

2024 – 2025

ANNUAL REPORT

PREPARED BY :

Women Action Group

PRESENTED TO :

OUR WELL WISHERS

**EVERY VOICE SHOULD
BE HEARD!**



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WAG - HELP PEOPLE TO HELP THEMSELVES

2024 - 2025

The Women Action Group (WAG), established on September 2, 1993, is a grassroots organization committed to empowering marginalized tribal children, women, and the elderly in the Pachamalai Hills. Our mission is to create sustainable livelihood opportunities and promote self-reliance among women facing extreme poverty, discrimination, and gender-based violence. We are dedicated to ensuring access to quality education, healthcare, hygienic living conditions, sanitation, clean water, food security, and raising awareness to help individuals lead their lives in the right path.

9/142, Vengamudi, Pachamalai Hills,
Mayampadi Post, Gangavalli Taluk,
Salem District - 636105.

Tamil Nadu, India. Registered Society in Tamil Nadu
Registered 12A, 80G, FCRA and CSR



**IN A WORLD WHERE YOU CAN BE
ANYTHING,
BE KIND 😊**



PRIORITY SDGS

1

2 ZERO HUNGER



2

4 QUALITY EDUCATION



3

1 NO POVERTY



4

5 GENDER EQUALITY





COWS OF HOPE – A JOURNEY OF DIGNITY AND TRANSFORMATION

JULY 2024



In 2024–25, the Women Action Group launched the “Cows of Hope” initiative in the remote tribal region of Pachamalai Hills, Salem District, with generous support from **The Guirdham Trust for India, UK**. This livelihood project empowered three marginalized tribal widow women by providing them with pregnant milking cows. Within six months, all cows gave birth—remarkably resulting in five healthy calves—and began producing 8 to 14 liters of milk daily. Through the sale of milk to local cooperatives, each woman now earns an average monthly income of ₹13,500, enabling them to support their children’s education, cover household needs, and invest in their future.



With regular veterinary care and heartfelt commitment from the beneficiaries, the project is not only generating income but also restoring confidence and dignity in their lives. “Cows of Hope” stands as a shining example of how sustainable, culturally rooted interventions can transform the lives of the most vulnerable and build resilient rural communities.

HAPPY
BENEFICIARIES



"WHEN A WOMAN GAINS INDEPENDENCE AND
CONFIDENCE, SHE DOESN'T JUST CHANGE HER OWN LIFE
—SHE BECOMES THE LIGHT THAT GUIDES HER ENTIRE
COMMUNITY FORWARD."



EMPOWERING TRIBES THROUGH EDUCATION – IGNITING MINDS, INSPIRING FUTURES

AUGUST 2024

In 2024–25, the Women Action Group successfully implemented the “Empowering Tribes Through Education” project in the remote tribal hamlets of Periya Naahur, Periyamangalam, and Chinna Mangalam in Salem District, with support from the *Ontario Teachers’ Federation*.

This initiative directly benefitted 60 tribal children aged 10–14 by establishing structured evening Study Support Centers, offering academic assistance in core subjects, and delivering vital life skills training. Weekend sessions on spoken English and children’s rights under the UDHR and RTE acts empowered students with awareness and self-assurance. Younger siblings were also engaged with creative resources, fostering an inclusive and nurturing learning atmosphere. The project brought measurable academic improvement, boosted communication skills, and ignited a sense of confidence and ambition among children who once faced educational neglect.



"When education reaches the margins, it becomes the spark that lights up entire communities."



Goats of Hope Sustaining Lives, Uplifting Spirits

OCTOBER 2024



Helpless
widow women

Worried about
their kids &
daily needs

Received
Goats of Hope
&
Enhanced
Confidence

Sustainable &
gradual
improvement in
each woman's
life

Enjoying their
independence
&
inspiring their
fellow
community



HAPPY BENEFICIARIES

In 2024–25, the Women Action Group proudly launched the “Goats of Hope” project in the tribal hamlets of Pachamalai Hills, Salem District, with generous funding from **Derde-Wereld-Groep-Soest**. This impactful livelihood initiative supported 10 tribal widows by providing each with three female goats and one male goat, along with orientation and training in sustainable goat-rearing practices.



Beyond livestock distribution, the project introduced a revolving fund system—ensuring the first offspring from each beneficiary would be passed on to another widow, thus sowing seeds of continuity and community support. The initiative not only enabled economic resilience but also renewed the dignity and confidence of women who had long lived on the margins. “Goats of Hope” is a living example of grassroots empowerment, nurturing both self-reliance and solidarity among tribal women.

"TRUE INDEPENDENCE BEGINS WHEN A WOMAN CAN BUILD HER FUTURE WITH HER OWN HANDS—AND THE HOPE SHE HOLDS IN HER HEART."





BRIGHT FUTURE, RIGHT FUTURE – NURTURING EDUCATION IN THE HILLS



MAY 2024



MARCH 2025

**Distributed dresses to the young tribal girls
who cannot afford to buy.
Beautiful girls wearing new dresses happily.**

In 2024–25, with the heartfelt support of the *Shamdasani Foundation, Hongkong* - Women Action Group implemented a focused educational initiative in the remote Vengamudi & Top-Sengatupatti hamlet of the Pachamalai Hills. Aimed at uplifting the academic journey of Scheduled Tribal students, the project provided English dictionaries, drawing books, crayons, pens, and notebooks to underprivileged children. This carefully chosen educational kit served dual purposes: strengthening English language skills and encouraging creative expression.

