

WOMEN OF WORTH

**Justice, Equality, Change:
Shaping Our Future Together**

ANNUAL REPORT 2024



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A singular mission: to empower, uplift, and ensure the safety of girls and women.

Our Purpose

At Women of Worth (WOW), we are driven by a singular mission: to empower, uplift, and ensure the safety of girls and women. We stand as advocates for Justice, Equality, and Change—championing a world where everyone is valued and celebrated for who they are.

- We celebrate the strength and resilience of women today.
- We anticipate the transformative changes that tomorrow holds.
- We participate in the relentless fight for a better, more equal world.

We envision a world where women and men, girls and boys thrive as equals—where barriers are dismantled, potential is unleashed, and dreams are realized.



Our Vision

A future where every girl and woman flourishes in safe, equal, and empowering spaces, reaching her fullest potential.

Our Mission

To transform communities through advocacy and action, championing Justice, Equality, and Change.

Our mission comes to life through these guiding pillars:

- Emerge: Empowering women to live out their full potential.
- Empower: Helping women recognize their innate value, worth, and significance.
- Enable: Ensuring access to safety, growth opportunities, and equality.
- Equip: Providing women with the tools and skills they need to thrive.

At WOW, we don't just dream of change—we work tirelessly to create it. Join us in building a world where everyone has the opportunity to rise, shine, and lead.

Our Expertise

Through the verticals of *Advocacy, Training and Rehabilitation* we address our commitment to both the prevention and rehabilitation aspects concerning women and girls in all walks of life.

Founder's Message

Dreaming of Disruptive Innovation



As we reflect on 2024, I am filled with gratitude for a year marked by bold steps and transformative impact. Through the Women of Worth Movement, we have done our utmost to challenge systemic inequities and catalyse meaningful change for women and girls. Together as a team, and with the steadfast support of the communities we serve, we have equipped women for leadership and influence, fostered safe spaces, and built meaningful partnerships that truly embody the heart of our mission.

This year has been a testament to the power of collective action—the undeniable strength of us working together in a shared commitment to justice, equality, and lasting transformation.

As we turn our gaze toward 2025, we are inspired to dream even bigger and dig even deeper into our mission to disrupt inequalities and discrimination. The coming year presents us with fresh opportunities to expand our reach, deepen our impact, and catalyse innovative initiatives that will multiply our efforts and leave a legacy for future generations.

One of our key priorities for 2025 is scaling our training initiatives, and I couldn't be more excited about the possibilities ahead. We are dedicated to creating meaningful and impactful training modules that transform mindsets and reshape behaviours. These modules aim to usher in a renewed culture where equity becomes the norm across communities and organisations—whether in schools, nonprofits, workplaces, neighbourhoods, or homes—through practical tools and actionable solutions.

Some of our favourite topics to disrupt for transformation include fostering a culture of equality, building safe spaces, ending colorism, and championing women uninterrupted! But this journey isn't just about women. We are equally passionate about working with men and boys, recognising them as our strongest allies in this mission.

Together, we can achieve something truly transformational—a world where equality is no longer just an aspiration but a beautifully lived reality.

I can't wait to see what we'll build together!

As we step into this new year, I extend a heartfelt invitation to journey with us. Whether through partnership or participation, your support is vital to building environments of inclusion, justice, and equity.

Thank you for your unwavering commitment to this mission. Let us enter 2025 with bold expectations and steadfast hope for the transformative change that lies ahead.

Wishing you a promising and peaceful 2025,

Kavitha Emmanuel
Founder
Women of Worth Movement

The UN's Sustainable Development Goals (SDGs) Gender Equality (SDG 5) is a cross-cutting concern across all 17 SDGs. Despite this focus, we are not on track. Experts believe the target to "achieve gender equality and empower all women and girls" will not be met by 2030. (Source: EU Briefing Paper).

So, where is the good news?

**As a movement
committed to
eliminating gender
inequality in all its
forms, we witness
transformation one
girl at a time. —◆◆◆**

Let me share the story of Priya (name has been changed to protect privacy)—a young woman who joined our program as a troubled teenager. Through our interventions—awareness sessions, life skills training, one-on-one counselling, and educational scholarship—While not a typical success story, as we could not control every choice she made, we believe her ability to take ownership of her decisions (both right & wrong) is a testament to her new found agency. Her story is a reality check, as well as a hope story, that transformation is possible, even in the face of cultural and systemic challenges.

We believe some of our success lies in listening to the communities we serve, understanding their needs, and designing strategies that respond directly to their realities. We don't claim to have perfected the model, but stories like Priya's inspire us to refine our approach continually.

Lastly, as someone directly involved in engaging with donors, I believe transformation isn't just about beneficiaries—it's also about donors. Corporate Social Responsibility (CSR) efforts often balance genuine intentions with a "tick-box" approach to satisfy annual reporting requirements. With nearly three decades of experience, we firmly believe in the old adage '**it is more sustainable to teach a person to fish rather than simply providing fish**'. Sustainable, long term impact requires not only listening to the ground realities but also appropriate, intelligent funding.

