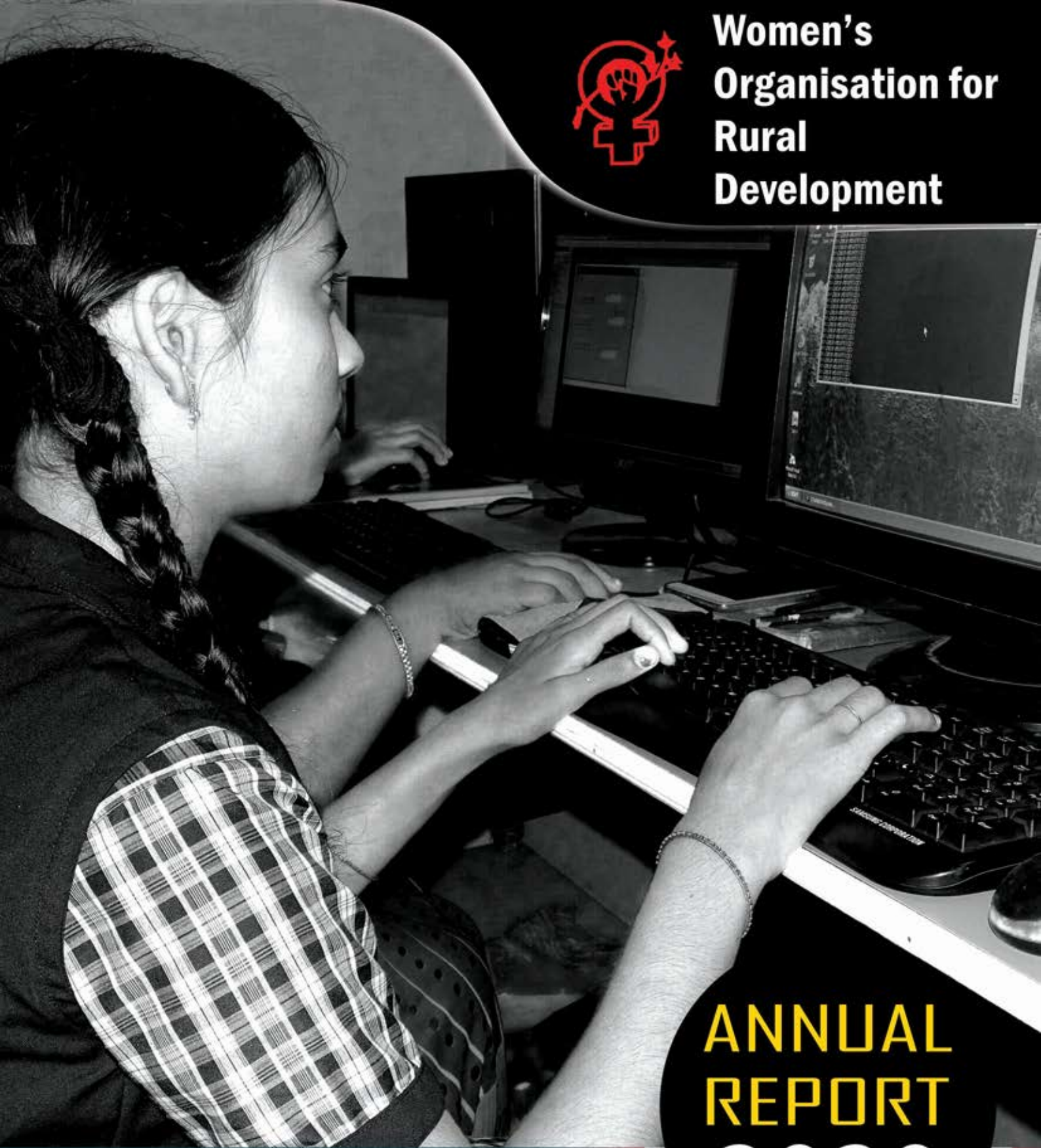




Women's Organisation for Rural Development



**ANNUAL
REPORT
2020**

“Education is the most powerful weapon which you can use to change the world”

Registered Office

The Secretary,
Women's Organisation for Rural Development,
No.112, Kaveri Garden,
P.Velur Post & Taluk,
Namakkal District,
Tamil Nadu State,
INDIA-638 182.