**"Empower a child with a pen & a word,
and you gift them the world—confidence
grows where knowledge begins."**

OCTOBER 2024



The impact was immediate—students displayed greater enthusiasm in classrooms, and parents voiced deep gratitude for the relief it brought to their economic struggles. Teachers reported improved school attendance, reflecting the children's newfound confidence and readiness to learn. This small yet meaningful intervention has ignited a lasting spark of curiosity and learning in a community where opportunity often feels distant.

Women's Day Programme – Honoring Strength, Inspiring Change

In March 2025, Women Action Group proudly organized a vibrant Women's Day celebration across its project areas in the Pachamalai Hills, bringing together women from tribal communities to celebrate their resilience and achievements. The event included storytelling sessions, legal awareness talks, self-help group showcases, and performances highlighting women's rights and gender equality. Inspirational speeches from local women leaders and WAG alumni created a space of pride, unity, and hope. This program reaffirmed our commitment to women's empowerment by recognizing their critical role in transforming families and communities.

"There is no force more powerful than a woman determined to rise."

HIV/AIDS Awareness Day – Spreading Truth, Saving Lives

Marking World AIDS Day on December 1, 2024, WAG conducted community-wide HIV/AIDS awareness programs across tribal hamlets in collaboration with local health professionals. Activities included street plays, awareness rallies, interactive education sessions, and free counseling for high-risk groups. The event focused on busting myths, promoting safe practices, and encouraging early testing and treatment. Youth participation was strong, and the event helped reduce stigma while promoting health-seeking behavior within underserved communities.

"Awareness is the first step to prevention, and compassion is the first cure."

Children's Day Programme – Celebrating Joy, Fostering Dreams

On November 14, 2024, Children's Day was joyfully celebrated with over 150 children from tribal schools participating in drawing competitions, games, cultural performances, and motivational storytelling. Each child received gifts, snacks, and educational materials. Teachers and parents joined in creating a festive environment that honored the innocence and potential of every child. The program served not only as a celebration but as a reminder of every child's right to education, play, and a dignified future.

**"Every child is a different kind of flower,
and all together they make this world a
beautiful garden."**

Elderly Welfare Program – Honoring Wisdom, Embracing Care

WAG conducted a special program for senior citizens in the community, focusing on their health, well-being, and social inclusion. Held in December 2024, this event provided basic health checkups, emotional support circles, and intergenerational bonding activities with local youth. Elders shared folk stories, cultural knowledge, and life wisdom, creating a meaningful bridge between generations. Essential kits and warm meals were distributed, and the elderly expressed their joy at being seen, heard, and celebrated.

**"To care for those who once cared for us
is one of life's greatest honors."**

Community Development Programme – Strengthening Roots, Building Futures

Throughout the year, WAG carried out several community development program meetings on important days focused on sanitation, nutrition, organic farming, disaster preparedness, and women's entrepreneurship. These interventions were facilitated through participatory methods, community meetings, and skill-building workshops. The initiatives were tailored to each village's specific needs, resulting in improved health practices, income generation, and stronger community bonds. These programs continue to lay the foundation for self-sustaining, resilient tribal communities.

**"When a community rises together,
every dream becomes possible."**

Social Work Student Internship Programme – Learning by Doing, Serving by Knowing

In 2024–25, Women Action Group mentored a group of graduate and postgraduate social work students through a structured internship program. Interns engaged in field visits, conducted surveys, assisted with community mobilization, and participated in program delivery. Special sessions were conducted on social work ethics, values, and principles, emphasizing respect, social justice, human dignity, and professional integrity. The experience provided students with real-world exposure while strengthening the organization's work through fresh perspectives and energy.

**"To teach the values of social work is to
plant seeds of compassion that grow
into lifelong service."**

Where Strength Meets Grace: Our Annual Reflection

This year, we witnessed hope come alive—in the eyes of a child learning her first English word, in the smile of a widow finding dignity through livestock, in the courage of tribal girls dreaming big.

Through every challenge, the Women Action Group stood tall, led by the women leading team spirit

We are not just building livelihoods—we are restoring faith, nurturing dreams, and strengthening communities from within.

From the hills of Pachamalai, voices once silenced are now speaking, learning, and leading.

Every program, every partner, every effort brought us closer to equality and empowerment.

Thank you for believing in our mission, walking with us, and making this journey meaningful.

Together, we are not only changing lives—we are lighting a path for generations to come.

The future is brighter because we rise, together.

For WOMEN ACTION GROUP

S. Narmadha
Secretary

MS. S. NARMADHA MSW.,

SECRETARY, WAG

Our Dear Partners



**THE SHAMDASSANI
FOUNDATION**



**THE GUIRDHAM TRUST
FOR INDIA**

**GRATEFUL FOR THE VALUABLE
PARTNERSHIP**



THANK YOU!

