

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)

Legal name	Association for Social Solidarity and Empowerment Training Trust (Asset Trust)
Registered Address	14 II Floor Muniyandi koil lane, Manjanakara Street, Madurai - 625 001, Tamil Nadu, India Project Field Office : 70 Balaji colony, (Near Perumal Koil) Nilaiyur, Madurai - 625 005, Tamil Nadu, India
Person to contact	Krishna Amirthalingam
Designation	Project Director
Email id	Assetbasha2011@gmail.com
Contact number	Cell : 7708107859 Land line : 0452-4267389
Website	Nil
Date of incorporation	27.07.2011
Location(s) of operation (states, districts, areas)	Thiruparankundram, Sedapatti , M. Kallupatti block in Madurai District, Tamil Nadu
NGO Registration	Registered under Indian Trust Act of 1988 in the year 2011 : Registration Number : 1233
Government ID Number	Indian Trust Act Government of India ID Number : Government ID (Unique ID Number) : TN/2016/0104016 Registered under NGO Darpan, Planning Commission Government Of India
Tax Exemption under	12A : AAETA7691P/05/17-18/T-0288 80 G : AAETA7691P/05/17-18/T-0288/80G
Membership with	Guide star India, Mumbai
Quality of service.	Women and Children's Awareness Program Herbal Medicine and its practices Promotion among Rural and Urban masses Income Generation program Reproductive and Child Health Program Organic farming project for Rural youth and women self help group members



Asset Trust Logo

Background of the organization:

We happy to introduce ourselves that Asset Trust is a Non-Governmental Organization registered under Indian Trust Act of 1882 in 2011. Its thirst areas are Poverty reduction through income generation programs, skill development programs, women and child development, health development, formation and strengthen of Women Self Help Groups in Thiruparankundram block of Madurai district in southern part of Tamilnadu about 400 Kms from Chennai, capital of Tamilnadu State (Province). The project highlights to empower and ensure the regular income and employment of the burial ground working women and to get relief from the poverty conditions. The trades selected by the beneficiaries are having marketing to the products through out the year with low investments and high profit margin.

Vision:

A society in which all the people live with pride, prosperous, free from poverty, bondage, violence, rights violations, health hazards and health risks, and have necessary personal qualities, individual and collective infrastructures.

Mission:

Empowering and developing the target communities to build their own environment, necessary structures and systems, solve their own problems and issues and to have control over all round development process and their destiny through assertion of their socio-economic and political rights, to effectively use their collective power to enjoy good governance and to intervene effectively through Networks of community based organizations in all issues.

Main goals of the organization:

- a. Empowering women socially, economically and politically to achieve equality in opportunity and status and gain the capacity for community leadership, personal autonomy and economic liberty through awareness campaigns, advocacy interventions, vocational trainings and entrepreneurial initiatives.
- b. Liberating the children from violence and exploitation and shaping them into responsible, healthy and educated citizens, as a part of the personal, family, local and national overall development through childhood protection and promotion activities.

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- c. Reduction of poverty and increasing the standard of life of the rural poor marginalized and disadvantaged community.
- d. Promoting and protecting the rights of women, marginalized, disadvantaged, vulnerable and indigenous and socially excluded people through awareness campaigns, seminars, workshops, motivational training and cultural programs.
- e. Eradication of poverty and enhancement of the standard of life, both socially and economically of the rural downtrodden, marginalized, disadvantaged and socially excluded masses.
- f. Creating a clean, healthy and unpolluted environment for the target communities.
- g. Creation of responsible citizens to play their roles effectively in the society and lead their life in barrier free way.

Objectives:

- a. To reduce the menace of poverty among the rural poor and build appropriate infrastructure through various rural development strategies.
- b. To reduce water-borne diseases by ensuring the availability of protected water for all the people in the target area through collective actions of possible stakeholders.
- c. To facilitate the creation of comprehensive sanitary facilities in the target area for leading a healthy life.
- d. To reduce the incidence of STD/HIV/AIDS infection through awareness, prevention strategies and other means in the target area.
- e. To reduce the problems in Reproductive Child Health through health care and awareness education.
- f. To increase the income and income earning capacities of the target people especially poor, marginalized women through imparting skills required for involving in income generation activities and implementing income generation projects with the collective efforts of various stakeholders.
- g. To eliminate child labor in the in the target area and providing rehabilitation measures for the overall development of children to build as the pillar of the Nation in the future.
- h. To empower women (Rural Poor, marginalized, disadvantaged) through various kinds of socio-economic and cultural interventions, developmental programs, capacity building actions etc. to play their due role in the overall development process.
- i. To conserve soil and water through Watershed Development Actions and strengthening of Water Harvesting structures and practices.

