



# Annual report

# 2017-2018

**149/42, Ellaiamman Koil Street, Vannarthurai, Adayar,  
Chennai – 600020  
044-24462703 / [thozhamai@gmail.com](mailto:thozhamai@gmail.com)**

## Acknowledgement

We the THOZHAMAI team take this opportunity to express our profound gratitude to

Action Aid - HP

Concern India Foundation

CWDR

Dr. Johannes Mispagael

Unicef - Drought Assessment through IAG

ECOMWEL

Feed the Minds

Good Shepherd – Preparation and printing of Adolescent lifeskill book

NAZ Foundation – Goal programme

Smile Foundation

UNICEF - Media observatory in childrights in Tamilnadu & Advocacy and engagement with stake holders

Vanavil – Education project

Other individuals and organizations who were happy enough to extend their solid support, guidance, suggestions and encouragement for the successful completion of this program period without which this could have not been possible for us.

We wish to record our sense of gratitude for all the expert advice throughout the year extended by the all the experts in the field of work.

We extend my sincere thanks to all the media personnel and the community members who were instrumental in taking forward our efforts.

Apart from the efforts of the team, the success of all the works related studies or projects depends largely on the encouragement and guidelines of many other who are associated with us through the journey. At this juncture I would like to remember and thank Thozhamai's Board of Members and all the Staff Members who stood with us throughout this period and in the journey.

Last but not the least I wish to record my sincere thanks to all those who have contributed either directly or indirectly for the successful completion of the study.

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## LIST OF ABBREVIATIONS

| <b>S.NO</b> | <b>Term</b>   | <b>Expansion</b>                                   |
|-------------|---------------|--|
| 1.          | <b>AA</b>     | Action Aid   |
| 2.          | <b>CBO</b>    | Community Based Organization                       |
| 3.          | <b>CC</b>     | Children 's Collective                             |
| 4.          | <b>CI</b>     | Cultural Initiative                                |
| 5.          | <b>CRY</b>    | Child Rights and You                               |
| 6.          | <b>CWC</b>    | Child Welfare Committee                            |
| 7.          | <b>DCPU</b>   | District Child Protection Unit                     |
| 8.          | <b>ECCE</b>   | Early Childhood Care and Education                 |
| 9.          | <b>ICDS</b>   | Integrated Child Development scheme                |
| 10.         | <b>ICWO</b>   | Indian Community Welfare Organization              |
| 11.         | <b>JJB</b>    | Juvenile Justice Board                             |
| 12.         | <b>LEAD</b>   | League for Education and Development               |
| 13.         | <b>NCPC</b>   | Nighbourhood Child Protection Committee            |
| 14.         | <b>NCPCR</b>  | National Commission for Protection of Child Rights |
| 15.         | <b>NGO</b>    | Non Governmental Organization                      |
| 16.         | <b>NYK</b>    | Nehru Yuva Kendra                                  |
| 17.         | <b>OBR</b>    | One Billion Rising                                 |
| 18.         | <b>PDS</b>    | Public Distribution System                         |
| 19.         | <b>RTE</b>    | Right to Education                                 |
| 20.         | <b>RTI</b>    | Right to Information                               |
| 21.         | <b>SAND</b>   | Social Action for New Development                  |
| 22.         | <b>SCPCR</b>  | State Commission for Protection of Child Rights    |
| 23.         | <b>SKI</b>    | Sama Kalvi Iyakkam                                 |
| 24.         | <b>SMC</b>    | School Management Committee                        |
| 25.         | <b>TN</b>     | Tamil Nadu   |
| 26.         | <b>TV</b>     | Television   |
| 27.         | <b>Unicef</b> | United Nations Children's Fund                     |
| 28.         | <b>VRDP</b>   | Village Reconstruction and Development program     |
| 29.         | <b>WRD</b>    | Women Rights Degfenders                            |
| 30.         | <b>YUW</b>    | Young Urban Women                                  |

## THOZHAMAI TEAM

### **BOARD OF TRUSTEES**

| <b>S.No</b> | <b>Name of the Trustee</b>   | <b>Designation</b>      |
|-------------|--|-------------------------|
| <b>1.</b>   | <b>Mr. Thomas Jayaraj,</b><br>Pillayar koil street, pattipulam,<br>Mamallapuram,<br>Kancheepuram District.                     | <b>Trustee</b>          |
| <b>2.</b>   | <b>Ms. Saraswathy,</b><br>G-29, Journalist colony,<br>Thirivalluvar Nagar,<br>Thiruvanmiyur,<br>Chennai – 600041.              | <b>Trustee</b>          |
| <b>3.</b>   | <b>Ms. Thilagam,</b><br>C-4/5, K.K Nagar,<br>Madurai – 625020.   | <b>Trustee</b>          |
| <b>4.</b>   | <b>Mr. Karuppasamy,</b><br>8, Uthayamaruthu Medu,<br>Dhanavasi Road,<br>Sathyamangalam – 638401,<br>Erode District             | <b>Trustee</b>          |
| <b>5.</b>   | <b>Mr. A. Devaneyan,</b><br>114, First Floor, Journalist<br>colony, Thiruvalluvar Nagar,<br>Thiruvanmiyur,<br>Chennai - 600041 | <b>Managing Trustee</b> |

**STAFF TEAM**

| <b>S.No</b> | <b>NAME</b>                    | <b>WORKING PERIOD</b>      | <b>MODE OF WORK</b> |
|-------------|--------------------------------|----------------------------|---------------------|
| <b>1.</b>   | <b>A. Lilly Margrate</b>       | <b>Apr 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>2.</b>   | <b>J. Balaji</b>               | <b>Apr 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>3.</b>   | <b>M. Revathy</b>              | <b>Apr 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>4.</b>   | <b>P. Prem Kumar</b>           | <b>Apr 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>5.</b>   | <b>Amsa</b>                    | <b>Aug 2017 – Oct 2017</b> | <b>Part Time</b>    |
| <b>6.</b>   | <b>S. Sabaritha</b>            | <b>Aug 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>7.</b>   | <b>K. Saranya</b>              | <b>Aug 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>8.</b>   | <b>S. K. Usharani</b>          | <b>Nov 2017 – Mar 2018</b> | <b>Part Time</b>    |
| <b>10.</b>  | <b>M. Nagarathinam</b>         | <b>Apr 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>11.</b>  | <b>S. Aruna</b>                | <b>Jun 2017 – Mar 2018</b> | <b>Full Time</b>    |
| <b>12.</b>  | <b>Lubaib Mohammed Basheer</b> | <b>Apr 2017 – Jan 2018</b> | <b>Full Time</b>    |
| <b>13.</b>  | <b>R. Lavanya</b>              | <b>Oct 2017 – Mar 2018</b> | <b>Part Time</b>    |
| <b>14.</b>  | <b>V. Divya Jyothi</b>         | <b>Aug 2017 – Mar 2018</b> | <b>Part Time</b>    |

## **1. INTRODUCTION**

**THOZHAMAI** – means Solidarity in Tamil was inception on 23<sup>rd</sup> November 2006 as a trust under the Indian Trust Act of 1882. A vision came true on this day when the legend of Theater Artist and Social Activist (late) Com. Suresh Dharma's dream run came into existence. It was all the hard work and efforts made in the context of Rights Based Approach and Practices in the past one decade and the need for such a resource centre especially in the state capital of Tamil Nadu, at Chennai, has got consolidated and emerged as "Solidarity for Rights" which in turn promotes Rights Based Culture at different levels of work. Thozhamai is now the resource centre for Human Rights Work and Human Rights is especially the rights of the children, Youth and Women from the socially deprived communities.

THOZHAMAI since inception is working for promotion of a Rights Based Culture which will be an evolution of the Rights Based Approaches and Practices in all the institutional mechanisms both at the community level and institutional level. All the programs of THOZHAMAI are designed in such a manner to cater to the integrated needs of Rights Based with the emphasis to make a shift from welfare to Rights. It is serving as a resource centre at the state level to cater to the need to work on rights based approach. Advocacy for policy change is the core of all the initiatives in THOZHAMAI.

### **1.1. THE VISION AND MISSION OF THOZHAMAI ARE;**

#### **VISION**

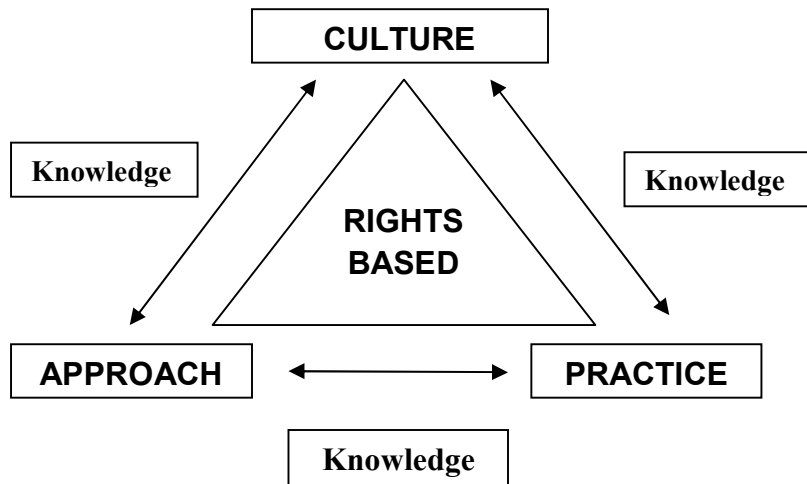
A society in which the most vulnerable sections enjoy equality, social justice, freedom, fraternity and democracy with dignity.

#### **MISSION**

Bringing awareness to the oppressed women, youth, children and men about their rights and duties, to promote Human Rights through awareness, cadre formation, capacity building, media and advocacy and lobbying.

## 1.2.THOTHAMAI IN ACTION

THOZHAMAI's works are the continuation and consolidation of the works done in the past. But the core of "Right Based" has been in the fore front. THOZHAMAI only believes in Bottom-Up approach but practices it in full strength and spirit Thus, the approach of THOZHAMAI is a pyramidal structure:



The programs of THOZHAMAI are many fold. Multistakeholder, Multisectoral are the basic approaches found in the programs of THOZHAMAI. Sustainability of the efforts with community ownership is the key value additions found in the programs. The process of program implementation is of three types which are presented as against the programs

| Process  | Programs   |
|--|--|
| Direct Implementation by THOZHAMAI             | Resource Centre.<br>Research and Documentation       |
| Jointly with Solidarity Organizations          | Media Advocacy and Lobby<br>Training                 |
| Technical Support to Solidarity Organizations' | Work with Community<br>Network and Alliance Building |



## **PROJECT ANNUAL REPORTS:-**

### **ACTIONAID – HP**

#### **Young urban Women –YUW**

##### **A. Active Participation Young Urban Women (YUW)**

A group of 250 Young Urban Women (YUW) were selected in the following categories:

1. 15-29 age group
2. Minimum education
3. Homeowner
4. Housewife
5. College/school-going students
6. Service minded
7. Domestic workers and other sectors



On the 30<sup>th</sup> and 31<sup>st</sup> of January 2017 on the topic “Making Her own Choice”, we conducted TOT on unpaid care work and decent work. Twenty-five young women took part in the two-day programme. With an introduction about UCW, paid and carework the sessions started with an icebreaker game. Sessions on the first day educated participants about advocacy lobbying, category of government lobbying, and filing petitions in government. The second day sessions included discussion about decent work, orientation about human rights, and orientation about organized and unorganized sector workers. Towards the end,

YUW attendees developed confidence to seriously take up the issues and work towards a better living condition in Semmencherry.

On 8<sup>th</sup> February 2017 in Semmencherry, followed by the visit of Sister Valarmathi, there was a meeting with YUW on violence against women in domestic space. Participants compared the situation of earlier and now and discussed to overcome the barriers.

Training for Reflect Circle was conducted on 16<sup>th</sup> and 17<sup>th</sup> February 2017 to introduce the concept of Reflect Circle and discuss about various women issues and challenges.

FIGURES 13 AND 14.  
REFLECT CIRCLE TRAINING,  
FEB 2017



During two days of training, the trainees were given an orientation about the reflect circle, its definition and approaches; about human rights, various aspects of social analysis; about gender justice and about practicing gender justice at family and community level at large. Towards the end group work was conducted on analyzing the problem and suggesting the solution to the problems and an action plan was framed on the basis of the discussion held in group work.



Ten YUW from Semencherry participated in TOT on Reflect Circle organized by ActionAid, Chennai Region on 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> December 2017. Our YUW's actively participated and learnt how to make the groups sustainable and perform effectively. YUW felt so enthusiastic and some of the women declared to work for the YUW cause in their area.

FIGURE 15 REFLECT CIRCLE TOT DEC. 2017

### **B. Awareness About Health and Nutrition for YUW**

We conducted an awareness programme on Health and Nutrition for the YUW. They were educated on menstrual hygiene. During menstrual days the adolescents must take care of themselves in health and hygiene. YUW learned about the kind of food appropriate to take during menstruation period such as what kind of healthy food contains iron, why iron is important to our body, etc. Junk food available in market aplenty is not good for health and so many YUW are anemic because they cannot afford to purchase healthy food like vegetables, fruits, millets & nuts etc. The awareness programme also provided information to break the myths about specific foods to eat, not to touch any vessels, not to go to temple.

In Semmanchery, due to lack awareness and pressure from the family and the condition inside/outside home, many YUW become victims of school dropout, child marriage and child labour, etc. They are also become victims by boys/men in the community and make them to fall in love with them. Once getting married, the men do not take the responsibility of the house, hence both the burden of financial and children/in-laws matters fall on YUW. From the training YUW “Learnt to Say NO “at any point of pressure.



