



JYOTHI JEEVAPOORNA TRUST ARCHANA WOMEN'S CENTRE



2022

ANNUAL REPORT

Dear Partners & Friends,

It gives me great joy and satisfaction for being called upon to come before you with this report for the year that we have just passed by in 2022. This report carries with it details of the ground work, campaign and action being spearheaded by Archana women Centre through its committed cadre of activists , members and social workers for creation of a just and non- discriminatory system . This mission as all of you are aware is beset with numerous challenges and often affected by unforeseen obstacles, because of the simple reason that we are at a task that demands continuous struggles to reach the goal of a fairer and equalitarian social order that would respect and accommodate the gender cause. Our professed objective is tantamount to disrupting the conventional social creed of male domination in every established socio-economic and political strata of present society and replacing it with a system that respects and accommodate the rights and due space of the feminine world. Naturally, it requires an enormous amount of fortitude, perseverance and fighting spirit to bring about this social transformation. Archana Women's Centre is not a solitary or feeble attempt by a handful of people but has got-itself transitioned into a strategic social movement to absorb and carry along the aspirations and dreams of a large number of underprivileged people. So that, their collective pull and inspired efforts combine to generate a positive social force that will gradually change the discriminative system for better.

Given the many socio-economic and cultural barriers that the women confront from their early years, we at AWC believe that the only way for them to overcome these hurdles is to get exposed to new age skills, critical thinking and leadership qualities. Archana Women's Centre, with its unflinching commitment to ushering in a new equality based growth ambience had undertaken wide ranging initiatives across the critical domains of awareness generation, skill training, digital and economic self-reliance, leadership building and



entrepreneurship development. AWC has succeeded in giving shape to a feasible trajectory for continued endeavours to realize the SDG No. 05 – which envisions a social environment and universal mechanism for a more gender equal world. This obviously calls for a multipronged approach across systems to enhance employability, leadership qualities, digital innovations among women. It is critical for the community to recognize, reduce and redistribute unpaid care and domestic work, so that women can aspire for and be enabled to enjoy economic opportunities and benefits on an equal level to that of their male counterparts. Therefore, nurturing leadership qualities and skills from the early stages of social life is the first step towards breaking down restrictive socio-cultural barriers for a truly gender transformative growth. AWC has recognized this basic need for transforming the unobtrusive and reluctant women into a new community of metamorphosed human beings, who discover and employ their potentials for a equality based social and economic life. AWC through its diverse, customized and multi-pronged activities strives to bring about this new and sustainable change from within driven by a new way of thought process of social churning, analysis and decision making. Hope our summary of activities for 2022 will shed some light on the success we have experienced in this struggle for a new world order and development Goal No. 5.

It's with this long term vision and perspective that we have knit together the various activities and projects expected to accelerate the process of genuine gender emancipation and empowerment. I invite you to taking a passionate and animated look at these activities and the ripples of change that these have set in motion in the socio-economic and cultural arena of our society particularly, in the lives of the underprivileged and marginalized women.



Miss. Thresiamma Mathew
Director

"Don't be pushed around By the fears on your mind. Be led by the dreams in your heart"

Leadership & Animation:-

During the year 2022 Archana Women Centre has been effectively guided by the valuable and able leadership of the Board of Directors consisting of 6 members. The Members are:-



Ms.Thresiamma Mathew



Ms.Mercy Saroja Savariyaradimai



Ms.Theresa Kurian



Ms.Annie Joseph



Ms.Little Flower Joseph



Ms.Rosily Devasahayam

During the year under report the Board of Directors met one time to analyse, evaluate and arrive at decisions deemed necessary and appropriate for the advancement of its objectives. We have also been privileged to receive the very effective and supportive advice from its Advisory Board consisting of 7 members who are leaders and experts in different sectors of social development like village and cottage industries, social welfare, agriculture, environment, legal services etc.

During the reporting year a meeting of the Advisory Board were held at Vettimukal. The members provided very vital and useful inputs on the successful planning and implementation of programmes that would help to generate better opportunities, skills and income for women being touched by AWC social mantra. I thank the eminent members of the Advisory Board for opting to lend their time, resources and knowledge for the benefit of the women in need of continuous support and mentoring.

The Advisory Board is constituted with the following members:-

1. Dr. Rosakutty Abraham (Secretary, district Women Council, Idukki)
2. Mr.Sreekumar S (Ex.Senior Manager, Union Bank of India)
3. Mr.Jose Thayyil (National Chairman of KISSAN Service Society)
4. Mr.Lorence Mathew (Industrial Extension Officer, Kottayam)
5. Mr.K N Pradeep Kumar(Dst. Secreatary, LENS FED)
- 6.Mrs.Nisha Jose (Social Enabler & Ambassador - Hair for Hope)
7. Mr.Reji Philip (Rtd.Asst. Excutive Engineer, Ettumanoor , Blk.)

