



**ASSOCIATION FOR INTEGRATED  
RURAL DEVELOPMENT**

**ANNUAL REPORT  
2019-20**

## **1.RAMANATHAPURAM, TAMIL NADU**

### **1.1. BACKGROUND - ABOUT THE DISTRICT:**

Ramanathapuram District is an administrative district of TamilNadu state in Southern India. The city of Ramanathapuram is the District Head Quarters.Ramanthapuram District has an area of 4175 Sq.kms. It is bound by Sivaganga District in the North, by Pudukkottai District in the North-East, by the Palk Strait on the East, by the Gulf of Mannar on the South, by Thoothukudi District on the West, and by Virudhunagar District on the North-West. The district contains the Pamban Bridge, an east-west chain of low islands and shallow coral reefs that extend between India and the island nation of Sri Lanka, and separate the Palk Strait from the Gulf of Mannar.

The district is divided into nine revenue division with Ramanathapuram town as its headquarters. It has four municipalities, seven Town panchayats and 400 Revenue villages. Rural Development Programmes of the government are implemented through 11 administrative blocks (Panchayat unions) and 429 village administrative bodies (Panchayats) with 2362 hamlets.

It has 11 Hospitals, 14 Arts & Science Colleges,4Engg. Colleges, 112High Schools & 143 Higher Secondary Schools run by the Government and Private respectively. The entire district covers an area of 4175 sqkmtrs. The national and state highways together cover a length of 389 kms in the district. Rameswaram a coastal town is a legendary pilgrim center for Hindus.

“The Waterless forest” as widely known Ramanathapuram district lies in the southeast coastal district of Tamilnadu, India. This goes to say that the district is drought prone for the greatest part of the year. Nature of the land is mostly flat and sandy. Due to lack of irrigation, agriculture depends only on rain water, which is very low and scarce. The three major reservoirs too suffer scarcity of water almost throughout the year. Palmyrah trees which thrive in this climatic condition are the only species found abundantly in this district. Recent days “KaruOdoi” (Prosopisjuliflora) tree variety

brought to meet the fuel need of the rural people is encroaching most of the areas and adding up to the condition still further.

## **1.2 DEMOGRAPHIC PROFILE OF THE DISTRICT**

According to 2011 census, Ramanathapuram district had a population of 1,353,445 with a sex-ratio of 983 females for every 1,000 males, much above the national average of 930. A total of 140,644 were under the age of six, constituting 96,420 males and 44,224 females. Scheduled Castes and Scheduled Tribes accounted for 18.4% and .01% of the population respectively.

The average literacy of the district was 72.32%, compared to the national average of 74.04%. The district had a total of 323,905 households. There were a total of 602,977 workers, comprising 173,767 cultivators, 60,874 main agricultural labourers, 25,228 in house hold industries, 343,108 other workers, 116,827 marginal workers, 15,362 marginal cultivators, 48,476 marginal agricultural labourers, 7,994 marginal workers in household industries and 15,298 other marginal workers.

The literacy rate is 72.32% in general in while rural level is 69.15% and female 45.20%. Muslim, Chettiar, Reddiar, Nayakkar, Thevar, Nadar, Meenavar, Yadavar, Pallar, Paraiyar and Chakiliyar from the major caste groups in the district. Of these 77.39% are Hindus, 6.73% are Christians and 15.37% are Muslims by religion. The main occupations are Fishing, Agriculture, Palmyrah Tapping Petty trades and business. The traditional land tenure system in the villages has lead large number of people to marginal and landless labourers. About 80% of the land holding is with 5% of the rich in rural areas. Besides, this district does not have any big job-oriented industries. Among the existing 12 small level factories, three are more or less paralyzed. Employment opportunity, on the whole, is very low. This tends migration of the people to other parts of the country as well as abroad that adds up to other health related issues like Tuberculosis, Sexually Transmitted Infections, HIV etc.,

### **1.3. ABOUT THE ORGANISATION AND THE COMMUNITIES**

AIRD was founded in the year 1991 to improve the conditions of Palmayrah workers and other excluded and vulnerable communities in Ramanathapuram district. Keeping its mission, AIRD has been instrumental in capacitating and organising them to access the mainstream services. Over the years, AIRD has been successful in forming and equipping the Ramanathapuram District Palmayrah Workers' Federation to function independently as a registered body to protect their rights and work for their development.