During our survey and identification of YUW we came across that the YUW and the parents are not aware about SABALA programme.



In Balwadi YUW are receiving sanitary napkins but they do not know the name of the scheme and about their right to get napkins for free. In this programme they have become aware of this facility which is more importantly required for them as they cannot afford to buy napkins due to their economic condition.

TRAINING FOR YUW

FIGURES 16 AND 17. HEALTH AND NUTRITION

The participants realised that sanitary napkins were not distributed for quite a few years from ICDS centres. Accordingly, they planned to demand for the same.

On 19<sup>th</sup> December 2017, Thozhamai in a network with other NGOs (including Unorganised Workers Movement, Women's Rights Movement, IRCUDC and NAPM, Coastal People's Protection Movement etc.,) organised a public hearing on forced eviction of thousands of Chennai slums to new relocation slum (Perumbakkam). TN government has done forced eviction for 2 years and especially in these 6 months rapid evictions are happening. We have recommended 10 cases of YUW and their families who are badly affected due to forced eviction to seek justice through this forum. From Semencherry 5 cases have been represented.

*My name is S. Gouri, I am 25 years old, my husband's name is Saravanan, I reside at No. 3097, Semmancherry. I resided at Teynampet housing board, in 2007 and we were evicted to Semmencherry. After settling in new settlement, I got married here. When I was pregnant I used to have regular check-ups in Semmencherry health center, I had delivered my daughter there.*



*When my daughter was 3 months old, I took her to the hospital for vaccination. After returning back home I noticed that the baby's stomach was bulged so I took her back to the same hospital on the next day and the following two days. But the doctor in hospital did not provide any treatment to the baby, they did not even arrange for an ambulance. And on the fourth day, my daughter lost her life due to lack of medical attention and ambulance facility. My grief is unbearable and I fight for my justice!*

FIGURE 18. PUBLIC HEARING ON FORCED EVICTIONS

## **CONCERN INDIA FOUNDATION**

**Beneficiaries:** (Children-along with the Numbers): 123

**Target planned v/s Reached** (Boys/girls break-up) in Six Months:

|                | Boys | Girls | Total |
|----------------|------|-------|-------|
| Target Planned | 76   | 74    | 150   |
| Reached        | 61   | 61    | 122   |

### **Activities Conducted in Six months:**

Strategy 1:

#### **Activity 1:**

- Mobilizing children and Managing Activity/ resource Centers ( ARC)
- Organizing Five (5) evening Activity/ Resource centres for the children of resettlement colony

#### **Activity Description**

There are 5 centres in Semmencherry with 5 motivators. The centres are located in 5 different parts in the community. The children are mobilized in two ways: one by visiting houses in the neighborhoods and other by sticking posters about the activity centres in different parts. The centres are visited on daily basis in order to check attendance and the method of teaching. Each centre maintains attendance register; profile notebook in order to check the progress of individual child; daily reporting format for motivators and visitors note book.

#### **Output**

- Each centre has the strength of 25-30 students
- The strength and absentees of the children are reduced

Strategy 2:

#### **Activity 1:**

- Monitor the progress of children in studies
- Special care and concentration for children who are weak in subject

#### **Activity Description**

The progress of children in studies is monitored with the help of profile notebook. Separate pages for individual children are maintained. Every tests, exams and assessments conducted in schools are recorded in the profile notebook of the children. In case of dropout students, separate assessments are conducted by motivators in order to check the progress. Special attentions for children who are weak in studies are taken care of by taking half hour extra classes in case necessary.

|   |
|---|
| <b>Output</b>   |
| <ul style="list-style-type: none"><li>➤ At least 15 students from each centre has performed well than their earlier results</li><li>➤ 6 drop-out students are motivated to re-join the school in next academic year (June-2018)</li></ul> |



Strategy 3:

|  |
|--|
| <b>Activity 1: Organizing Life skill sessions for children</b>   |
| <b>Activity Description</b><br>Life skill educations for children are conducted in every Saturdays. Life skills education consists of leadership skills, stress management, decision making skills, gender sensitivity and so on. These are carried out with the games and group activities.               |
| <b>Output</b> <ul style="list-style-type: none"><li>➤ Children started to take initiatives in conducting programmes in special occasions like-Pongal, Children's day and Republic day</li><li>➤ Children use this platform to ventilate themselves from the problems in schools as well as homes</li></ul> |



Strategy 4:

|   |
|---|
| <b>Activity 1: To build skills among motivators for working with children</b>   |
| <b>Activity Description</b><br>The motivators are given full-day training by an external resource person on a monthly basis. This enables the motivators to change in strategies and methods of dealing with children. In the training, the motivators are encouraged to deal with the best of children and in non-discriminatory way. Also, review and plan is conducted on weekly basis to discuss the challenges and output in the centres. In the end, tentative plan for each centre is formulated to carry out the work systematically. |
| <b>Output</b> <ul style="list-style-type: none"><li>➤ Contend deliverance became easy for motivators</li><li>➤ Able to overcome challenges</li></ul>  |



Strategy 5:

|  |
|--|
| <b>Activity 1: Sensitization program for parents</b>   |
| <b>Activity Description</b><br>In this process, the organization conducts monthly parents meeting in order to check the individual progress of the children. The progress of the children is conveyed in a way that, the parents are convinced about the need of educating a child and the innate ability of each child. The scope for comparison with other children is closed during the session. Also, the centres conduct child line sensitization programmes, so that they are aware about the child rights and child perspectives. |

### Output

- The parents who are surrounded by the centres tend to cooperate for smooth running of the centres
- Child friendly environment are created in the houses

### Outcomes

- **Overall strength of the 5 centre is 123. (as per January, 2018)**
- **At least 50 parents are able to communicate with the children in their academics and create child-friendly environment in the houses and premises**
- **Reduced peer-group pressure in case of drop-out students**
- **Cooperation among children and helping mentality has improved the quality of centres**

### Impact

- **Creative thinking:**  
Most of the children in the centre are able to perform well in any adverse situation and perform skit and drawings during special occasions.
- **Self awareness:**  
The children in the centre are aware about their innate ability through life skill education. Beyond that, children in the centre are able to understand the feelings of fellow mates.
- **Communication Skills:**  
The children improved English speaking capacity as well as able to convey what they have in their minds. Exhibits clarity while conversing and makes eye contact.
- **Interpersonal Relationship:**  
The Children are able to maintain friendly relation with fellow students. Also able to express their ideas, thoughts and feelings. They are able to work in teams and groups and builds better relationships in school and activity centres. Apart from academic circle, the bonds with parents and siblings are well maintained. The relation with the motivator is friendly. The children in the centre call motivator as “Akka”.



## Case Study:

**Name of the Child:** Ms. Shakthi Devathai

**Centre no.: 4**



**Zone:** Chennai

**Organisation :** THOZHAMAI

**Age:** 10

**Class:** 5<sup>th</sup> Std

**School:** Panchayath Union Middle School, Semmencherry

### **Summary of the Child:**

She is born in Semmencherry. Her parents were one among 1800 survivors who were given house in Semmencherry in post tsunami period. Her parents were not able to find job to win the bread. They aspired to put the child in better school and but could not afford. She struggled a lot to do well in her subject, but was helpless to find better environment for her to study and was shy to express herself. But after joining the activity centre she got the confidence to deliver what is in her mind and score good marks

### **Personal & Family Background:**

Her father and mother got married from Semmencherry itself. They both were one among who were given houses in post tsunami period (2005). She has one more sister who is younger to her. Her father works as Sales person in a local super market and her mother goes for housekeeping work in nearby flats

### **Change noticed through Evening Activity Centre:**

She feels confident after joining the activity centre. She was very shy to present herself or even talking to her fellow mates. But after coming to activity centre, she is happy that she got many good friends and able to ventilate herself with the friends in the centre. Above all, she finds this activity centre as a better place to improve her academic excellence and showcase her talent.



**Name of the Beneficiary: Master Akash P**

**Centre no.: 3**



**Zone: Chennai**

**Organisation : THOZHAMAI**

**Age: 13**

**Class: 8**

**School: Panchayath Union Middle School, Semmencherry**

**Summary of the Child:**

He is living in Semmancherry Slum Clearance Board colony for 10 years. His family was evicted from Mandaveli. He used to be very talkative and was not able to concentrate in his studies. But after coming to the activity centre he performs well in his subjects and helps his fellow mates in the centre. He also find time in pencil drawing during his centre hour.

**Personal & Family Background:**

He has father, mother, grandmother and a younger brother. His father works as barber in local saloon and mother is home maker. He studies in semmencherry government middle school.



**Change noticed through activity centre:**

He used to be very talkative and not attentive in class. After continuous intervention by the motivator through life skill education, he started to be attentive during centre hours. He is able to concentrate in studies and has improved his marks in subjects.



## **CENTER FOR WOMEN DEVELOPMENT AND RESEARCH (CWDR)**

### **Training Programme on ‘Improving the Sexual Health of Adolescent Girls through Education, Advocacy and Social Mobilization’.**

**Targeted Area:** Semmanchery Community

**Name of the Zone:** Sholinganallur

**Number of slums covered:** 23 slums relocated in Semmanchery community (Resettlement colony)

**Targeted number of children:** 500

**No. of children enrolled in SABLA scheme:**

42 Adolescent

**What kind of training is giving to children?**

#### **1. Adolescent Health & Nutrition:**

a. Adolescent awareness about health and nutrition Food (Vegetables, Fruits, Millets & Nuts)

We gave a awareness on Health & Nutrition regarding in the adolescent age what kind of food which need to consecrate on it during menstruation period what are healthy food we can have like iron food dates, Spanish etc., lot of junk food are available but that won't give healthy like so, many adolescent children are anemic because of no proper healthy food.

b. Adolescent Menstrual hygiene /Water and Sanitation

We have given awareness on menstrual hygiene. During menstrual days the adolescent have to take care of them self in health & hygiene. Need to have Healthy & Nutrition food like iron content foods, & need to break the myths like have to eat specific food not to go to temple not touch any vessels have to be along these type of myths need to break.

#### **2. Peer pressure & Learn to Say No:**

In Semmanchery Community there is lot of child marriage & child Labor because of this many children discontinue her studies & going for the job or due to love affairs or Family pressure there is lot of child marriage. So, we have taught them “Learnt to Say NO “at any cause of pressure.





### **3. Different kind of Violence and Abuses:**

On Violence and abuse we have learned about the verbal violence, normally we know only the physically if we get hurt that's only violence & sexual violence. But after this training we learned about verbal violence when others scold us we won't think its violence even though if we deeply got hurt. Now we have understood if someone hurt us verbally also an violence, if any think happen like we learned to call 1098 it's an helpline for child in case of any violence, child marriage, child labor

### **4. Challenges faced during Survey and enrolment:**

In the Community the Children & parents doesn't know about SABALA programme. In the balwadi's they were giving sanitary napkins to the adolescent girls but they don't the name of the programme. So, we explained adolescent then they were understood. So, the staffs face the problem to explain each & every person because of that it took more time to complete for the single person.

### **Whether ICDS staffs supported this program?**

The balwadi staffs they don't the project name but they are distributing Sanitary napkins to the adolescent girls. When the resettlement period the ICDS given sanitary napkins, but now they are only giving iron tablets to the adolescent. In the ICDS they have lot of projects so; they couldn't able to identify which programme belongs to which project.

### **Do you need any help regarding this program?**

The helpers know about the project but the anganwadi teachers also should know about the projects. So, we can make posters & we can paste the posters on the anganwadi centers. So, the people who know about the programme they saw & can learn about it.

### **Suggestion:**

In the schools & community we can give an awareness programme about SABALA at least monthly once.

### **DR.JOHANNES MISPAGEL**

#### **Fr John Suresh Social Project - Educational sponsorship.**

**Introduction :** Rev Fr John Suresh social program mainly carries the educational sponsorship for the first generation students of the deprived and most marginalized section of the society. This was started and carried on for the past 10 years by Rev Fr John Suresh when he was working as a correspondent in Dr R Arulappa Hr Sec School, Neerpair. Last one year this program was incorporated as one of the program of Thozhamai. Dr Johannes Mispagel was the founder and the Managing Trustee of Aktion Indien, Germany supports this program to Thozhamai. This sponsorship program is done in two levels. 1. Sponsorship for the day scholar students of the school. 2. Sponsorship for the College and technical course students.

#### **1. Sponsorship for the Day scholar students of the school:**

Days Scholars help for the school going students was mainly done in Dr R Arulappa Hr Sec School to those students who are not affordable and who come to School as day Scholars, not placed in hostels or in any Children's homes. Nearly 74 students from the age group of 14 to 17 are supported in the rural villages of the vicinity of Dr R Arulappa Hr Sec School, Neerpair which is located in the Taluk of Maduranthagam of Kanchipuram District. Some of the students are given full fees help and some of the students are given partial help according to their affordability of the fees and considering the economical situations of the families the students hail from.

#### **2. Sponsorship for the College and technical course students:**

Other than the students of Dr R Arulappa Hr Sec School we also see there are good number of students who score better marks in their government Public examination but drop their studies for they could not affordable to go to colleges. We choose such students, that too who are first generation for graduation and support them for fees either fully or partially. These students are selected through an written request letter signed by the students and the parents or guardians. If they are considered they have to fill in the application and should provide the necessary details

and the documents. Nearly 25 students from the age group of 18<sup>th</sup> 23 are supported either fully or partially for the higher studies in the college and the universities.

