



Since 1991

ANNUAL REPORT 2021



**Women's
Organisation for
Rural
Development**

**“My children needed me, and
I like my job as a social worker”**

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. 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

Greetings to All

WORD has completed 31 years and I am happy to share the Annual report for the year 2021-22. Last 2 years whole world has affected by Corona virus and it affected world economy, India is also part of it, lot of children lost their parents, close relatives, and friends.

Under women empowerment program, SHG women who are taking loan and doing small enterprises more than 10 years are not able to continue their small business, because of Covid-19. So WORD rescue them, gave small seed grant for continuing their small business. At the same time we also identified rural poor women, deserted and destitute women and migrants, gave them dry ration.

Our efforts and successful implementation of programmes are because of my staff team, Government departments, funding partners, donors, corporate, consultant, and my board members. I take this opportunity to thank and gratitude to all stakeholders for their cooperation and support.

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 program, 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

leave nothing for tomorrow
which can be done today

PRESIDENT SPEAKS...

Pathmavathy Balasubramanian

PRESIDENT



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.

A HOME FOR SENIOR CITIZENS

Supported by: Ministry of Social Justice and Empowerment, Govt. of India

ELDERLY CARE



WORD runs a senior citizen home at Gandhi Nagar village in Konthalam Panchayat for elders who are destitute, sick, and abandoned by family. In recent years, the home has also supported the elderly who have been uprooted by disasters and need a roof over their heads. Started in 2000, the home currently houses 30 senior citizens, who are provided shelter, nutritious food, medical services and recreational activities.

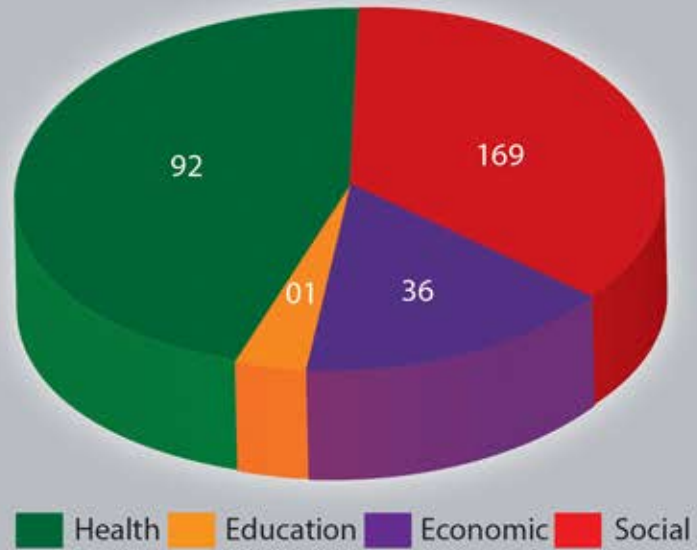
FAMILY COUNSELLING CENTRE

Supported by: Tamil Nadu State Social Welfare Board, Chennai

Family and society often burden women and put undue expectations on them. This often leads to situations of conflict and leads to mental tension, increased harassment and rise in separation and divorce. The Family Counselling Centre set up by WORD since 2006 and located at the All - Women Police Station in Velur provides preventive and rehabilitative services to women and their families, especially those who are victim of marital discord and survivors of violence. The Centre engages in crisis intervention, systematic counseling and reconciliation of separated parties. The centers also create awareness and mobilize public opinion on social issues affecting status of women.



COUNSELLED CASES



HIV/ AIDS INTERVENTION PROJECT FOR MIGRANTS

Supported by: Tamil Nadu State AIDS Control Society, Chennai



WORD started the HIV/AIDS intervention program in 2009 for migrants who are in Namakkal district. They are mainly employed in various livelihood sectors such as poultry, spinning mills, quarry work, construction work etc. The projects focus on awareness generation among migrants regarding HIV/ AIDS and the measures required to prevent and address concerns regarding the disease.



