



**ANNUAL REPORT
2012 - 2013**

**SOCIAL ENGINEERING WITH
SROTHAS DEVELOPMENT MISSION
FOR INCLUSIVE SOCIETIES**



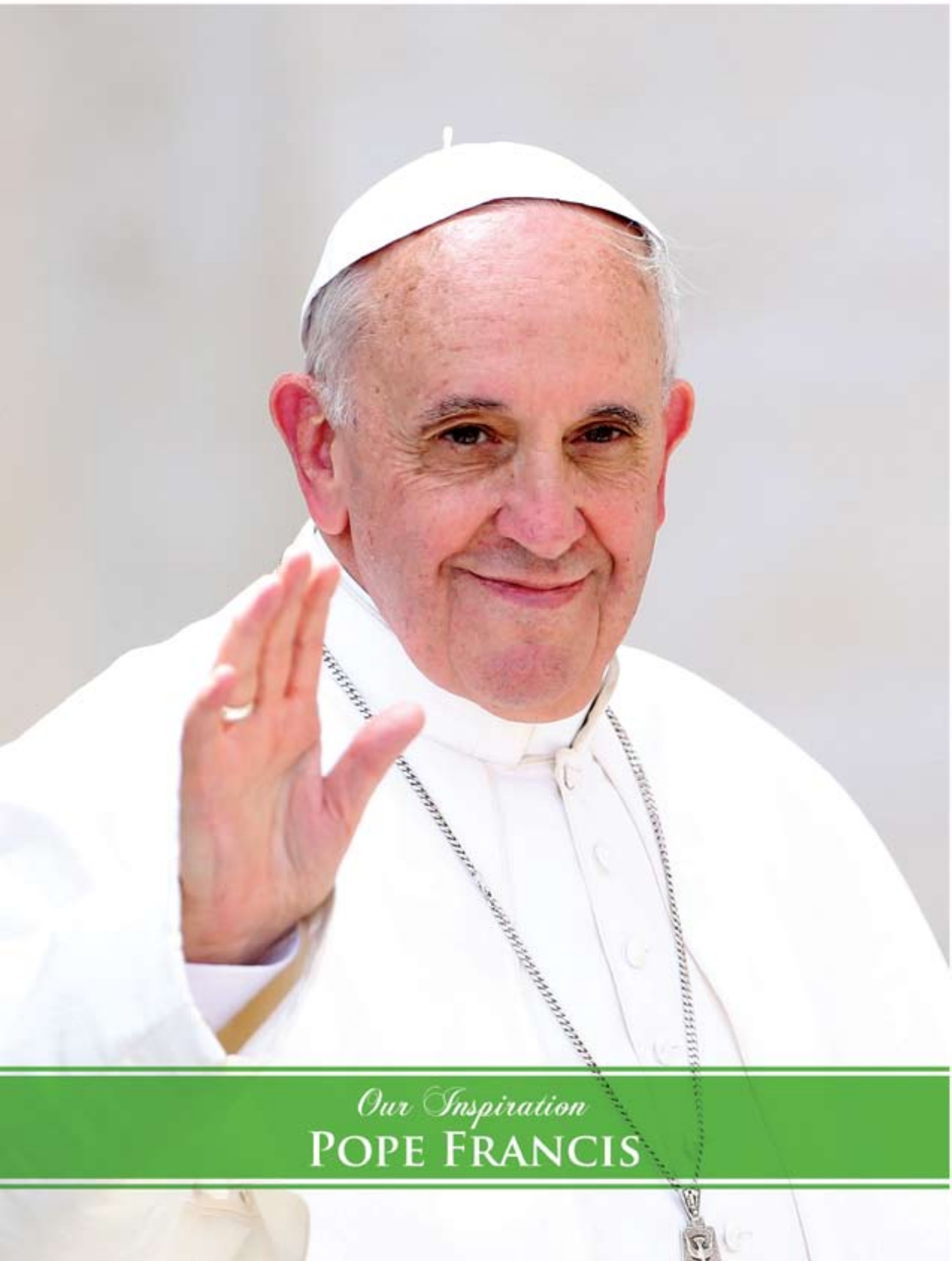
MALANKARA SOCIAL SERVICE SOCIETY
FOCUSING ON ENVIRONMENTAL SUSTAINABILITY



SOCIAL ENGINEERING
with
SROTHAS DEVELOPMENT MISSION
for
INCLUSIVE SOCIETIES

ANNUAL REPORT 2012-13

FOCUSING ON
ENVIRONMENTAL SUSTAINABILITY



Our Inspiration
POPE FRANCIS

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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 ARCHBISHOP'S HOUSE
PATTOM, TRIVANDRUM-696 004
KERALA, INDIA

31.12.2013

MESSAGE

It is indeed a great pleasure to know that Malankara Social Service Society, the social change agency of the Major Archdiocese of Thiruvananthapuram is publishing its Annual Report 2012-13.

The organization has delivered quality services to the marginalized and downtrodden of the society with its multifaceted development programmes and projects for past 53 years. The new role of the organization as the Capacity Building Agency (CBA) of National Rural Livelihood Mission (NRLM) implemented through the Ministry of Rural Development, Government of India, will definitely bring its commitment to serve society and to make solidarity with the poorest of the poor in the country in establishing their sustainable development.

MSSS has already established its own identity through the various development inputs called "Srothas Projects" and proved the innovation in the areas of social engineering, rural development, environmental sustainability, livelihood promotion, community mobilization, skill development, social security, agriculture and allied sector, human resource management and its convergent mechanisms of the various projects and programmes.

I appreciate and congratulate all the well wishers of MSSS, Director, Staff members, Community Leaders and Volunteers for their quality and selfless services to the needy in the society.

The organization should become a catalytic agent to proclaim justice and development in practice in the changing socio-economic and political scenario of our society.

Let God almighty bless you all abundantly and the organization to deliver joyful services in the coming days as well.



Baselios Cleemis
+ Baselios Cardinal Cleemis
Major Archbishop-Catholicos



DR. SAMUEL MAR IRENIOS
AUXILIARY BISHOP OF TRIVANDRUM



THE SYRO-MALANKARA CATHOLIC CHURCH
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31/12/2013

Message

I am glad to know that Malankara Social Service Society(MSSS) of the Major Archdiocese of Trivandrum is releasing its Annual Report for the year 2012-13. This report contains various development activities of MSSS undertaken during the last one year within the framework of Srothas Project. During the reporting period, MSSS has focused on environmental sustainability which should be continued as a movement. The efforts for sustainable development of the organization for the inclusiveness in all aspects become a model in the voluntary sector. Let us remember with gratitude the well-wishers, agencies and the government departments who have extended their partnerships with the organization.

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

+Samuel Mar Irenios
Auxiliary Bishop of Trivandrum

FROM THE DESK OF THE DIRECTOR

It is with great pleasure that I present the annual report of the Malankara Social Service Society for the year 2012-13. I took charge as the Director from Fr John Vilayil, who was spear, headed the organization dynamically and did meritorious service during the Golden Jubilee Era. It is with a thankful heart that I remember his selfless service especially his simplicity and the resoluteness and determination with which he implemented the development projects for the marginalized section of the society during this period.

This report is specially intended as an evaluation of the overall results within the framework of "Srothas Projects" which has been the working mode of the organization for the past few years with its emphasis on a missionary approach. The year 2013 also saw the organisation focussing its attention on environmental sustainability. The KSCSTE and the Government of Kerala has supported us to build up women volunteers who are trained to impart environmental education and awareness. This has boosted our efforts for a sustainable environment protection plan.

