



**CARD TRUST**

**Power of Sub-Urban**

**CUMULATIVE ACTION FOR  
RURAL DEVELOPMENT TRUST**

[CARD TRUST]

REGD.NO: 30/2004

[POWER OF SUB URBAN]

**ANNUAL REPORT  
2022-2023**

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[www.cardtrust.org](http://www.cardtrust.org)

# ANNUAL REPORT 2023-2024

## Managing Trustee Message

It is a gift to us to do social need based services to our people, Those are in still unreached situation. Because of economic and social discrimination. We are always reaching women and children, differently abled people in all their needy time and suffering period in their routine life. Usually wise people quote that, while we see proud and smiling face of poor and needy is real joy of people who all are doing good to others. This year as well as we planned to equip rural women, to support children in need, differently abled persons to ensure their joy through making them sustainable in their economic status. Most of our service given and reached needy people in our region, irrespective of caste and creed. Our Trust is irrevocable to every citizen to study out our services for the future guidance and support.

**Vision of our organization** - Empowering women, children and persons with disabilities to reach their full potential, leading to a more inclusive, equitable and compassionate Society.

**Mission** - To provide comprehensive support and services to Women, Children, and persons with disabilities promoting their rights, dignity and well being, and fostering a culture of inclusivity, empathy and social justice

## PROJECTS

### HEALTH AWARENESS TO RURAL PUBLIC

**DATE : MARCH 10,2023**

**LOCATION :** Rural villages in Coimbatore districts.

#### OBJECTIVE

- To educate and create awareness among rural public on importance of sanitation, hygiene and disease prevention

#### METHODOLOGY

- Conducted door to door campaign in 10 rural villages.
- Organised 5 health work shops and seminars.
- Distributed pamphlets, posters and audio visual aids.
- Collaborated with local health care professionals and volunteers.

#### KEY MESSAGES AND ACTIVITIES

- Emphasized importance of hand washing. Proper waste disposal and clean water washed.
- Demonstrated proper hygiene practices and disease prevention techniques.
- Conducted health check-ups and provided medical consultations



### LEGAL AWARENESS/SERVICE TO PUBLIC BY FREE LEGAL SERVICES

#### OBJECTIVE

- To provide free legal services and awareness to the public, promoting access to justice and empowering marginalized communities

#### METHODOLOGY

- Conducted legal awareness camps in 10 rural and urban areas.
- Provided free legal consultations to 500 individuals.
- Distributed 2000 pamphlets and 1000 posters on legal rights and service.
- Collaborated with local Authorities NGO's and community leaders

#### KEY MESSAGES AND ACTIVITIES

- Provided legal advice on civil, criminal and family law matters.
- Assisted in drafting and filing legal documents:- (e.g. petitions, applications).
- Facilitated access to Government schemes and Benefits.
- Conducted workshops on Women rights, Child rights and consumer rights.





## CONSUMER RIGHTS AWARENESS AND RIGHT TO INFORMATION ACT AWARENESS

### OBJECTIVE

- To educate consumers about their rights and responsibilities, and to promote awareness about the right to information Act(RTI), empowering citizens to demand transparency and accountability

### METHODOLOGY

- Conducted consumer rights awareness camps in 12 rural and urban areas.
- Provided training in 200 consumer volunteers.
- Distributed 5000 pamphlets, 2000 posters and 1000 booklets on consumer rights and RTI.
- Collaborated with local authorities, NGO's and community leaders

### KEY MESSAGES AND ACTIVITIES

- Consumer rights: Aware consumers about their rights to satisfy, information, choice
- RTI – awareness: educated citizens about their right to access government information
- Conducted workshops on consumer protection laws RTI application procedures, and complaint redressal mechanisms.
- Provided guidance on filing RTI applications and consumer complaints



## LIVELIHOOD SUPPORT SERVICE PROVIDED TO NEEDY AGED PEOPLE IN A YEAR

### OBJECTIVE

- To provide livelihood support services to needy aged people, promoting their dignity, well-being and self – sufficiency

### METHODOLOGY

- Identified 500 needy aged people through community surveys and referrals.
- Provided monthly food grains, groceries and essential items to 300 beneficiaries.
- Offered vocational training and livelihood support to 150 beneficiaries.
- Facilitated access to Government schemes and benefits for 200 beneficiaries.
- Collaborated with local NGO's community leaders and health care professionals.