AIRD subsequently commenced work with Rural Artisans through a Network intervention programme in 1996 called NEERA (Network for Education and Empowerment of Rural Artisans) and reached out to the communities in 30 Panchayats of Ramanathapuram and Thoothukudi Districts. This initiative entailed working through women groups as a strategy in reaching the goal of the overall programme, which was to promote self-help through a community organisation process, equip the communities with awareness generation and capacity building, and enable the community to create access to resources by linking with mainstream players. Through the efforts made, we got a programme through a NEERA Network, focused on four major components namely: Access to Primary Health Care, Increasing Income Generation Options, and Greater Participation of Community in Local Governance & Strengthening of Federation to enhance Community Competency.

This NEERA initiative enabled AIRD to address many of the community issues and equip the communities to be a partner in development as opposed to treating them as mere recipients of project benefits. This in fact has enabled the communities to sustain the efforts to date.

AIRD implemented a Community Based Care and Support programme for HIV/AIDS in the district. This was an alliance of 22 NGOs in Tamilnadu supported by International HIV/AIDS Alliance, UK. AIRD implemented CRL (Climate change responses, Risk reduction, and Livelihood promotion) programme in Ramanathapuram district with 12

NGO partners from 2012 to 2014. The programme focused on sustainable agriculture, renewable energy, micro insurance, microfinance and social enterprises.

Besides, the organization has also been implementing a Targeted Intervention for Female Sex Workers (TI FSW) program since 2008 with the support of National AIDS Control Organization (NACO), New Delhi through Tamil Nadu State AIDS Control Society (TANSACS), Chennai. The core objective of this program is to identify Female Sex Workers, ensuring safe sex practices through use of condom, increasing their health seeking behavior by periodical health check-up especially for Sexually Transmitted Infections (STI), taking continuous treatment and also motivating the partners through them for treatment have been ensured with most of the people identified.

Subsequently AIRD went through difficult circumstances due to various internal and external anomalies beyond its control effective 2014. This included the changing donor priorities and their perceptions about India and particularly TamilNadu. Also, there had been an effort to restructure the board with the view to strengthen its competence both in terms of coping with emerging demands and skill sets.

As a result, AIRD is on to a new phase of its development efforts. This also means that the organisation has to reconsider its mandate and programmes. Consequent to this, AIRD has the TANSACS program as its anchor initiative and is gradually working on a Farmers initiative, besides some community based micro enterprises and establishing Off Farm Producer Organizations are being thought through and are likely to be grounded during the ensuing year 2020-21.

## **2. MAJOR ACHIEVEMENTS OF AIRD DURING 2019-20**

It has been a credible Organization working with the communities it strives to serve, develop and also the donor communities which have been supporting it.

Following major activities were carried out during the year for the communities with their active participation:-

## **2.1. TARGETED INTERVENTION FOR FEMALE SEX WORKERS (TI - FSW)**

This programme is implemented among Female Sex Workers (FSWs) with the support from Tamil Nadu State AIDS Control Society, Chennai since 2008. The core objective of this program is to identify Female Sex Workers, ensuring safe sex practices through use of condom, increasing their health seeking behavior by periodical health check-up especially for Sexually Transmitted Infections (STI), taking continuous treatment and also motivating the partners for treatment has been ensured with most of the people identified.

