Q2 FY 2024-25 ISSUE 02

Be the Change.

THUVAKKAM
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Thuvakkam's Quarterly Newsletter



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FROM THE MANAGEMENT

Dear Friends and Supporters,

The best way to improvising our efforts are sharing our thoughts with respective stakeholders. Through this quarterly newsletter we are very much glad to showcase our commitment and our financial partners' socially responsible thoughts. Land degradation is one of the major global threats to our ecology.

Through UNDP, TERI, Xoriant, we are doing massive water body rejuvenation and community practice which will extend till July 2025, 900 Hectares of land will be rejuvenated through this.

Our last 3 months travel with Light & Wonder, Hyundai Glovis, HCL Foundation, Vishay Precision Group, FirstSource, Larsen & Tourbo, Virtusa, TATA Communications, AstraZeneca, Ford, Altimetrik, UNDP, TERI, Xoriant, Nippon Koei India Pvt. Ltd., Cognizant have assured their faith on us to create impact.

Amidst the social commitments, sitting with team for inculcating organizational values are vital. Hope our foundation day would have done this part. Sharing our visionary plannings on Environment, Education, Health, Rural Development and Infrastructure, releasing our decades Journey book and presenting Thuvakkam's 1st Annual Impact Awards were memorable one.

In a CSR year, every quarter is season-specific and pertinent, the third quarter is named and preparedness for the upcoming CSR year. The last three months were very supportive to accomplish this through our Need Assessments strategies, Problem statements approach and Collaborative Meetings and conference.

Overall, we, Thuvakkam are very satisfied about our commitments accepted and well-prepared for the challenges which are coming in front.

Special thanks to our Board, Advisors, Volunteers and General Public for shaping us on every day.

Warm Regards,

Syed Sirajudeen

EXECUTIVE DIRECTOR



Projects:

Thuvakkam's testament towards our domains



Thuvakkam exceeds to expand across boundaries not just geographically but also thematically address various key issues and its sustainability in ***6 topics***

BELOW: THE 1.4 ACRE URBAN FOREST AT PKV MAHA NAGAR- KUNDRATHUR, CHENNAI



Revitalize Kumizhi Village Pond with the Ford Motor Company



Kumizhi, Chengulpet- As part of our Blue Zone Initiative, we partnered with Ford Motor Company to restore a vital water body in Kumizhi village, Chengalpattu district, Tamil Nadu. Spanning an area of 58,000 square feet, this pond plays a crucial role in meeting the domestic water needs of the local villagers.

The project involved extensive desilting and sludge removal, significantly increasing the pond's catchment capacity to 5.8 lakh cubic feet. In addition, we constructed proper inlet and outlet channels and reinforced the bunds to ensure long-term sustainability.

We also revitalized a community space near the pond, providing a venue for local events and fostering community engagement. With water from the pond now set to be used for drinking purposes, the restoration is expected to create 1.6 crore liters of water storage, directly benefiting the village's residents.

Celebrating Our 4th Forest in collab with HCL Foundation in Chennai

Kundrathur, Chennai- As part of our ongoing partnership with the HCL Foundation under its Harit initiative, we are thrilled to announce the creation of our 4th Miyawaki forest in Chennai. Spread over 1.4 acres in PKV Maha Nagar, Kundrathur, this new forest is located adjacent to our existing Urban Forest at Patel Park and will soon house 7,000 saplings.



The land underwent meticulous preparation, including the construction of a canal system both around and within the forest. This canal is designed to manage excess water, acting as a natural moisturiser that distributes water to the surrounding grids, ensuring optimal soil hydration. In addition, the land was enriched with nitrogen-fixing legume plants such as Dhaincha (Sesbania bispinosa) and Sun Hemp (Sanappai), which help improve soil structure and water retention.

On HCL's 48th Foundation Day, we marked this milestone by planting over 3,000 saplings with the help of 300 enthusiastic volunteers. With this initiative, we continue our commitment to restoring urban ecosystems and creating green spaces for future generations.

Bee Apiary setup: Beyond the Scope

Thindivanam, Villupuram- In an exciting new CSR collaboration, Thuvakkam has partnered with Light & Wonder to launch our first-ever Bee Apiary initiative. After conducting a thorough pilot study, we scouted several locations across Tamil Nadu, ultimately selecting the Olakkur block in Thindivanam taluk, Villupuram district, to inaugurate the project.



