



THEENDRAL MOVEMENT – ACTIVITIES REPORT - (2021–2024)

Introduction

Theendral Movement, founded in 2006 by Dr. P. Vedhanayagi in Ranipet District, Tamil Nadu, has been consistently working toward its vision of creating a **violence-free society for women, children, and vulnerable groups**. Guided by the Sustainable Development Goals (SDGs) and adhering to the **Indian Trusts Act, IT compliance, and NGO operating procedures**, the organization focuses on women's empowerment, child and youth development, health and awareness, and rescue and rehabilitation.

1. Women Empowerment

Activities across 3 years:

- Formation and strengthening of **Shakthi Women Groups (SWGs), Village Women Councils, and Women Forums**.
- Shakthi Sadhan home for Women in Distress along with Family counselling, legal aid, and rights-based awareness programmes.
- **Livelihood activities** for widows, single mothers, abandoned/divorced women, and women workers in the leather supply chain.
- Networking with government departments under the **PoSH Act committees, Anti-Drug committees, and Juvenile Justice Boards** for systemic redressal of women's rights violations.

Beneficiaries:

- 2021–22: 101 widowed/single women received livelihood and ration support during COVID relief
- 2022–23: 100 poor women supported with clothing and meals on International Women's Day.
- 2023–24: 530 women received saplings under the Go Green Initiative and 100 women honoured on Women's Day

SDG Alignment:

- **SDG 5 (Gender Equality)** – advocacy against domestic violence and child marriage.
- **SDG 8 (Decent Work)** – livelihood support, SHG initiatives.
- **SDG 16 (Peace, Justice & Institutions)** – legal justice and committee membership.

2. Child & Youth Development

Key Interventions:



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- **Day Care/Crèche Services:** Supported under the National Crèche Scheme and daily feeding programmes.
- **Career Counseling, Youth Leadership, and Life Skills Training.**
- **Financial support for higher education** of marginalized children, including those of released bonded labourers.
- **Awareness on Menstrual Hygiene Management (MHM).**
- **Skill Development Programmes** for employability.

Beneficiaries:

- 2021–22: 125 children supported in day care services
- 2022–23: 125 children continued under National Crèche Scheme
- 2023–24: 125 children under Daily Feeding Programme, plus 1,000+ government school children reached in Tiruvannamalai

SDG Alignment:

- **SDG 4 (Quality Education)** – financial aid, counselling, crèche.
- **SDG 3 (Good Health & Wellbeing)** – nutrition and hygiene awareness.

3. Health & Awareness

Interventions:

- **S4S Clubs:** Focus on self-defense, healthy diets, awareness on child abuse.
- **Menstrual Hygiene Management (MHM) training** for adolescent girls.
- **Medical Camps & Cancer/HIV awareness workshops.**
- Distribution of **nutritious Health Mix “Hello Breakfast.”**
- Advocacy on maternal health and infant feeding practices.

Beneficiaries:

- Hundreds of adolescent girls trained annually.
- 2023–24: Over 1,000 school children educated on health & hygiene

SDG Alignment:

- **SDG 3 (Health & Wellbeing)** – preventive healthcare, nutrition support.
- **SDG 6 (Clean Water & Sanitation)** – MHM practices.

4. Rescue & Rehabilitation

Infrastructure Provided:

- **Short Stay Home, Counselling Centres, Training Centres, and Crèche Centres.**
- **Support to victims of domestic violence, bonded labour, child marriage, and exploitation.**

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Highlights:

- 2022–23: Supported bonded labourers and children of released labourers
- 2023–24: Focus extended to **leather supply chain workers, nomadic tribes, and refugees**

SDG Alignment:

- **SDG 1 (No Poverty)** – rehabilitation support.
 - **SDG 10 (Reduced Inequalities)** – reintegration of vulnerable groups.
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5. Advocacy & Campaigns

- **Abolition of Bonded Labour System Day** observed annually with public pledges:
 - 2021–22: 300+ school students and women participated
 - 2022–23: 200+ students and staff pledged at Arcot & Collectorate
 - 2023–24: Public campaigns at Ranipet & Vellore bus stands and colleges
- **Family Counselling Services** every year helped women overcome suicidal tendencies and reconcile family conflicts.
- **Go Green Initiative:** 330 saplings (2022–23), 550 saplings (2023–24) distributed to women

SDG Alignment:

- **SDG 13 (Climate Action)** – sapling distribution and green awareness.
 - **SDG 16 (Justice & Strong Institutions)** – bonded labour abolition campaigns.
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6. Governance, Compliance & Recognition

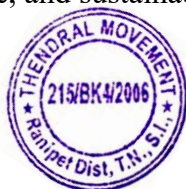
- Annual activities and finances submitted under the **Indian Trust Act** requirements.
- Regular compliance with **Income Tax regulations** for charitable organizations.
- Participation in **District-level committees** (Juvenile Justice Board, PoSH Act Task Force, Bonded Labour Vigilance Committee, Anti-Drug Committee).
- Recognition: **“Vigilant NGO in Digital Media” award (2022–23)**
- **Refresher Award 2024**


Conclusion

Over the last three years, **Thendral Movement has consistently expanded its outreach:**

- **Direct beneficiaries annually:** 500–1,500 women, 125–1,000+ children.
- **Focus areas strengthened:** Women’s empowerment, education, health, rehabilitation, and environmental stewardship.
- **Compliance assured:** NGO operates within the **Trust Act framework, SDG goals, and district/governmental collaboration.**

Thendral continues to demonstrate **visionary, grassroots-driven social transformation**, setting a path toward a violence-free, equitable, and sustainable society.




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