Inter State Migration is a common phenomenon in India and is for various reasons including economic, social and political factors. Migration and social determinants such as living and working conditions impact health and well-being. Issues such as separation from or loss of family, home, community and social networks, detachment from familiar culture and traditions, in conjunction with language barriers and new and hostile environments are all factors that make migrants susceptible to negative health outcomes and diseases such as HIV/ AIDS.



CHILDLINE 1098

Supported by: CHILDLINE India Foundation, Mumbai

CHILDLINE 1098 is a 24hour, toll free, emergency phone outreach service for children in need of care and protection. These include any child who needs help - street children, child labourers, children who are abused, forced into sex work and prostitution, differently abled children, child addicts, mentally ill children, and children infected by HIV/AIDS.

Any concerned adult, or a child in need of help can dial 1098 to access child protection services. In the year 2019 WORD has started running WORD received 849 calls from various clients April 2021 to March 2022. Of these, team members interacted with 761 clients and rendered services based on their need. Of the 583 cases that were registered, 178 cases were due to awareness programs conducted by WORD among school students and public.



Please refer to the chart given below for more details.



SKILL DEVELOPMENT AND LIVELIHOOD FOR RURAL WOMEN

Vennandur Skill Centre Supported by: Guru KrupaFoundation, U.S.A..

Kabilamalai Skill Centre Supported by: Cognizant Foundation, Chennai.



WORD is running four tailoring units in Vennandur town and Thengalpalayam village in Vennandur Block and in Pothanur and Pandamangalam in Kabilamalai block.

These locations have been carefully selected due to their proximity to more than 300 power looms in Vennandur Block and Karur City, which is famous for garments and textiles. After the women graduate from the training centers, they are able to access employment opportunities with power looms and contribute to household income.



GARMENT PRODUCTION UNIT

Supported by: Guru KrupaFoundation, U.S.A.

