

INTEGRATED WOMEN DEVELOPMENT INSTITUTE

(IWDI)



ANNUAL REPORT

2014-2015

INTEGRATED WOMEN DEVELOPMENT INSTITUTE

NO 14/57, Thiru Nagar , Villivakkam , Chennai-600 049

Tamil Nadu , India

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PREFACE

With immense pleasure, I am happy to place the Activities Report of IWDI for the period 2014–15 in your hands. IWDI, the Executive Committee Members and the Staff along with the Stakeholders and myself, the Secretary, thank all the Great Hearts who have facilitated the Success of IWDI in the said year and the years to come.

With the support of, IWDI had been able to initiate interventions which enable it in “Changing Lives” through various social development programs with multiple stakeholders as the beneficiaries in Chennai and Tiruvallur districts to a great extent during 2014-15.

The major programs initiated and supported by during 2014-15 are:

- ❖ **Department of Handicrafts, Ministry of Textiles, Government of India**
Ambedkar Hastashilp Vikas Yojana (AHVY) – Integrated Development of Handicrafts Clusters with Artisans Participation
- ❖ **Ministry of Environment and Forests, Government of India**
National Environment Awareness Campaign (NEAC)
- ❖ **Central Social Welfare Board, New Delhi**
Family Counseling Centre
- ❖ **Tamil Nadu Women Development Corporation Ltd, Chennai**
Self Help Groups
- ❖ **Chennai City Corporation**
Shelter programs for Homeless
- ❖ **NABFINS**
Direct Micro Credit to SHG members
- ❖ **CARITAS - CBR Forum, Bengaluru**
Empowerment of the Disabled
- ❖ **Ananda Foundation, USA**
Alleviating Poverty and Education Support

IWDI acknowledges with thanks the support rendered by the International Agencies and also the Governments of India and Tamil Nadu. It is IWDI's pleasure in submitting the Annual Report for the period 2014– 15 in your hands and solicits your support for times to come.

Thanks to all

Celinal Paul Daniel
Secretary, IWDI

Programs

1. Integrated Development of Handicrafts Clusters with Artisans Participation:

The program of "Strengthening the Handicrafts Industries", supported by Ministry of Textiles, Government of India under *Ambedkar Hastashilp Vikas Yojana (AHVY)* was initiated in Gummidipundi block in Tiruvallur District and Chennai District by IWDI during 2014-15 successfully. The program assured the preserving of the cultural inheritance, employment generation, transformation of local raw materials into useful goods and supplies to meet the needs of both rural and urban communities. Handicrafts also had great potential as they hold the key for sustaining not only the existing lot of artisans spread over length and breadth of the country but also for the increasing large number of new entrants in the crafting activity.



IWDI had been able to successfully implement the various components of the program like Social Interventions of Base Line Survey, Community Mobilization, formation of Artisan Groups, Workshops on Design and Technical Development (DTDW), Skill up gradation training in craft trades and HRD etc.

S. #	Trainings	Duration		No of Artisan participated
		No. of Days/ Month	Period From/ To	
1	HRD Skill up gradation training - Paper Machie Crafts	3 months	27/01/2014 to 26/04/2014	10
2	DDW - Artistic Cane Crafts	15 days	06/06/2014 to 20/06/2014	30
Total				40

The three months training on Paper Machie Crafts was conducted at Velacherry, Chennai district. Mr. S. Pottrarasam, M.F.A, Ceramist and the Master Trainer deputed by the office of the Development Commissioner (Handicrafts) trained the artisans.

The 15 days training on Artistic Cane Crafts was conducted at Walajapet, Vellore district. Mr. S. Sundara Mohan, Production Engineer and Master Trainer had been the instructor.

2. National Environment Awareness Campaign:

IWDI had been creating awareness on 2014 - 15 theme of "*Combating Desertification, Land Degradation and Drought*", supported by the Ministry of Environment and Forests, Government of India under the able guidance of the Nodal Agency, C P Ramaswamy Iyer Foundation, Chennai.

500 women had enthusiastically participated in the campaign. The awareness campaign's components included outreach of the theme through meeting, display and distribution of IEC materials like posters, banners card board cut outs on the hazards of plastic waste, depicting eye catching slogans, tree saplings planting, collection and safe disposal of waste and garbage, recycling of waste water and kitchen left over's in the kitchen garden etc with special emphasis on Desertification which led to Land degradation and Drought in the long run.



