



Anaikatty Rural Community College

**NEWSLETTER
AUGUST 2021**

IS THIS THE EMERGING 3RD WAVE?

While the second wave of Corona mercilessly throttled the people in India, especially in the state of Tamil Nadu. The City of Coimbatore, flew off the charts and was the place with highest number of instances of death and new cases. The Months of April and the last week of May was deadly and we experienced the peril of death all around. Every two days we heard the news of someone we knew who died. But we have been slowly recovering.

Along with the Online Classes of ARCC, we started slowly juggling the new CGWS project, which has been in the planning phase in the months of June and July. We identified the new team that would work with us, and trained them. In the latter part of July, our CGWS team, visited the 10 villages and spoke to the people about CGWS, how it works, and what project they would like to work with.

NEWS JUST IN ?

After the team just returned back from their field trips, one of our team members tested positive for Corona on the 1st of August. So the rest of the team has been quarantined. We held an emergency meeting the same day with the administration team, and at the rate at which Anaikatty is affected, we have decided to delay the CGWS project by a month and decide thereafter when to continue it. But the Online Classes of ARCC, will continue as scheduled.

Even though there has been major vaccination drives in these villages, the people have been testing positive at a rapid rate. As Anaikatty, is in the border of Kerala, and Kerala has been spiking badly, we are guessing that the 3rd wave of corona is slashing in and Anaikatty is a serious hot spot.

We would appreciate your prayers during this time of our journey.



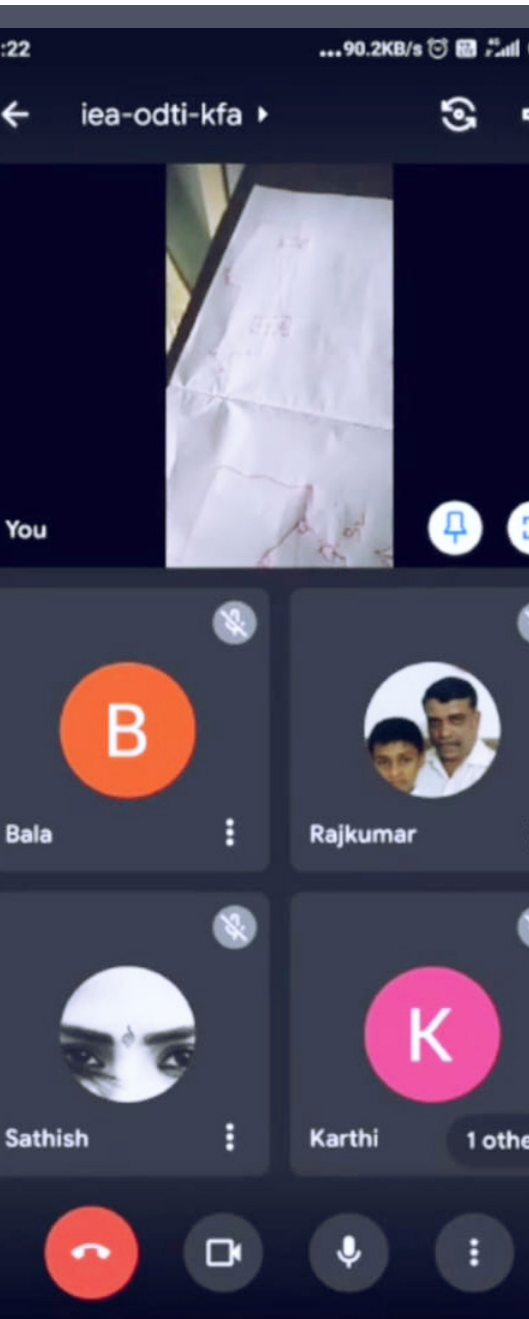
Online Classes for the students of ARCC

Trainers are sending learning resource materials for each subjects through mail and WhatsApp. That makes it mandatory for the students to have mail ids and smart phone of their own. They are helped in creating Gmail accounts of their own which would help them receive required study materials and also submit their assignments, with ease.

CHALLENGES FACED:

But there were also few other students who couldn't afford a smart-phone with Android facilities. Because of the disappointment coupled up with not being able to attend the online classes like others they slowly drifted away from studies. It took some time to disinterested why these students were disinterred in studies.

