



UNLOCK WE

Annual Report 2020-2021
Jan Shikshan Sansthan- Malappuram

“The greatness of humanity is not in
being human, but in being humane”

-Mahatma Gandhi-



UNLOCK WE

Annual Report 2020-2021

Jan Shikshan Sansthan- Malappuram



Always in our hearts.
In loving memory of late Aboobacker Sir,
Ex Director of JSS, who was with us for five
years playing a key role in the growth of
the organization and creating pathways
for positive changes in the society.



Proactive board members have been the driving force behind the advancement of JSS Malappuram. Their involvement with innovative vision, social commitment and enthusiasm makes JSS more inventive and up-to-date. They were the ones who led the organization from the front in the challenging time of Covid-19

Abbreviation & acronym

GOI	: Government of India	ADS	: Area Development Society
MSDE	: Ministry of Skill Development and Entrepreneurship	CDS	: Community Development Society
JSS	: Jan Shikshan Sansthan	NGO	: Non-governmental Organization
UNESCO	: United Nations Educational, Scientific and Cultural Organization	CBO	: Community Based Organization
NABARD	: National Bank for Agriculture and Rural Development	GP	: Grama Panchayath
MSME	: Micro, Small and Medium Enterprise	MP	: Member of Parliament
NRLM	: National Rural Livelihood Mission	MLA	: Member of the Legislative Assembly
NIRD-PR	: National Institute of Rural Development and Panchayati Raj	BOM	: Board of Management
DIC	: District Industries Center	RP	: Resource Person
ATDC	: Apparel Training and Design Center	MIS	: Management Information System
KFRI	: Kerala Forest Research Institute	SOP	: Standard Operating Procedure
PMKVY	: Pradhan Mantri Kaushal Vikas Yojana	PIA	: Project Implementation Agency
DDU-GKY	: Deen Dayal Upadhyaya Grameen Kaushalya Yojana	TOT	: Training of Trainers
DAY-NULM	: National Urban Livelihood Mission	OJT	: On Job Training
SAGY	: Saansad Adarsh Gram Yojana	LEE	: Life Enrichment Education
LEDP	: Livelihood and Enterprise Development Program	EDP	: Entrepreneurship Development Program
SHG	: Self Help Group	FLC	: Financial Literacy Class
JLG	: Joint Liability Group	IV	: Industrial Visit
NHG	: Neighborhood Group	PRA	: Participatory Rural Appraisal
		SC	: Scheduled Caste
		ST	: Scheduled Tribe
		OBC	: Other Backward Community
		APL	: Above Poverty Line
		BPL	: Below Poverty Line

Executive summary



P.V. Abdul Wahab, The Chairman

It has been more than a year of challenges we were experiencing by the covid-19 pandemic. But for the year of 2020-2021 we made solutions. And as we head into next year, we must find even more solutions.

JSS was started at 2006 through the inspiration kindled by Nilambur Muslim Orphanage Committee happened to address the disadvantaged and marginalized communities in Malappuram district. The institution has put effort for skill upgrading programmes in a non- formal mode in rural and urban regions of the district. JSS explores the opportunities through the intervention and collaboration with all possible agencies for the grass root level development of rural people. We stand by youth, women to ignite their minds and color their dreams to enable them to fly.

JSS Malappuram is leading in the focus on Sustainable Development Goal (SDG) implementation and thus institution molds society. SDGs have the potential to provide a framework for mobilizing all sectors. In terms of focus the SDG 1 (No Poverty), SDG 2 (Zero Hunger), SGD 3 (Good Health and Well-being), SGD 4(Quality Education) and SGD 5(Gender Equality) occupy the top position by the institution. On the other hand, the remaining SGDs were mapped less by JSS. Tracing progress in implementing the sustainable development goals is at the core of pushing and accounting for change. All the contributions are referred with the aim of providing support to each underprivileged family and boost them. The main projects covered are Action plan, Yuvakeralam, DDUGKY, SAGY, PMKVY, Unnathi, NULM, LEDP, Nai Manzil etc.... In the year 2020-21, we have been able to directly impact the lives of over 2000 beneficiaries, especially women and achieved assured placement.

The JSS team remains focused on reaching our beneficiaries even in the most difficult circumstances and providing support. The challenges were faced equally and fought against. The board of members gave a diverse set of ideas and their talents, motivation to overcome the pandemic Covid situation. The Director JSS believe in the opportunity to bring change and says progress is always possible. Director and staffs at JSS made their contributions at times. And thus we serve as an incubator for innovations.

Let me end by saying a tremendous thank you to all...

We could not have done it without you!

Executive summary



V.Ummer Koya, The Director

Since the inception that took place back in 2006, JSS Malappuram has been striding forward with various vigorous and creative activities aiming at the holistic development of Malappuram district. By this time, JSS has favored more than one lakh of beneficiaries by extending skills training to them and helping to make livelihood out of it. It has played an inevitable role in enhancing many social development possibilities as a result of its collaborations and convergences with numerous governmental and non-governmental organizations.

The institution, which currently runs under the Ministry of Skill Development and Entrepreneurship, extends training to more than 2000 of beneficiaries each year through rigorous need analysis and skill gap study and helps them to achieve their livelihood. Apart from the usual training programs, the institution endorses placement help, constant support and follow ups, bank-linkage program and SHG and JLG promotions. It mainly focuses on socially, economically and educationally backward people from the coastal, tribal and hillside villages. JSS Malappuram continues to follow Intervention based approach in its activities.

JSS Malappuram remains in the class of reputed institutions in the country that endeavors to eradicate poverty through skill development. The systematic approach that JSS follows helps the institution to come up to the needy people directly and assist them to arrive at entrepreneurship. The institution, which keenly follows globally accepted sustainable development goals, has caused optimal productive changes in Malappuram district.

In similar to rest of the world, the lockdown in reaction to the Covid-19 outbreak had terrible consequences on every facet of social life in India. This has adversely affected the activities proposed by the institution during the course. Still, the institution has managed to deliver best possible results during the pandemic times. The institution successfully overcame this adverse situation with immense support from the chairman and the board of members. The staff has played a vital role in defining the success of the proposals. We were able to give placement support to more than 70% during this year.

Executive summary

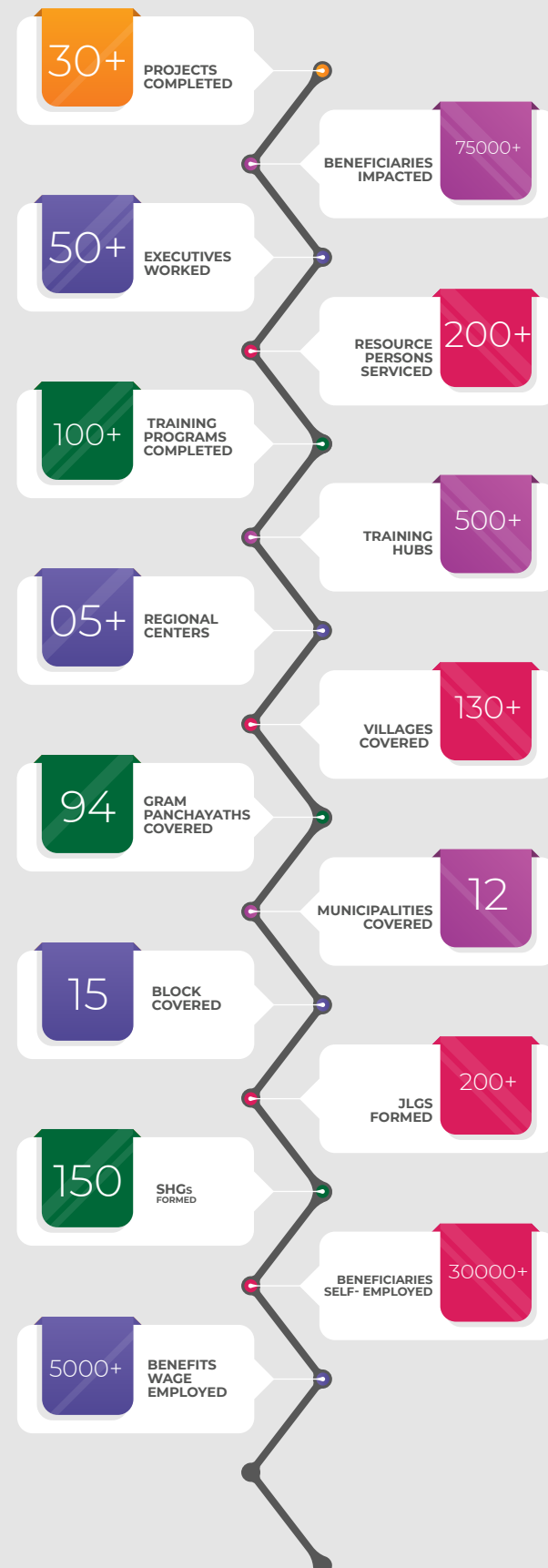


From the Editor

The Pandemic has truly changed our thinking, living and working ways – in fact the year 2020-21 was a year of changes. We, the JSS also adopted the changes and got into the slot comfortably. Though a little late in the commencement of the activities, we became more energetic and utilized our excellent facilities of on-line system to mark our identity.

