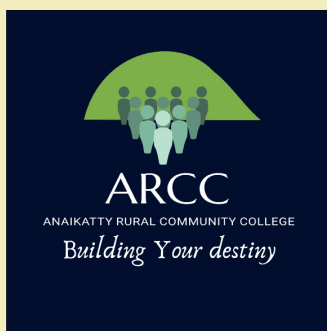




Anaikatty Rural Community College

NEWSLETTER MAY 2022



of

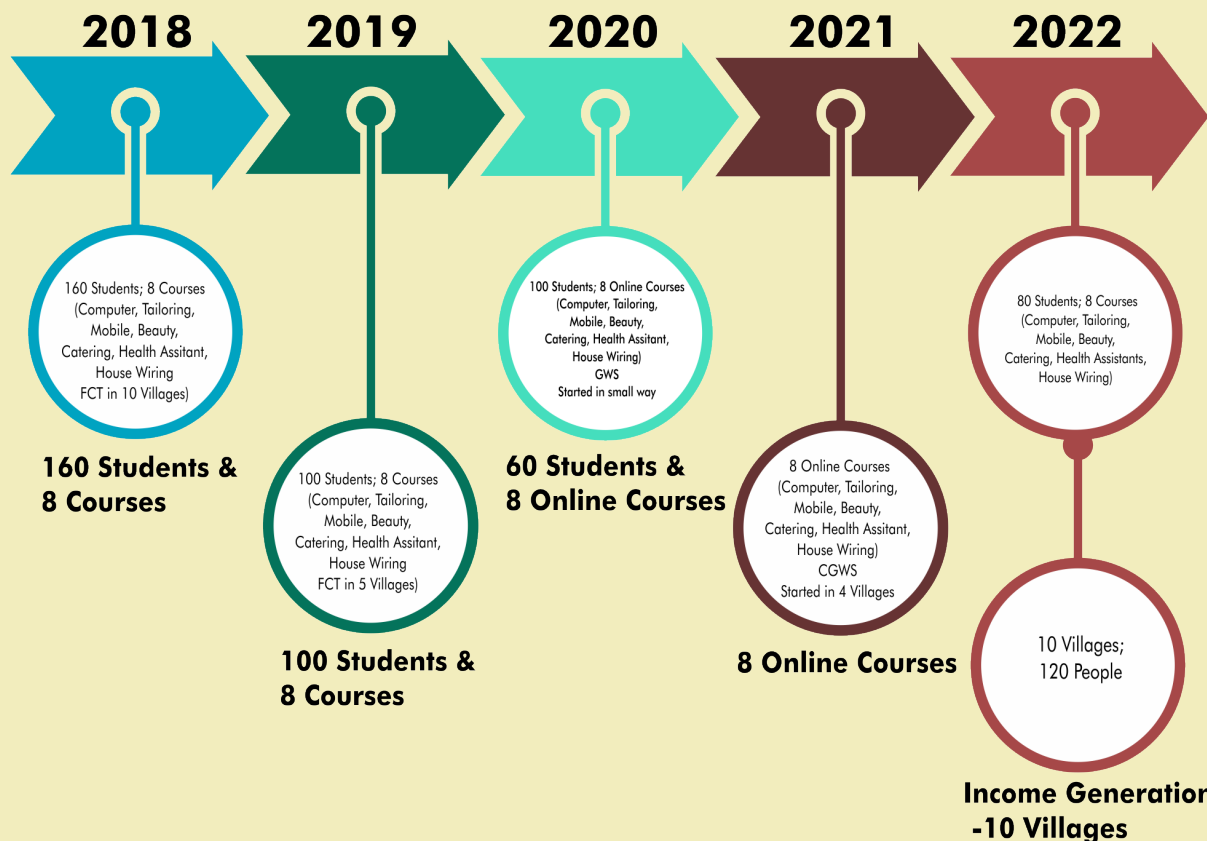
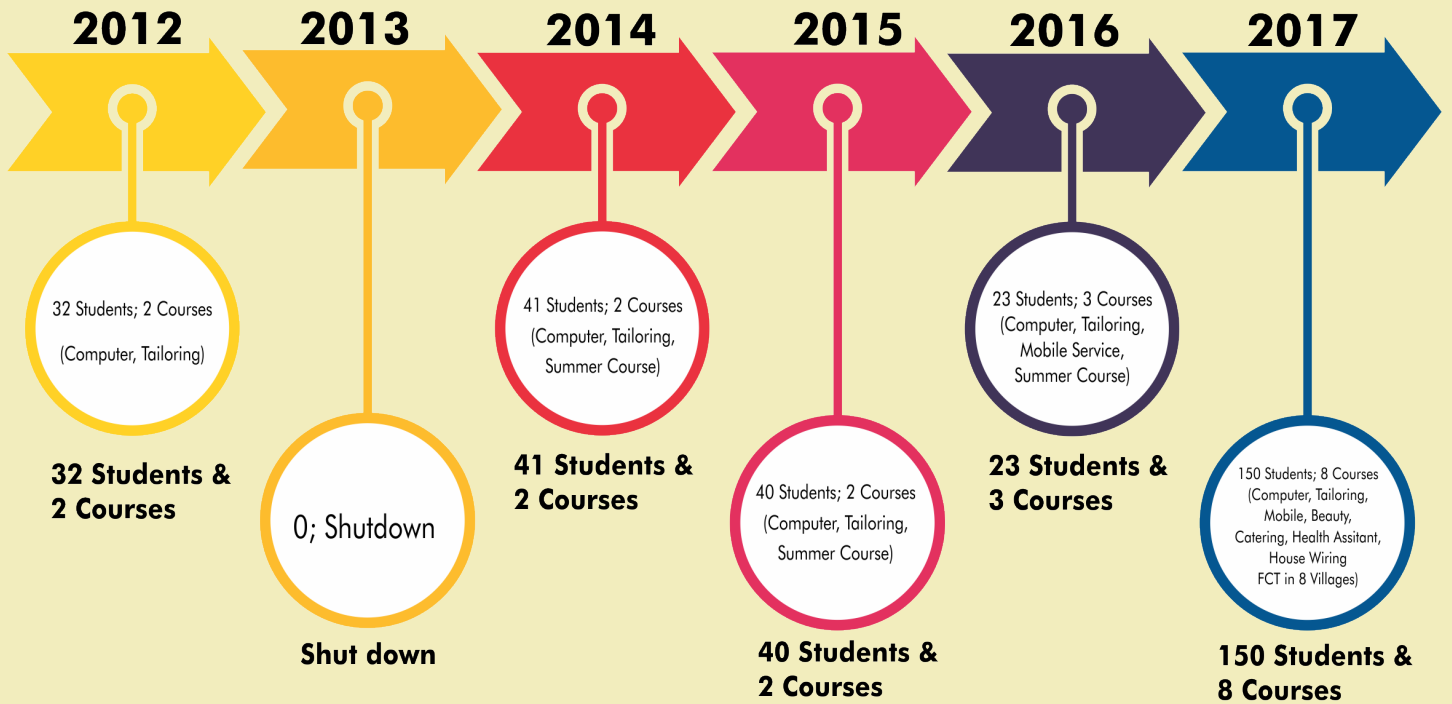
EDUCATIONAL, SOCIO ECONOMIC &
COMMUNITY DEVELOPMENT WORK

