



THUVAKKAM ANNUAL REPORT 2020

Stepping
into

7th
Year

“Be The Change”

thuvakkam.org

No. 23/7, 1st Floor, Dhanakodi Raja Street,
Ekkaduthangal, Chennai - 600032



"Be the change you wish to see in the world"

- M. K. Gandhi

The motto "Be the change" has been the inspiration for Thuvakkam since its inception. I am proud to present Thuvakkam's 2019 – 2020 Annual Report.

In 6 years, Thuvakkam has risen from a simple organization to a recognizable one. We set out with nothing but a dream to impact our immediate society through poverty eradication, creating a sustainable environment and providing education.

Today, Thuvakkam is in an exemplary position thanks to the skills and commitment of our teams. They remain dedicated in their work towards social change and development, and the empowerment of people. We need to keep up this work, day after day.

As its President, I am proud of Thuvakkam. Proud of an organization that has been able to professionalize itself and adapt to the challenges of our times, while staying attentive to what we do best. At the same time, we always bear in mind that our organization does not exist on its own, but through the interaction and integration of people who are a part of it. Those that we are committed to helping. Those who trust us, who support and fund us.

Looking back at these 6 years, so many moments have served as vivid reminders of the important challenges that humanity is up against. And in these challenges, humanity has also showcased the amazing power we have as a collective force to bring about greater change for people around the world.

Through the years, from 2014 to 2020, Thuvakkam has organized over 600 events in which 19,000+ volunteers were engaged for 78,000+ hours. I would also like to highlight that in our upcoming journey, we endeavor to work towards the 2030 Agenda of UN Sustainable Development and its goals. Particularly, on life on land and climate action, promoting quality education, eradicating poverty, reducing inequalities, supporting sustainable towns and communities by carrying all of this out through our effective partnerships.

As you read this annual report, we hope it will remind you of our recent successes and energize you for the future as you envision the mission of Thuvakkam in 2020-21, and many years to come. For those of you who have tirelessly committed time and energy to the success of this organization, I thank you. For the many of you who are new, I welcome you to our family. I look forward to working with all of you in the upcoming years.

For this is just a beginning....

Krishna Kumar Suresh, MSW

CEO
THUVAKKAM
Reg. No : 131/2014 Exceeding Limits...

Thuvakkam - The Journey So Far...

It all started when a group of friends got talking together. Absorbing the impacts of social issues around them and reflecting upon it, all of them wanted to create a positive change in the society and create a better future. They knew the truest way to change the society for the better is to become the change you wished to see in the society. That is how they began Thuvakkam. Thuvakkam – a word rooted in Tamil can be translated in English as “Beginning”. The name stands as a testament to Thuvakkam simplistic approach to any venture, approaching each project enthusiastically as the beginning of a large change.

From a small group of 7-10 people sitting together at a founding member’s house for the planning of events, Thuvakkam has now grown to having a stand-alone head office at Chennai with 35 Board members and 16,500+ volunteers creating sustainable changes across various locations in the southern parts of India. Over 71,000+ hours have been clocked by the entire team for building a better society.

Thuvakkam has instituted a large umbrella of initiatives and projects relating to Environmental, Educational and Humanitarian causes. Some of the ongoing noteworthy events being Cleanup After Dark, Karka Kasadara, Sponsor for Success, Modern Thandora, Backie Walkie, Seed Balls Afforestation, Kitchen Gardening, Urban forestry, and Kural. And all of these activities were made possible by the passion and involvement of the ever-growing team of Thuvakkam. People who are quick on their feet and swift in their actions.

As a by-product of Thuvakkam’s innovative activities, Thuvakkam has been recognized on a state, national and international level. With growth and recognition, Thuvakkam attracted many like-minded entities during its 6 year journey. Year on year Thuvakkam grew with the advice, mentorship, support and volunteering of great people. The team learnt things with the flow of nature in its due course and evolved into what it is right now. Brilliant leaders and great minds who crossed paths with Thuvakkam became a part of this journey. That is when the small ideology of change transformed into a movement.

