

RURAL ORGANISATION FOR SOCIAL EDUCATION (ROSE)

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ANNUAL REPORT 2022-23



**ROSE PasumaiKudil, #21, Selva Nagar, Sipcot Post, Pudukkottai - 622002,
Tamilnadu INDIA**

Introduction:

ROSE short for Rural Organization for Social Education, is a non-profit organization dedicated to making a positive impact. Our work revolves around key thematic areas such as child development, youth empowerment, women's empowerment, organizing the unorganized, capacity building, skills training,



microcredit, environment, biodiversity conservation, promotion of sustainable agriculture, organic farming practices, micro-enterprises development (MED), strengthening people's organizations, and forming Farmer Producer Organizations (FPOs) and assisting its administrative functions, to develop its market efficiency requirements.

Under the guidance of Mr. Aathappan, a passionate social activist, ROSE along with efficient staff team serves as a catalyst for meaningful and fulfilling partnerships. Rural

Organization for Social Education has entered its remarkable 30th year of its service of the empowerment and development of marginalized communities, particularly with women, children, and small & marginal farmer's young adult girls and boys. This year (reporting period April 2022 to March 2023), our activities were back to normal after two years of public panic over pandemic control responses. The following programs were successfully initiated:

A. Women Empowerment programs

- 1. SHG Formation:** ROSE has facilitated the formation of 150 SHGs that are brought under two geographical units: rural and coastal. The rural women are almost small and marginal farmers and landless while the coastal women are mainly poor fishing communities. These women groups are not exclusively formed for micro-credit and savings as many NGOs are doing. ROSE till date emphasizes that women groups need to equip themselves in farming sector. With help of Antenna Micro Credit Program, around 914 women members of 62 SHG groups availed loan for to start small business like Marketing of vegetables, grains, pulses oil seeds, fodder, raising milk animal, milk products, organic manure production, Sheep and goat rearing, raising country and broiler chicken for meat products, manure production and marketing, Cycle shops, petty shops, Venting meat, fish and eatables, Brick-making & stone quarrying, selling clothes, fancy item stores, running grocery shops, and small level hotels. Few women group member's availed loan for Education, other domestic purposes like redemption of jewels and settling of old loans/debt.
- 2. Adolescent Girl children program :** Life Skill Education for 329 adolescents were given training in life skills of decision making & Problem solving, Creative thinking, critical thinking, communication, social skills, self-perception and empathy, assertiveness and relaxation.

3. **Capacity building trainings:** 141 girls had undergone **Career guidance training** in three batches. Handbook on career guidance and integration in to labor market as well as on labor and women rights. **Human resource development training** program was organized in three batches and around 195 girls participated to benefit this program. This program was facilitated by Prof Venkatesh from Trichy, Mrs.Ahila, MrsVijaya, and Mrs. Kasthuri from ROSE team. As an outcome of the training, the girls were able to identify their field o interest, personal skills, and creativity and determined to enhance them further.
4. **Women Right and gender equity initiatives:** 306 girls were oriented and trained on “Gender Development by understanding the gender concepts, gender awareness, discrimination, domestic violence at home, work places and its responses. To understand minimum wages working hours, workers welfare, and prevention on occupational health hazards, safety, statutory benefits and legal support services etc.

Stakeholders meeting to protect women and children right: Meeting with various stakeholders such as the PRI, ICDS, Child Line PLF and Action groups and CWC members was organized to ensure the protection of children locally and also ensure a decent working condition at work place. The meeting was attended by 108 participants in 2 batches who were oriented on the Hostel regulation act, Anti sexual harassmet act etc. The action group members are engaging in common activities related to child protection, promotion and prevention of girls from dropping out of school etc.,.

Community based mechanism to prevent human right violations at the work place: Eleven members block level committee has been formed to protect the girls, ensure the girl children education, prevent child marriage and prevent the violation of the rights of young girls and children. Memorandum had submitted to local village Government administrative body (gramasabba meeting) and formed village level child and women protection committee was formed with PRI members, PLF leaders, Village leaders and youth representatives.



