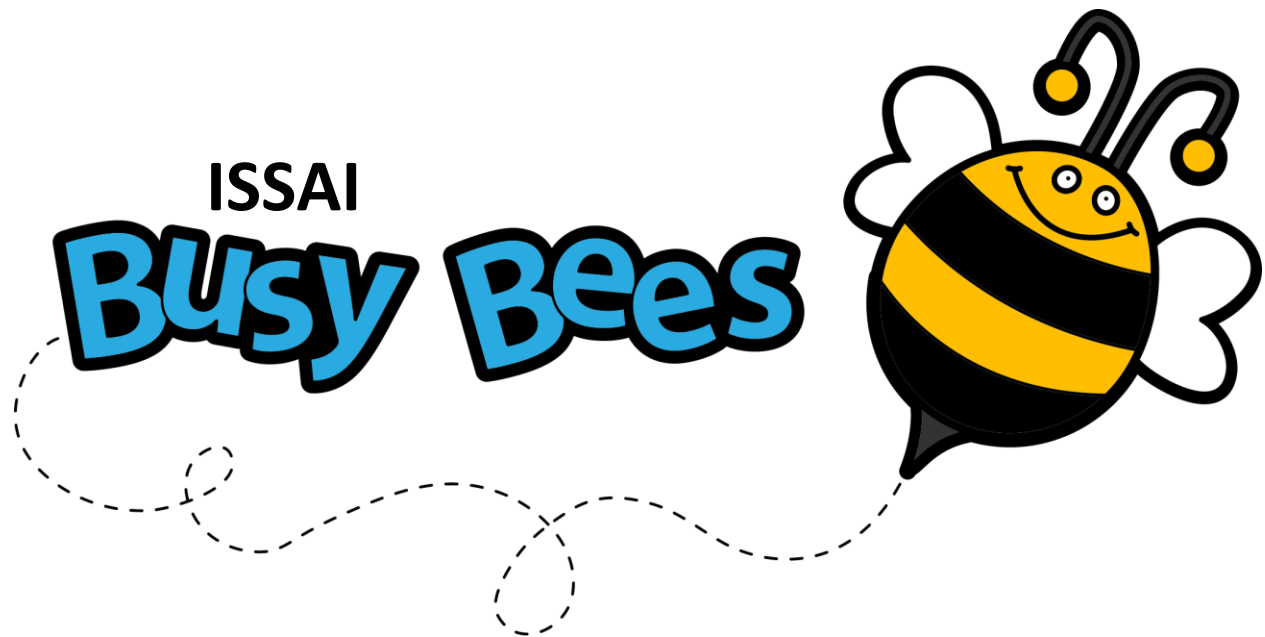


PROJECT PROPOSAL



**“EMPOWERING WOMEN THROUGH PROMOTION OF WOMEN SELF GROUPS,
TRAINING AND SUPPORT FOR IG ACTIVITIES IN 30 VILLAGES IN VADAMADURAI
BLOCK, DIDNIGUL DISTRICT, TAMILNADU, INDIA”.**”

Submitted to:



duppata

L'Inde, autrement

Submitted by

Objectif France Inde

Project Coordinator: Objectif France-India (OFI)



Objectif France-India (OFI) is a French association of general interest founded in 1998. The association works in partnership with local NGOs on development projects in South, India.

OFI's local presence and network allows a close collaboration with local partners to promote quality projects. Together, they pool their resources and know-how to intervene with the most vulnerable populations in disadvantaged urban and rural areas.

OFI has chosen three axes of intervention: education, rural development and women's emancipation.

Email : contact@ofi-asso.org
Website : www.ofi-asso.org

Project Executed by: Indian Sustainable Social Action Institute (ISSAI), Dindigul, Tamil Nadu

About the Organization:

Indian Sustainable Social Action Institute (ISSAI) is a registered Civil Society Organization established in 2001 by a service minded Group of women with the commitment of promoting the life conditions of rural people in general, and women in particular. Since the inception of ISSAI, it has crossed many abstracts and hindrance and faced many problems for its existence. ISSAI Trust is implementing all its activities with the participation and planning of the people with the support of the community, Government Agencies and other Agencies. ISSAI Trust mainly focusing its activities on the sustainability of the rural community in Karur ,Dindigul and Trichy districts and working in 255 back ward villages in these districts.

