



Payir

ANNUAL REPORT

2018-19



DREAMS COME TRUE

In the past few years, the team at Payir has been taking our work forward with great gusto and commitment, even when Preethi and I weren't physically present. The team has been embracing new ideas and growing all along.

The past year had a signature theme of going back to the community and nature, getting to the root cause of issues and sharing best practices for a better way forward.

Many of our dreams are now coming alive.

Revival of the micro watershed area, we are in, has received a boost with our ex District Collector Mr. Anil Meshram IAS returning as the monitoring officer of our District. We are actively mapping all our water streams and water bodies and the local administration is creating a convergence plan to strategize on the work ahead.

More friends are weaving magic and colour into our children's lives, helping them dream of new horizons - be it in the creative space, in looking out for careers of their dream, in building concepts through skype based classes!

It is very satisfying to witness that our health team has created many platforms of dialogue with the community - through school health education, neighbourhood meetings, supplementary nutrition program and through a holistic clinical service.

These dreams are coming alive not just by our efforts here but also the unwavering support and love of you - our many friends, donor agencies, peer organizations and corporates. Thank you so much.

As we step into the 15th year of Payir, there is a lot to look forward to! Reviving the micro-watershed consisting of 8 panchayats, reforestation with a minimum of 10,000 trees, taking the many aspects of wellness of body and mind to 5000 families, deeper experiential and joyful learning to 2,000+ children and many more.

I am looking forward for our relationship to grow more and more.



Senthil Preethi



TOWARDS A HOLISTIC HEALTHCARE SYSTEM



Why are many of our village people falling sick? We found that many of their ailments are due to anaemia and malnourishment. Our health team has taken significant steps to reduce this by working on the dietary habits of the ill, their families and the children of the community.

How do our health workers make this happen? They have now learnt to use multiple mediums to get the message across. Group discussions, Audio-Visuals, charts, role plays, awareness talks about local and healthy food & nutrients; healthier cooking practices; nature cure decoctions; traditional herb remedies and much more!

We are steadily progressing towards being a holistic healthcare center. This year, the number of people who seek homeopathy and naturopathy as cure for their illness has increased. We now have a dedicated homeopathic health center in Echampatti village. From January of this year, Dr. Bagyavasan – a Homeopath from Trichy has been making monthly visits to our base center. Physiotherapist couple Madhuvanesh & Sudha who visit us from Chennai, include kalari and Varma as part of their therapy.

Our school health education, a sustained initiative, has now expanded to 24 schools in 14 villages from 12 schools in 8 villages. The initiative has become far more structured with permission granted by the Chief Educational Officer of Perambalur District.

From 3 villages in the previous year, supplementary nutrition given to under 5 children, expanded to 6 villages. Out of 294 children in this age group, 64 children are malnourished and being provided with the supplement. The percentage of children falling under malnourished category has been falling consistently in the villages we work with for more than 3 years continuously.



"This is the first time someone is talking to us about our body, food and living. I want to know how to eat healthy so I can live healthy."

"These days, children come and talk to us about the ill effects of the packed junk foods we sell" local petty shop vendor.



During an interview with teachers and children about this program, a couple of School Head Masters appreciated our health workers for talking about reproductive health which is normally skipped by the school teachers. A transformational change for many girls has been their understanding of menstruation – a cultural taboo.



PROGRESSIVE DIALOGUE WITH THE COMMUNITY

The villages surrounding Thenur are going through a severe drought. There was a need to empathize with the people, renew our dialogue with the community and give them ideas, not just to tide through these tough times but also come up with initiatives to counter them in future. And what better way to engage with the local community than street plays! **Budhar Kalai Kuzhu's** Manimaran anna, who have created our own Street Theatre Performance group, have featured regularly in many of our community programs and training for children. It is pure comradeship that Manimaran comes from Chennai every month to build "Vidhaigal," our local cultural troupe. This troupe uses various forms of performing arts to impress upon the villagers the critical need to understand how we abuse nature and how we can save our own villages in the future.