The current Activities : Even though “ ASSET” has identified different target groups such as women house hold workers, women prisoners and women in prisoner’s families and unorganized daily wage coolie women workers, burial ground women workers and scavengers, who have not been given enough attention to bring them into mainstream of development, its rich concentration is at present on the empowerment of “ Daily wage Coolie Handloom Textile Women Workers and Women burial ground workers and Scavengers”. Various need based trainings, seminars and meetings are conducted for the target women community to enrich their knowledge and enhance their decision making powers. The main focus is on - Formation & strengthening of Handloom daily wage women workers, women burial ground workers & scavengers union - Leadership, health , Legal , Cultural trainings for members local people’s organizations , - Advocacy lobbying works - Networks with likeminded NGOs & People’s associations. - Identification & Training of potential women volunteers.

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Email : assetbasha2011@gmail.com

Field Office : 70 Balaji colony, Kaithari Nagar, Near Perumal Koil, Madurai - 625 005
Tamil Nadu, India

Operational Area : Tamil Nadu/Madurai District/Thiruparankundram, M. Kallupatti and Sedapatti blocks inclusive Rural and Urban areas

Asset Trust's Executive Committee Members

Krishna Amirthalingam Social Worker - Managing Trustee / Project Director

C. Chinnaraj - Trustee

T. Kalavathi - Trustee

P. Rajathi - Trustee

Achievements :

Formation and development of self Help Groups to poor women is the foundation for empowering the rural women. Asset Trust has organized 20 women SHGs. Each SHG has 15 to 20 members headed by an animator and a representative. They conduct regular meetings every week and save normally Rs.50 to 100 per month per member. The savings amount was internally lent among the members for their urgent need of expenses. Further, Asset Trust assists the group members by issuing them loan and arranging credit linkage with economic enterprises. So for Asset Trust has issued direct loan to the tune of Rs.60,000 which has enabled 30 women additional micro finance support to start their own micro enterprises such as goat rearing, cutting and stitching garments, dairy, poultry, run petty shops, vegetable , flower and fish vending dept redemption etc. Besides savings and economic enterprising activities, these SHGs involve in community development activities also, they participate in Gram Sabha meetings and play key roles in reconstructing the rural economy in favour of women and other weaker sections. Association for Social Solidarity and Empowerment Training Trust (Asset Trust) and Training wing is having a well equipped infrastructure, Equipments, Training Hall, and human resource like Master Trainers, Experienced Project Scholars, and Project Assistants working in our organization.

Infrastructure :

Our campus offers a variety of accommodation facilities with rented building such as 2 common living rooms each with two bed and attached bath rooms in four different unit to make it convenient for interactive training. 2 twin bedded rooms with attached bathrooms and separate accommodation for resource persons. Our organization's Training hall can accommodate around 60 participants. It is provided with overhead projectors, acoustic and lighting equipments and audio systems. It is designed to conduct business related seminars and conferences. Two seminar halls have a seating capacity of 30 participants each.

Make a Donation Online

The donations to Asset Trust are exempted from Income Tax under Section 80-G of the Income

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)

Tax Act 80 G : AAETA7691P/05/17-18/T-0288/80G

Donation Options in favor of Asset Trust

Bank Particulars

Account Name : **Asset Trust (Association for Social Solidarity and Empowerment Training Trust)**

Bank account Number : 327100050304993

Bank Address :

Tamil Nadu Mercantile Bank, D. No : 87/1 Aruppukottai Main Road, Villapuram, Madurai - 625 012, Tamil Nadu, India.

