



Anaikatty Rural Community College

NEWSLETTER
January 2021

What a year 2020 has been and we are happy to have navigated past the storms with renewed hopes and dreams for the community in Anaikatty for 2021!

What started in 2012 as a small tailoring and computer center in a small village called vadakkalore with 4 second hand computers and the two tailoring machines donated by family members can today look with pride at the 650 students who have been trained in various skills and are making a difference in their community.

When the storm comes, the eagle spreads its wings and leverages the strength of the storm to rise above it and so did ARCC use corona and we have incorporated the income generation part into our regular curriculum.



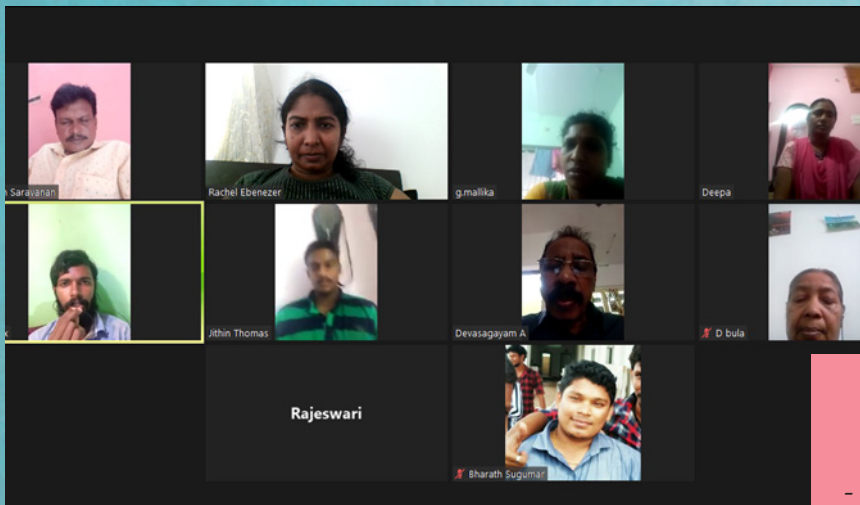
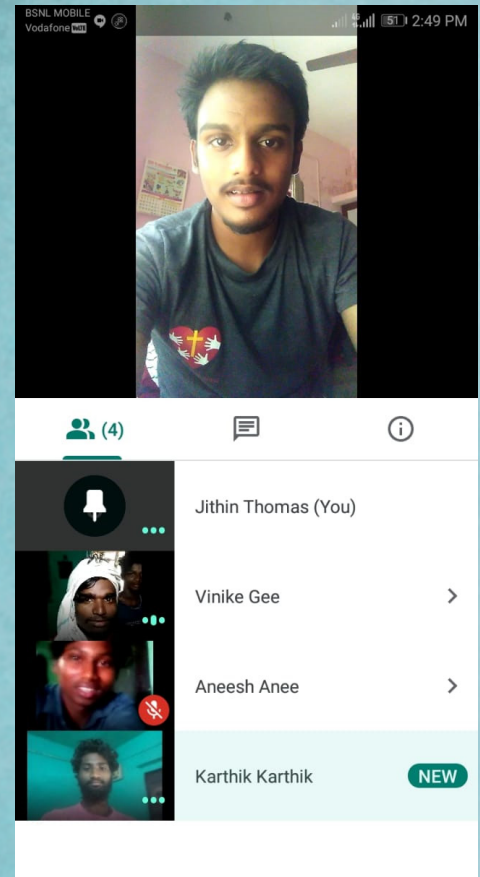
ARCC was Online...

56 students joined the ARCC during the past year in the 8 different departments last year, but we were able to reach only about 30 consistently because of the Corona situation. When lockdown started in March 2020, there was an initial struggle of about 2 weeks wondering how we were going to do. But we motivated the staff and they ventured boldly into conducting classes through various online methods like through conference call, zoom, whatsapp and google meet as well.

They were given the liberty to choose the platform and customize their classes according to the accessibility and availability of the students.

