From the Board Members Desk:

Dear Benevolent supporters and friends, Greetings from SEEDS. We the Board Members of SEEDS feel much pleasure to meet you all; our beneficiaries and supporters through this media. Here is our Annual Report of 2017 – 2018. We hope the information on the projects implemented through this year fed through this page would give you a pleasure of reading that we anticipate. Women play a critical role in family and workspace. But their contributions are often undervalued and unrecognized. SEEDS, during the year, facilitated projects related to women empowerment, agriculture, entrepreneurship, and livelihood enhancement and sets the agenda for action for next Five years with the focus on Women Empowerment in All focal themes.

We earnestly request all donors and supporter to follow us on our work in the website: www.seedsgreen.org for more details and continued support.

Mrs. N.NITHYASANGARY, President
Mrs. A.AMUTHA, Secretary
Mrs. M.SELVI, Treasurer
Organization Background:

Socio Economic and Educational Development Society (SEEDS) was promoted in 1994 by a team of young and women hailing from the bottom strata of rural society and having a clear insight into Socio Economic, Education, Health, Human Rights and cultural problems faced by the particularly Dalit women from downtrodden, underprivileged and marginalized segments of rural communities in Madurai, Namakkal and Trichirappalli Districts. SEEDS has registered under Tamilnadu Societies Registration Act, 27 of 1975, Registered under Foreign Contribution Regulation Act 1976 and is also registered under section 12 AA of Income Tax Act 1961. The following are mission of SEEDS:

**Vision:** Being instrumental in the evolution of a just society devoid of gender, socio-political, socio-economic and cultural disparity for sustainable and self managed community.

**Mission:** Empowering the marginalized & the downtrodden section of the society, through group building for human integration, education & skill development and place them at the centre of decision making process.

**Goals & Objectives**

- To form and promote collectives of abandoned women and children, differently abled as to ensure their due human rights, economic prosperity and to attain respectable social dignity.
- To bring about gender equality through education, skill development and non discriminate opportunities & access to both the sex.
- To protect the rights and livelihood base of the tribes & women, through legal provisions, viable enterprises and linkages with government and non government Agencies.
- To ensure the livelihood base of the SC & ST and rural women, through legal provisions and enhance the agriculture and allied enterprises in the form of value addition and marketing linkages with government and non-government Agencies.
- To focus on the health & hygiene of rural communities through awareness programmes and installation of replicable models.
- Establishing Institutions for community based training, research and documentation related to development.
- To undertake any other meaningful and need based project interventions contributively towards the attainment of the above-mentioned objectives.
GUIDE STAR INDIA NORMS

Name & Address of Main Bankers:
Bank of Baroda, No.176, Paramathy Road, Namakkal-District – 637001, TamilNadu.

Name & Address of the Auditor:
Mr. R. Amalajothi, KCS Associates, 10C, TB Road, Mahaboopalayam, Madurai – 625 010.

Legal status of the organization:
We are registered as a not-for-profit non-governmental organization under Tamilnadu Societies Registration Act 1975. Reg No.146/1994.

We are registered under section 6(1)(a) of the Foreign Contribution (Regulation) Act, 1976-FCRA Reg .No.075940438.

We are registered u/s 12AA & 80G of the Income Tax Act 1961-PAN:AACAS0418F.

Our General Body and Executive Body Meeting conducted five times in FY 2015-16 on 23rd June 2017, 9th September 2017, 14th Dec 2017 and 20th Mar 2018, Minutes of the Board Meetings are documented and circulated.

The Board approves programmes, budgets, annual activity reports and audited financial statements. The Board ensures the organization's compliance with Laws and regulations.

ACCOUNTABILITY AND TRANSPARENCY:
The following reimbursements have been made to Board Members:
Traveling Expenses (to attend Board meetings) As per actual expenditure TA & DA.
Reimbursement of local conveyance made to All members Rs. 23328/-
No other reimbursements have been made to any Board members.
Remuneration of 1 highest paid staff member: Rs. 10000/-p.m.
Remuneration of the Lowest paid staff member: Rs. 3000/-p.m.
1. Nursery raising programme through 1% FTP:

SEEDS created awareness on sacred groves and its importance to the bio-diversity of the forests and plain lands. SEEDS established a nursery garden with 10000 saplings in the name of Silver Hollow Audio, USA and growing trees herbal and fruits based saplings for free distribution to the rural community who are willing to plant this variety. And also more than 3000 varieties of plants planted in the rural school premises in Marungapuri block of Trichirappalli District. SEEDS established 10 Bio-diversity green child clubs among the school children in and around Marungapuri block.

