



# ANNUAL REPORT-2017

## JYOTHI JEEVAPOORNA TRUST ARCHANA WOMEN'S CENTRE





**അർച്ചനാസ് കിച്ചൺ പ്രവർത്തനമാരംഭിച്ചു**

ഏറ്റുമാനൂർ: അർച്ചന വിമൻസ് സെന്ററിന്റെ ആഭിമുഖ്യത്തിൽ പുനത്തുറ കവലയിൽ ആരംഭിച്ച അർച്ചനാസ് കിച്ചണിന്റെ ഉദ്ദേശ്യം ഏറ്റുമാനൂർ മുനിസിപ്പൽ വൈസ് ചെയർപേഴ്സൺ റോസമ്മ സിബി നിർവഹിച്ചു. ഡയറക്ടർ ത്രേസ്യമ്മ മാത്യു വിന്റെ അധ്യക്ഷതയിൽ ആരംഭിച്ചു. വികസന സ്മാർത്തിൽ കമ്മിറ്റി ചെയർമാൻ ടി.പി. മോഹൻദാസ്, വെട്ടിമുകൾ പള്ളി വികാരി ഫാ. ജോസ് വരിക്കുളളിയിൽ, ആനി ജോസഫ്, തൈസെ കുര്യൻ, ജെയിനമ്മ സെബാസ്റ്റ്യൻ, അജിൻലാൽ ജോസഫ്, സൗമ്യ സജീവൻ, ചിഞ്ചു ജോസ്, പോൾസൺ കൊട്ടാരത്തിൽ, ജി സ്മി ജോസ്, ആഷാ വർഗീസ്, ജിജി ഗ്ലാഡി, ആര്യ ഷിന്റ, റ്റിനു പ്രാൻസിസ്, ഷീല കെ.എസ്, ഗീത ദാസപ്പൻ തുടങ്ങിയവർ പ്രസംഗിച്ചു.



അർച്ചന വിമൻസ് സെന്ററിന്റെ ആഭിമുഖ്യത്തിൽ പുനത്തുറ കവലയിൽ ആരംഭിച്ച അർച്ചനാസ് കിച്ചണിന്റെ ഉദ്ദേശ്യം ഏറ്റുമാനൂർ മുനിസിപ്പൽ വൈസ് ചെയർപേഴ്സൺ റോസമ്മ സിബി നിർവഹിച്ചു.

**അർച്ചന ഫെസ്റ്റ് 2017 നാളെ മുതൽ കൂട്ടായ്മ ശ്രദ്ധേയമായി**

കൊല്ലം അക്ഷരശാലി സമാഹൃത കച്ചേരികൾക്ക് വേണ്ടി നടന്ന കാര്യങ്ങൾക്കുപേരായി പങ്കെടുക്കാനാണ് അർച്ചനാസ് കിച്ചണിന്റെ ഉദ്ദേശ്യം. ഏറ്റുമാനൂർ മുനിസിപ്പൽ വൈസ് ചെയർപേഴ്സൺ റോസമ്മ സിബി നിർവഹിച്ചു. ഡയറക്ടർ ത്രേസ്യമ്മ മാത്യു വിന്റെ അധ്യക്ഷതയിൽ ആരംഭിച്ചു. വികസന സ്മാർത്തിൽ കമ്മിറ്റി ചെയർമാൻ ടി.പി. മോഹൻദാസ്, വെട്ടിമുകൾ പള്ളി വികാരി ഫാ. ജോസ് വരിക്കുളളിയിൽ, ആനി ജോസഫ്, തൈസെ കുര്യൻ, ജെയിനമ്മ സെബാസ്റ്റ്യൻ, അജിൻലാൽ ജോസഫ്, സൗമ്യ സജീവൻ, ചിഞ്ചു ജോസ്, പോൾസൺ കൊട്ടാരത്തിൽ, ജി സ്മി ജോസ്, ആഷാ വർഗീസ്, ജിജി ഗ്ലാഡി, ആര്യ ഷിന്റ, റ്റിനു പ്രാൻസിസ്, ഷീല കെ.എസ്, ഗീത ദാസപ്പൻ തുടങ്ങിയവർ പ്രസംഗിച്ചു.

2017 ഡിസംബർ 01 വെള്ളി **ദീപിക**

**സ്ത്രീ ശാക്തീകരണം വിളിച്ചോതി വ്യവസായ സംരംഭകമേള**

കടുത്തുരുത്തി: സ്ത്രീ ശാക്തീകരണം വിളിച്ചോതി അർച്ചന വിമൻസ് സെന്ററിന്റെ കാർഷിക വ്യവസായ സംരംഭകമേള. അർച്ചനയിലൂടെ സ്വയം തൊഴിൽ കണ്ടെത്തി സമീപമായ വരുമാനവും അതുവഴി ജീവിതത്തിൽ മുദ്രനോന്നം കഴിഞ്ഞ നൂറുകണക്കിന് സ്ത്രീകളാണ് അർച്ചന ഫെസ്റ്റിൽ തങ്ങളുടെ സ്റ്റാളുകളുമായി അണിനിരന്നത്. അച്ചാറുകൾ, പായസം, കപ്പ ചീപ്പ്സ്, പപ്പടവട, ഉഴന്നുവട, ഉണ്ണിയപ്പം, അച്ചുപു, എള്ളിപ്പം, പക്കാവട തുടങ്ങി കച്ചവടം പങ്കെടുക്കുന്നവർ വീട്ടുകളിൽ ഉണ്ടാക്കിയ മീനായികൾ, പോരക്കൂറുകൾ, സ്പാർക്ക്സ്, അച്ചാർ, സകാഷുകൾ, മിക്സ്ചർ, അച്ചാർ, ചീപ്പ്സ്, വിവിധ തരം കേക്കുകൾ, വെളിച്ചെണ്ണ, ബിസ്കിറ്റ് തുടങ്ങിയവയെല്ലാം വിവിധ സ്റ്റാളുകളിൽ ഉൾപ്പെട്ടിട്ടുണ്ട്.



അർച്ചന വിമൻസ് സെന്ററിന്റെ നേതൃത്വത്തിൽ കടുത്തുരുത്തിയിൽ നടന്ന കാർഷിക അർച്ചന ഫെസ്റ്റ്-2017 ഓരൻസി ജോസഫ് എം.എൽ.എ ഉദ്ദേശ്യം ചെയ്യുന്നു.

ലയിലുള്ള എൽ.എൽ.സി. ബി.ബി.കൾ, ട്യൂബുകൾ, സീമിയൽ മാലകൾ തുടങ്ങിയവയുടെ സ്റ്റാളുകളും മേളയുടെ ആകർഷണങ്ങളായി കപ്പ, ചേന, കൈച്ചെൽ, മുളക്, പൂളി, വിവിധതരം നാടൻ പച്ചക്കറികൾ എന്നിവയുടെ സ്റ്റാളുകളിൽ സാധനങ്ങൾ വാങ്ങാൻ വൻതീരമുണ്ട് അനുഭവപ്പെട്ടു. പച്ചമുളക്, തക്കാളി, വെണ്ട, വെള്ളരി തുടങ്ങിയ പച്ചക്കറി വിത്തുകളുടെ വിൽപന സ്റ്റാളുകളും മേളയിലുണ്ടായിരുന്നു. വസ്ത്ര വിൽപന, മോഷണുകൾ, സോപ്പുകൾ, ചന്ദനനിരീകൾ, അച്ചാറുകൾ എന്നിവയെല്ലാം സ്റ്റാളുകളിൽ വിൽപനയ്ക്കായി എത്തിയിരുന്നു. 10 ഗ്രൂപ്പുകളിൽ നിന്നായി 1500ലേറെ സ്ത്രീകളുടെ പങ്കാളിത്തമാണ് മേളയെ ജനശ്രദ്ധയാകർഷിച്ചത്. രണ്ട് യൂണിറ്റുകളുമായി പുതുപ്പണം മേളയിൽ സാന്നിധ്യം അറിയിച്ചു. കടുത്തുരുത്തിയിൽ നടന്ന കാർഷിക വ്യവസായ സംരംഭകമേള അർച്ചന ഫെസ്റ്റ്-2017 മോൻസ് ജോസഫ് എം.എൽ.എ ഉദ്ദേശ്യം ചെയ്തു. പ്രദർശന പരിവേഷ് ഉദ്ദേശ്യം അല്ലെങ്കിൽ പ്രസിഡന്റ് സലറിയാസ് കുതിരവേലി നിർവഹിച്ചു. ബോർഡ് ബോധിതകളെ സെലിനാർ, വിവിധ



മുഖ്യമന്ത്രിയിൽ നടന്ന വേൾഡ് കോൺഗ്രസ് ഓഫ് വിമൻ ലീഡേഴ്സ് മീറ്റിംഗിൽ കോട്ടയം വെട്ടിമുകൾ അർച്ചന വിമൻസ് സെന്റർ ഡയറക്ടർ ത്രേസ്യമ്മ മാത്യു വിനീതാ ശാക്തീകരണ പ്രവർത്തനങ്ങൾക്കുള്ള സൂപ്പർ വിൻ അച്ചിവർ അൻവർദ്ദേഹി പുരസ്കാരം അർജ്ജിച്ചതിനെ പറ്റി ചർച്ച ചെയ്തു.

