

கிராம கல்வி மற்றும் செயல் மேம்பாடு (ரீடு)
**RURAL EDUCATION AND
ACTION DEVELOPMENT (READ)**
Integrated Community Development



**STRATEGY PLAN
2022-25**

ACKNOWLEDGEMENTS

Outside of our staff, Consultants and Partner NGOs, we met the following people/ organizations to get their perspective of Our SWOT, current scenario, future trends, strategic goals and where they thought we could and should contribute.

- **Dr Koen Van Rompay** – Founder Secretary of Sahaya International Inc., U.S.A.,
- **Dr. An VAN ROMPAY** – Founder Secretary Sahaya International EU – Belgium
- **Mrs Veerle Robin** – Board of Director, Sahaya International EU – Belgium
- **Mr Kumar Krishnan**, Consultant, Chennai
- **Ms Chitrakala Acharya**, Head Services, CIF, Childline India Foundation, Mumbai
- **Mrs Bommi** – District Differently Abled Welfare Officer, Perambalur
- **Mr Srinivasan** - District Differently Abled Welfare Officer, Ariyalur

ABOUT US

READ was established in 1994 as a Non-Governmental Organization head quartered in Andimadam, Ariyalur District. A group experienced social workers under the leadership and guidance of Dr READ Selvam, started this organization to address the poor, neglected status of women living in rural areas. Their commitment towards empowering women gave birth to this organization, which was registered under the Societies Registration Act 27 of 1975. Over the years, we spread our activities to improving the social, educational and economic conditions of the underprivileged, disadvantaged and vulnerable people, irrespective of caste, creed, religion, sex and sexual orientation.

As a step further in helping the target communities, we opened Anbagam special school for differently-abled children, "Malarum Motukal" group for supporting HIV affected people, Community Resource Centre to institute capacity building for people with disabilities, Self-help groups for women, Childline 1098 service for children living in rural areas, and agricultural programmes to enable the development of farming communities. All our initiatives ensure that our target communities are enabled and empowered to be a decision makers of their lives. Our current area of operations include 211 villages in Ariyalur, Perambalur and Cuddalore districts.

VISION

READ is to create a just society practising democratic and human values of equity, participation, inclusion and self-reliance through education.

MISSION

To empower the poor, marginalised and unorganised sector of the society through promoting and strengthening community based organisations and instituting capacity building measures.

VALUES

Equality

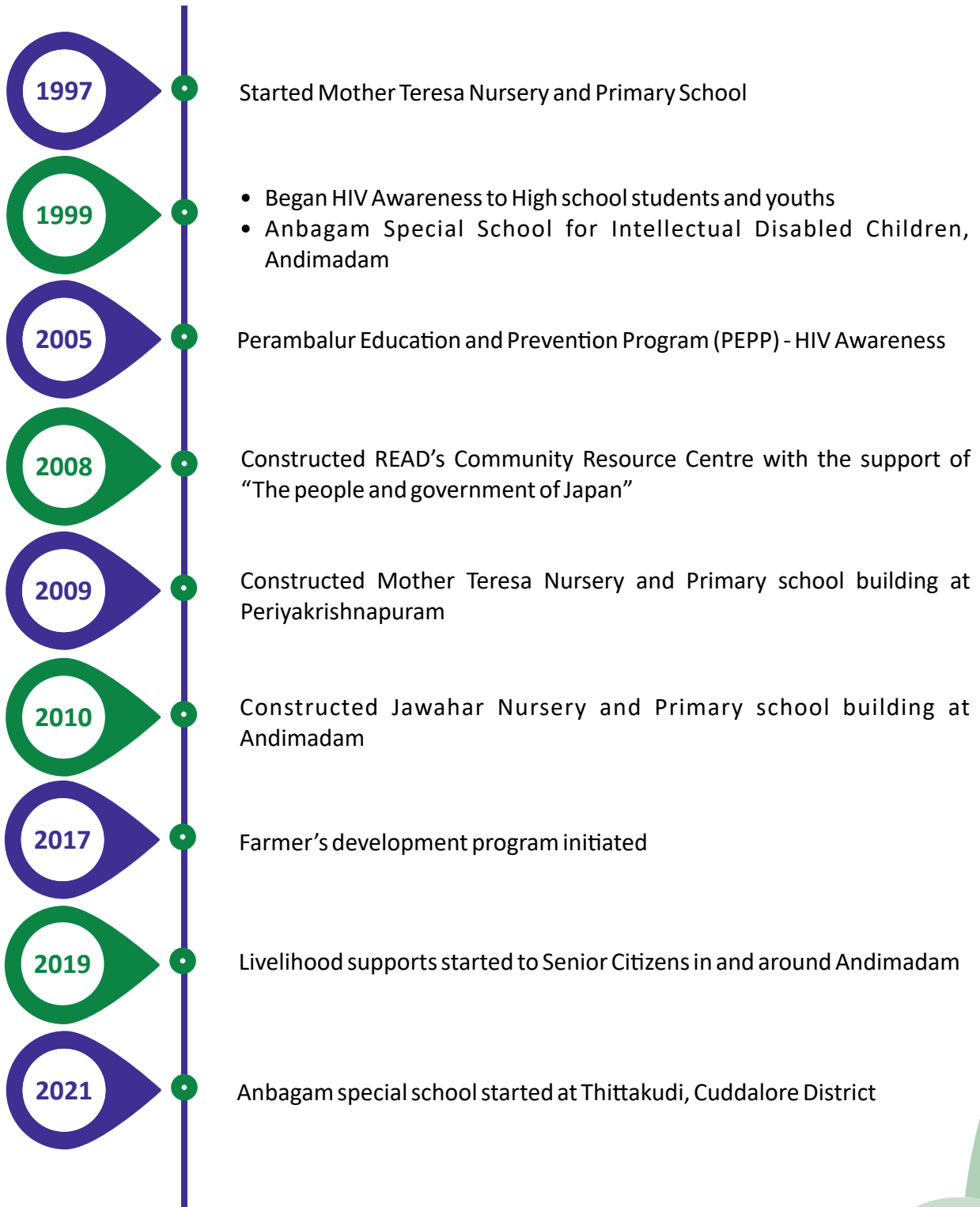
- Raising awareness
- Building community infrastructure
- Creating employment and education opportunities
- Planning and management
- Capacity building of individual and community.

