



# ANNUAL REPORT

# 2023





**Dear Friends,**

I am glad to present the brief annual report for the year 2023. This narration reflects and resonates the collective efforts of Archana Women's Centre as a team to reach out to the community and rebuild a new ethos of equality and gender sensitivity. As you would be aware, we have now completed 20 years of sustained and creative action to generate a new social paradigm of gender empowerment. We have made several initiatives and carried out many pioneering programmes that would bring about a radical change in the outlook and approach of the society towards gender issues. The issues that we have been trying to highlight are pretty challenging: be it gender parity of remuneration in jobs, adopting more gender friendly social practices and laws, assuring equality in inheritance rights or preventing gender based violence and above all imparting a deep and empowering awareness to the community about gender rights and universally accepted framework to ensure its compliance at all social levels. Any steps or programmes of empowerment succeeds in as much as the target community is enabled and encouraged to adopt new strategic set of jobs such as life skills, job skills and socio- legal awareness of the chaining horizons of gender friendly legislations. Our approach in this complex situation has been therefore tailored to improve the awareness of women about the burgeoning levels of gender rights compliances and the possibilities of improving the capabilities through appropriate job/ life skills. This report will unfold how this integrated approach of awareness generation supported with appropriate empowerment skills, succeeds in getting the women effectively organized to reclaim their just and rightful space in the socio - economic domains of the present society. We have been fortunate to receive the unstinted support of many friends and partners in this calibrated effort to bring about a visible and positive change in the social mindset and response to the issues of gender parity and empowerment. I take this opportunity to express my personal gratitude to all of our collaborators and our collective and sincere appreciation of the many valuable instances of support and cooperation we received in the task of defining and ushering in a new order of equality and social justice based on fair and just opportunities.

**A glimpse into our past**

Archana Women's Centre was organized and established in the year 2004, as a structural response of Jyothi Jeevapoorana Trust (a social action forum of OMMIs) to address the twin challenges of gross gender inequality and basic human rights, perpetuated by the patriarchal forces and culturally biased social structures. One of the fundamental reasons of slow progress in achieving visible gender equality, especially in the economic sector was identified to be the lack of appropriate levels of employment skills for women, which in turn made them settle for low paid and diminutive jobs. Our early forays was to encourage and support women of low income families to get trained and skilled in jobs with better demand and pay which should open the gates of enough freedom. We spent over a decade in improving the human resources and skills of marginalized women, starting with masonry, carpentry and other construction

related skills. We could gradually expand the spectrum of skills being imparted and during the initial period of ten years 5000 women were enabled to get adequately skilled in various fields and skills. Today, we as a team continue to be supported to carry ahead this mission of gender empowerment and social quality through many new vicissitudes and expanding geographical contours. Being the stellar team of central Kerala, singularly committed to the unique mission of enabling and empowering the hither to marginalized gender groups we have had to tread a cautious path all the way. If the initial decade was a period of empowerment thorough skill training in the latter part we had to shift the focus to more far reaching ways of group formation collective action for income generation, self- help and management skills to attain economic freedom and self- reliance. The following discourse will help you discover the nuances of this slow, yet steady journey towards the goal of gender empowerment.

## Trust Members



**Ms.Thresiamma Mathew**



**Ms.Annie Joseph**



**Ms.Theresa Kurian**



**Ms.Mercy Saroja Savariyadimai**



**Ms.Little Flower Joseph**



**Ms.Rosily Devasahayam**

## Advisory Board Meeting

During the reporting year, the Advisory Board convened at Vettimukal to discuss and provide crucial insights into the planning and implementation of programs under the AWC Social Mantra initiative. The meeting focused on creating better opportunities, enhancing skills, and increasing income for women supported by our organization.

The Advisory Board members offered invaluable guidance on various aspects, contributing to the successful execution of our initiatives. Their expertise was instrumental in shaping strategies that aim to empower women, providing them with the necessary support and mentorship. The Advisory Board is constituted with the following members:-

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1. Dr. Rosakutty Abraham (Secretary, district Women Council, Idukki)
2. Dr.Alex George (Asst. Professor, St.Thomas College of Teacher Edu.)
3. Mrs.Shanti Mathew(HOD, School of Communication Sacred Heart College,Thevara )
4. Dr. Radhakrishnan R(HOD, Civil department Mangalam college of Engineering, Kottayam)
5. Mr.George Thomas (Project Consultant )



## 1. CAG (COMMUNITY ACTION GROUP)

The CAG project remains one of the important platforms to organize and motivate women for successful channel of economic independence. Under this programme, groups of women are motivated, trained and empowered to work collectively towards improving their economic standards, socialization, rights awareness, etc and to start enterprises and become independent entrepreneurs.

**No. of CAGs formed & trained for group activities during the year**

<b>No. of CAG formed</b>	<b>In Idukki</b>	<b>In Kottayam</b>	<b>In Alappuzha</b>	<b>Members</b>
72	15	31	26	676

Archana’s service is now reaching to more than 4000 women and families covering an average of 20,000 people.

Details of programmes/projects under CAG are as follows:

## Leaders Training

- Two days training programme was organized in total in 8 centers; viz. 3 in Kottayam ; 2 in Idukki and 3 in Alappuzha. Total 144 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.
- Other areas of training covered, skills in conducting meeting, maintaining records and documenting minutes. They need follow up sessions to further improve the acquired skills and become successful leaders.



