

ATSWA TRUST Annual Report (2020-2021)



"A Just Community Living with Fullness of Life"



CONTENTS

VISION & MISSION

AREAS OF OUR INTERVENTION

INTRODUCTION

PROGRAMMES

1. CHILD CARE

2. PERSON WITH DISABILITY

3. YOUTH DEVELOPMENT

4. RURAL WOMEN EMPOWERMENT

5. DISASTER PREPAREDNESS

6. ATSWA IN SOCIAL TRANSFORMATION

7. ENVIRONMENT PROTECTION & ORGANIC FARMING

8. ROAD SAFETY PROJECT

9. OUR DONORS

10. OUR CORPORATE PARTNERS

11. PLACEMENT COMPANIES

12. BOARD OF TRUSTEES

13. ATSWA'S NETWORKING & STAKE HOLDERS

14. CONCLUSION

VISION

“A Just Community living with Fullness of life”.

MISSION

“To Create Lasting Solutions to Poverty, Hunger, Illiteracy, Inequality and Social Injustice”.

AREAS OF OUR INTERVENTION

OPERATIONAL AREAS

ATSWA operates in 4 rural blocks in Thiruvallur district in Tamil Nadu and in 10 Mandals (Blocks) around Chittoor Town and Sathyavedu Mandals.

AREAS OF FOCUS

Child Care, Disability, Health Care, HIV and AIDS, Youth Development, Employable & Vocational Skill Training, Retail Management, Soft Skills, Personality Development (Youth, Disabled, Adolescent girls, Women & Men), Non Formal Education centres, Women Development, Adolescent girls counseling, Senior Citizen's Care, Community Development, establishing Green Community, Farmers care, Poultry farming, organic farming, Disaster Preparedness, counselling & Environment Protection.

NEW AREA OF FOCUS

Road Safety, COVID-19 Trauma Care, Relief & Rehabilitation.

Director's Heart....

Dear All,

I am extremely overwhelmed to extend my warm tidings and greetings to you all.

I feel happy and privileged to talk to you through this Annual Report of ATSWA for the period 2020-2021. God enabled it through you, without His Grace we wouldn't have had breath to see year 2021. I believe a proverb saying in Holy Bible, "He who is gracious and lends a hand to the poor lends to the LORD, and the LORD will repay him for his good deed." I earnestly pray that, may my Lord, repay your good deeds.



I am personally thrilled to thank all my donors, like minded partner NGOs, various government departments, schools, colleges, Kindernothlife e.V - Germany, Stichting Childtuition - Netherlands, Handicap International - France & India, Rotary International, Habitat for Humanity India Trust, SMILE Foundation, Technip, Infosys, Royal Enfield, ASPARE, WIPRO, Foundation for International Research and Education, Eicher Foundation, Rhythm Foundation, Siemens, FIS, Greater Chennai Corporation (GCC), Don Bosco, Lighthouse Trust and Mazarello Foundation Educational Trust, Madras School of Social Work, Madras Christian College Higher Secondary school, Anita Methodist school and Our Ladies school who were part of the changes we created in the lives of this underprivileged people. I thank you for considering giving your generous contributions for implementing the programs designed for the needy. Finally, but not the least, I thank all my staffs who tirelessly work to transform lives of the needy people and to experience fullness of life.

My board members and team are driven to move and work towards to fulfil our organisation's vision and mission, "A just community living with fullness of life and To create lasting solutions to poverty, hunger, illiteracy, inequality, and social injustice respectively.

As you all know, year 2020 was not the same, as the entire universe thought and welcomed it. The entire Earth has to welcome an unprecedented adversary, CORONA Virus, which dismantled all spheres of life and shattered the entire human race with its brutal deadly spread, handing over death warrants at will and still it continues. Since March 2020, India was under attack. It made all to think twice, to look and work for alternative livelihoods as unemployment hit its new heights, which will require atleast 3 more years to become stable. Since many lost their loved ones, many had paradigm shift in their social and economic status. I believe and wish that may God help us to overcome all obstacles and challenges we are facing during this 2nd wave and have prolonged life.

We learned lot of lessons, due to the shift challenges we faced in reaching the needy, but generous sponsors, well wishers came forward to team up and quench the thirst of the needy through CSR project interventions. We were able to provide Family Essential Kits, Emergency Hygienic Kits, other relief kits, grocery, counselling and rehabilitation programs. Almost 27000 families were benefitted through your support.

We were able to associate with Greater Chennai Corporation and help 10450 families in 2 blocks of North Chennai. To impart knowledge through employable skill training such as computers, retail management, beauty & wellness, accounting, vocational skill trainings to women, youth, adolescent girls, adult women, men, disabled people and home makers.

The year 2020-2021 has been a blessing for ATSWA as the Almighty God has made our work recognised by major corporates and government departments, thus increasing our brand value.

We look forward for many more join us to transform more lives in the coming years.



Seva. S. A. Chelladurai
President - ATSWA TRUST

PROGRAMMES

1. CHILD CARE

Specific Areas of Focus: Education, Health, Inclusion



Three Residential Child Care programmes are run by ATSWA in Sathyavedu Mandal in eastern Chittoor district. At Dasukuppam there are two homes, one exclusively for boys and one for girls, and another home at Madanambedu exclusively for girls who are infected and affected by HIV and AIDS.

The Children in the three residential homes are helped to have well balanced diet and have access to good living conditions and they are enrolled to schools at Uthukottai and

Dasukuppam & Madanambedu of Tamil Nadu and Sathyavedu Mandal respectively. We ensure children to have access to best educational facilities available for them at the close proximity. According to children's choice, they study in both Tamil and Telugu mediums. The tuition teachers help them to score more marks by teaching them all subjects through after school tuitions in the home. We monitor their studies and knowledge through regular assessments and follow-up with class teachers. The children have been keeping up good record of academic performance for all these years. The children who finish higher secondary are helped to take up higher education.



a. Happy Children's Homes – Dasukuppam



The genesis of the "Happy Children's Home" dates back to 2000 at Dasukuppam village of Sathyavedu Mandal in Chittoor District as an off shoot of a project for commercial sex workers way back in the nineties,. The home was designed in such a way that their children FEEL HOME once they reach home. They start to breathe the presence of safety, protection and safe place to live. Their decision to stay with us ensures that

they have already decided to take a U-Turn decision to walk in a different direction to

have a better future and not to follow the path of their parents. “The Happy Children’s Home” takes care of them, provide their needs and help them to bring them up to better conditions. To make children FEEL HOME and have community atmosphere, other under living children were also allowed to stay in home depending upon their socio and economic needs.

Till year 2007, both girls and boys stayed in the same premises in separate dormitories. Once separate Homes were constructed, they had spacious lodging facilities to stay separate. Now we have the capacity to accommodate 100 boys and girls. But now we are taking care of 150 children who stay as our inmates (75 girls and boys)

The following table depicts our children undergoing in their academic education.

Boys Home

Class	1	2	3	4	5	6	7	8	9	10	11	12	College/ Training	Total
Tamil Medium	1	4	6	4	3	5	6	3	3	4	2	-	2	43
Telugu Medium	2	5	4	3	2	5	3	4	2	2	-	-		32
Total	3	9	10	7	5	10	9	7	5	6	2	-	2	75

Girls Home

Class	1	2	3	4	5	6	7	8	9	10	11	12	College/ Training	Total
Tamil Medium	2	3	4	3	3	4	6	4	5	1	2	1	6	44
Telugu Medium	2	2	2	3	2	2	4	3	3	4	4	-		31
Total	4	5	6	6	5	6	10	7	8	5	6	1	6	75





b. ATSWA Rehabilitation Centre for Children at Risk

ATSWA REHABILITATION CENTRE for Children at risk is a home which was started in June 2010 for HIV infected and affected girls, parents who could be possibly HIV positive, surviving or deceased. It is located at Madanambedu village in Sathyavedu Mandal in Chittoor district of Andhra Pradesh.

The aim of the centre or home is to provide care for all with all facilities to extend comprehensive care and to ensure access and have improved health status to the HIV infected and affected girls who are at risk. The home was brought on as an institution which could bring paradigm changes not only in the lives of HIV infected and affected girls but also in the lives of their parents and community in which they live.



