



# **ASSOCIATION FOR NON-TRADITIONAL EMPLOYMENT FOR WOMEN (ANEW)**

**(Established 1997)**



## **ANNUAL REPORT 2023-2024**

**(April 2023-March 2024)**

**16/107, AH Block, 4<sup>th</sup> Street  
Shanthi Colony, Anna Nagar  
Chennai – 600 040**

## **CONTENTS**

### Introduction

### Highlights of the Year:

- Formation of the Board
- Inauguration of New Centre at Thoraipakkam
- Computer Courses – Basic & Advanced
- Introduction of new modules
- Home Nursing Course
- Driving course
- Total no. of beneficiaries
- New Initiatives – Student focussed
- Placement Overview
- Staff Training
- Awards & Recognitions
- 26<sup>th</sup> Anniversary Celebrations
- Celebrations
- NGO & Corporate Connect
- Support to Other Organizations
- MOUs signed
- Donations in Kind
- Visitors from Overseas
- Interns at ANEW
- Re-appointment of Auditors
- Corporate/Foundations/Clubs Support
- Memberships
- Future Plans

## **ANNUAL REPORT 2023-2024**

### **(for the year ended 31.03.2024)**

The members of the Board of Management of ANEW have great pleasure in presenting their 27th Annual Report for the year 2023-2024 together with the Audited Statement of Accounts for the year ended 31<sup>st</sup> March 2024 and the Report of the Auditors thereon.

ANEW is committed to the cause of upliftment of underprivileged women by providing free-of-cost non-traditional skills training and placement. Since inception, we have trained over 15,000 candidates and currently target to train around 1500 candidates per year. Across all our courses, we have been successful in achieving over 70 TO 75% placement, consistently over the years. Currently, we have 2 Centres in Chennai – at Annanagar & Thoraipakkam.

The training courses include:

- Home Nursing (co-certified by Sundaram Medical Foundation, CURI Hospital)
- Basic Computer Applications (co-certified by NIIT Foundation)
- Advanced courses like TALLY & Accounting, Python (both co-certified by NIIT Foundation) and e-Publishing
- Car/Autorickshaw Driving (partnered with authorized driving schools)

We are pleased to share news of the past year's accomplishments in this Annual Report. Founded in 1997, ANEW has a long tradition of excellence in the empowerment of women. The Annual Report captures the dynamic quality that permeates every course and project, on and off campus.

#### **HIGHLIGHTS OF THE YEAR**

##### **Formation of the Board of Management:**

A resolution was passed at the AGM held on 10<sup>th</sup> September 2023 to change the management structure of ANEW. A Board of Management was formed with seven members who previously formed the Management Committee, to govern the

affairs of the Society and a CEO was appointed to run the day-to-day affairs of the Society and to discharge any functions assigned by the Board.

The first meeting of the newly formed Board of Management was held on 04<sup>th</sup> October 2023 where Dr. M. Annalakshmi was elected to be the Chairperson of the Board.

#### Inauguration of New Centre at Thoraipakkam:

An important highlight during the year was the inauguration of a satellite centre at Thoraipakkam. Despite consistent advice to expand, the ANEW Board of Management remained cautious. However, based on the suggestion by Mr. Subbaiyan, who was a part of ANEW for 2 decades, to open a satellite centre in the OMR area of Chennai, and the recruitment of Ms. Bhuvana Murali as the CEO of ANEW, the Board decided to go ahead with this. By end-October 2023, the infrastructure & enrolments for Basic Computers and Home Nursing were in place and the centre was inaugurated on 1<sup>st</sup> November 2023 and an MOU was signed with CURI Hospital as the certifying partner for the Home Nursing course.

During the period from November 2023 to March 2024, 30 beneficiaries in Home Nursing & 74 beneficiaries in Basic Computers were enrolled at the Thoraipakkam centre. This success was made possible by individual donors and corporates along with the dedication of the Board and the ANEW staff members.

#### Anna Nagar

##### Computer Courses (Basic & Advanced):

The Basic Computer and Advanced Computer-based courses continued to be executed effectively, as per our scheduled plan.

During the year, we completed 19 batches of Basic Computers with an average of 25 students in each batch. In the Advanced courses, 6 batches of Tally Course were completed during the year, also with an average of 25 students in each batch, one batch of e-Publishing course with 12 students, two batches of Python course with 36 students & one batch in Web Designing with 9 students.

The students were also given additional Career Readiness sessions by SRM College students, Chennai Volunteers, M/s Korcometenz Inc., Ms. Bhavana Sharma of Rotary Club of Guindy, virtual Mock interviews & training by volunteers from Accenture.

