

Women's Organisation in Rural Development [WORD]

Enabling Women | Educating Children

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Offering Quality Services for the upliftment of rural women and children.

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Our partners in Development

 <p>terre des hommes netherlands</p>	<p>Terre des Homes - Netherlands.</p> <p>http://www.tdh.nl</p>	<p>Revolving Fund of Relief of Poor Program and Care and Protection of Children.</p> <p>From December 2010</p>
	<p>South Central India Network for Development Alternatives (SCINDeA).</p> <p>http://www.scindea.net</p>	<p>Integrated Community Development Program.</p> <p>From 2004.</p>
	<p>EWDE- Germany</p> <p>http://www.fairclimate.com</p>	<p>Microscale CDM Biogas Program</p> <p>From May 2011</p>
	<p>Freedom Fund, USA.</p> <p>http://freedomfund.org</p>	<p>Reduce the risks of Young Workers in Textile Industries from September 2015.</p>

	<p>Fullerton India Credit Company Limited. http://www.fullertonindia.com</p>	<p>Market Linked Vocational Training Program on Tailoring From August 2016</p> <p>Promoting Menstrual Health Hygiene Program with the provision of reusable sanitary napkin for Rural Women From March 2018.</p> <p>Market Linked Vocational Training Program on Beauty Care. From March 2019.</p>
	<p>Litworld, USA http://www.litworld.org</p>	<p>Lit club Activities From January 2017.</p>
	<p>Micro Credit for Mothers, Netherlands https://www.microkredietvoormoeders.org</p>	<p>Improve the Quality of lives by enhancing the entrepreneurial Skills to set up Income Generation Programs for the women affected by HIV/AIDS through Micro Credit Assistances in Namakkal District From October 2017.</p>

	<p>Voice Foundation, Chennai through the support of Google India/ TATA Trusts.</p> <p>https://www.google.com/about/values-in-action/internet-saathi/</p>	<p>Internet Saathi Program – to educate digital literacy & digital livelihood promotion among rural women in Namakkal District.</p> <p>From January 2018.</p>
	<p>Social Awareness and Voluntary Education (SAVE), Tirupur, India</p> <p>http://www.savengo.org</p>	<p>Forming Internal Complaints Committee – ICC & Works Committee – WC in the Textile Industries in Erode District</p> <p>From August 2018.</p>

FROM THE DIRECTOR'S DESK.....

Dear All,

I am extremely happy to meet you all again through the annual report for 2018-2019

WORD has crossed its thirty first year of its social service and entered in its thirty secondary year with great joy and regained hope. With all the rich experience it has attained in the long path having administered wide range of projects, we do hope to carry the things forward with the learnings blended with new innovations and quality delivery of services to the public.

On behalf of WORD and on my personal behalf, I would like to express my full-hearted thanks and gratitude to all those who have extended their financial, programmatic, organizational and technical guidance to us in the due course of time. Our thanks are due to our individual sponsors and funders to all our program initiatives.

We also thank the support and co-operation from all the government & non-government officials in Namakkal, Salem and Erode Districts, local elected representatives, co-working friends, staff team of WORD, development consultants, auditors, lawyers, philanthropists, media friends, well wishers, volunteers in the public and

people in the local areas who extended their absolute co-operation and support in implementing all our programmes successfully and diligently with people's participation.

Thanks for all the co-operation and expect the same in the future too....

Socially Yours,



M. Renida Sarala,
Director.
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Economic independence is the core and ultimate aim in any social development initiative. Through women development Program WORD has made tremendous linkages of loan assistances for the self help groups from banks.

Due to the growing need for the economic development of the rural women and men in Namakkal District, WORD joined in hands with HDFC bank under business correspondent model for its micro-credit program for the self help groups. The micro credit helps the group members to start various micro-enterprises to generate considerable income for the family and to spur the rural economy. It has to be noted that WORD has already implemented the micro-credit program with the funding support of ECLOF-India, Chennai and Mrs. M. Renida Sarala, Director of WORD is presently serving as a board member in ECLOF-India office at Chennai.

Till March 2020, 972 groups have been formed with 17001 rural women besides 41 male SHGs.

Each SHG is having their own savings accounts in the nearby banks and they are promoted to practice the internal thrift and credit process. The women group members were being given various intensive training packages including the induction and orientation training on the concept of SHGs, leadership training, Entrepreneurial Development program (EDP), Various Income Generation Programs like production of goods, Marketing strategies, various vocational training programs, value added services to the products etc.,

The groups have started to manufacture their own products. Many groups involved in manufacturing house-hold things, vermi-composting, toys making, bamboo products, garments, embroidery, chrosa works, glass painting, oil painting etc.

