

ANNUAL REPORT



SERVE

2023-2024



SOCIETY FOR EDUCATION RESEARCH & VILLAGE EMPOWERMENT

**TRANSFORMING LIVES, EMPOWERING
VULNERABLE COMMUNITIES**

Registered NGO in Cuddalore District, Tamil Nadu, India
Registration No.: 55/1999
(Under Tamil Nadu Society Registration Act, 1975)
12A, 80G, CSR & FCRA Certified NGO

SERVE

SERVE OFFICE LOCATION:

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Tamil Nadu, India

SERVE TEAM

Mr. R. K. Senthil Kumar – President
Mr. R. Anantha Kumar – Vice President
Mrs. J. Radha MA., B.Ed., – Executive Secretary
Mrs. K. Kalaiyarasi – Financial Secretary
Mrs. S. Jayanthi – Joint Secretary
Mrs. V. Sivaranjani – Board member
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Greeting Letter from the President

Dear Partners and Change Makers,

It is with great pleasure that I present to you the annual report for the Society for Education Research and Village Empowerment (SERVE) for the financial year 2023-2024. This year has been a testament to our collective resolve and dedication to improving the lives of marginalized communities in Tamil Nadu.

SERVE was founded with the aim of addressing the pressing issues faced by the most vulnerable sections of our society. Our holistic approach to rural development encompasses education, empowerment, health, and environmental sustainability. Through our innovative programs and community-centric projects, we have been able to create lasting changes and uplift those in need. Our achievements this year would not have been possible without the generous support of our donors, partners, and the relentless efforts of our team. The stories of transformation and positive feedback from our beneficiaries are a testament to the impact we are making.

As we move forward, we are committed to expanding our reach and enhancing our programs to bring about even more significant changes. Your continued support is crucial in this journey, and together, we can achieve our shared vision of empowering villages and transforming lives.

Sincerely,

**Mr. Senthil Kumar
President**

Greeting Letter from the Executive Secretary

Dear Friends and Esteemed Supporters,

As we reflect on the financial year 2023-2024, our hearts are filled with immense pride and gratitude for the remarkable journey we have undertaken together. SERVE, since its inception in 1999, has been committed to addressing the socio-economic, legal, and health challenges faced by the marginalized communities in Tamil Nadu. This year, our mission has continued to resonate deeply, bringing hope and tangible improvements to the lives of those we serve.

Our dedicated team, comprising socially minded youth and women, has worked tirelessly to implement a diverse range of programs aimed at education, empowerment, health, and environmental sustainability. The positive feedback we receive from our beneficiaries is a testament to the impact of our initiatives. Your unwavering support has been instrumental in this journey, and for that, we are profoundly grateful.

As we present this annual report, we celebrate our collective achievements and look forward to building on this momentum to create even greater impacts in the future. Together, we are transforming lives and empowering communities.

Warm regards,

**Mrs. J. Radha MA., B.Ed.,
Executive Secretary**

SERVE

The Society for Education Research and Village Empowerment (SERVE), established in 1999, was founded to address the socio-economic, legal, and health challenges faced by Dalit, Backward, and Most Backward communities, as well as disabled individuals in Tamil Nadu. Registered under the Tamil Nadu State Societies Registration Act, the Foreign Contribution Regulation Act, and the Income Tax Act, SERVE is committed to socio-economic, health, and human rights empowerment in the Mangalore block of Veppur Taluk in Cuddalore district.

Vision

A just and equitable society where all individuals, regardless of their socio-economic background, have the opportunity to lead healthy, empowered, and sustainable lives.

Mission

To empower marginalized communities through education, health, socio-economic development, and human rights advocacy, fostering sustainable and inclusive growth.

Focus

- **Education:** Innovative programs for rural children to ensure quality education and lifelong learning.
- **Women's Empowerment:** Promoting employment opportunities, entrepreneurship, and economic self-sufficiency for women.
- **Community Welfare:** Implementing community-centric projects to improve living conditions and access to essential services.
- **Environmental Sustainability:** Educating and engaging communities in environmental stewardship and sustainable practices.

Through dedicated efforts and strategic collaborations, SERVE is committed to creating lasting positive change in the lives of the most vulnerable, shaping a brighter and more sustainable future for all.

SERVE ACTIVITIES (APRIL 2023 - MARCH 2024)

EMPOWERING RURAL GIRLS THROUGH COMPUTER TRAINING (OSSTF)

This program was designed to equip rural girls with essential computer skills, enhancing their employability and confidence. We established computer training center in marginalized rural village in Mangalore block, where girls received training in basic computer operations, internet usage, and software applications such as Microsoft Office and basic programming.

Over six months, professional instructors conducted theoretical lessons, practical sessions, and assessments to ensure comprehensive learning. We also provided transportation for girls from remote areas to attend the training.



