



# ANNUAL REPORT 2020-21

Stepping into the 8<sup>th</sup> year of Thuvakkam creating change



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**KRISHNA KUMAR SURESH**  
FOUNDER/CEO - THUVAKKAM

## “BE THE CHANGE THAT YOU WANT TO SEE”

has been Thuvakkam’s inspiration ever since our beginnings.

Thuvakkam set out with nothing but a dream to impact our immediate society through poverty eradication, sustainable environment and education. Now, when stepping into our **8<sup>th</sup> year** of creating change, we stand proud and tall, having come a long way since our inception.

Thuvakkam has built for itself a good reputation with the quality and sustainability of the projects it has carried out till date. All this has been achieved through shared vision, sheer dint of effort and ground level execution.

In these last 7 years of our journey, Thuvakkam has witnessed the important challenges that humanity is up against. And in those moments, it has showcased the amazing power people have as a collective

force to bring a greater change across the world. With over 750+ change activities organized both on-field and virtually, our entire team has been able to engage more than 20,000+ volunteers who have clocked more than 96,190+ hours to impact the lives of 4,33,530+ people.

As the Founder and CEO of Thuvakkam, I strongly emphasize on the fact that it is everyone’s duty and responsibility to give back to the society that we live in. For years, we have availed many things from our surroundings for our day-to-day lives and it is high time we change it into a two-way system of both receiving and giving back as well. Thuvakkam as an organization stems from this root belief.

With our little change initiatives adding on and creating new ripples of change, we dream to see a brighter nation and know that our dreams will bear fruit soon, as we are not alone. The backbone of Thuvakkam is its team, sponsors, volunteers, supporters and all our well-wishers who are helping Thuvakkam in so many different ways. We are very grateful for the support that we get from many individual people that make our work possible.

For this is just a beginning...

### VISION

To uphold 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 - THE JOURNEY SO FAR

Thuvakkam is a Non Government organization that was started in 2014 by a group of enthusiastic college students. The name 'Thuvakkam' originates from the Tamil language, and translates to "Beginning". This formed the core ideology of the organization, of them beginning to be the change they wished to see in the society. In its 7 years of operation, Thuvakkam has solidified its vision, identified its domains, and grown to a reputable and recognizable NGO. Thuvakkam's three domains of operation are **Environment**, **Education** and **Humanity**. Each of these domains has a stack of events and causes targeting particular aspects of society. Be it the education sponsoring initiative "Sponsor for Success", or disaster relief efforts of "Mannin Maindhargal". Every event is given the same dutiful treatment to ensure the volunteers are well engaged, and the service touches the lives of many.

Although limited by the Covid situation, Thuvakkam crossed its 750<sup>th</sup> event in 2020. Along the journey, Thuvakkam has received numerous laurels and recognitions for its work. These being both from regional conglomerates and international entities like the United Nations Volunteer Awards. All of these have been possible due to the dedicated members and volunteers who have joined hands with Thuvakkam and share its vision for a better society. With each passing year, Thuvakkam has expanded its horizons. Be it in terms of formulating new events to engage different types of volunteers, or establishing its operations outside its usual localities. This has lead to Thuvakkam updating and restructuring its roster of events to reach all parts of society. No matter the year, no matter the cause, one aspect of Thuvakkam remains the same. The steam that fuels the engine of change is lit by the fire of passion of its members and volunteers. As everyone working with, and within Thuvakkam, join together as one to "Be The Change".



## ENVIRONMENT

Thuvakkam is on a mission to develop, protect, preserve, manage and restore the natural ecosystem that has now been exploited for the benefit of mankind. Through its creative and consistent initiatives, Thuvakkam makes sure to improve greenery and preserve the gift of nature. It also takes up the responsibility of entrusting this gift safely to the coming generations. These initiatives emphasize the need for co-habitation which is the key to life on earth. Along with conserving the environment, the team is involved in enlightening people about the necessity of sustainability and preservation.

- Miyawaki Urban Forestry
- Give a Tree
- Clean and Color
- Kitchen Gardening
- Native Tree Plantation



SUSTAINABLE DEVELOPMENT GOALS

6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION



15 LIFE ON LAND



## MIYAWAKI AFFORESTATION

Thuvakkam began the Miyawaki urban afforestation efforts in 2018. Following the methodologies set forth by Japanese botanist Akira Miyawaki, this technique is used to boost the growth rate of plants in an area. Using the Miyawaki method, it is possible to achieve dense forests within a small spread of area in the middle of a city within a span of 3 years.

The scope of the project varies by plantation area and soil type. Depending on the soil analysis, Thuvakkam adds mulch, coco peat and manure to help with plant growth. Following successful plantation in the area, Thuvakkam also takes care of the plants with watering, weeding and maintenance for a period of 2 years to ensure they attain the required growth for self sufficiency.

## KITCHEN GARDENING

Thuvakkam's vision has been to bring change within the people. Be it small or large. As a part of its environment initiatives, Thuvakkam began advising and enabling communities to grow their own garden. Be it a miniature kitchen/balcony garden, or a terrace garden. The communities are provided with materials and seeds to grow vegetables in their own garden. This involves engaging volunteers in a Q&A session and a detailed step-by-step procedure of materials needed, planting techniques, seed varieties and organic nurturing methods. This program has found much interest in Government schools, where the Kitchen Garden's vegetables are used in their mid-day meal preparation.

## CLEAN AND COLOR

There are numerous public buildings and structures like government offices, bus stops, corporation schools, etc. that lack in upkeep and are in need of some upliftment. Thuvakkam's clean and paint activities revamp these spaces by clearing them of posters and grime, before whitewashing them. Volunteers then showcase their creativity by painting artworks, slogans or cartoons depending on the context of the building. Thuvakkam takes a preliminary analysis of the space, in terms of sq.ft of wall to be painted, the kind of artwork possible, the number of volunteers, labourers required, etc. Thuvakkam then discusses with volunteers the type of slogans or painting that will fit the setting, and procures materials, paint for the same. Then the volunteers get to work reinvigorating the space with colors and art work.

