

# aarWam

CHILDREN SCRIPTING OWN SUCCESS

From BSAC



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For close to 30 years, BSAC has been a positive influence on over one lac children and youth of North Chennai's Vyasarpadi and neighbouring communities. What has worked for them has been the human urge to be the best one can be, by seizing opportunities to learn, develop and be a contributing member of the society.

BSAC's multi dimensional facilitating package is best described as **AARVAM**. It means the fervent desire to learn, the yearning to be good and to come good. AARVAM celebrates the human grit and the single-minded devotion to aspirations, to overcome the odds and succeed, on the wings of education.

# Secretary's Report

This is BSAC's 29th successful year in the field of education, child rights and skill building. BSAC believes in children's participation which ensures Right of survival, Right to development and Right to protection. We have reached out to a total of more than 1 lakh children and youth – including 4439 this year - across the communities in North Chennai.

During 2012-13, with staff strength of 32, our main focus continued to be Child Development, yet with added emphasis on Right to Participation. Christening the composite package of BSAC's programmes as Aarvam, acknowledges the decisive role of the children and their urge for self development, in producing the intended results.

As has become the norm, our supplementary centre children appearing for board examinations secured 100% results. BSAC instituted supplementary education centres to function as back-up school education for the less privileged students in Vyasarpadi. What started as a humble night school, which served as tuition centre has now become the corner stone of BSAC's AARVAM.

'Children Sangam' is our flagship project to promote the concept of Child Rights

amongst children. BSAC started with 6 Sangams with 207 children in 2004 and has currently 20 Sangams in 4 Corporation divisions or wards and 20 areas in zone III of North Chennai, with 600 children - 298 boys and 302 girls - actively participating. The good impact report our flagship Project received from Centre for Social Initiative and Management (CSIM) is a confidence-boosting validation of our methodology.

A key program this year has been the commencement of a Carrom academy for our community children in affiliation with Chennai Carrom Academy. There are 16 members in the academy; they are given coaching by an expert coach every day for 90 minutes in the morning and extra hours during holidays. Our children have started to excel in this sport, reaching the district level.

This year we introduced Library at Park, an initiative to promote reading habit among the adults. Another new milestone this year was extension of Life skill building program into schools.

## Organisational development

BSAC's Governing body provides leadership to the organisation guides its mission and helps set its strategic direction. It also ensures that the

organisation lives up to its values and objectives. It establishes internal systems of checks and balances that ensure that public interest is served. It has a transparent decision-making process in which the leadership is effective and accountable and directs resources and exercises power on the basis of shared values.

BSAC had planned to hire a full time resource mobiliser to work exclusively for identifying the funding sources and managing communication and data base. Not having found the right person, BSAC is now dependant on volunteers to perform this crucial task.

In an opportune development, I-volunteer which brings together professionals and credible NGOs, has come forward to support BSAC in Organization Development and in a wide range of areas including branding, communication, marketing and HR, during 2013-14. An exclusive panel is at work.

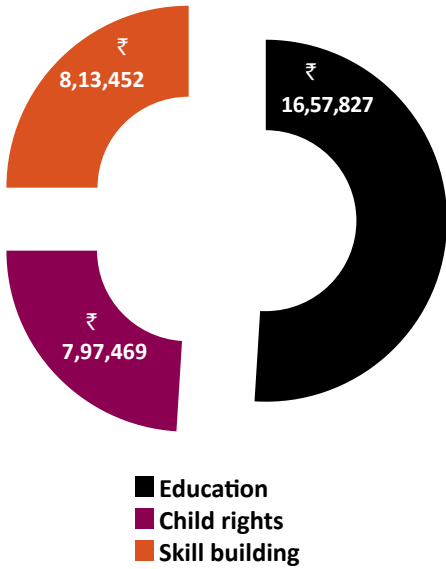
## Acknowledgements

This report reflects progress, physical and financial, during the year 2012 -13. This was possible due to very good support from our donors especially our funding partner "ASMAE-France" who include Corporates, donor agencies, Government and non-government organisations and individuals. Our relations with the donors are always long lasting and the relationship has been growing stronger and stronger year after year. Support from these donors have helped us in taking our programs forward, helped in improving our administration, monitoring, financial management and overall performance of our programs. The impact of our work is visible in the progress of our children and families as a whole – and the communities.

This is also an occasion to acknowledge the contribution of our Board members, for their support and guidance. I would also like to acknowledge the contributions made by our volunteers by way of time and service. Our children who have passed out of our Centre also give back by way of volunteering their



### Budget allocation



time and knowledge. We also have foreign volunteers and Indian volunteers who intern and volunteer with us on various projects. AARVAM's sustained success owes a lot to a lot of people.

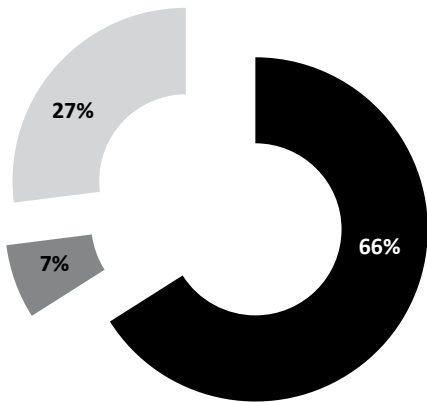
Crucially, BSAC enjoys the benefit of strong community support, of both men and women. The staff team who are well motivated and are able to take leadership roles in their areas of work, deserve much of the credit for this. They are able to relate to the children very well and possess an intimate knowledge about the people they deal with. During the year, our personnel invested in excess of 240 hours per head in training. Their attrition rate is

very low, which is a testimony to their commitment to the mission and their common desire to improve the local condition for the benefit of children.

The real credit for our achievements should go to our children, Youth and the community of Vayasarpadi, for maximising the benefits.