The Annual Action Plan, as usual, was completed on time giving stress to all types of people from different areas of the society. Low profile groups and differently abled people were given special attention to mold as successful entrepreneurs on this time. YUVA Keralam, the newly launched project has been successfully implemented in the well-equipped training centre of the JSS, Eranhimangad in Chaliyar Grama Panchath. Livelihood Entrepreneurship Development Programme (LEDP), sponsored by NABARD was successfully conducted in Amarambalam Grama Panchayath, a SAGY village. To add another feather to our hat, Mampad Grama Panchayath has been adopted by our Chairman, P.V.Abdul Wahab, MP, a new addition to the list of SAGY villages. A Health camp was conducted in the remote ST colony in Peruvampadam in Chaliyar Grama Panchayath by the students of YUVA Kerealam. Various innovative and more job oriented trainings were included in the Annual Action Plan to make the placements better to attain a good result. Though the first half of the year took a slow pace, the second half made it up fairly well. All the projects and other activities taken up were executed excellently. Thus we achieved success through simple procedures.

Our journey so far



About us

Jan Shikshan Sansthan Malappuram is an organization under the Ministry of Skill Development and Entrepreneurship of Government of India. Our major interventional focus is skilling and livelihood for poor peoples on rural and urban areas of the district. The main objectives are to enable the marginalized section of the society through grass root level community owned participatory intervention and of make them self-sufficient, and to ensure quality in gender development and livelihood lifelong education, skill and welfare measures of unreached and to lead them a happy life. JSS started its journey from April 1st 2006 as registered under Society Act and so far served more than 75,000 beneficiaries since its inception. The collaborations and convergences with Govt. departments, universities, major industries and other educational institutions are the main strength of JSS. So far JSS has received international and national awards like UNESCO Literacy Award 2016, Tagore literacy award 2017, Sakshar Bharath Puraskar 2014 and so on.

Vision

To enable the marginalised section of the society through grass root level community owned participatory interventions and make them self-sufficient. To ensure equality in gender, development and livelihood life-long education, skill and welfare measures of unreached and to lead them a happy life

Mission

To identify the real dependent in the community through the participatory approach and to intervene for the apt solution through the community owned and managed self-sufficient and sustainable livelihoods



Type your text

OUR COMMITMENTS



Board of Management



PV ABDUL VAHAB



ISMAYIL MOOTHEDAM



AP UNNIKRISHNAN



ABDUSAMAD C



KP JALSEEMIYA



TP HYDARALI



VINOD P MENON



VENUGOPAL PC



DEEPA KC



DR. KP BEENA



BUSHRA KA



SHIHABUL AKBAR

Our team

V UMMER KOYA



Director

DEEPA C



Program Officer

SAJITHA PT



Program Coordinator

MOHAMMED
SHAHEED P



Program Coordinator

MUHAMMED
AMJAD MADANI



Livelihood Cell
Coordinator

SREERAG PP



Project coordinator
-DDUGKY & Yuvakeralam

SHAKKEEL TK



Placement officer

MUJEEB RAHMAN PP



Coordinator NULM

HARSHAD



Account Officer

RAMLATH CP



Account Officer

SMISHA MOHANAN



Project Associate

SOUJATH CM



Project Associate

ASHRAF



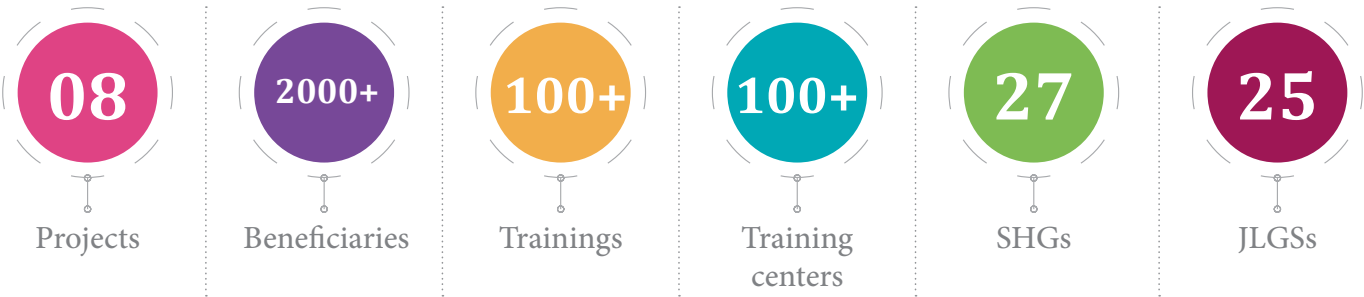
Driver Cum
Project Associate

JYOTHI N



Program Assistant

Our outreach in 2020-21



In the challenged with a virus COVID-19, a unicellular organism encroached the whole world with a vast spreading habit. People everywhere struggled to stop the spread of virus and global human development declined. The public gatherings get locked and socio economic activities been blocked. 2020 was more than a year of tragedy. It quite affected the functioning of JSS also. But JSS has never stood stunned in front of it and take courage to overcome the situation in a motive that: 'being challenged in life is inevitable but being defeated is optional'. On the year, The Directorate of Jan Shikshan Sansthan has been approved the target of 1800

nos. of beneficiaries with 90 no. of batches. The 90 batches are divided and given to programme staff of JSS on Block basis for the effective and essential implementation. As like other years, JSS given more attention to the tribal, coastal and hilly areas of Malappuram district and also focused special training programmes and livelihood for the specially challenged persons by complying with all protocols of Covid-19. JSS lead our other projects too on the year with a strong form of planning and execution. This annual report takes a look at the results we achieved with the district and communities throughout this intense year.

Our projects of the year



Thematic Areas of the Year

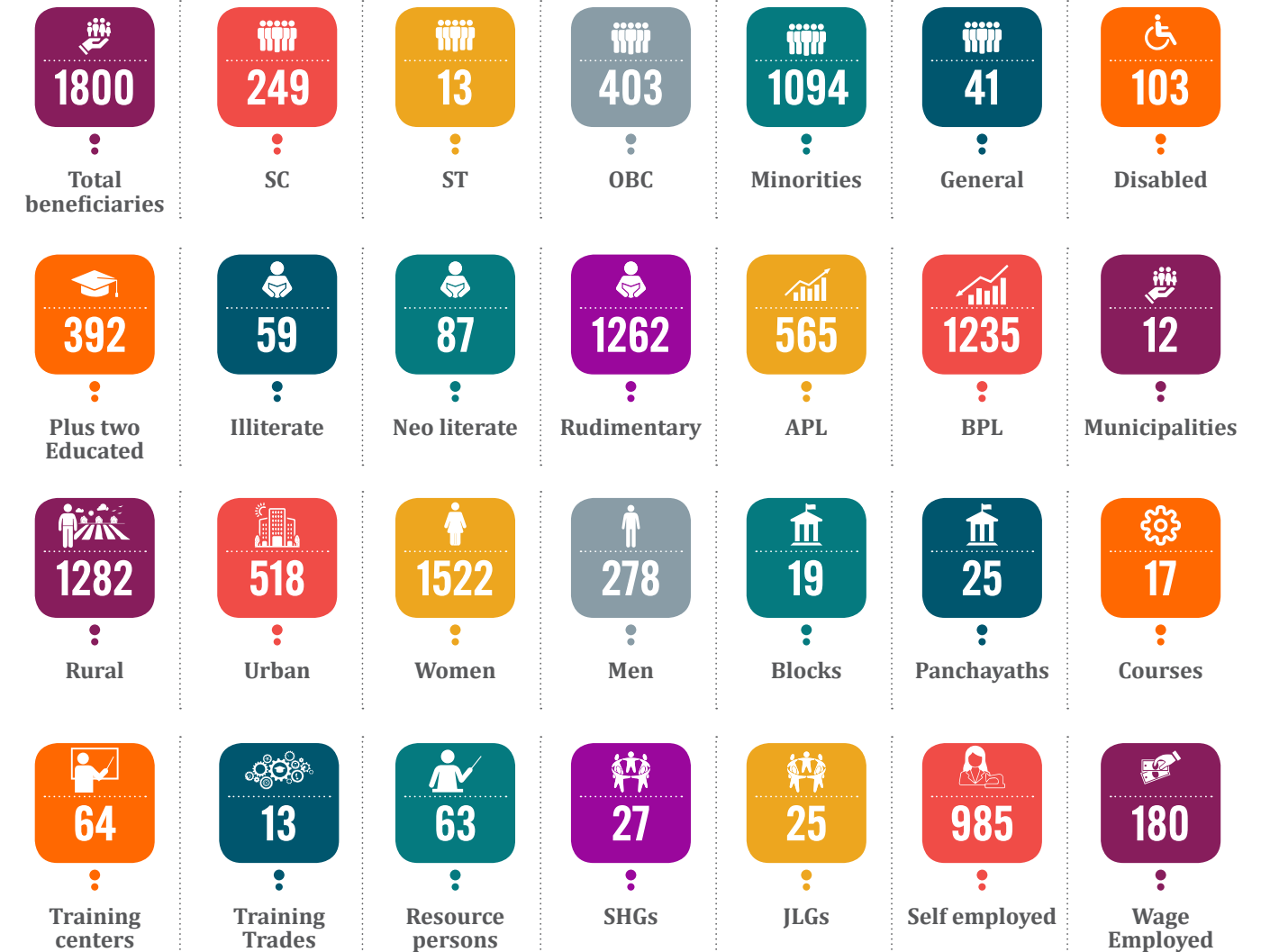


Annual Action Plan

From skilling to the livelihood- an
interventional approach on socio-
economically disadvantaged
and marginalized communities