## Book Keeping and Accounting Training

A total of 153 leaders from various women's groups benefited from a comprehensive training program in basic accounting principles and bookkeeping, held across five centers. The program, organized in three districts, had two centers in Kottayam, one in Idukki, and two in Alappuzha. As a result of the training, 72 newly formed Community Action Groups (CAGs) are now proficient in maintaining accurate accounts and books. Moreover, the program has empowered women to manage the financial aspects of their enterprises effectively, promoting financial stability and independence among these groups.

## Quarterly evaluation meetings

- 312 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 these meetings, 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 are made in approaches & activities as well as interventions.
- Total 21 meetings were conducted @ five each in centers viz; Idukki, Alappuzha , Ernakulam districts and 6 in Kottayam district. 312 leaders from 152 CAGs (newly formed and existing) participated in the meetings.



## Seed Money Support to 78 CAGs

A remarkable transformation has been achieved by 139 women from 78 Community Action Groups (CAGs), who successfully launched new enterprises with initial seed money support from AWC. These innovative ventures include Jana Sevana Kendra, textiles sales, bakery shops, candle making, high-tech poultry farming, garment designing units, and many more. This year, AWC disbursed a total of Rs. 44,42,000 as seed money support, empowering these women to transition from laborers to micro-entrepreneurs. As a result, they now earn an average monthly income of Rs. 8,000, marking a significant breakthrough in their economic empowerment and financial stability.



## ***ACTION FOR EMPOWERMENT THROUGH AWARENESS BUILDING AMONG WOMEN***

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



Sl.No.	Activity	Session	Participation
1	Session on Women Rights (Online and Offline)	15	1100
2	Awareness class on Protection of Women from Domestic Violence Act	7	540
3	Awareness Class on Dowry Prohibition Act	10	320
4	Public meetings and gatherings to protest the rights violations.	2	430

## ***Archana Fest & International Women's Day Celebrations***

The Archana Fest was a two-day event held at Vyapara Bhavan in Ettumanoor, coinciding with International Women's Day. The first day was designated as Enterprises Day, while the second day was celebrated as Women's Day. The festival was inaugurated by Hon. Minister for Co-operation and Registration, Government of Kerala, Sri. V. N Vasavan, who visited all the stalls and offered words of encouragement to the entrepreneurs. Other distinguished guests, including Member of Parliament Sri. Thomas Chazhikadan and Member of Legislative Assembly Adv. Mons Joseph, also visited the stalls.

The Women's Day celebration was inaugurated by Rev. Fr. Joseph Vaniyappurackal, Vicar General, Arch Diocese of Changanachery, and featured a keynote address by renowned entrepreneur Mrs. Seena Abraham. The event also honored three successful women entrepreneurs from Kerala: Mrs. Sandhya, the first Srank License holder (fishing boat operator); Mrs. Anitha Unnikrishnan, entrepreneur; and Mrs. Seena Abraham.

Under the leadership of CAG entrepreneurs, 20 stalls were set up, showcasing a range of products and services. The event was a resounding success, promoting entrepreneurship and women's empowerment.

The Archana Fest was marked by a striking welcome arch at the entrance, skillfully crafted by our carpenters using bamboo. Hon. Minister Sri. V.N. Vasavan commended the women responsible for its creation. The event drew a impressive crowd of nearly 3000 visitors from four districts - Kottayam, Ernakulam, Idukki, and Alappuzha.



The entrepreneurs enjoyed a significant sale, successfully showcasing their products to the public. The stalls achieved an average daily sale of Rs. 10,000, with the food stalls performing exceptionally well. The Archana Fest provided a valuable platform for CAG members to display their products and demonstrate their skills.

The event was a resounding success, featuring vibrant cultural performances, including Vilambarajadha (announcement rally) and shinkarimelam (rhythmic drummers) by our women's groups. Various competitions and our own CAG stalls added to the excitement, making the Archana Fest an outstanding celebration of women's empowerment. The dignitaries present praised and appreciated the "Women's Power" on display, making the event a memorable one.



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

## 2. MULTIPURPOSE TRAININGS & COACHING PROGRAMMES

### **Training in Auto Mobile Mechanism**

To promote diversification of job skills among women and encourage non-traditional livelihood skills (NTL), we conducted a comprehensive training program in automobile mechanics. A batch of five women underwent an intensive six-month training at Vagamon in Idukki district.

The training aimed to equip these women with the necessary skills to venture into the male-dominated field of automobile mechanics. Encouragingly, the trained group is now planning to establish an automobile workshop, showcasing their newfound expertise and entrepreneurial spirit.



### **Training in Ferro cement technology**

To promote Ferro-cement as a low-cost and affordable construction technology, AWC organized a training program in Ferro-cement technology, a non-traditional livelihood skill, where 11 women were trained under the expert guidance of Radhika Prakash, a head mason trained and groomed by AWC, at Alappadu in Kollam district, enabling them to secure various Ferro-cement works from Panchayat and earn a daily minimum of Rs. 500 through contract jobs, with plans to register as skilled women workers under LSGD to access further opportunities.



### **Welding Training**

A one-month training program was conducted for a batch of 5 women, equipping them with welding skills. The trained women are now actively engaged in fabricating innovative, high-tech chicken coops and waste collection units. Notably, they have secured their first order from the NGO Confederation, a national-level network of NGOs, as part of their pioneering high-tech poultry farming project.