2. CHILD RIGHTS AWARENESS CAMP FOR TRIBAL CHILDREN, KOLLI HILLS.

In collaboration with M.S.Saminathan Research Foundation (MSSRF), Namakkal, School Children of Naduvalavu and Thuvarapallam, Kolli Hills were gathered at their villages in the month April 2017.

**Following were the Resource persons:**
1. Dr. Israel Oliver King, M.S. Swaminathan Research Foundation, Namakkal,
2. Dr. S. Kumar, M.S. Swaminathan Research Foundation, Namakkal.
3. Mr. Thiruneelakandan, District Youth Coordinator, Nehru Yuva Kendra, Namakkal

The participant children were made aware of rise the education, life skills, Rights to conserve Environment, Personnel Hygiene, Evils of Malnutrition, and Benefit of balanced diet, Drinking Portable water, avoiding the open defecation and using house hold Toilets. The Children were asked questions on the requirement and demands. They were made to think and speak about the subjects they were made aware of.

The children replied that they were more interested for continued education and they needed support for their ambition to the fulfilled. They showed their interest on tree plantation and on deforestation. These children expressed their desire that the Children rights to the made aware of for other school going children in all the villages at Kolli Hills.

**BENEFICIARIES:** 22 Boys and 26 Girls.
3. LIFE SKILL AWARENESS CAMP FOR THE DESTITUTE WOMEN AT MANAPPARAI TALUK, TRICHY DISTRICT.

SEEDS has developed a Forum for The Destitute Women at Manapparai covering villages in and around. There are 98 women as members. The 98 members were made into two batches. One day awareness programe were conducted on life skills and employability skills at a community hall in Manapparai on 15th and 16th July 2017 separately.

The following were the Resource Persons:
1. Rev. Fr. Selvam Francis Xavier, Namakkal,
2. Thirumathi. Regi, Sociologist, Manapparai,
3. Mrs. A. Amutha, Secretary, SEEDS,

Mrs. Amutha guided the women to engage them to undergo training in producing Value added products from Organic Millets and Grains. And she stressed that it was possible for the reason that SEEDS had given employability training for 206 women from villages in and around. She also advised them not to be idle and encouraged them to improve their innate skills in Vocational skills training which are Tailoring, Mushroom Cultivation, Pickle making, Domestic soap oil and cleaning powder making, Phenol making and Nutrition course. The other resources persons stressed that destitute women on any account should never lose their heart and hope and guided them undergo vocational skill training in order to improve Income Generation. They replied to the questions of the participants and assured them that SEEDS was the only organization that could provide them life skill training at Manapparai.

At the feedback Session the women expressed their willingness to undergo vocational training to the imparted by SEEDS and revealed that they could include the income generation capacity. **Beneficiaries:** 98 women aged between 20 and 50.

4. TRAINING ON ORGANIC FARMING TO THE RURAL WOMEN FARMERS.

Two days training was provided to the marginalized women farmers at villages in and around Trichy district, 25th & 26th August 2017 on Erumappatti village.

The following were the resource persons:
1. Mr. Soundarajan, Assistant Director, Agriculture Department, Govt. of Tamilnadu, Erumapatty.
2. Mr. Rajasekar, AAO., Department of Agriculture, Govt. of TamilNadu,
3. Mr. Ragunathan, Chairman, Association of Indigenous Seed Producers, Kalichettipatty, Namakkal.
These resource persons insisted producing quality food products as per norms and conditions of the food security scheme prescribed by United Nations (UN). They also urged joint Endeavour by farmers developing a company for farmers as per company Act and advised them to give up traditional practice of cultivation and to follow the importance of cultivating organic food material using natural manure. They highlighted the value and advantage of using organic food material for wellbeing of a human. They pointed out that there had been a transition of using food material and there had been public awareness for using value added organic Millets and Grains. The women farmers were advised to undergo a complete training on Organic Farming that could be arranged by the organization SEEDS at Namakkal. It was a golden opportunity for the marginalized women farmers to include the skill on cultivation and income as well.