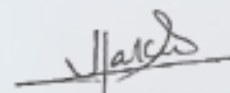
The selection of MSSS as a Capacity Building Agency (CBA) for National Rural Livelihood Mission (NRLM) by the Ministry of Rural Development, Government of India is also a great achievement and morale booster for us. This recognition will reinforce our commitment to serve the marginalised sections of the society across the country in a more meaningful manner.

Our organization is now poised for significant action among the various social groups, federations, beneficiary and community based organizations that require adequate management development exercises. The existing resources unutilized at the grass root level have to be revived systematically. The blend of professionalism and voluntarism has to be combined for effective leadership development and service delivery to the needy in a more speedy and transparent manner. With this as our man focus, we have earmarked 2014 with the initiative of managing human resources in a sustainable manner. Continuous capacity and resource development programmes on various thematic areas are also planned at this juncture to make our organization more productive and resourceful.

"Little drops of water make the mighty ocean". Even your small support and voluntary contributions will help us in our endeavour to deliver our services to the needy and under privileged brethren of the society.

With boundless gratitude to God Almighty, I thank all our well wishers, the committed staff, the community leaders, the volunteers and the partners who helped us to extend commendable services to the society. With a humble heart we reinforce our commitment to work for a world with peace and justice.

God bless you all in a very special way for your humanitarian services in the days to come.



Fr Bovas Mathew
Director





WE, THE MEMBERS, STAFFS AND DIRECTOR OF MALANKARA SOCIAL SERVICE SOCIETY EXPRESS OUR DEEP LOVE AND GRATITUDE TO FR. JOHN VILAYIL, WHO STEERED THE ORGANIZATION EFFECTIVELY AND EFFICIENTLY DURING THE GOLDEN JUBILEE PERIOD AND IMPLEMENTED VARIOUS PROJECTS AND PROGRAMMES FOR THE COMMON MAN.

THE ORGANIZATION

MALANKARA SOCIAL SERVICE SOCIETY (MSSS)-SROTHAS

Malankara Social Service Society (MSSS) is the social work organ of Major Archdiocese of Thiruvananthapuram. It was constituted in the year 1961 under the Travancore-Cochin Literary Scientific and Charitable Societies Act XII of 1955. His Grace Benedict Mar Gregorious, the then Archbishop of Thiruvananthapuram was the founder president and his profound and visionary leadership supported the organization in new areas of agrarian based rural development programmes. The central office of the organization was renamed as 'Srothas' a Sanskrit word which means source in 2004 by His Beatitude Moran Mor Cyril Baselios Catholicos. All the development projects and programmes initiated by the organization from 2009 onwards have been formulated as 'Srothas Projects' by His Beatitude Moran Mor Baselios Cardinal Cleemis-Catholicos, the present president of the organization.

VISION....MISSION....PHILOSOPHY

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 of the development process.

MISSION

The mission of the 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 AND OBJECTIVES

To facilitate formation and strengthening of peoples structures and organizations

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

Formation and strengthening of local leadership

To promote gender consciousness and equity in society and throughout the development cycle

To promote 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 programs

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

To establish a Development Research and Resource Centre

ORGANIZATIONAL STRUCTURE

The Pillars of Our Endeavor



MALANKARA SOCIAL SERVICE SOCIETY

OPERATIONAL AREA

The MSSS has amended its constitution to extend its services to all the states and Union territories of India and to function as a national organization for the socio economic development of the marginalized and downtrodden in society.

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

Table 1 A Statistical Purview

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

REGIONAL SET UP

In order to facilitate community mobilization and development activities, we have made regional set up comprising units which are considered to 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 working under MSSS.

1. Parassala
2. Kattakada
3. Balaramapuram
4. Thiruvananthapuram
5. Nedumangad
6. Kazhakoottam
7. Anchal
8. Kottarakkara

SECTORAL AREAS FUNCTIONING IN THE ORGANIZATION

MSSS has institutionalized the following wings for the sustainable and inclusive development action in 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 and Adolescent Development
- Adolescent and Youth Development
- Tribal Development
- Geriatric Care Management

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

DEPARTMENTS UNDER POLITICAL EMPOWERMENT WING

Decentralized planning and local development
Leadership Development
Civic consciousness and human rights

DEPARTMENTS UNDER ENVIRONMENT PROTECTION WING

Natural Resource Management
Watershed Development and Management
Solid waste Management
Disaster Preparedness and Management

RESEARCH AND DOCUMENTATION WING

TRAINING AND CONSULTANCY WING



SROTHAS DEVELOPMENT MISSION



Malankara Social Service Society developed a focal theme of Social Equity and Sustainable development with diverse Srothas Projects to enhance the capacities of the marginalized and weaker sections of society. 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, the organization has framed a mission mode of development operation called “SROTHAS DEVELOPMENT MISSION” for the increased socio economic development and converging projects to address the vulnerability and poverty among marginalized sector of the society. It is the aim of converting all development inputs into the framework of srothas based projects and translate the results for the society.

OBJECTIVES

The following are the objectives of the SROTHAS DEVELOPMENT MISSION

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 srothas projects developed 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.

SROTHAS PROJECTS UNDER THE SOCIAL EMPOWERMENT WING



SANGHA SROTHAS SROTHAS CENTRE FOR SHG AND NGO MANAGEMENT is a resource management group and centre for providing quality training and management development to the grass root level peoples organizations and Non Governmental Organizations on various topics for the integrated development of the rural community. The centre will also be developed as a consultancy firm in providing further guidance and support of the common peoples through continuous modular based training programs of short and long term duration for the Community Based Organizations and Non Governmental Organizations to accelerate voluntary action in the rural settings.

KEY OUTCOMES

Community Based Organizations are functioning as 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. Formation and strengthening of CBOs, SHGs, JLGs and local NGOs are the thrust area where the organization has developed experimentation and capacity enhancement in developing diverse social groups which address the development needs of women, children, adolescents, youth, senior citizens, tribals, differently abled farmers, artisans and entrepreneurs etc.



No of local NGOs developed	80
No of CBOs formed	120
No of women SHGs	2500
No of men SHGs	134
No of Children groups	950
Youth/Adolescent Groups	45
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	5500
No of beneficiaries	120000
No of training programmes conducted	270
No of beneficiaries benefitted from training programmes	6700
No of interface programmes conducted	100

PARTNERSHIP PROJECTS



Caritas India supported a project called “Empowering Federation Leaders for Linkages and Collaboration” which aims to improve the standard of living of the target community of 8736 families belonging to the SC/ST community in 40 Panchayaths from 12 Blocks of Trivandrum and Kollam districts.

The project has delivered the following results,

Increased the level of participation of members to 70% in participative decision making process in Gram Sabhas and the other development organizations.

SHGs and Federations became powerful to mobilize resources and establish effective linkages and collaboration with line departments and PRIs.

The target groups became aware of plans in the Panchayath and other development organizations.

Target community will be aware and able to use the various provisions of RTI, MGNREGS, and special programs for SC and ST community, Social security schemes, for the development of the area.

Learning and confidence of the community increased and the various projects and programmes of PRIs and development organizations.

