

2021-2022



Annual Report

"We make a living by what we get. We make a life by what we give"
Winston Churchill

National Mother and Child welfare
Organisation

(NAMCO- Since 1992)

31, KTR Estate, Thiruvarur, Tamilnadu, India

about NAMCO

NAMCO is a registered NGO under Society registration Act 1860. It works with the broader goal for the Empowerment of weaker, neglected and derided section of society with rights-based approach. NAMCO has touched the life of over 15000 marginalized children, 10000 youth and 50000 women, and 1000 farmers under various programs. NAMCO is a humanitarian, gender-sensitive and child centric organization with a vision to “Empower children, women and other community members through the exercise of their Rights-education, health, nutrition and livelihood with dignity.” It focuses on Education as key to empowerment of women and children; working with the neglected, impoverished people-rural hamlets of Nagapattinam and Thiruvarur districts.

NAMCO’s support to child development is holistic in nature from childhood to livelihood. Most of its programmes are on Education, Nutrition, Health, Skill training (Livelihood programme for women and youth. Other co-curricular activities are advocacy and awareness on gender equality. The organization’s approach is different in the sense it takes upon the parental responsibilities. Literacy and empowerment (social, economic and financial) is critical to educating a child and women therefore every initiative though child centric, involves high engagement from women and mothers. Community sensitization

and soliciting its cooperation is integral part of the program interventions.

Vision: To enable poor household and communities to be self – reliant and sustainable.

Mission: To develop an optimal mechanism for Rural Society especially deprived sections, with commitment for sustainable livelihood & improved quality of life which is achieved through different developmental programs & effective application of local resources in association with community.

Today's children are the leaders of tomorrow!

Our children are growing up in a fast-moving world that is different and difficult to navigate. They need to be sensitized and guided to take the country forward into a sustainable future.

NAMCO, with its mission to advance children's rights and empowering women, aims through its numerous programmes to create a lasting impact in the lives of vulnerable and excluded children.

NAMCO has been spreading its wings reaching out more and more communities, through the holistic growth approach. This year we witnessed successful execution of women empowerment programs, initiation of new programs in livelihood programmes, community at par with the society. The efforts towards up-liftment of disabled communities took a momentous turn this year.

The rise in enrolment numbers among children under the education programmes, increase in engagement from communities, higher advocacy and governance and exploring new avenues for holistic growth, poses pressure on our existing resources of the Organisation.

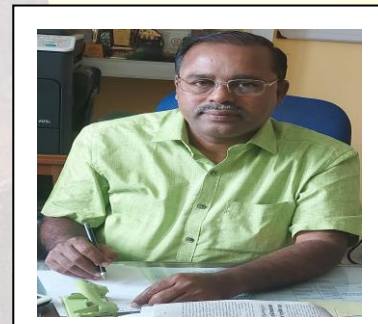
Despite of limited funds, not compromising with quality of execution of the program and maintaining the benchmarks and standards that NAMCO keeps on execution of all its programs, still remains our prerogative. NAMCO was fortunate to have Organisations such as

AIMS India Foundation, STdH Foundation, SEEEDS, etc, fostering new partnerships with us.

A lot needs to be done until every child receives what he/she rightfully deserves. Sending a large number of children to schools or higher studies is not enough; we need to ensure that they stay there and nurture a love for learning.

Supporting for formation of Women SHGs is not enough; we need to help them to build the confidence, they need to take decisions for themselves. Supporting the marginal communities is not enough, but building their strength to advocate and be aware is important..

We thank all our donors, partners, volunteers and friends and who have extended their generous support. The overwhelming response from the communities that we serve that allows us to continue empowering the most vulnerable across the State



C.Jeevanandham,
Executive Director

I. Child Welfare -

“Let us reach out to the children. Let us do whatever we can to support their fight to rise above their pain and suffering.” Nelson Mandela

I.1. Non-Formal Education Centers

Education is the core to NAMCO's effort to supporting the community.

Succeeding in life is not merely about intellect, it is also about emotional stability, values, attitudes and social skills. As we face an uncertain and complex world, abilities such as communicating and cooperating with others, values and attitudes which enable us to operate in a multicultural world, higher-order thinking skills, as well as basic and advanced knowledge in various fields.



