

# Annual Report 2021







**Survivor**

# **Contents Page**

- 1. LETTER FROM  
THE FOUNDER & DIRECTOR**
- 2. HIGHLIGHTS OF THE YEAR 2021**

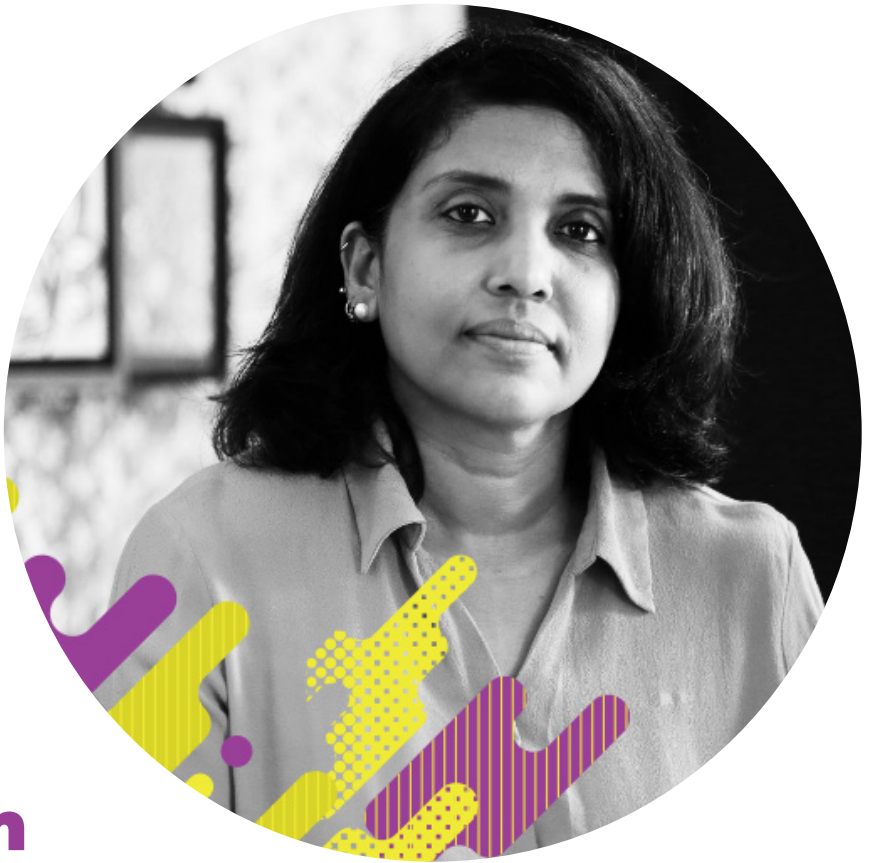
**REHABILITATION**

**TRAINING & MENTAL  
HEALTH SERVICES**

**ADVOCACY**

- 3. OUR PARTNERS & COLLABORATORS**
- 4. ABOUT WOW**
- 5. HOW TO SUPPORT WOW**





# 1. Letter from The Founder & Director

A great attitude to adapt in challenging times is 'gratitude'. And that is the one word that comes to mind when I think of the year that went by. Numerous challenges, hurdles, impossible situations, along with the disappointment to have said NO to some who wanted our help were among the realities we faced this year. Nevertheless, we pursued our goals with our eyes fixed on what IS possible and what was achievable for us. When many around us were talking about how life had slowed down for them since the lockdown, we were experiencing just the opposite. Opportunities to help people were piling up at our doorstep.

We continue to live in an environment where the after-effects of the Covid pandemic are devastating. And again women and girls continue to face the brunt of it - violence, discrimination, abuse, and lack of opportunity AMPLIFIED many times over than the rest for them. Loss of jobs, inability to pay school fees, domestic violence, mental health issues, human trafficking, and other forms of trauma that affected the members of the communities we work with were our opportunities to shine the light, so the worst affected can sail ashore. With the given resources, our team worked diligently. With the limitations that surrounded us personally and organizationally, our heroes (yes,

I call them my heroes!) marched on like faithful foot soldiers breathing hope into every situation they came across. No, our work did not reduce, it increased to include more avenues of rescue, training, and rehabilitative work in the communities we work with.