KARMOTSAV-2013



KARMOTSAV the annual conference of community leaders of the organization is observed on 2nd January every year. This year Karmotsav was inaugurated by Shri.Manjalamkuzhi Ali, Hon'ble Minister for Urban Development, Government of Kerala in the presence of His Beatitude Moran Mor Baselios Cardinal Cleemis Catholicos the president of the organization .Mrs Sugathakumari, Mrs. K S Chithra and Dr C George Varghese honored during the function for their outstanding contribution to the society.



SAKTHI SROTHAS is a Community Based rehabilitation program for the Differently Aabled persons in the operational area of Malankara Social Service Society. The project comprises of the following objectives to be achieved during the period.

- Early detection and prevention of disability.
- To address individual needs and issues by ensuring the rights of the disabled.
- To increase the participation of women with disability.
- To ensure basic health needs for the differently aabled.
- To develop sustainable livelihood security for the differently aabled in collaboration with government and other development agencies etc

Key outcomes

MSSS is promoting community-based rehabilitation (CBR) programmes with a view to help

people with disabilities, by establishing community-based programs for social integration, equalization of opportunities, and rehabilitation programs for the disabled. Rather, CBR programs 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.

No of awareness programmes conducted	245
No of beneficiaries from awareness programmes	5490
No of CBR beneficiaries benefitted	2500
No of CBR training programmes conducted	55
No of CBR workers benefitted	350
No of vocational training programmes	2
No of beneficiaries from vocational training	30
No of IGP programmes	8
No of beneficiaries from IGP project	50
No of interface programmes conducted	15
No of curriculum development workshops	05
No of direct beneficiaries	3750

PARTNERSHIP PROJECT



SLF supports a project “Assistance for the mentally & physically challenged for their education and medical aid” The key objective of the project is to ensure that children with disabilities in the region take a full and active part in everyday life, joining in family and community activities. The following are the results of the project

- Developed an online project management system
- Identified 145 deserving children for the project.
- Ensured regular beneficiary support for 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

TRISCOOTER DISTRIBUTION



The members from the CBR groups promoted by our organization availed the project opportunities to mobilize tri scooter. The support was initiated by the district panchayath of Thiruvananthapuram and was a great consolation for the differently abled persons to reduce the barrier for the mobility.

WORLD DISABLED DAY CELEBRATIONS

Observance of World Disabled Day on 3rd December is organized every year to establish solidarity with the particular group and the CBR workers exclusively with various projects and programmes.



AROGYA SROTHAS is a health action program to provide awareness, counseling, early warning and preventive measures to the communicable and non-communicable diseases at the community level. Community level voluntary health workers perform the role of health activists in the society. The programme takes the initiatives of comprehensive health insurance package to mitigate the health related burdens of the family.

MSSS is practicing a community based health and management system through our grass root level organizations to make a healthy society with various multi health interventions. 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. The intensified action against dreadful diseases such as AIDs,TB and Malaria becomes one of the major health actions during the period.

Key outcomes

No of health awareness programmes conducted	500
No of beneficiaries	14890
No of community health training programmes	50
No of beneficiaries	1670
No of TB awareness programmes conducted	490
No of beneficiaries	14500
No of TB cases detected and action taken	1390
No of TB projects in schools	23
No of School students benefited	4578
No of Cancer awareness programmes	15
No of beneficiaries	1470
No of strategic meetings for health related	34

PARTNERSHIP PROJECTS



Catholic Hospital Association of India (CHAI) supports project AXSHYA “Providing Universal Access to TB Control services and Strengthening Civil Society involvement in TB care & control”.

The key functions of the project are implemented through continuous meetings and it encompasses through

- Awareness generation on TB and RNTCP

- Enhanced awareness on TB centers at the nearest locations

- Increase referrals of TB cases Motivate / Initiative cases on TB treatment

- Reduce myths and misconceptions on TB and its treatments

Provide information about RNTCP diagnostic and treatment services

Decrease default cases



Malankara Social Service Society is functioning as the State Focal Point (Secretariat) of Partnership for Tuberculosis Care and Control in India (PTCCI). It brings together civil society across the country on a common platform to support and strengthen India's national TB control efforts. It seeks to harness the strengths and expertise of partners

in various technical and implementation areas, and to empower affected communities, in TB care and control. It consists of technical agencies, non-governmental organizations, community-based organizations, affected communities, the corporate sector, professional bodies, media and academia.



WORLD TB DAY CELEBRATIONS

A series of programmes were organized in connection with the World TB Day celebrations and joined hands with Stop TB partnerships under WHO.



CANCER AWARENESS PROGRAMMES

MSSS has organized a series of cancer awareness programmes in collaboration with Regional Cancer Center (RCC), Thiruvananthapuram on the possible measures to develop social security measures for the Cancer Patients





POSHAKA SROTHAS is a nutrition improvement program for women and children through community empowerment process. Community Nutrition Centers (CNC) will be established for the nutrition counseling and supply of fortified foods to the needy and forlorn in the society. Unhygienic habits, unhealthy diets and other behavior promoting ill health conditions could be tackled by strengthening community based approaches and practices. Community is much empowered in nutrition education through this programme.

Key outcomes

No of nutrition awareness programmes conducted	210
No of participants	4890
No of community nutrition training programmes	25
No of community leaders	670

PARTNERSHIP DEVELOPED

Malankara Social Service Society developed a partnership with Food and Nutrition Board under the Ministry of Women and Child Development with a view to conduct advanced training programme in food and nutrition and to enhance the capacities of community leaders from women sector with proper IEC materials and resource development works.



VANITHA SROTHAS is an integrated women development and empowerment program exclusively to address the women related issues, policies and programs at the community level. Women resource groups of the local community act as a dynamic force.

The organization follows the Gender and Development (GAD) approach in determining how best to define development projects and programs based on analysis of gender relationships. It ensures the principles of equity and social justice in the development track for the women with various inputs already developed including gender budgeting.

Key outcomes

No of meetings conducted for women in development	21,000
No of awareness programmes conducted on women issues	5,560
No of training programmes conducted on gender budgeting	200
No of workshops conducted on Gender framework Analysis	3
No of direct women beneficiaries for various services	40,000

PARTNERSHIP DEVELOPED



As an empanelled NGO to the Kerala State Women Development Corporation, MSSS has developed a sustainable collaboration with all the possible projects and programmes so as enhance the capacities of women in development.

INTERNATIONAL WOMEN DAY CELEBRATIONS

MSSS is organizing a number of programmes in connection with International Women Day celebrations on March 8th every year to make and develop solidarity with women in the operational areas and their issues.



KUDUMBA SROTHAS is a family development programme for the most vulnerable families of the society to make them sustainable.

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 moulded 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.

Key outcomes

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	250
Total amount disbursed for the period	Rs27,00,000/-



PARTNERHIP PROJECT

MSSS has developed a partnership with SAFFP (Save A Family Plan) which is developing an implementation strategy for its major program called Family Development Program to the vulnerable families selected for a period of six years. The program will focus on creating a systematized process of capacity development that will equip targeted families and communities to begin addressing their poverty-related issues. The cost of the program will be shared by Canadian and US public individual benefactors. The following are the key interventions initiated through the project;

1. Generating awareness, sensitivity and consciousness on various issues and problems by creating a family level data base; there is an evolutionary process of knowledge building that leads to action. Awareness of human rights, social justice, constitutional rights and privileges, etc. is an essential part of that evolution.
2. Issue-based micro-planning at family level (person-centered, family and location specific micro-planning); this helps stakeholders to gain control and ownership over the process. Once the plans at the family level are set, they can be integrated with those at the panchayath (local government) level.
3. Family based local initiatives/actions; this involves mobilizing local resources and accessing government schemes and services for the implementation of family plans with the help of SAFFP support.



