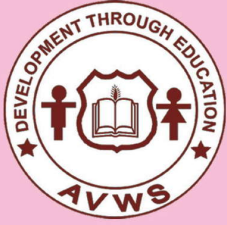


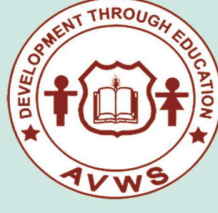


# Annual and Financial Report 2023-24



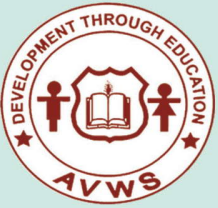
*Avvai Village Welfare Society,*

29. Sattaiyapper Melaveethi, Nagapattinam-611 001  
Nagapattinam District, Tamil Nadu,  
Email: avvaikk@yahoo.com, Web: www.avvai.org



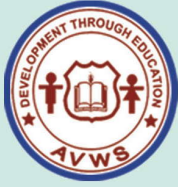
## *Avvai Village Welfare Society*

# **ANNUAL REPORT 2023 – 24**



## *Avvai Village Welfare Society*

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Tamil Nadu, Phone & Fax : +91 4365 224998 Mobile : 094450 33360  
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## From the Secretary's Desk



Avvai village welfare society is thankful to all supporters, donors, well wishers, volunteers and entire staff team (75 staffs) for the wonderful support rendered towards our welfare programmes for the marginalised. At this reporting period, Avvai felt proud of opening the Multipurpose Hall for Ambujam Home for Senior Citizens which improved the amenities for yoga, meditation, recreation and other event activities for the residents.

At this year, Avvai was grateful on sensitizing 2500 Adolescents on Nutrition & Health, Growth & Development, Healthy Mind & Healthy Behaviour, Reproductive rights, Gender & WASH School Health Programme through Adolescents School Health Programme supported by Welspun Foundation for Health & Knowledge in Karaikal and Nagapattinam Districts.

Avvai village welfare society is thankful to Vridhcare for donating Water Purifier and RO system for Anubhavam and Ambujam Home for Senior Citizens. Avvai also proud of the support rendered by 63 moons technologies India on installation of solar panel to address electricity failures at Ambujam Home for Senior Citizens.

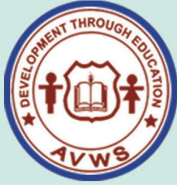
Avvai extends its heartfelt thanks to the Ministry of Social Justice and Empowerment, Directorate of Social Welfare, Department of Social Defence and Ministry of Women and Child Development for their financial and technical support to run comprehensive programmes for the marginalised in the operational districts.

We anticipate all your support to achieve our vision on upliftment of the marginalized sections of society in India through supportive service.

Thanking you



(M. Krishnakumar)  
Secretary



## Vision

Upliftment of the marginalized sections of society in India through supportive services.

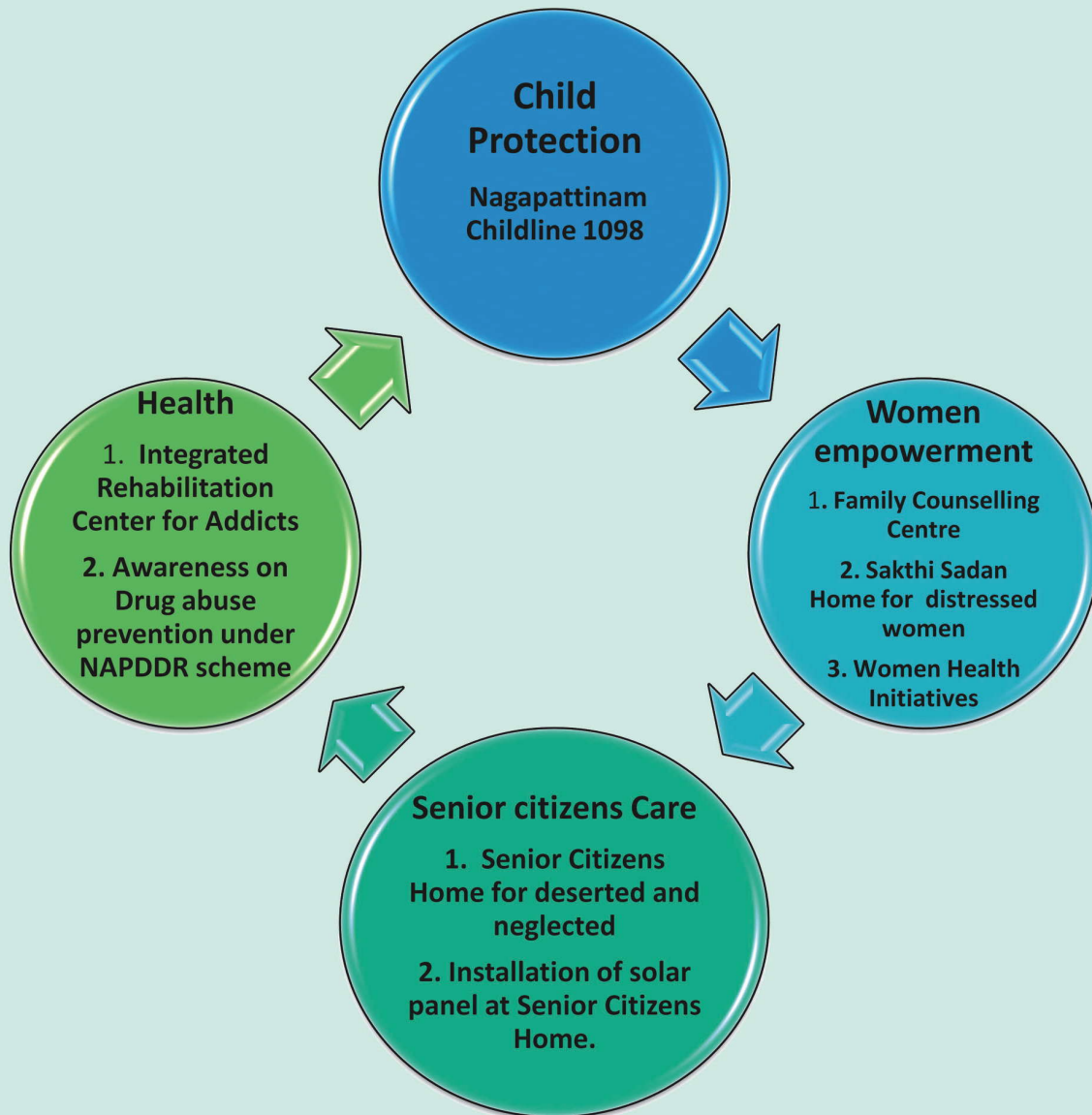
## Mission

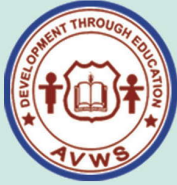
Enhancing equitable and self-sustainable opportunities in the areas of education, health, livelihood, gender, challenged and environment through community based organizations to the marginalized sections including disaster affected.