At the same time, I would also be failing in my duties if I do not highlight the crucial role of our personnel team in reaching out spreading the message of empowerment and in nurturing the various groups to a level of self-reliance and sustainability. They labour almost without a break to carve out innovative ideas and synthesise these ideas into results that yield tangible social benefits.

Now, I would invite you to have a closer look at the different programmes that we have launched with a view to reducing the vulnerability of women and for ensuring a better and equitable social situation for them.



CAG (Community Action Groups)

The CAG project continues to retain the status of “flagship” programme of AWC. It is a proven and powerful medium to identify and bring together women straddled with acute conditions of backwardness and easily vulnerable to social forces of discrimination and exploitation. Under this programme, groups of women get themselves organized into homogenous groups with a common objective and work collectively to improve their individual-economic standard. The groups engage themselves indifferent production activities that would give them a better income. AWC while working with these women groups provides them inter alia, the basic institutional support, training and motivation that is crucial to succeed in production , quality check and – marketing to ensure long-term sustainability . A progress chart of the CAG project would show:-



CAG Group Formation-Alappuzha

No. of CAG formed	In Idukki	In Kottayam	In Alappuzha	Members
66	19	12	35	1056

Training of Leaders:-

Two days intensive training for leaders of CAGs was organized in 6 centres in Kottayam, Idukki and Alapuzha districts. 196 women were given training in the fundamentals of leadership qualities and practical exposure to nuances of leading working groups.



Our Motto: "I have come that they may have life, life in abundance" (Jn:10:10)

Monthly Evaluation meetings:-

12 meetings of selected women participants of CAG were organized in regional centres of Kottayam, Idukki and Alapuzha districts. 286 women leaders from 270 CAGs, participated in this process of self-evaluation. The income generated through the CAGs used to support the various family and social needs of the members like children's education, shelter development, nutrition & health care etc. the knowledge and skills imparted in the process enabled the participants to expand the horizons of their social view and imbibe a new vision for a happy, healthy and fuller family life rooted in the principles of equality and mutuality.



Book Keeping & Accounting Training

One of the main pillars for the successful functioning of CAG is book keeping and proper accounting. To track the expenditures, take appropriate decisions, organize and manage its activities for the successful functioning and existence of CAG, this training became an inevitable element. 186 leaders were trained from 66 newly formed CAGs. This training also supported entrepreneurs to maintain the accounts of their enterprises.



Evaluation of CAG Project:-

- From the day it was started, the CAG programme has touched the lives of more than 6000 women in 4 districts.
- An active participation in the CAG production cum marketing programme has resulted in a net income generation of Rs. 8000/- per month to the participant members.
- The CAG has proven to be an effective platform for women from the marginalized segments to come together to share ideas and tips on sustainable, healthy living and empower themselves with new concepts on income generation, family building, legal services, gender equality, self-defence against domestic violence and in realization of a better quality life.
- In this year 320 CAG members have been provided with seed money support from AWC to bolster their initial inputs to develop the enterprises. The capital employed so far is Rs. 38,30,000.
- The production enterprises taken up by the CAG members include Yoga & Wellness Centre, Tuition & skill development centre, textile trade, bakery & eateries, candle production, poultry farming, Chapathi Production, Broom , Rosary making etc.
- The transition from the level of daily petty labourers to proud owners of enterprises is both inspirational and phenomenal. In the process the women members acquired skills in book keeping, enterprise management, social marketing and digital inclusion.

They get adequately informed on the changing contours of freedom, equality and gender empowerment. To sum up, the Community Action Groups (CAG) network developed and supported by AWC, has proven to be critically effective in ushering in a new ambience of liberation, equality and non-discriminatory development for the marginalized women, enabling them to aspire for lofty goals and targets that can innovate and upscale their life.



CHAPATHY MAKING UNIT

Our Motto: "I have come that they may have life, life in abundance" (Jn:10:10)



Spare parts unit



Poultry Farming



Broom Making Unit



Candle Making Unit

Empowerment Through Awareness Generation:-

An important factor that accelerates the pace of true empowerment is the knowledge quotient or awareness about the visible & invisible forces of oppression and exploitation which pin down the just aspirations and needs of women. AWC has been giving a very important role to this need and during the period of report, organized and conducted the following programmes aimed at developing the consciousness of people so that they be prepared to undergo the transformation to achieve the objects of change.