ISSAI: Major programmes and Activities:

Women development programmes

- Promotion of Women Self Help groups (152) in the backward villages with marginalized and unorganized women members
- Micro-credit for income generation through revolving the savings of the women groups (83)and establish links with the local banks for credit(88.20Lakhs)
- Capacity building of women members on group management, accounts maintenance
- Entrepreneurship Development Programmes to women and youths

Health care programmes

- Awareness among women on anemia prevention, & HIV/AIDS prevention programmes
- Health camps organized in 25 target villages
- Menstrual Hygiene Management training to 280 rural women and 180 adolescent girls

Watershed development programmes

- Sustainable agriculture development trainings to 260 farmers among farming communities
- Renovation 2 tanks in Kattapulipatty and Kakkayampatty villages in Karur district
- Deepening of 3 Wells
- Plantation of 2040 saplings
- Farm Bunding & Gully plugging
- Environment awareness programmes to student communities in 3 schools
- Promotion of Herbal cultivation and kitchen garden promotion in the target villages

COVID -19 Relief Works

- COVID-19 has been declared as a pandemic by WHO due to the alarming levels of spread and severity.
- ISSAI has made initiatives in to support these un organized sector during this pandemic period by providing them with meals, dry ration and other essential support with the help of donor organization and the local support.
- ISSAI is collaborating with Government, fellow NGOs and volunteers to help needy and disadvantaged community.

ISSAI has created awareness on COVID-19 and its impacts and the hygienic measures to be taken and distribute the kits (consisting of rice, dry provisions, and face masks) to those most in need. Through information dissemination and creating awareness on covid 19 prevention and hygienic maintenance and maintaining social distancing. we reach out with food and dry ration and hot cooked meal wherever possible. So far with the support of well wishers, donors and local community ,ISSAI has distributed 4200 masks and Rice and groceries kits to 750 un organized daily wages workers , Gypsies (Narikuravars) and migrants **and provided meals to 4200 persons .**

Legal information of the Organization:

| S. No | Particular | Details |
|-------|-------------------------------|---|
| 01 | Name of the Organization | Indian Sustainable Social Action Institute (ISSAI) Trust |
| 02 | Address | Laksmanampatty – 624710, Kalapatty(P.O) Vedasanthur Taluk, Dindigul District Tamilnadu, India |
| | Administrative office | No. 28, G. S. Nagar, Old Karur Road Dindigul - 624005 |
| 03 | Name of the Chief Functionary | Mr. V. CHINNAIA, Executive Director |
| 04 | Contact Mobile No | 9994201056 |
| 05 | E-mail | issaitrust@gmail.com |
| 06 | Website | https://issaidgl.org |
| 07 | Legal Status of Registration | Registered under Indian Trust Act |
| 08 | Registration Details | RegistrationNo.18/2002 |
| 09 | Organization PAN No. | PAN No. AAATI529E |
| 10 | FCRA Registration | FCRA No. 075 89375 |
| 11 | NGO Darpan Registration | TN/2015/0091348 |
| 12 | Target Beneficiaries | Women, adolescents and children Landless labors and Small and marginal farmers Youth, Adolescents and students |
| 13 | Areas of Operation | Dindigul and Karur Districts Names of the Blocks Covered Dindigul District Blocks covered Vadamadurai, Reddiarchatram, Sanarpatty, Gujiliyamparai and Vedachandur Karur District Blocks covered Krishnarayapuram, Thondoni and Kadavur |

PROJECT PROPOSAL

Project Information:

| | |
|---------------------------------|---|
| Name of the Organization | Indian Sustainable Social Action Institute (ISSAI) Trust |
| Project Title | EMPOWERING WOMEN THROUGH PROMOTION OF WOMEN SELF GROUPS, TRAINING AND SUPPORT FOR IG ACTIVITIES IN 30 VILLAGES IN VADAMADURAI BLOCK, DIDNIGUL DISTRICT, TAMILNADU, INDIA |
| Project Location | 30 VILLAGES IN VADAMADURAI BLOCK, DIDNIGUL DISTRICT, TAMILNADU, INDIA |
| Project Beneficiaries | 50 Women Self Help Groups (500-600 women) |
| Project Period | 1 year |
| Project Total Cost | INR. 3 04 060 |
| Project Requested Fund | INR. 2 96 060 (EUR 3 483) |

Project Description:

Poverty is not just a socio-economic issue. It has many causes and consequences on the lives and livelihoods of the individuals, their families and societies at large. Due to the factor in society, women are especially vulnerable to poverty and economical constraints. Irrespective of wealth, gender inequality exists in all classes of society. The discrimination is more acute in poor families. In most of the poor families, women are wage earners. They work hard but do not eat enough food because of their low income. It is the same situation highly prevails in our working areas in Vadamadurai Block.