Till date Thuvakkam has done more than 640+ change events, impacting more than 3.7+ lakh lives along the way. Looking back at the path travelled, the growth of the organization in these 6 years have been tremendous. Yet, Thuvakkam maintains its vigor and passion to create change and believes this is just a beginning and there are many more miles to go!

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

ENVIRONMENT

Thuvakkam's Environmental initiatives are driven by the need to combat the rapid urbanization and disconnection that people become accustomed to in a city life. These initiatives improve the surroundings of the people, through natural or artistic endeavors. Be it a fresh coat of paint, motivational slogans, informative messages or creative artwork. Or be it nurturing indigenous plant or tree varieties, increasing greenery in the concrete city or miniature gardening in an apartment lifestyle.

- Native Tree Plantation
- Cleanup After Dark
- Give a Tree
- Miyawaki Urban Forestry
- Kitchen Gardening



HUMANITY

The one underlying aspect of living in a better society is nourishing the humanity lying dormant within every person. These nodes of positivity form the basis of Thuvakkam's Humanity events. It showcases the people and their do-good nature, be it during a time of crisis, or spending time with kids in an orphanage. The need to nurture this kindness and propagate selfless acts causes a bigger impact than other events. Because once a person's attitude is changed, they gain the ability to change their home, their locale, and their society.

Disaster Relief
 Modern Thandora
 Mannin Maindhargal
 Kural



EDUCATION

Education not only creates a better society, but also creates leaders and creators who can nourish and develop their locality or community to achieve a higher standard of living. Thuvakkam has been an ardent supporter of knowledge sharing and education programmes both within and without schools walls. Syllabuses are crafted with broader goals in mind. And in addition to these vocational classes, Thuvakkam also helps raise funds to sponsor the institutional fees of aspiring scholars.

Karka Kasadara
Sponsor for Success



THUVAKKAM ACTIVITIES

Over the six years of operation, Thuvakkam has had a vast portfolio of projects dedicated to different aspects of society. Ranging from Project Pasumai Thuvakkam, that aims to raise the green cover in cities, to Sponsor for Success, that aids aspiring students to pursue education. Thuvakkam proudly organized its **500th** Event in the year 2019, with a lot more planned for the upcoming years.

TOTAL EVENTS
93
2019 - 2020



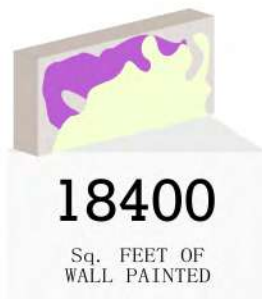
TOTAL EVENT HOURS 378

TOTAL VOLUNTEERS ENGAGED 4760

TOTAL VOLUNTEER HOURS 18211



SNAPSHOTS
of
2019-2020



Total Events organized by year



In its six years of social service, Thuvakkam has grown into a strong organization with multifaceted interests to help create a better society. Ranging from environment to education, Thuvakkam has grown to include people from students to full-time employees, all united in a common goal.



A NEW BOARD OF DIRECTORS

After renewing its bylaws, Thuvakkam established 7 departments at the start of its 7th year, to ensure structure and efficiency in performing tasks. Each of these departments are lead by a Board of Director and their passionate team.



