

National Mother and Child welfare Organisation(NAMCO)
Thiruvarur-610001, Tamilnadu, India
Annual report-2020-21

Dear Change Makers,

Every crisis offers us with myriad possibilities to support the needy. Novel Corona virus is one such which helped us innovate to connect to our brethren in need. Some of these innovative methods of connecting have enabled us to identify the real need without losing out on time. More importantly, this crisis period has taught us that 'discipline & determination' are the key principles to be practiced at this critical hour. Before I can venture upon detailing the achievements of NAMCO, I wish everyone to stay safe and adopt safety measures.

Our work in crisis situations constantly reminds us that disasters and emergencies hit the weakest most; at the same time it validates our belief that the best preparedness plans are long-term investments in rights, entitlements, livelihoods and participation in governance, not only for the poor and the marginalised but for society and the nation as a whole.

Our continued engagement with various stakeholders through our programs like Covid-19 Response Programme (CRP), Student Development Center(SDC), Old Age and children Homes, Child Line 1098, Farmers Producer Organisations programmes, etc have continued to show encouraging results. We hope this journey shall continue further to spread the fragrance of humanity until it reaches NAMCO's Vision.

Working with the poorest and most marginalised communities has been constantly rewarding for what we see and learn along the way: the capacity to create collective leadership, the inherent and adaptive skills of conserving and living with nature, the ingenuity in coping with risks and challenges, and most of all generosity, hope and courage.

We would love to hear from you for any feedback on this Annual report, activities or in general. Kindly write to us at namcoindiatn@gmail.com

Thanking you once again,

C.JEEVANANHDAM
EXECUTIVE DIRECTOIR



About NAMCO

In 1991, Mr.C.Jeevanandham and the group of women activists had organized situation analysis on women in agricultural sectors in Nagapattinam and Thiruvarur districts for an assignment and resulted that more women in the districts are in poverty, exploitation, abuse, discrimination, vulnerable to multiple disaster, communicable diseases etc. The unhealthy situation of women in the area thrust them to intervene with women issues with an organisation in the year 1992 to endeavor of establishing women and child rights centers and registered beneath Tamilnadu Societies Registration Act, XXI/1860 in 1992.

Vision: To catalyze a dignified living with Justice and Human rights for rural poor

Mission: To create an enabling environment for Protecting Child rights, ensuring sustainable livelihood and to promote education, Health and Women empowerment for marginalized community.

Get Involved

1. As a Citizen

Have you ever given heed to the condition of children selling books at traffic lights, begging at temples and tourist attractions, cleaning the floor of train coaches or picking rags? These children are one of the most deprived sections of our society as they suffer from extreme forms of homelessness and destitution. As a citizen, you can do a number of things to alleviate their sufferings. Most importantly, developing awareness about their life and sharing the same with others. You can even connect the needy children with the NGOs and Govt-managed institutions working for their welfare. If you want to do more and become part of a systematized effort, you can always do better by volunteering at NAMCO.

2. As an NGO or Individual

NAMCO is always open to collaborate with people and organisations working for children in difficult circumstances. We gladly share our materials, publications, policies, etc. for the benefit of others.

3. As a Professional Social Worker

If you are looking for an opportunity to work with children in need of care and protection, then NAMCO can be a place of your choice

4. Partner with us

NAMCO has acquired wonderful experience of working with various national and international donor and corporate organizations. In partner with them, it has developed and implemented several projects for the marginalized street and working children and Poor women and elders. To find out more about on the nature of our engagement, please write to us at: namcotnindia@gmail.com and visit us at www.namcoindia.org.in