Sl. No.	Programme	No. of Meets	No. of Participants
01	Awareness Classes on Women's Rights	23 Nos.	1850 "
02	Awareness Classes on Prevention of Domestic Violence	38 "	1235 "
03	Awareness Classes on Legal Remedies, Dowry Prohibition Act	51 "	3015 "



Awareness class on Dowry Prohibition Act for College Students

Skills As Development Tools

We at AWC as everywhere consider absence of specific skills as a basic cause of backwardness, discrimination and marginalization of women. Women who are unskilled in any economic activity get easily sidelined by the dominant forces and get compelled to undergo the evils of exploitation. This can be remedied only by creating an environment that encourages skill development and its deployment. Every year AWC identifies and organizes special skill development programmes for women with the basic objective of getting the trained women introduced to a new roadmap of productive engagement that can lead them to the ultimate target of economic freedom. During the year 2022, we could organize and conduct following skill development programmes for the target communities; with the help of specialists & experts:-



Paper Bag making Training



Rosary making training



Umbrella making training

The women who successfully completed the training were further assisted to employ their newly acquired skills into productive enterprises by helping them get the basic resources and technical guidance required. Out of the 323 women who had undergone those trainings 218 women have so far started their self-help production programmes mostly in cohort with the CAG network.



Bamboo Treating and Animal sheltering

Sl.No.	Training Programme	No. of Trainees	Duration
01	Umbrella Production	10	2 days
02	Mushroom Cultivation	36	2 Days
03	Poultry Farming	44	3 Days
04	Rosary Making	45	2 Days
05	Candle Production	20	2 Days
06	Paper Bag Production	52	1 Day
07	EDP (Enterprise Dev Programme)	60	1 Day
08	EDP	30	1 Day
09	carpentry training	26	15 days
	Total	323	

The Priceless, Girl Child for an Egalitarian society



THALITHA CUME (Little Girl Arise!)

Despite all the efforts to give shape to an equality – sensitive social culture, the chauvinistic forces still raise the ugly head in various forms of violence against women. The infantile foeticide is one way by which this inhuman practice is still being perpetrated. To highlight the social supremacy of girl child we have launched the “Thalitha Cume” (Little Girl Arise) project in selected village by which we impart the message of equality of girls. We make the birth of a girl child an event of celebration to motivate the parents to enlist the child into the girl-friendly saving scheme “ Sukanya in postal Dept. where they get higher yields and returns benefitting the education of the girl child and give the families special incentives to give better care for the girl child. Such villages are gradually got declared to be gender – just and friendly, by following up with intense awareness building campaign on the need and importance of eliminating gender based violence both at home and in society.



Ayur Jack Plant Distribution

"We dream for that day when our women and men live the values of gender equality, equity and justice"



Two wheeler Training



Computer Training



Family Meet

Women's Action Squads for Prevention of GBV

Through the survey and fact finding programme we could identify 10 most vulnerable areas where instances of gender based violence were recurring. As a remedial step we constituted 10 volunteer women squads of five members each and trained them to undertake the field level survey, counseling and preventive measures. 50 women leaders have been trained and equipped with necessary legal and social tool kit to arrest the spread of gender & domestic violence.

- Squads of trained women undertake home visits, speak with women under threat and extend all necessary preventive support, counseling and guidance.
- As a result of the field work of the volunteer squad, 21 cases of domestic and gender violence were reported and our teams could intervene effectively to have this checked and stopped.
- The squad teams maintain a cordial relation with the local leaders and the victims to provide counseling and support to the victims to stand against the violence.



Public Protest Meets Against Rights Violation

AWC conducted 3 major public events to register its ire and strong opposition against rampant instances of violations of women's rights. These were conducted at

1. Kottayam Town Gandhi Square
2. Ettumanoor Town
3. Vettimukal Junction

346 women and 103 university students participated and registered their strong disapproval of the gross violations of women's rights in several socio-cultural circles of the community.



Skit & Street Plays to Highlight the Gender Cause

The AWC team developed a very powerful message radiating skit to portray the still prevalent practices of gender violence and performed in 20 stages before the general public of Kottayam and Idukki districts. Another tool that we could develop was that of a street play depicting the evils of dowry, gender violence and the potentials of women's contribution to the health & wealth of a family when adequately nurtured and encouraged. This street play was performed before 17 medium to large audiences. Among these, 3 were carried out before college students. The feedback collected indicate that our initiatives and endeavor have been successful in creating a new and different outlook on the gender rights and equality issues. A flash mob programme could attract several young college girls and give expression to their ideas of equality in public places. This programme to engage the community of College students in a gender mission to foster the concepts of equality and opportunities was inaugurated by Ms. Nirmala Jimmy - the District Panchayat President. The event at Ettumanoor was inaugurated by MS. Lovely George – Chairperson, Ettumanoor Municipality.