## EDUCATION

Education provides the path to a knowledgeable perspective of looking at life. Thuvakkam, through its educational and sponsorship programmes, aims at lifting the standards of society by educating the next generation. For where there is good education, there will always be progress. Thuvakkam's curriculum is prepared to cover practical aspects of the society, beyond those found in the pages of a text book. Thuvakkam strives hard to develop societal awareness among the students, making sure they will lead everyone in the right path when it's their turn to do so.

- Karka Kasadara
- Sponsor for Success



### SUSTAINABLE DEVELOPMENT GOALS

4

**QUALITY EDUCATION**



10

**REDUCED INEQUALITIES**



11

**SUSTAINABLE CITIES AND COMMUNITIES**



16

**PEACE, JUSTICE AND STRONG INSTITUTIONS**



## KARKA KASADARA

Thuvakkam realizes the value of education, and it extends beyond what a child learns in a classroom. Thuvakkam has drafted a custom syllabus which focuses on practical knowledge needed in the society. Topics like "Mann Thaavaram Soru" (Environment inter-dependency), "Arasiyal Pazhagu" (Society and Politics), "Naan Yaar?" (Sexual Education & Hygiene), "Ariviyal Aayiram" (Practical science in everyday life) and Computer Literacy are some of the topics covered. Volunteers engage the students in these segments in lively interactive classes, thereby ensuring the lessons go beyond the classroom and make an impact on the children.

Thuvakkam has a custom syllabus that volunteers are taught. This syllabus changes based on the schools, student class levels and requirements. Volunteers visit the community or school periodically for classes. Based on the topics covered, the volunteers use visual aids, projector, laptop and other props to get the idea across.

## SPONSOR FOR SUCCESS

Education is a necessity for all, but not all can afford to pursue their dreams. Thuvakkam wishes to re-write these limitations and break these barriers. Students who show potential and are unable to continue their education due to hurdles like school fees, expensive books, mess dues, etc are identified. With the help of donors, the requirements of these students are met, thus enabling them to succeed. Thuvakkam's scholarship programme has especially helped girl children who face more challenges while pursuing education.

Thuvakkam has a proprietary list of criteria that candidates need to meet to benefit under this scheme. This includes the student's mark sheets, percentage, household income, first generation literate, etc. If these conditions are met, Thuvakkam gets in touch with donors and raises funds to meet the student's needs. Thuvakkam then transfers the donation to the student and follows their progress to ensure they are striving to perform their best.

## HUMANITY

Humanity is about realising that you are no different from others. It comprises of such acts that are performed to make someone's life better and meaningful. This is the primary notion on which Thuvakkam operates. It is important to kindle empathy, through kindness and compassion in the minds of people. As the team works towards being the change they wish for, these humanitarian initiatives stimulate the union of like-minded people expecting change and facilitating it.

- Disaster relief
- Modern Thandora
- Mannin Maindhargal
- Kural - The Voice of Truth



## SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY





## DISASTER RELIEF EFFORTS

Thuvakkam's goal of helping the people is most apparent in its domain of Humanity. As the world faces unexpected setbacks in the form of floods, earthquakes or pandemics, Thuvakkam is in the forefront of the relief efforts. Some of the disaster relief efforts include fundraising campaigns, raising awareness, assembling and distribution of relief kits and more.

Thuvakkam takes up any opportunity to help people who are affected by any disaster. Depending upon the cause, Thuvakkam provides aid as required, be it monetary, provisions or physical support. Depending on the locality, Thuvakkam members travel to the affected area, or engage volunteers and organizations in that area to coordinate the efforts.

## MODERN THANDORA

Raising awareness among the people is one of the prime needs for any social issue. Thuvakkam took a cue from India's rich theatre heritage and blended it with the current trending elements like flash mobs and lip syncs to create "Modern Thandora". Volunteers perform street plays or mimes on the streets to attract the public's interest and convey the message succinctly and impactfully.

Thuvakkam drafts a script and procures paint and props as needed. Following rehearsals with volunteers, Thuvakkam then obtains permission for the location. On the day of the event, the act is performed while live telecasting it to online platforms.

## KURAL - THE VOICE OF TRUTH

"Kural - The voice of truth" is Thuvakkam's positive journalism wing. It was started with the single thought of bringing positivity to people's online news feeds. Active on various social media and podcast platforms, the content is created and curated by volunteers. These may be in the form of articles, news reports, blog posts, podcasts, news snippets, etc.

The volunteers bring forth any positive news that they wish to publish. Members and volunteers work together in adapting the content for the right media type, researching and furbishing it with pictures and news sources as needed.

Thuvakkam ratified its bylaws in the year 2020, defining criteria for Board Members, Board of Executive Members and Board of Directors. Thuvakkam also took the opportunity to restructure the members based on roles and responsibilities that are needed to run the organization efficiently. Each Director works with a team of experienced members to effectively coordinate and organize Thuvakkam's activities.

