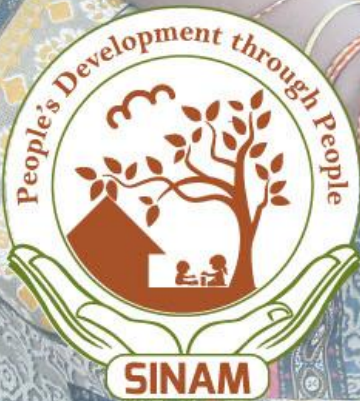


சடையனோடை இளைஞர் நற்பணி மன்றம்
**SADAYANODAI ILAIGNAR
NARPANI MANDRAM (SINAM)**

People's Development through People



**STRATEGY PLAN
2022-25**

ACKNOWLEDGEMENTS

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

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2. **Mr G.Perumalsamy**, Joint Secretary, Tamil Social Welfare Board, Chennai
3. **Ms B.Meenambikkai**, DSWO, District Social Welfare Board, Tiruvannamalai.
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6. **Ms Evelien De Hoop**, Overseas Volunteer and Assistant Professor, VRIJE University Amsterdam, the Netherlands.
7. **Rev Fr. James**, Secretary/Director Vellore and Tiruvannamalai Multipurpose Social Service Society. Vellore Bishops House, Vellore.
8. **Dr Rita Aaron**, Prof & Head, Department of RUHSA, Christian Medical College, Vellore.
9. **Dr T. Thasian**, Social Scientist and Development Consultant, Vellore.
10. **Mr J.Senthil Kumar**, Development Consultant, Madurai.
11. **Rev Fr. A. Arul Jayaseelan**, Parish Priest, East Marambadi, Dindigul.
12. **Mr C. Prithiviraj**, Secretary, CARE-T and Convenor Tirupur People's Forum Coimbatore.
13. **Mr A.Ranganathan**, Secretary VRDP Convenor, Social Action Movement Network, Salem.
14. **Sr Sumitha**, Director, KIRUPALAYA, Villupuram.
15. **Dr K.Shanmugavellyatham**, Convenor, TN - FORCES, Chennai.
16. **Ms S. Saroja**, Executive Director, Citizen Consumer & Civic Action Group (CAG), Chennai.
17. **Mr R.Stalin**, Manager, (Microfinance) Axis Bank, Tiruvannamalai.

We are happy to note that the cross-section of various representatives from the Government, Donors, Experts, NGOs and Network Members participated in the process of Strategic planning and their feedback/suggestions are incorporated in the planning exercise. Their practical experience and vision are indeed the strength for us to work towards a better future.

ABOUT US

SINAM (Sadayanodai Ilaingar Narpani Mandram) is a registered non-profit, non-political, non-religious organization primarily working for the sustainable empowerment of marginalized communities in Tiruvanamalai district. Established in 1986 when casteism was at its peak, and had prevented people from disadvantaged communities to exercise their basic rights, SINAM's interventions had been to educate the communities - as we believe that education is the key to unlock the opportunities laid for them. Gradually, we extended our activities to address unemployment prevailing among youth, gender violence, and environmental crisis. Through skill development, and capacity building training, we try to establish a secured future for youth as well as women. Our family counselling centre acts as an additional support to help women going through gender violence, and have helped many women come out of depression and misery. To mitigate the environmental degradation, we plant thousands of saplings each year and encourage local community to participate in this initiative. Our programmes are structured in a way to enhance the lives of downtrodden, and emphasize equality for all irrespective of their caste, class, and gender.

VISION

Establishment of the harmonious nature loving society without poverty, illiteracy, ill health and injustice.

MISSION

To develop the oppressed and down trodden community through their own full participation and social action programme for the achievement of their livelihood, social security human right, equity and solidarity for their sustainable development.

VALUES

- Transparency
- Accountability
- Gender Equality
- Social inclusion
- Interdependence and providing respect to the Excluded people through inclusive development.

Goal (Optional)

The overall goal of SINAM is to enable the poor, marginalized and vulnerable sections of the society to exercise their own rights for their self-reliant life and community building activities through effective participation of various key stakeholders, which leads to socio-educational-economic- health and environmental empowerment.

PRESENCE

7 Blocks - Chengam, Tandarapet, Kilpennathur, Tiruvannamalai, Thurinjapuram, Pudipalayam and Polur in Tiruvanamalai district.