WORD is disbursing micro-credit assistance for the self Help Groups with the financial support from Terre des Hommes, Netherlands for various entrepreneurial activities of the self help groups.

The groups who have got loans from this micro-credit program have started ready-made power loom units, garment units, micro scale foot-mat making units, brick chambers, piggery unit, setting up grocery shops, hand loom units to make silk sarees etc.,

Till 31 March 2020, INR 15,92,76,906 has been disbursed to 7108 members in the self help groups.

The proceeds of the interest are being used to support the care and protection services for the vulnerable children and for their health and educational development in Namakkal District.



Under the South Central India Network for Development Alternatives (SCINDeA) network the Integrated Community Development Project is being implemented in 30 villages in Namakkal District with an integrated approach for the overall development of the community.

The program focuses with the wide range of integrated activities on health, education, child development, women and youth and development, sustainable environment and improved socio-economic initiatives for the families reeling under poverty through household and community based approaches.



WORD is one of the coalition partners of SCINDeA biogas coalition which is technically supported by Fair Climate Network. Under this project, 5000 end users will be identified and they will be built the domestic biogas units and they access the carbon revenues under Clean Development Mechanisms for their emission reductions.

The Host Country Approval for this project has been obtained from the Ministry of Environment & Forest, Government of India. The project has been registered with UNFCCC as a microscale CDM biogas project of WORD.

EWDE- Germany is investing the fund to construct the biogas units and would take forward the certified Emission Reductions for the next 6 years.

Till now, 300 biogas units were constructed in Namakkal District and are being maintained.



REDUCE THE RISKS OF YOUNG WORKERS IN TEXTILE INDUSTRIES

From September 1, 2015, WORD has started a new program to reduce the risks of young women in the Textile Industries in Namakkal District with the financial support of Freedom Fund, USA.

Under this project, WORD works in 50 villages in the textile bound area of Pallipalayam and Tiruchengode Blocks in Namakkal District. It is a new initiative designed by Freedom Fund to ultimately provide better protections to vulnerable populations to prevent cycles of exploitation.

The major activities under this project are awareness generation, formation and promotion of community support groups, formation and promotion of adolescent groups, medical care for the adolescents, career guidance for adolescents, impart life skills education, Conduct Film Based Curriculum to get away the risks on children exploitation in all forms, co-ordination with Government Departments Trade Unions, Mill Owners, Education Support to the adolescents to encourage their higher studies, provide job oriented vocational training programs, conduct medical camps for the adolescent girls who go to the mills, Setting up of Internal Complaints Committees (ICC) in the textile industries, Promotion of Micro Entrepreneurial Services, form and promote Multi Stakeholder Initiatives (MSI) to address the issues related to the risks of young women in the Textile Industries and have set up 50 children resource centers in the 50 working villages in Namakkal District.

As part of the Project Activities, WORD is also working with the Textile Industries to set up Internal Complaints Committees (ICC) in pursuance of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013. WORD is also a member of the Local Complaints Committee in Namakkal District as part of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013. WORD is closely working with the Department of Social Welfare in Namakkal District in this regard.

Coordinated interventions also includes:

- Engaging with communities to improve access to education, training, and employment opportunities, and reinforcing community structures and social services to reduce vulnerability among adolescent girls and young workers,
- Working with district and state-level authorities to strengthen worker rights

- Help families develop better economic opportunities and reduce their reliability on moneylenders and enable the government assistance schemes reach them effectively.



**MARKET LINKED VOCATIONAL TRAINING
PROGRAM ON TAILORING & BEAUTY CARE**

With the funding support from [Fullerton, India](#) Credit Company Limited under their Corporate Social Responsibility (CSR) Program, WORD is establishing and running satellite vocational training centers in various cities in Tamilnadu.

- From August- November, 2016, WORD established two vocational training centers both in Rasipuram and Namakkal to offer three months course on tailoring and embroidery for 100 women in Namakkal District.
- From January - March 2017, WORD established two vocational training centers in Namakkal and Omalur attaching to the Fullerton Branches of Velagoundampatty in Namakkal District and Omalur in Salem District.
- From May- July 2017, two vocational training centers has been established in Omalur and Edappadi in Salem District in Tamilnadu and trained 102 candidates.
- From January - March 2018, two vocational trainings were established in Vellakkovil in Tirupur District and Elampillai in Salem District to cater to 100 candidates.
- From March - May 2018, two vocational training centers were established in Udumalpet and Musiri in Tamilnadu and trained 103 candidates.
- From October 2018- March 2019, six vocational training centers were established in Udumalpet, Pollachi, Erode, Dharapuram, Kulithalai and Duraiyur to train 600 candidates.
- From November 2019- March 2020, WORD established six vocational training centers in Musiri, Lalgudi, Perundurai, Tirupathur, Kinathukadavu and Elampillai locations to train 600 candidates.