## THE BOARD OF DIRECTORS



**Krishna Kumar S, MSW**  
Founder/CEO



**Abhirami A, MBA**  
Director of Operations



**Gunasekaran S, MBA**  
Director of Internal Relations



**Christopher A, B.E**  
Director of External Relations



**Karthik Shivaa S, MSc**  
Director of R&D



**Jeevaganth BS, MBA**  
Director of Finance

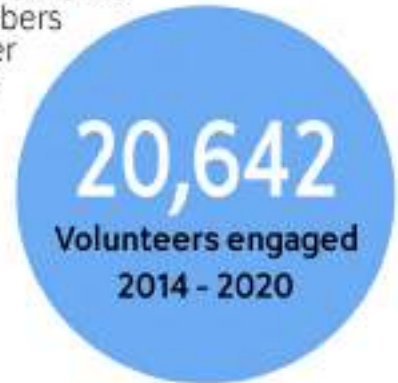


**Sudharsan B, MBA**  
Director of Programs

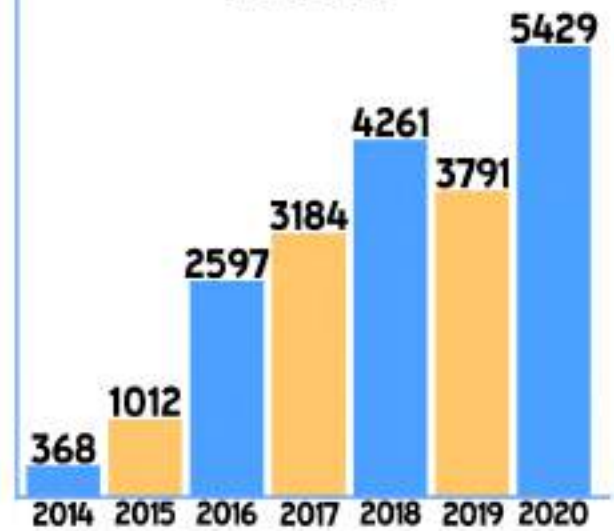




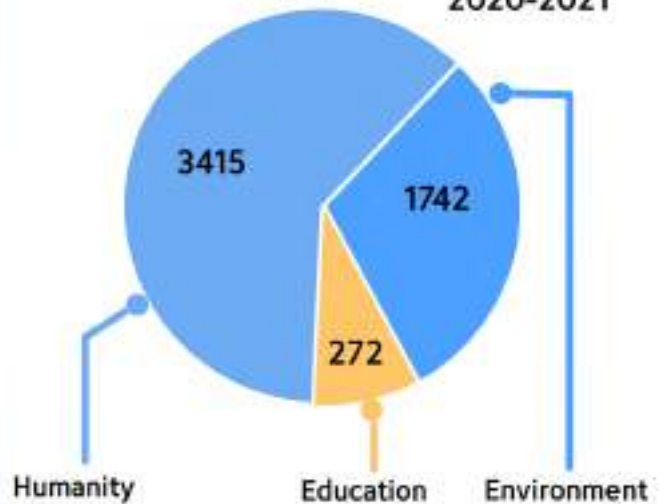
Thuvakkam's ever growing list of members and volunteers is the driving force behind all its activities. Be it a volunteer who repeatedly gets involved in events, or the members who play any large or small role in organizing it. 2020 saw Thuvakkam's ranks grow as more and more people realized they could volunteer from home. As always, Thuvakkam's dedicated members made another year of positive change possible.



### VOLUNTEERS ENGAGED BY YEAR



### Volunteers engaged in each domain 2020-2021



## THUVAKKAM'S COV-AID

On March 24<sup>th</sup>, 2020, the central government of India ordered a nationwide lockdown to control the spread of the Covid-19 virus. It was not only becoming the deadliest pandemic, but also a socio-economic crisis as it brought the economy and its operations to a standstill. The daily wage workers were the most affected during this pandemic as they lacked savings and depended wholly on each day's work for their sustenance.

Barely 10 days after the lockdown was announced, Thuvakkam began its Cov-Aid relief work, both digitally and on field. It undertook various activities to assist people and make them aware of the prevailing conditions relating to the spread of virus.

Thuvakkam launched social media campaigns to fund grocery and ration kits for families that had lost their source of income due to the pandemic. The kit included necessities like pulses, wheat, flour, spices, rice and vegetables. Once collated, Thuvakkam joined hands with governing bodies all over Tamilnadu for distribution. Volunteers followed all guidelines provided by the government with respect to COVID-19 like maintaining social distance and wearing masks for every event. They reached places like Karatheetu, Gudalur, Konnerkuppam, Kundrathur and many more to distribute these kits which supported the families there.

Thuvakkam's Cov-Aid showcased yet another instance of people's humanity shining through to help each other.

**7,600+**  
People benefitted

**₹18.5L**  
Funds raised and  
utilized



## VIRTUAL ECO WEEK CELEBRATION

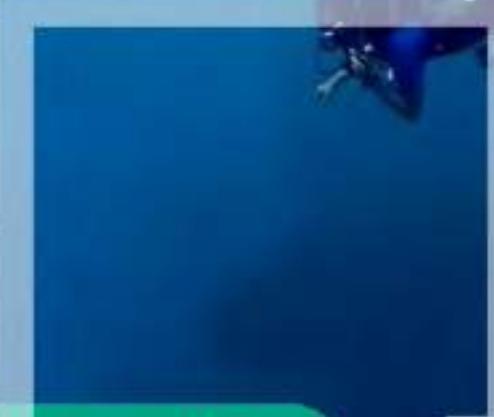
Thuvakkam's Eco Week celebration 2020 was a series of virtual events that took place from May 30<sup>th</sup> 2020 to June 7<sup>th</sup> 2020, covering the week around **World Environment Day** (June 5<sup>th</sup>). This year's theme was 'Biodiversity', the value of which became apparent once people were forced to stay home and lead a homogenous life. Biodiversity is a term that is commonly used to describe the variety of life and refers to all the species in a specific ecosystem. Thuvakkam celebrated the 2020 Eco week virtually by conducting various webinars and virtual tours. Many people participated in this event and learned more about the environment, its biodiversity and appreciated the abundance of life on planet Earth.

20,320

People reached

The Eco week celebration was kicked off with a virtual session with Mr. Balakrishnan IPS IGP who spoke about biodiversity and environment, followed by a virtual tour to view Biodiversity hotspots all over the Earth. Participants then got their hands busy in a "Grow your own food" workshop, explaining the different ways one can easily grow vegetables at home. This was followed by Mr Jaswant Singh who gave more insight about 'Growing a home forest'. Mr Raja Krishnamoorthy also took a session and spoke about 'Decoding Human Nature'. After this engrossing discussion about human nature, Ms Kavya Raman helped broaden people's understanding about recycling by speaking about 'Solid waste management'. Next up was "Bio Talk" which consisted of a panel discussing important environmental matters happening all over the world. The event's final webinar was presented by Mr.Nirmal ExNora who spoke about the topic, 'Think globally, do locally', giving the viewers a better inside view on using and supporting local produce.

These webinars and videos helped everyone as global citizens to understand the impact that humans have on the environment and appreciate the biodiversity that surrounds everyone everywhere. Thuvakkam's first ever Virtual Eco Week celebration proved successful in engaging people digitally and raising awareness about the need to preserve biodiversity.



Virtual Volunteering panel discussion

thuvakkam.org

Virtual Tour

## THUVAKKAM'S CHENNAIYIL VANAM

Chennaiyil Vanam is an initiative by Thuvakkam, wherein plant saplings are chosen and planted around city using the 'Miyawaki Method'. The Miyawaki method, developed by Japanese botanist Akira Miyawaki, helps create compact dense forests in small areas. This method results in a faster growth rate and better sustainability of the plants within a shorter time frame. These urban forests play the role of massively helping the people in a city, by providing them with cleaner air and much needed shade and respite from the rising temperatures.

