



ANNUAL REPORT -2024

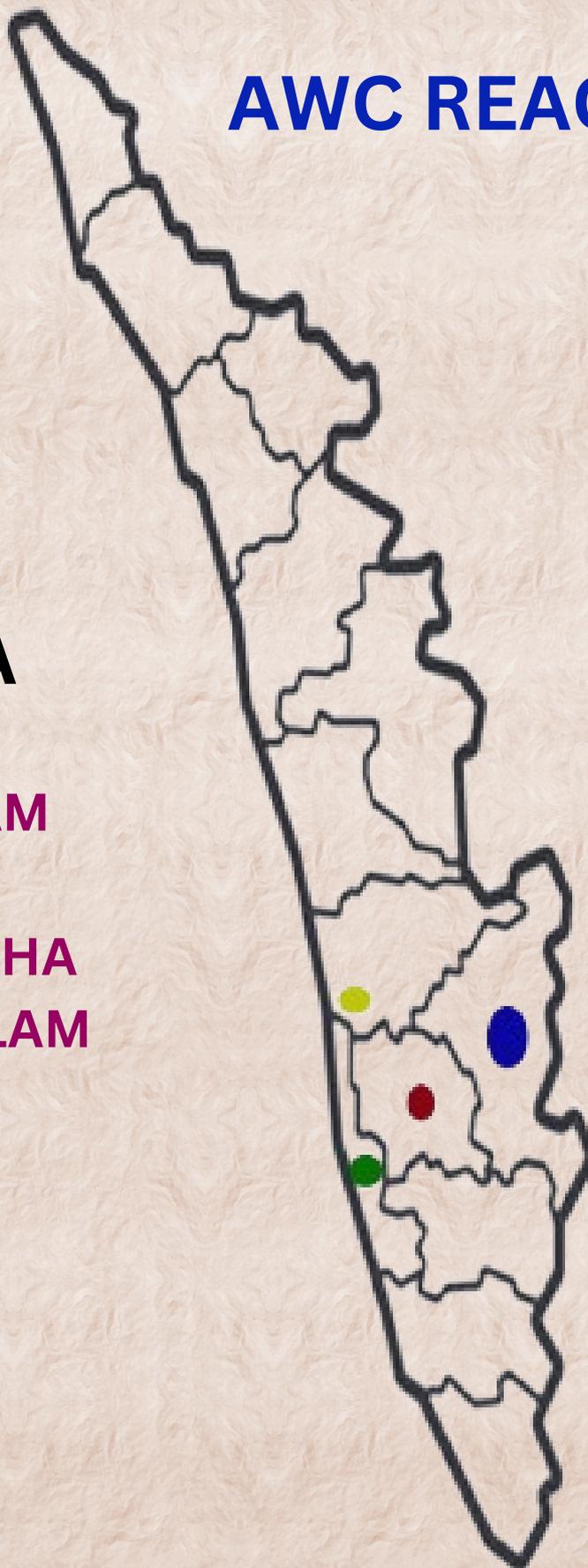


JYOTHI JEEVAPOORNA TRUST
ARCHANA WOMEN'S CENTRE

AWC REACH

KERALA

- KOTTAYAM
- IDUKKI
- ALAPPUZHA
- ERNAKULAM



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Director's Message



Dear Friends & Partners

The Archana Women's Centre (AWC) Annual Report 2023-2024 stands as a testament to the unwavering commitment to women's empowerment, championing economic independence, leadership, and gender justice. Through strategic interventions in skill development, legal advocacy, and sustainable entrepreneurship, AWC has catalyzed transformative change in countless lives. At the heart of this mission, the Community Action Group (CAG) has mobilized over 4,000 women, fostering resilience and self-reliance. The Action for Empowerment through Awareness Building program has fortified women's legal literacy, empowering them to combat gender-based violence and claim their rightful place in society. AWC has further amplified economic participation through pioneering initiatives such as the, non-traditional trade trainings, and the promotion safer food products and millets bolstering financial autonomy and sustainable livelihoods. Beyond economic initiatives, AWC has deepened its advocacy footprint by forging dynamic partnerships with institutions like SB College and KE College, engaging in climate action dialogues, and collaborating with the Women and Human Rights Forum (NHRF). These efforts have fortified women's voices in policy discussions and strengthened grassroots mobilization. Signature events, including International Women's Day, Human Rights Day, and the Smart-Teens Children's Camp, have cultivated societal awareness and instilled progressive values in younger generations. As AWC advances its vision of an inclusive and equitable society, it remains dedicated to expanding sustainable income-generation programs, amplifying advocacy efforts, and fostering leadership among women. By reinforcing mobility through scooter distribution, bridging digital divides via laptop initiatives, and advancing agro-entrepreneurship, AWC ensures that women emerge not just as beneficiaries but as architects of societal progress. Our Vision is to cultivate a just society where women wield economic, social, and political agency, dismantling systemic barriers and leading transformative change. And our mission through grassroots interventions, skill-building, legal empowerment, and strategic advocacy, AWC creates pathways for women to achieve independence, dignity, and leadership, driving long-term social transformation. Building a Future of Equality, AWC operates within a robust governance framework, ensuring that its initiatives are deeply participatory and community-led. The organization's commitment to innovation and inclusivity fosters resilience and progress, paving the way for a future where empowered women stand at the helm of societal change.

