



WISHALL

Women In Self Help Action in Lords Love

Chennai,
India

Our Vision

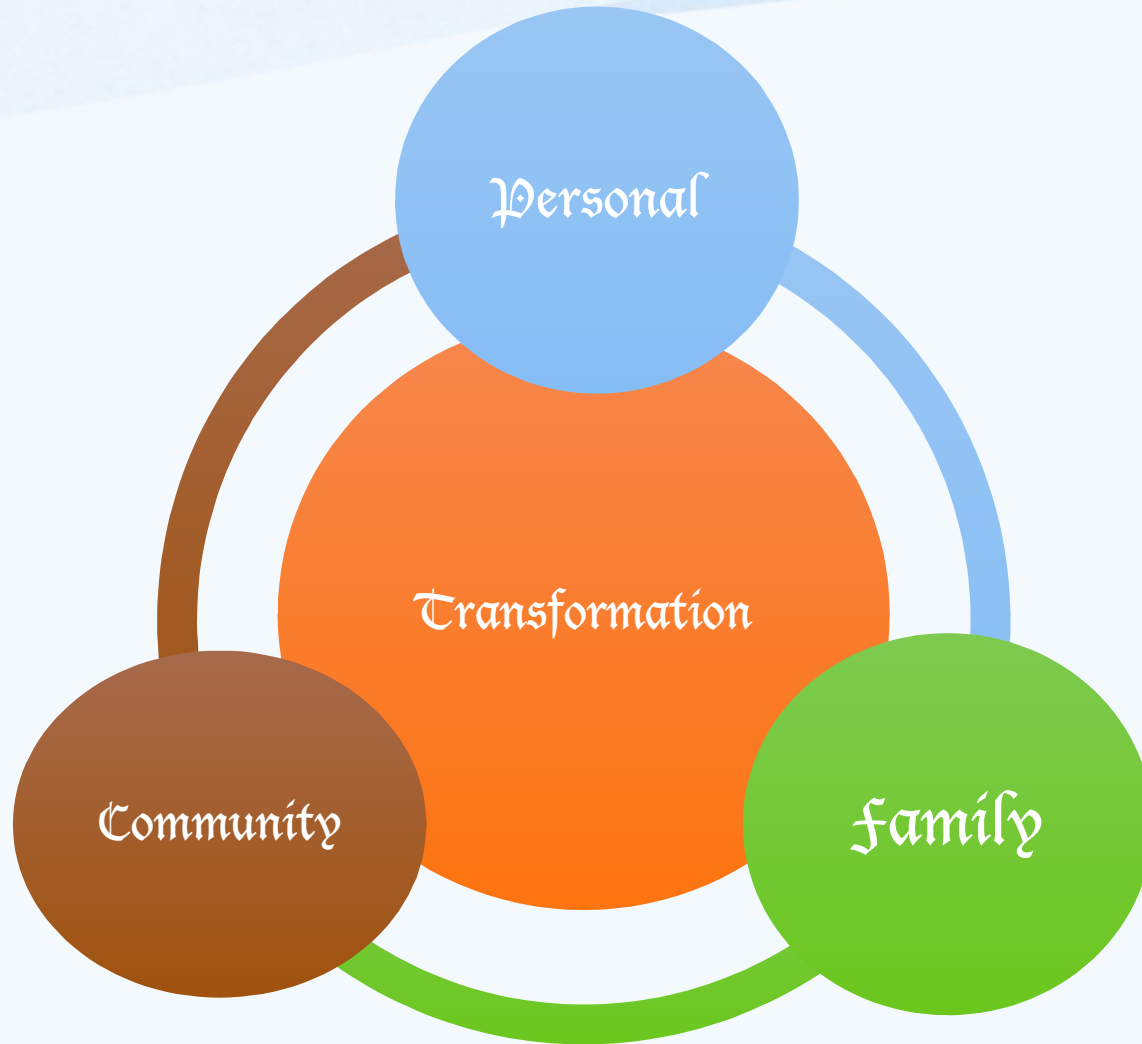
Holistic Community Transformation through
Committed Leadership

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.

