

**“A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.” Mahatma Gandhi.**

Jansree Sustainable Development Mission has been functioning in the state of Kerala since 2006 with the noble objective of achieving sustainable overall development through social mobilization and critical intervention in livelihood of the poor households for their economic empowerment. Janasree Sustainable Development mission is a well structured organisation with its head quarters at the state level with tires at District, Block, Mandalam extending up to the grass roots at ward level

### **Vision**

“Impacting social and Economic well being through inclusive and sustainable initiatives.”

### **Mission**

“Facilitate synergy in public, private and grass root level efforts for sustainable development.”

It intends to uphold the Gandhian principles of self sustainable development of the poor and down trodden through their empowerment and group mobilization/play of inter-dependency dynamics. The primary objectives of the Mission are

- i. to find and develop avenues of voluntary service for the citizens of India;
- ii. to promote National sufficiency and to build up the economic strength of the country;
- iii. to tap the unused time, energy and other resources of the people and direct them into various fields of social and economic activity;

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A mission movement, which can ensure the participation of common public in the developmental initiatives and which can extend the outcome of the scientific, technological, social and economic developments, uniformly to the common public, is the need of the hour. Visionaries of Janasree Sustainable Development Mission has conceived it as a platform for synergizing both public and private efforts for the benefit of the people in the state.

### **Grass Root Strength of Janasree**

Over the last 5 years Janasree Mission has established itself as the biggest organisation in Kerala in terms of people's participation. Janasree, which has its base on family union, has organized 60190 Janasree Sanghoms which encompass an approximate beneficiary participation of 12.5 lakhs people. The Mission is functioning effectively in all the 14 Districts, 140 Block Unions, more than 1225 Mandalam Committees and nearly 15700 Ward Yogams. Within this institutional setup, 237237 office bearers are functioning for the strengthening of this Mission.

### **Activities during 2011-12**

#### **Agricultural Mission**

Sustainable development of Kerala necessitates initiatives for food security. JSMD has established a full fledged mission for agricultural initiatives in Kerala. The year 2011-12 was very active for agricultural mission. They have made very good progress in establishing a system for expanding sustainable agricultural programmes in Kerala. Various activities taken up during the year are:

- 1. Toxin Free Food Production:** JSMD has taken strides in moving towards the dream of self sustainability in food crops with focus on toxin free methods for Kerala. During the year 2011-12 a total of 783 Janasree groups in Kerala have initiated group farming of vegetables and plantain in land area varying from 1 to 4 hectors. In 73000 families we have facilitated cultivation of vegetables in the available land. In this process a total of 7800 ha land which was kept uncultivated has been turned in to food crop cultivating areas.

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- 2. Jaivasree Project:** JSDM has launched this unique project during the Jaivasree festival of 2011 at Trivandrum. The project is expected to be undertaken in partnership with Rashtriya Krishi Vikas Yojana, MKSP, Horticultural Mission, Agriculture Department, State Bank of Travancore, Panjab National Bank, Jaivasree Toxin Free Food Products and Producers Company and other likely minded organisations. Initial activities of the project has already been completed. A network of producing farmers have been formed in to a formal structure, MoUs with all concerned agencies are being finalised and grass root level units and farmers who will participate in the programme has already been identified. Project envisages transforming Kerala in to self sustainability in food crop cultivation within a span of 5 years.
- 3. Banana Cultivation:** In collaboration with State Horticulture Mission cultivation of banana was taken up by Janasree groups. In 12 districts banana cultivation was facilitated in 200 hectares. A total subsidy of 56 lakhs were distributed as an incentive for the farmers who took up the challenge.
- 4. Jaivasree Festival:** A national seminar and exhibition for five days was organised in Trivandrum in an effort to promote toxin free food production. Exhibition focussed on organic products, cultivation practices and equipments. A total of 230000 people attended the programme which was a giant step in initiating a discussion on organic practices in agriculture. Seminar and discussions on various issues relating to food security and toxin free cultivation practices were discussed during the seminar.

## **Gender Mission**

As an initiative to facilitate discussion on gender sensitive development approach as well as to facilitate an action research on gender aware approach in development initiatives, JSDM has started a gender mission under the directorship of Dr. Gita Gopal. Gender Mission has already initiated the following activities

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- Gender workshops at State, District, Block and Panchayat levels for SHG leaders, Elected Members of PRIs, NGO leaders so as to create an understanding of the gender related issues in Kerala and facilitate a discussion. The training is an ongoing process.
- Developing a state specific monitoring framework to assess the gender aware approach in development interventions.
- An action research involving 50000 thousand SHGs over a period of 5 years to assess the impact of development initiatives already initiated by government and non-government actors. Already developed monitoring framework will be used for action research.
- An n institute for gender studies, training and research to facilitate gender related studies.
- Launched a dedicated website to disseminate gender mission activities and e-group to share experiences and learning of the filed level experimentation

## **Institutional Strengthening**

As part of its sustainable development initiatives JSDM has established dedicated institutions under its umbrella to implement programmes in each sector. Specialised institutions registered under appropriate legal frame to facilitate standardization and quality service delivery in each of the areas. Following institutions were established and strengthened during the reporting period

**Janshree Micro Fin Limited (JMFL)** : Non Banking Finance Company registered under Indian companies Act and working as per the guidelines of Reserve Bank of India. JMFL is a micro finance institution to cater to the credit needs of Janasree Sanghams.