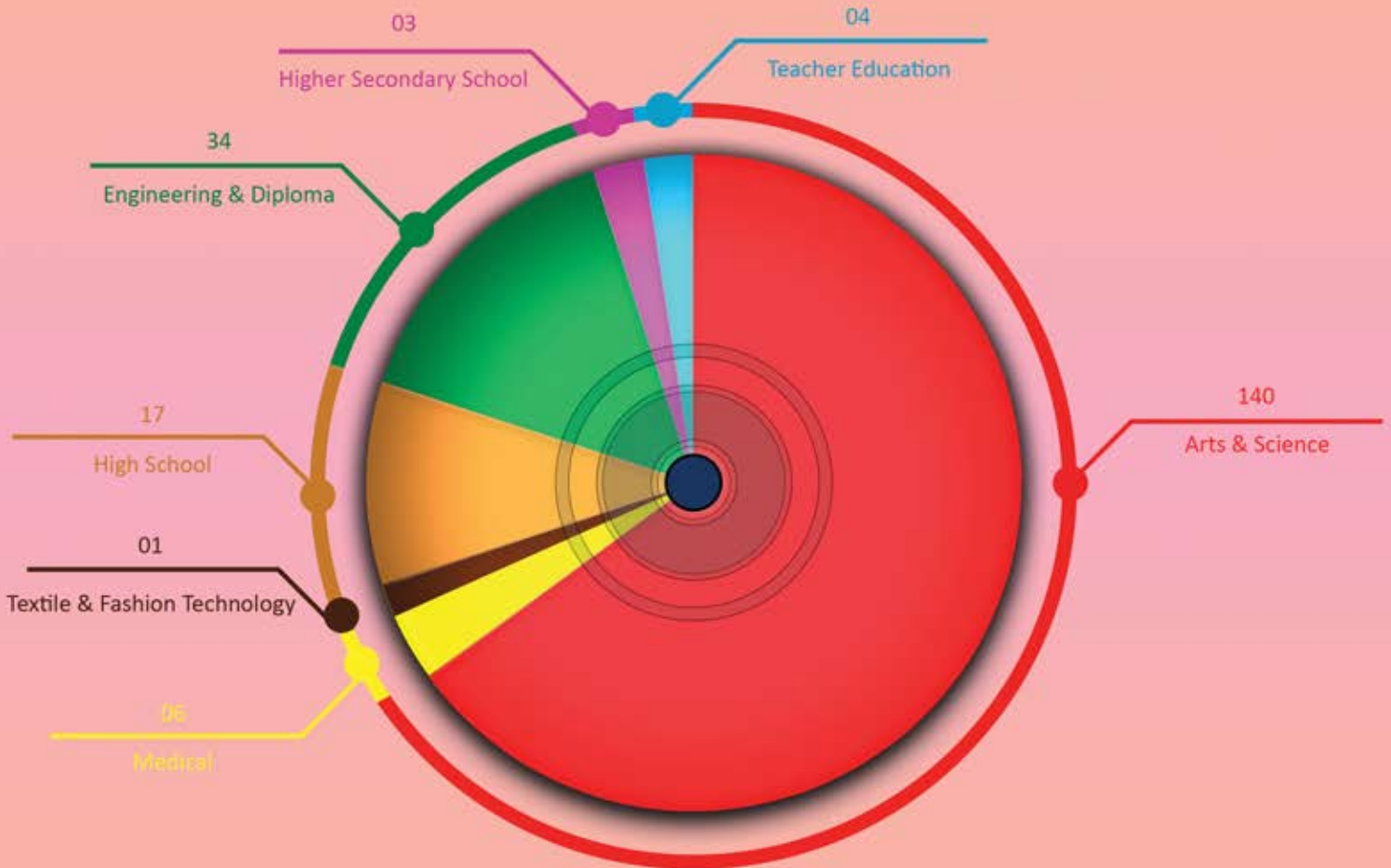


WORD has initiated a garment production unit to provide employment opportunities to rural underprivileged women who receive training at WORD skill center. This unit, known as Petals garments is managed and run by a women entrepreneur collective (who employ ten women on a regular basis) jointly who take job orders to stitch bath towels from various power loom units in and around Vennandur. Other than bath towels, they also take orders to stitch yellow bags. 10 power sewing machines have been installed and women earn a monthly income of Rs 3000 to 5000.

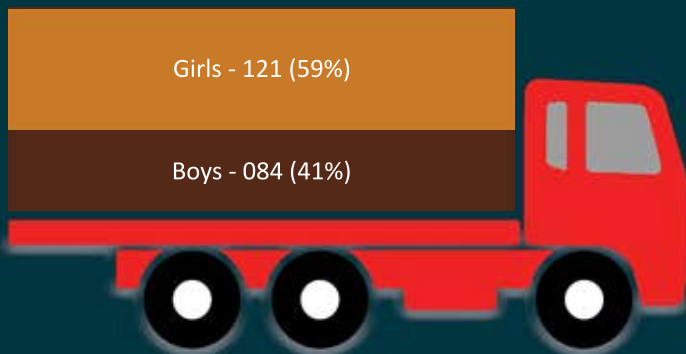


MY DREAM SCHOLARSHIP FOR CHILDREN FROM UNDERPRIVILEGED FAMILIES

Supported by: Cholamandalam Finance and Investment Ltd, Chennai



205 children of truck and lorry drivers from Namakkal, Erode, Salem, Dharmapuri and Krishnagiri Districts have received scholarship to support their higher education of these 132 are undergraduates while six are in Post Graduate courses. 41 students have been admitted into professional course, while six are studying Diploma courses. In addition, scholarships have also been provided to 20 school going children from other States whose parents were impacted by Covid-19 and are currently residing in Tamil Nadu.



WASH AND EDUCATIONAL INFRASTRUCTURE FOR STUDENTS FROM DALIT COMMUNITIES

Supported by: Komatsu India Pvt. Ltd., Chennai.



WORD conducted a WASH program at the Adi Dravida Welfare School at Kalangani, Namakkal District. The school has 643 students (304 boys and 339 girls), and 45 teachers but has no infrastructure for hand washing. WORD was able to provide two hand wash basins to this school. Each wash basin has three taps are installed and the waste water is channeled into the garden located within the school.