PROJECTS

- Old Age Home, Keezhaiyur, Nagapattinam District
- Elders Support centre, Nagapattinam & Thiruvarur Districts
- Integrated Special Homes for Senior Citizen & Destitute Children, Nagapattinam
- Child Line-1098(Child Emergency Help Line) , Thiruvarur District
- Student Development Centers, Thiruvarur, Nagapattinam and Cuddalore Districts
- Sponsorship programmes for poor students in all over Tamilnadu
- Farmer Producer Organisation, Vedaranyam, Nagapattinam District
- Common Service Center, Maruthur, Vedaranyam, Nagapattinam District
- SHG Women Products Shopping Centre at Maruthur, (Gram Dukan)
- LEDP training for Women & Micro Credit Programmes
- COVID 19 Response programmes
- Charity Programmes
- Housing Roof Programm in Nagapattinam & Thiruvarur Districts

Our Current Partners/Donors

Government of India:

1. Ministry of Social Justice & Empowerment
2. Ministry of Women & Child Development
3. NABARD, Govt. of India

Tamilnadu Government:

1. Directorate of Social welfare. Chennai

Corporate and other Donor Agencies:

1. Manav Jagritti Foundation, Bangalore
2. Our Village- Our Responsibility Group
3. Laraksha Social Impact Trust, Chennai
4. Green light Planet India Pvt. Ltd., Mumbai
5. WORD NGO, Namakkal & Fullerton India credit co ltd.,
6. Devotees of Arulmigu Kathayi Amman Temple & Local Donors of our Aged and children homes

Foreign Agencies:

1. AIMS India Foundation, USA
2. SEEEDS, US
3. Shooting Stars Foundation inc, USA
4. NANBAN Foundation, USA, Hope-3 Foundation, USA & Million dollar Round Table Foundation

NAMCO

Annual rept-2020-21

1. Child Line

CHILDLINE 1098 is a phone number that spells hope for millions of children across India. It is a 24-hour a day, 365 days a year, free, emergency phone service for children in need of aid and assistance. We not only respond to the emergency needs of children but also link them to relevant services for their long-term care and rehabilitation. This year we received 510 calls from Children side. This year, we covered 18,215 Girl children, 16,565 male children, 10,456 men and 16,983 women, totally 32,214 persons covered in various activities of Childline. Few important cases in numbers for your review

S.No	Particulars	Numbers
1	Child Marriage	33
2	Child Abuse including 16 sexual abuse cases	98
3	Child Labour including 4 bonded labour case	34
4	Food support request	128
5	Child surrendered & abandoned for Adoption	13
6	Educational, shelter, sponsorship support cases	73
7	Child Begging cases	9

2. Student Development Centers

NAMCO has been organizing 36 Student Development centers at three districts as Nagapattinam, Thiruvarur and Cuddalore districts, where 1240 poor students are being benefited. The critical situation of COVID 19, NAMCO has made home visits only and distributed relief materials to all students' family and also distributed health safety materials including mask, soaps, sanitizer, etc. Due to Government guidelines, NAMCO made one to one interaction only with students. Teachers of SDC made awareness on COVID-19 to all families related to SDC.

3. Sponsorship Programme for Poor Students

The programme aims to support poor and marginalized students for their higher studies. To minimize dropouts from higher studies and motivate poor and marginalized brilliant students to achieve their goal, SEEEDS, Hope 3 Foundation, & Shooting Stars Foundation, USA are supporting the students through NAMCO for their college fees. This year we have supported for 337 Students in all.

4. Integrated Home for Destitute children and Old age people, Nagapattinam

The main objective of the Scheme is to improve the quality of life of the Older Persons and orphan, semi-orphan and poor children by providing basic amenities like shelter, food, medical care and entertainment opportunities and by encouraging productive and active ageing.

At present these homes shelter 21 children and 25 elders. The home provides food, shelter, education, opportunities for skill development and talent promotion in an atmosphere of love and care.

5. Old Age Home

Accommodating twenty five (25) elders who have no living children or support from children or their own family or not having any source of income, in a modest home in Keezhaiyur, Nagapattinam district. The home provides free food, dress, medical facilities, shelter, etc. Keeping our elders engaged in proactively involved and keeping them physically and mentally lively and it fosters a strong bond among residents as they take it upon themselves to look after each other's well-being. We also encourage the talents of the elders by conducting regular music, yoga, tailoring & dance classes.

