



**Payir**

enabling villages

# ANNUAL REPORT

## 2024-2025



Payir's composite, community led initiatives, **since 2005**, is focused on fostering the holistic well-being of 39 villages in Alathur block; **an Aspirational Block of Perambalur District**

Being in one of the most drought-prone, heavily cash-cropped, and least developed districts of Tamil Nadu, we realize rural development is a multi-faceted challenge. Our core belief is in addressing the interconnected needs of the land and its people through a layered, contextual, community led holistic approach – fostering well-being, inclusive growth, building long-term resilience and nurturing local leadership.

Payir's community led initiatives encompasses Healthcare, Nutrition, Children Education, Restoration & Conservation of local Ecology, Natural farming, creating and enabling rural enterprises and empowering local governance. We believe in being a catalyst and an enabler.



To **enable rural** people to live a healthy life, develop inquiring and creative minds and build a community based on **Social and Ecological Justice**.



Our primary focus area is the **Chettikulam Micro-watershed** covering an area of 20,000 acres and serving 15,000 families.

# Payir's Areas of Impact

## Health Care



Health | Nutrition  
Sanitation

## Education



Government School  
Residential | Montessori  
Inclusive

## Ecology



Restoration  
Conservation | Advocacy



- Holistic Wellbeing Centre
- Community Health Care
- Care for People with Disability
- School Health Education

- Residential Special Training Centre
- Payir Montessori
- Early Childhood Care (ECC)
- Govt School Intervention Program
- Career Guidance & Alumni
- Aarvam Learning Lab

- Waterbody restoration
- Tree plantation
- Plant Nursery
- Organic Farming



Training | Incubation | Collaboration



## Payir's HEALTH CARE Initiatives

*Health | Nutrition | Sanitation*

Payir's approach to health care is rooted in the belief that well-being is contiguous with the presence of care, awareness, and dignity at every stage of life. Our health care initiative weaves together four key programs that support each other and addressing specific community needs.

This year, Payir's health care initiative deepened its roots and widened its reach - touching lives through a blend of compassionate care, community trust, and sustained action.

Our health care initiative's 4 major programs that run both independently & by supporting each other -

- **Holistic Wellbeing Centre**
- **Community Health Care**
- **Care for People with Disability**
- **School Health Education**

Our health care initiative's 4 major programs that run both independently & by supporting each other. Here's the year at a glance!

## Holistic Wellbeing Center



An integrated centre offering preventive & lifestyle-based care through Homoeopathy, Naturopathy, Yoga, Siddha, & ref. for Allopathy.



**30**

IP Patients



**2628**

OP Patients



**341**

Lab Tests



**225**

Referrals



**184**

Online Consultations

The center saw a rise in patient footfall, with more people seeking lifestyle-based, integrative treatments.



## Community Health Care



A network of trained health workers delivering doorstep care, awareness, and nutrition initiatives that build lasting community trust.



**15**

Villages



**176**

Kitchen Gardens



**21000**

People Impacted



**2500+**

Street Theatre Audience



**4**

Sr. Health Coaches



**23**

Com. Health Workers (CHWs)

**1000+**

Awareness Meetings



**253**

Village Health Camps

We have scaled up significantly, with 23 full-time CHWs serving over 21k people through camps, visits, & awareness programs. Feedback has been phenomenal.



## Care for People with Disability



Home-based therapies, nutrition support, and family empowerment ensuring dignity, inclusion, and steady progress for anyone with disabilities.



**180** PwDs



**31** Villages



**341** Physio Camps



**3** Homeo Camps

**21000+**

Laddos & Supplements

Those with disabilities attended stronger and more consistent physiotherapy camps in addition to the homoeopathy camps, & consistent home-based support across 31 villages.



## School Health Education



Weekly interactive classes in schools that instill healthy habits, hygiene practices, and health awareness in children from an early age.