Our heartfelt thanks to our great partnership with Partage.Lu and NHRF. We are grateful to our state government who considers us for implementing some of their projects like Harita Karma sena, Jal jeevan Mission etc. We also appreciate much our local self-governments who whole heartedly support us. Above all I thank our women of CAGs who definitely manifest the fruits of our work. Seeking your blessings on us,

Thresiamma Mathew
Founder & Director

VISION

Envisions a fair, neutral and unbiased social order, ensuring gender rights and equality for women in all areas of social life, structure and establishment and strives to empower women community groups to accomplish this desired goal

MISSION

A woman-centric organization, AWC will continue to impart non-traditional skills and gender awareness to women that eventually make them attain financial independence and gender equality.

BOARD OF TRUSTEES



Ms.Thresiamma Mathew



Ms.Annie Joseph



Ms.Theresa Kurian



Ms.Mercy Saroja Savariyaradimai



Ms.Little Flower Joseph



Ms.Rosily Devasahayam

BOARD OF DIRECTORS



Dr. Rosakutty Abraham



Mrs.Nisha Jose K Mani



Mrs.Shanti Mathew



Mr.Sreekumar T S



Dr.Alex George



Mr.Jibin Thomas



Mr.George Thomas

COMMUNITY ACTION GROUP (CAG)

Empowering Women Through Collective Action

The CAG project remains one of the important platforms to organize and motivate women for successful channel of economic independence and act as a stimulator for women's empowerment.

No. of CAGs formed & trained for group activities

Region
4

CAG
97

Members
1578

By the end of 2024, we will have addressed a total of 250 CAGs, catering to 3,750 women and a population of nearly 20,000.

Key Achievements (2023-2024)

Leadership Training:

- Two Days training programme was organized in 3 centers : 3 in Kottayam 1 in Idukki and 3 in Alappuzha. 291 persons were trained to become effective and successful group leaders.
- Sessions on – Personality development, Leadership skills, Managerial skills, Women's rights, and gender awareness, etc. were conducted.

Quarterly Evaluation Meetings:

- 163 leaders got an opportunity to share the activities undertaken by their group, problems they faced and the approaches they adopted to solve the problem.
- Through this meeting, the leaders became more focused on their roles and responsibilities.
- It provided a platform for them to adopt innovative ideas for new enterprises and effective ways to solve problems.
- Based on their report and suggestions changes were made in approaches & activities as well as interventions.
- 23 meetings were conducted in 2 centers at Idukki, 3 in Kottayam and one centre at Alappuzha districts.

Book Keeping & Accounting Training:

- Organized in 3 centres at Kottayam, Idukki and Alappuzha districts. 194 leaders were trained.
- Through the training program, 97 newly formed CAG groups started to keep the accounts and books properly. This training also gives support to women groups to maintain the accounts of their enterprises.



Seed Money Support



Leader's Training

Seed Money Support to 42 CAGs :

- 115 women from 42 CAGs developed new enterprises like , Textiles, Bakery shop, High-tech Poultry Farming, Garment Designing units, Cake making units, Beauty parlor, Grocery stores, Catering units, Dry Fish units, Welding unit, Thattukada, Fish Farming, Home nurse agency, Tuition centre, Laundry shop, Smokeless Choolah unit, Mini Super Market, Cool bar etc.
- Now they have achieved a breakthrough from the labour status to that of micro entrepreneurs and earn an average income of 8000+ rupees per month.



ACTION FOR EMPOWERMENT THROUGH AWARENESS BUILDING AMONG WOMEN

During the year AWC organized awareness generation programmes on Women Rights, Gender Equality, and Existing Laws in favor of women for both women and men.

Sl.No.	Activity	Total Number	Participation
1	Session on Women Rights (Online and Offline)	12	1200
2	Awareness class on Protection of Women from Domestic Violence Act	23	1817
3	Awareness Class on Dowry Prohibition Act	47	3125
4	Gender Sensitivity Training	32	1675



CENTRAL LEVEL ANNUAL GATHERING OF CAGs

ARCHANA FEST 2024

The Fest 2024 was successfully held at Vyapara Bhavan, Ettumanoor, from February 18 to 20, under the leadership of Community Action Group (CAG) Entrepreneurs. The event featured 11 food stalls and 15 other stalls set up by enthusiastic entrepreneurs, promoting local businesses and fostering economic sustainability. It was officially inaugurated by Honorable Minister for Cooperation and Registration, Government of Kerala, Sri. V. N. Vasavan, who visited each stall and encouraged the participants. The fest witnessed an impressive turnout of around 3,000 visitors, leading to substantial profits for the stall owners. Cultural events were also conducted, drawing active participation from the public and enhancing the festive atmosphere. As part of the fest, Social Justice Day was celebrated to highlight the values of equality, inclusion, and empowerment. The event proved to be a grand success, benefiting both entrepreneurs and the community, and plans are underway to establish it as an annual event to further strengthen community engagement and entrepreneurial growth.