Orange Day “(Women’s Rights)” Celebrations

The Orange Day on 25/11/2022 was celebrated through two distinct events to sensitise the general public about the fundamental rights of women and the numerous challenges being faced by women of all classes and to safeguard the dignity and natural human rights of women. A grand rally was organized at Ettumanoor in collaboration with the Students of Ettumanoorappan College. The programme was inaugurated by Shri T.K Saji (Sub Inspector of Police, Ettumanoor) and a keynote speech on women’s rights violations was delivered by Smt. Nissa Joshy, Senior Police Officer. A street play by AWC team titled ‘**Nerkazcha**’ was also conducted to emphasis the direct and indirect violations of gender rights taking place. The entire programme was attended by 200 CAG members and students from colleges and was followed up with a feedback analysis session.



Conscientisation for Decision Makers:-

We conducted 3 one-day programmes as workshops for elected representatives to bring home the importance of formulating gender friendly laws. These programme were conducted in Kottayam & Idukki districts and a group of 83 members of Panchayat and political parties participated. They were exhorted to carry with them message of strong legislative intervention to safeguard and promote the basic rights of women at home and in community.



Celebration of International Women's Day



The International Women's Day was celebrated on 06/03/2022 , with active participation of 300 women leaders from the Archana CAGs. Ms. Geetha John, a well known social activist was the keynote speaker and the theme was "Break the Bias". The event was inaugurated by Mr.Murukan Kattakkada -Famous Poem Writer. Different Programmes to prompt the participants to think and act in a way to safeguard the basic human rights particularly of women including workshop sessions, public meeting and skit were conducted. Outstanding gender achievers were felicitated during the Women's Day Celebration.



Legal Service Support

The Archana Legal Team has been active ever since its inception to provide a practical and immediate legal redress to victims of domestic or gender violence. This strong and effective intervention has resulted in more and more women living under threat of violence to come out and seek legal remedy. During the year, our team could provide legal help to victims of domestic violence, 78 reported to courts of law resolved, 5 dowry related and 87 family counseling programmes were conducted.

Training in Self-help Defence Skills for Teenager Girls

As a self-empowerment measure for teenage girls and youth AWC conducted 60 day's intense training in self-defence skills such as Karate / Judo . 30 girls of 12-16 age group were given this training. The skills acquired, gave them a new level of self-confidence and courage to stand up against any form of gender based violence while travelling or workplaces.

Described above are some of the outstanding steps / programmes implemented by AWC to enhance the scale of self-confidence and preparedness of women to stand up against violence and violations of human rights. Every programme that AWC introduce for women is always encapsulated with this basic objective of empowering women and enabling them to respond with courage and determination to defeat the forces of subjugation.



Working Women's Collective : Vanitha Labour Contract Co-operative Society

The concept is an innovation with far reaching potentials for progress. The "Ettumanoor Vanitha Labour Contract co-operative Society" organized and registered under the State Cooperative Act after years of persistent and unrelenting efforts is the first women labour contract society in Kerala. Initially 364 skilled women workers have been admitted as full-scale members. These are women who had been given training in skills such as masonry, carpentry, plumbing and allied trades under the various training programmes of AWC. As a registered labour cooperative of women this society is expected to be able to obtain many construction contracts from the local bodies of Government and gradually gain in experience and expertise to undertake even challenging engineering contracts in road, bridges and building construction. As a fledgling it could undertake

- Anganwady (Baby School) construction at Kanakary in Vechoor Panchayat outlay of Rs. 28'23'627/-
- Renovation works for a Panchayat building a Choondacherry & Koothattukulam outlay of Rs. 16'60'343/-
- Drainage construction at Neendoor Panchayat outlay of Rs.1'83'445/-
- Building maintenance work at Thellakam outlay of Rs. 7'36'410/-



The women's contract society was officially inaugurated at a special function on 10th July by Hon'ble Minister for cooperation, Government of Kerala, Shri. V.N.Vasavan. The function attended by 150 member women was addressed by Vice Chancellor of MG University Dr. Sabu Thomas and Ms. Nirmala Jimmy – President District Panchayat. The Labour contract Society embodies the organic materialization of our initial moves to make the women skilled through training and giving wings to the aspirations of trained women to become full-fledged

workers capable and equipped to make decent earnings. With adequate resource and technical support the labour contract society is expected to make great strides of progress and chalk out an indelible economic space of its own in the years ahead.



