



ORGANISATIONAL PROFILE

VOC Rural Development Centre(VOCRDC)



WHO WE ARE:

VOCRDC is a woman headed, secular, non-political, non-communal, non-profit organization committed for socio-economic, educational and cultural development of marginalised rural people. VOCRDC was registered on 13-02-1996 as a Non-Governmental Organization under the Tamilnadu Societies Registration Act, 27 of 1975. Since its inception, VOCRDC is illumining the lives of many under-privileged people. It has 7 members Executive Board of which five are women.



VISION

“Empowering communities through holistic and sustainable development, where every individual has equal opportunities to thrive, and the environment is preserved for future generations.”

MISSION

“Empowering communities through comprehensive programs promoting women and child welfare, water and sanitation access, sustainable housing, environmental conservation, climate action, and renewable energy adoption for holistic, equitable development.”

OUR TARGET GROUPS

VOCRDC concentrates on the holistic development of the poor and the under privileged and its service are extended to the below mentioned population without prejudice to caste, creed, race, colour, and language.

- Child Workers in Metal Stone Quarries and their families
- Adolescent, Dropout Girls and Boys and Youth
- Manual Scavenging Workers and their families
- Rural Poor Women, Adult Girls and Children
- Small & Marginal Farmers and Agricultural Coolies
- Differently abled

OUR PHILOSOPHY

The basic philosophy of our organization is to be in the forefront in protecting women's rights as human rights, by exposing violence against women, by promoting the needs of the girl child and by promoting and developing a comprehensive, holistic and rights-based approach to health services for women and children and enhancing the human conscious for a more sustainable world by spreading information about climate change, supporting alternative energy research and sources, protecting the environment, encouraging sustainable trade and consumption, and promoting more equal and sustainable lifestyles.



OUR HISTORY

VOC RURAL DEVELOPMENT CENTRE (VOC RDC) was started in the year 1996 by a team of likeminded individuals headed by Mr. R.S. Ramasamy, a graduate and the son of the soil from the target area. He has grown witnessing the violence and harassment against women and infanticide. Thus, he was determined in his young age to dedicate his life for development of women and children. Being from the family background of agriculture and farming, he naturally took the responsibility of conserving nature in his shoulders. With the rich experience acquired through his association with social activists' network and the various trainings in social service, he motivated his team members to come forward to register VOC RDC under the Tamilnadu Societies Registration Act, 27 of 1975 in order to become a legal entity in the year 1996. He has categorically identified Mrs.S.Latha as one of the core executive member. She has been elected democratically as the President of the organization.