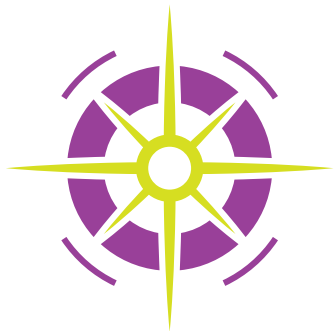
We could not have sustained what we do without YOU! We did feel that invisible PRESENCE in our boat that kept us from our fears, to continuously hope and not give up even if we were to be asked to walk on water. Impossible can be nothing when we stand together! And thanks to you for being that hand we could hold on to in our little boat that was swaying under the impact of the strong winds. You helped us stay afloat in spite of your own challenges.

Stay with us, and introduce others who can journey with us to making our communities a place of flourishing (not just of surviving!) for our women and girls.

A happy and fruitful 2022 to you and yours!

Kavitha Emmanuel  
Founder Director

## 2. Highlights of The Year



### I. REHABILITATION

#### Introduction:

The year 2021 was full of challenges and changes for us, as we worked in our communities, while accommodating to the new norm. However, for our communities they were not just affected by the apprehension of contracting the virus, and affecting their health, they also struggled with its impact psychologically, socially and economically. No one could be adequately prepared for what the pandemic would throw at them, especially the women, who were the sole breadwinners of the family.

This struggle continues as people in the communities continue life as usual, now with all lock-down procedures lifted. We as a small team have been trying to be as relevant as possible in ensuring that our communities become resilient, and be prepared for the future challenges this pandemic will have on their lives.

The rehabilitation department works with adolescent girls and women from underprivileged families. We serve individuals and groups in shelters and communities who are constantly striving for their safety, self-worth, mental health, and survival. Our initiatives are designed to aid individuals in accepting challenges, empowering them, and improving their quality of life.

# CHENNAI

## Pandemic Relief:

This year we reached 840 individuals and families with our hygiene kits and dry rations. The hygiene kits were distributed to the girls in the shelter homes, our adopted community and to sanitary workers and COVID -19 frontline workers in Kilpauk. The kits were designed according to the needs of the beneficiaries.

We also responded to immediate needs in the shelter homes affected with COVID-19 . At one time, in one of the homes, many girls tested positive. We were able to provide protein rich food and hygiene supplies for two weeks to enable the children to recover from it. We are happy to report that all the girls fully recovered.



In the month of May 2021, 16 of us were affected by COVID -19 and we were in great need. You supported us with chicken, eggs and hygiene supplies. We felt strengthened by these foods. Many people supported us and WOW was one among them. We want to thank you for your support.”  
Gnanasundari- COVID -19 survivor.



**GNANASUNDARI**  
COVID-19 Survivor







We also distributed hygiene kits to COVID -19 affected families in our community with essentials, like N95 masks, Kabasura kudineer (a herbal drink), soaps, floor cleaner, and COVID-19 behaviour change communication.



This year too, when lockdown was imposed many of the housemaid's families struggled to even feed their families, as they had lost jobs, or were asked not to stop working. We were able to provide dry rations to 32 such daily wage worker families in Kilpauk Slum and through our partners in Kolkata 150 daily wage families received dry rations.

Our sincere thanks to our partners Praise foundation, Yein Udaan and other Donors for sponsoring these kits.



Through our partnership with the Kilpauk Corporation we were able to create and print COVID -19 awareness pamphlets and posters on the following topics - Protection and Safety of Child during Lockdown, What to do during home Isolation, Benefits of COVID-19 vaccination, and how to stay mentally healthy. Volunteers from the community on behalf of WOW and the Kilpauk Corporation distributed close to 1500 pamphlets and put up posters in eight slum communities in Kilpauk.



*The hygiene kit was of great quality, especially the N95 masks will be very useful for our workers. Your posters on child safety will be of immense use to the community.*



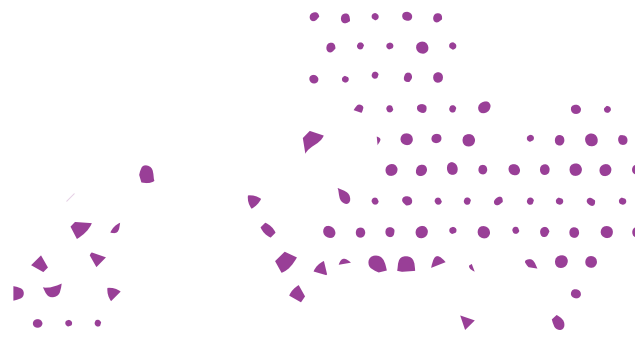
**KILPAUK CORPORATION**



*Thank you for supporting us with these dry rations. We were struggling to make ends meet with no job. We survived with rice gruel at times.*



