

ASSOCIATION FOR RURAL COMMUNITY DEVELOPMENT (ARCOD)



Organization Profile

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Organization Profile

Introduction

Association for Rural Community Development (ARCOD) is a not - for profit organization established in 1988 and registered under Tamil Nadu Societies Registration Act which recently celebrated its Silver Jubilee. ARCOD was founded by Mr. V. R. Keshavraj, a post graduate in Social Work from the Madras School of Social Work and with development experience over 10 years prior to establishing ARCOD.

The organization has been working with the rural poor, women, children, adolescents and youth, HIV/AIDS infected and affected women and children, women in sex work in rural areas of Krishnagiri predominantly and in other districts of Tamil Nadu. ARCOD has vast experience in being an implementing and facilitating organization.

Vision of the Organization

The vision of ARCOD is a social, economical, political and health empowerment of Rural Poor, Dalits, Adivasis, Marginal and Small Farmers Women and Children in its operational areas.

Mission Statement of the Organization

To facilitate a conducive atmosphere for sustained growth and development in rural productivity in the area of agricultural and allied industries by developing skilled and motivated human resources by working with children, adolescent and youth of both sexes.

To facilitate the development of child friendly educational institutions by advocacy and lobbying along with the linkages between the sponsors and the government educational institutions for quality education

Main Objective of the Organization

The main objective of ARCOD is to achieve empowerment of women and children in social, economical, political and health in operational areas through sustainable programs.

Notable achievements

Drinking Water Sanitation

ARCOD's first activity was to organize safe drinking water awareness campaign in five villages of Kelamangalam block of then Dharmapuri District during 1988 and 1989. This campaign was funded by Council for Advancement of People And Rural Technology (CAPART), New Delhi. ARCOD built low cost latrines in Royakottai with the support of CAPART, New Delhi. Today about 80% of the latrines are being used and also many other people in Royakottai have realized the benefits of having latrines and constructed latrines on their own.

Formation of SHGs and Women Federation

ARCOD was one of the few NGOs that initiated Women Self Help Groups (SHGs) in a systematic manner in 1988 and in 1990. ARCOD took efforts to federate the Women SHGs in to a cluster level Women Federation. As a result 3 such cluster level federations have been

formed in Kelamangalam of Krishnagiri District and 1 in Kangayam of Thiruppur District. The basic idea of these federations was to pool the savings mobilized by the SHGs and lend it to member SHGs. These federations were able to build office building on their own.

ARCOD was invited to participate in IFAD programme of Tamilnadu Corporation for Development of Women by the nodal agency MYRADA. ARCOD made use of this programme to strengthen the field and the SHGs.

Land and Agriculture

ARCOD initiated People's ecology and agriculture programme in 1994 in Kelamangalam block for micro catchment area treatment (farmers' land), farmers' collectives and organic farming. This project was funded by EZE, Germany and the Gandhi Peace Centre, Hyderabad was the monitoring Organization.

Waste land development by soil conservation, nursery raising and plantation on 300 acres of waste land belonging to individuals and panchayats.

Micro Credit Program

This program was initiated in the year 1997 with the financial support from Rashtriya Mahila Kosh, New Delhi. Later on ARCOD started partnership with Friends of Women's World Banking, India. In the year 2002 the area of operation was expanded to Chengam block of Thiruvannamalai District and Kangayam, Vellakovil and Kundadam blocks of then Erode district. About Rs. 10 crores has been disbursed to about 10000 women in these areas. Life insurance was also promoted among the beneficiaries in association with LIC and other private players.

Reproductive and Child Health Project

Reproductive and Child Health Project was successfully implemented in the Kelamangalam Block of then Dharmapuri District during 2000 – 2004 among adolescent boys and girls. About 4000 adolescents were benefitted through the programme. The Project was financially and technically supported by the Tamil Nadu Voluntary Health Association (TNVHA) a state level network working on Health projects.