A/C Type : Savings Bank Account

IFSC Number : TMBL0000327

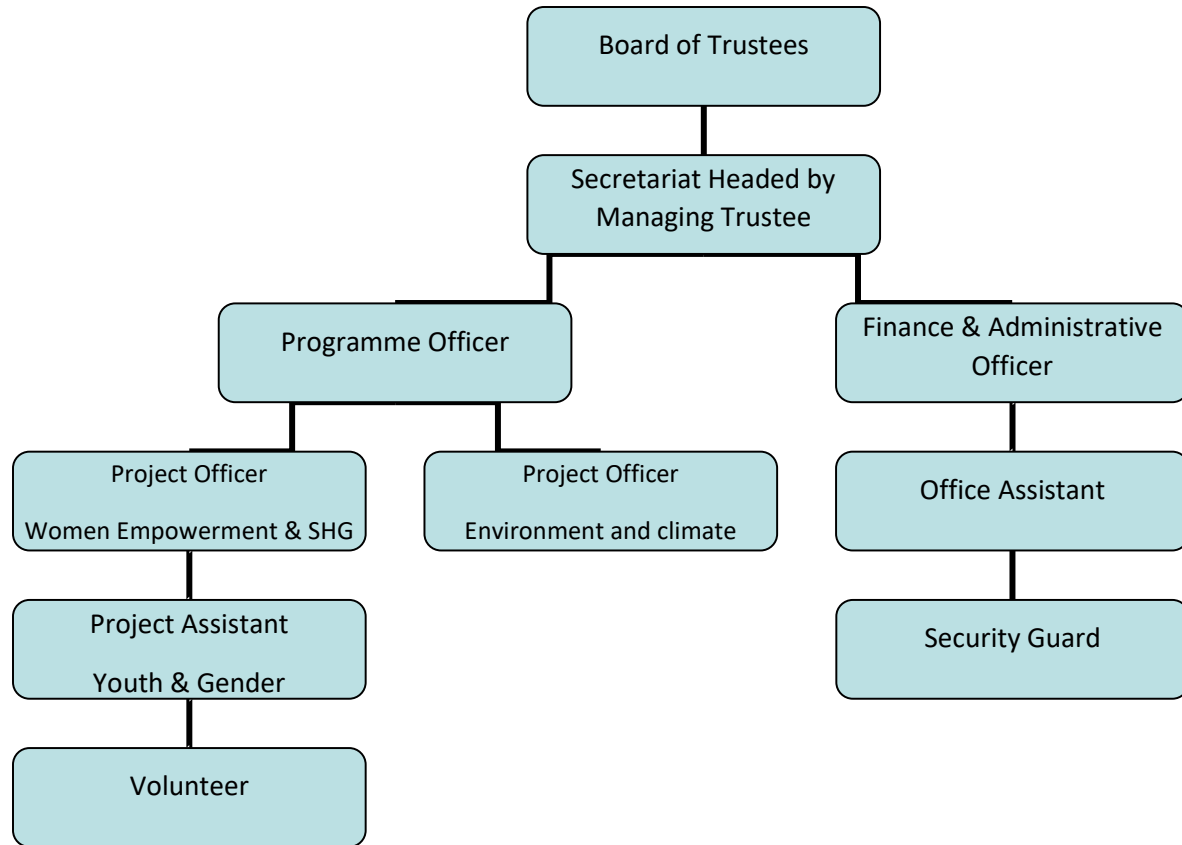
Chief functionary name : Krishna Amirthalingam

Educational qualification : M.A.,

Years of experience : 25 years rich experience in NGO field

ASSOCIATION FOR SOCIAL SOLIDARITY AND EMPOWERMENT TRAINING TRUST (ASSET) ORGANISATIONAL STRUCTURE

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)



Activities Photos



Girl Education Promotion Seminar for Rural Women



Evening Tuition Centre for School Student



Seed ball concept towards Greening Earth at school and Community Awareness Training among School Children



Women Self Help Group leadership Training



Women SHG Meeting

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)



NGO Network and fund raising Training



Note Books, Pencil, Pen distribute to Poor Girl children (those who are daughters of Daily wage Handloom Textile Women Workers)



Daily wage Handloom Textile Workers Rights Awareness Training



Unorganized Road side Flower Vendors Special SHG Meeting

ASSET TRUST PROGRAM ACTIVITIES PHOTOS WITH DESCRIPTION



Children are active in learning while they attend the Evening Tuition program at Valayankulam village,

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)

from Thiruparankundram block, Madurai District, India

Children of M. Kallupatti village Tuition program wished the Tuition Master K.Ochadevan when they joined that day's tuition class.