The year that was- reflections 2020-21



Overview

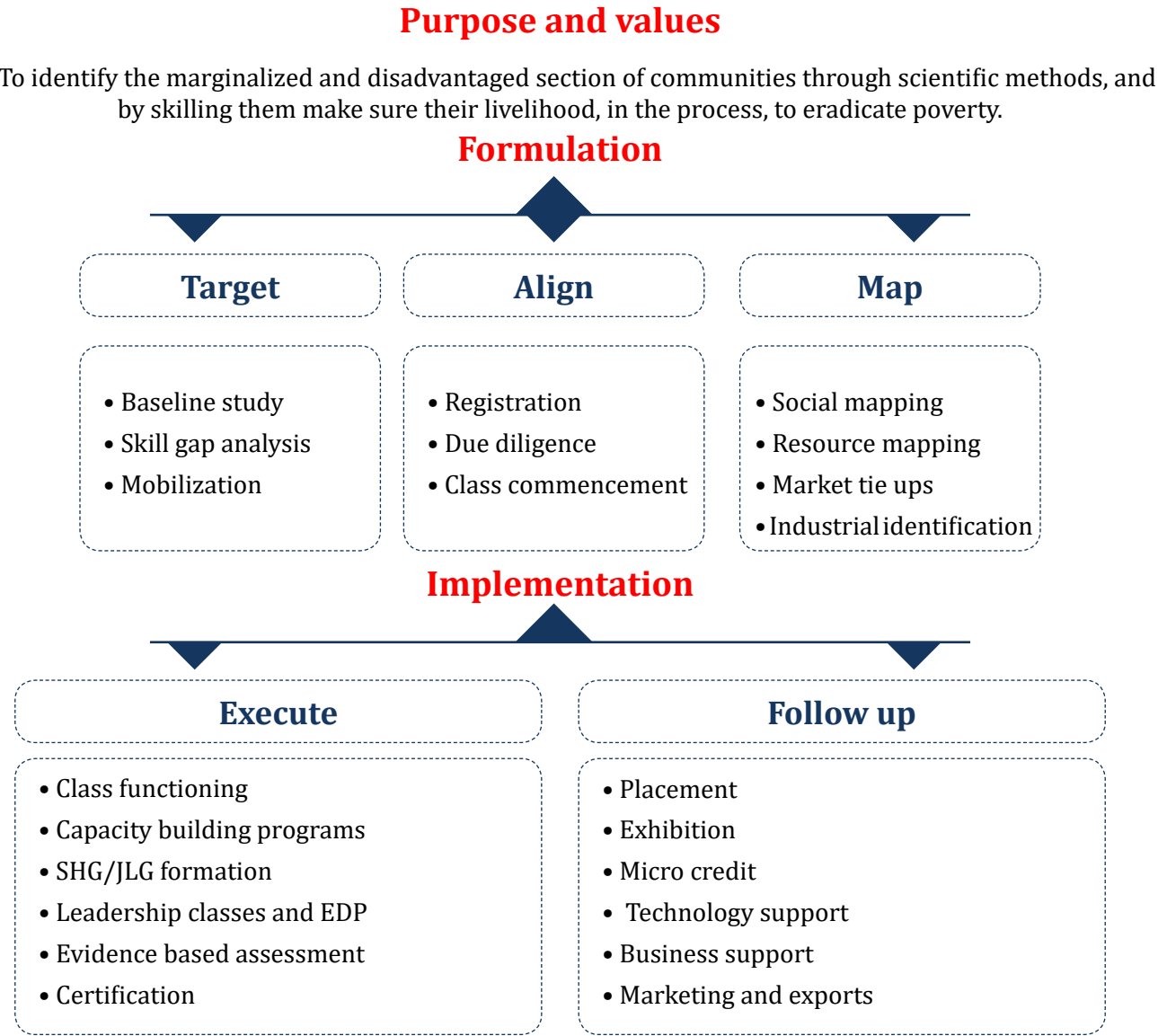
Annual action plan is the backbone program of JSS aiming to enhance occupational skills and income generating activities, as an effort to provide literacy and livelihood opportunities to socio-economically disadvantaged and marginalized communities in Malappuram district of the state of Kerala, to bring about sustainable development at grassroots level.

To implement it effectively, and for systematic intervention, community participatory method is being followed. Potential participants are identified and recruited through Anganwadis, Kudumbasree mission and Grama Sabhas. These village resource centers have access to information about villagers and through proper skill gap study and mobilization, followed by the exposure visits, the training programs will start on grassroots by an inclusive participation of concerned local bodies. The programme uses a management information system (MIS) to facilitate communication between the training centers and programme officers. The MIS is also used to collect and share data about learners' performance. Continuous interventional approaches to the capacity building of the beneficiaries are being promoted through forming Self-help groups and Joint liability groups and financial assistance to them. Through the networking with industries, local markets, online portals and government institutions and by conducting exhibitions cum sales programs named 'Disha' the production

and marketing field being strengthen.

In the year2020-21, JSS Malappuram, like any organizations in the world, had a tough-time due to the outbreak of the Pandemic, COVID-19. The trainings and other activities in the first half of the year was restricted due to lockdown introduced by the GOI. But from the motivation and confidence incurred from the previous years, the Pandemic has been fought sticking on to the right lifestyle adaptations of the GOI. The activities were commenced by the second half of the year adhering to all the strategies put forward by the GOI. Thus with immense potential, all the trainings and activities have been completed on time by practicing all peculiarities like wearing masks, hand washing and physical distance.

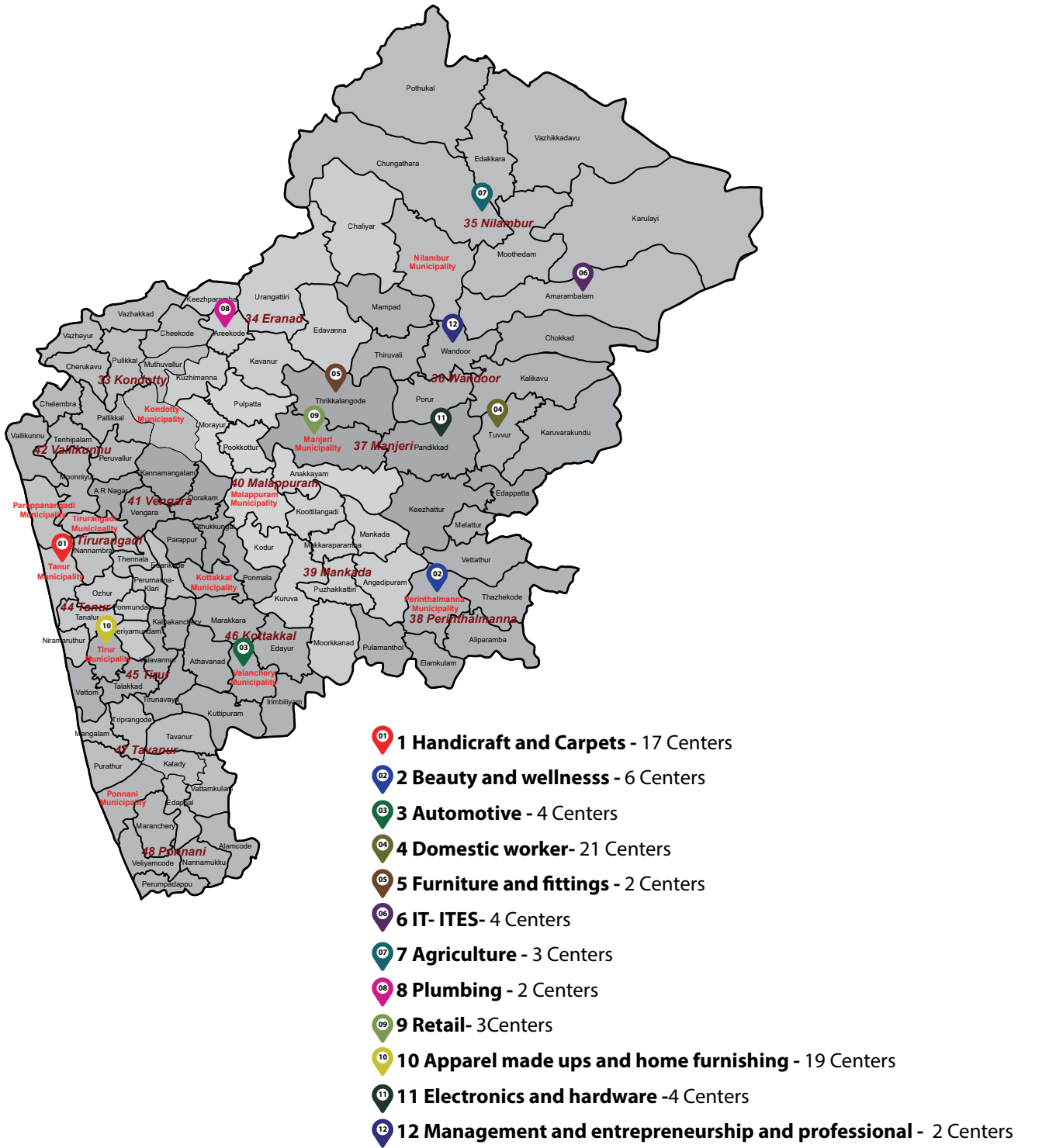
How we do



On the base of clear cut purpose and values we follow the strategic management on the process of trainings from formulations to the implementation. It provides forward-looking direction, outlines measurable goals, helps guide key decisions, and provides structure for evaluating progress and data for taking corrective action. Formulation process has three components- target, align and map. These are the main features to identifying needy and actual beneficiaries for the courses and ensuring the proper resources. Then, implementation process has two components- execute and follow up. These are the core features of the program to the effective functioning of trainings.

Our reach of the year

JSS Malappuram’s work is spread across 19 blocks and 51 Villages of Malappuram district, Kerala. Our intervention on the district has helped improve the lives of 1800 beneficiaries from the most deprived communities such as SC, ST and Minorities from tribal, costal and hilly side of the district. We have formed 50 SHGs and JLGs from them and make sure the handhold supports through bank linkage, micro credits and marketing.