STRENGTHS WHICH MADE ONLINE LEARNING POSSIBLE:

- Highly motivated staff
- Exploring possibilities of connecting with students for the purpose of skill impartation
- Continuous communication among staff members and the leadership with almost daily meetings on Zoom with weekly syllabus goals and problem solving.
- Connecting with parents / relatives and requesting them to allow their son/daughter to use the phone for learning for a particular allotted time.



GOOD THAT CAME OUT OF COVID 19 SITUATION:

- Exposure to technology of different methods of online learning for the staff.
- Exposure to technology for the students.
- Venturing into the Income Generation Projects
- Bringing in a different channel of skill training called "Distance Education" for those who are unable to come in person.

CHALLENGES FACED:

- Unable to reach about 40% of the students because of the following reasons:
- Location of students in Remote villages without phone network access
- Non-availability of smart phones which made it difficult to learn skill oriented courses
- Prolonging of all the 6 months and 1 year courses to a little over a year.
- High levels of motivation needed to keep the students' focus on the subject due to the practical orientation of the courses and lack of direct meeting.
- October to December was the time when students could come to the center and do the practical skill education following the SOP guidelines given for private institutions.
- We had to suspend the FCT (Field Training Centers) in the different villages, as the gatherings at different places were prohibited by the government.



Group Work Station

MOVING FROM EDUCATION TO ENTREPRENEURSHIP

At ARCC we started stepping up gas on GWS, income generation, as it would be useful for them during corona for extra income. But the process has been slow. First it is a challenge for the staff, it is a new concept for them, as they themselves are trainers and not entrepreneurs, and they are leading the teams into these Income Generation Activities.

On the right in the display stand are night dresses made by ARCC for sale and on the left are Masala packets made by the catering department for sale. They are also arranged in a table in the picture below professionally packed. It is interesting to note that the first 2 batches are sold out.

IMPORTANT ASPECTS OF GWS:

- Weekly GWS Meeting (A group with staff, students and alumni in each department) and noting down the minutes of the meeting
- Filling in the Project Sheet to get a clear picture of production, marketing and sales
- Procuring investment for their project
- Production Process
- Maintenance of stock
- Marketing and Sales
- Collection and Return of Investment

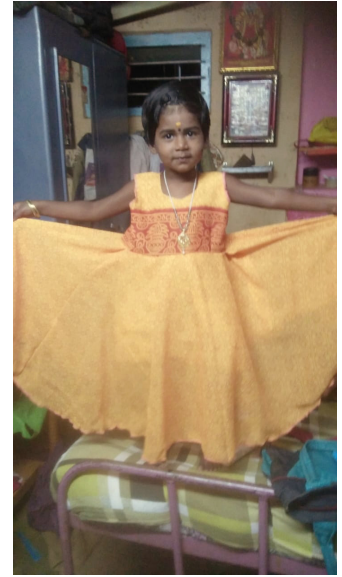
During Nov and Dec 2020, a lot of brainstorming and activities were taking place in the different groups, to fill the Project Sheet, which assess the production costs, profit margin, time frame, and calculates Return of investment. It is a draft copy which we will fine tune in course of time. All these process are under trial and 4 departments have started production, while the other departments are still in the project finalization stage.



GWS Projects

Tailoring:

- Products:
 - o Cloth bags
 - o Masks
 - o Night dresses
- Started with the production of Cloth bags as early as in mid 2019, but after a break have been able to sell bags locally in stores and to other organisations.
- A batch of 1000 printed bags is under production and we are looking forward to ship it to the Netherlands soon. On the right you see night dresses on display for sale. Also you can see a student who stitched a dress for her daughter.



Catering:

- They have started on making All purpose masala powder which can be used for making sambhar, making different Indian curries, frying / baking / grilling chicken.
- 2 Batches have been produced already and they have flown off the shelves. Now the team is in the process of production of the third batch. In the picture on the left you can see catering students packing and sticking labels on the masala packets they produced.