## Grass Cutting

A training program in grass cutting was conducted for a batch of 7 women at Kanakkary GP, empowering them with a new skill. Currently, they are in the process of registering their group as skilled women workers under LSGD, which will enable them to access various opportunities. Upon registration, they will be eligible to undertake de-grassing work on road sides, pathways, and government building premises, earning a minimum of Rs. 500 per day. This initiative promotes economic independence and entrepreneurship among women.



## Green Volunteer Training Program

Two batches of training were conducted, empowering 10 women from various panchayats 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. For generations, agriculture has been a male-dominated field, but these women have broken the mold, becoming experts and supervisors in their own right, paving the way for a more inclusive and sustainable agricultural landscape.



Umbrella making Training



Paper Bag making Training

## Other Skill Trainings

Training	Duration	No. of persons trained
Umbrella Making	1 day	22
Mushroom Cultivation	1 day	32
Garment Designing	3 days	20
Paper bag making	1 day	24
Homemade cakes	5 days	30
Food processing	15 days	30

## **EDP training programmes**

In collaboration with the Industrial Department, a one-day training program was conducted for new entrepreneurs at the Archana Women's Centre, attracting 60 participants. This initiative, combined with subsequent follow-ups, empowered 139 women to launch their own enterprises, either individually or in groups. Through comprehensive training, they gained a thorough understanding of the essential aspects of successful entrepreneurship, organization, and management, enabling them to take the first step towards establishing their own businesses.



**Cake making Unit**

## **3.PROGRAMMES FOR PREVENTION OF GENDER BASED VIOLENCE**

Because of the centuries old social and cultural situation, women often become easy victims of gender based violence. AWC has taken upon this mission of preventing gender based violence as its one of the most important goals.

### **A. THALITHA CUME [LITTLE GIRL ARISE] - Girl's Village Program**

**Key points of the project:-** Launched to fight against girl feticide and highlight the social supremacy of girl child. We proposed this year to celebrate this, at the selected village of Manjoor Panchayat, to "Good practices" where girl children born there are warmly welcomed, treasured, given rights equal to a boy, and parents, men and women in this village are encouraged to create a gender just and friendly model village.

### **Activities Done:-**

#### **•Gender sensitivity trainings**

Conducted 3 sessions

The continuous session on Gender Sensitivity and Family get-together, resulted in some of the parents' change their orthodox thinking and have begun treating both sons and daughters with equal opportunities and love. Slowly the village accepts that both women and men have equal rights. In a few families, men started to take up house hold works and insist that their children do all household works equally. It is a positive change in the mindset of villagers and a sign of cultural reform. We are advocating that the household work is everybody's work.



### Successful functioning of gender help desk

The gender help desk in the village is functioning successfully and this year we to for affected victims.

### Digital literacy training for 20 women

The women from the model village who had undergone the Digital Literacy training became more familiar with the computer and its basic knowledge. Without digital skills a person finds it difficult to adapt to the challenges of today's world; that is the current scenario. The trainees evaluated that they were very lucky to have such a training program. "Now we can do Net Banking, use Social Media, Compose a Mail, Attend a Zoom meeting, etc, and listen to thought provoking discourses".

### Family get-together

Two community get-togethers were organized for families participating in the "Thalitha Pune" program, fostering a sense of unity and connection among the villagers. During these gatherings, a seminar on "Good Gender Equality Practices at Home" was conducted to promote healthy relationships and equitable dynamics within families. The events also featured engaging games, cultural programs, and activities designed to cultivate a spirit of fellowship and togetherness among the diverse group of participants, further strengthening community bonds and social cohesion.



## B. Skit, Short Drama & Street play



The skit, street play and short drama were performed in 16, 17, 15 stages in Kottayam, Alappuzha and Idukki districts respectively, in view of animating the collective social psyche towards the problem of gender based violence, systematic marginalization of women and denial of equal rights to women in different forms of decision making. Through skit, street play and short drama, we were able to disseminate concepts on women's rights, gender equality, importance of economic independence, and awareness about women-friendly laws, workplace harassment, dowry prohibition, etc. The filled feedback forms of the audience show that we succeeded in creating a new sense of equality and inclusiveness. A general population of 6800 or more got familiarized with messages on gender sensitivity, women's rights, equality, justice and equitable growth.

**Mr. Nandhu Krishna, Student:** "I never thought about the rights violations against women in such depth. After the play, I am realizing that all these are happening because of a lack of strong protests against the culprits. From this day I will support every woman to protest against rights violations and to gain their rights. The street play kindled a spark deep within me. I wish all success for the team..."

**The Principal, BVM College Cherpunkal:**

"The Drama shows, how women are treated by men and the patriarchal society. The most shocking reality is society assesses the character of a girl by the way of her appearance. When a woman or girl reacts against such outbreaks of violence, society purposefully ignores her and no one ever supports her, to fight back. We need a change from this situation. The drama focuses on the importance of mass movement against violence. The drama covered all the issues faced by women and rights violations."

## C. Squad Team

A squad team was established to identify and address instances of rights violations, with a focus on gender issues. Ten teams, each comprising five members, were formed to monitor and intervene in different Panchayats across Kottayam district. Fifty women leaders were trained as squad team members, empowering them to support victims of violence and violations.