Sl.no	Main Course	Sub Course	Training Center
1	Handicrafts & carpets	Applique artisan	Pulikkal
2	Handicrafts & carpets	Applique artisan	Irumbuzhi
3	Handicrafts & carpets	Applique artisan	Edappatta
4	Handicrafts & carpets	Applique artisan	Areacode
5	Handicrafts & carpets	Applique artisan	Koottilangadi
6	Beauty & wellness	Assistant beauty therapist	Tanur
7	Beauty & wellness	Assistant beauty therapist	Perinthalmanna
8	Beauty & wellness	Assistant beauty therapist	Pulikkal
9	Beauty & wellness	Assistant beauty therapist	Pookkottumpadam
10	Beauty & wellness	Assistant beauty therapist	Malappuram
11	Beauty & wellness	Assistant beauty therapist	Amarambalam
12	Automotive	Automotive service technician level 3	Nilambur
13	Automotive	Automotive service technician level 3	Nilambur
14	Domestic worker	Child care taker	Valancheri
15	Domestic worker	Child care taker	Chemmad
16	Domestic worker	Child care taker	Valancheri
17	Domestic worker	Child care taker	Chemmad
18	Domestic worker	Child care taker	Tuvvur
19	Domestic worker	Child care taker	Valancheri
20	Domestic worker	Child care taker	Tuvvur
21	Domestic worker	Child care taker	Chemmad
22	Domestic worker	Child care taker	Valancheri
23	Domestic worker	Child care taker	Chemmad
24	Domestic worker	Child care taker	Edappal
25	Domestic worker	Child care taker	Valancheri
26	Domestic worker	Child care taker	Kottakkal
27	Domestic worker	Child care taker	Valanchery
28	Domestic worker	Child care taker	Edappal
29	Furniture & fittings	Cabinet maker- modular furniture-kitchen	Trikkalangode
30	Furniture & fittings	Cabinet maker- modular furniture-kitchen	Chelembra
31	IT- ITES	Domestic data entry operator	Valancheri
32	IT- ITES	Domestic data entry operator	Amarambalam
33	IT- ITES	Domestic data entry operator	Pulikkal
34	IT- ITES	Domestic data entry operator	Valanchery
35	Automotive	Driving assistant	Valancheri
36	Automotive	Driving assistant	Amarambalam
37	Healthcare	General duty assistant	Valancheri

Sl.no	Main Course	Sub Course	Training Center
38	Healthcare	General duty assistant	Amarambalam
39	Domestic worker	Home cook	Meppadam
40	Domestic worker	Home cook	Paramboor
41	Domestic worker	Home cook	Manjeri
42	Domestic worker	Home cook	Palapetty
43	Domestic worker	Home cook	Pattikkad
44	Domestic worker	Home cook	Elamkur
45	Handicrafts & carpets	Jute product maker	Parappanangadi
46	Handicrafts & carpets	Jute product maker	Ponnani
47	Agriculture	Makhana grower cum processor	Karad
48	Agriculture	Makhana grower cum processor	Karad
49	Agriculture	Makhana grower cum processor	Karad
50	Plumbing	Plumber (general) helper	Pulikkal
51	Plumbing	Plumber (general) helper	Areacode
52	Retail	Retail store ops assistant	Manjeri
53	Retail	Retail store ops assistant	Nilambur
54	Retail	Retail store ops assistant	Valancheri
55	Apparel. Made-ups & home furnishing	Self-employed tailor	Chandhakkunnu
56	Apparel. Made-ups & home furnishing	Self-employed tailor	Chandhakkunnu
57	Apparel. Made-ups & home furnishing	Self-employed tailor	Omanur
58	Apparel. Made-ups & home furnishing	Self-employed tailor	Keezhuparamba
59	Apparel. Made-ups & home furnishing	Self-employed tailor	Cheerankadappuram
60	Apparel. Made-ups & home furnishing	Self-employed tailor	Alinchuvadu
61	Apparel. Made-ups & home furnishing	Self-employed tailor	Kallarattikkal
62	Apparel. Made-ups & home furnishing	Self-employed tailor	Triprangode
63	Apparel. Made-ups & home furnishing	Self-employed tailor	Pallippurai
64	Apparel. Made-ups & home furnishing	Self-employed tailor	Pathappiriyam
65	Apparel. Made-ups & home furnishing	Self-employed tailor	Keezhattur
66	Apparel. Made-ups & home furnishing	Self-employed tailor	Perumparambu

Sl.no	Main Course	Sub Course	Training Center
67	Apparel. Made-ups & home furnishing	Self-employed tailor	Nannambra
68	Apparel. Made-ups & home furnishing	Self-employed tailor	Elamkur
69	Apparel. Made-ups & home furnishing	Self-employed tailor	Koottilangadi
70	Apparel. Made-ups & home furnishing	Self-employed tailor	Kodur
71	Apparel. Made-ups & home furnishing	Self-employed tailor	Marakara
72	Apparel. Made-ups & home furnishing	Self-employed tailor	Poorapuzha
73	Apparel. Made-ups & home furnishing	Self-employed tailor	Vengara
74	Apparel. Made-ups & home furnishing	Self-employed tailor	Karuvambram
75	Electronics & hardware	Service technician - home appliances	Cheekode
76	Electronics & hardware	Service technician - home appliances	Manjeri
77	Electronics & hardware	Service technician - home appliances	Pandikkad
78	Electronics & hardware	Service technician - home appliances	Manjeri
79	Handicrafts & carpets	Traditional hand embroiderer	Rayirimangalam
80	Handicrafts & carpets	Traditional hand embroiderer	Pulikkal
81	Handicrafts & carpets	Traditional hand embroiderer	Machingal
82	Handicrafts & carpets	Traditional hand embroiderer	Alingal
83	Handicrafts & carpets	Traditional hand embroiderer	Perumanna Klari
84	Handicrafts & carpets	Traditional hand embroiderer	South Puthalam
85	Handicrafts & carpets	Traditional hand embroiderer	Amarambalam
86	Handicrafts & carpets	Traditional hand embroiderer	Vilayil
87	Handicrafts & carpets	Traditional hand embroiderer	Rayirimangalam
88	Handicrafts & carpets	Traditional hand embroiderer	Amarambalam
89	Management and entrepreneurship & professional	Unarmed security guard	Wandoor
90	Management and entrepreneurship & professional	Unarmed security guard	Valancheri

Resource Persons



GEETHA K



SINDHU MANOJ



FASEELA KV



JAMEELA



RAJANI O R



RAJESWARI P



VIJITHA V



RASHIDA



ANITHA C K



DEEPA K



DEEPTHI P J



JASMIN



ABDUL KABEER K



ABDUL RAZAK



ABUTHAHIR K



AISHA SHAHIDA



AMEEN
MUHAMMED K



ANAS P



ARIFA M C



BABY KAMALAM



BABY
SHAKKEELA



BIJU ABRAHAM



C K VINIRAJ



HABEEBU
RAHMAN



HAFSA BANU K



HASEENA M



KANNAN
MADHAVAN



KRIPALAKSHMI G



LALITHAKUMARI



M P FOUSIYA BANU



MARY
ELIZABETH



MOHAMMED ALI



MUHAMMED
SALEEM K



MUMTHAS N



NAVEED
BACKER K



NISAR BABU K T



NOWFAL



OK SUHAIL



PANJAMI



PREMAVALLI



RADHA R



RAFEKKALI



RAMLA BEEGUM M



RAMLATH M



SADIQALI C



SAHEEDA M



SAJIDA PARAMBADAN



SAJITHA P



SAKKEENA M K



SATHEESH BABU



SHAFNA P



Shafna



SHAHARBAN



SHAI S NAIR



shakkeena k



YASAR ARAFATH V M



SHAMEERA K



shihab v p



SOBHA
KALATHINGAL THODI



sumayya



Delivering on the strategic plans

With the pandemic in focus, JSS Malappuram envisions the broad aspects of social intervention on current year, to respond effectively people's needs. It was the time of total shut down of the country in terms of all socio-economic activities and it affected daily livelihood of the people. JSS has taken it as the responsibility to the proper implementation of training programs through effective strategic planning. We together in collaboration with local bodies and Kudumbashree mission formed a map of planning to reach our program into needy and deserved. Major targeted groups the year were women from different marginalized communities especially focused to develop family institutions. The main strategic plans of the year:

01

Income generating families

02

Marketing and entrepreneurial activities

03

Healthy and Corona-free society

04

Promote national values and align with national programs

1. Income generating families

To give or donate something to a community may solve their immediate problems, but to skilling them and facilitating may result to the sustainable solution. By this motive, to recover stress and storm of the current situation, with availing the livelihood opportunities, to strengthen the social institutions JSS has planned to develop income generating families. Mainly focusing on 1522 women out of 1800 beneficiaries from marginalized communities throughout the district, in 90 batches, entrepreneurial based training programs offered and 70 percentages among them got placed in terms of self-employment and wage employment. Our purpose not limits on just giving training programs, but to enhance their livelihood and skill development factors. We follow systematic approaches from first to the end of classes to achieve these.

Active classes

By reaching into the grassroots, near to the footsteps of beneficiaries, we arrange training centers with excellent infrastructure. Accessible training centers were assured with the support of Local Body Representatives, Kudumbashree Mission Officials, and Social Organizations. Basic amenities like drinking water and toilet facilities were assured and due diligence format clears for verification and approval. This, in fact is the sanctioning order for the commencement of the training. The training programmes commenced with a simple inaugural function but important, in the presence of dignitaries. A warm up through Yoga, a prayer and National Anthem were an essential part of the classes. The Resource Persons were provided with GOI approved curriculum. Based on this, they prepare the teaching



manual. These teaching manual from the diary was used to teach the lessons. The beneficiaries were given ‘My Learning Document’ at the beginning of all training.

