikoorkonam nearby Nedumangad are socially and economically back warded. They depend on the meager income earned through the traditional practices and the products are not much valued. Understanding the situation of the community in the region, we are developing a new cluster exclusively for the bamboo craft persons with an inclusive development approach. 300 expert artisans will be covered for the five year project for the sustainable development of the community as well.</p>
Key Outcomes	<ul style="list-style-type: none"> • Identified potential artisans • Baseline survey conducted • Community mobilization started • Organized them into micro groups



Name of the project	MICRO ENTERPRISE DEVELOPMENT PROGRAMME
Description of the project	The programme enhances the capacities of low income families and individuals to become entrepreneurs and to promote enterprises with strong partnerships with financial and other development agencies. The continuous capacity enhancement for the entrepreneurship competencies of the marginalized sector in the society has supported to generate employment opportunities and to reduce poverty intensity.
Key Outcomes	<ul style="list-style-type: none">• Developed a well equipped faculty• Developed training curriculum on need• Provided comprehensive micro enterprise trainings on Horticulture products,organic products,vermin compost,floriculture, medicinal plants,poultry,rabbit rearing,goat rearing,diary farms,fishing and bee keeping, food products detergents, soaps,garments making,rexene leather products,paper products,bamboo products ,screw pine products and embroidery etc• Developed 1245 new entrepreneurs through various trainings.



Name of the project	PROMOTION OF JOINT LIABILITY GROUPS (JLGS) IN THIRUVANANTHAPURAM, KOLLAM AND PATHANAMTHITTA DISTRICTS.
Description of the project	<p>The programmes is to capacitate and develop beneficiary groups to the tune of nano groups comprising of four to nine micro entrepreneurs on a project based manner for the enhancement of activities, productions and services. It will enhance the target groups for the implementation of suitable income generation projects. The adequate measures to resolve the issue of the security for the loans being granted by the Bank as the Joint Liability Groups or nano groups based on projects JLG work will ensure the liability and act as peer pressure groups. It also serves as catalytic agents for the timely management of money, materials and resources. The formation of JLG will facilitate the groups to avail the loan components, equipments, inputs and other services. The project components include the identification of beneficiaries, mobilization in to nano groups, business plan development, capacity building training, credit linkages, monitoring and evaluation etc. The target groups comprise of women and youth from Thiruvananthapuram, Kollam and Pathanamthitta districts respectively.</p>
 <p>Key outcomes</p>	<ul style="list-style-type: none"> • Developed a project team comprising of 10 experts at the central level. • Developed comprehensive software for the proper documentation and feed back of the project at the central level. • Developed 8 project development teams comprising of field staffs and volunteers at the regional level. • Developed 92 unit level monitoring teams at the Federation level. • Formed 500 Joint Liability Groups • Covered 1600 members in the project • Credit linked to 97 Joint Liability Groups to the Nationalized Banks • Enhanced socio-economic conditions of the target groups. • Improved livelihood opportunities • Increased networking and collaboration with various development agencies

Name of the project	RURAL MART – MARKETING DEVELOPMENT PROGRAMME
Description of the project	<p>Rural Mart promoted by NABARD supports the grass root level entrepreneurs, farmers and artisans to sell their products without any intermediaries. MSSS has initiated a wide network of professional, institutions and the producers to coordinate the product supply chain in a systematic manner. The prime Rural Mart at Pattom facilitates the process of marketing and its promotional activities from the regional centers of the organization and its units with demand supply inputs, capacity building exercises of producers and representing national level exhibitions and sales to channel the genuine products to the customer in a cost effective manner.</p>
Key outcomes	<ul style="list-style-type: none"> • Increased sales turnover at the rural marts. • Represented regional and national level exhibitions • Organized craft bazaar and Onam fairs in the major cities and towns. • Srothas fest became an annual event during onam seasons • 10 new marketing destination points started • Deployed marketing professionals for business development. • Trained 100 new grass root level volunteers for sales and marketing



LIFE INSURANCE CORPORATION SUPPORTED PROJECTS

Name of the projects MICRO INSURANCE PROGRAMME –JEEVAN MADHUR & GROUP LIFE INSURANCE PROGRAMME-JANASREE BIMA YOJANA

Description of the project MSSS in collaboration with Life Insurance Corporation of India (LIC) implements two micro insurance projects

1. Jeevan Madhur- Micro Insurance Programme

Jeevan Madhur is a micro insurance programme to extend the policy coverage even for the poor who are unable to pay rather high amount as yearly premium.

2. Janasree Bima Yojana (Group Life Insurance Coverage)

JBY is a group insurance scheme, with one year duration and renewal every year. Yearly premium per person is ₹ 200/- of which ₹ 100/- will be compensated by the Government of India.

- Key outcomes**
- Enhanced the capacities of grass root level micro insurance agents
 - Developed training modules and imparted training at CBO/SHG level.
 - A full-fledged micro insurance section started
 - Ensured community insurance strategies and methods
 - Covered micro insurance to 19,000 policy holders
 - Covered group life insurance to 17,000 families
 - Distributed 2422 scholarships to needy students
 - Settled and distributed 1390 death claims
 - Increased social security measures.





FEDERAL ASHWAS TRUST PROJECT

Name of the project	FEDERAL ASHWAS FINANCIAL LITERACY AND CREDIT COUNSELING CENTRE (FAFLCC)
Description of the project	Federal Ashwas Trust, a wing of Federal Bank, established “Federal Ashwas Financial Literacy and Credit Counseling Centre (FAFLCC) at MSSS in the Kattakada Region of Thiruvananthapuram District. The centre is designed to provide quality financial literacy and training to the grass root level organizations and individuals so as to increase the financial inclusion process. It will also serve as a credit counseling center to regress the gaps between the financial institutions and the clients in credit delivery system.
Key outcomes	<ul style="list-style-type: none"> • Deployed professionals and supportive staffs. • Enhanced the capacities of rural communities. • Conducted 28 training programmes to NGOs and CBO leaders. • Provided credit counseling services to 1200 clients



SLF SUPPORTED PROJECT

Name of the project	ASSISTANCE TO MENTALLY & PHYSICALLY CHALLENGED FOR THEIR EDUCATION AND MEDICAL AID
Description of the project	MSSS supports needy and poor students with differently abled for educational and medical assistance with the support of the Stitching Lillian Funds (SLF). The key objective of the project is to ensure that children with disabilities in the region to take a full and active part in everyday life, joining in family and community activities.
Key outcomes	<ul style="list-style-type: none"> • Developed an online project management system • Identified 345 deserving children for the project. • Ensured Regular beneficiary support for the education and medicine. • Improved the community monitoring and support services to the needy children through mobilization, empowerment and advocacy. • Access to health care and rehabilitation increased. • Enhanced mainstreaming through special education.