## Objectives :

- To ensure rights of children, women, socially and physically challenged and disaster affected
- To promote sustainable development through education, health, livelihood, disaster relief and rehabilitation, de-addiction and community organization activities
- To promote gender equity and promote socio-economic betterment of women through the development of community based organizations and federating them in collaboration with Govt and other organizations
- To network with community based organizations, civil society organizations, local, State and Central Govt and national and international NGOs to achieve the vision and mission of the society
- To carry out advocacy efforts on behalf of children, women and elders

## Areas of Work





## Nagapattinam Childline 1098 :

### Goal :

Facilitate the functioning of Childline-1098 to help the children in need of Care & Protection in Nagapattinam District

### Objectives :

- To rescue and support for rehabilitation of children in need of care and protection in coordination with allied departments
- To create and sustain awareness about childline 1098 and its activities through open houses, publicity materials, linkages, school campaign, sensitization etc
- To work in collaborative with allied systems the NGOs, CBOs, SHGs, Child Welfare Committee, District Child Protection Unit (DCPU) etc., to facilitate best service to children

### Activities :

- The Project was functional from April 2023 to July 2023. As per the guideline from the Ministry of Women and Child Development, the project was handed over to District Child Protection Unit functions under Department of Social Defence.
- From April 2023 to July 2023, the project has received 102 calls and out of that 97 were intervention calls. The children rescued were produced before Child Welfare Committee and given care and protection.
- Conducted 30 awareness, 4 open house events and 165 outreach programmes in Nagapattinam district and reached 1821 people.
- Weekly staff review meetings were conducted and thereby detailed action plans were derived and effective intervention strategies were framed and dealt child protection issues.
- 242 phone testings were done and ensured good connectivity of tele communication.
- World Day Against Child Labour was observed at Nagapattinam and 256 children and 110 Adults were participated in the event and sensitized about child labour issues and importance of education for better future.
- Participated in the meeting organized by Police department at Nagapattinam and shared about case studies on child protection. 60 members were participated in the meeting including Child Welfare Committee, District Child Protection Unit, Police officials and other stakeholders.



- District level Child Protection Committee meeting was organised under the chairmanship of the District Collector, Nagapattinam and Childline participated and shared about the case details. Totally 70 stakeholders from different line departments were participated.
- Childline participated in the Block Level Child Protection Committee meeting organised at Kivelur and shared about the case studies received by childline 1098 and sensitized the members on their responsibilities. 35 members were participated in the meeting and got sensitized.

## Vidiyal - Family Counseling Centre :

### Goal :

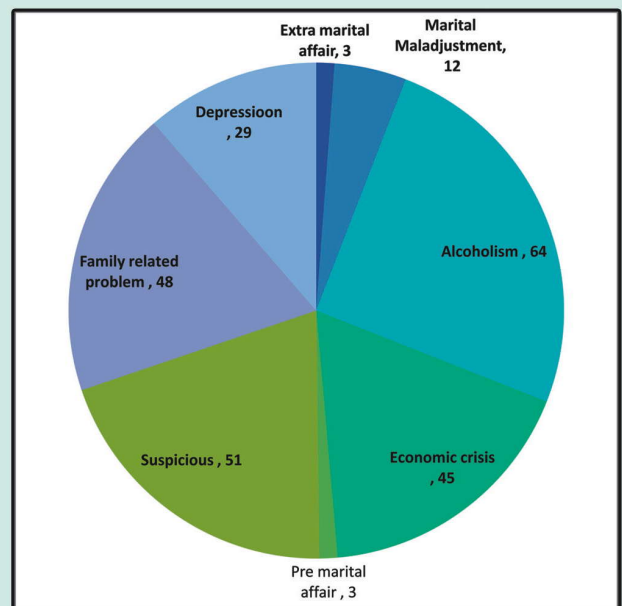
Promoting harmonious family life among people living in Nagapattinam District

### Objectives :

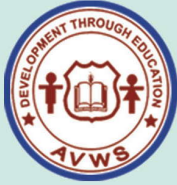
- To minimize family problem arising out of alcoholism ,domestic violence, dowry problem, etc...in Nagapattinam district.
- To provide information on legal rights on women and link women with resources locally available.
- To establish linkages with the police departments, DLSA, DSW, hospitals, NGOs, CBOs, etc to address issues together.

### Activities :

- At this reporting period, 255 cases were registered out of that 241 were rehabilitated successfully. Alcoholism, suspicious, economic crisis and family related problems were the major issues addressed by the project.
- Organized 48 awareness programmes and sensitized 1426 people on Women rights, domestic violence act, women helpline services, gender issues, sexual violence and its preventive measures. The project in coordination with line departments and stakeholders did the outreach programmes in risky areas of operational district.
- Besides above awareness programme, the counsellors attends periodical meetings conducted at All women police station, family court and collectorate and address the cases with technical support.
- Conducted 94 follow ups and 148 home visits and ensured welfare of cases rehabilitated through family counseling center. Organized 02 subcommittee meetings and thereby 8 clients were rehabilitated with support of committee members on obtaining legal support and services.
- Observed World Women`s Day and thereby 600 women SHG members were participated and the programme educated on women rights and functions of service sectors.
- The Joint Director from Tamilnadu Social Welfare Board, District Social Welfare Officer & Protectin Officer Nagapattinam visited the project and given guidance.