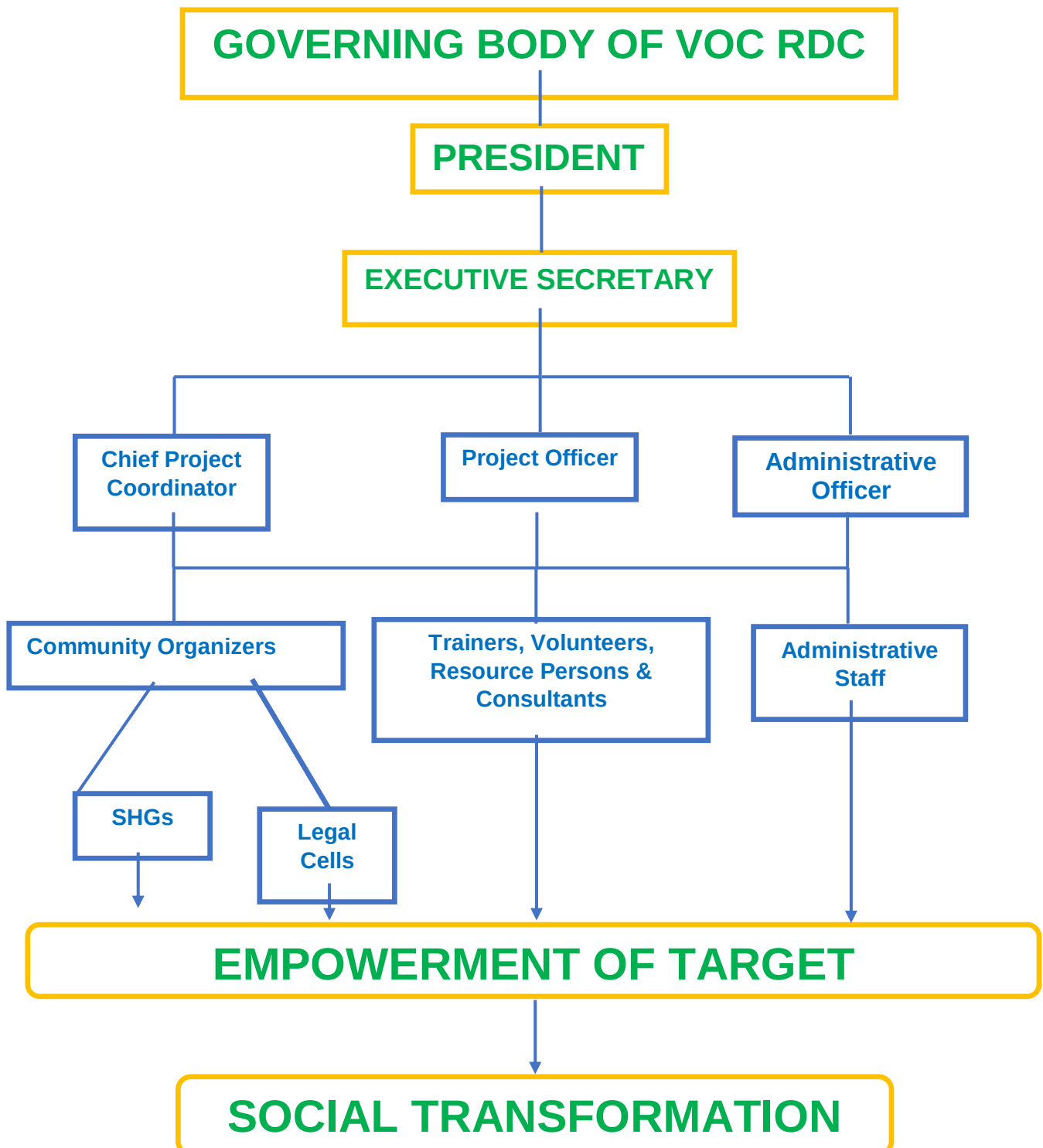
Mrs. S. Latha strategically prioritized the development activities of women and children who are socially and economically oppressed, especially Dalit bonded women laborers, scavenging women, adolescent girls and children employed in stone metal quarries, Blue Metals, Crusher Units and Brick Kiln Units, agricultural coolies, disabled, and the landless and migrant laborers in Vadipatty Alanganallur and Thirumangalam Blocks of Madurai District, Tamilnadu, India and started work with her team of Executive Board towards the holistic development.

OUR VALUES & STRATEGIES

- ✿ Knowledge creation
- ✿ Social change
- ✿ Sustainable life and livelihood with economic stability
- ✿ Participation and empowerment
- ✿ Courage
- ✿ Teamwork
- ✿ Innovation
- ✿ Equality
- ✿ Transparency
- ✿ Giving
- ✿ Compassion
- ✿ Empathy
- ✿ Inclusiveness



Organogram:





Our Executive Committee

Mrs. S. Latha – President

Mr. R.S. Ramasamy – Secretary

Mr. V.Gopal – Treasurer

Mrs. S. Balammal – Member

Mrs. N. Pappathi – Member

Mrs. J. Pappu – Member

Mrs.R.Parimala – Member

OUR AREA OF OPERATION

We are working in Tamilnadu, India. We cover about 200 villages with various community development, women and children empowerment initiatives. Our services cover a population of nearly 2 lakhs people.