KRISHNA KUMAR SURESH
 CHIEF EXECUTIVE OFFICER



ABHIRAMI ARUNACHALAM
 DIRECTOR OF OPERATIONS



SUDARSHAN BALASUBRAMANIAN
 DIRECTOR OF PROGRAMS



CHRISTOPHER ANTONY
 DIRECTOR OF EXTERNAL RELATIONS



SARAVANAN MURUGANANTHAM
 DIRECTOR OF FINANCE



GUNASEKARAN SEKAR
 DIRECTOR OF INTERNAL RELATIONS



KARTHIK SHIVAA
 DIRECTOR OF R&D

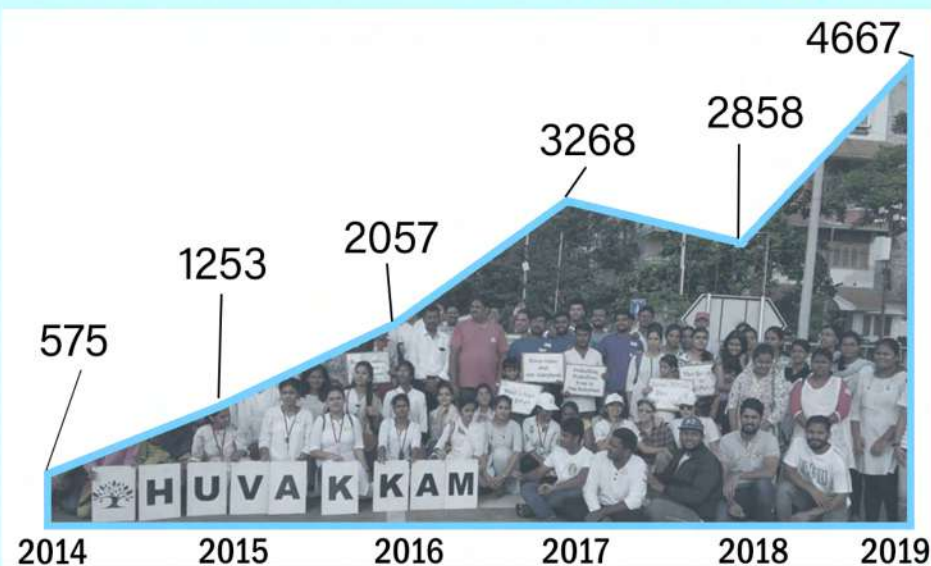
Thuvakkam welcomes all when it comes to the organization. People who start as volunteers engage in Thuvakkam activities to help the society with the best of their capabilities.

And when they've shown dedication in their work, they become a part of the Thuvakkam family.

With each year, Thuvakkam has grown to include more and more people who are willing to spend their time and energy working for the society.



Number of Volunteers engaged by year



STRENGTHENING RELATIONSHIPS

An organization's strength is its relations, both within and without itself. Thuvakkam has collaborated with numerous organizations over its lifetime. Some were sought after, and some who sought out Thuvakkam, united in a goal to help people. Be it for a period of an event, or for periods of years, the relationships of Thuvakkam have grown to create a large net that can reach out to help more people.

CORPORATE ASSOCIATES



GOVERNMENT COLLABORATORS

As the scale of events grow, a society or government body needs to be involved to successfully execute an action plan. Thuvakkam has been fortunate enough to associate with local governing bodies of different districts to help people of different communities.



FREQUENT COLLABORATORS

Just as a team's strength grows with numbers, so does the impact. Thuvakkam has collaborated with other Non-Government organizations, Companies, Schools and Colleges to achieve goals too large for one team. Be it interns, volunteers, tasks or expenses, Thuvakkam has joined hands with different organizations to create a better society.





THUVAKKAM IN THE NEWS

Thuvakkam has been recognized by news organizations for its varied efforts in different sectors of the society. As a Non-Government Organization, Thuvakkam's efforts have been covered by local and state news for its environmental and relief effort initiatives. Cleanup After Dark, Miyawaki Forest development, Urban Forestry and many more have been spotlighted for its innovative approach to engaging volunteers to take an interest in the environment. And Thuvakkam's relief efforts during floods and other natural disasters have brought out people's humanity and brought together people. Thuvakkam's sphere of reach has grown each year as people come together for the good cause.



The walls of Indian Air Force Station in Avadi get a facelift by city-based artists



THUVAKKAM'S ACCOLADES

Thuvakkam has been felicitated on numerous occasions by organizations, companies, government, international and local entities for their continued efforts in creating a better society. These awards were presented in recognition of Thuvakkam's continued and innovative events in the environment or education sector. Or as a memento of Thuvakkam's collaboration in organizing large scale events with corporate and government entities. Or as recognition of disaster management efforts during times of floods and pandemics. In the year 2019, the Founder of Thuvakkam was recognized by United Nations (UN) as a part of their UN Volunteers initiative.