Through six evaluation meetings, the team members were equipped to provide mental support, legal assistance, and guidance to victims. The squad team's grassroots-level intervention has proven more effective than awareness sessions alone, with 23 counseling sessions and legal assistance provided to 12 victims during the reporting period. These efforts have enabled the victims to build resilience and willpower to combat oppression and violence.

The squad team members have fostered strong relationships with local leaders, ensuring timely support for women in distress, identifying new instances of violations, and providing family support. This community-based approach has demonstrated significant impact in preventing gender violence and promoting gender equality.

## D. Public meetings to protest the Rights violation

- 3 programmes were conducted, one @ Vettimukal Junction, one at Arthunkal and one @ Kattappana in order to highlight human rights violations against women.
- In association with BK College Amalagiri, a protest was organized @ Vettimukal Junction against the atrocities being committed against women. The youth and adults together formed a Human Chain against rights violations.
- The second one was organized in Cherthala, Alappuzha district with a rally. College students performed a Flash mob to focus on women's rights and its rampant violations. More than 200 CAG members participated in the rally.
- Third one was conducted in Kattappana, Idukki district.
- Eminent personalities, speakers, and gender specialists participated in the program. Their speech against the violations and the need for such occasional protests meets to alert the social psyche about women's rights made a mark in everyone's hearts. Almost 3200 general public got awareness on women's rights, gender equality, economic independence and the related issues for a harmonious social growth and well being. The protests were inaugurated by Mrs. Nirmala Jimmy, President, District Panchayat, Kottayam, CWC Member, and Circle Inspector of Police respectively.
- Compared with the previous year, large number of women and youth came forward this year to be part of the protest and related programmes. It was hailed as a positive change and women are increasingly getting enabled to fight against rights violations or gender violations. Such protests and the invisible results will influence more women to come forward to create a violence-free society.



## Workshops for politicians and legislators:

Two workshops were conducted, one in Idukki and the other in Kottayam district, focusing on promoting women's rights and the formulation of women-friendly laws. These workshops brought together 50 political leaders, who were sensitized to the crucial role of implementing laws related to women's rights.

Through these interactive sessions, the leaders gained a deeper understanding of the importance of supporting women who courageously seek legal assistance against violence. They pledged to take concrete steps to empower these women and ensure the effective implementation of women-related laws within their constituencies or areas of influence.

By engaging with political leaders and encouraging them to champion women's rights, these workshops aimed to create a ripple effect that would lead to positive change and a more equitable society for women.



## E. Service Providing Centre

As a result of different kinds of awareness campaigns carried out by AWC, the victims of violence are motivated to come forward and seek legal assistance to defeat forces of violence. During this year, we have handled 25 Domestic Violence cases, filed 10 DV cases in different Courts and 25 counseling sessions for affected victims.



## Self Defense Training

In a bold effort to combat physical violence against women and girls, Archana Women's Center conducted a 60-day self-defense training program at St. Thomas G H School, Punnathura. This empowering initiative equipped 110 teenage girls with essential self-defense skills, including karate and kung-fu.

One of the trainees, a survivor of sexual assault, shared a powerful testimony. She had previously been victimized by a senior citizen on her way to school, but fear had held her back from reacting. However, after participating in the training program and motivation sessions, she found the courage to stand up against abusive behavior.

In a remarkable display of newfound confidence, she successfully resisted harassment on a bus, firmly saying "No" and blocking the perpetrator's hand. This transformative experience taught her the value of self-confidence and empowered her to take control of her safety.

The trainee expressed heartfelt gratitude to Archana Women's Center for the training program, which had a profound impact on her life. This success story highlights the effectiveness of self-defense training in enabling women and girls to protect themselves and challenge abusive behavior.



## 4. EXTENSION OF LABOUR BANK

- The Labour Bank made a big leap by getting it Registered as Ettumanoor Vanitha Labour Contract Society under the Ministry for Cooperation and Registration, Government of Kerala.

We could organize the teams of trained women masons and artisans and have them knit together as a women labor cooperative society and got it registered at Kottayam under co-operative rules as a co-operative enterprises. It is now able to get contracts from government bodies with a special grace mark of 10% and put their skills to full deployment. We have started taking up works under this new registration.





## 5.SOCIAL MARKETING

The social marketing wing of Archana Women's Center (AWC) has established a network of centralized outlets to enhance the visibility and sales of products crafted by various Community Action Groups (CAGs). Three fully functional outlets have been set up in Kuruppanthara, Vagamon, and Kattappana, providing a vital platform for CAGs to showcase their products and ensure faster sales and profitable price realizations.

This strategic initiative enables CAGs to maintain a continuous production cycle without interruptions or stockpiling, ultimately contributing to their economic empowerment. The godown cum marketing outlet in Kattappana has achieved success and is growing steadily, attracting over 50 customers daily.

Through these outlets and unit offices, products from CAGs in Idukki and Kottayam districts are sold, benefiting producers from 30 groups. A wide range of products, including honey, brooms, chappathis, eggs, homemade chocolates, snacks, tea powder, rosaries, photo frames, spices, umbrellas, mushrooms, and candles, have found a tangible marketing solution.

This venture has positively impacted 156 women, providing them with a steady income stream and enabling them to improve their economic status. By supporting the sale of CAG products, the social marketing wing of AWC has become a crucial catalyst for women's empowerment in the region.



