

EDUCATION COMMUNICATION AND DEVELOPMENT TRUST – EDUCATR



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CONTACT

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Message from Dr. R. Velmurugan Rajappa, Founder Managing Trustee....

Greetings and Wishes to all

We are very happy to share that EDUCATION COMMUNICATION AND DEVELOPMENT (EDUCATR) TRUST enter into 27 year in community level development activities with the primary focus on enhancing quality education to rural children and empowering rural women socially and economically to lead a sustained living.

We continue our activities for this year with the above focus and continued Educational Support to children study at "CHAKKARAVARTHY VIDYALAYA PRIMARY AND NURSERY SCHOOL, Running Bridge School Educational Centers, Distributing note books, Weekend Computer education programme, Nutritious supplement to school children, General health camp in school. We have take up new initiatives by promoting children participation for their village development and environmental concern with the support of the community stakeholders to maintain village cleanliness, stop using plastics and tree plantation at their respective villages.

We continued follow up activities and project intervention among Women Street Vendors for their sustained living and capacity building programmes for the members of women groups.

I render my loving gratitude to our International Partners "GURU KRUPA FOUNDATION- USA, EU CAN AID – BELGIUM, SHAMDASHANI FOUNDATION – HONG KONG and our committed staff team, women leaders and community stakeholders. We are

so much encouraged to continue activities for the coming years with the same dedication. Thank you all.

About the Organisation:

Education, Communication and Development Trust (EDUCATR) was established by a group of pro – active social service people in the year 1997. It was registered under Indian Trust act in the year 1997. We also got FCRA and 12 AA of the Income Tax Act 1961. Social-minded group of people was promoted with a small beginning, primarily for eradication of illiteracy from amongst the rural poor. Over the years extended geographically to 275 villages in the blocks of Usilampatti, Chellampatti and Sedapatti and Elumalai Town panchayat in Madurai District, Tamilnadu, India. We are working for poor women and children; unskilled drop out youth, dalits, person with disabilities, HIV affected persons, child laborers and other backward community's development and empowerment.



VISION

EDUCATR envisages a gender just society in which women, children and marginalized have rights over their own lives.

MISSION

EDUCATR envisages a gender just society in which women, children and marginalized have rights over their own lives and Sensitizing, marginalized through education and creating socio economic development.

GOAL

To improve the peoples living condition especially the women, children, youths and disabled from the poor and vulnerable families by strengthening the community based people capacity on functional self-help structures towards a long term sustainable development of the communities.

HIGHLIGHTS OF PROGRAMMES:

- ✚ To provide quality education to these children all 08 teachers teaching from LKG to V STD are given teaching aids to delivery better teaching to children.
- ✚ 162 children coming from very poor and disadvantaged families LEARNED COMPUTER SKILLS at computer digital class room in the school premise.
- ✚ 38 poor and needy children are provided educational materials such as note books and writing materials.
- ✚ 312 Community children improved their educational and personal potentials through 10 Bridge School Educational Centers
- ✚ 12 dropout children are identified and they are enrolled back into mainstream education at nearby schools.
- ✚ Supplementary Nutritious food supplement had been provided to 298 school children to improve their health.
- ✚ School level health check up camps have been conducted and totally 301 children benefited and their parents are given instructions
- ✚ 158 poor children are support to pay their part school fees to continue their formal education and overcome their family situation.
- ✚ We motivated our school children towards environmental concern with their active participation. They conducted "Campaign Against Open Defecation" to emphasize village cleanliness.
- ✚ Our children conducted community level campaign against using plastics and promoted the use of cloth bags by distributing 1000 cloth bags in 10 villages.

- ✦ We promoted sustainable income generation among 48 street vendors and supported them by providing training on marketing skills, forming a forum and obtain legal license for their micro business activities

PROGRAMME ACTIVITIES FOR 2023-2024:

A. EDUCATION TO RURAL AND COMMUNITY CHILDREN:

Education helps a child to get knowledge and improve confidence in their life. It helps them to improve their career and personal growth. An educated person can become a great citizen in society. It helps them to take the right decisions in life. EDUCATR running "CHAKKARAVARTHY VIDYALAYA PRIMARY AND NURSERY SCHOOL to provide all possible opportunities for learning and career enhancement at the early stage in the life of rural children.



