

# ANNUAL REPORT

## 2016-17



### **ARASAN RURAL DEVELOPMENT SOCIETY**

129 D Anna Salai, Kalakad, Tirunelveli- District

Pin-627 501 Tamil Nadu, India

Ph: 04635 –260966, 262443

Email: [arasankalakad@yahoo.com](mailto:arasankalakad@yahoo.com)

Website: [www.ardsindia.org](http://www.ardsindia.org)

## CONTENTS

SL NO	DECSCPTION	PAGE NO
1	From the Secretary's Desk	3
2	Introduction	4
3	Vision	5
4	Mission	5
5	Values	5
6	Management Board Of The Society	6
7	Staff Profile	6
8	Child Welfare Programme	7
9	Women Empowerment Programmes	7-8
10	Home For The Old-Aged	8-9
11	Swadhar Greh Home	10
12	Family Counseling Centre	11
13	Distribution Of Quilts With Support From CASA Chennai:	11
14	Vocational Training To Women	12
15	De-Addiction Campaign	12
16	Road Safety Awareness Program	13
17	Pre-Natal & Post-Natal Awareness Campaign	13
18	Eye-Camp	14
19	Consumer Awareness Camps	14
20	Animal Welfare Campaign	15
21	Acknowledgements	16

## From the Secretary's Desk...



Dear Friends,

I am very pleased to share our work in this report for the year 2016-17, our successes and our challenges, with stories of change.

It is my pleasure to state that our organization has completed 29 years of its services. In spite of all ups and downs in the past years. Our organization is making a big stride in its functions and services at district and state levels. I could observe that our SHGs have become the change agents in the community in terms of economic as well as social parameters. Many of the poor families are slowly coming out of the vicious circle of poverty and many SHG women have become successful entrepreneurs ensuring sustainable development.

Likewise, it is the time to strengthen the Creche Centre and find means for sustaining the child development activities. While we continue our free services to the marginalized groups such as deserted widows, Distress women and old aged people, we also stress on the participatory role of the target community in every development programmes. In all our deeds, we would like to thank all the stake holders and particularly the donors and the government officials for their generous support and guidance.

With requests of continued support.

Yours sincerely.

T. Kingsly Moses,  
Secretary, ARDS

## INTRODUCTION

**Arasan Rural Development Society (ARDS)**, is a Registered non-Governmental charitable organization Registered under Tamilnadu Societies Registration Act 27 of 1975 in the year 1988. A group of likeminded, committed and distinguished social workers organized a meeting on 20<sup>th</sup> August 1988 and discussed the emerging social and economic backwardness of the marginalized, disadvantaged and the most vulnerable communities in Tirunelveli district. They decided to register an organization called 'Arasan Vidhyalaya' and later renamed the organization into 'Arasan Rural Development Society' to suit their vision and mission.

The basic aims and objectives of the organization facilitate and guide the rural and urban poor and the disadvantaged communities in order to achieve equal participation and realize their basic needs and amenities. The organization has been registered under 12AA and 80G of the Income Tax Act of Ministry of Finance (GOI) of 1961 and systematically legitimized ARDS by registering with Foreign Contribution Regulation Act with the Home Ministry, Government of India, New Delhi.

ARDS prioritized to serve the underprivileged women, children, old aged and persons with disabilities. During the financial year 2016-17 ARDS implemented and benefited the target people under these following programs.

## VISION

**ARDS** visualizes a society where peace, gender justice, equal opportunities for women and children prevail with safe environment and abundant living through holistic development.

## MISSION

- Working with weaker and marginalized sections of the society with special focus on women, children, disabled and senior citizens for participatory inclusive development ;
- To eradicate poverty and empower the disadvantaged sections of the society through holistic education and providing them with sustainable livelihood.
- Providing micro credit to achieve economic independence and gender equality of women;
- Building alliances and networks among NGOs/Government and CBOs; and,
- Encouraging environment-friendly development alternatives with human values for better future for nature and humanity as a whole.