**SUGUNA**  
Daily wage worker





## LIFE SKILLS AND CAPACITY BUILDING PROGRAMS:

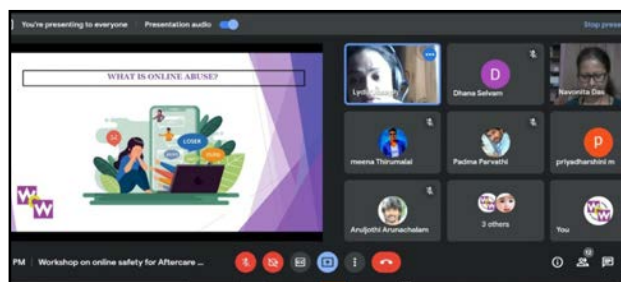
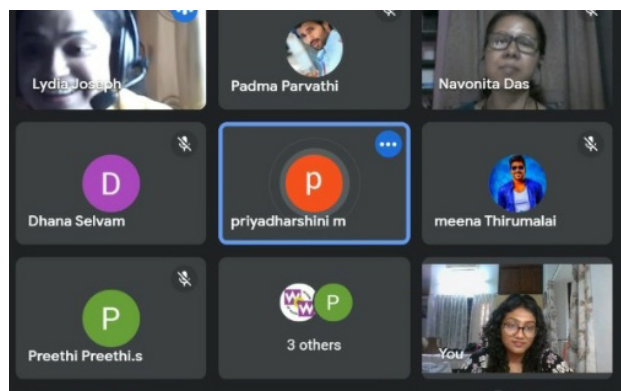
Our life skills program is aimed at empowering our women and girls on topics such as safety against sexual abuse, (including Covid -19 safety), self worth and good mental health. Overall , we engaged with close to 845 girls from shelter homes, including women & girls, men & boys in our communities on Resilience, Importance of health and hygiene, Mental health, Awareness on taking the vaccine for COVID-19, career guidance, online and body safety, menstrual hygiene, decision making and positive identity.

Since September 2021 we have worked in partnership with the football club of Swamidasspuram. The football club engages children through football, and during these coaching sessions, Women of Worth staff and volunteers were able to teach the children on how to stay safe online, on body safety, on how to be resilient.

Women from the community were also given awareness on the importance of treating all genders equally, Importance of taking the vaccines and taking personal responsibility for good Mental health.

Florence an elderly lady from the community: "As a diabetic person I learnt that I can take the vaccine safely without the fear of developing side effects. They also spoke on mental health. I sometimes struggle to sleep at night. This session was very useful".

In May 2021 , Florence took her first dose of the COVID -19 Vaccine along with others from the community.



## Our Reach

**541**

Shelter Home Girls

**254**

Boys and Girls  
in the community

**50+**

Women  
in the community



*"I learnt that I should cut down the time i spend on social media as well as what i post on it to stay safe. The session helped me to decide not to upload too many pictures /videos on Facebook or Insta."*



Adolescent girl from  
the Shelter Home (Maari)



*Feedback from "As long as I have strength I will run and when I lose my strength to run I will walk but will never give in to my situation or lose hope. Thank you for teaching this lesson to be resilient and fight back."*



Riyanka in Kolkata

## PODCAST:

Podcasts are the new way to consume information. It is growing in popularity and more people are listening to them on a daily basis. Since they are extremely time-efficient methods of learning about new things, people find podcasts convenient and easy to include in their everyday activities.

The Rehabilitation department has used the podcast platform from the month of September 2021. We were able to interact with general audiences and raise awareness among those who are unable to attend lengthy seminars and workshops. We created and disseminated podcasts on sensitive topics such as mental health and gender discrimination.

Our podcasts are broadcast through the Anchor app, which is available on iOS and Android. At the moment, our audiences are English and Tamil speaking communities.



**Our  
Reach  
66**



## SKILL TRAINING: GROOM THE HOUSEKEEPER PROJECT

The sudden loss of job and income has caused unforeseen challenges for survival, access to food in BPL (below the poverty line) families and increase in borrowed loans from money lenders, discontinuation of education for many children in the community.

To offset this crisis, Women of Worth initiated the "Groom the Housekeeper" skill training project for housemaids in the community, and for those who aspire to become househelps in the future.