INTERNATIONAL WOMEN'S DAY OF 2024

The International Women's Day celebration at Archana Women's Centre, Ettumanoor, was a grand event filled with meaningful discussions, cultural performances, and honors recognizing outstanding contributions by women. The event commenced with a series of cultural performances by Community Action Group (CAG) members. A thought-provoking debate competition was held on the topic "Challenges in Women's Leadership". Participants actively engaged in discussions, presenting various perspectives on the barriers and opportunities for women in leadership roles.

The official inauguration of International Women's Day was graced by the esteemed presence of Mar. Joseph Perumthottam, Archbishop of the Syro-Malabar Catholic Archeparchy of Changanacherry. His inspirational words emphasized the importance of women's empowerment and leadership in society. The Women's Day message was delivered by Smt. Nisha Jose K Mani, Brand Ambassador of Hair and Hope and a prominent social enabler. She highlighted the crucial role of women in shaping a progressive and inclusive society, encouraging women to step forward in leadership and entrepreneurship.

As part of the celebration, outstanding women and CAG groups were honored for their exceptional contributions in various fields. The following awards were presented: Best Region, Best Women Worker Leader, Best Organic Farmer, Best Performance at CAG Level, and Outstanding Performer in CAG Activities. Our Director honored Mar. Joseph Perumthottam with the 'Five ATTITUDES of Life' a special token of appreciation recognizing his invaluable support for women's empowerment. Additionally, Smt. Sherly Zacharia, Deputy Director of the Agricultural Department, Kottayam, attended the event and extended her congratulations to the awardees, acknowledging their hard work and dedication.

The International Women's Day celebration at Archana Women's Centre was a significant occasion that brought together women leaders, activists, and community members to reflect on the progress of women's empowerment. The event successfully fostered discussions, recognized achievements, and inspired future initiatives to support women in leadership and entrepreneurship.

THE BEST REGION OF THE YEAR AWARD WINNERS- ETTUMANOOR REGION



MULTIPURPOSE TRAINING & COACHING PROGRAMS

Sl.No.	Training	Duration	Participation
1	Umbrella making	3 days	30
2	Food Processing	15 days	32
3	Expertize training in Tailoring	10 days	20
4	Value added products of Millets	10 days	30
5	Hightech Poultry farming	1 day	13

Labor Bank and labor contract cooperative society

In 2024, the construction wing of Ettumanoor Vanitha Labour Contract Cooperative Society successfully carried out various construction and maintenance projects amounting to nearly ₹60 lakhs. These works were implemented in multiple locations across Kottayam District, including the Kottayam District Panchayat, Pallam Block, Kumarakom Panchayat, Pampady Block, Kozhuvanal Panchayat, and Ayarkunnam Panchayat. The major works completed include the construction of toilets, sanitary complexes, mini Material Collection Facilities (MCFs), installation of bottle booths, and various maintenance-related tasks. All these projects were executed efficiently and reflect the Society's commitment to quality, timely delivery, and women-led development in the construction sector.



SKILL UP GRADATION TRAININGS

Welding Training

Three skill upgradation training sessions in welding were organized in Kottayam and Alappuzha districts, benefiting 28 participants. The trained welders are now engaged in fabricating various high-tech chicken coops and waste collection units, earning ₹800 per day. They recently received their first order from the NGO Confederation, a state-level network of NGOs, as part of its high-tech poultry farming project

PRACTICAL SKILL DEVELOPMENT TRAINING was successfully conducted in two regions, providing women with practical skills to enhance their livelihood opportunities and achieve economic empowerment. This one-day program focused on essential skills such as home appliance repair and gas stove maintenance. A total of 35 participants attended the training, which proved to be highly effective and impactful. The hands-on learning experience equipped women with valuable technical knowledge, enabling them to explore new income-generating opportunities and improve their self-reliance.



Welding Training



Home Appliances Repairing Training

AWARENESS BUILDING & CONSCIENTIZATION OF CIVIL SOCIETY ON GENDER RIGHTS AND ISSUES

Through the skit, street play and short drama, we were able to propagate women's rights, gender equality, economic independence, and awareness about women-friendly laws, workplace harassment, dowry prohibition, etc. A general population of 6800 or more got familiarized with gender sensitivity, women's rights, equality, and justice. Some of the plays were played in colleges to sensitize the youth. The audience gave big applause to the artists and welcomed the play. TThe street play, titled "Nerkazhcha" [The true views]and skit titled "Iniyum Anayatha Kanalukal,[the fire that does not extinguish] were performed on the 18 and 15 stages respectively. Senior citizens and members of the Community Action Groups (CAG) played significant roles in these

performances, effectively conveying messages about women's rights and social issues. Musical drama titled "Athijeevitha"[Survivor] was presented in 15 stages collaboration with St. Thomas College of Teacher Education, Pala. Students from the college took on the acting roles.



