



HUVAKKAM

Reg. No : 131/2014 *Exceeding Limits...*

2018

ANNUAL REPORT



Get Involved

hr@huvakkam.org

A ROAD TO A BETTER FUTURE



ABHIRAMI ARUNACHALAM
PRESIDENT

It gives me great pleasure to address you on the beginning of Thuvakkam's 5th chapter. Thuvakkam began with the dream of making our society better for the next generation. Our dreams converged into actions paving way for an incredible journey that followed. Touching the lives of more than 5000 people and creating organic impacts all around its presence, Thuvakkam has risen from a small troop into a substantial organization currently having more than 8000+ volunteers and 50 Board members.

Looking down the road we travelled, it was not the easiest of journeys. Our challenges ranged from high-level subject knowledge to good financial footing for our projects and activities. None of these challenges would have been overcome without the never-ending encouragement and support that we got from our advisors, supporters, volunteers and the whole team. Stepping into the 5th year, we would like to express our heartfelt thanks to all of them. They are the upholding pillars of Thuvakkam, our unsung heroes.

Thuvakkam's key drivers are the passion for change and team spirit which is inculcated from the root level. The energy created when similar minds come together is phenomenal. And the commitment towards the vision with the guidance from our advisors kept us constantly on track. That was how our signature events like "Clean - up after Dark", innovative projects such as "Modern Thandora" and "Seed ball making", and a revamped "Karka Kasadara" came into existence. We re-initiated our "Karka Kasadara" initiative with restructured, revised subjects and syllabus for government school and children homes. It is our great pleasure, to inform you all that this initiative is having a great positive response.

Moving forward, a lot more is in store for the forthcoming year of Thuvakkam. We are planning to expand our horizons further into environmental sustainability and education, by creating awareness about water scarcity in various schools and colleges. A thorough plan is being drafted for implementing rain water harvesting scheme and our other projects in government schools. More is yet to come, as at the end of the day, it's just a beginning for a much beautiful tomorrow.

Let us be the change and create change.

VISION

To uphold the virtues and create a better society

MISSION

To create awareness on various social issues and to work towards a clean and green environment to enhance societal well-being.

OBJECTIVES

- To impart knowledge about clean, green and healthy environment
- To establish awareness on health and safety
- To provide quality education for children
- To support women empowerment and welfare

THUVAKKAM'S FLAGSHIP EVENTS

Thuvakkam, which implies a beginning in Tamil, is a collaborative effort by young minds with the uniting thought of doing their bit to build a better future, piece by piece. Setup in August 2014 with a team not too big in numbers but with compelling ideas and undiminishing zeal to bring about a change, we have grown exponentially and have become influential in various domains in the past 4 years.

KARKA KASADARA

Not everything a child needs can be taught at school. This initiative is a step towards helping children to get a comprehensive education both inside and outside classroom. Lessons and skills taught on the weekend, with practical education. Monetary aid is also provided for the kids.



PASUMAI THUVAKKAM

The environment is a part of society and determines the life of the future generation as well. With activities like Seed ball, Plantations and Maintenance to bring greenery to our environment. From Plants to Trees, new seeds brings new lives.

MANNIN MAINDHARGAL

When the society needs support, from the underprivileged to the natural calamities, answer the call and be the change. Every problem faced by the society can be overcome, if we all find a little bit of humanity in ourselves.



CLEANUP AFTER DARK

Numerous parts of the society need a fresh coat of color to bring it new life. It is up to us to fill these walls with dreams and hope. Adding a little colour to the daily lives of the people can bring about a huge change in their outlook.

MODERN THANDORA

Where art meets action. The innovative method of conveying information to the audience, that provokes thought and conversation. Through performing arts of street play, Flash mob and mimes to provide awareness to the public regarding social issues and causes.