Office Bearers

Mrs. B. Pathmavathy, President.
Ms. S. Sathya, Vice President.
Mrs. R. Sivakamavalli, Secretary.
Mrs. D. Sumathi, Joint Secretary.
Mrs. M. Dhanalakshmi, Treasurer.
Mr. Pazha. Shankar, EC Member.
Mrs. J. Ponmani, EC Member.

Statutory Auditor

Mr. H. Sekhar,
Chartered Accountants,
No.14, 2nd Street,
Athayammal Nagar,
Kannankurichi Road,
Salem -636 008.
Membership No. 203846.

Editorial

Mrs. Priya Anand, Consultant, Bengaluru.
Mrs. Radha Srinivasan, Consultant, Chennai.
Mr. C. Tamilselvan, Consultant, Chennai.

Design

Mr. M. Senthilkumar,
Computer Operator, WORD.

SECRETARY Words

Sivakamavalli S.D. Ramachandran

SECRETARY



no leaders
no success

2019-2020 was a good year for WORD, full of change and progress.

We worked on a varied range of projects and built partnerships that will have a lasting and positive impact for the communities we work with.

Our skill building, micro loan and income generation programmes have benefitted close to 350 rural women from marginalised backgrounds who are now in a position to utilise their newly learned skill and utilise micro loans to initiate businesses and earn supplementary income for the family.

40 adolescent children received scholarships to pursue their dreams of a higher education. 438 children engaged in reading and learning with a renewed passion and confidence through interactive mobile-based applications.

Women working in mills were educated on their rights as employees and the tools to effectively engage with employers.

We also initiated a unique programme to restore Sacred Groves and our efforts in Sustainable agriculture received a boost through support for an agricultural collective for marginalised women.

Our success is the community's success. With the ongoing support of our donors, partners, Board, staff and volunteers, WORD is ready for the challenges and achievements ahead in 2020-2021.

Thanking you all!

Sivakamavalli S.D. Ramachandran

SECRETARY

I took this opportunity to congratulate all our staff, Volunteers and supporters for their contribution towards achieving our Organisation's goal of empowering the oppressed families in Namakkal district. I felt happy that WORD has achieved lot through various programs of Water & sanitation, skill building to adolescent groups, migrants from other states in health programe, Community Resource Center for poor children to enhance their knowledge apart from their curriculum part. Farming and farmers are equipped with various trainings, exposure visit to exchange their knowledge, new leanings, seeds preservation, experience and confidence of the farmers towards their sustainable development in farming.

WORD is now also equipped with online donation facility through its website which we hope will help the organisation's impact grow. The learning of the year will definitely be taken to the next level in coming financial year and board will remain committed to upscale our reach to other part of the district. I would like to thank my board members, our donors, our supporters and the entire team for associating with WORD and having trust in the organization and its work. At the end, I would like to extend my hearty gratitude and blessings to all the staff, volunteers, and our community.

Thanking you all!

Pathmavathy Balasubramanian

PRESIDENT

PRESIDENT SPEAKS...