While working towards the weaker, neglected section of the society, especially the Children, NAMCO works through Whole Child or holistic development approach efforts are made not to judge the child's knowledge or learning, but

to establish good manners and to develop their character. Through the 16 non formal education centers established by NAMCO in Nagapattinam and Thiruvaur districts of Tamilnadu, the 480 less privileged children are taught to respect other people and to be gentle to animals and nature. They also learn how to be generous, compassionate, and empathetic. Besides this, the kids are taught qualities like grit, self-control, and justice. They are also provided with nutritious snacks, study materials, stationery, clothes, etc. to motivate them to attend the classes regularly. It encourages children to become active learners by helping them to forge an unbreakable bond with the books and change their course of lives. The objective is to enable children to cope with the increased standards in academics, simultaneously, ensuring a solid foundation for their education.

Moreover, NAMCO supports two part time teacher's salary at Adi diravida Govt. Hr.Sec. School, Agarapettai, Boothalur block, Thanjavur district.

This SDC Project is running from 2013 with AIMS INDIA Foundation, USA

2. Child Line 1098

NAMCO is proud to work with Child line networks to ensure care and protection of children in Thiruvavarur district. Child line roles are creating awareness on child rights, rescue



children from risk and to work to rehabilitate them, taking care for the poor children by referring shelters to them with stakeholders. For the reporting year, NAMCO has intervention with following children based issues.

S.No	Particulars	Numbers
1	Bonded labour	7
2	Child marriage	30
3	Sexual Abuse	22
4	Drop out & Run away	27
5	Emotional support & guidance	44
6	Shelter	18
7	Drug addict case	7
8	Sponsorship	18
9	Nutrition support	44

3. Intervention on Corona affected family's children

Due to Covid death, many families have lost their bread winners and the children of that families suffered lot. To wipe out the children's tear, NAMCO has identified 90 families who have lost their bread winners due to corona. Partnership with Children of India Foundation, Bangalore, NAMCO has continue to support children of 90 families at Thiruvavarur district by distributing dry rations, medical kits, educational materials, etc. NAMCO has distributed rupees 372780 value of relief materials to them.

4. Integrated Home for Destitute Children and Senior Citizens

NAMCO has been organizing another special Home for Senior Citizens & Destitute Children at Nagapattinam town with the support of Tamil Nadu Government. Main objective is to have link between destitute children and old age people to have mental strength and bindings between them. In the home, there are 21 destitute girl children and 25 senior citizens (12 GRANDPA and 13 GRANDMA) are living with more attachments.

(GOVT OF INDIA) at Needamangalam, Government, ITI, and Thiruvavur. In the programme, 200 adolescents have participated and benefited. We motivated them as Dr. A. P. J. Abdul Kalam said, The youth need to be enabled to become job generators from job seekers.

Main Objective of the home is to have care and support to children and old age people. Concept of integration is to love and support each other's. For children, home provides food, shelter, education, opportunities for skill development and talent promotion in an atmosphere of love and care. The residents of the Children's Home are instilled with a sense of social responsibility by interacting with the residents of the Old Age Home. All these together make them confident, well- rounded citizens of the future. NAMCO renders safe and re-creative, peaceful and homely atmosphere in the shelter. Hygienic and nutritious food provision and needy medical care are also provided in our Old Age Home. People from Press like Dinamani, District officials and VIPs have visited our NAMCO old age home and appreciated our services.

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II. YOUTH WELFARE -

1. Carrier Guidance programme for Adolescent Girls

NAMCO organized two days programme on Carrier Guidance for adolescents with support of Nehru Yuva Kendra

N

programme, 200 adolescents have participated and benefited. We motivated them as Dr. A. P. J. Abdul Kalam said, The youth need to be enabled to become job generators from job seekers.



2. Entrepreneur Development Programme

Entrepreneurship Development Programme (EDP) is a programme which helps in developing entrepreneurial abilities. The skills that are required to run a business successfully is developed among the students through this programme. Sometimes, students may have skills but it requires polishing and incubation. With support of IED, Dharmapuri, NAMCO organized Entrepreneurship Development Programme (EDP) for Dalit youths on fishing culture for 21 days at Maruthur, NAMCO Filed office. In the programme, 25 youths from non-coastal rural areas participated. In the programme, Experts from KVK, Sikkal, fishing departments and marketing people, researchers from fisheries department delivered their experiences. Two exposure visits

were arranged. Youths gained knowledge about fishing, value added products, marketing techniques and book keeping and accounting. Certificates were distributed to trained youths on valedictory function. Among 25 dalit youths, 10 youths started their business in their villages and they were linked with financial institutions.



3. Student's Educational Support programme

NAMCO has invested money on poor students who is studying professional courses like doctors, Engineers, etc with support of Shooting Stars foundation USA , Nanban foundation, USA, Next gen foundation, Seeds, USA and 4 S foundation, USA. The money was used to pay for their collage fees, mess fees etc. The reporting year, we have reached the following no of students.