KEY MILESTONES

1995
-till date

Organized 956 self-help groups among 15,296 rural women and enhanced their socio-economic health status of women through micro-credit programmes

1991
-1996

Implemented Housing, Sanitation, water, Non-Formal Education programmes with the help of the Government of India

2008
-till date

- Organized Evening Supplementary Education programme and children development activities for 155 children every year
- Human Resource Development programme was extended to all below poverty line women covering 18 Blocks of Tiruvannamalai District.

2011

Established own Building for SINAM NGO with an Eco-Friendly campus and with all facilities in 2011.

2011
-2015

Implemented National Rural Health Mission (NRHM) programme under RUHSA Department of Christian Medical College, reducing maternal mortality and infant mortality to the marginal levels.

2014
-2016:

Implemented Block Disability Mitigation Rehabilitation Rural Facilitation Agency (BDMRFA) programme in Thandrapattu, Kalasapakkam and Vembakkam blocks in Tiruvannamalai under Tamil Nadu state government rural livelihood mission. Identified 1779 persons with disabilities and organized 391 special self-help groups for community-based rehabilitation.

2017

Obtained UN Accreditation for Environment programme (United Nations Environment Programme – UNEP)

2020

- Received Dr Muthulakshmi Reddy award for best social work at Tamil Nadu State level.
- Developed diversified education, training and employment opportunities for the unemployed youth of the district.

2009
-2021

Addressed the issues of people with disabilities at the district, State, National and International levels from 2009 to 2021.

SWOT ANALYSIS

STRENGTH

- Gained grass root level rich experience for the implementation of the felt needs of the community.
- Serving to the Rural / Tribal poor community for over 35 years, with various multi dimensional activities.
- Developed community infrastructure in six out of 18 blocks in the district (youth clubs, women groups, farmers groups and children's groups)
- Committed / dedicated staff
- Linkages with overseas volunteers
- Well experienced and well qualified resource team with external faculties.
- State level / National / International recognition for the services rendered.
- Good record of accomplishments / achievements, transparency and accountability.
- Functioning from own building with an office and training centre with all basic infrastructure.
- Eco-friendly campus suited for training, workshops, conferences and seminars.
- Good working relationship with Government, people, banks, and other organisations to mobilise resources for various activities.
- Undergoing organisation development and capacity development of SINAM staff - strengthened through Niranthara program

WEAKNESS

- Lack of funding commitments for the programmes.
- Lack of financial resources for the maintenance of staff and building
- Lack of 4-wheeler vehicle for field mobility support
- No corpus fund/ endowment fund
- Traditional documentation systems
- Inadequate office infrastructure like a photocopier, scanner etc.
- No staff security like EPF, gratuity, pension fund etc.
- Not yet worked on an exit strategy.

OPPORTUNITY

- More Government and CSR funded programmes can be explored.
- Developing full-fledged training centre with training faculties for NGOs and beneficiaries.
- More environmental promotion activities.
- Organic farming and farm development programmes.
- Programme expansion in other districts of Tamil Nadu.
- Construction of a full-fledged training centre on the first floor of the existing building at times of programme expansion.
- Possibility of promoting community-based training and research centre.
- CSR Funding opportunities for community-based activities.

THREAT

- Periodical change of government rule/policies related to Non-Governmental Organisations
- Resource crunch for the welfare programmes of Government
- Unable to cover the administration expenses of the organisation
- Government mobilizing CSR funds for their activities and the Non-Governmental Organisation are affected.
- Committed staff cannot be retained due to less salary.
- Delay by the Government in releasing funds even after the submission of the completion report for the programmes.
- Changing priority of Funding partners without understanding the realities.

BROAD STRATEGIC GOALS 2022 - 25

- To promote the quality of education and the quality of life among the underprivileged children in the Rural/Tribal community.
- To empower the women and facilitate the women on their quality of life improvement and sustainable livelihood.
- To establish an Eco-friendly community and promote environmental security.
- To develop the socio-economic-health status of the people living with disabilities.
- To promote the health and well being of children, women, adolescent girls, aged and other vulnerable groups like HIV / AIDS infected/affected families.