## Adaikalam – Sakthi Sadan Programme :

### Goal :

Ensuring holistic development of women and girls under distress through counseling and Rehabilitation measures in Nagapattinam District

### Objectives :

- To create social awareness on care for the homeless and the abandoned
- To ensure safe and healthy atmosphere for women and girls under distress
- To provide them information on self reliance legal matters and rehabilitation
- To establish network with other Free Legal Aid, NGOs and other Government Departments

### Activities :

- At this reporting period, the Sakthi Sadan Programme has taken care of 99 women and 36 children who had come out of difficult circumstances. 70 were newly admitted and 64 residents were discharged. At present, 35 women and 09 children are taken care at Home.
- Out of 64 discharged cases, 55 were restored with parents and spouse, 5 with relatives and 04 were self employed.
- 60 residents were trained on vocational trades such as tailoring, Basket making, Embroidering, Paper cover making and Jamikky work to stand on their own leg and for income generation activities.
- Conducted 38 awareness programmes and totally 4521 members were participated. The programme focused on women rights, legal provisions, domestic violence act 2005, dowry act, marriage act and functions of various allied systems such as Free legal Aid, services of All Women Police Station and women helpline.
- Organized 04 Home committee meetings and discussed on rehabilitation of clients, quality of services, restoration issues and legal support.
- All residents were provided with nutritious food, clothing, medical facilities and recreation. Medical officers visited the home four times in a month and examined the residents' health on a regular basis.
- 120 Home visits and 115 Follow ups were done and found women self employed and leading a happy life.
- Celebrated different religious events such as pongal, diwali, vinayar chaturthi, Auyuda pooja, independence day and women's day with cultural events and programmes.
- Conducted free medical camps and availed health care services from General Hospital, Nagapattinam for the residents to lead a healthy life.
- The Joint Director, Department of Social Welfare, District Social Welfare Officer, Nagapattinam, One Stop Centre, and the District Supply Officer have visited the Home several times, interacted with clients about the services, verified the documents and given guidance.



## Women Empowerment Project :

### Goal :

Sustainable solution to the community around health issues by providing knowledge, changing attitude and promoting practices towards better healthy behaviour

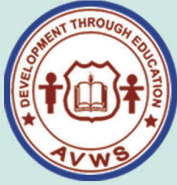
### Objectives :

- To promote women and adolescent groups in each village
- To bring health seeking behavior in the targeted community through BCC activities
- To sensitize women and adolescent girls on menstrual hygiene management, RTI/STI, cervical and breast cancer and Nutrition & Anemia prevention
- To link with health sector and to do referral services for better treatment

### Activities :

- Mr. Amoor kool, Senior Manager (ESG), Welspun observed the BCC session held at Keelamanai village of Karaikal district and distributed IEC charts & Flipbook to all the outreach workers. He has interacted with beneficiaries and appreciated staff team for their noble task.
- 20 Mass Awareness Drives in Karaikal district and 10 Mass Awareness Drives in Nagapattinam District were held on 04 thematic topics such as Nutrition, Reproductive health, Cancer management and Gender. The direct and indirect beneficiaries were sensitized through Street Theatre programme and thereby morethan 6000 were benefited.
- 25 peer educators were selected from 05 villages and trained on 04 thematic topics and utilized their services for training the women group members in 05 villages of Nagapattinam Distirct and thereby 2500 were sensitized through BCC events. Shri Sanjeev Rajan, from Welspun handedover the Flip book to Outreach workers and motivated for better performance.
- World Menstrual Hygiene Day was observed at Karaikal. Honourable Minister for Transport Smt. C. Chandira Priyanga presided. Morethan 126 anganwadi workers, adolescent girls and women group leaders were participated. Minister thanked Welspun foundation and Avvai for undertaking health education activites in karaikal region. 05 Anganwadi workers, 05 adolescent girls and 10 Peer Educators of the project were appreciated with prizes. In this programme, Dr. Sivarajkumar, Deputy Director of Health Services, Tmt. Sathya Assistant Director, social welfare department, Dr. Thenambigai, chief medical officer, Tmt. Shankari Child welfare committee, Karaikal and Tmt. Usha, Senior officer, Welspun foundation were participated.



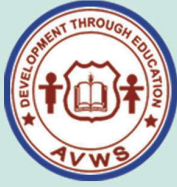


- 767 village level BCC sessions and 512 school level BCC sessions were held and covered 6000 beneficiaries. The trained peer Educators were did the sessions at village level and the resource persons were done the sessions at school level and at new villages at Karaikal. Various Pictorial IEC materials were utilized and educated the participants. The school administration welcomed the BCC sessions as it is need of the hour especially to educate the studnts on drug abuse prevention. The Deputy Director (School Education and Chief Educational officer were observed the session and thanked for organizing such need based awareness at schools.
- 09 free medical camps were held in 10 villages and thereby 1502 were got benefited. The Medical team examined and given free medicines and treatment.
- At this reporting period, the project has organized 10 counselling session at schools and 40 counselling session at villages. The students got counselling support for menstrual issues, peer pressure, anger management, infactuation related problems, slow learning, inferiorty complex etc.. The women at village level got counselling support for anemic issues, nutrition deficiency, domestic violence, urinary infection, obesity, sugar and BP and low cost nutrition.
- OPD services was held in 10 villages. The women with menstrual problem, Blood pressure, urinary infection, ortheritic pain, genital problem, respiratory problems, anemic issues, eye problems, breast cancer, uterus pain were obtained medical suggestions from this camp and the risky cases were referred to nearby hospital for futther treatment and ailments. 12 cases referred for further treatment.
- Focused Awareness Drive (FAD) event on STI for direct beneficiaries were held in 10 villages. The counsellor from Pondicherry AIDS Control Society Mr. Saravanan hailed and educated the participants. The programme enhanced awareness about STI prevention, contraceptive tools, Symptoms, importance of partner treatment and available facilties in General Hospital.
- Focused Awareness Drive on Growth and Development was held at 10 schools. The programme focused on question box contains questions about menstrual practices, puberty, mood swings, reproductive health etc.. The students answered each question and they got prizes. Moreover as part of skill development, the students also prepared handicrafts and displayed. The students done extra carricular activities and the winners were awarded with prizes. The Senior Village Health Nurse, School Principal, Counsellor from De-addiction Centre and ANM were present.
- FAD on self examination of breast cancer was held at 10 villages for women members. The Senior Village Health Nurse sensitized the women groups on cancer management, self examination method, available services in Govt. hospital, treatment method, free testing availability, early deduction curable etc.. The awareness sensitized the people on breast cancer management and its usefulness. The risky cases were referred to Head quarter hospital for further treatment.



