



THUVAKKAM

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

ANNUAL REPORT 2019

"Be the Change you wish to see"



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thuvakkam.org

5 Years and Counting...

I Slept and Dreamt that Life was Joy, I awoke and saw that life was service, I acted and behold, Service was joy!
- Rabindranath Tagore



This statement has always been the forerunner of Thuvakkam.

In 5 years, Thuvakkam has risen from a simple organization to a recognizable one. We set out with nothing more than a dream to impact our immediate society through poverty eradication, sustainable environment and education.

Looking back at these 5 years, so many moments has served as vivid reminders of the important challenges that humanity is up against, as well as the amazing power we have as a collective force to bring about greater change for people around the world. 2018-19 was a good year for Thuvakkam. It brought in huge changes and progress. We welcomed a new set of Board members, moved into our new office space, have obtained our 12A and 80G certifications, created plans and goals pertaining to future, and have been building partnerships with various organisations that will have a lasting and positive impact for our society.

We are proud, and are filled with gratitude, to be working with a wide range of dedicated caring individuals and organizations from government to the local communities. Each story in this annual report reflects a moment, person, or project that energized us and gave us hope that our work is having a real impact in the society.

Through the years from 2014 to 2019, Thuvakkam has organized 430+ events in which 11,000+ volunteers were engaged for 55,000+ hours. We have in practice seen, unity is strength and where there is team work and collaboration wonderful things can be achieved.

I would also like to highlight that in our upcoming journey, more than ever, we endeavours to work towards the 2030 Agenda of UN Sustainable Development and its goals. To focus more in particular 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.

I would humbly like to state my heartfelt thanks to all the advisors, members, volunteers and supporters who have strengthened our efforts like superheroes and who prefer to let their actions do the talking. We are very grateful for the support that we have gotten from many like-minded individuals that make our work possible. Without their help and support, the dream would've been a dream, and would not have become reality.

The Community's success is our success. With the ongoing support of our donors, partners, Board members and volunteers, Thuvakkam is ready for the challenges and achievements up ahead in 2019-20, and for many more years to come.

Join us and be the change you wish to see.

Go to the people. Live with them. Learn from them. Love them. Start with what they know. Build with what they have.

For this is just a beginning....

Yours Sincerely,

Krishna Kumar Suresh
(Founder / President)

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

THUVAKKAM

5 years and counting...

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead

A small group of thoughtful young people working together towards changing the world into a better place was how **THUVAKKAM** was started. It was in the year 2014 when a group of like-minded youngsters gathered to talk about society. Not too long in the discussion, they realized that each and every one of them were a part of the society which they were blaming. It was each and everyone's duty to do their part in creating a better society as much as it is the part of others. This thought inside them sowed the seeds of Thuvakkam.



Started out as a pet project, the team started exploring social issues. Their first initiative was a tree plantation at their very own college. Knowing they wanted to do more, the team registered itself as non-governmental organization named; 'THUVAKKAM', which implies a beginning in Tamil. They wanted to be the beginning of change and solely believed that this change can be brought into the society only by being the change that one wishes to see in this society.

With the commencement of the organization, the team started taking up various social causes primarily involving environment and education. From tree plantation, clean up initiatives and orphanage visits the team consistently started looking upon innovative ways to touch the humanity in everyone's life. That was when they created one of their innovative projects called 'Clean-up after dark (CAD)' where the volunteers gather in a public place at night; cleaned, painted and renovated the place. The idea behind this was, if a place is already clean when a person comes in, they don't dirty it.



THUVAKKAM INITIATIVES
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With innovative ideas to impact people, foster change and better the society the **THUVAKKAM** team started expanding into new ventures and projects. Initiatives such as back-a-thon, modern thandora, karka kasadara, plant a sapling, book for a cause, seed ball making, online campaigns, back2box challenges and nature walks were few of such initiatives that the organization took up. In next to no time, the team multiplied in size, network and within a blink of an eye there were 5 major sustainable change initiatives.