### Home Nursing Course:

The Home Nursing livelihood program was once again successfully implemented, with five batches completing the course, each consisting of an average of 28 students. The program has achieved an impressive placement rate of over 75 percent, ensuring that a significant majority of students secured positions in both formal and informal sectors.

Our partner hospitals/institutions- Sundaram Medical Foundation, Soundarapandian Bone & Joint Hospital, Apollo First Med Hospital, Appasamy Hospital, Banyan, Rishi Alayam for geriatric care, Carousel pre-school of Asan Memorial School for toddler care and SCARF for the care of mentally ill/dementia patients, continue to accommodate our students for nursing practicals.

Apart from the nursing theory, practical sessions & life skills sessions, the Home Nursing students also benefitted from additional sessions such as Physiotherapy by Revive Physiotherapy Clinic, Domestic Violence by Soroptimist International, Chennai, Personality & Grooming and Palliative Care by Lakshmi Pain & Palliative Care, Dementia Care by SCARF, Kidney Awareness by Tanker Foundation, Cancer Awareness by Vasantham Memorial Cancer Institute, Health & Hygiene by German Hospital, Financial Literacy by Chennai Volunteers, Female Safety by a Police Inspector.

### Driving:

The driving program took a massive leap this year, with the trained student numbers jumping from 57 in the previous year to 107 students during the year 2023-24. Most of these beneficiaries started driving their own autorickshaw or rented ones. Some were also employed with Rapido, a ride-hailing service provider.

Apart from sessions in life skills, spoken English, and Krav Maga (self-defense), the driving trainees also attended Yoga and Wellness sessions conducted by Soroptimist International, Chennai, to promote mental well-being and women empowerment.

### Total number of beneficiaries:

During the year 2023-24, 1004 beneficiaries completed the training program at the Anna Nagar Centre and 16 beneficiaries at the Thoraipakkam centre.

### New Initiatives – Student Focussed:

First Aid & CPR training for Home Nursing students by ALERT NGO sponsored by Rotary Club of Chennai

ChatGPT & Canva sessions for IT batches sponsored by FICCI FLO.

### Placement Overview:

We are proud to inform that we achieved the following placement percentages during the year 2023-24:

- Basic & Advanced Computer Programs – 81%
- Home Nursing – 80%
- Driving – 72%

### Staff Training:

The new staff at Anna Nagar and Thoraipakkam attended the Training of Trainer programs conducted by NIIT Foundation.

Three of the staff attended a seminar on the Impact of recent amendments and Supreme Court Rules on Charitable Trusts, NGOs and Educational Institutions conducted by MCCI.

### Awards/Recognitions:

Some of our beneficiaries also received awards: i) Ms. Pavithra Sivakumar, our Computer course alumna received the Best Performer Award at RR Donnelley; ii) Ms. Nithya from Arunodhayan, our Home Nursing course alumna received the Chief Minister's Trophy at the State Level Sports Competition.

### Celebrations:

#### i. 26<sup>th</sup> Anniversary Celebrations:

ANew celebrated its 26<sup>th</sup> Annual Day with a gathering of the Board members and staff. The annual Alumni Awards were presented to carefully selected alumna

from the three different training programs – Home Nursing, Computers, and Driving.

ii. Women's Day Celebrations:

Women's Day was celebrated by the Board Members and staff with some fun and games and refreshments. The women staff members were given sarees and the male staff members shirts by the Board.

iii. Pongal Day Celebrations:

Pongal was celebrated in a grand manner. The staff and the students took part enthusiastically. Students exhibited their talents through numerous competitions held such as Rangoli, Poster Making, Presentation Competition, Dancing and Singing.

NGO & Corporate connect:

During the year, several organizations supported us by way of free sessions for our students:

- Soroptimist International, Chennai - Yoga and Wellness session for a batch of driving trainees at ANEW & session on Domestic Violence for Home Nursing students.
- Saveetha School of Law – Dowry Harassment & Dowry Prohibition Act, POSH Act, Domestic Violence Act.
- ALERT NGO & Rotary Club of Chennai Towers – First Aid & CPR for Home Nursing students
- CANSTOP - Cancer Awareness & Care – attended by Home Nursing students
- UST Team – Managing Stress
- FICCI FLO in association with Kriya Foundation & Bunjy - ChatGPT & Canva Sessions
- Accenture - Virtual Mock Interviews & Training for Computer students
- Ms. Nirmala Raghavan - Spoken English Workshop for Computer students

Support to other organisations:

- On World Kidney Day, ANEW students attended and supported the camp organised by TANKER Foundation.
- ANEW Home Nursing students & staff conducted Wellness & Hygiene sessions for school students organised by the Rotary Club of Anna Nagar Madras & Rotary Club of Mid-city Chennai.