**ഊരജസംരക്ഷണ ബോധവൽക്കരണം**

ഏറ്റുമാനൂർ: അർച്ചന വിമൻസ് സെന്ററിന്റെയും തിരുവനന്തപുരം എനർജി മാനേജ്മെന്റ് സെന്ററും സംയുക്തമായി ഊരജസംരക്ഷണ ബോധവൽക്കരണ പരിപാടി വെട്ടിമുകൾ അർച്ചന വിമൻസ് സെന്ററിൽ നടത്തി. സെന്റർ ഡയറക്ടർ ത്രേസ്യമ്മ മാത്യു അധ്യക്ഷത വഹിച്ചു. നഗരസഭാ വൈസ് ചെയർപേഴ്സൺ റോസമ്മ സിബി ഉദ്ദേശ്യം ചെയ്തു. ലാലി ജോർജ് പ്രസംഗിച്ചു. മധു കൃഷ്ണൻ ക്ലാസ് നയിച്ചു.

**ദീപിക - 18-03-17**



അർച്ചന വിമൻസ് സെന്ററും എനർജി മാനേജ്മെന്റ് സെന്ററും സംയുക്തമായി നടത്തിയ ഊരജ ബോധവൽക്കരണ പരിപാടി ഏറ്റുമാനൂർ നഗരസഭാ വൈസ് ചെയർപേഴ്സൺ റോസമ്മ സിബി ഉദ്ദേശ്യം ചെയ്യുന്നു. ത്രേസ്യമ്മ മാത്യു, ലാലി ജോർജ്, മധു കൃഷ്ണൻ എന്നിവർ സമീപം.





## Director's Message

Dear Partners & friends,

It is with a sense of deep joy and gratitude that I venture to present before you this Annual Report of JJPT Archana Women Centre for year 2017. Sense of joy, because our organization could successfully navigate, and chalk out a new direction and action plan, based on the experiences and in sights we gained from our pioneering steps of the past decade here in Kerala, and a sense of gratitude because the level of growth that we could muster to achieve was made possible by the valuable partnership, and support that we were so generously granted by our supporters overseas and in India. As I mentioned, in the reporting year 2017 our organization opted for a new and challenging roadmap towards our goal of women's empowerment, because of the conviction that the kind of various trainings and orientations that we had carried out in the past one decade, had prepared a ground for a network of motivated women groups to take the next logical leap forward from the level of trainees and skill seekers to that stage of progress in to "producers, entrepreneurs and independent managers. The reporting period of 2017 has been remarkable for this significant change in our program matrix through a quality shift and strategically reorientation to achieve the professed and fundamental objective of egalitarian and equitable social system through empowerment and rights-based approaches of the marginalized, especially women. I therefore invite you to have a short glimpse with me into the annals of the Archana Saga of putting trust, power, capacity and resources into the hands of marginalized women. This has been refreshingly at times successful, and at times frustratingly difficult to carve out a new world of equality, fair opportunities, and an improved socio-economic standard.

**"Human rights are women's rights  
and women's rights are human  
rights, once and for all." —Hillary  
Clinton**

Ms. Thresiamma Mathew  
Director



## ARCHANA WOMEN'S CENTER ETTUMANOOR

### Mission & Vision

AWC has adopted as its mission “ creation of a new, and equitable social order devoid of discrimination which will generate and guarantee fair and equal opportunities, for all especially women. Therefore, we have set our goals on a task of mentoring and empowering communities of motivated and empowered groups, especially of women, to become capable and inspiring agents of sustainable social change in the contemporary world of their unique social situations.

### Archana Women's Centre:-

Archana Women’s Center is the Kerala Wing of Jyothi Jeevapoorna Trust, the social action wing of the Secular Institute of The Oblate Missionaries of Mary Immaculate. Inaugurated in 2004, the AWC is now headquartered at Vettimukal in Ettumanoor municipal area of Kottayam district.

# AWC- The Structural Framework for a social movement:

AWC has carved out a unique and enviable role in the world of NGOs, by positioning itself to champion the cause of human and gender rights in the changing social and economic environment of the society. It depends on the valuable inputs by its teams of experts, specialists, and practitioners to web together appropriate policies and action programmes.

And our band of committed personnel has taken upon themselves, the challenging task of connecting these policies and programmes into tangible and vibrant social assets like community action groups, self-help producer groups and motivated women leaders and activists etc. Whatever change we have been able to bring about in this process has been made possible through the active engagement of these 3 tier personnel teams viz:-



**The thing women have yet to learn is nobody gives you power. You just take it.**

[www.dagajournal.com](http://www.dagajournal.com)

# Trust Members



Ms. Thresiamma Mathew



Ms. Mercy Savariyaradimai



Ms. Annie Joseph



Ms. Mary Joseph



Ms. Theresa Kurian



Ms. Little Flower Joseph



Ms. Rosly Devasahayam

# Advisory Board Members



1. Dr. C. Thomas Abraham ( Retired Prof. Adult education dept. MGU; International trainer –TCI)
2. Dr. Fr. Joseph M.K. (Prof. Rajagiri college of Social Sciences, Kalamassery)
3. Dr. Cherian Kurian (HOD, Dept. Social work, Marian College)
4. Sri. Joy paul (Managing Director, N.T. Paul construction)
5. Mrs. Nisha Jose K. Mani (Brand Ambassador of HAIR FOR HOPE)
6. Mrs. Glory Mathew ( Retd. Officer, Social Justice Department)
7. Mr. Shibu K Nair (Thanal, Programme Director & Planning committee member of Trivandrum & Kollam Corporation)
8. Adv. Shaji Mathew (managing director – As associates)
9. Mrs. Omana Muraleedharan (Proprietor – Amrutha Metal Finish & Charis Food Products)
10. Dr. P.T Michael (Prof. Dept. of Economics, Devamatha College, Kuravilangad)

## Personnel Team



**JYOTHI JEEVA POORNA TRUST –ARCHANA WOMEN’S CENTRE**

**STAFF DETAILS**

<b>SL NO.</b>	<b>NAME</b>	<b>Area of Expertise</b>	<b>QUALIFICATION</b>	<b>YEAR OF EXPERIENCE</b>
1	Miss.Thresiamma Mathew	Director	B.Sc, DSDS-Coady International	40
2	Annie Joseph	General Manager	BA	10
3	Paulson K F	CAG-Co-Ordinator	MSW	10
4	JainammaShibu	Finance Officer	MA,HDC	9
5	Jayasree P K	Social training co-ordinator &Organic Framing Trainer	BSW, diploma in Organic Farming	15
6	Aryamol P A	Junior Engineer	B.Tech Civil	5
7	ShienyJoshy	Community Organiser	ANM	10
8	Teenu Francis	Community Organiser	MSW	1
9	Asha Varghese	Construction Supervisor	DTP	6
10	Sejo Jose	Senior Engineer	B.tech Civil	8
12	Sruthymol V S	Office secretary/ computer specialist	B.Tech IT	1
13	Sheela K S	Community Organiser	B.com	1
14	Miss.Theresa Kurian	Home Management	Diploma in Home Science	20
15	Jismi Jose	Social woeker –child resource centre	B.com, MSW	4
16	SoumyaSajeevan	Driver	BADGE	7
17	Gigi Kuriakose	Hollow Block Supervisor	KGTA	10
18	SoniyaSijo	House Keeper	Plus two	
19	Ajinlal Joseph	Community Organiser	B.sc, MSW SSLC,Librarian Course	2
20	Annamma Peter	Librarian		15



# Activity REPORT 2017

During the last ten years of our operations, we had been focusing largely on the aspect of “Training & Empowerment of Women” in non-traditional skills such as masonry, carpentry and ferro-cement technology, backed by social integration training. This training was conducted to make women skilled enough to be capable of competing in the job market and earn a livelihood on a par with their male counter parts and demolish the patriarchal barriers of discrimination, bias and marginalization. The concept has been a revolutionary and path-breaking one and it slowly reached the corridors of power at highest level. The Government of Kerala, through its Kudumbasree Mission has now adopted the idea and have now started to give training to selected women groups in building /construction skills in Different parts of the state, thus bestowing the very kind of recognition and respectability that we had striven to get for this cultural and social innovation, we painstakingly introduced and nurtured. On our part at AWC, we collectively decided to move ahead with the next decisive and logical step in the direction of ushering in an era of social equality by motivating and supporting the trained women groups to employ their newly earned skills as effective tools of emancipation by venturing out into group-based production / activities i.e., social entrepreneurship and become masters of own destinies. Thus, was born the AWC piloted “Community Action Groups” (CAGs) programme, as a bulwark against the tracheal hegemony and as a platform for creating an enabling environment for the women groups to wing out and make a mark.

## Community Action Groups



Are small homo generous groups of women organized and Knit together to work cohesively and collectively as a social entrepreneur group to realize the objects of human and women's basic rights for sustainable livelihood, social equality, economic self-reliance, right to hygienic housing, right to sanitation etc. Each group comprises of 10-20 like minded women, who have been adequately educated and motivated about the wide ramifications and dynamics of working together, earning together and pulling together in a patriarchy dominated community to create a non-Discriminatory and inclusive social milieu.



The noteworthy features of CAG are: -

- a) They rely on the positive benefit of group activity, where every member contributes a definite quantum of work and engage in a joint production / marketing / or service project.
- b) Depends upon the deployment of 'job skills' that each member has already acquired; or has been given.
- c) There is no discrimination in wage distribution among members.
- d) There is total transparency about both income and expenditure and every member has a say in the matter of decision making about the product, service or marketing.
- e) There is a weekly get-together to take stock of the project and its progress and all members participate and contribute unreservedly.
- f) During the year under report, AWC could provide the initiation support to 130 CAGs in 14 Panchayat areas. There are 2000 members in CAGs, pursuing a common goal and working in a spirit of harmony and dedication. These CAGs have been supported by seed money by AWC and been introduced to the financial institutions for availing necessary financial resources for fueling the growth of their enterprise.