This initiative aims to provide farmers with an additional source of income through beekeeping, while also enhancing cross-pollination of local flora. The resulting increase in pollination is expected to boost the yield of horticultural crops in the region, contributing to both agricultural productivity and ecological sustainability.

Greenery setup for the Seedlings of the Future: Kitchen Garden setup







Chennai- We are back once again with setting up another Kitchen Garden in Chennai. Partnering with Lebara, we successfully inaugurated the Kitchen Garden at the Government Higher Secondary School in Thiruvenchery, where we planted over 160 plant saplings in the garden including the species such as Basil, Brinjal, Lady's Finger, Tomatoes etc.,

Our kitchen garden initiative is done in order to infuse the importance of greenery and planting among school children and also, in return, use the yield from the garden for the student's midday meal scheme-providing an extra edge of nutrition for the students.

Creativity beyond the books



Guduvancheri, Chennai- Thuvakkam and Saama Tech partnered for a school revamp project as a Creative Artwork event at the Adi Dravidar Welfare School in Nandhivaram-Guduvancheri. Through the project we revamped walls of 1600+ sq ft with creative artworks related to STEAM (Science-Technology- Arts- Mathematics). These enhancements are designed to spark curiosity and creativity, making the learning environment more stimulating and interactive.







Look back till the Red cutoff- Sangeeth Junction, Secundarabad

Secundarabad- Thuvakkam's intervention in revamping Public walls in Hyderabad! We along with the National Tuberculosis Elimination Program has partnered for revamping the walls in the city of Hyderabad for promoting awareness for the public.

As a part of the collaboration we have revamped 1000 sq. ft of public wall at the Sangeeth junction in Secunderabad which was covered with bills and posters with artworks on the wall, aiming to address and raise awareness on tuberculosis and preventive measures of the same.

We used the wall as a great space for creating awareness for the thousands of commuters who pass by.











Cleanup drive from the Forest along the Buckingham Canal







Chennai- Thuvakkam's one of the early grown forests stretching from the Kasturba Nagar MRTS to the Indra Nagar MRTS housing 7500+ plants and trees at a size of, 35000+ sq ft- is a Walker's Park for the communities nearby.

The trees along the walking pavement are well grown which is maintained on a regular basis, yet we did a deep clean, known as a Jungle clean to the forest, where a lot of plastic dumps were cleaned and removed from the forest.

Through the intervention, we indulged 100 laborers and cleared over 400+kg from the site, making it a better place for the sprawling biodiversity and enhancing the experience of a green walk inside the forest.

Road safety initiative- CCTV setup

Oragadam, Kancheepuram- Thuvakkam has collaborated with Vishay Precision Group, Inc. (VPG) for yet another significant Road Safety project!

The project entails us in the maintenance of the Traffic blinkers and associated peripherals at the Oragadam SIPCOT Junction.

We had worked on replacing equipment such as electrical components, Cleaning and Painting poles at the Signal junction.

With a swift movement of commuters across the medium of travel it is essential to provide a seamless road safety solution where in the maintenance of the Traffic blinkers are essential in order to maintain basic road safety.



Project BlueZone in Ramanathapuram

The Integrated Community cum Environment Development Program (ICEDP) project entails in restoring 900 ha of land by bringing in better water and soil conservation practices in the water scarce district of Ramanathapuram, Tamil Nadu



Kadaladi- Ramanathapuram- The Water Channel renovation project is one of the initial projects that has kick-started under the ICEDP activities planned in Ramanathapuram. In the area which comes under the Gundar river basin, Thuvakkam team identified a water channel that runs through the panchayats of Orivayal and A. Punnavasal.

We have renovated 2.6km of the Water Channel with the collaboration of SGP and Xoriant.

The Water Channel, which was covered with Prosopis julitlora, was jungle cleared, desilted for 1 meter and bunds strengthened.

Through the intervention, we aim to create 1.36 crores liters of water storing capacity in the channel.







Creation of Farm ponds







Kadaladi, Ramanathapuram- Thuvakkam is creating 5 Farm ponds in the Panchayats of A. Punnavasal and Orivayal in the Kadaladi block of Ramanathapuram district under our ICEDP initiaitve.