BACKIE-WALKIE

Grabbing a person's attention and raising awareness gets harder as people become engrossed in digital media. Thuvakkam started a new venture in 2019 called "Backie-Walkie", which sees the participants walking backwards holding placards of Environment conservation slogans. People walking back is meant to signify the need of humanity to return "Back to Nature", to coexist and live a sustainable life



KITCHEN GARDENING

Small actions can have large impacts. That is the thought behind Thuvakkam's Kitchen Gardening initiative, where participants are taught about cocopeat, composting, recycling and germination. Within a few sessions, anyone can become a gardener and cultivate their own vegetables. Thuvakkam has helped setup gardens in schools, and conducted workshops for students and employees alike.



ECO WEEK 2019

The World Environment Day is celebrated on the 5th of June every year, and marks the anniversary of United Nations' "Stockholm Conference on the Human Environment". Considering the fact that environment needs care around the clock, Thuvakkam takes it a step further and celebrates the entire first week of June as 'Eco Week'. It has been a flagship initiative of Thuvakkam, and is marked by various events aimed at raising awareness about the need for sustainable preservation of the environment.

2019 was the second iteration of Thuvakkam's Eco week. Running from the 1st of June till the 9th, Thuvakkam organized events focused on integrating nature into an urban life style. Educational events like workshops about Terrace gardening, Kitchen gardening, and knowledge sharing session on the topic of natural plant remedies attracted the general public. Innovative events like "Backie Walkie", Eco Walk, Cloth bag challenge helped raise awareness about reducing the human carbon footprint. While Street plays held at Besant Nagar beach and schools captured the attention of the audience to convey the same message. The events culminated at a Mass Plantation drive held at the Indian Air Force station which saw numerous volunteers and members plant over 500 tree saplings.

Eco Week 2019's success was possible because of supporters and volunteers, whose ripples shall positively impact the environment for years to come.





AFFORESTATION AT AVADI

In a determination to regain the trees that were lost in the Gaja cyclone, Thuvakkam joined hands with the Indian Air Force (IAF) for a massive native tree plantation event at the IAF campus. It was a momentous event for Thuvakkam as thousands of tree saplings were planted within the notable campus in collaboration with India's patriotic heroes. Post the preliminary work with the help of IAF officers, Thuvakkam engaged its volunteers for the plantation on the field. The Hindu news organization was the main sponsor for the event, along with various reputed organizations like CNSI, L&T, Cognizant and Krishnapriya Foundation. They provided support both on field and behind the scenes to ensure the maximum number of tree saplings were planted with efficiency. An overall of 5000+ tree saplings were planted inside the premises of IAF, which have continued to be maintained. More than 845+ volunteers were involved in a comprehensive 3200+ hours of work. At this point, Thuvakkam extends a special thanks to the late Mr. Ravindran (Station Warrant Officer), who had been filled with bubbling energy and actively coordinated with the IAF during plantation & maintenance. Following up on the wonderful success of that event, Thuvakkam, along with Nippon paints and IAF started a Creative Art Work inside the IAF base. During March 2020, with the help of volunteers from CNSI and the general public, Thuvakkam was able to revamp nearly 3000 sq. ft of wall area in the IAF premises.



Along with the honor of being able to work with the Indian Air Force, Thuvakkam received multiple recognitions in the media for successfully organizing the massive plantation event.



NEW INITIATIVE



PLOGGING

In the era of growing electronic and other solid waste, containing the garbage accumulation poses an ever-growing challenge. Thuvakkam has always taken care to create sustainable projects to raise awareness while creating an impact. One such sustainable initiative started in 2019 was "Plogging", which is a combination of jogging and picking up litter. Thuvakkam, with the assistance of the Greater Chennai Corporation, initiated a plogging event in Besant Nagar with the tagline 'pick up a piece of plastic on every turn'. The volunteers included many kids and elderly who jogged along with the Greater Chennai Corporation officials for 2km, collecting garbage along the way.

KARKA KASADARA FIELD TRIP

Thuvakkam has always been supportive of holistic education. One that educates kids of society that exists outside the pages of books and the four walls of a class room. As a part of this project, the Thuvakkam team organized and led the kids of SRDS School on a field trip of the Arignyar Anna Zoological Park. The children enjoyed their time outside the school and welcomed the break from monotonous education. Along the way, they learned of the different species of animals and their ecosystems, instilling in them an understanding of the varied and vast biomes present in the environment, and a need to conserve them.