**CAG -Group Training**



**EDP-Training**

AWC could channelize a total sum of Rs 71.05 lakhs as seed money and bank finances to 16 CAGs, to help CAGs meet their investment needs. A staff team of 1 co-coordinator, 3 social organizers & 7 animators are working for co-coordinating, sustaining the momentum and to motivate the groups to aim at ever higher goals and targets. A large exhibition cum contact programme as “Archana Fest” was organized at Kaduthuruthy in November 2017. All the important functionaries & elected representatives were invited and there was a very enthusiastic participation from the local community in the programme. We are working out a programme for extending the CAG network to 10 more Panchayat, in the ensuing year and have already set up two separate Regional Coordination Centers to facilitate faster and better movement of resources and products and to forge new linkages with potential technology and market movers. We are working out a programme for extending the CAG network to 10 more Panchayat, in the ensuing year and have already set up two separate Regional Coordination Centers to facilitate faster and better movement of resources and Products and to forge new linkages with potential technology and market movers.



**Kaduthuruthy Regional Office Inauguration**



### Thellakom Regional Office Inauguration

The AWC sponsored CAG network at a glance:- [2017May-December]

#### 1. No. of CAGs formed & trained for group activities

No. of CAGs formed	No. of enterprises	Total participants	Total amount disbursed
<b>130</b>	<b>68</b>	<b>209</b>	<b>7,100,000.00</b>

Staff training :Training was given by Dr.Thomas Abraham.Another training was given by Dr.Justin in the month of January and May 14 staff members participated



## CAGs Supported by banks

SI No	CAG Name	Panchayat	Projects
1	Dreams	Manjoor	Food processing
2	Krupa	Manjoor	Tailoring and Dress materials, Cow rearing, Catering
3	Surabhi	Manjoor	Tailoring and Dress materials
4	Haritha	Manjoor	Tailoring and Dress materials, Goat rearing, detergent production
5	Greens	Thalayolaparabu	Backyard Poultry farming, Cow rearing Tailoring and Dress materials
6	Smart Lady	Thalayolaparambu	Paper and carry bag production
7	Daliya	Kaduthuruthy	Goat rearing
8	Jawla	Njeezhoor	Poultry farming
9	Deepam	Njeezhoor	Vegetable and banana cultivation
10	Puthuma	Njeezhoor	Vegetable and banana cultivation
11	Nanma	Njeezhoor	Vegetable and banana cultivation
12	Beauty	Kaduthuruthy	Vegetable and banana cultivation
13	Sneha	Njeezhoor	Vegetable and banana cultivation
14	Vanitha	Mulakualm	Poultry farming and cow rearing
15	Lakshaya	Kaduthuruthy	Tailoring and dress material unit, Tea and snacks shop
16	Mythri	Kaduthuruthy	Tailoring and dress material unit snacks and pickle production

## Training on LED Bulb Making:

AWC organized LED bulb production training programme in collaboration with Novelux Lighting solutions, Ernakulam led by Mr.Rengith (Production Head,Novelux Lighting solutions). 29 women participated in the programme.



## 2. No. of projects undertaken

SI No	CAG Name	Panchayat	Projects
1	Dreams	Manjoor	Food processing
2	Krupa	Manjoor	Tailoring& Dress materials, Cow rearing
3	Friends	Manjoor	Tailoring
4	Finix	Manjoor	Soap and detergent making
5	Haritha	Manjoor	Soap, detergent making goat rearing
6	Mythri	Manjoor	Tailoring Unit Soap, detergent making, Chips production
7	Asraya	Njeezhoor	Tailoring Unit, Soap & detergent making
8	Thanima	Njeezhoor	Petty Shop
9	Thejas	Njeezhoor	Tailoring and dress materials
10	Deepam	Njeezhoor	Cow rearing
11	Puthuma	Njeezhoor	Milk processing
12	Evergreen	Kaduthuruthy	Soap and detergent making
13	Nizhal	Kaduthuruthy	Snack production
14	Soubhagya	Kaduthuruthy	Curry powder making
15	Prathiksha	Kaduthuruthy	Paper bag production
16	Lakshaya	Kaduthuruthy	Organic manure production and distribution
17	Butterfly	Kaduthuruthy	Carry bag production
18	Dharsana	Neendoor	Snacks and Pickle production
19	Nanmma	Neendoor	Dress materials sales
20	Mythri	Neendoor	Dress materials sales
21	Smart Lady	Thalayolaparam bu	Paper bag and carry bag production
22	Varnam	Kuravilangad	LED bulb production
23	Thanal	Piravam	Stationary shop
24	Asha	Manjoor	Soap and detergent making
25	Orchid	Kallara	Tailoring chips production
26	Kingini	Thalayolaparabu	Homely meals
27	Lakshaya	Ettumanoor	Bakery items production
28	Prathiksha	Kanakkari	Home made chocolate production
29	Sion	Ettumanoor	LED bulb production
30	Sneha	Piravam	Tailoring and dress materials
31	Amala	Elanji	Homely cake production
32	Deepam	Athirampuzha	Tailoring and dress materials

### Contractor / Producer Groups at a Glance:-

Sl.No.	Group	Members	Status
01	Masonry Group	7	Working at individual orders
02	Carpentry Group	10	Working in one Panchayat
03	Organic Farmer Group[ 3]	15	Undertaking organic farming of horticulture product.

## Fashion Designing & Tailoring Training:

AWC organized fashion designing & tailoring training at AWC. The main aim of the training was to enhance the capacity of women in tailoring and expertise them in new fashions. It will help them to mobilize bulk orders and improve their quality of life. During this year AWC completed 10 batches training 150 women participated in the training.



## BANKING AWARENESS PROGRAMME

Bank plays an important role in the daily life of people. In order to familiarize the activities of the Bank to common people AWC organized half day banking awareness programme at Kaduthuruthy Regional office. The class led by Kaduthuruthy Union Bank Manager Mr. S. Srikumar.



## EXPOSURE VISIT

We at Archana believe in the twin advantages of learning from others. It provides a several experience based feedback. And it is also a gateway to has and centered ways and means of taking problems. We made two important visits during the year to outstanding NGOs of Kerala viz, WIN society in Alappuzha etc. the field visit cum study provided to our staff persons enough materials and insights on problem solving , community organisations self-management and resolution of tensions and intra- group problems, the visit to WIN society helped us organised the CAG network in a very transparent and efficient way with no norms for complaint.





# WOMEN IN ACTION TO SAFEGUARD RIGHTS TO HEALTHY FOOD



Healthy food, free of contaminants, is a basic human right and women are particularly concerned about the quality of food being served to the family. We at Archana Women Centre, has been making earnest efforts in concertizing the community about this fundamental human right and on the possible ways to have – this realized. Organic production of common food especially that of horticultural produces has been identified as a possible means replicable at the community level, because of the demand and consumption patterns prevalent here. Under the leadership of Ms. P.K. Jayasree who underwent University level training programmes in organic farming technologies, AWC started a Training cum Model Farm at Mannanam in Kottayam district on a leased plot.



More than 200 women, mostly members from different CAGs, were imparted training in systems and practices for starting and running a successful and sustainable organic farm unit at family level. 250 women have undertaken small scale organic farming units at their homesteads, using organic inputs and following recommended organic agro practices. Their produces mostly tubers, vegetables, fruits like bananas and rice after own use, were brought to sale at AWC organized outlets and at Krishi Bhavan [ dept of Agriculture] based outlets and marketed as organic food. The programme still is at a nascent stage and much more needs to be done to have it promoted on a wider scale with mass participation before getting elevated to the status of a sustainable socio-agro culture of the community.



# WOMEN IN ACTION TO HEALTHY SHELTER



The right to decent, healthy shelter is a basic human right, acclaimed to be so universally. We have taken up this issue at the CAG level, who has come up with a list of needy families, who are now living in unhealthy conditions. With the help of the contractor group of women masons and with financial inputs expected from the various Government Programmes in vogue, we expect to be instrumental in giving physical shape to the aspirations of over 50 poor families who are in dire need of an improved decent and healthy housing, during the next year.

## Action for Empowerment Through Awareness Building Among the Vulnerable Groups & Women



One of the fundamental conditions for ensuring the advance of an empowered and rights conscience community is the level of awareness, on the legal, social and cultural issues that impact such a rights based community. At AWC, we have given shape to a separate Department headed by a legal expert and supported by teams of social workers, who are specially trained and empowered to disseminate the ideals of equality, legal redress available against gender violence and the legal systems as prevalent in the country.

This improved awareness of women is an effective safeguard against gender based violence and rights abuse. During the year 2017, we conducted following awareness generation programmes for different groups of women and men. Besides the awareness generation classes, which are also interwoven with a question & answer session, we have also set up a counselings unit to provide individual counselings and psychological support to persons in need. A Legal Expert, and a social worker constitute this legal clinic, which is accessible to the needy women 6 days of the week.