PUBLIC MEETINGS TO PROTEST THE RIGHT VIOLATIONS

All the programs were organized in association with Orange Day, which is celebrated to raise awareness about violence against women, unity, and respect. One of the programme was organized @ Kottayam Gandhi Square with great gusto and in the esteemed presence of Daya Bai, an Indian social activist from Kerala, working among the tribal of central India. The event commenced with a vibrant rally from the railway station to Nagampadam, where around 360 participants, including members of Community Action Groups (CAG) and students from SB College and BCM College, marched in solidarity. The rally was flagged off by Laiju V S the Women Protection Officer, Kottayam The formal meeting was inaugurated by Bincy Sebastian, Chairperson of Kottayam Municipality, followed by an inspiring keynote address by Daya Bai, who emphasized the importance of human rights and social justice. Adding to the impact of the event, the Vagamon region presented a powerful street play, "Nerkazhcha", highlighting human rights issues. Students from BCM College captivated the public's attention with an energetic flash mob. The highlight of the event was Daya Bai's gripping one-woman drama, which deeply moved the audience and effectively conveyed the essence of women and human rights of Endosulfan victims. The program witnessed an overwhelming response, with around 700 people attentively watching and engaging with the performances, making it a truly impactful and inspiring event.

Another programme was organized in collaboration with Senior Citizen Forum, at Vechoor with a series of impactful events, including a rally and a street play. The rally was flagged off by Sukesh Vaikom, SHO, setting the momentum for the event. The highlight of the celebration was the street play "Irakal Punarjanikkunnu," [Victims are reborn] scripted and directed by Vaikom Bhasi, and performed by a team from AWC and senior citizens. The street play was officially inaugurated by K.R. Shylakumar, President of Vechoor Grama Panchayat.

Simultaneously, Orange Day was also celebrated at Kattappana, where James K. Jacob, President of Upputhara Grama Panchayat, led the event. The rally at Kattappana was flagged off by Retired Excise Officer Abdul Jaffar, further reinforcing the message of standing against gender-based violence.

In total, around 850 participants actively took part in these two impactful programs, making the event a significant step toward raising awareness and advocating for change.



ENSURING WOMEN'S RIGHT TO SAFE & SECURE LIVING

In an effort to empower young girls with self-defense skills and create awareness about women's rights, a five-month karate training program was successfully launched at G.V.H.S.S, Kaduthuruthy. A total of 30 enthusiastic students were selected to participate in this transformative initiative, aimed at building their confidence, strength, and resilience.

Over the course of 20 intensive training sessions, the participants learned essential self-defense techniques, equipping them with the skills to protect themselves in challenging situations. More than just a martial arts class, this program served as a platform for empowerment, helping teenage girls develop discipline, confidence, and a sense of self-worth.

By combining physical training with awareness sessions on women's rights, the program instilled a strong sense of independence and courage among the students. The impact of this initiative extends beyond the classroom, as these young girls now stand stronger, more aware, and ready to face the world with confidence. This training marks a significant step towards ensuring the safety and empowerment of teenage girls, fostering a future where they can move forward fearlessly and with determination.



WORKSHOP FOR POLITICIANS

A highly impactful Political Leaders Meeting was successfully conducted at two regional centers, covering three regions, with the active participation of around 167 political leaders from three districts. The meeting focused on strategizing and planning women-friendly projects within panchayat activities while emphasizing the importance of women's participation in governance and decision-making processes. The event featured insightful discussions led by renowned resource persons, Sri. Karthik Sasi and G. Rajitha, who shared their expertise on gender-responsive governance and grassroots mobilization. Political leaders engaged in meaningful deliberations, highlighting the need for dedicated women-friendly development projects, capacity-building programs, and stronger collaboration between political leaders and community organizations. The meeting concluded on a highly positive note, with a collective commitment from all participants to drive gender-inclusive governance, fostering a more equitable and sustainable future for communities.



GREEN VOLUNTEER PROGRAMME

One batch of 5 women from various panchayats was trained as green volunteers. The comprehensive training program equipped them with expertise in organic farming, seed selection, organic manure production, soil testing, and more. These women have now emerged as leaders in the regional organic farming program, marking a significant achievement.



THALITHA CUME - LITTLE GIRL ARISE (GIRL'S VILLAGE PROGRAMME)

In a heartfelt celebration of the birth of girl children, we distributed five Ayurjack plants, while the parents of these newborns took a meaningful step by starting a savings scheme for their future. The village gender help desk continues to make a strong impact, successfully addressing three domestic violence cases and providing 14 vital counseling sessions, with a special emphasis on family well-being. Our transformative three-day summer vacation camp sparked positive change among the youth, empowering 45 students with essential knowledge on sex education, gender equality, leadership, and women's rights. Meanwhile, 20 women embraced the digital era, mastering the use of smartphones and computers while gaining confidence in social media, email, and digital banking. Adding to the spirit of togetherness, our family get-together program brought joy and unity to 103 families, strengthening bonds and fostering a sense of community.