- Focused awareness drive on nutrition and health were organized in 10 schools in association with anganwadi workers to promote tie up to address under nourishment. The students prepared low cost nutritious food and presented in front of other students and demonstrated its usefulness to healthy living and prevention of anemia. The anganwadi worker, Medical Officer of Primary Health Centre, Senior Village Health Nurse and SHG federation leaders were chaired and motivated the students who have done demo with prizes.
- Celebrated National Nutrition Week at Women's Polytechnic College, Karaikal. Dr. Thenambigai, Chief Medical Officer (DD Immunization), Dr. Sandanasamy, Principal, Women's Polytechnic College, Mr. Manivannan, Coordinator, Avvai village welfare society and Mr. Delcause, NSS Programme Officer were presided. The students actively involved in Rangoli Competition and brought out their imagination skills and creativity. Each Rangoli was decorating with green leaves, grains, pulses and nuts with theme focusing on "Nutrition for all" The chief guests of the programme observed each Rangoli and selected three out of 30 and motivated with prizes and distributed participation certificates to all the students involved in the competition.
- Observed International Day of the Girl Child at Annai Therasa Govt. Girls Higher Secondary School, Karaikal on 11th October 2023. Shri. Sendilnathan, Deputy Collector, Karaikal presided. Tmt. Sathya, Commissioner, Karaikal Municipality, Tmt. Usha HR manager, Mr. Neelkiran, Mr. Julius CSR officer, Mr. Vincent, President of Parents Teachers Welfare Association (PTWA) and Mr. Rajasekaran, School Principal were participated. Morethan 700 students were participated in the programme
- Organized 2 Exposure visits for Peer Leaders on to Thirumarugal and Nagapattinam Govt. Hospital to understand health schemes and services available for the general public especially for the women and adolescent girls.
- Stakeholders and Beneficiaries Interactive Meeting was held on 12th Feb 2024 at Chamber of Commerce, Karaikal. The Municipal Commissioner, Karaikal Municipality, Deputy Director (School Education), Deputy Director (Health), Chief Educational Officer, Assistant Director (Social Welfare Department), Professor from Pondicherry University, Joint Secretary from Parents Teachers Welfare Association were participated and interacted with beneficiaries about the project outcome and available services in Govt for the people. As part of Adolescents School Health programme, the students from school came with exhibition items on 05thematic topic and displayed in the meeting hall. The chief guests observed the exhibition stall and appreciated the project for educating the students aware about various health benefits. The students brought out handicraft items, chart work, traditional food items and depicted on the theme nutrition & anemia, drug abuse prevention, road safety, reproductive health etc..





## Anubhavam Home for Senior Citizens :

### Goal :

Enhancing health status, social relationship and self esteem of the vulnerable elders by providing peaceful home shelter care and social awareness.

### Objectives :

- To enhance social awareness on elder care in the community
- To carryout social, psychological and material assistance to needy elders
- To identify neglected and socially handicapped elders in the communities
- To provide a healthy family environment to the elders admitted in home
- To ensure nutritional, medical, entertainment and other preliminary needs of elders in the home.
- To engage in resource mobilization activities.

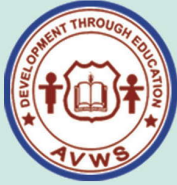
### Activities :

- The Home for Senior Citizens provided love and care to 48 residents who are vulnerable and neglected from the society. At this reporting period, 08 residents were newly admitted, 09 of them were reunited with their families and 01 resident expired due to oldage. At present there are 38 residents (Male 10 and Female 28).
- Organized 10 medical camps in coordination with Govt. PHCs, HelpAge India and thereby the residents got recovered from general health issues and treated for sugar, blood pressure and other ailments. The project extends its special thanks to Apollo for supporting with medicine and other hygiene kits.
- Eye camp was organised by Dr. Panimalar from Govt. General Hospital and thereby 05 senior citizens were undergone eye operation and got their vision back and 10 of them got spectacle.
- ENT camp was organized in association with Govt. General Hospital, Nagapattinam and thereby 16 senior citizens got tested and received treatment.
- Devotional tour programmes were organised for the residents to Thirukannapuram, Thirunallar, Thirumarugal and Thiruchenkattangudi temples with the support of Torrent Gas Private Limited, Karaikal. The residents enjoyed the day by worshipping god and visited park and other tour places.



- 38 of them participated in yoga session taught in the Home every day. The elders learn yoga at early morning and practice at late evening. They enjoy doing yoga and feel relaxed. Celebrated Yoga Day in association with Isha Yoga Trust.
- The active elders at Home are maintaining a garden and watering the plants as part of recreation. More than that, reading newspaper, watching television, hearing radio, drawing pictures and doing handicraft work and playing indoor games at leisure time.
- World Elders Day, International Yoga Day, Family festival was organised and the residents involved in cultural activities were awarded with prizes.
- The project leveraged material donations like household materials, clothes, yoga mats, emergency lights, water filter and entertainment items. The kind hearted donors were thanked in person and through letter communication. The project extends its special thanks Virdhcare, Welspun Foundation for Health and Knowledge and Rotary Wings for supporting with needy materials for the Home.
- Celebrated 64th Wedding Day Celebration of the residents Thiru. Marimuthu & Tmt. Pushpavalli with the participation of donors, stakeholders and enjoyed the day by cutting cake and celebrated joyfully.
- Diwali, Pongal, Independence & Republic Day, Karthigai, Authapooja and other local festivals were celebrated with residents by organizing different cultural programmes & events.
- With the support of the District Administration, the project leveraged Old Age Pension for 36 residents out of 38. The residents utilize the money for meeting out their personal needs. Besides that, the project leveraged Medical Insurance card for 13 residents and supported to change address in Aadhar Card for 04 residents.
- Shri. S. Rajendran, Managing Director & CEO of 63 moons Technologies Limited visited "Anubhavam" Home for Senior Citizens and interacted with the residents. He also participated in the event of Birthday celebration of the resident of Tmt. Amsavalli and enjoyed the day by getting their blessings and wishes.
- At this reporting period, the District Collector, Joint Director from Social Welfare Department, District Social Welfare Officer, District Child Protection Officer, Municipal Commissioner, District Civil Supply Officer, Thasildar, Fire Service Station master were visited the Home several times and given their guidance and suggestions.





## Ambujam Home for Senior Citizens :

### Goal :

Enhancing health status, social relationship and self esteem of the vulnerable elders by providing peaceful home shelter care and social awareness.

### Objectives :

- To enhance social awareness on elder care in the community
- To carryout social, psychological and material assistance to needy elders
- To identify neglected and socially handicapped elders in the communities
- To provide a healthy family environment to the elders admitted in home
- To ensure nutritional, medical, entertainment and other preliminary needs of elders in the home.
- To engage in resource mobilization activities.