Thuvakkam has so far planted and maintained **25 such forests** in different parts of Tamilnadu, of which 10 are within Chennai city limits. The Chennaiyil Vanam event takes place every few months to help bring back the green cover by creating small urban forests within the city. Meanwhile, volunteers are also engaged in taking care of already created such forests by watering, weeding and nurturing them. Thuvakkam ensures the plants are taken care of up to a span of 2 years, at which point Miyawaki forests become self-sufficient.



### Thuvakkam's Miyawaki in Numbers

25 Forests

52,665 trees

4,11,630 sq. ft. (9.5 acres)

After seeing the results of Thuvakkam's 'Chennaiyil Vanam' efforts, Thoothukudi District Administration invited Thuvakkam to carry out the miyawaki technique of afforestation in their area. Thuvakkam foundation prepared the soil with manure and necessary nutrients before beginning the plantation. At **80,000 sq. ft** (around 2 acres), this was Thuvakkam's largest Miyawaki undertaking of the year 2020.

Thuvakkam's Chennaiyil Vanam forests continue to grow as new saplings are planted to create new forests. This initiative has helped re-introduce greenery to a concrete

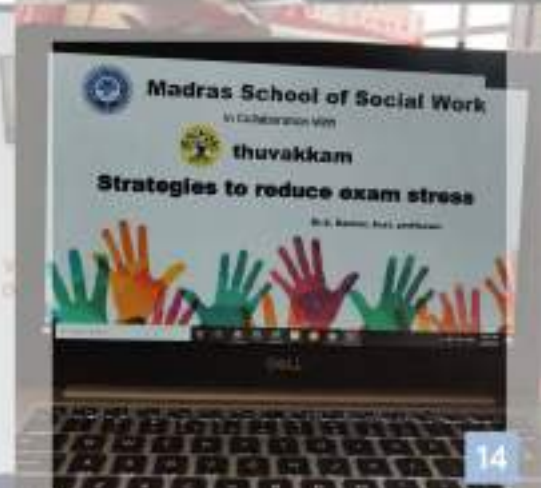
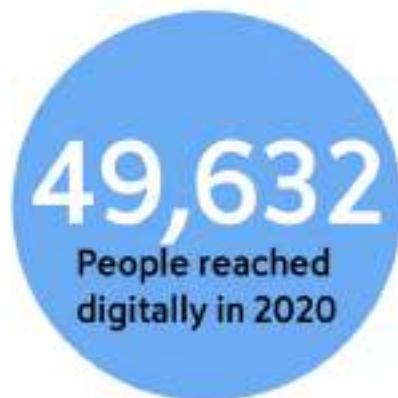


## VIRTUAL VOLUNTEERING

Volunteering is the soul of any social cause. People's willingness to spend their time and effort in working for that cause pays off in the lives that are bettered. Thuvakkam's ever-growing pool of volunteers are engaged in many such activities. Every activity is aimed at ameliorating an affliction of the society. In 2020, Thuvakkam's volunteers faced the hurdle of restrictions in the form of lockdowns, curfews and work-from-homes. Thuvakkam adapted to the times and ramped up its virtual volunteering activities.

Virtual volunteering is a series of initiatives that lets participants contribute to causes from the comfort of their homes. Every domain of Thuvakkam has a list of events that accommodates volunteers based on their availability. 2020 saw Thuvakkam conduct more of online seminars, discussion sessions, panels, publications, posts, etc. All of these digital contributions were made possible by Virtual Volunteer engagement. The volunteers have recorded "Moral Stories" to be shared with children, participated in "Best out of Waste" workshops, written articles under "Become a Journalist", and so much more.

All of these Virtual volunteering opportunities are available to the public, or, based on requirements, organized as private sessions. This has helped Thuvakkam reach people from different parts of the world. International, national and local volunteers have participated in the Virtual Volunteering activities, thereby enhancing the society from wherever they are. Thuvakkam's Virtual Volunteering is another avenue for volunteers to work through to create a better society.



Kural is a digital news source, managed by volunteers, dedicated to spreading positive news in the World.  
Kural is part of the Non-Government organization Thuvakkam.



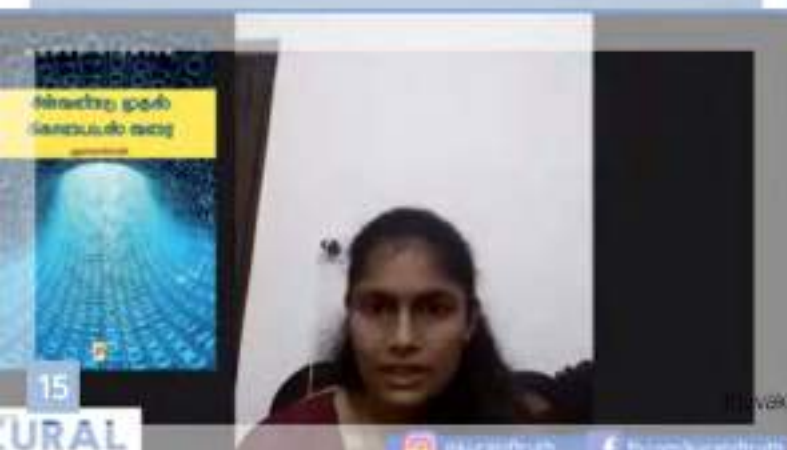
Articles

What is the "Women in



KURAL kuraloftruth • Following

**PULICAT BIRD SANCTUARY CLASSIFIED AS ECO-SENSITIVE ZONE**  
A map of the demarcated area will be sent to the Union Ministry of Environment, Forests and Climate Change (MoEFCC) for final approval



Kural is Thuvakkam's positive journalism wing. Manned completely by volunteers, it hosts carefully curated articles, news, posts and content aimed at spreading positivity in the world. Kural was started as a monthly magazine in 2018, published online and distributed to colleges and libraries. Each issue contained articles, reports on Thuvakkam's activities, and interviews of social activists. As time progressed, Kural leapt from the pages of a magazine into digital media.

