



Annual Report 2022

Expanding Our Horizons

www.womenofworth.in

Index

<i>Note From Our Founder</i>	01
<i>Director's Desk</i>	02
<i>What We Did This Year</i>	
– <i>Rehabilitation</i>	04
– <i>Training & Mental Health</i>	07
– <i>Advocacy</i>	11
<i>CSR, Foundations, Partners & Collaborators</i>	14
<i>About Women Of Worth</i>	15
<i>How To Support Us</i>	18

Note From Our Founder

Year Of Positive Disruption

This year was a year of positive disruption for us. The word 'disruption' is often interpreted to mean that something is being disturbed or hindered negatively. But to us, the word means 'disruptive innovation'. It's about challenging the status quo that strips women and girls of their freedom to be the best they can be!

The pandemic changed everything for everyone everywhere. We at Women of Worth took it in our stride to move forward and accepted this disruption as an opportunity to fulfil our mission. This positive disruption has seen new leaders emerge from within our teams to take on challenging roles. As a movement, our influence and message of justice, equality, and change have crossed more borders than ever before. Though we faced tough times because of financial constraints, our motivation and passion were not diminished. I appreciate the dedication, resilience, and sincerity of each of our staff who kept pushing boundaries personally and professionally to see the lives of girls changed.

We are grateful to all our supporters — corporates, foundations, individual donors, and well-wishers who believed in our ability, integrity, and dedication to serving the communities with whom we work.

In the coming year, we are preparing and equipping ourselves to expand our horizons. We envision a year of expansion and bigger transitions. We believe we have a unique mission and message to make this world a better place, one girl at a time!

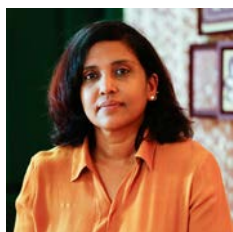
Join us to support the indomitable courage and vision of those working tirelessly to enable girls and women to flourish, and contribute to forming an equitable society.

If I were to say what our mission means to me personally, I would use the words of William Wilberforce (Proponent of the Slavery Abolition Act): **"Let it not be said I was silent when they needed me."**

I will not stay silent. How about you?



Kavitha Emmanuel
Founder Of Women Of Worth



Director's Desk

The Future: Expanding Our Horizons

Women of Worth's mission to enlighten, encourage, empower, and equip for close to two decades has enabled many thousands of girls and women to know their significance equally alongside boys and men. We can proudly say that even before the United Nations Sustainable Development Goal (SDG) 5 — Achieve gender equality for all women and girls — was formulated, we had envisioned and worked towards a safe and equal world for all girls and women.

Our unique message of justice, equality, and change needs to be louder and more far-reaching than it is now. Post the pandemic, if we are to achieve the goal by 2030, we need to expand our horizons, collaborate better, and work collectively. Though pioneered by women and still largely led by women, we hope to have more men join the new avatar of Women of Worth (WOW).

WOW is committed with even more passion and rigor to keep pushing our influence and message far and wide. We plan to expand our training and mental health vertical to more than 10 Indian cities and two more South Asian countries in the next three years. We believe our society and this generation are poised to appropriate 'justice, equality, and change at an unprecedented pace.

Joy C. Rajarathnam
Director Of Women Of Worth





What We Did This Year

Rehabilitation

Women of Worth's rehabilitation programmes address the challenges to safety, self-worth, mental health, and survival among adolescent girls and women from underprivileged families. Our initiatives are designed to empower them, give them agency, and improve their quality of life.

With the decline of COVID-19 cases, 2022 brought fresh hope, higher anticipation, and fewer apprehensions about the challenges that may arise in our work with the underprivileged.

Overall, the pandemic had adversely impacted the safety and health of children and women. To offset this, we focused on creating health programmes, raising awareness on the need for safe environments for children, and building coping mechanisms for adolescents and women through training and counseling, as well as upskilling women for better employment opportunities.