**5338** Students Impacted



**641** Sessions



**4** Health Educators



**61** Schools



**37** Villages



**750+** Hours

Expanded to 61 schools, taking over 600 sessions to foster health awareness in over 5,000 students.





## Payir's EDUCATION Initiatives

### *Govt School Residential | Montessori | Inclusive*

Payir's approach to education is rooted in the belief that learning goes beyond textbooks—it's about fostering curiosity, resilience, and purpose in every child. Our educational initiatives span across age groups and learning environments, creating opportunities where there were none, and helping children grow into confident, capable individuals.

We offer a continuum of support that begins in early childhood and extends all the way to higher education, ensuring that no learner is left behind.

Our education efforts are shaped by five key programs that work in tandem to address both academic, health and holistic development. These are -

- **Residential Special Training Centre (RSTC)**
- **Payir Montessori**
- **Early Childhood Care (ECC)**
- **Govt School Intervention Program**
- **Career Guidance & Alumni**

## Residential Special Training Centre



A safe, holistic learning space for school dropouts and children facing barriers, blending academics with life skills, creativity, and community connection.



**40** Residential Students



**10 days/ month**

**Parai Classes**



**6** Teachers



**2/week**

**Embroidery Classes**



**5** Kalai Payanam



**1/week**

**Health & lifeskills**



**1** Residential Skill Training



**7** Chutti Manram Performances



**210/365** Meal days Sponsored



**1/week** Karate & Yoga Classes

A new alternative educator joined the team part time from Chennai, more outdoor sessions - kids learned about local flora & fauna, went to a Grama Sabha & connected with elders in their community. English was taught more frequently.



## Payir Montessori



An accessible rural Montessori program nurturing independence, curiosity, and inclusion for children of all abilities.



**16** Students



**3** Teachers



**3** Trips



**3 times a month** Bioregion Outings



**2** Parent Meetings

More enrollment and interest. Teachers received training. Parents noticed improvement in child's behavior



**4**

**Students with Developmental Disabilities**



## Early Childhood Care



Village-based centers providing nurturing, play-based early learning that builds confidence, communication, and family engagement.



**40** Students

**2** Teachers

**2** Parent Meetings

**2** Centers

A new centre was opened in T. Kalathur in September, which addressed the need for early learning spaces in the area. The Thenur centre was closed due to low enrolment and community disengagement.

## Government School Intervention Program



Dedicated Payir teachers strengthening rural government schools through classroom support, after-school programs, and digital learning.



**1600** Students Impacted

**11** Teachers

**9** Schools

New teachers have been trained to use digital tabs to teach students after hours via the Neighbourhood Learning Program

**200** Avg number of Days/ Teacher

**1200** Avg number of Hours/Teacher

**18** SMC Meetings Conducted

**6** ITK Selected Teachers

**70** Students attended Kalai Tiruvizha

**10** trained  
**3** selected

**Neighbourhood Learning Program (NLP)**

**9** NLP Teachers

**150** NLP Students

**1050** NLP Sessions

**1500** Hours

**Students Trained for National Means&Merit Scholarship Exam**



## Career Guidance & Alumni



Mentorship, financial aid, and alumni networks guiding rural youth into higher studies, careers, and community leadership.



**73** Students Received Guidance



**11** Students are Receiving Financial Support

- Through the partnership of Dream India and the RMF Scholarship Program, we provided financial support to 4 students and a laptop for one.
- 10 RSTC alumni are currently enrolled in higher secondary education at Loyola Higher Secondary and Seva Sangam Higher Secondary School.
- 3 RSTC Alumni are enrolled in colleges:
  - MSc Environmental Science
  - Engineering College
  - Govt. Catering College
- Five alumni completed their Diploma/ITI and are currently employed in Payir.



**980** Saplings planted



**700** New saplings in nursery

## Payir's ECOLOGY Initiatives

*Restoration | Conservation | Advocacy*

Perambalur is drought-prone, with only a third of its farmland irrigated. Cash crops like cotton and maize have depleted soil health, while the neglected Kannapadi Tank—once vital for irrigation and groundwater—has worsened water scarcity for Thenur and nearby villages.