4. Identifying volunteers and make them as social responsible person

With support of Shooting Stars Foundation, NAMCO has identified volunteers from college to support NAMCO's programme. Volunteers were identified and given training to them. The volunteers came to NAMCO field office in the week end and help the people and staffs of NAMCO

III. WOMEN EMPOWERMENT

"You educate a man; you educate a man. You educate a women; you educate a generation" – Brigham Young

1. Promotion of Suyambu women Farmers Producer company

NAMCO has promoted Suyambu women farmers Producers Company at Maruthur, Vedaranyam where 600 women are shareholders supported by NABARD. A Producer company is a legal entity formed by primary producers, viz. farmers, milk producers, fishermen, weavers, rural artisans, craftsmen. In the company, women farmers sell their products collectively and purchase their raw materials collectively. The company serves to give trainings, loans, exposure visits, offering new techniques, etc. For the reporting year, Total turnover of the company is Rs.12, 86,245.00 and net profit is Rs. Rs.1,00,895.00.

Various Skill Trainings were organized to Suyambu women FPC shareholders with support of NABARD. Honey bee keeping & Vermi compost making where 90 shareholders from the company have

participated. Out of 90, 53 shareholders started their own business and 40 women got loans from NAMCO micro credit programme.

Common service Center (Gram dukan shop) was organized by the company and NAMCO with support of NABARD. The gram dukan identifies production of small farmers, small producers, women SHG products and making them as marketing network in and around the village. It makes value added products and market. The reporting year, the shop has turnover Rs. 655175.00.



Company organised four exposure visits to 80 shareholders with support of NABARD to have better implementation and great profits. 80 shareholders had good exposures on Farmers Producer Organisation Exposure visits.

2. Promotion of JEEVAN Farmers Producer Company

Nagapatinam and Thiruvarur districts main livelihood is agriculture which is seasonal. After the rainy season, there is lack of employment opportunities in the districts. Due to

these reasons, youths migrates, middle and old age people rear goats for their livelihoods. With support of NABARD, NAMCO organized a FPC for especially for goat rearing people called NAMCO Jeevan Farmers Producer Company ltd., where 110 women are shareholders are as shareholders. It was registered on 03.09.2021 under companies act with NABARD support.

3. Skill Training On mushroom cultivation to SHG members

NAMCO organized a skill training on Mushroom cultivation to SHG women at Vadakarai village, Thiruvarur district for 15 days. In the training, 30 women including 20 dalit women participated and acquired knowledge on mushroom cultivation which has more protein contents. All the 30 women are doing the business and NAMCO proud to announce that it is 100 % success.

4. Sensitization on Local Committee in Thiruvarur district

NAMCO is a partner organization of Tamilnadu Multi Stakeholder Initiative (MSI-TN). For MSI-TN, as field partner, NAMCO organized sensitization programme on Local committee in Thiruvarur district. District level workshop was organized with stake holders like Child line, District welfare office, District Child Protection Unit, Child Welfare Committee, Labaour Department, One Stop Ccentre, Nehru Yuva Kendra, NGOs and other

stakeholders. Eight Awareness programmes have been conducted on LC in eight blocks of Thiruvavarur district. Every District Officer shall constitute in the district concerned, a committee to be known as the "Local Complaints Committee" to receive complaints of sexual harassment from establishments where the Internal Complaints Committee has not been constituted due to having less than ten workers. NAMCO with MSI-TN did lobbying and advocacy work at district level to promote local committee at Thiruvavarur district.

IV. INTEGRATED PROGRAMME FOR SENIOR CITIZENS (AVYAY-NAPSRC)

"Be happy for this moment. This moment is your life."

~ Omar Khayyam

NAMCO has been organizing a Home exclusively for old age people at Keezhaiyur, Nagapattinam where 25 Senior citizens are inmates (10 Male and 15 Female). On the basis of the standard criteria adopted, 25 inmates were given admission. They were all from economically poor and neglected families and who actually need help. They are all 60 + years. And majority of the people belong to the SC, BC and ST community. NAMCO provides three times free food, free shelters, Clothes, counselling, health care, good environment, etc to them for the past 21 years effectively.

In the Home the grannies and granddads are being over 60 years of age. Some of them is having problems of defect of eye sight, development of immature cataract, partial deafness and joint pains. They were individually checked by our Doctor and administered timely medicines to the grannies. Improvement in generally health has been observed. In the Home, we provided mosquito nets, hot water and RO water to the Senior Citizens.