**Beneficiaries:** 78 women into two batches

**Feedback:** The participant women were more willing to undergo Training on Organic farming without any objection. They requested SEEDS to arrange for the same training supported by ATMA Scheme of Government of Tamilnadu.

5. **ENTREPRENURSHIP DEVELOPMENT PROGRAM FOR MEMBERS OF WOMEN FEDERATION AT NAMAKKAL:**

The following were the resource persons:

1. Rev. Fr. Selvam Francis Xavier, Director, Social Service Society, Namakkal
2. Mrs. Amutha, Secretary, SEEDS, Namakkal,
3. Mr. Ramachandran, Director, SEEDS, Namakkal.

SEEDS conducted one day Camp at Erumapatty village gathering rural women on Employment through Entrepreneurship and voluntary contribution. Two qualified women, studied up to 12th standard, would be invited from each village at Namakkal and they would become members of women federation. The new member women would be gathered in batches and life and employment skill training would be provided highlighting organic farming, producing organic grains and selling value added organic food products it was suggested to them that SEEDS would be the trainer and a
Moderator for cultivation, purchase of raw materials and sale of organic value added food products guiding them to marketing potential.

Programme conducted on 30th September 2017

**Beneficiaries:** 137 women from 22 villages in and around at Namakkal.

### 6. CELEBRATING ENVIRONMENTAL DAY:

SEEDS initiated to supply Tree Saplings to Children at 8 schools at Kolli Hills, Namakkal district on the environmental Day on 5th June 2017, Children were made aware of conserving our environment by tree plantation and developing Kitchen Garden. They were oriented on Global warming, Climate change, Deforestation and on the common duty of a citizen of a Nation to save our Earth. The Tree Saplings were of Herbal, Fruit Yielding, Teak, Bamboos and of country trees, 500 saplings each school. Children were educated on the benefit of solar power generation and the dis-advantages of using conventional fuel. Each student was interested to learn to plant a Tree sapling at their household. And school management and the parents of Children requested the organization SEEDS.

### 7. A SPECIAL TRAINING FOR WOMEN ON MARKETING STRATEGIES OF SALE OF VALUE ADDED ORGANIC PRODUCTS:

**Supported by MANOS UNIDAS- SPAIN:**

Six days training was provided to 80 women from 10 villages in two batches on 03.08.17 to 14.08.17 August 2017. The women participants were oriented of the current marketing network on the sale of value added organic food products. And the women were highlighted of improving the sale of their products on the following means

a) The women could sell their finished value added organic food products in packets in and around their respective villages.

b) They could sell their products at Weekly market(Shanties)

c) The producers were guided to contact Retail shopping outlets at nearby towns.

d) The women were encouraged and taught to contact the Whole sale buyers in the markets at nearby city, Namakkal.
e) The trainees were made clear on approaching marketing agencies and maintaining marketing network.

f) The women were also guided to follow legal proceedings for sale their good as prescribed by the Government of Tamilnadu.

**The following were the resource persons:**
Mr. Madheshwaran, Trainer, MSSRF, Namakkal
Mr. Ponmani, Master Trainer & Leading farmer of Krishi Vigyan Kendra, Namakkal.
Mr. Ramachandran, Director, SEEDS, Namakkal.

**8. Exposure visits for rural women under project on “Increasing Income of Marginalized women through Value addition technique in Agriculture produce”**.

Supported by MANOS UNIDAS-SPAIN:
40 women were taken to Kolli Hills, which is closer to our target villages and who have better experience in the field of product making and marketing as well. A second batch of 15 women was taken for an exposure to Chennai for participating in the Traditional Food festival held in December 2017.

On observing the demand for millet products, the women became more confident that they could be very successful, if they became more professional in the field. The group of women also took part in the Food Mela conducted at St. Joseph College at Trichy, and the other one at Erode 25 women participated above exposure visits.