NHRF (NORWEGIAN HUMAN RIGHTS FUND)

NHRF programme is a unique social intervention project to enhance human rights especially women’s rights. Under this project we have carried out the following programmes during the year:

Awareness session on women’s rights

As part of awareness sessions on women’s rights, we have given 21 classes on women’s rights. The classes and topics were focused on special provisions for women under the Indian constitution. The total participants were 900 women and 200 boys. As a result of it, we got 15 cases from the field. Community Action Group (CAG) members protested for justice for the brutal killing of a lady doctor in Kolkata. We have expressed our protest over social media on enhancing family court fees for filing the case and an attack on a woman auto rickshaw driver by men. Besides this each month we have prepared a voice clip on women’s rights and have sent it to all CAG members for their group discussion and they sent back the report after their discussion to the center. More than 3000 women and men listen to it.



Workshop on the Role of Women in Climate Action

As part of a study on climate change we have arranged an exposure visit to Mahatma Gandhi University to the Department of Environmental Studies. Thirty women attended it. Eight awareness classes were conducted on the Role of women in climate action. Around 300 women and 60 men attended the programme. A core group (Volunteers of Nature) was formed to work on climate action, especially on waste management.

Counseling and legal aid center

The center is functioning at Vagaman in the Idukki district. Seventeen clients came for counseling among 14 were women. Most of the cases are related to psychosis, family, domestic violence, and alcoholism. The concerned counselor and volunteers visited around 80 houses in tea estate layams. They go through very difficult and congested living conditions. Local police refer the cases to the center for counseling, mediation, and legal advice.



Case Study

Title: Love, Betrayal, and Legal Recourse: A Young Woman's Fight for Justice Location of Incident: Kottayam District, Kerala

Case Filed At: Alappuzha Dt

A young woman from Vaikom, Kottayam, pursuing her Bachelor's degree in Social Work (BSW), developed a close friendship with a neighborhood boy, which gradually evolved into a romantic relationship. Over time, they began meeting frequently and even rented a lodge room, where she was repeatedly sexually exploited under the guise of love and promises of marriage.

As the relationship deepened, the boy's family—particularly his uncles—strongly opposed the bond and began issuing threats to both the girl and her family. The intimidation and harassment took a toll on her mental well-being. When she expressed her desire to marry the boy, he outright refused and instead began spreading false allegations, accusing her of extorting money from him. These defamatory claims led to widespread social ostracism, making it unsafe for her to stay in her community.

Left with no other option, she turned to Archana Women's Centre for help. Advocate Sister Reji Augustine and social worker Jayasree P. K. promptly intervened and facilitated the filing of a formal complaint with the Deputy Superintendent of Police (DySP), Alappuzha. Due to the ongoing threats and public humiliation, the girl was relocated to a secure shelter.

Five days later, through coordinated legal and social mediation, a meeting was arranged with the boy and his family. Following sustained efforts, a mutual decision was reached for the couple to marry.

This case underscores the emotional and physical vulnerability faced by young women in intimate relationships, the damaging effects of societal stigma, and the pivotal role of legal and social support systems in safeguarding survivors and ensuring justice.

Dialogue with Human Rights Defenders

A Dialogue with Human Rights Defenders was successfully conducted as two separate events at Santhigiri College (Computer Department) and Archana Women's Centre (AWC) in collaboration with the Kerala Association of Professional Social Workers and the Anti-Human Trafficking Club. The event at Santhigiri College witnessed active participation from 60 members, engaging in discussions and paper presentations on various human rights issues. At AWC, students from eight institutions, including Ettumanoorappan College, BVM College Cherpunkal, SB College Changanassery, BCM College Kottayam, and Sree Sabareesa College Murikkumvayal, took part in the in-depth discussions and presentations on human rights concerns. Around 30 students showcased their research and perspectives, contributing to a deeper understanding of these issues.

The session was coordinated by:

- Laiju Ravi – Women Protection Officer, Kottayam
- Vineetha Narayanan – Member, Kottayam BAR Association
- Cyriac C Pattani – Retired General Manager, Manorama Circular
- Dr. Shiju KK – Assistant Professor, MG University, Inter-University Centre for Disability Studies

PREPARED BY :

Fathima Hafni F

Grahana Gopal

Anchana Anand

Niya Fatima Naseri

Rishitha R

Participants actively engaged in discussions, confidently expressing their views and ideas. To acknowledge their contributions, certificates and cash awards were distributed. The event provided a valuable platform for fostering awareness of human rights and encouraging young individuals to take an active role in addressing social issues



Street Plays

Despite all the efforts being made, social awareness about the intrinsic rights of women, particularly the poor, is very low. This is why the community generally remains unmoved even by gross and rampant human rights violations. To bring about a change for the better, we organized street plays in 11 stages (focused on colleges) in Kottayam, Alappuzha, and Idukki districts on gender & human rights. As a result of this sensitization program, we were able to propagate gender and human rights among more than 1800 youths.



Sex education & dowry prohibition awareness

Archana Women's Centre organized awareness sessions on gender sensitivity, sex education, and dowry prohibition across educational institutions and community spaces in Kottayam, Idukki, and Alappuzha districts. Conducted under the leadership of the Gender and Human Rights Coordinator, these sessions provided participants with a deeper understanding of gender equality, reproductive health, and the legal and societal implications of dowry practices. Benefiting approximately 1,500 individuals, the initiative empowered participants to challenge gender stereotypes, advocate against dowry, and make informed decisions, thereby fostering a more aware and equitable society.



