

**42 Years of
Working Together**

**ANNUAL
REPORT
2019-20**



VILLAGE WELFARE SOCIETY

F-15, GEETANJALI PARK, ARIADHA, KOLKATA-700057

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Annual report always is a key finding part of the organisation, it shows the working impact of the particular time frame of the working annual year. Village Welfare Society (VWS) is one of the famous organisations, is working since last four decades. VWS is working with underprivileged, marginalised, and deprived section of the society providing the alternative opportunities.

Village Welfare Society (VWS) is a social development organisation has been working with poor and under privileged in West Bengal since 1982. The right based activities are all inclusive of the areas of education, health, livelihoods security, elder care, water and sanitation, women empowerment, skill training. There is also focus on road safety, benefits of medicinal plants, consumer awareness, save the girl child, save soil and environment, health, and hygienic practices etc.

Vision:

VWS visualizes a self-reliant society cutting across the barriers of caste, creed, clan, or colour. The society would be free from the evils of gender discrimination, illiteracy, ill health, poverty, and exploitation, where men and women will move forward in perfect accord with nature and substantial social and economic development.

Mission:

VWS's mission is to create meaningful opportunities for the distressed, disadvantaged and deprived segment of the society with a prime focus on poor women so that they can attain socio-economic empowerment and substantial social and economic development achieving highest level of humanity and solidarity.

Core Values of VWS:

- Commitment to sustainability, acting in environment friendly way
- Assurance to innovation and excellence
- Gender Equality
- Integrity
- Transparency

Objectives:

- Increase community awareness on gender equality, socio-economic empowerment of women
- Improve livelihood opportunities for the poor women providing financial access for them
- Promote employability skill and ensure food and livelihood security
- Establish model education for the children of disadvantaged classes
- Increase community awareness on growing practice of water sanitation and hygiene
- Ensure shelter assembly and care for the oppressed elderly, mobile health care for them
- Increase awareness on environment protection and regeneration
- Strengthen alternative women group on basic health care and protection

Strategic Approach:

Participatory : Ensure active participation of all the stakeholders

Inclusion : Focus on mainstreaming of socio-economically disadvantaged community towards better life and livelihood

Sustainability : Focus on capacity building of the community people to plan and act in an environment friendly way

Thematic Focus:

- Gender equality and women empowerment
- Skill development and employability
- Child rights and protection
- Child education
- Environment protection and regeneration
- Water sanitation and hygiene promotion
- Sustainable agriculture and food security
- Elder care
- Mainstreaming of the ultra-poor women families

Infrastructure:

- Village Welfare Society has registered office of three storied building is at Pancharul, Howrah includes furnished and equipped office rooms, training cum production centre, accommodation for the trainees with capacity of 30 participants , along with other logistic facilities, Model School and experienced staff.
- The Head Office is at "VILLAGE TOWER", F-15, Geetanjali Park, Ariadaha, Kolkata is a five storied building with equipped office rooms, training halls, accommodation of 40 participants with modern facilities, trained and experienced staff.
- Newly constructed building named "ANANDAM", coverage almost 6000 square feet for old age home at next premises of old building.
- The well-equipped project office is at Gurap of Dhaniakhali, Hooghly.
- **Human Resources:**
 - Having seven (07) qualified members with an average 25 years' experience in development sector as policy makers.
 - Having dynamic and qualified Fifteen (15) professionals (09 males and 06 females) with excellent skill and experience in both rural and urban development.

Chronological Journey:

Sl. No.	Milestones	No.	Year / Dates
1	Registered under West Bengal Society Registration Act, 1961	S/34759 of 1981-82	4 th January, 1982
2	TAN	CALVO1895F	20.12.2004
3	PAN	AAATV2094H	21.12.2017
4	FCRA Registration No. and Date	147000004	26 th February, 1986
5	Registration of Income Tax Exemption U/S 12A of IT Act	DIT(E)/8E/197/93-94/2041-43	1993-94
6	Registration of Income Tax Exemption U/S 80G of IT Act	CIT(E/10E)/737/2017-18/2018-19/G-0043/0633-35	28.05.2018
7	Empanelled with National CSR HUB, TISS, Mumbai	TISS AESDII/18/05/680	04.01.2019 -03.01.2022
8	Registered with Paschim Banga Society for Skill Development (PBSSD)		2016
9	Empanelled with NGO DARPAN (NEETI AAYOG), Govt. of India	WB/2009/0002268	2009

Future Initiatives:

Our future planning is active and inclusive of community needs based on strength of the organisation. Seeking out key players with diverse viewpoints on issue/s identified, to develop partnership with government and non – government partners, corporate bodies etc for continuation of the programmes also the new to be initiated.