Mobilizing Sponsorship for Children infected and affected by HIV/AIDS

ARCOD identified the need to support the nutritional needs of infected children and educational needs of affected children it started exploring for funds. An initial discussion by the Director of ARCOD with the industrialist Mr. K.G. Murali from Bangalore paved way for the birth of this project which was totally unexpected. With his initiative he identified other like minded people from friends and relatives and floated the idea for support. The initiative which started humbly has culminated into supporting 300 children with cost of Rs.500 per child per month (in total Rs.18,00,000 per year). The project was inaugurated on 8th September 2010 by the then District Collector Mr. Arun Roy in Krishnagiri.

This support facilitates better nutrition and education of the children and the care takers of these children are encouraged. The entire amount given by the sponsors go to the Children's / care providers' bank account. ARCOD takes care of the administrative and overhead expenses.

Apart from just providing financial assistance, ARCOD has been organizing celebration of Deepavali by these Children along with the care providers in a grand manner with the support of sponsors.

Networking

The Chief Functionary was an executive committee member of TNVHA. TNVHA has selected ARCOD as the convener of District Health Coordination Committee. ARCOD has also been functioning as the District Facilitating Center for TNVHA's Reproductive Health for Youth Project.

ARCOD has been associated with New Entity for Social Action (NESA) a South India level network based in Bangalore in implementing various programs. ARCOD was identified as a Resource Organization to facilitate a State level network of NGOs who were working on Micro Credit.

ARCOD has been in active participation with the district administration.

ARCOD was identified as a resource Organization to conduct Gender sensitization program for Police personnel in the combined Dharmapuri district during 1998 – 2000.

Strengths of the Organization

- ARCOD's Board is a pillar of support to ARCOD in the past and present with its members being active and contributing to the growth of the organization. Late C.A. Vasudevan and Late. Dr. C.N.A Parimalam gave significant contribution as office bearers in development of the organization. ARCOD's present Chairman Mr. P. Chandrasekar is a Chartered Accountant from Chennai. He is also associated with many other developmental organizations. ARCOD's Secretary Mr. V. R. Keshavraj is a post graduate in social work with 40 years of experience in community development.
- ARCOD has got qualified and experienced staff team for implementation of programs and financial management. ARCOD has evolved very good systems in managing the human resources. ARCOD follows the recruitment procedures in a systematic manner. The staff are being trained on the job and off the job on a regular basis to equip themselves with capabilities. ARCOD provides regular and decent salary and other perks to staff. The rate of staff turnover in the history of the organization has been very low. ARCOD is able to retain qualified staff by providing Conducive environment to work with.
- Fair trade Labelling Organization (FLO), Germany has identified ARCOD to be the implementing agency for various welfare programs for tea estate workers in Tamilnadu and Kerala. Since the year 2000 about Rs. 26 Crores has been mobilized for implementation of various welfare programs.
- ARCOD conducted a district level mainstreaming program for district level official on Child Rights in association with Indian Council for Child Welfare (ICCW).
- ARCOD has got its own building for office premises with training hall at Rayakottai.

Program and Financial Management

ARCOD believes in good management of programs. ARCOD has developed good reporting and monitoring system within the organization. ARCOD is also receptive to accept the reporting systems of the donors.

ARCOD follows generally accepted and standardized accounting system. ARCOD has good systems in financial planning and management such as budget, budget review, internal controls, financial reporting and monitoring and external audit.

Summary of Activities completed in the recent past.

