

CSR Project Proposal

for funding to support

**Advancing an Inquiring and Creative mind
among Adolescent Children**

an initiative by Payir



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EXECUTIVE SUMMARY

Attribute	Details
Project Caption	Advancing an Inquiring and Creative mind among Adolescent Children
Proposed Start Date	1 month after funding approval
Project Duration	12 months
Executing Agency & Address	Payir Trust Thenur Village, Alathur Taluk, Perambalur District Tamil Nadu – 621 114, India
Contact Person	Senthilkumar Gopalan, Managing Trustee, Payir Trust
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Phone	+91-90472-55257
Geographic Focus	Villages in Alathur Block, Perambalur District, Tamil Nadu
Target Beneficiaries	Around 1500 children of age between 12 to 20 & around 100 mothers of these children from distress background, in villages of Chettikulam Micro-Watershed area of Alathur block
Project components	<ul style="list-style-type: none"> o Theme based workshops and training sessions o Monthly Newsletter o Adolescent Parliament o Specific engagement with school dropout o Career Counselling o Skill Development
Estimated Budget	₹. 39,00,000

ORGANISATIONAL BACKGROUND

Payir is a grass root organization registered as a Public Charitable Trust, working in the backward district of Perambalur in Tamil Nadu. Payir has been working for the past 15 years in bringing holistic empowerment of rural communities.

Perambalur district, where Payir is located, is at the bottom of the list in Human Development Index.

Our area of work primarily focuses on:

- Education Initiatives
- Children Nutrition Programs
- Skill development and Creating Rural Enterprises
- Community Health
- Agriculture and Watershed management programs

We also have initiatives in the following subsidiary programs:

- Improving Local Governance
- Creating Social solidarity

The fundamental idea is to develop a dynamic, evolving, sustainable model which enables everyone to lead a socially and economically productive life.

Thoorigai Grama Pengal Koottamaippu (Thoorigai Rural Women's Collective) is a society initiated by Payir to improve the livelihood choices of women based in Thenur Village, Perambalur. Thoorigai, meaning a feather-pen or quill in Tamil, is a result of the creativity and aspirations of rural women.

Legal structure

Payir Trust is a registered Not-for-profit Public Charitable Trust with the Government of India under Registration no: 112/2005. Payir Trust is also registered under Section 80 G of Government of India, so all contributions from Donors are tax exempt under this section. Payir Trust is also registered under the FCRA (Foreign Clearance Regulation Act) of India.

Vision

To holistically enable rural people to live healthy, to develop inquiring and creative minds, and to build a community around the principles of Truth, Equity, Social and Ecological Justice

Mission (2020 -2025)

(i) to ensure our health team builds holistic knowledge on a healthy way of living with 5000 families

(ii) to build a quest for knowledge with values and ethics in 7500 children below 17 years

(iii) to enable 3500 high school children to dream of a career and mentor them towards achieving their dreams

(iv) to restore water bodies, reforest and revive natural farming through Local ownership in Chettikulam watershed of 20,000 acres

(v) to continue enabling the economic collective, Thoorigai, with newer livelihood choices and expand their growth to a turnover of Rs. 1 crore

PROBLEM STATEMENT

1. High percentage of child & early marriage

- Perambalur has some of the highest incidences of child and early marriages within Tamil Nadu. E.g. Per District administration data there were over 200 child marriages that the government was able to stop in 2013. And our own observations is that there are more to this number.
- Very little input on gender sensitization, sex education and in life skills in our conservative government schools
- Also the lack of clear career guidance leading to drop outs contributing to child marriage / early relationships.

2. Situation of backward district and backward block, lead to a cycle of

- Poverty --- Lack of opportunities - poor access to quality education, lack of career guidance, lack of sex/gender education & life skills education --- Dropping out of school, Less skills --- Low self esteem --- Addictions, Early marriages --- poverty
- Poverty leads to generational low socio-economic status sustenance; keeps alive violence within and outside the family; makes them vulnerable for malnutrition, mental illnesses, loan distress, corruptions and many other forms of exploitations.

3. High percentage of child labour

- Over 30% of the families are below poverty and with less than 25K/ year per capita income (2/3rd of the population depends on wood and charcoals for cooking)
- Joyful learning environments are lacking, leading to drop outs.
- Parents of the children being bonded labourers / migrant workers is also contributing to a large degree of child labour. Bonded labourer & migrant parents, pose high risk of making their children work along
- Child labour is a problem as children lose their childhood and again this links to the poverty cycle as discussed earlier.
- Government schools sadly lack teachers who are ethical in a void of joyous and stimulating learning environment coupled with corporeal punishments make schooling difficult and that sustains dropout trends.