### Activities :

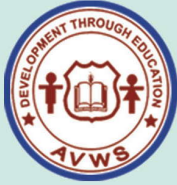
- The project Ambujam Home for Senior Citizens has taken care of 41 vulnerable residents and given homely atmosphere.
- 16 Elders were newly admitted to the Home (male 6 and female 10) and 15 residents were reunited with their families successfully (male 6 and female 9) and 01 expired due to old age. At present, 25 residents (Male 09 Female-16) were taken care and given homely atmosphere.
- The project organized 12 General Medical camps in collaboration with local Govt. Hospital, Apollo and HelpAge India. All elders were participated and obtained free medicines and treatment for the ailments.
- Free Eye camp was organized and thereby 12 residents were gone for eye operation at Govt. General Hospital and got their vision back.
- TB screening camp was organized by Govt. General Hospital, Nagapattinam for the residents and given free medicines.
- Inaugurated Multipurpose hall for recreational activities, conducting medical camps, yoga, celebration of important days, reading newspaper etc. The Executive Officer, Town Panchayat, Kilvelur inaugurated the building and appreciated the efforts put-forth for the welfare of senior citizens.
- Organised camp for leveraging Medical Insurance for all the residents from District Administration and thereby the data was collected and the applications were under progress.
- The residents at Home joyfully involved in gardening, art & paintings, drawing rangoli, cultural and other recreational activities. At important days, elders were involved in games and sports activities and enjoyed the day with children & general public.
- The residents at Home were entertained by watching Television, reading newspaper, visiting nearby temple, helping each other etc. The MSW students from Thiruvarur and Karaikal Colleges did Block placement and field work in the project.



- The project celebrated importance Days and Events like Pongal & Diwali, Independence Day, Republic Day and World Elders Day along with govt. stakeholders, donors and well-wishers and enjoyed by providing sweets and Prizes to residents.
- The project successfully leveraged Old Age Pension for 20 residents and applied for 05. With the support of District administration, obtained Aadhar card for 23 residents and applied for 02.
- The project mobilized material donations like clothes, groceries, RO system and recreational items from the community and CBOs like Rotary Club, Virdhcare, Self Help Groups and individual donors.
- Shri. S. Rajendran, Managing Director & CEO of 63 moons Technologies Limited visited the Home and interacted with beneficiaries and came forward to support with solar back up to meet out electricity failures in the Home.
- The project mobilized material donations like clothes, groceries, RO system and recreational items from the community and CBOs like Rotary Club, Virdhcare, Self Help Groups and individual donors.
- The Project satisfied of its services to the vulnerable elders of providing food, shelter, medical support, meditation and recreation. The activities such as medical camps, periodical get-together meetings, celebration of festivals and recreational activities given wider scope to elders to feel at home. The elders at the project also enjoy love and care of Govt officials and other general public who visit them periodically at Home and at vital events.
- The project was visited by the Ministry of Social Justice and Empowerment, New Delhi, Deputy Director of Health Service, Deputy Director from Commissionerate of Social Welfare, Chennai, District Social Welfare Officer, District Child Protection Officer, Rotary & Lions club members, Thasildar, Ward member and Extension officer and given guidance.
- Shri. S. Rajendran, Managing Director & CEO of 63 moons Technologies Limited enjoyed the Birthday celebration of the resident Mrs. Amsavalli by cutting cake and thanked Avvai for keeping the residents happy and healthy. He has visited the shelter rooms, kitchen, toilet and bathrooms, office room and the garden area. The residents requested the donor for construction of Multipurpose Hall to have food together, to practice yoga, to have recreational activities and to celebrate important days and festivals.
- The solar power back up system was successfully installed in Ambujam – Home for Senior Citizens and the residents extended their heartfelt thanks to 63 moons Technologies Limited for their immediate response.
- The residents feel homely and enjoy the whole day with their routine activities even during electricity failures as the solar power back up support and help them to do the activities without any barriers.







## Annapoorani – Home for Senior Citizens :

### Goal :

Enhancing health status, social relationship and self esteem of the vulnerable elders by providing peaceful home shelter care and social awareness.

### Objectives :

- To enhance social awareness on elder care in the community
- To carryout social, psychological and material assistance to needy elders
- To identify neglected and socially handicapped elders in the communities
- To provide a healthy family environment to the elders admitted in home
- To ensure nutritional, medical, entertainment and other preliminary needs of elders in the home.
- To engage in resource mobilization activities.

### Activities :

- The Home extended its lovable support to 34 deserved and neglected senior citizens by providing shelter, food, recreation, counselling assistance, yoga and medical support at free of cost. At this year 2023-24, 08 senior citizens were newly admitted, 08 were reunited with family members. At present, there are 26 residents.
- 12 General medical camps were organized and provided free medicines and treatment services. The camps were organized in coordination with local primary health services. Early morning, the residents involved in yoga and kept their body and soul healthy. Recreational activities such as carrom, chess, pallanguzhi, indoor games, musical chair, gardening and talent show made them brisk and active whole day.
- World Elders' Day, Pongal, Diwali and other religious festivals were celebrated with the participation of stakeholders and well-wishers and given prizes to residents who have involved in cultural events.
- The residents of Annapoorani - Home for Senior Citizens from Ariyalur district has gone for a devotional tour to Punnainallur mariamman Temple and Tanjore Temple happily. The residents joyfully enjoyed seeing the architecture and worshipped God for the e welfare of entire society. Conducted 12 awareness programmes on elder care and thereby 1286 people were participated and got sensitized. The local stakeholders found the Home as boon to their district to care for the vulnerable elders. District Social Welfare Officer, Fire station officer, village administrative officer, medical team from primary health centre, Virdhcare officials and well-wishers/donors were visited the project and given guidance.

### Impact :

The Annapoorani Home for Senior Citizen at Ariyalur district caters the need of 26 deserted and neglected elders by providing lovable services such as shelter, food, medicine, counselling, recreation, yoga and spiritual value to lead a dignified life. The residents feel at home and enjoy the days by involving in various events organized by the project. The project satisfied for the opportunity given to care the deserted and neglected elders with lovable services.