AWC Social Marketing Window



Our Motto: "I have come that they may have life, life in abundance" (Jn:10:10)

The success of the Community Action Groups (CAGs) which are the grassroots enterprises of women to produce various goods and consumable items as their employment depends upon the speed and scale of marketing the goods so produced by these CAGs. AWC established two major collection depots at Vagamon in Idukki district and Kuruppanthara in Kottayam district to help the CAGs to pool in their products for wider marketing and distribution. Under these regional Units we have set up 5 sub units in Idukki district and 10 in Kottayam for marketing and product display. Every unit caters to 70 people who come to buy CAG products – which are guaranteed against adulteration and are carrying basic quality that is conducive to the human health and well being. This network of social marketing has come in handy to 103 groups to successfully market their various products such as Honey, broom, chapathi, eggs, homemade chocolates, various snacks, tea, rosary, spices, mushroom, candle etc. The different goods so produced by the CAGs are brought under a common quality – brand and displayed for marketing. This centralized social marketing is crucial to make the CAG movement ticking , growing and ad flourishing; thereby channelizing higher income for the member women participating in the project.



Photography Training

conducted for Staff and Animators



Action for Better & Sustainable Health

Cancer Screening Camps



The cancer in Kerala continues to grow. Screening looks for early signs of cancer or pre-cancerous conditions before any symptoms appear. It can help spot cancers at an early stage when treatment is more likely to be successful and the chances of survival are much better. AWC had organized 3 Cancer Screening Camps at Kaduthuruthy and Vettimukal in collaboration with Karkinose Cancer Centre. 202 were screened the possibilities of Cervical, Mouth and Breast cancer. Dr.Aromal Sunandha Vijayaraja (General practitioner) and Dr. Anuja Shajahan (Clinical and radiation oncologist) led the camps.

Cancer Awareness Programme

In order to enhance the general awareness of the community on the increasing incidences of cancer and other lifestyle diseases like diabetes, hypertension, obesity, malnutrition etc. we conducted a general meeting at Vechoor. The keynote address was delivered by Dr Sreenath N.V, a Senior Oncologist of Government Hospital. 70 persons of different age groups participated in the half- a day programme that highlighted the many plausible and preventive steps that a community can take up to reduce the incidences of cancer and other serious lifestyle disease like diabetes and hypertension.

Blood donation camp

To circulate the importance of Blood Donation AWC organized a Blood Donation Camp at Vagamon in collaboration with Pala Blood Forum, Kerala AIDS Control Society, District Health Department, National Health Mission and SH Medical Centre. The camps gave a chance for 50 persons to donate their blood for a lot of lives.



Staff Training

Multi focused training for staff was organized in order to help the team achieve result oriented outcomes from the specific projects / programmes sponsored by AWC Mr. P.J. Varkey. A well known motivational speaker cum trainer was the Chief Resource Person. All the regular staff members of AWC participated in the day long training, which helped them gain new insight and courage to approach task with sharper focus, clearer vision and improved commitment.



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Special Events & Celebrations

Grihotsav – 2022 (Family Meet)

AWC received the 6th “Martha Farrell award- 2022 for institutions excelling in promoting women empowerment and gender equality. 10th December was devoted to celebrate it with CAGs, staff and families, felicitating the “Team Archana” for such a national recognition. It was a very grant function blessed with the presence of His Eminence Major Arch Bishop Cardinal George Alencherry, Hon’ble Minister V.N. Vasavan of government of Kerala, K.C Rosakutty - chairperson Kerala State Women Development Corporation, Acharya Guruswamy Dr. Sachidananda Bharathi, Mrs. Pennamma Joseph - board member, Kerala State women Development Corporation, Lovely George –our Municipal chairperson, Advisory board members and Rev.Fr. Kalarickal. All the AWC team members were honored with a memento, to acknowledge their contribution to win this award.

In the family meet many members came along with their husband and children enhancing Archana’s gender equality ideology. The day was resplendent with exquisite cultural performance by our CAG members and families.



Archana Action for Water Security & Rights



The Government of Kerala, through the Kerala Water Authority approved AWC as an Implementing and supporting Agency for its “Jal Jeevan Mission – A water Development Scheme – A team of four trained AWC technicians is working full-time in order to improve the availability and quality of drinking water in three Panchayat areas viz Njeezhoor, Kuravilangad & Manjoor. They coordinate various programmes aimed at improving the drinking water availability and its quality.

- By leading and coordinating activities of water & sanitation supervision committees in Njeezhoor, Kuravilangadu and Manjoor Panchayats;
- By undertaking trainings and demonstration in selected areas, on proven techniques of drinking water conservation treatment and quality improvement.
- By providing water quality tests and counselling to families undergoing water related problems.
- Imparted training to a group of 300 persons on water quality tests.
- Undertook Information, Education & Counselling programmes for selected communities on water harvesting, conservation and Judicial consumption.
- Water clubs have been organized in schools, Anganwadis & Community centres, to develop a water awareness among different sections and to ensure a participatory engagement in water resurgent measurers.