MARKETING OUR PRODUCTS



Some brochures we use for the sale of our products

Digital Marketing is one of the ways we market, sharing brochures in whatsapp groups / fb. ARCC GWS is a part of a local-Business Community called "By The Startups" where we get leads and thereby market our products. We also do Physical Marketing by giving our bags and masks in stores and companies then collecting the sale amount at regular intervals. On the right is a departmental store Samuthiram where they sell our bags.



Mobile Service:

The Mobile Phone service team, has set up a display unit and have begun to do cell phone servicing even at the center, with some promotional banner outside. The team of students have begun to do minor servicing of mobile phones while for the major ones they are dependent on the expertise of their teacher.

Beauty Therapy:

This department has ventured into making exclusive hair oils, using the herbs found in the hills of Annaikatty. Right now, we have made sample oils which fight dandruff, promotes hair growth and prevents premature graying of hair. Talks are going on even as we prepare this newsletter to become a whole sale supplier of the hair oil for the hair oil company. They have also set goals to produce face Masks.

Developing the Core Team



Staff Development & Training:

ARCC has encouraged and developed staff over the year. 6 of our staff participated in the Online Teaching Methodologies Seminar conducted by The Karunya University and received certificates.

5 our staff have been trained in fast track “Photoshop” courses, so that they can design their own pamphlets for marketing.. ARCC also looks forward to starting a course in Photoshop as a part of the course.

On Dec 21st 2020, we had a kind of retreat program for the staff in a Restaurant Board room, where they shared their accomplishments for the previous year, and their vision for their department for the next year. We had 2 sessions on Marketing. The first was Mr.Shameer, the co-founder of By The Startups Community, who shared about different techniques in Offline and Online Marketing. The second session was handled by Mr.Nair, an expert in MLM, who motivated the staff in Entrepreneurship. The staff along with the resource persons had a good lunch and were given a Christmas gift. They all worked very hard during corona times and they deserved a day out with learning.

Students Christmas Function



On 22nd December, at our center, all the students and the staff gathered for a Christmas party where they were given cake and snacks. Our Field Co-ordinator Alwin, shared about the reason for celebrating Christmas and its significance.

New Students Induction Function

60 young minds came together. About 40 new students and 20 old students attended the New students Induction Function, which we had designed meticulously to introduce the new students to our curriculum. We gave them an introduction to ARCC and the Academic Co-ordinator Mrs.Radhika gave a fine brief of the Academics and practical orientation and income generation involved in the course.

A thought provoking management game was played, to demonstrate how to set goals. Then the students were divided into various groups according to their fields of study. Each group along with their trainer set goals for their department in Academics and in GWS.

The Field Co-ordinator brought in the students for the new batch. The old batch of students also received their certificates. One old student from each department gave a testimony of how the course had helped them. It also motivated the new students. Lunch was served to all those who had gathered, about 70 people including the staff. The building was overflowing and the hall was covered to its capacity as the ARCC is outgrowing the current facility.





25 OLD STUDENTS RECEIVED THEIR CERTIFICATES IN THEIR FIELD OF STUDY

New Admissions in 2021



NEW ADMISSIONS	
Tailoring	10
Health Assistant	12
Computer	10
Catering	2
Mobile Service	2
House Wiring	4
Beauty Therapy	2
TOTAL	42

More students are in the process of joining in for the courses, and what we do differently in 2021 is, integrate GWS (Entrepreneurship) in our regular course curriculum.

OUR STAFF TEAM WITH THE RESOURCE PEOPLE AFTER THE STAFF DEVELOPMENT PROGRAM IN MARKETING AND INTRODUCTION TO MICRO-FINANCING



WE ARE GRATEFUL TO OUR PARTNERS AND SPONSORS FOR SPONSORING THE ARCC PROJECT AT ANAIKATTY AND HELPING US TAKE IT TO THE NEXT LEVEL. WE BLESS GOD FOR YOU.