4. Family based and Community based Monitoring and reflection; this is to establish an internal monitoring and evaluation systems at the family level with the help of animators, sponsors, coordinators and SAFP staff. This will reinforce the family learning and action dynamics in a sustainable manner.

KUDUMBA SANGAMAM

The SAFP beneficiaries assemble every year to assess the progress of their families and to plan the future plan of action.



BALA SROTHAS is a child development programme for the integrated development of vulnerable children.

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 concerted efforts through parenting and community systems. Programmes and projects enhance the intellectual and emotional skills of children by doing and learning through rights based approach are in operation with the support of the multi stakeholders.

Key outcomes

No of awareness programmes conducted on child issues	249
No of training programs conducted on child development	46
No of workshops conducted for leadership development	4
No of child parliament meetings	289
No of direct beneficiaries	8,500





PARTNERSHIP DEVELOPED

MSSS works with KSSF for an 'Inclusive Child Parliament Project' which aims to organize and make conscious the children on rights and development

SUKRUTHA SROTHAS is a community driven project to provide mid day meals to the poor and needy sick persons in the hospitals and care homes. This charity based program is operating with the support of philanthropists and SHG members. MSSS entails working with persons of old age and their families in managing, rendering and referring various types of health and social care services.



Key Outcomes

No of training programmes conducted	15
No of health supporting personnel developed	35
No of awareness programmes conducted for senior citizens	12
No of direct beneficiaries	1240

Onam Celebrations 2013: MSSS celebrated Onam with Government Care Home, Trivandrum on 13 September, 2013. Along with 115 inmates and staff of Care home, Cardinal Mar Baselios Cleemis, Johnson Joseph Councilor of Pattom ward, former chief secretary John Mathai, Director and staff of MSSS participated. We arranged athapookalam and games for the inmates of the care home. Cardinal Mar Baselios Cleemis said this institution is doing a very sacred activity. His Beatitute distributed special gifts and dress to the inmates and had Onasandhya along with them





YUVA SROTHAS is an integrated program for the development of youth and adolescents in the operational areas. Adequate programs on capacity building, counseling, life skills and continuous engagement of the target population to involve in the development sector will be provided.

MSSS understand that young people experience profound physical changes, rapid growth and development, and sexual maturation, in addition to psychological and social changes during adolescence. The projects and programmes are concentrated to the development of psycho –social development of the persons and their career development guidance in a perfect manner.

Key outcomes

No of career counseling programmes conducted	56
No of training programmes conducted	14
No of workshops conducted on youth and adolescents	15
No of direct beneficiaries	2,500

Kilukilam 2013: Malankara Social Service Society conducted three days children’s summer camp called ‘Kilukilam 2013’ in the SROTHAS training hall from 14th to 16th May 2013. The theme for this year’s was ‘leadership’ and the participants are mainly teenagers from the age 14-17 years were given classes on a variety of topics like Leadership, its characteristics, leadership qualities, how to become a leader etc. A total of 61 students from Trivandrum and Kollam region attended the camp.



MALANKARA SOCIAL SERVICE SOCIETY

SROTHAS PROJECTS UNDER THE ECONOMIC EMPOWERMENT WING

JEEVAN SROTHAS is a community based micro insurance program for the marginalized and downtrodden in the society. By providing inclusive social safety to all sections of the community, the insurance and social assistance coverage protect the vulnerable sectors especially women and the underprivileged.



MSSS protects 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 society.

Key Outcomes

No of awareness programmes conducted	2500
No of training programmes conducted	140
No of workshops conducted	20
No of direct beneficiaries for life insurance	35,000
No of direct beneficiaries for health insurance	4,880

PARTNERSHIP DEVELOPED



MSSSS in collaboration with Life Insurance Corporation of India (LIC) implements two micro insurance projects 1. Jeevan Madhur-Micro Insurance Program Jeevan Madhur is a micro insurance program to extend the policy coverage even for the poor who are unable to pay high amount as yearly premium.

2. Jana Sree 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 Rs.200/- of which Rs.100/- will be compensated by the Government of India

HEALTH INSURANCE COVERAGE TO THE ARTISANS

Rajiv Gandhi Silpi Swasthya Bima Yojana (RGSSBY) implemented with the support of the Ministry of Textiles and Reliance for the rural artisans helped to develop comprehensive health insurance packages. During the reporting period an amount of four crore rupees has been disbursed to 4880 beneficiaries and 270000 rupees as personal accident claims to 9 persons.

SRO FED CREDIT (Srothas Federation Credit) program is a village level Banking mechanism for the micro credit activities of the Self Help Groups in a competitive manner to mobilize bulk lending to the grass root level organizations for the increased financial mobility and inclusion of the marginalized and downtrodden especially women and farmers of our rural areas. Malankara Social Service Society has mobilized around five thousand Community Based organizations in the three southern districts of Kerala. The proposed program is designed to cater to the systematic management of credit mobility for the grass root level community in the unorganized sector to develop them internally with credit linked finance attributes through the federations developed.



MSSS undertakes Micro credit 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 SHG Bank linkage programme of 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 the marginalized sector.

Key Outcomes

No of training programmes on microcredit conducted	130
No of training programmes conducted on JLG management	129
No of beneficiaries availed credit from through SHG	35,000
No of beneficiaries availed credit through JLG	1,200
Internal lending operated during the year	Rs12,00,00,000
Amount of credit operations through national banks	Rs25,00,00,000
Loan repayment ratio	99.11 %

PARTNERSHIP DEVELOPED

MSSS has established sustainable partnerships with Canara Bank and Catholic Syrian Bank (CSB) for the micro credit activities of the needy poor for their income generating activities.



MSSS established a partnership with Federal Ashwas Trust a wing of Federal Bank for "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. The programme has delivered the following outcomes.

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 2300 clients during the reporting period



VIBHAVAS SROTHAS is a community based program for the mobilization of funds and faculties for the development programs for the local development agencies on a voluntary basis .Various fund raising methods and techniques are imparted at the community level to mobilize resources.

MSSS has taken key initiatives for the resource mobilization at the unit and regional development activities through various programmes. Each unit has given special emphasis to develop their own resources for the development activities.

Now the units have the potentials of ranging ten thousand to one lakh own resources at their level.

SAMRAMBAKA SROTHAS: This program capacitates rural community to develop viable income generating program and it is implemented through Self Help Groups. The project will develop around 5,000 micro enterprises during the period. The ultimate aim of the process is to facilitate the homogeneous units in an area to be mobilized in to clustering where the UNIDO model of technical development will be applied in a community based manner .Adequate bank linkages will be made in this program so that there is a credit inflow to be explored for the capital mobilization to set up the units. Products developed under this scheme will be branded as SROTHAS PRODUCTS.

MSSS is involved in the act of inculcating continuous and deliberate efforts of entrepreneurship and business acumen in an effort to transform innovations into economic goods through micro and medium enterprises for the sustainable livelihood enhancement.