The objective of the program is to groom or upskill existing housemaids into fully skilled housekeepers, especially in the context of Covid-19, by enabling the candidates to understand the importance and nuances of personal hygiene at work and enhance their housekeeping skills and techniques to work efficiently and effectively.



**Our  
Reach  
13**

"I'm a mother of two young girls. During the covid lockdown I lost both my jobs as a househelp. My husband lost his job too and I had to pawn my jewellery to buy necessities and to repay loans that we had." - Satya

Satya attended the "GroomThe Housekeeper Program" in March 2020.

A follow up with her has revealed that Satya has found two new jobs and she has been able to put the skills she learnt to practice at her work. Her employers are happy with her services.

We've had several feedback on how the candidates found it effective to work by applying proper housekeeping techniques and methods they learnt from the training and keeping their employers satisfied.

## EDUCATIONAL SCHOLARSHIPS:

Our scholarship program envisages to support girls from underprivileged, abused and abandoned backgrounds to access higher education or Vocational training. Our vision is to enable their independence, prevent early marriages, improve the socio-economic status of their families and also break the cycle of poverty.

This year with support from like minded donors we were able to support 6 girls who needed to continue their education. We support girls based on their interests and capacities. Our scholarship program includes a wholesome approach where the girls are included in capacity building programs, counselling and other programs that nurture their personal and professional growth and progress. Counselling is also provided for the family members of the beneficiaries. We look forward to supporting many girls deprived of Higher Education.



*"Coming from a village in India, I feel that our society sees girl children as a burden and should be married off as early as possible. I have been through that once and still go through the pressure of getting married. I want to break that norm ,to show my people that a girl deserves to be educated".*

*I'm currently doing my undergraduation and I aim to study law."*



**SUCHITRA**



*"I'm doing my second year undergraduate course. I enjoy my core subjects and the best part of doing a college education is ,you get to meet other girls like you and make new friends.'*

*"Being a girl means you are faced with a lot of limitations set by your family and society. I want to break the stereotypical way of life and achieve my dreams."*



**PAVITHRA**



## KOLKATA

We have been working with adolescent girls and their mothers in the Jagatpur Community of Kolkata, since the beginning of this year .

### **Breakfast Program:**

In June 2021, Our team in Kolkata facilitated a Breakfast program for 100 community children through. The Doctors Forum of West Bengal. This is a 365 day program and has contributed to the nutrition of the children in the community.



### **Mentoring Program:**

Currently we are training 25 girls from the community between the ages 13 to 20. Each month, we provide hygiene kits to these girls in order to ensure they understand and maintain good physical and menstrual hygiene. We also conduct regular workshops to raise their awareness on various social issues. We provide advice and guidance whenever necessary.

We have also started working with the mothers of the girls to raise awareness and bring a change in their mindsets and attitudes on issues of gender and safety.





We aim to introduce vocational training programs to girls who have dropped out of schools and enable them to gain employable skills. We also have plans to start a scholarship program for aspiring students who are not able to pursue their dream for higher studies due to challenges.



### Conclusion:

It has been an exciting and challenging journey this year supporting individuals and families in shelter homes and communities. We are grateful to our donors and rejoiced at every support we were able to bring to those in need. Bringing change and a tiny ray of hope and future for women and girls has made us endure and survive the challenges we faced this year. We look forward to the New year and to addressing new needs within our communities that have arisen due to the impact of this global pandemic.





## II. TRAINING & MENTAL HEALTH SERVICES

WOW's Mental Health initiative which was launched in 2019 to make professional mental health services accessible to all, saw a scale up due to the continuing impact of the pandemic on the communities we serve. This year, when the second wave hit nationwide, the pandemic didn't respect socio economic, age and gender barriers, every one experienced the effects of isolation, fear, uncertainty, job loss, and grief.

### COUNSELLING

This year our mental health services offered specialised mental health awareness workshops and one - one - counselling services to ensure the overall effectiveness of individuals and teams

Our team of Counsellors have carried out approximately 25 counselling sessions for 5 girls from the aftercare program as well as the community. The girls mostly presented with concerns about interpersonal relationship conflicts, difficulty managing and understanding their emotions, decision making regarding their future plans, and dealing with trauma from past experiences. These concerns were addressed in one on one counselling sessions with a counsellor, over phone calls.