5. Small Enterprises Promotion activities

Around 5 trained girls started their own tailoring shop in their respective villages and remaining 20 candidates employed in private shops and garment units.

6 women were supported for making flower bouquet and garland making as part time on their own and tie up with local shop to market it.

Rose Trust has supported to start small business for 10 women in to artificial jewel enterprises shops at Arimangalam village and market their products through local fancy stores, exhibition centers.

ForNursery producerCompany limited was registered under companies act in October 22 to own this business by 25 trained women group members.

10 girls are supported for produce millet snacks production and marketed their products through ROSE promoted “Pudukkottai Organic Farmers Company.”

B. CHILD RIGHT INITIATIVES

1. Children Activity centers: ROSE has initiated and started “Children Activity Centers” (CAC) in three places which 108 children (consisting of 32 boys and 76 girls) have been enrolled. The children are engaged in child rights and protection and environmental activities. The program prevents dropout of children from schooling and prevents child labor practice in the district.

2. Anti-child Labor Day was also observed by the children and 30 children with placards on their hands participated in the Cycle rally.

3. “Voice for Earth campaign” program organized by “Tdh”, over 250 children was participated actively for a period of two months till Environment day 2022. The children were engaged in making Nursery of plants, tree planting seed balls making, awareness rally and IEC materials distribution to the public.



4. Education support: Around 28 women for nursing course education support, 27 women for Computer education, 12 women for beautician course, 25 girls for tailoring skill training. 62 villages ROSE have formal Education Guidance and free Tuition center with help of local qualified educated youths to teach the subjects.

Success Stories

"They made passionate career out of my life"

1. "Story of Vashuki"

My name is Vasuki, and I reside in Kovinjampatti village along with my mother and my two younger sisters. I could not continue my education after 10th grade due to the financial condition of my mother, who works hard as an agricultural laborer and earns a meager income. My father deserted my mother and his three girls. I had no choice but to work in the cotton spinning mill knitting department after finishing 10th grade at the age of 16 to support my mother and two sisters. Like me, hundreds of young adult women work here and in other mills, which are the most hazardous and cause a lot of health issues. With all kinds of mental and physical health issues, I worked here for 6 years. Often I get sick from stomach pain, irregular menstruation, mental stress, and disappointment with low wages.

I got a great opportunity to meet and interact with the Rose Trust team as angels for my life, share my agony, and get wonderful guidance and counseling. They provided life skills, HRD training, labor rights training, and gender training to me, along with many other young girls like me. This made me curious to find an alternative employment avenue and got me interested in joining in artificial jewelry making training. Indian women's passion for jewelry made me to start my passionate career by running my own business. "Rose Trust" has provided that training also to me, along with many other young women. I joined an SHG group promoted by them and borrowed Rs. 50,000 to start my own business along with seven other trained women. I named my business enterprises as "Mary Handmade Jewelry" and sell our products in our shops and handmade exhibitions organized in various cities. *How wonderful it is...* to feel proud of having my own business as an employer and employing seven young girls to earn an income of about Rs.50, 000 per month. Yessss, indeed, "they made a passionate career out of my life"



"Social victimization" and "the turning point of my family life"

2. "Story of A.Divya"

Hello friends, I am Divya, and my age is 21. I live with my mother and two sisters, aged 19 and 17. I completed my schooling but could not continue my studies due to poverty. At the age of 6, my father left our family due to his mental illness, and no one could find his whereabouts. My mother was the only earner in the family, taking care of me and my two sisters. As there was no one to support my family, my mother moved on to her native village and found refuge with her grandmother at Arimalam village.

We hired a small house to live together and start our lives. Although we live together, I see that my mother is always sad and worried. It makes me worry and disturbs me a lot. I understood her struggle with workplace sexual harassment and how she kept being blamed by local villagers as a bad woman. My mother hesitated to go to work, shared this problem with everyone, and became depressed. I made my mother pour out her emotions of conflict and guilt. I started to work in a spinning mill at Kandadukathan in Sivagangai, a neighboring district to support my family.

