



MAY 2021

a n e w

24 years of imparting skills
Impacted 13,500+ lives

Imparting Skills, Impacting Lives

President's Note

In this issue

- Highlights 2020-21
- Awards & Recognitions
- Testimonials
- Placements
- Foundations Support
- Mega Job Fair
- Anew Goes Virtual
- IT literacy for HN
- Driving Initiatives
- Star Performers
- Pandemic Support
- Short Film on ANEW
- Campaigning
- Road Safety
- Interns at ANEW

We are half way through 2021!

It's an important year for us, as it marks our stepping into our **25th year** - A milestone that any organisation looks forward to ! **A CELEBRATION!** !!!

We would like to celebrate the FORCES that came together to make it happen ; to celebrate our sustained growth through the years; to celebrate the patronage of well wishers, donors, and supporters; to celebrate the commitment of members and staff; and above all, to celebrate the empowerment imparted to the young woman who enters ANEW with dreams !!

But this year has other plans. STAYING HEALTHY, SAFE and VIRUS FREE is TOP PRIORITY!!

So we have decided to celebrate with prayer and blessings for all !! The year saw staff and committee rise to the need of the hour ! The shift from physical classes to virtual sessions was smooth, **though believe me**, it was not easy to get all students on the same platform to Virtual classes / Hybrid model and what not !!! Connectivity, laptops, smart phones - all proved to be impediments which we overcame with sheer determination to continue our services to the community!

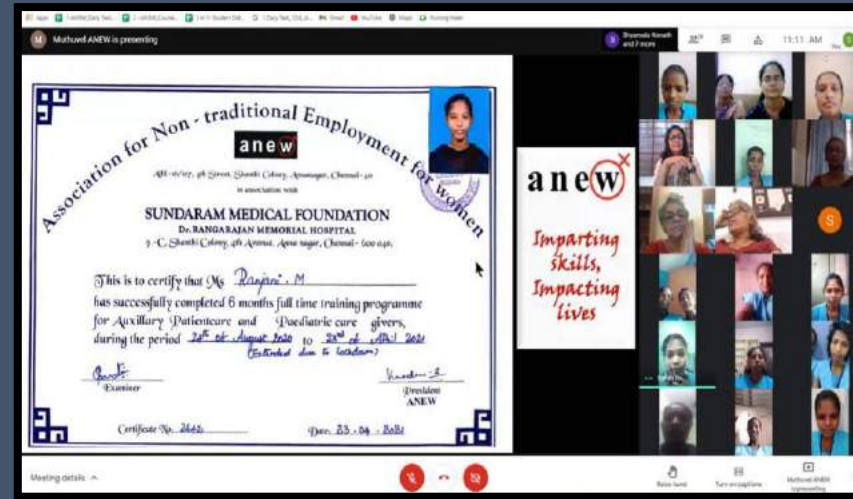
We are proud to report that our students have since, aced the online exams, attended practical sessions in hospitals and procured reasonably good employment.

So , here's to the beginning of our Silver Jubilee Celebrations **with prayers and gratitude** !

Let's all Stay safe and Healthy !



Ms. Vinodini Sudhindran
President, ANEW



- **Dr. Chitra. A.R. joins the team as Head Operations, ANEW**
- **ANEW goes virtual**
- **Tally Pro course co-certified by NIIT Foundation**
- **Proctored exams for Tally Pro students.**
- **Virtual certificate distribution.**

Recipient of **Cognizant Foundation's APPRECIATION AWARD** in the Livelihoods category as part of their 15th anniversary celebration.

“NGO Award 2020” awarded by **ISWAR Foundation** (Infinity Social Welfare And Research) at their CSR Summit.

Ms Vinodini was invited as a panellist for a discussion on women empowerment by ISWAR Foundation.

Five of our driving alumni received “Women’s Day Awards” from the Collectorate, Chennai



“ANEW continues to touch lives every day. To me, the most important thing is that you are making a visible impact in real time. I have nothing but admiration”

- Anil Pathak, CEO Paracor Capital Advisors

A review on our GOOGLE business page –

"A very good organisation providing home medical support. Simple registration process and prompt arrangement for home care makes this a reliable service to turn to in times of need. Nurses are trained at premier medical institutions in Chennai including Sundaram Medical Foundation which gives quality of training and experience."

“Educating a woman truly goes a long way in empowering a family - a simple idea being executed so effectively by the team at ANEW.

