

## **PROJECT PUTHRI (15.7.2019)**

**PUTHRI is India's first ever developmental project that seeks to create Career Intentionality among underprivileged girl students.** It is an initiative by AVTAR Human Capital Trust (AHCT), a not for-profit public charitable organization, working in the field of economic empowerment of women.

### **PUTHRI CONCEPT**

PUTHRI is India's daughter from an underprivileged family, studying in Corporation or Government School, between the age group of 13 & 18 years, studying in classes 8th to 12th who will be trained through a combination of classroom sessions, games and corporate exposure, to understand her capabilities better, prevent her from dropping-out of school, helping her build meaningful relationships and developing the necessary skills to be successful in her career.

### **HOLISTIC APPROACH**

At project PUTHRI, we follow a holistic approach of providing complete & wholesome education to every PUTHRI scholar. Our various intervention programs in collaboration with partners, helps us help & enable every PUTHRI to equip herself for a career intentional goal in life.

### **PROGRAMS**

- Attitudinal training for over a period of 5 years, beginning from class 8th till class 12th, delivered through a combination of classroom sessions, games and corporate exposure, helping the students understand their capabilities better, preventing drop-outs, building meaningful relationships and developing the necessary skills to be successful in their careers.
- Tertiary education (Graduation) and enable them to get into white-collar jobs to help them come out of poverty and help their families and future generations to live a life of fulfillment and advancement.
- CAREER INTENTIONALITY mentoring & training till the age of 18 years and till they complete their graduation. This mentoring will ensure that the girls make informed decisions in life, including marriage, childbirth etc, by bringing down infant mortality rates, domestic violence and sexual abuse.
- Health & hygiene education, including knowledge on malnutrition, healthy eating habits and how it will lead to begetting healthy children and raise them better for a brighter future.
- Empower them with digital knowledge & economy, so that they get into white collar jobs and directly contribute to the increase in GDP of our country, which is expected to grow by an additional 2.9 trillion USD, by 2025, if we achieve Gender Parity.

## **ORIENTATION:**

An orientation was arranged for the student trainees of MSW (Aided) department regarding volunteering program for 'Project Puthri'. This orientation took place on 15.7.2019 at the first floor from 12.30pm to 1.15pm.

The class strength of 47 students participated in the orientation. Then a co-ordinator from 'Project Puthri' Mr. Prince Jacob gave the orientation about 'Project Puthri'. And the faculty in charge of co-ordination of the resource person was done by Dr. Amutha Lakshmi.

The orientation started from the initiative where it was brought up from and how the social work trainees can volunteer themselves for the program. An initiative from AVTAR Human Capital Trust to make 10,000 under privileged girls, career intentional every year.

## **VISION:**

Puthri's vision, an India, Where young girls at the bottom of the Socio-economic Pyramid are able to rise to their fullest potential by breaking out of the domestic labour economy to graduate into the knowledge economy thus, eventually being able to contribute directly to GDP of our country.

## **MISSION:**

To make 10,000 corporation school girl's students across Tamil Nadu & Pondicherry 'Career international' every year, facilitate girl students into tertiary education and ensure a white-collar job upon graduation. Project PUTHRI turns the spot light on India's daughters studying in Government schools of standard 8<sup>th</sup> to 12<sup>th</sup>. It seeks to redesign the destinies of these girls from lower economic backgrounds right from their childhood into their adulthood as young working women, by providing them education and the required support system in the form of enablers like mentors, role models and career coaches throughout their development. And the role of the volunteers is to provide soft skill training to the students and make them career orientational through the training.

An inspiring video about women achievers were played as a part of the orientation to make the students know about the goal in which they are going to work for.

They consider Three Pillars of supports with are:

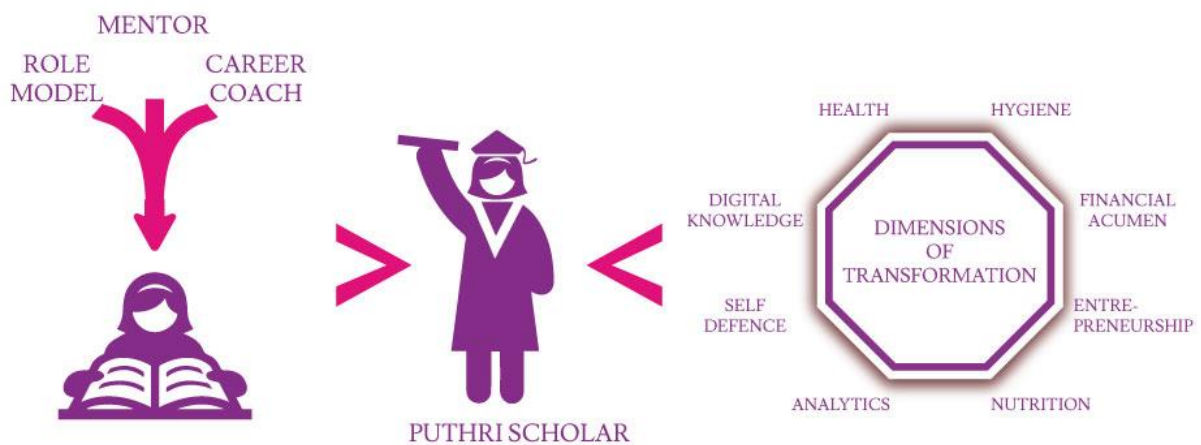
- Mentoring
- Role model
- Career coaching

The Co-ordinator of the 'PUTHRI' project gave us brief explanation about one day TOT program and the certificates. Also about the volunteering period of 30 days. Then the Students gave their Names for the voluntary program.

As the students of MSW (aided) were very much active in the puthri project an award was given to MSW (Aided) department. And our faculty Dr. P. Amutha Lakshmi gave us an

insight about the timing and managing our curriculum along with the project volunteering. Then the Session got over by 1:30 p.m.

## REDESIGNING DESTINIES





## **ASSAM BIHAR RELIEF FUND**

The PG department of Social Work (aided stream) has planned to collect money as floods continue to wreak havoc in Bihar and Assam.

### **Sensitisation**

1) Flash mob to raise awareness on Monday the 29th of July 2019, during the break time of both aided and self financed between 10.45am -11.15am and 4.00pm-4.30pm in the campus ground.

2) Class wise sharing of information to students and asking for donations by volunteers with a request to spare class time from the respective faculties;

Shift I: BSW & B.Sc I, II, III; 11.15am -11.20am.

Shift II: MSW, [MA.DM](#), M.Sc, MA [I & II]; 4.30pm- 4.35pm.

3) Appeal to teaching and non- teaching staff about the initiative.

4) Social media campaign, to MSSWian, Facebook page, whatsapp groups existing among various classes, etc.

### **Fund-raising:**

1) Class wise sharing of information to students and asking for donations by volunteers with a request to spare class time from the respective faculties.

2) Donor boxes on different places of the campus under watch for a limited time period on Monday & Tuesday, the 29th and 30th of July, 2019.

~entrance of the college from 7.30am- 8.00am,

~canteen during the break time 10.45am-11.15am and 4.00pm-4.20pm.

**NOTE:**

- All funds raised will be transferred to the GOONJ NGO's HDFC bank account through the MSSW bank account as it is the one preferred as it has been alleged to be transparent in their accounts and trustworthy.
- Contribution is purely voluntary and not to be enforced.
- This initiative is extended to only MSSWian.
- All contribution should be through designated students and at designated venues on the scheduled dates.

18<sup>TH</sup> OF JULY 2019

- Floods ravage north-east India & Bihar, IMD declares red color warning for Assam
- In Assam. Flood water have submerged 30 of 33 districts of Assam, with over 40 lakh people affected
- Heavy rains continue across the north- eastern parts of India worsening the flood situation, which has left lakhs of people displaced in Bihar, Assam and a few other north-eastern districts.
- The India Meteorological Department (IMD) has declared a red color warning for action for Assam on Tuesday, as widespread and heavy rainfall is likely to continue over Assam during next 24 hours and decrease thereafter.
- However, the forecast indicated that the rainfall activity over Bihar has decreased and is likely to decrease further during next two-three days.
- As many as 24 people have lost lives in Bihar with over 12 districts facing a severe deluge. Large scale damage has been reported from Sheohar, East Champaran, Purnea, Darbhanga and Kishanganj.
- According to a Water Resources Department bulletin, five rivers -Bagmati, Kamla Balan, Lalbakeya, Adhwara and Mahananda are flowing above their respective danger levels at various places in the state due to incessant rainfall occurring in the catchment areas of the rivers in India as well as in their source regions in Nepal.