Pathmavathy Balasubramanian

PRESIDENT

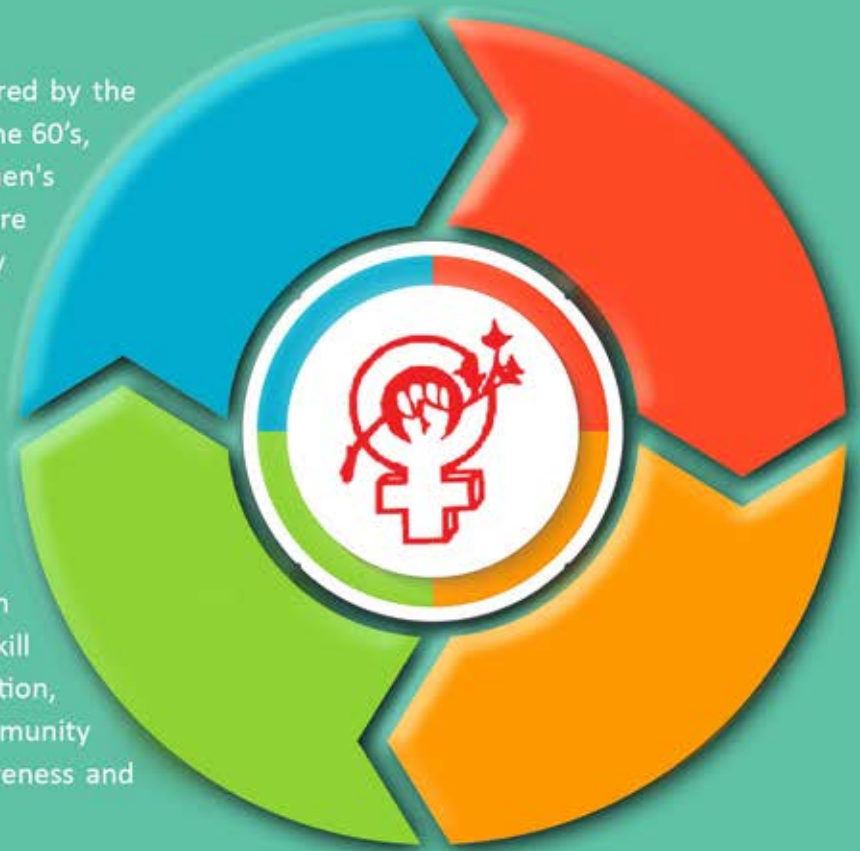


leave nothing for tomorrow
which can be done today

About Us

In 1991 a small group of young women inspired by the spirit of the Gandhian Bhoodan Movement of the 60's, were encouraged to start WORD - Women's organisation for rural development." They were motivated to address key issues of inequality such as Gender discrimination, which had curbed the progress of women, and caste, which has played an important role in the exclusion, and oppression of certain marginalised communities.

We, at WORD have sought to address the needs of these communities through programmes that focus on education, skill building, livelihood and income generation, environment and issues that impact community health such as water and sanitation and awareness and spread of HIV/ AIDS.



Vision

Attaining Socio, Economic, Health, Education, Culture and Environmental developmental of rural poor without any gender disparity.

Mission

- To provide education for underprivileged children.
- To improve socio-cultural status of women.
- To attain women's health rights through training and awareness.
- To bring economic sufficiency and independency through cottage industries and vocational training.
- To encourage women in the protection of livestock and also biodiversity conservation.
- To promote literacy, family life, political and education among rural women.
- Institutional care of abandoned children and senior citizens.

INTEGRATED PROGRAM FOR SENIOR CITIZEN WORD - OLD AGE HOME

ELDERLY CARE



WORD has been running Old Age Home since 2000 with the financial assistance of the Ministry of Social Justice and Empowerment, Government of India, New Delhi. With 14 females and 15 males, our organization provides proper shelter, nutritious food, and regular health check-ups for our elderly people. We also engage them through indoor group activities and allow them to maintain an indoor garden. They have access to read the daily newspaper and watch TV to alleviate boredom. Weekly thrice, our yoga therapist will prescribe practices to develop the physical and mental wellbeing of elders.