S.N	Title of the Project	Funding Source	Key Achievements
1	Facilitating Women's Leadership in PRI	The Hunger Project, USA	<ul style="list-style-type: none"> - Built the capacity of Elected Women Representatives to work independently - Sensitized the spouses of EWRs to play supportive role - Formed block level federations of Panchayath presidents
2	Child Friendly Village Planning (CFVP)	UNICEF through MYRADA, Hosur	<ul style="list-style-type: none"> - Identified the resources and the needs of the villages through PRA - Formed village level monitoring committees
3	Tamilnadu Health System Project	Joint Director of Health Services, Krishnagiri	<ul style="list-style-type: none"> - Running ambulance in the rural area - Reduction in mortality rate of pregnant women - Promotion of institutional deliveries
4	Youth Development Project	IRISH Embassy through TNVHA, Chennai	<ul style="list-style-type: none"> - Trained the youth on Reproductive health and rights - Made the youth to be responsible member in the family and in the society.
5	Micro Credit Resource Organization	NOVIB, Netherlands through NESA, Bangalore	<ul style="list-style-type: none"> - Organised training & exposure to 36 NGOs - Provided technical support in managing Micro credit activities - Brought Manual on Savings and Credit
6	Ensuring quality basic education for children of linguistic minorities	Aide et Action, France	Taught context specific curriculum to about 12500 linguistic minority children studied in Govt. Schools over a period of 5 years
7	Adolescents Development & Home Based Care for AN & PN Mothers	UNICEF, Chennai	<ul style="list-style-type: none"> -Formed 60 Adolescent Clubs and facilitated about 2500 adolescents improve academic performance -Provided life skills education -Facilitated about 1150 mothers to access health services from PHCs
8	Tea Estate Workers Welfare Program	Fair Trade International, Germany	-Implemented different welfare programs for about 25000 workers of 12 tea estates on Health and Education during the years 2000 to 2018

Present Geographical Coverage activity wise:

S.N	District	Block / Target	Activities
1	Krishnagiri	Kelamangalam, Thally & Soolagiri	Strengthening the Functions of School Management Committees and Anganwadis to facilitate quality learning by children of linguistic minorities.
		Mathur, Uthangarai, Bargur, Krishnagiri, Kelamangalam, Kaveripattinam and Veppanapalli	Targeted Intervention Project - STI HIV / AIDS Prevention Programme
		Students studying in selected Private Schools	Providing Educational scholarship to poor children who are studying in private schools
		All blocks in Krishnagiri District	Supporting 250 children infected & affected by HIV / AIDS by providing medical care and nutrition
		All blocks in Krishnagiri District	Implementation of CHILDLINE – 1098 as Collab
		Thally	Promoting Farmer Producer Co.
2	Dharmapuri	Shoolagiri	Promotion of Girls Education
		Students studying in selected Private Schools	Providing Educational scholarship to poor children who are studying in private schools
		All blocks in Dharmapuri District	Supporting about 150 children who are infected & affected by HIV / AIDS by providing medical care and nutrition

Details of Present Projects

Title of the Project	Purpose & Objective	Area of Work	Period From – To	Project/ beneficiaries	Funding
Prevention of spreading of STI, HIV / AIDS among Female Sex Workers & MSMs	To prevent spreading of STI, HIV & AIDS among Female Sex Workers and their clients	Health	From July 2004	Female Sex Workers	TANSACS, Chennai
Strengthening functions of School Management	Ensuring quality & basic education for the children of linguistic	Education	From the year 2013	Children of Linguistic Minorities	India Literacy Project

committees and Anganwadis	minorities				
Supporting children infected & affected by HIV	To support the children who are infected & affected by HIV / AIDS for their Education and Notorious Food needs	Health	From September 2010	Children infected & affected by HIV / AIDS	Individual Sponsors
CHILDLINE - 1098	To provide referral services to the needy children	Children Development	September 2012	Children	Childline India Foundation
Gift a Future	To provide financial support to the poor children studying in Private Schools	Education	December 2009	Children	Altius Foundation, Chennai
LAMP – Promotion of Girls Education	To encourage girl students to continue higher studies and attain competencies to complete higher secondary education with higher grade to qualify for higher education	Education	From September 2018	Girl Students	LUMINOUS Power Technologies Pvt. Ltd