Mannin Maindhargal

Social initiative towards recovery and restoration from natural disasters and forming sustainable impacts in the lives of special kids and old age homes.



Karka Kasadara

Educational initiative to help kids craft a better future and sponsoring for success (funding child's education)



Pasumai Thuvakkam

Greenery initiatives to create awareness about green covers, environment and ensuring a better world for the future generation



Cleanup After Dark

Clean up initiative to the revamp public place thereby helping keep the moisture out, reducing dirt and strengthening the building against weather and other damages.



Modern Thandora

Traditional street play mixed with modern mime and flash mobs to create awareness on social causes and issues happening in and around the society

A NEW BOARD FOR A NEW BEGINNING

Every individual in Thuvakkam begins as a volunteer and are driven by their passion to become members of something greater. As they become part of a team, their efforts and actions are compounded. With their endeavours, the members of Thuvakkam take on responsibilities that garner the admiration and affection of everyone around them. They are then entrusted as the Board of Executive members of Thuvakkam. This new team is an evolution, both for themselves, and the organization of Thuvakkam.



M Saravanan TREASURER	S. Krishna Kumar FOUNDER - PRESIDENT	S. Dinesh Babu PMO	B. Sudharshan GENERAL SECRETARY	R. Chandralekha DEPUTY SECRETARY	A. Abhirami PRO	R. Senthil Mani VRO
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MENTORS OF THUVAKKAM

With steady growth of an organization, there comes a need for direction of growth. More important that how to do things, is what things need to be done. When it comes to creating a better society, the Environment, ensuring that everyone's voices are heard, Education and much more stand out as deciding factors. Thuvakkam has been graced with the presence of Mentors who guide the actions of the members, and provide an experienced support system to young and upcoming leaders.



Mr. CK Kumar



Mr. Bharathy Tamizhan



Dr. Sultan Ahmed Ismail

PASUMAI THUVAKKAM

The green cover of the planet Earth has reduced dramatically due to rapid industrialization and growing urbanization. For a country that proudly calls Agriculture the backbone of its economy, India needs to set a higher standard for the sustainable development for future generations.

Thuvakkam has always considered the plantation and protection of plants as the key to overcoming global warming and pollution. With this in mind, Thuvakkam has always dedicated resources to the planting of more saplings, and periodic care of the plants as they grow to become trees and fulfill their purpose.



Thuvakkam has launched numerous projects under the banner of Pasumai Thuvakkam. With each new project, Thuvakkam has strived to reach a versatile crowd of people to inculcate the habit of planting and taking care of trees. The first project was titled '**Gift a Sapling**', which enabled people to gift plant saplings to each other, that Thuvakkam members hand delivered.

In order to capture the attention of kids and get them inculcated into this habit, Thuvakkam introduced a crafty new venture with **Seedball making**. Seedballs have been used globally to disperse seeds over a large area for afforestation. This was conducted in two phases. As part of summer activities, kids were invited to take part in seedball making, by handcrafting a few seeds encased in mud balls that can be used for planting. Then they were scattered on barren lands that showed potential. This enabled mass plantation within a short period of time.

Thuvakkam has always valued the propagation of plants that have their natural home in Tamilnadu. After learning about a Japanese method with the same intentions, Thuvakkam launched '**Miyawaki Afforestation**'. Miyawaki method involves planting saplings that are regional, as they have an inbuilt capability to survive in the climate. This year, Thuvakkam has taken it a step further to introduce plants into the city, with the '**Urban Forestry**' project.



CLEANUP AFTER DARK

There are so many places in the city that people walk by every day without even realizing the steady dirt that accumulates over time. If only care had been taken at the start, those places would not have become untidy. Trash begets trash and people forgo upkeep for easiness. Bus stops, schools, long stretches of walls covered in movie posters and ads, how can they be reclaimed?