Socio – Economic and Caste Census 2011 : SECC 2011

Name of the project

SOCIO – ECONOMIC AND CASTE CENSUS 2011 : SECC 2011

Description of the project

The competency shown by Malankara Social Service Society in India Census 2011 paved the way for another splendid opportunity for MSSS to work with Ministry of Rural Development, Govt. of India, UNDP and UNICEF. MSSS is appointed as the Regional Resource organization for South India for the ongoing Socio Economic and Caste Census 2011. MSSS, as a partner to the National Trainer's Alliance, is given the responsibility of coordinating all the South Indian States and Union Territories through the selected partner NGOs in every state and UTs in collaboration with respective state DCOs/ Rural/ Urban/ Panchayat Raj Departments.

Key outcomes

- Functioned as the representative of the National Alliance for the Regional Coordination in South India.
- Facilitated dialogues with potential lead NGOs in each state (Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Andaman and Nicobar Islands and Lakshadweep) to enter into an MOU with the NGOs to function as the lead NGO for the state
- Organized and conducted training programmes in the states assigned to them and oversee the work being carried out by 4 state level Lead NGOs or State Facilitator/s and the 15 National trainers designated for the state in consultation with the DCO/ State Rural Development/ Urban Development/ Panchayat Raj Department
- Monitored the training of 3229 master trainers and enumerators and support through the State Lead NGOs during enumeration.
- Furnished regional level progress reports and other documents as required by the Alliance.
- Participated in consultations/review meetings organized by SPARSH and MORD
- Worked as the lead NGO for the state of Kerala.
- Supported 15000 enumerator's training and their field level activities.



जहाँ है हरियाली ।
वहाँ है खुशहाली ॥

MINISTRY OF FOREST AND ENVIRONMENT AND CED SUPPORTED PROJECT

Name of the project	NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2011-12
Description of the project	National environment awareness Campaign programme 2011-12 was organized on the focal theme "Forests for sustainable Livelihood". The core activities of the programme were awareness classes, preparation and distribution of resource materials, Plantation of rare indigenous varieties of plants including medicinal plants and establishment of seed banks.
Key outcomes	<ul style="list-style-type: none"> Organized community level environment awareness campaigns. Distributed 50,000 medicinal plants. Mobilized a team for collecting indigenous seeds. Distributed 10000 leaflets on "forests for sustainable livelihood."



KSCSTE SUPPORTED PROJECT

Name of the project	NATIONAL SCIENCE DAY CELEBRATION ON CLEAN ENERGY OPTIONS AND NUCLEAR SAFETY
Description of the project	Accessible to energy sources to marginalized sector of the society become a crunch in the present scenario. The high demand and the price escalation have limited the capacities of the target groups to energy option. It becomes relevant in the context to promote clean and renewable energy sources for the human kind to alleviate their needs of energy consumption. In connection with the National Science Day Celebration, MSSS has launched an awareness generation project in Thiruvananthapuram district for the selected community leaders to promote waste to energy sources in collaboration with KSCSTE.
Key outcomes	<ul style="list-style-type: none"> Developed training materials in Malayalam for the community awareness. Provided training to 200 women community leaders. Established a demonstration unit for converting waste to energy and training inputs at the central office.



CSWB SUPPORTED PROJECT



Name of the project	WOMEN AWARENESS GENERATION PROJECT
Description of the project	<p>Women in rural areas are not aware of various rights, schemes and services offered by the government and other development organizations. This has resulted in great drudgery for them to live a quality life in the society. MSSS has collaborated with CSWB to implement women awareness generation project to fill the gap and to develop a women resource team in selected villages of Thiruvananthapuram, Kollam and Pathanamthitta districts respectively.</p>
Key outcomes	<ul style="list-style-type: none"> • Developed 20 village level women core teams to support the targeted community to identify their needs and to solve them. • Provided awareness on legal rights, social development projects, schemes and agencies. • Developed a community monitoring system to check if the resources are explored in time for the women folk. • Developed village level vigilant groups to take appropriate measures to women atrocities and domestic violence.



ECIL SUPPORTED PROJECT

Name of the project	COMPUTER EDUCATION TO UNEMPLOYED YOUTH
Description of the project	<p>MSSS has collaborated with Electronics Corporation of India (ECIL) with its ECIT division to provide quality computer education of employable skills to youths from marginalized sector of the society. The target groups are the educated unemployed youth in Thiruvananthapuram District. At present the center offers two courses viz Diploma in PC hardware & Networking and Advanced Diploma in Software Technology.</p>
Key outcomes	<ul style="list-style-type: none"> • Deployed core faculty for the programme. • Developed training curriculum in tune with the syllabus of the courses. • Linked with Ministry of Minority Affairs for increased educational opportunities for the minority communities. • Established well equipped lab in the center.



IGNOU SUPPORTED PROJECT

Malankara Social Service Society is the authorized Special Study Centre of Indira Gandhi National Open University (IGNOU), New Delhi. The center offers the following courses to address the educational needs of the marginalized, rural learners, women and youth with efficient core faculties to handle the counseling sessions.

