

THENDRAL MOVEMENT
STRATEGIC PLAN 2025 – 2028

Harmony in Life | Justice with Dignity | Empowerment for All

1. Introduction

The **Thendral Movement**, founded by **Dr. P. Vedhanayagi in 2006**, continues to be a beacon of grassroots empowerment in Tamil Nadu, addressing the intertwined challenges of gender-based violence, poverty, social exclusion, and child vulnerability.

Building upon the achievements and learning of the **2022–2025 Strategic Plan**, this new **2025–2028 roadmap** renews our commitment to equity, dignity, and resilience for women, children, and marginalized communities across rural and semi-urban regions.

2. Vision – HARMONY IN LIFE

A just, inclusive, and violence-free society where every woman and child enjoys dignity, equality, and opportunities for holistic development.

3. Mission

To promote socio-economic, educational, and environmental empowerment of women and children through rights-based programs, livelihood opportunities, social protection, and collective community action.

4. Core Values

- **Integrity & Accountability** – Transparency in governance and delivery.
 - **Compassion & Dignity** – Every person is valuable and deserves respect.
 - **Equity & Inclusion** – Prioritizing Dalit, tribal, minority, and marginalized voices.
 - **Resilience & Innovation** – Adapting to emerging challenges through creativity.
 - **Collaboration & Solidarity** – Partnering with CSOs, government, academia, and corporate to create systemic change.
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5. Situational Overview (2025)

Since 2022, Thendral has:

- Supported over **12,000+ women and children** through counselling, education, and livelihood programs.
- Established **Shakthi Sadhan**, a rehabilitation home for distressed women.
- Daily Feeding Programme for the children of working Mothers in the leather Supply Chain in Ranipet thru Feeding India.
- Strategic support to the Nomadic Tribal communities like Sholaga, Irulas, Narikuravar & Boom Boom Soothsayers, etc.,
- Shouldering support to the Srilankan Tamil Refugee Community
- Formed and strengthened the **Women Shakthi Clubs** across 50+ villages in 3 blocks.

- Continued Partnership with **Dhwani Foundation, Dasra, CIVIDEP, Pratham & Mathi Foundation, Thozhamai, and Feeding India.**
- Expanded services to women in **leather and allied industries** in Ranipet.
- Built internal systems for compliance, data management, and donor engagement.

However, challenges remain: economic inequality, unsafe workspaces, climate-linked livelihood stress, and the lack of psychological and legal support for women and children in distress.

6. Strategic Pillars 2025 – 2028

Pillar 1: Women's Economic Empowerment & Resilience

Goal: Strengthen 10,000 women across Tamil Nadu with livelihood, leadership, and land-ownership opportunities.

Key Strategies:

- Expand **Skill Training & Micro-Enterprise units** (tailoring, food processing, eco-products).
- Establish **Women's Resource Centre** in five districts for livelihood and legal aid.
- Advocate for **land and housing rights** for widows, single, and Dalit women.
- Launch a **Women's Digital Literacy and Market Linkage Program** with CSR support.
- Promote **Women's Cooperative Enterprises** through Shakthi Clubs.

Expected Outcomes:

- 5,000 women gain sustainable incomes.
 - 1,000 women secure individual/collective land pattas.
 - 100 micro-enterprises operational by 2028.
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Pillar 2: Child Rights, Education & Development

Goal: Ensure safe, nurturing, and inclusive spaces for 8,000 children through education and care.

Key Strategies:

- Strengthen and expand **Crèche and Evening Study Centre** in 10 villages.
- Advocate with Child Welfare Committee & JJB for enrolment of orphaned and semi-orphaned children.
- Introduce **"Learning Through Life Skills"** curriculum focusing on empathy, environment, and equality.
- Integrate **menstrual hygiene and nutrition** initiatives in all children's programs.

Expected Outcomes:

- 95 % retention in Thendral-supported education programs.
 - 500 adolescents trained as peer educators.
 - 50 child survivors rehabilitated through psycho-social support.
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Pillar 3: Ending Violence & Promoting Gender Justice

Goal: Build violence-free communities through prevention, protection, and policy advocacy.