Presently we cater 100 Children through this special home, out of which 25 are HIV positive and 75 children are affected. Since this is a special home, priority is given to have access to improvised health to lead a holistic decent life style independently, to have possible sustainable income and to prolong their life. The children and beneficiaries' are monitored through project staff by daily visits to have reports on their health and other difficulties they face in their regular living. Counseling, monthly dry rations, medicines and medical treatment given based on their needs which is considered to be emergency needs of the project and first priority is given to it.



The infected children who come under critical care are provided nutritious special diet, such as fruits and milk every day in addition to the enriched food that is served to all. They are given special treatment by having regular visits to Government Hospital at Thirupathi, to Sathyavedu for CD4 testing, to have other regular tests to have health status, and nutritious food supplements provided by the government.

25 visits were made to the designated Hospitals in this academic year for the children as per the guidance of government and private doctors during this pandemic. In this year, 4 General Medical Camps and 4 Health Awareness programmes were conducted for the benefit of the parents/guardians and community members.

Children at Risk Education - Class Wise Breakup

Class	1	2	3	4	5	6	7	8	9	10	11	12	College/ Training	Total
Telugu & Tamil Medium	0	1	3	6	6	6	9	10	10	12	6	18	13	100
Total	0	1	3	6	6	6	9	10	10	12	6	18	13	100



c. Programmes for HIV Positive Boys in the Community



Forty (40) HIV Positive boys from our community are catered through our non residential support programme under ATSWA KNH Rehabilitation centre for children at risk with school fees, school educational kits, school uniforms and other required materials. Tuition centres are established near their communities to help them improve their academic subjects. In

addition to their academic education, they are also taught with employable vocational training such as cell phone repair & maintenance, basic computers, internet concepts and two wheeler mechanisms to have decent sustainable income independently. These trainings enable them to have confidence and earn themselves without any difficulty.

The HIV positive children's health is monitored through regular check-ups by visiting the networked and government hospitals.

The parents / guardians of the affected beneficiary children are considered to be the extended family members of KNH ATSWA Rehabilitation centre for children at risk. So, they are invited to participate in our Christmas celebrations where they are provided with Christmas Dress and gifts with our home inmates. But we were not able to have Christmas celebrations during this reporting period due to lot of restrictions due to brutal spread of CORONA Virus. Government had imposed lot of restrictions and banned common gatherings and celebrations.



Interventions During Lockdown



- ▶ Took care of 69 children during the lockdown. Only students who were studying from 8th to 12th grade were allowed to stay in the home by Child Welfare Committee (CWC) due to spread of CORONA virus. Medical care was provided to all the children to keep them safe and healthy. Regular hospital visits were made to avail ART treatment as per the doctor's advice and guidance.
- ▶ Employable skill trainings / skill development trainings was given to children apart from their regular academic study timings since November 2020. They were introduced to new skill trainings such as door mat making, fancy jewellery making, making of wire bags, fancy flower making, tailoring, stitching small dress, etc.,)
- ▶ 40 community boys were supported for food education and ART. They were helped to have access to health care facilities through regular hospital visits.
- ▶ Career Care Counseling was given to their family members and to those who had completed education & vocational training.
- ▶ Placement assistance was given to those who showed interest to avail this service through our NGO.
- ▶ 5 kitchen gardens were established during this reporting period to ensure HIV infected boys in the community stay healthy by producing their own nutritious vegetables and food.
- ▶ They were formed as SHG (Self Help Groups) to be involved in different extra curricular activities, to have improved decision making skills, leadership skills and improvised physical & mental well being.
- ▶ 130 out of 250 were trained and imparted with community leadership skills.
- ▶ 149 were trained to have knowledge and to access various government schemes, concessions and their rights for better well being.
- ▶ 93 people were imparted with knowledge on economic development training.



Activities	Plans	Outputs	NGO Strategy
Ensure 100 girls are provided residential food care and recreation.	100 girls	69	Government allowed ONLY 69 children doing 8 - 12 grade to stay at Home due to COVID-19 pandemic & restrictions.
To ensure Education beyond secondary school.	8 Higher secondary school & 5 college going students	No attendance due to closure of educational institutions	They will attend the school / college once it re-opens.
To have Work Experience training / skill development.	30 girls	20 girls	Since one third of the children were asked to stay with their guardians due to government severe rules & restrictions imposed by Child Welfare Committees (CWC) due to spread of CORONA virus. Hence the strength is less than the planned.
Ensure Secondary education & beyond for community boys	40	26	Due to spread of COVID-19 virus and continuous extension of lockdown, the schools re-opened only from the month of November 2020 for 9-12 th grade students.
Ensure vocational skill development	40	20	Due to COVID-19 virus and continuous extension of lockdown, the educational training centres remain closed but when the restrictions were relaxed, we were able to give only 1 training during this period.
Placement & Guidance	40	10	Placement assistance was given to all those who had specific skills required by employers. New Hiring is not encouraged by most of the medium and big companies, small industries have closed most of their business units due to continuous extension of lockdown.



We were able to carry out our regular work during the lockdown period with the help of the following institutions.

- Government of Andhra Pradesh.
- National Aids Control Organization (NACO).
- State AIDS Control Society.
- Government Hospital, Tirupati.
- ROY Hospital.
- Government Hospital, Sathyavedu.
- David Loise Hospital, Yerpedu.



All these stake holders help our infected / affected children with HIV to get ART, nutritious food supplements and provide network support in organizing and conducting awareness & general meetings. These institutions provide testing facilities for CD4 count and tests to determine the presence of HIV.

Child Welfare Committee (CWC)

Chittoor, government body for children's home helps us to organize and conduct regular training, giving valuable guidance to run daily operations of the home, controlling body for new infectants, the process of admission and sending children from the home / hospital.



Like minded organizations - such as Good Samaritan Trust, Puthur and others help and support us in many ways. This organization having its presence in Puthur, works among Adult HIV cases and they refer all child cases for screening, shelter and treatment.

ప్రభుత్వ పథకాలను సద్వినియోగం చేసుకోవాలి

సత్యవేడు, మేజర్ న్యూస్: మండలంలోని మదనంబేడులోని అన్వేషినిస్సాసోషియల్ వర్కింగ్ అసోషియేషన్ రిహాబిలిటేషన్ సెంటర్లో డైరెక్టర్ ఆర్పుతరాజ్ ఆధ్వర్యంలో ప్రభుత్వ సంక్షేమ పథకాల పై మహిళలకు అవగాహన కార్యక్రమం ఏర్పాటు చేశారు. ఎస్బీబి సత్యవేడు బ్రాంచ్ మేనేజర్ గోపిసుధర్షన్ మాట్లాడుతూ ప్రభుత్వం అందిస్తున్న సంక్షేమ పథకాలు వైఎస్సార్ చేయూత, జగనన్న తోడు ను సద్వినియోగం చేసుకోవాలని కోరారు. అధిపతిగా డైరెక్టర్ ఆర్పుతరాజ్ మాట్లాడుతూ కుటుంబ



భాద్యతలను నిర్వర్తించడంలో మహిళల పాత్ర గొప్పదని పేర్కొన్నారు. మహిళలు అర్థికంగా అభివృద్ధి చెందితే వారికుటుంబం

అభివృద్ధి చెందుతుందని అన్నారు. ఈ కార్యక్రమంలో సిబ్బంది దినకరన్, అనిల్, రెడ్డిలత, జయరాణి నిర్మలమ్మ పాల్గొన్నారు.

d. After School Support for Poor Disadvantaged Children



Downtrodden poor children often drop out of school due to non-availability of educational support as their parents are semi literates and are ill equipped to handle the current secondary school syllabus. The socio-economic condition of these disadvantaged families affects their Children and their studies as well. As a result they are unable to do well

in school even if they want to. This was discovered during the devastating Chennai floods in November/December 2015's relief work done in and around Redhills area in Thiruvallur district, since then we were addressing and helping these children according to their needs. This helps to give new life to such children and to improve their studies and also to break the cycle of poverty, illiteracy and unemployment. ATSWA decided to tackle it at the root by extending after school support to these children by establishing 10 after school tuition centres around Redhills area, North of Chennai. Each Centre caters minimum 30 children and have targeted 300 children to be benefitted through these centres.