FAMILY COUNSELLING CENTRE



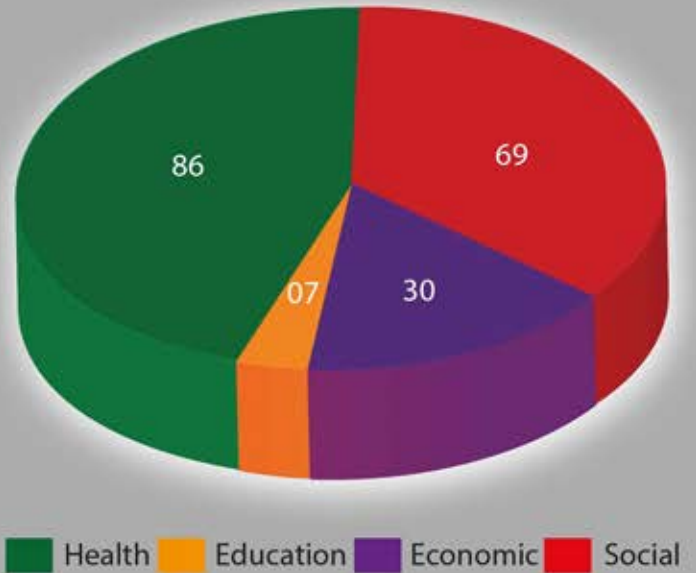
In collaboration with Central Social Welfare Board, New Delhi, and Tamil Nadu Social Welfare Board, Chennai, WORD organization has been running Family Counseling Centre in PVelur, Namakkal District. The center focuses on providing support services to rural women and their families. It deals with the issues such as marital disharmony, separation, divorce, alcoholism, domestic violence, etc. Our counseling assistance will also guide the clients who are suffering from stress, depression, low self-esteem and lack of self-worth.

So far, 192 cases have been dealt with at FCC.

The sub-committee of FCC - District Social Welfare Officers, representation of all women police officials, advocates, teachers, etc., will meet once in 3 months to understand how the women tackled their challenges successfully and how counselling has helped them.



COUNSELLED CASES



TARGET INTERVENTION - AMONG MIGRANT POPULATION

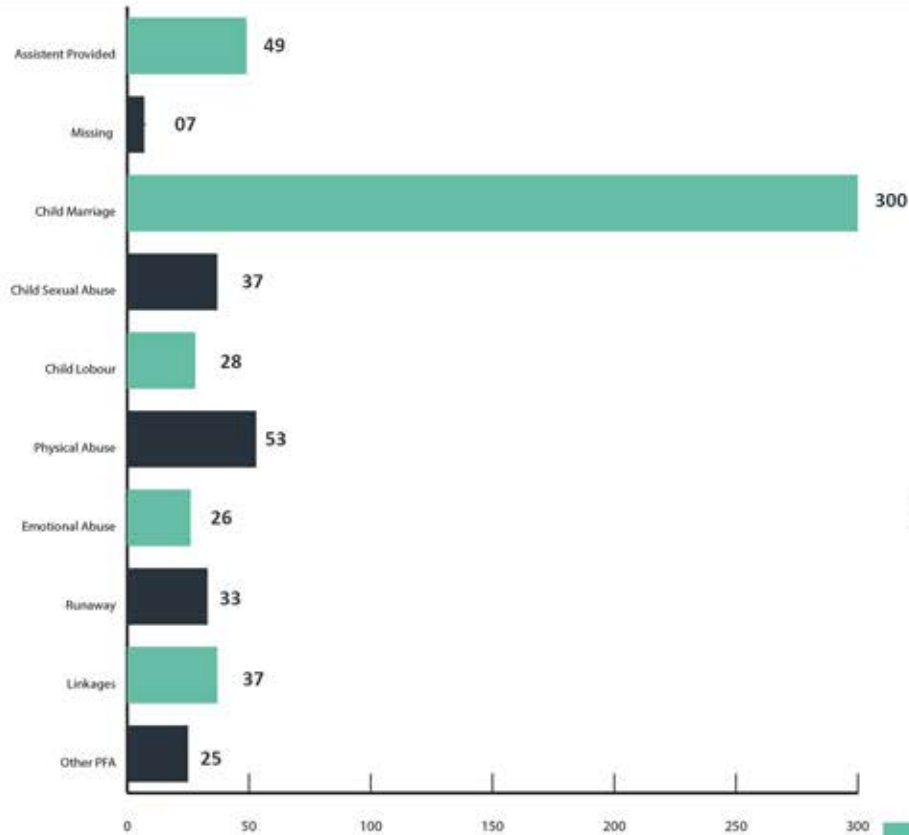
This project started in 2009 with the help of the Tamil Nadu State AIDS Control Society (TANSACS). Approximately 30,163 migrants have occupied 450 Migrant Hot sites in the Namakkal district. Overall, 17,257 migrants are from Tamil Nadu, 12,906 migrants are from other states like Bihar, Orissa, West Bengal, Madhya Pradesh, Uttar Pradesh, Jharkhand, Chhattisgarh, and Andhra. 8,078 High Risk Group are also identified.

