



the GUILD
that BUILDS
HER life



ARCHANA WOMEN'S CENTRE

ESTD IN 2004

THE FIRST
WOMEN LABOUR CONTRACT
CO-OPERATIVE SOCIETY IN KERALA
K-1240

**STOP SAYING
"WOMEN CAN'T"!**



“Fullness of life for all” Jn. 10:10.

A NOBLE ENTERPRISE FROM AN ABLE MINISTRY!

ARCHANA WOMEN’S CENTRE (AWC) is a Non-Governmental Organization, which has created a distinct space for itself as the unique and nonpareil ministry of women empowerment. The highly professional organization has registered an exponential growth since its inception in 2004. Founded by Ms. THRESIAMMA MATHEW, the organization is committed to the holistic i.e., physical, mental, psychological, financial and spiritual empowerment of women, by creating gender awareness and imparting non-traditional skills.

The office functions at Vettimukal near Ettumanoor in Kottayam District, Kerala.

The pre-eminent organization perfectly aligns the direction of its work and goals as it enables women to excel in the traditionally male oriented areas of work. Even in permissive societies most of the skilled jobs are apparently undertaken by men. It is right where AWC acquires contextual relevance as it provides efficient training for women in non-traditional skills and makes them enter the male dominated professions such as



Thresiamma Mathew
Founder and Director

masonry, carpentry, electrical & plumbing work and driving and construction. AWC envisages women receive absolute inclusion and gender equality and rights in their work areas that would eventually enable them find their freedom at all levels.

AWC, marked by unblemished reputation and absolute professionalism, has centers located at 4 districts of Kerala and also at KanyaKumari district in Tamil Nadu.

AWC’s unambiguous perceptions, philosophy and practice make it stand tall in its field that facilitate women achieve their best in professional career and life. Over 5000 women who have received training in non-traditional skills at AWC now work as professional masons, contractors, brick makers and carpenters.

AWC conducts regular awareness programs for members and women clusters on gender rights and justice and also legal matters pertaining to gender issues. It also conducts essential training sessions on gender equality, rights and gender roles.



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.

PHILOSOPHY

To understand and experience life in its fullness is the right of every individual. AWC elevates the insightful thought to a universal dimension by accepting Fullness of life for all as its definite dictum. The ultimate intention is to make women actualize their inherent potential by acquiring high skills in specialized non-traditional areas and operating enterprises and achieve financial and social independence.

OBJECTIVES

AWC prioritizes the collective development of the impoverished and deprived segments of society and designs a definite schema for their fortification, clearly defining the operational areas.

- ▶ Skill development training in non conventional trades
- ▶ Establishment of Women construction groups
- ▶ Developing gender consciousness and ensure women's equality and security
- ▶ Developing women-centric communes and micro enterprises
- ▶ Conservation of natural resources & biodiversity
- ▶ Promotion of organic farming & sustainable living packages for the deprived

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.

FUNCTION

AWC works on the significant area of gender rights, equality and inclusion and practices it to perfection, by implementing its three pronged formula, awareness generation, specific skill development & entrepreneurship and networking of women communities.

NON-TRADITIONAL SKILLS TRAINING

- ▶ Carpentry and Masonry training
- ▶ Ferro cement technology
- ▶ Bamboo technology
- ▶ Rural housing
- ▶ Drinking water & sanitation
- ▶ Rain water harvesting
- ▶ Plumbing unit
- ▶ Taxi drivers
- ▶ Mechanical grass cutting
- ▶ Shinkarimelam



Construction Using Bamboo

Masonry

Masonry training for women is the AWC forte. The organization keeps sustained attention on the specific area as it imparts impeccable training for women, surpassing the conventional concept that the profession is restricted to men. Moreover it liberates women from the prevailing disparity and allows them think and act at par with male fellow workers, since they both are to

enjoy equal rights and wages. It is a certified course and the trainees are introduced to a set of job opportunities, including AWC's own construction team. Joining hands with Sanitation Mission and Kudumbasree, AWC has facilitated thousands of skilled women masons acquire best placements in the construction field.

Ferro Cement Technology

AWC employs Ferrocement technology for thin reinforced concrete construction, like rain water harvesting tanks, biogas plants, wall cupboards etc.

Build Tech Cement block Production Unit

The unit works diligently to give excellent training for women in concrete block production. AWC receives bulk orders for cement bricks, used for construction.

Build-tech Carpentry Unit

AWC Build-tech carpentry unit has advanced machineries at its disposal and gives first class training, making women workers deliver best in woodcrafts industry.

Bamboo Technology

AWC consider bamboo technology as a better alternative to high-priced building materials. The durable material is captivating and cost-effective and is used in truss works, houses and resorts. International trainers teach the art at AWC

Plumbing Unit

AWC gives specific training and placements for women in plumbing, an area wholly dominated by men.