Health, Hygiene & Safety

Medical Camps

To assess & respond to the health needs of adolescent girls and women

This year, we conducted three medical camps in our community at Kilpauk and at two government-aided childcare institutions. At the camps, 235 adolescent girls and women were screened for reproductive, skin, and general health issues. Many of them were also tested for anaemia and were given essential vitamins, health supplements, and medicines.

We are grateful to the medical staff at Murugan Hospitals, Kilpauk, and Je Nesam Hospital, Ashok Nagar, Chennai for these camps.

"The camp was well-organised. The doctors patiently listened to the girls' concerns and provided treatment. We were able to identify many health issues. The medicines were helpful. The camp also allowed children to communicate their concerns to the doctors. A 14-year-old girl from the community was upset about vaginal issues and contemplated suicide. At the camp, the doctors convinced her that her condition could be treated. Her mother was so relieved that she spoke to the doctor openly and got treated. We would like more such camps, especially for people in Broadway."

Sister Arokiya Sujatha Mary, Secretary - Marialaya
A child care institution in Broadway, Chennai



Hygiene Kits

To encourage safe, hygienic practices, and instill confidence during menstruation

We were able to regularly provide hygiene kits to adolescent girls from underprivileged communities and childcare institutions in Chennai and Kolkata.

Each kit contained bath soap, washing soap, two packs of sanitary napkins, shampoo, coconut oil, toothpaste, and a toothbrush. **We provided hygiene kits to 1,125 girls this year.**

"I'm an orphan. I live with my aunt and uncle at Swamidass Puram. The hygiene kits are very useful and of good quality. I suffer from heavy periods and the sanitary napkins are an additional resource to keep myself clean and confident."

Nethra, a 14 year-old from Chennai

"I no longer use cloth during my menstruation, but use the sanitary pads you provide. I am free from infection."

Trisha Barman, Kolkata



Safety Of Women And Children, And Mental Health Support: The Fearless Project

Women of Worth is committed to ensuring girls and women enjoy safety and equality wherever they are. Our initiative, the Fearless Project, involves extensive work towards protection, prevention, and recovery from all forms of violence against girls and women.

This year, we focused on building an environment of safety and equality, especially on school campuses through awareness, training, and assistance in developing safeguarding policies for prevention, appropriate responses to sexual abuse and harassment, and recovery from the impact of child sexual abuse.

We collaborated with schools in Chennai and set up their child-protection policies. We conducted awareness training for 159 teaching and non-teaching staff, and set up safeguards for 2,724 students. A student safety curriculum was developed for primary, middle, and high school students, and training was conducted for teachers. This age-appropriate curriculum in the English language has detailed tips to enable trainers/teachers/educators to use it in schools and other learning centres. We plan to seek accreditation for this curriculum from the Ministry of Education, educators, and experts.

"Thanks to WOW for a thought-stirring presentation. It was truly an eye-opener. You conveyed the message to both the teaching staff and support staff clearly. Your team works with a passion that is palpable. Congratulations to the whole team."

Dr Joan Elango, Principal, Anita Methodist School



What We Did This Year

| Training & Mental Health

Transforming Mindsets

Transforming Behavior

WOW's training goal is to EDUCATE, ENCOURAGE & EMPOWER individuals and communities for cultural and societal transformation in order for women and girls to thrive. Our team of professional trainers and module creators specialises in issues related to gender equality, safety, mental health, 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 government homes, aftercare institutions, schools, colleges, CSOs, and religious institutions. As each audience is different, the content is tailor-made to suit changing needs and trends.

This year we were able to reach 2,086 adolescent girls through 89 sessions in Chennai and Kolkata. We covered girls from government and government-aided institutions, and various communities. We trained 315 women from Chennai and Kolkata. Among them were 21 teachers and caretakers working with children at the Government Home in Chennai.

Our training and workshops focus on topics such as healthy relationships for adolescents, child safety, menstrual hygiene, mental health, developing resilience, stress management, work-life balance, positive student-teacher relationships, handling trauma, positive coping strategies, mindfulness, empathy, anger management, gender equality, ideal marriageable age, domestic violence, body shaming, and colourism.