TANSACS project which has been carried out over the past 10 years successfully by AIRD has also resulted in the institution performing well among the NGOs falling under Madurai district Region. Highlights of performance could be:-

Total Blocks in Ramanathapuram district: 11

Blocks covered by TI: 10

HRGs to be covered i.e., Female Sex Workers in the Urban and Rural areas of 10 Blocks in the district - Target: 900 ;

Coverage: 881

Since 2008 till March 2020 AIRD has recorded the following as Achievements:

Identified 6 HRGs as HIV Reactive (Positive) cases among Six(6), of which Three(3) are on Pre-ART and the rest Three(3) are on ART.

The Three (3) PLHIV HRG are on ART are being followed-up at periodic intervals to ensure treatment adherence.

## **REACH AND ACHIEVEMENTS OF TI-FSW PROJECT:**

<b><u>THE REACH</u></b> Comparison between consequent Three years from 2017-18 to 2019-20			April, 2018 - March, 2019	April,2019 - March,2020
S.No.	Particulars	April, 2017 - March, 2018		
1.	Target	900	900	900
2.	Registered	1,140	1155	1185
3.	Coverage	839	853	881
4.	STI Clinic Visit	1,773	1526	2114
5.	Regular Medical Check up	1,721	1488	1989
6.	HRGs on STI Treatment	0	0	0
7.	Presumptive Treatment	52	38	125
8.	HIV Testing	1,518	1359	1379
9.	Free Male Condom Distributed	1,09,870	1, 55,222	1, 59,930

## **MAJOR AREAS OF TARGETED INTERVENTION AMONG FSWs IN PREVENTING STI / HIV ARE:**

- (a) Making the FSWs undergo STI/HIV testing through referral and linkage twice in a year, i.e., once in 6 months.
- (b) Making the HRGs undergo Regular Medical Check-up (RMC) four times a year i.e., once in a quarter by physically accompanying them to STI Clinic in Government facilities.
- (c) Distribution of Condoms among HRGs through Peer Educators (PEs) to promote safer sex and to prevent the spread of STI /HIV from Partners to HRGs and vice versa.
- (d) Making the Social Marketing Condoms available at the TI Project Office for the use of affordable clients visiting HRGs that are supplied through Peer Educators to HRGs to have safer sex with their clients.

## **TI-FSW PROJECT - COMMUNITY EVENT**

**Date & Venue:** 28/Sep./2019 – Citizen Mahal, Ramanathapuram

No.of HRGs participated in the Event:- 35

No.of TI Staff attended from AIRD including PD:- 8

Dignitaries who made a visit to grace the Event :-7

Dr.S.Sumathi, ART Medical Officer & District Programme Manager i/c, DAPCU, Ramanathapuram.

Mr.Naina Mohamed, Counsellor, ICTC & PPTCT and Mrs.Pathampiriyal, Lab. Technician,ICTC & PPTCT from GHQH, Ramanathapuram.

Mr.Shanmugavelu, STI Clinic Counsellor from Govt.Dist. HQ Hospital, Ramanathapuram.



Mr.Muthumari, District Resource Person, Link Workers Scheme, ARD-NGO, Ramanathapuram.

Mrs.Aruna, Project Manager and Mr.Karthick, Counselor,TI-MSM Project, REEDA-NGO,Ramanathapuram.

The Community Event started with Tamil Thai Vaazhthu. Mr.Thomas Peter, Director, AIRD-NGO,Ramanathapuram welcomed the dignitaries and also the HRG participants.

Mr.R.Thomas Peter,Project Director,TI-FSW Project,AIRD and other Key Staff in the same Project of AIRD, Ramanathapuram honoured the guests with Shawl.

Mr.Muthumari,District Resource Person,Link Workers Scheme,ARD,Ramanathapuram felicitated the event to be a grand success by bringing out a big change in the self-esteem , behavior , life and in their physical and economic aspects of each individual member of the High Risk Community.

Mrs.Aruna, Project Manager, REEDA-NGO, Ramanathapuram while addressing spoke to the participants from the Target community to give importance to their health and motivated them to consider others also like them to get them and their partners to go through Regular Medical Check-ups through them.