The farm ponds are created in various sizes from 590 cu. m to 800 cu. m capacities. Farm ponds are the ponds created in the low-lying areas in a farm. These farms belong to a particular individual-where excess water and the surface run off water are stored in the pond for groundwater regeneration and for irrigation uses.

Since the farm ponds are created in an individual's farm- Thuvakkam team meticulously assessed the requirements from the Panchayats and chose five needy farmers for whom the farm ponds are created-based on their requirements and the cropping pattern they follow on the field. Thus, these ponds are entailed to be created to ensure best water conservation and soil conservation practices in the region.

Expansion of the Irrigation tank

Kadaladi, Ramanathapuram- As a part of the Project BlueZone interventions, Thuvakkam has started the restoration of the Kalporuki Kanmai in the Kadaladi Block- Ramanathapuram.

The Kalporuki Kanmai is a 31.5+ acre sized water body in that region. Due to sedimentation and shrinkage, the water body's size reduced over 4x times to 7 acres. Thuvakkam is desilting up to 1m inside the water body, increasing the depth invariably increasing the water storing capacity.

Our intervention is aimed at creating 35.3+ Lakhs cu. ft of water storing facility in the water body which can store about 10 crore liters of water in it. The rejuvenation of the water body would benefit over 400+ families in the community







Community Pond renovation- Panaikulam Oorani



Kadaladi, Ramanathapuram- The Community pond village in the village Pannaikulam in Orivayal panchayat, of 2.3 lakh cu. ft which has a capacity to hold 64+ lakhs liters of water, and was restored by removing the Neltuma juliflora (Seema Karuvelam) and other invasive weeds.

The community pond serves for the domestic purposes of the village. Two wells that are dug for the drinking water purposes will also be restored as a part of the project.

Formation of Community Based Organizations

Kadaladi, Ramanathapuram- Thuvakkam under our Community Development program, we are forming Community Based Organizations- simply called the CBOs in the panchayats of A. Punnavasal and Orivayal panchayats of Ramanathapuram district.



Under the CBO formation, Thuvakkam is creating the following groups:

- Self Help Groups
- Farmers Interest Group
- Youth Formation Group

These CBOs entail us in identifying the needed beneficiaries for projects and conduct capacity building programs.

Branch Office in Ramnad!





As a part of our Expansion strategy-we have identified Ramanathapuram as an aspirational district for development prospects and thus opened our new office in Kadaladi, Ramanathapuram on 16th July 2024

















The Foundation Day 2024

15 August 2024



Chennai- We at Thuvakkam celebrated our 10th Foundation Day, marking our decade long journey. The event held on 15 August 2024 at Vani Mahal in Chennai held various sessions on marking the scope and dimensions of development under various topics such as:

- Inclusive Education, New Age Skills and Skill Development
- Innovative and Resilient Infrastructure
- Accessible Healthcare and Sanitation
- Environment Sustainability and combating Climate change
- Rural Development and Women Empowerment

Thuvakkam's Internal Awards 2024 were presented to Thuvakkam employees every year where in, the Intern of the Year-presented to Ms. Gowri; Volunteer of the Year-awarded to Mr. Philip Koshy; Caretaker of the Year-bagged by Ms. Amudha- Caretaker, Thuvakkam; Emerging Employee of the Year-awarded to Mr. Praveen Kanth- Associate-Programs & Volunteering, Thuvakkam and the Employee of the Year was presented to Mr. Santhosh-Associate- Partnerships, Thuvakkam for their exemplary contributions for the organization.

As a Highlight of the event, marking the Decade celebration of the Organization, a journey book titled 'The Journey of a Million Miles- A Thuvakkam's Decade Story' was released, portraying the organization's excellence and commitment towards the field of social sector and their contribution as a part of making a change in the society.

Be the Change Impact Awards 2024

15 August 2024

As a part of Thuvakkam's 10th Foundation Day celebrations, Thuvakkam hosted the Be the Change Impact awards 2024 for the very first time. The award was to commensurate people who create an impact in the society.



Mr. Ganesh Senthilvel awarded with Be the Change Impact Award 2024 under the Volunteer Category



Payanam Trust awarded with Be the Change Impact Award 2024 under the Organization Category

Chennai- Be the Change Impact awards 2024 were awarded for three categories namely Volunteer, Organization and Corporate.