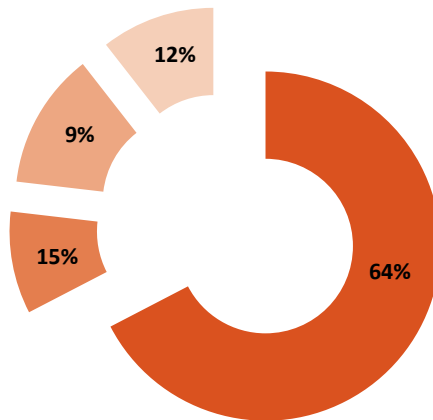
S. Shanmugam  
Honorary Secretary

### Education



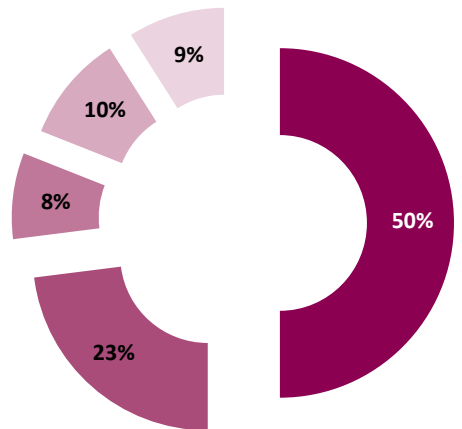
- Reading Skill Enhancement Program
- Library & Community Library
- Supplementary Education

### Child rights



- Children Sangam
- Awareness
- Health & Hygiene
- Sports & Cultural

### Skill building



- ALPEP
- Vocational training
- Resource centre
- Scouts & Guides
- Band group

# Leadership

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## **Board Members:**

**Mr. V. Kalaimani,**  
President  
9940173905

**Mr. S. Shanmugam**  
Secretary  
9940173901

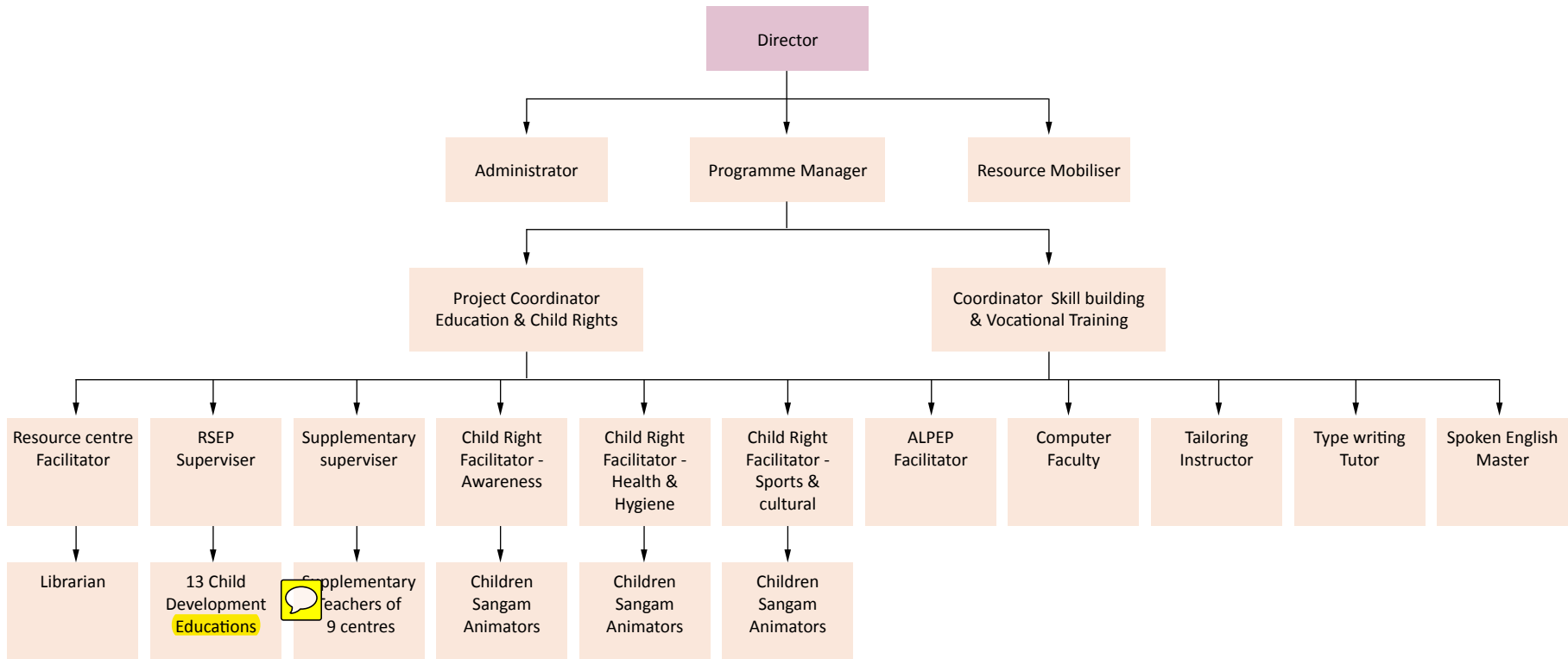
**Mr. G. Paramasivam,**  
Joint Secretary  
9940173597

**Mr. P. Porchezian,**  
Treasurer,  
9940173908

## **Executive Committee Members:**

1. Dr. Sailakshmi, MBBS
2. Mrs. Shophia Shalom, MSW
3. Miss Jayamala, Social Activist & Writer
4. Mr. L. Umashankar, Football Referee
5. Mr. G. Rajkumar
6. Mr. N. Rajendran
7. Mr. S. Inbavijay

# Organisation Chart 2012-2013



# The Team



Photo as on 2014

- |                 |                    |                              |
|-----------------|--------------------|------------------------------|
| 1 Amuntha.D     | 14 Kasiyammal.L    | 27 Sasirekha.A               |
| 2 Anandhi.S     | 15 Komathi.K       | 28 Shakila.A                 |
| 3 Anusya.V      | 16 Maragathamary.B | 29 Soniya.G                  |
| 4 Bhavani.N     | 17 Mary Roseline.D | 30 Srija.P                   |
| 5 Deepa.T       | 18 Muguntha.K      | 31 Suganthi.S                |
| 6 Gomathi.A     | 19 Nancy.B         | 32 Vennial.V                 |
| 7 Gowthami.M    | 20 Nandhini.H      | 33 Vinayagam                 |
| 8 Jamuna.S      | 21 Parimala.N      | 34 Yamuna.P                  |
| 9 Jana.S        | 22 Priyadarshini.A | 35 Govindaraj. B             |
| 10 Jayanthi.A   | 23 Rajeshwari.D    | 36 Vinayagam (Scout Master)  |
| 11 Kalaiselvi.J | 24 Ramabai.R       | 37 Backiyaraj (Carrom Coach) |
| 12 Kalaiselvi.M | 25 Revathi.S       |                              |
| 13 Kamatchi.S   | 26 Revathi.T       |                              |

Team list as on 2012-13

# BSAC: Gifting a happy childhood to slum children

## (A flashback by the founders)

It is 29 years since BSAC was established in 1984 by a group of committed young men who were born and brought up in the slums of Vyasarpadi, and fortunate to find a childhood mentor in a Salesian priest.