We continue our activities for the coming year with the above programme such as Educational Support to 299 children study at "CHAKKARAVARTHY VIDYALAYA PRIMARY AND NURSERY SCHOOL, Running 10 Bridge School Educational Centers, Weekend Computer education programme to 162 children, Nutritious supplement to 299 school children, Part School fees to 158 poor children, 02 general health camp in school and 10 health camp at Bridge school Centers and cultural and creative children talent show activities in school and in 10 centers and take up new initiatives by promoting children participation for their village development and environmental concern with the support of the community stakeholders to maintain village cleanliness, stop using plastics and tree plantation at their respective villages

Providing teaching aids for teachers from L.K.G. to V STD:

SAKKARAVARTHY VIDYALAYA Nursery & Primary School' recognized by Government of Tamilnadu is run by EDUCATR to provide educational support for children belong to poor and vulnerable families. This year the total number of children admitted into our school is 298. All these children completed their academic year successfully. Our school Principal Mrs. B. Amutha Priya and the Teachers and non-teaching staff team, rendered their commitment in taking care of children during the school days. To provide quality education to these children all 08 teachers teaching from LKG to V STD are given teaching aids to delivery better teaching to children. The teaching aids include display materials, notes books, charts, illustration pictures, globe and record notes. The support helped our teachers to take classes to children in an easy way that children are able to understand.



Children learn the basic operation of computer and improve their education:

Among the school children we have identified and selected 162 children coming from very poor and disadvantaged families who do not have any opportunity to learn basic computer literacy. EDUCATR has a computer digital class room in the school premise.

We recruited and appointed to computer teachers namely Mrs. Thenmozhi and Mrs. Shanmuga Priya to conduct computer classes on week ends on Saturday and Sunday. The computer classes are conducted from 10:00 AM to 01:00 AM. The theory and practical computer classes are conducted in four shifts and for each shift 40 students are admitted. They are educated on basic operation of computer, internet usage, learning class lessons and learning word files, painting, excel spread sheets, typing and preparing power point

presentation. The opportunity supported the rural children compete with other children and develop their skills to enhance self confidence and self esteem.

Along with academic education, the rural children had the opportunity to have access to computer operation, learning the basic computer literacy. Children developed their self esteem and enjoyed themselves by operating computer.



Establishing Bridge School Educational Centers and Teaching Staff:

EDUCATR selected appointed 10 Bridge School Teachers on 01 Sep 2023 and conducted interviews to appoint them. Now all the 10 teachers regularly take classes for the rural children and prevent dropouts. Every month on 05th the teachers review and planning meeting is conducted and they share their teaching experience and submit their monthly report.



At present 312 children are enrolled in 10 Bridge School centers. To Continue to run 10 Bridge School Educational centers all 10 centers are provided with Block Board and writing and teaching aids. Teaching in regular school is different from the Bridge School Education. The appointed teachers have to comprehend the project concept and the learn the teaching methods according the standard of the rural children. Therefore EDUCATR conducted two days training programme on 16 and 17 Sep 2023 and invited Mr. Saravanamoorthy who conducts training for rural teachers. He trained the 10 EDUCATORS on teaching methods, games and sports activities. The teachers are trained to prepare their teaching lessons and keeping children records. After the training all the 10 teachers conduct their respective center more effectively.

Capacity building for teaching staff at Bridge Schools:

Teachers are trained to conduct their teaching lessons in a play way method that children are actively participate in the class hours and improve their talents. The teaching method attract dropout children to improve their education and learning capacity. The identified dropout children will be enrolled back into regular mainstream education in the coming academic year. Teachers are trained to conduct their teaching lessons in a play way method that children are actively participate in the class hours and improve their talents. The teaching method attract dropout children to improve their education and learning capacity. The identified dropout children will be enrolled back into regular mainstream education in the coming academic year. This year our Bridge school teachers identified 12 dropout children through Bridge School Education. Among them 04 children are admitted at Chakkaravarthy Vidyalaya Nursery and Primary School and 08 children at nearby Government School to continue their formal education



Developing Skills and Creativity among Children:

We encouraged and trained our community children from Bridge School Educational Centers to develop their skills through various programme. We have conducted 12 such programme this year that include fancy dress competition, drawing, dancing, speech, storytelling, toys making and conducting joint

programme with children at Chakkaravarthy Vidyalaya Nursery and Primary School. The neglected children enjoyed the opportunities and exposed their creativity and talents.