At this critical juncture, I had the opportunity to attend the training on life skills provided by the Rose Trust. It changed my mind and perspective, marking a turning point in my life. I understood that the problem facing my mother or any other woman who is facing this kind of problem is due to our social systems, which are steered by the vested interests of people. I gave counseling to my mother and boosted her spirit to continue her life with courage. I started reading and learning the art of decision-making, problem solving, and counseling. I was also involved in a health awareness campaign during the COVID-19 pandemic, along with the Rose Trust Team. Now, with their help, I have joined a diploma course in agriculture.



C. Farmer's producer companies capacity building, support service initiatives

Pudukkottai Organic Farmers Producer Company Limited is a producer company registered under sub section (2) of section 7 of the Companies Act, 2013. The formation of the company was facilitated by Rural Organization for Social Education (ROSE). The company came into existence in August, 2014 with its registered office at ROSE, Pasumaikudil, 21, Selva Nagar, SIPCOT PO, Pudukkottai – 622002, Tamil Nadu. The company presently has 1364 members who are basically small and marginal farmers. Processing and Marketing of organic agricultural produce is the key business activity of the company. Besides agricultural produce marketing, company is also providing organic seed to its shareholders.



Board of POFPC consists of 15 members out of which only 6 are Directors and registered with ROC and have DIN no. Board of POFPC is well experienced and dedicated towards the business of FPC. Board members are actively participating in the activities of the company. At present there are 4 women directors in the board. Board has average experience of 30 years in Agriculture. All the 15 board members are associated with company since its inception. Mr. Adhappan is chairman of the FPC and he is the promoter of ROSE also. The following activities has facilitated by ROSE during this financial year for the better functions of the Farmers Company

- Promoted Traditional cum scented rice (10 varieties) millet (7 varieties), oil (3 varieties), pulses, and millet snacks (Sweet & Spices), Nutrition Powder etc (see the annexure for more details)
- Supply of inputs such as Seeds (Traditional Paddy and Millet varieties), Vermi compost, vermin worms, Azolla, Panchakaviyam etc.
- Participating in Trade Fairs organized by Government line departments, corporate



- companies, Trade organizations
- Conducting Exhibition of Organic Products, Processed millet and paddy
- Organizing Seed Festivals & Millet Food Mela and Traditional Paddy Harvest Festival
- Training of Trainers, Internship Training to students of Social work institutions, Agricultural universities, School and College students
- The representatives, officer bearers and board members of other Producer companies from Kerala, Karnataka, Andhra, Telungana, Madhya Pradesh, Uttar Pradesh and Delhi had visited our Producer Company for an exposure and learning.
- Similarly the students of different agricultural universities across the state, viz, Alagappa University, Kudimiyamalai Agricultural College, KaraikudiSethuBhaskara Agricultural College, Trichy ADAC&RI
- Capacity Building of Members of Farmers Interest Groups (FIGs)
- Establishment of Model Farms / Demonstration plots
- Supporting / facilitating farmers to avail Government subsidies and agro inputs, machineries and technologies
- Arranging for exposure visits to best practices
- Training to Farmers / members on organic farming practices, food processing and marketing
- Establishing and promoting Community Based Indigenous Seed Banks
- Arranging Credit support to farmers for cultivation and multiplication of agricultural products.
- Organizing Seed Festivals and Millet Mela
- Organizing Exhibitions on Indigenous Paddy and Millet varieties
- Commemoration of Harvest Festivals
- Expansion of Membership
- Around 350 tons of agro products such as paddy, millet, pulses and oil seeds are procured and marketed through FPO
- 3500 plus acres of land have been brought under Organic farming in Pudukkottai District by 1028 farmers.
- During the current year, the FPO has crossed the 40 million rupees (4 Crore) turnover at the end of the third quarter itself.