21<sup>st</sup> OF JULY 2019

- The students of Madras school of social work had an idea to start an initiative for the other fellow college mates to donate to the assam and bihar people who are really in need of help

- As the students cannot visit the base directly, the student trainees puts up an idea in front of the group and gets suggestion from everyone.
- The student trainees start a brief discussion about the assam flood relief and the different ways to approach the current situation
- The student trainees come with different suggestions to gather attention from the other college mates
- The student trainees after a brief discussion decides to take the current situation to the head of the department and other staff members

22<sup>nd</sup> OF JULY 2019

- The student trainees after explaining all the current situation to the staff co ordinators, the staffs were very happy for the initiative and instructed the student trainees to get the official conformation from the principal
- First official discussion about the assam flood relief happened today
- The different suggestions were taken into account
- The students came to an conclusion that the student shall work on
  - Flash mob
  - Common collection boxes
  - Awareness
  - Collection boxes from each and every class

Fwd: Assam Flood Relief Activities

26<sup>th</sup> OF JULY 2019

- The student trainee plans for the flash mob in the college campus and starts the preparation for the same after the classes are done.
- The student who are good in dancing starts choreographing and other fellow members follow the same
- The donation boxes are planed accordingly and the student trainees who have to collect the money from the classes are allocated

27<sup>th</sup> OF JULY 2019

- The student trainee starts the flashmob work seriously and every student trainee is trained to dance accordingly.
- The donation boxes are prepared according and the holes are done
- The banner for the campaign are done and the posters and the pamphlets are prepared accordingly
- The student trainees and allocated their work so that they start their work accordingly
- The accounts for the same are prepared accordingly.

INTRODUCTION:

In Assam, the death toll climbed to 75 with one more person succumbing in Dhubri, while water level rose in seven districts of the state.

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Due to release of excess water from Kuricchu Hydropower reservoirs in Bhutan's Kuricchu River, western Assam districts of Barpeta, Nalbari, Baksa, Chirang, Kokrajhar, Dhubri and South Salmara are facing rise in flood water level.

According to the Assam State Disaster Management (ASDMA), 34,92,734 people in 2,753 villages in 18 districts are affected by the deluge.

Flood water entered Bihar's West Champaran taking the total number of deluge-hit districts in the state to 13 on Thursday, but with no fresh deaths reported, the toll remained unchanged at 123, officials said

West Champaran was inundated following torrential rains in the past few days, they said.



The Bihar disaster management department said 82.12 lakh people under 1,241 panchayats of 106 blocks in the 13 districts were affected by the flood, and relief and rehabilitation work was going on in full swing

INITIATIVE :

The student trainees of the MSW (AIDED) decided to take an initiative to support the people who are effected by the floods in the Assam and Bihar floods.

The student trainees aggressively collects all the data related from various sources and conducts a small meet with all the students for a brief discussion about the same.

The student trainees discussed about the problems of transporting the commodities.

The students took the matter to the staffs and the staffs encouraged the student trainees to proceed with the campaign preparations.







## PLANNING:

The student trainees plan for 3 things to focus mainly in the assam bihar flood relief campaign:

1. Flash mob for attention
2. Donation boxes near the library and the wisdom tree
3. Class wise collection of donation



## PRE PREPARATION :

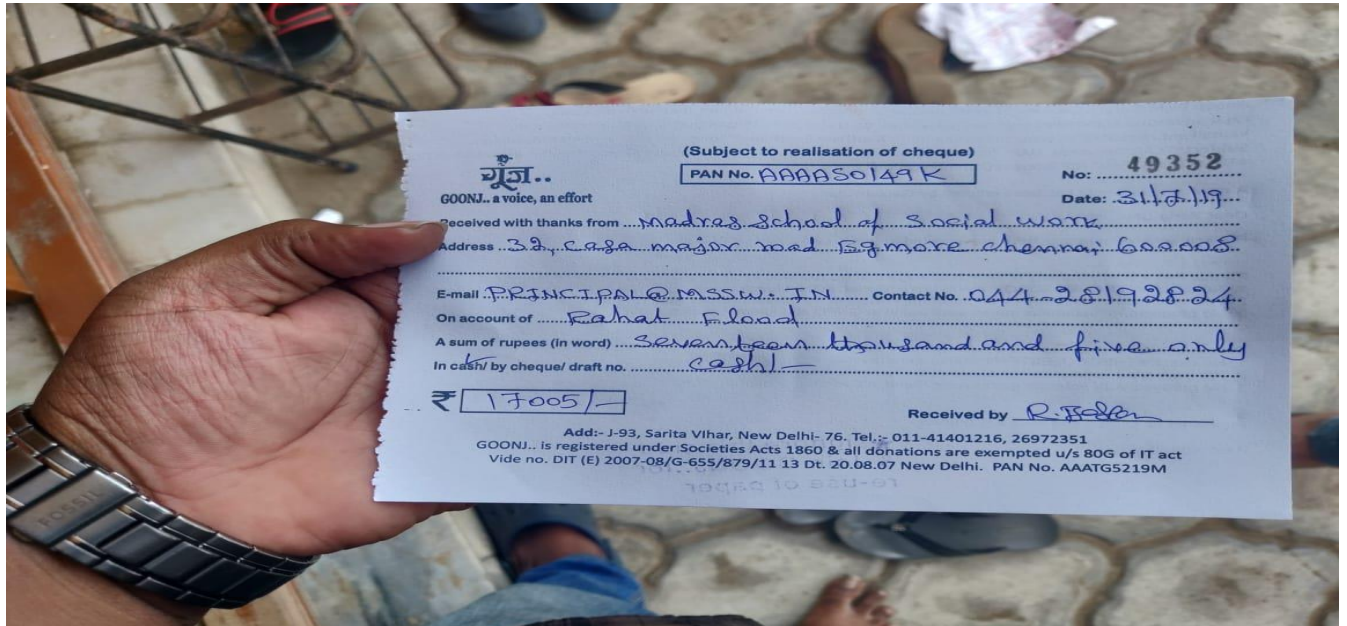
- The student trainees decided to take their Saturday and Sunday and start preparing for the flash mob and the other students decided to go with poster making and the donation boxes preparation.

- The student trainee also prepared banner for attracting the crowd. The works are allocated accordingly for the collection of donation in various classes and the shifts are decided according to their availability.

#### THE AWARENESS CAMPAIGN:

- The awareness campaign was planned on 29<sup>th</sup> of July 2019 in the open air auditorium. The student trainees planned to start their crowd gathering session by taking the help of the officials who are responsible for the speakers and the mike sets in the college.
- The flash mob was organized in both the intervals in the college
- The first flash mob was from 10:45 am to 11:00 am and the second flash mob was from 04:00pm to 04:15pm
- The basic details were given to the gathering and the funds were collected. The student trainees also approached each and every individual class and collected donation.

The student trainees decided to keep the donations boxes in college for another day due to the request of the fellow students.



NGO – GOONJ

Goonj envisions to grow as an **idea** across regions, economies and countries using urban discard as a tool to alleviate poverty and enhance the dignity of the poor in the world. Address basic but neglected issues of the poor by involving them in evolving their own solutions with dignity and urban material as reward.

The money collected Rs.17,005 was handed over to the NGO GOONJ in the head office at S.Kolathur.

## BUDGET

DR.

DATE	PARTICULARS	AMOUNT
2019		
26-Jul	To banner a/c	355
26-Jul	To cardboard boxes a/c	60
26-Jul	To cellotapes	40
26-Jul	To paint brushes a/c	90
26-Jul	To old carton box a/c	25
26-Jul	To gift wrappers a/c	150
		<b>715</b>

## CONCLUSION

It was a complete useful experience working at the ASSAM BIHAR FLOOD RELIEF CAMPAIGN. The staffs gave the student trainees with full opportunities to learn and know ourselves as a worker. This experience brought out our strength and also the areas we needed to make up. It added more confidence to our Professional approach built a stronger positive attitude and taught the student

trainees how to work in Team as a player. The primary objective of the campaign is to gather a real life working experience and put their theoretical knowledge in practice.

Student trainees also learned the values and importance of this campaign and experienced that this is much superior field than most of the other field during my training. As a human being, we noticed many changes in our attitude. we are more confident and more likely to do any work now.

During the campaign, we thoroughly enjoyed the challenges that came along every single day. We learned that this is just the beginning of the road and we have a long distance to be a successful person in this field. But we must say that this experience will prove us as a better citizen in the Country.



# Photo gallery











VII  
ASSAM-BIHAR  
FLOOD RELIEF  
MSSW