**Janasree Mutual Benefit Trusts (JMBT)**: These are registered trusts to spearhead activities of JSDM in all districts. Since JSDM focuses its activities across Kerala it is essential to have district structures to look after the implementation of all programmes in respective district. MBTs have been formed in all 14 districts.

**Jaivasree Toxin Free Food Products and Producers Company**: It is a producer company registered under Indian Companies Act. Focus of the company is to design and implement food crop cultivation, standardization, procurement, value addition, branding and marketing of agricultural products of sanghams.

**Rajiv Gandhi Viswadarsana Kendra:** It is a dedicated capacity building and training centred to provide training and capacity building programmes for Jansree institutions as well as other organisations which require the facility.

## **Micro Finance Programme**

Micro Finance programme of JSMD is implemented through a dedicated NBFC established for the same. Janashree Micro Fin Limited (JMFL) was registered under Companies Act and is working as per the guidelines of RBI under the umbrella of JSMD to design and implement micro finance programme. Major business expansion and intensive loaning has been initiated by Janasree Micro fin Limited in the year 2011-12. A steady progress in the business of the company has been observed during the reporting period.

1. **Geographic Coverage:** District Units have been promoted in all 14 districts and membership of Sanghams is steadily progressing. In 12 out of the 14 districts lending activity also has been initiated. Kottayam and Trichur districts are yet to start lending activity.
2. **Share Mobilisation:** There is good progress in mobilisation of share capital. As on date a total of 5 crore has been mobilised towards share capital. A total of 10000 Sanghams have taken share in JMFL through respective MBTs. District wise progress is as given below. In addition to the share capital of Rs. 5 crore, contribution money of Rs. 910000/- has also been received from MBTs.
3. **Progress in Loan Disbursement:** A total of Rs. 599.582 has been disbursed to 12 MBTs so far. The following chart gives a picture of disbursement over the months (Amount in Lakhs). We have targeted to disburse six crore by end of March and we have reached the target.

There was a demand of 75lakhs more for disbursement in March but due to lack of funds we could not meet the demand from the MBTs.

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A total of 614 Sanghams have been assisted with loan. Loan amount per SHG is ranging from 50,000 to 100,000. Majority of the loan has been utilised for agricultural purpose and a few joint business ventures.

4. **PAR (Portfolio At Risk):** We have received encouraging results with regard to repayment. Though the initial repayment performance is not an indicator for in depth analysis of the health of the programme our repayment is 107% as on date.
5. **Internal Lending by SHGs:** In addition to this all the 10087 Sanghams who have invested in shares of JMFL and 32000 other Jansree Sanghams have been availed credit through bank linkage scheme. A total of 790 crores have been disbursed during the last financial year alone through bank linkage as well internal credit of SHGs.

## **Janasree Day Observation**

State wide programmes at various levels were organised as part of Janasree day observation. Janasree Day is to commemorate the launching of Janasree as a mission movement in Kerala. The following programmes were organised across Kerala

- 60190 Sangham level special meetings to renew commitment of people to continue with the sustainable development initiative of JSDM.
- 14 District level programmes involving leaders and representatives of various organisations, social leaders, government departments.
- State level NGO meet participating 326 NGO representatives to discuss the need for NGO policy in Kerala. Sri. Oommen Chandy, Chief Minister of Kerala and Sri. K. C. Joseph, Minister for Planning and Rural Development, Vice Chairman of Planning Board and various others have led the discussions. Government of Kerala has decided to formulate an NGO policy as a result of the representation of the NGO meet organised by Janasree.
- A 'Mahasangamam' with participation of one lakh members of Janasree sanghams was organised in Kozhikode. Members from Jansree sanghams across Kerala participated in the grant 'Mahasangamam'. Various Central Government Ministers including Sri. A.K. Antony, Honb'l Defence Minister GOI and State Ministers, Leaders from various corners of community participated in the occasion.

## **Consumer Mission**

Kerala being a prominent consumer state awareness and action regarding the rights of consumer, remedial mechanisms established by government and other agencies, process for grievance redressal measures etc is important. JSMD has consumed this role and established a mission to design and implement consumer awareness programme. Following programmes were initiated during the year

**National Seminar:** National seminar on consumer rights was facilitated in Trivandrum involving 300 delegates from various parts of India. Discussions were facilitated on various consumer related issues, remedial institutions and mechanisms etc. An action plan to be initiated for the next 5 years in Kerala was also formulated during the seminar.

**Consumer Awareness programme:** Regular awareness campaign is being carried out to educate consumers about their rights and initiate legal action wherever necessary.