Sl.N o.	Subject of Awareness Class	No. of Class	Participants
1.	Domestic Violence against Women & available avenues for prevention of Such incidents	12 classes	210
2.	Women's Rights at places of work & gender rights in general	2 classes	70
3.	Protection of children against sexual offences (POCSO)	4 classes	115
4.	The Indian Constitution A General Overview	2 classes	150
5.	Human Rights protection	3 classes	170
6.	Citizens' Rights for A clean, Healthy Environment & Laws In Vogue to Protect Environment	4 classes	180

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One of the flagship programmes of AWC from its early days itself, has been “skill training”, aimed at various age groups, women, housewives, unemployed youth, adolescents, etc. Skills for progress and development, has been the driving motto behind this plan and a multipurpose resource center was established at AWC headquarters, equipped with a modern library, computers and training aids. In order to awaken and empower through strategic intervention of grassroots level leadership. We conducted the following training programmes for different groups of people under the multipurpose training and coaching programme; during the year 2017. These and several other training have been so designed and tailored to help the vast community of ordinary women, equip themselves with a relevant and appropriate skill, which should propel them to the next level of livelihood earning capacity. This has been the strategy we have assiduously cultivated during these years to groom and develop a new community of awakened and empowered women capable of gaining a foothold in the arena of economic freedom and the happiness it brings along for the many disadvantaged families.-

Sl.No	Training Programme	Duration	No. of Persons Trained
1	Entrepreneurship Development Trg.	One Day	30
2	Legal Literacy & Awareness Trg.	One Day	25
3	Gender Issues & Problems Trg.	One Day	120
4	Organic Farming: Systems & Practices	3 Days	90
5	Computer & Cyber skills for women	12 days x 2	50
6	Assistant Beautician Course	50 days x 2	30
7	Daily Living Utilities Trg.	2 days x 2	52
8	LED Bulb Production Trg.	7 days x 2	19
9	Healthy Food Production & Catering skills	5 days x 3	12
10	Garments Production skills	60 days x 5 batches	150
11	Serial Bulb Production Trg.	3 days x 3 batches of 5	20
12	Homemade chocolate production Trg.	3 days x 3 batches of 10	30
13	Natural fruit juice production	One Day	15

## SERIAL BULB MAKING TRAINING



AWC organized one day serial bulb making training for CAG members at Kaduthuruthy Regional Office. Generally it is a technical work followed by men only, the participants were very proud to undergo this training. The main aim of the training was to enhance their technical skill. 20 women Participated in the training programme. During X'mas season they had a good deal of sale.



## Homemade Sweets Making Training:

In order to promote safe food culture AWC organized homemade Sweets making training at AWC. It's one of the effective methods of income generation for home makers.



# Food Production Training

AWC organized one day food production training for mobile food production unit members. It was an effective one to the trainees; the training included biryani making, chicken curry and meals with different side dishes. The training helped the members to make food tastily and upgrade their business. 12 members participated in the training.



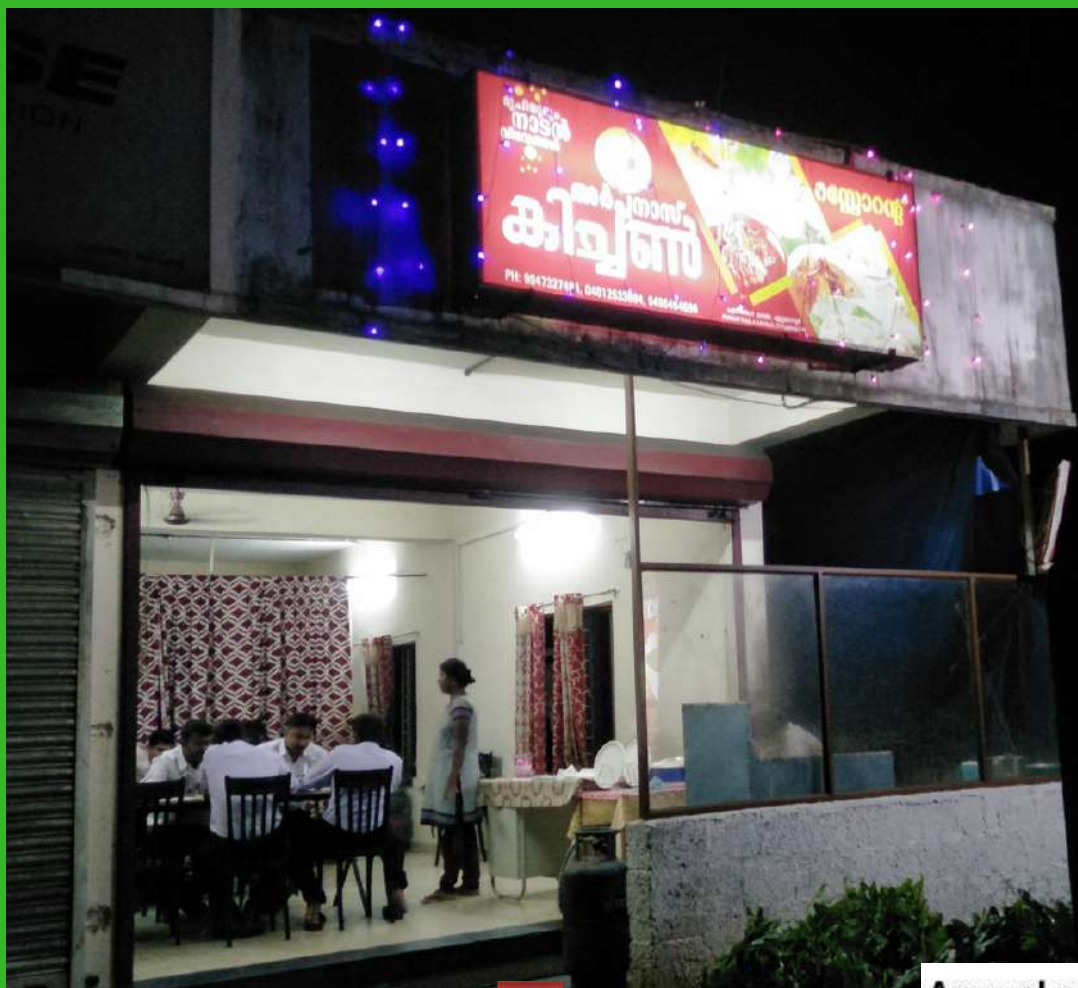
## Chocolate Making Training

In order to promote income generation and build safe food culture AWC organized one day Chocolate making training at AWC. The training helped the participants to make sweets tastily with locally available. 15 members participated in the training.



# ARCHANA KITCHENS

To promote women's right, of food security and income generation we started an evening hotel at Punnathura Junction named Archana Kitchens. The blessing ceremony was led by Rev. Fr. Jose Varikkapally (Vicar, St. Mary's Church, Vettimukal). The programme was inaugurated by Mr. T P Mohan (Standing Committee Chairman for Health, Ettumanoor Municipality). It was presided by Miss. Thresiamma Mathew (Director, AWC).





# IT FOR SHE

As the march towards equality for women gathers momentum, It is but natural and logical that women on the margins be also get covered by the technology network and its advantages. As a starting point, we could import a basic training to 24 members each for 5 batches of our CAG network. In the fundamentals of computer literacy skills, operations of computer, E-mail, online corresponds dower etc. so that they can handle the basic IT jobs independently. The training has given and they are now level of self-confidence of women, and they are now following it up with continuous training in IT skills to become participant in computer skills.



## Assistant Beauty Therapist course

AWC & ASAP together organized Assistant Beauty Therapist course at AWC. 30 students from neighboring schools were given 2 month long training as assistant beauty therapist. They were given placement in the beauty parlors around Kottayam.





## ARCHANA TAXIS PROGRAMME

AWC implemented a new idea in the non –traditional livelihood sector like driving in line with the 'women on wheels' programme of Azad Foundation. As an innovative effort we are stepping in to the field of driving by training women as professional drivers. We are planning to give training to three batches of women having 10 members in each batch. The main objective of the training is to motivate them to acquire the driving skills and build confidence and for road driving and prepare them to pass permanent driving license test.. As a part of the replication of “women on wheels” project in Kottayam and Ettumanoor Municipalities, the following steps were taken

1. Feasibility study in the project Areas:
2. Employment Opportunities for women drivers:





## SELF-HELP CONTRACTOR GROUPS

These groups are basically constituted by skilled women, who in the past had undergone the AWC training in masonry, carpentry, plumbing or similar job-oriented training. The objective is to support these groups to move ahead and engage themselves in construction and related activities, helping them to put their acquired skills to productive use, thus training visibility, credibility and employ-ability in the construction sector. During the period of 2017, we could organised and mentor three groups in masonry and carpentry sectors. With the technical training, mentoring support and a strong liaison services network extended by AWC , these contractor (Producer) groups have been successful to get contract jobs from Panchayats for creating community assets of various kinds.

During the past 11 years AWC trained thousands of women masons and placed them in different construction settings. We had a well calibrated syllabus and system for conducting theoretical & practical trainings in masonry, and have a good amount of prior experience in this area.



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# SKILL TRAINING IN CARPENTRY

A group of 30 women were given carpentry skills at Vaikom under a panchayat scheme. Out of the 30 women with basic training, 7 were selected and sent for advanced training at Thellakom in Carpentry. The group now gets regular orders from Panchayat for production of poultry sheds and similar items. One group of 7 masons were trained and they formed a construction group with a male mason to contract private works and panchayat works. These groups functioning in the construction sector, keep sending positive feedback on new skills acquired, new orders received and the new and enthusiastic stories of success.



## SELF-DEFENSE Training

The vulnerability of women and young girls is a major factor contributing to the instances of violence and crime against women. In most of the cases of crime against women the culprits are weaker individuals but the docility ascribed to the victims by centuries of male dominated society fuel the perpetrators with ghastly attacks on the victims. Women's Self Defense Training Program is a unique initiative of Kerala Police under its Community Policing Project. This project aims at empowering women through comprehensive awareness and practical defense training program.



# ACTION FOR BETTER & SUSTAINABLE HEALTH



AWC organised special health survey cum awareness programme in three settlement colonies of Ettumanoor Panchayat and covered a group of 258 families, who live in small homestead and are the most vulnerable. We conducted special lifestyle disease detection programmes with the help of the local Health Department. The emphasis had been on prevention of both LS Disease and Communicable diseases and prevention of vector borne diseases.



