



75 DAYS OF *CHANGE*

26, Aug - 08, Nov 2022

**RISING
TOWARDS
*CHANGE***

www.thuvakkam.org

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Tamil Nadu, India.



ABOUT US

Who we are and what we do?

Thuvakkam is a Non-Governmental Organization (NGO) working towards the betterment of the society. Started in the year 2014 by a group of passionate young minds, it is a self-driven organization envisioning a better world for the future generations. The team believes in becoming the change one wishes to see.

Working in the fields of Environment, Education, and Humanity for the past 8+ years, Thuvakkam has established itself with strong roots towards creating a sustainable change for the betterment of the society. Some of the flagship initiatives include: Urban Forestry, Clean & Color, Karka Kasadara, Green School, Mannin Maindhargal, Modern Thandora and Kural.

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.



75 DAYS CHANGE

26, Aug - 08, Nov 2022

In accordance with our 75 years of Independence and the initiative Azadi ka Amrit Mahotsav by our government, we at Thuvakkam are starting 75 days of non-stop Volunteering campaign named "75 Days of Change". The aim of this campaign is to bring various groups of people into our common motive 'Be the change' and volunteer for the betterment of our society. Our goal is to make our city greener, and eco-friendly with a diverse ecosystem by creating Urban forests and maintaining our existing forests, and also conducting educational sessions for young minds. This initiative is not only for volunteering but to also share pragmatic knowledge sessions and educate the volunteers about seeds, trees, birds, insects, animals, and sustainable lifestyles. This non-stop volunteering for 75 days comes along with rewards and recognitions for the volunteers who have shown their continuous support.



CALENDAR RELEASES

by reputed dignitaries

WEEK 1



Honorable Minister Thiru. Siva. V. Meyyanathan, Department of Environment and Climate Change, Government of Tamil Nadu

WEEK 3



Honorable Dr. Tamizhachi Thangapandian, Member of Parliament, Chennai (South)

WEEK 5



Tmt. B. Jothi Nirmalasamy, IAS, Secretary to the Government, Department of Commercial Taxes and Registration

WEEK 6



Mr. Dhamodharan, Commissioner, Kundrathur Municipality, Government of Tamil Nadu

WEEK 7



Mr. Bharathi Tamizhan, online editor, the Hindu Tamil

WEEK 10



Thiru. Nallakannu, Indian Political leader

Besides releasing the calendar, the encouragement each of the dignitaries gave us, motivated to doing more for. Apart from the dignitaries, our volunteers too released some calendars, which was delightful, as they played the crucial role in the campaign.

THE EVENTS

We were able to conduct various events both on field and virtually.

Urban Forest- Plantation + Maintenance



Creative Art

Zero Hunger Drive



Karka Kasadara



NMMS Special class

Knowledge Sharing Sessions



Discussion with Volunteers



Read & Reveal

Thanking our Helpers in Society



All had been possible only because of our volunteers, various partners including our refreshment partner McRennette and our team, who were supportive throughout.



THE JOURNEY PART 1

Initiating the Journey

The 75 days long journey was initiated at our Perambur Urban forest. The arduous journey began with Thuvakkam employees planting saplings and NSS students from CTTE college in maintenance activity.

Day 1



Forest's 1st Birthday

With our Urban Forest at Buckingham canal turning 1, we celebrated the birthday with 50+ volunteers, the occasion was graced by **Honourable Dr. Tamizhachi Thangapandian**, Member of Parliament, Chennai (South). Her words of appreciation motivated HCL Foundation, us and the volunteers.

Day 9



Teaching Martial Arts

In a time of increased concerns for young girls safety, we took up an initiative to educate 600+ students of Girls Govt school, Kundrathur of self defense. Session held with Thulir NGO.

Day 19



Plantation with TATA Comm.

We are always glad to create a platform for volunteers to know and better the environment. One such prominent events was with TATA Communications volunteers. 80+ were involved in pit digging, mulching & planting 250 saplings.