- Assisted the FPO to facilitated the farmers to avail government schemes worth Rs.32,00,000 (For micro irrigation, fodder cultivation, vermin compost, azolla, vegetable baskets, SRI promotion, Seeds, Hydro phonic method of fodder cultivation, country chicken rearing, etc from different line departments)
- Farmers were enabled to get loans for procuring 150 Milch animals worth Rs.45,00,000/- with 1/3 subsidy (loan)
- NABARD has issued farm implements to the members of MelurKurunji Farmers Club at a cost of Rs.25, 00,000 of which Rs.10, 00,000 is a subsidy.
- Exploitation of middle traders has been eliminated through direct procurement and sales by the FPO after value addition which fetched more profit / margin.
- The Share Value of Farmers has increased by 25% over the initial share of Rs.1000. At present, each farmer has a value of Rs.1250 as share. (The profit earned by FPO is transferred as share to the shareholders)

We also promoted a sustainable farming system called Conservation Farming for Rain fed & Dry land. This farming system encompasses gender equity, nutritional security, economy, sustainability, efficiency, and livestock integration. The traditional mixed cropping system in rain fed farming condition has been the base mechanism that ensured nutrient supply to the local communities particularly to women and children, and ensures supply of enough fodder for the cattle throughout the year.

Success Stories

"I lead my Life with Dignity with Contentment"

Story of Ms. CHITRA

IMs.Chithra, aged 35, hail from Manikkampatti village located at a distance of 15 kms from the district head quarter Pudukkottai in the state of Tamil Nadu – India. I am a mother of three children. I am leader of Maruthani Self Help Group. Source of my family income is agriculture. We have 2 acres of wet land and 1 acre of rain fed land. Usually we cultivate paddy in wet land and groundnut in dry land. Usually we spend lot of money for purchasing of fertilizer and pesticide for paddy cultivation. We are also struggled for water to irrigate our land. In this situation, we had an opportunity to attend the training program which was conducted by FPO. In the training, I learnt about various technologies and possibilities to do organic agriculture particularly Millet cultivation through discussions and demonstrations by experts and experienced farmers. It inspired me a lot and not only me, almost all the women members of my SHGs (Maruthani Self Help Group) showed greater interest and enthusiasms.

The support extended by FPO encouraged the farmers to venture into the cultivation of millet cultivation. We applied 5 bags of vermi-compost, 2 carts of FYM as basal dose and green leaf manure to enrich our soil. We prepared Panchakaviya, Organic pest repellent, and fish tonic by using locally available materials. Natural Ingredients of farm tonic not only brings back the lost vitality to the soil but also the original joy to us.

"Join with us to Bring Joy Back to Our Nature & to Our Next Generation!"

STORY OF Anbazagan

I own four acres of land. Out of which 2 acres are well irrigated and 2 acres rain fed cultivation field. I had cultivated paddy, vegetable, coconut etc. using well soil and Foxtail in rainfed land using rainfall. Anbazhagan says that I have been doing organic farming using vermicomposting, herbal insect repellent, fish acid, panchakavyam etc. for the past 10 years after dumping chemical fertilizers.

I cultivated Foxtail millet in my 2 acres of irrigated land and 2 acres of rain fed land. It is 90 days crop and no fertilizer is required until harvest. As a rain fed farmer, I cultivate crops during the summer rains in the months of Chitrai and Vaikasi (Middle of April and September Months). Two tons of manure should be sprinkled before sowing, plowed and sown. Apart from this manure I mixed 12 kg of horseradish seed with 20 kg of vermicomposting and sowed it on 2 acres of land which had already been plowed and littered. After sowing one plowing should be done and then 100 grams of plantain seeds should be sown in each plow bar at the rate of one every two feet. This flat lentil does not require any special care. It starts fruiting in more than 80 days and yields up to 150 days. Approximately half an acre can yield up to 100 kg of plantain

"I can live with dignity and stand on my own leg"