## VALUES

**RESPECT:** To respect each other's views and feelings within the organization and with people you work with as a representative of ARDS. To express ourselves, our opinions, suggestions and feelings in a respectful manner while regarding the dignity and self-worth of other individuals and valuing the other person's reality.

**ACCOUNTABILITY:** To work with complete transparency and integrity and in a manner wherein the employee is accountable towards the organization and all internal and external stakeholders for one's actions.

**EXCELLENCE:** To do everything with excellence and aspire for nothing less than excellence. To be organized in ones work while inspiring others to excel and reach the optimum levels of their potential. Excellence is also portrayed in the constant learning and evolutionary attitude of the organization and its people.

**PERSEVERANCE:** To have purpose and determination to work for the set goals in spite of hurdles and challenges faced. Unwavering belief in oneself and the organizational mandate will facilitate seeing challenges as learning opportunities rather than setbacks.

**COMPASSION:** To be compassionate with each other and with our beneficiaries so that one can go beyond empathizing and can work towards alleviating the suffering. Every employee who is recruited or who continues to be a part of the ARDS family needs to strongly present and aspire to these values in their actions, ideas and expression.

## MANAGEMENT BOARD OF THE SOCIETY

SL. NO.	NAME	ADDRESS	DESIGATION IN BOARD	AREA OF COMPETENCY
1	Mr. A. Andrew Belwin Samuel	Middle Street Dohnavur-627 102 Tirunelveli -Dist	President	Strategic Direction, Programme Development
2	Mr.T. Kingsly Moses	129-D, Anna Salai Kalakad -627 501 Tirunelveli -Dist	Secretary	Administration,Operations, Communication,Programme Development, Fundraising
3	Mr. A. John Martin	North Street Dohnavur -627102 Tirunelveli -Dist	Treasurer	Financial Management, Maintenance of books , custody of funds & securities,
4	Mr. B. Elango	S.N.Pallivasal Mavadi- via Pin-627 107 Tirunelveli -Dist	Executive Committee Member	Direction of Strategic Implementation of programme Monitoring and evaluation
5	Mrs. G. Kasthuribai	174 Church Street,Nazareth- Pin-628 617 Thoothukudi-Dist	Executive Committee Member	Management Information System , Design and Media Strategy
6	Mr.G.Johnsingh Winfred	South Street Dohnavur Pin - 627 102 Tirunelveli- Dist	Executive Committee Member	Management Information System, Communication and Documentation
7	Mr. N. Arumugam	ViyasarajapuramK alakad-627 501 Tirunelveli -Dist	Executive Committee Member	Event Management, Coordinating & organizing

## STAFF PROFILE

Type	Number
No. of Permanent Staff / Full-Time Staff .A	20
No of Contractual / Temporary Staff .B	0
No. of Part time Paid Staff .C	01
No. of Volunteers .D	15
Total No. of Staff (A+B+C+D)	35
Percentage of Female Staff out of Total Staff	92%
Percentage of SC/ ST/ OBC members out of Total Staff	SC :34%, OBC:66%
Percentage of Staff with Disabilities out of Total Staff	8%

## I. CHILD WELFARE PROGRAMME

### Early Childhood Education:

ARDS has been conducting one Crèche Center at Deivanayagaperi in Cheranmahadevi Block with the financial assistance of Central Social Welfare Board, Govt. of India, New Delhi. The poor women in this village are wage earners. They need to go for work with leaving their children in their homes. They suffer from malnutrition and losses their opportunity for their basic education.

This centre function from 9.00 a.m to 4.00 p.m with break for food, and games and sleeping. Children are taught alphabets, numbers, names of birds, animals, things and the back ground of their neighbourhood. They learn through play way methods. They are also taught on good health principles through practice. Such as hand-washing, nail cutting, brushing of teeth and using toilets. These children adopt and practice these good health

practices in their homes, they become eventually 'health ambassadors' to their families. In order to promote the health of the children, mid day nutrition is also provided. Periodic health check-ups are conducted in which height and weight of the children is measured periodically. Children between the age group of 2-5 years are being benefited.