The issues like poverty alleviation, elder care, water, sanitation, and hygiene promotion, women empowerment and livelihood, skill enhancement will be strategically addressed as continuation of the past activities. The integrated programme for older persons (extended Old Age Home and Mobile Medicare Unit) and child education initiatives are also among them.

This year we are very much enthusiastic to work as training provider of skill development on different sector skill council on Retail Sales, Medical Sales Representatives, Elderly Care Taker, Computer Hardware peripheral for both educated males and females will be able to earn their livelihood. There is a great need to properly skill this significantly large work force so that they can become a major part of the economy.

In addition, different issue-based awareness, and action programme- on consumer awareness, mother and child health, cancer prevention, benefits of herbal medicinal plants, awareness on HIV and AIDS, Save Water and Save Soil, environment awareness and regeneration, save girl child etc will also be continued as usual.

Message from the Desk of Secretary :

I am extremely happy to share that the Village Welfare Society completed the glorious journey of 42 Years and we are publishing our Annual Report of 2019-20. We achieve some great learning experience in last four decades. It was significant with the project's initiation and its successful completion has brought about meaningful impacts in our society. It was in association with our funders, community people, stakeholders, and partners, with widened strengthening of our position over various sources of funds enable to carry out and extend our activities rebuilding human resources has resulted an expanded outreach.

We are always prioritizing our focus on skill development, entrepreneurship, livelihoods, and education in one hand and health-hygiene, safe drinking water, organic farming, leadership development these are also the prior parts of Village Welfare Society. To bring about significant change in every effort and strengthening our endeavour in skill development as successful training centre, we must move a long journey yet with the other remaining efforts. Our special gratitude to the members of Lions Club, Kolkata Regency, and the trustees of Thandulal Manorma Devi Foundation and to Mr. Sunil Shah, FCA.



We sincerely would take privilege to express our warm gratitude to all our friends, well-wishers, supporters, community peoples, supporting agencies, government officials, various govt. depts, central and local bodies of Panchayats and Municipalities, corporate and private sectors for their vigorous contribution, active participation, commendable cooperation since last four decades.

However, the main credit goes to our sincere and committed volunteers for their hard work, sincerity, and dedication. We are fortunate that our experienced employees and new recruiters have blended in so well that contributed it as one of the India's leading Non-Government Organisation (NGO). We cordially invite more members to take active part to achieve our mission in a sustainable way in future