ATSWA believes that by strengthening to resolve, self-esteem of the children, much more could be achieved in breaking the cycle of poverty illiteracy and unemployment. In order to build relationship, parent–teachers meetings are held once a month for the parents to be informed of their child's knowledge and progress in studies ensuring the importance of their support to improve their children's future. Initially this was taken care by ATSWA itself through its local fund raising initiatives. Presently, SMILE Foundation, New Delhi have come forward give financial support to teaching staff, educational and teaching aids, school bags and few other things through their CSR initiatives. They also provide knowledge transfer, capacity building to the staff by their continuous guidance, support and monitoring of our tuition centres for the successful implementation of this project.

Aims & Objectives of the Tuition Centre Project

- ▶ To provide school educational needs to the children who enrolled in our centre.
- ▶ To motivate and train the identified school dropouts for re-admission into formal schools.

Sl. No	Name of the Area	Student's Gender		Total
		Girls	Boys	
1	T. K. Pattu, Redhills, Chennai - 52.	13	17	30
2	Naravarikuppam, Chennai - 52.	22	8	30
3	Alamadhy, Chennai – 52.	18	12	30
4	Gandhi Nagar, Redhills, Chennai – 52.	12	18	30
5	Pudhu Nagar, Redhills, Chennai – 52.	14	16	30
6	Nallur, Chennai – 67.	16	14	30
7	Naravarikuppam, Redhills, Chennai – 52.	14	16	30
8	Palavoyal, Chennai – 52.	13	17	30
9	Edapalayam, Chennai – 52.	14	16	30
10	Govt. Hr. Sec. School, Alamadhy, Chennai - 52.	12	18	30
	Total			300

Strategies	Activities
To prevent school drop-outs among Vulnerable children.	Baseline survey done to identify and select deserving under privileged children from target areas.
	To enroll children who have been denied opportunities go to schools due to lack of parental encouragement and support.
	Children abandoned by parents have the burden to shoulder family responsibilities while they have the urge to exhibit their creative talents and skills. Children have no choice but to obey their parent's decision.
	Parents are provided with awareness on the importance of education and consider allowing their children to enroll them in our tuition centres.
To increase the students literacy of Tamil, English and Mathematics.	Motivating children on the importance of learning subjects like Tamil, English and Mathematics through indoor games, organizing painting competitions, sports

Strategies	Activities
	activities which is part of play way method. Introducing reading therapy like newspaper reading, book reading to express and speak
To promote the children's capabilities through life skills and social education.	Life skill teaching increase their learning abilities to have improved knowledge in education, improvised health behavior, enhancing their critical thinking and to exhibit their hidden creative abilities.



COVID-19 has changed the way of learning. All were introduced to online teaching methodology to which many were not trained and are not even aware of its presence and know its usage and features. Still the governments owned schools do not use this teaching technology as the teachers are equipped with it and their students own the devices and have economic status to have internet facilities. Teachers feel that regular classes were easy to communicate with children as it is full of "action based learning" and Charts, map work, colour objective activity and puzzle etc., but this new methodology found to be very hard, as they were not able to use teaching aids to interact with the children, hence making the students to understand all concepts have become more worst. Certainly the excitement is not there.

Student's Assessment

Children are monitored through regular simple assessment method to gauge their knowledge improvement and understanding. Weak students are identified and given individual attention by teachers to help them to score more marks in these subjects. Post COVID-19 period, online assessment mode has been adopted to help the children to move along and adapt with new technology.



Parent Teacher Association Meeting

Regular Parent Teacher Association (PTA) meetings are organized by ATSWA, especially on 5th September 2020 by Mr. Praveenraj, Coordinator, SMILE Foundation. The following things were discussed in detail, the merits & demerits of online class, the importance acquiring knowledge on usage of various online teaching APPS used by SMILE Foundation and ATSWA TRUST, the need and uses of online classes during the pandemic, and the various initiatives taken by SMILE Foundation to do away all bugs in all APPS used by them and make it user friendly.



Teacher's Capacity Building

All the teachers are trained regularly to build their capacity and teaching competencies through monthly training and capacity building programmes. They are helped to understand the process and importance of online class which may even become the future teaching methodology. Help them to learn new techniques and clear all their doubts in handling all the APPS used by the donors.



Learn to Earn

Children are motivated and trained to create art works by re-cycling the waste products they have in their house such as paper, clay and card boards. They are taught to bring out their creativity in creating new products and earn some income. The concept is LEARN to EARN. This helps the children to exhibit their creativity and enable them to learn to make use of wastes and reuse them and also make money. Online classes were organized due to pandemic restrictions for direct teaching.



Talent Exhibition



A special competition in drawing and artwork making with the theme “Independence” was conducted on 15th August 2020. This competition was organized to help children exhibit their talents. The participating children were overwhelmed to be part of this competition as they were motivated. The certificates and prizes were given to encourage their efforts and interest to participate in this competition.

Budding conservationist

SMILE Foundation and ATSWA Trust in collaboration with World Wide Fund for Nature-India (WWF India) organized a special online meeting to bring budding conservationists on September 5, 2020. This workshop was organized to help young children connect with nature and promote biodiversity and water conservation with the theme “Environment studies for Children”. Child enthusiasts from all centres participated in fun activities like interactive discussions, quizzes and photography submission to learn about nature’s importance for human well-being.



Challenges Faced during Online Class

Some beneficiaries do not have Smart phones to participate in the online classes. Even if they have they could afford only to recharge with minimum internet package as their parents do not have regular income. This prevents them from attending longer online class sessions using Google Meet, Zoom App.

1. Internet connectivity / feasibility in many areas is another issue.
2. Non availability of phones during class hours which results in irregular attendance as phones are used by parents. So parents become obstacles.
3. Parents do not prefer their children to use mobile phones for long hours (more than 2 or 3 hours) due to fear of their health reasons.
4. They fear their children slowly getting addicted to online games, pornography and becoming friendly with opposite sex.



2. PERSON WITH DISABILITY



All kinds of disabled people and of all ages are covered under this programme. Appropriate education and rehabilitation programme is carried out to ensure that these disabled people are rehabilitated and lead decent dignified life. They are assisted to get government Medical certificate clearly mentioning their disability status, to avail concessional bus and Train pass for easy mobility, to avail pension and to access

various benefits from Government. They are provided with assistive devices such as crutches calipers, wheel chairs, CP chairs and other aids. In addition to this they are helped to join Self Help Groups (SHG) under people with disabilities (PWDs) to avail loans/financial assistance from the government / private financial institutions and banks. Presently, ATSWA works in 18 Mandals of Chittoor district (10 Mandals (blocks) around Sathyavedu and 8 Mandals from Chittoor Town to Puthur).

We organize regular eye cataract camps since 1999 through which we have helped more than 12,000 lives of senior citizens to have improved vision in and around Sathyavedu area.

As a special initiative we were able to provide 87 modified scooters with support wheels to People With Disabilities (PwDs), 126 modified scooters in Chittoor district, Andhra Pradesh. Sixteen (16) disabled youths were imparted with skills to operate computers.



So far we have supported 3,005 adults and 208 children with disabilities in Central & Eastern Chittoor District, Andhra Pradesh. This continues to increase.



3. YOUTH DEVELOPMENT



ATSWA has been involved in shaping and helping the youths to exhibit their talents by providing them suitable skilling. It also finds all possible ways to help the creamy layer youths in all projects it takes up directly or indirectly as it believes that they are the change agents for all developments. Poor rural and semi urban youths are offered free Vocational trainings. They could be prevented from becoming anti-social elements. We help them to skill India through

various skill training programs. The first and foremost thing ATSWA does is to identify interested beneficiaries, motivate them to know their potentials of all calibers and impart them with suitable employable skill training, then prune them to exhibit all their knowledge and skills, then help them to have regular sustainable income among youths who hail from rural areas. Leadership skills are pruned to address and solve all the issues they come across in their own communities and to find solutions to have better safe communities for them and their future generations.