Payir set up a five-acre demonstration farm to promote organic practices, introduced vermicomposting and drip irrigation, and shared knowledge with more than 450 farmers on diverse crops. A detailed study of the Kannapadi Tank was submitted to the district, alongside village afforestation efforts for long-term sustainability.

**4 villages, 5000+ families, 25000+ people**

**2500+ Farmers, 5000+ hectares Farmlands**

**2000+ man days, 15000+ hours worked**

**Total lakes covered**

**7**

**Total water area covered acres**

**1000+ acres**

**Total water ways cleared**

**300+ Km**



Thoorigai Grama Pengal Kootamaipu is a women's self help group founded in 2011 with the support of Payir. Thoorigai produces cloth-based products such as bags, toys, purses, and learning aids—offering women's sustainable livelihoods and financial independence.

This year, Thoorigai expanded its product line with new cloth toys and learning materials while continuing to grow its presence through notable exhibitions. The collective proudly showcased its work at the Isha Exhibition in Coimbatore and the Dastkar Exhibition in Chennai and also set up stalls at companies like PayPal, Oracle, Amagi, IITM, and LatentView. BITS Pilani, impressed with the products, placed a bulk order for the cloth calendars for 2025.



The women of Thoorigai have shown utmost resilience over the years, doing different jobs to expand their skills and hence their market. The women started Thina, which is now a fully functioning entity (next section). They have produced quality stabilized mud blocks and even run a plant nursery.



A long time employee who used to work with Payir before exclusively working for Thoorigai said this -

“I used to stitch at home, but my mother refused to send me out for a job. After marriage our family needed money so I asked my husband if I could work. I used to be quiet and would not go anywhere. Now since I started working in Payir, I have learnt how to drive a two-wheeler, and can find any address on my own. Through Thoorigai our team has visited Trichy, Conoor, Banglore, Chennai, Coimbatore, Madurai and other areas to put up stalls. This has given me a lot of confidence. Now I am encouraging my daughters to be brave too.”



“We need help with getting more orders. It is about more than profit - we want to employ more women and support them. When we get orders, we feel challenged and achieved.”



**72,500**  
Ladoos + pulses  
distributed

**8.5 Lakhs** (Rs) Diwali Order

**8.1 Lakhs** (Rs) Supplementary  
Nutrition Program

**2.1 Lakhs** (Rs) Others

**18.7 Lakhs** (Rs) Total sales for  
2024-25



Nearly 80% of government school-going adolescent girls in Perambalur District are moderate to severely anaemic. In 2014, Payir collaborated with the District Administration to pilot a Supplementary Nutrition Program to 3300 girl children - a first of its kind in the State. Within 300 school working days, the number of anaemic children dropped substantially to 30%. One of the important supplements provided every day was a traditional laddoo - rich in natural iron, protein and fat made in-house at Payir.

During this period, Payir grew this effort into a food processing unit called Thinai as an enterprise under Thoorigai Grama Bengal Kootamaippu. Since then, Thinai has grown to offer a large variety of products to rural and urban communities and is now creating skill & empowerment in 20+ rural families.

**A senior worker shared the humble beginnings of the enterprise :**

“We were thinking about how to provide more nutrition to children around us in our community and villages nearby. First laddoo we made with crushed groundnuts and jaggery. Now we make using *thinai*, *samai* and *kelvaragu*. They are highly nutritious and also delicious so the kids eat it without any fuss. Then the **Collector of the district tasted** it and suggested we distribute laddos to children in government schools (Supplementary Nutrition Program). So, in association with the **education department**, we started distributing *thinai* laddos and sprouts in government schools. **We could see children were getting healthier and there was a reduction in anemic signs.**”





Aarvam Learning Lab is the dream project of Payir and Amagi Media Labs Pvt. Ltd., created to spark curiosity and hands-on learning among rural children, especially those in government schools. Inspired by the Exploratorium in San Francisco, it envisions a vibrant space where children explore science, art, and math through joyful, inquiry-based experiences. The upcoming project at the Payir campus will be a space of wonder—where children can question, experiment, reflect, and connect learning to their everyday lives. Aarvam also embraces technology and collaboration to create accessible, engaging learning resources rooted in local contexts.