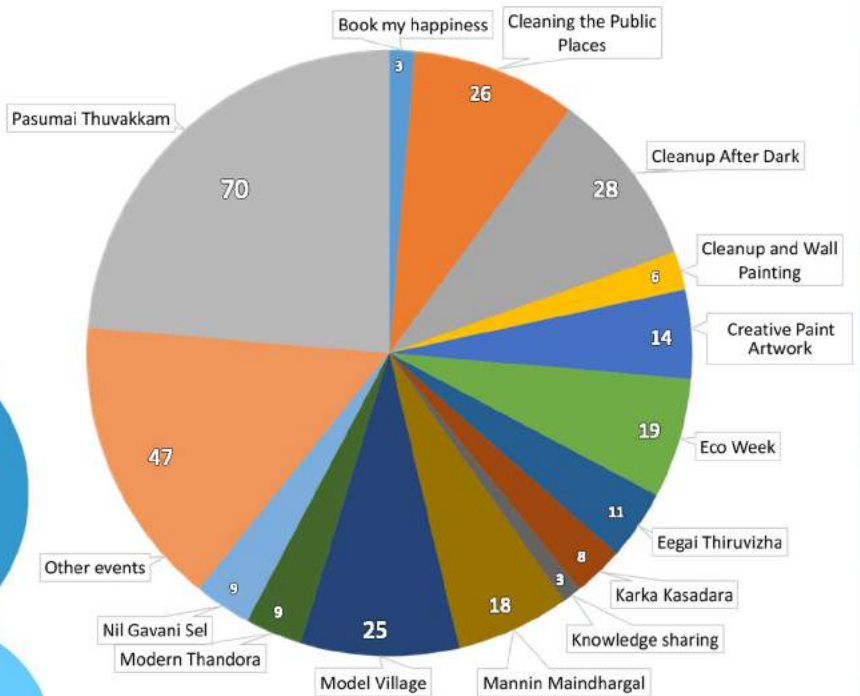
GROWING IMPACT

THUVAKKAM has always valued the members and volunteers as its biggest strength. With events, awareness programs, innovative activities and more, Thuvakkam continues to work towards the betterment of the society. With a growing team of like-minded individuals, exceeding their capabilities and strengths, each year is a new milestone.



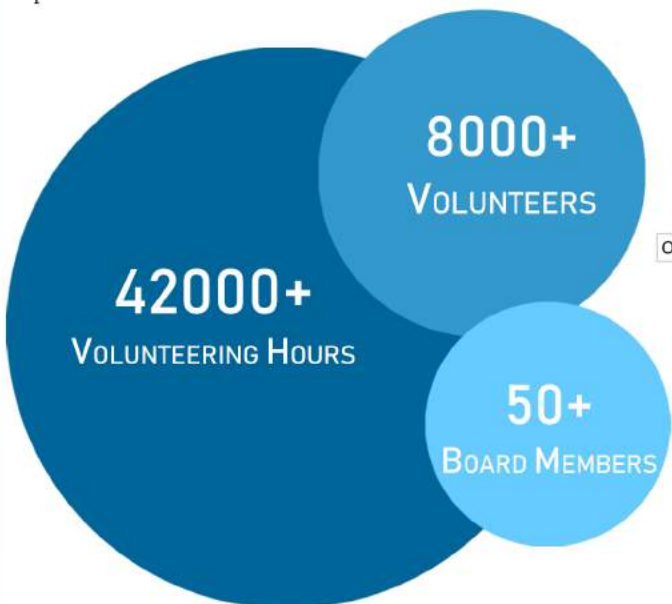
Thuvakkam has conducted over 300 events in various domains in the past four years. Each event has been associated with 5 of the aforementioned flagships.

In addition to events aimed at a cause, Thuvakkam also focuses on activities that bring people together. Festival celebrations, orphanage visits, science fairs, children's festival and more. Whatever the event, the team of dedicated volunteers is ready to ensure the best possible outcomes.



With every event, Thuvakkam has grown stronger and stronger. That is because the enthusiasm and passion that every single volunteer brings to the team. In 2018, Thuvakkam has seen a tremendous growth in the amount of time creating change, and the number of people involved in that creation.

This new wave of volunteers is just a beginning as people answer their call of duty and become changemakers themselves.



Krishna Kumar Suresh
FOUNDER



Abhirami Arunachalam
PRESIDENT



Joseph Alex
GENERAL SECRETARY



Karthik
DEPUTY SECRETARY



Saravanan
TREASURER



Vasu Devan
PROJECT MANAGER



Gunasekaran Sekar
PRO

MENTORS

Mr. Bharathy Tamizhan

Online Editor, Tamil - The Hindu



After combining efforts during the Chennai Floods, Mr. Bharathy grew close to the Thuvakkam team. With his positive ideas and uplifting attitude, he has continued to guide the organization to push for more. His advice of focusing on each individual's growth to improve Thuvakkam has helped the team grow stronger.

He is currently guiding the Kural team to address issues in the society.