This core idea inspired Thuvakkam to launch **"Cleanup After Dark"**. With the hustle and business of city life, public areas cannot be cleaned in the day without causing hindrance to the public. But what if it is done at night?

A team of members and volunteers pick a spot, like a bus stop, Care homes or government schools, and work on it through the night. The walls are cleaned to remove posters and dirt, before a base layer of color is applied. Volunteers then set out to paint it with pictures, inspirational quotes and messages to attract people walking by it to take notice. If a place is clean, people will not tarnish it. This is the motto of the Cleanup after Dark project.

This project has steadily grown in scale, inviting people of all ages, even little kids who just want to paint. This was taken to a grander scale when Thuvakkam organized a massive 36-hour Cleanathon of Valluvar Kottam and its surrounding walls.



KARKA KASADARA

“Education is the most powerful tool you can equip yourself with.” And this education extends beyond the classrooms and corridors of a school. Real education is found outside the pages of a book and earned outside the marks on a paper.



With this fundamental notion, Thuvakkam started the “**Karka Kasadara**” project to teach burgeoning kids the practical realities of life. Working together with a mentor, Dr. Sultan Ismail, members crafted a syllabus that covers a wide range of topics.

Classes are scheduled in the week where students of all ages take part in interactive sessions with educators well-versed in the topics. No question is beyond limits, no doubt unanswered. Volunteers also perform simple scientific experiments to keep the kids entertained while getting them enthused about science and mysteries of the world.

These classes cover important topics for a child’s life, such as ‘Basic Computer skills’, ‘Arasiyal Pazhaghu’, ‘Ariviyal Aayiram’ and ‘Naan yaar’. These are tailored to help them understand themselves, the political hierarchy that society lives by, the science behind the world and the technology that is becoming prevalent everywhere. Students are enthused with these classes as they provide an open forum to clarify their doubts that they might otherwise internalize.

And one other additional project that is key to Karka Kasadara is ‘**Sponsor for Success.**’ Through donations from volunteers, students are carefully vetted before Thuvakkam provides funds for their educational purposes. With each kid that gets an education, the world becomes a better place to live.



MODERN THANDORA

In ancient times, without the prevalent tools of social media or news organizations, there was one artform that stood out when it came to capturing the audience's attention and convey information. When it came to raising awareness and educating the people, Thuvakkam looked the old and proven ways of street performance. Thuvakkam launched the project titled '**Modern Thandora**', in order to perform mimes and street plays to playfully and meaningfully carry an idea to the people's minds.



When it can to public perception, holding placards or talking about serious issues might influence the public for a day, by the end of which they forget it. Seeing and experiencing the issues on the other hand, would stay with them forever.

Thuvakkam has a dedicated team of members and volunteers who work together to perfect the art of miming. With rigorous practice, they have trained to express emotions through their face and muscles to convey to the audience pain, pity and playfulness that the audience remembers. Through Modern Thandora, Thuvakkam has tackled various issues of the society, from sexual harassment, plastic awareness, environmental preservation and much more.



These street plays and mimes proved to be so effective, that Thuvakkam teamed up with the Income Tax commission to raise awareness about the harmful effects of Bribery as part of their Income Tax awareness week.

In order to grab the audience's attention, volunteers perform a '**Flash Mob**' in the middle of the street to ensure the audience stays entertained, while also consuming a good moral message that they can remember in the context of their day to day lives. Modern Thandora is thenew generation take on mass messaging in the physical world, rather than the digital.



NEWER INITIATIVES

With the changing times and the changing needs of the people, Thuvakkam needs to come up with ideas that produce lasting impact on the society while encouraging others to do the same. This is a collaborative effort, in which raising awareness and creating a call for action is just as important as raising the issue and planning the activity. This has always driven Thuvakkam to come up with new ideas, from Cleanup After Dark, to Backathon and much more.

With every year, Thuvakkam has a new mechanic that affects a different problem that is seen in the society. Here are some of the ventures that are in their burgeoning stages.