SMILE Twin e-learning Programme (STeP)



The ATSWA Trust joined hands with SMILE Foundation to train underprivileged youth from the communities of Chennai and Thiruvallur outskirts under **SMILE Twin e-learning Programme (STeP)**. Our vocational training centre is located at Redhills, on the fringes of North Chennai in Thiruvallur district, Tamil Nadu. The

Partnership between ATSWA and SMILE Foundation began from the month of June 2018, to train the unskilled and unemployed youth who belong to underprivileged families and giving placement assistance into various organized retail sectors. During this period of partnership, ATSWA has trained 497 beneficiaries through ATSWA-STeP centre located in Redhills. At present, we have successfully completed 9 batches comprising 55 students each, thus training 497 students successfully and imparting the required skill set by SMILE and our donor FIS. In this reporting period we have trained 167 students and have



placement record of 84.35% by giving placement assistance in placing them in various jobs in retail, hospitality and BPO sectors in the city. Staff from our partner agency, SMILE Foundation paves frequent visits to monitor the progress of the program. Due to spread of brutal CORONA Virus the mode of teaching is done through Online Teaching. Online classes are monitored by SMILE Foundation staff.

Enrolments and Orientation

Various mobilizing strategies such as door-to-door visits, pamphlet distribution, canopy display at public places, awareness campaigns, community meetings, etc., are done to identify prospective students.

During this reporting period more than 742 young people were mobilized at the STeP centre for 3 terms. The enrolled beneficiaries went through various stages of screening, assessment, orientation, regular training, activities and placement assistance. Each step plays a very important role in preparing these youths to have better future.



Training



The training is of 4 months duration and prepares students to secure basic entry level jobs in various fast growing sectors. This course comprises of 120 hours of computer theory and practical classes, 120 hours of Spoken English, 45 hours of Retail and Basic Management classes and 30 hours of Personality development classes. Due to spread of CORONA virus, online teaching methodology was adopted for all activities and

communication with students, online mid-term and end-term assessments were done through Google forms. The students were trained to see various online conferencing platforms and APPS such as Google Meet, Zoom, etc. Students were introduced to PLAYABLO online APP to improve their English speaking ability.

STUDENT ENROLLMENT BATCH & GENDER WISE (FY 2020 - 2021)

Term / Batch	Male	Female	Total
Term - 1	10	45	55
Term - 2	16	39	55
Term - 3	19	38	57
	45	122	167

Career Counseling Session



Nine (9) Career Counselling Sessions were conducted at the STeP centre where representatives from different organizations took career counselling sessions. The discussion helped the students to improve their interpersonal communication skills and behavioural aspects. Beneficiaries were regularly updated on various job opportunities available for them even after their course completion. This process usually

continues as long as the student wishes to avail the placement assistance from us.

Students were oriented about various job opportunities available for them in various sectors such as (e-publication, sales & Marketing, Retail, warehouse, Supermarket). They are also oriented with demand chain, employer's expectation, being very cautious in signing bonds with employers and submitting their original certificates for undertaking jobs. They were also updated about the new changes and amendments made in CSR Act, 2013. How both state and central governments favour MNCs. Motivate students to think of becoming an entrepreneur rather than being an employee.



Employee Engagement Programme (EEP)



They were also invited to participate in the Employee Engagement Program (EEP) through which network companies and hiring agencies directly come to office and recruit talented children.

The Employee Engagement Programme (EEP) is an interaction between the students and prospective employers. The key objective of the EE Programme is to help the students understand employer's perspective and their aspirations during

recruitment of a suitable candidate. This interaction helps the students to have an idea about career opportunities and possibilities in Retail, Hospitality and BPO sectors.

We were able to organize only Two (2) EEP programs at the ATSWA Training centre due to brutal spread of CORONA virus and continuous extension of lockdown and severe restrictions imposed to run educational training centres. A mock interview is conducted for the students to give them a better idea to handle interviews, to sharpen their decisions making skills to answer spontaneously.

Placement Assistance



The aim of the STeP program is not only to just teach them skills, but also to help them get a job for their better future. The placement assistance is coordinated and carried out by the central placement cell of SMILE Foundation in association with its regional implementing partner ATSWA Trust.

During the reporting period, 121 students were placed successfully with the minimum salary

above Rs. 9500. Our centre has successfully have placement record of 84.25%. The passed out students can avail this service any time it they face difficulties in the present job or if they want to look for better salary opportunity.



4. RURAL WOMEN EMPOWERMENT PROJECT



The programme aims at improving the lives of underprivileged women who face socio and economic problems. Women in Indian society mostly forced to be dependent on their male partners and be submissive to their leadership but they have less part in their family decision making process. In her life, from her childhood, she depends on her parents, especially father, brothers (if she has) and after marriage, her husband. Mostly

a woman loses her individuality and she is restricted to follow the own customs of their family traditions and practices. She is forced to forfeit all her wishes and desires of her heart and dreams. Unfortunately, if she happens to become widow or divorcee, the situation gets even worse. Now the same woman becomes the primary bread winner of the family to raise her children and dependents. Women living near national highways tend to be forced to take flesh trade. ATSWA Trust right from its inception is keen to identify such women and assess their key problems, issues and needs to help them have a better solution to lead a dignified holistic life and suitable job to have sustainable income.

ATSWA's vision expanded and its impact is visually evident in the states of Andhra Pradesh and Tamil Nadu. It is very keen to rebuild woman headed families, widow, deserted families to meet their basic needs and have access to safe drinking water, safe living place. Specific result oriented women empowerment programs are designed by allotting more funds in all projects. Y God's Grace the donors are so generous to fulfil this vision by sanctioning the same. It helps us to empower each woman on all spheres of her need, to impart knowledge on all rights, education, leadership skills to be part of their communities' decision making body, and ensure their children become 1st generation graduates.

Every woman is motivated to become a member of a SHG which enables them to impart the savings habit, know the process of money lending, to spend money according to the priority and needs, to develop their leadership skills, to know more issues present in their communities, to address and give solutions to their problems, to improve their communication skills, interpersonal relationships, directly or indirectly help their children to sky high in education, to know more about the availability of the various resources and departments to help them.



Transformation Training Leaders - Project

Since 2020, exclusively a transformation leadership training project for women was initiated and successfully implemented in the Virudhunagar district, a southern district of Tamil Nadu. This project was christened as “Transformation Training - Leaders” This helps to train, to empower and to improve their leadership and decision making skills. It helps to promote equality, justice, and literacy. These transformation trainings equip the rural leaders & community people (especially women) to bring socio economic changes and to promote rural leadership. It helps to transform the lives of all individuals. The training will enable and empower the rural leaders to work towards the transformation of the communities around Virudhunagar district. We ensure that their lives are transformed through effective programs so that they become change agents of their own community, have a sustainable income and lead a transformed holistic life.

Mobilization of Transformation Leaders

We have developed a training program through online forum and personal involvement program called “Transformation Training for Rural leaders”. Through this training program we have identified, trained and equipped 124 rural leaders from 64 villages to work among their local communities with an objective to bring transformation in the lives of these people. This is a collaborative approach and we have networked with the local rural leaders to take this initiative forward.



Capacity Building Programs



Potential members from our formed **Community Based Organization (CBOs)** are identified, trained and empowered to be the change agents of their own communities. Since they hail from rural background an exclusive curriculum is designed based on their specific needs of the leadership skills they need to be trained. The need assessments are done to know their requirements and knowledge background for the development of their own communities. After developing modules and curriculum they are trained in phases to increase their knowledge to be empowered and not to be anti social group to oppose government schemes. They are empowered to access, avail all government schemes available for the welfare of their community. All age groups are encouraged to be part of this leadership training and join all others to be the members of these CBOs. This helps each one to help each other, to know various issues and problems they face

and be able to resolve and give appropriate solutions for their problems. Online training is also encouraged during this pandemic. We have developed a contextualized need-based approach for the transformation training through which 124 participants have been benefited so far through the capacity building initiatives.



Leadership Camp



A one day transformation leadership camp was organized at “**Christu Kula Ashram**” at Tenkasi. Through this training program 110 participants were benefitted with the knowledge transfer of leadership skills. The training program had interactive sessions, mind blowing, eye-opening topics to think twice before they participated in it. In the process of the training, they came to know

that, they still live with many issues and problems even after knowing that this is/will be a threat for their living and future generation. Now they were given various scenarios to problem solve those issues and help them to give solutions. It was interesting as they assessed their solutions, their merits and demerits. They learned how community leaders need to have a broad thinking in arriving a solution and always it should be for the welfare of their community.