It all started one day our neighbourhood witnessed a nasty clash between two communities. Everyone was chasing people from the opposite group, to beat them up. As we were running madly after the other group, a tall man intercepted us and gave us a football, saying: "With so much of energy, why don't you all kick this ball and win a game and win laurels rather than running around to hurt your fellow being." Our group, all aged around 8 years or 9, took to football and other sports. He organized us into a team and called it sub junior C team. His name was Bro Sigamani. He was the Director of Don Bosco Youth Centre, Vyasarpadi. We used to run to Bosco Youth Centre

**Brother Siga had faith in every child. He taught us the religion of love and hope**

after school hours, to play and learn lessons in a happy way. We had opportunities for sports (Football, Volleyball, Hockey, Carom, Table Tennis) and activities such as Scouting, young students movement, and Youth Groups. As little children we were happy and playful, with no thought of the vulnerable community we were living in.

Nearly six feet tall and sinewy, Bro Sigamani had sparkling eyes. He was a man with determination, and earned the pet name "Iron Man" for his strong character and integrity. He lived a life of divine destiny.

Bro Siga knew each child by name. He was interested in every child's life and wanted child participation in all aspects. He wanted every child to get an opportunity to excel and believed that if lead well, children would make angels on earth. He would meet each one of us and help us play a sport or study our lessons, in a very positive and motivating way. He was an ardent football player and was the best coach for us. He was always there for us, for sharing our silly stories about school. He would mingle with all of us and unobtrusively tell us where we went wrong, without hurting our little hearts.

Apart from skill building, Bro.Sigamani groomed us as community leaders. When we entered our youth, we

**'Animation' in the name referred to lives: of giving life to a character**

were determined to pass on the gift of a happy childhood our mentor presented us, for new generations of slum children. A group of 8 Rover Scouts friends initiated community service for slum children when Bro. Sigamani left for South Africa on an assignment. We started our activities



in the street with some children taking tuition in the evening hours and we played with them for promoting sports habits. We continued the centre and night school for almost 10 years. Many experts and well wishers applauded our work and suggested that registering our work would open new avenues for help and support. We never knew what a CBO or NGO was, though we were doing what they were supposed to do! We registered our work as Bro Siga Animation Centre, much against Bro Siga's wishes and objection. 'Animation' in the name referred to lives: of giving life to a character.

Vyasarpadi is a very backward part of Chennai and lacks basic civic facilities. It is densely populated and highly crime prone. The children can drift into



## MILESTONES

- 1984 – Creation of Tuition Centres in Vyasarpadi
- 1993 – Registration of BSAC as a society; construction of building
- 2000 – Launch of women empowerment program
- 2003 – Launch of Reading Class Programme with the support ASMAE-France
- 2005 – Launch of Children Sangam (Child Right Activities)
- 2009 – Celebration of silver jubilee, restructuring of organisation and process
- 2013 – Re branding activity initiated.





## Supplementary Education Centres

At nine educational centres, students of Std I to Std XII are trained from 6 to 8 every evening. The centres offer a facilitating environment where the trainers provide extra assignments and help children deliver better performance in examinations.

What started as a humble night school, which served as a tuition centre, fully evolved as 'Supplementary Education Centre' in 2003, to become the corner stone of BSAC's AARVAM. BSAC instituted more supplementary education centres to function as back-up school education for the less privileged students in Vyasarpadi. Though electrification has brightened homes in Vyasarpadi, the nine Centres are popular, with over 230 user children.

100% results in board examinations is now the norm for these centres. Students appearing for SSLC public examination are given high nutritional food during February to March and parents counseled to lighten the mental pressure on their children.

## The Scouting master and the Rs 1,000 fee



*M Senthil, a boxing coach, remembers a turning point in his life*

M Senthil is proud to have trained international boxers in ten years as a boxing coach. His trainees have netted jobs with the armed forces, Railways and Police. Employed with the Sports Development Authority, he had a 3-month coaching course for fitness in Hungary. He was fortunate to have undergone a yearlong coaching course at NIS, Calcutta. Having won a bronze at the inter University Nationals in boxing, Senthil was clear what he wanted to do in his life. So he qualified himself with a BPEd from YMCA.

Life was not always so clear and orderly for Senthil. As the fourth of six children in a Vyasarpadi family, Senthil found his way to BSAC, where he joined Scouting. Scout Master K Anbukarasan, who was also a boxing coach, suggested he took up boxing, which he did. "That was for self defence. Such was the area", reminisces this soft-spoken man of measured words. Senthil lost his father when he was doing his 12th. But his mother, a sweeper with Chennai Corporation, made sure he could continue his studies.

"I can't ever forget BSAC and the Scout Master. BSAC even paid my fee of 1,000 rupees, for Scout master training. That was a lot of money then. That qualification proved so important in my career growth", recalls Senthil.

delinquency very easily, if unattended. The regular scenes of crime, theft, family feuds, uncouth behaviour, lack of educational opportunities, rampant police abuse, and widespread discrimination at large strengthened our determination. Bro Siga's faith in us motivated us no end. BSAC's prime focus has been on child development by providing education which serves as a key tool for empowerment. There were school dropouts, with many working as child labour. Our focus was on arresting that and motivating them to go back to a regular schools.

We wanted to improve the living conditions of the youth and children. We dreamt of imparting leadership skills, empowering and training youth to be employable and ensure education for children living in the lower strata of the society and thus being given an opportunity to excel. This was the prime thought in establishing BSAC in 1984 .

In 1984 BSAC started informal and formal tuition centers with 120 students, which is now called supplementary centers which cater to 300 to 400 children every year. In 1985 we started "Siga Night Schools" that were tuition centres for children.

In the year 1993 BSAC was registered as a Society and the office building was constructed, on the land donated by the community people. Such was the welcome for our initiative from the community. We grew moderately, on the strength of grassroots efforts of our friends and well wishers. Slowly, more support from well wishers and donors arrived and brought hope where only fear and despair existed. A shot in the arm was the support of France-based ASMAE, starting with Reading Class Program in 2003 and later for Child Rights, Skill Building programme and restructuring of BSAC in the promotion of child rights and participation.

As years rolled, we were able to streamline our programs and structure them properly with guidance from great souls. We now have structured programs focusing on three major areas of Education, Child Rights & participation and Life-skill development.

# Vision - Mission - Values

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## VISION

BETTER PEOPLE, BETTER COMMUNITY, COMMUNITY SERVICE TOWARD EMPOWERMENT AND SELF DEVELOPMENT.