Kural is an active news publisher on popular social media platforms and blogs. With its daily posts of positive news, it offers solitude from the negatively saturated news media. Kural's online presence became increasingly relevant in 2020, with the societal changes caused by the coronavirus pandemic. It became a source of verified news regarding covid restrictions and curfew schedules. And it filled the dearth of uplifting content by positing stories of support and humanity from all over the world.

Kural has been aware of trends and is active in utilizing available resources effectively. With people barely finding time to read books, Kural started an audio book series titled 'Read and Reveal'. Volunteers explain the books and stories they've read, along with its implications and context in the current society. Due to its popularity, Kural hosted its first ever debate session in 2020 on the topic "Printed books vs. E-Books". Kural also encourages volunteers to grow as a person, by teaching skills through sessions and seminars. These series are focused on practical applications like writing, editing, design, art and much more.

Kural also hosted its first ever podcast series in 2020. "Oor Kadha Ulagha Kadha" (Stories from near and far) is a podcast focused on news and current affairs. Researched discussions on local and global news are presented in a crisp 15-minutes helps the listeners get up to speed with the happenings for the world. Its 21 episodes of season 1 are available on multiple streaming platforms, for which Kural garnered much appreciation.

Kural's growth has been possible with volunteers and audiences showing an interest in good and positive content. It's a small step in creating a better society.



## THUVAKKAM IN 2020-2021

Thuvakkam started the year 2020 with plans of expansion, to establish operations outside its usual localities, and create novel events in each of its three domains. However, like many plans made in the year 2020, the Covid pandemic road-blocked the well thought out ideas. The month of March saw the entire world immobilized with lockdowns and curfews. Thuvakkam's members were forced to travel back to their home towns and deal with the new culture of work-from-home and restrictions.

But Thuvakkam did not stop.

Barely 10 days since the institution of lockdown in India, members and volunteers formulated an action plan for helping those affected by the pandemic. "Thuvakkam's Cov-Aid" focused raising funds to support daily wage labourers and dislocated families. They were the indirect victims of the Coronavirus. And Thuvakkam helped assuage their situation. As the world came to a standstill, volunteers from Thuvakkam coordinated with different government bodies and corporations to deliver relief kits to them.

As the months rolled by, Thuvakkam adapted to the "New Normal" of the Covid era. Taking this opportunity, Thuvakkam tested the waters for new kinds of events. Focusing mainly on virtual seminars, discussions, podcasts and workshops, Thuvakkam changed up its roster of events. Consequently, 2020 is the first year for Thuvakkam where the number of virtual events exceeded those performed on the ground. In fact, 2020 was a year of many firsts for Thuvakkam.

The year saw Thuvakkam's bylaws ratified, its first Miyawaki plantation outside the district of Chennai, its first ever Virtual Eco Week, its first podcast series, first online debate session, and so much more. Thuvakkam moved into a new office space to meet the needs of the growing team. And with Thuvakkam not slowing down, it organized its 750th event virtually as a recognition of its new normalcy.

Although Thuvakkam's initial goals of expansion were blocked by the Covid pandemic, Thuvakkam did not stop expanding. The Corona enforced digital environment gave Thuvakkam the opportunity to establish a strong online presence. By conducting workshops and sessions, Thuvakkam's permanent digital footprint grew by large strides. So the year 2020 may have changed how people interact with the world, but it did not change the people who exist in it.

So long as there are people requiring service, Thuvakkam will be in the forefront providing social service to the people.

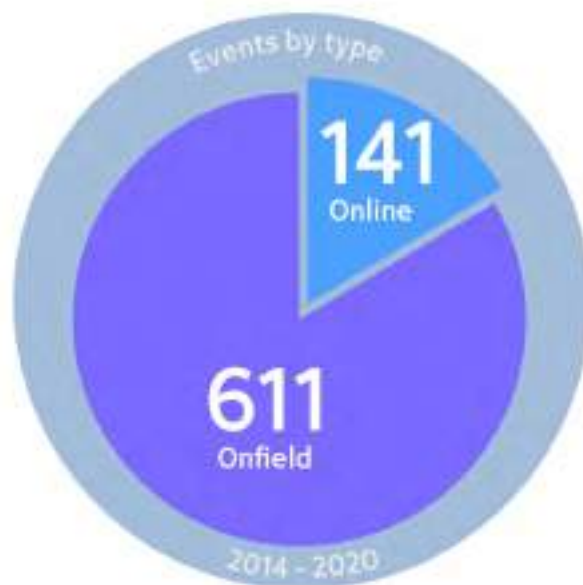
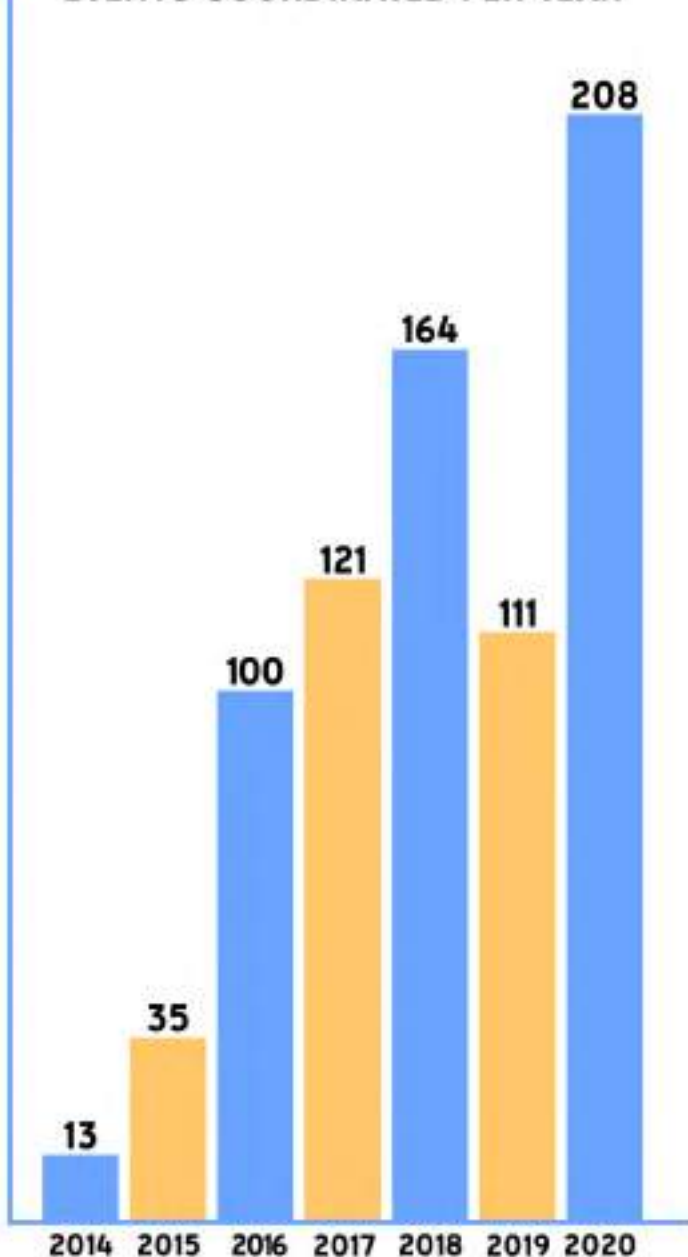