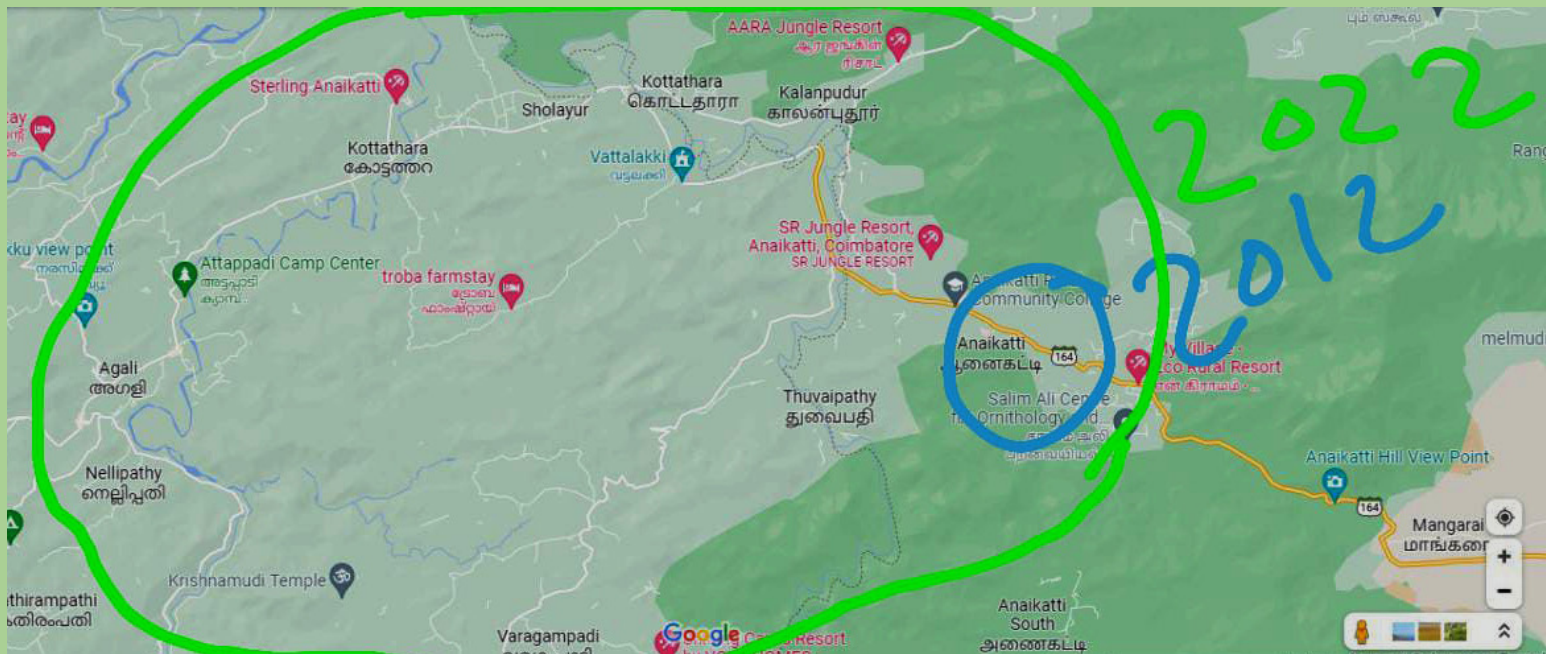
for

THE TRIBAL AND RURAL PEOPLE OF ANAIKATTY

TAKING YOU THROUGH

Time Travel





Sphere of Influence

2012 Vs 2022

AS WE HIT A 10 YEAR MILESTONE OF SERVING THE PEOPLE IN ANAIKATTY, WE ARE HUMBLED AT THE DEVELOPMENT HERE, AS WE CONTINUE TO WORK AMONG THE TRIBAL AND RURAL PEOPLE OF ANAIKATTY.

Educational Impact:

About 800 students have studies so far, in about 8 different skill development courses in Computer, Tailoring, Mobile Servicing, Beauty Therapy, Catering, House Wiring, Health Assistant Courses.

Field Training Centers:

FTC were established in 10 villages in 2016, by training a student from that village in computer and tailoring courses and sending them back to the village to train others so that skill training continues to the grass root levels.

Community Development Programs:

Health Awareness Camps, Medical Camps, Nutrition and Hygiene camps with the swacch Bharath campaign, Eye camps and Business Women Development programs have been organized for the welfare of the tribal and rural people in Anaikatti since 2012. About 2 to 5 such events were done every year.

Socio Economic Development:

Income generation projects are being taken to the villages of Anaikatti from September 2021, where groups are formed and the people are being trained in different skills and through employing the skills are encouraged to make products, which generates income for their families. 10 villages with about 120 people are involved in this project

ARCC : More Practical and More Effective!



Beauty Therapy

We have seen 2022 as a new and fresh start after Corona and have had about 85 students joining us for the 8 courses this year. After the Corona we have made some restructuring to our curriculum to help it be more practical, give them hands on training and also make them ready to join the income generation program. These are some aspects:

Internships:

Once in 6 months, to work in a practical unit for 3 days to one week for hands-on experience.

Industrial Visit:

Visiting some place relevant to their field to know more and increase their knowledge and know the current trends.

Research:

To submit a research paper every month, relevant to the current day trends in their fields to help them learn and innovate.