They all understood and agreed to the fact that they have to travel a long way as a leader to bring changes, they are asked to strive forward to exercise their basic leadership principles learnt. Their thirst and eagerness to bring changes were rekindled by taking oath after the training. They were also asked to keep an eye on the various developments in all fields which is driving the entire communities around them. To travel and adapt to the various online tools and technologies to stay connected with outside world. To involve, train and equip more young leaders in leadership, providing sufficient counselling, motivating and mentoring them to become change agents of their own communities. To give first priority to make sure their community children have access to education and are first generation graduates.

5. DISASTER, RELIEF & REHABILITATION

It's no wonder to ask God, why you allow such disasters to the mankind through rain, fire, sickness, pandemic? He is a God of Justice, so we cannot dare to question Him. During this reporting period, 2020, is not a good year as expected by the entire human race of Earth. Unexpected guest, COVID-19 (nicknamed CORONA) came, devastated all things with its



brutality and handing over death warrants unwillingly and still continues. It created a shockwave as it shattered the dreams of all, dismantling all sectors, industries, manufacturing units, all government's wisdom, unemployment reaching to its new height, income and profits dipping to its minimum, private / government offices. All educational institutions, industries, manufacturing units, shops and malls were closed indefinitely. Since 21st March 2021 all roads, shops, shopping malls looked empty due to announcement of lockdown and continuous extension of it for next 6 months. Still its effect continues and we are in the period of 2nd wave and many more expected to come as per government prediction. All travel modes were suspended so migrant workers, daily wage labourers took national highways to reach their native through walk. Many lost their lives through starving and exposure to severe heat (sun). Since government was not prepared with adequate health infrastructure facilities and ignorance about earlier warning signs by various international health bodies, they had to face a tough time to handle their citizens. Poor health infrastructure added woes to the situation. People lived (still live) with fear of death as the continuous cremation services were witnessed by them. Compulsory lay-offs forced many parents to discontinue their children's studies as they were not able to pay school fees. We were able to witness many families become migrants to travel back to their native villages as they could not afford to meet their basic needs in metro cities and towns. Daily wage labourers were worst hit, as they did not have basic needs (shelter and food), children were not having nutritious food. Most of the families were able to have only 1 meal a day. They were also breeding new widow, children becoming semi orphans, senior citizens pushed to live alone as they lost their children to whom they were dependent. Since infection rate was high with senior citizens, children were not ready to invite their parents to stay with them. No new admissions were taken in hospitals and senior citizen's home for general treatment and stay respectively. All these people required trauma care, counselling, relief and rehabilitation help to recover from this sheer shock and uncertainty of future.

COVID Response of ATSWA TRUST

ATSWA TRUST as usual, being pioneers in relief, rehabilitation work since 1999, started to assess the situation, but very cautiously, since no one knew about the characteristics of CORONA virus as it was found to be very lethal. On the other side, ATSWA staffs who were involved in the relief & rehabilitation work were at full risk. The people in and around Redhills was most affected, since most of the families who live here hail from economically weaker sections and are very dependent on the various business outlets, industries and factories in North Chennai.

ATSWA TRUST carried out basic survey methodology to start the humanitarian relief works & rehabilitation through their experienced, un-selfish, committed staff force. We kick started with

- ▶ Community Mapping.
- ▶ Beneficiary identification.
- ▶ Verification and document collection.
- ▶ Communication plan with the beneficiaries.
- ▶ Securing permission from all statutory government authorities for the distribution.

ATSWA reached out to them and provided Disaster Emergency Kits (DEK), Hygienic Kits, Family Essential Kits (FEK), and monthly groceries for 3 months to 1150 families. Later, some generous corporates came forward to quench the thirst of these needy people through their CSR initiatives. Through this we

were able to help 27000 families with various helps. ATSWA TRUST had a privilege to be associated with Greater Chennai Corporation (GCC) to work in Zone 4 & 5 of Thiruvallur district, Tamil Nadu and Chittoor district, Andhra Pradesh to implement COVID-19 preventive and rehabilitation process. It helped us to take various government benefits and make them to have access to government medical benefits to 10500 families in Tamil Nadu



and 8900 families of Andhra Pradesh. Atswa Trust worked close with district and local administration of both state governments of Tamil Nadu and Andhra Pradesh to provide relief & rehabilitation benefits to thousands of people across Chennai and in South Eastern Chittoor district. In recognition of this hard work, ATSWA TRUST was awarded best NGO - WORKING during COVID-19 Relief work for the year 2019.

Distribution - Family Essential / Hygienic Kits

Initially ATSWA TRUST ready to render their rebuild these affected this noble process - India', 'Royal and 'ASPARE' willingness to join their thirst and Kanchipuram and Tamil Nadu and in South Andhra Pradesh. We closely panchayat, village development Development Office (RDO), Greater Chennai Corporation (GCC) to organize distribution at various places. We sensitized community people through awareness programs, auto campaigns, street plays on importance of knowing various virus' (especially COVID-19), counseling them to have improved physical and mental well-being, to handle such unexpected situations, practicing hygienic living. ATSWA started supporting families and individuals by providing them with 'Family Essential Kits and Hygiene Kits'. Quality products were given to them.



networked with all corporates helping hands to help individuals & families. In 'Habitat for Humanity Enfield', 'WIPRO' expressed their hands and quench needs in Chennai, Thiruvallur districts of Eastern Chittoor district, networked with local board, police department, Regional Development Office (RDO), Greater Chennai Corporation (GCC) to organize distribution at various places. We sensitized community people through awareness programs, auto campaigns, street plays on importance of knowing various virus' (especially COVID-19), counseling them to have improved physical and mental well-being, to handle such unexpected situations, practicing hygienic living. ATSWA started supporting families and individuals by providing them with 'Family Essential Kits and Hygiene Kits'. Quality products were given to them.

By God's Grace, we were able to start our emergency relief and distribution work by 1st week of April 2020, through our corporate donors **ASPARE, HABITAT for HUMANITY - INDIA, Royal Enfield and WIPRO.**

Distribution Activities / Memories to Cheer...

CORPORATE PARTNER - ASPARE



Through our corporate donor, **ASPARE**, we gave Family Essential Kits (FEKs), Emergency Kits (EKs) and Hygienic Kits (HKs) along with 15 kilograms of rice to **100 families** who reside at Burma Nagar, Sadayankuppam @ Redhills. All these beneficiaries hail from Below Poverty Line (BPL), above BPL, women headed families, CORONA Virus infected / affected families. The families who lost their family heads due to CORONA virus, widows, orphans and semi orphans were given first

priority to receive all relief and rehabilitation aids.

NGO - HABITAT for HUMANITY - INDIA

We joined hands with partner NGO, HABITAT for HUMANITY - INDIA and gave Family Essential Kits (FEKs), Emergency Kits (EKs) and Hygienic Kits (HKs) along with 18 kilograms of rice to 500 families who were infected / affected by CORONA Virus and reside at Thirumulaivoyil, Avadi, Aalappakkam, Maduravoyil, Naravarikuppam and areas in and around Redhills.



➤ In the month of May 2020, we were able to help 45 families with 10 Kgs rice and essential kits who work as cobblers, dhobis and people with disabled (PwDs) of Alapakkam village of Maduravoyil.



Networking - Local Government Bodies / Police Departments

Meanwhile, Regional Development Officer (RDO) of Thiruvallur district expressed the emergence to help 1000 families of North East migrant daily wage workers who got strangled in Chennai during the pandemic, as they were not able to go to their native place, construction workers, infected/affected, unemployed and sick. Habitat for Humanity - India, accepted the request from local government bodies through ATSWA TRUST to help them emergency needs. The migrant workers all hail from the North East states of Orissa, Bihar and Uttar Pradesh.



These migrant workers were residing near Sathyamoorthy Nagar Police quarters, MGR Nagar, Sivagami Nagar (Kasimedu), Naravarikuppam (Redhills). These daily wage construction workers were given compulsory lay-offs due to the strict restrictions imposed during the pandemic.

They were provided with Family Essential Kits (FEKs) along with 10 kilograms of rice to **1000 families** in presence of Avadi division Assistant Commissioner of police, the Thirumulaivoyal Inspector for Crime and civil service, and Avadi Revenue Inspector (Tahsildar).