6. Elders Support Programme

The programme is like a day care center for elders. Non- residential elders come to the centers and use their leisure time with their peers. Center has newspapers, provides butter milk or tea, magazines, books, etc. The center has Television with cable connection to entertain elders. NAMCO has two elders support programmes at Nagapattinam and Thiruvarur.

7. Promotion of Farmer Producer Organisation (FPO)

NAMCO had organized two women SHG federations with the result of Women SHG Programme with NABARD. With help of women federations, baseline survey was made on livelihoods to promote Farmers Producers Organisation. Baseline line reports reveals that majority of woman are engaged with milk animals and Jasmine cultivations. NAMCO made one to one intervention and one to group intervention succeed to promote NAMCO Suyambu Farmers Producer Organisation with NABARD and registered. The board members were given various training on management, marketing, account keeping, etc. they have undergone exposure trainings to Honey bee Keeping farm, Pantrutti, Farmers Producer companies at Keeranur, Pudukottai, and Organic agricultural farm, Vanagam, Karaur, (It is training centre and blessed by "Iyarkai Vingani NAMMAZHVAR". The Farm is a model to the organic farming farmers of Tamilnadu,) Ammaiyar Milk company at Karaikkal, etc with support of NABARD. Aftermath of all trainings and exposure visits, they have started business with profits. Separate office was setup for producer Organisation.

8. Common Service Center (Gram Dukan)

The main objectives Gram Dukan are to make marketing networks in and around the villages for the tiny and small producers associations and women SHG products, To give knowledge and services to the tiny and small producers association and women SHG products and By making Gram Dukan as value added products and increase the income of the poor and marginal women and farmers. With support of NABARD, NAMCO has initiated Gram Dukan at Maruthur village of Vedaranyam block of Nagapattinam district with a common Service Center for the Milk Producers.

9. LEDP (Livelihood and Enterprise Development Programme)

Main livelihood activity of Nagapattinam district is agriculture which gives seasonal jobs to landless people and land owners are also living without income. Moreover, the district is prone to multiple disasters. To boosting their income and also alternative income, NAMCO has organized micro entrepreneur trainings to women with support of NABARD. The reporting year, NAMCO organized trainings as Honey Bee keeping and vermin-compost training to 90 women and Milk value added products making training to 30 women Famers.

10. Micro Credit Programme

LARAKSHA Social Impact Trust has been supporting to repair or construct new roof on loan basis for the target people of NAMCO. The reporting year, we facilitated to provide loan distribution to 60 beneficiaries.

STDH Revolving Fund Programme –Part of empowering women in rural areas, NAMCO organized Revolving Fund program with STdH. NAMCO distributed -50, 65,000 amounts as revolving fund for women self-help groups (SHGs). We have reached 175 women members during the reporting period. It is a continuing project. Out of the impact, we planned to do some social activities for the children and their families as Evening Tuition centres, Medical support etc., from the coming financial year

With help of Opportunity Micro Finance India (OMI), NAMCO support its WSHG members to do small business. Under the programme, 69 Women members are benefited and 20, 70,000 amounts were distributed.

11. Capacity building and training programme

- With support of Green light planet CSR programme, NAMCO organized 12 batches of entrepreneurship training programmes for 350 SHG members in 12 batches, and 100 leaders on capacity building training in 3 batches at Vedaranyam taluk. Each batch has 30 beneficiaries for two days and totally 450 women were trained in 15 batches.