Dr. Sultan Ahmed Ismail

Director, Ecoscience Research Foundation



Invited as a guest during a seedball event, Dr. Ismail became attached to the enthusiasm shown by the Thuvakkam team. With his knowledge and expertise, he has guided the team on different projects. With an eye on a sustainable future, his insights have helped link the domains with a bigger picture in mind. He has helped draft the revamped syllabus for Karka Kasadara, and continues to help expand Thuvakkam.

Mr. CK Kumar

Sr. VP and Managing Director, CNSI



Thuvakkam caught Mr. Kumar's eye with the 32-hour Cleanathon at Valluvar Kottam. After getting in touch with the team, he has pushed others to get involved as a service to the society. His guidance has helped draft goals and set targets, while his nature enfuses the team with motivation to achieve them.

His passion has made his organization an official supporter of Thuvakkam.

SUPPORTERS

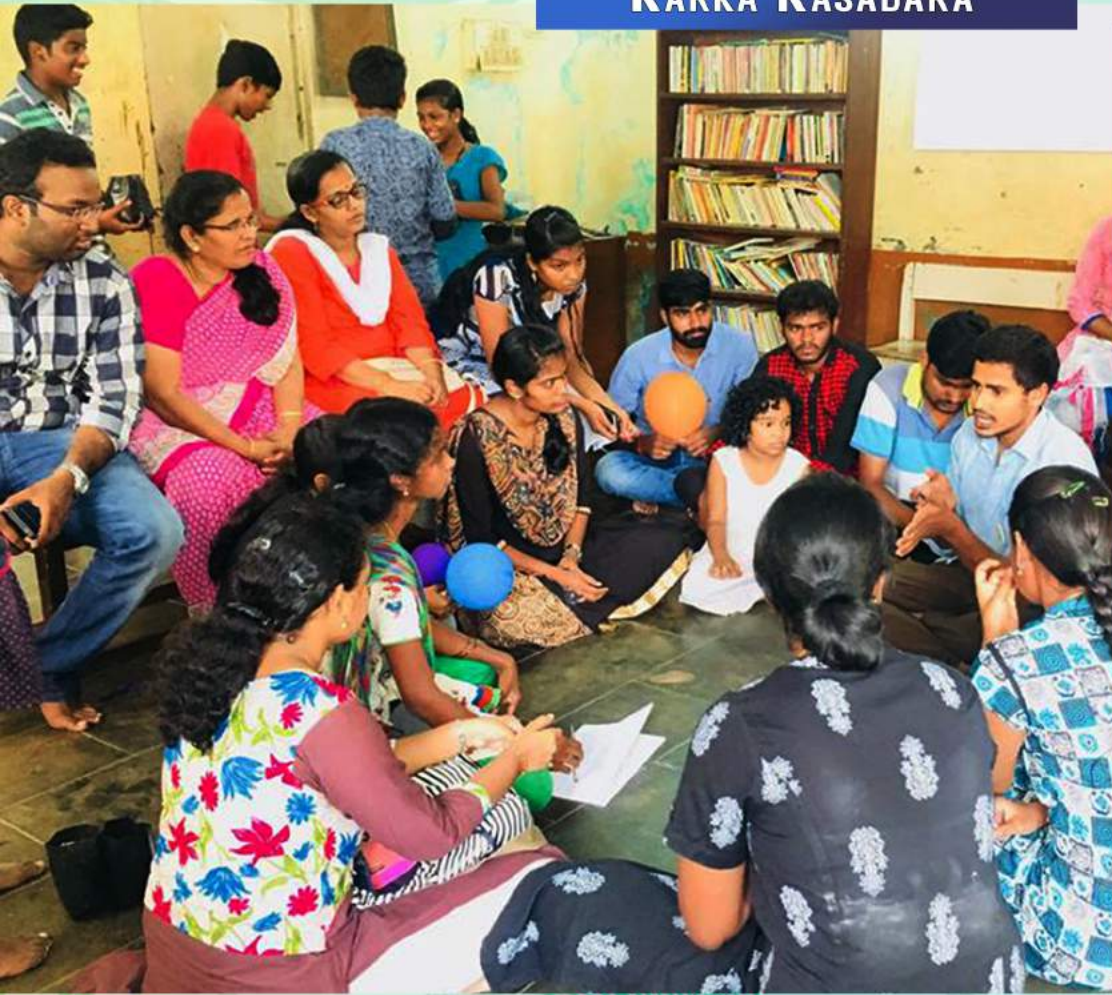


RR DONNELLEY



And More...