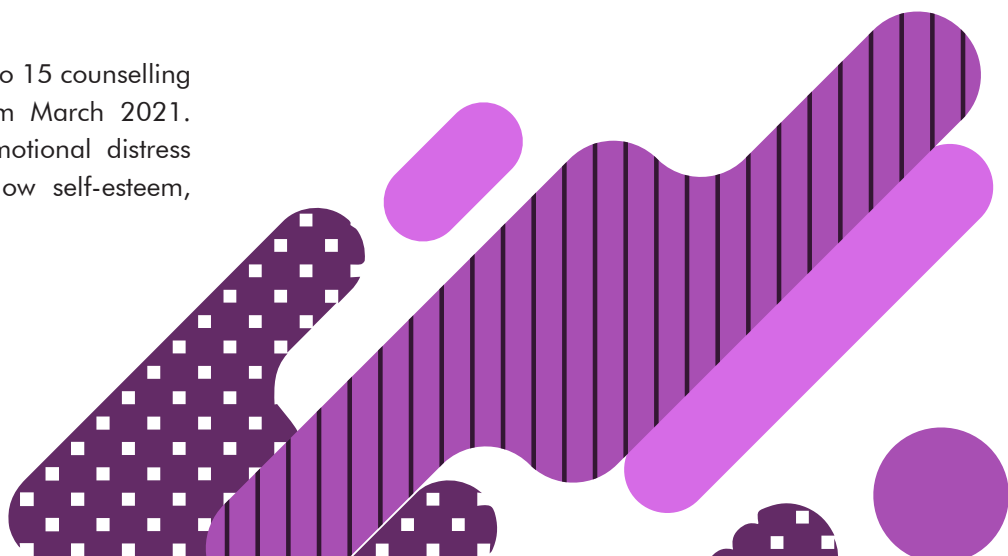
The counsellors also provided close to 15 counselling sessions to over 4 individuals from March 2021. These clients were experiencing emotional distress arising from depression, anxiety, low self-esteem, intrusive thoughts and panic attacks.

### SUPPORTIVE COUNSELLING NETWORK


During the second wave of the pandemic, in anticipation of the growing need for trauma and grief counselling, Women of Worth spearheaded the setting up of a "supportive counselling network", covering pan India. The free teleconsulting services were enabled and offered through a volunteer group of over 50 professional and lay counsellors who were able to provide services in vernacular languages. The helpline provided a space of emotional support and strength for those affected by COVID -19 and were experiencing grief, trauma and anxiety.

We reached 15 individuals who were struggling to cope with their loss and experiencing fears about the pandemic.

In addition, we had made plans to create a Grief support group to help families and individuals who had experienced losing a loved one to COVID-19. This did not take off as planned.







**By law a child can never  
give consent or approval.  
When a child is abused,  
it is NEVER their fault!  
Period!**

Equip your school to recognize, prepare,  
prevent and help children recover from  
the trauma of Child Sexual Abuse (CSA)

**Go To School, Fearless!**

**A GUIDE TO BECOMING A SAFE SCHOOL**

**FEARLESS**  
PROJECT

**WOMENOFWORTH.IN**

## TRAINING

WOW's training goal is to EDUCATE, ENCOURAGE & EMPOWER individuals and teams for culture and societal transformation in order for women and girls to thrive. Our team of professional trainers and module creators specialise on issues related to gender equality, emotional intelligence, women & leadership, overcoming skin colour bias, life skills training, leading change and fighting inequalities. WOW targets several demographics that include but are not limited to women and girls in schools, colleges, CSOs, and religious institutions. As each audience is different from the other, the content is tailor-made to suit ever-changing needs and trends.

## GO TO SCHOOL, FEARLESS !

We did a 3-part workshop series under the Fearless Project titled "Go to School, Fearless", to raise awareness on how to recognize, prepare, prevent and help children recover from the trauma of Child Sexual Abuse (CSA). Close to 350 plus participants composed of decision-makers, Board members, Principals, Heads of Institutions, as well as teachers, and other school management staff attended the workshops. The series covered prevention, protection and recovery aspects of Child Sexual Abuse. In particular, the series touched upon 'Building a Culture of Safety and Equality | Setting up Systems | Mental Health Recovery for victims of child sexual Abuse. Participants were trained on how to recognize and address signs of abuse, given a preview on how to set up protection systems, drafting a child policy and tips to address mental health aspects of abuse .