Key outcomes

No of micro enterprise development programmes organized	45
No of PMEGP programme organized	6
No of entrepreneurs developed through PMEGP	135
No of training curriculum development workshops organized	11
No of rural entrepreneurship development programmes conducted	3
No of trainers training programmes on EDPs conducted	15
No of beneficiaries supported for business plan formulations	2700

PARTNERSHIP DEVELOPED

MSSS has established a partnership for the Micro Enterprise Development Programme through KVIC and mobilized rural entrepreneurs.



The organization has also delivering quality services for imparting training on PMEGP project for rural entrepreneurs sponsored by KVIC under Ministry of Micro Small Medium Enterprises, Governemnt of India.



NABARD has also supported project on 'Promotion of Joint Liability Groups in Thiruvananthapuram, Kollam an Pathanamthitta Districts for the enhanced livelihood security of the marginalized and downtrodden in the society The program 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. This 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 project 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 into nano groups, business plan development, capacity building training, credit linkages, monitoring and evaluation etc. The target groups comprise women and youth from Thiruvananthapuram, Kollam and Pathanamthitta districts respectively.

Details of Small and Medium Enterprises developed

#	Enterprises for making	Individual/Group	No. of Units	No of beneficiaries
1	Carry bags	Group	5	29
2	Dry flowers	Individual	120	120
3	Fancy items	Individual	230	230
4	Hand embroidery	Individual	670	670
5	Confectionaries and bakery items	Group	2	10
6	Pickle making	Group	10	30
7	Curry power making	Group	2	16
8	Flour	Group	2	10
9	Tailoring units	Individual	1560	1560
10	Book binding	Group	3	15
11	Petty shops	Individual	120	120



JEEVANA SROTHAS is a cluster development initiative intending to develop one product from one village and to enhance the increased livelihood and living standards of rural society. Malankara Social Service Society has facilitated rural entrepreneurs and artisans to establish their own enterprises for increased livelihood options .Due to the lack of forward and backward linkages, the enterprise sustainability becomes a crucial task for them. In order to overcome the present situation, we plan to mobilize the homogenous enterprises in a compact area (village) where a cluster level approach will be mooted the development of village industries.

CLUSTER DEVELOPMENT PROJECT DEVELOPED



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 empowers artisans by making them active entrepreneurs- cum- primary stake holders with upgrading artisans skill through appropriate design and technology intervention. This is possible 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, machines ,technical ,financial and marketing aspects to develop a sustainable income.



SROTHAS CRAFTS is an integrated handicrafts development program implementing at the community based organizations to develop innovative crafts items and improve the life standards of the rural artisans. 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 clustered on a larger scale with automated mechanizations or common facility centers.

Key outcomes

No of skill development programmes for artisans	34
No of design development workshops conducted	2
No of awareness programmes conducted on welfare measures	350
No of counseling programmes conducted for the artisans	20
No of artisans identified from various crafts	9,000
No of artisans tested and qualified for Identity Cards	8,500

SROTHAS MART is a marketing net work of rural marts and marketing centers promoted for the development of the marketability of rural products initiated by the SHG members. Under this network, a systematic supply chain management and logistic control of the products will be developed and the rural consumers get commodities in a cost effective manner. This initiative will link the products and producers to the marketing development and thereby ensures original price to the primary stakeholders.

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.

Key Outcomes

No of awareness programmes conducted on rural marketing	49
No of training programmes conducted on marketing management	15
No of rural marketing networks developed	10
No of production units connected with the marketing network	45
No of individual sellers connected with marketing network	400

PARTNERSHIP DEVELOPED

MSSS has developed linkages with International Trade Fair New Delhi and promoted exhibitions for the products in a meaningful manner.

VIDYA SROTHAS is a community based quality educational program to provide quality education and skill development in the informal sector to the marginalized and downtrodden of the society. This program envisages in developing community educational centres to impart quality training and education by linking with IGNOU and Ministry of Labour and Employment, Government of India The beneficiaries get qualified faculty and internationally recognized certificates which help them to procure good employment opportunities in the global markets.

MSSS has taken up massive initiative to improve the skills of the vulnerable sections of the society with various short term and long term skill development programmes in the informal education systems. With a view to make it 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

Key outcomes

No of course curriculum developed on various skills	58
No of skill development programmes conducted	55
No of direct beneficiaries from skill development programmes	1480
No of IGNOU students registered	145

PARTNERSHIP DEVELOPED



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 faculty 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	Minimum 2 years Maximum 5 years	English
2	Bachelor of Social Work (BSW)	10+2 or its equivalent or BPP from IGNOU	Minimum 3 years Maximum 6 years	English or Hindi
3	Bachelor of Tourism Studies (BTS)	10+2 or its equivalent or BPP from IGNOU	Minimum 3 years Maximum 6 years	English or Hindi
4	Post Graduate Diploma in Rural Development (PGDRD)	Bachelors Degree	Minimum 1 year Maximum 4 years	English
5	Certificate in Environmental Studies (CES)	10+2 or its equivalent or BPP from IGNOU	Minimum 6 months Maximum 2 years	English or Hindi
6	Certificate in Food and Nutrition (CFN)	No formal education	Minimum 6 months Maximum 2 years	English, Hindi or other languages
7	Certificate in Tourism Studies (CTS)	10+2 or its equivalent or BPP from IGNOU	Minimum 6 months Maximum 2 years	English or Hindi

117 MSW students have chosen this center for their study and field work.



MALANKARA SOCIAL SERVICE SOCIETY is the authorized Vocational Training Provider (VTP) under the Director General of Employment and Training (DGET), Ministry of Labor and Employment, Government of India. The center provides quality training and certification under modular employable skills (MES) in the areas of Information Technology, Banking and Agriculture.



Ministry of Labour
and Employment

PRAKASHA SROTHAS is an educational support program for the vulnerable sector of youth to find a livelihood after pursuing a vocational training.

KEY OUTCOMES

No of scholarships provided 3360
Total amount distributed Rs40,20,3000



AKSHAYA SROTHAS is a computer literacy program for the common man to improve the skill and knowledge to utilize computer based equipments and utilities .

MSSS focuses on improving computer based awareness and a better understanding of technology for common man for the enhanced electronic knowledge and e literacy .



Partnership developed

MSSS has collaborated with the Electronics Corporation of India (ECIL) with its ECIT division to provide quality computer education and employable skills to youths from the marginalized sector of the society.



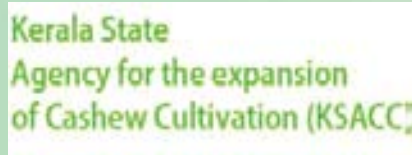
KARSHAKA SROTHAS is a program for the integrated development of the agriculture sector through community based organizations. This program is intended to mobilize farmers through CBOs and capacitate them to use scientific and innovative applications in a sustainable manner for the development of agriculture sector.

Thiruvallam unit initiated community based agriculture development programmes

Thiruvallam unit initiated a lot of agriculture development initiatives through various development organizations in connection with the agriculture departments for the benefit of the farmers



PARTNERSHIP DEVELOPED



MSSS has established a partnership with the Kerala State Agency for the Expansion of Cashew nut Cultivation (KSACC) and took effective steps for the expansion of cashew nuts trees in Thiruvananthapuram and Kollam districts

PRAKRITHI SROTHAS: Zero Budget Natural Farming is a unique method of farming which requires no monetary investment for purchase of key inputs like seeds, fertilizers and plant protection chemicals from the market. The methods have revolutionized farming and produced great results throughout the country. The farmer can grow local varieties of crops without application of fertilizers or pesticides. All that the system requires is the native breed of cattle which in any case forms an integral part of farming families in rural areas. MSSS plans to help five hundred farmers practice this method and to develop ORGANIC / Natural farming as a movement for the future generation.