By the end of the program, over 40 rural girls had gained proficiency in computer skills. Many reported increased confidence in using technology, and several secured jobs as data entry operators, administrative assistants, and computer tutors in their villages. This program not only improved their employment prospects but also empowered them to participate more actively in the digital world. We are in the process of replicating this project in nearby rural villages.

Feedback from a Beneficiary:

"The computer training program has opened new doors for me. I now have the skills to apply for jobs that I could only dream of before." - Sangeetha, Computer Training Participant.

Empowering Educators for Holistic Student Development (OTF)

The "Empowering Educators for Holistic Student Development" supported by OTF, was successfully implemented to benefit 20 teachers and 380 students at the Government Higher Secondary School in Sirupakkam, Mangalore Block, Cuddalore District. Over three consecutive weekends, the project provided comprehensive training for teachers in technology integration, English communication, grammatical writing, sex education, and child rights. This initiative addressed the critical challenges of outdated teaching methods and limited knowledge in essential areas, equipping teachers with modern skills and innovative approaches to create a more effective and engaging learning environment for students.



As a result of the project, teachers reported increased confidence and readiness to implement new teaching strategies and content. The distribution of educational materials and resources further supported this transition. Through pre-and post-training assessments, feedback sessions, and validation processes, the project's impact was measured, showing significant improvement in teachers' capabilities and preparedness. The ultimate goal of enhancing students' awareness and skills in key areas will be achieved through the empowered and well-prepared educators, contributing to the holistic development of students.

Educational Support to Rural School Children (Shamdasani Foundation)

This initiative aimed to provide essential educational materials to rural school children to support their learning and academic performance. The materials distributed included notebooks, geometry boxes, dictionaries, and school bags.



We identified schools in the most underserved areas and distributed educational kits to 70 students. The distribution events were accompanied by motivational talks from local educators and community leaders, emphasizing the importance of education. The provision of educational materials ensured that children had the necessary tools to continue their studies effectively. Teachers reported improved engagement and performance among students who received the kits. This initiative also reduced the financial burden on families, allowing them to prioritize other essential needs. The impact of the project is vividly seen in the excitement and smiles of the beneficiary children.

Children's Day Program

The Children's Day Program was a celebration of the spirit of childhood and aimed at fostering a sense of joy and community among children.

We organized various activities with prizes including educational games, sports competitions, cultural performances, and a special lunch for the children. Volunteers from local colleges and youth groups assisted in organizing and managing the event.



Benefits to Beneficiaries: Over 200 children participated in the program, which provided them with a day of fun and learning. The event helped to build a sense of community and encouraged children to express their talents and creativity. Parents and teachers also appreciated the opportunity for children to engage in extracurricular activities.

International Labor Day – Workers Community Program

This program focused on recognizing and supporting the labourer community, who play a crucial role in rural development.

We organized health check-ups, distributed safety gear such as gloves and helmets, and conducted workshops on labor rights and safety practices. Local health professionals and labor rights activists were invited to lead the sessions.

The program reached 200 labourers, providing them with essential health services and safety equipment. The workshops educated them on their rights and safe working practices, contributing to their overall well-being and safety at work. Feedback from participants indicated a better understanding of labor laws and increased awareness of personal health and safety.



Women's Day Celebration Program

On Women's Day, we celebrated the achievements of women in our communities and organized workshops on women's health, legal rights, and entrepreneurship. All the women are celebrated for their development progress and engaged with entertaining games and different brainstorming sessions.

Successful women entrepreneurs were invited to share their stories and inspire others. We also provided small grants to women with viable business ideas.

The program benefitted over 150 women, providing them with valuable information and resources. Many women reported feeling more confident about their health and legal rights. The entrepreneurship workshops sparked interest in starting small businesses, with several participants applying for and receiving grants to kickstart their ventures.

Feedback from the beneficiary: *"The Women's Day workshop taught me so much about my rights and how to start my own business. I feel more confident about my future. I thoroughly enjoyed my time here at SERVE"* -

Mrs. Mahizhni, Workshop Participant

women
empowerment

Say No to Plastics – Awareness Program

This environmental awareness program aimed to educate community members about the harmful effects of plastic pollution and encourage sustainable practices.

We conducted workshops in schools and community centres, organized clean-up drives, and distributed reusable bags to promote alternatives to plastic. Educational materials highlighting the environmental impact of plastic were distributed.

The program reached over 1,000 community members, especially school children - raising awareness about plastic pollution. Clean-up drives resulted in cleaner local environments, and the distribution of reusable bags encouraged more sustainable habits. Community feedback indicated a greater willingness to reduce plastic use and adopt eco-friendly practices.

Promoting Sustainable Agriculture Orientation Program



This program introduced farmers to sustainable agricultural practices, including bio-farming and water conservation techniques.