WAW Conference

NHRF organized the Women at Work Seminar and annual gathering at Rani Beach Resort, Negombo, Colombo. Project partners and consultants attended the seminar. The seminar covered sharing, discussions, and presentations on the relevant topics of workers and gender-based violence, advocacy on climate change, just transitions and its impact on the working class, shrinking space for civil society and its effects on women's labor rights, creating space for women at work, psycho-social and mental wellbeing of human rights defenders, etc. And finally, a fruitful meeting with communities from a free trade zone in Sri Lanka. Thresiamma Mathew, the Founder & Director, represented AWC at the event.



CraftHER Leadership programme by Swara

In the summer of 2024 CraftHer an experiential leadership programme run by Swara VOW PVT Ltd brought 6 international scholars from top universities like Oxford, Cambridge and others to learn from our women artisans and workers. They spent one week with our different enterprises. "The experience offered deep insights into community driven enterprises, women's leadership, and traditional crafts." said the participants. It was a great chance for our artisans too to learn from international scholars and improve their skills.



Exposure visit by "MUNNADE" BLR

Munnade, a partner organization of NHRF based in Bengaluru that supports garment workers and their families through training, counseling, legal aid, scholarships, and pensions and campaigning for womenworker's rights especially in the garment factories, visited Archana Women's Centre (AWC). Around 18 members from various sectors of the Munnade agency participated in the visit. They were very excited and enthusiastic about the opportunity to learn from AWC's initiatives and expressed great appreciation for the work being done.



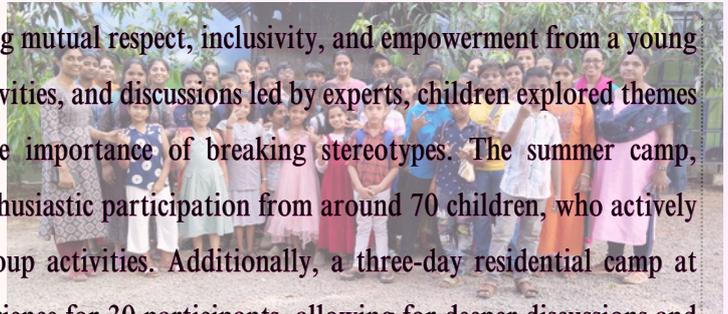
MEDICAL CAMP

A medical camp was conducted in the Kaduthuruthy region in collaboration with Mitera Hospital, Thellakom. Adv. Monse Joseph, MLA, inaugurated the camp, which focused on child health issues and gynecological concerns in women. Dr. Lekshmi Srikandan Nair (Reproductive Consultant, Mitera Hospital), Dr. Neeraja S. Kartha (Consultant Dermatologist), and Dr. Maria Robert (Pediatric Consultant) were also present. Additionally, screening tests for breast cancer were offered, and 85 members attended the camp.



ACTIVITIES UNDER CHILD RESOURCE CENTRE

- Smart-Teens Children's Camp and Residential Camp:** The camps aimed to cultivate gender equality awareness among both girls and boys, promoting mutual respect, inclusivity, and empowerment from a young age. Through interactive sessions, engaging activities, and discussions led by experts, children explored themes of equal opportunities, gender roles, and the importance of breaking stereotypes. The summer camp, conducted across four regions of AWC, saw enthusiastic participation from around 70 children, who actively engaged in awareness sessions, games, and group activities. Additionally, a three-day residential camp at Vagamon provided an immersive learning experience for 30 participants, allowing for deeper discussions and practical applications of gender equality principles. These initiatives helped instill values of respect, collaboration, and social responsibility, shaping the participants into more aware and empathetic individuals.



SPECIAL INITIATIVES & EVENTS

- E-Mithram Public Service Centre:** One of the prestigious franchised digital service hub, the E-Mithram Centre, operated under the Ettumanoor Vanitha Labour Contract Cooperative Society. The initiative aims to enhance community access to essential government services while fostering digital inclusion and economic empowerment. The centers are located at Punnathura junction and Ettumanoor (near the new municipality building) and function as one-stop public service hubs, bridging the digital divide. Designed for sustainability, E-Mithram facilitates efficient and seamless service delivery, while also generating livelihood opportunities. This initiative is expected to play a key role in advancing socio-economic progress and strengthening public service accessibility.



SOCIAL MARKETING

Millet Café and Mart: A New Entrepreneurial Venture

Under an innovative project by the Agricultural Department, we have launched a new Millet Café and Mart under the leadership of Archana Women's Centre at Kottayam and Punnathura Kavala.

At our café and mart, we offer nine types of millets and their by-products, available for sale, along with a variety of healthy millet-based snacks. Our goal is to promote the health benefits of millet consumption by creating awareness through offline, online, and social media platforms.

We are delighted to see people from distant places inquiring about and purchasing millet products. This initiative not only supports healthy eating habits but also contributes to a sustainable business model for women entrepreneurs.