## THUVAKKAM'S EVENTS

Thuvakkam organizes events and activities under each of its domains: Environment, Education and Humanity. These events are open to the public and have both pre and in-person registrations. Every event is planned and put together to ensure efficacy and reach for the event's outcomes. 2020 saw Thuvakkam's 750th event, coordinated online due to the 'new normal'. It also marked the first year when Thuvakkam's virtual events exceeded physical activities.

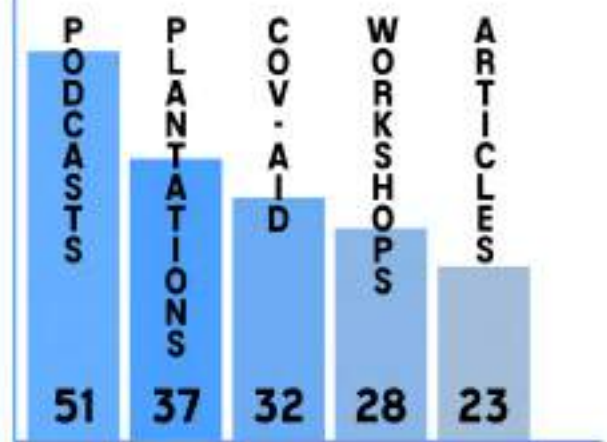


### EVENTS COORDINATED PER YEAR

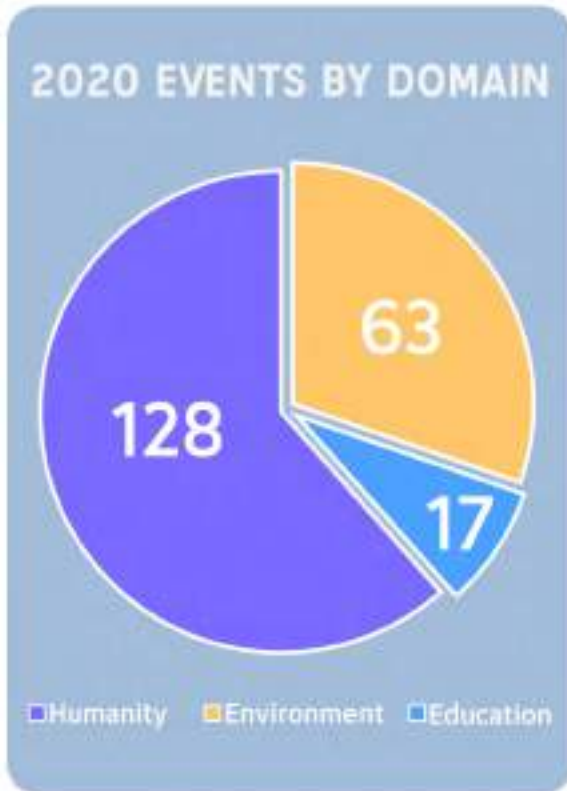


Thuvakkam's varieties of events are ever growing. Adapting to the times and necessities, Thuvakkam creates or modifies its roster of events. 2020 was also the year when Thuvakkam's Education initiatives underwent a change in its methods, as did most of the events. Thuvakkam has refocused its efforts and created brand new online events to co-exist alongside the on-field activities for volunteers.

### TOP EVENTS BY COUNT



### 2020 EVENTS BY DOMAIN



## THUVAKKAM PARTNERSHIPS

Over the years of Thuvakkam's operations, the organization has developed bonds and relationships with multiples entities. These include organizations, foundations, corporations, corporates, colleges, local governing bodies and other NGOs. This has resulted in much needed support for Thuvakkam. Be it in providing monetary aid, volunteers, interns, facilitating event coordination, resource procurement or transport. Every single person who has joined hands with Thuvakkam has helped in organizing events and activities, large or small. Thuvakkam thanks these organizations and depends on their continued support in the coming years to create a better society.



**ORGANIZATION SUPPORT**



Chennai Willingdon Corporate Foundation



**EDUCATIONAL INSTITUTIONS**

**GOVERNMENT SUPPORT**



And many more...



## THUVAKKAM'S ACCOLADES

Through the years, many organizations and institutions at national and international level have appreciated the work of Thuvakkam. Be it organizations like Chennai Next recognizing Thuvakkam's disaster relief efforts, or the UN Volunteers India's V-Awards recognizing Thuvakkam's extraordinary young people who are making a difference in the lives of communities. CEO Krishna Kumar, received this award from Kiren Rijju, Ministry of Youth Affairs and Sports at the UN House at New Delhi.

These recognitions not only motivate the team to deliver higher standards of work in the future, but also in building global partnerships which would help Thuvakkam to increase the reach to help more people. Apart from bringing credibility to the work, it further encourages the young team to come up with innovative initiatives to serve the society. It also acts as a reminder that Thuvakkam is on the right path of achieving its vision.