So we sent some of the Administration Team to find out the whereabouts of these students who never showed up. After some interaction with them, for the time being, they are clubbed with their relatives who would permit them to use their smartphones only to attend the classes. Still for others we could hardly do anything to assist them with smartphones. Therefore special activities planned and were organized by the trainers to each of the students some part of the learning material given for them. This required the sincere efforts of the staff to spend solid hours preparing lesson plans for both theory and practical classes. They recorded the lessons in videos that were circulated among the students so that studies would not be affected for them. This was a wonderful innovation that our staff took up during this time. Therefore, special activities were planned and organized by the trainers. To each of the students learning material was given. This required the sincere efforts of the trainers, to spend solid hours preparing lesson plans for both theory and practical classes.





EVALUATION.

Another very interesting activity that took place during the month was conducting seminars by the students for the others students of all batches. Students could prepare a speech on their choice topic. Some students approached us to assist them find a topic to speak on. They spent solid time preparing for their presentation. They showed up lot of enthusiasm in the preparation. Great efforts were taken to find many references required for the topic.

We could witness great confidence and boldness in them as they presented their ideas in the form of seminar.

GWS product making



TRAINING WEBINARS

We had special programs organized to give online trainings for staff and students since lockdown.

WEBINAR ON HERBAL BEAUTY PRODUCTS

Mrs. Philomena from Coimbatore brought light on making shampoo hair conditioner. It was a two days 4.6.2021 (2 ½ hours) & 5.6.2021(2 hours) webinar. Seven participants attended these webinars and were benefitted.