Services Provided by WORD

- Creating awareness on STI/HIV/AIDS
- STI service
- Motivation for condom usage
- STI Syndrome Management
- Counseling service
- ICTC service
- IEC Materials Distribution



CHILDLINE - 1098



Childline is a national, 24 hour, free, emergency phone outreach service for children in need of care and protection; linking them to long term rehabilitation and care.

1098
Night & Day

STOP
Child Marriages,
Develop the Nation!



WORD is on rog the two NGO's who have been chosen to run the Childline 1098 in Namakkal District, Tamilnadu.

Each child is unique but has different physical and mental issues due to the challenging circumstances in which they live.

The bar graph above clearly explains about cases which were received through

the 1098 child helpline number. After receiving a call, our team members would rescue the children and handover to Child Welfare Centre (CWC). Then CWC will take care of the rehabilitation of the rescued child.

The pandemic situation and lockdown imposed have proved to be difficult for the children and we have seen a phenomenal increase in child marriage cases which got reported through the childline.



SKILL DEVELOPMENT TAILORING TRAINING CENTER AT VENNANDHUR & PANDAMANGALAM

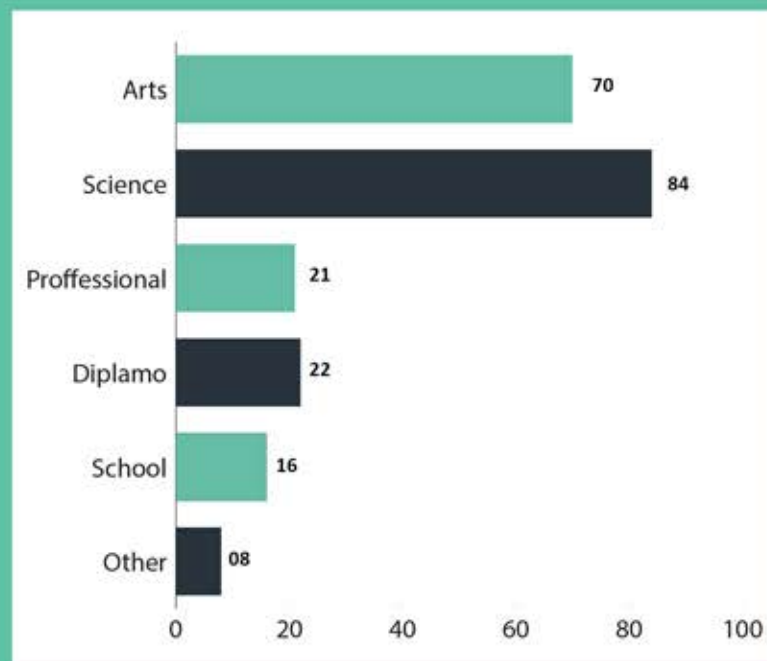
With the financial assistance of Guru Krupa Foundation, WORD continued this tailoring training program for poor women, for the third consecutive year in 2020-2021.

Vennandhur is the most backward block in the Namakkal district. So this training program has helped most of the women and adolescent girls from Vennandhur to be skilled and get jobs.

In the current year, two batches were conducted and 79 women completed their 6 month course successfully. More than 76% of the women received job offers in nearby garments and small power looms, etc. Some of them are self employed and take up job orders from their homes to make a living. This initiative has helped the women to have an income and support in running their family. About 147 women have got benefitted by this program in the last 2 years.