Story of Vannakili

Vannakili, a woman farmer from Vadaseripatti located 15 kms from Pudukottai District, says, "I produced 1256 kilogram of Kodo millet, a dry land crop. I sold it to the Producer Company which paid me INR.25, 120 @ of INR.20 per kg. Whereas, if I had sold it to other companies, I would have just received INR. 22608 and if sold to the middle traders, it would have fetched me a mere INR.20096. Through direct sales to our company, I have gained an extra income of INR.5024 with which I plan to support the education of my girl child. Since I took an advance from the Producer Company, I luckily escaped from the clutches of moneylenders who would have charged me with at least 60% interest on the capital I required. When I recollect back my family's financial crisis last year, the middle traders and moneylenders demanded to sell off the small piece of land that we inherited from our ancestors! Thank God we did not yield to their pressures! FPO showed the right path and supported us and we are able to withstand the crisis and now I can proudly say that I shall no more think of selling off the land we own! I can feed my children with nutritious and intoxicating food. I can live with dignity and stand on my own leg! I have developed greater self-confidence and my husband and neighbors pay me due respect. I thank FPO for supporting and guiding me to lead a dignified life!

D. Health Program

1. COVID19 Vaccine Awareness Program: ROSE has initiated vaccine drive program in their working villages with support of SWASTIC-Bangalore, Godrej and COVID ACTION COLLAB (CAC). The target was around 1000 adult individuals, but their hard effort they could make more than the target group and vaccinated around 1041 individuals. Out of 1041 vaccinated individuals, male consist 544 and female consists 497 numbers.

2. Health Camps:

- Three health camps were organized during the period under review. 409 People participated in the health camps and 236 were girls and the remaining were men. 18 girls were referred to hospitals with better treatment facilities.
- Many young girls developed health seeking behavior among them. It was learnt that many young girls reported health issues related to menstrual hygiene and sexual tract infections etc.
- The health camps enabled the young girls to build relationships with the PHCs and the health personnel.

E. Environmental and Ecological protection initiatives:

1. **Organizing State level Eco Youth Network Meeting – Tamil Nadu :**After the successful completion of third National Youth Convention on Ecological Rights in 2016 at Wardha, Maharashtra, ROSE organized the fourth National Youth Convention on Ecological Rights in Pudukkottai. The two-day convention was held on 29 and 30 of May, 2017.The following initiatives were undertaken by the youth at ecological rights

F. COMMUNITY WELFARE ASSISTANCE ACTIVITIES

As regular support service activities to the welfare of the community to accesses available schemes, financial assistance, education support and statutory requirements of individuals, ROSE TRUST helped 357 community members to benefit the following supports.

- Free Housing scheme : Rose Trust assisted to Mrs.Aameena to access free house scheme and got support from Government of Tamil Nadu to construct house and received Rs 340,000/-
- 1 girl got support for marriage assistant from Tamil Nadu special scheme
- Linking of Aadhar and mobile number is essential to apply for government schemes, Totally 48 members Aadhar is linked with mobile number.
- 126 unorganized workers are registered in unorganized labour board and received a labour identity card from the welfare board.
- Value addition Machinery support (Pulverize and species powder making machine)
- 52 senior citizen were assisted for avail PM pension scheme
- 32 farmers promoted organic farming got assistance from ROSE Trust to obtain Organic certification under NPOP scheme.
- Under Free ploughing scheme 32 farmers supported by TAFE through Agricultural department.
- 18 members are registered and access free ploughing scheme from TAFE Tractor Company. Toally 36 acres of rainfed lands are ploughed.
- Livelihood support (Milch animal rearing) – 76 women.
- Vegetable Seed Packaging for Kitchen Gardening – 18
- Marriage Assistance Scheme – applied for a Girl

G. STUDYAND PUBLICATIONS

During this financial year period, ROSE trust has conducted various baseline survey studies, case studies on Women empowerment, Sustainable agricultural information and women and children health status of working villages etc. The following are our major studies and publications done during this period.

- Thirty different media report on girls and women’s rights were published in Tamil language newspapers as well as in English newspapers at regional level
- Survey on Labor Market study with 100 beneficiaries: Of the 100 girls surveyed, 64 girls were interested in collective business and remaining was interested in doing business individually.