WEBINAR ON ORGANIC TERRACE GARDENING

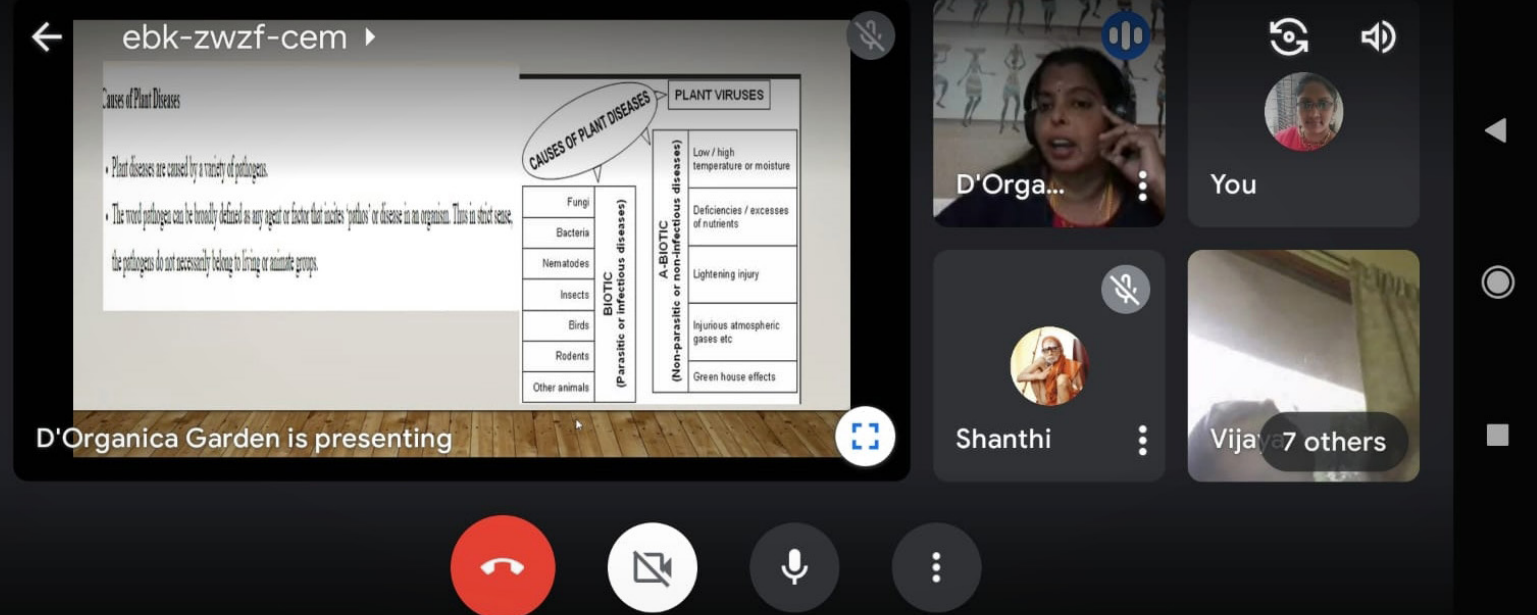
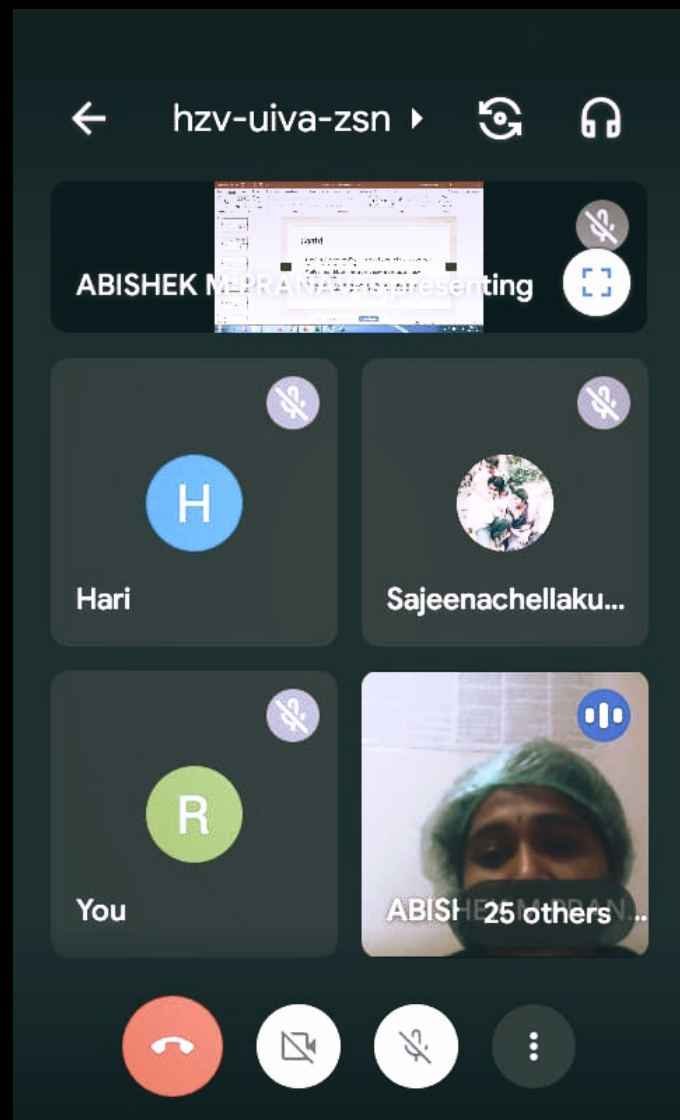
10 successful days of training on Organic farming was conducted by Mrs. Jayashree from Chennai. This was of great use for all those who attended. It happened for 1 hour between 6 and 7 p.m. all 10 days.

WEBINAR ON WOMEN HEALTH AWARENESS

We also organised a Health awareness webinar for ladies focusing on the diseases pertaining to women, conducted by Dr. Devi from Women's centre Mother Hood hospital. This took place on 16.6.2021 in which 30 women participated and it was conducted for an hour.

WEBINAR ON CORONA AWARENESS PROGRAM

Revathy from Bethany Medical Centre conducted a one-day Corona Awareness Program on the topic of "How to prevent Corona Virus and Black Fungus" on 25th of June for a 3 hour session.





SUCCESS STORIES:



“I am Prasheela, from Ooty. We moved to this place and have been staying here for the past one year, near the Bethany hospital, Anikatti. I was on the lookout for or a course to pursue that would fetch me a decent job to help my livelihood. By this time, we came in contact with ARCC that was providing Tally course. I’m glad I got admission here. In six months’ time I have completed this course and I am a happy graduate. ARCC recognized my dedication to studies and saw how focused I was in finding a right career. Finding me trustworthy, they offered me a job. I am given to work with CGWS project since I am qualified to handle accounts. Thank you for this placement that I have with ARCC I’m happy to have my internship here for another month and then I will be placed as a staff with ARCC for which we as a family are very grateful for.”