Photo: "I have come to realize that they may have life, life in abundance" (Jr. 10:10)

## 6. ACTIVITIES UNDER NHRF

(Norwegian Human Rights Fund)

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

### Legal aid and counselling center at Vagamon- Idukki

One full- fledged legal aid and counselling center was opened at Vagamon, Idukki among tea estate workers and has appointed a professional counselor and a woman worker leader to manage the scheme. They visit layams(a bunch of small houses of estate workers) police stations, anganwadi, churches and temples to make the cause known among the public. From police stations they refer the cases of DV for counseling and further actions to our team. Awareness sessions and DV classes are being offered in different Centres.

### Awareness classes

Awareness classes were given to six groups on Human Rights and Gender sensitivity including the students of Master of Social work in different colleges. Around 450 girls and 150 boys benefited from the class. Besides this we have given two awareness classes on "Protection of women from domestic violence" at Vagamon. There were 50 participants among them four were men. They all became aware of equal rights of women and men and have been mentally equipped ready to stand for their rights of women.



### Street play

Street play on "violence against women and children" was held in nine cities by BSW students of Ettumanoorappan college, who were trained by AWC. These were crafted around few contemporary incidents that happened recently in India and Kerala in the area of violence against women and children. It was seen by around five thousand people. Many people appreciated the play. Through this street play we have addressed the problems faced by women and could make a strong appeal to the people about the natural rights of women for equality and justice.



## Seminar

Conducted a **Dialogue with Human Right Defenders** and post graduate students from eight colleges, organized at AWC, Vettimukal. Seventy-four trainees participated and among them fifty were women. HRD team mainly focused on Dalit rights, rights of Fisher folk, tribes and migrant. Action plan was generated by each college for future engagement. Organized a work shop on **“Role of women in climate action”** and women from fifteen panchayats participated in it. And one hundred and thirty women attended it. Action plans were made by community action group to reduce the use of plastic, electricity, water and chemical manure as part of a concentrated campaign to bring down the impact of climate change.



## Women Worker Leaders Training

Training were given to five women as Women worker leader. They were trained in different subjects like legal studies, team work, leadership, creativity, community organization and gender sensitivity. They are eager to acquire skills that enable them to assist the women who face different problems, like violence, poverty, marginalization etc.



## Watch and Guard

Followup of watch and guard is being done. It is a women led team, trained to identify womens' problem in a specific area/ village through monthly evaluations and feedback. They are aware of the relevant issues faced by women in their areas. They read the newspapers in order to become aware and informed about violence against women and instances of gender discrimination.



## Human Chain

Archana women's center in collaboration with BK college Amalagiri, observed Human Rights Day on 9th December at Punnathura Kavala, Ettumanoor. Community action group members, animators and Degree students participated in it. Around hundred people together formed a human chain. Ward councilor Mr. Siby Cherayil flagged off the rally.



## Voice Clip

In order to encourage group discussions, analysis and new ideas generation, AWC provided 12 voice clips to CAG members on relevant topics like importance of reading, mothers 'day, drug abuse etc. Each CAG discussed the topic and prizes were given to the best discussion and points/ ideas generated and feed back.

## Cases from the Field

About 45 cases were handled during the year by giving legal guidance, direction, counseling and guidance on follow up support. We would like to share a successful story: A vision challenged child was kept alone in the class and was taught by the teachers. It was a mental struggle for him and for his parents. He became depressed and gloomy. They approached AWC. Through our intervention all of the differentially abled students in the school were allowed to sit in ordinary class along with other students. The parents were so grateful to us, child became happy and came better in his studies.



### Response to social issues

Signature collection campaign was conducted on the issue of State Manipur on KUKI women and was submitted to the Indian President and Prime Minister. Over the Facebook we responded to the Bilkees Banu case, Vandiperiyar girl case, new alcohol policy etc. issues related to women rights violations.

### Welfare Fund

Together with Archana staff, 26 Community Action Group members were enumerated in the welfare fund scheme through Kerala Labour Movement, which will make them eligible for special pension support.

## 7. OTHER EVENTS

### Jal Jeevan Mission Programme

Archana Women's Center (AWC) is proud to announce its empanelment as an Implementing Supporting Agency of the Water Authority, Government of Kerala. This prestigious recognition empowers AWC to undertake key initiatives under the Jal Jeevan Mission, a flagship project of the Government of Kerala aimed at providing safe and adequate drinking water to all households through individual household tap connections by 2024.

As part of this collaboration, AWC will drive awareness generation programs focused on water conservation, distribute water dispensers in schools, and provide pouches, water bottles, and bags to promote the importance of water conservation. Through this partnership, AWC is committed to supporting the Jal Jeevan Mission's goal of ensuring every household has access to clean drinking water, thereby improving the health and well-being of communities across Kerala.

Working in Njeezhoor, Kuruvilangadu & Manjoor Grama Panchayaths

Coordinating the works – Formation of water and sanitation Committee, Orientation sessions to beneficiaries, training on water quality test to selected beneficiaries, IEC (Information Education and Communication) works for conservation of water sources and good practices for justified use of water, formation of water clubs in schools, Exhibitions on water sources, good practices for water conservation etc, are being carried out by AWC team.

- **Water Dispenser Distribution @ Njeezhoor GP**

Under JJM program, distributed water dispenser; name slips and time table card labeled with water conservation thoughts for schools and anganwadis. The program was inaugurated by PR. Sushama, President, Njeezhoor GP.