INFRASTRUCTURE PLAN

Office:

- Table & chairs - 5 sets
- Laptop with chairs– 2 Nos

Work places:

- 4 wheeler Jeep
- 2 Wheelers - 3 vehicles

Training Centres:

- LCD Projector
- Additional training hall (in the space available upstairs)
- Chairs – 50
- Reading room and library
- Training store room

I.T. infrastructure:

- L.E.D. TV
- P.A. System with Amplifier
- Digital Camera

OBJECTIVES, METRICS & RESOURCES

	Key Measures by 2025			Target Beneficiary Reach	Staff Requirement	Fund requirement (in Lakhs)
To promote the quality of education and the quality of life among the underprivileged children in the Rural/Tribal community.	<ol style="list-style-type: none"> Evening Supplementary Education Summer Camps Life Skill Training Leadership Development Educational Support 	<ol style="list-style-type: none"> 25 Evening supplementary education centres with around 750 children Three summer camps every year like <ol style="list-style-type: none"> Career guidance Child rights / protection training Fine Arts training Six life skill training for 3 years like spoken English, communication skill positive thinking, decision making, motivation, teamwork (2 per year) Two-leadership development training in a year for children. School notebooks, school books and stationeries provided to 750 children. 	Year 1	2250 Children	6	5
			Year 2		16	15
			Year 3		26	25
To empower the women and facilitate the women on their quality of life improvement and sustainable livelihood.	<ol style="list-style-type: none"> Leadership training IGP training Micro finance support Financial exclusion of women Quality of life improvement of women 	<ol style="list-style-type: none"> 400 women trained in leadership development every year. 200 women trained in IGP skill training every year. 400 women are given microfinance per year. Every year 5000 women are financially included in small saving/credit management Quality of life improvement training is given for 400 women per year. 	Year 1	4200 women equipped for IGP and 15000 women started small savings	3	85
			Year 2		3	5
			Year 3		3	5
To establish an Eco-friendly community and promote environmental security.	<ol style="list-style-type: none"> Tree plantation Eco clubs in schools Food forestry development Organic farming Environmental awareness campaign 	<ol style="list-style-type: none"> 150000 trees planted in 450 hectares of land in 3 years Eco clubs started in 20 schools in a year Food forestry developed by 100 women farmers every year 200 farmers trained every year on organic farming. 5 Environmental Awareness campaigns are organised in a year. 	Year 1	150000 Trees planted. 60 Eco Clubs formed in schools. 300 women developed Food Forestry. 600 Farmers trained in organic farming. 15 Environmental Awareness Campaign Organised	3	19.5
			Year 2		3	24.5
			Year 3		3	24.5
To develop the socio-economic-health status of the people living with disabilities.	<ol style="list-style-type: none"> Identification of new people with disabilities. Formation of special self help groups. Utilising Government schemes Health camps Economic security. 	<ol style="list-style-type: none"> 300 new persons with disabilities are identified per year. Formed 45 special self-help groups per year 900 people with disabilities obtained an ID card from Government and availed various eligible schemes in 3 years. Yearly 5 health camps are organised for people living with disabilities. Every year 200 persons with disabilities achieved economic security and financial inclusion. 	Year 1	900 New PwDs identified. 135 Special Groups formed in 3 years. 1500 PwDs received health benefits. 600 People with Disabilities achieved Economic security.	4	32.75
			Year 2		4	32.75
			Year 3		4	32.75
To promote the health and well being of children, women, adolescent girls, aged and other vulnerable groups like HIV / AIDS infected/affected families.	<ol style="list-style-type: none"> Identification of pregnant women and registered with Government Primary Health centres. Ensuring hospital delivery Anemia prevention among adolescent girls HIV / AIDS prevention Personal hygiene promotion. 	<ol style="list-style-type: none"> 100% of pregnant women are registered with Government Primary Health Centre for regular health checks up and growth monitoring. 100% hospital delivery and zero home delivery Per year 300 adolescent girls I.D.A. (Iron deficiency anaemia) is prevented through nutrition education and deworming HIV / AIDS is prevented at least among 500 high-risk group members. Personal hygiene is promoted among 80% population for the prevention of communicable diseases including COVID 19 and related diseases. 	Year 1	Anaemia is prevented in 900 adolescent girls. 500 people from high-risk groups prevented from HIV infection.	3	10
			Year 2		3	10
			Year 3		3	10



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CONCLUSION:

The strategic planning exercise for 3 years (2022-2023, 2023-2024 & 2024-2025) was planned by SINAM – Sadayanodai Illaingar Narpani Mandram, in a participatory way with the participation of consultants, SINAM staff, volunteers, Board members (i.e General Body and the Executive Committee members) and project beneficiaries. We planned only for the selected five core activities, which we are focusing and working on, and those are in our thematic area and needed in our working. The project previous experience, present situation and future possibilities were taken into consideration and carried out the strategic planning. In the process, we felt that there is a need for full participation of various stakeholders to achieve the project results. The risk factors can be managed if proper monitoring is done at every stage of programme initiation, planning, implementation and follow-up.



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