Interventions implemented under the program were:

- On 18th February 2015, a film show was organized at the Government Middle School, Natham. 132 students had been sensitized on the importance of Nature/ Environment Preservation
- One day training program on the theme at Periya obulapuram with 65 women participants on 20th February 2015
- SHG Rallies to highlight the adverse effects of desertification at Elavur, Natham and Sunnambukulam on 22nd February 2015 with 100 SHG members
- On 20th February 2015, a orientation program on tree saplings planting and enhancing the green cover had been organized. Local community leaders, SHG members, farmers, farm workers numbering around 100 participated. 100 tree saplings had been distributed to the participants by Mrs. Celinal Paul Daniel, Secretary, IWDI and Mr. Simon David, Natural Resource Management Expert

3. Women Development and Empowerment:

a. Family Counseling Centre:

The Family Counseling Center for the entire family and especially Women had been functioning at Gummidipoondi block headquarters. The FCC had been supported by the Central Social Welfare Board and had two Counselors, guiding the women in distress, family disharmony etc. The FCC also caters to the needs of the women referred by the District Administration and other line department officials.

IWDI's FCC had identified the major problems which resulted in the need for women seeking counseling and guidance from the FCC

- ❖ Partner having extra marital affairs,
- ❖ Domestic violence, Harassment, Abuse
- ❖ Dowry problem, love affair
- ❖ Drug and/ or Alcohol abuse
- ❖ Lack of mutual Trust, Insecure feeling



IWDI's FCC at Gummidipoondi had guided 284 women who had come to the FCC during 2014-15. Apart from counseling, the FCC also sensitized and educated the women on Domestic Violence Act 2005.

S.No	Details	Nos
1	No. of women sought counseling and guidance	133
2	No of women successfully counseled	85
3	No of women under ongoing counseling	33
4	No of women not coming for follow up	15

b. Self Help Groups:

IWDI had been one of the leading NGOs in Tamil Nadu, which worked with the urban slums and rural villages women under the Self Help Groups. The programme was being monitored by the Tamil Nadu Women Development Corporation Ltd.

IWDI had been supporting 1517 Women SHGs in Chennai City's slums with 23134 and 1479 SHGs with 20680 members in the Gummidipoondi block. All the SHG members had been provided with

Capacity Building trainings on better management of the SHGs, savings and credit both internal and external. IWDI imparted Income generation program and Leadership trainings to them.

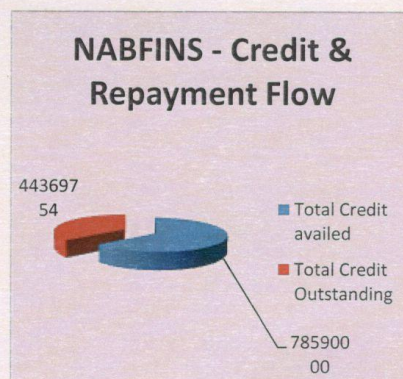
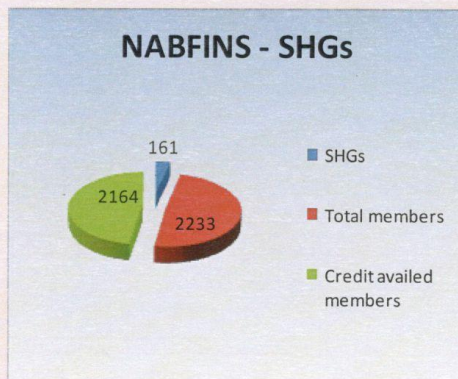
S. No	Name of the Block/ district	No. of SHGs	Total members	Savings	Credit	
					Internal	External
1	Chennai district	1517	23134	179854380	221172722	556030000
2	Gummidipoondi block, Tiruvallur district	1479	20680	174573960	211525741	465750000
	Total	2996	43814	354428340	432698463	1021780000

Under the Income generation program, women had been motivated to have dairy development, tailoring etc so that the micro enterprises could lead to economic empowerment of the women.

c. Micro Credit to SHG members:

Every development needs the back up of monetary support or credit at low interest rates and IWDI's long standing with the Women SHGs in Chennai and Tiruvallur districts had helped the SHGs in obtaining direct micro credit from NABFINS, a division of NABARD during 2014-15. 2164 SHG members out of 2233 SHG members from 161 SHGs, had availed credit from NABFIN, ranging from INR. 75000 to INR.800000 per SHG.

