



SHRUTHI AKSHAYA TRUST



2010-11

ANNUAL REPORT

Shruthi Akshaya Trust is established to serve the poor and needy living in and around Coimbatore, Tamiladu, India. Its targeted beneficiaries are marginalized and destitute women and children irrespective of their caste, creed or religion. The Trust has been formed by two professional women social workers who have had years of experience in implementing successful charity projects and programs. They focus their services towards the poor underprivileged population particularly the orphan and vulnerable.

The mission of the Trust has been

To empower the vulnerable orphan and under privileged women and children to gain a respectable social and economic status through holistic approach

The Trust's prime objectives are keen in achieving their targets in health and nutrition care, education and economic sectors. Shruthi Akshaya has enlisted its objectives as

- Υ **Increasing the nutritional status of severely malnourished**
- Υ **Sensitizing and training the chronically suffering women and children for self care and their health care**
- Υ **Facilitating children's education through provision of kits and fees**
- Υ **Supporting young women in their livelihood activities**
- Υ **Sheltering and rehabilitating women victims of exploitation and vulnerability**

The Trust aims at providing

- Ⓜ Nutrition food for children;
- Ⓜ Clothes, books and note books and fees for students of schools and colleges.
- Ⓜ Training support to young women on income generating programs
- Ⓜ Life skills to children at schools/off schools
- Ⓜ Accommodation and hospitality to the destitute
- Ⓜ Vocational training to eligible women in distress

However, this year, the Trust had been heavily busy with celebrations of different programs along with the institutional services for their inmates. More particularly, our Trust had engaged in mobilizing the local community in mass awareness and implementation of such services that can sensitize the public in improving their quality of life.

Legal Status

Shruthi Akshaya is a registered as Trust in the year 2007 under the Indian Trust Act, 1882. Its governing body consists of Trustees of individual with honor and dignity. Its registration number is 1431/2007.

In the year 2010 -11, the Trust has taken up the following activities and served a total population of 1007 through various support programs.

- SCHOOL HEALTH PROGRAM
- TB. DAY WORKSHOP
- AWARENESS CAMP ON TB
- ENVIRONMENT DAY CELEBRATION
- TREE PLANTATION
- OLD AGE CARE DAY
- CHILDREN DAY CELEBRATION

SCHOOL HEALTH PROGRAM

Schools are powerful places to shape the health, education and well-being of our children. School Health Program has been taken up by the Trust in Corporation Schools to provide students a healthy life style. The objectives of the scheme are to:

- enable self-development and empowerment of AGs;
- improve their nutrition and health status;
- spread awareness among them about health, hygiene, nutrition, Adolescent Reproductive and Sexual Health (ARSH), and family and child care;
- upgrade their home-based skills, life skills and vocational skills;
- inform and guide them about existing public services, such as PHC, CHC and Post Office.

As a part of the program **Students Awareness Programme** was conducted to selected teachers on 15 05 2010. 125 teachers participated in the training programme. And they were facilitated to train the students to adopt a healthy life style right from they are maturing into adults and to empower adolescent with basic knowledge about body and mind to handle variety of choices, challenges and stressors.

TB DAY WORKSHOP

Challenge the world to do more on TB. Tell the world what you're going to do.

The Shruthi Akshaya Trust with the help of District TB Officer and other supporting staff organized an awareness program workshop among the children and women in its local area. The program was organized on 24 04 2010. Around 150 participants were there for the awareness program. An IEC Display was organized in the shamiana. The program started with the welcome speech by Mrs. Meenakshee and presidential address by Dr Padmanabhan.

Soon after the formal function, began the sessions by Dr Padmanabhan and he talked about every aspects regarding TB. He carried out the session with the help of presentation and showed colorful videos and other documentary films etc. We used projector and other tools to convey the messages more vivid and useful manner. There was a separate session for doubts,

clarifications etc. The programme got over by 1. 00 clock and in the conclusion the DTO specifically talked about sputum examination and asked everyone to avail and utilize the services of govt. TB control program to treat the patients and make their neighborhood aware of the services. Also there was an experience sharing from some of the TB patients. We could distribute posters, and pictures along with handbills on TB.

AWARENESS CAMP ON TB

With a overwhelming response from the public on our TB workshop, in cooperation with the district TB Control society, Shruthi Akshaya Trust had also organized TB Awareness camp in the city in six places to drive home to the public the significance of treatment for TB on 19 08 2010.

In his inaugural address, the District TB Control Officer said one person died of the disease in the country every 90 seconds. The literature supplied to the participants said that *Mycobacterium tuberculosis*, which is the most common causative agent of tuberculosis, entered the bodies of 40,000 people every day, of which 5,000 contracted the disease. The disease claimed the lives of 1,000 people every day all over the world.

India, in which a fifth of the world's TB patients live, is aiming at the complete elimination of the disease by 2050. A third of the world's TB patients lived in the country in 1960.

The participants who had gathered in hundreds at every site were asked to ensure that all children were given the BCG vaccine before they completed their first year, as a preventive measure. The programme also highlighted that the disease was curable provided the whole course of treatment was completed.

Posters and pictures on some of the symptoms: high temperature in the evenings, lack of appetite, weight loss and chest pain were displayed at the venues. Tuberculosis was also common among people with heart disease and asthma.