- Resource Handbook and IEC materials in black and white are also helpful to the girls who at time refer them during their leisure.
- Success stories, organic farmer's information and their native products details were printed and published in local and National newspapers.
- Millet case studies and success stories of the organic farmers are developed and documented.

H. Awards, Recognitions received

- FPO received "Best Farmers Producer Company" Award from Tamil Nadu Agriculture University 2018 JANUARY
- The FPO has been bestowed with "Indigenous Seed Conserver" award by the Organic Farmers' Association of India
- One of the Directors of our FPO was honoured with the award for the "Best Organic Farmer" by Government of Tamilnadu and TNAU
- 20 farmers of our FPO have received "Best Organic Farmer" award for 2017-18 at Pudukkottai District level.
- During the time of assemble meetings, more than 500 pockets of millet are sold out to the members / visitors.
- The District Collector has allocated shops for the company at the outlets of the UzhavarSanthai and District Marketing Complex.
- The INFOSIS Company at Chengalpattu has allocated a free Outlet at its campus for sale of organic products.
- With the support of TNSRLM (MahalirThittam), we have 2 outlets at Pudukkottai, one in UzhavarSandai and another in DSMS.
- The Punjab Agriculture Commissioner visited our FPO to study the model and replicate the same in his state.
- More than 1000 Officials, farmers, food processors, marketing agents have visited our FPO for learning and tie up arrangements for marketing
- Tamilnadu Small Farmers Agri Business Consortium has been extending financial support to our FPO for a period of three years. Ours is one of the top 3 FPOs supported by TNSFAC.



I. Capacitating Staff and field level social workers programs

- CARE-T Conducted TOT for all the above program subjects for the Socia workers, deputy social workers and tailoring teachers. The team in turn replicated the training in their respective area and facilitated all the training cited above.

- Senior level managerial staff have attended workshops, seminars to share views and mutually learn from other stakeholders on the subject of Gender and agriculture, FPO function and marketing strategies, Sustainable agriculture etc....
- Training on Public Relation work was organized for 195 members from “Action Group” at Sengeerai, Arimalam, Kandadipatti, Ponthupuli villages approached the print media to represent the issue of poor public transportation to their village, it create a problem of school children using the Government bus to go to school, buses near the bus stop, drinking water issues and so on.

J. Our Partners in Development

<i>Overseas partners</i>	<i>National agencies</i>	<i>Network partners</i>
❖ EED Germany	❖ NABARD - Chennai	❖ CAN - Coastal Area Network
❖ AJWS USA		
❖ RSWR USA	❖ DASARA - Mumbai	❖ CACL - Campaign Against Child Labour
❖ WDP Germany		
❖ Groots International - USA	❖ NEAC & MSME New Delhi	❖ CACT - Campaign Against Child Trafficking
❖ VGIF - USA		
❖ AEI - TDH Germany	❖ NIN - Pune	❖ SIVA - South India Volunteer Alliance
❖ The Riverside Church USA		
❖ Korea Green Foundation	❖ SVARAJ Bangalore	❖ NASVI - National Alliance of Street Vendors India
❖ ACWW, UK		
❖ Australian Embassy		
❖ Tzedek, UK	❖ ANTENNA Madurai	❖ UWF - Unorganized Workers Federation
❖ Hivos, Netherlands		
❖ Manos Unidas, Spain	❖ APPI	
❖ Antenna & Aware – Swiss	❖ SWASTI Bangalore	
❖ GGF - USA	❖ Godrej Foundation	

CONCLUSION:

ROSE has been grateful to our Executive trustees, staff team, the target groups, local leaders, the donors, bankers, NGOs and the government officials, Chartered Accountant for their kind hearted support and encouragement to take the activities get implemented successfully during the year under review. ROSE wishes to express its sincere thanks to International, National and Network partners for their continued support and guidance. ROSE looks forward more understanding, exchange of experiences and share the information and know how gained to disseminate the same to the grassroots.