KARKA KASADARA



An Education Initiative

Education is the most powerful tool for a child's future. In this fast-paced technological world, not everyone has access to the skills needed for advancement. Recognizing this shortfall, Thuvakkam started an education initiative titled Karka Kasadara.

Focusing on government schools and orphanages, Thuvakkam has crafted a syllabus that bridges the gap between the classroom and the world. Teaching the kids subjects which focus on Science, Moral values, Social responsibilities and Computer skills, these children can work towards a better future, and a better society.

SPONSOR FOR SUCCESS

Every little dream matters

Unbridled talent and hardwork pave way for a success story. Yet, in these modern times school fees, college tuition, hostel rent and more dangle over a child's dream. It is unfair when a student's situation puts a stop to their dreams.

Thuvakkam started Sponsor for Success to help these children by appealing to the humanity in everyone to help fund their education. In its first year of implementation, numerous children's lives have been changed for the better.



PASUMAI THUVAKKAM

A seed of thought

Humankind has shown little regard for nature and its bountiful gifts. Rising temperatures, melting icecaps, air pollution and more affect the day-to-day lives of every human.

Thuvakkam has ventured into sustainable practices to ensure the future generation has a world worth living. In these 4 years, Thuvakkam has organized numerous plantation activities while encouraging children to participate.

This year's new ventures is a huge push against plastic that has taken over the planet. Recycling, providing alternatives and creating awareness are just a few steps in the changes to come.



5000+ Saplings planted and maintained with 70% survival

BRAND NEW INITIATIVES



Zero Waste Management



Miyawaki Afforestation



Tree Maintenance



Seedball Propagation

MODERN THANDORA

A Silent Artform

Art and entertainment may change with time, but people don't. Street art and streetplays have been a part of culture for decades. What better way to attract a crowd than a catchy performance?

Thuvakkam started Modern Thandora to draw attention while making the people think. Traffic awareness campaigns, sexual harassment, bribery, health & hygiene are just some of the topics that have been covered so far.

With #30DayChallenges, People voice out and more, Modern Thandora brings in crowd interaction while conveying messages succinctly.



FLASH MOB

Shake a Leg

In the age of Viral trends on social media, anything can be a tool for conveying a message. Thuvakkam has incorporated these avenues to get the people involved and motivate them to do more.

Flash mobs attract crowds with choreographed moves that can also convey a story. With a team of enthusiastic performers and artists, thoughts can be conveyed without words. This has helped spread the message through Youtube, Instagram and more.



CLEANUP AFTER DARK

Fresh coat of Paint

The mind is constantly consuming our surroundings and it influences our thoughts. Numerous parts of the city have peeling posters and moss-covered paint that haven't changed in years.

Thuvakkam set out to change these walls. Cleanup After Dark is an awe inspiring concept which transpires while the city is fast asleep. Volunteers scrape and clean the walls before giving them a fresh coat of paint and a splash of imagination. It has led to revamping countless of public places along with painting schools/orphanages with informative images.