PRESENCE

State: TamilNadu

District: Ariyalur- 4 blocks, Perambalur- 2 Blocks, and Cuddalore- 1 Block a total of 211 villages

KEY MILESTONES



SWOT ANALYSIS

STRENGTH

- To help the poor and needy people, creating awareness to rural area children and women.
- Capacity building at the community level.
- Committed staff and Board members

WEAKNESS

- Challenges in raising funds
- Maintenance of documents and regular follow up
- Lack of digitization

OPPORTUNITY


- Identifying additional needs to the target people
- Vulnerable women expect more support

THREAT

- Government laws becoming more stringent
- Workplace challenges



BROAD STRATEGIC GOALS 2022 - 25

- Support additional 100 children in the Children sponsorship program.
 - Train multiple farming technology to the 100 small and marginal farmers.
 - To raise funds to construct a residential centre for senior citizens with all infrastructure facilities.
 - To equip with special education to special needs for the Intellectually disabled children.
 - Engage with more training in READ's community resource centre
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OBJECTIVES, METRICS & RESOURCES

	Key Measures by 2025		Target Beneficiary Reach	Staff Requirement	Fund requirement (in Lakhs)
Goal 1: Support children sponsorship program through individual donors. Education, food and major medical expenses should be covered in this program.	1. Find out additional 100 eligible children in this program 2. Enrolled needy children who lost their parents to improve their educational status in the community. 3. Improved educational level of the children	Year 1	450	2	10.98
		Year 2		2	20.67
		Year 3		2	30.36
Goal 2: Development of small and marginal farmers with new farming techniques to improve the crop pattern and double yield.	1. Organize 100 small and marginal farmers in the service area 2. Formation of 4 farmers club the nearest farmers work together for their experience sharing and collective action c. Find the resources in government agriculture offices and private donors for improving the technology-based farming methods.	Year 1	100	2	7.6
		Year 2		2	6.6
		Year 3		2	6.6
Goal 3: Special needs for special children like Intellectual disabled children, Cerebral Palsy, Autism and Multiple disabled categories will develop their basic behavioural changes to cooperate as normal children in their basic need fulfilment.	1. Develop full infrastructure and all kinds of learning materials for the 250 intellectual disabled children's behavioural development. 2. Special consultation and consultant involved in the development of these schools. 3. To assess the human value through these children vs normal children.	Year 1	250	9	11.76
		Year 2		9	19.68
		Year 3		9	27.6
Goal 4: Senior citizens need respect and livelihood support for their remaining lives in the world.	1. Livelihood support services to 100 needy senior citizens 2. Improve the quality-of-life pattern at their community level 3. Well-equipped infrastructure residential building constructed, and senior citizens live happily in the residential building.	Year 1	100	5	65.2
		Year 2		5	100.2
		Year 3		5	102
Goal 5: Engage more women to be skilled with vocational training in Sewing, Handmade Embroidery cards, Screen printing, Notebook making.	1. 400 more needy women get skill and vocational training to improve socio-economic conditions 2. Suitable training to learned women and do business on the get skilled.	Year 1	400	4	17.1
		Year 2		4	17.1
		Year 3		4	18.06
Infrastructure plan (Office, Workplaces, Training Centres, IT Infrastructure)	Livelihood support for senior citizens, a capital outlay of 2 crores for construction of residential support system with all amenities to make them feel at home. The capital outlay is spread for 3 years. This is done as the increase in intake of senior citizens are only done at about 25 citizens (incremental) per year. At the end of 3 years, 100 citizens will be living in the quarters with all facilities.	Year 1	100		200



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Dhwani foundation
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