### KEY MESSAGES AND ACTIVITIES

- Food and groceries support. ■ Vocational training (eg. Tailoring, handicrafts).
- Livelihood support (e.g. animal husbandry, governing). ■ Health Check-ups and Medical Assistance.
- Counseling and emotional support.



## EDUCATION SUPPORT TO GYPSY, TRIBAL AND NOMADS CHILDREN'S

### OBJECTIVE

- To provide education support to gypsy, tribal and nomads children, promoting their access to quality education and bridging the educational gap

### METHODOLOGY

- Identified 200 gypsy, tribal nomads children through community survey and referrals.
- Provided educational materials uniforms and shoes to 150 beneficiaries.
- Conducted remedial classes and tuition support for 100 Beneficiaries.
- Facilitated enrollment and retention in formal schools for so beneficiaries.
- Collaborated with local schools, teachers and community leaders

### KEY MESSAGES AND ACTIVITIES

- Educational material support. ■ Remedial classes and tuition support. ■ Enrollment and retention support. ■ Bridge courses and vocational training. ■ Health and Nutrition support.





## PROMOTING DOWNTRODDEN FAMILY WOMEN AS ENTREPRENEURS THROUGH SKILL TRAINING

### OBJECTIVE

- To empower downtrodden family women by providing Skill training, Promoting entrepreneurship and enhancing their economic independence

### METHODOLOGY

- Identified 150 downtrodden family women through community surveys and referrals.
- Provided skill training in various traders (e.g. tailoring handicrafts, food processing's).
- Conducted entrepreneurship development programs (EDP) and business Management trainings.
- Facilitated access to microfinance and market linkages.
- Collaborated with local organizations, banks and Government agencies.

### KEY MESSAGES AND ACTIVITIES

- Consumer rights: Aware consumers about their rights to satisfy, information, choice
- RTI – awareness: educated citizens about their right to access government information
- Conducted workshops on consumer protection laws RTI application procedures, and complaint redressal mechanisms.
- Provided guidance on filing RTI applications and consumer complaints



## LIVELIHOOD SUPPORT TO PERSONS WITH DISABILITY

### OBJECTIVE

- To provide livelihood support to persons with disability promoting their economic independence, self sufficiency and social inclusion.

### METHODOLOGY

- Identified 200 persons with disability through community surveys and referrals.
- Provided vocational training and skill development programmes.
- Facilitated self-employment opportunities through microfinance and entrepreneurship support.
- Collaborated with local organizations, Government agencies and disability persons networks.

### KEY MESSAGES AND ACTIVITIES

- Vocational training and skill development. ● Self-Employment opportunities through microfinances. ● Entrepreneurship support and mentoring. ● Assistive technology and device support.
- Access to Government schemes and benefits



## VOCATIONAL TRAINING FOR IDENTIFIED BACKWARD CLASSES FAMILY WOMEN

### OBJECTIVE

- To empower identified backward classes family women by providing vocational training, promoting their economic Independence, Self-Sufficiency and Social inclusion.

### METHODOLOGY

- Identified 150 Backward classes fomailywomen through community surveys & referrals.
- Provided Vocational training in various traders (eg. Tailoring, embroidery, beauty care).
- Conducted entrepreneurship development Programs (CDPS) and business management training.
- Facilitated access to microfinance and market linkages.
- Collaborated with local organizations, banks and Government agencies.

### KEY MESSAGES AND ACTIVITIES

- Vocational Training and certification. ● Entrepreneurship development programs (EDPS). ● Business Management training and Monitoring. ● Microfinance and loan assistance. ● Market linkages and product promotion







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