KURAL

With every event and activity, Thuvakkam has focused on one aspect. But this changed with the initiative of Kural, a monthly newsletter that is crafted by the volunteers. From the articles to the design and publication, every little detail is thought of and analyzed by members who help create it.

Kural has been a key to understanding the pulse of the nation. Every issues of the magazine tackles what is foremost on the mind of the citizens. From moments of pride such as Sports or Rocket science, to the dark underbelly of Child Abuse or domestic violence. Every article is carefully written to provide the most unbiased information on the topic, that informs its readers of the issue.



facebook.com/kuraloftruth

Rain Water Harvesting



With the huge impact global warming is having on this planet, water scarcity is a growing concern. Not many houses or public schools have a water conservation system in place. Thuvakkam has started the undertaking of raising awareness about Water Harvesting, while also doing the needful if possible.

If every people in this city plans for the future, water problem will be a problem no more.

Urban Forestry



The impact of global warming can be traced back to the dichotomy of how the planet was, to its current status. With cities replacing forests, Thuvakkam has taken a new approach of planting forests in cities.

With vast plots of unused lands scattered all around, Thuvakkam, with the local organizations, has teamed up to plant, protect and nurture regional saplings that can one day flourish to be a path of green in this concrete jungle.

FINDING ASSOCIATES

When tasked with the massive goal of changing the society for the better, every helping hand counts. As Thuvakkam grows and finds new avenues for helping the people, like-minded organizations came forth to offer their support. Be it funds, equipment, refreshments, man power or guidance. Each new associate brought with them their special skills, which when combined together, makes every task achievable. Here are some of the supporters, by no means is this an exhaustive list.

Thank you for all the supporters for continuing to help in this grand venture.