Life Enrichment Education (LEE)

To activate the positive aspects in the beneficiaries, soft skills were included in the curriculum. Life Enrichment Education (LEE) was an integral part of it. The most important part LEE is the molding of the beneficiaries into a successful entrepreneur for a livelihood which is the ultimate aim of the training. Classes were given on entrepreneurship in all batches. These were handled by the JSS Programme officials who were already expertise in the subject. They equip the beneficiaries to put up a unit of their own. Assistance was given on various Govt and non Govt financial schemes information and preparation of project proposals. Even on the pandemic situation, all classes were active and by the all precautions conducted many of programs inside and outside of the classrooms.

SHG/ JLG Formation and follow ups

On annual action plan 2020-2021, throughout entire Malappuram district, within different trades of training program, JSS have formed SHGs and JLGs among the beneficiaries and continuous following has been occurring. Mainly the beneficiaries got received training on self-employed tailoring, applique artisan, traditional hand embroidery, jute maker, home cook, assistant beauty therapist, bamboo craft are the part of SHGs and JLGs. SHGs cover ten to twenty members in a group whereas JLG involves four to ten members. All of the SHGs and JLGs are functioning in an objective of entrepreneurship. On this current year there are total fifty SHGs and JLGs formed which involves 27 SHGs and 23 JLGs. The details of SHGs and JLGs

formed by JSS on 2020-2021 year is listing below

RI no:	SHG Name	Course	Place	Members	Started Date	President	Secretary
1	Thanima	Self- employed tailoring	Velliyampuram	10	23-11-2020	Geetha Karkoli	Sujini
2	Swapnam	Self- employed tailoring	Velliyampuram	10	23-11-2020	Nisha	Raihanath
3	Subhiksham	Self- employed tailoring	Cheeran Kadappuram	20	23-11-2020	Fathimath Suhra	Ramseena
4	Abhiruji	Home cook	Palappetty	20	04-12-2020	Fathima A	Seenath PH
5	Vismaya	Self- employed tailoring	Thripangode	20	07-12-2020	Rajitha	Sumayya
6	Varnnam	Applique artisan	Irumpuzhi	20	09-12-2020	Sareena K	Sunitha PP
7	Lakshya (JLG)	Self-employed tailoring	Chandakkunnu	10	28-09-2020	Bhargavi KP	Rinisha T
8	Spark (JLG)	Self-employed tailoring	Chandakkunnu	10	15-12-2020	Sumayya AP	Swapna
9	Flowers (JLG)	Self- employed tailoring	Chandakkunnu	10	15-12-2020	Thasna Femin	Ramsheeda
10	Mailanji (JLG)	Self- employed tailoring	Chandakkunnu	10	18-12-2020	Febina K	Asha Varghese
11	Universe	Hand embroidery	Edappatta	19	24-12-2020	Ambili	Saneera banu
12	Sayoojyam	Self- employed tailoring	Perumparampu, Arecode	19	29-12-2020	Rubeena N	Naseeba SK
13	Orchid	Self- employed tailoring	Kizhuparambu, Arecode	20	29-12-2020	Fousiya	Shakkeela
14	Jasmine	Jute	Parappanangadi	13	05-01-2021	Mubashina	Sameera
15	Bismi	Self- employed tailoring	Pathappiriyam	11	06-01-2021	Dilkas TA	Silujas
16	Krishna	Self- employed tailoring	Pathappiriyam	9	06-01-2021	Sanoopa	Prajisha M
17	Bismi	Self- employed tailoring	Panachiga ppalliyali	20	13-01-2021	Rusna	Ummusaima
18	Rainbow	Self- employed tailoring	Omanoor	20	13-01-2021	Jency Viswan	Santhini Priyanga
19	Crayon	Self- employed tailoring	Pattikkad	20	20-01-2021	Safeena	Abida p



RI no:	SHG Name	Course	Place	Members	Started Date	President	Secretary
20	Thejas	Self- employed tailoring	Poorappuzha	20	16-02-2021	Bindu	Dilshi
21	Nilav	Self- employed tailoring	Alinchuvadu	19	03-02-2021	Haseena beevi	Safiya
22	Inspire	Self- employed tailoring	Kallarattikkal	17	03-02-2021	Nayana	Sreya K
23	Ruji	Home cook	Elankoor	6	09-02-2021	Rasheeda tp	Rajitha ap
24	Tasty plus	Home cook	Elankoor	12	09-02-2021	Binitha k	Rajula
25	Thanal	Self- employed tailoring	Elankoor	14	09-02-2021	Akhila	Vinitha
26	Jasmine	Assistant beauty therapist	Pookkottumpadam	10	16-02-2021	Sreedivya k	Shahana v
27	Rose	Assistant beauty therapist	Pookkottumpadam	7	16-02-2021	Nijila ks	Ragi t
28	Deepam	Assistant beauty therapist	Pookkottumpadam	10	22-02-2021	Need Mol	Sheeba
29	Ushass	Assistant beauty therapist	Pookkottumpadam	10	22-02-2021	Melby	Sijila
30	Unarv	Self- employed tailoring	Alingal	17	28-02-2021	Rajani	Sreejitha
31	Stylish beauty parlor	Assst. Beauty therapist	Malappuram	5	28-02-2021	Shyni	Sheeba
32	Diamond beauty	Assst. Beauty therapist	Malappuram	4	16-03-2021	Najla	Arifa
33	Dreams	Assst. Beauty therapist	Pulikkal	4	16-03-2021	Prajisha	Rasitha ph
34	Beauty world	Assst. Beauty therapist	Pulikkal	4	20-03-2021	Muneera	Pranavasree
35	Queen beauty center	Assst. Beauty therapist	Pulikkal	4	23-03-2021	Sheeja KP	Shilpa A
36	Nila	Self-employed tailoring	Marakkara	8	19-04-2021	Soorya K	Sindhu
37	Nanma	Self-employed tailoring	Marakkara	5	19-04-2021	Ajitha C	Jilsha VV
38	Nilav	Self- employed tailoring	Karuvambram	15	20-04-2021	Jaseena KC	Sareena

RI no:	SHG Name	Course	Place	Members	Started Date	President	Secretary
39	Safalyam	Self- employed tailoring	Karuvambram	5	20-04-2021	Soudabi	Asmabi
40	Thushara bamboo craft	Bamboo craft	Idimuzhikkal	15	20-04-2021	Najmunnisa	Vinitha
41	Thapasya	Hand embroidery with tailoring	Rayiramangalam	18	20-04-2021	Sereena	Pushpa
42	Rahath	Self- employed tailoring	Koottilangadi	4	20-04-2021	Bushra	Rasiya P
43	Dreams	Self- employed tailoring	Koottilangadi	5	20-04-2021	Sameera	Jasni
44	Bismi	Self- employed tailoring	Koottilangadi	9	20-04-2021	Shahanas	Murshida
45	Oruma	Self- employed tailoring	Vengara	20	22-04-2021	Jamsheena	NISHI
46	House of fem	Home cook	Pattikkad	8	23-04-2021	Shaharbanu	Rukiya
47	She home	Home cook	Pattikkad	9	23-04-2021	Hasnath	Jamsheena
48	Tasty	Home cook	Parambur	7	23-04-2021	Sameera	Hasnath
49	Home made	Home cook	Parambur	5	23-04-2021	Suneera	Geetha
50	Surya	Self- employed tailoring	Kodur	10	24-04-2021	Saritha	Geetha
51	Chembakam	Self- employed tailoring	Kodur	10	24-04-2021	Anjusha	Deepa sasi

Class visits

The class visits of the public was always encouraged by the JSS for attaining better exposure to job opportunities through them. People from all areas of the society including personnel connected with the JSS, Representatives from LSGDs, dignitaries from GOI departments, Politicians and Eminent businessmen and Employers visited and boosted the energy of the beneficiaries for an excellent result from the training.

Exam and assessment

After the completion of the classes, an evidence based assessment was conducted within the stipulated time of the ministry. The examiners and observers were outsourced and deputed by

the JSS to conduct the assessment. Local body representatives, Kudumbashree members etc. were the people deputed as observers.

Certification

Certificates were issued to the beneficiaries who had completed the course and come out successful. The certificates are based on grading and are system generated. The certificates were distributed in special functions in the presence of JSS officials and dignitaries from other departments

Special board

Star of the month Skill competition among SHGs on costal side batches

Star of the Month is the one month long competitive program started from January till the first of February 2021 among self- help groups at costal area conducted by Jan Shikshan Sansthan, Malappuram. It mainly focuses on the core concept of strengthening self-help groups and makes them capable on functioning group activities in perfect way by the feel of own and togetherness. The competition was mainly held in between eight self-help groups of self- employed tailoring sector which includes six batches.

The names of batches and SHGs are listed below

Sl. No	SHG Name	Batch Name
1	Thanima	Velliyampuram
2	Swapnam	Velliyampuram
3	Subhiksham	Cheeran Kadappuram
4	Vismaya	Triprangodu
5	Thejas	Poorappuzha
6	Unarv	Alingal
7	We are unique	Parappanangadi
8	Jasmine	Parappanangadi

Objectives

01

To make batches active and vibrant on curriculum and out of curriculum activities

02

To strengthen Self-help groups through various kind of activities

03

To make order thrift, meeting, minutes keeping and bank account process among the groups

04

To strengthen the capacity of SHGs through industrial visits, tie up with companies and marketing strategies

05

To maintain the attendance level of beneficiaries

Result

By this one month long skill competition, many of changes were visible on the effective and active functioning of classes. Each batch gets into order, on curriculum and co curriculum activities. They conducted Industrial visits, organized arts and sports programs, observed special days, published magazines and daily updates, conducted motivation classes, campaigned cleaning days, activated SHGs functioning like thrift collection and minutes keeping, collaborated with local markets and started small enterprise, focused on earning while learning etc. By effective evaluating method, through monitored by online and offline platforms, Cheerankadappuram batch became the winner and Nannampra batch got second prize.



