WISHALL

Women In Self Help Action in Lords Love

Chennai, India
Our Vision
Holistic Community Transformation through Committed Leadership

Our History

- started in 1999 and registered as an NGO in 2004
- Has operations in the slums of Chennai, the rural & Tribal communities in the Northern part of India.
Our Objectives

- Personal
- Transformation
- Family
- Community
Poverty is the result of broken relationships and broken system
Our Approach

• Building Relationship
• Small group approach / Community Organisation
• Community participation
• Empowerment through dialogue
• Need based & holistic intervention
• Focus on sustainable solutions
selvi
An agent of transformation

Socially Responsible Governance

Socio Economic Benefit

Economic Sustainability

Edifying Ethical Values
Transformation Group (TG) - Model

• Group of 12-15 women
• Weekly meetings
• Learning values and discussion
• Preventive health
• Functional literacy
• Savings & Lending
Leadership Development

• Regular trainings on leadership, relationships, finance, Women health, abortion, trafficking, dealing community issues etc.

• Facilitating them to take responsibility for the transformation of their own community.

Edifying Ethical Values
Hub leadership

• Identified women facilitate the weekly TG meeting

• They meet on a weekly basis at the community level to report on the TG meetings and also to plan for the week ahead.

• Quarterly meeting to reflect on the past months and plan for the months ahead.

• Plan and implement various initiatives in the communities – IWD, medical camps, process loans, skill trainings, handling family disputes etc.
Skill Trainings

- Need based skills – tailoring, cleaning products, candle, beautician, lamination, baking etc
- Incorporate life skills
- Fees collected and paid to the trainers
- Around 60% of them use skills to earn money
Income Generating Activities

- Provide training on income generating activities
- Equipping them to start and to run successfully their business.
• Micro credit for business development meeting needs in the families and creating assets in the families.

• The repayment of loans stands at 98% in the last 6 years as it is managed by the community.

• Women are able to escape from the clutches of money lenders.
WISHALL Wonder Works (WWW)

- A platform to encourage members to utilise their skill to produce and sell their products
- Cloth bags, house utilities etc
Impact of Transformation Groups

• Increase in savings habit from 42% to 96%
• Access to money lenders reduced from 92% to 40%
• 66% of members used TG savings to buy assets
• Change in values – helping others (74%)
  Truthfulness – 88% ; getting counsel – 68%
Addressing SDG's.....

Direct Impact

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Decent Work and Economic Growth
7. Sustainable Cities and Communities
8. Peace, Justice and Strong Institutions

Indirect Impact

9. Reduced Inequalities
Dimensions of SSEO

- Socially Responsible Governance
- Edifying Ethical Values
- Socio Economic Benefit
- Economic Sustainability

- Malligai TG
- Semmalar TG
- Sembarathi TG
Thank You!!!

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