No	Name of the course	Eligibility criteria	Duration	Medium
1	Master of Social Work (MSW)	Bachelors Degree from a recognized university	<i>Minimum 2 years Maximum 5 years</i>	English
2	Post Graduate Diploma in Rural Development (PGDRD)	Bachelors Degree	<i>Minimum 1 year Maximum 4 years</i>	English
3	Bachelor of Tourism Studies (BTS)	10+2 or its equivalent or BPP from IGNOU	<i>Minimum 3 years Maximum 6 years</i>	English or Hindi
4	Bachelor of Social Work (BSW)	10+2 or its equivalent or BPP from IGNOU	<i>Minimum 3 years Maximum 6 years</i>	English or Hindi
5	Certificate in Environmental Studies (CES)	10+2 or its equivalent or BPP from IGNOU	<i>Minimum 6 months Maximum 2 years</i>	English or Hindi
6	Certificate in Tourism Studies (CTS)	10+2 or its equivalent or BPP from IGNOU	<i>Minimum 6 months Maximum 2 years</i>	English or Hindi
7	Certificate in Food and Nutrition (CFN)	No formal education	<i>Minimum 6 months Maximum 2 years</i>	English, Hindi or other languages



PART 3

GLIMPSES OF GOLDEN JUBILEE YEAR

INTRODUCTION

MALANKARA SOCIAL SERVICE SOCIETY COMPLETED FIFTY YEARS OF GLORIOUS SOCIAL SERVICE TO THE SOCIETY IN THE YEAR 2011. THE ORGANIZATION HAS ESTABLISHED REPUTATION IN SEVERAL FIELDS OF DEVELOPMENT ARENAS WHICH HAS EMANCIPATED THE TARGET GROUPS IN THEIR SOCIAL-ECONOMIC AND ENVIRONMENTAL FIELDS. THEREFORE, THE YEAR 2011 BECAME VERY IMPORTANT FOR CELEBRATIONS AND DEVELOPING AWARENESS AND ACTION ORIENTED INPUTS ON DIFFERENT THEMATIC AREAS WHERE MSSS HAS INTERVENED.

OBJECTIVES

THE FOLLOWING WERE THE OBJECTIVES OF THE GOLDEN JUBILEE YEAR

- ▶ *TO CONSOLIDATE THE DEVELOPMENT INTERVENTIONS OF THE ORGANIZATION FOR THE PAST 50 YEARS.*
- ▶ *TO IMPLEMENT FIFTY INNOVATIVE SROTHAS PROJECTS DURING THE YEAR 2011.*
- ▶ *TO CONCENTRATE ON THE THEME OF SOCIAL EQUITY AND SUSTAINABLE DEVELOPMENT AND COMBINE IT WITH ALL DEVELOPMENT ACTIVITIES.*
- ▶ *TO PROMOTE MAXIMUM LINKAGES AND COLLABORATION AT VARIOUS LEVELS*
- ▶ *TO DOCUMENT THE RESULTS, BEST PRACTICES, LESSONS LEARNED AND IMPACT OF THE ORGANIZATION*

FOCAL THEME OF THE YEAR 2011-SOCIAL EQUITY AND SUSTAINABLE DEVELOPMENT

The continued and committed efforts for the upliftment of marginalized and downtrodden in the community for the last fifty years, Malankara Social Service Society felt the need to concentrate more on the focal theme “Social Equity and Sustainable Development” during the Golden Jubilee Year. The incorporation of this focal theme with various developments interventions of the organization will enhance our concern to embed developing standards and quality services to the target groups with an equitable and sustainable development approach.

SOCIAL EQUITY

The existing social relations, institutions, structures, customs and practices determine the rights and entitlements of an individual and that determine the success or failure of an individual in having access to the resources and services in a society. Discriminations on the basis of identities (sex, caste, age, health) lead to social exclusion and can lock people into long-term poverty traps.

In the society, particular groups of people are systematically excluded from opportunities for development that are open to others. The exclusion takes place based on specific identities that bind a group such as caste, race, religion, ethnicity, social origin, gender, age, disability, migrant status, sexual orientation and other identities.

Equity derives from a concept of social justice. It represents a belief that there are certain things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.

Social Equity implies fair access to livelihood, education, and resources; full participation in the political and cultural life of the community; and self-determination in meeting Fundamental Needs.

Social Equity is committed to bringing development projects

into the framework of an inclusive approach at all levels namely conceiving, planning, designing, implementing, and monitoring. It is expected to build a wider platform to bring the actors of social equity together in order to further the goal of inclusion. It is envisaged to enable the communities to challenge and question the mainstreamed models of development that result in massive exclusions, especially in the context of globalization. Under this influence, the communities will be able to involve in a perennial process of engagement with systems, power structures and patterns of development in order to bring the equity perspective into the centre stage.

SUSTAINABLE DEVELOPMENT

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs. Sustainable Development is the environmental, economic and social well-being for today and tomorrow

The concept of development includes respect for all human rights, civil, political, economic, social and cultural, as an inherent and constitutive part of development, not a

contingent aspect, nor even an instrumental dimension. The Universal Declaration of Human Rights states that the 'recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world'.

Equitable social development can, however enhance human dignity and curb the sheer structural distortions of biased policies and institutions that produce exclusion, marginalization, and vulnerability, a serious time threat for any protection, promotion or upholding of basic human rights for development.

MSSS STRIVES TO ACHIEVE SUSTAINABLE DEVELOPMENT AND SOCIAL EQUITY STANDARDS THROUGH ITS VARIOUS SOCIO-ECONOMIC-POLITICAL EMPOWERMENT AND ENVIRONMENTAL PROTECTION PROGRAMMES BY INCULCATING THE ORGANIZATIONAL COMPETENCIES AT THE SELF HELP GROUP LEVEL TO THE CENTRAL LEVEL.

The jubilee year witnessed a large number of development initiatives. The following are the glimpses of the programmes during the year.

Launching of Golden Jubilee Year and proclamation of the year of Social Equity and Sustainable Development.

The official launching of **Golden Jubilee Year with its one year action plan** and the **proclamation of the year of Social Equity and Sustainable Development** was done by **Sri Oommen Chandy**, the Hon'ble Opposition Leader, Govt of Kerala in the presence of Moran Mor Baselios Cleemis



Catholicos, the president of MSSS. He has also released the document of one year programme schedule in connection with the Golden Jubilee year.

KSHEERA SROTHAS, a programme for the development of mini diary ventures at the community level and envisages developing fresh milk for the society. It was inaugurated by **Sri C Divakaran**, Hon'ble Minister for Food and Civil Supplies.



IGNOU special study center, a programme to provide quality social work and development education to the marginalized sector of the society as a part of Vidya Srothas was inaugurated by **Prof V N Rajasekharan Pillai**, Vice Chancellor of IGNOU.



Joint Liability Group (JLG) Project, a programme for the increased economic development of marginalized sector through individual and group enterprises as a part of Sambraka Srothas was inaugurated by **Sri. K.C Sashidhar**, Chief General Manager of NABARD, Kerala Regional Office.



SROTHAS CRAFTS, an integrated handicrafts development programme implementing at the community based organizations to develop innovative crafts items and improve the life standards of the rural artisans was inaugurated by **Sri. C. George Varghese**, Deputy Director, DC(H), Ministry of Textiles, Govt of India.