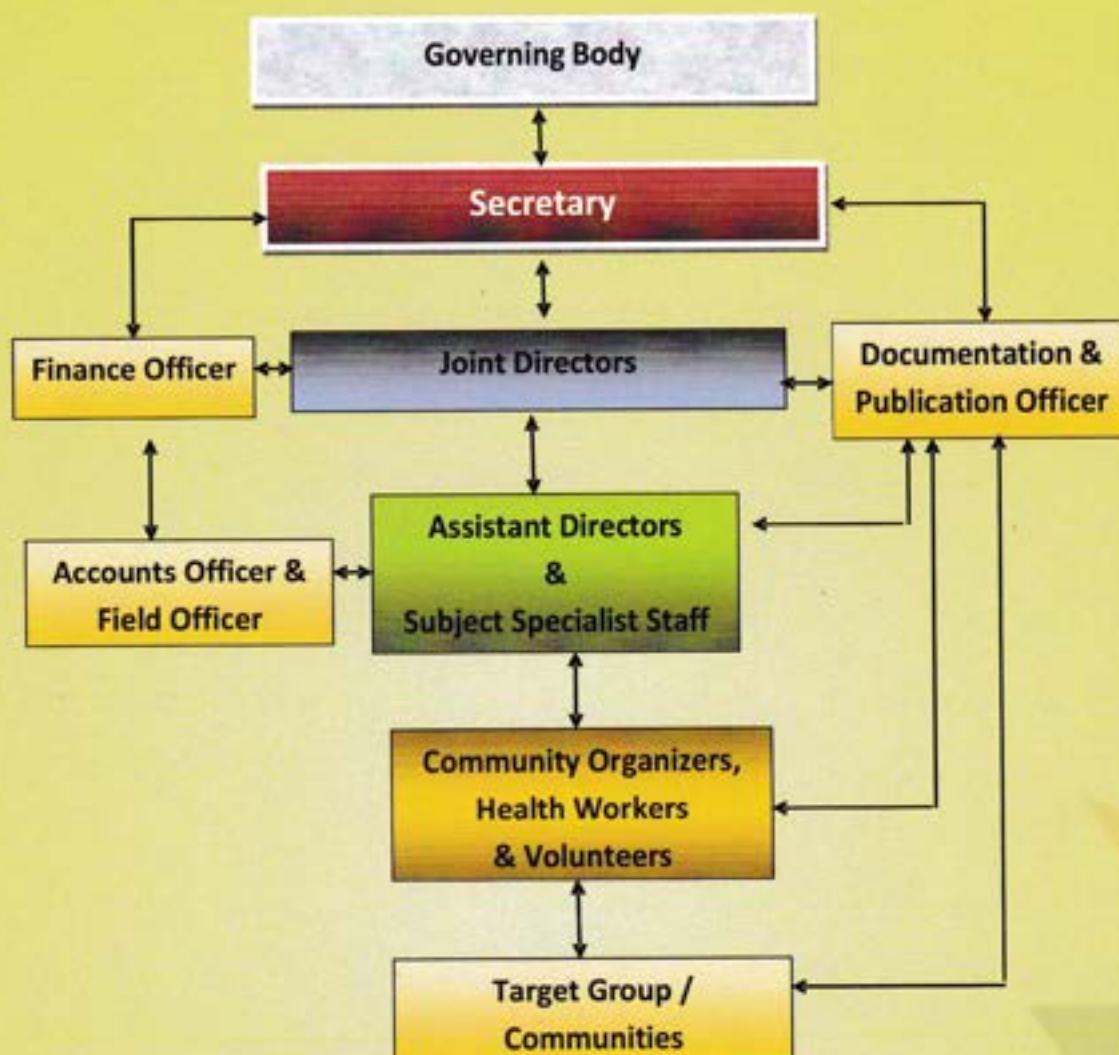
Thanking You All!

With Best Regards

Mr. Ajit Maity

Secretary

Village Welfare Society

Organogram:**Geographical Areas of Intervention:**

The districts of West Bengal and extended in some districts of Bihar, Jharkhand, Assam, Orissa, Tripura, Uttarakhand, Sikkim states in India. VWS is working directly or with in active collaboration in various states of the nation from last many years.

Network with Association of MFIs and Others: VWS is having relationship with association of Microfinance Institutions (AMFI) of West Bengal and Sadhan, New Delhi as member and having opportunity to sharing with understanding on different development issues and problems and its strategy to address in a sustainable manner

Ongoing Programme and Activity Details:

- **Integrated Programme for Older Persons:**

VWS has been working with aged women members since the year 1993. Integrated Programme for Older Persons is an important programme of VWS.

This old age home is located at Pancharul, Udaynarayanpur, Howrah partly sponsored by Ministry of Social Justice and Empowerment, Govt. of India under the scheme of Integrated Programme of Older Persons (IPOP) and it is partly by the VWS own.

It accommodates 50 destitute, neglected, and helpless women –widows of different districts free of cost, who have no one to look after.

VWS has been working with aged women members since the year 1993 with an integrated approach for their better life providing basic facilities along with other services of regular health check-up, recreation like songs, yoga, games, reading of newspapers, exposure visit etc, through an old age home.