Samskaara Academy Cbe to Everyone 12:35 PM

Every minute spent these 3 Saturdays on "Fearless" was worth its time in gold. Thank you WOW team!

Dan to Everyone 12:35 PM

Teaching children about boundaries, in real life n online and how to respect boundaries. A lot of programs are focused on girls... a specific program to teach boys this too

Adelyn Devi to Everyone

12:31 PM

Thank you very much WOW.. it's really eye opener as well as very useful....



*The session shed light onto many unnoticed existing biases in the society.*



Teacher,  
Samskaara Academy.



*It was very helpful. Thanks to the organisers and the resource persons. Hoping to learn more, especially on how to develop a Child Protection Policy in school.*



Tracey, Headmistress,  
Apple Buds Academy.

**A good portion of a student's day is spent in school (online and offline). Every school's top priority should be to ensure their safety and well-being.**

Equip your school to recognize, prepare, prevent and help children recover from the trauma of Child Sexual Abuse (CSA)

**Go To School, Fearless!**

A GUIDE TO BECOMING A SAFE SCHOOL



**No violence against children is justifiable. All violence against children is preventable.**

UNICEF

Equip your school to recognize, prepare, prevent and help children recover from the trauma of Child Sexual Abuse (CSA)

**Go To School, Fearless!**

A GUIDE TO BECOMING A SAFE SCHOOL



## CHILD PROTECTION POLICY

We facilitated the creation of a safeguarding policy for a religious institution in Bengaluru, and initiated the process of setting up a child protection policy for a couple of schools.





### III. ADVOCACY

## DARK IS BEAUTIFUL

In 2021, the Dark Is Beautiful campaign continued to see the ripple effects of its work worldwide. While the pandemic took everything online, it didn't stop the explosion of media posts by people around the world who had found a voice and felt compelled to tell their stories on colourism, discrimination and racism, largely driven by the Black Lives Matter movement across the USA in 2020.

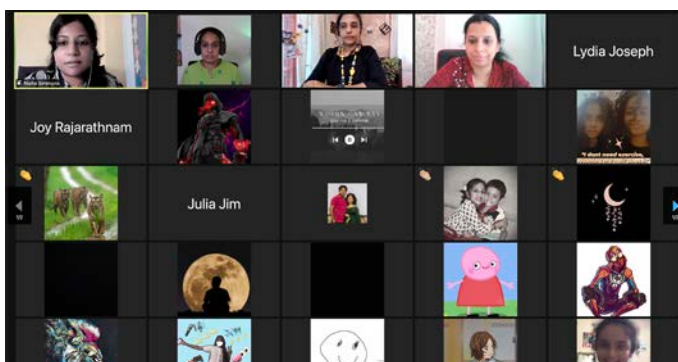
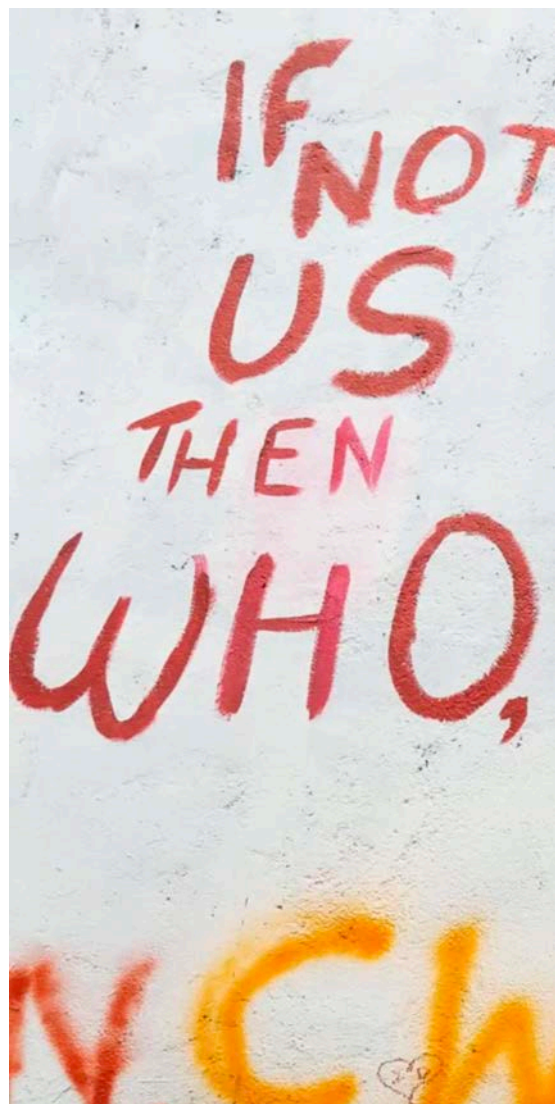
Center for  
**JUSTICE AND LAW**  
HAMLINE UNIVERSITY