## II. WOMEN EMPOWERMENT PROGRAMMES

### Self Help Groups (SHGs) /Micro Credit Programs for Women Development

Organizing the rural women into community based groups gains much power and opportunities for fighting the rural poverty and all sorts of social and gender injustices. Hence ARDS has been organizing the rural women into Self Help Groups popularly known as SHGs. Each SHG consists of 12 to 20 women who live below the poverty line and living as homogeneous group in a same locality. They conduct regular (weekly / fortnightly) meetings. Besides savings (mostly Rs.50/100 per month) by each member, they also involve in analyzing the community issues and planning and acting for the solution of the social issues. Their urgent and immediate financial needs are met through the internal lending of the SHGs out of their savings. ARDS also facilitate the groups to avail credit from the Banks and the Government departments for initiating their economic enterprises. Tamil Nadu Corporation for Women Development has recognized ARDS under 'Mahalir Thittam' for organizing SHGs and training the SHGs' leaders and members and provides grant-in aid to our activities. ARDS has so far organized 610 groups (529 women groups and 81 men

groups) in Kalakad, Cheranmahadevi, Ambai, Nanguneri, Valliyoor, Radhapuram, Pappakudi, and Palayamkottai Blocks in Tirunelveli District in which 172 NRG groups organised under Mahalir Thittam. These groups have received direct loan from banks and subsidy combined revolving fund. ARDS has also issued loans to SHGs for their micro enterprises, development activities by availing credit assistance from Govt. Departments/MFIs for Dairy units, Goat Farm, Tailoring and Garments making, Petty shops, Grocery shops, Snacks and Tea stalls, Food processing, Debt redemption, Agriculture, Fish/Meat stalls, Vegetables/Fruits/Flowers vendors etc.



### III. WELFARE PROGRAMMES

#### Home for the Old-aged

ARDS has been running a Home for the Old-aged in the name of 'Anthichchulai Old Age Home' since 1.2.2002 under the scheme of Integrated Program for Older Persons with the support of Ministry of Social Justice and Empowerment, Government of India, New Delhi and local donations. The Home for the Old-aged has been operating at Nanguneri in Tirunelveli District. At present 25 old aged persons are residing in the home out of which 7 are men and 18 are women. The Old age people are being cared sincerely by providing them all necessary facilities and services. The aged people uncared by own children, unmarried people, persons with no children, uncared by relatives, etc.

are living in the Old age Home. The uncared old age people come to the Home through the news paper, neighbours and information from hearing from other sources.

The inmates are residing in well built buildings in comfortable rooms. Each inmate is provided a cot, pillow and bed sheets along with separate lockers. Bathroom and latrine facilities are arranged as adjoining complex.



Nutritious and delicious food is being provided to the inmates three times in a day. Tea and snacks are given both in morning and evening. Special meals are provided during festivals and other important days. Vegetarian and non-vegetarian foods are given as per the habit of the inmates and special food is provided to the sugar patients. Periodic health check-ups are undertaken by the part time medical practitioner who visits the Home once in a week. Any ailments identified are attended immediately. The nurse helps the inmates for the follow-up treatment. The Home assistants help the inmates for having easy bath and washing cloths. The rooms are cleaned twice a day. Daily/weekly spiritual gathering and monthly picnics, excursion (once in a year) make the Old age people refresh their minds and feel happy. The opportunities for rearing rabbits, doves, ducks and hens and also gardening works relieve their minds from tension and boring status. The inmates are also spending their time in other recreational activities such as watching television, hearing radios, reading newspapers/magazines / books and playing indoor games.



During the year 4 old age people (2 male and 2 female) died due to old age. They were taken to Govt. Hospital, Govt. Medical College Hospital (High Ground) and given treatment. In spite of the treatment they could not recover from illness and died. Death certificates were received from the hospital authorities. The organization made arrangements for the burial.