LEGAL INFORMATION

Name of the Organisation	VOC Rural Development Centre
Type of organisation	Not for Profit
Registration No.	22 /96 Registered under Tamilnadu Societies Registration Act 1975 u/s 27 dated by 13.02.1996
Registered with Income Tax Act (IT)	12A(a) Unique RegdNo:AAA AV2161JE20165 80G : Unique Regd No:AAA AV2161JF20221
Permanent Account Number (PAN)	A AAA V 2 1 6 1 J
FCRA Reg. No.	0 7 5 9 4 0 3 8 8, (Registered under Ministry of Home Affairs, Govt of India)
Banking & Financial Institution linkages with	State Bank of India and Central Bank of India.
Project Linkages with	Government Departments, National and International Donors and Communities



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Our Thrust Areas

- **Women Development**
- **Women Education**
- **Women Freedom & Rights**
- **Child Development**
- **Child Education**
- **Child Rights & Freedom**
- **Water and Sanitation (WASH)**
- **Housing and Infrastructure**
- **Environment, Biodiversity, Climate Change Initiatives**
- **Sustainable Farming and Agriculture Development**
- **Renewable Energy**

OUR ACHIEVEMENTS:

- ✓ Nearly 850 women supported under Dalit Women Empowerment program through Skill training and Capacity Building initiatives
- ✓ 180 WSHGs were organized for adolescent and adult women who are totally disadvantaged and under trafficking, slavery, sex work, and discrimination.
- ✓ Over 3200 rural poor women empowered socially and economically through Women SHGs and Federation activities.
- ✓ 425 women empowered to emerge as Rural Women Entrepreneurs through Income Generation Initiatives.



- ✓ We provided support of piggery farming to 50 women under the concept of “pass-on-the-pig” and the children mainstreaming and retention activities.
- ✓ 525 Children in labour, street children, and children in trafficking and dropouts’ children were rescued and rehabilitated.
- ✓ 50 Child Clubs in the focused 50-villages were provided with life skill learning, leadership and activists trainings and helped in themainstreaming of the dropouts in formal education and prevented child labour incidences the “EUREKA” Rural Children's Library Program.
- ✓ Through the focused 30-villages and in the 10-cluster level EveningTuition Centres academic excellence is provided to the deprived Dalit children and provided quality coaching with qualified teachers.
- ✓ Released 90 families from slavery who were working in Metal StoneQuarries, Crusher Units and Brick Kiln Units and rehabilitated them with sustainable livelihood such as Goat Rearing, Mulch Animals.
- ✓ Constructed around 1000 low cost toilets to 1000 families undertotal sanitation project.
- ✓ Constructed 5 safe water and sanitation facilities to government runschools at Vadipatti Taluk.
- ✓ Constructed 10 safe water facility for 50 families of 10 villages of Vadipatti block.
- ✓ Constructed low-cost housing to 375 poorest poor families in Vadipatti taluk.
- ✓ 20 Farmers club has been formed and provided sustainable agricultural practices to 150 farmers.
- ✓ Conservation and restoration of degraded estuarine ecosystem of Pitchavaram Mangrove Forest of Tamil Nadu, India. We have restored 50 ha of Mangrove forest area with nursery raised and native collection and KEM potting of 1,00,000 saplings
- ✓ Provided off-grid solar power to 45 houses in rural Vadipatti.
- ✓ Conducted Leprosy and HIV/AIDS awareness to the rural population of 10 villages and to the 5 schools and 5 colleges located Madurai district.
- ✓ 70 main villages with a population of 175,000 covered through various welfare programs.



AWARDS & RECOGNITION:

- ❖ VOC RDC has received the **Mother Theresa Award** for our seamless service in the area of rights, education, empowerment and health for deprived women and children.
- ❖ VOCRDC was appreciated with the award by Lions Club of Madurai district for its service in the area of Women rights.
- ❖ VOCRDC's President has received the lifetime achievement award from Rotary Club of Madurai.