Tests:

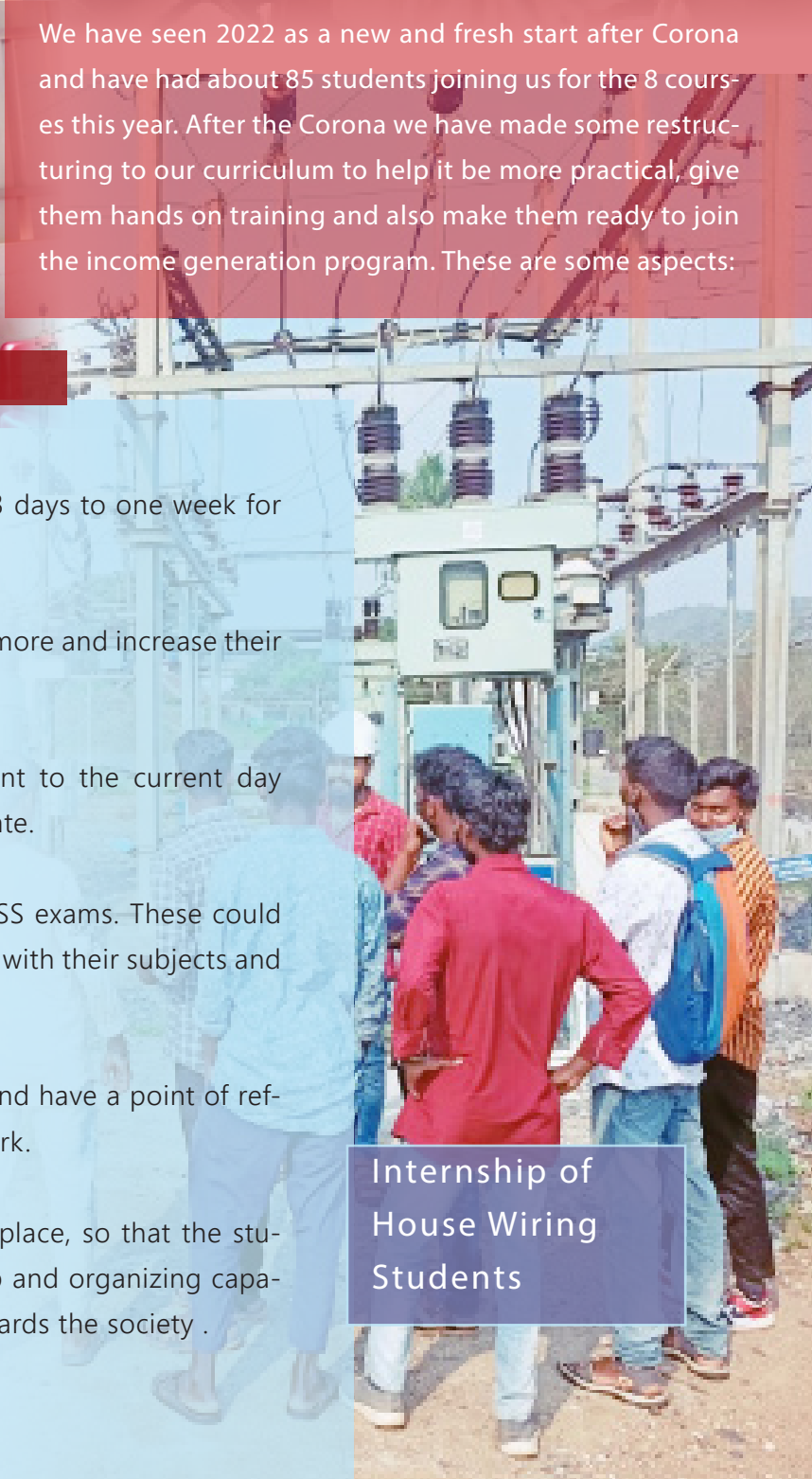
Weekly / monthly tests to prepare them for the BSS exams. These could be formal / informal to make sure they are in touch with their subjects and eliminate the fear of exams.

Record work:

To formalize their studies and make them skilled and have a point of reference to their study in terms of notes / record work.

Events:

Events to be organized by each department in a place, so that the students can organize it and develop their leadership and organizing capabilities and also to develop their responsibility towards the society .



Internship of House Wiring Students



Health Assistant



Life Coping



House Wiring



Mobile Servicing

ARCC Staff Presenting their Reports and Agenda in the Monthly Review Meeting on the projector. So this gives us a focus on what we have achieved and a clear roadmap for the month ahead.



Tailoring



Computer & Tally



CGWS (Community Group Work Station)

INCOME GENERATION IN VILLAGES

This project was started in September 2021 and will continue till June 2022. About a 100 to 120 people from 10 villages are a part of this journey so far in the villages of Anaikatty. We have trained them in a skill and given them job work and continue to take orders to sustain their working. We have had an interesting road with ups and downs thus far. We have about 15 products in hand. A few are still in the research and testing stage.