The school has inadequate infrastructure and facilities and WORD was able to provide 100 desks and benches for students, 20 tables and chairs for teachers, 5 bookshelf for the library, 100 plastic chairs and a computer with support from Komatsu. The Adi Dravida department is also constructing a new building for children for Higher Secondary classes.



EDUCATIONAL AND WASH INFRASTRUCTURE TO GOVERNMENT SCHOOLS

Supported by: Petrofac, Chennai.

WORD has provided five computers and two steel cupboards to the Government Middle school at Ponmalarpalayam. The Government Middle school at Zamin Ellampalli has also received two sets of tables and chairs and one steel cupboard. Apart from this, a class room has been tiled and two wash basins have been installed for the purpose of hand wash.

Sanitation facilities for girls have been constructed at the Government Middle school at Thidumal since the existing facilities are not in good condition, these include toilets, urinals and wash basins. A bore well with submersible motor pump has been provided to the Government Girls Higher Secondary school, Vellai Pillaiyar Koil, at Vennathur. The floor tiles of one classroom at the Government Primary school Alavaipatti, have been installed and a wash basin has also been provided. Two toilets have been constructed and a bore well with submersible pump has been installed. Two sets of tables and chairshave also been given to this school. The Government Primary School at Aramathampalayam School has received two sets of tables and chairs, a computer and sports equipment for students.



WASH PROGRAM AT GOVT. MIDDLE SCHOOL & DISTRIBUTION OF COVID-19 MEDICAL EQUIPMENTS TO GOVT. HEADQUARTERS HOSPITAL, NAMAKKAL

Supported by: PricewaterhouseCoopers, New Delhi.



The Government Middle School at Vengamedu, Paramathi Velur with a student strength of 550 has inadequate toilet facilities. WORD has renovated the toilets for girls and the height of the compound wall of the toilet has been raised and a proper roof has been constructed. A wash basin has been constructed and the flooring has been re-laid inside the toilet area.

During the second lock down due to COVID-19, WORD has distributed medical equipment including oxygen concentrator, triple layer masks, Sterile Gloves, hand sanitizers, BP apparatus, stethoscopes etc., to the Government HeadQuarters Hospital, Namakkal.



MEDICAL EQUIPMENTS TO PHC

Supported by: Avighna Systems Pvt. Ltd., Chennai & Mr. Babu

During the second lock down due to COVID-19, WORD has distributed medical equipment like oxygen concentrator, pulse-oximeter, triple layer mask, N95 mask, 100 bed sheets and pillow covers, Nebulizer, surgical Gloves, oxygen cylinder, oxygen masks (both adult & pediatric size) to the Primary Health Centers in Kabilamalai and Erumapatti.



MEDICAL EQUIPMENTS TO GOVT. HEAD QUARTERS HOSPITAL, NAMAKKAL

Supported by: Rotork Controls (India) Ltd., Chennai

WORD has provided 500 pulse-oximeters to Government Head Quarters Namakkal and distributed 1000 triple layer masks and face shields to Government Hospital Namakkal front line workers, health workers etc.



DISTRIBUTION OF ACADEMIC ACCESSORIES TO CHILDREN OF UNORGANIZED LABOURERS

Supported by: Ontario Teachers' Federation, Canada



Most of the children studying in the Government Middle School located at Vengamedu, P Velur taluk are from poor disadvantaged families employed in stone quarries, brick chambers, sugar cane plantations, & scavenging work. They are unorganized labourers who are dependent on daily work and wages for their livelihood. COVID-19 impacted both their health and ability to earn daily wages. They were unable to support the academic needs of their children.

The Head Master of the Panchayat Union Middle School requested support from WORD. 54 Students, (35 boys and 19 girls), were given school bags and dictionaries to support their academic needs in February 2022.