Day 22



Toy Distribution to Kids- Day 35

Toy drive at Ezhil nagar Anganwadi was one of the best events conducted. The joy making the little ones smile heartful was indeed satisfying. Volunteers from Patrician college enjoyed time spent with the kids.

RNEYING

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Clean my Marina @Elliot's

Joining hands with Kyndryl, a sum of 80+ volunteers showcased their responsibility in cleaning the beach. The waste collected was given to the solid waste management firm of the Corporation of Chennai. **Day 50**



Seedball making @2 Cities

Joining hands with Goodera volunteers from AT&T joined us from two cities, Chennai and Hyderabad. a total of 50+ made about 5,000 seedballs, which will be later dispersed. where our native species will grow and thrive. The volunteers thoroughly enjoyed the activities. **Day 54**



Thanking Front liners- Day 42

Our Sanitation workers are those who take up the front line works that keeps our lives easier. We, along with the volunteers extended our gratitude to our front line workers. It was a delight to conduct the event as part of the Eegai Thiruvizha (Daan Utsav)

Creative Art in school library

It is imperative that the surrounding of an educational institution to brighten the students. So, to revamp the library of Avvai school, West Tambaram, MCC-NSS joined and worked for 5+ hours to brighten the library and some common areas in the school. **Day 65**



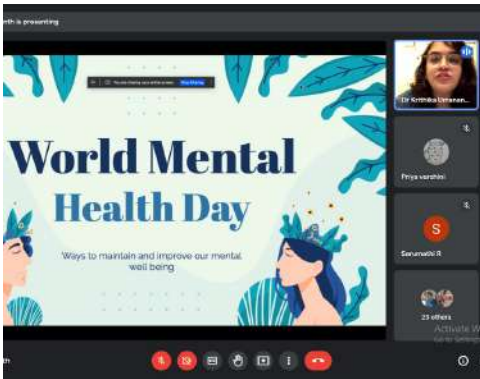
Conclusion, towards great beginnings

The handover of our Urban Forest at Model school road Sholinganallur, where the event was graced by **Mr. Aravind Ramesh** MLA of Sholinganallur constituency, Chairman of zone 15, the Assistant Commissioner of the zone and Councillor of ward 199. **Day 75**





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RIGHTS CAMPAIGN



“ The future depends on what you do today.

- Mahatma Gandhi





IMPACT

The below numbers represent the impact created by the volunteers through the '75 days of change' volunteering campaign. It was achieved by the tireless coordination of the Thuvakkam team, constant support of various partners and most significantly the volunteers, who spent their valuable time investing in the betterment of our nation.

The impact, as we believe is not the end, but the beginning of new and more ventures to come.

75
No. of DAYS

38
Events in
ENVIRONMENT

28
Events in
EDUCATION

81
No. of EVENTS

15
Events in
HUMANITY

04
No. of
PRESS COVERAGES



2,300+
No. of
PLANTS PLANTED

2,800+
No. of
PLANTS MAINTAINED

1600+
Sq.ft of Walls
REVAMPED

16
No. of
VIRTUAL EVENTS

65
No. of
ONSITE EVENTS

05
No. of
COLLEGES INVOLVED

04
No. of
SCHOOLS INVOLVED

10+
No. of
CORPORATES INVOLVED

20,000+
No. of views in
SOCIAL MEDIA

1,900+
No. of
VOLUNTEERS

4500+
Total (hrs.)
VOLUNTEERING CLOCKED

600+
No. of BENEFICIARIES
in humanity

4,500
Total LIVES BENEFITTED

31,500+
Total LIVES IMPACTED

INITIATED



Press Coverages of the '75 Days of Change'



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A 'Thuvakkam' towards change

It was in 1995 that Sekhar Raghavan initiated a door-to-door campaign in Chennai to create awareness on the importance of rainwater harvesting.