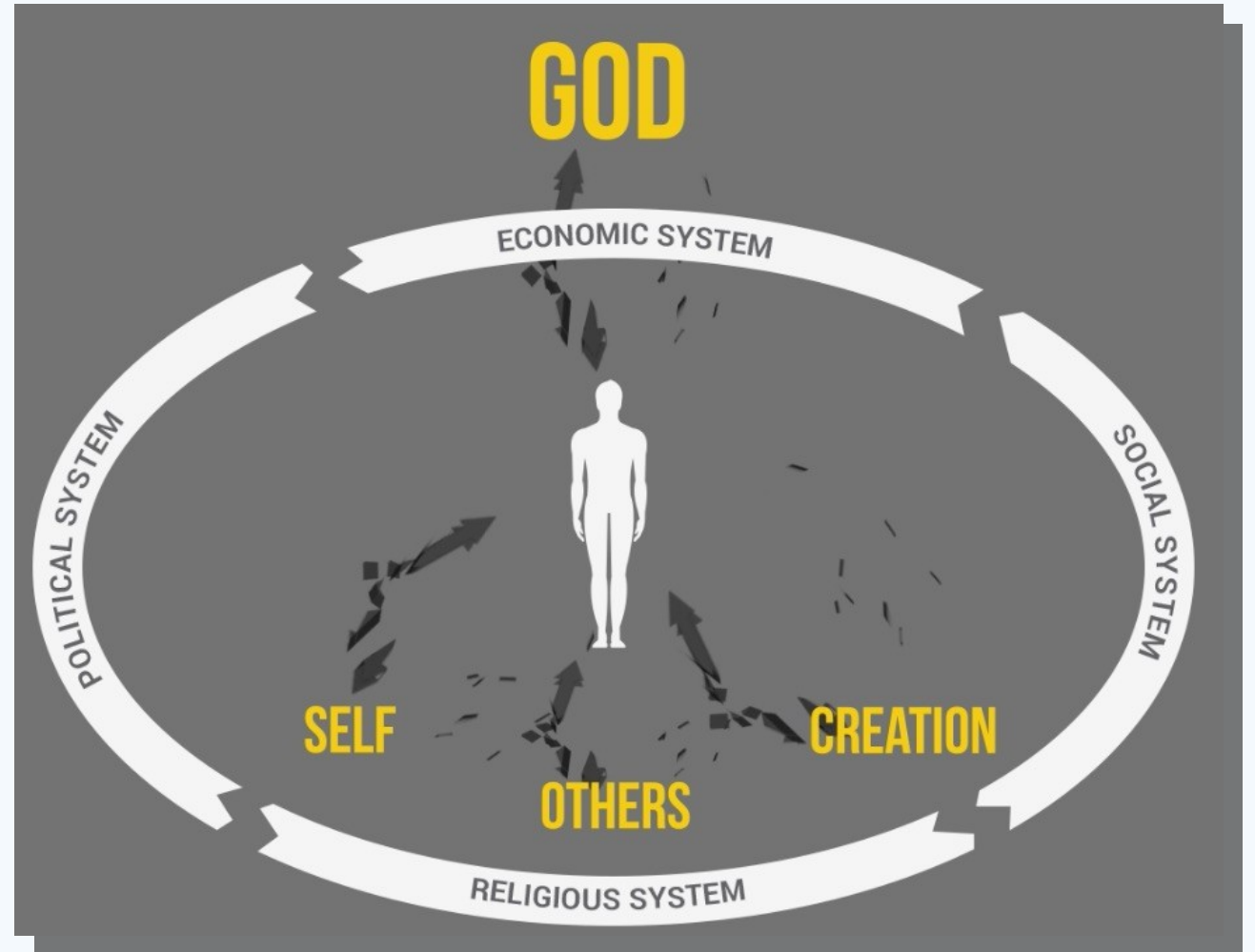


Our Objectives



Development framework

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



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An agent of transformation

Socially
Responsible
Governance



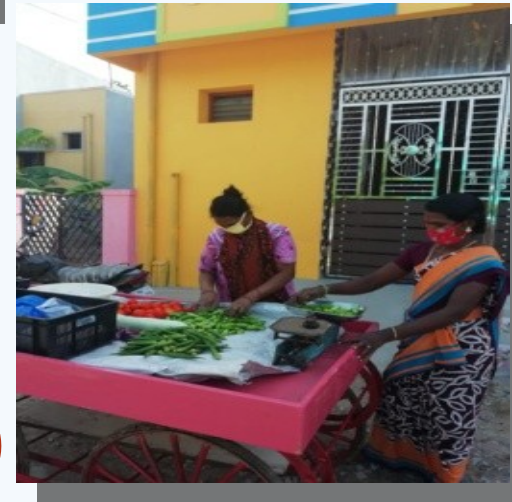
Edifying
Ethical Values



Socio Economic
Benefit



Economic
Sustainability



Transformation Group (TG) = Model

Socio Economic
Benefit

- Group of 12-15 women
- Weekly meetings
- Learning values and disc
- 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.