The Old Age Home of VWS, Anandam

Name of the Programme	Location	No. of Beneficiaries
OLD Age Home (OAH) for Women	Pancharul, Howrah	50 Women
Mobile Medicare Unit (MMU) for Older Persons	Pancharul, Howrah	

• **Training on Leadership and Skill Development Programme :**

This is another important workingpart of VWS since last few years to provide training on Leadership and Skill Development.

It is to empower and install confidence among minority women, including their neighbours from other communities living in the same village or locality, by providing knowledge, tools and techniques for interacting with Government systems, banks and other institutions at all levels. Empowerment of women from their minority communities and emboldening them to move out of the confines of their home and community and assume leadership roles and assert their rights, collectively or individually, in accessing services, facilities, skills and opportunities besides clamming their due share of development benefits of the Government for improving their lives and living conditions. This includes economic empowerment of the trainee women so that they ultimately become independent and confident members of the society.

• **Skill Development of the Youths and Creation of Employability :**

Village Welfare Society (VWS) is taking some appreciable initiative under Paschim Banga Society for Skill Development (PBSSD) scheme to provide skill-based training to the needy beneficiaries. The candidates got the opportunity to learn the skill-based training of beauty adviser courses under beauty and wellness sector.



Basically, the minority women are getting these opportunities to learn the new expertise and to achieve the certificates and as well as they are getting chances to achieve the knowledge which will help them to earn in future.

Youth unemployability is a very crucial problem for society and due to lack of technical professional knowledge they cannot access the technical opportunities. These kinds of skill development programmes are always an additional advantage for each, and every youth learn.

• **Education:**

Education is also an important thematic working part of the organisation. As per the basic child rights all children should get elementary education, but unfortunately due to poverty and less accessibility of opportunity there are many children who are deprived to get the elementary education in our surroundings. Most of that under privileged children working as child labour. So VWS is taking an important role here to eradicate the child labour system. Village Welfare Society is initiating a school effort at the primary level in Howrah district. The pre-primary and primary education is very much needed



for every child for their proper cognitive development at per age. Consequently, VWS believes that we should teach individual children and be respectful of and account for their individual uniqueness of age, gender, culture, background. All children should get the opportunity to learn from an accessible inclusive environment to enhance their learning and basic cognitive skill at primary level. VWS is crating an opportunity where distressed children can get the admission at primary level with an optimum admission fee.



Programmes	Locations	No. of Beneficiaries
Village Model School	Pancharul, Village of Udaynarayanpur Block of Howrah district	200 Students
Awareness generation on Right to Education – Camps	Pancharul, Village of Udaynarayanpur Block of Howrah district	
Free Learning Aids distribution to needy girl students	Pancharul, Village of Udaynarayanpur Block of Howrah district	

• Health and Hygiene

Mother and Child Health Care:

Health is also an important issue to work out and VWS is also giving priority to health purpose of their beneficiaries. Mother and Child Health Care (MCH) is the core important area to work out to reduce the child mortality rate, maternal mortality rate as well as to develop the mother health.

Each child should get proper immunisation as well as proper nutrition support for their physical, mental, and cognitive development properly. The objective of such kind of awareness are to increase the mother's nutritional awareness and nutritional status of the child (NSC) by measuring appropriate age, height, and weight of children. The nutritional awareness of mother significantly influences the NSC (Nutritional Status of the Child).

Apart from MCH programme organisation also runs some health-related initiative to provide basic health facilities to the beneficiaries.

• **Rogi Sahayata Kendra:**

This initiative is implementing at the premises of Satyabala ID Hospital at Ghusuri, Howrah and run by the Village Welfare Society (VWS) with the support from District Health and Family Welfare Samity (DHFWS). This is another important initiative of the organisation to work with the needy population. Rogi Sahayata Kendra and the objective are to provide diverse information and require service to the patients and family members and to the needy peoples.

• **Women Empowerment and Gender Equality:**

Women Empowerment and Gender Equality both are much crucial issues in Asia and in our country too. Gender related biasness is existing everywhere in our society and that biased mentality is mainly responsible to resist the women empowerment from the ancient time. Presently, there are many organisations and Govt. depts are working with these core issues, as a result the outcome is quite impressive in this aspect. Many women are working as the earning member of their family in urban as well as in rural areas. Village Welfare Society emphasises to form the SHG (Self Help Groups) in village areas specially to provide women the opportunity to enhance their skill and to earn effectively from the business. VWS is also providing some skill-based training to women as making successful liaison with the relevant Govt. line departments.