PROJECT AREA MAP (Madurai,Dindigul,Theni&Cuddalore Districts)



SUSTAINABLE DEVELOPMENT GOALS:



Our Strategic Programs:

1. Education

- 1.1. Dalit children education empowerment and mother's skill development:** The prime objective of the program is to promote awareness on basic education rights of children in schooling and prevention of dropouts in the Taluk of Vadipatti. The geographical focus is on the 30 villages at 10 cluster levels. Through the program the mothers of the vulnerable children also receives supports on meaningful skill development through tailoring and embroidery. Children were provided academic coaching through 10-child learning centres. Easy learning to slow learning child methodology is adapted and their knowledge levels, learning skills and excellence have been improved substantially. The centres functions to bring more responsible future citizens from the unmet and discriminated communities. Awareness generation is being provided with celebration of special days to sensitize the communities at the wider levels. Each year 300-children receives educational materials support, 250-children on academic coaching, 100-young mother in vocational training and 500-members receives healthcare assistance through organized health camps. 120-children were provided life skill accomplishment in two-wheeler mechanism, computer application, and tailoring.
- 1.2. Emancipation of Child Labor:** Children in labor, children in streets, and children in trafficking and dropouts children are identified and provided rescue, and rehabilitation services. VOC RDC has made a milestone in reaching 525 of such children so far in the operation in the focus Taluk of Vadipatti. The growing needs of the neglected and



unmet children in bridge-up courses are provided and enabled life skill learning, rehabilitation and mainstreaming in formal education systems.

- 1.3. **Rural Children's Library Program:** Through this program 50 Child Clubs integrating 3900 school going children and organized for the uncared and unwanted children and provides the unique mobile easy-to-learn library service. The child clubs leaders were provided life skill learning, leadership and activists training and helps in the mainstreaming the dropouts in formal education and prevents child labor incidences in the focused 50-villages.

2. Health

- 2.1. **Reproductive child health education and training:** VOC RDC in consideration of sexual exploitation, trafficking and vulnerability to pandemic disease conditions conducts RCH education in the focused 2 blocks of Vadipatti Taluk. The program minimizes the incidences of mother and child mortality rates, malnourished and under-nourished conditions. RCH education is given in participation of Anganwadi workers and block development coordinators of ICDCs and PRIs. It also develops community level health workers and enables timely response to emergency situations and refers to the Medical practitioners for follow-ups.
- 2.2. **Safe water and sanitation facilities to government schools:** The aim is to propagate the best methods of safe water, water scarcity management and hygienic sanitation facilities provision through demonstration and dissemination. So far 5-schools receives the facilities and practices.
- 2.3. **Total Rural Sanitation Campaign:** In considering the open defecation, water borne disease spreads and water quality management prime needs constructed 1000 Low Cost individual Toilets to the households of Thirumangalam and Vadipatty Blocks with the subsidy from District Rural Development Agency (DRDA), Madurai and people's contribution of free labor.
- 2.4. **World AIDS DAY Observance and Peer HIV/AIDS Education:** VOC RDC organizes World's AIDS Day every December 1st through Street Theatre programs and sensitization meetings. Students, Youth, Truck drivers, Commercial Sex Workers participate in the campaigns and supports in the preventions and care and support services. It provides the key risk groups the required knowledge about the prevention, care and support, counseling, testing, ART adherence and positive living services of government and HIV/AIDS service providers available within their proximity. Peer leaders have been developed among the infected, affected and unaffected communities and formed a peer pressure in the safe living, prevention and treatment services.

3. SHGs, Federations and Micro finance

- 3.1. **Dalit women empowerment program:** Women participation and ensuring equity and equality shall be possible only through group dynamism and cohesive pursuit. In Indian context women plays a major role in the family maintenance and management



and therefore empowering them on socio-economic and political sectors is pivotal for civil societies. VOC RDC organizes women in the grassroots through internalizing the activism process individually and brings them under the SHG and Federation structures for enabled governance structures. Women are under series of threats like unwanted, unloved in the childhood days, child right violations, drudgery, sexual abuse in adolescent and adult stages, discriminated and more vulnerable to pandemic disease conditions, feticide, slavery and debt bonded. VOC RDC categorically organizes adolescent and adult women who are totally disadvantaged and under trafficking, slavery, sex work, and discrimination. VOC RDC has so far registered 605 WSHGs in the working blocks of Vadipatty, Alanganallur, in Madurai District and mobilized a credit access of Rs.3 Crores, and the members have a total volume of Rs.2 Crores savings on internal lending and have a repayment percentage of above 98.