Our Training Sessions In Numbers



"I never knew women had rights, so I lacked the courage to fight back. The workshop on domestic violence helped me learn about various forms of violence and my rights, and where I can get help."

Bulu Dey, 20-Year-Old From The Jagatpur Community In Kolkata

"We learnt what triggers anger and how to control it. We will practice the five-finger breathing exercise, visualization, meditation, listening to calming music, and counting backward, to control our anger."

Girls from the Government Home, Chennai After An anger Management Session

"I was very stressed after losing a family member. Attending the session was the best decision I've made. I felt very relaxed after practicing the relaxation techniques."

Vasugi, 42 -year-old From The Chetpet Yein Udaan Community In Chennai

"I never knew that women had rights and so I lacked the courage to fight back. The workshop on domestic violence has helped me to know about various forms of violence and my rights, and where I can get help."

Bulu Dey, Community Woman from Jagatpur Community of Kolkata

Special Initiatives

Groom The Housekeeper Project

This programme was conceptualized to assist struggling house helps who lost their jobs during the pandemic. Through a certificate course, candidates were trained in the nuances of personal hygiene and professional housekeeping to work efficiently and effectively.

In addition, in keeping with our core mission, we talked about workplace safety and conducted sessions on knowing the law regarding sexual harassment (P.O.S.H), their rights as an employee, and the government schemes available to domestic workers. We believe this training has increased candidates' employability and income. We plan to enroll all our housekeeping graduates in government schemes available to unorganised workers.



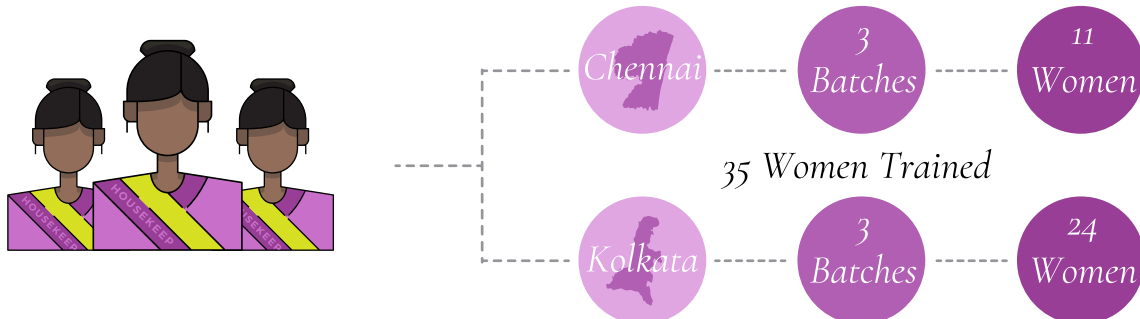
"Since my husband is disabled, I am the breadwinner of the family and have to raise our intellectually-challenged daughter too. The training was so helpful that my employer gave me a 50% raise within two months."

Maria Theresa, Household Help From Chennai

"I was overwhelmed by what I learnt. The lesson on personal grooming was a complete shock. By the end of the training, I felt valued and developed confidence."

Durga Barman, Housemaid From Kolkata

Groom The Housekeeper Course Statistics



Higher Education Scholarships

We were able to continue supporting four girls in their schooling and higher education. Our scholarship beneficiaries come from backgrounds of abuse and poverty, and therefore, we believe it is also imperative to empower them through counselling and capacity-building programmes. A couple of our beneficiaries are in their final year of undergraduate courses. Continuing with their higher education has not only rescued them from abuse and poverty but has instilled in them independence and hope for a bright future.

"Previously, my parents had to pawn jewellery or take loans to pay my school fees. This scholarship has motivated me to study hard and gain good marks. The WOW workshops have equipped me to stay strong and speak courageously. I was also given career counselling. The hygiene kits I receive are so useful. Even when my mother isn't around, I know I have sanitary napkins at home."