“I am Muthulakshmi from kotathara. My family comprising of two daughters my husband and me moved to Coimbatore seeking livelihood some kind of job. We came to know about ARCC that was offering tailoring and beauty therapy course which I was seeking for. ARCC was generous enough to offer me this course. Now I have completed this course and I am certified as a tailor and a beautician because of ARCC. Considering my qualities and efficiencies along with leadership skills ARCC has offered to give me internship and placement here as a tailor and a beautician. In another month's time I will be working to meet my family needs. For all of these favour we as a family of very grateful and thank to God for ARCC.”



Masks and Face Shields



1750 reusable face masks and 200 face shields were donated by an organization in the United Kingdom called the Crafting for carers.

They were distributed in the slum areas, and in 10 villages in Anaikatty, in the local churches in Coimbatore among the widows and seniors, the children in the Children Home. With the onset of the new corona wave this is going to be very useful. It was distributed also to road side vendors for safety. It was distributed to a team of businessmen preparing meals for poor people during lock down and distributing to the road side and slum areas. Though we do not have enough pictures to show the impact, the help has gone a long way and we are grateful.





Community Group Work Station CGWS

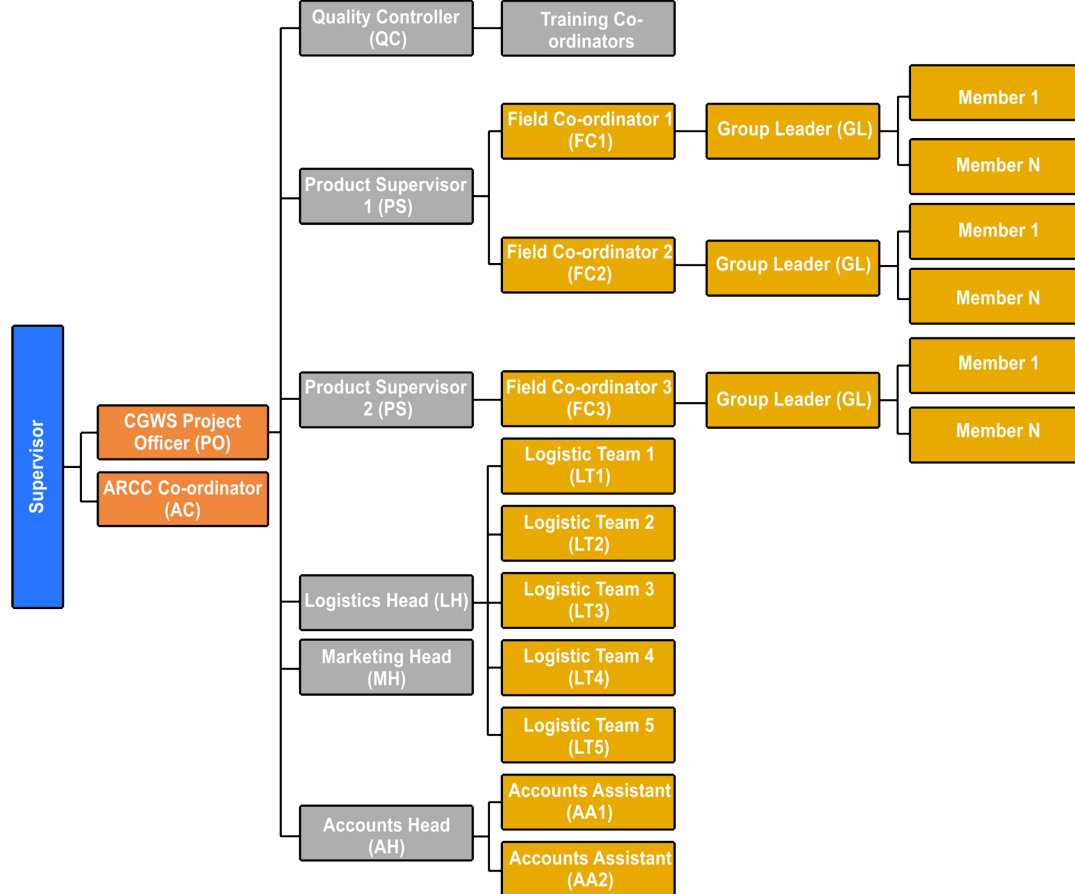
The CGWS got a head start because of the lockdown. During June and July, our ARCC admin Team has decided to work on the practical aspects of the CGWS project, to put muscles to the skeleton proposal that was already discussed.