Activities	Venue
Financial Literacy – A Campaign Towards Women Empowerment	West Bengal
Financial Support to Women by our Group of Company (Registered as Non-banking financial company by RBI)	11 States in India (240 Branches)
Promotion of Women SHGs for Health Protection	Howrah
Promotion of Women Cooperative Credit Society	Howrah
Empowering through Vocational Skill Training (skill development training like handloom, jari and embroidery, computer literacy, dress making, animal husbandry – goat rearing, mat making etc were imparted)	Howrah and Hooghly

• **Sustainable Agriculture and Save Environment Programme:**

Environmental degradation is the one of the most important terrific hazards which is becoming more critical and horrible day by day rapidly and human behaviour and activity is mainly responsible of this worst situation in worldwide. That will be the biggest challenge and threat to the entire society in this era of 21st century.

This is the biggest challenge to the entire society in near future to save the environment and to save the civilisation from the probable natural disaster and calamities. Man's cruel behaviour with environments accelerated the pace of scientific and technological advancement. Resources are meant not only for utilisation of present but for future generation also. Similarly, it is very necessary to maintain a meaningful balance between growth of population and utilisation of resources which will ensure the future development.



VWS has initiated the programme "Save the Soil" with an ambitious objective. Through soil rejuvenation, we intend to build farmers' capacity towards promotion of scientific agriculture to increase productivity, profitability, and income for better livelihood through organic and bio-farming amongst the farmers of Howrah, Hooghly, Burdwan districts and adjoining areas.

Activities	Location
Awareness on Organic Farming for the Farmers and Demonstration	Howrah and Hooghly
Input support to Farmers like Bio-Fertilizers and Bio-Pesticides	Howrah and Hooghly
Save Soil Campaign – A Complete Package of Practices on Organic Farming with Organic and Bio-Inputs for Cultivation	Howrah and Hooghly
Environment Awareness; Mobilise people's participation	Howrah and Hooghly

- **Bael, Bohera and Haritaki Project:**

This project has its four basic components i.e.

- School Awareness Programme
- ICDS Programme
- Local Fare
- Value Addition Camp

- **School Awareness Programme:**

Students got the information and they learnt from these awareness programmes regarding this medication trees. The objective of the programme is to aware the students about the importance of these trees and instead of conducting only the mere awareness programme they were distributing the small saplings within the children for plantation.

- **ICDS Programme :**

ICDS is also an important part of pre-primary education in our educational system. VWS enacting a significant role to give more qualitative support to the ICDS system.

- **Local Fare:**

There were few local fares conducted with the help of local people in Hooghly district. These fares are also related with these mediational trees and with the objective to promote and circulate the trees and to spread the importance of the trees also.



Sustainable Environment Friendly Approach

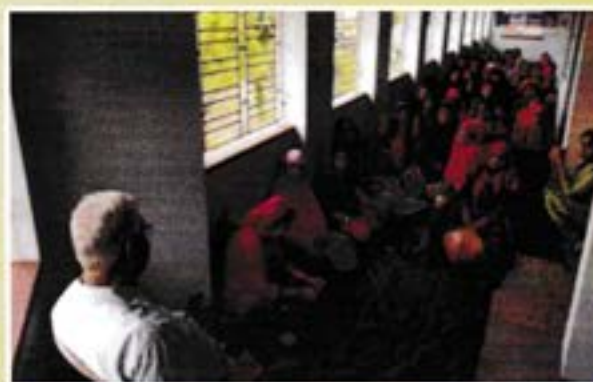
Memorable Glimpses of 2019 - 20



Old Age Home, Anandam



Free Health Check Up Camps



Secretary Sir Facilitating the Session



Village Model School

List of Special Activities of Village Welfare Society:

Sl. No.	Ongoing Activities	Supporting Agencies
1	Integrated Programme for Older Persons (IPOP) <ul style="list-style-type: none"> ➤ Old Age Home ➤ Mobile Medicare Unit 	Ministry of Social Justice and Empowerment, Govt. of India
2	Leadership Development of Minority Women under Nai Roshni	Ministry of Minority Affairs, Govt. of India
3	Education <ul style="list-style-type: none"> ➤ Village Model School ➤ Awareness Generation on Rights to Education ➤ Free Learning Aids Distribution to the needy girl students 	Village Welfare Society and a Chartered Firm
4	Health and Hygiene <ul style="list-style-type: none"> ➤ Awareness on Mother and Child Health Care ➤ Save and Safe Water Campaign ➤ Cancer Prevention and Control Programme ➤ HIV and AIDS Awareness Camp ➤ Blood Donation Camp 	Village Financial Services and Local Individual Donor
5	RogiSahayata Kendra (RSK)	Dept. of Health and Family Welfare, Govt. of West Bengal under National Rural Health Mission (NRHM)
6	Women Empowerment and Gender Equality <ul style="list-style-type: none"> ➤ Financial Literacy- A Campaign towards Women Empowerment ➤ Financial Support to Women by our group of company ➤ Formation and Promotion of SHGs ➤ Formation and Promotion of Women Cooperative Credit Society ➤ Empowering through Vocational Skill Trainings ➤ Napkin Production ➤ Fish Rearing ➤ Readymade Garment Making ➤ Jute and Jute base Products 	Village Financial Services and Local Individual Donor
7	Sustainable Agriculture and Save Environment Programme <ul style="list-style-type: none"> ➤ Awareness on Organic Farming for the Farmers and demonstration process ➤ Input Support to Farmers ➤ Save Soil Campaign ➤ Environment Awareness ➤ Rice Production (Front Line Demonstration) 	Village Financial Services and Kisan Rich Agrotech (KRIA), Chinsurah Rice Research Centre, Hooghly
8	Bael, Bahera, Haritaki Project (2 nd phase)	West Bengal State Medicinal Plant Board
9	Other Activity <ul style="list-style-type: none"> ➤ Consumer Protection Awareness Camp 	Village Financial Services and Local Individual Donor
10	Staff Capacitation and Training	Renowned Training Institutions
11	Awards, Achievements and Celebrations <ul style="list-style-type: none"> ➤ Swami Nityananda Naranarayan Sewa Award ➤ Vivek Samman 	Ramkrishna Vivekananda Mission, Barrackpore Vivek Pathe, Jadavpur

An Appeal:**Dear Reader,**

Now in existence for over 42 years, VWS expands its programmes and offerings to the community. Hope you will be a part of many events that are offered and experience the pride we take in supporting our cause.

It is our mission "to create meaningful opportunities for the distressed and deprived segment of the society with a prime focus on poor women so that can attain socio-economic empowerment and substantial social and economic development achieving highest level of humanity and solidarity"

In view of this, we rely on the generosity of individuals, company and organisation, network – like you to serve the potential community every year.

We request that you make commitment to support our annual appeal by contributing a donation in cash. This year our goal is to leverage of Rs. 5 (five) crore and a half and we hope to have your contribution for their cause. Your generosity will make difference in community to continue the work. Your donation is to be tax deduct able. Every donation, regardless of size makes a difference.

Thank You in advance for your support.

Mr. Ajit Maity

Secretary

Village Welfare Society

Acknowledgement

Heartiest Congratulations to our following donor for 2019 – 20

- Ministry of Social Justice and Empowerment, Government of India
- Ministry of Minority Affairs, Government of India
- West Bengal State Medicinal Plant Board, Government of West Bengal
- West Bengal Society for Skill Development (PBSSD)
- Department of Health and Family Welfare, West Bengal
- Concerned Central Ministry
- Concerned Departments, Government of West Bengal
- Indian Oil Corporation
- Jute Corporation of India
- ITC Limited
- Rice Research Centre, Chinsurah, Hooghly
- Bajaj Allianz Life Insurance Company
- Village financial Services Limited
- Concerned Local Bodies and Panchayats
- LIONS Club, Kolkata Regency
- Thandulal Manorma Devi Foundation
- Mr. Sunil Shah, FCA
- Individuals

We are highly grateful to all of you for your valuable positive commendable contributions in our journey to make it worthy and successful.



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