Beauty & Wellness

- Herbal Hair Oil
- Aloe Vera Night Cream
- Natural Soaps
- Beauty Services

GARMENTS & SANITARY NAPKINS

- Night Dress
- Night Pants
- Night Coats
- Sanitary Napkins

Sustainable Packaging

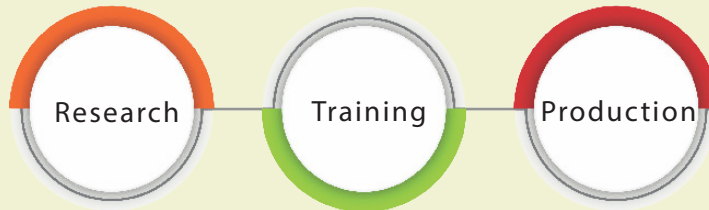
- Paper Box
- Paper Bags
- Printed Bags
- Bis Tea Cups

The Food Corner

- Multipurpose Masala
- Avarampoo Tea
- Cakes & Bakery Products



RTP STRATEGY FOR INCOME GENERATION



Any product that we produce goes through the above 3 stages. After an initial discussion, a detailed research is done practically on how we can effectively product the product and when after many tries we are satisfied with the result, we go on to train the villagers and they are encouraged to try several times to reach perfection, and then they go into the production phase.



NIGHT CREAM PREPERATION:

Night cream team from Jambugandy prepared their first batch of saleable night cream consisting of Aloe Vera and Vitamin E Oil as the main ingredients in the month of January. It is to be sold for Rs.60 in the market and it will fetch the team an income to do this. We are testing this for customer acceptance.



PAPER BAG MAKING:

Training in making paper bags, has been given in 3 vil-lages kondaur, Alamaramedu and later in the KK nagar center for over 20 more women, as this is in good demand. We have made a sale of around Rs.40,000 in the past 4 months in this division. We were able to buy quality craft paper in bulk from one of the fac-tories. One of our regular clients is a branded store Minisou in the two top malls in Coimbatore. They are supporting this as a tribal initiative and we are able to get feedback from them and improve on the quality of the product. We thank them for the support. So we have a total pool of about 25 women making quality paper bags.



HERBAL NAPKIN MAKING:

Our teams are improving in making herbal napkins. This time we have tried to brand them by creating a box and individuals covers for them. The more we reach out to customers the more feedback we get and are getting inputs for improvement. We are still in the quality improvement stage. Our teams are looking for cutting machine with mould that can cut in a professional way, so that the napkins are still herbal and hand made but the look and feel is professional. Our team at Mattathukadu is the main napkin making team. About 10 women are here for the production. The usage of these herbal napkins prevent ovarian cancer in women because of natural material and herbs that are used like cotton, neem and vetiver.



SOAP AND CANDLE TRAINING:

Training was done for making soaps and candles on the 12th March 2022 by one Ms. Vani. The Beauty Therapy students and some tribal women participated in it. They were able to try out soaps and leave them for curation and the candles are beautiful. So they will still research and we will do the branding of the types we would want to produce in future.

BISCUIT TEA CUP MACHINE RENOVATED:

Drink the Chai and eat the cup too!!

The long awaited production of the ecofriendly, anti-cancer causing tea cups, which were started with a passion to help the society to fight plastic teacups and avoid hot tea on paper cups with harmful wax coating, has finally been initiated.

The second hand biscuit tea machine has been renovated, in that a hydraulic system has been initiated to reduce excess strain which has caused shoulder pain in the machine operators after 2 weeks of usage. Also another problem of uneven heating has been avoided by installing heat sensors and also the depth of the cup has been increased so that it is sturdier and does not easily crumble. The recipe has also been changed to make it healthier by adding millet more than all purpose flour. The operations are good now, the crispiness and taste is good and marketable.



Now we encounter a new problem, which is delivery problem. The bistecups are broken during transport, which needs good packaging. Also without proper branding with nutrition facts and the food certification details, we are unable to market it. So right now we are looking into the different options for branding.

Our production capacity is touching 300 cups a day, with our access to only 6 hours of 3 phase current. We are also looking for distributors who can buy from us bulk and help in distributing our products. Once this is done, we are planning to convert the electrical system of the bistecup machine to work on 2 phase so can we have more production time.



