

# ANNUAL REPORT



**SERVE**

**2024-2025**



# **SOCIETY FOR EDUCATION RESEARCH & VILLAGE EMPOWERMENT**

**TRANSFORMING LIVES, EMPOWERING  
VULNERABLE COMMUNITIES**

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Registered NGO in Cuddalore District, Tamil Nadu, India

Registration No.: 55/1999

NGO Darpan ID: TN/2018/0192805

PAN: AAFTS6663Q

(Under Tamil Nadu Society Registration Act, 1975)

12A, 80G, CSR & FCRA Certified NGO

# SERVE

## SERVE OFFICE LOCATION:

126, West street,  
Sirupakkam Puthur, Sirupakkam(po),  
Veppur Taluk  
Cuddalore - 606109.  
Tamil Nadu, India

## SERVE TEAM

Mr. R. K. Senthil Kumar – President  
Mr. R. Anantha Kumar CSE., – Vice President  
Mrs. J. Radha MA., B.Ed., – Executive Secretary  
Mrs. K. Kalayarasi – Financial Secretary  
Mrs. S. Jayanthi – Joint Secretary  
Mrs. V. Sivaranjani – Board member  
Mrs. A. Ratha – Board Member



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**<http://servengo.org.in/>**

# **PRESIDENT'S MESSAGE**

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**Dear Friends and Supporters!**

**At SERVE, our belief is simple yet profound: real change begins by empowering the most marginalized. This year, our commitment to Dalit women, rural children, hygiene & pure water usage awareness program to rural people and elderly individuals affected by leprosy has created tangible impacts across Tamil Nadu.**

**Your support, trust, and belief in our mission have helped bring dignity, education, comfort, and opportunity to many forgotten corners. This Annual Report captures our work — not as grand achievements, but as real steps taken together toward justice, equality, and empowerment.**

**With deepest gratitude,**

**Mr. R. K. Senthil Kumar**

**President, SERVE**



## **Mission of SERVE**

**Empower marginalized communities through education, health, women independence, and economic development.**



# **Leprosy Relief Program for Elderly People: May 2024**

**Program: Distribution of Comfort Essentials**

**Partner: The Shamdasani Foundation**

**SERVE extended support to the in-patients of the Thalaivasal Leprosy Care Centre in Salem District. We distributed high-quality pillows and double blankets to every resident, aiming to ease their physical discomfort and provide emotional warmth.**



**Impact:**

- **Enhanced quality of life for elderly leprosy patients**
- **Reaffirmed dignity and care for marginalized elders**

**"The additional blanket brings much-needed warmth and care to our fragile bodies."**



**Let us**

**Treat**

**Leprosy**

# **Promoting Women Entrepreneurs' Market Access**

## **Event: High-Selling Market Access Program (August 2024)**

**Recognizing that true economic empowerment extends beyond cultivation, SERVE launched the Women Farming Entrepreneurs Market Access Program in August 2024. This initiative was created to address the critical barriers rural women farmers face—not just in growing their crops, but in accessing fair, transparent, and profitable markets.**

### **Key Highlights:**

- Established farmer-led produce markets in rural and peri-urban areas where women could sell directly to consumers and retailers, cutting out exploitative middlemen.**
- Provided intensive mentorship on pricing strategies, product grading, packaging, and seasonal demand forecasting to help women negotiate from a position of knowledge.**
- Conducted awareness campaigns on recognizing fraudulent practices in marketing chains—such as false weighing, price manipulation, and delayed payments—empowering women to demand transparency and accountability.**
- Facilitated partnerships with ethical buyers and cooperatives committed to fair trade principles, ensuring stable and honest transactions.**

## **Impact:**

- **Increased trust and control over the selling process, significantly reducing dependency on unreliable agents and middlemen.**
- **Immediate earnings through direct and fair transactions, eliminating hidden losses often caused by fraudulent practices.**
- **Strengthened market literacy and negotiation confidence among women farmers.**



**This program not only helped rural women farmers find reliable buyers—it protected their harvests from being undervalued or exploited. By linking their hard work to trustworthy market channels, SERVE proved that access to fair trade is as critical as access to land or water. When women farmers are equipped with knowledge and shielded from fraud, they move from surviving to thriving.**

**PROJECT: A STITCH IN TIME**  
**PARTNER: THE GUIRDHAM TRUST FOR INDIA, UK**

Under the "A Stitch in Time" initiative, SERVE identified and empowered ten Dalit women from ten marginalized villages in the Mangalore block of Cuddalore district. These women, facing systemic caste-based discrimination and economic hardships, were selected through a careful counseling and assessment process.

**Phase 1 Training (September 2024 – December 2024)**

In the first phase, five women underwent a three-month intensive tailoring training program starting from 1st September 2024 to 5th December 2024.