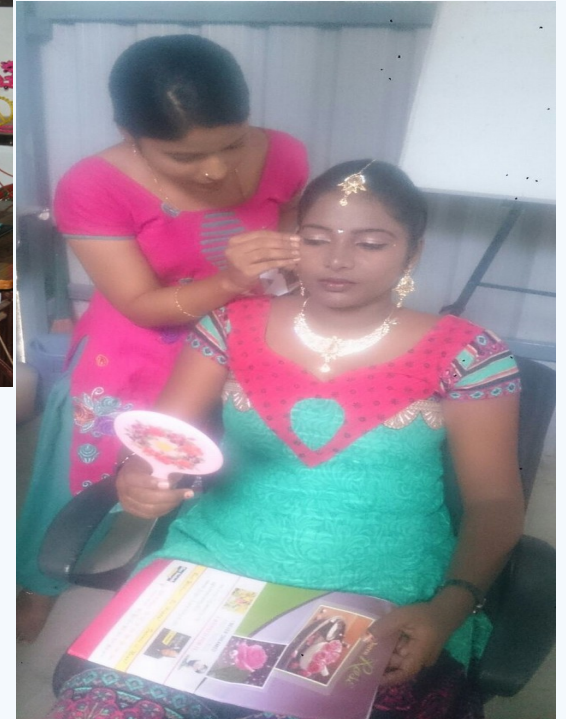


Socially
Responsible
Governance

Skill Trainings

Economic
Sustainability

- 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



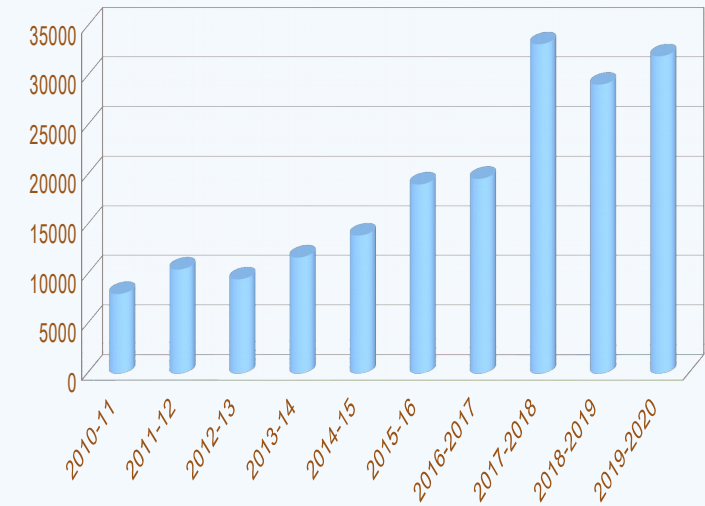
Income Generating Activities

- Provide training on income generating activities
- Equipping them to start and to run successfully their business.

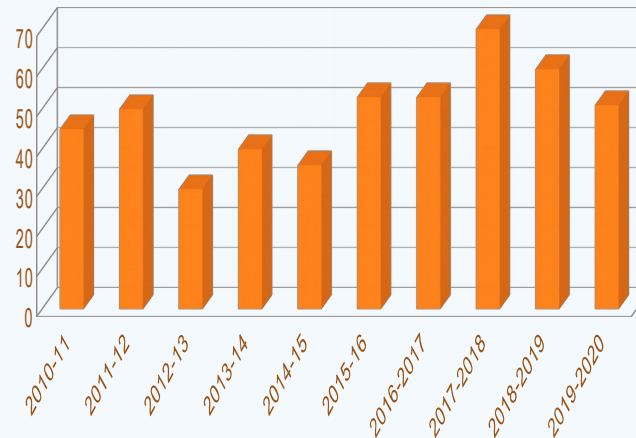


Access to Micro Credit

Year wise amount distributed (\$)



Year wise Distribution of Beneficiaries



- 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

Socio Economic Benefit

Economic Sustainability

WISHALL Wonder Works (www)

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



Economic
Sustainability

Impact of Transformation Groups

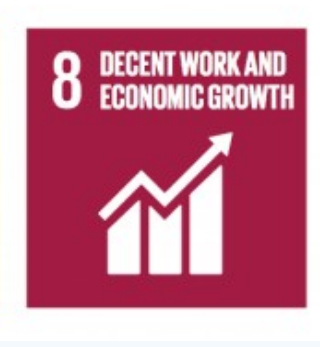
- Increase in savings habit from 42% to 96%
- Access to money lenders reduced from 92% to 40%
- 66% of members used TG savings to buy assets
- Change in values – helping others (74%)
Truthfulness – 88% ; getting counsel – 68%



Addressing SDG's....



Direct Impact



Indirect Impact



Socially
Responsible
Governance

Dimensions of SSEO

Economic
Sustainability

Edifying
Ethical Values

Socio Economic
Benefit



- Malligai TG

- Semmalar TG

- Sembarathi TG

Thank You!!!



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