CORPORATE SUPPORTERS



GOVERNMENT SUPPORTERS



NON-GOVERNMENT ORGANIZATIONS



INTERN SUPPORT



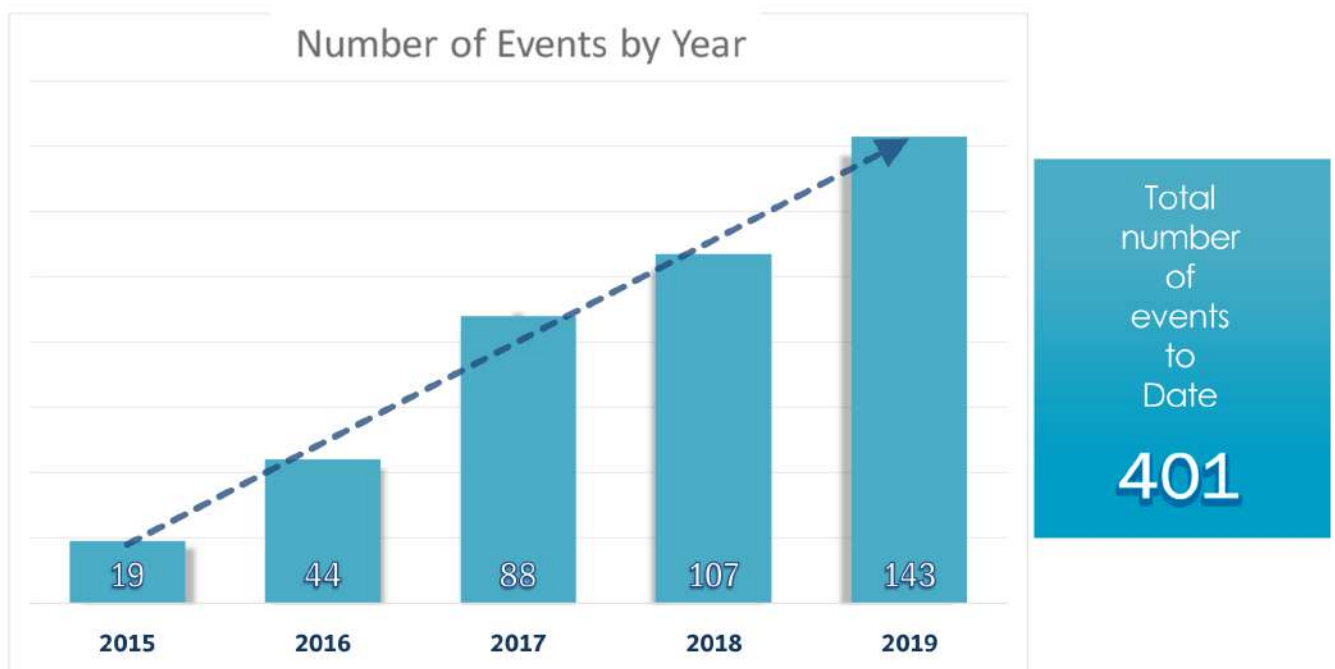
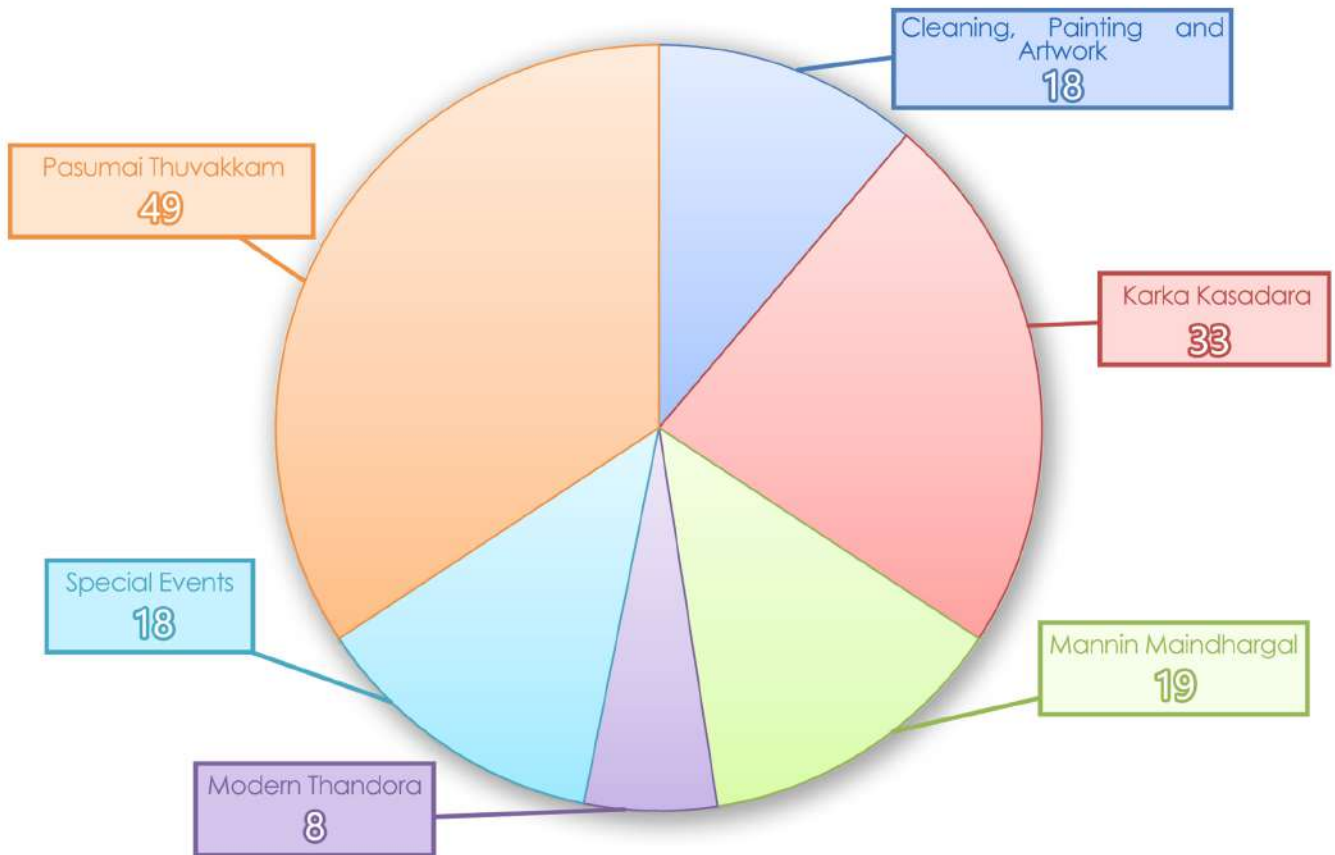
WEB DEVELOPMENT SUPPORT:



And Many more...

EVERY EVENT COUNTS...

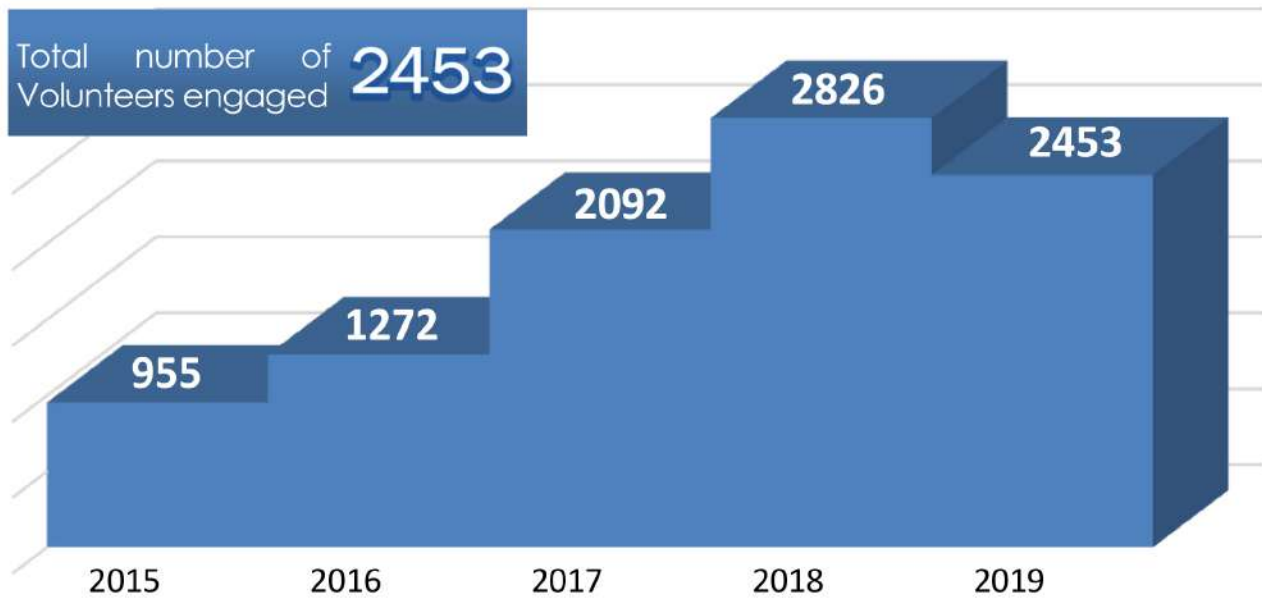
With the broad intention of creating change in the society, Thuvkkam has a varied number of projects that focuses on all aspects. Throughout the year, every project is tasked with their own domain of coordinating and organizing events that involves volunteers from all around the city.



GROWING IN STRENGTH

The strength for any organization is the people who work in it. When working for the society, every single member of the society who works for its welfare is responsible. Thuvakkam has been vigorously searching for the right people to work for the betterment of society. Volunteers who have the passion join for events and with their own volition become a part of the organization for doing good.