It was easy in one way, as we have a GWS model. But in another way, it has a whole lot more people involved and they are not the students, who come to us to study, but they are villagers and our dealings, our systems and our transactions should be planned and calculated.

PLANNING AND DISCUSSION BY STAFF TEAM:

A screenshot of a Zoom meeting interface. The main area shows a grid of nine participant tiles. The top row includes Alex A (muted), Rachel Ebenezer, and dr.isaac devasagayam (highlighted with a blue border). The middle row includes Angella Davis (muted), Angella Davis (muted), and Radhika Radhika (muted). The bottom row includes Alex A (muted), gurubalu 3384 (muted), and You (muted). On the right side, there is an 'In-call messages' panel with a close button (X). The panel contains a notice: 'Messages can only be seen by people in the call and are deleted when the call ends.' Below this, a message from 'You' at 11:09 is displayed, detailing a meeting agenda: 'Tomm meeting: 22nd 11 AM meeting' followed by a list of items: '- Mr.Devasagayam, Intro and Feedback and Topic of Choice', '- CGWS Presentation by Radhika & Angella', '- Products Finalization by Rajeshwari & Angella', '- Logistics Team Training by Alwin', '- Accounts Team Training by Rajeshwari', and '- Making action plans by Rachel'. At the bottom of the panel is a text input field with the placeholder 'Send a message to everyone' and a send button. The bottom of the Zoom interface shows a toolbar with icons for mute, video, screen share, chat, and end call. The bottom left corner displays the time '11:10' and the meeting ID 'mto-ebtd-oib'.

We have had rounds of meetings, with a lot of planning, presentations, structure and roles creation, responsibilities. Meetings: 2.5 hours , twice a week



PLANNING COMPLETED:

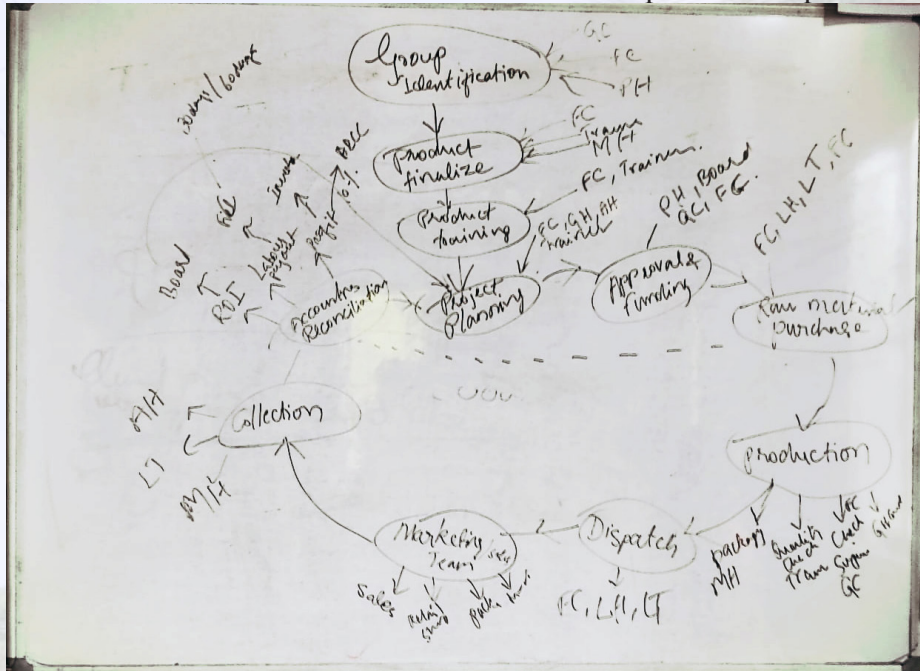
1. CGWS Operation Planning – Outline
2. Roles and People - Discussion
3. CGWS Structure and Departments - Proposal
4. Action Plan with dates for Operations - Rachel
5. Groups & Teams difference and Discussion - Rachel
6. Group Identification Presentation – Draft - Radhika
7. Teams Formation Proposal – each Admin Team Member
8. Creating Structure and Reporting Systems Example - Rachel
9. Community Transformation in practical sense with examples- Dr.Devasagayam
10. Draft Presentations: Version 1:
 - a. What is CGWS Presentation by Radhika &Angella
 - b. Products Finalization by Rajeshwari &Angella
 - c. Logistics Team Training by Alwin
 - d. Accounts Team Training by Rajeshwari
 - e. Marketing Plan by Angella
11. Q n A about CGWS - Rachel
12. Structure and Reporting System of your team – Each Team Member
13. Version 2 working on the feedback of Presentations: Each team Member
 - a. CGWS
 - b. Products
 - c. Logistics
 - d. Accounts
 - e. Marketing
14. How to Making action plans by Rachel
15. How to create project sheet: Training for Field Co-ordinators
16. Listing of Technical Trainings for the Groups - Radhika
17. Formats of Reports, Forms – Each Admin Team member presents
18. Simulation of Entire Process – Last week of July