4. **Disabled empowerment and support of credit access:** The disabled persons were categorically organized as special SHG groups and provide Community Based Rehabilitation services. The essential services of prevention of discrimination, prevention of disability, economic empowerment, political empowerment, facilitating attaining of government disabled schemes and benefits. 34 disabled adults are empowered on self-management and economic opportunities through training and credit access and management from local banking institutions. 21 disabled adult and adolescents were supported with mobility bicycle and 213 children supported with uniform, books, and school bags. National Handicapped Finance and Development Corporation, Govt. of India supported a micro-finance that has benefited 32 disabled in economic empowerment and revolving loans through micro-enterprises.

5. Environment

- 5.1. **Environment awareness program:** VOC RDC regularly conducts National Environment Awareness Campaign since the last six years in partnership with the Government of India. Through this campaign we sensitize students, teachers, SHG members, small and marginal farmers and creates awareness on conservation and management of natural resources, liquid and solid waste management, rainwater harvesting systems, organic farming and sustainable agricultural practices.
- 5.2. **Afforestation program:** VOC RDC has conducted environment exploitation implications studies in Sirumalai forest area and Conservation and restoration of degraded estuarine ecosystem of Pitchavaram Mangrove Forest of Tamil Nadu, India. We have restored 20 ha of Mangrove forest area with nursery raised and native collection and KEM potting of 40,000 saplings and provided opportunities of sustainable livelihood through crab fattening and formed an exclusive Conservation and Monitoring Committee. Community Based Coastal Eco-Development Programme and Livelihood after Tsunami: VOC RDC provides awareness of the coastal communities on the need of Mangrove conservation and afforestation and its contribution in the biodiversity conservation and coastal shield during Tsunami. 47-SHG members were provided with nursery raising and plantation techniques of Rhizophora and Avicennia. In the participatory workshop have grown 20000 seedlings and helped in the afforestation and income generation of the coastal natives. Each year



communities were given awareness on conserving native tree species and restoring the degraded areas and subsequently planted selective 500 tree species with the help of Lions Club.

6. **Sustainable Agriculture Training to the Farmers:** This unique program minimize and nullifies the usage of chemical fertilizers and pesticides among the farmers and provides capacity building on traditional organic farming and watershed and water body managements.

7. Skill accomplishments and employability and entrepreneurship

- 7.1. **Skill Trainings Programs for Dalit women: VOC RDC** in order to keep the two sided angle of social and economic development provides training on Jute, Tailoring and Embroidery, Readymade Garments, piggery and computer education for Dalit, abandoned and destitute women and adolescent girls who are otherwise disadvantaged and never under the purview attention of service providers and human right activists. Recently have strategized in working towards employability in the Integrated Textile Park recognized by government through “Textile Tailoring and garments making” training and successfully recruited 79 disadvantaged. So far VOC RDC has made meaningful changes in the sustainable income generation of more than 850 disadvantaged. 67 women belonging to human excrement manual scavenging community were given opportunities of piggery farming and promoted a new concept of pass-on-the-pigs to the new beneficiaries under the supervision and facilitation of Federation. VOCRDC has promoted a decentralized community owned Training cum Production and Marketing Textile Garments Unit in Vadipatti and federated them on collective ownership and program has reached sustainability.

8. Safe shelter and low-cost housing to disadvantaged

- 8.1. **Low Cost Housing Programs** – The program provides opportunities of roofs to the roofless 375 poorest poor families in villages of Vadipatti Block through construction of Low-Cost Innovative Houses. Also, strategically prioritized to cover the entire roofless Dalith families of Vadipatti through grant making and fundraising.

9. Legal education and aid

Human Rights Programs: VOC RDC periodically conducts capacity building and cadre building training workshops on Human rights Education, Dalit Rights, Tribal and Unorganized workforce rights and entitlement and Women Rights, and Child rights. VOC RDC Legal Wing provides legal aid and education to the affected women and also enables them to be the Activists of social change.