The SHG members who had been availing credit from NABFINS had been motivated by IWDI to take up Life Insurance cover from LIC of India and all the members had taken the LIC Insurance cover.



d. Sanitation, Water and Hygiene:

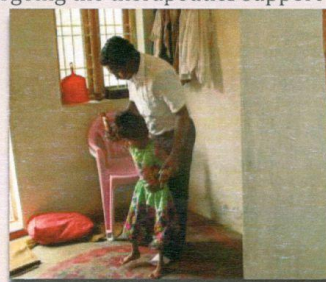
The District Rural Development Authority (DRDA), Tiruvallur district had supported IWDI in taking up the WASP (Water, Sanitation and Personal Hygiene) with the women in Gummidipoondi block. The ground level work, IWDI had initiated all these years and the good rapport IWDI had with the Women SHG members, had been instrumental in creating awareness on WASP among the women. IWDI had also taken up construction of Individual Household Toilets so as to wean away the community from open defecation, a major health and personal hazard to the women.

IWDI had been able to motivate the construction of 76 Individual Household toilets in Gummidipoondi block, through interest free credit advances of INR.5000 to 76 beneficiaries with the support of Habitat for Humanity India.

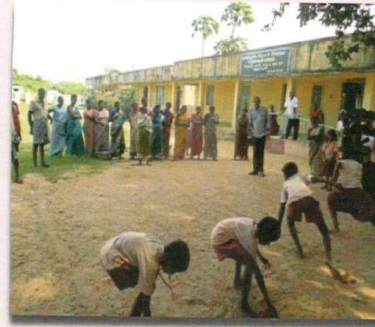
4. Empowerment of the Disabled:

The program for the Empowerment of the Disabled had been supported by CARITAS, through CBR Forum, Bengaluru for the third consecutive year. During 2014-15, IWDI had successfully implemented the program initiatives and was able to bring in qualitative changes in the lives of the Disabled in Tiruvallur District. The highlights of the program are:

- ❖ 104 Persons with Disability (PwDs) received the National Disability Identity card through the camp at Poondi organized by the District Disabled Rehabilitation Office (DDRO), Thiruvallur. Apart from the camp 10 PwDs also got the disability card through the efforts of the CBR workers.
- ❖ 11 Children with Disabilities (CwDs) had been undergoing the therapeutics support provided by the trained therapist supported by the Project.
- ❖ 72 PwDs had availed the Aids and Appliances.
- ❖ 15 Persons with Mental Illness were regular in taking treatments.
- ❖ 35 Teachers from Government primary schools had participated in the orientation programme by the Project on TLM Methods.
- ❖ 30 Teachers had adapted the TLM methods of teaching like storytelling, singing songs, using pictures and other methods.



- ❖ 28 Parents and 51 Children with Disabilities had taken part in Inclusive Sports meet organized on the observance day of Children's Day at Pudhuvoyal school, Gummudipoondi, Thiruvallur district.
- ❖ 29 CwDs availed the scholarships from the DDRO office Thiruvallur.
- ❖ 86 PwDs had been trained in Candle making and 67 PwDs had gained training in Paper bag making
- ❖ 4 PwDs were engaged in Cell phone servicing
- ❖ 2 PwDs got financial assistance for Income Generation activities from DDRO office Thiruvallur .
- ❖ 5 PwDs availed the Sewing machines from DDRO office Thiruvallur , that has increased the family income level.
- ❖ 6 PwDs had been referred for to avail the PHP pension
- ❖ 26 PwDs has availed the MNREGS card which guaranteed their livelihood.
- ❖ 6 DPOs formed and got loan amount of 6, 85,000/- from NABFIN , Bangalore
- ❖ 4 PwDs have taken part in the Suyamvaram (Matrimonial programme for Disabled) Programme organized by District federation.
- ❖ 55 PwDs participated in GramaSabha meetings
- ❖ 2 PwDs had applied for marriage assistance.
- ❖ 31 VDPOs formed during 2014-15 and 62 VDPO representatives had participated in the Capacity building program
- ❖ 1 Block level DPO formed and named as Sangaman BDPO
- ❖ 62 PwDs had contributed on the framing of byelaws and disseminated in their respective VDPOs.
- ❖ 4 BDPOs representatives participated the district level Adhalat



5. Skill Development Training to PwDs:

IWDI had been instrumental in roping in Providers Business Academy, Chennai to impart technical Trade Training on Cell Phone servicing for 90 days to 30 Persons with Disabilities .

Among the 30 trained PwDs, 4 PwDs had taken up Cell Phone Servicing as their Micro enterprise activity towards better Income Generation. Most of the trained PwDs had joined as service technicians in cell phone service centers with good remuneration.

6. Shelter programs for the Homeless:

Chennai Corporation had selected IWDI for providing Care and Support to the people with no homes to stay and who were living in the pavements, streets, dilapidated buildings at Shelter homes. IWDI had been successfully running two homes, one at Ambathur for the Men and another at Valasaravakkam for the Women.