12. COVID 19 Response & Charity Programme

Direct impacts are addressed by Government through medical treatments and most of poor people were indirectly affect by COVID19 by losing their wages. Government made long period lockdown without making preparedness. NAMCO with its strength did relief works in its working areas. They were as follows

S.N	Activities	Place	Total beneficiari es	Donor
1	Distribution of groceries	Thiruvarur taluk	384 families	Our Village- Our Responsibility Group- Ms.Kavithapandiyan and her friends
3	Health Safety kits	Mayiladuthurai	10 SHGs	WORD, Namakkal & Fullerton India credit co ltd.,
	Medical Camps-5	Thiruvarur district	370 persons	WORD, Namakkal & Fullerton India credit co ltd.,
	Distribution of groceries & Rice	Mandapam Refugees' camp ,Ramanathapuram district & Thoppukollai camp at Pudukkottai district	100 families	SEEDS, UK
	Distribution of groceries & Rice	Nookkampalayam, Chengalpattu	50 Families of the students	Aims India Foundation, USA
	Distribution of groceries & Rice	Thiruvarur district		Aims India Foundation, USA
	Distribution of groceries & Rice	Kanni Tamilnadu, Cuddalore	78 students & 49 families	Aims India Foundation, USA
	Distribution of groceries & Rice	Chennai	100 Families	Aims India Foundation, USA
	Distribution of groceries & Rice	Serumaruthur village, Lalgudi, Trichy	400 families	Aims India Foundation, USA
	Medical Kit	KMD Hospital, Kayalpattinam for frontline health staff	To Hospital	Aims India Foundation, USA
	Distribution of groceries & Rice	Thiruvarur Town	35 families	Manav Jagritti Foundation, Bangalore

13. Programmes with NANBAN Foundation

- NAMCO and NANBAN Foundation helped 302 bags of rice (7550kg) to Dharma Salais/Sangams located in Salem, Dharmapuri, Namakkal, Karur, Erode and Thiruvallur districts for people who lost job through COVID-19 pandemic. And, 80 bags broken rice for Namakkal district
- Plant100 : Green Initiatives to re-establish green belts on lakes, ponds and Govt schools of Cuddalore and Ariyalur district
- Rice Kanchi was supplied to the poor and street inhabitants in all over Tamilnadu with the support of NANABAN Foundation, we supported for it.
- We supported to 75 special need /Cerebral Palsy kids, Devaram mettupatti, Theni District.
- Tribal Welfare for good health and education& Total beneficiaries 145 and Kids 25 women were trained on tailoring, staff salary to IOT training centres, Plant 100 trees at Karunguli Village, Cuddalore Dt
- Alternate Energy Solution for Rural communities Total beneficiaries : 10 villagers at Vadalur Kurinjipadi Tk, Cuddalore Dt

14. Cross cut work

- COVID 19 made most of the people as unemployed and motivated their children to become child labour. NAMCO is one of the members AND District lead in Campaign Against Child Labour (CACL). Under CACL banner, NAMCO did a rapid survey on Child labours in Thiruvarur district in COVID period.
- World AIDS Day observation and awareness programme with the support of IRDRP TRUST-Chennai organized by NAMCO at Thiruvarur for 50 HIV infected people
- CACL prepared election manifesto on Child rights to present to election candidates in Tamilnadu Assembly, 2021. As part the programme, NAMCO gave the manifesto to six election candidates of Thiruvarur district.
- With support of SAVE, Thiruppur, NAMCO organized district level consultation meeting on Local Compliant Committee. In which, District Labour, Educational Department , Child Welfare Committee Chairman and Members, District child Protection officer, Probation officer, Protection Officer (Social welfare)Police officials and staffs of One Stop center, child line, District child protection unit, District social welfare office, NGOs have participated.

Thanks to all the officials of All Departments of Govt of India and Govt of Tamilnadu, Donor Agencies, friends and well-wishers of NAMCO from Abroad especially AIMS India Foundation, Our Village- Our Responsibility Group- Ms.Kavithapandiyam and her friends and our Motherland and Devotees of Arulmigu Kathayi Amman Temple & Local Donors of our Aged and children homes



V.R.VINOTHKUMAR
SECRETARY