R.Kaviya, Class 12 student from Kilpauk, Chennai

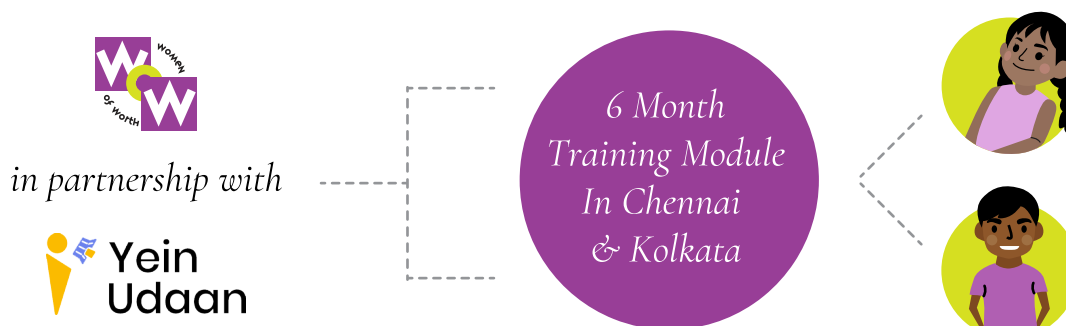


Spoken English Program

We are constantly devising programmes to suit community needs while staying true to our mission. An impact study conducted in January 2021 by Azim Premji University revealed that 92% of children (among 16,067 children across all classes in five states) had lost one specific language ability, such as speaking, reading, and writing simple sentences. (Source: azimpremjiuniversity.edu.in/learninglossduringpandemic)

Based on this finding, since November, we have partnered with YEIN UDAAN to initiate a communication skills training programme for boys and girls in our communities in Chennai and Kolkata. We are currently conducting a six-month training module for 75 girls and boys.

Communication Skills Training Programme



Counseling Services

Our staff and volunteer counsellors conducted 68 sessions for 20 girls and women in Chennai and Kolkata this year. Girls and women were given a safe space to vent their feelings and explore their challenges. The counselling sessions were focused on emotional and behavioural management, conflict resolution, and career guidance. We are extremely grateful to volunteers who offered their valuable time and expertise to make a change in the lives of the women and girls we work with.

Internships

We have regular student placements from Madras Christian College, Madras School of Social Work, and Christ University, Delhi. This year, we recruited 15 students with backgrounds in social work and psychology. They were trained in engaging with various WOW communities. We shared our expertise in creating training modules and gave them opportunities to create and deliver their own modules. They were also allowed to conduct counselling sessions with children in the presence of our trained counsellors.

Interested students may apply for internships in 2023 by emailing us at wow@womenofworth.in

"I have been with WOW, interning and volunteering my time since my undergraduate days. I have enjoyed working with the field staff. More than the theoretical knowledge it's the practical knowledge that has helped me. It exposed me to the harsh realities that women and girls face. As a counselling intern, facing clients in group settings helped me hone my skills. And I also learned how interventions are planned to address the needs of the community."

Pavithrakshmi K.M, 1st Year M. Sc. Psychology, Christ University, Delhi

"While interning with Women of Worth, I learned how to work in teams, how to organise community programs, and how to work with one on one clients for counselling. I also gained experience in content writing and conducting workshops. The working atmosphere at Women of Worth helped me stay focused. My interactions with the supervisor assigned to me helped me learn how to work in a non-profit organisation."

Catherine Tania Bennett, 1st year MSW, Madras Christian College



What We Did This Year

Advocacy

The Dark Is Beautiful Campaign

In 2022, we saw the influence of the Dark Is Beautiful campaign rippling across many sectors.

Education

Harvard STRIPED

We were approached by Harvard Medical School and Boston Children's Hospital for their project Harvard STRIPED. The project is aimed at developing teaching modules to help students tackle real-world problems and high-impact issues, one being colourism. Their pilot e-course was set in India and they created a set of narratives, lesson plans, and videos featuring the Dark Is Beautiful campaign and valuable links to resources from our website. These were shared on social media via our Facebook page.