In his speech, Mr.Mohamed Nainar, Counsellor, ICTC, Govt.HQ Hospital, Ramanathapuram briefed about the services available at ICTC & at PPTCT and emphasized the Target community to make best use of the Government's Counselling,Testing and Treatment facilities by Adult HRGs in specific and Mother & Children at risk in general. .

Mr.Shanmugavelu, STI Clinic Counsellor in his speech emphasized on the value and health benefits of periodical Regular Medical Check-up and on the importance of Presumptive treatment for VDRL Positives and Syndromic Case Management for STIs.

Finally, Dr.S.Sumathi, ART Medical Officer & DPM i/c, DAPCU delivered a motivational speech and encouraged the participants from her side to drop their inferior feelings, self stigma and feel elated to lead a health conscious, bold life with dignity. She also promised to lend her help in all possible ways to bring them up providing moral support in leading a normal social life. Before the starting the actual meeting on the stage, she mingled with HRG Community and made the participant community understand the all key concepts in the Targeted Intervention meant for STI/HIV prevention, improved health seeking behaviour and heightened self-esteem in a play way through on the spot generated skits.

Followed by, there was a Gift awarding ceremony for the best performing ORWs of TI project.

The event got concluded with Vote of thanks by Ms.Revathi, Counsellor of TI-FSW Project of AIRD and National Anthem.

After the event, there was a HIV TESTING conducted for the HRGs gathered at the meeting.

## **2.2. OTHER PROGRAMMES:**

### **2.2.1.MICRO SKILLPRENEURS DEVELOPMENT PROGRAMME (MSDP) AT VEPPAMARATHUPANAI VILLAGE OF KADALADI TK., RAMANATHAPURAM DIST.**

With the support of EDII-Accenture, an MSDP was conducted by AIRD from 11/ April/2019 to 11/May/2019 at Bethel Community Centre, Veppamarathupanai in which 51 women participated and out of which 50 women completed the Training except one woman who dropped out in between. The participants were in the age group aged between 18 Years to 45 Years.

In the Training, the participants were taught in three key areas of Entrepreneurial development such as Managerial, Technical & Skill set aspects.

The Training focused on making Value added Sea Food items such as Fish,Prawn Pickle,Fish Cutlet and Prawn Bakoda, different Palm Leaf products,Washing Powder, Soap Oil, Phenyl, Room Spray etc., to equip and enable the women participants to do it as a Micro enterprising activity to supplement their family income to lead an empowered and dignified life.

The Training was held involving efficient and experienced Trainers such as Ms.Jensi, Ms.Devarathinam, Mr.Issac Baskaran, Mr.Nagarajan, Mr.Giftson, Mr.Thomas Peter, etc.,

### **2.2.2. ENTERPRISE TRAINING ON MAKING MILLETS BASED NUTRITIOUS ITEMS AT NAINAMARAICKAN VILLAGE**

AIRD conducted an One day Enterprise Training in collaboration with Krishi Vigyan Kendra (KVK) OF Ramanathapuram on 13/12/2019 at Nainamaraikkan Village on '**Making of Millets Based Nutritious Items**' in which sessions were held on making.Millets based ***Adai Dosai, Nutri-Mix Porridge and Nutri-Mix Puttu.***

Dr.Kalaiselvan, Dr.Balaji and Dr.Balasuramanian of Asst.Professors of KVK, Ramanathapuram at Karikoottam handled the Practical sessions on making the above food items. The participants of the Training expressed that the items prepared were delicious which could be tried to make a supplementary income in a commercial way in and out of village and in nearby big towns, taking it as a Micro-enterprising initiative individually or as a small group.