The inmates are being provided nutritious food – breakfast with tea, afternoon lunch, biscuits with tea in the evening, and dinner along with some fruits. Eggs and Non -Veg are served.

NAMCO provides the inmates saris with a blouse for the grannies and dothi with towel for the granddads along with a blanket. NAMCO home provided T.V and other play materials for indoor game for recreational activities and library facility for literate inmates to read moral and spiritual books. Every month we are providing counselling for the inmates for strengthening of their mental health with professional counsellors and Yoga master

V. ELDERS CARE CENTRES

We have been running Elders Care Centres in Thiruvarur and Nagapattinam for the elders who need leisure in Day times and get relax in the centres



V. RELIEF PROGRAMMES

"Under certain circumstances, profanity provides a relief denied even to prayer."

[Mark Twain, a Biography]"

The daily wage earner is one of the major sections who are heavily affected by the shutdown declared by the government against the threat of Covid19 virus transmission here. They mainly work in the agriculture sectors. Due to the total lockdown of the length and breadth of the entire country, the livelihood badly hit for the poor families especially the workers in the unorganized sector such as daily wage earners who need some immediate relief for these families

Vulnerable social sections such as the Construction Workers, agricultural Workers, Dhobis, Salon workers, Rice Mill workers and workers of other micro sectors like street vendors. The helpless senior citizens, poor persons afflicted with diabetes, hyper tension and pregnant women etc have also be addressed by distributing with masks and sanitizers along with relief kit with food materials.

- Aims India foundation, USA supported us to supply dry ration to 185 families in Vedaranyam block, Nagapattinam district of Tamilnadu
- Corona relief materials distributed 100 families of Vedaranyam block with support of Children India Foundation (CIF), Bangalore.
- Food distribution to poor street dwellers at Thiruvarur town with contribution (Uk Online)

- Khalsa Aid also given Dry ration kits support to 161 women headed families in Covid struggle.

- Grocery and rice kits were distributed to support seven migrating nomadic families at Thirukkaravasal village, Thiruvarur block and Thiruvarur town migrated people from Andra Pradesh. (People were migrated to sale fancy items and affected by COVID 19 lockdown) with MANAV JAGRITI Foundation, Bangalore



- District child welfare office supported us to organise a competition and distributed health kits to children in NAMCO's children home, Nagapattinam

take part in the vaccination drives organized by their local governmental bodies and other bodies offering the vaccine officially. People were hesitating to take vaccination and believing rumours. NAMCO, partnership with Children India Foundation, Bangalore organized vaccination campaigns in 5 Panchayats of Vedaranyam block (Voimedu, Thennadar, Panchanathikulam, Seruthalaikkadu and Ayakkaranpulam). During the campaign, NAMCO distributed masks, sanitizers etc.,. NAMCO organized awareness programme at 20 villages on importance of mask wearing, social distancing and hand washing to prevent COVID.



2. Distribution of Oxygen concentrated and Mask Distribution

NAMCO distributed oxygen concentrators to Primary Health centres at Ayakkaranpulam, Voimedu, Kodiyakkarai of Vedaranyam block of Nagapattinam district. 2 lakhs masks were distributed to front line workers with help of Red Cross Society, Bangalore.

ARPNA –Trust donated one oxygen Concentrator to Integrated home for

VI. HEALTH PROGRAMME

“Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship.” – Buddha

1. Vaccination Campaign

Vaccinations against Covid-19 are constantly monitored by multiple health organizations purely because of all the pandemonium this virus has caused across the world. Hence, it becomes crucial for every citizen to

senior citizen and destitute children in value of Rs.55,000.00

from Rs.25000 to Rs.30000 per head as per their trade selection.

With support of LARAKSHA, in the Roofing project, NAMCO distributed loans to 59 beneficiaries of Thiruvapur and Nagapattinam districts from rupees 50,000.00 to 1,00,000.00 for construction roof of houses or repairing houses

VII. MICRO FINANCE PROGRAMME

Never spend your money before you have it. -- Thomas Jefferson

NAMCO has micro finance programme to make women and farmers for their self-sufficient. NAMCO has partnership with Opportunity Micro Finance India LTD.,(OMI) and Tdh-NL Revolving fund. With support of OMI, NAMCO distributed loans to Women Self help groups at Vedaranyam Block.

With support of Tdh-NL, NAMCO has distributed 421 beneficiaries from SHGs, JLGs and from Shareholders of NAMCO Suyambu Farmers Producer Company at Vedaranyam block, Nagapattinam district. Loan ranges