RELIEF TO WOMEN FROM DALIT AND BACKWARD COMMUNITIES AFFECTED BY COVID-19

Supported by: FEMI, Netherlands.

Poor rural women were among the worst impacted by the pandemic especially daily wage laborers, unorganized workers, single women, mothers, widows, and primary wage earners whose families are dependent on a single income. Many poor women found it difficult to find employment as they were unvaccinated. They did not have any savings or resources to bank on to tide over the lockdowns, where they were no income coming in.



WORD distributed relief packs on a periodic basis (three times a year) to 250 women and their families between September and December 2021. Staffs, volunteers and group leaders in the target villages, were engaged in buying, packing and distributing relief materials to those in need.

COVID-19 RELIEF DRY RATION DISTRIBUTION TO SHG WOMEN

Supported by: Rotork Controls India Limited, Chennai.

50 SHG women of WORD had received dry ration during Covid-19 pandemic lock down period. 25 women belongs to T.Goundampalayam village, all them are hailing from dalit community. Another 25 women are belongs to Ponnampalayam village these women are also hailing from dalit community.



DISTRIBUTION OF DRY RATION TO DISADVANTAGED WOMEN AND CHILDREN IMPACTED BY COVID-19

Supported by: Ms. Bhavana and Mr. Subramaniyan

50 SHG women of WORD had received dry ration during Covid-19 pandemic lock down period. 25 women belongs to T.Goundampalayam village, all them are hailing from dalit community. Another 25 women are belongs to Ponnampalayam village these women are also hailing from dalit community.



SKILL CENTER FOR RURAL WOMEN IN VENNANDUR

Supported by: Volunteers in Service to Education in India, Inc., U.S.A.

Vennandur is well known for power loom units, there towels are main production. After towels are produced corner stitching is very essential. For that work more women are needed. Based on the necessity WORD organized skill center at Vennandur union. 25 women are benefited under this project, after trainings are over them now taking towels from power loom and doing stitched work as self employed.



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. **Ms. Parikhita Devi** C.S.R., Cholamandalam Finance and Investment Ltd., Chennai.
4. **Ms. Hemavathy GB** CR Co coordinator, PwC, Chennai.
5. **Mr. S. Srikrishna** Director & Sr. VP-HR, GA, ICT, Safety & Compliances, Komatsu India Pvt. Ltd., Oragadam.
6. **Mr. S. Kailash** Senior Manager - HR & GA, Komatsu India Pvt. Ltd., Oragadam.
7. **Mr. S. Dillibabu** Asst. Manager - HR & GA, Komatsu India Pvt. Ltd., Oragadam.
8. **Mr. P. Reddy** RRTC, Hyderabad.
9. **Mr. Nickle** Ministry of Social Justice & Empowerment, New Delhi.

GIVE THE GIFT OF LIFE...

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

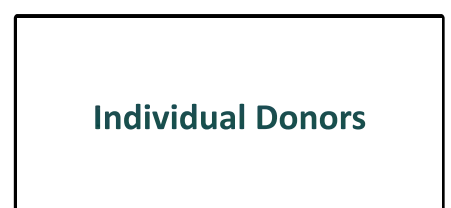
Account Name : Womens Organisation for Rural Development
Account No : 509130590 (For Indian Tax Payers)
Bank : INDIAN BANK
Branch : P.Velur (468)
IFSC Code : IDIB000V017
SWIFT Code : ID IB IN BB KBG