2. Marketing and entrepreneurial activities

Market planning and ideas are very essential part of the micro enterprises. It needs constant and continuous process of training and practices to be get successful. Especially there are many personal and social barriers for marginalized woman to come into the market field. To address these effectively we conduct different programs in terms of inclusive participatory method.

Entrepreneurship Development Programs

Entrepreneurship is the main objective of our training programs. This is the foundation of a venture or employment of each beneficiary. Different ideas to start a unit and the scope of different sectors are shared in this session. The process of earning and the actual aim sprout from here.

- Yakshor company consultant Mr. Latheef has given Marketing and business class to JSS beneficiaries at Pathapiriyam on 01/01/2021.
- On 03/02/2021 Industried department arranged workshop on EDP for JSS beneficiaries at Block Office Nilambur. Industries Officers, FLCs, Block members and 40 nos. of JSS beneficiaries of Chandakkunnu Centre were attended.
- Motivation sessions in association with Subba Rao Pai Institute conducted on 17/03/2021 at Pathapiriyam Training Centre by the faculty Mr. Sabiqe.
- At triprangodu batch, focusing on how to start an entrepreneurship, MEC Shafna has handled the session on 17/12/2020
- At Chelembra bamboo craft batch, Kodotty block industrial officer Mr. Saidalavi has handled the session on entrepreneurship development on 09/03/2020



Financial Literacy Classes

Financial literacy classes are intended to bridging the beneficiaries into banking procedures. It mainly focuses SHGs and JLGs.

- Financial Literacy class conducted at JSS Training Centre Chandakkunnu on 01/01/2021 by FLV Mrs. Vidhavathy.
- On 16/02/2021, at Cheeran kadappuram tailoring batch, financial literacy class has been taken by Mr. Paul
- At Rayiramangalam traditional hand embroidery batch Mr. Paul has taken financial literacy class on 19/02/2021
- Financial literacy class conducted at Triprangodu and Alingal batches by Mr. Satheesh babu on 05/03/2021
- Financial literacy class conducted at Chelembra on 06/03/2021

Participatory Rural Appraisal (PRA)

The aim of PRA is to help strengthen the capacity of the beneficiaries to plan, make decision and to take

action towards improving their own condition after finding the available resources. PRA is considered as one of the popular and effective approach to gather information in the particular area. PRA has been conducted at Elankur self- employed tailoring and home cook batches, Rayiramangalam hand embroidery batch and Nannampra self-employed tailoring batches. Beneficiaries actively participated to learn about the available resources and prepared action plan to go on to their goals.

Industrial visits

As part of the training programme, JSS is conducting Industrial visits based on the training and modules. These visits are very helpful to them to understand the opportunity in the concerned sectors. The Apparel Batch beneficiaries visited the Famous Garment Production Units at Mogo Unit Mampad, Apparel Unit Vadapuram, Popees Unit Thiruvai and the main aims of the visit is to get a thorough knowledge about the industry, interaction with the industrial experts and also leads the beneficiaries to employment. Cheerankadappuram batch has conducted industrial visit into Malappuram spinning mill and Nannabra batch into Kintex garments. Alingal and Triprangodu batches visited Classic silks Palakkad.

Disha Exhibition

JSS has been conducting the Exhibition cum Sales of products of JSS beneficiaries in the name of Disha all over the district. The exhibitions attracted the departments like Industries and other government and non-governmental agencies and they offered financial support to beneficiaries after satisfying with the products they exhibited. It is a pathway to entrepreneurship for JLGs and SHGs to start production units and beneficiaries got placement opportunities throughout the districts. On the year, Disha exhibition cum sales programs have been conducted grandly at Manjeri, Kizhuparambu, Perumparambu, Mampad, Omanur, Amarambalam and Tanur. Self Employed Tailor, Home cook, Jute Product Maker, Traditional Hand Embroiderer, Assistant Beauty Therapist, Domestic data entry operator and Cabinet maker- modular furniture-kitchen batches have conducted exhibitions grandly in participation of JSS chairman, director, officials, NABARD DDM and local body members and executives.

Use of technology and innovations

Through the e-marketing portals and digital platforms, we sell the products of our beneficiaries. We have an account on Amazon and through Facebook also we try for it. Many products of disabled beneficiaries sought by using it, and

in connecting with marketing NGOs we update our beneficiaries' products continuously. On this pandemic situation, online marketing was very effective.

Tie ups and Placements

Placement is the main part of the project. 70 percentage of the beneficiaries get entered into job market on the year. Through tie ups with governmental and non-governmental institutions, the placement would be happened. Most of the beneficiaries earn from 2000 to 20000 Rs per month. The beneficiaries are being worked on self-employed or wage employed mode mostly. The tie up with major garment experts of Nashwa is a turning point of the Apparel sector students. They hired 10 students Amarambalam Batches and also sponsored works to other 3 batches. It is one of the golden feathers in the hat of JSS. Mogo Apparel Unit Mampad is another employer supported JSS and given job for 5 students at Chandakkunnu. Mogo set up a new unit especially for JSS beneficiaries at Chandakkunnu. All Kerala Drugs and Chemist Association appointed the 10 nos. of students who qualified the Retail course of JSS. The family textiles also supported JSS for placement. 20 nos. of JSS beneficiaries are working Family Textiles Manjeri. (more data needed)



Special board

She Can Leadership training program for SHGs/JLGs



'She Can- 2021' is the one day leadership training program for the secretaries and presidents at costal area SHGs on different training trades conducted by JSS Malappuram. The program was held at Triprangodu training center dated on 06/02/2021 with the participation of 30 members from Veliyampuram, Cheerankadappuram, Triprangodu, Alingal, Poorappuzha, Parappanangadi, Vengara, Rayiramangalam, Chamravattom and Tanur batches. The program was started from 10: 30 AM and ended at 04:00 PM. The whole programs departed into two sessions as the first part was handled by Mr. Ameen Karakkunnu and the second session by Mrs. Smitha. As per the training, all SHGs made an action plan for SHGs and given feedback of the program respectively

Objectives

01

To make SHGs strengthen through capacity building for Secretaries and Presidents and by proper leadership class

02

To make the authorities of SHGs motivated for entrepreneurial and income generating activities through proper guidance

03

To give awareness in relation with the schemes and policies for SHGs/ JLGs

04

To make SHGs well- functioning through systematic way of meetings, thrift collection and other activities

05

To make proper action plans for each SHG for the systematic functioning

Activities Done

- 1 Introductory session with the all participants
- 2 Motivational and leadership training class was handled by Mr. Ameen Karakkunnu titled on "from group into entrepreneurship"
- 3 The second session on SHG functioning and related scheme was handled by Mrs. Smitha, CDS Chairperson Thriprangodu
- 4 Discussion among the participants related to the activities carrying out on batches
- 5 Discussion among the participants about the action plan of SHGs for further functioning
- 6 Feedback session



3. Healthy and Corona-free societies

Awareness classes on Pandemic, Covid 19

The Pandemic has come out with the lesson that health is only possible with good habits like cleanliness, wearing masks, social distancing etc. Awareness classes on it were an integral part of all classes. Hence hand wash promotion was widely introduced. The coordinated efforts of the JSS officials and the Resource Persons made the beneficiaries become aware of following these habits to fight off the Pandemic. Thousands of masks were stitched by the beneficiaries and Resource Persons and distributed as per orders. This contributed to halt the spread of the Pandemic to a certain extent.

'Jan-Jagrukta Andolan'- Unite to fight corona

Jan-Jagrukta Andolan is the campaign of Ministry to fight corona. It is awareness and taking oath session as maintaining the precautions to protect from the virus. All beneficiaries from entire centers of district participated and chanted the slogan offered by the ministry. It was highly instructed all centers to follow rules and regulations of government on fighting with the virus.

Opening training centers for Isolation ward

In collaboration with the state government, JSS has opened our three training centers for Corona isolation wards. All facilities and requirements were assured. It helped to allocate corona affected people and provide basic care which got the special recognition by Chief Minister of Kerala.

Mask and PPE Kits production

By identifying the special need of Masks and PPE Kits, JSS beneficiaries along with ex-beneficiaries with the support of resource persons have been stitched masks and PPE Kits and distributed into the government institutions and local markets. By collaborating with Kudumbasree mission, industries and NGOs our beneficiaries distributed thousands of masks and hundreds of PPE kits on this pandemic situation.

Hand wash promotion

Since 2020-21 was a year when the whole world has been fighting against COVID-19, which was a period when the importance of hand wash was most felt. JSS has been promoting the hand wash practice since 2015 as a part of Life Enrichment Education. The beneficiaries were taught in the systematic way through the five steps in the theoretical and practical sessions. They were also instructed to pass on this to their family members and well-wishers.