By our field based interventions, we learned the Women Self Help Groups programmes have already brought people together and strong people's Institutions have been built around it. Therefore it is essential to promote SHGs which will have been recognized as an effective strategy for the process of enlisting women's participation in the progression of development. Therefore ISSAI TRUST presents this project proposal by forming 50 Women Self Help Groups in Vadamadurai Block and provides the basic training. At the first phase we select 40 women members start the income generation programme through bee keeping. Two Community Workers are recruited and appointed as staff to implement and monitor the project activities.

Background history of working area: Vadamadurai Block:

Vadamadurai is a Block placed in Dindigul district in Tamil Nadu. Placed in rural region of Tamil Nadu, it is one among the 15 blocks of Dindigul district. According to the administration register, the block code of Vadamadurai is 152. The block has 17 villages

and there are total 18443 homes in this Block. As per Census 2011, Vadamadurai's population is 78859. Out of this, 40061 are males while the females count 38798 here. This block has 9004 kids in the age bracket of 0-6 years. Out of this 4677 are boys and 4327 are girls. Literacy rate in Vadamadurai block is 61%. 48771 out of total 78859 population is literate here. In males the literacy rate is 70% as 28346 males out of total 40061 are educated whereas female literacy rate is 52% as 20425 out of total 38798 females are literate in this Block. The Negative part is that illiteracy rate of Vadamadurai block is 38%. Here 30088 out of total 78859 individuals are illiterate. Male illiteracy rate here is 29% as 11715 males out of total 40061 are illiterate. Among the females the illiteracy rate is 47% and 18373 out of total 38798 females are illiterate in this block. The count of employed people of Vadamadurai block is 43987 while 34872 are un-employed.

Project title

Busy Bees: “EMPOWERING WOMEN THROUGH PROMOTION OF WOMEN SELF GROUPS, TRAINING AND SUPPORT FOR IG ACTIVITIES IN 30 VILLAGES IN VADAMADURAI BLOCK, DIDNIGUL DISTRICT, TAMILNADU, INDIA”.

Project Objectives:

- “Promotion of 50 Women Self Help Groups in 30 villages and enhancing collective action of rural women through group activities and take up savings and micro enterprises” .
- “Supporting more vulnerable 40 women members such as widows and disadvantaged women to take up income generation activities through bee keeping to start their micro business activities”.

Project Activities:

- **Empowering women through Group Activities:** Formation of 50 women self help groups with the members around 500-600.
- **Capacity Building on Economical Development Activities:** One day Training on group activities, economical activities such as savings, group administration and accountability to all 50 SHGs and Bank linkages.
- **Micro Business Activities:** Providing economical assistance to 40 disadvantaged women to procure bee keeves and collect and market honeys to get regular income”.
- **Human Resources:** To recruit and appoint 02 Community Workers to implement and execute the planned activities in the 30 villages”.

Project Implementing Process:



Formation of Women Self Help Groups: ISSAI TRUST will form 50 women self help groups in 30 villages. All these groups will be trained to have formal meetings, collection of saving and bank linkage at the initial period for three months. All the members in the women groups will be trained to take up economical and income generation activities.

Income generation Activities: After formation of SHGS and initial training on social and economical activities and income generation activities 40 women will selected and given one day intensive training on bee keeping. These beneficiaries will be provided 02 bee keeves each to collect honey and get regular income by marketing.

Bee Keeping Income generation Activity:

Women beekeepers had significantly contributed to the household income. They were engaged in various income-generating activities which include beekeeping production, crop and animal production and other petty trading activities. Looking into the economic contribution of women in the beekeeping production sector, we can notice that the degrees of their contribution had been changed due to the introduction of transitional and modern beekeeping production systems. In this regard, it is appealing to see the gender role dynamics in apicultural practices especially among traditional, transitional and modern beekeeping production systems.

Based on our community based interventions Women Self Help Groups are the major area where women beekeepers largely participated. Self-help groups were taking up tasks such as regular meeting and discussion on the common issues and saving of money. The participation of women in the self-help group was a direct impact of this honey value chain project. After the training the 40 direct beneficiaries are provided 03 beehives each at the cost of Rs. 1200 and bee collection techniques.