## Puthumalar- Integrated Rehabilitation Centre for Addicts: Nagapattinam

### Goal :

Rehabilitation of Drug addicts in Nagapattinam District through Medical and psychological treatment and to make it as sober

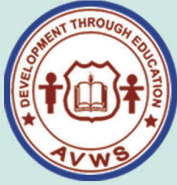
### Objectives :

- To enrich knowledge on ill-effect of alcoholism through mass communication
- To increase the number of services rendered to alcoholic cases by 20% in one year
- To continuously assist recovered cases through periodical meetings and Alcoholic Anonymous to maintain sobriety.
- To network with related Departments and CBOs and to strengthen the services of the programme

### Activities :

- During the reporting period, the project admitted 186 drug addicts and provided medical and psychological treatment. Conducted 1812 Individual Counselling and in that, the counsellor helps the patient to understand that total abstinence is the goal, make them realize the damage caused by alcoholism, help to share the feelings of anger, loneliness, fear and shame, guide to develop short term and long-term goal for recovery and make them understand the need for follow up. Conducted 265 group therapies and in that the counsellor guides the group of patients by offering unique opportunities to share and identify with others who are going through similar problems.
- 50 family therapies were conducted and in that the counsellor makes the family understand that alcoholism is a disease and helps to develop a supportive attitude towards the alcoholic and get back to a functional life style. Every morning yoga therapy was organized for drug addicts and facilitated for successful treatment.
- 285 home visits and 277 follow up were made to prevent relapse. Totally 178 cases were fully recovered at this year.
- Conducted 49 awareness programme on ill-effect of addiction to high-risk groups and thereby 2455 members were participated and benefited. As a result, 26 cases were referred to the project.
- Organized 12 Alcoholic Anonymous (AA) meetings for recovered persons and motivated 12 sober with motivation prizes. International Day Against Drug Abuse and illicit Trafficking was observed by rally programme, 100 school students were participated and disseminated the information on drug abuse prevention in their villages and working areas.





- The project strengthened its network with various departments & CBOs like Family Counselling Centre, Auto drivers Association, women & men self-help groups, NGOs, village panchayats, Alcoholic Anonymous, District administration etc and ensured full-fledged treatment to drug addicts.

The project staff team was underwent capacity building from TTK, Chennai on the topic of Group work and counselling techniques, family counselling, Prevention and Treatment process and ensured quality of services in the centre.

- The officials from NISD, District Child Protection Officer, Police Department, Health Department, Mental health board and officials from TTK and were visited the project and given guidance and suggestion.
- Observed World No Tobacco Day by sensitising 200 Nursing students at Nagapattinam and created massive awareness on its ill-effects and treatment amenities available in the district to recover and to lead a drug free life. As per the guidance of the MJSE, New Delhi, the project organized awareness activities on “Meri Maati and Mera Desh” and NMBA programme with participation of Govt. stakeholders at Nagapattinam.



## Gandhiji - Integrated Rehabilitation Centre for Addicts- Karaikal :

### Goal :

Ensure sobriety among addicts of Karaikal and neighboring district through medical and psychological treatment.

### Objectives :

- To increase the number of services rendered to alcoholic cases by 20% in one year.
- To continuously assist recovered cases so that cases of relapse is reduced by 10%.
- To organize the awareness programme on handling alcoholic cases for Government officials, private practitioners, Educational institutions and NGO's
- To network with the related departments and CBO's to strengthen the services to the entire district.

### Activities :

During the reporting period, the centre has admitted 190 drug addicts and given treatment. Conducted 2088 individual counseling, 263 group therapy, 52 family therapy and yoga & meditations for drug addicts to make the treatment successful. 244 home visits and 362 regular follow up were conducted and ensured sobriety. The relapse cases were identified through Home visits and they were motivated and treated under relapse management treatment.



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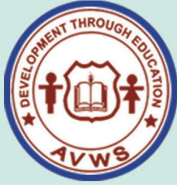
- The project organized 48 awareness programmes focussing on key topics such as Addiction is a disease, impact of addiction over family, Treatment procedures and community management.
- Flip charts, handbills, pictorial posters and flex banners are used to educate the participants. The school & ITI students, women self help groups, 100 days employment workers, sanitary workers, nursing students, volunteers and general public totally 1962 were sensitized on drug abuse prevention and functions of IRCA.
- International Day against Drug abuse and Illicit Trafficking was observed at Karaikal by involving 400 students from school and college. The programme was flagged on by the Honourable Minister for Transport and awarded with medal and saplings to all the sober who have participated in the rally event.
- 12 Alcoholic Anonymous (AA) meetings were conducted and 25 sober patients were participated. AA members from Kumbakonam and Mayiladuthurai shared about their achievements with new patients. This supported the new patients to see the merits to stay away from alcohol. This enhanced their motivation to stay sober and improve the quality of their lives.
- Observed signature campaign on Anti Drugs Day at Arignar Anna Govt. Arts and Science College, Karaikal, World Nurse Day at General Hospital, Karaikal, World AIDS Day at IRCA, Karaikal with the participation of Govt. stakeholders and created massive awareness about the Day and on functions of IRCA to the general public.
- As per the guidance of the Ministry of Social Justice and Empowerment, New Delhi, conducted activities on “MERI MAATI MERA DESH” and NMBA at Karaikal by involving nursing students, women group members with the participation of Govt. stakeholders and generated awareness on drug abuse prevention.
- Rally event was organized considering World No Tobacco Day at Karaikal by involving 150 Nursing students and sensitized the public about tobacco products and its ill-effects by distributing handbills and awareness posters.
- The officials from NISD, Deputy Collector (Revenue), Thasildar, Deputy Director (Immunization), District Social Welfare Officer, Doctor from Primary Health Centre and officials from TTK were visited the project and given guidance and suggestion.

**BREAKING NEWS** 03-07-2023

காரைக்கால் மாவட்டத்தில் அவ்வை கிராம நல சங்கத்தின் காந்திஜி மதுபோதை மறுவாழ்வு சங்கத்தின் சார்பில் உலக மது போதை ஒழிப்பு நாள் கடைபிடிக்கப்பட்டது. இதில் வ.உ.சி பள்ளி மாணவ மாணவியர் மற்றும் இமாகுலேட் செவிலியர் பயிற்சி கல்லூரி மாணவியர் விழிப்புணர்வு பதாதைகளை ஏந்திக் கொண்டு கோட்டுச்சேரி காவல் நிலையத்தில் இருந்து பொதுமக்களுக்கு விழிப்புணர்வு ஏற்படுத்தும் வண்ணம் சென்றார்கள். இதனை அமைச்சர் S.சந்திரபிரியங்கா அவர்கள் கொடியசைத்து துவக்கி வைத்து இதில் பங்கு பெற்ற மாணவ மாணவிகளுக்கு மரக்கன்றுகள் கொடுத்து வாழ்த்தினார்கள்.!