The Kalluvettamkuzhy unit has become a model for developing organic and natural farming products to the other groups

HORTI SROTHAS is a community based horticulture development programme for the promotion of kitchen gardens.

The Kulathoor unit imitated a banana cultivation project with the support of the community based organizations and now they are producing bananas from around 5 hectares of land.





OUSHADA SASYA SROTHAS is a program for the development of medicinal plants at the community level and the promotion of ayurvedic medicines for health care and management.

The Parassala region has ventured into cultivating medicinal plants for the production of ayurvedic medicines. One hectare of land has been identified for the cultivation of medicinal plants



MADHU SROTHAS is a program for the increased production of honey at the community level and the promotion of consumption of honey.

The Karavoor unit has taken a sustainable honey development project in collaboration with the Vellayani Agriculture College. The honey development project involves identification of farmers, dissemination of honey processing and the development of quality products from honey. Around 200 honey farmers in the locality benefit from the project.



JEEVA SROTHAS is a community based livestock development program and encourages the rural community in goat rearing and rabbit rearing.

Joint Liability Groups started successful projects of goat rearing in Cherukara and Aruvikara Units and the members earn a good income from the project



POULTRY SROTHAS is a community driven program, to improve the poultry farming. Micro poultry units are established at the grass root levels communities to increase the productivity of eggs and meat.

Members of the Nedumangad unit started successful group and individual ventures of producing poultry and earn a sustainable income for their families.



KSHEERA SROTHAS is a program for the development of mini dairy ventures at the community level and envisages easy availability of fresh milk for the society.

The Mulloor unit showed how a unit can successfully implement a group based venture for milk production through social mobilization of dairy farmers.

MALSYA SROTHAS is an integrated inland fishing development program in a community based manner.

The Manalayam unit implemented a successful inland fishing project.

SROTHAS PROJECTS UNDER THE POLITICAL EMPOWERMENT WING

JANA SROTHAS is a community based citizen’s development program for active participation at the grass root level.



The decentralized planning process becomes one of the indispensable elements in the development discourses of the marginalized sector. This local development process through social mobilization of the citizens and the active participation in the gramasabha through this micro planning process can be greatly useful. A continuous capacity building process from the participatory micro plan formulation to the social audit in the system is established with the people’s involvement. The members are well aware of the roles and responsibilities of the three tier panchayath system and how the local development process can be effectively involved at each stage where the micro plans are integrated for the institutional development mechanism.

Key outcomes

No of micro project plan development workshops conducted	15
No of training programmes on decentralized planning and development	11
No of interface programmes conducted with local development players	120
No of strategic level meetings conducted with local players	160
No of micro plans from grass root level to central level developed	1350

MICRO PLANNING PROCESS DEVELOPED AT MSSS



ROLES AND RESPONSIBILITIES AT EACH LEVEL IN THE PLANNING PROCESS

NO	LEVEL	ROLES AND RESPONSIBILITIES
1	Center	<ul style="list-style-type: none"> • Central Project team will develop central level plan • Check the baseline details of the center • Prepare the monthly action plan for the programme planning matrix with project reports attached. • Each thematic group will do the exercises and form the plans. • Consolidate the regional plans in the programme planning matrix • Support and develop plans at the regional level • Document the results, best practices and leanings
2	Region	<ul style="list-style-type: none"> • Regional Project teams will develop regional plans in programme planning matrix with project reports. • Check the baseline details of the region • Consolidate the unit level plans. • Form thematic groups for each sector at the Regional level. • Support to develop plans at the Unit level • Document the results, best practices and learning
3	Unit	<ul style="list-style-type: none"> • Unit Project team will develop unit plans in the programme planning matrix with project reports. • Check the baseline details of the unit • Consolidate the SHG level plans. • Form thematic groups for each sector at the unit level. • Support and o develop plans at the SHG level • Document the results, best practices and learning
4	SHG	<ul style="list-style-type: none"> • SHG Project teams will develop SHG plans in programme planning matrix with project reports. • Check the baseline details of the SHG • Consolidate the Beneficiary/member level plans. • Form thematic groups for each sector at SHG level • Support and develop plans at the beneficiary/individual level • Document the results, best practices and learning
5	Beneficiary	<ul style="list-style-type: none"> • Each beneficiary/member will develop their plans in the programme planning matrix with project reports in a need based manner. • Check the socio economic details of the beneficiary. • She /He should understand the plans at the SHG,Unit,Region and Center levels. • She/ He will actively participate the programmes at the SHG,Unit,Region and Central level • Document the results, best practices and learning

VIKASANA SROTHAS is a leadership development initiative to promote suitable leaders for the organizational ownership and development works.

MSSS promote leadership development programmes to enhance the leadership qualities in the individuals and local organizations. These programmes primarily envisage the training curriculum to equip each participant with human resource potential and making them for ready to take responsibilities of development action. We are also promoting internal staff resource development through various capacity development workshops and training programmes

Key outcomes

No of leadership development programmes conducted	142
No of trainers training programmes conducted	32
No of organizational leadership development programmes	25
No of human resource development workshops for staffs	23



DARSAN 2013

The human resource development programme for Community organizers (DARSAN 2013) was held at Srothas training center, Pattom on 12th of June 2013. Mr. C.P. John, State Planning Board Member inaugurated Darsan 2013 at Srothas Training Center, Pattom. The program discussed the goals and motivation of the community organizer and identified activities, outstanding experience, developmental activities, environmental protected activities, the number of community volunteers we promoted etc.



Staff Capacity Development Programme

Malankara Social Service Society specially organized a staff capacity development programme to develop the coherent role and improve the competencies of the staff to fit in with the organizational development and progress. The programme analyzed the international development perspectives to the grass root level planning process and how effectively these development inputs could be incorporated at the multi stages of the organizational level.

Staff Picnic

The staff picnic organized this year was really a challenging experience for the staff to identify their personal potential and to get more exposure.



SROTHAS PROJECTS UNDER THE ENVIRONMENTAL PROTECTION WING

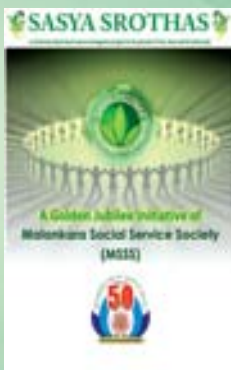
HARITHA SROTHAS is a community based micro watershed development program to engage the local communities to preserve their land and environment in a sustainable manner. The program will capacitate the SHGs, CBOs and Panchayath Raj Institutions to take up innovative micro water shed development program and to develop waste lands with greenery spots and environment friendly eco systems for the mankind. 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.

KEY OUTCOMES

No of awareness programmes conducted	116
No of training programmes conducted	13
No of workshops conducted	15
No of watershed areas identified and developed projects	3

PARTNERSHIP DEVELOPED

MSSS is working as a project implementation agency for the micro level watershed development project in Kallara, Pangod and Malayinkeezh grama panchayaths respectively in Thiruvananthapuram district.



SASYA SROTHAS is a community based natural resource management program for the protection of flora, fauna and the biodiversity. The capacity development of the stakeholders focus on 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.