With an initial registration, we held the jury for selection at our Thuvakkam Head Office in Chennai, where over 60+ participants applied for the awards.

Mr. Ganeshan Sakthivel was chosen under the Volunteer Category for his exemplary service to society as an individual volunteer and honored with a Certificate of Recognition and a cash prize of ₹10,000.

Payanam NGO was chosen under the Organization category for making a positive impact in the society and honored with a Certificate of Excellence and a cash prize of Rs. 25,000.

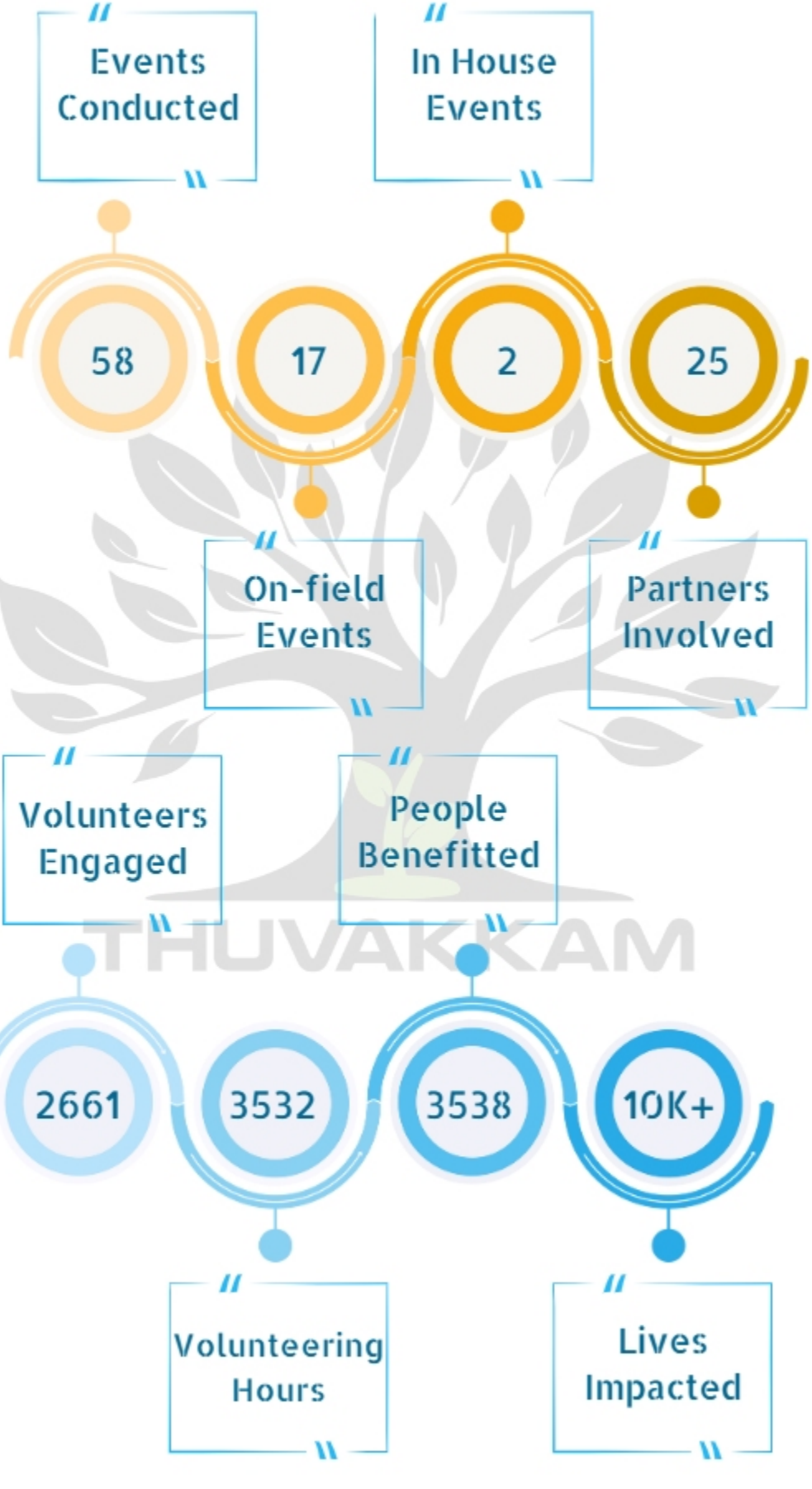
Tata Power Southern Odisha Distribution Limited was chosen under the Corporate category for acknowledging Social Conscious Businesses and to be honored with Certificate of Contribution Organizing a Special Event engaging their employees.