## MISSION

BSAC IS A NGO WORKING TOWARD THE EMPOWERMENT OF SLUM AND RURAL POOR. WE MAINLY WORK WITH CHILDREN AND THEIR COMMUNITIES. WE DO THIS BY:

- ◆ PROVIDING ACCESS TO QUALITY EDUCATION AND VOCATIONAL TRAINING,
- ◆ RAISING AWARENESS ON CHILD RIGHTS, GENDER EQUALITY, HEALTH AND EDUCATION,
- ◆ PROVIDING GUIDANCE TOWARD ECONOMIC DEVELOPMENT

## MAIN OBJECTIVES

- ◆ PREVENT SCHOOL DROP-OUTS AND IMPROVE EDUCATIONAL LEVEL OF CHILDREN
  - ◆ PROMOTE AND PROTECT CHILD RIGHTS.
- ◆ GIVE ACCESS PHYSICALLY AND EMOTIONALLY TO QUALITY LIFE.

## MAIN FOCUS ON 3 ASPECTS OF A CHILD'S DEVELOPMENT

- ◆ EDUCATIONAL
- ◆ CHILD RIGHTS
- ◆ SKILL BUILDING

## VALUES

- ◆ HONESTY & TRANSPARENCY
- ◆ NON DISCRIMINATION/EQUALITY
  - ◆ CHILD RIGHTS
- ◆ NON-VIOLENCE AND UNITY
- ◆ COMMUNITY SERVICE THROUGH EMPOWERMENT
  - ◆ PARTICIPATION

# What we do

## EDUCATION PROGRAM

### READING CLASS PROGRAMME

Develops the reading skills learning ability of the children

### LIBRARY & COMMUNITY LIBRARY

Access to books and promotion of the reading habits:

### SUPPLEMENTARY EDUCATION CENTRE

Prevent school dropouts and render holistic development:

## CHILD RIGHTS PROGRAM

### CHILDREN SANGAM

Promote and protect child rights

### AWARENESS

Create awareness of child rights  
Commission dissemination of information through publications

### HEALTH & HYGIENE

Support children to live a healthy life in a healthy environment

### SPORTS & CULTURAL

Develop their personal skills through cultural and sport activities

## SKILL BUILDING PROGRAM

### Adolescent life-skill psychology and empowerment project (ALPEP)

How to understand and improve self, tackle adolescence issues

### VOCATIONAL TRAINING

New skills for professional improvement and personal realization

### RESOURCE CENTRE

Access to information and resource to build life -kills

### SCOUTS & GUIDES

Promote good citizenship with positive discipline

### BAND GROUP

Cultivating interest in music and musical instruments

### CARROM ACADEMY

Promote carrom as a vocation and to aid employability



## C for Carrom, C for Charactor

The Community Centre opens its door to the first floor hall as early as 6.30 in the morning. Children troule in, running up the narrow flight of steps, eager to grab one of the eight chairs around the two carom boards. Affiliated to the Chennai Carom Academy, the BSAC Carom Academy has 16 member children who are given coaching by an expert coach every day for 90 minutes in the morning and extra hours during holidays. Quick learners, the children have started to excel in this sport, reaching the district level.

For these children, Carrom is more than a game. It is a zero cost primer on competition, partnership, concentration, strategy and geometric angles.

Carrom in the morning is also their way to begin the day in relative peace.

# Activity Report

## EDUCATIONAL ACTIVITIES:

- Reading Skill Enhancement program (RSEP)
- Community Library Project
- Supplementary Education Centres

### Reading Skill Enhancement program (RSEP)

RSEP has been a major activity under AARVAM, to promote and develop reading skills and habits to improve the learning abilities of the children. We offer opportunities for personality development, arouse children's interest in reading, stimulate and motivate the children in their school environment and support corporation schools. This year, a staff team of 17, who are called Book fairies, conducted weekly reading program of 15 hrs per school, leading to 1,175 children from 6 schools reading 16,948 books in total. We did have a short fall of about 67 sessions, due to unexpected declaration of holidays, school activities and organization level trainings and meetings.

### Summer camp

Summer camp was organized for 100 children from in 4 Corporation Schools. The objective of the camp was to develop children's creativity, craft skill, and help them enjoy their summer. Activities included storytelling, drawing, painting, games, songs and General Knowledge Quiz. Twelve 12 story cards were developed by children and published

### ASMAE Volunteers Work Camp 2012

ASMAE, a France-based INGO, has been sending its volunteers for 3- week work camps every year, since 2005. This year's camp held in August was attended by 90 children from Supplementary Centre and Library. The volunteer taught our children wall paintings, health & hygiene habits, French Games & Songs. As an outing and entertainment, children and volunteers went to Vandalur Zoo.

### International Literacy Day

The International Literacy day was observed on 8th September by



Story reading among children for inculcating the habit of reading skills

organizing reading competition in schools. 128 children from 6 schools participated in reading competition and 78 children were selected for outstanding performance and presented certificates and gifts. A total of 34 community people attended and observed the literacy day by loud reading in groups at a park in Vysarpadi

### Talent Quest competition

Talent Quest competition was conducted on 22nd & 23rd November. 91 students from 6 schools, where RSEP is conducted, participated in this program - 34 in story writing competition and 57 participated in essay competition.

### World language day

World language day was held on 21st February in 6 RSEP schools where the students conducted reading event during school assembly. The event highlighted the importance of reading in mother tongue.



Children gathering during international mother language day organized in the Chennai Corporation School

### World Children Books day

On 2nd March, in 6 RSEP schools, there was a display of 1,250 books. School head mistress, teachers, and parent also participated and read the displayed books along with the

children. Mr.T.N.Venkatesh IAS, Joint commissioner, Education, Corporation of Chennai, was the Chief Guest.

### Community Library Project:

The Community Resource Library of BSAC, inaugurated in March 2008, is the first and only library in this area. It has over 1,000 books, and is well equipped with Computes, LCD projectors, DVD players, multimedia CD, and printers. Activities such as animation movie screening, storytelling, drawing, craft activities, quiz program, group games are all being conducted every Friday evening. Special summer camp for 30 Library members was conducted from 1st May to 21st May. Topics such as Basic Manners, Good touch & bad touch, Health and hygienic practices, summer health tips, low cost nutritive food, tips for disaster management, pollution and prevention, food pyramid, Mental arithmetic, science experiments and conservation of energy were covered.

### Good English Training

The Good English Training course was organized for the children of our Libraries every Wednesday and Thursday during the month of September-2012, by field students from Loyala College, Chennai. The children learnt simple vocabulary, sentences and simple spoken English.

### Joy of Giving week

During Joy of Giving week, on 3rd October, BSAC conducted drawing and essay writing competitions for the 55 members of the Library. Puppet show conducted had the theme of "joy of giving".

### Children Fest 2013

Children Fest 2013 was conducted in Loyala College on 24th February. 20 BSAC library members participated in the program. Competitions in sports, General Knowledge and quiz were conducted and prizes distributed to the winners.

### The Library at Park

Library at Park is a new initiative started this year. It was started in SM



## Scouts & Guides: moulding responsible citizens

Saturday mornings are all theirs, as they get busy dressed up in uniforms – complete with scarves and caps and badges and plumes.