## Action for Prevention of Substance Abuse

One of the alarming situations faced by the Higher Secondary – college going student community has been the rampant drug and substance abuse and the way the teenagers and youth get snared into the vicious trap. We organised special awareness programmes in three High Schools on the dangers, evils and dormant perils of drug abuse, for the student teacher community. Programme has been attended by over 500 students and the parent teacher community has been alerted on this danger and the preventive steps needed.



# ACTION FOR SUSTAINABLE ENERGY MANAGEMENT

The use of energy or its absence in modern life and its implications influence the most the lives of women and children. We organised three half-day seminar programme on “renewable energy sources” and efficient use of energy for better living attended by housewives and farmers. The resource team came from Urjiakiran project of Energy management, Kerala. The seminar threw open the several avenues, options and possibilities of using energy more efficiently and sustain-ably. It was attended by 120 persons from three Panchayats.





# CHILD RIGHTS PROTECTION & RESOURCE CENTER

The objective of this cell is to inculcate a sense of independence, self-confidence and equality based mutual respect among the teenagers and adolescents. AWC organised a week-long summer camp for teenagers named “Smart Teens – 2017” in collaboration with M.G. University, Dept of Health & Excise. The programme covered sessions such as personality development, career orientation, goal setting, gender situations, etc. The camp was attended by 45 teenagers. Another summer camp was organised for adolescent girls from three Panchayats. 30 girls attended this programme, which helped the participants grow in awareness about the challenges and opportunities of the present age. Topics covered included – importance of cultivating a positive attitude and outlook, building up a correct self-esteem, goal setting, self-confidence building strategies, importance of communication, stress management, self-defense etc. These camps which targeted the growing youngsters of the community, helped them develop a healthy – holistic attitude towards gender issues, social justice, equality and self-help in times of stress.



# Programmes for Prevention of Gender Based Violence



AWC organised 12 seminars of half day duration to develop awareness among women and society at large about the causes of domestic violence against women and the possibilities of prevention. AWC organised and conducted three days training in self-defense techniques. It was organised with the help of Dept of Police, Government of Kerala and helped boost up the moral and level of self-confidence of women in particular. 35 women from different areas underwent this training in self-defense.



Awareness class about work place harassment





# Special events!

Campaigns

Celebrations



## ARCHANA FEST -2017

In November 2017, AWC organised a one day public event at Kaduthuruthy engaging 130 CAGs of our network. They conducted an exhibition cum sale of various produces and the event also coincided with a public function, which had many functionaries and Government Officials coming together to lend support to the new movement for women's empowerment AWC is championing.

The District Panchayat President, Ms Denise Richard of Partage. Lu and senior Government officials of Dept of Police, Women Development, social welfare etc, participated in this event, that created a great visibility for Archana & its campaigns.





Was celebrated as a unique and trend- setter day, with AWC leading the role of Agenda maker. The occasion was used to bring together various sections of civil society, think aloud about the gender situation here and come out with a charter of demands to make the overall social environment women friendly safe and accommodation. The preparations for the IWD were made much in advance and representation of municipality, police authorities, NGOs, businesses and right activists were member of the IWD celebration committee. After several meets we could develop a pledge for the civil society. This pledge was given to the business houses, shops, institutions etc. This pledge was formally made on the IWD by these institution on the IWD. The IWD celebration was used by AWC to give shape to a ‘women rights charter’ which included

- ❖ Making the work places and travel points safe for women in rights by ensuring prepare lighting, and rest and nursing facilities.
- ❖ Asking to shops & establishments that employ women to provide adequate seating facilities while on duty.
- ❖ Requiring the shops and establishment to adjust the duty hours in such a way as to enable the women workers reach home in time.

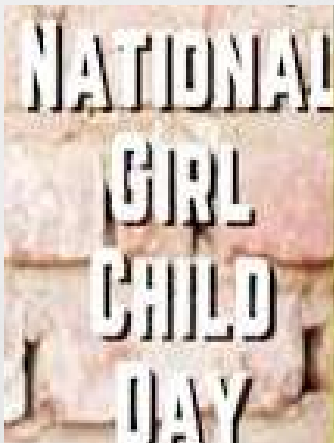
This charter demands for a women friendly civil society was handed over to the various departments and authorities for legislative action. In this way, the occasion IWD converged with a campaign point for women’s rights safety and equality.



## WORLD HEART DAY



September 29, World Heart Day is a truly global event that sees individuals, families, communities, organizations and governments around the world take part in activities to take charge of their heart health and that of others. AWC conducted spectacular programme at MHC colony with the aim to drive home the truth that by controlling risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided. The programme was inaugurated by Mrs. Viji Francis (Standing Committee Chairperson, Ettumanoor Municipality). Mr. Sasi Rajendran, Mr. Joy Mannamala (Ward Counselors), Miss. Annie Joseph (General Manager, AWC) gave felicitations. Dr. Jose Joseph (Principal, Medical College, Kottayam) led the session 'How to avoid risk factors that leads heart problem'. 65 members participated in the programme.



Every year 11th October is celebrated as International Girl Child day. The observation supports more opportunity for girls and increases awareness of gender inequality faced by girls worldwide based upon their gender. This inequality includes areas such as access to education, nutrition, legal rights, medical care, and protection from discrimination, violence against women and child marriage. AWC observed International Girl Child Day at St. Paul's Girls High School, Vettimukal. The programme was inaugurated by Sr. Daffini CSC (Principal, St. Paul's Girl's High School, Vettimukal). Mrs. Glory Mathew (Rtd. Member of Social Justice Board) gave an introduction session. Seminar was led by Mr. Siji Antony (Councillor, TRADA). More than two hundred girl children participated in the programme.

DON'T BE A WOMAN  
THAT NEEDS A MAN...  
BE A WOMAN  
A MAN NEEDS!



World Environment Day is a campaign celebrated every year by the people worldwide on 5th of June. This campaign was established to raise the global awareness among people about the environmental issues as well as take positive environmental actions. AWC observed the day fruitfully at our central office, Vettimukal. Mrs. Sreedevi .PN, Women protection officer

Inaugurated the programme. Miss. Thresiamma Mathew, Director AWC presided the meeting. Environmental activist Mr. Shaji Mathew led the seminar subjected 'Environmental protection and its importance in our life'. The participants pledged to respect and protect the environment and at the end of the day, every CAG member took home a sapling for promoting a greener earth. Mrs. Glory Mathew, Retired officer Social Justice Board distributed saplings to the participants.



## Development of Gender Sensitivity at Schools, workplaces & Civil Societies

A trained Counselor extends regular counselings services to teenage girls in 5 schools. A qualified and experienced Counselor is engaged for group counselings and awareness generation programmes. A full-time liaison officer has been engaged to undertake social and gender advocacy issues with the Government Departments, and local Council Institution, and motivate the officials to formulate and implement gender friendly policies.

**The thing women have yet to learn is nobody gives you power. You just take it.**



Human Rights Day is observed every year on 10 December. Universal Declaration of Human Rights, a milestone document that proclaimed the inalienable rights which everyone is inherently entitled to as a human being - regardless of race, color, religion, sex, language, political or other opinion, national or social origin, property, birth or other status. AWC observed the day to

propagate the message in order to safeguard and protect the rights of common people especially the rights of women based on the theme "Be the Light of The Society."



## Ms. Jayasree. PK of AWC gets Best Organic Farmer Award

Athirampuzha Gramapanchayath organized Best Organic Farmer Award for its farmers. Ms. Jayasree. PK of AWC was selected for the award for her dedication and innovation in organic farming. The award was conferred by the president of the panchayat.



# A model for the women empowerment



Soumya Sajeevan, the true face of women empowerment - She grew up in a family that was economically backward. She finished her schooling at SSLC due to lack of economic support from her family. At the age of 26, she joined for the carpentry training at Archana to reduce the burden of her father & mother and self support herself. During the training period she got really inspired towards Archana. After the completion of Carpentry course she expressed her longing to learn driving to the Director Miss. Thresiamma Mathew and Miss. Thresiamma helped her to learn driving. She got permanent driving license at the age of 21. It's her passion to drive all vehicles including tipper also. Miss. Thresiamma Mathew appointed her as a driver in Archana Women Centre. Now she is the pilot of Miss. Thresiamma Mathew. She says that "I have changed a lot since coming to Archana; every course of Archana taught me something. It has been really wonderful being here; Archana taught me to walk with my head held high and be self reliant. Now I am able to drive all kinds of vehicles even a fully loaded tipper too.. I will continue to earn my on livelihood as long as my health permits me".....

## ACTIVITIES OF ARCHANA LIBRARY & INFORMATION CENTRE



With the aim of enhance reading habit among women and children AWC is maintaining resourceful libraries at Thellakom Regional Center and at AWC central office. We have a large collection of General Knowledge, Novels, Short stories, Autobiography of eminent personalities, gender related books etc in our library. To bring the services to the poor women at home we are distributing books to anganvadies under Ettumanoor municipality like Nalppathimala, Edayadi, Ambalam colony, Pazhayamplathu, Kattathi. Other activity of library includes;



# Village Adoption Programme

AWC and its community outreach using got drawn into the alarming situation prevalent in MHC Colony a resettlement. Colony in Ettumanoor Municipality area, because of the compelling reasons of many forms of abuses prevalent. Lack of hygienic living conditions, rampant incidence of drug and substances abuses, and the evil influences it play on the psycho of Students, are some of the reasons that made as intervene there. The bad influences of drug had triggered several other forms of gender abuses, especially of adolescent girls. Our team conducted a personal survey cum fact finding study, focusing mainly on the student community. Tuition was introduced for the 10th class students, resulting in a 100% pass in the SSLC examination. Whereas formerly the pass percentage was less than 10%. This personal approach was supported by a scientific analysis programme (SALT visit) led by Dr. Rafeeq who was formerly a fellow of the UN study group. The devoted and personal approach by our team has helped diminish the abuse of child rights (rights to decent education) and gender based violence against women.