**COLORISM AND SKIN LIGHTENING:  
ADDRESSING AN EPIDEMIC OF MERCURY POISONING IN MN**

Keynote  
**KAVITHA EMANUEL**

Founder and director of Dark Is Beautiful Campaign, founder of the Women of Worth movement ([www.womenofworth.in](http://www.womenofworth.in)). International advocate and leader

JOIN US FRIDAY DECEMBER 3RD,  
10AM-2PM CST- ZOOM WEBINAR





## IN THE MEDIA

As pioneers in the fight against skin colour discrimination, we were invited to participate in everything from keynote speeches at international events, media interviews, book mentions, research projects to workshops. Some mentionable media interviews include 2 Sentence Horror Stories - Warner Brothers & Netflix (2SHS Podcast Interview), Bloomberg News, CNN Roundtable, Amplify With Aarti - Episode On Colourism, CNN - White Lies Series and Radio One Bangalore.

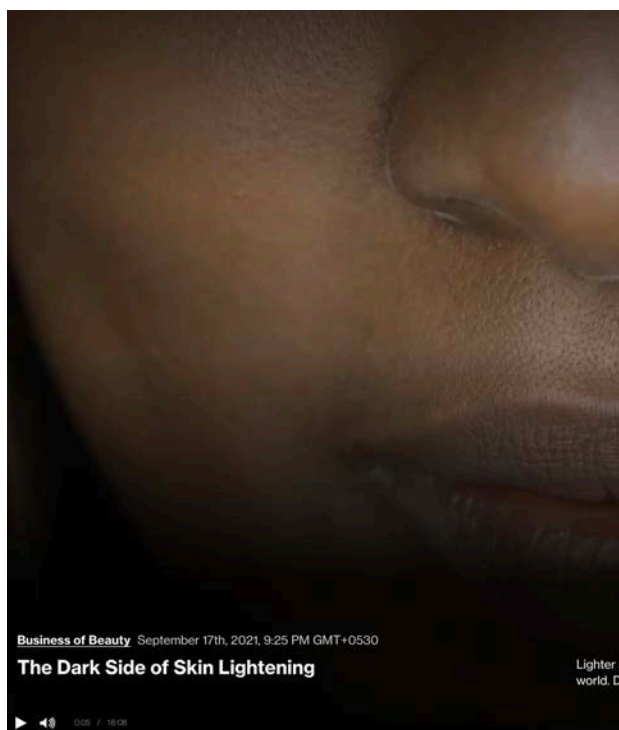
We also had the opportunity to give keynote speeches at the following virtual university events:

1. Colorism and Skin Lightening: Addressing an Epidemic of Mercury Poisoning in MN held by the Centre for Justice and Law - Hamline University, Minnesota
2. 1<sup>st</sup> International Conference on Dermal Sciences by The Department of Dermatology, The University of Faisalabad.

With people around the world finding their voices, speaking out against colourism and telling their stories of experiencing colourism, we have the honour of being mentioned as one of the campaigns that helped them be more aware of what they were experiencing—colourism and how they overcame it. We'll be mentioned in the epilogue for an upcoming book titled, 'The Black Rose'.



**CNN- White Lies** (Click Image To View)



**Bloomberg - The Dark Side of Skin Lightening**  
(Click Image To Watch)



**Aarti Talks About Colourism With Kavitha**  
(Click Image To Watch Episode)



## **WEBINARS & WORKSHOPS**

We were invited to take a series of sessions with students of classes 9 to 12 of Legacy School Bangalore on colourism awareness and how to stop it. We were able to do 2 sessions with about 30 students of standard 9, particularly focusing on body image, body confidence, bias and discrimination. This was part of their life skills classes.

We were invited to speak at a webinar with teachers from the ACSI South Asia Network this year. It was a great opportunity to create awareness among teachers and school administrators on colourism and skin colour discrimination that occurs within the learning environment. Since students spend a large chunk of their time at school and with teachers, this was an important awareness creating opportunity

## **VOLUNTEERS**

We also initiated an aggressive campaign to call for volunteers to join our Communications Team and help create content to promote our work on our social media pages.