3 LEVELS OF TRAINING WERE GIVEN:

LIST OF 3 LEVELS OF TRAINING:

- Level 1 | CGWS Orientation day; Schedule with Trainer name and Time; Member list; Food arrangements; budget;
- Level 2 | List of Trainings for GC, FC, LT, A; Date (Focus on Job Responsibilities; Systems, Reporting at their level)
- Level 3 | List of Trainings for GC, FC, LT, A; Date (FAQ, Indepth Training; Problem solving, Practically what to do in the next field visit)

CGWS Operations Flow Chart: After our discussions, we came up with this plan of Action.



The steps of Group Identification, Product Finalization were completed by the 31th July, and product training had just begun. After visiting 10 villages, some on the kerala side and some on the tamil Nadu side of Anaikatty, when one of our team members were also tested positive for Corona, and the rest of the team had to be quarantined. We had earlier decided to launch this CGWS project in the first week of August through a village launch spree. But this has to be postponed for now as we have decided to delay the start of operations on the project. Unfortunately we also have to delay the production of some of the orders we have undertaken.

Meanwhile this one month August we have decided would be a useful time to meet online every week, and strengthen our marketing team, employ a sales executive in addition to the marketing head we have. It would give us time to launch the ecom site and take more orders, make pamphlets, and design the flow on the marketing side, make new connections on the city side. So during the end of it, we will be able to launch the CGWS project again.



EXPECTED OUTCOMES:

- Experiencing Entrepreneurship first hand, as they are involved in the various processes of the project cycle.
- Work and Labor income for those actually doing the Work.
- Marketing margin for those interested in marketing the products
- Profit sharing and return of investment (ROI) for the investors
- 10% for the ARCC Corpus fund
- Experiencing Leadership, Group Working, Communication and all aspects of training.

PROJECTS:

The projects will not be necessarily those related to any of our skill training courses. We will study the market need, and decide on what products can be done.

However, our inclination will be towards projects with:

- Simple production process
- Simple profit making
- Simple logistics
- High Profitability
- High Marketability
- Low investment
- Environmentally friendly
- Herbal / organic



MARKETING:

There is an increasing demand for organic / herbal and environmentally friendly products especially in the cities and they would pay much for it. We cannot market most of these products in Anaikatty because the buying power of the people is very low. Economically the students are very poor that they can't even pay their travel to the center every day. General population are goat rearers and daily wagers. Production can be done here, but the selling needs to happen in the cities. With this in mind, we need to strengthen the marketing wing of ARCC, to reach out our products to the cities. For example, we have seen a pattern where hair oils similar to ours, are sometimes sold for 100% profit because of the superior packaging and presentation of the product while their content is not so superior to ours. We are venturing into an Ecom website where given a link, a customer from any part of India, can order and pay online, and our logistics team need to ship it. This is a B2C website.

We are also focusing on B2B, where we can also be a production unit for some Businesses, since we have a low cost work force. We can produce our products for these businesses, while they can do their own packaging and marketing and sales, while we keep a profit in production.

EVERYTHING COULD MELT DOWN TO THIS:

- **SOCIAL EDGE:** We will be transforming Anaikatty into an area with a lot of entrepreneurs, impacting the rural and tribal community by bringing in a tangible shift in its economic table, which could be a landslide win.
- **ECONOMIC EDGE:** Corpus funds for ARCC, 10% profit sharing.



Thankyou!

We are grateful to each and every sponsor for every penny that has been donated so far towards this project. The God who sees you sowing in secret, May He reward you in the eyes of all! For those who support us with your valuable prayers and those who support us with your good thoughts, we thank God for you as well!