4. Early addiction to paan, smoking, liquor and exponential increase with smartphone addiction

- Lack of essential life skills prevent children from building self-worth
- There is also lack of opportunities to engage in sports, cultural activities to provide vent for energies
- There is also a decline in engagement with the local community through participatory activities
- Addiction is primarily a personal evil, affecting the persons physical and mental health. And secondarily a social evil wherein in, it destroys the family's peace and shakes them economically; it brings a lot of quarrel and injuries even outside the family; children are affected; sons of addictive fathers have the highest chances of becoming addicts themselves in later years.

5. Gender and Social Inequity

- Very early gender biased stereotyping like in house chores, dressing
- Gender bias on food practice including quantity, access to education, responsibilities coupled with the discrimination based on gender through mass media
- There are very few opportunities for women to look beyond marital life
- Female literacy level is close to 20 points lower than male
- High degree of abuse and harassment of women
- Incidence of selective sex abortions is also high
- High degree of caste based inequities

- Payir strongly believes that a society that discriminates its women cannot undergo positive development and achieve peace. The women have to build the basement of future generations.
- Caste separates and never allows the community to heal from the past differences. Bringing children of all castes together is a must to facilitate exchange of knowledge and familiarity to be able to work together as one society.
- Lack of awareness on basic rights/ constitutional rights

6. Gainful employment

- High unemployment and unproductivity among youth. Educated youth don't want labour intensive works (farming is being given up).
- Lack of suitable vocational and life skills prevent youth from either taking up traditional trades or newer ones
- Lack of proper and structured career guidance makes even engaged youth disillusioned.
- Lack of knowledge on age appropriate physical well being

7. Patriarchy, casteism and class differences together weave the major social problems youngsters/adolescents face. Media enhances the superiority and schema of the above.

PROJECT JUSTIFICATION & OBJECTIVES

Adolescent children in our villages are characterized by low self-worth, difficulties in social interaction and misdirected by media. In particular, most girls face discrimination in nutrition and violence in different forms. The community is finding even newer methods to instill patriarchy and social injustice among boys.

The program approach is to involve and enable adolescent children from our villages, around 3000, through a multi- dimensional and comprehensive approach that is based on kindling a passion for learning, a thirst for knowledge, improving well-being and towards positive community action.

By encouraging creativity, an inquiring mind, hands-on curiosity and a collective thinking with our adolescent children, we aim to create an equitable, dignified, an ethical community sensitive to Nature.

Through our interventions, we aim to provide the exposure the children were deprived of and provide knowledge and skills needed to analyse and fight back the powerful evil systems and their various expressions/ establishments that they directly face in their society. The ultimate desire would be to stimulate a thirst in them to rewrite a new matured, peaceful and harmonious society.

PROJECT DEMOGRAPHY

The children from 15 villages in Chettikulam Micro Watershed will be covered through this initiative. To integrate government & private school going adolescents, college going students and drop out children of the same age, it will be best to meet them in the evenings and on weekends and vacations.

Within the age of 10 to 20, the children are to be organised in to 4 subgroups

- 4th and 5th standard
- 6th and 7th standard
- 8th and 9th standard
- 10th to 12th standard & below 20 age group

BUDGET

The table below outlines the costs associated with the project for FY 2022 - 23.