For all these sponsor students we have review meeting twice in a year in December and in May. We also insist the parents to take part in this meetings. We check the examinations mark and their other performance and encourage the students for their better results. We have also attached the name list of the students with further details.

## **ECOMWEL SUMMER CAMP**

### **SPOKEN ENGLISH CLASSES**

**PLACE:** Semmancherry, Thozhamai-Branch office

**TIME:** 11am – 01pm

**DURATION:** 17<sup>th</sup> May 2017 - 28<sup>th</sup> May 2017

### **INTRODUCTION:**

Summer camp English coaching classes were organized by Thozhamai and it was supported by ECOMWEL from 17<sup>th</sup> May 2017 - 28<sup>th</sup> May 2017. ECOMWEL encourages and strengthens life skill building processes. One of the life skill building, they encourage is to learn functional English. In this regard, we are encouraged to teach children functional English and grammar.

### **OBJECTIVES AND CRITERIA:**



The main focus of this coaching class is to make the children to enjoy the English learning process. In the summer holidays children from Semmancherry community spent their valuable time in our camp. Our mission of the programme is to bring together the children of marginalized economic background and to make them understand the importance of English in this fast growing economic society. And to feel comfortable to learn English. We targeted our training

sessions for children from 6<sup>th</sup> to 10<sup>th</sup> standard and we succeeded in getting higher response and student's till 12<sup>th</sup> standard expressed their interest and extended their continuous support.



The purpose of the classes is to teach the children basic grammar and educate them so that they can interact with others in English with confidence and boldness. We suggested them to speak in English with others so that the feeling of insecurity diminishes gradually in them. The teaching and learning process concentrates on fun based activities.

### **PROGRAMME STRATEGY:**

Each day sessions were organized for two hours. The sessions handled by the resource person and learning method was fully based on activity method.

### **PREPARATION PROCESS:**

Programme was well planned and flexible to the situations. Our field mobilizer found the beneficiaries from the semmencherry community and was shortlisted. Beneficiaries turned for the summer camp with their own interest. Orientation of the programme was given by Ms.Lilly Margarate.

### **ACTIVITY:**

Ten days sessions completely by practical methods like LSRW (Listening Speaking Reading Writing ) method, Self – Introduction, Phone call conversation, question and answer tag, social mapping, three object story, story build up, reading game, Just a minute game, concept drama topics were covered in the ten days session. Students also enjoyed learning English Language. Students interacted well and slowly started speaking in English with their friends.





### **FEEDBACK:**

All the Children who were turned in to our summer camp enjoyed their English learning in their summer vacation. The given task for the children was accomplished with their full interest. During the first day of the session a small opinion on “English Language” were received by the resource person and at the end of the session resource person divided the summer camp students into two teams and asked them to write one song about the English language and both the teams completed the task well. In those songs they mentioned the Hurdles to learn English, myths on English and how to overcome and enjoy the English learning process.



### **FEED THE MINDS**

**A Lilly Margrate**

**Sr. Programme Co-ordinator and Documentation**

### **Significant achievements:-**

***Gender sensitisation** at community level has helped men see the value of their wives participating in literacy classes and tailoring lessons. Women claim their husbands are supportive of their increased independence and marital relations have improved in many cases. Mrs X from village Y reported that ‘my husband is happy with the income that I am bringing in and we decide together how to spend the money’.*

- Womens score have increased especially on visiting a bank, 90% of women that wants to start their own business and know where to get money to start a business
- if women participate in leadership training, capacity building & marketing strategy sessions, their confidence and knowledge will increase and their (gender) attitudes and behaviour will change so that they become role models who will value play, are able to access their rights, negotiate with their family and



(negotiate with their) community leading to more gender equitable dynamics in their communities.

- Knowledge and attitudes on rights, Gender based violence (GBV), Sexual Reproductive Health Rights (SRHR) leadership, and financial management. Increased confidence
- 400 women Have a savings account/ passbook- empowered of women handling money in the family own decision maker
- Identified women resources in the community
- *The project trained 5 women in each community as literacy facilitators using a TTT approach. This means that the women can continue the literacy circles once funding ends and reach even more participants.*
- The beneficiaries have formed group and started business. They also have accessed to bank accounts and they can avail group if require in emergency situations. We see the outcome of the project as team as they work in a group. The groups will make them sustain to run the business. Even the income generated out of it has helping them for educational purpose for their children. The children continue their education by not dropping out as it was earlier. The women feel more confident and independent in taking decision for their life.

### **ACTIVITIES:-**

#### **BEAUTICIAN COURSE:-**

A three-month beautician course delivered to 80 women in a specialised skill development centre to a standard sufficient for qualification as a trained beautician in the city's branded beauty parlours.

The beautician course was facilitated by a professional beautician **Ms. Malar** who trained by Satyabhama Institute Chennai for 1 and half years. She is from Semmencherry community and running a beauty parlour in Semmencherry. The course provided them with basic techniques. That includes facial, bleaching, head massage, hair spa, haircut, hair style, henna mehandi, eyebrow, pedicure, manicure, makeup and so on. The candidates were given an assessment testing on their knowledge on beautician. Also had training on capacity building.

#### **OUTCOME:-**

- **12 of our beneficiaries running mobile parlour each beneficiaries monthly earned money Maximum Rs.5,000 - Rs.6,000 earn according to the seasonal requirements**
- 320 vulnerable women are supported to start a small business through the provision of start-up materials and training.
- 80 women are supported to undertake employment through beautician work placements.

- 53 Beautician and are going to marriage functions and during festival season. 12 beauticians working nearby parlour

### **BAG PRODUCTION TRAINING COURSE:-**

A four day training course on bag production is given for 160 women. The 4 day training workshop on paper bag making was carried out by **Mr.Velraj**. About **40 women** participated in paper bag training. The training enabled the community women in understanding the methods of paper bag making for different needs ranging from carry bags. And as the government banded plastic bags so the community was eagerly participated in bag training. Tamilnadu Government proposed to ban the plastic bags from January 2019 onwards, so it is the good news to the people and also to the Environment. So, the paper bag training was conducted in the Semmencherry community and it was very useful to the people. The community people are identifying the different stakeholders in big level for the marketing. Paper bag, Artificial Jewellers and Beautician course these three were interconnected with one another for the marketing strategies. So, the paper bag is very useful to the upcoming generation and to environment also.

### **OUTCOME:-**

- 320 vulnerable women are supported to start a small business through the provision of start-up materials and training.
- 2 groups are formed doing business on their interest

### **MARKETING STRATEGY AND LIFESKILL TRAINING:-**

Marketing strategy and life skills training including financial accounting, customer service and banking for 400 women is given. On 13 March ,2018 The marketing Strategy was given to the women by **Ms. K. Ramya** took session about the marketing strategy like how to fix the rate of the product, how to pack and sell the product and some of the ideas to attract the people to sell their product. The session explained about forming collective groups for business and the marketing strategy for the group. Fr.Stalin took the session Fair chance ability courage better future them self's better products .the expenses of family cannot be met with savings of a single member. They are various problem that we face on the day to day begins. Financial need better services enough money for the children.

### **OUTCOME:-**

- About **40 women** from various training programmers participated in marketing strategy.
- 200 men and women understand the resources available to their household, and how to access them.
- women participated in leadership training, capacity building & marketing strategy sessions, their confidence and knowledge will increase and their (gender) attitudes and behaviour will change so that they become role models who will value play, are able to



access their rights, negotiate with their family and (negotiate with their) community leading to more gender equitable dynamics in their communities.

### **LEADERSHIP AND CAPACITY BUILDING TRAINING PROGRAMME:-**

Leadership Training was taken by Mr. Thenpandian-Advocate on 4 November 2018. The topics discussed on the training programme are,

1. Leadership Style
2. Leadership Management
3. Empower People
4. Managing Group
5. Improve Leadership

**Learnings:**

Leader understand the situation /sharing the problem democratic

Commanding: it's my work lead to group & Crisis situation

Activities involving the planning and organizing the event

Share Experience both positive & Negative

They have proactive attitudes

They are more confident to decision making & Accountability

They are flexible and adoption.

**Capacity Building Training:** conducted by Ms. Kanchanaon 27 November 2018, women were participated 25 members in the capacity building mainly focused on community changes, Group network and necessary awareness program

1. Network Development & collaboration
2. Identify the individual leadership members
3. Collective identify and culture
4. Access to resources

**Learning:**

Connecting government with communities to build capacity & Promoting women rights strengthening

Development of document & knowledge of writing petition under right to information act

Shared decision making with supporting community group

Shared issues network and solution straight forward language

Practice of community capacity building

## **AWARENESS PROGRAM ON GOVERNMENT SCHEMES AND ENTITLEMENT:-**

200 men and women are provided with training on available government schemes and entitlements. Training will enable them to engage and solve community issues for 1000 community members, through community consultation and action. We are arranged schemes and entitlement camp for all men and women direct beneficiary nearly 250 women we are reached indirect beneficiary around 1000 members we reached .we are conducted the community consultation because of the coming election of member of parliament election so the community people prepared the demand of the “election manifesto “

## **OTHER ACTIVITIES:-**

Other than the planned activities there are certain other one day events were conducted. They are,

- Awareness on SRHR Sexual Reproductive health and Rights
- Jewellery exhibition
- International girl child day celebration
- World children’s Day celebration
- Safe Diwali
- Human rights day celebration.

## NAZ FOUNDATION – GOAL PROGRAMME

### Recruitment status for the Quarter

| S no. | Recruitment  | Total no. recruited this quarter | Total no. dropped out this quarter | Comments |
|-------|--------------|----------------------------------|------------------------------------|----------|
| 1     | Participants | 408                              | -                                  | -        |
| 2     | Peer leaders | -                                | -                                  | -        |

| Data pertaining to the current quarter only |     |
|---|-----|
| Total # of Launches                         | 3   |
| # Launches in existing sites                | 3   |
| # Launches in new sites                     | 1   |
| # Girls Enrolled in Existing Sites          | 408 |
| # Girls Enrolled in New Sites               | 28  |

|   |                |   |   |   |
|---|----------------|---|---|---|
| 3 | CSCs           | 4 | - | 18 month Duration was over for 1 CSC<br>Need to Recruiting 4 more CSC's |
| 4 | Junior Coaches | 1 | 1 | Junior Coach was planned to do higher study so, she resigned the job    |
| 5 | Coaches        | - | - | -   |
| 6 | Staff          | 1 | - | -   |

| City    | Goal Modality  | Target Numbers 2017 | DONE        |
|---------|----------------|---------------------|-------------|
| Chennai | Goal           | 1500                | 1097        |
| chennai | Goal Essential | 250                 | 200         |
| Chennai | Goal Camp      | 150                 | 0           |
| Chennai | Goal Event     | 100                 | 696         |
|         | <b>Total</b>   | <b>2000</b>         | <b>1993</b> |

### Corporation Hr.Sec.School – Thiruvanimiyur

- On 4th Jan 2017 Ms.Jaya from Naz has visited Thozhamai & were discussed about 2017 plans of Goal, Thozhamai



SCOPE Volunteers Visit to Chennai Goal Site - On 3rd Feb 2017 Ms. Alison from SCOPE London & SCB Volunteers from Chennai have been visited & interacted, Played Netball with the Goal Participants. GIA-GSS Programme Old 3 Participants who got job @ SCOPE International have been shared their experience to our goal participants.

- Goal Participants Graduation Ceremony @ Chennai Corporation Hr. Sec. School - Thiruvanimiyur for 8th & 11th class on 27th Feb 2017 #Motivation speech was given by Ms. T.Hepziba Rathina Mary - A.H.M of Chennai Middle school- Thiruvanimiyur, Chennai & Mr. Kamatchi - A.H.M of Chennai Hr. Sec. School - Thiruvanimiyur, Chennai, #Special Address was given by Mr.Murali Krishnan - Journalist Sharing by Goal Participants about the Goal programme Powerful Welcome speech, Song & Drama was done by the Goal Participants.. Certificates were distributed. 262 Goal participants were Graduated in the year of 2016- 2017 for both 8<sup>th</sup> ( 91 - Participants ) & 11th ( 171 - Participants )





**Government Hr.Sec. School -Thoraipakkam:**



- On February 1st Naz team Ms. Sindhura Visited to Thoraipakkam Site to just observe the site
- Graduation Ceremony on 17th February 2017 @ Government Hr.Sec.School- Thoraipakkam, Chennai, Powerful Welcome speech & Song was done by the Goal Participants.. Motivation speech was given by Ms.Dhanalakshmi - Headmistress of Government. Hr.Sec.School - Thoraipakkam, Chennai ,Special Address by Mr.R. Thillai Chidambaram - South Regional Head - Learning Academy, Mr. M. Sasi Kumar, & Mr. K Mohan Raj from Standard Chartered Bank (SCB) . Sharing by Goal Participants #Certificates were Distributed 148 Goal participants were Graduated in the year of 2016- 2017

#### **St.Joseph's Hr.Sec.School- Vettuvankani**

Graduation ceremony on 23rd February 2017 @ St.Joseph's school Vettuvankani .Warm welcome speech was given by Goal participants. Energetic motivation speech shared by Mr.A.Devaneyan -Director, Thozhamai to Goal participants. Students were happy while receiving there certificate and few played a skit based on life skill and few Goal participant were danced to cheerful the program and from each classes participants were shared their experience from the Goal program and finally vote of thank were done by Goal participant nearly 177 got there certificate.