The training, conducted by Mrs. J. Radha, SERVE's Executive Director & an experienced trainer with over a decade of expertise. On completion, these women received brand-new sewing machines, enabling them to establish home-based tailoring businesses and start earning independently.





# **Educational Support for Rural Children.**

**October 2024**

## **Program: Distribution of Educational Materials**

### **Partner: The Shamdasani Foundation**

In a heartfelt initiative to uplift the learning conditions of young children, SERVE distributed essential writing materials and sitting mats to three Anganwadis located in economically deprived villages. These materials supported early education, nurturing an environment where the children could embrace learning with dignity and enthusiasm.



### **Impact:**

- Over 75 children benefited
- Fostered a love for learning at a critical -  
foundational stage



**"Witnessing children's joy while receiving writing materials is the success of this initiative."**





# **Celebrating Children's Joy**

**Event: Celebrating Children — Children's Day  
Program (November 14, 2024)**

On the occasion of Children's Day, SERVE organized a heartwarming event aimed at spreading happiness among rural children from marginalized communities.

**Key Activities:**

- Fun-filled games and competitions designed to encourage creativity, teamwork, and joy.
  - Storytelling sessions where children engaged with inspiring tales about courage, kindness, and dreams.
  - Distribution of educational gifts, sweets, and small tokens of love, ensuring every child felt valued and celebrated.
  - Interactive sessions promoting the importance of education and healthy living practices in a child-friendly manner.
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## **Impact:**

- Brought smiles and renewed enthusiasm among children who often face difficult living conditions.
- Helped nurture a sense of belonging, dignity, and motivation among young participants.
- Reinforced SERVE's commitment to not only addressing the basic needs of children but also fostering their emotional and social development.



The program served as a joyful reminder that every child, regardless of background, deserves moments of celebration and encouragement to dream big.

**PROJECT: A STITCH IN TIME**  
**PARTNER: THE GUIRDHAM TRUST FOR INDIA, UK**

**PHASE 2 TRAINING**  
**(DECEMBER 2024 – MARCH 2025)**

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In the second phase, the remaining five women received the same level of professional training from 14th December 2024 to 14th March 2025.



- The second batch underwent rigorous practical training for six hours daily, honing their skills in detailed stitching work, customer order management, and garment finishing standards.
- Upon successful completion, they too were provided with high-quality sewing machines to launch their home enterprises.





### **Impact Achieved:**

- **Average Monthly Income: ₹4,500–₹7,000 per beneficiary**
- **Enhanced Self-Esteem: Empowered women contributing significantly to household incomes**
- **Community Influence: Inspired neighboring women to explore tailoring as a sustainable livelihood opportunity.**

**"This sewing machine is my lifeline. I can now support my family and even dream of opening a small tailoring shop." — Beneficiary**

**THANK YOU  
THE GIRDHAM TRUST  
FOR INDIA**



## THE RIPPLE EFFECT: WATER HYGIENE AWARENESS PROGRAM: AWARENESS CAMPAIGN ON HYGIENIC WATER PRACTICES (JANUARY 2025)

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Understanding that access to clean water is fundamental to community health, SERVE launched the Ripple Effect campaign across 10 marginalized rural communities in January 2025.

### **Campaign Components:**

- Organized community workshops educating families on the importance of drinking clean, safe water to prevent waterborne diseases.
- Demonstrated simple, affordable methods for water purification at home, such as boiling and basic filtration techniques.
- Distributed informative flyers and posters in local languages to reinforce safe water practices.
- Held interactive Q&A sessions, allowing participants to voice concerns and seek practical solutions.





### ***Impact:***

- *Increased awareness among over 100 rural households on safe water usage and basic sanitation practices.*
- *Reduced incidences of common water-related illnesses in targeted communities (initial post-program health feedback indicated improvement).*
- *Empowered communities to take proactive steps in protecting their health, thereby fostering a stronger, healthier rural society.*