**காரைக்காலில் மது போதை விழிப்புணர்வு பேரணி.!**





## Awareness on Drug Abuse Prevention under NAPDDR scheme :

### Goal :

To enrich knowledge on drug abuse prevention among young people through supportive services

### Objectives :

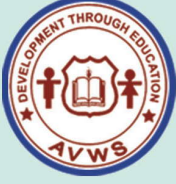
- To promote awareness on ill-effects of substance abuse through re-educative sessions for the students of polytechnic/ITI and Colleges in Nagapattinam District
- To enrich knowledge on life skills education among young people to address anxiety, depression, mood swings, suicidal thoughts and to lead a dignified and drug free life
- To conduct mass awareness events to sensitize on Drug abuse prevention at massive level involving Govt. officials and stakeholders at high risk and vulnerable areas in Nagapattinam District
- To ensure linkages with Govt. related Department and like minded institutions for sustainable changes

### Activities :

- With the guidance and support of the Ministry of Social Justice and Empowerment and Department of Social Defence, Chennai, Avvai village welfare society has organized awareness sessions on Drug Abuse Prevention for nursing students at Nagapattinam. 150 were participated. Various pictorial charts were used and educated the students on ill-effects of drug abuse and its preventive measures. The students involved in drawing competition on drug abuse prevention were motivated with prizes.
- Awareness sessions on ill-effects of drug abuse were held for the students of Govt. Industrial Training Institute of Nagapattinam district. The Men and Women ITI students were enlightened on drug abuse prevention, life skill education and their role to utilise Govt. services such as Integrated Rehabilitation Centre for Addicts, Counselling support and rehabilitation assistance. The students actively participated and learnt on drug abuse, its ill-effects and legal issues. Totally 415 students were trained and got benefited.
- Community based awareness session on drug abuse preventions were held at village level focusing on targetted people of women self help group members and 100 days employees and thereby reached 3200 people and sensitized them on ill-effects of drug abuse and functions of IRCA in the district.







Our Committed Partners :



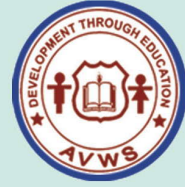
सत्यमेव जयते



Ministry of Women and  
Child Development



WelShiksha 



## Get Involved

You may extend your support to the organization in various ways:

We accept any donation that comes from the Heart

- Adopt a homeless and abandoned child to have better future by sponsoring him/her on education, food, shelter, clothing and overall development of the child.
- Adopt a deserted, neglected and vulnerable senior citizens or needy women to have better quality of life by sponsoring food, shelter, clothing, eye care and medical aid.
- Adopt a Project and we are eager to provide any information for further support and development of the community.



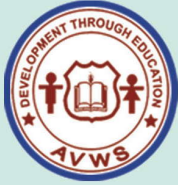
Avvai village welfare society will issue a receipt for the total amount donated.  
Donations made to “Avvai village welfare society”. It is a registered organization under the Indian Societies Registration Act XXI of 1860.

For further information

[avvaikk@yahoo.com](mailto:avvaikk@yahoo.com)

[www.avvai.org](http://www.avvai.org) - Contact No. 9445033360





## Avvai & its List of Projects

S.No	Project Name	Partner	Duration			Target population
			From	To	Target area	
1	Nagapattinam Childline-1098	CHILDLINE India Foundation	Jan-2005	June-2023	Nagapattinam	Children
2	Vidiyal Family Counselling Centre	Social Welfare and Women Empowerment Department	Apr-2002	On going	Nagapattinam	Women
3	Adaikalam - Sakthi Sadan programme	Ministry of Women and Child Development	Apr-1997	On going	Nagapattinam	Women and girls
4	Anubhavam – Old Age Home	Department of Social Welfare	Apr-2000	On going	Nagapattinam	Elders
5	Ambujam - Home for Senior Citizens	Ministry of Social Justice & Empowerment	Oct-1998	On going	Nagapattinam	Elders
6	Pudhumalar - Integrated Rehabilitation Centre for Addicts	Ministry of Social Justice and Empowerment	Mar-2001	On going	Nagapattinam	Men
7	Gandhiji - Integrated Rehabilitation Centre for Addicts	Ministry of Social Justice and Empowerment	Nov-2007	On going	Karaikal	Men
8	Women Empowerment Project	Welspun Foundation for Health and Knowledge	Oct-2021	February 2024	Karaikal & Nagapattinam	Women and Adolescents
9	Spoken English and Soft Skill Training for Rural Youth	Welspun Foundation for Health and Knowledge	Oct-2023	April 2024	Karaikal	Rural Youth
10	NAPDDR	Department of Social Defence	Feb-2024	March 2024	Nagapattinam	Drug addicts and general community
11	63 moons technologies India	Solar panel installation at the Manalmedu Old Age Home	March 2024	March 2024	Nagapattinam	Senior citizens

## Awards & Recognition :

AVVAI has been nominated to the following prestigious Government Committees in recognition of the service rendered by the organization.

- ❖ State Level Organization for Rashtriya Sam Vikas Yojna
- ❖ District Level Steering Committee for the Banks, Nagapattinam
- ❖ Committee member for the Elimination of Child Trafficking and Women Prostitution
- ❖ Service provider for Domestic Violence Act 2000
- ❖ Block Level Committee formed to facilitate PMJVK scheme in Nagapattinam

AVVAI has been conferred with the following awards, which act as a catalyst for Avvai to strive for rendering better services to the marginalized.

- State Level Award to Avvai for Excellent performance under SHG-Bank Linkage Programme from NABARD. (Avvai retains the State Level Award from the year 2000-01 to 2006-07)
- District Level Award for Best NGO in Skill Development for SHGs- Thiruvarur- 2003-04
- Social Responsibility Award to Avvai for implementing community based programmes for senior citizen from the Excellency Shri. Surjith Singh Barnala, Former Governor of Tamil Nadu.
- Award from HelpAge India & NDTV Viewers for best performance under Elders Rehabilitation Project -2007-08
- Award from Collective Good Foundation for Excellent Dedication and Support to Driving Change – A programme on Hygiene Education to Children of Primary school, Thiruvallur District of Tamil Nadu 2018-19.
- Certificate from Indian World Records for largest Human display of Clean Hand obtained by Avvai on 16th October 2019.
- Certificate of Appreciation from Greater Chennai Corporation for better implementing of Community Intervention Programme in Chennai City during COVID-19 pandemic in 2020.



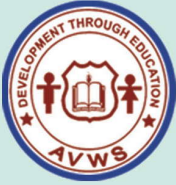
**Registered Office : Manalmedu, Kilvelur -611 104, Nagapattinam District**

### Administrative Office :

29. Sattaiyapper Melaveethi, Nagapattinam- 611 001  
Nagapattinam District, Tamil Nadu.  
Phone & Fax : +91 4365 224998,  
Mobile : 09445033360,  
Email : avvaikk@yahoo.com Web : www.avvai.org  
<https://www.facebook.com/avvai.krishnakumar>  
<https://www.linkedin.com/in/avvai-village-welfare-society-75700281/>  
[https://www.instagram.com/avvai\\_villagewelfaresociety/](https://www.instagram.com/avvai_villagewelfaresociety/)

### Contact Person & Designation

Mr. M. Krishnakumar, Secretary  
Mobile: 9443317544  
Year Avvai founded :1976  
Registration No.5/78 Dated 06.02.1978  
Registration Act : Indian Societies Registration  
Act XXI of 1860  
Exemption from IT : Yes (Holding 80G & 12A)



**S. Santhanagopalan & Co.,**  
Chartered Accountants

No. 78C, North Main Street,  
Opp. to Allahabad Bank,  
Thiruvarur - 610 001.  
Ph : 04366 - 244471, Cell : 94432 46980  
www.caganesh75@rediffmail.com.