## **Energy Mission**

One of the major issues for future Kerala is energy requirement. JSMD has formed energy mission to spearhead grass root level action with participation of people for energy conservation and promotion of alternative energy sources. Following activities were implemented during the year

**Save Energy Campaign:** It is an effort to facilitate energy conservation approach among the people as well as to promote alternative energy sources in the households.

**Promotion of alternative Energy sources:** Motivation for Rural families to adopt alternative energy sources has been given. Linkage with various government subsidy and technical assistance was facilitated to install equipments for the same in rural households.

## **Capacity Building**

- 1. SHG Formation and Strengthening:** A key activity focused by JSMD is formation and strengthening of Janasree Sanghams (SHGs). There are 60190 sanghams spread across the state with a membership strength of 1078000. Sanghams have been formed in all the Panchayats in Kerala and a 6 tier mechanism for monitoring and guidance of the Sanghams has been developed. Supervisory and monitoring systems are placed at Sangham, ward, Panchayat,

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Block, District and State levels so as to ensure standardization of activities as well as to check deviation from common guidelines issued.

- 2. Training programmes:** JSMD focuses on conducting training and providing techno managerial inputs at various levels to ensure that the personnel and volunteers are adequately enabled to lead programme implementation. We have conducted 7 state level programmes, 14 district level training programmes, 113 block level training programmes, 312 Panchayat level training programmes and 2872 ward yogam level organised meetings in which 138458 people participated and undergone knowledge and skill enhancement programmes. In addition to this we also facilitate distribution of IEC materials, exposure programmes, e - group for information dissemination etc. are facilitated as part of capacity building initiative.

## **Collaboration**

JSMD has received generous support from various government departments, non-government agencies and development minded individuals to implement various development programmes. The major agencies provided support are-

Ministry of food civil supplies, Government of India

NABARD

Horticultural Mission

Agriculture Department

Various Central and state government departments and intitutions

JSMD is grateful to all the agencies and departments who have supported our initiatives in the form of financial assistance, material support and technical assistance. We look forward to more generous support from various corners in the coming years as well.



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## Financial Performance

Expenditure		Income	
Organic Farming Expenses (Distribution of Subsidy for Farmers engaged in Farming)	2518503.20	Grant Received	
		- Horticulture Mission (subsidy)	2651056
Meeting Expenses		- Ministry of Consumer Affair , GOI	1000000
Salaries and Allowances	23227	- NABARD	500000
Travelling Expenses	24800	- Horticultural Mission	558973
Out Sourcing expenses	233769	- Science and Technology (Govt.of Kerala)	500000
Repairs and Maintenance	26950	- Oil palm India Ltd	100000
Audit fee	35000	- HLL Life care	20000
Food & Accommodation Expenses	153035	- Plantation Corporation	100000
Telephone Charges		- Poultry development corporation	50000
Rent	38165	- Kerala livestock Development Board	100000
Postage and courier charge	40000	- state farming corporation	50000
Printing and stationery	128165	- Kerala state ware housing corporation	
Office Expenses	20781	- Kerala feeds Ltd	50000
Cable and Internet charges	8920	- Bharat Petroleum Corporation Limited	50000
News paper and periodicals	3500	- Noni Bio Tech	20000
Registration Charges	21842		5000
Bank Charges	736		
	34161.33		
	3924506		

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Depreciation	510525	Income from other source	
National Seminar Expenses		Donation	888801.83
Anniversary expenses		Excess of Expenditure over Income	772344.90
			390226.80
	7806402.53	Total	7806402.53
Total			

ASSETS	AMOUNT(INR)
FIXED ASSETS	204081
CURRENT ASSETS	545383.69
LOANS & ADVANCES	161268
TOTAL	910732.69

## **Strategic Directions for 2012- 13**

Janasree Mission envisages pursuing its development initiatives with clear strategic directions so as to effectuate desired impact within next five years.

### **1. Development Initiatives to be Inclusive**

- Participation of all irrespective of gender, class, caste, colour, creed differences.
- Expertise in public, private and activist groups put together for common good

- Social security schemes and welfare programmes of government like NPS, Skill training should reach all.

## **2. Economic Empowerment is key for social wellbeing**

- Sanghams in all Blocks of the state
- Micro enterprises through individual and group efforts
- Credit linked services at affordable rates
- Capacity building for entrepreneurs
- Women and men in complementary role

## **3. State specific action for food security**

- Reinstatement of Organic farming practices
- Self sufficiency in agricultural food production
- Jaivasree Kerala

## **4. Rights based action among Consumers**

- Right for safe and toxin free food
- System for awareness and grievance redressal support
- Network of awareness and action groups
- Resource centre for consumer rights protection

## **5. Better environment breeds sustained Health**

- Healthy and hygienic environment
- Harmless agriculture practices
- Bio-diversity

## **6. Enhanced Capacity leads to excellent programmes**

- Skill building at door steps
- CBNA core to design of programmes
- Technical support for quality enhancement

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We are proud of what we have achieved but our relentless effort for growth of Kerala will continue because we know

“We have miles to go before we sleep..

And miles to go before we sleep ..... ”

M M Hassan  
Chairman