**3669** Students Impacted



**4** Aarvam Teachers



**7** Schools



**7** Astronomy camps



**8** Workshops

While the project is under construction, Aarvam teachers have been bringing creative learning experiences to government schools. They lead hands-on sessions in science and math that encourage exploration and critical thinking. Workshops and astronomy camps further deepened engagement, sparking curiosity among students. These experiences have helped the team refine activities and adapt lessons to match students' levels and thinking styles. The insights gathered are actively shaping the learning lab and future Aarvam programs.



## Aarvam Learning Lab's Buildings

Aarvam's design embodies the principles of reduce, reuse, and recycle to create sustainable, affordable, and locally rooted spaces. Drawing from vernacular and traditional building methods, it fosters a sense of belonging and comfort among children and community members. Using natural materials such as earth, lime, and stone instead of high-carbon steel and concrete, the design minimizes environmental impact, promotes reuse, and ensures inclusivity through child-friendly, universally accessible spaces.



### Vinthai Adda

A space to orient the kids for Aarvam classes, and exhibit models.



### Reception

Acts as a registration and help desk for schools and visitors.



### Curio Koodam

A space to explore the math, science, computer, mechanics skills within.



### Cosmos Koodu

A place for kids to ponder deeply about astronomy, history, geography & anthropology.



### Karpanai Capsule

An immersive space of exploration into art, nature an self-expression through creation.



### Oli Ozhi Arena

A multipurpose space to conduct workshops & stream online content, and video conferencing.



### Idea Pattarai

Space for kids to explore, ideate, and fabricate basic & intermediate level engineering design.



### Sinthanai Pedia

Common collaboration and work space for peer discussions, conferences & meetings.



### Xplor Poonga

A collection of common and important phenomena illustrated through life size activities.



### Fun zone

A space with craft materials and activities for all age groups.



### Dining & dorm

Kitchen, dining for large groups. Dorm for guests & visiting faculty.



### Toilets

A new toilet facility to cater for the increased footfall expected.



## Dream Voyage

The second Dream Voyage took 66 Aarvam children on a three-day educational trip to Bangalore. They visited the Planetarium, Visvesvaraya Technological Museum, Bannerghatta National Park, and Cubbon Park —spaces that sparked wonder and connected classroom learning with the real world.

## Trip to Mudhumalai

The curious kids of Aarvam had an exciting outing to Mudhumalai. They spent time stargazing under clear skies, observing planets, the asteroid belt, and distant constellations through telescopes. They also spotted satellites moving across the sky, gaining a deeper understanding of space. To end the day, they visited the Ooty Radio Telescope and Cosmic Ray Laboratory, where they learned about space research and its real-world applications.



## Idea Pattarai

Idea Pattarai (Maker's space) is a part of the Aarvam project that is currently active, where curiosity turns into creation. It's an open and inclusive space for rural children, youth, and teachers to build, break, explore, and learn by making real products with their own hands. From scientific experiments to hands-on tools, everything here is designed to spark playful learning and fearless experimentation. Mistakes are welcome as part of the creative process.

The mission is to nurture a new generation of rural creators, confident in their ability to think, try, and build.



**An Aarvam teacher at Idea Pattarai said:** The kids who are here in the villages have limited accessibility to a space like this. Their parents don't have the mindset or knowledge to guide their curiosity. This is especially true in the case of girls, who would not have even touched a screwdriver or a spanner before coming here. This space helps break these stereotypes. I remember a girl who used to refuse to touch any machines saying that she does not know how to use them. I tried to convince her but she would stand in a corner and just watch. As she started coming regularly and saw how other girls were getting involved she also started getting involved. Now she is very comfortable using power tools.