# **Bags of Confidence: Empowering Rural Dalit College Girls: March 2025**

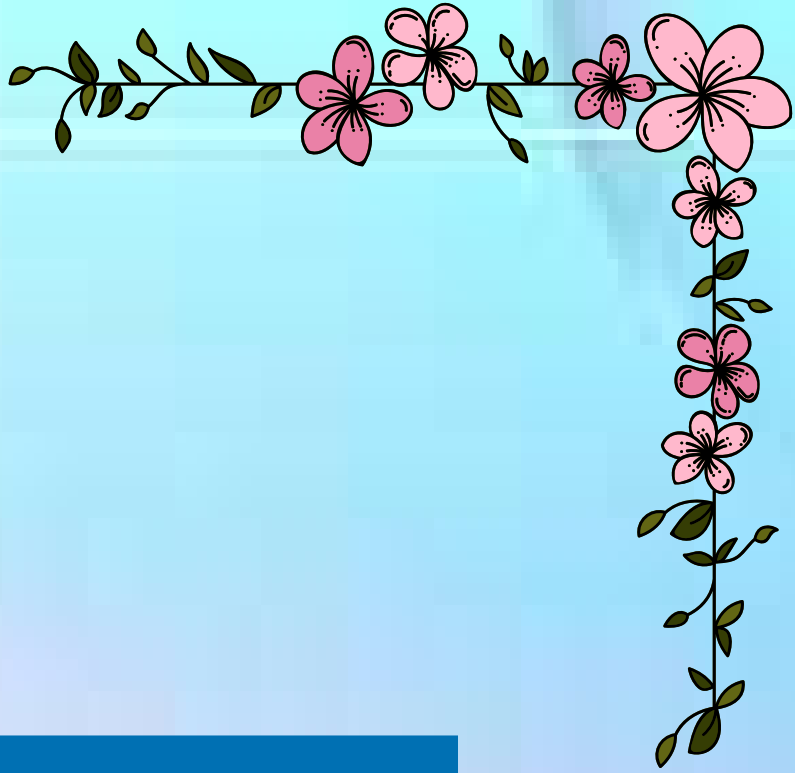
**Program: Distribution of College Essentials**

**Partner: The Shamdasani Foundation**

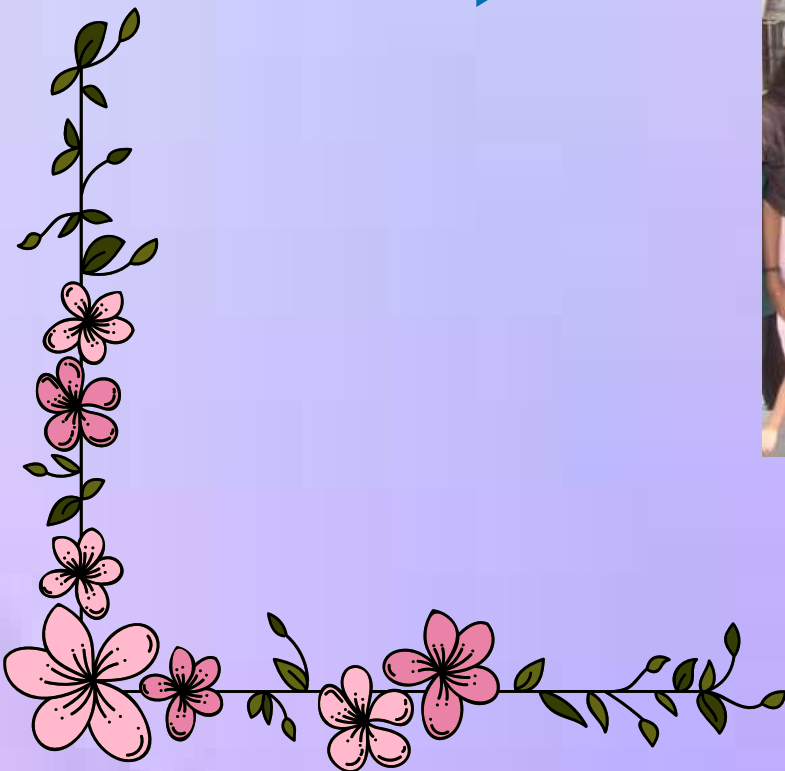
Successfully distributed beautiful handbags filled with essential college supplies to 50 Dalit girls from rural villages in Mangalore block.



This initiative, named "Bags of Confidence," aimed to empower these young women, many of whom previously carried rope bags or worn-out, torn bags to college — a situation that often made them feel discouraged and self-conscious. Now, equipped with sturdy, vibrant bags, these girls walk into their colleges with renewed confidence, joy, and a sense of dignity, knowing they are seen, valued, and supported.



**"The smiles and excitement of these girls reflect the true impact of your support – not only in providing practical essentials but in fostering self-esteem and hope for a brighter future."**





## **Looking Forward!**

**Our journey continues with a deep commitment to:**

- Extending skill training to more marginalized women**
  - Supporting young girls and children in accessing education with dignity**
  - Broadening healthcare support to vulnerable elderly and disabled individuals**
  - Providing access to quality education, water and employment to the rural community.**
  - Creating resilient, self-sustaining rural communities through strategic empowerment programs**
  - We pledge to remain rooted in authenticity, grounded in real needs, and driven by compassion.**
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*Thanks  
to all our  
Dearest Partners  
and  
Volunteers*



**Shamdasani  
Foundation**



**THE GUIRDHAM TRUST  
FOR INDIA, UK**