<https://www.youtube.com/watch?v=6NTLEvFQjPM&list=PLQez07wl9hxxZoNcCjC2Z6jGBHrTydEER&index=2>

Shiv Nadar University: TEDx

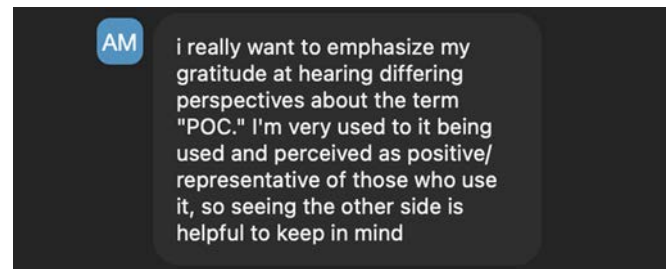
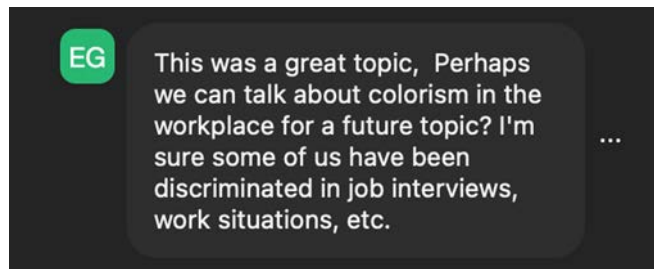
Kavitha Emmanuel was invited to give a TEDx talk at ShivNadar University, Uttar Pradesh.

<https://tedxshivnadaruniversity.com/lineup/>



Corporate: Diversity, Equity, and Inclusion

Our campaign took a big step in the direction of corporate awareness on a global scale this year. Global awareness of colourism has been growing steadily in the last decade or so, and the corporate world has begun to recognise the need to address skin colour discrimination and its effects on individuals, teams, and organisations. Colourist expressions are quite unique to the APCJ (Asia Pacific, China, Japan) cultures and we were able to facilitate contextual conversations for the same.



We were invited by a number of large multinational corporations with offices around the world, to participate in programmes conducted by their DE&I (Diversity, Equity & Inclusion) teams. These included workshops and keynote speeches aimed at raising awareness on colourism and ways to break the cycle.

Corporate Engagements 2022

- January: Keynote speech at Johnson & Johnson, US — A Spotlight On South Asian Colourism
- March: Ethicon, US — Keynote address on Break the Bias
- April: Workshop at F5 — Diversity & Inclusion Conference
- May: Keynote speech at CBRE, US — AAPI Heritage Month | Dark is Beautiful: Discussing Colourism
- November: TEDx Shiv Nadar University, Gurgaon — TEDx talk on The Melanin Mantra

Research

Smithsonian's Our Shared Future, Reckoning with Our Racial Past Initiative

A research assistant with Smithsonian's Our Shared Future, Reckoning with Our Racial Past Initiative, used select images of our campaign for an educational video to explore race and colourism outside the United States.

Media

Our Founder, Kavitha Emmanuel was invited to talk about the campaign and colourism by several large media houses.

- Talk on colourism for World Association of Girl Guides and Girl Scouts (WAGGS)
- Interview on colourism and the campaign for Our Daily Masala
- CNN series "White Lies" - on social media platforms in the proliferation of lightening products (<https://edition.cnn.com/style/article/skin-whitening-products-social-media-as-equals-intl-cmd/index.html>)
- Al Jazeera - Interview on 'Why is skin bleaching so popular in Asia' <https://www.instagram.com/p/CkgdMH5AZIc/?hl=en>

Policy

In another landmark fight against colourism, Google introduced an update to its Inappropriate Content Policy where advertisers need to remove advertisements that promote skin-lightening products which imply the superiority of one skin tone over another. This came into force on June 30, 2022. We see this as an extension of the Dark is Beautiful movement globally. Read the update here: <https://support.google.com/adspolicy/answer/11933633?hl=en>



Grassroots Advocacy

Safety Of Women And Girls In Urban Poor Communities

We extended our safety awareness campaigns to underprivileged communities at Kilpauk and Chetpet in Chennai, and Jagatpur in Kolkata. Workshops on safety and gender equality were conducted not only for women and girls but also for boys and men. The workshops covered the nuances of behaviour and communication that go unnoticed and are often accepted as the norm, perpetuating even more abuse and violence.