## Har Dill Mein Samvidhan – Awareness on Indian Constitution



The collaborative effort under the "Har Dill Mein Samvidhan" campaign is aimed to promote constitutional values across India. The campaign involved various activities organized by the participating organizations, including mime, street play, pep talk, public meetings, awareness programs, poster designing competitions, and quiz competitions.

## DAY OBSERVATIONS & CELEBRATIONS

### MOTHERS DAY CELEBRATION

The collaborative effort under the "Har Dill Mein Samvidhan" campaign is aimed to promote constitutional values across India. The campaign involved various activities organized by the participating organizations, including mime, street play, pep talk, public meetings, awareness programs, poster designing competitions, and quiz competitions.



### ENVIRONMENTAL DAY CELEBRATION (‘Pachapp’ 2024)

Pachapp 2024 was celebrated by organizing it in regional level; Ettumanoor and Kaduthuruthy respectively.

For Ettumanoor region, the venue of environmental day celebration was arranged at Kudakassery building, Ayarkunnam. The programme started with a rally by the Cag members holding placards and singing environmental songs and tableaux. The session was inaugurated by Veterinary Surgeon Dr. Stella Bai by planting a drumstick plant in the premise. The inauguration of the official meeting was done by Lisamma Baby, Block Panchayath Member. 55 CAG members participated in the programme. Saplings of drumstick plants were distributed among them.

On the other hand, Kaduthuruthy region celebrated it at Regional office itself. It was inaugurated by Mr. PV Sunil, President, Block panchayath, Kaduthuruthy. Amidst, CAG members conducted various competitions and distributed saplings of drumstick plants to 45 participants.



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

### ANTI-TOBACCO DAY OBSERVATION



Anti-tobacco day observation was held at Vagamon in association with Janamaithri Police, Vagamon and was inaugurated by Mr. Sudheer, Inspector of Police, Vagamon. The CAG members and students arranged a flash mob to highlight the awareness session given by Mr. Noushad DH, Sub Inspector, Vagamon. Many people on the street and in the neighboring buildings and offices watched with curiosity the programme. More than 35 CAG members also were in the forefront.

## GANDHI JAYANTHI

The day's celebration was marked by a challenging yet impactful initiative, garnering significant public attention. The CAG members embarked on a mission to clean and sanitize the Public Transport stand at Kottayam, which had been neglected and polluted by passengers, stray dogs, and overgrown bushes. Equipped with necessary tools and sanitary arrangements, the team tackled the task with enthusiasm.

The program was inaugurated by Mrs. Jincy Sebastian, Municipal Chairperson of Kottayam, and flagged off by the KSRTC superintendent. A flash mob performance by the team set the tone for the event, drawing in hundreds of onlookers and inspiring some to join the cleaning effort.

The CAG members demonstrated their capabilities by operating machinery to cut bushes and utilizing a power wash system to clean buses, leaving transport officers and the public. A total of 60 CAG members participated, cleaning the premises and surroundings of the station, while some washed and readied 16 buses for operation.

The event received extensive media coverage, highlighting the "Women's Power" in contributing to public welfare and showcasing the impact of collective efforts in creating positive change.



## CANCER DAY OBSERVATION

On this day, our "Karunyarchana" program received a generous donation of Rs. 66,000.00 from Mr. Jain Mathew, Trustee of Kerala Club USA, a valued well-wisher. This contribution will be distributed among 11 cancer patients, providing them with vital support during their treatment.

The program was held at the AWC Central Office in Ettumanoor, where Mr. Jain Mathew inaugurated the event and personally handed over the cheques to the beneficiaries. His kindness and commitment to helping those in need are truly appreciated, and we are grateful for his support in making a positive impact in the lives of these patients.



## Celebration of Farmers Day

Farmers day was organized at Thattappally, Kanakari Pt, with the participation of 35 women farmers. They had a beautiful day with Njattupattu [ traditional songs sung by women while doing paddy farming]competition and some of the outstanding ones getting honoured with prizes and memento for their achievements. Agriculture officer, Thalayazham Mrs.Reshma Gopi was kind enough to inaugurate the function and motivate the women farmers.



## Senior Citizen Day Celebration

A day in which the director and staff spent a day with the inmates of Asha Bhavan at Manjoor, where 65 orphaned women and men are taken care of by a group of lay people under the leadership of Bincy Biju. They are very well taken care of with donations and services from people around and abroad. We spent time with the inmates and staff hearing their stories, songs, and dances and participating in their prayers. One of Archana staff Bincy Biju had sponsored a meal for them and we all joined with them. We also entertained them with



activities and games. The aged parents shared their happiness in that house and some spoke of their pain being abandoned by their children. We left them giving a note of joy and love.

## Girl Child Day Observation

On Girl child day, we inaugurated this year's self defense training and empowerment of girl children at St.Thomas HS, Punnathura. It is a girls only school having around 200 students. Japan Shotokan Association Kerala Chief Instructor Sensei Vinodh and his team demonstrated the tips for beginners attracting them to the training which some of them were reluctant or feeling shy. 110 students registered to undergo karate training.



## ACTIVITIES OF CHILD RESOURCE CENTER

### Formation of student's clubs-

The unit officers and animators are in constant interaction with the children through the formation of children's clubs in every unit. This gives them the opportunity to keep in touch with the youth and teens and give them guidance and support as needed. Counselling services are also offered.