Providing Nutritious Supplement to Children:

All the children coming to our school are malnourished and most of them do not good food. To support these children EDUCATR planned to provide nutritious supplement 10 days in a month when they leave from the school. We supported 299 milk, biscuits, millet cookies and pulses. Children at their growing age needed healthy food and supplement food. To compensate we have taken the effort with the support of 'GURU KIRUPA FOUNDATION' and provided nutritious food supplements. We started this programme from Sep 2023 and continued the event till now. The support help children to develop healthy physic and mind and enjoyed their learning throughout the year in the school.



Paying School Fees for Poor Children:

EDUCATR runs the CHAKKARAVATHY VIDYALAYA NURSERY AND PRIMARY SCHOOL not for profit oriented but to provide educational support to the rural poor children. Most parents of our children are daily workers and unable to pay the full educational fee for their children. To support these vulnerable parents and assist children to continue quality education, every year EDUCATR support part school fees. This year 158 children are supported to pay their part fee. The details of children and payment of school fees as follow...

S. No	Standard	Number of Children	Amount to per child	Amount Paid
01	LKG	21	1100	23100
02	UKG	22	1100	24200
03	I STD	19	1200	22800
04	II STD	23	1400	32200
05	III STD	24	1500	37500
06	VI STD	21	1600	33600
07	V STD	28	1700	47600
	TOTAL	158		221000



Co-curricular Activities at School:

We motivate children in our school to develop integrated skills along with education. At this modern world children face many challenges. Only interpersonal skills support our children to face all such challenges. We have conducted 08 major programmes for our school children this year and that include...



General health check up camps in school

To maintain good health among the school children and community children EDUCATR conducted One school level health camp on 22 Nov 2024. Dr. Muthu Saravanan from Usilampaty with his team provided basic health treatment and advice to the children and their parents. EDUCATR also conducted 10 health camps in all Bridge School Education centers and given treatment for basic ailments to children. At community level health camp we conducted

health education to parents and children on preventive care and conducted health check up to all 301 children. Similarly with the support of Dr. Muthu Saravanan from Usilampaty with his team, we conducted another health camp in our school on 12 March 2024. The team provided basic health treatment and advice to the children and their parents



EDUCATION SUPPORT TO POOR AND NEEDY CHILDREN:

EDUCATR in partnership with SHAMDSANI FOUNDATION - Hong Kong supported 38 poor children. Today quality education is not possible as parents living in poor situation unable pay their school fees and provide school books and note books. We identified and selected 38 poor and needy in Usilampaty municipality area and admitted them at CHAKKARAVARTHY NURSERY AND PRIMARY SCHOOL run by EDUCATR. Like other children these poor children are paid their school fees and distributed school books and note books.

Now the children are continue their education joyfully. On 22 Jan 2024 we conducted event and provided note books to all 38 poor and needy children in our school. These children are coming from very poor families and their parents are daily workers who work in the corporation and in construction work. They are unable to provide better education with their meager income.



B. Enhancing Children Participation for Environmental Protection:

This year EDUCATR has taken efforts to motivate our children towards Environmental concern. Still we found in many villages, people and children use open toilets and use plastic carry bags. To raise community level awareness, we formed children clubs and with the support of all the members of children club “Awareness campaign against open defecation and use of Plastics is conducted on in 10 villages from 24 March to 04 April 2024. The members of the children club have take up efforts to eliminated open defecation in all target villages.





Campaign Against use of Plastics:

The children also distributed 100 cloth bags to each villages and totally 1000 bags are distributed in 10 villages. Mrs. B. Amutha Priya, Principal of “Chakkaravarthy Vidyalaya Nursery and Primary organized with events with the support of 10 EDUCATRs.



We prepared 1000 cloth bags from our tailoring unit at the central office. Similarly we trained and motivated our children the need to protect our Mother Earth and Environmental Conservation through Green Coverage. With the support of our children we have planted 3000 trees in 10 villages from 12 April to 22 April 2024. Our effort trained 200 responsible children club members for care and concern to environmental protection.