The trainees have been given comprehensive hands-on training on all tailoring technologies. They have also got assisted for employment linkages and self employment opportunities after this training program for increased family income.

From March 2020, WORD with the support of Fullerton India Credit Company Limited established two beauty care training program in Erode and Salem to train 100 women in beauty care concepts. Based on the success of this program model, Fullerton India supported WORD to establish four more beauty care training centers in Omalur, Perundurai, Kattur-Trichy and Pudukkottai locations in Tamilnadu from January 2020- April 2020.



With the support from Fullerton India Credit Company Limited, the program on Promoting Menstrual Health Hygiene for Rural Women is being implemented from March 2018.

Under this Program, a stitching unit of Safepad- a reusable, infection and odour free sanitary napkin was also established with the technical support from RealRelief based at Denmark.

The launching program for this project was held on 22nd March 2018 at WORD, Namakkal. Mr. Arun Aravind, CSR Manager- South; Mr. Mathusuthanan, Area Manager, Mr. Suresh, Cluster Manager from Fullerton India Credit Company Limited, Mr. Karthick Thangavel from RealRelief-India and Mrs. M. Renida Sarala, Director-WORD participated the event and introduced the Safepad- the reusable sanitary napkin. The stitching center for the safepad was also declared opened during this glittering event.

The stitching center in Namakkal is the very first center in the community based stitching for safepads in India. It receives various visitors both from India & abroad for visit for the replication in their respective areas. Besides, the stitching unit in Namakkal, WORD also

started a 6 months stitching centers in Karur and Erode to engage women for safepad during this year.

The safepads are being stitching, made QC, packed and marketed through a dedicated team.



LITCLUB ACTIVITIES

With the support of Litworld, USA we have launched litclub program in Namakkal District in Tamilnadu, India from December 2016. Under this program we have started this program with 8 litclubs in Namakkal District.

This program provides young people engaged with productive literacy experience during the out-of-school time and backed by Litworld's Guided by LitWorld's “7 Strengths” – Belonging, Curiosity, Friendship, Kindness, Confidence, Courage and Hope.

The children in these 8 litclubs are being taught every week end with the structured activities with the modules developed by Litworld, USA.



Improve the Quality of lives by enhancing the entrepreneurial Skills to set up Income Generation Programs for the women affected by HIV/AIDS through Micro Credit Assistances in Namakkal District

This project is being implemented from October 2017 with the support of Microcredit for Mothers, Netherlands.

Under this project, micro credit support is being offered for the women affected by HIV/AIDS to set up/ scale up with income generation programs. Constant follow ups are being made to assess their improvements.

Till March 2020, 117 women have been supported with the micro credit assistance for their income generation programs.



With the Corporate Social Responsibility (CSR) support of Google India, TATA Trusts through VOICE Foundation based at Chennai, WORD is implementing the Internet Saathi Program in Namakkal District from January 2018.

Under this program, 85 volunteers (Internet Saathis) have been appointed in Namakkal District. Each volunteer is assigned to work in 4 revenue villages. Each Saathi has been given two android mobiles through which they educate the rural women on internet and digital literacy.

As an add on component of this project, the awareness program was carried out in the community on early and forced child marriage issues through videos.

WORD with the support of VOICE Foundation, successfully carried out Digital literacy & internet safety among the rural women during this financial year. Now, WORD is carrying out and piloting the digital livelihood promotion with the network of N Store with the support of TATA Trusts.



WORD is part of the Multi Stakeholder Initiative –TN to promote the labour standards in the Textile Industries with the involvement of all the associated stakeholders in the Textile Industries in Tamilnadu.

With the support of Social Awareness and Voluntary Education (SAVE)-Tirupur and as a part of with the funding support of Partnership for Sustainable Textiles, a German multi-stakeholder initiative with members from the fields of business, politics and the civil society, WORD is facilitating the formation of Internal Complaints Committee in pursuant of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 & Works Committee in pursuant of the Industrial Disputes Act, 1947 in the Textile Industries in Erode District from August 2018 to improve the labour standards in the Textile Industries.

Till March 2020, WORD has formed ICCs in 10 Textile Industries in Erode District.

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