Like Minded NGOs - Don Bosco

Always ATSWA TRUST does not like to travel alone, it knows well that it needs to have like minded NGOs travelling along with them. Our long time NGO partner, DON BOSCO received a request from North East Workers Association to help their members (North East Workers and Nepalese) who are working in hotels and beauty parlours lost their livelihood due to brutal spread of CORONA virus. Moreover they were not able to go to their native place. Through DON BOSCO & help of ROYAL ENFIELD we were able to distribute 900 Family Essential Kits (FEKs) along with food to these North East workers residing at North Chennai.

CORPORATE PARTNER - Royal Enfield



Our Corporate partner, Royal Enfield came forward to help 2100 families who belong to tribal community families, scavengers and house hold workers, poor women headed families, daily wage workers coolies, auto drivers, and construction workers by accepting the request from ATSWA. Through Don Bosco & with the help of

Royal Enfield we were able to distribute 900 FEKs along with food to these North East workers residing at North Chennai, 100 families were given FEKs & food to people residing at Oragadam (where Royal Enfield intervene & work) and 100 families with FEKs & food who live at Naravarikuppam village near Redhills.

- 1000 families, who work as daily wager labourers, housekeeping workers, auto drivers, construction workers and coolies residing at Kolapakkam were given 10 kg rice and Family Essential Kits (FEKs) to ease their mental pressure.
- ATSWA Trust with the support of Royal Enfield and Habitat for Humanity - India were able to help 44 tribal families residing at Oragadam and 500 families who work as Daily wagers, housekeeping workers, Auto drivers, construction workers and coolies of Chenakuppam village Panchayat with 10 kg rice.



➤ We were able to help 500 families of Ernavoor and 66 families of Sadayankuppam who were referred by Corporation zonal office. They were working as daily wage labourers at Tsunami quarters, Single women headed families, poorest of the poor and deceased head of the family due to CORONA Virus with 10 kgs rice and Family Essential Kits (FEKs). The then Disaster Mitigation and Revenue minister of Tamil Nadu Mr. R. B. Udayakumar distributed the relief materials to the beneficiaries.

➤ Then MLA of Thiruvottiyur constituency, Mr. Palani, identified poor & needy 10000 families and requested us to provide them with 5 Kgs of rice. All beneficiaries were semi-urban migration workers whose profession was construction workers, coolies, daily wage labourers, mobile vegetable vendors, housekeeping workers and own small petty shops. We were able to give 5 Kgs of rice to 4000 families of Paraniputhur, 3000 families of Nandambakkam, 2600 families of Katchipattu village and 400 families of Kollapakkam. The need assessment was done by ATSWA volunteers with the help of the above communities of local women and youth groups.



GREATER CHENNAI CORPORATION (GCC) COMMUNITY INTERVENTION PROGRAM (CIP)



As ATSWA Trust always have close association and relations with local government bodies and pioneers in disaster management, relief and rehabilitation process, Greater Chennai Corporation (GCC) joined hands with ATSWA TRUST to implement this Community Intervention program (CIP) in Zone 4 & 5 of Chennai District. Through this intervention we were able to help infected / affected 10,241 families

from Zone 4 (R. K. Nagar) & 5,813 families from Zone 5 (Kondithoppu) to contain the spread of CORONA Virus. We helped them to have avail and access to all government health care facilities, medicines, improved nutrition food and supplements provided by government, corporate and NGOs. We were allowed to closely monitor their health status, giving them awareness on disaster preparedness and being safe from being infected by air borne and water borne disease. 4428 individuals were benefitted through this program.



ATSWA achieved and implemented this program intervention with the committed, unselfish, vigilant, dynamic workforce of 73 outreach workers, 5 field Supervisors, 1 MIS Manager and 1 project Manager.

- Awareness program to sensitize communities on usage of masks, practising good health & hygienic habits like frequent hand-wash, maintaining social distance while being in public places, office, family/general gatherings.
- Distributed Hygiene kits, Family Essential Kits and emergency kits to all community people through outreach workers.



- Supporting and organising the needs of all the community people.
- Giving adequate trauma care / general counseling to those who lost their dear ones due to CORONA virus.
- Counselling children to know the seriousness of this CORONA virus, stay Home to be safe.
- Counselling on various child abuses, to inform such untold incidents to parents, our volunteers or government emergency contact numbers.
- Organised thought provoking drawing competitions on awareness and prevention of COVID to sensitize this information to all children in community.
- All those who lost their livelihood were given relief support to 3 months for meeting the basic needs of the family.
- Distributed Kabasura Kudineer (Herbal medicinal liquid approved by government), MVT and Zinc Tablets to every household given by government.

We were given permission to work in two zones namely Zone 4 & 5. We provided all helps and services to 2 slums, 57 streets, 11865 beneficiaries of 2569 households. We were able to sensitize 1205 key influencers on CORONA virus, 514 shop keepers and workers, 68 hotel owners and workers, 10487 establishments to make necessary precautionary steps to prevent their households from the spread of this deadly virus and gave various IEC materials on awareness contents to 1600.



6. ATSWA IN SOCIAL TRANSFORMATION



ATSWA always focus on transforming the lives of all beneficiaries to create U-Turn paradigm shift in their career. We initiated and implemented many programs aiming to give awareness and motivation to most vulnerable group, youths, adolescent girls to have improved quality social life and having knowledge on various social evils such as gambling, tobacco smoking, alcohol consumption and preparation of illicit liquor, drug substance, dowry and other social practices. They were imparted with the dangers of these things which will defray their life. We joined hands with like minded NGOs, local bodies and various government departments to carry out these awareness and life changing programs

to help these youth travel in the right path. We can visibly see the various transformational changes in the lives of many women who have been trained by ATSWA. They are able to influence various government bodies such as law enforcement agencies to curb or eradicate such ill activities from their communities. Women are trained, motivated to be safe from various abuses they tend to face as a challenge in their entire life, child abuse, child trafficking and to know and access various human rights they have right to.



7. ENVIRONMENT PROTECTION AND ORGANIC FARMING

THINK Globally ACT Locally

As the global warming issues is widely spoken world-wide, all its citizens are forced to work closely with one mind to reduce its effects or look for an alternative renewable energy or device effective sources to save this planet and its citizens to have better safe place to live in. Now we have to THINK Globally ACT Locally to protect our environment in all possible ways. The slogan **THINK GLOBALLY and ACT LOCALLY** has really helped us to reach many with the importance and awareness on environment protection.

Most of the farmers sense an urgency of acting locally by exploring possibilities to find alternative resources and ways to be a profitable farmer with innovative ideas that will last for generations. Since they learnt the dangers of using chemical fertilizers and pesticides, many farmers now desire to do or move towards doing farming with the techniques used by their forefathers. Yes, it is natural farming (organic farming). They show more interest in learning various advantages of organic farming and want to prepare a safe better place for their children.



ATSWA Trust, who is always very concerned about the safety and health of their beneficiaries, welcomed their desire and as committed earlier is keen in helping them in this transition by encouraging them to have better knowledge on the merits, demerits, various challenges they face while doing organic farming. ATSWA helps them to know more about the usage of bio fertilizers, bio pesticides, traditional and native variety types of vegetation rather than the modern ones used by them through its awareness programmes. We network with government horticulture department and other NGO trainees to give knowledge transfer to the interested farmers.AS

Various innovative methods were initiated to sensitize people with the importance of planting and growing trees around their living place to help change the environment. One such initiative was that we provided 3000 nursery sampling to a petrol bunk where urban and semi-urban pass buyers were given a sampling to everyone who fills petrol or diesel above INR 500. It received very good acclamation from the people as they appreciated this initiative taken by ATSWA in creating awareness in a different way.

Desilting a Lake



In the process of helping to have clean environment, a lake in Sadayankuppam village was cleaned, desilting & bund strengthening was done with the support of Habitat for Humanity - India and Rhythms Foundation, Malaysia, who donated for Environment Protection initiative. The local community people enthusiastically participated in the programme by giving their physical support in arrangement and labour. The Lake was cleaned and Poovarasam (generally known as Indian Tulip Tree, portia tree, Pacific rosewood, or milo) trees were planted along the banks of the lake.

One hundred and sixty seven (167) households in this area were provided with 3 tree saplings so that they could plant around their houses to increase green cover, to reduce pollution, increase oxygen, to help change the environment to get the benefit of planting trees and plants.