NEW INITIATIVE





THUVAKKAM ONLINE

Thuvakkam started in the year 2014, as various social media platforms were budding. In order to engage a larger throng of volunteers, Thuvakkam has always looked to avenues that will reach passionate people. Here are some of the social media platforms that Thuvakkam is active on.



facebook.com/thuvakkam



10,014 Followers

- Event promotions
- Project updates
- Live broadcasts
- Fundraising
- Volunteer engagement



@thuvakkam



1000 Followers
1000+ Posts

- Event promotions
- Project updates
- Motivational content
- Forest growth timelines
- Volunteer engagement



@thuvakkam



236 Followers
500+ Tweets

- Event promotions
- Project updates
- Organization relations
- Volunteer engagement
- Cross-promotion



Thuvakkam NGO



360 Subscribers
19000+ views

- Project updates
- Do-it-yourself videos
- Interviews
- Event recaps
- Read and reveal



Thuvakkam's official website

www.thuvakkam.org

- Completely redesigned in-house
- Contains all documents, data and project details
- Volunteer signup form
- Contact details

To understand what is needed in a society, one needs to know what is happening in the society. Thuvakkam started a newsletter titled 'KURAL' in 2016, that outgrew its original plan and became much more. What had initially started as a recap of Thuvakkam's monthly activities in the form of a simple newsletter became a magazine. A monthly paperback magazine that tackled current social and taboo issues with the intention of educating the public. By June of 2019, Kural had published 18 issues of its magazine.

But with Thuvakkam's talk on sustainability and recycling, Thuvakkam decided to practice what it preached. Kural transcended the physical medium and became a digital news media. With a growing list of impactful articles, Kural's presence began to expand on the digital and social media sphere. Releasing articles frequently on blogs, Kural also posts short blurbs that summarizes prevailing news and current affairs in easily digestible mini posts.



THUVAKKAM's FIRST CONFERENCE

As a part of Kural's desire to offer positive and constructive journalism to the society, Kural organized a conference for the first time. The conference took place at Women's Christian college in Chennai on the 24th of August, 2019. Three different guest speakers presented their topics on an individual's responsibility in creating a better society. The guest speakers being Mr Bharathi Thamizhan, who is the Chief Editor of the Hindu Tamil, Dr.Sultan Ahmed Ismail, the Managing Director of the Eco-research foundation, and Mr. Sandhiyan, the founder of AWARE - an NGO working towards the safety of children and women. The conference flourished in the minds of the youngsters for being a spark of motivation that they needed, to "be the change that you wish to see"



FINANCIALS 2020

Thuvakkam started as a dream fuelled by the passion of creating a better society for all. In its initial stages, the events were small, with barely any support. The only funds available were membership fees, which kept the organization running event to event. In a span of 6 years, Thuvakkam has grown to be a nationally recognized organization. But that passion never changed.

Every disaster relief, education sponsorship and event expenditure has been catalogued and thought out to utilize the funds accrued efficiently.

Thuvakkam expresses its gratitude to all supporters who have pledged to the cause.



has secured **FORM 80G** under the income tax act which enables donations to the organization to be tax exempt in India



Thuvakkam has registered and obtained verification from GuideStarIndia, an independent attester of financial transparency of Indian NGOs.



Income/Expense FY2019

Funds raised

₹ 26,02,290.27

Funds used in creating change

₹ 22,94,724.00

Be it relief work in the time of disasters, or sponsoring children's education, Thuvakkam has relied on the humanity of individuals to help those in need.

Beneficiary Name: THUVAKKAM WELFARE ASSOCIATION
 Account no.: TKMNGO
 *IFSC Code: YESB0CMSNOC

Easy Digital Transfers:

Tez / Bhim - 9444333624
 UPI ID - thuvakkam@upi

*Only transactions with YESB0CMSNOC IFSC will be processed by YBL application.





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