We are happy to report that the old aged people are leading a peaceful and satisfied living in our Home. The Superintendent of the old age home, Social workers and Assistants give full attention to the inmates. On behalf of these old aged beneficiaries we thank the Government for supporting this noble service.

## SWADHAR GREH HOME

The Swadhar Greh Home is functioning at Nanguneri at the Taluk Headquarters in Tirunelveli District, since 1.4.2016 onwards with assistance from Ministry of Women and Child Development, New Delhi. The women deserted by husbands, tortured by drunken husbands, neglected due to un-marriage, suffered by the ill-treatment of in-laws and parents, widows, uncared, deserted during pregnancy, un-wedded pregnancy, left home due to bad habits of husbands, sexual workers, etc. are admitted and rehabilitated in the Swadhar Greh Home. The affected women can't go back to their homes after putting case against their husbands/in laws. In these circumstances, suicide alone seems to be the solution. They are sent to this Home by the All Women Police Stations, Organizations, etc. This Swadhar Greh Home provides timely shelter to such women and extends all possible counseling, legal aid and rehabilitation services.

Meditation and worship are conducted morning and evening regularly in the Home. Television and newspapers are provided for recreation. The Home also arranges for education to the children of these distressed women. Under the rehabilitation program tailoring training, typewriting, computer training, decorative flowers making, toys production, wire bags preparation, gardening, cooking practice, etc. are organized in the home. The affected women from other states are admitted into the home and their parents were identified and re-united with them.



A part time doctor visits the home every week and gives treatment to the women and children. The superintendent of the home, counselor, rehabilitation trainer, etc. takes care of the inmates with dedication. This year 85 women and 52 children were benefited by this program.

### Meeting of Sub-Committee Members:

A Sub-Committee consists of an Officer from Social Welfare Department, Medical Officer, Police Officials, Lawyers, Child Development Project Officers, etc. was formed and their meetings are conducted regularly once in 3 months. Issues such as development of inmates, rehabilitation, etc. were discussed in the meetings.

## FAMILY COUNSELING CENTRE

Matrimonial disputes often caused by the gender discrimination against the women by their husbands and in laws end with victimization and desertion of women. In order to set right the things at the initial stages itself, proper counseling and guidance is required for the couples particularly for the rural folk. If the issue goes beyond the rapprochement, legal aid is also extended to the women either to approach the police or court. In case of identifying the situation of physical or mental violence against the women prevailing in their homes, they are guided to reside in Swadhar Greh Home of ARDS. ARDS has been running this Family Counseling Center at Kalakad with the financial assistance from Central Social Welfare Board New Delhi and Tamil Nadu Social Welfare Board, Chennai for the past 13 years. It has been facilitated by 2 Counselors (one male and one female). They patiently listen to the issues of the couple and sensitize the men on the importance of gender equality and women's rights and guide them to resolve their issues amicably with mutual tolerance. During this financial year 357 cases families in dispute have been solved.



### Distribution of Quilts with support from CASA Chennai:

During this financial year, 156 Quilts have been distributed to the inmates of Old age Home and Women and Children of Swadhar Greh Home. These quilts have been supplied by CASA Chennai. ARDS NGO and the beneficiaries are very much thankful to CASA for this noble support.



## VOCATIONAL TRAINING TO WOMEN:

ARDS has been conducting regular Training on Tailoring to the poor young girls / women to upgrade their skills towards wage-employment or self-employment. The tailoring training is very easy to learn and the investment is very little. At the same time the stitching of clothes is very much needed and lot of possibilities are available for starting tailoring unit. During this year 62 women / girls were trained in Tailoring.



## DE-ADDICTION CAMPAIGN

ARDS conducted special workshop for SHG women at Kalakad on the evils of drug abuse and steps to stop smoking and drinking of alcohol. About 78 women participated in the workshop and discussed the means for propagating the evils of drugs, smoking and alcoholism. Phamlets on the ill-effects of drugs and alcoholism have been issued to the public. 22 alcoholic addicted persons were given counseling and referred them for treatment at De-addiction Centre's in the nearby district.