Key Outcomes

No of awareness programmes conducted	176
No of training programmes conducted	5
No of plants distributed	120000

World Environment Day Celebrations

The World Environment Day was celebrated this year from the central level to SHG level with the distribution of the plants.



JALA SROTHAS is a community based water conservation and management program. Continuous awareness on water management and the simple rain water harvesting methods were practiced at the community level.

Several programmes including the drinking water supply to the drought prone areas during summer season were implemented.

SUCHITWA SROTHAS is a community based solid waste management program.

MSSS has been supporting the communities through organizing women volunteers to tackle the issues of waste – prevent excessive generation of waste and management of waste produced. Awareness generation and development of simple technologies for the waste management specially enhanced the local capacities for the waste management .100 villages were identified for the promotion of appropriate solid waste management mechanism.

Key outcomes

No of awareness programmes conducted	256
No of training programmes conducted	36
No of workshops conducted	15
No of resource team developed	220

BAMBOO SROTHAS is a program for the Bamboo workers to integrate and develop Bamboos in their premises and thereby increasing the availability of the raw materials of bamboo in the coming year and consolidate all the possible sustainable advancement in the sector. One thousand bamboo workers will be part of the program. Bamboo is a versatile plant which can be used for construction, handicrafts, food and energy development. One Bamboo plant in a house can give supplementary income to the rural artisans and farmers.

Key outcomes

No of bamboo artisans identified	1240
No of bamboo plants distributed	5600
No of exhibitions participated	10
No of bamboo development exposure	2
No of master craft persons identified	12

Kerala State Planning Board nominated Malankara Social Service Society as one of the expert team member in the Kerala State Bamboo Mission.

India International Trade Fair

Malankara Social Service Society participated in the India International Trade Fair organized at New Delhi to exhibit the bamboo products.

Trainers Training Programme

Bamboo master craft persons from Malankara Social Service Society was selected for an intensive trainers training programme organized by National Institute of Design



GREEN SROTHAS

MALANKARA SOCIAL SERVICE SOCIETY launched a new project called GREEN SROTHAS focusing on environmental sustainability with a view to work towards 'protecting and keeping a sustainable environment through community based initiatives for integrating environmental considerations into social and economic development. Systematic and committed efforts from communities have to be considered to tackle the constraints of achieving environment sustainability. Protection and management of ecosystems are very necessary to maintain both their economic productivity and their ecological functions. Human-managed and natural systems to protect the environment from pollution to maintain the quality of land, air and water are needed for gaining environmental sustainability. We are taking this venture through effective voluntary action and resource development.

OBJECTIVES OF THE PROGRAMME:

- Promoting environmental education and awareness within the organizations and target groups through the development of resource groups and volunteers.
- Enhancing the capacities of local communities on environmental issues and opportunities on environmental sustainability and thereby integrating environmental themes into the programs, projects and life styles for climate justice.
- Managing and sustaining projects and programmes such as tree planting, waste management, water preservation, renewal energy sources and green economy in a participatory manner to get maximum benefits of environmental sustainability to the bottom of pyramid.
- Developing organizational competencies to explore the full potentials of resources and technologies on environmental related projects and programmes.
- Supporting the individuals and organizations to experiment and document the lessons, best practices, processes and risk factors and to cope with the global, regional and local environmental problems and solutions.

PROGRAMME COMPONENTS:

MSSS undertake the following commitments to achieve the stated objectives of the project.

- DEVELOPMENT OF GREEN VOLUNTEERS FROM WOMEN, MEN, CHILDREN AND YOUTH GROUPS
- DISTRIBUTION AND CONSERVATION OF TREES
- MANAGEMENT OF WASTE AND WATER
- PROMOTION OF GREEN TECHNOLOGIES & ENERGY SOURCES
- DEVELOPMENT OF EMPLOYMENT OPPORTUNITIES THROUGH ECO-PRENEURS AND CLIMATE SMART AGRICULTURE

Partnership developed

As part of the promotional mechanism of the project, Kerala State Council for Science, Technology and Environment (KSCSTE), Government of Kerala supported to develop 220 women volunteers through their project "Community Based Environmental Awareness project for selected Women Leaders of 100 villages of Thiruvananthapuram, Kollam and Pathanamthitta Districts". The various phases of training programmes of the project are going on at 100 villages with the support of the women leaders.



SROTHAS PROJECTS UNDER THE RESEARCH AND DOCUMENTATION WING

MADHYAMA SROTHAS is a program to recognize and award writers and professionals engaged in development writings for the society.



MSSS organizes continuous capacity building programmes for the grass root level innovators and writers on effective documentation of development experiences and learning through print and visual documentaries.

VIGYANA SROTHAS is knowledge and research based platform of the development works and dissemination of advanced techniques, technologies and best practices for the sustainable development of the society keeping social equity standards.

MSSS organized a number of dialogues, discussions, seminars and lecture series for the knowledge development and dissemination of the practices of the community.

FOUNDERS DAY CELEBRATIONS

MSSS observe October 10th as the founders day in commemoration of the late Archbishop His Grace Benedict Mar Gregorios, the founder of Malankara Social Service Society.

Special seminars and lecture series are organized on the day throughout the operational area of the organization and a colorful function at the head office. In this year, the founder's day celebration was inaugurated by Shri G Karthikeyan Hon'ble Speaker of Kerala in the presence of His beatitude Moran Mor Baselios Cleemis Catholicos, the president of the organization.



SROTHAS PROJECTS UNDER THE TRAINING AND CONSULTANCY WING

MSSS has been developing as a capacity building and resource organization backed with its development experiences in various sectors especially in the rural development context. The organization is capable of providing need based training and consultancy services to the individuals and organizations in the areas of rural projects and management. It has also gained experience in the development of study material of various courses and training programmes. It has a well equipped internal and external faculty with sophisticated in house and extension facilities for the conduct of the training programmes. At present the following training programmes are provided to the clients on demand.

- SHG management
- Federation Management
- NGO management
- JLG management
- Micro insurance management
- Micro Enterprise management
- Business management
- Financial management
- Accounting and auditing
- Marketing management
- Rural community development
- Food and nutrition
- Family development
- Adolescent development
- Persons with disabilities
- Disaster management
- Health care Management
- Watershed management
- Participatory Rural Appraisal
- Project Cycle Management

GRAMA SROTHAS



Grama Srothas is a sustainable Rural Community Empowerment Programme. It is a convergence of all the srothas projects keeping developmental programme on a Rights Based Approach with following four core principles

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.

Integrated/Holistic/Inclusive Approach: The Rights Based Approach discourages vertical programming and strongly recommends an integrated approach to programming for best results.

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.

Sustainability: Any project or programme that is initiated should be sustainable and should not remain as a onetime intervention. In other words all programming should be based on the principle of sustainability.

KEY OUTCOMES

We have identified the Parassala Grama Panchayath for the pilot project and all the necessary activities are geared to attain the outputs at the earliest. Kerala State Women Development Corporation has taken up the concept of the project and they are considering to workout the proposal in some other panchayaths of the state.

MALANKARA SOCIAL SERVICE SOCIETY HAS BEEN SELECTED AS THE CAPACITY BUILDING AGENCY FOR THE NATIONAL RURAL LIVELIHOOD MISSION (NRLM)



The Ministry of Rural Development, Government of India has selected MSSS as a Capacity Building Agency (CBA) for National Rural Livelihood Mission (NRLM) AJEEVIKA throughout the Country.