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Thuvakkam has been involved in relief causes like disaster aid, social awareness through street plays. (Photo | Express)

PORUR TIMES

Volunteering Campaign of 75 Days of Change

October 13, 2022 | Unattributed | 15 comments



75 Days of Change, a volunteering campaign Thuvakkam have initiated on par with Azadi Ka Amrit Mahotsav is a journey to create as much of a better change and impact as possible. Volunteering events are organised all around Chennai every day, and each event is a thread. The mix of threads woven to a multicoloured single piece of tapestry. Our tapestry in the loom, signifies the arduous journey we as an NGO have taken up and is striving towards a successful fulfilment, a press release said. With the '75 Days of change' being initiated on August 28, it has been 40 days, with the 40th day marking Read & Reveal session on the book 'And the

Mountains echoed by Khaled Hosseini. The aim behind the events is to involve as many volunteers as possible in this change journey, making them involved in the growth. With this campaign nearing its half-way point, 1100 volunteers have been a part of a multitude of activities. The volunteers joined us from various colleges, corporate employees and the general public. Besides the involvement of the volunteers, having honorable dignitaries in various events and having heard from their knowledge and experience had been a motivation in this volunteering campaign. Some of the weekly ever calendars were released by Hon. Minister V.Siva Meyyanathan (Dept. of Environment & Climate change, Govt. of Tamil Nadu), Dr. Tharizhachi Thangappan (Member of Parliament, Chennai South), D. Jothi Nimalasamy (IAS, Secretary to the Government, Dept. of Commercial Taxes and Registration) and Dharmotharan (Kundrathur Municipality Commissioner). Various events including Plantation drives, Maintenance Drives, Education-Knowledge gaining sessions, zero hunger drives, book reading sessions, awareness sessions were conducted with volunteers from colleges. Students from Chevalier T. Thomas Elizabeth College for Women, Patrician college of Arts and Science, M.O.P Vasishay College for Women, Madras School of Social Work and Madras Christian college. Companies including, HCL, TATA Communications, Saint Gobain, BNY Mellon joined in the events and shared their part. Volunteers were benefited from the knowledge gaining sessions and awareness sessions held along with the events. A successful journey is the culmination of initiation, progressive journeying path and a successful completion, which births new hope. With the delight of having involved students, employees and Thuvakkam volunteers from different backgrounds and regions, in this change journey we are energized to create a much more significant impact. There are existing and impactful events coming up in the upcoming 34 days, where dignitaries of various fields will share their knowledge and experience with the volunteers.

TIMES Local Newspaper MEDIA

Chennai Newspapers
Neighbourhood Newspaper

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EVENTS / NEWS

'75 Days of Change', a continuous volunteering campaign.



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TESTIMONIALS

Honorable Minister **Thiru. Siva. V. Meyyanathan**, Department of Environment and Climate Change, Government of Tamil Nadu, encouraged us in the campaign and wished for the success.



Tmt. B. Jothi Nirmalasamy, IAS, Secretary to the Government, Department of Commercial Taxes and Registration, appreciated Thuvakkam's work in environment, with specially mentioning the maintenance which is taken up for the urban forest.

Mr. Bharathi Tamizhan, online editor, the Hindu Tamil appreciated the work and encouraged us to involve today's youth in the events, changing their thoughts towards working for the good of the society.



Thiru. Nallakannu Iyya, Indian political leader boosted us with his wise words saying, "Working for the society, calls us to sacrifice some and give some". Motivated us to do more good towards the betterment of our society.



GRATEFUL TO OUR ***VOLUNTEERS***

who were continuous in supporting by their constant presence and eagerness toward working for the betterment of the nation.



**MOVING
TOWARDS
MORE**

REFRESHMENTS PARTNER
McRennett
SINCE 1903

Thuvakkam extend gratitude to the refreshment partner for the '75 Days of Change' volunteering campaign.

Through their constant support, volunteers, especially students from various schools and colleges were impacted.



coming together for the change...

For more information

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