The height of excitement is at the outdoor camps where they learn pitching tents, first aid, surviving in adverse situations. Activities are designed to teach skills from time management to saving lives. More importantly, the experience helps them in becoming responsible and empathetic citizens. The 32 member strong BSAC group is registered with Tamil Nadu Bharat Scouts and Guides.

## Band Group: bonding with music

Playing to the beat and the notes, they perform in unison as a team. By starting their own band, BSAC has successfully kindled the children's interest in music and musical instruments. The 5-boy band performs as welcome band. It also get invited by perform at external events.

## Supplementary centre is the best gift in our lives



*Naseem Banu Kala lost her husband when she was carrying their first child, whom she named Shakeel Ahamed. Life has not been easy but she is happy that Shakeel is growing up well. Naseem Banu runs a tiffin shop outside her shack, from 6 in the evening.*

Shakeel was an average child and needed grooming and guidance. When he was a Standard 6th student, he joined BASC supplementary centre in 2008. Soon he became confident and more responsible. He took active part in sports activity and won many prizes and medals. He improved in his studies too. He learned to manage time well and to take up responsibility. He participates in all extracurricular activities and community events. He dances well, is keen on Carom; he acts in plays at school. In his 10th Standard now, he comes fourth or fifth in his class.

All of us want our children to be better settled in life and achieve the best. It would be a great joy to see their success. We did not have much education or proper exposure in our lives and we struggle for livelihood. It is great to see our children getting educated and faring well thanks to the guidance of BASC. This achievement of my son is like a dream come true. He has been shown the right way at the right time. Support by BASC supplementary centre to my son and his achievements are the best gift of my life. My family is full of gratitude to BASC for giving the best to my son. The coming generations would have better life to live

Nagar Corporation Park. Books are distributed to the community three days a week from 4.30pm to 6.00 pm. This encouraged reading habit and brought books to children and community people near their homes. This program is most welcomed by both the young and old members of the community.

### **Book Display activities**

The books display activity is being regularly organised in all RSEP schools and community halls. Students, teachers and parents are encouraged to visit the books displayed by our staff members. 1327 visitors attended this display in 7 locations.

### **Supplementary Education Centres**

The educational centre trains students of Std I to Std XII, 2 hours per day, providing educational support for the children. They create a facilitating environment with trainers, provide extra assignments and help children deliver better performance in examinations.

BSAC ensures that students appearing for SSLC public examination receive high nutritional food during the month of February to March. BSAC also creates awareness among the parents on the importance of education through workshops and provides career guidance for the children.

All our programs are extended to our supplementary school children. This year we trained 232 children in 9 supplementary Centres. We have had outstanding results and these children performance better in school and some have come out school second SSLC board exams.

### **CHILD RIGHTS PROGRAM**

- Children Sangam
- Health & Hygiene Program
- Cultural and sport activities

### **Children Sangams**

BSAC's Children's Sangam has been operational at Vysarpadi for the last 8 years. The Project is supported by ASMAE, an INGO having its head office in France.



Through their socially relevant programmes, Children's Sangams are very well recognized in the neighbourhood which do not have any other such organisation. Samgams' work is divided on the lines of Corporation divisions and is identical with the Corporation wards. This has facilitated in identification of local problems and their redressal through appropriate Civic and Municipal authorities.

This intervention projects clearly prove that a transformation is possible in the lives of children in spite of challenging social, cultural and economic barriers.



*Team of Children Sangam leaders during their annual day Training*

Some of the major issues of the area solved by the children Sangams over the last two years are

1. Resolving the drainage overflow issues in the areas by representing to the Corporation Councilors
2. Ensuring that all the street lights in the areas where the Sangams operate are functioning
3. Ensuring that garbage disposal in the areas is regular
4. Getting information through Right to Information Act about the construction of the over bridge across Vyasarpadi.

The children of these Sangams organize and conduct awareness activities to raise the interest of their communities towards Child Rights and participation. Some of the major awareness programs organized by the Sangams are:

1. Anti-child labour campaigns through human chains, signature campaigns and public meetings
2. Child rights day campaign by distributing hand bills within the community

## Children Sangam made my shy child super confident



*Prakasham, a wall painter and his wife Lakshmi Kala are very proud of their daughter Manjula. Here, in the words of Lakshmi Kala, is why.*

My daughter Manjula is an intelligent child but she used to be very shy. Always a loner and an introvert, she never spoke to others. She would go to school and come back home, never mingle with friends, always staying at home. She feared talking to people.

One day a staff from BSAC visited us. She told us about Children Sangam and asked Manjula to join. I thought this might help Manjula overcome her shyness and would be a platform to meet people. I encouraged her to join the Sangam. Though initially very reluctant, she started attending the monthly meetings twice a month. This Sangam taught her child rights and helped her participate in a lot of social activities which groomed her into a responsible citizen.

This Sangam was a turning point in our lives. I could see my child blossom into a confident, fearless yet modest child. She became an outstanding student in all aspects. She convenes Sangam meetings, and she participates in meeting on issues of the community. She has excelled in extra circular activities like dance, drama and public speaking. She would shares her knowledge with other kids and teach lessons, dance and drama at school to other children. At school and community events she faces VIP guests with great confidence and humility. She has no stage fright, she is loved by all. She went on a trip to Dindugal and led a group of Sangam children; I was amazed at the leadership quality she displayed.

Into her first year in college, she MCs at meetings, gives welcome speeches and is already well known She is now a dream child every mother would love to have. It is a great feeling to see your children do well in life. This gives us parents great relief and the assurance that they will have the best future and they will mange life well, even after we are gone. My family and I owe this grooming of my child to BSAC. My son Satis, doing first year Maths, also benefitted from Children's Sangam.

## Great satisfaction to see lives of children change for the better.



*Amudha, Life skill trainer.*

The Life skill program has changed lives of so many children who come from vulnerable community at Vyasarpadi. Many of them used to be aggressive, disrespectful, disobedient and would fall into bad company. Life skill training programmes builds values in life of children. As trainers we become friends of the children and they confide in us a lot of their feelings and yearnings. We take these in a very positive way to their parents in our programme Home Visits, where they listen to us often with surprise and tears and lend full cooperation to their kids. They change their attitude towards their children and life becomes a lovely for both. Family values and bonding strengthen, laying the foundation for a healthy society.

These children turn from idle children to ideal children. We are proud to see these kids gain their self esteem and confidence. Parent-child relationships have improved, the stress on the children is relieved and they are able to show emotions and empathy and a positive behaviour change is seen.