C. Sustainable Income Generation Programme to Women Street Vendors:

Street vendors are the class of entrepreneurs who have minimal investment in their business and earn very low income to cover the expenses of the family . Hence the primitive concept of a male dominant society has been replaced and both male and female were involved in this form of business activity to help in the financial matters of the family. The Covid 19 situation has taken into grasp every single aspect of the economy. The outcome of the lock down imposed due to the pandemic situation is worse than it can be interpreted. Many street vendors had to shut down their businesses because their financial stability was severely hampered and they faced losses in income which subsequently increased their debts so as to meet the basic necessities of life.



This project supports 48 women street vendors who work hard and toil everyday facing all challenges for their survival. The project will improve their learning and capacity and take up their micro business activities and restart their life that has been affected during the COVID 19 PANDEMIC for the past two years.

Two days training on micro entrepreneurship and marketing strategy:

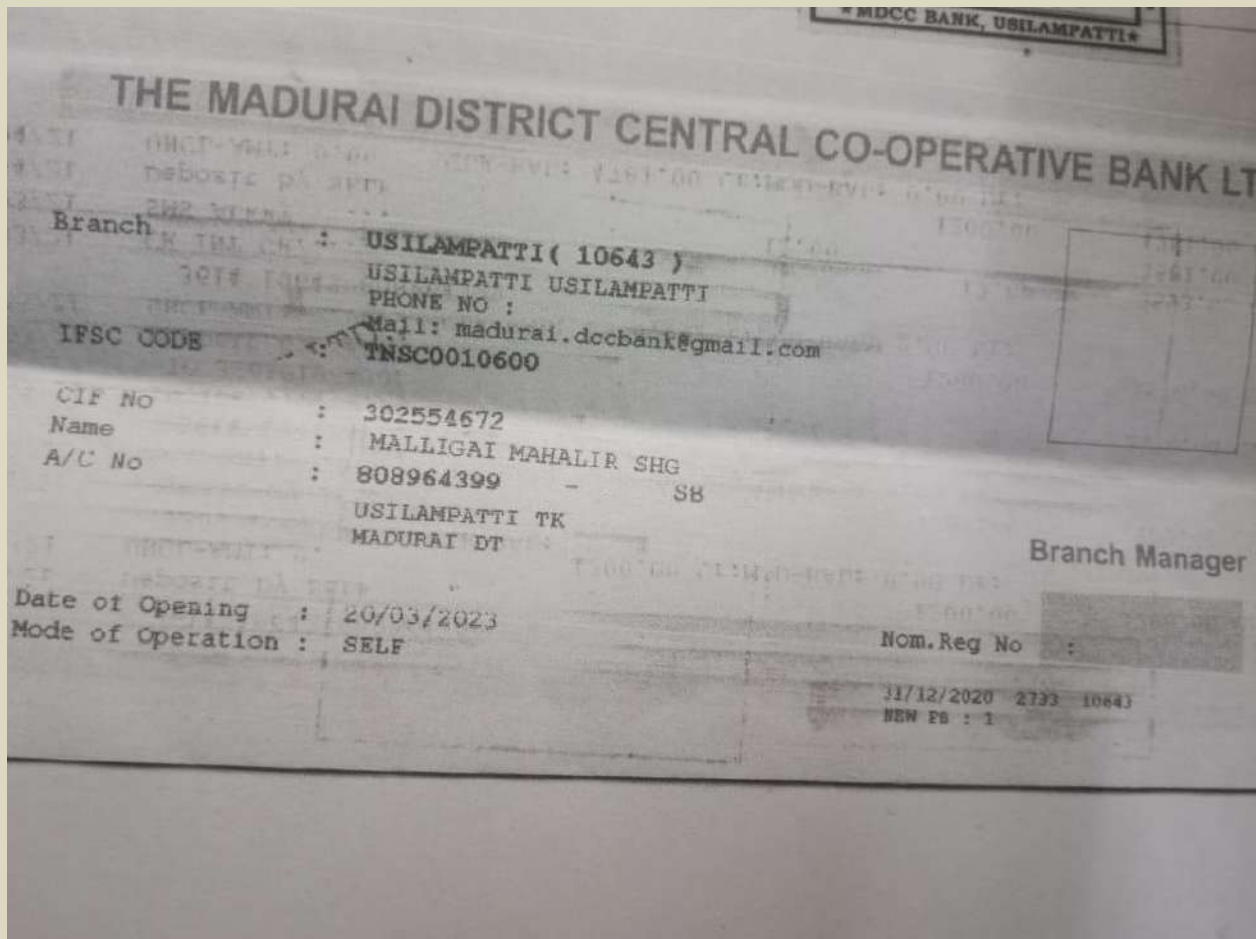


For the successful implementation of proposed activities, EDUCATR has taken the importance to training the project beneficiaries on project objectives. EDUCATR conducted the one day training programme for all 48 project beneficiaries on 06 Feb 2023. The purpose of the project is that these vulnerable women utilize the opportunities and use the seed grant for their business investment and continue their work. The beneficiaries are also supported by providing a one day training programme on accounts keeping on 18 Feb 2023. They are trained on calculating income and profit and use only the profit for their livelihood and continue with an initial seed grant for their regular business activities. The beneficiaries are also supported to develop marketing skills, communication, consumer satisfaction and procuring quality products for their business activities on 27 Feb 2023.

The training programmes motivated them to continue their respective trade with care and for the satisfaction of the consumers.

Formation of “Women Street Vendors Development Society” Open bank account in the name of the Society:

We have planned to form a federation for the 48 street vendors. For the first step, we have formed four groups with 12 members each for all the 48 beneficiaries. Now each group has registered a bank account in their respective group name. Now we plan to form a federation with all the 48 women beneficiaries during the month of May 2023.



We trained each group to make weekly transactions with their group account and invest savings with their profit for their future. Even if they face a similar disaster situations in the future, they can use their savings for their business activities. Similarly, the major expenses they meet is to educate their children. Their savings will help them to meet the educational expenses for their children and it will support them not to borrow money from other

moneylenders and pay huge interest. Each group has a president, secretary and treasurer to monitor their group activities.