Number of Volunteers Engaged by Year



Total hours of creating change in the year 2019: **9908.25** hours

CHANGEMAKER OF THE YEAR



2017 - 2018

MR. SIRAJUDEEN

MILESTONES IN MAKING

As every organization matures, it is key to reach points of growth that helps establish itself and strengthen its resolve. Thuvakkam, in its 5 years of social service has had many momentous occasions. From being honored at New Delhi for its Environment Conservation plan, to organizing a 36-hour Cleanthon at Valluvar Kottam. Here are some of the memorable milestones from the journey so far.

15-08-2015 THUVAKKAM IS FOUNDED

Thuvakkam started its journey with the very first plantation event held at the college of its founders. With the pure intention of doing good, Thuvakkam comprised of students and classmates who came together to toil in the sun to plant numerous saplings on a field.

That passion and hardwork ensured Thuvakkam stayed strong from the very first day of starting work. Pretty soon, volunteers became members, future leaders, and the founding principles of Thuvakkam took shape.

Thuvakkam registered officially under the government as an NGO.



15-08-2016 THUVAKKAM GOES DIGITAL

With every new step Thuvakkam takes, it hopes to reach new like-minded people who can work together for the greater good. With that in mind, Thuvakm launched its worn website, which was followed by a youtube chanel, various social media pages and much more.

Maintining a conection with the public is a key aspect of working with them. Thuvakkam has always valued transparancy and believes in a platform of engaging with everyone to work together.

02-10-2017 THINKING BIG

As the events grew bigger and bigger, Thuvakkam started new flagship projects with the intention of helping more people. These include

Eegai Thiruvizha - A week long festivity which encourages people to thank and help those around them.

Eco week - A week honoring and raising awarenes about the environment and the rising need to preserve it.

And much more...



25-11-2018 A NEW HOME

Thuvakkam took another step forward in establishing its base. The organization moved into its very own space after starting with humble beginnings. Members, Volunteers and mentors guide the growth of the organization. It was a momentous occasion to be able to have its very own base of operations to visualize new ideas, draft out plans of actions, coordinate future efforts and house the tools required for its execution.

With a new office comes new beginnings.

FUELING THE DREAM

With the monumental task of creating a better society, Thuvakkam set out to make changes with every activity and event. These projects are possible only by donors and their donations. In 2019, Thuvakkam secured **Form 80G** status, which enables funds received as donations to be exempt from taxation. This enables the debtor to save a little themselves, while their contribution does good for their surroundings.

In the FY2018, Thuvakkam received a total amount of Rs.21,58,118

This includes

- i) Corporate contribution of Rs. 9,38,284
- ii) Contribution received for new office inauguration and office assets purchase of Rs. 1,08,928
- iii) Contribution towards Education initiatives of Rs. 2,05,956
- iv) Contribution from corporate, public, volunteers for Kerala floods relief and Gaja cyclone relief of Rs. 8,17,699
- v) Subscription fee received and other donation received of Rs. 87,251

EVERY PENNY COUNTS

Every donation, large or little, can make a huge change. Through Thuvakkam's journey, every person who has contributed has helped in all the efforts that have been undertaken. Be it providing food for orphanages, helping a child's education, distributing care packages for disaster struck regions, or planting a sapling. It is through the good intentions of responsible individuals that this Non Government Organization continues to operate.

For Bank Transfers

Account Name: Thuvakkam
Account no. : 34739892385
Branch: SBI - Mylapore
IFSC Code: SBIN0000965
Account Type: Current Account

For Digital Transfers

Tez / Bhim - 9444333624
UPI ID- thuvakkam@upi



thuvakkam.org



facebook.com/thuvakkam



linkedin.com/company/thuvakkam/



communication@thuvakkam.org



THUVAKKAM NGO



[@thuvakkam](https://twitter.com/thuvakkam)



instagram.com/thuvakkam/



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

Contact: 9444333624

“ Be The Change ”



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