Keep up the amazing work! 😊”

- Shashank Achanthodi from Bangalore India

“It is my honor to support your organization that is doing such good work, especially in these tough times. My mother is a big fan of ANEW and her enthusiasm was instrumental in helping me understand the wonderful work you do”

- Venkatesh Harinarayan, USA (Co-founder, Cambrian Ventures & Kosmix, Co-founder of Jungle Corporation)

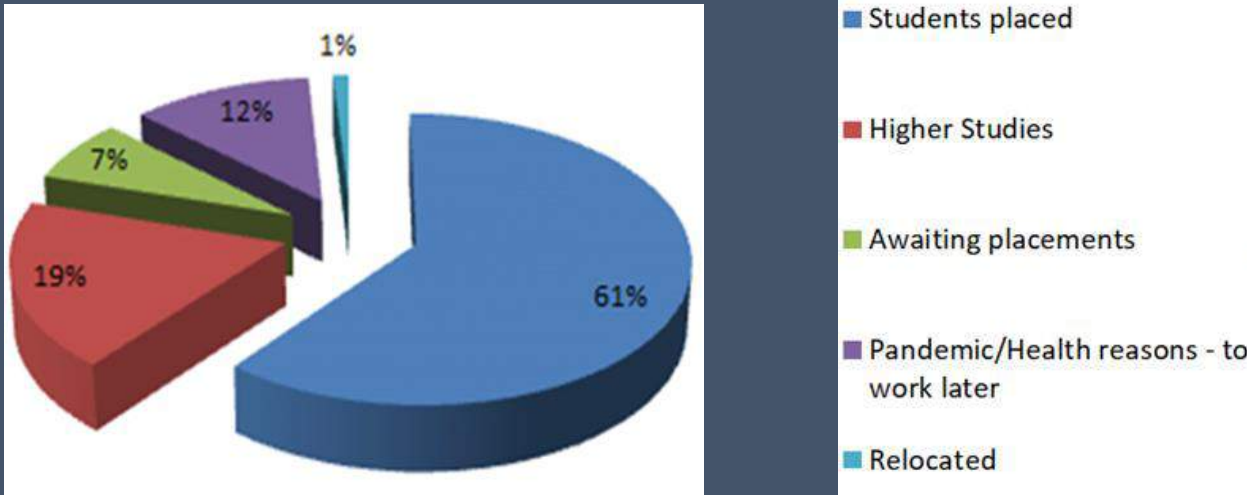
Hearty Congratulations to ANEW....for their years of dedicated service for the upliftment of women!”

– Radha Unni, former GM, SBI, Chennai.

Placement Statistics FY 20-21

Total number of students trained : 338

1. Computer Program: Basic IT and Tally (260):



2. Home Nursing (68):

100% Placed.

Home Care for Geriatric and Baby care.
Hospitals and clinics.



3. Driving (10):

Most affected course due to lockdown.
Ownership and self drive was facilitated for alumni with the help of Uber and other similar services.

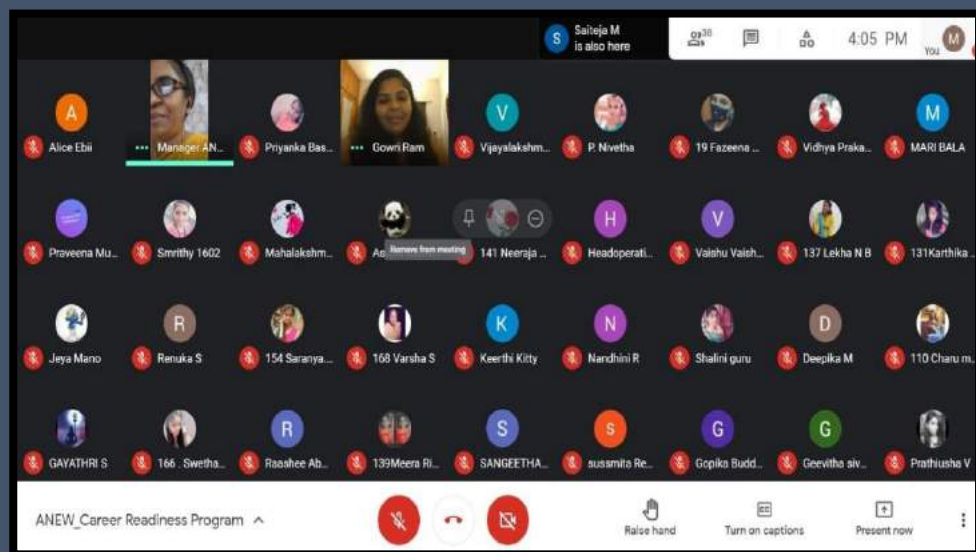
Computer Program:



61% of ANEW students took up jobs in various corporate sectors such as BFSI, IT & ITES, Healthcare, Manufacturing and Hospitality.



19% opted for higher studies and / or preparation for competitive exams such as Banking and IAS.



In these difficult times, as everything is transitioning to the virtual world, a special thanks to:

- ❖ **NIIT Foundation**
- ❖ **Cognizant Foundation**
- ❖ **Chennai Volunteers/ FICCI FLO**
- ❖ **Ashwini Seetha Foundation**
- ❖ **Ma Foi Educational Services**
- ❖ **Aram Porul**
- ❖ **CIOSA**
- ❖ **Bank of America**

For conducting effective virtual classes on:

- ❖ **Going Virtual**
- ❖ **Work Ethics**
- ❖ **Career Readiness /Mock Interviews**
- ❖ **Covid Awareness**
- ❖ **Financial Literacy**



Job Fair at ANEW

Our Sincere thanks to...