VOLUNTEERING WALL



Volunteering:

Making a Change Collaboratively





Thuvakkam provides various Volunteering opportunities including On field Volunteering, In House Volunteering and Online Volunteering

BELOW: SCENES FROM THE PLANTATION AT THE BUTTERFLY FOREST TARAMANI












Eegai Thiruvizha | 2024

Thuvakkam celebrated the joy of giving week in aligning to DaanUtsav every year from the 27th of September until 6th of October 2024, conducting over 10 events across Tamil Nadu and Hyderabad.

The Eegai Thiruvizha calendar was released by the philanthropist Mr. Palam Kalyanasundram.

Throughout the week of celebrations, we conducted various volunteering activities, clocking 475 hours of volunteering by indulging over 140+ volunteers-impacting 2100+ lives!



On a sunny morning on the shores of Neelangarai...







Neelangarai, Chennai- Thuvakkam in collaboration with CSR partner Ford Motor Company, organized a mass beach cleanup drive at Neelangarai. With the support of the Greater Chennai Corporation and Urbaser Sumeet the event turned into a remarkable display of community spirit.

Over 150 Ford employees, including leadership, rolled up their sleeves to contribute to this noble cause. Armed with gloves, bags, and an unwavering commitment to preserving nature, they set out to clean the beach, collecting waste and restoring the natural beauty of the shoreline. During the event, we collected over

The event not only helped in removing litter, but also highlighted the importance of maintaining clean public spaces. It was a day of teamwork, awareness, and a shared vision for a cleaner, greener future.

Marking Madras' Legacy at the Butterfly Forest

Chennai- On the occasion of Madras Day, Thuvakkam celebrated the 385th year of our beloved city by organizing a tree plantation drive at Butterfly Forest, Taramani where over

Over the years, Thuvakkam has been instrumental in expanding Chennai's green cover through various plantation drives, urban forest projects, and community engagement.

From turning barren lands into lush green spaces to educating the public on the importance of environmental stewardship, our efforts are driven by the vision of a cleaner, greener Chennai.













Karka Kasadara Classes



Hyderabad- Thuvakkam's flagship Educational program- Karka Kasadara in been conducted in both Chennai and Hyderabad. The Thuvakkam team conducts various events aligning to important days to create awareness among the students.

Thuvakkam's Karka Kasadara project began with the aim to give a Holistic Education for the future generation to pave their way towards gaining knowledge of the world and transforming into something better.

The program is a custom syllabus that is taught to children of government and government-aided schools, which covers a wide variety of practical topics. This includes subjects like computer literacy, Arasiyal Palagu, Mann Thavaram Soru, Naan Yaar ?, NMMS (Central Government Scholarship Scheme), etc.

Voice from our Patreons



It is mindblowing seeing the 5 Miyawaki forests created in Kundrathur. These measures are done in order to tackle pollution as well as preserving bio diversity.

-Mr. Damodharan, Municipal Commissioner- Thiruvarur

Over the 10 years, Thuvakkam is being crafting projects aiming at the future prospects. It is great to have an envision of the same

-Ms. Archana, Sr. Executive, Cognizant Outreach





"2 years ago, we started a library at the Cantonment School in Chennai-we hope the students benefited from. Fast-forward, now we are developing an Urban forest in Taramani- which was well recieved by our Volunteers.

-Mr. Vijay, Human Resource Business Partner-TAG

With a connection in Thuvakkam, I was able to give back to my school-from compound wall, electric work, walls revamping

-Ms. Deepa, Boys Club teacher- GHSS, Pallikarnai



Picture of the Quarter



Scenes from the Gratitude Day for Sanitary Workers from the Eegai Thiruvizha Celebrations, 2024. Wajakath Hussain, Thuvakkam's ECM during the distribution of souvenirs to Sanitary workers

-Sep, 2024

Donate for a Cause



*Avail 80G certificate to save tax

Share with Warmth

As winter approaches, many living on the streets face cold, harsh nights. We're distributing bedsheets and raincoats to help them stay warm and protected from the unpredictable weather.

Scan to Donate