### **2.2.4. ENTREPRENEURSHIP AND SKILL DEVELOPMENT TRAINING ON MUSHROOM CULTIVATION AND ON MAKING MUSHROOM BASED RECIPES**

The KVK of Ramanathapuram jointly with AIRD, Ramanathapuram conducted an Entrepreneurship and Skill Development Training on Button and Oyster Mushroom Cultivation and on making of variety of **Nutritious Recipes that could be made out of Mushroom** such as Mushroom Jam, Mushroom Pickle, Mushroom Chutney, Mushroom Gravy, Mushroom Samosa, Mushroom Biryani, Mushroom Mushroom Noodles, Mushroom Omlette, Mushroom Chappathi Flour Mix, Mushroom Chappathi, Mushroom Pulav, Mushroom - Badam Giri etc., The Training was conducted for 25 days from 17.02.2020 to 23.03.2020 excepting Holidays.

The theoretical and practical sessions were conducted at KVK, Ramanathapuram and KVK, Madurai in Govt. Agri. College Campus by Dr. Balaji, Dr. Manonmani, Dr. Kalaiselvan and Dr. Balasuramanian, the Asst. Professors in their concerned field of Specialities.

In the Training, on behalf of AIRD, 24 females and 1 male candidates from Women & Men SHGs participated and got benefitted out of the Training getting ample of learning inputs.

### **3. BANK CREDIT MOBILISATION FOR NABARD SANCTIONED JOINT LIABILITY GROUPS (JLGs)**

Out of 100 Joint Liability Groups (JLGs) sanctioned by NABARD, Chennai, to Four JLGs respectively Two JLGs in Panchanthangi village of Thiruppullani Block and remaining Two JLGs in Kadukkavalasai village of Mandapam Block. This Bank credit has been mobilized during the Financial Year 2019-20 to the tune of Rs. 8,50,000/- (Rupees Eight Lakhs and Fifty thousand only).

Three The Banks which extended Credit facility to 20 women in Four JLGs during the Year 2019-20 to start their local level Livelihood businesses such as Milch Animal rearing and Palm Leaf Mat and other Products making are (i) RDCC Bank Ltd., Kilakarai Branch & (ii) RDCC Bank Ltd., Uchipuli Branch operating under Ramanathapuram District Central Co-operative Bank Ltd., Ramanathapuram.

Since 2018-19 till 2019-20 ,out of 100 JLGs sanctioned by NABARD, 22 JLGs have been linked to avail credit facility to start their local Livelihood businesses like Coconut Leaf Thatch weaving,Tailoring, Goat rearing, Milch Animal rearing, Palm Leaf Mat / other Products making etc., and during this period, AIRD has mobilised Bank credit to the tune of Rs.42,75,000/- and as a result of it, 22 JLGs have availed Credit facility for their known and traditional Livelihood businesses.The Banks which extended Credit facilities are , (i) RDCC Bank Ltd., Kilakarai Branch , (ii) RDCC Bank Ltd.,Uchipuli Branch and (iii) PACS, Vannangundu. The overall percentage of loan repayment so far is exactly 79.65%, i.e., 80% (Rounded).

#### **4. DIRECTOR'S PARTICIPATION IN THE STATE LEVEL WORKSHOP**

The Director participated in the 3 Day Workshop on the Role of CSOs in the promotion of MDG13 – Climate Action at YMCA Guest House, Kanyakumari from 14-16/Oct./2019,organized jointly by Vishwa Yuvak Kendra (VYK),New Delhi and Gramium,Karur.

#### **5. FORMATION OF NEW SELF HELP GROUPS (SHGs) IN AIRD'S WORKING AREA**

Since April,2019 till March,2020, Seven (10) No. of new SHGs\_have been formed respectively in Ramanathapuram & Kadaladi Blocks of Ramanathapuram District and brought in under the umbrella of Deepam Women's SHG Federation in addition to the already existing 244 SHGs in the fold, thus totaling 251 altogether.

#### **6. FUTURE PLANS**

AIRD wishes to broad base its interventions during the next five years with a strengthened community base that enables them to shift towards collective functioning. The thrust areas would be Climate Change Mitigation, Food Security and Livelihood adopting business through entrepreneurial initiatives and Micro-financing.