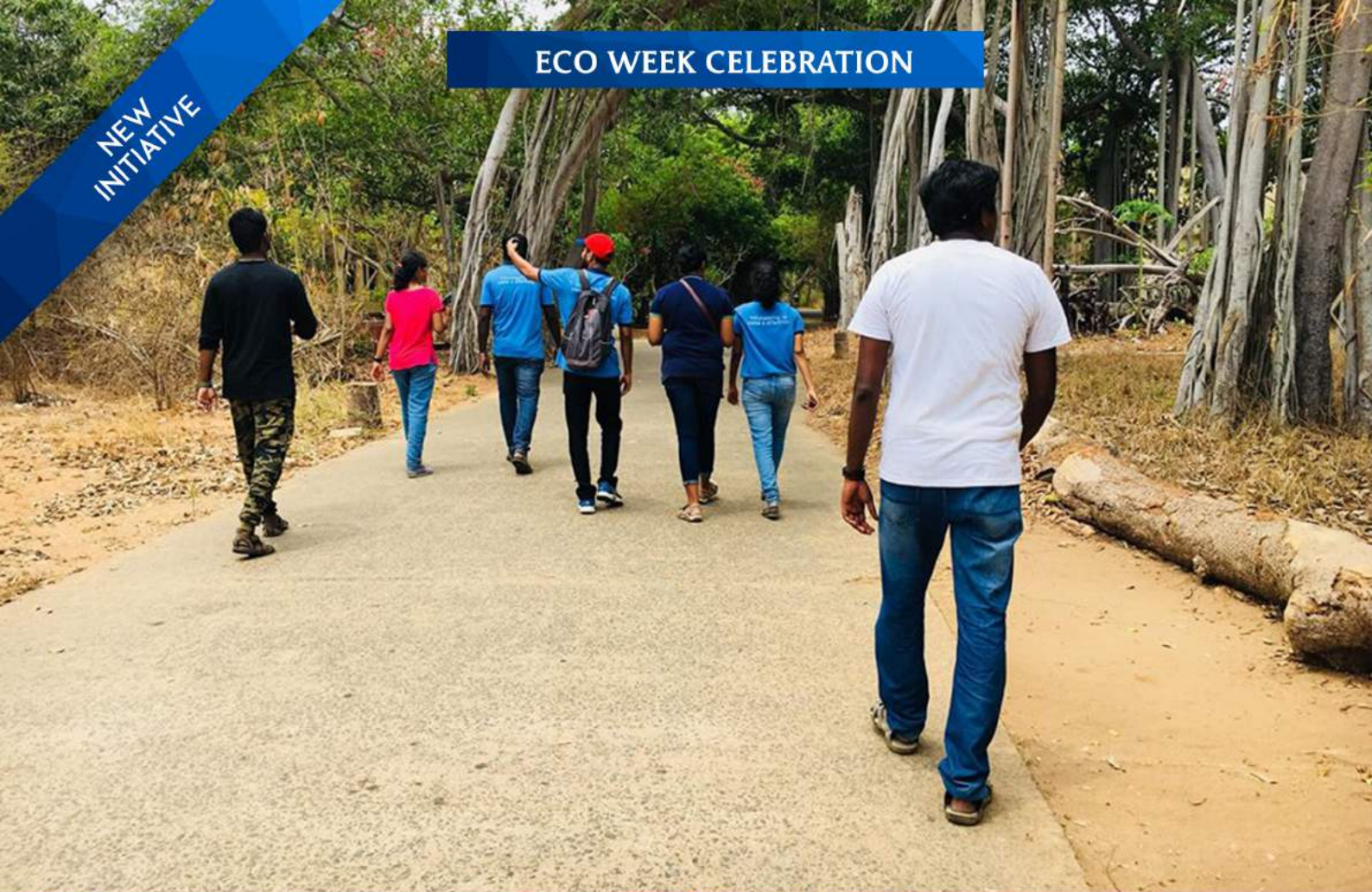
The smallest change can make the biggest difference in your day.



Colouring Young Imagination

Volunteers have made it their mission to search for inspiring art and quotes that will have an impact on the most casual observer. Thuvakkam has received multiple requests to paint women's homes and orphanages to lighten the moods and brighten their days.





The 5th of June is dedicated as World Environment Day. **THUVAKKAM** extended that celebration for seven days with the Eco Week Celebration. Taking up the theme of avoiding plastics, volunteers were involved in various activities all over the city.

From raising awareness about plastic, providing cloth bags, nature walks and plantations, every day was an event. The public were drawn towards the spirited youngsters who had personal talks with vendors and shoppers alike to avoid plastics in their day-to-day lives. A special mime about the importance of trees and pursuing a sustainable lifestyle garnered much praise from the audience.

Thuvakkam is encouraged by the enthusiasm shown and will continue its efforts in bringing about change.













Eegai Thiruvizha, the Joy of Giving week was undertaken in a grand scale by **THUVAKKAM** this year. After opening requests to the public, souls who work tirelessly were identified. The local street vendor, honourable auto drivers, dutiful corporation workers, upstanding traffic policemen and more. They were appreciated for their commitment and thanked for their hard work.

The week of celebration continued by helping the homeless, repainting the walls of a women's home and performing a mime to explain the virtue of giving back to the society.

Thuvakkam members and volunteers were moved by the people as they were recognized for their dedication. The true joy of living life is in helping others.