“MY DREAM SCHOLARSHIP” PROGRAMME



Namakkal and surrounding districts in Tamil Nadu, have a large trucking community, where the truck drivers go on for months on long distance driving of the trucks to the northern part of India. They leave their families and travel outside for months together. They belong to low income group and their children are first generation learners in school.

The current Covid-19 situation and the subsequent lockdown and travel restrictions have resulted in loss in jobs and salary for many of these truckers and it has been a very challenging period for them. Many students discontinue their studies after class 10 and 12 due to want of funds.

CIFL in partnership with WORD has been running the “My Dream Scholarship Programme” for children from trucker’s community for the past two years. This scholarship enables these poor children to continue their higher education in



higher secondary classes or colleges with the help of the scholarship.

Apart from financial support the students are also given motivation and counselling sessions along with their parents. In the current year, 221 students have been benefitted by this program.

MICRO CREDIT TO KORAI AGRI COOLIE WOMEN WORKERS

Kutchipalayam is well known for Korai grass cultivation which is used for weaving mats. In that, 87% of women at Kutchipalayam are involved in this cultivation. To improve their work culture and raise their income, WORD has intervened and given microcredit to 100 women in this area. Each woman receives Rs.15,000/- as microcredit. The women have formed a federation in the name of the Mahalir Korai Producer Federation. Through this federation, they rotate their micro-credit among themselves. This project is supported by an individual philanthropist.



100 poor women have been benefitted by this program

IMPARTING TAILORING SKILLS TO WOMEN IN POTHANUR & PANDAMANGALAM

With the financial assistance of Cognizant Foundation, WORD continued the tailoring training program for the second consecutive year in the year 2021. Both Pothanur and Pandamangalam are town panchayats of Kabilamalai Union. Agriculture is the predominant occupation of these people and it is seasonal. So WORD has planned to continue its skill center in both the places and train women and adolescent girls to induce self-employment.

In the current year 118 beneficiaries completed their 6-month course. More than 95% of them have been placed in jobs or are self-employed. The self-employed women take up job orders from nearby textile companies.

One woman has started her own garment unit and has given employment for 2 other women.

This project has given an opportunity for women to get an income and support the family financially. We see a very good improvement in the self confidence of these women.

175 women have benefitted from this program in the past 2 years.



DRY RATION DISTRIBUTION DURING COVID-19

On 24 March 2020 Tamil Nadu government announced a complete lockdown due to the Covid-19. Our target community's economic situation worsened during this period because they are either working in power loom or textile or garment units.

With the support of The Freedom Fund we distributed dry ration to 1500 families which included migrants from northern part of India. This came as a big support for them during the lockdown period and provided food for their families.



1500 families benefitted by this project.



DRY RATION – INDIVIDUAL FUND RAISERS



Under this category, 190 tribal people received dry rations, and 308 migrants who are working in the textile garments received the same.

498 SHG women received Rs. 5,000/- as the capital cost to restart their petty business like vegetable & flower selling, greens vending, tea stall, fruits vending, coconut leaf knitting, etc.

LIVELIHOOD OPPORTUNITY FOR POOR WOMEN DURING THE LOCKDOWN



To create an employment opportunity for women, WORD is running a skill development center at Vennandhur, and another one at Thengalpalayam.

During the lockdown period the women could not go to their jobs and hence lost their income. With the support of GKF, WORD provided an opportunity for these women during these challenging times, to earn a living, by stitching face masks.

From May'20 to June'20, around 45,973 masks were produced by them. These masks were distributed to various Govt. departments and the common public by WORD.

Around 73 women benefitted by this program

KATHA ON RATHA

Katha on Ratha (KOR) is a bilingual reading program that aims to inculcate passion and confidence among young children through reading storybooks and engaging them in activities. This project is meant for students who are studying in classes I to VII.

As part of the program training was given to 25 reading coaches and various IEC materials were provided to them. Books and educational aids were distributed to the children. The reading coaches will in turn train the children in the bilingual reading program to improve their reading skills.