#### **St.Joseph's Hr.Sec.School- Vettuvankani**

Graduation ceremony on 23rd February 2017 @ St.Joseph's school Vettuvankani .Warm welcome speech was given by Goal participants. Energetic motivation speech shared by Mr.A.Devaneyan -Director, Thozhamai to Goal participants. Students were happy while receiving there certificate and few played a skit based on life skill and few Goal participant were danced to cheerful the program and from each classes participants were shared their experience from the Goal program and finally vote of thank were done by Goal participant nearly 177 got there certificate.

#### **St.Raphael's Girls Hr.Sec.School – Santhome**

Graduation ceremony on 24th February 2017 @ St.Raphael's School. Welcome & Introduction speech was given by Ms.lily Margrate –City Coordinator, Thozhamai. Mr.Anantha Krishnan- Regional Training manager (Standard Chartered Bank),Ms.Saira Anwar and Volunteers were Distributed the certificate. Ms. Subha - CCFC Sponsorship Manager shared about Child Protection to Goal Participant and Ms. Dr.Geetha -Committee Member of FOGSI ADOLESCENT HEALTH COMMITTEE Shared about Adolescent Health & Hygiene to Participants. Goal Participant were played a Skit based on life skill and performed a gorgeous dance to Entertainment the Program 246 Students were received there certificate.



### Goal Camp:



Chennai Goal team staffs have participated in Other partners Goal Camp from Tamil Nadu. It has been held on 3rd Jan to 7th Jan 2017 in Ekta -Chidambaram & ADF - Vellore.

### Sales Force Training

Sales force training for the Tamil Nadu New partners & Thozhamai New Staff to train them with basics on Salesforce at semmencherry office.



## **PONGAL DAY CELEBRATION**

Pongal Day Celebration was conducted in Semmencherry Community by THOZHAMAI Staff with community people .

## **National Girl Child Day**

National Girl Child Day was celebrated on Jan 24th 2017 to the Goal Participants.

Head mistress has give a input on Girl child Issues & Ms. Lilly Margrate - Coordinator, Goal-Thozhamai have give a speech on Girl child Rights, the Issues they are facing on their day to day life

## **WOMEN'S DAY**



Women's Day Celebration @ Scope International formally changed to Global Business Service (GBS) - Nungambakkam, Chennai on 18th March 2017 .140 Women's & 89 Children were participated from Semmencherry Community Energetic & Enthusiastic programme , Rangoli Competition for the participants & Skit on the topic of Political Leaders #wonderful gifts were given to the all Participants & Winners. Our sincere thanks to Ms.Nagalakshmi, Ms. Anitha & team (Volunteers) - Global Business Service (GBS), Nungambakkam - Chennai.



### **STANDARD CHARTERED BANK VISIT**

Chennai Goal peer leaders went for exposure visit at standard chartered bank on 15/02/2017 at Mylapore on Be money savvy topic. 26 peer leaders were participated from St.Raphael's school and Thiruvanmiyur higher senior secondary school. Mr. Guru prasath- bank manager of mylapore standard chartered bank gave a warm welcome and he has explained about pay order, demand draft, check book, how to fill challan also explained about national bank & private bank and briefly explained the value of money to participants. peer leader were enjoyed the

#### **Bank Visit to Mylapore Branch**



Chennai Goal peer leaders went for exposure visit at standard chartered bank on 15/02/2017 at Mylapore on Be money savvy topic. 26 peer leaders were participated from St.Raphael's school and Thiruvanmiyur higher senior secondary school. Mr. Guru prasath- bank manager of mylapore standard chartered bank gave a warm welcome and he has explained about pay order, demand draft, check book, how to fill challan also explained about national bank & private bank and briefly explained the value of money to participants. peer leader were enjoyed the atmosphere of bank and gained knowledge about the bank

#### **Bank Visit to Adyar Branch**



Chennai Goal peer leader went for exposure visit at standard chartered bank 16/02/2017 at Adyar branch. 20 peer leaders were participated from St. Joseph's school vettuvankeni and Thoraipakkam government Hr.Sec.School for bank visit. Ms.Suramanjari elangovan -branch manager welcomed our goal participant and gave brief explanation about important of bank and its uses like, How to create an account , uses of demand draft and challan also explained about value of money. Students were gained knowledge about bank and enjoyed the exposure visit

#### **Corporation Hr.Sec.School – Thiruvanmiyur**

Goal Programme Launched at Chennai Corporation Hr. Sec. School - Thiruvanmiyur on 5th April 2017. 94 Participants were participated [Chief](#) Guest are Ms.Kalyani - Head Mistress, Chennai Corporation Hr. Sec. School - Thiruvanmiyur , Ms.Hepziba - A.H.M - Chennai Corporation Hr. Sec. School - Thiruvanmiyur & Ms. Suchithra - Volunteer has participated and gave speech on Health & Hygiene & Mensuration Hygiene. [Distributed](#) organic Sanitary Napkin to the Old & New Goal participants.

❖ We have collected Participant info & Uploaded on Sales force.

#### **St.Joseph's Hr.Sec.School- Vettuvankani**

Goal Programme Launched at St.Joseph's Hr. Sec. School - Vettuvankani on 5th April 2017 @ 3.15 - 4.15 P.M. 185 Participants were participated. [Chief](#) Guest is Ms.Regina- P.E.T. Teacher - St.Joseph's Hr. Sec. School - Vettuvankani & Ms. Suchithra - Volunteer has participated and gave speech on Health & Hygiene & Menstruation Hygiene.[Distributed](#) organic Sanitary Napkin to the Old Goal participants.

❖ We have collected Participant info & Uploaded on Sales force.



- Goal Camp was conducted to Goal participants who are to participate in One Nation Netball Cup - match @ Delhi. There are 15 Participants (5 boys & 10 Girls) were participated. On that we have selected 10 Member for the ONNC match. It was held on 21st April 2017 to 30th April 2017 @ Government Hr. Sec. School - Thoraipakkam

### Net Ball Trainin



❖ Leadership Training Conducted by Smile Foundation in Ashanivas. In that Ms. Lilly Margrate & Ms. Anjali participated in the Leadership Training to develop the leadership Qualities & Skills.



➤ Mother's Day celebration was conducted on 13<sup>th</sup> May 2017 at Global Business Service, Nungambakkam – Chennai. The programme started at 10.30 am to 1.30 pm. It was a

celebration for the Semmanchery community mothers & Goal participant mothers form Semmanchery. Around 150 participants (75 mother's & 75 children) were participated and from GBS more than 56 volunteers engaged with the Semmanchery community members in the programme to

encourage them. They have divided the group into 12. Each group has 8 members including mothers & Children and GBS volunteers. The programme was combined with Concern India their brought mothers from Perumbakkam community. So, it was an energetic programme. To encourage each mother's they have given a Sash like "***Best Mother in the World***".

- There was a beauty contest competition for the mothers were conducted. Each group has a mother's & children. The children have to do a make up for their mother's & they did a ram walk in the stage with the each group. It was very interesting & Active Participation. GBS was given a Beautiful Tiffin boxes to the participants.





## **World Environment Day**

- World Environment Day was celebrated by Thozhamai @ Semmencherry community on 5th June 2017; Saplings grown by the students of Sankara Vidyashram School- Thiruvannamiyur have been given to the Thozhamai. They are to be planted by the children from Semmencherry community in front of their houses and maintained by them. After a few months the children who have raised the saplings very well will be awarded in an event.



## **World No Tobacco Day**



- Thozhamai - Chennai Goal team & Goal Participants have been participated in World No Tobacco Day awareness campaign ( Bubbles Parade ) on 28th May 2017 @ Besant Nagar Beach by spreading bubbles & gave awareness as Tobacco free world
- An exposure visit to the Chennai Goal Girls from the Semmancherry community on 24th April 2017 @ Bank of America in Ascendas – Taramani. There are 14 participants participated at 3.00

pm to 5.30 pm. programme started at 3 pm in the Bank of America. Mr. Senthil had given an introduction speech of the programme. He has been explained about the Bank of America that they were running this for the America Banks in India it was in 4 cities (Chennai, Mumbai, Delhi & Hyderabad). They have 3 major Departments in the Bank of America – Chennai branch 1. Recruitment 2. Human Resources Dept 3. Cops & Security dep. Each dept teams came & explained about their work & gave career guidance to the participants.

- **HR Dept:**

- Ms. Pooja from the HR dept has spoken about the Positive thinking. Whatever we are doing we need to be have a positive think. It helps us to lead a positive way of life.
- Ms. Susi Rekha has spoken about the need we can get all, but we need to think what would be our need which makes our life to full fill. She was shared about her life as a example for the positive thinking because when she completed her 12<sup>th</sup> class her father planned to marry her but she want to study more so, she requested her father that if she score more mark on the exam she will go for the higher studied her father also said ok for her. So, because of her positive thinking she scored more mark & did her under graduate in Correspondents, later she completed her MBA. Because of her positive think she achieved everything in her life.



Ms.Tabu has spoken how to plan for the success. If we are planning something to achieve in our life we need to make a plan, the plan should be in 2 like plan A & plan B because if the plan A doesn't work we can go for the plan B this will help our to safe & secure in our life.

- **Recruitment Dept:**

- Ms.Geetha & Mr. Dinesh has explained about the aim which we planned to achieve we need to stand for it & need to fight for it. In our life to achieve our aim we will face lot of problems so, we are ready to face it. So need to set the proper Goal & need to travel with the person who belong on the Goal e.g. if we are planning to work in the Bank sector we need to interact with person who works in the bank sector so that we can find the pros & cons in the bank work. This makes us to make a proper decision.

- **Civil Service Preparation**

- Mr. Askoh has explained about the Civil service exam like who can write, how many times we can write & what is the different between civil service exam & TNPCS exam etc., & gave Hand note about civil service to the participants which help the participant to know more about civil service

- **Cops & Security Department**

- In the Bank of America they have lot of security before we enter into the company it's all maintain by the Security dept & Cops is the persons who do arrangement works for the hall for any meetings & maintaining the office. From the security dept Mr. Dhanesh & Mr. Bala has spoken about the security of the women in our day to day life. As we are a girls & women we need to be safer in our life. If we going somewhere we need to inform our parents where we are going, when we will be return, if not whom to contact etc., in case if we are going for any parties we should not take any drink if an unknown person offers us. Always we need to carry a pepper spray which help us safe ourselves. There is 2 app which we can download in our mobile so that the person who need to inform were we are, they will get alter about us and that give a call to him/her. The app name is "**BeSafe & Raksha**" which track our place & help us to be safe. Now a days smart phones are ruling us so the people always with the phone while crossing the road also we are using mobile so, when we are in the road we need to concentrate on the road not on the phone it will us to be safe & others too.

- **Positive Thinking**

- We need to think our life into positive way. He told a small story on positive Thinking "there was a disable persons who doesn't have one leg he was feeling for this life & finally decided to die so, once he was walking towards the train track he saw his friend who doesn't have both the eyes & he was sharing to the person who blind that he don't any hope to run my life so I am going to die but the blind person explained him that I don't have both the eyes but i am running my life but u don't have only one leg so, you run your life as you like this man doesn't say anything & left the place tomorrow morning there was news that someone died in the train track. Later it comes know the blind person committed suicide. The blind person gave a positive thought to the disable person & he took a negative thought the person who don't have single leg he can't run his life then how come I can run my life like that & later he committed suicide. So, in our day today life we will start our work with positive mind but a small negative thought which make our achievement into fail so, whatever we have do we have think with positive way.

- **Bank Exam**

- They were explained about the bank exams the benefits of the bank & how to write the bank exam when we can write bank exams. Etc.,

- **FEEDBACK**

- The sessions were they have planned was perfect. Ms.Sridevi was well organised & helped us. This was a good exposure visit to our Participants to set their proper Goal & Guidance for the Goal participants, hence the participant have written their 12<sup>th</sup> exam in the current academic year this make guidance help them to understand what would be good to choose their future.

Chennai Goal Participants (10 participants) who were selected in net ball camp have been participated in ONNC match @ Delhi on 4th & 5th May 2017



Chennai\_Goal\_Team Participated in Pinkathon run on 2nd July 2017 to spread awareness for Breast cancer. Pinkathon is more than a Marathon. It is the seed of change. It is the beginning of a movement carried forward by a growing community of empowered women across India, who share a belief that a healthy family, a healthy nation and a healthy world begins from empowered women.





## Sales Force Training

- To the CSCs we taught how to upload, recheck and monitor Attendance
- Also taught how to take reports from sales force

On 18<sup>th</sup> July 2017, Goal launched in Mohamed Sathak College of Arts And Science- Sholinganallur. Dr.M.Rehena Sultana- HOD and Women Cell member made their presence along with Mr.A.Devaneyan , Director of Thozhamai as Chief Guest.

300 Students From Various arts and science department students were participated.

Each Friday classes will be conducting



Dr.MGR JANaki Arts and Science College

1. **Photographs** – please attach several **good quality photographs** that capture the implementation of the Goal programme.

**Corporation Hr.Sec.School – Thiruvannmiyur**





## St.Joseph's Hr.Sec.School- Vettuvankani



## Net Ball Camp



## Mothers Day Celebration



## World Environment Day



## World No Tobacco Day



## Life Skill training





## Leadership Training



## ONNC



## BACI





- On 03/12/2017, at MR College, Ariyalur District under Senior Netball Category CSCRanjini, MahaJr.cAruna Category:Sr.cPrem Kumar Participated. None of them were selected.