International Women's Day Celebrations

March 8, 2022

Groups of women in their best sarees and dress streamed colorfully into the KK Nagar Community Hall where ARCC had organized a Women's Day event to bring together the women in our group. About 100 women from the product making groups from the 10 of the villages in Anaikatty from Kondaur, alamamedu, Jambugandy, Mattathukadu, Artatkadu, Kottathara, Sholayur came together. The Event was organized by the staff and students of ARCC which is one of its kind.

Purpose:

- An opportunity to connect the people Groups to to ARCC – Bonding Time;
- Students Organised the event and exercised Leadership skills, inspire them to Income Generation;
- Launch of our products

Event Highlights:

Games were organized; products were displayed and launched; groups were introduced to each other; different courses at ARCC were advertised; success stories were shared; games were organized; City groups participated and inspired us; other NGOs participated to learn from us.



A Nano Car!

OUR TRUSTED TRAVEL PARTNER

It is now almost 8 months since the onset of the CGWS project and one of the pressing challenges that we have had to deal with was the logistics, as an awful lot of money is going towards transportation of goods during purchase of raw materials and also during delivery of finished goods to clients. Sometimes our logistics teams have delivered loads of material on two wheelers which was not safe. While we hired a taxi it cost Rs.1500 / week which amounted to Rs.6000 a month and along with the salaries of the logistics people it cost Rs.10,000 to Rs.12000 a month only for delivery which we feel is a lot.

But now, we have gotten a small nano car, which works like an auto, with which we are able to go to the villages to deliver the raw materials paper bags to the people, collect it from the villagers - the finished bags, bring them to the center, quality check them and then deliver it to the customers at brookesfield and prozone mall.

We will be able to reduce the cost by half because of this arrangement and use it for marketing and canvassing activities as well.



Staff Empowerment Program



We organized a one day empowerment program for 15 of our ARCC and CGWS staff in a hotel in Coimbatore under the heading "Non Violent communication". The facilitator was from Chennai and is from a Company called Ved Vyas Inner space and was able to get the staff to talk about their emotions and bring it to awareness and help the team get to know one another and give them the basics of communication. "I felt free said one of the staff" and yet another staff said, "I got to know about my other colleagues". So it was a time of bonding outside the office space. All the hard-working staff at ARCC, enjoyed a well-deserved good buffet lunch as well.

The Groups: The Arteries of the Organization



The ARCC board visited the villages on the kerala side of Anaiakty in April and visited the groups and had a brainstorming session with them on what they would like to do, how they would take their efforts as a group to the next level. The mattathukadu team would like more of kurthi and tailoring orders as more people know tailoring in their place. One of the teams is ready to do herbal leaves and flowers and some to make soups out of them, while yet another team is ready to make varieties of herbal teas. So we roughly have an agenda on what products we would like to focus during the next 4 months.

GROUPS AND PRODUCTION CHALLENGES!

1. To get continuous orders, otherwise the villagers lose focus and lose their trust don't come back when we call them for job work. Sometimes we sign up for orders which are actually a loss but still to keep giving an income to the villagers. So we are working on cutting down the cost of raw materials as well as other logistics costs.
2. The Garment industry is a challenge. We actually started with it, but found out that the stitching and the fashion is relevant only locally in their rural village and is not marketable in the city area. So are focusing on assigning a mentor to assist with styles, design and fabric and a trainer to give training in the professional quality and delivery of the product. There are 5 products that we have short listed and we will venture into them one after the other starting with kurthis.
3. We have challenges with Quality control, as the quality produced by so many ladies is not consistent and we cannot be very strict with them as we can be with paid employees. So we have installed quality control people among the villagers at various stages before they go into the market.
4. As the number of products are high and also the range of the products is large, we are unable to assign the responsibility of product development to one person. We have installed product leaders from among the group members who will take responsibility for the production of the product. So instead of the originally planned group leaders, we now have product leaders with technical acumen of the product and also leadership skills.





MARKETING BISTEACUPS IN EVENTS



We couldn't have done it without you

As we look back at the 10 years of hard work, we would like to thank each and every stakeholder of ARCC.

First of all, we thank God Almighty for his special grace and favor upon this project. The Sponsors who believed in us and sacrificially donated to this cause, we are so appreciative of your generosity and love. The Staff team who worked hard relentlessly night and day to make things happen and worked selflessly, were self-motivated, and stood with us through thick and thin. The students and the people groups who believed in us and cooperated with us.