Precautionary Measures for Covid -19

The coronapandemic has prompted the beneficiaries of Jan Shikshan Sansthan Malappuram to devote their lockdown days to the health of humankind. Most of our self-employed beneficiaries have been started PPE Kit, Gloves and mask production from their homes to help the public fight back corona virus. This is also helpful to the beneficiaries for earning an income in the lockdown days also



4. Promote national values and align with national programs

To promote national values and align with national programs, action plan focus on conducting different programs. The Ministry also gives due importance in order to develop the moral values in the beneficiaries. National integration was instilled in them through the observance of Independence Day, Republic Day and Constitution Day. The importance of protecting the nature was taught through Environment Day. Unity Day, May Day, World Youth Skill Day, Swachhtha Pakhwada were also observed highlighting the messages they carry.

Independence Day

The Independence Day was observed in a special manner on the fifteenth of August. Beneficiaries in Alinchuvadu, Nannambra, Amarambalam, Omanur and Chandakkunnu were the participants. The Pandemic COVID -19 had its peak phase. Hence the JSS also decided to put off all meetings. Rising to the situation, an on-line programme was organized. All the beneficiaries were instructed to hoist flags in their houses and to pledge that they all would fight against the Pandemic and follow the guidelines of hand wash, wearing mask and social distancing. As an inspiration, they were also asked to send photos and a two minutes video to evaluate the functions. The best two performances were awarded rupees two thousand and one thousand each. Farida and

Shaniba from Alinchuvadu training centre and Sabira .M.P from Othaloor training centre came out as winners in Flag hoisting. Another approach was linked with the training. An on-line competition was conducted in Fabric Painting and Hand Embroidery. The beneficiaries were thrilled. They sent photos with clarity and again a two minute video. The best two participants were awarded with prizes worth rupees one thousand and five hundred. They are Nadira Malik from Irumbuzhi centre and Minha from Thachanna centre. Ninety six beneficiaries participated in the programme.

Constitution Day

As commemorate the adoption of the constitution of India in 1949, the Constitution Day is celebrated in India on 26th November every year. It came into effect on 26th January 1950. JSS also celebrated this reaffirming our commitment to uphold the ideology of the constitution. Talks and webinars on the fundamental values of Indian constitution were organized in all the training centers. In Alinchuvadu, Chemrakkattur and Eranhimangad centres, meetings of the beneficiaries were organized and the pledge has been taken. One hundred and forty beneficiaries attended the function.

National Unity Day

National Unity Day is celebrated in India on 31st October. India is a nation in which different groups of people with different traditions and cultures live with Unity. The day is celebrated on the birth anniversary of Sardar Vallabhai Patel who had put immense efforts in uniting the Nation. In JSS office, Nilambur, National Unity Day was observed by participating all the staff and the Director. The Director spoke on why the Day Observance is conducted in presence of sixteen people attended the function.

Republic Day

Since 2020-21 was a year when the whole world Republic day of the year celebrated grandly on JSS training centers at Wandoor, Nannambra, Cheeran Kadappuram, Parappanangadi, Alingal, Poorappuzha and Vengara. All beneficiaries participated and performed cultural programs in the presence of local body members. Varieties of programs were held innovatively on constructing new ideas of nation. After the flag hoisting, creative write up meets, speeches, debates were conducted focusing on the future of nation.

Gandhi Jayanthi

Gandhi Jayanthi Day Observance was conducted in all the training centers of JSS. In commemoration of Mahatma Gandhi, lectures and talk programs were conducted on centers. The beneficiaries and resource person organized cleaning campaign in participation with the inmates around the locality. Irumbuzhi and Chandakkunnu batches observed the day grandly.

International Women's Day

International Women's day was observed March 8th in all training centers of JSS. All the centers were instructed to conduct the day observance giving due importance to the subject. Innovations connected with the trade they learn was one of the aspects of the day. All centers of JSS organized varieties of programs under the theme 'Women in leadership: achieving an equal future in a COVID-19 world'. Amarambalam grama panchayath, wandoor, Nannampra, Keezhuparambu, Malappuram, Kodur, Marakkara, Irumbuzhi, Rayiramangalam, Valanchery, Poorappuzha, Edappatta and Vengara batches observed it grandly.



World Youth Skill Day

JSS has celebrated world youth skill day at all centers on theme of 'importance of equipping young people with skills for employment and entrepreneurship'. It also highlights the role of skilled youth in facing current and future challenges. The day was celebrated at JSS head office also. JSS chairman, director and all the staffs attended the same. The Chairman, P.V.Abdul Wahab inaugurated the function. He addressed all and said that skilling of the youth is one of the most important way to enhance the abilities that can help you stay ahead and for the development of the Nation. JSS Director also insisted one and all to get involved in the activity of skill development as it opens ways to new platforms in the field of career. All the staff spoke about 'Skilling' in different angles.

World environment day

As the part of world environment day, for the beneficiaries and resource persons, we conducted creative competitive program through social media. From all parts of the district, hundreds of contestants participated very actively on tree planting, team working and poem writing competitions. The program was monitored by experts and offered cash prizes for winners.

Kerala Palliative Care Day

Palliative care is an important part of care that is included along with the treatment of major ailments like cancer, kidney failure etc. This care can improve the quality of life and help them feel more satisfied with the treatment. We have conducted programmes on Kerala Palliative Care Day , mainly in two centres, Nannambra and Cheeran Kaadppuram on 15th January 2021.

The beneficiaries of the training Self Employed Tailor in Nannambra raised a fund for the Palliative Care Unit. In Cheeran kadappuram, a lecture was given to the beneficiaries by the District Palliative Coordinator, Mr. Nazer elaborating the various aspects and working of Palliative care units.



Resource persons

Resource persons are the strength of JSS. We focus on recruiting them based on their qualifications and experiences. We have been conducting training of trainers for resource persons and organizing monthly review meetings for them. On current year, we have 63 well qualified resource persons on 19 trades

Training of Trainers

With the aim of upgrading the theoretical and practical skill of the Resources persons, a two days' training programme (TOT) was organised by the JSS in Vengara on 22nd and 23rd February in collaboration with Apparel Training and Design Centre (ATDC). Twenty six Resource Persons of Apparel sector attended the training. The topic dealt was 'Introduction to the Job role and Domain Skill training – Self Employed Tailor (SET).

Monthly review meetings for RPs

Monthly review meeting for resource persons have been conducted by JSS to review the class activities and plan further. All resource persons from each trade will present and share the threat and opportunities and activities carrying out. It follows the participatory approach. Training programs and capacity building activities for resource persons would be added on the sessions.



Signature solutions

Fashion Palace – A new palace of Hafsath, a beneficiary of JSS

Fashion Palace – a new shop opened by Smt. Hafsath after completed her tailoring course from JSS. She is 38 years old house wife with normal family responsibilities. Meanwhile, she came to know the scheme of JSS and contacted JSS officials for joining the course and admitted in Self-employed Tailor at Chandakkunnu. Hafsath opened a manufacturing cum sales shop at Chandakkunnu, Nilambur in Malappuram District of Kerala with 3 sewing machines and a sales shop. She provided job opportunities for three another batch mates. Now she is getting bulk orders from different textiles and marriage functions. She is earning an average amount of Rs. 20000/- per month through production and selling the apparel products. She also is providing salary to her colleagues with an average of 8000/- per month.



"I am very proud and express my sincere thanks to JSS family for making self-sufficiency to my family. My husband and other family members are providing all kinds of supports to me. I can expand this shop with a 15 members of staff and increase the production within a year"



Woven World – Dreams of Sabira

Sabira, beneficiary of Chandakkunnu training center started her own unit Woven World. Now this is her world with lots of dreams. She has started her unit near her house and been stitching all kinds of dresses. She was getting married at the age of 17 and after that she had to stay with family household works. She told that, the course was a new light to her life and now she can support her family including 3 children and husband. The Corona also affected her but she fought with it and won with confidence. Now she is earning Rs. 15000/- to Rs. 20000/- per month. She also expressed her gratitude to JSS for supporting her through motivation sessions and also for building confidence to her..

"JSS is a new light to me. It shown me the ways to make my life into success and to enrich our family"

Gramika, New start-up of Shameera

Shameera is the real example of self-determination. Her journey to start Gramika is remarkable. Staying at home is something Shameera is not interested in at all. She should always be doing something. With this attitude, she would enthusiastically participate in everything around her. This elevated her to the position of ADS in her ward as an opportunity to unleash the talents she was unaware of inside. In the meantime, she came to know from the ward member about the tailoring training program conducted at the Anganwadi by JSS. She has joined here and continued the class. She was thinking always to benefit it into entrepreneurship. During the class time, she has decided to take cloth bag order from Supplyco and discussed with batch mates. No one but two mates supported her. ‘Let’s see after training’ it was their response. Taking the order was not an easy as she thought. She asked help for her husband. He was helpless, as he himself was looking after the poultry farm for the daily expenses. She was terrified to sell her and her daughter’s earrings! She has taken the order for 15000 cloth bags from Panchayath! Then she started her busy life. She managed class and working times. She would tell on class about her busy schedule, income and dreams. She sowed the seeds of small hopes in those who were reluctant to stitch bags and then they became Shameera’s workers and slowly grew into small income owners. After successfully completing her training, she became an entrepreneur and the owner of a unit called Gramika. She now undertakes tailoring work in the surrounding areas and provides job for many people from different areas.



“Seeking the opportunities and achieve the unexpected is the big surprise on life, JSS paved me the way to it”



“Being self-sufficient is the strong plan on my head for many years, through the support of JSS it is being lighten up”

Apparel Unit of Fathima Suhra

Fathima Suhra is very active and vibrant lady with her passion. Her leadership capacity and determined mind made her unique and success always. She was the municipal counselor on Tanur municipality and put her signature on the development of the division. She has been always in relation with JSS on the process of implementing the courses effectively in costal parts. Last year, she has also joined on self-employed tailoring batch conducted at Cheeran Kadappuram. She was leading the batch better and tried to make the batch connected with market. Through her effort, by coordinating batch mates, they started a home based unit named ‘Subhiksham’ mainly stitching cloth bags, nighties and tops. They have registered in Supplyco and receive regular orders.