### **KOODIVILAIYADU:**

On 24.11.2017, at Nehru Park, Chethpet-Chennai group of Ngos with the support of SCB celebrated Children's day by conducting athletics tournaments. Semmancherry community children and Thoraipakkam School Goal Participants were participated. And 3 won bicycles and achieved more than 30 medals. This event brings more enthusiasm in the children particularly with resettlement community children. They showed their hidden talents in this athletics.







## **SMILE FOUNDATION**

### **Smile Twin e-Learning Programme (STeP)**

1. Project Location: **THOZHAMAI, No. 841, First Floor, Ganapathy Syndicate, III Avenue, TNSCB Colony, Semmancherry, Chennai – 600119.**
2. Project Target Group: **40 youth from both male and female in the age group of 18 - 25 years. They belong to most vulnerable communities who are the victims of forced eviction and relocated groups in Tamilnadu Slum Clearance Board Colony in Semmancherry, Kancheepuram District.**
3. Execution of the programme:

**A) Basic English for the Workplace:** Basic English at workplace is to develop the communication skill in different situations, equip them with ability to comprehend and read English. The students are given charts, handouts and flashcards in order to enable discussion and develop reading skills. The students are asked to do home works in the “exercise book” given to them.

**B) Computer Basics Class:** Computer class comprises of basic computer knowledge and basic computer skills that covered MS Word, MS Excel and MS power point.



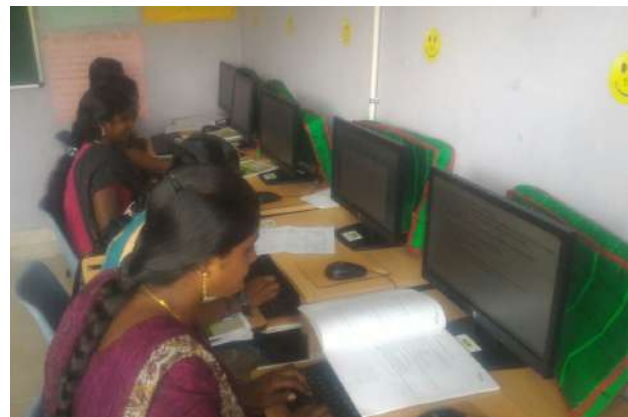
**C) Basic and Retail Management:** It is conducted in every Saturdays to all





students in morning and evening (batch wise). It is to enable active participation in activities, reflect upon their behavior and thus gain insights into behavior expected of them at workplace. It conducted different communication skills, importance of team work, and self- management.

**D) Personality Development class:** It is conducted in every Saturdays to all students in morning and evening (batch wise). The sequence of the lessons includes Giving and Listening to Feedback, Personal & Professional Space etc. is dealt with only after the participants have become completely familiar with each other and barriers to communication have been overcome.



**E) Revision, Role play, and demonstrative exercise:** The revision after every 4-5 chapters are carried out for Basic English at workplace and Computer basics. Also gives daily home works on the basis of the chapters taken. In some cases facilitator demonstrates in the form of role play to instill the better communication skill. Also, the screening of short movie to motivate and improve communication skill.



**Candidate details (March 2017 – June 2017)**

| Batch - 1 [10.00AM to 02.00PM] |                  |        |     | Batch - 2 [02.30PM – 06.30PM] |                  |        |     |
|--------------------------------|------------------|--------|-----|-------------------------------|------------------|--------|-----|
| S.No.                          | Name             | Gender | Age | S.No                          | Name             | Gender | Age |
| 1                              | S.Simion Justin  | M      | 19  | 21                            | J.Vinitha        | F      | 19  |
| 2                              | B.James Vasanth  | M      | 18  | 22                            | V.Akila          | F      | 19  |
| 3                              | I.Hariharan      | M      | 20  | 23                            | S.Indhumathi     | F      | 21  |
| 4                              | P.Saritha        | F      | 21  | 24                            | S.Vinmathy       | F      | 24  |
| 5                              | R.Shiny          | F      | 20  | 25                            | K.Shakina Banu   | F      | 22  |
| 6                              | R Bathur Nisha   | F      | 24  | 26                            | P.Loganayagi     | F      | 23  |
| 7                              | N.Rekha          | F      | 19  | 27                            | A.Hajeera        | F      | 20  |
| 8                              | R.Jothi          | F      | 22  | 28                            | N.Vijaya         | F      | 18  |
| 9                              | M.Pushpalatha    | F      | 22  | 29                            | A.Kumutha        | F      | 18  |
| 10                             | S.Anitha         | F      | 29  | 30                            | M.Prathiba       | F      | 19  |
| 11                             | A.Amutha Valli   | F      | 27  | 31                            | S.Elumalai       | M      | 20  |
| 12                             | L.Rebeka Rajmari | F      | 20  | 32                            | B.Sadhana        | F      | 27  |
| 13                             | M.Sai Vignesh    | M      | 18  | 33                            | S.Ranjini        | F      | 18  |
| 14                             | A.Imran Khan     | M      | 20  | 34                            | T Rajendra Kumar | M      | 19  |
| 15                             | E.Valli          | F      | 22  | 35                            | E.Ashok Babu     | M      | 21  |
| 16                             | P.R.Arthi        | F      | 20  | 36                            | V.Thabitha       | F      | 19  |
| 17                             | P.Vanitha        | F      | 21  | 37                            | S.Divya          | F      | 19  |
| 18                             | A.V.Suganya      | F      | 18  | 38                            | R.Kokila         | F      | 19  |
| 19                             | E.Devika         | F      | 27  | 39                            | D.Deepak         | M      | 18  |
| 20                             | K.Arokiya Meri   | F      | 19  | 40                            | Parveen          | F      | 27  |
|                                |                  |        |     | 41                            | Prasanth         | M      | 18  |

**Regular classes at STeP centre:**

We conduct morning sessions from **10.00am to 02.00pm** and afternoon sessions from **02.30pm to 06.30pm (8 hours a day and six days in a week)**. We have given the time table by **SMILE FOUNDATION** and their guidance in conducting our training course. On Saturdays, Personality Development and Retail Management classes are taken.

| S.No      | Batch Period<br>(Month – Month)                                       | Student<br>Mobilized | Student Enrolled |           | Trained   | Placed    | Under<br>Training | Dropouts |          |
|-----------|---|----------------------|------------------|-----------|-----------|-----------|-------------------|----------|----------|
|           |   |                      | Male             | Female    |           |           |                   | B-1      | B-2      |
|           | <b>01<sup>st</sup> July 2016 – 31<sup>st</sup> October 2016</b>       | <b>40</b>            | <b>8</b>         | <b>32</b> | <b>31</b> | <b>11</b> | <b>-</b>          | <b>4</b> | <b>4</b> |
|           | <b>01<sup>st</sup> November 2016 to 28<sup>th</sup> February 2017</b> | <b>40</b>            | <b>19</b>        | <b>21</b> |           | <b>8</b>  | <b>33</b>         | <b>4</b> | <b>3</b> |
| <b>1.</b> | <b>1<sup>st</sup> March, 2017- 30<sup>th</sup> June, 2017</b>         | <b>41</b>            | <b>10</b>        | <b>31</b> | <b>-</b>  | <b>-</b>  | <b>41</b>         | <b>-</b> | <b>-</b> |

- **Career counseling programme:**  
Due to unavailability of the Resource person for career counseling, we are postponing the career counseling programme for the month of April 2017 to the first week of May 2017.

- **Centre Visit by Hexaware, Chennai**  
The Centre was visited by **Mr.Logabiraman**, CSC in-charge - **HEXAWARE, Chennai** along with his office colleague. He visited our **STeP centre** by **2.30PM** and left the centre by **2.55PM on 21 April 2017**. He interacted with students regarding their subject and got the feedback and suggestion.



- **Centre Visit by Smile Foundation, Chennai Regional office:**  
**Mr.Karunakaran, Programme Manager, Chennai Regional office, Smile Foundation** visited our SteP Centre in the below mentioned dates and the following key points were discussed are as follows:

| S.No | Date          | Discussions and key points  |
|------|---------------|---|
| 1    | 5 April 2017  | He interacted with our STeP students regarding the purpose and importance of the STeP course.   |
| 2    | 17 April 2017 | He interacted about the recruitment status and the process of screening process in recruitment. |
| 3    | 26 April 2017 | He interacted about the placement process and suggested the methods to improve the placements.  |

**4. Major activities organized:**

- Regular Classes- Training, demonstration and monitoring attendance, etc.
- Revision and Home works
- Reading and comprehend the texts
- Role play and demonstrative exercise
- Career Guidance Programme

**5. Outcome of the programme** (Please write about the impact on the students, their families and community)

- Developed confidence level
- Developed public speaking skills
- Got awareness about the scope and importance of developing the skills
- The students are motivated in developing reading and writing skills
- Placed in appropriate organisations

**To Families and Community:**

- Since the centre is in the community, the students feel safer and secure to come to the class.
- The community members were motivated in joining SteP that facilitates appropriate job opportunities.

**6. Case Study:****Smile Twin E-Learning Programme****Case Study 1****Name of student : S Elumalai****Zone: Chennai****Centre: THOZHAMAI****Term: Mar – June 2017****Updated on: 30 April 2017****Age: 19 years.****Summary of student:**

He is pursuing B.Sc computer science, at DP Jain College in Chennai. He is from Villupuram and presently staying in Semmencherry housing board colony. He has a lot of aspirations and the motivation to work towards achieving his dreams. There are 3 members in her family including him.

**Personal & Family Background:**

There are 3 members in her family including him. His mother is going for house-keeping work at nearby houses and companies; his elder sister works in an IT company. Apart from his studies he also goes for house-keeping work in a company as part-time.

**Change noticed through STeP:**

Elumalai is a keen learner all throughout the training sessions. The training sessions helped him brush up his computer knowledge. The English classes helped him develop his vocabularies and improve his communication skills. Apart from these

# UNICEF

## Media Observatory on Child Rights in Tamil Nadu

### A Report

February 2017 to December 2017

#### **Introduction**

As per the WHO 2014, 2 in 100,000 children and adolescents were killed in India. With 9,500 victims (10 per cent of the global figure) in 2012, India is the third largest contributor of child homicide after Nigeria and Brazil. Apart from that one in 5 (21 per cent) adolescent girls have experienced physical violence since age 15 that is 12 million girls have experienced violence since age 15 (Census 2011 data). 4.5 per cent of girls aged 15-19 (overall-married or unmarried) have experienced forced sexual intercourse or another form of forced sexual act. Violence against children in India is on the rise.

The media, both the print and the electronic media, play an important role in shaping society's views and influencing the way people think and behave. The media raises awareness, influences behaviour and generates public opinion. It also provides credible information, alerts stakeholders and creates a demand for special support services. The media creates pressure groups for early implementation of laws and works as a watchdog of society. By increasing awareness, it plays a critical role in determining responses at all levels to sexual violence against children. This observatory hopes to encourage media professionals to address the issue of sexual violence against children in a consistent, sensitive and effective manner, consonant with the rights and best interests of children.

In reality, it is encouraging to note that the number of media reports on violence against children is on the rise. But these reports:

1. Lack child rights perspective
2. Sensationalize the incident
3. Insensitive to the rights & dignity of the affected child; and
4. Not in line with the national/international standards, guidelines that exist for reporting on children.

There are many such guidelines issued by International Journalists Union, UNICEF, National Commission for Protection of Child Rights, National Human Rights Commission, etc. have developed guidebooks or handbooks that gives guidelines to the media on how the incidents



related to children should be reported and how it should not be reported, what measures it should take into consideration while reporting such incidents, etc.

But only the large national level English electronic media have access to these guidelines, while the local vernacular electronic as well as to a large extent, the print media do not have access at all to these guidelines.

Thozhamai, being a resource organization on child rights, has been monitoring child rights violations as well as has been engaging with media, both electronic & print, in reporting of these incidents. Its experience shows that on a few occasions, the local vernacular media were not aware of the existing guidelines and asked for the support of Thozhamai in sensitizing them, and also, supporting them with resource materials. As news items related to violence against children are largely reported by local vernacular media than the English media, Thozhamai felt the need to sensitize the media on reporting of violence against children in line with the existing guidelines.

Based on the experience and further needs of media people, Thozhamai, proposed the following activities for this year from February 2017 to December 2017. These activities will be falling in line with the programs of UNICEF namely:

- End Violence
- Anaemia
- First 1000 Days
- Measles & Rubella Campaign
- Digital Safety and Online Protection of Children
- Impact of Climate Change on Children, DRR & SSP
- WASH - ODF & Swachh Bharat
- Equity Talks

The following are the highlights of the Media Observatory on Child Rights in Tamil Nadu in 2017:

- Measles-Rubella Campaign was conducted in the following districts:

| District       | Date             |
|----------------|------------------|
| Erode          | 15 February 2017 |
| Tirunelveli    | 17 February 2017 |
| Coimbatore     | 26 February 2017 |
| Tuticorin      | 4 March 2017     |
| Nagercoil      | 4 March 2017     |
| Ramanathapuram | 6 March 2017     |

- Round Table for media persons on “Improving Health and Sanitation for Children”, was conducted on 23 June 2017, at Chennai.
- Drought assessment through Inter Agency Group (IAG) Tamil Nadu was conducted

| Activity                         | Date             |
|----------------------------------|------------------|
| Workshop on drought assessment   | 20-21 April 2017 |
| Post drought assessment workshop | 10 May 2017      |
| National consultation            | 26 July 2017     |

- A workshop on “Use of Social Media for Promotion and Protection of Child Rights” was conducted on 18 August 2017 for civil society organisations and on 19 August 2017 for staff of RD Department, Government of Tamil Nadu.
- Coordinated the visit of a group of journalists of national media to Salem on 16 September 2017, to cover stories on Swachh Bharat and Child Friendly Police Stations.
- UNICEF Partners Meet with Dr. Yasmin Ali Haque, Country Representative, UNICEF India, on 16 November 2017.
- Celebration of World Children’s Day 2017:
  - Announcement of Ms. Trisha Krishnan as UNICEF Celebrity Advocate and interaction with children.
  - Children take over Schools – Government Higher Secondary School, Thiruvanniyur and St. Bede’s Anglo-Indian Higher Secondary School, Santhome.
  - Children take over Radio-Station – Fever FM.
- Release of State of World Children’s Report on 16 September 2017, at Stella Maris College.