- ANEW Board members visited Soul Free organization at Tiruvannamalai for collaboration talks with the Founder, Ms. Preethi Srinivasan.
- Continued to support Toastmasters International & Aram Porul, an NGO, to conduct their monthly meetings at ANEW premises.
- ANEW continued to support IMOP with their POSH meetings on sexual harassment at the workplace.
- Knowledge-sharing session on campaigning, process, challenges, and good practices with the Project Manager and a Trustee of Child Trust, Chennai who were starting vocational training programs at their new facility in Kolathur.
- POSH Training conducted for Centre for Development of Advanced Computing (C-DAC).

#### MOUs signed:

During the year, we signed MOUs with FICCI FLO for career development sessions, with CURI Hospital, Apollo Cradle Hospital for our Thoraipakkam Home Nursing students for the internships.

#### Donations in Kind:

During the year 2023-24, ANEW was privileged to receive several donations in kind through CSR programs:

- 15 Laptops & 15 Desktops from Aptus Value Housing Finance India Ltd.
- 10 KW Solar Panels from Aptus Value Housing Finance India Ltd.
- Home Nursing equipment from Aptus Value Housing Finance India Ltd.
- 10 Laptops from Cognizant Foundation
- 10 Desktops & 10 Refurbished Laptops from UST Global
- 25 Laptops from FLEX Foundation
- 5 Laptops from Tamilnad Mercantile Bank
- 10 Laptops from Kaleeshwari Foundation

#### Visitors from overseas:

ANEW had the pleasure of having several visitors from overseas during the year:

- Ms. Deb Thompson & Ms. Deb Clarke from Sellers Holdings & Foundation, representing Mr. Basil Sellers, ANEW's Patron.
- Mr. Ravi Ravindran, ANEW's Patron, with his family.



- Due diligence visits by Mr. N. Venkatesh & Ms. Svetha Venkatesh, Australia and Ms. Akila Somasegar & Mr. Somasegar from USA
- Mr. Murli Nakappan & Ms. Sue Nakappan of Surya Chandra Foundation

#### Interns at ANEW:

The year 2023-24 saw many students wanting to do internships at ANEW. We had interns from NMIMS Mumbai, Flame University Pune, Christ University Bangalore, Alliance University Bangalore, Sindhi College, Women's Christian College, Stella Maris College, Xavier Institute of Management, Chennai & Nazareth College of Arts & Science.

#### Re-appointment of Auditors:

M/s Dorasanamma & Co., Chartered Accountants were re-appointed as Auditors for ANEW for the financial year 2023-24.

#### Corporate/Foundation/Clubs/Individual Support for projects:

The year April 2023 to March 2024 saw support from several Corporates & Foundations - Cognizant Foundation, Computer Age Management Services, Guru Krupa Foundation, USA, Aptus Value Housing Finance India Ltd., Tristar Container Services (A) Pvt. Ltd., Genesys Telecom Labs, V S & B Containers Pvt. Ltd., UST Global Foundation, India Metal One Steel Plates Processing P. Ltd., RR Donnelley, Vijay Amritraj Foundation, USA, Ion Foundation, FLEX Foundation, USA, Mr. N. Venkatesh & Ms. Svetha Venkatesh, Australia, Bharat Reinsurance Brokers Pvt. Ltd., Sree Sumangala Metals & Industries Pvt. Ltd., Rotary Club of Guindy Trust, Rotary Club of Madras South Trust, MOWO Social Initiatives. They supported specific courses for the year. We also received support from various other Rotary Clubs, Inner Wheel Clubs, companies & benevolent Individuals.

#### Memberships:

ANEW renewed The Madras Chamber of Commerce & Industry (MCCI) membership. Some of our staff members attended useful seminars organized by them.

Future Plans:

- Anna Nagar – Capacity maximised – Continue to train around 1000 beneficiaries
- Strengthening the existing modules
- Add courses/modules that are more relevant
- Expand Thoraipakkam centre – Capacity & Capacity utilization
- Consistency in campaigning at Thoraipakkam - 3 C's – College, Community & Colony
- Strengthening the workforce with meaningful & relevant training
- Maintain the relationship with all the donors through professionalism, integrity, and clarity
- Reach out to more new donors
- Education delivery process – More rigour & review
- Improving the placeability of students – with the help of Industry
- Placements – Job Fairs, tie up with Companies
- Revamping the Website – Need of the hour

Thank you.

V. Bhuvana  
Chief Executive Officer - ANEW  
24<sup>th</sup> August 2024