Project Beneficiaries in their respective business activities after receiving the capital grant:



One day training on Key members of “Women Street Vendors Development Society”

Though the project activities have been started as a recovery project for the street vendors who suffered for the livelihood during the COVID PANDEMIC, EDUCATR planned the sustainability of the project activities by empowering the beneficiaries to become a form to face the challenges and as well support each other for their growth, development and empowerment. Therefore we formed a form among them in the name of “Women Street Vendors Development Society” and opened bank account.

To develop further the activities of the form EDUCATR conducted one day training programme for the key members of the society on 03 July 2023 and invited 12 key members of the society and motivated them to take the lead through the training programme.



The following key activities are planned:

The key members of the society meet on first Wednesday of every month to discuss any issues raised by the members.

Supporting all the 48 members to get legal license for their micro business activities and ensure all members get insurance.

If any of the member suffering for any economical issue or health problems, the society will take the initiative to support them.

If any member face threat for their work, the society will intervene and support them for their protection and safety.

The society will ensure the children of the beneficiaries are at school and they complete higher education.

Applying for license, insurance and identity cards and obtain the same to continue the business

As planned by the “Women Street Venders Development Society” all the 48 women street vendors have been supported to obtain license for their micro business activities, insurance and identify cards. Now all the 48 women feel happy that they are safe and comfortable in their business activities and continue their work without any disturbances. Their micro business activities is also insured that they will get the compensation in case of any damage, theft or fire accidents.

We are enclosing the copy of insurance by one of the member Mrs. Lakshmi W/o Palani for your kind reference.

We are also enclosing the copy of license issued by food security department of our project beneficiary Mrs. C. Rose Mary W/o Chinnapandi

One day workshop on digital marketing and business:

All our selected project beneficiaries are from the rural villages and they have not educated much. However they are involved in micro business activities and involves purchase of good, money and labour. We planned that our beneficiaries needed to update themselves in their marketing work and should learn digital calculation for their business activities. When we explained the same to our beneficiaries they expressed their willingness for their learning. EDUCATR conducted one day workshop on digital marketing to all 48 street vendors on 12 Aug 2023 and educated them on billing, zip payment system, calculation and account keeping. It helped our project beneficiaries to take one step further in micro business activities and become professional business women in the future. We invited Mr. Abdul Nazer, the business person in Usilampatty to conduct the workshop in digital marketing and business management.