I love the skill building programmes. Being a middle aged lady and given the generation gap that exist with children now days, I was worried as to how I would deal with the kids. But the programme was so effective, with the support of the management and team, in a month, we were able to impact over 50 kids in the age group of 13 to 19. We were successful in imbibing the moral values in their lives, teaching them importance of physical fitness, emotional strength. We have weaned children and youth from negative and suicidal thoughts and encouraged them to face failures and emerge stronger with every failure. When these children come to us and thank us for helping them live their live a second time, those are moments to cherish. That is the greatest satisfaction when I go home every evening.

3. Celebrating Environment day to highlight the need to maintain a sustainable environment
4. Anti- tobacco campaigns
5. Health and Hygiene awareness programs and rallies
6. Awareness on prevention of diseases like Malaria, dengue, swine flu etc.
7. Healthy food campaign showcasing simple yet health food that can be made by all
8. Reviving of the traditional folk arts like paraiattam, oyeilattam, kolattam, etc. and performing within the area and also in other children forums to create awareness of these forms.

BSAC also organizes regular medical camps for the Sangam children every year and provide referral services when children are identified with medical problems.

Among training programs during the year were:

1. One day strategy planning training camp for all the children Sangam members to prepare and plan for their area level activities and issues
2. Annual camp for the Area Leaders for capacity building of the leaders



*Awareness by the Children Sangam in Area Level on Gender Equality*

and preparing them to guide and support the children of their Sangams. The Annual plan for the federation is evolved in this meeting which serves as a road map for the monthly Sangam activities.

3. Young facilitators training on child rights and child participation methods.
4. Specific trainings for the journalism



## Children Sangam: For the Children, by the Children

Into its tenth year, 'Children Sangam' seeks to engage the minds of Vyasarpadi's children, promote the concept of Child Rights and develop leadership and team work as they tackle civic issues. Currently 298 boys and 302 girls, in 20 Sangams in 4 Corporation divisions or wards and 20 areas in zone III of North Chennai, are members.

Local area Sangams, each composed of around 30 children, take up civic issues on behalf of their community. On their own initiative, they meet twice a month and discuss issues concerning them and their daily life such as water stagnation, drinking and protected water, mosquito manace and street lights. Held in open places such as parks or playgrounds of the neighbourhood, the meeting is often followed by informal discussions and play.

It is a three-tier structure - local area Sangams, ward level committees and the Federation of Children's Sangam. This Federation is a member of the State Level Network for Promoting Child Participation. Each Sangam has six office bearers - President, Vice President, Secretary, Joint Secretary, Treasurer and Asst. Treasurer. Above the 20 sangams are 4 Ward/ Area Level Leaders Group which consists of six office bearers who meet once a month. All the Children Sangams are governed by the apex Federation of Children Sangam which is a forum of leaders democratically elected by all the members of the Sangams. These office bearers represent in the Joint Council meeting with the BSAC Management committee.

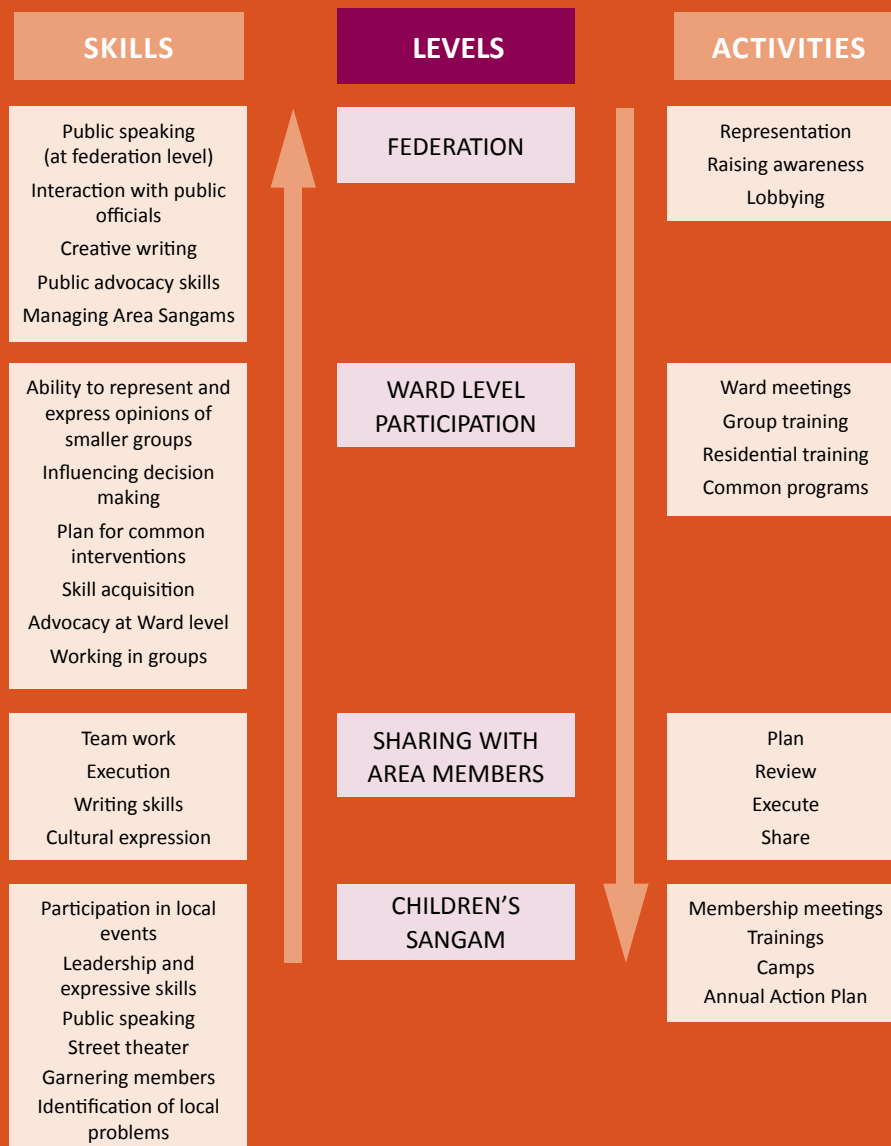
Then there are 3 teams of children who have specific roles.

1. Journalism team who publishes the Sangam's quarterly newsletter – Uruvam.
2. A 40- member Cultural team is trained in different skills like street theatre, miming, music and folk dances.

3. Young facilitator team who have been trained in-depth on Child Rights and Child Participation. This 20- member team organises area level meetings and planning camps, lead the AARVAM events and functions and perform as resource persons amongst the Sangams.