Budget				
Salaries				
S. No	Role	Cost/Month or Days	Unit	Amount (in Rs.)
1	Creator cum Trainer 1	30000	12	360000
2	Creator cum Trainer 2	30000	12	360000
3	Master Trainers	2500	100	250000
4	Creator/Training Assistant 1	20000	12	240000
6	Senior Field Worker 1	15000	12	180000
7	Senior Field Worker 2	15000	12	180000
8	Senior Field Worker 3	15000	12	180000
10	Mid level Field Worker 1	12000	12	144000
11	Mid level Field Worker 2	12000	12	144000
12	Mid level Field Worker 3	12000	12	144000
14	Entry level Field Worker 1	9000	12	108000
15	Entry level Field Worker 2	9000	12	108000
16	Entry level Field Worker 3	9000	12	108000
17	Entry level Field Worker 4	9000	12	108000
18	Entry level Field Worker 5	9000	12	108000
19	Entry level Field Worker 6	9000	12	108000
	Total			28,30,000
Program Related Expenses				
S. No	Particulars	Unit Cost	Unit	Amount (in Rs.)
1	Nutrition Snack (for 20 sessions a year for 1500 kids)	15	30000	450000
2	Meeting Material	500	240	120000
3	Petrol Expenses	3.5	50000	175000
4	Field Visits	1000	50	50000
	Total			7,95,000
Administration Cost				
S. No	Particulars	Unit Cost	Unit	Amount (in Rs.)
1	Documentation	12	2500	30000
2	Part Salary – Admin	12	7500	90000
3	Auditing	1	25000	25000
4	Evaluation & Learning (twice a year)	2	50000	100000
7	Miscellaneous / Contingencies	12	2500	30000
	Total			2,75,000
	Grand Total - Projected Exp.			39,00,000

PROJECT ACTIVITIES, OUTCOME & MILESTONES

Period	Activities	Outcomes/ Milestones	Budget (in Rs.)
1 st Quarter	<ul style="list-style-type: none"> Baseline Study of children activities/attitude/behaviors, age appropriate knowledge Identification of topics related to gender, sex, life skills, civics from school syllabus Theme based age appropriate engagement with children in delivery of the above identified topics 	<ul style="list-style-type: none"> Baseline assessment to identify knowledge gaps, create training modules and campaign materials At the end of the quarter, a Newsletter on themes including forms of discrimination, gender identity and, stereotypes, sexual abuse, socio-economic inequities Develop a basic understanding of age appropriate knowledge on gender, sex, constitution among children 	8 Lakhs
2 nd Quarter	<ul style="list-style-type: none"> Engagement on more themes like reproduction, life skills, addiction, career, food & nutrition, health (physical & mental), nature, environment, relationships, social analysis, their role in local governance, duties, rights and constitution etc. <ul style="list-style-type: none"> The medium of engagement would be a combination of group games, songs, case studies, role plays, group discussions, different theatre activities, movie shows, guest addresses and such. Life Skill sessions on communications, critical thinking, empathy, resilience and such through workshops and camps Group/ Individual Experiments Engagement with parents to understand individual parent – child relationship 	<ul style="list-style-type: none"> Improvement in children nutrition and health status to Normal range Formation of Adolescent Parliament and Village level Children committee. Aware of the consequences of ill effects of smoking, drinking, of substance usage Evolve a program for parents who are in distress aware of their basic rights and behave with the sense of responsibility toward their family/ community 	10 Lakhs
	<ul style="list-style-type: none"> Intense work on all the themes covered in the first half Support for parents/ as children who have high chances of dropout because of poor economical background/ poor parental management. Career counselling 	<ul style="list-style-type: none"> Better decision making (by children) regarding their health, hygiene, nutrition, reproductive and sexual health towards positive well-being Most children use gadgets responsibly, share house-hold responsibilities 	10 Lakhs

3 rd Quarter	<ul style="list-style-type: none"> • Personal & family counselling (to prevent child marriages, for unemployed youth) • Create a platform to use their learnt knowledge/ skills on gadgets, social medias etc.. • Specific workshops and skill development opportunities will be created for children identified with talents such as sports, music, art, literary skills etc. along with connecting them to appropriate networks • School dropout children will be guided to continue education. For those who cannot fit into regular school/ formal education, alternative schooling, vocational training opportunities will be arranged. 	<ul style="list-style-type: none"> • Parents have better understanding of family and child care • Most of the marginalized parents upgrading their home-based skills, life skills and vocational skills • Mainstream out-of-school adolescent children into formal/non formal-education • Aware of Laws that protect/ support women and children 	
4 th Quarter/ Overall Outcomes	<ul style="list-style-type: none"> • Social action possibly like mass education on gender based and cultural discriminations, on citizen rights, on safety of children and women, and direct actions on waste management, tree plantations, water bodies management, health drives etc. • Cultural and sport fest • A center for counselling, medical services and other remedial measures 	<ul style="list-style-type: none"> • Develop a broader perspective of professions and career choices. • Between 50 to 60 girl students be in a position to get admitted in top 20 colleges of their choice of course • Shift in attitude towards social relations breaking stereotypes • Most children can overcome their fear, anxiety towards opposite sex • Where? How? Who? to approach in case of violation of children and women rights 	11 Lakhs