### **Measles-Rubella Campaign**

Supporting the Government of India’s MR Campaign across the state was highly essential as there were a number of rumours spread on social media about the dangers of the Measles-Rubella vaccine, being administered to children. Though not based on any hard evidence, these messages immediately caught the attention of innocent parents, who were unaware of the advantages of the vaccine. Hence, in association with the Department of Health, Government of Tamil Nadu, several workshops were conducted across the state in order to sensitize parents and to motivate them to get their children vaccinated.

The resource persons for the workshops were mainly doctors and medical officers, especially from Government Hospitals across the state. The audience were primarily media persons from print and visual media. There was a healthy interaction between the media persons and the doctors, as to the effectiveness of the vaccine as well as the doubts and fears that were on the people’s minds regarding the dangers of the vaccine. The stigma surrounding the process of vaccination was also clearly explained to the media by the doctors.

The workshops were conducted in the following districts and media persons from the surrounding districts also participated in the same.

| District       | Date             |
|----------------|------------------|
| Erode          | 15 February 2017 |
| Tirunelveli    | 17 February 2017 |
| Coimbatore     | 26 February 2017 |
| Tuticorin      | 4 March 2017     |
| Nagercoil      | 4 March 2017     |
| Ramanathapuram | 6 March 2017     |

The media persons also came up with lots of questions to which the doctors answered. Some of the common questions that came up include:

- What is measles and rubella?
- How serious is measles and rubella?
- What are the possible complications from measles and rubella?
- What is MR campaign?
- Who should be vaccinated?
- Why should children in the age group 9 months to below 15 years be targeted?
- Where will the children be vaccinated?
- Who should not be vaccinated?

The invitation cum vaccination cards were also explained and the importance of holding community meetings to disseminate the information to the community was explained. The statistics on measles and rubella and its dangers were also shared with the media persons.









### **Round Table for Media Persons on “Improving Health and Sanitation for Children”**

A round table for media persons on improving health and sanitation was held on 23 June 2017. About 40 media persons from print, visual and online media attended the same. Officials from the Department of Rural Development, Government of Tamil Nadu were also present. Progress of the state towards achieving 100% Open Defecation Free (ODF) were shared with the media persons.

The various Central Government and State Government’s initiatives in this regard, were also shared. The importance of using toilets and handwashing was emphasised. The impact of sanitation on health was discussed in detailed with the help of few case studies and live experiments.

Detailed statistics on health and sanitation were shared with the journalists. Through an interactive exercise, the media persons were made aware of the ill effects of not properly washing hands with soap as well as not using toilets.

### **Drought Assessment through Inter Agency Group**

As part of the drought assessment through the Inter Agency Group (IAG) Tamil Nadu, the following were conducted:

| Activity                         | Date             |
|----------------------------------|------------------|
| Workshop on drought assessment   | 20-21 April 2017 |
| Post drought assessment workshop | 10 May 2017      |
| National consultation            | 26 July 2017     |

The droughts 2016-17 have caused enormous socio-economic and environmental impact in terms of food insecurity, shortage of drinking water, depletion of irrigation water, significant reduction in fodder for livestock, severe losses in livelihood forcing people to shift livelihood options, deteriorating health & nutrition particularly among women and children, poor sanitation facilities in schools and finally leading to migration also. Successive monsoon failures and fast depleting ground and surface water resources is creating an alarming situation not only for the state of Tamil Nadu. The over stressed communities need immediate access to food and nutrition. Ensure the communities, particularly women, children and those most vulnerable have access to adequate nutritious food to maintain a healthy living

### **FOOD SECURITY:**

The assessment has clearly spelt out that there is an issue of food insecurity. Successive failure of the monsoons viz., the South West and North East monsoons, has led to a significant level of losses and reduction in livelihood, which is predominantly agriculture and animal husbandry.



Around 63% of the communities have reduced the intake of food and around 65% have changed their diet, where they have shifted to cheaper food items also. The assessment shows that 62% of women have reduced intake food which included girls. Further analysis by community shows that SC communities resorted to compromised food compared to the others. It is recommended that, supply of traditional millets and pulses to be ensured through the existing PDS. The similar food pattern could be followed in the anganwadis. The state should also ensure distribution of climate resilient seeds to the farming community.

#### DRINKING WATER:

A majority of households depend on public water distribution, followed by water in ponds / lakes. With the failure of the monsoons in 2016 and the depletion of water in reservoirs, rivers, streams etc., there has been an acute shortage of drinking water, where the vast majority of the community was unable to get adequate drinking water. Though around 55% of people get water every day or alternate day through some sources, they do not get adequate water. Around 44% of the people get water on a weekly basis or erratic. It is also noticed that around 40% of the people need to spend more than 30 minutes, which also exceeds beyond an hour, to fetch water from the nearest water sources. Water should be prioritized for supply of domestic purpose rather than for industrial consumption. It should be provided to all the villages where the frequency of supply exceeds more than 5 days in a week.

#### IRRIGATION:

Most of the communities depend on irrigation wells, bore-wells, ponds and percolation tanks for irrigation and are highly dependent on rain-fed topography. The failure of the monsoon has depleted the surface water and the ground water. The assessment gives the fact that of the 18 impacts felt in the village which relate to water, agriculture, livestock, malnutrition, distress selling, employment, livelihood, 25% have said that either they have not water or less water. This indicates that there is dearth of water for irrigation. Water source, common property resources and reserved forests should be protected through MGNREGA. Considering the rains it Southwest Monsoon, these desilting activities needs to be done to harvest whatever rain water is available in the coming season. To develop culture of water harvesting in every households. To train the CBOs / Community on Cropping based on Water Management with the promotion of Field Farmer Schools to monitor the level of water available and plan cultivation of crops accordingly. To indentify proactive CBO members and form Natural Resource Management Group to promote water management and develop natural resources

#### FODDER

The lack of water for agriculture has also resulted in the lack of fodder for livestock. Little above 50% of the respondents is unable to access grazing land due to the non-availability of the same. Around 40% of the respondents find fodder unavailable in the market. This situation is either forcing the communities to invest more on fodder or resort to distress selling or leave the animals

as they are. Small tanks or pots with water should be placed to provide water for livestock. There is a

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difficulty in accessing water and fodder and therefore veterinary camp could be organized to save the livestock. In the long run to empower the PRIs to develop Grazing land in Panchayats. To promote indigenous breeds of livestock

#### LIVELIHOOD:

The crop loss and loss of livelihood have affected the quality of life for the communities. Around 80% of the people who own land have reported crop loss. There has been significant impact in agriculture related activities and subsistence farming, livestock and its by-products have also come down. Around 40% of the people who own livestock have reported loss / distress sale of livestock. The participation of people in MGNREGA has increased from 38% to 42%. Periodical migration which used to be minimal has increased in past two years. In view of poor livelihood options, the landless people seem to be hit by reduced wages, reduced number of working days and migration. The promotion of Drought and climate resilient crops should be promoted. Water Management planning training should be given to the farming community. More focus on organic farming should be stressed with promotion of livestock that would create a cycle by its own.

#### CHILDREN:

Education is one of the keys for the development of a community / family. Despite the drought situation, the people are able to send their children to school; however, of the 7% of the vast majority who have dropped out of school in around 8 districts indicates that the reason for dropping out of school is that they need more income, no financial resources for education, need to take care of the household activities including water collection and migration. Though the level of school dropouts is less, in the days to come the number will increase particularly with the poor sanitation levels in schools, where it is noticed that many adolescent girls are dropping out of school in view of no water for drinking and domestic use in schools. Schools have to be well equipped with adequate drinking water facilities. Also the availability of domestic water should be guaranteed to ensure the continuity of children attending the classes. Include millet based meals in the Mid Day scheme to enhance the nutritional value of the meal

## MIGRATION:

There has been increase in migration in last two where people a marginal percentage of migration taking place usually. In the last few months there has been an increase from 6% to 9% in migration from households and amidst this, it has been noticed that a majority of the people who migrate are the landless people and schedule caste. Migration has been going on for the last 2 year and has been on the increase this year where people go to nearby town return in a day or two, to other places in Tamil Nadu and even to other states. This trend has started in the last two year and found to be increasing this year. Enhance the livelihood option in the village to ensure that people do not migrate Enable the migrated families people have access to the PDS in the place where they have migrated.



**Workshop on “Use of Social Media for Promotion and Protection of Child Rights**

A workshop on “Use of Social Media for Promotion and Protection of Child Rights” was conducted on 18 August 2017 for civil society organisations and on 19 August 2017 for staff of RD Department, Government of Tamil Nadu.



Social media has penetrated into the lives of the common man to a great extent. More people have access to the internet now than ever before and it has become an integral part of our lives. Keeping this in mind, in order to leverage social media for our advantage, a workshop was organised for civil society organisations and government officials. The workshop covered the basics of social media, do's and don'ts, safe use of social media, social media platforms such as Facebook, Whatsapp, Twitter and Instagram. In addition, the participants were also taught about how organisations can use social media to a great extent to spread awareness about child rights, as well as to showcase various aspects of their work and to share learnings with others.

The participants also had live demonstrations and hands on experience on the various social media applications and had a very interactive session with the resource persons. They also learnt how to disseminate information on child protection issues through social media.



The government officials also had a good interactive session, where they had an opportunity to learn about promoting their work on social media. To bring more awareness to the public on topics such as handwashing using soap, usage of toilets, building a ODF state, etc. The officials also came up with a monthly social media strategy and annual social media strategy to engage effectively with the public.



## **Visit of Journalists to Salem**

A group of journalists from various national visual and print media, visited Salem district to study and cover the initiatives taken by the district with the support of UNICEF in two areas, namely Water, Sanitation, Hygiene and Child Protection.

The district administration of Salem has been taking great initiatives, with the support of UNICEF in promoting Swachh Bharat Mission, in order to make the district open defecation free (ODF). Community Led Total Sanitation (CLTS) has been making steady progress in the district with the support of the whole village communities in several Gram Panchayats. In order to learn about this model and to promote it as a model system, several journalists were invited by UNICEF country office to Salem. The visit consisted of visiting the villages directly, interacting with the community, including the panchayat leaders, sanitation workers, motivators, women, children, teachers, etc. in order to understand the change brought about by them in their own surroundings. Interactions were also held with several district level officials in various levels to understand the achievements in the field.

The district police of Salem has been working with UNICEF in promoting child-friendly police stations. Several police officials underwent training in order to have an effective child-friendly policing system, taking into account the best interests of the child always and everywhere. With the inauguration of child-friendly police stations in the district, the concept of child-friendly policing has penetrated into the officials. Much encouragement and motivation has been provided from the senior district officials for this to become a reality. The journalists visited the child-friendly police stations and met the police officials who had undergone training and interviewed them. Several articles written by the journalists have come up in different national media about the initiatives taken in Salem district.







## **UNICEF Partners Meet with Dr. Yasmin Ali Haque, Country Representative, UNICEF India**

A meeting between the different partners of UNICEF field office for Tamil Nadu and Kerala and Dr. Yasmin Ali Haque, the new country representative, UNICEF India, was organised on 16 November 2017. Representatives from the state government, commissions, civil society organisations, academic institutions, grassroot NGO's, etc., participated in the meeting. Partners associated with different sections of UNICEF such as health, nutrition, education, child protection, advocacy and communication, were present.

During the meeting, Dr. Haque, shared about the global and national developments in the work of UNICEF. She also spoke on the importance of achieving the SDG's in India and how different countries are accomplishing the same. She also shared about the working of the country office with the central government and the working of various field offices with the state governments. She highlighted the priorities of UNICEF India as well as the future of working together. She thanked the partners for their commitment in advancing the work of UNICEF.

After a brief introduction by each participant about their work, the participants were also able to share some of their highlights, best practices and challenges they faced on the field. The participants also had a chance to freely interact with the country representative, who answered to their queries, comments and suggestions. The partners also shared their thoughts on how to build a better world for children and how UNICEF can help towards this.







## **Celebration of World Children's Day 2017**

For the first time ever, the World Children's Day was celebrated and the following were the major activities of the celebrations:

- Announcement of Ms. Trisha Krishnan as UNICEF Celebrity Advocate and interaction with children.
- Children take over Schools – Government Higher Secondary School, Thiruvanniyur and St. Bede's Anglo-Indian Higher Secondary School, Santhome.
- Children take over Radio-Station – Fever FM.