Protection of Livelihood Rights of Women

Under a special programme supported by NHRF (The Norwegian Human Rights Fund), we implemented 2 model projects for women under threat of losing their livelihoods in the post-pandemic phase.

Two group enterprises were organized and implemented at Erattupetta (Kottayam district) for women without a stable source of livelihood. 20 rural women were organized given skill training and equipment to start their self-employment programme.

Tailoring Group



Women Worker Leader Programme

As part of the empowerment of women with help of NHRF, AWC initiated and has given training to the four women in order to strengthen their capacity to bring them to the main stream of the society and to an instrument of empower others. They were given special coaching on spoken English, felicitation, Women and Law, General Indian Laws, leadership, personality development, communication skill, Self-defense, Gender sensitivity, Social training and digital skill training by the experts in each field.



Gender Training



Computer Training



Self-defense Training

National & International Conferences / Workshops

TITLE	PLACE	ATTENDED BY
Women at work-by NHRF Archana team, Presented its varied experiences in ongoing women in construction	Kathmandu	Ms.Thresiamma Mathew & Adv. Sr. Regy Augustine
Gender Based violence in education by Azad Foundation, Nirantar Trust , National Coalition for Education & ASBAE	Delhi	Ms.Thresiamma Mathew & Mrs. Ajisha C
Post Training Linkages for women construction workers building and wood workers intl.	Delhi	Ms.Thresiamma Mathew

Day Celebrations

Environmental Day

On the World Environment Day ie. June 5th 2022 we organized different programmes at Regional and Central level to drive home the message of a Robust Environment for a healthy Humanity and Civilization. At the AWC headquarters Vettimukal we organized competition on essay writing, quiz, Poster Designing etc, for CAG members so that their level of awareness on environmental issues improves.

In connection with the Environment Day Celebrations, we distributed hybrid Jackfruit seedlings (grafted) to 20 families in Alapuzha, 30 families in Kaduthuruthy and 30 families in Vagamom in Idukki district. Our message to the community is always “no healthy humanity without a healthy environment”.



Poster Designing

Gandhi Jayanthi Celebration

In remembrance of our Father of the Nation, Gandhi Jayanthi celebrations were conducted at the Regional level by AWC. October 2nd is also considered National cleanliness day. As part of that, Idukki and Kottayam district coordinators of AWC organized cleaning programmes at Anganwadies, schools and public roads, etc.

Farmers' Day

In connection with the International Farmer's Day, Archana Women Centre conducted a special event on 23/12/2022, in order to highlight the emerging challenges and problems that small and tiny farmers are confronted with everywhere. 40 representative farmers participated in the workshop cum awareness generation programme during which different aspects of sustainable, safe and healthy farming practices were discussed, deliberated and dwelt upon. The participants shared their tales of success & failures in farming. Two successful farmers who had achieved remarkable success through organic farming were felicitated and honoured. These two farmers had successfully carried out integrated farming and crop protection measures without the use of hazardous pesticides or chemicals. We distributed high yielding and healthy seedlings of nutmeg, coconut and horticulture crops to all participants in connection with the International Farmers' Day Celebrations.



Human Rights Day Observation

Human Rights Day is observed every year on 10th 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, colour, religion, sex, language, political or other opinion, national or social origin, property, birth or other status. On that day AWC organized a Signature Campaign against Human Rights violations. The campaign was inaugurated by Mrs. Pennamma Joseph, Board Member, State Women Development Corporation. Almost 400 people marked their signatures against rights violations.



The day is intended to increase awareness of the factors and issues that affect older generation such as health deterioration and elder abuse. It is also a day to recognize and acknowledge the contributions of older people to society. AWC celebrated the day with 50 senior citizens with informative sessions, games and cultural programmes. The programme was inaugurated by Mrs. Annamma Mani, Member of Block Panchayath, Ettumanoor and a speech of blessing by Rev. Fr. Kurian Puthenpura. The participants were honoured by Ms. Thresiamma Mathew with gifts. The programme was well appreciated by the senior citizens.

Senior Citizen Day Celebration (Synergy 2K22)



Child Rights Protection & Resource Centre:



AWC is giving special attention to the protection of child rights and a special resource center has been functioning for the protection of child rights. They belong to the vulnerable category of the society and are at greater threat after the outbreak of COVID pandemic. During the year under report we conducted 3 summer camps and Anti-Tobacco day observation. The summer camps were held at Ettumanoor, Thalayolaparambu and Kaduthuruthy. The classes were handled by experts in topics like Personality Development, Goal setting, Healthy Relationships among both genders, Leadership qualities and Influence of

Social Media etc. A sum of 83 teens attended the camps. Anti-tobacco day observation was held at Palayakkudi Tribal Colony (Kumily). An awareness session was handled by social work trainees and a poster-designing competition was conducted for the participants. 48 teens attended the programme.