Jumailath, to the goal

It was a fire inside, while Jumailath joined on JSS tailoring course, to support her family by her own feet. To be self-sufficient and ensure financial security of family was always on head. But, the confidence to work and make networking with market was her main challenges even though she knew the basics of sewing. It was fortunate for her as joined on JSS to practice tailoring professionally, enhance the confidence and build a strong networking on market. She achieves her goal through hard work as she earns approximately 13000 RS per month as self-employed and now dreams to open unit with batch mates.



“My earning is my power now. I feel proud and confident”

Zeenath and her unit Relish

Zeenat has been making small cakes and pickles herself at home by watching cook vlogs and planned to learn it professionally. On the moment, she came to know about the JSS beneficiaries who are working at canteen of Pattikad Government Higher Secondary School after completed their home cook course from JSS. She approached the team and came forward to assist them. It was her professional starting, and then she joined on JSS home cook course conducted at Pattikkad. She was thinking always during the course time to start a food project, and currently she started a registered unit named ‘Relish’, mainly focusing the pickle products. She makes other products too on the brand like different cakes. She plans to develop it by starting a catering unit by coordinating batch mates.

“Cooking always makes happiness on me, JSS added more tasty recipe on it by the training, Thanks a lot”





Unnathi

98

JLGs Benefitted the scheme

12

SHGs Benefitted the scheme

₹ 3901065

Total amount granted for JLGs

₹ 1280000

Total amount granted for SHGs

An overview

Unnathi is an allied project of annual action plan offered by JSS Malappuram to ensure the hand hold support for the lowest profile groups from the trained beneficiaries, through financial assistance to raise them to the mainstream. It is a project implemented in the coastal area of Malappuram district from Ponnani to Vallikkunnu covering Tanur, Anangadi, Koottayi, Ariyallur and Purathur. The main target group of the project is the beneficiaries from fishermen communities who got trained by JSS annual action plan apparel trade training.

It is more entrepreneurial focused and the supporting program to start new ventures or units as by an initiatives of persons or groups. Self-help groups and Joint liability groups are being formed among them and loans availed through the fund raised in terms of Corporate Social Responsibility (CSR) and from the donations received from different personals for buying sewing machines and accessories to start units. Subsidies are allotted for punctual recoveries. All financial transactions are through bank accounts.

- Activities of the year**
- As a part of a continuous mission of Unnathi, three major activities were conducted in the coastal area on 2020-21 year.
- 1 Feedback meeting with the beneficiaries
 - 2 Monitoring of the status of sewing machines distributed by JSS
 - 3 List out new applications and distribute the amount

Feedback meeting

To find out the strengths and weaknesses of the courses offered and to pave the new innovations on the field, the feedback meetings with ex-beneficiaries at costal side were held through systematic method. The program coordinators along with livelihood cell coordinator have designed the feedback form under the guidance of director focusing on the personal and socio economic details of the beneficiaries. The second part of the feedback form dealt with details of pre and post training conditions and it tried to refer the functioning of SHGs and JLGs and the status of employment. The standard of classes and initiatives of new start-ups were also covered.

The feedback session with ex-beneficiaries has been done through filling the form and Focus Group Discussion. Sixty beneficiaries from six batches of costal side were covered. The interactions with them revealed the advantages as well as the challenges faced by them during their working time. The details of visited places and dates for the feedback:

Sl. No	Places	Date
1	Alingal	28.10.2020
2	Thriprangode	03.11.2020
3	Vallikkunnu	19.11.2020
4	Cheeran Kadappuram	02.11.2020
7	Parappanangadi	23.11.2020
8	Ponnani	12.11.2020

Most of the beneficiaries participated on the feedback meeting were from Unnathi benefitted. As of the analysis of the feedback, it is identified that due to the unprecedented Pandemic COVID-19, the maximum households of the beneficiaries got affected for their income generating activities. To meet their livelihood, most of them were engaged in stitching and marketing masks. Another percentage was working on wage employment. As the result of the study, it is identified that the main challenges faced by the beneficiaries after their courses were on marketing field in face of the Covid condition

Monitoring

By home visits and group meetings, the monitoring of the status of the sewing machines distributed by the JSS has been done by the officials. As per the instruction of the JSS Director, the Programme Coordinator along with the Livelihood cell Coordinator visited two tailoring batches in Vallikkunnu and Ponnani. Entrepreneurial plans for the future were discussed and planned. Through home visits, the status of employability get assured and discussed with home members for making the supportive system. Through this, they could find out that fourteen beneficiaries belonging to Abhaya SHG in Vallikkunnu have availed sewing machines on 19th November and 1st December 2020 through Unnathi loan scheme. Again seven beneficiaries from PDY SHG have bought sewing machines on 12th December 2020, and discussed with home members for making the supportive system. Through this, they could find out that fourteen beneficiaries belonging to Abhaya SHG in Vallikkunnu have availed sewing machines on 19th November and 1st December 2020 through Unnathi loan scheme. Again seven beneficiaries from PDY SHG have bought sewing machines on 12th December 2020.

New Applications for Unnathi

By identifying the needs and requirements of beneficiaries, and their readiness to keep with new start-ups, JSS has received new applications for Unnathi loan scheme. It is based on the socio-economic condition of applicants and their capacity on working, to make sure hand hold support to them. The new applications came from Alingal, Thriprangode and Karad batches and their bank transaction was confirmed in coordination with the accounts section of the JSS.



Livelihood Enterprise Development Programme (LEDP)

An Overview

LEDP is a super specialized programme of NABARD in association with Jan Shikshan Sansthan Malappuram. This is conducted in the rural area of Malappuram district exclusively for the deprived women to build up a total sustainability means through vocational trainings and thus enhance the standard of living in all aspects of life. On the year, it was mainly focused on 'Advanced Tailoring' in Amarambalam Gram Panchayath. The curriculum and the sessions were so planned that the super specialization of the trade was implemented with utmost care to make them better equip in the subject. Their latent talents were unfolded and made active to accomplish things to their own mark through innovations.

Outreach of the year

Those who successfully completed the Fashion Designing training from JSS Malappuram with an

outstanding grade were selected for the training. This was the basic criteria set for LEDP. 90 persons from Amaramabalam Grama Panchayath, who were willing to continue in the Self Help Groups (SHGs) and who would take the training seriously were given the chance.

The trainings were started on February 2021 with three batches as sixty candidates were trained at Amarambalam and thirty candidates at JSS training center Nilambur. They have completed the course of fifteen days under two resource persons, Rajani.O.R and Lalitha Kumari. All the minute aspects of tailoring were covered in an advanced outlook. Along with the main subjects, soft skills were also incorporated in the curriculum. This made them ready to deal with challenges in the future. A number of tips to keep them upright were also included in the sessions.

An inaugural function was organised on 2nd February 2021. The JSS Chairman, P. V. Abdul Wahab

in his inaugural address pointed out the moral of the team. He said that the higher the moral, the more effective they will be. The JSS Director, V.Ummer Koya said, "it is important to remain focused on the vision of the organization."

Entrepreneurship development programs

The DDM of NABARD, Muhammed Riyas visited the classes on 12th February 2021. He addressed the beneficiaries and motivated them by his talk. He told them that entrepreneurs always look at opportunities. He also asked them to keep a positive mindset. Unnikrishnan and Brijesh from District Industries Centre (DIC) came to evaluate the standard of the classes and motivate them to the entrepreneurship. Both of them talked the trainees about entrepreneurship, teamwork, loan facilities from DIC and customer handling. They also insisted on being ambitious. State and Central Govt schemes were explained. The JSS Programme Coordinator, Amjad, took class on entrepreneurship development. He elaborated the various factors to be concentrated to become an aspiring entrepreneur. He narrated problem solving. He motivated them.

Financial Literacy Class

A class on financial literacy class has been conducted headed by Vidyavathi, from "Financial literacy is the ability to understand how to make and manage money properly for successful achievements," she said. It was to strengthen and JLGs and ensure financial inclusion. She started with handling of personal finance sensibly to achieve goals. Subjects like family budgets, saving and spending and decision making in money matters were covered. Finally, a total awareness on a proper plan for every successful entrepreneur was drawn.

Implementation Process

With a multidisciplinary outlook in the subjects, the fifteen days course covered all the essential components of 'Advanced Tailoring'. The classes started in the nick of the time and became full-fledged. They all rose to the occasion, ensuring the sustenance of their unique traditional life-style, the sessions continued. They were given expert training by women instructors. They have been trained in making all types of Readymade garments, Designing attires, Fabric painting, principles of Entrepreneurship, Marketing, Soft skills like Character and habit formation, Politeness, Pride, Confidence, Will power etc. Yoga, Prayer and National Anthem boosted their energy. The right mix of theory and practical expanded their mindfulness. More training in handling advanced machines was an added advantage to them. Subjects like Health, Financial literacy, Hand wash and Family budget were also included in the curriculum. They forgot their miseries when they came to the class.

Transformation of the beneficiaries

They became confident enough to take up work orders from outside. Their enthusiasm boosted. The sparkle in their eyes showed the energy to execute their ideas. The vital role played by the training was to act as an instrument to mold them as different personalities with entirely different outlook. The training inspired their desire for knowledge. They passed out with outstanding grade and moreover with a set of good manners. The training was so benefitted that the qualities they acquired have a lasting effect throughout their lifetime. They were identified, nurtured, accepted and refashioned. The training also built an empowered lot of blossom the wide and noble concept of sustainability through self-employment.