Project Period and Project Direct Beneficiaries:

All the proposed activities will be implemented at Vedamadurai Block covering 30 villages from 10 village panchayats. Initially 50 women self help groups will be formed in all these villages. All the proposed activities will be carried out in one year. The beneficiaries selected for bee keeping will be given support to market their honey product.



Time Schedule for Proposed Project Activities:

| S. No | Project Activities | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-------|---|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 01 | Staff recruitment and Orientation training | Blue | | | | | | | | | | | |
| 02 | Formation of 50 women self help groups | Red | Red | Red | Brown | Brown | Brown | Brown | Brown | | | | |
| 03 | Training on group activities, economical activities and savings | | Blue | Blue | Blue | Blue | Blue | Blue | Blue | Blue | Blue | | |
| 04 | Bee keeping programme for 40 womens members | | | | Purple | | | | | | | | |
| 05 | Women SHG/JLG follow up | | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow | Yellow |
| 06 | Project Monitoring and Evaluation | Red | Red | Red | Red | Red | Red | Red | Red | Red | Red | Red | Red |



Expected Outcomes of the Project:

- Women in our rural areas are empowered through group formation, collective action, income generation activities followed by capacity building programmes. They are able to discern their destiny by their active involvement.
- Members of women groups get sustainable and regular income by generating income and improve their social and economic condition.
- With the initial investment in income generation activities through revolving scheme other project beneficiaries are supported.

Project Sustainability:

We learned most of target beneficiaries are vulnerable and do not have the opportunity to overcome their economical construction and utilizing the local resources. All our project activities are planned as one time investment. The training programmes and income generation activities for the members of women groups after forming women Self Help Groups enables them to plan and take decision on their own for their social and economical development activities and support other women living in the same vulnerable position. The target women members living in Vadamadurai Block continuously take up the project activities once the initial project period is completed. Similarly the women groups leaders will further the same activities after project completion.

Project Monitoring and Evaluation:

Mr. V. Chinnaiah, The Executive Director of ISSAI Trust is responsible for overall implementation, monitoring and communication for this project. The staff team will recruited and appointed from the respective villages and who has commitment and interest to work for their community. Weekly and monthly review meeting will be conducted to evaluate the work progress and rectify the gaps. All meeting and training programmes will be recorded with the list of participants with their details. All individual case history records will be maintained to access the change in the lives in individual beneficiaries. Reporting and documentation will be maintained and submitted on due time will illustration and project improvements.



Budget and Financial Explanation:

BUDGET FOR ISSAI BUSY BEES 2021-22

| S. No | Project Activities | Units | Unit Cost | Total cost | Local Contribution | Funds Requested from OFI |
|-------|--|-------|-----------|---------------------|--------------------|--------------------------|
| 1 | Formation of 50 Women SHGs. | 50 | INR 600 | INR 30,000 | INR 6,000 | INR 24,000 |
| 2 | Training for promoting income generation activities: Bee Keeping to 40 women. 40 x 300 | 40 | INR 300 | INR 12,000 | INR 2,000 | INR 10,000 |
| 3 | Providing 02 bee heaves each to 40 beneficiaries. 40 x Rs. 1200 x 2 | 80 | INR 1,200 | INR 96,000 | INR 0 | INR 96,000 |
| 4 | Salary of 02 Social Workers x Rs. 5500 for 12 months including Travel Allowance | 2 | INR 5,500 | INR 1,32,000 | INR 0 | INR 1,32,000 |
| | Total | | | INR 2,70,000 | INR 8,000 | INR 2,62,000 |
| | ISSAI Admin 5% | | | | | INR 13,100 |
| | OFI Coordination & Reporting Charges 8% | | | | | INR 20,960 |
| | Fund Requested in INR | | | | | INR 2,96,060 |
| | Fund Requested in EUR | | | | | € 3,483 |

We request you to support the BUSY BEE project by providing us a grant of **EUR 3 483**.

Organisation Profile - OFI

| | |
|---------------------------------------|--|
| Organisation Name | Objectif France Inde - OFI |
| Registered Address | Objectif France Inde 23, place Turenne 33350 Castillon la Bataille |
| Project's Key Resource Persons | Benjamine Oberoi - Co-Présidente OFI benjamineoberoi@gmail.com |
| Email Address | contact@ofi-asso.org |

Bank Account Information

| | |
|------------------------|---|
| Account Holder | Objectif France Inde |
| Account Address | Crédit Agricole CHAR. MARIT 2 SEVRES La Flotte FRANCE |
| IBAN | FR76 1170 6330 1856 0128 6032 953 |
| BIC | AGRIFRPP817 |