AIRD in this process would strive to work with women, farmers, children and youth. In addition to that, the organization will also make efforts to create sustainable community structures with appropriate mainstream linkages.

## **7. ACKNOWLEDGEMENT**

We, the Office bearers and the Staff Team of AIRD, do sincerely acknowledge with thanks the contribution, support and guidance extended by all the Managing Committee members, Funders and Well wishers of AIRD towards materialising its indomitable developmental service to the poor, needy and deserving men and women folk in our operational area.

## **ANNUAL REPORT - 2019-20 – PROGRAMMES**

### **PHOTOS AT A GLANCE...**

#### **EDII-ACCENTURE-AIRD's MICRO SKILLPRENEURS DEVELOPMENT PROGRAM**

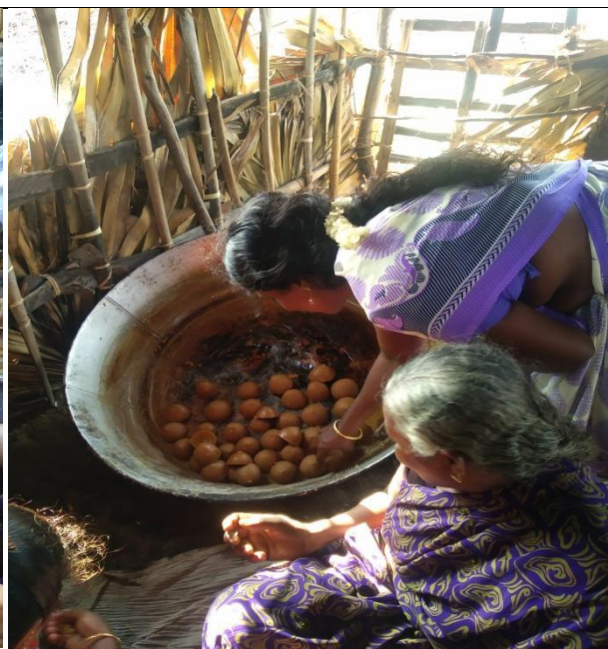
**PHOTOS ON PALM JAGGERY MAKING, PALM LEAF PRODUCTS MAKING, PRAWN PICKLE, PRAWN BAKODA, FISH CUTLET MAKING AND THE PRODUCTS PREPARED**

**AT THE TRAINING SUCH AS ROOM SPRAY, TOILET STAIN REMOVER, PHENYL, SOAP OIL, WASHING POWDER, LIQUID BLUE MAKING etc.,**

**DATES:** 11/04/2019 – 11/05/2019 **VENUE:** BETHEL COMMUNITY CENTRE, VEPPAMARATHUPANAI



















**DIRECTOR'S PARTICIPATION IN THE STATE LEVEL TRAINING PROGRAMME ON RLOE OF CSOs IN THE PROMOTION OF SDG13 - CLIMATE ACTION**

**DATES:** 14 – 16/OCT./2019

**VENUE:** YMCA INTERNATIONAL GUEST HOUSE, KANNIYAKUMARI





### **TRAINING PROGRAMS CONDUCTED BY AIRD IN COLLABORATION WITH KVK, RAMANATHAPURAM**

**DATE:** 13/12/2019

**VENUE:** NAINAMARA IKKAN VILLAGE

### **I. SKILL TRAINING ON MAKING 'MILLETS BASED NUTRITIOUS RECIPES' AT NAINAMARA IKKAN VILLAGE**







## II. ENTREPRENEURSHIP AND SKILL DEVELOPMENT TRAINING ON MUSHROOM CULTIVATION AND ON MAKING MUSHROOM BASED RECIPES

**DATES:** 17.02.2020 – 23.03.2020 (25 Days, except Holidays)

**VENUE:** KVK, RAMANATHAPURAM & MADURAI (AT GOVT. AGRI. COLLEGE CAMPUS)













# Thank You!