KUDUMBA SROTHAS, a family development programme for the most vulnerable families of the society to make them self sustainable was inaugurated by His Excellency **Rt Rev. Dr. Joshua Mar Ignathios**, Chairman, Synodal Commission for Social Apostolate, Malankara Catholic Church.



JANA SROTHAS, a community based citizen's development programme for active participation in the decentralized structures of the grass root level to develop increased transparency and accountability. Sri. Rufus Daniel, Vice President, Dist. Panchayath Thiruvananthapuram inaugurated the project



YUVA SROTHAS, an integrated programme for the development of youth and adolescents in the operational areas for capacity building, counseling, life coping skills and continuous engagement of the target population to involve in the development sector was launched by Sri. J. M. Rahim, Coordinator, Gandhian Studies, Kerala University. Kilukilam 2011, five days workshop on psycho-social and educational enhancement for adolescents, was also inaugurated on the occasion.

VANITHA SROTHAS an integrated women development and empowerment programme exclusively to address the women related issues, policies and programmes at the community level was launched in connection with world women day celebrations

WORLD WOMEN DAY CELEBRATIONS

Golden Jubilee Year inaugurations at Regions



SASYA SROTHAS, a community based natural resource management programme for the protection of flora, fauna and the biodiversity was launched by Rt. Rev. Dr. Samuel Mar Irenios, Auxiliary Bishop of Major Archdiocese of Thiruvananthapuram in connection with world environment day.



WORLD ENVIRONMENT DAY CELEBRATIONS



SROTHAS FEST, an exhibition cum sales mela as part of the Srothas Mart-net working marketing promotion project in connection with Onam was inaugurated by Kumari P. K. Jayalekshmi, Hon'ble Minister for Youth and Tribal Affairs, Govt of Kerala.

ONAM CELEBRATIONS



JEEVAN SROTHAS, a community based micro insurance programme for the marginalized and downtrodden in the society was inaugurated by Sri. Sunil Christopher, Manager, Life Insurance Corporation



POULTRY SROTHAS, a community driven programme to increase the poultry development by establishing micro poultry units at the grass root level was inaugurated by Smt. Hemalatha Kumari, Member, Karakulam Grama Panchayath.



MADHU SROTHAS, a programme for the increased production of honey at the community level and the promotion for consumption of honey as food ingredients was launched at Karavoor and the project was inaugurated by Dr. Stephen Devanesan, Professor and Principal Investigator, Kerala Agricultural University.

KARSHAKA SROTHAS, a programme for the integrated development of farm and allied sector through community based organizations and to mobilize farmers through CBOs and capacitate them to apply scientific and innovative applications in a sustainable manner was launched and the



programme was inaugurated by Sri. Rejani M. Thomas, Agricultural Officer of Elamad Grama Panchayath.

VIBHAVA SROTHAS, a community based programme for the mobilization of funds and faculties for the development programmes for the local development agencies on a voluntary basis was inaugurated by Sri. Sunil G. Kurian NGO Expert.



PERSPECTIVE PLANNING WORKSHOP, a two days workshop on perspective planning was organized at MSSS. Fr. Wilson Nirakandathil from KSSF facilitated the workshop.



USHADA SASYA SROTHAS, a programme for the development of medicinal plants at the community level and the promotion of ayurvedic medicines for the health care and management was launched by Fr. John Vilayil, Director of MSSS

SAKTHI SROTHAS, a Community based rehabilitation programme for the differently abled persons in the operational area of Malankara Social Service Society was inaugurated by Sri. A. T. George, MLA



JEEVA SROTHAS, a community based livestock development programme and enhances the rural community for venturing goat rearing and rabbit rearing projects was launched.

POSHAKA SROTHAS, a nutrition improvement programme for women and children through community empowerment process was inaugurated by Sri. Pradeep Lal, Food and Nutrition Board, Govt. of India

BALA SROTHAS, a child development programme for the integrated development of vulnerable children was inaugurated by Adv. A. A. Hakkim, President of Aruvikara Grama Panchayath.

MOU was signed with CIBART, the Indian partner of INBAR for **BAMBOO SROTHAS**, a programme for the promotion of integrated bamboo development.



Smt. Ratna, CEO, CIBART hands over the MOU

GOLDEN JUBILEE LECTURE SERIES: MSSS organized a number of lecture series on various development issues in connection with Jubilee Celebrations.



SROTHAS SOCIAL SCIENCES CONGRESS 2011

Srothas Social Sciences Congress 2011 on Inclusive Development with Social Justice:Kerala Experiences and perspectives on the following thematic areas was conducted on 30th to 31st December 2011 at St Mary's Campus, Pattom



- BPL families
- Women and children
- Health affected
- Adolescents and youth
- Small farmers
- Traditional workers
- Scheduled Tribes & Scheduled Castes
- Artisans
- Fisher folk
- Aged
- Migrant workers



The following were the Objectives of the Congress

- (a) Document and share participation of the above selected 12 groups in the development process of Kerala for the past 20 years, and how the process influenced (outcomes/impact) them and
- (b) Outline the perspectives, based on the experiences and learning's of the past 20 years, for ensuring more inclusive development in Kerala

Experience of the past 20 years is considered, as the society/economy of Kerala/India was opened up with policies and programmes on liberalization and globalization, taking 1991-92 as the benchmark.

More specifically, the Congress critically looked in to the following five questions:

- a. How the selected weaker sections participated in the development processes of Kerala during the past 20 years?
- b. What were the key issues and the factors that influenced their participation in development?
- c. How the development process affected them –whether positively and negatively?
- d. Based on the experiences, a, b and c how we can promote/ensure more inclusive growth with social justice?
- e. What are the possible and desirable roles, strategies and the programmes of the following key institutions in promoting/ensuring inclusive growth:
 - i. Government agencies/departments;
 - ii. Panchayath raj institutions;
 - iii. Civil Society Organizations including NGOs;
 - iv. Private Sector; and
 - v. Media

INAUGURATION AND ORIENTATION SESSION



Welcome speech by His Excellency Samuel Mar Irenios, Auxiliary Bishop of the Major Archdiocese of Thiruvananthapuram



The august audience listening the orientation session



Presidential Address by His Beatitude Moran Mor Baselios Cleemis - Catholicos, Major Archbishop of Thiruvananthapuram and the President of Malankara Social Service Society