## Basic Amenities Development Programme

Huge populations in developing countries still lack the basic amenities of life. They are without access to basic education, clean water or basic sanitation, pucca houses etc. Social infrastructure amenities are crucial for creating sustainable communities. AWC took initiative to renovate a house for the family of Mrs. Seenath Shefeeque who lived in miserable poverty. Mrs. Seenath who suffered from heart problem continuously lived with her family in a shabby house. Archana staff took up the challenge and motivated local well- to do people to contribute to build a good house for her.

# WOMEN FRIENDLY PANCHAYATH



AWC launched an innovative project for women empowerment and women right activities - 'Women Friendly Panchayath'. The aim of project is transforming itself into a safe haven for women and female children, where they can move freely and fearlessly as well as live in dignity and pride. We plan to implement the project through various programmes, like awareness programmes, developing gender-friendly infrastructure, creating self-employment avenues for women and ensuring safety of women and children with the collaboration of panchayaths and other departments. The project was inaugurated at Manjoor Panchayath by Adv. Monse Joseph MLA and presided by Ms. Thresiamma Mathew (Director, AWC). Mr. John Neelumparambil (President, ManjoorPanchayath), Mr. Laurence Mathew (Industrial Extension officer,Kottayam), Mr. C.M George (Member, Uzhavoor Block), Mrs. Manju Ajith (Vice-President, Manjoor Panchayath) gave felicitations to the programme. Manjoor became the first women friendly panchayth under AWC.



"I raise up my voice—not so I can shout, but so that those without a voice can be heard...we cannot succeed when half of us are held back."

—Malala Yousafzai



# AWARDS / ACCOLADES



## Empanelled status By Kudumbasree Mission

AWC was raised to the level of recognized trainer organisation.



## Ms Thressiamma Mathew (Director) was honoured with SUPER ACHIEVER AWARD by

Femina International at Mumbai in recognition of her contributions to the cause of women and gender empowerment. Ms Thressiamma (Director) was awarded the GLORY OF INDIA AWARD by Global Achievers Foundation, Dehra Dun, in recognition of her contributions to the cause of empowerment of women.



"Feminism isn't about making already strong. It's about changing the way the world perceives that strength"  
- G.D Anderson



## Women Build Nations Conference in Chicago, USA

On October 13th-15th, 2017, Chicago Women in Trades and North America's Building Trade's Unions Women's Committee were proud to host the 7th Women Build Nations Conference, attended by a record breaking 1,906 tradeswomen and their allies. Chicago Women in Trades and the National Taskforce for Tradeswomen's Issues also hosted the fourth annual pre-conference institute, this year entitled "Building Women's Equity in Apprenticeship and Employment: An Institute for Practitioners' and Employers" and attended by 260 apprenticeship programs, contractors, workforce development organizations and other stakeholders seeking to build their capacity to recruit and retain women in the industry.

### *Building Women's Equity in Apprenticeship and Employment: An Institute for Practitioners and Employers*

Ms. Thresiamma Mathew, Director was invited to this conference by the Trade Women's Union and Chicago Women in Trades.. There were only 2 delegates from India – besides our director, the other one was Ms Vrishali Deodhar, Director, Mumbai Mobile Creches working for the construction worker's children. Thresiamma Mathew was in the panel for "Building Bridges 2017": reflections from the 1st U.S. Trade's women's delegation to India.

On Sunday October 15, in the fore noon, Thresiamma was given opportunity to present her experiences in a panel moderated by Susan Moir, the Director of research for Labour Resource center, Boston. Everyone was amazed at the efficient performance of Indian women seen through the video presentation. The peak moment of applause and admiration was in the final plenary session, when the audience was stimulated by the passion and vibrant energy radiated by our director in her speech addressing the large audience of the conference.

In India half of the construction workers are women doing very heavy jobs. But in the US, women face exclusion in good jobs in construction. Every where women fight for equal opportunities and equal wages.

Prior to the main conference, she was asked to address a gathering of the women trade's union workers in St. Louis. The group of women about 60 in numbers were extremely touched by the Indian women masons and carpenters of Archana Women's Centre. She also got an exposure to the training centers of the union which are giving very systematic training to all apprentices. I express my sincere thanks and appreciation to madam Susan Moir, Elizabeth Barton and team.



# Impacts of CAG Groups

## **SHE LIGHTS HER LIFE.....**

Stella Mary Dominic is an ordinary home maker with the educational background of High school level. She heard about Archana women's center from her neighbor, who is the member of Archana's CAG. She also wanted to be a member of CAG, because she is struggling to meet the needs of family with her poor economic background. She contacted Archana's Animator, and under her guidance Stella collected 10 women and started a CAG. The CAG named 'Varnam' is located in Kuravilangadu panchayath; all the members are ordinary home makers. They all want to generate additional income to meet their needs especially of their children. They participated in a LED bulb making training. State Government is also promoting LED bulbs in all households to reduce energy consumption. They found the training very good and were fascinated to produce LED bulbs. With the financial support of AWC they started a LED bulb making unit. From Archana they learned the basic lessons of small scale industry, account keeping and techniques of marketing. Stella took the leadership to manage the unit. Now they get bulk orders from shops because of their excellent customer service. The unit is running smoothly without any dispute, because of Stella's managerial skills. Now Stella earns Rs. 9,000.00 per month as profit. She says that "now I am able to give daily bread to my children and I can manage their studies with dignity. Through Archana I got opportunity to improve my standard of living, and they made me a good leader". Now she is on the road to economic stability and got good position and respect from her family. In short she lights her life...

## **THEY ARE STRAIGHTENING THEIR WAYS TO SUCCESS.....**

Thinkal CAG located in Manjoor panchayath under the leadership of Archana, is formed with the participation of 10 members. Most of the group members are living under below poverty line and unable to save money for their future. If they face a health issue they will be forced to borrow money from neighbors. So they want to be generate additional income for their needs without depending on their neighbors. They got all information about Archana's entrepreneurship project from animator. One of the group members named CK. Pennamma suggested a project of Laundry & Ironing service as had experience in this field. Others agreed with her and with the support of Archana they started a Laundry & Ironing service center at Manjoor. Four members joined in the venture and Pennamma took the leadership to manage the unit. Now they get a daily income of Rs. 800 per head. They are investing the money in their individual bank account as saving. They have the plan to buy new machines after the repayment of the loan. They say that "it would have remained only a dream without the help of Archana. Now we are standing on our legs and there is no need to depend on others. We are proud entrepreneurs and capable to lead our life with fullness. "



### ART LADY WITH SMART ENTREPRENEURSHIP...

Like the title they are smart ladies with smart entrepreneurship. Smart lady CAG located in Thalayolaparambu panchayat, under the guidance of AWC. The members of the group are marginalized women with low educational background. So, there is no way to get any white color jobs to them. Primarily women are the means of survival of their families, but are generally unrecognized and undervalued, being placed at the lower rung of the ladder. Smart ladies tried to being placed at the upper rung of the ladder, and they achieved it successfully. The CAG started with 10 members, the ten minds are set for achieving a common goal of economic stability. When the government restricted the use of plastic carry bags, it was seen as an opportunity for them to market paper bag. They started a Paper bag and big shopper making unit after the intensive training in paper bag making and Marketing Strategies from Archana. They started the unit with the financial support of Archana, through Smart Lady CAG four of them took the leadership to manage the unit and divided the duties to mobilize order, supply products, purchase raw materials and production. They got huge orders from shops and hospitals.



To extend their business in large scale they have planned to produce jute bags and paper files. Now they get 32,000 rupees per month from the unit as profit. Mrs. Kochu Rani. PC in charge of production unit says that, now I am able to meet the needs of my family and I can take care of my Children's education, I have the confidence to lead my life with dignity because, I am one of the earning members of my family, and feels freedom to take decisions and I got an upper position in my family compared with my past.



## **SHE'S RISING TO HIGHER ALTITUDES...**

Bindhu Radhakrishnan, is a 40 years old house wife. She is the member of Anjali Community Action Group, at Veliyannoor Gramapanchayath. It's a hilly area; most of the population is living below poverty line. Bindhu has 2 children, studying at higher secondary level. Her husband is an auto driver; he can't meet the daily living and educational expense of their children. Bindhu wants to educate her children to post graduate level. She realized the need of additional income to improve their standard of living. She joined the food processing training conducted by Archana, and she started a Small scale bakery shop in veliyannoor with the support of Archana. She is producing all the items in her kitchen, so that she got bulk orders and regular customers in her shop. Now she gets Rs. 15000 as profit from the shop, and she has 2 staffs. She says that "I have got an opportunity now to make my own name, now I am an entrepreneur and owner of a shop... I can't believe this.... Archana taught me the lessons of life... and supported me to achieve it..." Bindhu Radhakrishnan an ordinary house wife is now an entrepreneur... and she is rising to higher altitudes...