Monitoring, field visit and project administration

Supporting the street vendors at the post COVID PANDEMIC period was a new initiative have taken by EDUCATR with the support of EU CAN AID. All the proposed activities are planned and carried out by the able leadership of Mr. R. Velmurugan, The Managing Trustee with the support of two full time staff and 06 volunteers. They identified and selected the right project beneficiaries, organized and conducted training programmes, distribution of grant and regular field visit that the project beneficiaries continue their micro business activities.

Our staff team also supported the beneficiaries for ...

01. Getting license for their business activities
02. Opening bank account and digital payment system
03. Identity cards
04. Insurance
05. Promoting the group into a forum for their collective action.



Project Outcomes:

- In our Indian context, women are vulnerable and the situation of women street vendors is still worse. Their life situation has changed now and they imbibed a great hope with the capital grant
- The project support helped the female street vendors to continue their business activities and rescued them from getting loans from the moneylenders for huge interest.
- The project beneficiaries support their families with their food and educational support for their children.
- The poor street vendors are empowered as potential women business persons by developing their skills.

- A collective form has been formed for their rights, protection and renders group support in time of crisis.
- Now the women continue their business activities with safety, protection and happiness.
- Now the supported women street vendors are earning INR. 4000 to 5000 in a month and support their families for the economical needs.
- We are very happy to express that we have created a model by supporting the women street vendors that poor women can become empowered when they are trained and motivated. We thank EU CAN AID for your kind support in the lives of Women Street Venders.



D. SUPPORT PROGRAMMES AND ACTIVITIES:

Tree plantation programme with the support of SHG Members:

We conducted tree plantation event at “Chakkaravarthy Vidyalaya Nursery and Primary School on 24 Oct 2024. Our school children and teachers planted tree in our school campus and we have assigned a group nurture the planted trees and watering. We motivated our school children and teachers on the necessity of green coverage in our earth and protect our environment.



Rainwater saving training programme:

EDUCATR conducted one day training programme to women group members on “Rainwater saving and harvesting on 11 Feb 2024 at Nakkalpatty village. 250 Members of women self help participated in the programme. The purpose of the training is that ..

We cannot imagine a day without water, as water is used for different kinds of activities every day, including drinking, cleaning, washing, bathing, and industrial uses. Water is very precious and also essential for both biotic and abiotic components of the ecosystem. Due to a lack of proper water conservation and pollution of water bodies, water is scarce. Through this training programme our members of women groups are explained that The process of rainwater harvesting is the collection and also storage of the rainwater, which runs off naturally or from man-made catchment areas like rooftops, compounds, rock surfaces, and so forth and they save water.



Accounts training to members of Women Self Help Groups:

One day training programme for members of Women Self Help Group on Accounts Keeping was conducted in our administrative office. 600 women group members who obtained credit and linkage with ICICI Bank are invited for the training. The training was conducted on 24 Feb 2024 and Mr. Sakthivel, Senior Manager of ICICI conducted the training and given instruction and explanation to members of women groups and trained them to learn the account process that every individual women has the right to know their credit system.

Relief materials distribution to persons with disabilities;

EDUCATR every year support persons with disabilities by distributing relief materials. This year we have identified and selected 32 persons with disabilities and invited them to our office on 04 March 2024. Each person was distributed one month groceries for their survival and supported them to care of their health and educate their children.

E. PROJECT MONITORING

EDUCATR was able to successfully implement the proposed project activities with the support of our staff team, Mrs. B. Amutha Priya, Dr. R. Velmurugan Managing Trustee, School Teachers, Non Teaching staff, Community Leaders, Volunteers, Parents and Village Leaders. Our team regularly conducted weekly and monthly meeting and actively implemented project activities. We thank for their commitment and dedication and we developed more confidence to continue our educational and community development activities to further heights



**Our Sincere thanks and Gratitude to our
International Partners
GURU KRUPA FOUNDATION – USA
EU CAN AID – BELGIUM
SHAMDHASANI FOUNDATION – HONG KONG**