Fr. Varghese Mattamana, Director, Caritas India, New Delhi presenting a paper on Church and inclusive development with social justice



Inaugural address by Sri. K. M. Mani, Hon'ble Minister for Finance, Government of Kerala



Sri. T. A. Varghese, Chairman, Core committee, SSSC-2011 presenting a paper on Inclusive development and civil society



Prof. M. A. Oommen, Ex. Chairman, Fourth Finance Commission, Government of Kerala presenting a paper on Inclusive development, Is Kerala on the reverse gear? Some explanatory hypotheses on Kerala's recent trajectory



Prof. M. A. Oommen replies the questions of the audience



Vote of thanks by Msgr. James Paravila, Vicar General, Major Archdiocese of Thiruvananthapuram

THEMATIC SESSIONS

1. BPL FAMILIES



Key note address by **Sri. C. P. John**, Member, Kerala State Planning Board, Thiruvananthapuram



Smt. Shamine Suresh, Programme Coordinator, MSSS presenting a paper on MSSS interventions with vulnerable families.



Dr. Jose Boban, Associate Professor, Department of Sociology, Loyola College, Sreekariyam presenting a paper on BPL families in Kerala challenges and opportunities

- **Sri. Jasir M.**, Central University of Kerala presented a paper on Relevance of MGNREGA : A study of selected Panchayath in Kasaragod District.
- **Dr. K. N. Harilal**, Professor, CDS was the moderator of the session.

2. WOMEN AND CHILDREN



Key note address by Justice **D. Sreedevi**, Chairperson, Kerala Women's Commission, Thiruvananthapuram



Smt. Jolly K James, Research Scholar, MG University, Kottayam presenting a paper on Gender mainstreaming.

- **Sri. Praveen Lal C. J**, Research Scholar, Department of Demography, University of Kerala & **Dr. P. Mohanachandran Nair**, Head of the Department of Demography, University of Kerala presented a paper on Kudumbasree experiences in women empowerment.
- **Smt. Beena Mol**, Sakhi women resource center presented a paper on Women and violence.

- **Mrs. Resmi Mampilly**, Center Coordinator, Bosco Child line, Thiruvananthapuram presented a paper on Children in distress.
- **Sri. Mohan Xavier**, Programme Coordinator of MSSS presented a paper on MSSS experiences in women development.
- **Dr. Iris**, Prof. and Head, Department of Malayalam, St Xaviers College, Thumba was the moderator of the session.

3. HEALTH AFFECTED

- **Dr. Anish T. S.**, Asst. Professor, Department of Community Medicine, Medical College, Thiruvananthapuram presented a paper on Overview of the health status of the marginalized in Kerala.
- **Dr. Narayana D.**, Professor, Center for Development Studies, Thiruvananthapuram presented a paper on The Challenge of Access to Health Care in Kerala.
- **Mr. Bijo Vettam**, Micro Ensure, Chennai presented a paper on Microensure experiences in health insurance-an international overview.
- **Sr. Doris**, Holy Cross School of Nursing, Kottiyam presented a paper on Evidence based practice towards inclusive growth.
- **Dr. D. Satheesh Chandran Nair**, Rehabilitation Officer, VRC, Government of India, Thiruvananthapuram presented a paper on Inclusion of persons with disabilities in development.
- **Sri. Bijoy Joseph**, Programme Coordinator, MSSS presented a paper on MSSS experiences in CBR.
- **Fr. Jose Kizhakkedath**, Director, St John's Health Services, Pirappancodu was the moderator of the session.



Key note address by **Sri. Rurfus Daniel**, Vice President, District Panchayath, Thiruvananthapuram

4. ADOLESCENT AND YOUTH

- Moderator: **Prof. K. V. Thomaskutty**, Principal, St John's College, Anchal.
- **Dr. R. Jayaprakash**, Associate Professor of Paediatrics, Child & Adolescent Psychiatrist, SAT Hospital, Govt. Medical College, Thiruvananthapuram presented a paper on Youth and Adolescents in the decades of double transition - Are they supported and prepared enough to meet the new challenges?



Fr. Joye James, Director, LES, Sreekariyam presenting a paper on School counselling

- **Prof. Ramdas**, Course Coordinator, Peoples College, Mithranikethan presented a paper on Community College Programme for youth.
- **Smt. Sreekala**, Sakhi Women Resource Center presented a paper on Sakhi experiences in adolescents life style modifications
- **Sri. P. Kishore**, MSSS presented a paper on MSSS experiences with adolescents

5. SMALL FARMERS



Fr. Thomas Peeliyanikkal, Director, KVS presenting a paper on Kuttanad experiences in farming



Dr. Stephen Devanesan, Professor and Principal Investigator, College of Agriculture, Vellayani, presenting a paper on Beneficial Insects and pollinators for food security

- Moderator: **Dr. K. Prathapan**, Director, SHM, Kerala.
- Farmers in plantation sector some issues of inclusion and exclusion: **Dr. K. J. Joseph**, Professor, CDS, Thiruvananthapuram.
- Promotion of sustainable organic farming: **Dr. Haridas**, NRM head, Caritas India, New Delhi.
- Interventions for small and marginal farmers in vegetable farming : **Sri. R. Suresh**, Project Officer, SHM, Thiruvananthapuram.
- KVK interventions for small farmers: **Dr. Jith John Mathew**, Subject Matter Specialist, KVK, Mithranikethan, Vellanad.
- Small farmers and income generation gaps: **Sri. Salin Thapasi**, Agriculture Officer, Coconut Nursery, Kazhakuttam
- Participatory farm marketing an experience: **Sri. Balachandran**, Sangamaithri, Pallichal.
- MSSS experiences in diary farming : **Sri. George Daniel**, Programme Coordinator, MSSS.

6. TRADITIONAL WORKERS



Key note address by **Prof. K. T. Job**, Professor and Head, CMD, Thiruvananthapuram



Adv. Vinod Sen, Ex. Councilor, Neyyattinkara Municipality presenting a paper on casual workers.