Key Strategies:

- Strengthen **Shakthi Sadhan** and link with government's scheme.
- Conduct **gender-justice campaigns** across 100 villages.
- Train 200 community volunteers as para-legal and PoSH advocates.
- Set up a **24×7 Women's & Children's Helpline** integrated with District Legal Services Authority.
- Publish **annual policy briefs** on violence trends, workplace safety, and survivor rehabilitation.

Expected Outcomes:

- 3,000 women and children receive counselling or legal support.
 - 25 organizations adopt workplace PoSH compliance through Thendral's training.
 - District-level coordination mechanism functional in Ranipet by 2027.
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Pillar 4: Health, Environment & Climate Justice

Goal: Foster physical, mental, and environmental well-being among women and children.

Key Strategies:

- Conduct **mobile health and tele-medical clinics** in partnership with **Digi-Swasthiya**.
- Launch **Green Thendral Campaign** promoting menstrual health, waste-free villages, and tree planting.
- Integrate **mental health and trauma-healing services** in Shakthi Sadhan and field centres.
- Promote **eco-livelihoods** – organic agriculture, solar initiatives, sustainable crafts.

Expected Outcomes:

- 10,000 people benefit from preventive health and eco-wellness programs.
 - 50 villages adopt climate-smart, women-led practices.
 - 500 women access mental-health counselling annually.
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Pillar 5: Institutional Development & Governance

Goal: Build Thendral Movement into a resilient, transparent, and scalable institution.

Key Strategies:

- Establish a **Thendral Centre for Social Leadership** to train youth and women leaders.
- Strengthen board governance, finance policy, and risk-management mechanisms.
- Build a **Corpus Fund** of ₹25 lakhs by 2028 for sustainability.
- Revamp website and communication materials to enhance donor visibility.

Expected Outcomes:

- Fully digitized M&E system by 2026.
 - Annual external audit and transparency rating by GuideStar/Charity Navigator.
 - 30 trained community leaders become second-line change-makers.
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7. Cross-Cutting Themes

- **Dalit and Tribal Inclusion** – Address structural inequities through targeted programs.
- **Men and Boys as Allies** – Gender sensitization in schools and workplaces.
- **Technology for Good** – Use AI and data tools for program monitoring.
- **Volunteerism & Youth Leadership** – Expand internship partnerships with 20 colleges.

8. Implementation Framework

Year	Focus Area	Key Deliverables
2025–26	Consolidation	Digital MIS; 3 district expansion; policy finalization.
2026–27	Scale & Partnerships	CSR and Govt tie-ups; livelihood cooperatives; climate justice initiatives.
2027–28	Sustainability	Corpus fund creation; leadership training hub; external impact evaluation.

9. Monitoring & Evaluation

- Quarterly progress reviews by Board.
- Annual impact reporting aligned to SDGs 1, 3, 4, 5, 8, 10, 13 & 16.
- Independent mid-term review (2026) and final evaluation (2028).

10. Conclusion

The **Thendral Movement Strategic Plan 2025–2028** envisions a stronger, inclusive, and future-ready organization—rooted in community trust and driven by women’s and children’s rights. With sustained partnerships and resilient leadership, Thendral will continue to be “*the breeze of change*” — nurturing hope, justice, and empowerment for generations to come.

Thendral Movement

No. 20, Thiru Nagar, Bharathi Nagar Extension, Vanapadi, Ranipet District – 632 404

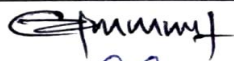
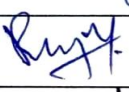
vthendralmovement@gmail.com founder@thendralmovement.org