- ❖ Equitas Holdings Ltd.
- ❖ Tech Mahindra
- ❖ V4U Tech Solutions
- ❖ Om Innovations
- ❖ Sense Pharmaceuticals Pvt.Ltd.
- ❖ Innov Source
- ❖ Workfreaks
- ❖ Datamark India BPO LLP

46 students participated
42 were placed

Mega Job Fair



Online classes & exams were conducted for first time at home for computer batches with the help of NIIT Foundation.

Special TOT sessions were conducted for the Computer trainers by NIIT Foundation for effectiveness & perfection.



A NEW EXPERIENCE
for our
Home Nursing students – an
introduction to computer
awareness



ANEW – Car Driving Project:

Our driving trainees of last year have started receiving their 'badges' (which had been delayed since lockdown started last March)!



Placement Drive at ANEW:

Ms. Raji, an auto driver representing Uber, reached out to us for giving auto driving placement opportunity for our driving students.



This placement opportunity was thrown open to our driving alumni, and those who expressed interest were given the training needed with UBER's support.



VEERALAKSHMI
*- 1st woman '108'
 ambulance pilot in TN*

*ANEW Placement (2018)
 - electric buggy @Chennai Airport*

As the Chief Minister of Tamil Nadu flagged off 118 ambulances at the Secretariat in September 2020, Veeralakshmi was among the ambulance pilots who drove past – breaking the gender barrier for many more women to follow suit !!

“My family was worried that I was being offered a job as a frontline worker at the time of the pandemic, but I am excited. I am now an ambulance pilot thanks to the experience I have”, says Veeralakshmi.



Ambulance Pilot, 2020

Hima Bindu, our current student of the Tally course has secured the highest marks in NIIT Foundation’s Tally PRO final assessment, across all the students enrolled with them in the program. NIIT Foundation is a reputed NGO in the field of education with a Pan-India presence. They congratulated ANEW team and Hima on her achievement !

Kala, a young Home Nurse, took up placement during the peak of the 1st wave of the pandemic. She stayed in 24/7, looking after the patient and taking care of the house. She was very happy to inform us that she earned Rs.40,000 per month during the period of her stay.

Sri Lakshmi of our Basic IT course, has always kept in touch with us. A young mother with incomplete education when she joined us, she is now a successful career woman role model to many & ever ready to share her experience with our current trainees. She was excited to inform us that she was recognised with a “**Digital Ambassador**” award by Amazon, where she is employed in the ‘essential services’ section.



Hima Bindu



Sri Lakshmi



Livelihood support during the Pandemic was much appreciated by our Alumni who lost their jobs.

A Shining Star - An alumni truthfully informed us that she was getting part salary and hence was happy if we extended monetary support to another more deserving candidate!





As part of our 23rd Anniversary Celebrations, we premiered a short film created to document ANEW's work and showcase how it impacts society by impacting one life at a time.

161 well wishers were part of our virtual event!

The film is a tribute to each life impacted.

Watch it on our official YouTube channel -

<https://youtu.be/Mf8AHsoEPSs>



Campaigning for bringing in the right beneficiaries



Road Safety and more.....

An Awareness Program
in partnership with the
Regional Transport
Office (RTO)



The poster features the ANEW logo at the top right. The main title is "Workshop on Road Safety". Below it, a dark blue rounded rectangle lists the "Chief Guests": Mr.K.Senthurvel, Regional Transport Officer - Ambattur, and Ms.G.Selvi, Motor Vehicles Inspector - RTO Ambattur. To the right is an illustration of a road with a yellow diamond-shaped sign that says "Road Safety!". Below the sign are icons of a car, a bus, and a pedestrian. At the bottom left, a pink cloud-shaped box contains the ANEW address: 16, 4th St, AH Block, AI Block, Anna Nagar, Chennai-600040, and Phone: 044 - 26200697. At the bottom right, the date and time are listed: Date : 11th - Feb - 2021 and Time : 3.30 PM to 4.30 PM.





It is wonderful that colleges have introduced 'Field Work Practicum in an NGO' as part of their curriculum. Such exposure is very important for young students to understand society & it's challenges and find ways where they can contribute their skills effectively to help their community. This year too we had various students interning with us from various city colleges.



ANEW (Association for Non-traditional Employment for Women)

BASIL SELLERS CENTRE, 16/107, AH Block 4th Street , Shanthi Colony, Anna Nagar, Chennai-40.

Phone : 044-26200697/ 044-26210492/ 9940072332

Email - anew@anewindia.org ; Website - <http://www.anewindia.org/>

 Instagram: [anew.ngo](https://www.instagram.com/anew.ngo)  Facebook: [ANEWINDIA](https://www.facebook.com/ANEWINDIA)  LinkedIn: [linkedin.com/company/anew-ngo](https://www.linkedin.com/company/anew-ngo)