The highlight of the day was the announcement of renowned actor, Ms. Trisha Krishnan as UNICEF Celebrity Advocate. This was announced during the celebration of the first ever celebration of World Children's Day on 20 November 2017, signifying the date on which the United Nations Convention on the Rights of the Child was adopted by the UN General Assembly in 1989 and opened the same for signature. Among a gathering of children, civil society organisations, government representatives, academicians, college students and media persons, Ms. Trisha Krishnan was declared as UNICEF Celebrity Advocate. It was the first time ever, that an actor from South India had been chosen as a celebrity advocate. After the announcement, children had a chance to directly interact with Ms. Krishnan. She also interacted with the media persons, after the program.

The theme of the World Children's Day being "Children Take Over", children from various schools had an opportunity to take over their schools and a radio station for a day. Despite tremendous progress over the past decades, according to the latest data: 385 million children live in extreme poverty; 264 million children and youth are out of school; 5.6 million children under the age of five died last year from preventable causes. On November 20 – the anniversary of the Convention on the Rights of the Child – children around the world will raise their voices in solidarity with the world's most disadvantaged and vulnerable children. Children played various roles as a principal, teacher, technician, etc., at the school and as a station manager, radio jockey, technician, etc., at the radio station.







## Release of State of World's Children Report

UNICEF's annual flagship publication, "State of World's Children" Report was released on 11 December 2017 at Stella Maris College, Chennai. Several dignitaries including government officials, civil society organisations, children, teachers, parents, college students and media persons were part of the program. The chairperson of the State Commission for Protection of Child Rights, Dr. Nirmala and famed magician, Mr. Gopinath Muthukad, Mr. Job Zachariah, Chief of Field Office, UNICEF Tamil Nadu and Kerala were among the dignitaries' present. The dignitaries spoke on the importance of investing in children and a brief of the report was given by Mr. Job Zachariah. Mr. Muthukad also highlighted the importance of addressing issues faced by vulnerable children, in a unique way using his magic. Mr. Sugata Roy, Communication Specialist, UNICEF and Mr. G. Kumaresan, Child Protection Specialist, UNICEF also spoke on the importance of child protection and answered the questions raised by the audience.

The college students from different city colleges participated actively in the program and were made aware of the different issues faced by the children and how they can contribute towards addressing those issues. The media persons were also addressed during the program.







Advocacy and engagement with stakeholders for ending all forms of violence against children in  
Tamil Nadu – A Report

February 2018 to December 2018

The following are the highlights of the Advocacy and engagement with stakeholders for ending all forms of violence against children in Tamil Nadu in 2018:

- Visit of the First Lady of Germany, Ms. Elke Budendender, to Chennai on 25 March 2018.
- Youth Advocates for Children Camp at Yercaud, from 28 to 30 May 2018.
- Anti-child labour day with Ms. Trisha Krishnan as celebrity advocate and release of documentary film on child labour on 12 June 2018.
- Youth Advocates for Children interaction at Chennai on 13 July 2018.
- Youth Advocates for Children attended the panel discussion on “Role of Youth in SDG’s”, at RGNIYD on 25 July 2018.
- Training on social media for Youth Advocates for Children, at Chennai on 14 September 2018.
- Orientation on prevention of child sexual abuse for Youth Advocates for Children, at Chennai on 12 October 2018.
- Orientation on prevention of child sexual abuse for volunteers of Young Indians, at Madurai on 13 October 2018.
- Orientation on social media and prevention of child sexual abuse for students of social work department of Bharathiyar University.
- Celebration of World Children’s Day at Ennore, Chennai on 20 November 2018.
- Discussion on child protection by Youth Advocates for Children with UNICEF’s Child Protection Officers from different states of Indian on 11 December 2018.

## **Visit of the First Lady of Germany, Ms. Elke Budenbender, to Chennai**

The First Lady of Germany, Ms. Elke Budenbender paid a visit to Chennai, specially to meet the children benefitted by various UNICEF projects and also to get to know about the challenges still faced by the children. The visit happened on 25 March 2018 at St. Anne's Girls Higher Secondary School, Royapuram. Accompanying the First Lady were several dignitaries of the Government of Germany, business representatives, the Executive Director of UNICEF Germany and media persons. Dr. Yasmin Ali Haque, Country Representative, UNICEF India and Mr. Job Zachariah, Chief of Field Office, UNICEF Tamil Nadu and Kerala were also present.

The First Lady had a good interaction with the children of Arunodhaya Children Sangam. The children at first welcomed her with a traditional dance and garland. Later the children shared about their own past experiences on how they were pushed into child labour, child marriage and child abuse and how with the support of UNICEF, Arunodhaya was able to rescue them and they were able to continue their education today. Now, they have become change-agents in their own communities and take up small issues violating children's rights. They are also formed into 'Sangams' in order to function effectively as a group. Through various training programs and workshops, they were empowered to know more about child rights and how to ensure the same to other children.

Later, the children asked a few questions about Germany to the First Lady and she answered them, especially on the quality of life of children in Germany. She also spent a good amount of time, asking them questions on their progress in life with the help of UNICEF. After the visit, the children had an opportunity to interact and learn more about UNICEF from the Country Representative. She spoke broadly about UNICEF's function at the global level as well as in India.







## **Youth Advocates for Children Summer Camp**

In order to prepare a cadre of youth advocates who would be the voice of the children of Tamil Nadu and stand up for their rights, UNICEF organised a three-day camp for selected students from colleges across the state from 28 to 30 May 2018. The first of its kind, the camp consisted of students from the department of social work from famed social work institutions.

The 40 hand-picked students were led through several different sessions through which they were made aware of topics such as child rights, child abuse, different forms of abuse, social media, online safety, child protection issues, ways of addressing child labour, child marriage, child sexual abuse, etc.

Through interactive group activities, discussions and presentations the students came to appreciate the ways in which child rights are being violated on a day to day basis. The students also shared their own experiences of how they came across different violations of child rights in their own communities.

The students at the end of the camp came up with a pledge to fight against child rights violations both as an individual as well as a group. They also came up with the way forward and action plans in order to ensure rights to the children. Mr. Sugata Roy, Communications Specialist, UNICEF, Mr. Kumaresan, Child Protection Specialist, UNICEF, Mr. Devaneyan and Mr. Andrew Sesuraj were the resource persons.

### **Youth Advocates' Pledge**

We, the Youth Advocate for Children resolve to work #ForEveryChild. We, firmly believe that survival, development, protection and participation are the basic rights of every child. We, hereby pledge to standup for children, to raise awareness, speak up and facilitate to amplify the voice of every child to #EndViolence against children.

### **Way Forward**

1. Youth advocates profile.
2. Facebook group: join – contribute – recommend – share – amplify.
3. Resource team visit colleges: youth forums – youth meet – cultural programmes – debates – outreach activities.
4. Write for children: workshop on writing – blog – twitter – Instagram – college magazine.
5. Film making and radio programming: youtube channel – community radio.
6. Workshop on developing: posters – infographics – pictures.
7. Toolkit for youth advocates.
8. Flash mob and street theatre training.
9. Youthathon: state summit for youth advocates.
10. Workshop on engaging with social media for children: orientation on use of social media.

## Voice of Youth: What is Child Abuse?

(Group work)

### Yelagiri Group

|                            |  |
|----------------------------|--|
| <b>Economical abuse</b>    | Depriving them of financial requirements               |
| <b>Verbal abuse</b>        | Abusive language                                       |
| <b>Emotional abuse</b>     | Blackmail  |
|                            | Lack of basic amenities for differently abled children |
| <b>Psychological abuse</b> | Stress   |
|                            | Discrimination   |
| <b>Physical abuse</b>      | Child labor  |
|                            | Corporal punishments                                   |
|                            | Domestic violence                                      |
|                            | Infanticide (feticide)                                 |
| <b>Sexual abuse</b>        | Bad touch  |
|                            | Child marriage   |
|                            | Porn   |
|                            | Prostitution   |

### Munnar Group

|                          |               |                  |
|--------------------------|---------------|------------------|
| <b>Physical</b>          | <b>Sexual</b> | <b>Emotional</b> |
| Child marriage           | Harassment    | Verbal           |
| Child labor              | Pornography   | Non-verbal       |
| Drug use                 | Rape          | Cyber crime      |
| Differently abled        | Trafficking   | Morphing         |
| Genital mutilation (FGM) | Relatives     | Social media     |
|                          |               | Discrimination   |
|                          |               | Neglect          |
|                          |               | Comparison       |
|                          |               | Over protection  |
|                          |               | Stress           |

### Ooty Group

|   |  |   |                                    |
|---|--|---|------------------------------------|
| <b>Physical abuse<br/>(1098)</b>  | <b>Sexual abuse (“No”<br/>“Go” “Tell”)</b> | <b>Verbal abuse<br/>(Child help line)</b> | <b>Mental abuse<br/>(S.D.P.P.)</b> |
| Any form of physical harm, e.g. hitting, kicking, pinching, slapping, pushing | Touching the private parts                 | Abusive words                             | Stressing (emotional)              |
| Deprivation of their basic needs  | Making them touch others private parts     | Degrading their abilities                 | Comparing                          |
| Indulging them in hazardous jobs  | Showing pornography                        | Introducing vulgar words                  | Lack of love and care              |

|                                   |  |                          |                                 |
|-----------------------------------|--|--------------------------|---------------------------------|
| Involving them in household works | Child pornography                          | Stereotyping (gender)    | Lack of acceptance              |
|                                   | Manipulating                               | Degrading the girl child | Caste and gender discrimination |
|                                   | Forcing them to satisfy their sexual needs |                          | When special needs are not met  |
|                                   |  |                          | Family conflicts                |
|                                   |  |                          | Hormonal imbalance              |

### **Kodaikanal Group**

- Child sexual abuse
- Child marriage
- Discrimination in terms of opportunity, trust, choice, rights and expression
- Verbal abuse
- Child labor
- Physical abuse and violence
- Child trafficking
- Substance abuse
- Emotional and mental abuse

### **Proposed Role of Youth Advocates (as envisaged by youth)**

### **Ideas and suggestions**

### **Yelagiri Group**

- To instill morality
- Researcher
- To create awareness
- Networking
- Facilitator
- Promote 1098 on chocolate wrappers, biscuits, cartoon network and online games and videos
- Shift the focus
- Policy making
- Ensuring the enforcement of law
- Online portals
- Advertisements
- Infographics

Quote: “If you close your eyes to the misery of others, you’re one with the offender and maybe YOU ARE NEXT”

### Munnar Group

| Online                           | Offline  |
|----------------------------------|--|
| Apps                             | Forming the committee in a school for teachers, admin, staff, parents        |
| Documentary / short films        | Children's club to educate them about internet                               |
| Restrictions / blocking of sites | Role of parents in sex education   |
| Blog creation                    | Collaborate with NGO's and government who works for the children (campaigns) |
|                                  | Children's parliament  |
|                                  | Street play, rally, mime, folk dance   |
|                                  | Puppet show  |
|                                  | Wall paintings   |

### Ooty Group

- Youth Mentors
- Value education classes by youth and self defence
- Creating awareness among parents, peers and in schools
- Positive parenting
- Create portal
- Campaigns
- Train children to create awareness
- For youth groups in communities

### Kodaikanal Group

| Online platforms                           | Offline platforms   |
|--|---|
| Social media<br>Facebook / whatsapp groups | Street theatre<br>Folk songs, dance, mimes, drama   |
| Online platforms                           | Educational institutions<br>Mentors / peer mentors, awareness and outreach programs, group activities, awareness classes, cultural activities |
| Short films                                | Family / teachers<br>Open mindedness, free communication, media knowledge   |
| Blogging<br>Videos and awareness           | Paper media   |
| Editorial<br>Confidential sharing          | Wall paintings, posters   |
| Memes and posters                          |   |
| Advertisements<br>Contact numbers for help |   |



### Action Plans – College wise

#### Amrita Vishwa Vidyapeetham

| Month                              | Activity  |
|------------------------------------|---|
| June                               | Classmates<br>Create a forum                        |
| July (milestone 200 to 700)        | Clubs<br>1 <sup>st</sup> MSW<br>NSS units           |
| August                             | Zero mission failure                                |
| September (milestone 1000 to 2000) | Lumiera<br>Ragasudha<br>Nattayasudha                |
| October                            | Field work agency                                   |
| November (milestone 3000)          | Through field work agency<br>Other college students |
| December (milestone 5000)          | Live in labs<br>Ammachi lab                         |

#### Lady Doak College

| Group  | Individual   |
|--|--|
| 1 article / month (6 articles)                               | 8 blogs  |
| 2 street theatres (1 - inside college, 1 – satellite campus) | 6 articles   |
| 1 wall painting (outside college)                            | 2 video songs on youtube   |
| Poster-making competition (10 posters will be selected)      | 1 petition on chage.org  |
| 2 club activities (workshops / seminars)                     | 10 posts on facebook (memes, posts, posters, images, paintings)  |
| 2 documentary making   | Auto campaign (pasting stickers which has the contact numbers of childline 1098 and cybercrime number and slogans) |
| 1 radio program (1 hour program in All India Radio)          |  |
| 1 debate (open-air theatre forum)                            |  |
| 1 flash mob (happy street program)                           |  |
| 2 video screening (2 UG batches in value education classes)  |  |
| 2 reading forums (department and college)                    |  |
| Oath taking (through announcement on children's day)         |  |

### Stella Maris College

| Offline                                     | Online          |
|---|-----------------|
| Orienting the college                       | Blog writing    |
| Flash mob                                   | Networking      |
| Awareness programs during special occasions | Short films     |
| Discussions                                 | Awareness songs |
| Street theatre                              | Digital posters |
| Puppetry                                    |                 |
| Infographics                                |                 |
| Stellaidoscope                              |                 |
| Coordinated program with unnathi forum      |                 |
| Weekly meeting                              |                 |