EXPOSURE VISIT

Exposure visit for staff and leaders from Archana Women's Centre was organized to various organizations as part of our ongoing capacity-building initiatives. One of the highlights was a transformative visit to Sai Gramam, which served as a powerful source of inspiration for fostering change and building stronger communities. Another memorable part of the journey was a visit to the scenic beauty of Kumarakom with our dedicated Community Action Group (CAG) leaders. It was a perfect day filled with learning, bonding, and boat rides—an enriching experience that brought new ideas and strengthened our shared vision for community empowerment. Together, we continue to sail toward a brighter, more inclusive future. Three such trips were organized for the 3 regions.



Financial Inclusion and Accessibility:

A key aspect of these initiatives is the 50% contribution model, where beneficiaries contribute half of the cost, making these resources more accessible while instilling a sense of ownership and responsibility. This cost-sharing approach ensures sustainability and encourages financial independence among participants.

Impact: These initiatives collectively contribute to women's empowerment by enhancing mobility, digital literacy, sustainable agriculture, health, education, and entrepreneurship. By providing tangible resources and skills, the program fosters self-reliance and long-term economic stability. The structured approach to financial inclusion ensures that women are not just passive beneficiaries but active contributors to their development, promoting a culture of responsibility and growth. Moving forward, continuous monitoring and expansion of such programs will further strengthen women's role in economic and social transformation.

NETWORK, PARTNERSHIP AND COORDINATION

Strategic MoU Signing with SB College & KE College

AWC has formalized a Memorandum of Understanding (MoU) with SB College, Changanacherry, and KE College, Mannanam, establishing a dynamic and strategic collaboration. This MoU serves as a framework to harness the collective expertise, resources, and institutional strengths of all parties, fostering academic excellence, professional development, and meaningful societal contributions.



Key Areas of Collaboration:

Field Practicum Placements – Facilitating immersive, hands-on training experiences for social work students.

- Career Advancement & Job Placement – Strengthening employment pathways for graduates through structured support and industry linkages.
- Joint Extension & Outreach Initiatives – Driving impactful community engagement and development programs.
- Research & Knowledge Exchange – Encouraging interdisciplinary research collaborations to advance scholarly innovation.
- Lifelong Learning & Continuing Education – Delivering skill-enhancement programs and professional development opportunities.
- Consultancy & Expert Advisory Services – Providing strategic guidance and specialized consultancy in key domains.

This collaboration underscores a shared commitment to academic innovation, social responsibility, and transformative education, paving the way for enduring institutional synergy and real-world impact.

OTHER ACTIVITIES

• Karunyarchana Cancer Care Scheme

Under the Karunyarchana Cancer Care Scheme, a new method was implemented this year to support cancer patients by mobilizing donations from various regions. We introduced the “Kudukka” campaign, where traditional donation containers were distributed to all Community Action Groups (CAGs), regional offices, and unit offices to collect contributions. This initiative encouraged community participation and created awareness about the importance of supporting those undergoing cancer treatment. The funds collected through this campaign were used to provide financial assistance to resource poor cancer patients especially from our CAGs., making a meaningful impact on their treatment journey.