- Livelihood sustainability and unorganized workers in Kerala : **Dr. J. Mary John**, Chairperson, Adhwana, Thiruvananthapuram
- Domestic workers movement: **Smt. Sonia George**, Sewa Union Kerala, Thiruvananthapuram
- Rural products for sustainable livelihood opportunities : **Dr. Jacob Pulickan**, Director, GCRD, Thiruvananthapuram
- Educated unemployment in Kerala, study on a selected panchayath in Kasargod district : **Sri. Sajith C.**, Research scholar, Central University of Kerala, Kasaragod
- Field experiences in setting an enterprise: **Smt. Ambili D. Nair**, Team Leader, Divya Rexine, Kumhazha, Pathanamthitta
- MSSS experiences in micro enterprises: **Smt. Bindhu Baby**, Regional Coordinator, MSSS

7. SCHEDULED CASTES AND SCHEDULED TRIBES



Key note address by **Adv. B. Sathyan**, MLA



Sri. T. Madhava Menon presenting a paper on Implications of “inclusive growth” for social justice towards scheduled tribes :

- Empowerment of Tribal Women & Sustainable Development: A Case Study from Attappady - A Tribal Block in Kerala, South India : **Dr. P. K. Sivanandan** IAS (Retd) & **Er. V. K. Sulochana**.
- Excluded Communities in the Kerala Model of Development, A case study of Koraga community in Kasaragod District: **Sri. Ahammed Kabeer M.**, Research Scholar, Central University of Kerala.
- Large Scale Failures Engineering Degree Students in Kerala, Causes and Remedial measures – a study: **Sri. P. K. Sivanandan & Sri. P. M. Alex**, Institute for Societal Advancement, Thiruvananthapuram.
- RIGHTS experiences in Scheduled Tribes and Castes : **Sri. V. B. Ajayakumar**, Executive Director, RIGHTS, Thiruvananthapuram.
- MSSS experiences in SC/ST works: **Sri. Shibu S. R.**, Project Coordinator, MSSS and **Sri. Rajumon**
- Moderator **Sri. T. Madhava Menon**, Senior Fellow, International School of Dravidian Linguistics, Thiruvananthapuram.

8. ARTISANS



Key note address by **Dr. C. George Varghese** Deputy. Director, DC(H), Ministry of Textiles, Govt. of India.



Dr. A. C. Rajan ,DGM,KSIDC and former MD, KELPALM, Thiruvananthapuram presenting a paper on Inclusive development of palmyrah palm artisans, Kerala experiences and perspectives.

- **Sri. Somanathan Pillai**, Managing Director, HDCK, Thiruvananthapuram presented a paper on Artisans in Kerala.



- Inclusiveness of artisans in the development process-a study on the effectiveness of Aruvikuzhi/ Chaikulam Bamboo/Screwpine Artisans Craft Cluster: **Sri. Abhilash V. G.**, Programme Coordinator, MSSS.

Msgr. James Paravila, Vicar General ,Major Archdiocese of Thiruvananthapuram honoring **Dr. C. George Varghese** for his outstanding contributions in artisans sector.

9. FISHER FOLK



Rev. Fr. Romans Antony presenting a paper on Marine fisheries in Kerala



Dr. B. Sanjeeva Gosh, Former Additional Director, Department of Fisheries, Government of Kerala presenting a paper on Issues of Marginalized Fisher folk in Kerala

- Key note address: **Adv. George Mercier**, Ex. MLA.
- Livelihood aspects of fisher folk: **Dr. N. K. Sasidharan Pillai**, Deputy Director, Department of Fisheries, Government of Kerala.
- TSSS experiences with fisher folk: **Fr. Sabas**, Director, TSSS, Thiruvananthapuram.
- QSSS experiences with fisher folk :**Fr. Pious Malliar**, Asst Director, QSSS, Kollam.
- MSSS experiences in fisheries : **Kumari Divya G. S.**, Programme Coordinator, MSSS.

10. AGED AND MIGRANT WORKERS



Aging in Kerala one more population problems: Dr. Irudaya Rajan, Professor, CDS, Thiruvananthapuram



KSSPU experiences with senior citizens: Sri. R. Reghunadhan Nair, General Secretary, KSSPU, Thiruvananthapuram

- Moderator **Fr. Joye James**, Director, Layola Extension Services, Sreekariyam, Thiruvananthapuram.
- International Migration and Socio-Economic Issues of the Left Behind Elderly in Kerala: **Sri. P. K. Sujathan**, Research officer, District Planning Office, Civil Station, Palakkad.
- MSSS experiences with senior citizens: **Smt. Sujatha**, Reginal Coordinator, MSSS.
- Socio-economic health status of the migrant community in South Kerala: **Smt. Benedicta Gerard**, Programme Coordinator, MSSS.

Festal Celebrations of Moran Mor Baselios Cleemis Catholicos CLOSING CEREMONY OF GOLDEN JUBILEE CELEBRATIONS

KARMOTSAVAM 2012

Concluding ceremony of golden jubilee celebrations and launching of new projects.



Welcome speech by His Excellency **Rt. Rev. Samuel Mar Irenios**,
Auxiliary Bishop of Major Archdiocese of Thiruvananthapuram



Presidential address by **Moran Mor Baselios Cleemis-Catholicos**,
Major Archbishop of Malankara Catholic Church and
President of MSSS



Trend report of the Srothas Social Sciences Congress-2011 by
Sri. Rajan M. Karakkattil, Organizing Secretary, SSSC-2011.



Inauguration by His Highness **Sree Padmanabhadasa Uthradam
Thirunal Marthanda Varma**.



Launching of Srothas Development Mission (SDM) by
Sri. K. C. Venugopal, Hon'ble Minister of state for power,
Government of India



Key note address by **Adv. K. Chandrika**, Worshipful
Mayor of Trivandrum



Launching of Grama Srothas by
Sri. K. Muraleedharan, MLA



Honoring **Prof. T. S. N. Pillai & Sri. T. A. Varghese**



Launching of FAFLCCs by
Sri. V. R. Madhavakumar,
Zonal Head and Additional General Manager,
Federal Bank, Thiruvananthapuram Zone



Vote of thanks by **Fr. John Vilayil**,
Director, Malankara Social
Service Society

APPRECIATING THE LOYAL AND DEDICATED SERVICES



RT. REV. SAMUEL MANNIL RAMBAN
FORMER DIRECTOR



REV. FR. CHERIAN PANICKER
FORMER DIRECTOR



REV. FR. MATHEW KADAKAMPALLIL
FORMER DIRECTOR



REV. FR. MATHEW PALLATHUMURIYIL
FORMER DIRECTOR



REV. FR. JOHN KAMPARA
FORMER DIRECTOR



RT. REV. JOHN PUTHEN VILAYIL COREPISCOPO
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REV. FR. JOHN VILAYIL
DIRECTOR, MSSS