We are happy to report that we've had a steady stream of volunteers signing up and giving their time and skills to our cause of ending colourism.

### **3. Our Partners & Collaborators**

**YEIN UDHAN**

**DON BOSCO**

**PRAISE FOUNDATION**

**IIDA**

**CWC KOLKATTA, CHENNAI, COIMBATORE**

**WOMEN AND CHILD DEVELOPMENT  
DEPARTMENT, WEST BENGAL**

**CHILD RIGHTS COMMISSION ( KOLKATA)**

## **4. About Women of Worth**

Women Of Worth exists for the growth, empowerment and safety of girls and women.

We stand for Justice, Equality & Change.

We celebrate who we are today

We anticipate those changes that are yet to be

We participate in the fight for a better tomorrow

WOW, a programme unit of Provide , was started in 2008 by a group of women who rose who felt compelled to being the change in an environment that was filled with gender discriminatory practises & attitudes that were prevalent across boards of institutions as well as in society at large. Discriminatory attitudes and practises are often excused or overlooked as a cultural phenomena without considering the stripping away of human dignity and worth. With zero tolerance for abuse and violence against women, WOW works tirelessly to break stereotypes that cripple women's true potential.

We dream of a world where women and men, girls and boys coexist in an equal world.

## **Vision**

**To see women and girls live up to their fullest potential in the light of their intrinsic value by creating pathways to safe spaces for them to flourish.**



## **Mission**

**We exist to**

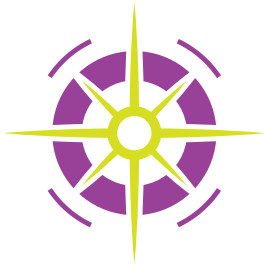
**Enlighten women  
to recognise their innate  
value, worth & significance**

**Encourage women  
to live up to their  
full potential**

**Empower women  
by creating channels  
of safety, growth  
& equality in society**

**Equip women  
with skills to live  
the change they hope to see**

## OUR THREE STREAMS



### Advocacy

We strive to change attitudes and behaviour to bring equality in every sphere. A major part of what we do at WOW is to bring change by influencing toxic mindsets and attitudes, and what better tool than social media to do that! Find us on FB and IG



### Training & Mental Health Services

WOW's training programs are conducted by professional trainers to address issues relevant to both men and women within our two areas of focus; empowerment and safety. These initiatives educate people on core values and morale, encourage people to critically think and empower people to be the change they wish to see.

The training wing of WOW targets several demographics that include but are not limited to women in schools, colleges and corporate offices. As each audience is different from the other, the content is tailor-made to suit ever-changing needs and trends.

Apart from training workshops, WOW also regularly gets invited to colleges and corporates to deliver lectures and keynote addresses. We also conduct panel discussions on various topics related to the safety of women and girls.

Tamara Mental Health Services is a relatively new

initiative started by WOW in May 2019. Its purpose is to identify and address mental health issues and stop the stigma that surrounds it. We provide counseling services and awareness training programmes on mental health.



### Rehabilitation & Restoration

Our rehabilitation wing identifies and engages with adolescent girls who are from abandoned, trafficked or neglected backgrounds.

We work in different capacities ranging from complete psychological evaluations, counselling, and rehabilitative interventions, depending on the needs of the rescue organisation involved. Counselling, life skills training and therapy of different kinds, are offered in a non-judgemental environment.

Our counselling, life skills training and therapy of different kinds are offered in a non-judgemental environment that provides effective rehabilitative care for children of all ages who have fallen victim to human trafficking.





## 5. How You Can Support WOW

### **VOLUNTEERING**

Your Time And Skills Are Valuable To Us

Since our inception, we have been supported by volunteers who are a core part of our team. We have a wide range of volunteering opportunities and when you volunteer with us, you get the opportunity to make new friends and learn new skills.

If you have time to give and the commitment to empower women and adolescent girls, we welcome you into our team.

[womenofworth.in/volunteer](https://womenofworth.in/volunteer)

No act of kindness, no matter how small, is ever wasted.

### **DONATE**

We have various programmes and campaigns ranging from Counselling The Fearless Project, The Girl Arise Campaign, The Dark Is Beautiful campaign etc., that need your support, please visit our website to donate

[womenofworth.in/give](https://womenofworth.in/give)