## **She is building her life in the light of candles...**

Suja Gopidas, one of the members of Kalyani CAG located in Kadaplamattam panchayath. She was an ordinary house wife with lot of problem to solve. She is an active member of her group, and willing to do any kind of small entrepreneurship programme to uplift her family. Her husband is a daily wage laborer and he doesn't get daily work. Oftentimes her children have forced to live under poverty. A few members of her group are facing such problem. They decided to start a small entrepreneurship programme, and found that there is a market for homemade candles. With the support of Archana's seed money they started a candle making unit after training. Now they are producing candles worth Rs. 1 to 300 in different size and shapes, they named the product as "Bright Candles". They have produced a variety candle named Bright cup candles; it got market through flower shops. They registered their unit as a small scale industry and got license to produce and market candles. They are marketing the candles through church, flower shops, Local shops. Now they got Rs. 20,000 per head as profit. Suja says that "my husband was not able to go to work because of health problems. My children are often hungry.... But today I do not have that. I never thought my life would be changed... I am grateful to Archana..."



## CHALLENGES FACED DURING THE YEAR 2017

The year 2017 posed a lot of challenges to the Archana team. A cloud of uncertainty shadowed over us as the government of Luxembourg seemed to let down India and the projects here. Then came the dropping out of some of the key staff.

The direction and plans we had drawn up during 2016 had to be totally changed as the policy of the government of Luxembourg got changed and we would not be given support for activities. Then we had to design a new project where more community participation is brought in and funds to be raised from 4 major sources – Partage Lu, JJPT, government and local community. Changing from a totally funded project to this shared project posed crucial challenges. It required time for establishing community groups, canvassing government sponsored works, and raising enough funds internally.

### **The staff recruitment and training them for a brand new functioning according to the new project.**

Some of the key staff left the organisation at this critical time, which posed a major challenge. It was not easy to get experienced personnel with motivation and calibre to work in an uncertain project or a short span project as we had been ensured support of Partage Lu for only 2 yrs. [During the year 9 staff left] Hence the actual implementation of the project got delayed. Since AWC was working mainly on women empowerment through non-traditional livelihood skills like masonry, carpentry etc, the initiation of community groups by AWC was looked with suspicion from the panchayats and other agencies already in the field. Formation of Community action groups faced challenges from elected members, Kudumbasree units [Government sponsored women groups] and from other NGOs and money lenders. They feared we would encroach their realm of reign.

### **The fall of economy and the challenges posed by the demonetisation and GST**

All small and medium enterprises were very badly affected by the demonetisation and GST brought into effect by our Government. The construction field faced the highest blow as many people were depending on unaccounted money [black money] in construction field. The introduction of GST paralysed almost all of the small and medium enterprises. This posed big challenge to us as the opportunity for skilled women to find work diminished drastically and many had to resort to other less paid jobs. We faced extreme difficulty to form the construction groups as envisaged in the project and sustain them. Less and less women dared to opt for construction related skills and jobs. At the same time there were greater opportunities in the Kudumbasree for women in many less risky jobs which family members were supporting more. The NREGS [National Rural Employment Guarantee Scheme] Increased the wages to women in very simple and unskilled works which attracted more women to such easy jobs.

## ORGANIC FARMING

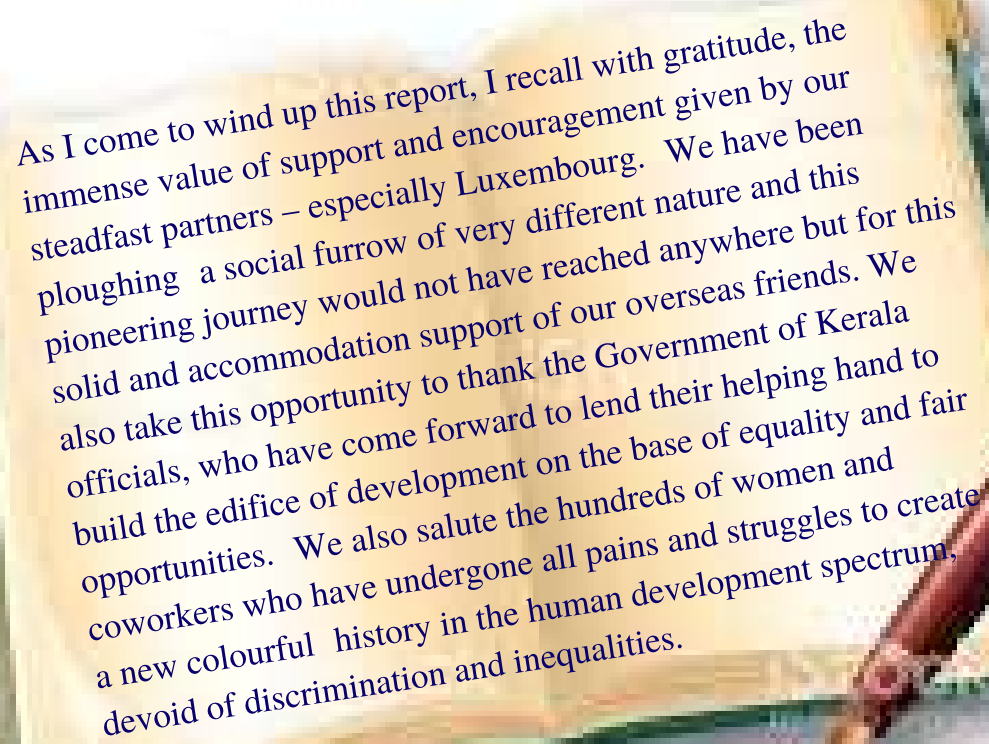
Intense education and concentrated work were essential to motivate people to opt for organic farming. We were able to set up model farm and form groups of women and men to work as organic farmers. The fall in price of produces at the harvesting time, after so much effort to fight pests and weather changes, has dispirited many groups who came forward to adopt it as their livelihood. The outlets also were not profitable. Adverse weather conditions also played its role in disheartening the farmers. The rhetoric of politicians and government spokes men did not reach down to the farmers.

### Successes:

Although we were embarking on a new and un-trodden path, we tasted quite a bit of successes and boost ups during the year. Our concept of CAG [community action groups] was attractive to many women who wanted to start their own enterprises and in a short time we could expose them to the public and government officials through the FEST we organised in November.

Our approach to women rights received wide acceptance from many panchayats, women's cell, educational institutions, People friendly Police department etc. The campaigns for women friendly panchayat found acceptance in many local governments. The new team of Archana staff worked very enthusiastically to implement the new approach of community Action. Women's rights in all its various facets were given attention and hundreds of women got fascinated by the idea of gaining their rights, by joining Archana's CAGs. Many programmes started to happen in the field, forming leaders, training for managing CAGs, training for becoming entrepreneurs, starting new ventures etc. Thus the year was vibrant with new initiatives, new life, new vitality. Thanks to Partage LU and the government of Luxembourg for the kind support given to us.

## Conclusion



As I come to wind up this report, I recall with gratitude, the immense value of support and encouragement given by our steadfast partners – especially Luxembourg. We have been ploughing a social furrow of very different nature and this pioneering journey would not have reached anywhere but for this solid and accommodation support of our overseas friends. We also take this opportunity to thank the Government of Kerala officials, who have come forward to lend their helping hand to build the edifice of development on the base of equality and fair opportunities. We also salute the hundreds of women and coworkers who have undergone all pains and struggles to create a new colourful history in the human development spectrum, devoid of discrimination and inequalities.

**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE  
ETTUMANOOR - KOTTAYAM  
FOREIGN CONTRIBUTION ACCOUNT  
BALANCE SHEET AS AT 31.03.2017**

LIABILITIES		ASSETS	
	Rs.P.		Rs.P.
<b>CAPITAL FUND :</b>		<b>FIXED ASSETS:</b>	
As per Last Balance Sheet	1,49,90,215.00	As per Schedule	1,22,07,540.00
LESS: Transfer to Income and Expenditure Account	27,82,675.00		
	1,22,07,540.00	<b>REVOLVING FUND TO CONSTRUCTION COMPANY :</b>	
<b>UNSPENT GRANT :</b>		As per Last Balance Sheet	17,99,100.00
As per Last Balance Sheet	14,03,326.00	Less: Returned During the year	5,86,010.00
LESS: Transfer from Income and Expenditure Account	1,66,434.00		12,13,090.00
	12,36,892.00	<b>CASH AND BANK BALANCES:</b>	
		Cash in Hand	81.00
		With South Indian Bank, Thellakom in SB A/c No : 51982	22,241.00
		Tamilnad Mercantile Bank Kottayam in SB A/c No : 300173	1,480.00
	1,34,44,432.00		23,802.00
			1,34,44,432.00

NAGERCOIL  
14.07.2017



VIDE OUR REPORT ATTACHED  
for **FRANK & CO**

Chartered Accountants

FRANKLIN FERNANDEZ FCA  
Membership No. 012517



**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE  
ETTUMANOOR - KOTTAYAM  
FOREIGN CONTRIBUTION ACCOUNT  
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2017**