# Payir's FINANCIALS | Balance Sheet

| Particulars  | As at March 31,<br>2025 | As at March 31,<br>2024 |
|--|-------------------------|-------------------------|
| <b>Liabilities</b>                                 |                         |                         |
| Trust Fund   | 50,815,977.78           | 33,933,016.72           |
| Corpus Fund  | 236,100.00              | 236,100.00              |
| Loans  | 100,000.00              | 250,000.00              |
| Current Liabilities                                | 301,248.92              | 145,472.00              |
| <b>Total Liabilities</b>                           | <b>51,453,326.70</b>    | <b>34,564,588.72</b>    |
| <b>Assets</b>                                      |                         |                         |
| Fixed Assets                                       | 41,078,270.08           | 25,862,160.23           |
| Investments*                                       | 5,600,000.00            | 7,500,000.00            |
| Cash & Bank Balance                                | 4,446,556.63            | 1,192,428.49            |
| Other Current Assets                               | 328,500.00              | 10,000.00               |
| <b>Total Assets</b>                                | <b>51,453,326.71</b>    | <b>34,564,588.72</b>    |
| <b>Receipts &amp; Payments</b>                     |                         |                         |
| <b>Receipts</b>                                    |                         |                         |
| <b>Particulars</b>                                 | <b>31st March 2025</b>  | <b>31st March 2024</b>  |
| <b>Opening Balance :</b>                           |                         |                         |
| Cash & Bank Balance                                | 1,192,428.49            | 153,914.94              |
| <b>Revenue Income</b>                              |                         |                         |
| Donations - Individuals                            | 14,988,162.23           | 14,293,041.43           |
| CSR & Grants                                       | 12,901,339.00           | 3,936,575.70            |
| Grants for Programmes                              | 655,830.00              | 532,560.00              |
| Foreign Contributions                              | 10,227,852.00           | 8,187,876.76            |
| Self- Generated                                    | 122,305.00              | 165,576.00              |
| Any other Income                                   | 1,085,973.73            | 184,214.89              |
| <b>Capital Receipt</b>                             |                         |                         |
| Fixed Deposits                                     | 6,000,000.00            | 3,000,000.00            |
| Current Liabilities                                | 157,000.00              | 148,649.00              |
| <b>Total Receipts</b>                              | <b>47,330,890.45</b>    | <b>30,602,408.72</b>    |
| <b>Payments</b>                                    |                         |                         |
| Core Programme(s)                                  | 20,344,289.41           | 16,899,957.38           |
| Management & Operational Costs                     | 1,203,868.77            | 217,137.25              |
| Purchase/<br>Construction of Major<br>Fixed Assets | 16,605,466.64           | 9,792,885.60            |
| Deposits   | 4,730,709.00            | 2,500,000.00            |
| <b>Closing Balance:</b>                            |                         |                         |
| Cash & Bank Balances                               | 4,446,556.63            | 1,192,428.49            |
| <b>Total Payments</b>                              | <b>47,330,890.45</b>    | <b>30,602,408.72</b>    |