It was explained to them that all government hospitals provided free treatment for the disease and informed that anyone with the symptoms to undergo a detection test in a government hospital.

In-charge District Tuberculosis Prevention Officer, District Information Officer and other distinguished guest were present at every venue.

A skit to create public awareness about tuberculosis was held by the team of artists organized by Akshaya Trust with the support of the Suzlon Foundation.

ENVIRONMENT DAY CELEBRATION

World Environment Day 2010 was celebrated at the Trust campus in a befitting manner on 5.6.2010. Seedlings were distributed to business house involved in community activities to plant them in residential areas of Coimbatore. Seedlings were also distributed to the student community for taking up planting in their college premises. A planting programme was organized in the forest campus by involving the employees, residents and Eco Club members of Ramakrishna College of Pharmacy, Coimbatore. About 50 people participated in the tree planting programme.

The Tree Planting programme was inaugurated by the chief conservator of forest He called the students, employees and residents to strive for low carbon use, reduce environmental risks and adopt best practices for upkeep and maintenance of surroundings and to inculcate the habit of using environment friendly transport.

In order to encourage using cycle as a mode of transport in local area, a cycling competition was organized for the school children in the campus and distributed prizes to the winners.

The event organized on the day started with a prayer by hostel children, followed by a group discussion by students and women to create awareness on environment protection.

The highlight was the oath taking by the participants to keep their residence and its surroundings clean.



TREE PLANTATION

In respect of celebrating the International Year of Biodiversity, Shruthi Akshaya Trust had organized tree plantation on 04 10 2010. The main objective of this programme is to increase public awareness and education on the importance of tree planting and conservation of natural forest resources for sustainable production of wood and non-wood products, as well as for environmental protection. Other objectives of the National Tree Planting Day programme include the following;

- To combat the pressure on natural woodlands for forest products.
- To enhance environmental conservation and stability



- To increase food production through the use of multi-purpose trees
- To provide habitat and fodder for both wildlife and livestock
- To supply multi-purpose tree seedlings to groups, institutions and communities for planting in suitable sites

There is every need to intensify public education on conservation of natural forest resource especially where these resources are exploited heavily for commercial purposes.



The Trust had distributed about 500 saplings for plantation. The saplings were planted mainly in public area such as Hospitals, Corporation schools and parks.

OLD AGE CARE DAY

In our country, parents are typically cared for by their children into old age, most commonly by their sons. Traditional values demand honor and respect for older, wiser people. India is facing the same problem as many developing nations in that its elderly population is increasing tremendously, with a current estimate of 90 million over the age of 60. Of these, a quarter of the elderly reported poor health. Reports of poor health were clustered among the poor, single, lower-educated and economically inactive groups. Article 41 of the Indian Constitution ensures that elderly citizens will be guaranteed Social Security support for health care and welfare. A section of the 1973 Criminal Procedure Code, alluding to its traditional background, mandates that children support their parents if they no longer can themselves. NGOs, however, are prevalent in Indian elderly care, providing homes and volunteer care, but governmental policies and organizations are more popular.



As the most follower of Indian tradition, our Trust has been providing the elders particularly the destitute among them with care and support. As a mark of respect and inform the community about its responsibility towards the elders, the Trust had celebrated Elders Day on 15 th November, 2010. There were 25 elders who were honored on the day with new clothes and sumptuous food. It included Cooked Rice, Dal, Vegetables Curry, Sambar, Papad, Egg, Fresh Fruits, Curd, Butter Milk and sweets. There were sports for them and they enjoyed it very much.

Winners were given prizes. All our trustees along with home children gathered and pay respects and regards to the elders and received their blessings.

CHILDREN'S DAY CELEBRATION

“Children are the greatest gift..... God has given to us...,”

On December 24th 2010, children's Day was celebrated with great joy in Sruthi Akshaya Trust. The celebration was a wonderful opportunity for the staff and residents of home to show their care and affection for the children,

On that day the HOD of psychology, department of Sri Avinashiligam Deemed University delivered a guest lecture on “Successful Modern Parenting”.

The most remarkable event of the day was the cultural the feast given by the children. They captured the hearts of the spectators with their dance performance songs with orchestra enthralled the students and teachers. Finally the winners of several competitions like recitation, elocution, debate, slogan- writing and Quiz were appreciated with certificates and prizes

THANKS GIVING

Shruthi Akshaya trust thankfully remembers everyone who worked and supported us during the year in serving the destitute and the orphans. It was a year of big activities and many good hearted and well wishers as well as institutions and government departments had come forward and helped the Trust to pursue its objectives. It fully owed to every one of them and acknowledges each and every one's contributors. Our trust seeks everyone's support to help the needy in their struggle for a healthy and happy living.

We sincerely record our gratitude to

- DISTRICT HEALTH OFFICE
- TB CONTROL SOCIETY
- NEHRU YUVA KENDRA.
- PRIMARY HEALTH CENTRE
- DISTRICT MUNICIPAL CORPORATION
- LIONS/ROTARY CLUB.
- LOCAL NGO/CBO/FBO.
- FOREST DEPARTMENT.
- SUZLON FOUNDATION
- EDUCATION AND PHILANTHROPIC INSTITUTIONS

For the upcoming year, our trust has plans to support development activities to the people who hail from poor families.