CELEBRATING CHANGE

-  Green feather award by Cognizant Outreach
-  Recognition award by Science city, Higher education department of Tamil Nadu Government (Chennai science festival 2018, on theme "Health for All")
-  Certificate of appreciation by Southern Railway - Chennai Division (For Swachh Bharat Mission)
-  Income Tax Recognition certificate by Additional Director General (Vigilance) - South (For Vigilance Awareness week)
-  National e-NGO challenge award by DEF (Under the category of Environment and Sustainability)
-  Award of appreciation by Saveetha Engineering College (For organizing NSS Special camp)
-  Outstanding outreach project of the year 2017 by Cognizant Outreach (For Project Pasumai Thuvakkam)
-  Dr. Kalam Social Activist Award by World Youth Federation

And Many more...



Region
WELL BEGUN, WELL DONE
Thuvakkam volunteers paint Anganwadi school at K K Nagar

IT began with a group of Thuvakkam volunteers who decided to take up the Anganwadi school at K K Nagar. The school was in a state of disrepair and needed a fresh coat of paint. The volunteers spent several days painting the walls and cleaning the premises. The school is now bright and clean, and the children are happy to go to school. The project was a success and has inspired other volunteers to take up similar projects.

Thuvakkam gained massive recognition for the 32-hour Valluvar Kottam Cleanathon and other activities on mainstream news and media. Event organizers of Kuppai Thiruvizha, and Chennai Science festival extended an invite for an NGO for the first time. Numerous awards and spotlights showcased the change that is possible, which encouraged new volunteers and members to work more for a better society.

சென்னை க்ளீன் பாய்ஸ்!

“இன்னைக்குக் குப்பைகளும், அகத்தங்களும் நிறைஞ்ச இடமா சென்னை மாநிலப் போச்சு. இங்கிருக்கிற எல்லாருமே நமக்கென்னங்கிற மனப்பான்மையில்தான் வாழ்ந்துட்டு வர்றாங்க. சிலர் 'யாராவது செய்ய' டும்னு போய்க்கிட்டே இருக்காங்க. நம்ம ஏரியாவை நாடே கத்தும் செம்பு துவக்கப் புள்ளியா இருப்போம்னு நினைச்சோம். அப்படித்தான் இந்த அமைப்பு உருவாச்சு. அதனாலயே இதுக்கு 'துவக்கம்'னு பெயர் வச்சு செயல்பட்டுட்டு வர்றோம்” என உற்சாகமும், சந்தோஷமுமாகப் பேசும் கிருஷ்ணகுமார் கரேஷ், சென்னை மயிலாப்பூரைச் சேர்ந்த இளைஞர். உலகமே உறங்கிக் கொண்டிருக்கும் இரவு வேளையில் மக்களுக்குத் தெரியாமல் சென்னையைச் சுத்தப்படுத்தும் அரிய பணியில் பின்னியெடுக்கிறது இவரின் 'துவக்கம்' அமைப்பு!

நகரின் அழுக்கை மாற்றும் குழு

Volunteer at Nageswara Rao Park: Nurture saplings
புதுப்பொலிவு பெற்றது வள்ளுவர் கோட்டம்

The volunteers at Nageswara Rao Park were busy planting saplings. They had brought saplings from a nursery and were working hard to get them planted. The park is now looking greener and more beautiful. The volunteers were very happy to be part of the project and to see the saplings taking root in the ground.

A beginning towards change
Chennai-based NGO Thuvakkam has been cleaning the city one wall at a time
One of the founders talks to CE about painting the wall of Valluvar Kottam today

Vidya Geetha Kothath

I was in this final year at SEM University from Krishnankottam and had friends decided to be the change they wished to see. "I was our college's Founder Day celebration. This has inspired me to start Thuvakkam," she says. "I was in college's Founder Day celebration. This has inspired me to start Thuvakkam," she says. "I was in college's Founder Day celebration. This has inspired me to start Thuvakkam," she says.



சென்னை நகரின் அழுக்கை மாற்றும் குழு
சென்னை நகரின் அழுக்கை மாற்றும் குழு. இது ஒரு சமூக சேவா அமைப்பு. இது மக்களுக்கு உதவி செய்து கொடுக்கிறது. இது மக்களுக்கு உதவி செய்து கொடுக்கிறது.

Thuvakkam Cleanathon
December 25, 2014: Inauguration ceremony
March 8, 2015: Police Free for one day
August 15, 2015: Vellore Cleanathon
August 15, 2015: Orissa delegation
June 5, 2016: Celebrate for World Environment Day
March 17, 2017: Celebrate for World Environment Day



thuvakkam

270 posts 356 followers

An active instagram account that posts daily.

Total Page likes: 7,992 facebook.com/thuvakkam/



Thuvakkam's facebook page used to host events, invites and more.