Taxi Training

The intention is to provide driving lessons for women, in an effort to raise them as good professional taxi drivers. The road driving boosts their confidence and the job instills in them, a feeling of dignity.



Mobile Mechanism

AWC offers exclusive training sessions for women in mobile mechanism and arranges job placement at mobile shops to gather extra know-how, making them experts in mobile repairing in the long run.

Mechanical Grass Cutting

AWC- trained women grass cutters have successfully made a bold entry into the specific area of mechanical grass cutting, an area reigned by men.

Shinkarimelam

Shinkarimelam or drummers art is a traditional art performance, dominated by men. Women have made an entry into the art, performing and earning decently.



COMMUNITY ACTION GROUPS (CAG)

CAG is a small cluster of like minded women, working together in harmony and cooperation for a common cause or end like women's basic rights for sustainable livelihood, social equality, economic self-reliance etc. The AWC groups, with more than 6000 active and educated members jointly work and earn together in a society

where male dominance and gender discrimination prevails in extreme measure. Training and support for taking up group/individual enterprises are provided to CAGs. For example: paper bags, food courts, chappathi units, confectionary, jack fruit products, pickles, restaurants, garment units, rural marts etc.



PENNORUMA AWARD By Leading Daily - Malayala Manorama 2019

Gender & Child Resource Center



The center relentlessly works to provide ample support and legal aid for women against domestic violence, a persistent peril that looms large in the society. AWC, with the help of the department of Kerala Women and Child Development, acts as a **Service Providing Center (SPC)** besides conducting regular awareness programs endorsing gender equality and rights.

Self Defence Training

AWC provides self defence training to women to protect themselves from violence.



Organic farming

More than one thousand families are actively engaged in organic farming, promoted by AWC. Special training for organic farming and supply of materials is carried out by expert personnel.



INTEGRATED WATER RESOURCE MANAGEMENT

AWC introduces extensive water resource management programs, which include roof water harvesting, well recharging and percolation pits.

COVID RELIEF WORKS & EMPLOYMENTS GENERATED

AWC formed a fully fledged and operational RAPID COVID RESPONSE TEAM, to disinfect institutions, homes and public spaces during the time of the pandemic.

To help unemployed women, hit by the pandemic, AWC initiated high-tech poultry farming, still running successfully.

The production of PPE Kits ensured a steady income for AWC stitching units and small scale production units during the pandemic.

AWC-CENTERS, PROGRAMS & ACTIVITIES

- ▶ Residential training center
- ▶ Women's library
- ▶ Garment designing unit
- ▶ Rural mart at Kuruppanthara, Vagamon, Kattappana
- ▶ Family empowerment program
- ▶ Capacity enhancement program for women
- ▶ Waste management
- ▶ Wooden handicraft production
- ▶ Cloth & paper bag production
- ▶ Food processing unit



Paper Bag Unit



Food Processing / Flour Mill

Women Friendly Panchayaths

AWC forms women-friendly panchayaths using direct involvement modes as Community Action Groups, entrepreneurship, Jagrathasamithi, skill upgradation, IT for She programs, and gender training programs and girls village.

Jeewoms, the first Women Masons Society of Kerala

Jeeva Poorna Women Mason's Society (JEEWOMS), the first of its kind in Kerala confirms the persistent and committed efforts of Ms.Thresiamma Mathew to bring forth a revolutionary change in a line of work, till then controlled by men.



Re-construction - Tsunami - Alappad Panchayath

Maso-Carpe Welfare Society

is a novel self-help entrepreneur group formed by women masons and carpenters for creating sustainable employment opportunities along with the participatory ownership of the enterprise.



LED BULB - Training



Computer Training



Short Drama Team

INFRASTRUCTURE FACILITIES

- ▶ 7200 sq ft. Training Centre
- ▶ Administrative Office
- ▶ Dormitory for 35 persons
- ▶ Conference hall
- ▶ Classrooms with CCTV
- ▶ Counseling centre
- ▶ Service Providing Centre
- ▶ Library
- ▶ Dining Area
- ▶ Kitchen unit
- ▶ A/C computer lab
- ▶ Cement Block training & Production unit
- ▶ Fully equipped Carpentry training & Production unit

AWC Today

- LSGD accreditation No.505/2018
- Accredited agency of Kerala Women Development Corporation
- Training Agency for NABARD, KUDUMBASREE
- Member, State Women's Commission
- Empanelled by Haritha Kerala Mission & Jal Jeevan Mission.
- Member of 'Women Build Nations' USA - US Trades Women
- Member of Non Traditional Livelihood Network (NTLN)
- Member National NGO Federation.

AWC training Centre constructed by women
The pride of ARCHANA



A monument of womens Artisanship



ARCHANA WOMEN'S CENTRE

Kerala wing of
JYOTHI JEEVA POORNA TRUST,
run by
The Secular Institute of
The Oblate Missionaries of
Mary Immaculate

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