- 
**Young Change Maker of the year (V Award 2019)**  
 - Presented by the United Nations to Krishna Kumar (Founder/Thuvakkam)
- 
**CSR - Employee Volunteering Partner 2020**  
 (Lead in volunteering Activity)  
 - Presented by Larsen & Toubro
- 
**Best Project 2018 - Go Green Program**  
 (Green Feather Award)  
 - by Cognizant Outreach
- 
**e-NGO Challenge Award 2017 & 2020**  
 (Environment & Sustainability category)  
 - by Digital Empowerment Foundation
- 
**"Ariviyal Nagaram" Recognition Award**  
 - by Science City Higher Education department of Tamilnadu Government (2019)
- 
**"Dr. Kalam Social Activist Award"**  
 - by World Youth Federation (2017)
- 
**ChennaiNEXT symbol of Appreciation (2016)**

And many more...



## THUVAKKAM IN THE NEWS

Thuvakkam has been covered in the news media for its numerous efforts. It's first moment in the spotlight came after organizing a 32-hour Cleanathon at Chennai's iconic landmark Valluvar Kottam. Since then, Thuvakkam has become synonymous with the Miyawaki method and urban forestry initiatives. Cleanup after dark, Cyclone disaster relief, Women's day march are some of the many other instances when Thuvakkam has been featured in the news. All of these have helped reach more volunteers for the organization and grow its efforts.





### Vivekh plants saplings at government hospital



Actor **Vivekh** today took part in a plantation drive at government hospital **Omandurar**. The

## THUVAKKAM NEWSLETTER

As with any organization that grows, Thuvakkam needed a means through which to reach its associates. Thuvakkam launched its monthly newsletter to keep its members, supporters and well-wishers abreast of its operations.

This includes Thuvakkam's ongoing activities and campaigns, along with a recap of its latest events in the previous month. It also includes statistics about Thuvakkam's events, volunteering hours, lives impacted and more, to show donors and supporters how their contributions have helped. Thuvakkam also uses the newsletter as a platform to appreciate volunteers and cohorts for their dedication and aid in its efforts.

Organizations interested to subscribe to Thuvakkam's newsletter will find it on Thuvakkam's website, along with all previous editions, in the Resources section.

This monthly newsletter, along with the website ([thuvakkam.org](http://thuvakkam.org)) are the official sources for news from and about Thuvakkam.

## THUVAKKAM BE THE CHANGE



## THUVAKKAM ONLINE

In today's digital era, presence in social media has become a vital medium to bridge the gap between the audience and the organisation's initiatives. It facilitates getting in contact with its supporters, beneficiaries, and similar minded individuals and, most importantly, the people who need help. Thuvakkam has left no stones unturned. It has a digital presence across various social media platforms like Facebook, Instagram, YouTube, Twitter to name a few, apart from handling its official website.

It has come up with several engaging initiatives such as origami challenges, Read & Reveal of a popular book, webinars, along with factual posters/videos. Innovative and informative sessions like "Pillars of Thuvakkam" - Talk series, "Oor Kadha Ulagha kadha" podcast, knowledge sharing sessions on current affairs and blogs/articles on general awareness topics are also broadcasted to keep the audience enlightened and empowered.

When it comes to lending a hand to the needy, Thuvakkam is constantly working on how to maneuver these media handles to obtain utmost utilisation for maintaining and building Thuvakkam's cause and work to reach more people.


**FACEBOOK** @thuvakkam  
10,744 followers


**INSTAGRAM** @thuvakkam  
1,246 followers


**YOUTUBE** THUVAKKAM  
408 subscribers


**LINKEDIN** /thuvakkam  
313 followers


**TWITTER** @thuvakkam  
108 followers

## KURAL ONLINE

Kural's online positivity expanded to include new social media and podcast platforms in 2020. And the articles published on the blog proved to be useful to people during the Covid pandemic. As a growing positive news media hub, Kural's online presence grows each year to reach many more people from all over the world.


**FACEBOOK** @kuraloftruth  
1,098 followers

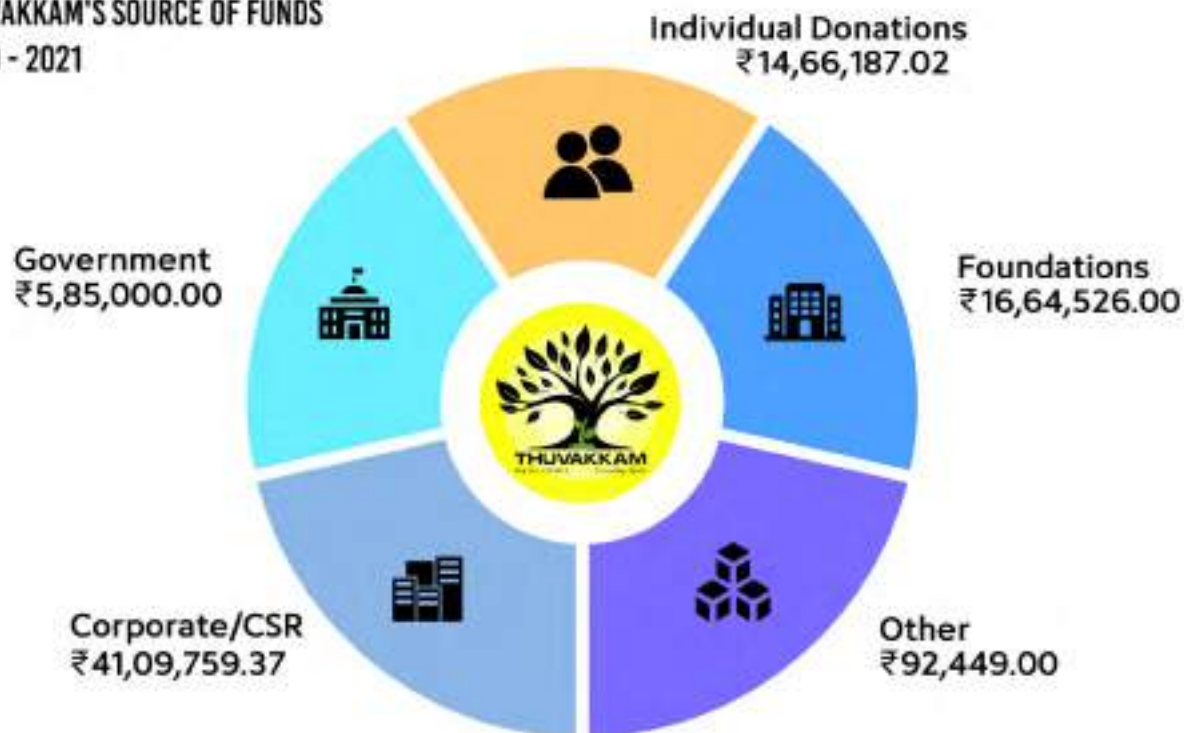

**TWITTER** @kuraloftruth  
23 followers


**WORDPRESS**  
26 followers

[kuralthevoiceoftruth.wordpress.com](http://kuralthevoiceoftruth.wordpress.com)

Thuvakkam has prided itself on its honesty and integrity from the date of its inception. The organisation's structure has always been transparent when it comes to raising funds from the general public, government and companies. With every campaign and venture, Thuvakkam makes it a point to inform the donors of the activities made possible by their donations. This may be via e-mail or through Thuvakkam's various social media handles.