**Avvai Village Welfare Society, Kilvelur, Nagapattinam (Dt)**  
**CONSOLIDATED RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2024**

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
<b>To OPENING BALANCES:</b>			
Cash at bank:	44,85,175.38	<b>BY SOCIAL/CHARITABLE:</b>	
Grant Received from Non FCRA (sch-5)	1,18,85,971.00	Scheme expenses - Non FCRA(sch-3)	1,30,38,734.38
Grant Received from CSR (sch-6)	37,56,280.00	Scheme expenses - CSR(sch-4)	36,53,496.00
Interest Received from Bank	1,28,488.14	Bank Charges	10,125.33
Donation Received	45,30,274.00	Meeting exp	13,250.00
Other Receipts (sch-7)	7,119.12	Society Registration Renewal charges	2,100.00
		Printing charges	7,850.00
		Fixed Assets Current Year(Sch-9)	2,92,860.00
		Car Insurance Paid	31,500.00
		EPF-Remittance	8,950.00
		ESI-Remittance	5,454.00
		TDS Receivable	51,899.00
		Property Tax-(Temple Tax KVL)	9,03,895.00
		<b>By CLOSING BALANCE:</b>	
		Cash at bank	60,23,193.93
		Fixed Deposit-ICICI Bank	7,50,000.00
<b>TOTAL</b>	<b>2,47,93,307.64</b>	<b>TOTAL</b>	<b>2,47,93,307.64</b>

Prepared from the books & records  
produced before us  
For S.Santhanagopalan & Co  
Chartered Accountants

G. Ganesh

Partner  
M.No.212269  
Place: Tiruvarur  
Date : 11.05.2024



For Avvai Village Welfare Society

(M. Krishnakumar)  
Secretary



H.O. : Old No. 12, New No. 16, V Cross Street, Sasthi Nagar, Adyar, Chennai - 20.



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**Avvai Village Welfare Society, Kilvelur, Nagapattinam (Dt)**  
**CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH, 2024**

EXPENDITURE	AMOUNT	INCOME	AMOUNT
<b>To Scheme expenses</b>		BY Grant Received from Non FCRA (sch-5)	1,18,85,971.00
Scheme expenses - Non FCRA(sch-3)	1,30,38,734.38	Grant Received from CSR (sch-6)	37,56,280.00
Scheme expenses - CSR(sch-4)	36,53,496.00	Interest Received from Bank	1,28,488.14
Bank Charges	10,125.33	Donation Received	45,30,274.00
Meeting exp	13,250.00	Other Receipts (sch-7)	7,119.12
Society Registration Renewal charges	2,100.00		
Printing charges	7,850.00		
ESI-Remittance	5,454.00		
Property Tax-(Temple Tax KVL)	9,03,895.00		
Car Insurance Paid	31,500.00		
Depreciation written off	9,02,241.98		
<b>Excess of Income over Expenditure</b>	<b>17,39,485.57</b>		
<b>TOTAL</b>	<b>2,03,08,132.26</b>	<b>TOTAL</b>	<b>2,03,08,132.26</b>

Prepared from the books & records  
produced before us  
For S.Santhanagopalan &Co  
Chartered Accountants

  
G.Ganesh  
Partner  
M.No.212269  
Place: Tiruvarur  
Date : 11.05.2024

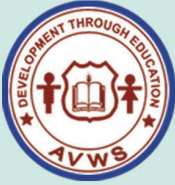


For Avvai Village Welfare Society

  
(M.Krishnakumar )  
Secretary



H.O. : Old No. 12, New No. 16, V Cross Street, Sasthri Nagar, Adyar, Chennai - 20.



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**Avvai Village Welfare Society, Kilvelur, Nagapattinam (Dt)**  
**CONSOLIDATED BALANCE SHEET AS ON 31st MARCH, 2024**

LIABILITIES	AMOUNT	ASSETS	AMOUNT
<b>GENERAL FUND:</b>	1,16,44,206.85	FIXED ASSETS (Sch-8)	48,40,860.32
Add : Current Year	17,39,485.57		
Add: Adjustments Current Year	1,925.00	<b>CURRENT ASSETS</b>	
	<b>1,33,85,617.42</b>	Rent Advance	4,35,000.00
		Loans & Advances (Sch-2)	49,68,476.17
		Tax Deducted at Source	12,71,347.00
<b>CURRENT LIABILITIES &amp; PROVISIONS</b>		<b>By CLOSING BALANCE:</b>	
others (sch-1)	49,03,260.00	Cash at bank	60,23,193.93
		Fixed Deposit-ICICI Bank	7,50,000.00
<b>TOTAL</b>	<b>1,82,88,877.42</b>	<b>TOTAL</b>	<b>1,82,88,877.42</b>

Prepared from the books & records  
produced before us  
For S.Santhanagopalan & Co  
Chartered Accountants

G. Ganesh  
Partner  
M.No.212269  
Place: Tiruvarur  
Date : 11.05.2024

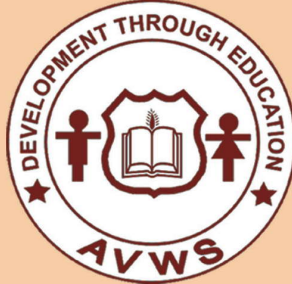


For Avvai Village Welfare Society

(M. Krishnakumar)  
Secretary



H.O. : Old No. 12, New No. 16, V Cross Street, Sasthi Nagar, Adyar, Chennai - 20.



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You can send donation to us either directly or contact us for a pick up.

### **Avvai Agents**

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in the comfort of your own home!

### **Corporate CSR Partnerships**

Simply send us an email on [avvaikk@yahoo.com](mailto:avvaikk@yahoo.com) and we will be happy to create a customized donation option for you!

For further information contact...

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Linkedin    [linkedin.com/in/krishnakumar-madhavan-75700281](https://www.linkedin.com/in/krishnakumar-madhavan-75700281)

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