WORD Team

Sl. No.	Name	Designation
1.	Mr. M. Senthilkumar	Data Entry Operator cum Accountant
2.	Mrs. K. Thilagam	Warden
3.	Mrs. K. Tamilarasi	Cook
4.	Mrs. M. Lakshmi	Multitasking Staff
5.	Mr. N. Balasubramaniyan	Multitasking Staff
6.	Mrs. N. Vijayalakshmi	Multitasking Staff
7.	Dr. N. Sukumar	Doctor (Part Time)
8.	Mrs. K. Parameshwarai	Yoga Therapist (Part Time)
9.	Mrs. R. Keerthana	Nurse (Part Time)
10.	Mr. A. Vijayan	Programme Manager
11.	Mr. K. Shanmugapriyan	Counsellor
12.	Mr. S. Ragupathi	M&E Officer
13.	Mrs. P. Lakshmi	Out Reach Worker
14.	Mrs. G. Lilly Ezhisabeth	Out Reach Worker
15.	Mrs. V. Radha	Out Reach Worker
16.	Mrs. G. Jeyalakshmi	Out Reach Worker
17.	Mrs. V. Keerthana	Out Reach Worker
18.	Mr. P. Raguvaran	Counsellor
19.	Mrs. K. Gowsalyadevi	Counsellor
20.	Mr. K. Meganathan	Team Leader
21.	Ms. P. Sumathi	Counsellor (Part Time)
22.	Mr. S. Subramaniyan	Team Member
23.	Mr. S. Senthilnathan	Team Member
24.	Mrs. A. Felix Arulrani	Team Member
25.	Mrs. M. Mohanaselvi	Team Member
26.	Mrs. M. Kavitha	Team Member
27.	Mrs. S. Nandhini	Team Member
28.	Ms. V. Rivetha	Team Member
29.	Mrs. P. Mythile	Team Member

OUR ASSOCIATES





H. SEK HAR, M.Com., F.C.A.,
Chartered Accountant
M.No.203846

No.14, 2nd Street,
Athayammal Nagar,
Kannankurichi Road,
SALEM-636 008

Form No. 10B
(See rule 17B)

Auditor report under section 12A (b) of the Income Tax Act, 1961 in the case of
Charitable of Religious Trusts or Institution

I / We have examined the Balance Sheet of **Women's Organisation for Rural Development, No.112, Kaveri Garden, Vengamedu, P.Velur Post, P.Velur Taluk, Namakkal District-638 182** as at **31st March 2022** and the Income and Expenditure for the year ended on that date which are in agreement with the books of account maintained by the said Trust or Institution.

I / We have obtained all the information and explanations, which to the best of my / our knowledge and belief were necessary for the purposes of the audit. In my / our opinion, proper books of account have been kept by the Head Office and the branches of the above-named trust / institution visited by us me / us so far as appears from my / our examination of the books and proper returns adequate for the purposes of audit have been received from branches not visited by me / us subject to the comments given below:-

In my / our opinion and to the best of my / our information, and according to information given to me / us the said accounts give a true and fair view:-

- (i) In the case of the Balance Sheet, of the state of affairs of the above named trust / institution as at 31st March 2022 and
- (ii) In the case of the Income and Expenditure account, of the Excess of Income Over Expenditure or Excess of Expenditure Over Income of its accounting year ending on 31st March 2022.

The prescribed particulars are annexed hereto

Place : Salem - 6

Date :