Children Sangams have captured the imagination of the children and has proved to be an effective instrument for the advancement of democracy and children’s rights. Participation in the Sangams has improved the communication advocacy skills of the children. The Sangams are a great platform for leadership development, by focusing on service to community, involvement, awareness and advocacy on child rights. The children in the Sangams set up and conduct all activities: they are the actors of their own advocacy.

When Sangam members complete 18 years, as Young facilitators, they are given the responsibility to train the younger members of the group. This is a great motivational factor. These young people are able to share their experience with their younger peers and motivate and guide them.



and cultural teams to hone their skills.

The children of the Sangams organized their Annual day Celebrations in a grand manner at a Corporation school playground of Vyasarpadi on 26th January 2013. All the Sangam children and other children from the 20 targeted areas of operation, along with the parents, participated and created a carnival atmosphere.

#### SKILL BUILDING

- Adolescent Life skill Psychology Empowerment Project (ALPEP)
- Resource centre
- Vocational Training
- Scouts & Guides
- Band

#### Adolescent Life skill Psychology Empowerment Project (ALPEP)

Adolescents from Vyasarpadi are constantly exposed to antisocial behaviour and influences, rendering them particularly vulnerable to delinquency. ALPEP aims at protect adolescents in the age group of 13 - 21 from antisocial activities, make them aware of moral issues, and improve their life standard through life skill and psychological development. BSAC provides them proper awareness and counselling to help them cope with this special time of life. This year we could reach out to 133 adolescent lives with a resource team of 4 members.

Adolescents meet in four groups once a month to focus on specific issues such as self confidence, suicide; early marriage; bodily change; positive



Team members of Adolescents Group during their workshop on Life Skill Training

thinking; relationship with family, friends; and goal setting. Workshops are conducted once every three months on related topics. The methodology used is role play, group discussion, interactive games, lectures and case history.

This year the Summer Camp was organized from 1st May to 24th May 2012 for adolescent group members. 30 members participated and this was done in order to make them sustain their interest and get motivated in studies and to spur all round development, for Physical, Mental, Social and Psychological well being.

The Adolescents Facilitator visits house of every group periodically. The facilitator discusses with the parents about the children's studies, behavioural changes and relationship with parent and community. This helps us to monitor a child and his/her performance.



Children Sangam cultural team performing during Independence day event in public park

As a net result of these initiatives, adolescents better express their feelings and recognize the importance of positive thinking in their daily life. Discussion of suicide issue has been a great eye opener and helped the adolescents to understand that it is not a solution to a problem. Talking to parents has helped them understand their children better and be more supportive.

#### Resource Centre

At BSAC's Resource Centre, people of Vyasarpadi can access information and resources to build life skills, literacy, and discuss their community issues and give suggestions. The resource centre welcomes all the village people, though priority is given to Children between age 10 to 18. The Resource centre is

equipped with E library, Internet and multimedia Resource books, carrier guidance, flash cards and IEC material. Carrier guidance program helps in producing good results in public exams. 85% of the youth who followed this program passed exam with flying colours.

#### Vocational Training

BSAC provides four months vocational training in tailoring to young women from economically disadvantaged backgrounds. Of the 67 women who received training in the past six months, over half have either found a job in export textile companies or are self employed.

Basic computer skills courses are offered for youth from age 16 to 25, with special focus on woman. This training is also provided to 75 children from Sangam. They are divided into 5 groups of 15 members each, for a 15 day course.

This year we trained 32 students in spoken English, through programmes designed in line with requests.

#### Scouts & Guides

BASC initiated scouts' and guides group with an objective to promote a platform for grooming good citizen with positive discipline. The BSAC group is registered with Tamil Nadu Bharat Scouts and Guides. We presently have 32 members. Students are taken on camps and participate in activities where they learn skills like time management, saving lives, pitching tents, first aid, surviving in adverse situations etc. More importantly, the experience helps them in becoming responsible and empathetic citizens.

#### Band Group

BASC started their own band group with 25 children to encourage children's interest in music and instruments. They perform as welcome band during our own programs and are also invited by other external groups to play.

# Consolidated receipts and payments account for the year ended 31.3.2013

| RECEIPTS                   | Sch | Rs. Ps.             | PAYMENTS                    | Sch  | Rs. Ps.             |
|----------------------------|-----|---------------------|-----------------------------|------|---------------------|
| To Opening                 |     |                     | By Programme Expenses       | LC6  | 552,494.50          |
| Cash balances              | LC1 | 6,895.06            |                             |      |                     |
|                            | FC1 | 176,881.55          | By Programme Expnditure     | FC4  | 2,023,463.00        |
| Bank Balances              | LC2 | 20,899.90           | By Other Admin. Cost        | LC9  | 167,905.50          |
|                            | FC2 | 157,459.74          |                             |      |                     |
| To Voluntary Contributions | LC3 | 782,965.00          | By Capital & Other Outflows | LC10 | 141,015.00          |
| To Programme Receipts      | LC4 | 47,445.00           | By Closing Balances         |      |                     |
| To Other receipts          | LC5 | 58,602.00           | Cash balance                | LC1  | 446.56              |
|                            | FC1 | 72,188.55           |                             |      |                     |
| To Grants Received         | FC3 | 2,461,649.00        | Bank Balances               | LC2  | 54,945.40           |
|                            | FC2 | 672738.74           |                             |      |                     |
|                            |     | <b>3,712,797.25</b> |                             |      | <b>3,685,197.25</b> |
|                            |     | 27,600.00           |                             |      |                     |

For Sambandam Associates  
Chartered Accountants

For BRO SIGA ANIMATION CENTRE

Sd/-  
V. Udhayakumar  
Partner MNO.025193

Place: Chennai

Sd/-  
V. Kalaimani  
President

Sd/-  
S. Shanmugam  
Secretary

Sd/-  
P. Porchezian  
Treasurer

# Consolidated income and expenditure account for the year ended 31.3.2013

| EXPENDITURE                          | Sch  | Rs. Ps.           | INCOME                     | Sch | Rs. Ps.           |
|--------------------------------------|------|-------------------|----------------------------|-----|-------------------|
| To Programme Expenses                | LC 6 | 552,494.50        | By Voluntary Contributions | LC3 | 782,965.00        |
| To Other Admin. Cost                 | LC 7 | 167,905.50        | By Programme receipts      | LC4 | 47,445.00         |
| To Depreciation                      | LC   | 61,689.00         | By Other Income            | LC5 | 3,602.00          |
| To Depreciation                      | FC   | 4,930.00          | Bank Interest              |     |                   |
| To Excess of Income Over Expenditure |      | 46,993.00         |                            |     |                   |
|                                      |      | <b>834,012.00</b> |                            |     | <b>834,012.00</b> |