Started by youngsters just out of college, Thuvakkam has slowly gained a social following on the network to co-ordinate volunteers and encourage people to donate their time and more for the betterment of the society.

With motivational posters and event updates, every branch of Thuvakkam is reaching out to more followers daily.



Tweets 349 Followers 63

@Thuvakkam

Non-Profit Organization



THUVAKKAM NGO

100+ Subscribers
250+ Likes
200+ Shares
3500+ Views



Event videos and performances has helped raise awareness through Youtube.



thuvakkam.org

Our website is constantly being updated and maintained by a dedicated team of volunteers.

NEW INITIATIVE



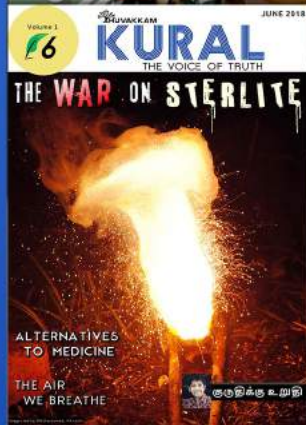
The Kural team has successfully released 8 issues till date, by publishing a new issue on the 5th of every month. The complete magazine is written and designed by our volunteers armed with just the passion to write and raise their voice for the society. Kural has slowly gained followers and is on its way to become an exclusive public magazine that focuses on social activities and creating a better society.



Kural -The Voice of Truth is a magazine started with the passion to bring awareness and expose social problem in our society through writing. As the proverb goes, "Pen is mightier than the Sword", Kural use its sharp WORDS to bring out various social issues and give readers deep insights on subjects that need to be talked about.

Kural focuses on articles that break the silence and talk about Menstruation, TransGender rights, Child sexual abuse and others.

Kural has multiple mainstays, two of which are "Limelight" and "Let's get to know". The former casts a spotlight on social workers who are working selflessly to help people in the community, while the latter is a column that will clearly explains an issue that the public need knowledge about.



INCOME EXPENSE REPORT

Thuvakkam events have been mainly sponsored by members, until gracious altruistic supporters got involved. With their help, greater change can be made.

SPONSOR FOR SUCCESS

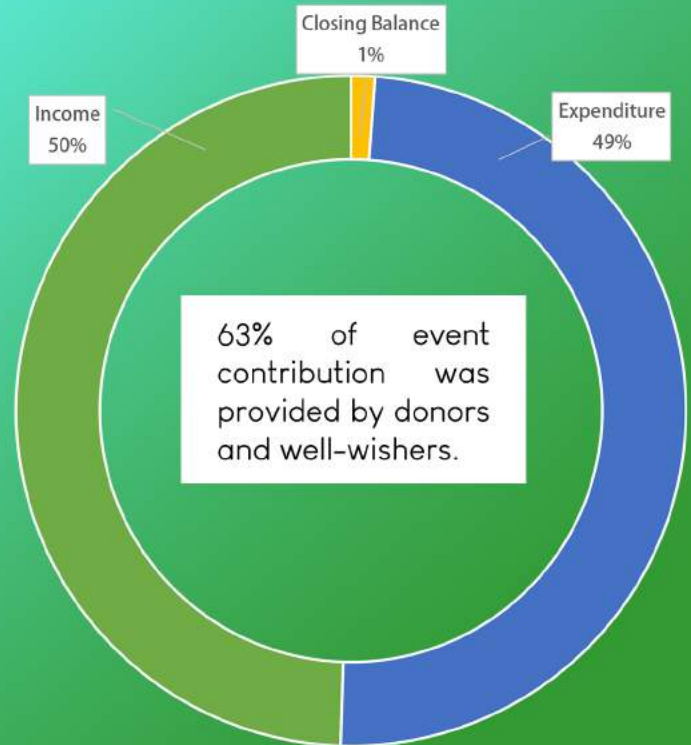
Education Sponsors - 47
Helped Students - 86



Total Amount collected: ₹2,19,564.00

EVENT MANAGEMENT

Total contribution received - ₹5,21,597
Amount spent through events - ₹5,19,930
Closing balance - ₹12,056



Together, all of us can accomplish more and work towards a better society.

You too can get involved in the events, planning and more.

Sign up today!

bit.ly/VolunteerAtThuvakkam

You can contribute at

Account no. : 34739892385

SBI - Mylapore

Ifsc - SBIN0000965





thuvakkam.org



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