MONITORING, LEARNING AND EVALUATION

MSSS has developed methods and tools for effective monitoring, learning and evaluation system (ML&E) based on the feedback collected from the various stakeholders and structures which reinforce the culture of result-based learning. The ML&E process works as a social observatory providing continuous feedback to the project management and other stakeholders on the progress and quality of implementation of various projects and programmes based on Srothas Development Mission. More importantly, the system is required to provide evidence based information for assessing/evaluating the intermediate results, outcomes and impact of the interventions with tested indicators and verifiable documents.

The process of monitoring, learning and evaluation is derived from various meetings. Normally, the following are the meetings where the learning platforms for the monitoring and evaluation are derived and the proceedings are documented for the further reference.

- SHG meetings
- Federation meetings
- Regional meetings
- Central meetings
- Project Development Committee Meetings
- Project Management Committee Meetings
- Research and Documentation Committee Meetings
- Core Committee Meetings
- Project consultation meetings
- Project review meetings
- Staff meetings



LINKAGES AND COLLABORATION

MSSS has made possible linkages and collaboration with various technical and financial partners for the quality service delivery mechanisms. The following are some of the major partners of the organization.

Caritas India

Catholic Health Association of India(CHAI)

Commercial Banks

Dept of Industries and Commerce ,Govt of Kerala

Dept of Revenue ,Govt of Kerala

Dept. of Planning and Economic Affairs, Govt. of Kerala

Development Commissioner (Handicrafts),Govt of India

Indira Gandhi National Open University(IGNOU)

Kerala Agriculture University

Kerala Bureau of Industrial Promotion (K -Bip)

Kerala Social Service Forum (KSSF)

Kerala State Agency for the expansion of Cashew nut Cultivation(KSACC)

Kerala State Poultry Development Corporation(KSPDC)

Kerala State Bamboo Mission(KSBM)

Kerala State Council for Science Technology Environment (KSCSTE)

Kerala State Social Welfare Board

Kerala State Women Development Corporation(KSWDC)

Khadi and Village Industries Commission(KVIC)

KITCO

Life Insurance Corporation of India(LIC)

Ministry of Labor and Employment ,Govt of India

Ministry of Micro ,Small and Medium Enterprises ,Govt of India

Ministry of Rural Development, Government of India

Ministry of Textiles ,Govt of India

National Bank for Agriculture and Rural Development (NABARD)

Panchayath Raj Institutions

Save a Family Plan, India(SAFP-I)

Stitching Liliane Fonds, Holland

FINANCIAL STATEMENTS

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31-03-2013

RECEIPTS		SGH	AMOUNT	PAYMENTS		SGH	AMOUNT
To Opening Balance	1		17,609,459.17	By Foreign Contribution Utilisation	5		6,343,149.00
* Foreign Contribution	2		8,883,129.00	* Project Programme Expenses	6		2,699,539.00
* Charity and Donations	3		144,650.00	* Bank Charges			2,839.70
* Projects Contribution	4		2,725,097.00	* Charity and Donations			337,000.00
* LIC Administrative Fund			1,180,637.00	* Administrative and Other Expenses	7		1,075,371.00
* Jubilee Housing Contribution			25,840,335.00	* LIC Programme Expenses	8		638,110.00
* INTEREST				* LIC Scholarship Fund paid			5,929,200.00
FD Interest		896,767.00		* Group Insurance Fund			12,672,043.00
SB Interest		340,179.00		* Income Tax			113,852.00
Interest on Income Tax		48,549.00	1,285,495.00	* Repayment of Advance			600,000.00
* Income Tax refunded			277,731.00	* Closing Balance	9		44,091,472.47
* LIC Scholarship Fund			3,024,000.00				
* Group Insurance Fund			13,532,043.00				
			<u>74,502,576.17</u>				<u>74,502,576.17</u>

As per our report of even date attached.

For Malankara Social Service Society

For Raju M Kollaveil & Co
Chartered Accountants

Thiruvananthapuram,
10-09-2013.

Fr Bivas Mathew
Executive Director


FR. BIVAS MATHEW
DIRECTOR
Malankara Social Service Society
St. Mary's Campus, Pattom P.O.
Thiruvananthapuram-695 004, Kerala, India

CA Raju M Kollaveil
Proprietor
(M No 026789 FRN 0124368)



MALANKARA SOCIAL SERVICE SOCIETY, ST. MARY'S COMPOUND, PATTOM, TRIVANDRUM INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31-03-2013

EXPENDITURE	AMOUNT	INCOME	AMOUNT
To Bank charges	2,839.70	By Charity and Donation	144,650.00
* Charity and Donations	337,000.00	* Foreign Contribution	8,883,129.00
* Foreign Contribution Utilisation	6,343,149.00	* Projects Contribution	2,725,097.00
* Project Programme Expenses	2,699,539.00	* Jubilee Housing Contribution	25,840,335.00
* Administrative and Other Expenses	1,075,371.00	* LIC Administrative Fund	1,180,637.00
* LIC Programme Expenses	638,110.00	* Interest	
* Depreciation	414,175.00	FD Interest	896,767.00
* Surplus transferred to:-		SB Interest	340,179.00
General Fund	28,405,873.00	Interest on Income Tax	48,549.00
Capital Fund	143,286.30		1,285,495.00
	<u>40,059,343.00</u>		<u>40,059,343.00</u>

As per our report of even date attached.

For Malankara Social Service Society

For Raju M Kollaveil & Co
Chartered Accountants

Thiruvananthapuram,
30-09-2013.

FR. BIVAS MATHEW
DIRECTOR
Malankara Social Service Society
St. Mary's Campus, Pattom P.O.
Thiruvananthapuram-695 004, Kerala, India

Fr Bivas Mathew
Executive Director

CA Raju M Kollaveil
Proprietor
(M No 026789 FRN 0124368)



MALANKARA SOCIAL SERVICE SOCIETY, ST. MARY'S COMPOUND, PATTOM, TRIVANDRUM BALANCE SHEET AS ON 31ST MARCH 2013

LIABILITIES	SGH	AMOUNT	ASSETS	SGH	AMOUNT
GENERAL FUND (PROJECT FUNDS)	1	34,999,366.50	FIXED ASSETS	5	6,902,009.00
CAPITAL FUND	2	12,466,298.97	CURRENT ASSETS		
CURRENT LIABILITIES			Income Tax		260,184.00
LIC FUND	3	3,018,000.00	CLOSING BALANCE	6	44,091,472.47
GROUP INSURANCE FUND	4	860,000.00			
		<u>51,303,665.47</u>			<u>51,303,665.47</u>

As per our report of even date attached.

For Malankara Social Service Society

For Raju M Kollaveil & Co
Chartered Accountants

Thiruvananthapuram,
30-09-2013.

Fr Bivas Mathew
Executive Director


FR. BIVAS MATHEW
DIRECTOR
Malankara Social Service Society
St. Mary's Campus, Pattom P.O.
Thiruvananthapuram-695 004, Kerala, India

CA Raju M Kollaveil
Proprietor
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MSSS TEAM



Dear Sister, Thank you very much for your selfless service to MSSS

REGIONAL ANIMATORS





MALANKARA SOCIAL SERVICE SOCIETY

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Cover Design & Layout
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Pampomp Creations, Mob: 9544682551

Printed at
St Mary's Press, St Mary's Compound, Pattom P. O., Thiruvananthapuram 695004