# Payir's FINANCIALS | Income and Expenditure

| Particulars  | 31st March<br>2025   | 31st March 2024      |
|--|----------------------|----------------------|
| <b>Income</b>  |                      |                      |
| Donations - Individual   | 25,366,014.07        | 22,730,918.19        |
| CSR & Grants   | 12,829,224.00        | 3,936,575.70         |
| Grants for Programmes  | 655,830.00           | 532,560.00           |
| <b>Total Donations &amp; Grants</b>                                      | <b>38,851,068.07</b> | <b>27,200,053.89</b> |
| <b>Self Generated</b>  |                      |                      |
| Well-being Center  | 122,305.00           | 165,576.00           |
| Other Income   | 1,158,088.65         | 184,214.89           |
| <b>Total Self Generated</b>  | <b>1,280,393.65</b>  | <b>349,790.89</b>    |
| <b>Total Income</b>  | <b>40,131,461.72</b> | <b>27,549,844.78</b> |
| <b>Expenditure</b>   |                      |                      |
| <b>Programme(S)</b>  |                      |                      |
| Community Development  | 1,159,501.55         | 1,712,055.00         |
| Education Initiatives  | 8,946,589.52         | 7,562,311.62         |
| Healthcare Initiatives   | 10,056,781.90        | 6,736,082.53         |
| Environment Initiatives  | 708,500.44           | 620,161.51           |
| Management & Operational Costs   | 947,565.61           | 501,067.97           |
| Depreciation   | 1,429,561.72         | 1,370,847.15         |
| <b>Total Expenditure</b>   | <b>23,248,500.74</b> | <b>18,502,525.78</b> |
| Funds available (or not), for development of services (Surplus/ Deficit) | 16,882,960.98        | 9,047,319.00         |
| <b>Total</b>   | <b>40,131,461.72</b> | <b>27,549,844.78</b> |

## Payir's BOARD OF TRUSTEES

|                                |                 |
|--------------------------------|-----------------|
| Mr. Senthilkumar Gopalan       | Managing Tustee |
| Mr.Sriram Thiagarajan          | Treasurer       |
| Dr. Sridharan<br>Krishnamurthy | Trustee         |
| Dr. Lalitha Regi               | Trustee         |
| Ms. Salai Selvam               | Trustee         |
| Adv. Mr. S. Martin             | Trustee         |
| Mr. S. Patchaimuthu            | Trustee         |

Mr. Senthil Gopalan - Rs. 2,19,600/- Yearly Salary  
Mr. Patchaimuthu - Rs. 2,27,600/- Yearly Salary

## Payir's Partners

amagi



Azim Premji  
Foundation



membean



REC  
Trichy MCA  
'92 batch

SUNDARAM FINANCE  
Enduring values. New age thinking.

TATA AIA  
LIFE INSURANCE

SUPER AUTO FORGE

*A huge thank you to the companies, individuals, friends and families who have made a difference to our community thorough your donations, time and efforts.*

# Payir's FUNDING REQUIREMENT

| Year                     | Projected Budget (in Lakh ₹) | Gap (in Lakh ₹) |
|--------------------------|------------------------------|-----------------|
| Healthcare               | 75                           | 15              |
| People with Disabilities | 35                           | 10              |
| Residential Children     | 28                           | 10              |
| Govt. School Children    | 50                           | 30              |
| Nutrition                | 22                           | 10              |
| Watershed                | 20                           | 20              |
| Infrastructure           | 20                           | 20              |
| <b>Total</b>             | <b>250</b>                   | <b>115</b>      |

## INSTANT UPI DONATION



### DONATE NOW!

For other payment options : <https://www.payir.org/donate-now>

|   |                  |   |
|---|------------------|---|
| <b>Child Nutrition</b>    | <b>Rs 3600</b>   | sponsor an undernourished child for a year  |
| <b>Child Education</b>   | <b>Rs 5000</b>   | sponsor an underprivileged child for 1 month at our residential school              |
| <b>Community Health</b>  | <b>Rs 10000</b>  | sponsor a health worker for 1 month to care for 1000 villagers                      |
| <b>Teacher</b>           | <b>Rs 10000</b>  | sponsor a teacher for 1 month for educating 50 village children                     |
| <b>Infrastructure</b>    | <b>Rs 1 Lakh</b> | sponsor a diesel/solar power generation to protect our equipment from erratic power |

Wish to do more? Volunteer, collaborate, visit us!  
 Contact details and socials at <https://linktr.ee/Payirtrust>