### Loyola College

| Offline   | Online            |
|---|-------------------|
| Loyola youth advocacy for children                  | Theme based posts |
| Outreach activities                                 | Blog writing      |
| Sticking posters                                    | Live streaming    |
| Community radio                                     | Youtube channel   |
| Short films   | Hashtags trending |
| Conducting events on special days                   | Digital animation |
| Child fest  |                   |
| Photo frames, chart works                           |                   |
| Art and awareness (alternative media centre Loyola) |                   |

### Bishop Heber College

| Offline  | Online                                   |
|--|--|
| July – 10 Cos  | 6 months – 800                           |
| August – Tribal villages   | Posts / articles – 30 – (6 months) – (5) |
| September – Catharsis (20+) – (800)                                  | Youtube channel – 1 – (1 documentary)    |
| December – Christmas outreach  |  |
| Clubs – (4) + (1) – extension  |  |
| November – Group project – schools – (20+)                           |  |
| Street Theatre – Puppet – Mime – Folk Song – Documentary – Flash mob |  |

## Bharathiyar University

| Offline  |  | Online   |  |
|--|--|--|--|
| Individual   | Group  | Individual   | Group  |
| Awareness in tuition centers   | Organize 3 advocacy programs in children's home, schools, ICDS center or NGO       | Posting pictures / videos  | Creating awareness songs and documentary films                                   |
| Creating awareness in nearby primary schools                                     | Merging BU-youth advocates with RRC, YCS and Eco-club                              | Mobilizing friends (minimum 100 persons)                         | Students forum with UNICEF online group (SWIFT+UNICEF)                           |
| Children's parliament  | Create meetings with the representatives of other departments and various colleges | Posting programme invitation regarding child rights and issues   | Coordinating more number of MSW volunteers and form a group in our own districts |
| Make the children to participate in community meetings, e.g. Gram sabha meetings | Working as volunteers in DCPU and NCLP   | Create voluntary social groups to spread child rights and issues |  |







## Anti-Child Labour Day celebrations

The World Day against Child Labour is celebrated every year globally on 12 June in an effort to bring awareness to put an end to the evil of Child Labour. As with every year, the day was celebrated by UNICEF in association with the Department of Labour, Government of Tamil Nadu.

The day started with Ms. Trisha Krishnan, UNICEF celebrity advocate flagging off a rally and initiating a signature campaign to end child labour. Several officials from the Government of Tamil Nadu, especially from the Department of Labour, such as Mr. Mangat Ram Sharma, IAS, Principal Secretary, Labour, Dr. Nandagopal, IAS, Commissioner of Labour and others were present. Representatives from civil society organisations, students and children were part of the rally.

During her address, Ms. Trisha spoke about the evils of child labour and its impacts on children. She urged everyone not to engage children in such acts as it is an abuse of the child and inducing violence against children. She asked the community to join hands with the Government of Tamil Nadu and UNICEF as they fight to end this crime. She also addressed the media persons with the

latest



## குழந்தை தொழிலாளர் எதிர்ப்பு பேரணி



குழந்தை தொழிலாளர் எதிர்ப்பு தினத்தையொட்டி சென்னை அண்ணா நகர் பூங்காவில் நடைபெற்ற விழிப்புணர்வு பேரணியை நடிகை திரிஷா தொடங்கி வைத்தார். இதில், ஏராளமான மாணவர்கள் கலந்து கொண்டனர்.

statistics on child labour and thanked the Labour Department for all its initiatives to eradicate child labour.

தொழிலாளர் துறை சார்பில் விழிப்புணர்வு ஊர்வலம்

## குழந்தை தொழிலாளர் முறையை பள்ளிகளால் மாற்ற முடியும்

● யுனெசுஃப் நல்லெண்ண தூதர் த்ரிஷா கருத்து

சென்னை கல்வி ஒன்றியம் குழந்தைகளின் வாழ்வில் ஏற்றத்தை உருவாக்கித் தரும் மந்திர விதையாகும். குழந்தை தொழிலாளர் முறையை பள்ளிகளில்தான் மாற்ற முடியும் என்று யுனெசுஃப் நல்லெண்ண தூதரான நடிகை த்ரிஷா கூறினார்.

உலக குழந்தை தொழிலாளர் முறை எதிர்ப்பு தினம் ஆண்டு தோறும் ஜூன் 12-ம் தேதி கடைபிடிக்கப்படுகிறது. இதை யொட்டி, சென்னை அண்ணா நகர் உயர் பூங்காவில் தமிழக

தொழிலாளர் துறை மற்றும் யுனிசெஃப் சார்பில் தேற்று விழிப்புணர்வு ஊர்வலம் மற்றும் கையெழுத்து பிரச்சார திகழ்ச்சி நடத்தப்பட்டது. இதில், யுனிசெஃப் நல்லெண்ண தூதரான நடிகை த்ரிஷா கலந்துகொண்டார். அவர் கூறியதாவது:

உழைப்பை கரண்டுவது எளிது என்பதால்தான், குழந்தைகள் வேலைக்கு அமர்த்தப்படுகிறார்கள். இதனால், அவர்களுக்கு எதிர்கால வாழ்க்கை பெரிதும் பாதிக்கப்படுகிறது. இந்த உழைப்புக் கரண்டல், குழந்தைகளின் எதிர்கால நலம் மற்றும் மேம்பாட்டில் கடுமையான முடியாத இழப்பை ஏற்படுத்துகிறது.

கல்வி ஒன்றியங்கள் குழந்தைகளின் வாழ்வில் ஏற்றத்தை உருவாக்கித் தரும் மந்திர விதையாகும். கல்வி வழங்கும் பள்ளிகள்தான் குழந்தைகளுக்கு நலமான, வளமான எதிர்காலத்தை உருவாக்கித் தரும் பொறுப்புடன் செயல்பட வேண்டும்.

குழந்தை தொழிலாளர் முறையை பள்ளிகளில்தான் மாற்ற முடியும், இல்லாது த்ரிஷா

கூறினார். இந்திக்ஷ்சிவில் தமிழக தொழிலாளர் துறை முதன்மைச் செயலர் மங்கத் ராம் எம்மா, தொழிலாளர் துறை ஆணையர் நந்திகா பால், சென்னை மாவட்ட ஆட்சியர் அன்பரச்செல்வன், யுனிசெஃப் அமைப்பின் தமிழக, கேரள பிரிவு தலைவர் ஜோப் ஜக்காரியா உள்ளிட்டோர் பங்கேற்றனர்.



▲ தமிழக தொழிலாளர் துறை - யுனிசெஃப் சார்பில் சென்னையில் தேற்று நடத்த குழந்தை தொழிலாளர் முறை எதிர்ப்பு விழிப்புணர்வு நடிகை த்ரிஷா தொடங்கித் தொழிலாளர் துறை முதன்மைச் செயலர் மங்கத் ராம் எம்மா, ஆணையர் நந்திகா பால், சென்னை ஆட்சியர் அன்பரச்செல்வன், யுனிசெஃப் தமிழக, கேரள பிரிவு தலைவர் ஜோப் ஜக்காரியா உள்ளிட்டோர் பங்கேற்றனர்.



## **Interaction with Youth Advocates for Children**

An interaction with the Youth Advocates for Children, trained at the summer camp at Yercaud, was held at the UNICEF State Office for Tamil Nadu and Kerala on 13 July 2018. The students from the Department of Social Work, Stella Maris College and Loyola College took part in the discussion. About 25 students took part in the discussion with Mr. Job Zachariah, Chief of Field Office, UNICEF Tamil Nadu and Kerala and Mr. Sugata Roy, Communication Specialist, UNICEF Tamil Nadu and Kerala.

The discussions revolved around the important role the youth advocates can play in promoting and protecting the rights of children. Mr. Job encouraged the students saying that UNICEF has not just celebrity ambassadors to voice out children's rights but more than that youth ambassadors who could stand as the voice for the children.

As a follow up to the summer camp, the action plans and the way forward of the youth advocates were discussed and concrete plans were laid out. The students also had a knowledge session on using the various forms of social media platforms such as WhatsApp, Facebook, Twitter, Instagram and Canva, to promote child rights.





## **Panel Discussion on Role of Youth in SDG's**

A panel discussion on the Role of Youth in Sustainable Development Goals was conducted on 25 July 2018 at the Rajiv Gandhi National Institute of Youth Development at Sriperumbudur. Selected youth advocates from Stella Maris College, Chennai, participated in the panel discussion.

Young people today, form a majority of not just India's population but across the globe. The participation of the youth cannot be overlooked, in order to achieve the 2030 agenda. The youth thus cannot be left behind if we are to succeed in the global goals. Keeping this in mind, a panel discussion on the role of youth in SDG's were organised by RGNIYD in which several UN agencies, developmental agencies, civil society organisations, government officials, students and the media took part.

The youth advocates for children clearly voiced out their strong opinion on child rights and reiterated that in order to achieve the SDG's no one, including children should be left behind. Children are an integral part of the society and the future of the nation and the world. Hence their vulnerability should not be take advantage of and exploited. The advocates spoke on the various violations of child rights today including child sexual abuse, child labour, child marriage and online abuse. They called out to everyone to join hands to #EndViolenceAgainstChildren.



## Training on Social Media for Youth Advocates for Children



Social media training was targeted on the Youth Advocates for Children to ensure they are the ones who are the pull and push factor of the present and future generations through media. Nowadays people are busy enough in their own world called social media which feeds them with wide information from all over the world. Contrary to earlier times, newspapers, television, radio and books do not reach the whole universe of people because only some might have interest on reading books, newspaper and watching television but everyone is excited to have luxury smart phones with them. Since the current life style has changed, accessing smart phones and social media has become a basic need.

The objectives of such a training included:

- To create social awareness through social media.
- To spread kindness through social media to the public.
- To use various application of social media to create impact on the public in a positive way for a social cause.
- To increase the technical knowledge of the students.
- To ensure safe and useful usage of the social media among the students.
- To spread and address the problems faced by children and other vulnerable communities through social media.
- To reach out to a large number of Youth Advocates for Children through the power of social media.

The sessions consisted of practical hands-on sessions on using Facebook, Twitter, Social Media Campaign, Hashtags, Video shoots. The students cleared many of their doubts on using social media and learned to harness the power of social media to advance child rights.



## **Orientation on prevention of child sexual abuse for Youth Advocates for Children**

Thozhamai organised a training on prevention of child sexual abuse for Youth Advocates for Children in collaboration with UNICEF and Stella Maris College, Chennai on 12 October 2018. About 43 participants attended the training.

The objectives of the training are as follows:

- To create social awareness and methods to prevent child sexual abuse.
- To increase the knowledge of the students on child abuse.
- To ensure a safe environment for children in the society.
- To spread and address the problems faced by children and other vulnerable communities.
- To train a large number of Youth Advocates for Children to address the issues of children in the communities.

Child Sexual Abuse (CSA) is a violation of a child's body as well as of the trust, implicit in a care-giving relationship. This violation can have a significant impact on how the child, as a victim and later as an adult survivor, sees and experiences the world. Under POCSO Act, 2012, any sexual activity with a child below 18 years, whether boy or girl, is a crime.

The following myths were also discussed:

- Only strangers abuse children.
- Only men sexually abuse children.
- Child sexual abuse happens only in poor or problem families.
- Children imagine things.
- My kids know they're supposed to tell.
- Victims will have physical signs of the abuse.
- Only beautiful children are abused.
- Only girls are abused sexually.
- Good-looking, educated, middle-class, acts normal – so he/she can't be a child molester.
- All child molesters are paedophiles.

The following are the impacts

### **Physical Symptoms**

- Sexually transmitted diseases
- Pregnancy

- Difficulty in walking or sitting
- Repeated unusual injuries
- Frequent yeast infections
- Complaints of pain or itching in the genital area
- Pain during urination and/ or defecation

#### Psychological Impact

- Abrupt changes in behaviour
- Tendency to self-harm
- Improper sleep
- Bedwetting, Nail biting
- Refusal to undress for physical examination
- Excessive Fear of specific places, men or women
- Wearing many layers of clothing regardless of the weather

#### Emotional Impact

- Confusion
- Shame
- Grief
- Helplessness
- Guilt
- Fear
- Anger
- Depression

#### Acts Related to CSA

- POCSO - Protection of Children from Sexual Offences Act was declared by Lok Sabha on 22 May 2012.
- POCSO provides for severe punishment for child sexual offenders, depending on the gravity of the crime.
- Reporting is Mandatory under POCSO. Not reporting is also a crime that can be punished with six months' imprisonment and/or fine
- Penetrative Sexual Assault (Up to 7 years of imprisonment)
- Aggravated Penetrative Sexual Assault (Up to 10 years of imprisonment)
- Sexual Assault (3 to 5 years of imprisonment)
- Aggravated Sexual Assault (5 to 7 years of imprisonment)
- Sexual Harassment (Up to 3 years of imprisonment)





**Orientation on prevention of child sexual abuse for volunteers of Young Indians**



Thozhamai organised a similar training on prevention of child sexual abuse for volunteers of Young Indians in collaboration with UNICEF, in Madurai on 13 October 2018. About 30 participants attended the training.

The objectives of the training are as follows:

- To create social awareness and methods to prevent child sexual abuse.
- To increase the knowledge of the students on child abuse.
- To ensure a safe environment for children in the society.
- To spread and address the problems faced by children and other vulnerable communities.
- To train a large number of volunteers for children to address the issues of children in the communities.