For the first six months, the troupe performed a play on blatant deforestation, in 8 villages and a college. Their second theme on encroachments of water bodies has now been played in 6 villages, so far. Each play is watched by 200-300 villagers including children. It didn't just end there. Our health workers, who are regularly in touch with the villagers, followed up with discussions within smaller groups to arrive at solid action plans. Once this was done, they roped in the team from either Thoorigai or the school or the rest of Payir, to take things forward.



People of the community came up with their own initiatives. A few examples have been 1) Planting around 700 tree saplings (iluppai, maruthu, guava, pomegranate, neem, badam fruit, pungai, peepal) in 7 different villages, each sapling owned and nurtured by people from the villages. 2) Restoring an abandoned community well at Pudhu Ammapalayam which is now the only regular source of water for the community.

NEW BEGINNINGS, FRESH EXPERIENCES



For the children of our villages, Summer holidays are festival time at Payir, their absolute unbounded space for fun and creativity.

Whether it was getting their fingers sticky with clay, making face masks and cool hats, carving coconut shells or decorative ornaments from plastic waste, the children did them all. The more adventurous among them sweated it out at the sports grounds while others enjoyed science with fun experiments. Some children even got to play 'Sindbad' the sailor. The sense of euphoria could well be described in one catch phrase, 'papparappa' (a euphoric slang from the Clay Fingers team). Credit for these activities goes to the fun-loving Ezhil, Anandhaperumal, Barathidasan anna, Arivarasan and their teams.

There were plenty more fun-filled activities to come. The children travelled to Svanubhava at Anaikatti, attended craft week at Marudham, Paradigm Shift at Puvudham, witnessed the Vaanam festival by music band the Casteless Collective & Neelam at Chennai.

They also witnessed the kite festival at IIM Trichy, ran a marathon at Musri and attended a month-long fine arts training camp at Kalai Kaveri Trichy. They were coached at the Perambalur District Stadium by coach Kokila. Our children were part of the street play team, facilitated by Vanavil school team, to relieve trauma of people devastated by Cyclone Gaja.

Our Nathakadu school children had another exciting year with **eVidyaloka** through skype based classes.

Thiramai Thiruvizha showcased our spirit of enterprise. The ideation, planning and execution of this event was carried out by the Payir grassroots team who pooled in volunteers from colleges like Roever's, Bishop Heber, IIT and Dream India. 1600 children from 17 Government schools participated in this cultural and sports extravaganza. The event was funded by the marathon runner volunteers from Chennai. The best part is that more runners ran this January to collect close to Rs. 2 lakh for Thiramai Thiruvizha 2019.

Each journey was new and refreshing! All of these could happen with the year on year support from Asha for Education and Friends of Payir, USA.



It was refreshing to see our teachers evolve in concepts of child development by observing and learning. For a long time, everything that was taught about child friendly learning seemed new and contrary to all that our teachers were told about education.

However, once you realize that there is joy in learning something new, that teachers are now the students, the mind seems limitless, eager to be filled with richer experiences!

GUIDANCE FOR NEWER AVENUES

While many of us have the luxury of looking for the best course or the best college for a brighter future, children in and around Thenur are aspiring to be first generation graduates in their families and villages. With Payir's efforts, the number of children going on to pursue higher studies have increased exponentially in the past decade. And this year, we've gone one step ahead!

Aravind, our friend from Kovai worked with our team in giving career guidance, and made things a lot easier. A simple aptitude test for the children and a motivation session along with details of the relevant courses and colleges, gave them a much better picture of the courses and colleges they should be looking at.

The mental block and culture shock involved with moving to a bigger city for higher education is also slowly being broken.

Five children got placed in good colleges after completing class XII in June 2018. Following this, more children and families showed an inclination to look at good colleges in bigger cities, with dreams of a brighter and better future.

Payir believes that every person who interacts with our local team and children, will only enhance mutual enrichment. We had vibrant interactions with IIM Trichy students on various themes. This kind of engagement also serves as a spiritual connection that gives valuable insights to both the management students and our adults and children on how the world works on both sides.