### Smart Teens summer camp

Every year at summer we organize special programmes for children of different age groups but specifically for teens. The "smart teens" programme addresses teenage students hailing from our beneficiary families. Two day camp was organised by Ettumanoor and Kaduthuruthy regions. The camp of 53 students in two areas was led by senior staffs of AWC and other experts dealing with topics like leadership, the traps of social media, art of concentration, sex education, gender equality etc. To develop social concern in the children they were given 2 hours to spend with the inmates of an orphanage. The students were awarded prizes and appreciation for their enthusiastic participation.



### Annual General body meeting of NTLN @ Delhi

The workshop and annual general body meeting organized by the Non-Traditional Livelihood Network, in collaboration with Akshara Centre, was held on December 12-13, 2023, in New Delhi. Director Miss Thresiamma Mathew and Project Engineer Aryamol P.A attended the meeting. Many other NGOs from different states participated in the program. The topics discussed included transforming family support systems, identifying gaps in existing education (including skill education), and formulating strategies to influence policies for promoting gender-just education in institutions. The event also featured a panel discussion and sharing of NTL's future activities.



## ACTION FOR BETTER & SUSTAINABLE HEALTH

### Zumba Training

Archana Women's Center (AWC) showcased its commitment to enhancing the health and wellbeing of women through a Zumba dance initiative organized by Jyothy, our staff member, in Kaduthuruthy. Renowned Zumba trainer Dr. Shiny Antony led a high-energy session, guiding 20 women through a fun and engaging workout. The participants then took to the stage at the CAG leaders' gathering at our Center, delivering an impressive performance that earned thunderous applause from the audience.

The success of this initiative encouraged more women to join the Zumba course, further solidifying AWC's dedication to empowering women and promoting their overall health and wellbeing.



### STAFF TRAININGS

#### Result Based Management training

Two trainings were organized for the staff on “Result based project planning and management. Abhilash George, Cherian Varghese & Rocky George and Varkey P.J were the chief resource persons.



## Session on online and offline marketing

NABARD organized a 3 days training on 'Online & offline marketing at BIRD Training center, Mangalore. Sruthymol V.S. and Aryamol P.A benefitted from the program.



## Exhibition @Kozhikodu

The Women's Development Corporation Department of the Kerala government organized an exhibition in Kozhikode for five days, where our team showcased products at a food processing stall under the AWC. This indeed seems like a great opportunity to promote and display your products.



## Session on Climate Change Actions towards Environment Justice with Feminist/Gender equality perspective

The Tamilnadu Women Movement, Chennai organized two days' workshop for southern states on 2nd & 3rd of November 2023 in order to promote climate justice actions. Shiny Joshy, SPO and Dona Alphonsa Antony C.O participated.



## Awards & Accolades

Ms. Jayasree PK, Technical Manager, AWC was the winner of South Asia Kamala Bhasin award instituted by Azad Foundation in honour of renowned gender activist and trainer Kamala Bhasin. Ms. Jayasree has broken all gender barriers to become an outstanding personality in nontraditional skills of masonry, carpentry, plumbing, electricalbamboo technology etc which are all male dominated skills and has motivated hundreds of rural women to break male bastion and conquer such trades as would make them capable of earning at par with men and live a dignified life. She deserved this recognition that gave her name and fame in the south Asian countries and send inspiring messages to the women of these countries.

She received Rs.1,00,000/- along with a grand memento and certificate at a gorgeous ceremony held at India International Centre, New Delhi, on 23rd November.



## ***Conclusion***

In conclusion, as we reflect on the achievements and challenges of the past year, we are proud of the strides made by the Archana Women's Centre in promoting gender equality and empowerment. Our journey, marked by two decades of dedication, has seen significant progress in skill development, awareness generation, and fostering a culture of gender sensitivity. The unwavering support of our partners, friends, and the community has been instrumental in our success. We are deeply grateful for their contributions and collaboration.

As we move forward, our commitment to building a just and equitable society remains steadfast. We will continue to explore new avenues for empowering women and marginalized groups, ensuring they have the tools and opportunities to thrive in a rapidly changing world. Our collective efforts are paving the way for a future where equality and social justice are not just ideals but realities.

Thank you for standing with us on this journey. Together, we will continue to challenge norms, break barriers, and create lasting change.

**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 2023 to 31st December 2023**

Receipts		Amount	Payments		Amount
To	<u>Opening balance</u>		By	Bank charges	784.70
	Cash	19.00			
	South Indian Bank - 51982	70,335.12			
	TMB Bank Kottayam	5,09,990.53			
	<u>Receipts</u>			<u>Organization of CAG's</u>	
To	Partage Fund	1,16,47,700.00	By	<u>CAG formation</u>	
"	Bank Interest	86,373.00		Accommodation facility	30,700.00
			"	Books Printing Charge	8,950.00
			"	Honorarium for Animators	7,41,261.00
			"	Honorarium for Project Coordinator	3,09,600.00
			"	Honorarium for Community Organizer	8,26,000.00
			"	Travel allowance Community Organizers	2,00,959.00
				<u>Leaders Training</u>	
			By	Hall rent	16,140.00
			"	Honorarium for Resource persons	24,500.00
			"	Refreshment expenses	1,03,136.00
			By	<u>Quarterly Leaders Evaluation Meeting</u>	79,298.00
				<u>CAG Digitalization</u>	
				Honorarium for Trainer - Digitalization	30,000.00
			By	Software Updation	26,427.00
				<u>Book Keeping and Accounting Training</u>	
			By	Hall rent	6,000.00
			"	Honorarium for Trainer	16,500.00
			"	Refreshment	40,017.00