In addition, we created safety posters to help identify signs of abuse, the impact of abuse on women and girls, and how the community, especially boys and men, can support victims of abuse.



International Day for the Elimination of Violence Against Women

To commemorate the International Day for the Elimination of Violence Against Women, we pasted safety posters on walls in urban poor communities, Balwadi centres, hospitals, primary health centres, and police stations at Kilpauk and Chetpet in Chennai. Our staff were on the ground, reaching out to men, going house to house, and talking about the impact of violence against women in their households.

"I used to think it's alright for my husband to hit me if I'm wrong. Through your workshop, I learned that hitting another human being is not OK but is a form of abuse. I now know it's not OK for me to be hit or beaten up by anyone."

Rishiya, 35-year-old From A Community For The Urban Poor In Chetpet, Chennai

Addressing Early Marriage & It's Impact On Psychological And Physiological Health

In India, about 1.5 million girls (as per Unicef) are estimated to get married before the age of 18 years. While preventing child marriage is critical, we also realised there is a gap in addressing how these marriages impact a girl's psychological and physiological health. So we focused on raising awareness on the same.

We addressed the myths and biases associated with puberty, and used mass media tools like pamphlets, street theatre, and videos, to recommend an ideal marriage and reproductive age for women. We also raised awareness on reproductive and sexual health, and the rights associated with it.

Our Reach Through Flyers And Videos

580 Flyers Distributed



131 Vide Views

CSR, Foundations, Partners & Collaborators

- Department of Social Justice
- CWC in Kolkata & Chennai
- Women & Child Development, West Bengal
- Child Rights Commission, Kolkata
- Seva Samajam, Chennai
- Marialaya, Chennai
- Don Bosco
- Yein Udaan, Chennai
- Praise Foundation
- Murugan Hospitals, Kilpauk,
- Je Nesam Hospital, Ashok Nagar
- Anita Methodist School
- Kerala Vidyalayam School
- Harvard Medical School and Boston Children's Hospital
- Al Jazeera
- CNN
- Shiv Nadar University, Gurgaon
- AmadaSoft
- Chennai Willingdon Corporate Foundation
- RR Donnely
- Madras Christian College
- Madras School of Social Work
- Christ University, Delhi

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 compelled to bring change to an environment filled with gender-discriminatory practices and attitudes that were prevalent across boards of institutions as well as in society at large. Discriminatory attitudes and practices are often excused or overlooked as a cultural phenomenon 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 and equal spaces for them to flourish.

Mission

We exist to

- Enlighten women to recognise their innate value, worth, and significance
- Encourage women to live up to their full potential
- Empower women by creating channels of safety, growth, and 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 countering toxic mindsets and attitudes.

Training & Mental Health Services

WOW's training programmes are conducted by professional trainers to address issues relevant to both men and women within the areas of empowerment, safety, and equality. These initiatives educate people on core values and morale, encourage people to think critically, and empower them to be the change they wish to see. The training wing of WOW targets several demographics that include but are not limited to girls in schools, colleges, and corporate offices. As each audience is different, the content is tailor-made to suit ever-changing needs and trends. Apart from training workshops, WOW 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, and colourism.

The Mental Health Services wing was launched in May 2019. Its purpose is to identify and address mental health issues and combat the stigma that surrounds them. We provide counselling 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 that provides effective rehabilitative care to child victims of human trafficking.



Our Amazing Team



Lydia Joseph



Shalomie Tewes



Navonita Das



Anantha Kumari



Salomi Benita



Khusboo Lohar

How To Support Us



Volunteer

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.

www.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.

www.womenofworth.in/give

Follow Us



/womenofworthindia