Kaviya, a 6th std student of Vandapuli village studying in a Local Government High School responded to the question of the tuition teacher on what she learnt in the tuition.

Yoga Practice exercising Yoga while they were attending training program on Personal Hygiene and Counseling in Madurai.



Women SHG members underwent a Skill Development training in Banana Fibre based products making in our office at Madurai.



Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)



The trainer demonstrated on making of Baskets out of Banana Fibre to the Women SHGs members who attended the training program at Madurai.

Adolescent Girls and school dropouts were involved in learning the skills in Screen Printing and the Training was held at Valayankulam Field office.



A few of the children affected by HIV/AIDS (CAA's) were enjoying by playing at Vaigadam when they went for a one day picnic.



Young girls and Women members were enthusiastically learning on Needle work and Dress Making in our Tailoring Training Centre at our Training Centre



Children of Nilaiyur Village were making best use of the evening tuition program for their better performance in class exams.

Dhiviya studying 4th std in the Local Government Primary School has presented what she memorized in front of other children in the Presence of her tuition teacher on 8th and 9th tables (Mathematics) without seeing the table book proudly and happily.



Mrs.Pavunuthai of Ayyanarkulam village is seen with her goats. She was given a goat from her village women SHG because she had kept her second girl baby when she was in a dilemma over whether to keep the baby or to abandon it. That one goat became multiplied in to many now.



The women SHG members of Mangalravu village from sedapatti block were busy with the renovation of village pond as part of Village Watershed Development Activity with the own initiative of the village committee, village administrative committee, and women SHG members. It will then lead for improvement in water source availability and increase the ground water level in the areas.



The village community on their own taken steps to improve the ground water level with the participation of the village committee, village administrative committee, and women SHG members of Mangalrevu village were busy with the renovation of village pond as part of Village Watershed Development Activity. It will then lead for improvement in water source availability and increase the land coverage comes under cultivation.

Organization Profile – Association for Social Solidarity and Empowerment Training Trust (Asset Trust)



The women SHG members, the village committee and village administrative committee of Mangalravu village from sedapatti block were involved in the renovation of village pond as part of Village Watershed Development Activity. This will improve the ground water level in and around the village and will avoid scarcity of water for potable purpose in future.



The village community on their own taken steps to improve the ground water level with the participation of the village committee, village administrative committee and women SHG members of Mangalravu village from sedapatti block . They were involved in the renovation of village pond as part of Watershed Development Activity. It will then lead for an improvement in ground water source and reduce the drinking water problem for the people in the village.



The mother is seen with her 3 girl children. The 2nd and 3rd girl children have been saved from Female Infanticide; it was because of the tired less effort of the local women SHG members from Ezumalai village from M. Kallupatti Block. She is still in worry over the 3 girl children's future.

A grand mother is with her daughter's daughter. The child's mother was not happy to keep with her. She is alive because of the grand mother. Now parents have accepted her. T. Krishnapuram village, M. Kallupatti Block



These 2 girl children are seen with happiness because they were escaped from Female Infanticide and they are going to school. But the mother is look sad over how to take care of future education expenses and marriage expenses with poor income sources.

Young girls and Women SHG members taking the training of Book binding at Athipatti village block Sedapatti block



were



Chalk piece making training was given to women SHG members at Nilaiyur Village from Thiruparankundram

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block, Madurai. They will be linked with banks for credit assistance and income generation.



Cloth painting training was given to young and adolescent girls for promoting women entrepreneurs and self employment at Nilaiyur from Thiruparankundram block Field office.



Design work in sarees and Women wear items like Sardhoshi Training was provided to SHG Members in our field office at Thiruparankundram block .



Our SHG members participated in the district level Panchayat level Federation (PLF) competition conducted by the Asset Trust cultural Awareness programme and our women self help group members Athipatti village from Sedapatti block has won the first prize amidst clapping and congratulations.

Thanking you,

Krishna Amirthalingam, Project Director,

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