8. ROAD SAFETY PROJECT

Macquarie, Australia

ATSWA partnered with Macquarie, Australia to successfully implement a 3 month pilot project on Road Safety awareness in the year 2018. This project was to create awareness on Road safety in the occurrence of road accidents, as the data was quite alarming. At that period, the road accident was 1 accident per minute and a road traffic death in every 3.8 minute. This project was implemented from Vijayawada, Andhra Pradesh to Gummudipoondi near Tamil Nadu border. The project activities were done for 3 months (October - December 2018).



Handicap International, India

“Together for Safer Roads in the State of Tamil Nadu, India”

Emboldened by the success and the need to impart knowledge on having & practicing good road safety behaviors, ATSWA joined hands with **Handicap International – France** through its Indian HO at New Delhi to implement a road safety project – a behavior modification project involving the school children, parents and related communities with the support of PSA Foundation of France, the manufactures of Citroen & Peugeot Automobiles.

Project Inauguration

The Project was titled **“Together for Safer Roads in the State of Tamil Nadu, India”**. This project aimed at reducing the number of fatalities, injuries and knowledge transfer about the various consequences in Chennai, Tamil Nadu, through a innovative set of interventions supporting a) Safe Schools Zone actions b) Multimedia awareness campaign aimed to reach at youth and school children.



The project was implemented in collaboration with Handicap International - France & India, ATSWA TRUST and Government of Tamil Nadu being the Road safety implementing partners for this project. The project's duration was 18 months (June 2019 - December 2020). It was further extended to 3 months due to unprecedented advisory, CORONA virus' brutal spread and kiosk created by it during this reporting period. This project was inaugurated on 15th November 2019 at Madras Christian College Higher Secondary School at Chetpet, Chennai of Tamil Nadu state.



The following dignitaries from government of Tamil Nadu, Nungambakkam's Assistant Commissioner of Police, NSS Joint Director, Directorate of Public Instruction, Senior Director-HR of PCA Motors Private Limited - PSA Group-India, Handicap International's Regional Program Director (for India, Nepal and Sri Lanka), the Indian administrator, the Rehabilitation & Inclusion Coordinator, the Disability and Employment Advisor, Headmaster & Correspondent of MCC School and Principal of Anitha Methodist Mat. Hr. Sec. School graced the occasion and inaugurated the project in the presence of 500 school children from 8 schools. The inauguration program was done at the MCC school auditorium.

Awareness Program - School Teachers

The project aimed to improve beneficiaries' knowledge on safe driving, attitude and behavior change among youth by using innovative solutions, social media to disseminate key messages on road safety. One Thousand Six Hundred and Fifty (1650) children, 60 teachers and 200,000 teens and youths have access to information on Road Safety; participate in



behavioural change in driving and having knowledge on road signs, traffic rules, motor vehicle act, rules and regulations of various traffic rules. Moreover, they pledge to follow the traffic rules and regulations. They were directly and indirectly benefitted through the various interventions, trainings and awareness programs of the project.

Awareness / Training Program - Drivers



We were able to train and give awareness on road safety to van drivers, school bus drivers, government van, jeep and other vehicle drivers and public carrier drivers. These training programs gave eye opening topics and information about the road traffic, types of accidents and the various people who are involved directly or indirectly through their driving styles.

Safe School Zones

Safety Audit & Small Scale mitigation measures were taken up. This intervention ensured installation of traffic sign boards, cross side walk, safe pick up points to make the areas near and around the schools in the project area safe for the school children and for other community members visiting the school.



Mitigation Measure

Greater Chennai Corporation (GCC) approved 8 mitigation measures for Ritherton Road serving Anita Methodist School and 7 more schools in and around Ritherdon Road, Vepery, Chennai. With the fullest cooperation from Chennai Corporation officials, Road laying department, we were able to help the school children, schools, parents and other passerbys to have improved knowledge on road safety, various signs to prevent them from accidents, being victims, etc. The following mitigation measures were done us.

1. Intersection quality enhancement at Doveton circle.
2. Side walk dedicated at Ritherton Road.
3. Speed limit sign board opposite to YMCA, Parking sign board, school zone sign board.
4. Raised marked Zebra crossing near Anitha Methodist Mat. Hr. Sec. School.
5. Road marking
6. Marked Zebra Crossing



Road Safety Stimulation Park

This Road Safety Stimulation Park is the first of its kind installed in Chennai at Madras Christian Matriculation Higher Secondary School, Chetpet, Chennai. It is a fabulous and most innovative way to impart knowledge on



Road safety to their school attending children and schools in and around Chennai. We sought permission and approval from Greater Chennai Corporation and school board members, this park was installed and set-up within MCC School Premises. This lab has a bike stimulator with screen where the visitor (school child)



can learn & check his riding skills by strictly following the traffic rules and regulations; their ride is evaluated by the software with an evaluation report. It displays the road, with working signals making sure the rider have safe ride. It has model traffic signs on floor painting. This wall is filled with lot of useful life saving information about the traffic rules & regulations, road safety, sign boards depicting its meaning, the importance of following road safety. Both the teachers and students will learn by their visit. We have planned to

make nearby school children to visit this park to improve their knowledge. The Little Convincer to teach all visitors the importance of wearing seat belt to safe guard the lives of all travellers.

b. Developing, Training & Distribution of Road Safety Modules

We developed and gave age appropriate teaching, training and learning materials to school students and teachers. A specific ToR training was given to teachers to become trainer of trainers to facilitate such programs in their school, neighbouring schools and in communities. We were able to train and distribute materials to 1650 students from 12 schools, 250 community people on road safety through face to face sessions by our project intervention. 92 teachers & 120 Road safety Club members were given ToT training and Road safety awareness kit. The following topics were covered in this training.

1. Prevalence of Road crashes and why road safety education is essential
2. Pedestrian safety
3. Travelling safely to school
4. Traffic controlling systems
5. Reasons for incidents and corrective actions
6. Identify the risk and hazards
7. First aid and Good Samaritan Law.

ToT Training

- 92 teachers from 4 schools were trained on ToT trainers programme for teachers on road safety.
- 120 Road Safety Club members were trained on road safety awareness and were given Road Safety Awareness Kit.

Since all the schools remained closed due to various restrictions imposed to restrict the spread of COVID-19, organizing and implementing programs at the planned time was a challenge. Since we are pioneers in community based work, we were able to devise alternate strategies to implement all programs. As most of the program activities were training and benefitting the schools. More students were denied from being benefitted through time restrictions and exams, as the school students were just allowed to come for training on the subjects to appear for public government exams.



Road Safety Rules in Internal Policies for Schools and Teachers

- 10 Representatives from the school administration were trained to design, implement & monitor road safety rules in their internal policies.
- 2 workshops were organized for 55 school teachers, management representatives of Madras Christian College Higher Secondary school, Anita Methodist school and Our Ladies school. The participants included staff members from National Service Scheme (NSS), NCC and Junior Red cross.
- The training sessions helped the participants to have increase knowledge and awareness on road safety, safe driving practices in and around safe school zones, to validate a code of conduct for their school management. As a result we were able to make road safety code of conduct for staff in the participating schools.



Awareness on Safe School Zones - Community

- ▶ Nearly 2000 parents were imparted with knowledge on road safety awareness, practicing safe driving habits, to be catalyst in changing behavioural attitudes of their friends, parents, relatives and to disseminate this information to their neighbourhoods through awareness and training programs.
- ▶ 10 Community Awareness training sessions were organized done through which we were able to train 456 people.
- ▶ 13 programmes were organised and conducted to educate 1083 participants of neighbourhood associations, parents associations on awareness on the project, importance of road safety, to practise safe driving and their role to make roads most safest for their school going children and students.
- ▶ Participants of all the programs were motivated to take pledge for following all learnings on road safety. All participated in the signature campaign by signing to express their assurance of doing their wise decision taken through pledge.





Multimedia Awareness Campaign

Conduct a Survey on Risky Behaviour

Survey on risky behaviour was done in the month of July 2020. 1633 respondents participated in the survey based on the knowledge they have on Road Safety, signs, rules and regulations. It helped us to know the knowledge of children who go to school with their parents by walk, by cycle and motorized transportation, disabled children, parent teachers and people who live near schools.