EXPENDITURE		INCOME	
	Rs.P.		Rs.P.
<b>To ACQUISITION OF SERVICES :</b>		<b>By Bank Interest</b>	71,881.00
Bank Charges	2,498.00	" Fund Transfer From Jyothi Centre	91,70,295.00
Building Tax, Renewal of Licences	36,664.00	" Acquisition of Services	2,62,500.00
Consulting Fees	2,18,700.00	" <b>PROJECT :2</b>	
Developmental Activities for Children	89,900.00	" Bank Interest	16,284.00
Documentation	10,680.00	" Temporary Advance	18,000.00
Electricity Charges	1,67,750.00	" Excess of Expenditure over	
Establishment Expenses	4,49,516.00	Income	
Evaluation and Monitoring	7,85,050.00	Transfer from Capital Account	27,82,675.00
Jagratha Samithi Formation and		Transfer from Unspent Grant	<u>1,66,434.00</u>
Actvation in pancha	15,000.00		29,49,109.00
Life Skill Education for Teenage	32,060.00		
Participation at International Workshops	21,34,881.00		
Participation at Regional Workshops	1,79,868.00		
Personality Development Training	34,575.00		
Printing and Stationery	1,80,937.00		
Public Meetings	21,670.00		
Publicity, Hoardings, Exhibition	1,95,305.00		
Refreshment Expenses	69,688.00		
Skill Development	10,77,486.00		
Staff Training	27,974.00		
Study Tour and Exposure Visits	77,400.00		
Study Tour for Staff	1,02,100.00		
Technicians Fees	56,412.00		
Telephone and Communication	1,24,514.00		
Training Expenses for Networking	2,57,335.00		
Training for Various Leaders	42,851.00		
Training in Organic Faming			
Making Model Farms	7,22,278.00		
Travelling Expenses to			
Direct & Key Staff	76,039.00		
Travelling Expenses to Staff	2,16,739.00		
Vehicle Repairing and Maintanance	1,52,889.00		
Water Charges	1,07,770.00		
<b>** PERSONAL COSTS :</b>			
Account Officer	1,45,600.00		
Adminstrative Officer	2,59,420.00		
Animaters	2,74,400.00		
<b>** Balance c/f</b>	<b>83,45,949.00</b>	<b>** Balance b/f</b>	<b>1,24,88,069.00</b>



Cont ...2

: 2 :

**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE**  
**ETTUMANOOR - KOTTAYAM**  
**FOREIGN CONTRIBUTION ACCOUNT**  
**INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2017**

EXPENDITURE	Rs.P.	INCOME	Rs.P.
<b>To Balance b/f</b>	83,45,949.00	<b>By Balance b/f</b>	1,24,88,069.00
Community Organiser	1,32,000.00		
Coordinator	3,37,150.00		
Counseling and Guidance Unit	1,86,100.00		
Director	4,11,200.00		
Document Specialist	2,11,100.00		
Driver Cum Assistant	1,22,500.00		
House Keeper	71,500.00		
Librarian	1,07,800.00		
Manager	1,32,000.00		
Senior Accountant	2,39,000.00		
Social Organiser	1,09,000.00		
Social Training Coordinator	1,59,300.00		
Welfare and Statutory Contribution	3,40,821.00		
<b>" PROJECT :2</b>			
<b>" ACQUISITION OF SERVICES :</b>			
Temporary Advance			
Bank Charges	92.00		
Grassroot Leadership Trainings	8,240.00		
Net Working Linkages	2,500.00		
Printing and Stationery	5,155.00		
Refreshment for Trainees	6,527.00		
Resource Person	3,000.00		
Stationery for Trainings / Programmes	120.00		
Travelling Expenses	11,301.00		
Travelling Expenses to Direct & Key Staff	21,108.00		
Women Rights Campaigns	29,140.00		
<b>" ACQUISITION OF TANGIBLE ASSETS :</b>			
Developmental of Model Units of Organic Farming	45,357.00		
Establishment & Equipment Smart Class Rooms	18,734.00		
<b>" PERSONAL COSTS :</b>			
Accountant	51,000.00		
Administrative Officer	36,000.00		
Animators	20,000.00		
<b>" Balance c/f</b>	<b>1,11,63,694.00</b>	<b>" Balance c/f</b>	<b>1,24,88,069.00</b>



Cont ...3

: 3 :  
**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE**  
**ETTUMANOOR - KOTTAYAM**  
**FOREIGN CONTRIBUTION ACCOUNT**  
**INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2017**

EXPENDITURE	Rs.P.	INCOME	Rs.P.
To Balance b/f	1,11,63,694.00	By Balance b/f	1,24,88,069.00
Community Orgnisor	2,14,000.00		
Director	60,000.00		
Driver Cum Assistant	26,000.00		
House Keeper	14,000.00		
Staff Coaching Centre	22,000.00		
Work Engineer	4,800.00		
" Depreciation	9,83,575.00		
	<b>1,24,88,069.00</b>		<b>1,24,88,069.00</b>

NAGERCOIL  
14.07.2017



VIDE OUR REPORT ATTACHED  
for **FRANK & CO**  
Chartered Accountants

*Franklin Fernandez*  
FRANKLIN PERNANDEZ FCA  
Membership No. 012517

**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE  
ETTUMANOOR - KOTTAYAM  
FOREIGN CONTRIBUTION ACCOUNT  
RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31.03.2017**

RECEIPTS	Rs.P.	PAYMENTS	Rs.P.
<b>To OPENING BALANCES:</b>		<b>By ACQUISITION OF SERVICES :</b>	
Cash in Hand	174.00	Temporery Advance	6,80,092.00
With South Indian Bank,		Bank Charges	2,498.00
Thellakom in SB A/c No : 51982	6,10,623.00	Building Tax, Renewal of Licences	36,664.00
Tamilnad Mercantile Bank		Consulting Fees	2,18,700.00
Kottayam in SB A/c No : 300173	<u>7,92,529.00</u>	Developmental Activities for Children	89,900.00
" Bank Interest	14,03,326.00	Documentation	10,680.00
" Temporery Advance	71,881.00	Electricity Charges	1,67,750.00
" Fund Transfer From Jyothi Centre	6,80,092.00	Establishment Expenses	4,49,516.00
" Acquisition of Services	91,70,295.00	Evaluation and Monitering	7,85,050.00
	2,62,500.00	Jagratha Samithi Formation and Actvation in pancha	15,000.00
<b>PROJECT :2</b>		Life Skill Education for Teenage	32,060.00
" Bank Interest	16,284.00	Participation at International Workshops	21,34,881.00
" Temporery Advance	53,000.00	Participation at Regional Workshops	1,79,868.00
" Received from Revolving Fund to Construction Compan	5,86,010.00	Personality Development Training	34,575.00
		Printing and Stationery	1,80,937.00
		Public Meetings	21,670.00
		Publicity, Hoardings, Exhibition	1,95,305.00
		Refreshment Expenses	69,688.00
		Skill Development	10,77,486.00
		Staff Training	27,974.00
		Study Tour and Exposure Visits	77,400.00
		Study Tour for Staff	1,02,100.00
		Technicians Fees	56,412.00
		Telephone and Communication	1,24,514.00
		Training Expenses for Networking	2,57,335.00
		Training for Various Leaders	42,851.00
		Training in Organic Faming Making Model Farms	7,22,278.00
		Travelling Expenses to Direct & Key Staff	76,039.00
		Travelling Expenses to Staff	2,16,739.00
		Vehicle Repairing and Maintanance	1,52,889.00
		Water Charges	1,07,770.00
		<b>" PERSONAL COSTS :</b>	
		Account Officer	1,45,600.00
		Adminstrative Officer	2,59,420.00
		Animaters	2,74,400.00
		Community Orgnisor	1,32,000.00
		Coordinator	3,37,150.00
		Counseling and Guidance Unit	1,86,100.00
		Director	4,11,200.00
		Document Specialist	2,11,100.00
		Driver Cum Assistant	1,22,500.00
		House Keeper	71,500.00
		Librarian	1,07,800.00
		Manager	1,32,000.00
		Senior Accountant	2,39,000.00
		Social Organisor	1,09,000.00
		Social Training Coordinator	1,59,300.00
		Welfare and Statutory Contribution	3,40,821.00

: 2 :  
**JYOTHI JEEVA POORNA TRUST - ARCHANA WOMEN'S CENTRE**  
**ETTUMANOOR - KOTTAYAM**  
**FOREIGN CONTRIBUTION ACCOUNT**  
**RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31.03.2017**

RECEIPTS	Rs.P.	PAYMENTS	Rs.P.
To Balance b/f	1,22,43,388.00	By Balance b/f	1,15,85,512.00
		" PROJECT :2	
		" ACQUISITION OF SERVICES :	
		Temporary Advance	35,000.00
		Bank Charges	92.00
		Grassroot Leadership Trainings	8,240.00
		Net Working Linkages	2,500.00
		Printing and Stationery	5,155.00
		Refreshment for Trainees	6,527.00
		Resource Person	3,000.00
		Stationery for Trainings / Programmes	120.00
		Travelling Expenses	11,301.00
		Travelling Expenses to Direct & Key Staff	21,108.00
		Women Rights Campaigns	29,140.00
		" ACQUISITION OF TANGIBLE ASSETS :	
		Developmental of Model Units of Organic Farming	45,357.00
		Establishment & Equipment Smart Class Rooms	18,734.00
		" PERSONAL COSTS :	
		Accountant	51,000.00
		Administrative Officer	36,000.00
		Animaters	20,000.00
		Community Orgnisor	2,14,000.00
		Director	60,000.00
		Driver Cum Assistant	26,000.00
		House Keeper	14,000.00
		Staff Coaching Centre	22,000.00
		Work Engineer	4,800.00
		" CLOSING BALANCE	
		Cash - in - hand	81.00
		With South Indian Bank,	
		Thellakom in SB A/c No : 51982	22,241.00
		Tamilnad Mercantile Bank	
		Kottayam in SB A/c No : 300173	1,480.00
	<b>1,22,43,388.00</b>		<b>1,22,43,388.00</b>

NAGERCOIL  
14.07.2017



VIDE OUR REPORT ATTACHED  
for FRANK & CO  
Chartered Accountants

*(Signature)*  
FRANKLIN FERNANDEZ FCA  
Membership No. 012517



# ARCHANA WOMEN'S CENTRE

Ettumanoor P.O, Kottayam, Kerala-686631, Ph:0481-2533694 MOB:9447351806  
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