For Sambandam Associates  
Chartered Accountants

For BRO SIGA ANIMATION CENTRE

Sd/-  
V. Udhayakumar  
Partner MNO.025193

Sd/-  
V. Kalaimani  
President

Sd/-  
S. Shanmugam  
Secretary

Sd/-  
P. Porchezian  
Treasurer

Place: Chennai

# Organizational Profile

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## Registrations details

|   |   |
|---|---|
| Name and address of the Society                         | : Bro.Siga Animation Centre<br>No.A-248, B.Kalyanapuram, S.M.Nagar Main Road, Vyasarpadi, Chennai - 39.   |
| Date of Registration                                    | : 06.04.1993  |
| The Registration Number and year                        | : Registered under T.N. Society act No. 121/93 exempted from tax under sec.80-G of the Income Tax Act<br><br>BSAC obtained valid permission to receive donations under foreign contribution regulation act (FCRA) |
| IFSC Code   | : 10BA0000394   |
| Tax Deduction Account Number (TAN)<br>as per Income Act | : CHEB08300F  |
| Permanent Account Number (PAN) Number                   | : AAAAB2974R  |

## Bank details

### For Local Contributions

Account Name : Bro Siga Animation Centre  
Account No : 039401000030131  
Bank Name : Indian Overseas Bank  
MKB Nagar Branch, Chennai-600 039  
IFSC Code : 10BA0000394

### For Foriegn Contributions

Account Name : Bro Siga Animation Centre  
Account No : 039402000001101  
Bank Name : Indian Overseas Bank  
MKB Nagar Branch, Chennai-600 039  
IFSC Code : 10BA0000394



# Avenues for Participation

## Volunteering

Spend your Valuable time with the children and enrich their lives in many ways.

Teach children to improve their knowledge of Maths, English and Computers.

## Sponsorship

| S.No | Sponsor For   | Rs.      |
|------|---|----------|
| 1.   | Education   |          |
| 1.   | Reading Class   |          |
|      | - 7 Schools and 1800 children   | 10 Lakh  |
|      | - Per School  | 1,43,000 |
|      | - Per child per year (Inclusive of Human Resource, Materials and Programme & Training)  | 477      |
| 2.   | Supplementary   |          |
|      | - 8 centre 350 children per year  | 4,00,000 |
|      | - Centre / year   | 50,000   |
|      | - Child /per year   | 1,143    |
|      | - Month/per child (Inclusive of Human Resource, Rent & Electricity, Sport materials, Teaching Materials & Educational Assistance with nutritional food) | 95       |
| 3.   | Library & Resource Centre   |          |
|      | - 300 beneficiaries Per year  | 1,20,000 |
|      | - Beneficiary/year  | 400      |
|      | - Beneficiary/month (Inclusive of Human Resource, Rent & Electricity, Books & Multi medias)   | 33       |
| 4    | Scholarship & Support for   |          |
|      | Higher Education  |          |
|      | - Scholarship 180XRs.1200/- per year  | 2,16,000 |
|      | - Higher Education for 55 children /year  | 3,30,000 |
|      | - Per child /year   | 6,000    |
|      | - Per child / month (Inclusive of School Fee, Books, Uniform & Tuition Fee)   | 500      |
| 2.   | Child Rights  |          |
| 1.   | Children Sangam (Clubs)   |          |
|      | - Target children 550 & 20 Children Clubs   | 9,00,000 |
|      | - Per Club/year   | 45,000   |
|      | - Per Child/year  | 1,636    |
|      | - Per Child /month (Inclusive of Human Resources, Trainings, Programme, Sport & Cultural Materials, Health Issues, Advocacy & Child Rights)             | 136      |
| 3.   | Skill Building  |          |
| 1.   | Computer Training   |          |
|      | - 200 beneficiary/year  | 2,00,000 |
|      | - Per batch/year  | 50,000   |
|      | - Per student/year (Inclusive of Faculties, System Maintenance, Materials, Rental & Electricity)  | 250      |
| 2.   | Spoken English  |          |
|      | - 100 students/year   | 1,50,000 |
|      | - Per batch/year  | 37,500   |
|      | - Per student (Inclusive of Faculty, Training Materials and Rent & Electricity)   | 1,500    |

| S.No | Sponsor For   | Rs.      |
|------|---|----------|
| 3.   | Tailoring course  |          |
|      | - 80 Beneficiary/year   | 1,32,000 |
|      | - 20 Beneficiary/year   | 33,000   |
|      | - Per student   | 1,650    |
| 4.   | Scouts & Guides   |          |
|      | - 70 Boys & Girls /year   | 3,16,500 |
|      | - Per child/year (Inclusive of Uniform, Camps, Test & Training and Band Group)                  | 4,500    |
| 5.   | Adolescent developmental programme  |          |
|      | - 100 Children & 4 groups   | 2,50,000 |
|      | - Per group/year  | 62500    |
|      | - Per child/year  | 2,500    |
|      | - Per child/month (Inclusive of Human Resource, Training & Workshop, IEC materials & Programme) | 208      |

**You can Sponsor :**

- A child for One Year / One Month
- Supplementary Centres Expenditure ( Part / Full )
- Teacher's Salary
- Children's School fees and uniforms
- Story books and recreational materials and Contribution for Scholarship Scheme for Children ( Or ) Spend your Valuable time with children by playing and interacting.

**We accept donations**

- By Cheque / DD / MO / Deposit
- By Wire Transfer / NEFT / RTGS / ECS

Your Contributions to Bro.Siga.Animation Centre are exempted from tax under sec.80-G of the Income Tax Act.

BSAC obtained valid permission to receive donations under foreign contribution regulation act **(FCRA)**



## Tailor-made means to livelihood

Since 2000, BSAC has been giving vocational training to the neighbourhood's youth. Priority is given to teenagers and young adults, with a special focus on women. This activity is of special significance in North Chennai, where unemployment rates are dangerously high and many are engaged in unorganized jobs, earning daily wages. Children tend to become natural victims of child labour.

In 2000, a tailoring unit was launched with the support of the Amaithi Foundation, Netherlands. The four-month vocational training in tailoring has provided a dignified means of livelihood to economically disadvantaged young women.

So far 60 students have benefitted from Basic computer skills course offered to youth from age 16 to 25, with special focus on woman. The Computer Lab and its operation are funded by Aide et Action, Tamil Nadu Chapter. This training is also provided to 75 children from Children Sangam, who are divided into 5 groups of 15 members each, for a 15 day course.

Since 2003, Spoken English courses are offered, custom-built according to the need of the community youth.



A-248, B-Kalyanapuram, S M Nagar Main Road, Vysarpadi, Chennai 600039  
Ph: +91 44 26731284 M: +91 9940173901 e: Aarvam2014@gmail.com. [www.aarvam.org](http://www.aarvam.org)