Girl Child Day celebration

The main objective of the day celebration is to create awareness about the rights girls own and to give the opportunities like everyone else, also to support the girl children of the nation and remove gender-based biases. Another objective of celebrating this day is to promote awareness about the inequalities that a girl child faces and educate people about girl's education. Basically we aim to value them and to respect them like everybody else and give a new



perspective towards girl child and to decrease discrimination. The main focus is on changing society's attitude towards girls, decrease female feticide and create awareness about the decreasing sex ratio. AWC organized Girl child day celebration at NSS High School Kattampack, Njeezhoor. The session on 'Gender Equality' was led by Gender & Human Rights Coordinator Adv. Sr. Regy Augustine. A poster designing competition was conducted for students. 60 students participated in the programme.



Onam Celebration

Christmas Celebration



Key Handing Over Ceremony of “Snehakkoodu” (The Nest of Love)

AWC constructed a new house for Ms. Girija K R, one of our animators, who was abandoned by her husband and family members. She received the key of 'Snehakkood' from the Hon. Minister for Cooperation and Registration, Government of Kerala, Sri.V N Vasavan.



Touched by misery- The Archana staff with a mentally challenged family



The family of Mrs. Nedumparambil Chellamma 85 yrs, lived in miserable poverty with her 4 children who are all mentally challenged. Only she was semi sane. Our animator Salimol Joseph, who is also a member of panchayat, found out that one of her son lay dead in the house for over two days, but no one realised it. She arranged for his burial with the help

of the panchayat. She noticed that all of them were sick, without food most of the times and lying in filth and dirt. Their house was in a dilapidated condition. She, together with AWC and in collaboration with Devamatha College NSS unit took up the challenge to clean the inmates and supply good clothes and food. The house was renovated by putting in the efforts of CAG members and the NSS volunteers. The programme was inaugurated by Mrs. Komalavally Raveendran, President of Manjoor Gramapanchayath in the presence of AWC director and NSS programme coordinator. 15 CAG members and 15 NSS volunteers participated. AWC provided motor for the well and further arrangements to give them food daily. Every one applauded the initiative of the animator.



Archana Women Centre as a well known organization that works for an inclusive and non-discriminatory social culture has been the cynosure of public gaze for some time. Its pioneering and path-breaking approach towards gender empowerment and its sincere efforts to reclaim the natural socio-economic space that women were forced to surrender to the forces of patriarchy have succeeded in attracting the attention of many agencies and groups engaged in this field.

During the year of report AWC was selected from among 24 nominations nationally to be accorded the prestigious "Martha Farrell Award" – (an award constituted in honour of Late Ms Martha Farrell who was murdered during her campaign for women's education in Afghanistan). AWC was selected for its outstanding contribution towards the cause of gender empowerment. The Award was conferred by Ms Namita Bhandri – the Jury Member



Special Award of District Women's Council

Idukki was conferred on AWC, for its far reaching contributions towards empowerment of women by skills training. The award was conferred by Smt. Rosakutty the President of DWC, Idukki.



Kisan Service Society Award:-

This Award was conferred on AWC for its laudable contribution to the cause of gender empowerment by Hon'ble Minister for Transport Shri Antony Raju, Govt. of Kerala.



And a word of Thanks:-

The spark of change that AWC has placed across a predominantly patriarchal society has not ebbed out. It has stayed and spread its light across and has succeeded in enlightening a larger community, by spurring a process of social transformation. We AWC a lot to many who have chosen to partner with us in different ways to take this movement forward. We thank them all for reposing their trust in us and helping us to move ahead. We thank Partage.Lu Team for taking our project close to their heart. We thank the various department of State Government for creating an enabling environment and for forging valuable tie ups. We thank everybody for their contributions to the cause of an equality based social system.