<https://thendralmovement.1ngo.in>

Strategic Pillar	Goal	Key Programmes / Strategies	Target / Expected Outcomes by 2028
Pillar 1: Women's Economic Empowerment & Resilience	Strengthen 10,000 women across Tamil Nadu through livelihood, leadership and land ownership opportunities.	• Skill Training & Micro Enterprise Development (Tailoring, Food Processing, Eco-products) • Women's Resource Centres (5 Districts) • Land & Housing Rights Advocacy • Digital Literacy & Market Linkage Programme • Women Cooperative Enterprises through Shakthi Clubs	• 5,000 women achieve sustainable livelihoods. • 1,000 women obtain individual/collective land pattas. • 100 women-led micro enterprises established.
Pillar 2: Child Rights, Education & Development	Ensure safe, inclusive and nurturing education for 8,000 children .	• Crèche Programme Expansion • Evening Study Centres (10 Villages) • Child Protection & Rehabilitation • Learning Through Life Skills Curriculum • Menstrual Hygiene & Nutrition Education	• 95% educational retention. • 500 adolescent peer educators trained. • 50 child survivors rehabilitated through psychosocial support.
Pillar 3: Ending Violence & Promoting Gender Justice	Build violence-free communities through prevention, protection and advocacy.	• Shakthi Sadhan Shelter Home Strengthening • Gender Justice Campaigns (100 Villages) • Para Legal & PoSH Volunteer Training • Women & Children's Helpline • Policy Advocacy & Research Publications	• 3,000 women & children receive counselling/legal aid. • 25 institutions adopt PoSH compliance. • District coordination mechanism established in Ranipet.
Pillar 4: Health, Environment & Climate Justice	Improve physical, mental and environmental wellbeing among women and children.	• Mobile Health & Telemedicine Clinics • Green Thendral Campaign • Mental Health & Trauma Healing Services • Eco-friendly Livelihood Promotion (Organic Farming, Solar, Sustainable Crafts)	• 10,000 beneficiaries access health services. • 50 villages adopt climate-smart practices. • 500 women receive mental health counselling annually.
Pillar 5: Institutional Development & Governance	Build a transparent, resilient and sustainable institution.	• Thendral Centre for Social Leadership • Governance & Financial System Strengthening • Corpus Fund Development • Digital Communication & Donor Engagement • Monitoring, Evaluation & Learning System	• Fully digitized MIS & M&E system. • Annual external audit & transparency certification. • ₹25 lakh Corpus Fund established. • 30 second-line community leaders developed.

Strategic Goal	Programme	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	Target by 2028
1. End Violence against Women, Children & Bonded Labourers	Awareness, Campaign, Advocacy & Lobby	2,118	4,226	6,335	7,500	9,000	10,500	12,875
	Family Counselling & Legal Aid	150	170	200	500	900	1,500	3,000
2. Women's Empowerment & Leadership	Women Leadership Programme	200	400	600	900	1,200	1,500	10,000 women reached
	Women Forums	3	5	7	10	15	20	25 Forums
	Thaai Veedu Scheme	1	3	7	15	30	50	100 Women
	Women Help Desk	500	500	500	700	900	1,200	5 District Help Desks
	Crèche Scheme	125	125	125	250	350	500	10 Villages
	Livelihood Promotion	245	245	305	700	1,500	3,000	5,000 Women
3. Health, Hygiene & Environment	Health & Hygiene Awareness	850	1,700	2,550	3,500	5,000	7,000	10,000
	Cancer Awareness & Assistance	350	700	1,050	1,500	2,000	2,500	3,000
	Green Initiative Programme	300	500	800	1,200	2,000	3,500	50 Villages
4. Child Rights & Education	Girl Child Education Support	50	100	150	300	600	1,000	2,000
	Evening Study Centres	25	35	50	100	200	350	10 Centres
	S4S Clubs	5	10	15	25	40	60	100 Clubs
	Career Guidance Programme	5	10	15	50	100	200	500 Adolescents

Approved by the Board

S.No.	Name	Designation	Signature
1	Ms.P.Vedhanayagi	Founder	
2	Ms.Olga. B. Aaron	President	
3	Mr.Arockia Raymond P	Treasurer	
4	Mr.Timothy E	Member	
5	Ms.Poongathir S	Member	