SRI. RAJAN M. KARAKKATTIL
PROGRAMME COORDINATOR, MSSS



SRI. SAJI K. BABY
MSSS OFFICE STAFF

SROTHAS DEVELOPMENT MISSION

PERSPECTIVE PLAN OF THE ORGANIZATION FOR THE COMING FIVE YEARS STARTING FROM 2012 TO 2017 WITH A FOCAL THEME ON INCLUSIVE DEVELOPMENT WITH SOCIAL JUSTICE

INTRODUCTION

Malankara Social Service Society celebrated Golden Jubilee Year in 2011 with a focal theme of Social Equity and Sustainable development with diverse Srothas Projects to enhance the capacities of marginalized and weaker sections socially –economically and politically empowered keeping environmental sustainability. The organization has molded the development approach with a view to the holistic involvement of all sectoral growth and development in an inclusive manner with social justice. In order to continue the development activities evolved during the Jubilee Year, MSSS have framed a mission based mode of operation called “SROTHAS DEVELOPMENT MISSION” for the coming five years. The basic idea is to institutionalize the entire srothas projects for increased socio-economic development.

OBJECTIVES

The following are the objectives of the SROTHAS DEVELOPMENT MISSION of Malankara Social Service Society

- To enhance the capacities of communities and organizations to undertake holistic and inclusive development projects in rural and urban context.
- To keep gender mainstreaming in all development planning and implementation.
- To develop and institutionalize all the fifty srothas projects in a professional and scientific manner.
- To develop partnerships and networking with agencies and organizations in all levels.
- To monitor and evaluate the development process in a time bound manner.
- To conduct action research and document all processes and outcomes of development works.

2011 was the golden jubilee year of Malankara Social Service Society and we have observed the year as the year of SOCIAL EQUITY AND SUSTAINABLE DEVELOPMENT and implemented 50 SROTHAS projects as follows:

1. **SANGHA SROTHAS** - SROTHAS CENTRE FOR SHG AND NGO MANAGEMENT
2. **VIBHAVA SROTHAS** - a community based programme for the mobilization of funds and faculties for the development programmes
3. **SAKTHI SROTHAS** - a Community Based rehabilitation programme
4. **AROGYA SROTHAS** - a health action programme
5. **POSHAKA SROTHAS** - a nutrition improvement programme
6. **VANITHA SROTHAS** - an integrated women development programme
7. **SURAKSHA SROTHAS** -a community based vigilance programme for the protection and empowerment of women and children
8. **BHAVANA SROTHAS** - a community driven housing programme for the homeless
9. **KUDUMBA SROTHAS** - a family development programme
10. **BALA SROTHAS** - a child development programmes
11. **SUKRUTHA SROTHAS**- a community driven project to provide mid day meals to the poor and needy sick persons in the hospitals
12. **ABHAYA SROTHAS**- a programme for integrated development of the senior citizens
13. **YUVA SROTHAS** - an integrated programme for the development of youth and adolescents
14. **VANA SROTHAS** - a tribal development programme and the initiatives for the afforestation
15. **JEEVAN SROTHAS** - a community based micro insurance programme for the marginalized and downtrodden in the society
16. **SRO FED CREDIT** -programme for village level Banking mechanism
17. **SAMRAMBAKA SROTHAS** - a programme for sustainable enterprise development
18. **JEEVANA SROTHAS** - a cluster development initiative
19. **SROTHAS MART** -a marketing network of rural marts and marketing centers
20. **SROTHAS DESTINATION** - a community based rural tourism development programme
21. **SROTHAS TEX**- a community based natural fiber processing programme
22. **SROTHAS CRAFTS** - an integrated handicrafts development programme
23. **SROTHAS ARTS** -a programme to develop a group of artists and children in communication arts
24. **VIDYA SROTHAS** - a community based quality educational programme
25. **PRAKASHA SROTHAS** - a educational support programme
26. **KARSHAKASROTHAS** -a programme for the integrated development of farm and allied sector
27. **PRAKRITHI SROTHAS**- a community based natural and organic farming programme
28. **BHAKSHYA SROTHAS** -a community based food security programme
29. **HORTI SROTHAS** - a community based horticulture development programme
30. **OUSHADA SASYA SROTHAS** -a programme for the development of medicinal plants at the community level
31. **PUSHPA SROTHAS** - a community based floriculture development programme
32. **MADHU SROTHAS** - a programme for the increased production of honey
33. **JEEVA SROTHAS** - a community based livestock development programme
34. **POULTRY SROTHAS**- a community driven programme to increase the poultry development
35. **KSHEERA SROTHAS** - a programme for the development of mini diary ventures at the community level
36. **MALSYA SROTHAS** - an integrated inland fishing development programme
37. **SROTHAS TECH** is a technology driven programme to introduce appropriate technologies and services
38. **OORJA SROTHAS** a programme for the increased energy management and development
39. **AKSHAYA SROTHAS** - a computer literacy programme
40. **JANA SROTHAS** is a community based voluntary action programme for good governance
41. **VIKASANA SROTHAS** - a leadership development programme
42. **NIYAMA SROTHAS** -a programme for creating awareness on legal rights,
43. **HARITHA SROTHAS** - a community based micro watershed development programme
44. **SASYA SROTHAS** - a community based natural resource management programme
45. **JAGRATHASROTHAS** - a community based disaster management programme
46. **JALA SROTHAS** - a community based water conservation and management programme
47. **SUCHITWA SROTHAS** - a community based solid waste management programme
48. **BAMBOO SROTHAS** a programme for the integrated bamboo development
49. **MADHYAMA SROTHAS** a programme to enhance the capacity of community development writers
50. **VIGYANA SROTHAS**- a knowledge development programme for the dissemination of advanced knowledges, skills, techniques and technologies for the rural community

GRAMA SROTHAS

INTRODUCTION

Malankara Social Service Society celebrated Golden Jubilee Year in 2011 with a focal theme of Social Equity and Sustainable development with diverse Srothas Projects to enhance the capacities of marginalized and weaker sections socially –economically and politically empowered keeping environmental sustainability. The organization has molded the development approach with a view to the holistic involvement of all sectoral growth and development in an inclusive manner with social justice. In order to continue the development activities evolved during the Jubilee Year, we have framed a mission based mode of operation called “SROTHAS DEVELOPMENT MISSION” for the coming five years. The basic idea is to converge the entire srothas projects in rural settings for increased socio-economic development called Grama Srothas .