CSO / NGO Capacity Building

- ▶ 2 CSOs were trained to promote awareness of Risk Factors among teens & youth.
- ▶ 13 NGOs and youth volunteer groups in Chennai were oriented on road safety in the month of March. The participants took pledge and assured to take this torch to help the innocent people knowing about Road Safety Awareness and practicing safe ride.
- ▶ These trainings motivated and urged the 1st year studying students of Madras School of Social Work to form a team christened 'Social Riders' with the help of the ATSWA Trust to create awareness about road safety through all social media. This team created a poster with the tagline Alert Today Alive Tomorrow.
- ▶ 3 NGOs participated in the face to face workshops on road safety and awareness was organized in the month of November 2020.
- ▶ 1183 people were imparted with knowledge on road safety, safe driving, understanding various sign boards, in the roads, etc., through like minded NGOs, Lighthouse Trust and Mazarello Foundation Educational Trust, wherein they will help us to take this torch on road safety to all schools in and around the schools which was partnered.

- ▶ One day workshop on Road safety was organized. This helped us to raise 95 road safety ambassadors. Cine Song singer, Mr. Gana Bala was the Chief guest, he explained about the various road rules and regulations, what is importance of following the traffic rules, the dangers for being ignorant, how we help the other drivers who drive with you. He wrote a song on following the traffic rules, tuned and sang the song in his album on Road safety during the 32nd Road safety awareness month celebrated by Greater Chennai Corporation. The CD of his album was released in presence of Chennai Police commissioner and other dignitaries.
- ▶ 450 teens and youths were motivated, trained and given awareness on Road safety through awareness programs. They all were moved to know lot of information about traffic rules and regulations, the fatality and seriousness of death. How they can help the others drive safely? They took pledge and participated in the signature campaign in token of giving assurance to follow and disseminate this information to all loved ones.
- ▶ One day seminar & training on Road Safety was conducted to train 25 school van drivers.
- ▶ Webinar was organized and conducted to 192 students of Stella Maris College, Chennai.
- ▶ 441 youths and people were imparted knowledge on Road Safety through Lighthouse Trust with support of ATSWA Trust
- ▶ 56 male and 30 female drivers were given orientation, awareness on children and road safety.
- ▶ 300 women given awareness and orientation on Rod safety through the women's day programme organized by ATSWA Trust and Light House Trust on 8th March 2021.
- ▶ 55 youths given awareness on Road safety at Kodungaiyur by Light House trust.



Awareness Programs - Media Campaign

Road Safety Month Celebration

In view of celebration of Road Safety Month by Tamil Nadu Traffic Department, we partnered with Chennai Traffic Department and gave awareness to nearly 200,000 teens, youth and people through Road safety awareness programs. The Road safety awareness was celebrated for a month beginning from 18th January 2021 to 17th February 2021. Since schools remained close due to continuous spread of CORONA virus, the programs were done till 31st March. Moreover, the schools were opened only for higher secondary children to help them score high marks in their public exams which was held in the month of May 2021. These programs were done to reach people through various innovative media in which they are spending most of their valuable time.



the programs were done till 31st March. Moreover, the schools were opened only for higher secondary children to help them score high marks in their public exams which was held in the month of May 2021. These programs were done to reach people through various innovative media in which they are spending most of their valuable time.

- **Social Media Campaign** was launched in the month of October 2020 as the CORONA virus was still being a challenge and obstacle to implement our programs to the desired and interested people.
- Nearly 1,44,100 people were reached through van campaign.
- Radio programme on Road Safety was done in **92.4 BigFM** to reach more than 10 lakh listeners. Lot of information was shared as info bytes by eminent guests and experts from PSA Foundation (Mr. Augustine), like minded NGO staff and heads, ATSWA staff, children, youth and ATSWA President, Mr. S. A. Chelladurai. Quizzes were conducted to have live public interactions, so it was very useful for all the listeners of that day.
- Road safety information shared through various social medias. (people seen any posts related to the FB and Instagram handles were with 4398 clicks on FB and 2802 on Instagram. 5800 people saw our videos.)
- Conducted 8 webinar sessions on road safety through which 1066 school students and youths were imparted knowledge on Road safety, following traffic rules and regulations, understanding road sign boards, practising safe driving, etc.,

- In the month of November 2020, we organised one-week virtual celebration of children's day. It included various online competitions for school children on the theme 'Pledge for Safer Road'. 572 students from different schools participated and were benefited. Participation certificated, winner certificates and prizes were distributed to the children to encourage their interest shown to participate in the competitions.

Song Release

- A tamil song with key messages from the KAP survey was written & recorded by a prominent cine singer Mr. 'Gana' Bala. The CD of his album was released in presence of Chennai Police commissioner and other dignitaries. The song is still featuring in FM Radio, Chennai and in Facebook page of 92.4 BigFM, which has nearly 2,60,720 followers.



Road Safety Awareness - Van Campaign

- With approval from Chennai traffic commissioner a mobile van was used to move to select locations like hospitals, road junctions, taxi and auto stands around the schools and neighbourhood communities to impart knowledge on Road safety and importance of having safe drive, to prevent themselves from meeting or involved in accidents and being victims. The van traveled 100 Kms daily on a pre-identified route to provide above information. Partner NGOs, trained CSOs, Chennai traffic personels were involved in disseminating this information to public, sharing their own experiences and by distributing banners and pamphlets.



Wall Painting - MCC School

- Wall Painting along the boundary wall of MCC school was initiated to portray drawing on the importance of Road safety, the cause for road accidents, the ways to minimize the accidents near school zones, the things to be followed by the school going students, parents who take their children to schools, practising safe drives and so on. All the passbyers by MMC school will be able to get magnetised by the picture drawings and will get the curiocity to know the information drawn there.



Digital selfie point was installed 31st January 2021 at Marina Beach near Gandhi statue during the Song CD release program. The Greater Chennai Police Commissioner inaugurated the selfie point to give awareness on Road Safety. Nearly 600 people including public, traffic police personels took selfies and signed a pledge to folow traffic rules. Instant selfie photos were also given to all those who took selfies.

- Recognition awards to road safety champions were presented.
- 5 street plays in neighbourhood communities were conducted at the doveton circle. The social rider's team of Madras School of Social work enacted the messages of road accident and road safety practice for the public.
- 3095 students participated in webinar youth awareness programmes on children's day through online events on road safety month.

9. Our Donors



Kindernothilfe



Stitching Childtuition



Handicap International



SMILE Foundation



Habitat for Humanity -India



Greater Chennai Corporation



Foundation for International Research and Education



TRRAIN

10. Support Donors



Eicher Foundation



Technip



Rythm Foundation



FIS Global



Siemens

11. Crowd Funding Supporters

		
<p>Give India Foundation</p>	<p>Global Giving</p>	<p>Ketto</p>
		
<p>KREA University</p>	<p>Trust Bridge Global</p>	

12. Placement Assistance



Life Style



Reliance



Brand Factory



Shoppers Stop



Chola Insurance



Godrej



Amazon



Flipkart



Panasonic



Big basket

12. Board of Trustees



Mr. S. A. Chelladurai
President



Mrs. K. Deepika
Secretary



Mrs. W. Jessy
Treasurer



Mrs. D. Josephine
Trustee



Mr. P. Muthupandi
Trustee

13. NGO Networking / Stake Holders

Children & Women

- Andhra Pradesh State Women & Children welfare committee (CWC).
- Ankuram Network for Single Women for Andhra Pradesh.

HIV and AIDS

- Local area Network for HIV and AIDS Awareness and Advocacy.
- HIV and AIDS +ve Association - Tamil Nadu & Andhra Pradesh.

Disabled

- Tamil Nadu Disability People Network.
- Disabled people's Rights Movement of Andhra Pradesh (State Level Network).

Skill Training

- National Skill Development Corporation (NSDC).
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Skill Council of Person with Disabilities

14. Conclusion

ATSWA Trust has been able to achieve much more for the marginalized and downtrodden people during this year by the generous support of cheerful donors, friends and other like minded agencies. We thank our cheerful givers as we could not forget their contribution towards helping the needy in this desperate situation where people were living in the uncertainty and fear of death gripping due to the brutal spread of unprecedented guest, CORONA virus. You made it to happen, without you the needy would have end roads but now they have ray of hope in the end of their tunnel. We trust this light will help them to move on and live long.



Thank You