				<u>Entrepreneurship Training</u>	
			By	Hall rent	8,580.00
			"	Honorarium for trainer	14,213.00
			"	Refreshment	27,324.00
				<u>Auto Mechanism Training Cum Workshop</u>	
			By	Capital Investment for Workshop	1,00,000.00
			"	Honorarium for Trainer - Auto Mechanism	10,200.00
			"	Training Material - Auto Mechanism	45,092.00
				<u>Green Volunteer Programme</u>	
			By	Honorarium for Skill Trainer - Green Volunteer	32,000.00
			"	Raw Materials for Training - Green Volunteer	23,459.00
				<u>Central Level Annual Gathering</u>	
			By	Conducting Rallies	24,777.00
			"	Hall Rent - Annual Gathering	91,695.00
			"	Publicity- Annual Gathering	37,718.00
			"	Refreshment - Annual Gathering	19,170.00
			"	Setting Up of Stalls	64,717.00
			"	Sound System	27,500.00
				<u>Seed Money Support</u>	
			By	Seed money support to CAG	32,58,000.00
				<u>Social Marketting</u>	
			By	Godown at Idikki District	1,00,000.00
			"	Honorarium for Godown Staff	2,62,300.00
			"	Honorarium for Manager - S M	3,30,000.00
			"	Honorarium to Driver	1,88,750.00
			"	Rent of Unit Offices	2,07,460.00
			"	<u>Village level federation formation in 4 districts</u>	
			By	Federation election	36,400.00



		"	Formation Training	53,700.00
		"	Quarterly review meeting	23,210.00
			<b>Expenses of monthly evaluation meeting</b>	
		By	Honorarium for squad team members	1,11,189.00
		"	T A & Refreshment for evaluation meeting	13,231.00
			<b>Awareness building &amp; Conscientisation of civil society on Gender Rights and Issues</b>	
			<b>Skit</b>	
		By	Honorarium for Artists	90,235.00
		"	Refreshment	17,484.00
		"	Rent for Vehicle	51,198.00
			<b>Street Play</b>	
		By	Honorarium for Artists	9,287.00
		"	Refreshment	9,668.00
		"	Rent of Vehicle	2,824.00
		"	Uniform Cost & Cosmetics	
			<b>Rallies &amp; Public meeting</b>	
		By	Public meetings	52,262.00
		"	Rallies	37,219.00
		"	Honorarium for Project Coordinator	2,22,745.00
			<b>Extension of Labour Bank</b>	
		By	Honorarium for Engineers	3,98,535.00
		"	Honorarium for Skill Trainer - Labour Bank	1,63,605.00
		By	<b>Workshop for Politicians</b>	39,905.00
		By	<b>Ensuring women right to Safe &amp; Secure Living</b>	45,000.00
			<b>Thalitha Cume ( Little Girl Arise )</b>	
		By	Digital Literacy Programme	5,000.00
		"	Family Meet	28,630.00
		"	Gender Help Desk & Legal Assistance	45,000.00
		"	Gender Sensitivity Training to Families	10,319.00
		"	Honorarium for Project Coordinator - Thalitha	1,80,000.00



		By	<b>Office expenses</b>	266034.00
		By	<b>Travel allowance for field Staff</b>	141617.00
			<b>Personnel &amp; Administrative Cost</b>	
		By	Director	483000.00
		"	Coordinator	399250.00
		"	Accountant	322700.00
		"	Office secretary	170880.00
		"	Electricity , Phone , Printing & Stationery Expenses	342773.00
		"	Travelling expenses	79633.00
		"	Refreshment expenses	47575.00
		"	Evaluation & Monitoring	145150.00
		By	<b>Closing balances</b>	
			South Indian Bank - 51982	4,16,008.34
			TMB Bank Kottayam	5,19,911.61
			Cash in hand	12.00
		<b>Total</b>		<b>1,23,14,417.65</b>
			<b>Total</b>	<b>1,23,14,417.65</b>

UDIN : 24247136BKMEB8422

As per our report of even date attached

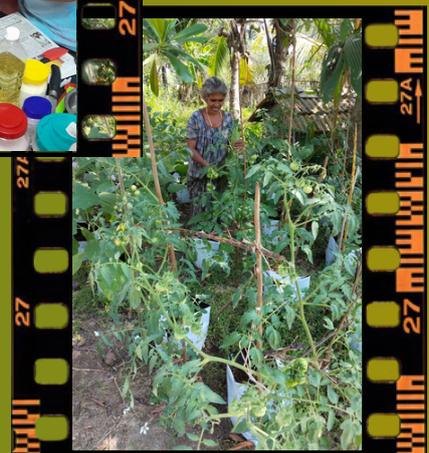
Place : Kottayam

Date : 18/04/2024



For AYYAR AND CHERAN  
CHARTERED ACCOUNTANTS

KUNCHERIA PHILIP (Partner)  
ICAI Reg. No. 247136, FRN/0002845



# JYOTHI JEEVA POORNA TRUST- ARCHANA WOMEN'S CENTRE

ETTUMANOOR P.O, KOTTAYAM, KERALA-686631

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