This program was implemented in 25 villages of Vennandhur block, Namakkal District, Tamil Nadu.



HIGHER EDUCATION SUPPORT

Gopalaswamy Foundation through Give2Asia provided a scholarship for two undergraduate female students from poor backgrounds. WORD selected 2 female students for this scholarship based on the socio-economic status of the family.

One girl is studying B.Sc., (Computer Science), and the other one is studying B.Sc., (Maths-CA). This education scholarship has empowered these girl children to receive their education

2 students have got benefitted by this program.



HIV/AIDS PREVENTION PROGRAM FOR YOUTH AND MIGRANT WORKERS

In partnership with the Mercury Phoenix Trust, WORD implemented one year project to prevent migrant workers, school dropout youth, and school-going adolescents from HIV/AIDS in 10 villages.

This project was implemented in various sectors which include school students, adolescent girls and boys in villages, in migrant working hot spot. 40 female migrants are got peer educator training, 40 adolescent boys was trained as peer educator for their respective village. 125 school students from 5 schools are oriented in basic knowledge on HIV/AIDS. In 10 villages 250 adolescent girls are trained in basic knowledge on HIV/AIDS and intern the perform as peer educators in their respective village.



EMPOWERING RURAL WOMEN THROUGH VOCATIONAL TRAINING



WORD, in partnership with VSEI successfully implemented vocational training for 20 Dalit arunthathiyar girls and women for six months. This training program focuses on-machine training to equip them with cutting, sewing, stitching, and developing handwork skills.

The trained girls and women received job offers in the textile units within and in the nearby districts. Some women started their own units within the villages with the help of this program. The women also received a course completion certificate which is helpful for getting bank loans for the women.

INDIGENOUS SEED BANK - MILLETS & VEGETABLES FOR MARGINAL WOMEN FARMERS IN KABILAMALAI

Ji-dong Catholic Church, a South Korea seed bank, was started and established by WORD in partnership with KHF, S.Korea. It aims to support 400 Dalit arunthathiyar community marginal women farmers.

200 millet seeds were distributed to one set of farmers and 200 vegetable seeds to another set of farmer groups to raise them in their land through organic farming. Seeds of Kodo millet, pearl millet, finger millet, and foxtail millets and Vegetable seeds such as brinjal, tomatoes, lady's finger, onions, and greens were purchased and stored in the seed bank.

1. The productivity and profitability of millets increased the well-being of their families.
2. The vegetables sowed and harvested helped them to accrue their income from the cultivation.
3. By completing the 1st season successfully, the seed bank will collect new seeds from the 400 beneficiaries and Then share them with the new set of women farmers and ask them to follow the same organic method.
4. This cycling process will benefit most of the women farmers to uplift their livelihood.

400 women farmers benefitted from this program

COMMUNITY RESOURCE CENTER PROGRAM

WORD is running 5 Community Resource Center in 5 villages of Vennandhur block, in that children class 5th to 7th utilize the center to develop their reading skill, conversation in English, drawing and find out words by using dictionary etc. Apart from this we also encourage the children to use indoor and outdoor games, providing various play materials.

SUSTAINED AND SAFE DRINKING WATER TO 755 FAMILIES OF LOW CASTE ARUNTHATHIYAR AND DALIT IN 5 VILLAGES OF P. VELUR TALUK

WORD implemented Safe and sustained drinking water to 755 families in 5 villages of P Velur Taluk, Namakkal district with the support of Associated Country Women of Third World (ACWW), UK during the year.

3339 people of these 5 villages are get safe drinking water.

To maintain this borewells in each village 7 members committee has formed, and they had trained in using tool kit for minor repairs and replacement of small parts.

3339 people are directly benefitted out of this bore well installation.

CREDIBILITY ALLIANCE NORMS COMPLIANCE REPORT

WORD registered under the Societies Registration Act XXI of 1860 Act 25 of 195,
With the Joint Sub-Registrar, Dharmapuri [Registered as No. 39 of 1991, on 16/05/1991].