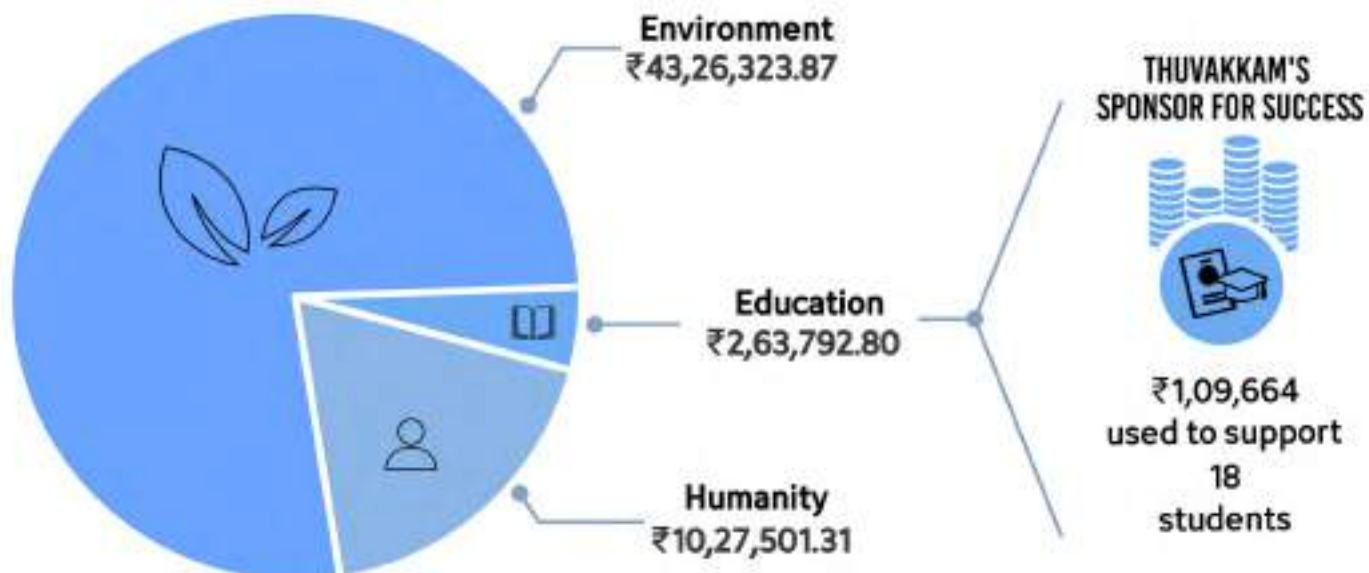
### THUVAKKAM'S SOURCE OF FUNDS 2020 - 2021



### THUVAKKAM'S FINANCIALS FOR THE YEAR 2020 - 2021



### THUVAKKAM'S EXPENSES BY DOMAINS 2020 - 2021





Thuvakkam's long list of events have always been crafted to benefit a wide array of people. Every domain and every activity they house are built upon strong foundation principles, and shaped in collaboration with corporations, companies, administrations, members and volunteers. By virtue of Thuvakkam's transparency and financial accountability, Thuvakkam has garnered a respectable reputation.



Thuvakkam has maintained records diligently for the past 7 years of operation, and continues to do so. By ensuring standards and maintaining its Non Government Organization status, Thuvakkam has renewed both its **80G** and **12A** certification under the Government of India.

**80G**



**12A**



**CSR  
NUMBER**



Thuvakkam is a registered Non Government Organization under Section 10 of the Societies Registration Act, 1975. As an NGO, Thuvakkam has maintained records, provided receipts and filed its taxes for the past 6 years. As a credit to its transparency, Thuvakkam has been awarded the Guidestar Gold Status of transparency.

Thuvakkam has also worked with companies in different domains and districts for various projects. In accordance to the rules set forth by the Ministry of Corporate Affairs (India), Thuvakkam has been provided with a **CSR Number** for working with companies' Corporate Social Responsibility activities.

## THUVAKKAM AGM 2021

Thuvakkam's 7<sup>th</sup> Annual General Body meeting (AGM) was held at the new office premises in January of 2021. Directors, members, a few select volunteers and guests arrived at the office following Covid protocols. Those unable to attend connected virtually to the AGM.

Following brief introductions and recaps of Thuvakkam's efforts, every director spoke of their vision for their department in 2021. Mr. Sudharsan (Director - Programs) joined the meet virtually due to Covid restrictions. He provided a brief summary of Thuvakkam's activities of the year 2020, before handing it over to his teammate. Mr. Parthiban of the Department of Programs talked about the variety of events planned for the year. He was followed by Mr. Christopher (Director - External Relations), who talked about Thuvakkam's growing relationships with government and private entities alike. Mr. Gunasekaran (Director - Internal Relations) then talked about plans for Member & Volunteer engagement in the year, both on field and off the field.

This was followed by, Mr. Karthik (Director - R&D) talked about strengthening the identity of Thuvakkam through branding and merchandising. Ms. Abhirami (Director - Operations) then talked about the changes in Thuvakkam's modus operandi, incorporating transparency and better documentation. Finally, Mr. Jeevaganth provided the estimated annual budget for the year, along with Thuvakkam's financial plans and goals.

The AGM provided a great way to set goals for the year 2021 and boost the Thuvakkam members' resolve in creating a better society.





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