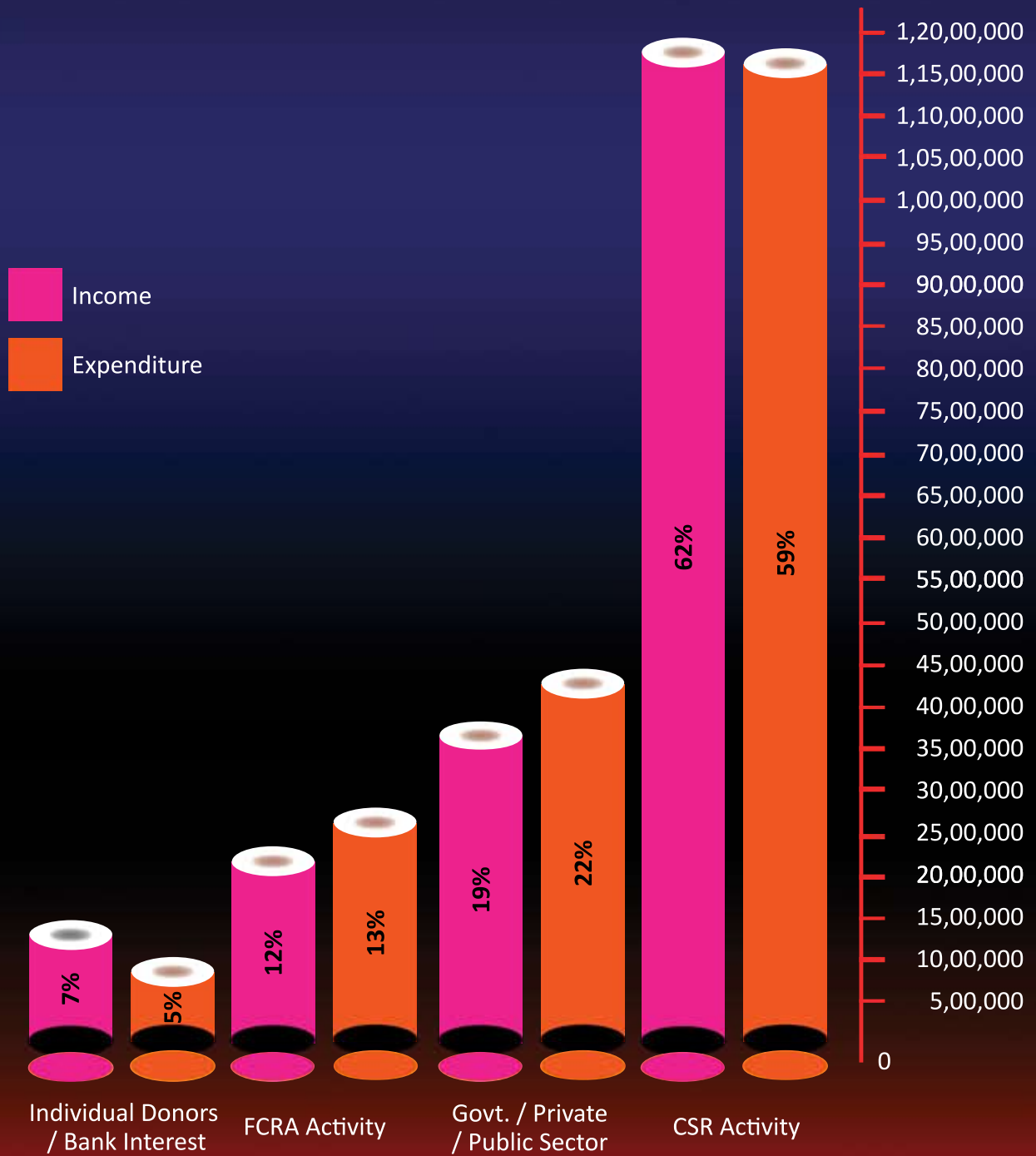
05 07.2022

Chartered Accountant

UDIN: 22203846AM6EPF5839

CA. H. SEK HAR, M.Com., F.C.A.,
Membership No: 203846
No.14, II Street, Athayammal Nagar,
Kannankurichi Road, SALEM-636 008.
Mobile: 9345547732
Email: sekhar19622003@rediffmail.com

Income and Expenditure Graph 2021-2022



NGO ID : TN / 00003285

NGO Reg. No: 39 of 1991

வார்டு-முதியோர் இல்லம்

Integrated Programme for Older Persons [IPOP]



Supported by :-
Ministry of Social
Justice & Empowerment
Government of India
Chennai.

Implementing By :-
Women's Organisation
for Rural Development [WORD]
P.Velur - 638182
Namakkal District.

Project Address:- D.No. 2/287
Konthalam Post, P.Velur Taluk
(Dt), Tamilnadu - 637208.



Please Contact Us



siva_word@hotmail.com



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No.112, Kaveri Garden, P.Velur Post,
P.Velur Taluk, Namakkal District,
Tamil Nadu, INDIA-638 182.



www.mywordindia.org

“A life not lived for others is not a life”

- Mother Teresa