WORD registered u/s 12A of the Income Tax Act 1961, with the Commissioner of Income Tax.
[Regn. No. C.No.9755(7)/SLM/1998-99, Office of the Commissioner of the Income Tax, dated: 14/11/2002].

WORD registered under section 6(1)(a) of the Foreign Contribution (Regulation) Act 1976.
[Registration No. 075870040 dated : 06/08/1999].

WORD registered u/s 80G(5)(vi) of the Income Tax Act 1961, subject to the fulfillment of condition laid down
in clauses [i] to [v] of sub-section (5) of section 80G of the Income Tax Act 1961.
[C.No.9755(7)/SLM/1998-99/80G Dated: 27/07/2018].

DEVELOPMENT PERSONNELS VISITED THE ORGANISATION

1. **Mr. G. Perumalsamy** Joint Director, Tamil Nadu State Social Welfare Board, Tamil Nadu.
2. **Mrs. P.K. Geetha** District Social Welfare Officer, District Social Welfare Office, Namakkal, Tamil Nadu.
3. **Mr. Sam Sangeeth** Heritage Foundation, R.R.T.C., Hyderabad.
4. **Mr. Joseph George** State Co coordinator, Ministry of Social Justice and Empowerment, Government of India, New Delhi.

GIVE THE GIFT OF LIFE...

For direct remittance of funds to WORD from Indian Tax Payers & Overseas:

Account Name : Womens Organisation for Rural Development

Account No : 509130590 (For Indian Tax Payers) & 509130602 (For Overseas)

Bank : INDIAN BANK

Branch : P.Velur (468)

IFSC Code : IDIB000V017

SWIFT Code : ID IB IN BB KBG



WORD Team

Sl. No.	Name	Designation
1.	Mr. M. Senthilkumar	Data Entry Operator / Multitasking Staff
2.	Mrs. K. Thilagam	Warden
3.	Mrs. M. Thangammal	Cook
4.	Mrs. M. Lakshmi	Multitasking Staff
5.	Mr. N. Balasubramaniyan	Multitasking Staff
6.	Mrs. K. Parameshwarai	Yoga Therapist (Part Time)
7.	Mrs. R. Keerthana	Nurse (Part Time)
8.	Mr. A. Vijayan	Programme Manager
9.	Mr. K. Shanmugapriyan	Counsellor (Part Time)
10.	Mr. S. Ragupathi	M&E Officer
11.	Mrs. P. Parvathy	Out Reach Worker
12.	Mrs. G. Lilly Ezhisabeth	Out Reach Worker
13.	Mrs. K. Umavathi	Out Reach Worker
14.	Mrs. G. Jeyalakshmi	Out Reach Worker
15.	Mrs. S. Buvaneshwari	Out Reach Worker
16.	Mrs. K. Malarmangai	Programme Coordinator
17.	Mr. P. Raguvaran	Counsellor
18.	Mrs. K. Gowsalyadevi	Counsellor
19.	Ms. C. Pavithra	Programme Manager
20.	Mrs. M. Arulselvi	Field Coordinator
21.	Ms. R. Geetha	Field Coordinator
22.	Mrs. M. Maynavathi	Field Coordinator
23.	Mr. T. Sridharan	Field Coordinator
24.	Mr. E. Parameswaran	Field Coordinator
25.	Mr. K. Meganathan	City Coordinator
26.	Ms. P. Sumathi	Counsellor (Part Time)
27.	Mr. S. Subramaniyan	Team Member
28.	Mr. S. Senthilnathan	Team Member
29.	Mrs. A. Felix Arulrani	Team Member
30.	Mrs. M. Mohanaselvi	Team Member
31.	Mrs. M. Kavitha	Team Member
32.	Mrs. S. Nandhini	Team Member

OUR ASSOCIATES



“Let’s not treat older people as invisible or powerless”



“Our response to COVID-19 must respect the rights and dignity of older people”

Please Contact Us



siva_word@hotmail.com



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