The sheltered inmates at the Shelter homes had been provided with counseling, decent clothes, nutritious food and necessary medical care for their ailments. IWDI had provided recreation facilities



The staff at the Shelters had collected the personal history of the beneficiary in the format and the immediate needs of the person were analyzed. The counseling was based on the need assessment and the beneficiary was motivated to continue the livelihood activity one was pursuing. For those with no earlier livelihood venues, IWDI imparted skill development training in Zari embroidery, Candle making etc. All the inmates had been educated on personal hygiene and proper sanitation measures to ensure better health status. IWDI staffs also strived to reintegrate them with their families wherever possible.

S. No	Activities	Ambathur (men)	Valasaravakkam (women)
1	Number of inmates	30	30
2	Number of inmates in 2013	17	15
3	Counseling services availed	63	57
4	Job placements	22	51
5	Medical Treatment Referral - General	22	25
6	Old Age home referral	00	01
7	Reintegrated with families	04	05
8	Training on Livelihood	00	02
9	Medical Treatment Referral for MI	00	02
10	ID cards issues	31	31
11	Voter ID applied	00	30

7. Alleviating Poverty and Education Support

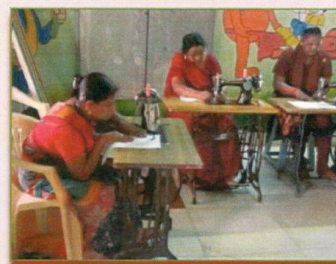
The project entitled "Economic Empowerment of Widows and Enhancement of Standard of Living of Families & Scholarships for Children of Widows and Destitute Women in Chennai city slums" Tamilnadu", supported by Ananda Foundation, USA, for the past ten years had brought in tremendous development among the target communities of women, children and widows.



During 2014-15, 10 SHGs with 174 members had been formed and strengthened in Chennai City Slums at Kolathur, PonnammanMedu and Villivakkam. The 10 SHGs had been linked with the banks for further savings and credit facilities.

a. Skill Development Trainings:

The need for skill development trainings for better Income generation had been identified and training on Candle making and tailoring was conducted for the selected beneficiaries. The trained beneficiaries were able to enhance their income level from INR.100 to INR.200 after the training.



S. #	Skill Training	Duration	Number of Trainees
1	Candle making	1 month	10
2	Tailoring	6 months	60

b. Supplementary Education Centers:

Two Supplementary Education Centers for the children in the slums had been in operation at new Avadi road and Kolathur. The Centers catered to the needs of children studying in 1st STD to 7th STD. two qualified and well experienced teachers had been imparting the much needed supplementary and supportive education in all subjects. The Supplementary education Centers had enhanced not only the educational skills of the children, but also their socializing skills, status of personal hygiene, general knowledge and brought out their hidden talents, who were the first generation learners.

S. #	Supplementary Education Center	Number of children	
		Boys	Girls
1	New Avadi Road	13	16
2	Kolathur	16	12
Total		29	28

c. Distribution of Educational Aids:

IWDI had identified 100 children with poor economic background for the distribution of educational aids under the project, supported by Ananda foundation.

Educational Aids package:

S. #	Educational Aid	Number
1	School bag	01
2	Note Books	1 set
3	Pencil Box	01
4	Lunch Box	01
5	Pen set	01
6	Water Bottle	01
7	Pencils, Sharpener, eraser etc	01 set



d. Distribution of Educational Scholarships:

100 children from the poor families availed INR.1000 each as educational assistance from Ananda Foundation under the program.

8. Staff

IWDI had engaged the services of 7 administrative personnel, 4 project coordinators and 20 counselors, social workers, community organizers during 2014-15. Around 20 volunteers had also participated in the various programs.

9. Overall Financial involvement:

During the 2014-15 financial year, a sum of INR. 55.49 lakhs had been utilized on program expenses

Partners in development:

- ❖ Government of India
- ❖ Government of Tamil Nadu
- ❖ Department of Handicrafts, Ministry of Textiles, GoI
- ❖ Ministry of Environment and Forests, GoI - CP Ramaswamy Iyer Foundation, Chennai
- ❖ Central Social Welfare Board
- ❖ Tamil Nadu Women Development Corporation
- ❖ DRDA and DDRO Tiruvallur District
- ❖ Corporation of Chennai
- ❖ NABARD Financial Services Ltd - NABFINS
- ❖ CARITAS, CBR Forum, Bengaluru
- ❖ Ananda Foundation, USA
- ❖ Providers Business Academy, Chennai

Photographs



Meeting for assessing the **Mental Health** status and Awareness by Experts from Basic Needs of India

WORLD DISABILITY DAY PROGRAMME Observed on 3rd December 2014 at Gummudipoondi



Educational Assistance to Students from Slum areas in Chennai .Thanks to Ananda Foundation