OBJECTIVES

The following are the objectives of the GRAMA SROTHAS of Malankara Social Service Society

- To enhance the capacities of communities and organizations to undertake holistic and inclusive development projects in rural context.
- To keep gender mainstreaming in all development planning and implementation
- To converge all the fifty srothas projects in a village base mode
- To develop partnerships and networking with agencies and organizations in all levels
- To monitor and evaluate the development process in a time bound manner.
- To conduct action research and document all processes and outcomes of development works in rural context.

Grama Srothas is the Rural Community Empowerment as Central to Development Programming with Social Justice

Development is often defined as the *ability of individuals, families and communities to make informed choices.* In other words development work should ideally revolve around empowering communities with adequate knowledge and skills to take the right decisions regarding their lives and living. Thus its imperative that all development programming, be it related to social, economic, political, environmental, health, nutrition, education, water, sanitation and for that matter any sector should have a strong component of working with communities to create in them the adequate knowledge and skills to ensure that individuals, families and communities take informed decisions.

Grama Srothas is the convergence of development programming with a Right Based Approach with following four core principles

1. *Partnership, Alliances, Networks: A multi-stakeholder partnership with government playing a central role is critical for best results. This approach envisages the coming together of the government and various components of civil society including communities to ensure effective implementation of programmes.*
2. *Integrated/Holistic/Inclusive Approach: The Rights Based Approach discourages vertical programming and strongly recommends an integrated approach to programming for best results.*
3. *Community Participation: A human rights approach requires participation and empowerment of children, parents and families living in poverty as explicit objectives of the programme. It's not enough to view community participation as a means to achieving programme objectives.*
4. *Sustainability: Any project or programme that is initiated should be sustainable and not remain as a onetime intervention. In other words all programming should be based on the principle of sustainability.*

The Rights based approach emphasizes more on 'how' we carry out programme activities and less on 'what' activities we undertake. It is the 'how' of programming that really empowers communities while the 'what' could actually make communities dependent if the how is not aligned to the human rights programming principles.



Gramasrothas is the convergence of srothas projects and the implementation of srothas development mission in a village based mode in the wards of a panchayath.



The team behind the Golden Jubilee Celebrations and Srothas Social Science Congress 2011

His Beatitude Moran Mor Baselios Cardinal Cleemis Catholicos	-	Patron
Rt. Rev. Dr. Samuel Mar Irenios	-	Chairman
Fr. John Vilayil	-	Director and General Convener
Sr. Lizy Maria D. M.	-	Treasurer
Sri. Rajan M. Karakkattil	-	Organizing Secretary
Fr. Joye James S. J., Fr. Thomas Mukulampurath, Sri. T. Madhava Menon IAS (Rtd), Prof T. S. N. Pillai, Prof. M. A. Oommen, Dr. John Kattakayam, Dr. Iris, Dr. K. J. Joseph, Dr. Narayana, Prof. K. T. Job, Prof. K. V. Thomaskutty, Mr. Phil Roy, Mr. M. A. George, Mr. T. A. Varghese, Mr. George Daniel		

CORE COMMITTEE

Sri. T. A. Varghese (Chairman), Fr. John Vilayil, Fr. Joye James, Prof. T. S. N. Pillai, Sri. Phil Roy, Sri. Rajan M. Karakkattil (Secretary)

Sub committees

Food	:	Fr. Thomas Mukalumpurath, Sri. Saji, Sri. Rajumon, Sri. Shiju Johnson
Accommodation	:	Fr. Mathew Alumoottil, Sri. Kishore, Sri. Baiju, Smt. Sujatha, Smt. Cristal Stephen
Transportation and parking:		Fr. John Muruppel, Sri. Shibu, Sri. Kishore, Sri. Baiju, Smt. Mini, Smt. Ajitha
Reception & Registration:		Fr. Arun Aerath, Sri. George Daniel, Sri. Bijoy Joseph, Smt. Shamine Suresh, Nisha
Documentation	:	Fr. Johnson Puthuparambil, Sri. Augustinos, Kum. Divya, Sri. Shiju, Smt. Shamine
Venue	:	Fr. Bernard Valiyavila, Sri. Baby, Smt. Benedicta, Smt. Bindu Baby, Smt. Pushpam
	•	Mar Gregorious Auditorium : Fr. Bosco Chalakkarakkal, Smt. Benedicta
	•	Catholicate Auditorium : Fr. Alwin, Smt. Pushpam Jose
	•	Srothas Auditorium : Fr. Justin Neelarathala, Sri. Baby
	•	Samanuya Auditorium : Fr. Linu, Smt. Bindhu Baby
Tour	:	Fr. God Royraj, Smt. Benedicta, Sri. Abhilash
Volunteers	:	Fr. Daniel Varghese Edayilakattu, Sri. Mohan Xavier, Sri. Rajan Kottavattom
Medical	:	Fr. Philip Anniyil Tharakan OIC, Smt. Cristal Stephen
Media and Publicity	:	Fr. Prabheesh George Mekkarikkathu, Sri. Mathew Varghese
Programme	:	Fr. Daniel Poovannathil, Fr. Sheen Palakuzhy, Sri. Rajan M. Karakkattil

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1. **BPL Families:** Smt. Shamine Suresh, 2. **Women and Children:** Sri. Mohan Xavier, 3. **Health Affected:** Sri. Bijoy Joseph, 4. **Adolescents and youth:** Sri. Rajan Kottavattom and Sri. P. Kishore, 5. **Small Farmers:** Sri. George Daniel 6. **Traditional workers and micro enterprises:** Smt. Bindu Baby and Sri. Shiju Johnson, 7. **Migrant Workers:** Smt. Benedicta, 8. **Scheduled Tribes:** Sri. Rajumon, 9. **Scheduled Castes:** Sri. Shibu, 10. **Fisher Folk:** Kum. Divya, 11. **Artisans:** Sri. Abhilash V.G. 12. **Aged:** Smt. Sujatha Johny.

EMINENT PERSONS WHO INTERACTED DURING GOLDEN JUBILEE CELEBRATIONS





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