## ROAD SAFETY AWARENESS PROGRAM

Road accidents have been on increasing rate due to the overcrowding of vehicles and people on the road. A large section of our people who are illiterate do not have the knowledge on traffic rules – particularly rural women’s knowledge on traffic rules lags behind. In order to create awareness among the rural women on traffic rules and road safety measures an awareness camp was conducted at Kalakad in which more than 123 women participated.

The local taxi and truck drivers and auto drivers were also attended the workshop. The role of local people and way side shop keepers in keeping the roads clean from traffic jam were discussed. Need for separate lanes for walking people was also stressed. The newly laid Four Lane National Highways and its operational issues are also discussed.



## PRE-NATAL & POST-NATAL AWARENESS CAMPAIGN:

Health care awareness is very less among the rural people and people suffer from various diseases due to lack of awareness. If awareness on health care practices is known they should have saved time, money, sufferings, etc.

Ante-natal and post-natal care is very important to save mother and child. The mother as soon as they conceive should be taken to the doctor for periodic check-up and to know the growth of the baby. The mothers should be given TT during fifth and sixth months and the weight of the mother should increase.



The mothers should take greens and iron tablets to increase the blood. Nutritive food, minimum household work and rest are needed for normal delivery. The organization has conducted a meeting among SHG women at Dohnavur to create awareness about the pre-natal and post-natal awareness. The importance of breast feeding and first milk to the baby is very useful and important. The need for immunization of children was explained.

## EYE-CAMP:

ARDS conducted Eye-Camp with the collaboration of Aravind Eye-Hospital, Tirunelveli. This camp scanned 155 patients for vision deficiency of which 25 were diagnosed for catarrhs, 34 were prescribed for spectacles. Referrals were made for surgery.

The camp also involved in prescribing spectacles and distribution. As a welfare measure, this camp was conducted for the poor. The inmates of ARDS Oldage Home and Swadhar Greh Home were also benefited by this Camp.



## CONSUMER AWARENESS CAMPS:

ARDS conducted Consumer Awareness Camps in our target villages. The Government is enacting various laws to protect the consumers. The consumer has the right to know the content in the product, weight, price, date of manufacture and the expiry date, etc.



The consumer courts are established to deal the matter of consumer protection. The cultural programs on consumer rights and various means to protect the consumers from cheating of goods and services were performed. The knowledge on various Acts to protect the interests of consumers was also imparted.

## ANIMAL WELFARE CAMPAIGN

The organization has been taking steps in the welfare of the animals. The uncared animals such as cows, oxen, horses, etc. wandering on the streets in the big towns and cities. These animals are left by the owners and some of them came from the rural areas.

These animals sometimes meet with road accidents and suffer very much without proper feed, care and attention. Accidents occur due to crossing of animals on the roads. The organization has conducted a meeting among SHG women at Kalakad to create awareness about Animal Welfare and it is planning to start major programs for the welfare of stray animals.



There are millions of stray and homeless animals in India today. The ARDS does what is practically possible to control these numbers in a humane way for e.g. by adopting procedures such as Animal Birth Control. But due to severe financial and infrastructural constraints, it is impossible for the ARDS to individually provide shelter for all these animals. If each one of us were to adopt one stray/ homeless animal, the numbers of those without shelter would become negligible.

## **ACKNOWLEDGEMENTS**

Arasan Rural Development Society expresses its sincere gratitude to all the donors, Central & State Government Departments, Govt. Officials and everyone who generously participated in our programmes and extended their support assisted for the successful implementation of development programs.

T. KINGSLY MOSES  
Secretary, ARDS

### **Office Address**

**ARASAN RURAL DEVELOPMENT SOCIETY**  
129 D Anna Salai, Kalakad, Tirunelveli- District  
Pin-627 501Tamil Nadu, India  
Ph: 04635 –260966, Fax: 04635-262443  
Email:arasankalakad@yahoo.com  
Website: [www.ardsindia.org](http://www.ardsindia.org)