We conducted training sessions and field demonstrations for small-scale farmers. Experts in sustainable agriculture provided hands-on guidance on techniques such as organic farming, crop rotation, and efficient water use.

Approximately 50+ marginal farmers participated in the program. Many reported adopting bio-farming methods and seeing improvements in crop yield and soil health. The knowledge gained has helped farmers reduce dependency on chemical fertilizers and pesticides, leading to healthier produce and sustainable income sources.

AWARENESS PROGRAM ON DRUG ADDICTION

This program aimed to educate youth and school-going children about the dangers of drug addiction.



We organized awareness sessions in schools and community centres, featuring talks by healthcare professionals and recovering addicts. The program included counselling sessions and distribution of informational materials on drug prevention and rehabilitation resources.

The program reached over 150 youths, raising awareness about the risks of drug abuse and providing information on how to seek help. Several participants sought counselling and support, and community leaders reported a positive shift in attitudes towards drug addiction and prevention.



World Environment Day Celebration Program



On World Environment Day, we organized activities to promote environmental conservation and sustainability.

Activities included tree planting drives, clean-up campaigns, and workshops on environmental conservation. Community members, including children and youth, actively participated in these events.

The program engaged over 200 community members, fostering a sense of responsibility towards the environment. The tree planting drives contributed to local reforestation efforts, and the workshops equipped participants with practical knowledge on environmental conservation. Feedback indicated increased community commitment to sustainable practices.



World AIDS Day Program

We organized open discussions among school adolescents, and conducted rally. Healthcare professionals provided comprehensive education on HIV/AIDS.

**TOGETHER
WE WILL
END AIDS.**

The program reached over 200 individuals, increasing awareness about HIV/AIDS. Community feedback highlighted a greater understanding of HIV/AIDS and reduced stigma associated with the disease. This Rally program is mainly focused on promoting health care volunteers.

Feedback from a Beneficiary: *"I learned so much about HIV/AIDS and how to protect myself and my family. This program has made a huge difference in our community."* - Devaraj, Program Participant.

Future Plans

Promoting the Empowerment of Underprivileged Women Entrepreneurs

We aim to enhance the livelihoods of women facing economic hardships by providing comprehensive training and support. Our focus will be on sectors such as sugarcane farming and brown sugar production, fostering economic self-sufficiency and entrepreneurship among women.

Plan

- Provide training on sustainable agricultural practices and business management.
- Offer micro-loans and grants to women to start their ventures.
- Create a support network of successful women entrepreneurs to mentor new participants.

Enhancing Sustainable Agriculture

Our goal is to integrate more farmers into sustainable agricultural practices. We will provide training on eco-friendly methods and support the implementation of sustainable farming techniques.

Plan

- Expand training programs to cover more areas and reach additional farmers.**
- Introduce advanced techniques such as permaculture and agroforestry.**
- Collaborate with agricultural experts to offer continuous support and resources.**

Health and Wellness for Vulnerable Groups

We are dedicated to extending healthcare services to marginalized groups, particularly the elderly, children, and individuals with life-threatening conditions such as STDs, HIV/AIDS, T.B., diabetes, ophthalmological issues, and leprosy.

Plan

- Establish mobile health clinics to provide regular check-ups and treatments.**
- Partner with local healthcare providers to ensure continuous medical support.**
- Conduct awareness campaigns on preventive healthcare and early diagnosis.**

Encouraging Goat Farming Ventures

We plan to initiate underprivileged women into forming goat farms. Goat farming has proven to be a sustainable source of income, and we aim to impart the necessary skills and resources for women to establish thriving ventures.

Plan

- Provide training on goat farming techniques and animal husbandry.**
- Offer start-up kits including goats, feed, and veterinary support.**
- Create a cooperative model to facilitate market access and collective bargaining.**

Education for All

We envision a future where every child, regardless of their circumstances, can access quality education. Through a combination of community engagement, advocacy, and collaborative efforts with local stakeholders, we aim to establish a robust and inclusive educational ecosystem that not only ensures access but also empowers children to thrive and become active contributors to their communities.

Plan

- Expand educational support programs to reach more children.
- Collaborate with schools to enhance educational infrastructure.
- Provide scholarships and mentorship programs to support higher education.

Conclusion

As we conclude this annual report, we extend our heartfelt thanks to our sponsors, partners, and supporters. Your generosity and support have been instrumental in driving our mission forward. We look ahead with optimism and determination to continue creating lasting change in the lives of the most vulnerable.

Together, we are transforming lives and empowering vulnerable communities.

Transforming Lives, Empowering vulnerable Communities!



Protect & Promote traditional cultural rural performing arts and artist from endangering situation...

*Heartfelt Gratitude from SERVE Team
& The Beneficiaries!*

*Thanks
to all our
Dearest Partners
and
Volunteers*



**Shamdasani
Foundation**