DAY OBSERVATIONS



Cancer Day



Water Day



Farmer's Day



Gandhi Jayanthi



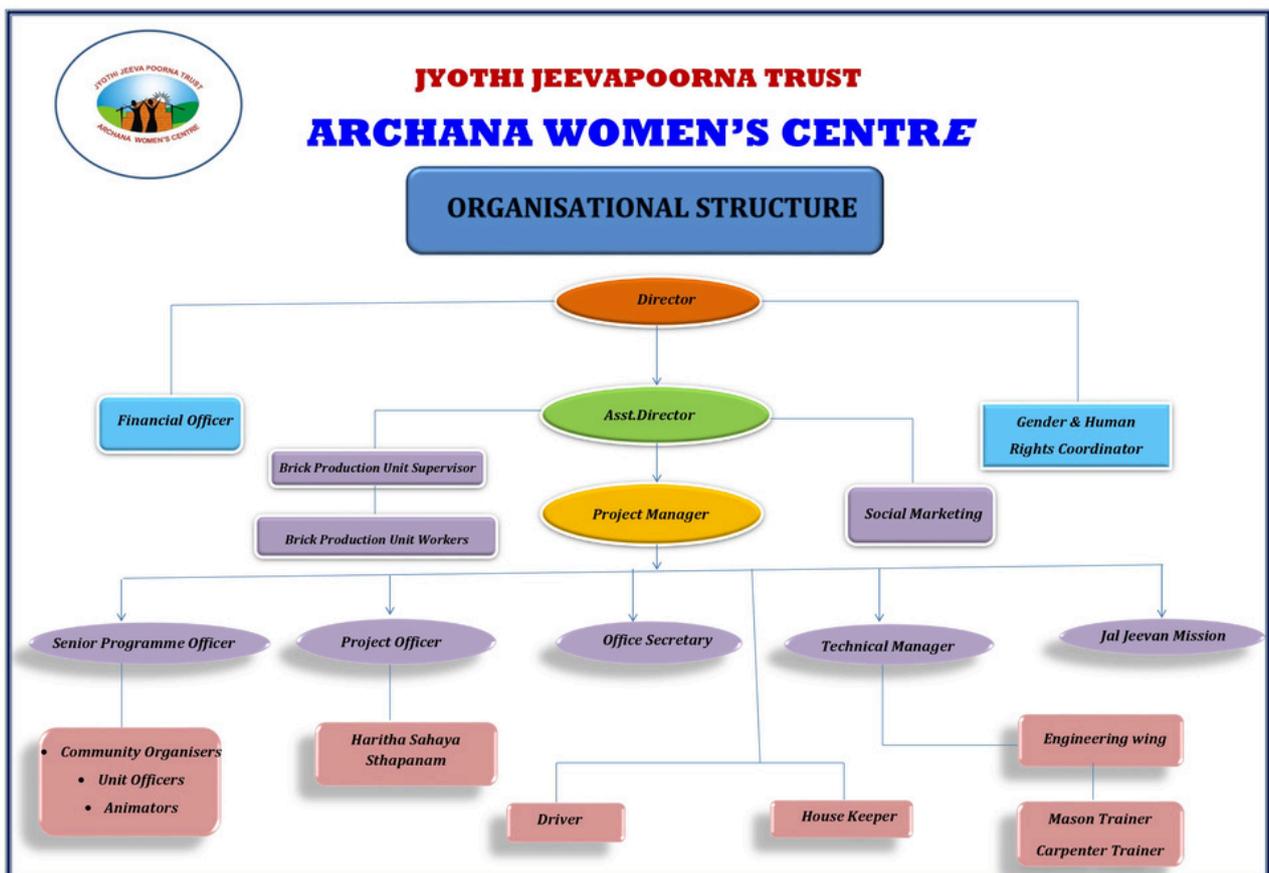
Orange Day



Environmental Day

ADVISORY BOARD MEETINGS

The Board Meeting held on September 21, 2024, focused on key development initiatives for Archana Women's Centre. Discussions included plans for Archana's 20th-anniversary celebrations, inviting dignitaries and securing sponsorships. Future developmental prospects were also discussed. The meeting also addressed income-generating enterprises, project development at Emithram Centre, and CSR funding opportunities. Additional topics included reducing operational costs, securing financial support, and enhancing public relations strategies.



FINANCIAL OVERVIEW



Keralapuram Building
Post Box No. 79, Sreenivasa Ayyar Road
Kottayam - 686 001, Kerala
☎ 0481-2567503, ☎ 9605515949
✉ ayyarandcherian@gmail.com
🌐 www.ayyarcherian.com

AUDITORS REPORT

We have audited the annexed Receipts and Payments account of the JYOTHI JEEVAPOORNA TRUST - ARCHANA WOMEN CENTRE, ETTUMANOOR, KOTTAYAM in respect of EMPOWERMENT OF WOMEN THROUGH ENTREPRENEURIAL SKILLS DEVELOPMENT PROJECT for the period 01-01-2024 to 31-12-2024 with the books of accounts, vouchers and other records produced before us and we certify that the same to be correct and reflects true and fair view of the financial transactions and affairs as disclosed by the said records.

UDIN: 25247136BMOBFU7720

Kottayam

13th March 2025

For AYYAR AND CHERIAN
CHARTERED ACCOUNTANTS

KUNCHERIA PHILIPACCI (Partner)
ICAI Reg. No. 247136, F.R.N 000284S

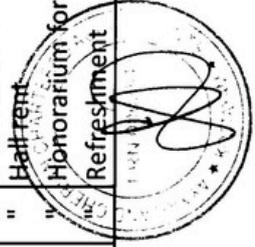


OTHER OFFICES:-

CHENNAI, ERNAKULAM [1. PULLEPADY, 2. KAKKANADU, 3. PANAMPILLY NAGAR] KALATHIPADY (KOTTAYAM), KOZHIKODE, THALASSERY

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 2024 to 31st December 2024

Receipts	Amount in ₹	Payments	Amount in ₹
To <u>Opening balance</u>		By Bank charges	370.52
Cash	12.00		
South Indian Bank - 51982	4,16,008.34		
TMB Bank Kottayam	5,19,911.61	Organization of CAG's	
To <u>Receipts</u>		<u>CAG formation</u>	
Partage Fund	1,13,47,037.00	Accommodation facility	25,830.00
Bank Interest	1,02,946.00	Books Printing Charge	39,700.00
		Honorarium for Animators	12,05,400.00
		Honorarium for Project Coordinator	3,10,440.00
		Honorarium for Community Organizer	8,30,475.00
		Travel allowance Community Organizers	1,99,226.00
		<u>Leaders Training</u>	
		Hall rent	8,970.00
		Honorarium for Resource persons	27,400.00
		Refreshment expenses	58,512.00
		<u>Quarterly Leaders Evaluation Meeting</u>	
		<u>CAG Digitalization</u>	1,51,467.00
		Honorarium for Trainer - Digitalization	27,000.00
		Software Updation	40,573.00
		<u>Book Keeping and Accounting Training</u>	
		Hall rent	1,500.00
		Honorarium for Trainer	16,800.00
		Refreshment	3,520.00





JYOTHI JEEVAPOORNA TRUST-
ARCHANA WOMEN'S CENTRE

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