NEW OPPORTUNITIES FOR THOORIGAI & CONTINUATION OF SUPPLEMENTARY NUTRITION

The Thoorigai team, having exceeded their revenue targets for 2017-18 needed newer ideas and more avenues to increase sales. This is when **LatentView Analytics**, as part of their CSR activity chipped in with much-needed funds to augment Thoorigai's infrastructural needs and, for the first time, gave them a balance with which they could buy fabric in bulk. This support proved to be invaluable, and it was just the beginning.

Thoorigai then received a large corporate order from **Titan**, to make give away bags for customers at **Mia**, their fashion jewellery brand. This was not going to be easy, but proved to be a great learning ground for our ladies, who were up to the challenge. They picked up new skills like packaging and signing an MOU with India Post for the shipment. This year, a passionate team in India **PayPal** office has been actively looking ways to support Thoorigai.

A wonderful feather in the cap was when we were approached by the **District Administration** and **IIT, Chennai** for providing cloth bags when the Tamil Nadu Government implemented a ban on thin plastic bags.



Thoorigai



It was not all smooth sailing though. There were a few downsides too. It took some time for us to understand GST in its entirety and by the time we realized the process, we ended up paying a hefty fine. We also lost business to the tune of Rs.2 lakhs due to GST. Our sales at the exhibition stalls went down significantly.

With the Government discontinuing the highly effective adolescent girls empowerment program, we were in a fix, as to how we could continue giving nutrition supplements to hundreds of severely malnourished children. While we continued to support them with our internal funds, it was getting difficult. **LatentView Analytics** came to the rescue again, pledging support for supplementary nutrition for 250 children. This allowed us to include schools which were more in need of supplementary nutrition.

Thinai, our food processing which started as an off-shoot of the nutrition program, continued to do well as a commercial entity this year, apart from continuing to run the supplementary nutrition program for around 300 children.

Our Deepavali was sweeter, this year round with multiple orders coming in for our Traditional Laddoo Box. We received:

- ★ A repeat order from **Cisco** for their team members, 600 in all.
- ★ An order from **ZuriNovo Healthcare** for their Doctor clients in Chennai, Karur, Erode, Coimbatore and Trichy. Doctors loved the taste and quality of our sweets.

Thinai's other products like Malt, Sesame Oil, Ghee and Idli powder were more in demand this year.



This year, the entire Thoorigai team got their Artisan ID from the Development Commissioner Handicrafts. Thoorigai is also registered with the Employee Provident fund.

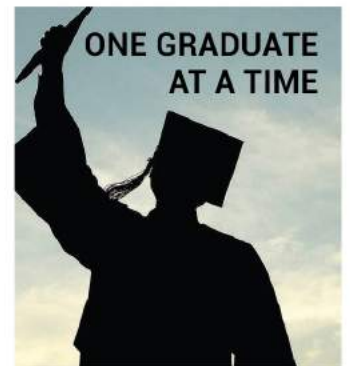


MANY WAYS TO SUPPORT US,

For the third year running, we (10 of us) participated in the Jabong Costume contest during the TCS World 10K run in Bengaluru. This year our theme was "Justice for Labourers" and we won the second prize for Rs.40,000!

Our Chennai runners have been running for a cause, providing an amazing platform for the children to learn team spirit, healthy competition, making new friends, improving their social skills and overall development.