"I am not afraid of the future. I have fought enough through my lifetime and continuing to fight the battles"

JYOTHI JEEVAPOORNA TRUST - ARCHANA WOMEN'S CENTRE, ETTUMANOOR
EMPOWERMENT OF WOMEN THROUGH ENTREPRENEURIAL SKILLS DEVELOPMENT PROJECT
Consolidated statement of Receipts and payments for the period 1st January 2022 to 31st December 2022

Receipts		Amount	Payments		Amount
To	Opening balance		By	Bank charges	10,071.10
	Cash	9.00			
	South Indian Bank - 51982	5,406.62		Acquisition of services	
	TMB Bank Kottayam	1,536.81		Organization of CAG's	
				CAG formation	
	Receipts		By	Accomodation facility	33,749.00
To	Partage Fund	1,09,94,666.32	"	Books Printing Charge	33,655.00
"	Bank Interest	64,892.00	"	Honorarium for Animators	3,48,490.00
			"	Honorarium for Project Coordinator	2,68,900.00
			"	Honoratium for Community Organizer	8,75,000.00
			"	Refreshment - CAG formation	5,632.00
			"	Travel allowance Community Organizers	96,845.00
			"	Travelling expenses - CAG formation	20,206.00
				Leaders Training	
			By	Hall rent	15,221.00
			"	Honorarium for Resource persons	15,779.00
			"	Refreshment expenses	56,092.00
			By	Quarterly Leaders Evaluation Meeting	45,659.00
				CAG Digitalization	
			By	Software updation	30,444.00
				Book Keeping and Accounting Training	
			By	Hall rent	4,570.00
			"	Honorarium for Trainer	7,135.00
			"	Refreshment	39,108.00
				Entrepreneurship Training	
			By	Hall rent	3,250.00
			"	Honorarium for trainer	8,500.00
			"	Refreshment	30,203.00
				Seed Money Support	
			By	Seed money support to CAG	27,75,212.00
				Social Marketting	
			By	Computer cum Billing Machine , QR Code Scanner	27,468.00
			"	Godown at Idukki district	1,17,764.00
			"	Honorarium for Godown Staff	2,95,200.00
			"	Honorarium for Manager	3,50,500.00
			"	Honorarium to Driver	1,78,500.00
			"	Rent of Unit Offices	1,02,800.00
				Extension of Labour Bank	
			By	Honorarium for Engineers	3,83,700.00
			"	Honorarium for Skill Trainer	27,000.00
				Arch CAG Federation	
			By	Honorarium for squad team members	60,672.00
			"	T A & Refreshment for evaluation meeting	15,946.00
				Awareness building & Conscientisation of civil society on Gender Rights and Issues	
				Skit	
			By	Fee for Director	30,500.00
			"	Honorarium for Artists	98,780.00
			"	Refreshment	15,936.00
			"	Rent for Vehicle	62,381.00

			<u>Street Play</u>	
		By	Fee for Director	20,000.00
		"	Honorarium for Artists	55,800.00
		"	Refreshment	9,014.00
		"	Rent of Vehicle	69,070.00
		"	Uniform Cost & Cosmetics	25,286.00
		"	Awareness sessions on Dowry Prohibition Act Rallies, public meetings to protest the right violation	5,06,376.00
		"	Honorarium for Project Coordinator	93,817.00
		"	Honorarium for Project Coordinator	2,28,850.00
		By	<u>Workshop for Politicians</u>	62,557.00
		By	<u>Ensuring women right to Safe & Secure Living</u>	56,089.00
			<u>Tribal's Jeevan Samrudhi Programme</u>	
		By	Awareness generation on Gender and Women rights	25,590.00
		"	Awareness generation on Government projects for the welfare of tribals and women related laws	1,500.00
		"	Honorarium for Project Coordinator	52,000.00
			<u>Thalitha Cume (Little Girl Arise)</u>	
		By	Plant an Ayurjack to celebrate the birth of a girl child	1,030.00
		"	Increase the mobility of Women	90,000.00
		"	Gender sesitivity training to families	13,160.00
		"	Digital Literacy Programme	10,000.00
		"	Gender help desk and Legal Assistance	50,000.00
		"	Family Meet	28,325.00
		"	Honorarium to Project Coordinator	1,45,540.00
		By	<u>Result Based Management & Skill development training to staff members</u>	43,440.00

			By <u>Office expenses</u>	3,03,501.00
			By <u>Travel allowance for field Staff</u>	1,64,197.00
			<u>Personnel & Administrative Cost</u>	
		By	Director	4,80,000.00
		"	Coordinator	3,96,000.00
		"	Accountant	3,24,000.00
		"	Office secretary	1,60,175.00
		"	Electricity , Phone , Printing & Stationery Expenses	3,34,529.00
		"	Travelling expenses	96,008.00
		"	Refreshment expenses	40,984.00
		"	Evaluation & Monitering	1,08,460.00
		By	<u>Closing balances</u>	
			South Indian Bank - 51982	70,335.12
			TMB Bank Kottayam	5,09,990.53
			Cash in hand	19.00
		Total		
			1,10,66,510.75	
		Total		1,10,66,510.75



**JYOTHI JEEVA POORNA TRUST-
ARCHANA WOMEN'S CENTRE**

ETTUMANOOR P.O, KOTTAYAM, KERALA-686631

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