**9. ORIENTATION TRAINING ON PROJECT IDEAS & PLANNING OF EXECUTION:**
Project supported by MANOS UNIDAS-SPAIN

Our project team conducted a one day orientation meeting on 05th to 15th April 2017 to the project beneficiaries of 10 project villages in and around Erumapatty block, Namakkal. About the project ideas and objectives of the program on Increasing income of marginalized communities through value addition techniques in Agriculture produces. 40 women participated from each batch and in this program the project beneficiaries learned the project objectives and concepts and they took a pledge that to support the effective execution with involvement and willingness for themselves.

Beneficiaries: 200 women form 10 villages.
10. TRAINING ON VALUE ADDITION TECHNIQUE IN AGRICULTURE PRODUCES:
Project supported by MANOS UNIDAS - SPAIN:
The following were the resource persons:
1. Mrs. Amutha, Secretary, SEEDS,
2. Mr. Madheshwaran, Trainer Millet value addition technique, (MSSRF), Namakkal.
3. Mr. Ponmani, Master trainer, Krishi Vigyan Kendra (KVK), Namakkal.
4. Mr. Ramachandran, Director cum trainer, Millets, Pulses and Grains.

Ten days value addition techniques training conducted for the beneficiaries from 20th April to 24th June 2017, on various agriculture produces. Through this training programe the beneficiaries learned about the way of technical preparation in so many foods prepared in agriculture produces such as sprouted finger millet flour, sprouted pearl flour, sprouted wheat flour, millet based adaimix, appamix, pazzi ponda mix, extraction of castard oil making and sprouted pulses verities and Idly doa flours. We have a prepared a model lesson and supplied to the beneficiaries to find out the time of forgotten to remember the process knowledge. 200 Women framers gained the knowledge on value addition techniques. And Processing, quality controlling, sprouting, packaging, grinding and labeling. Now, the women getting additional income from these activities and their family members also gained the knowledge and consumption practices which increase would the millets based food habits in their families gradually.

11. PARTICIPATORY RURAL APPRAISAL PROGRAME (PRA)
Project supported by MANOS UNIDAS:
We initiated second year continuing programme in another 10 village on a value addition programme for agriculture produces in Erumapatty block of Namakkal district. This programme is taken up for marginalized communities. As a part of the project, we adopted PRA techniques for selection of beneficiaries in 10 villages. Panchayat Raj Institution members and marginalized women were involved and finally selected 200 women from 10 villages. Based on the PRA approach, identified beneficiary for the project using following criteria;
Beneficiaries from abandoned women widow and deserted, who are having more than two female children, Who are in the below poverty line as per the government norms, who are willing to participate and co-operate this project and who are having the knowledge on value addition techniques.

The Selections were made on the following criteria:
Deserted women
Women under poverty line
Women with more number of girl children
Women interested in the prime objective of the project.

12. MASS AWARENESS FOR PROPAGANDA THE VALUE ADDITION TECHNIQUE:
SEEDS conducted 7 mass awareness programe this year as one day program to the beneficiaries for enhancing the nutrition through health Mela, Seminar and Workshop, Product Exhibition, Entrepreneurs’ meet and sharing of knowledge and experience among the beneficiaries. From the programme the beneficiaries gained self confidence on marketing, and through the entrepreneurs meet they found the various products and processing methods identified, and the beneficiaries displayed their products in the exhibition events SEEDS team selected the good processed tasty and hygienic foods among beneficiaries who were winner of this events. Totally more than 174 women participated in the each programe. As the impacts of this program, our target beneficiaries had more knowledge on millet based food production and they got self confidence and raised the products with hygiene and quality.

All the 80 women actively participated in the awareness program and had shown resolve to engage with big markets. And 32 women over the course of time emerged successful as they have started receiving business from big buyers, though they are still negotiating with big markets. And 11 women have applied for bank loans to scale up their business initiative.

Acknowledgements:
SEEDS wholeheartedly thank all our donors, partners, staff team members, volunteers, local supporters, all Government Departmental officials, other Non Governmental Organization and generous support of volunteers (local and International) and other net work members.

N.NITHYASANGARY,  
President

A.AMUTHA,  
Secretary

S.SELVI,  
Treasurer.
“TOWARDS AN EQUITABLE AND SELF SUSTAINABLE SOCIETY”

ANNUAL REPORT FOR THE YEAR 2017-2018