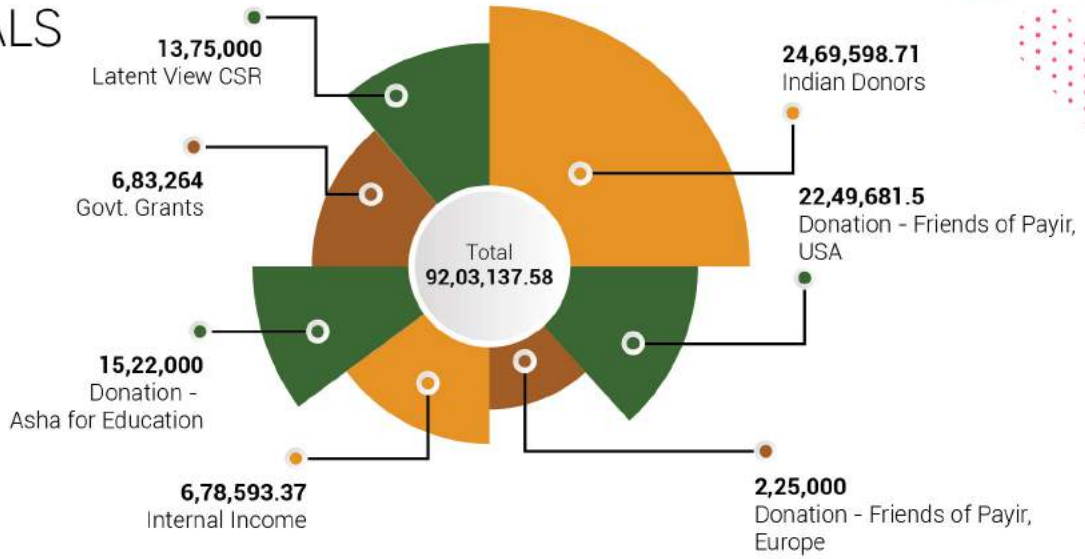
Our Thoorigai bags and Thinaï festival sweet boxes will make great gifts for your near and dear ones and at the same time give us happiness.



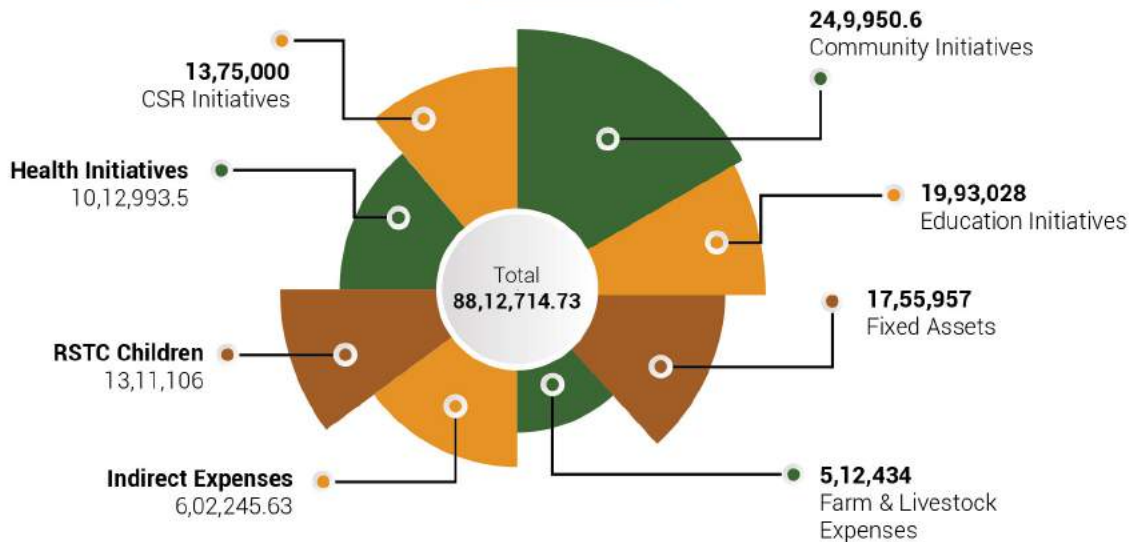
Payir Trust is a registered Public charitable Trust under the Indian Trust Act & Indian Income Tax Act with PAN: AAATP9755F As per PCGOI Order No. 6162E(136)/2009-10/CIT-I/TRY dated 02/07/2010 deductions to donations to Payir Trust is allowed u/s 80G (5)(vi) and valid from 01/04/2010. Payir Trust is registered under FCRA with registration number: 075920013. Our Darpan Unique ID no. TN/2018/0214715

OUR FINANCIALS

Incomes



Expenditure



We depend on your support. Please generously contribute to our efforts.
Thank you.

For, Online donations in India: <https://letzchange.org/campaigns/payir-trust/>

Donations in USA: <https://www.paypal.me/friendsofpayir>

Other modes of donations: <http://www.payir.org/donate-now/>



Payir Trust

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