As we reflect on this year's challenges and victories, we remain committed to the long haul—working towards solutions that create enduring impact. Gender equality is not a quick win, it's a process that demands strategic shifts, networking, and collaboration. Together, with your continued support, we can move closer to a world where women and girls everywhere experience the full empowerment and wellbeing they deserve.

Joy Rajarathnam
Director
Women of Worth Movement



Our Priority

Areas

Colourism
Awareness

Gender
Equality

Safety
Awareness

The Dark Is Beautiful Campaign



Since 2009, the Dark Is Beautiful campaign has challenged the deeply ingrained prejudice that a person's worth is tied to the color of their skin. The campaign teaches people to celebrate the beauty of their own skin, the equality of all skin tones, and encourages conversations that break the cycle of discrimination and foster inclusivity.

Looking Ahead: 2025 Goals

- **Language Accessibility:** Launching the campaign in Tamil to engage communities and schools more inclusively.
- **Awareness in Schools:** Conducting targeted training programs to educate young minds about the harmful effects of colorism.
- **Advancing Research:** Promoting studies that frame colorism as a public health issue, highlighting its psychological and societal impacts.
- **Community Support:** Expanding outreach to empower communities to recognize and combat colorism's harmful narratives.

Through these efforts, we aim to create a society where everyone is celebrated for who they are, not judged by the color of their skin.

Spreading Awareness Through Workshops

This year we brought awareness to 100 students from grades 5 to 12 using our custom module for schools called: *Skin Colour: Love it Don't Hate It!*

- “ A student from Grade 8 said, “I would aim to raise awareness on fair representation of dark-skinned people on all levels of media.”
- “ A teacher said, “I will watch my language and speak up.”

Join us in making a difference. Together, we can empower communities, inspire change, and create a future where every individual thrives authentically in their own skin.

Write to hello@darkisbeautiful.in to get connected.



Shalomie Tewes

Campaign Manager Dark Is Beautiful &
Creative Director, Women Of Worth Movement



Gender Equality

We believe in a world where women and men, girls and boys coexist as equals—free from the shackles of stereotypes, cultural limitations, and societal expectations. Our vision is rooted in the belief that true equality unlocks the potential of individuals and communities alike.

The Indian Reality

The statistics paint a stark picture:

- Violence against women in India has increased by 87% since 2011.
- Crimes against women rose from 56.5% to 64.5% between 2020 and 2021.
- A crime against a woman is recorded every 3 minutes (NCRB 2014).
- Every 60 minutes, at least two women are sexually assaulted.
- Every 360 minutes, a young married woman is beaten, burned, or driven to suicide.

Violence against women and girls remains a pervasive public health crisis and a grave violation of human rights. According to the World Health Organization (WHO), women in low- and lower-middle-income countries, including South Asia, bear a disproportionate burden of violence. This violence has far-reaching consequences—physical, psychological, emotional, sexual, and financial—and perpetuates social inequities that harm everyone, including men.

The root cause lies in the unequal distribution of power and resources, reinforced by patriarchal norms. Rigidly defined gender roles stifle women's opportunities and deny them access to resources that are rightfully theirs. At WOW, we understand that violence against women is not only a series of harmful actions but also a deep-seated cultural attitude that strips women of their personhood and worth.

Our Vision for Change

We aim to create environments where women and girls not only survive but thrive. By addressing attitudes, dismantling harmful stereotypes, and empowering communities, we envision a society where gender equality is not a dream but a reality.



The Fearless Project

1 in 2 children

in India experience sexual abuse

This alarming statistic underlines the urgent need for systemic change in how we protect children in educational institutions.

The Fearless Project provides a comprehensive support system to schools and colleges across India. We focus on equipping students, parents, faculty, and staff with the tools and training necessary to create safer campuses. Through impactful workshops and awareness programs, we address the root causes of abuse and work to foster environments where children can learn and grow without fear.

Our approach emphasizes prevention—because we believe that no child should endure the lifelong scars of abuse. By empowering communities with knowledge and action plans, the Fearless Project is making strides toward a future where every child feels secure, valued, and fearless.

Specialised Modules Created For Schools



GRADES 1 TO 5



GRADES 6 TO 8



GRADES 9 TO 12

These sessions have been created by Women Of Worth under the Fearless Project whose mission is to help make schools safe places for children. The Fearless project helps schools recognize, prepare, prevent and recover from Child Sexual Abuse (CSA). The project also helps schools create a Child Protection Policy (CPP).



For more information write to us at fearless@womenofworth.in





OUR WORK IN Chennai

EMERGE: Life Skills for Thriving Futures: Empowering Youth Through Skill-Building and Awareness

In Chennai, WOW focused on equipping children, particularly girls, with essential life skills through workshops, theme-based training, and counseling.

Over 600 children across diverse communities and childcare institutions participated in these interactive sessions, which addressed critical topics like self-esteem, healthy relationships, mental health, and online safety.

Program Objectives

The EMERGE program aimed to:

- **Equip** children with life skills for navigating relationships, self-image, and safety.
- **Raise awareness** of issues like child sexual abuse, mental health, and media's impact on self-esteem.
- **Provide safe spaces** for expression through art, counseling, and interactive activities.
- **Foster identity development** with a focus on self-esteem, goal-setting, and community engagement.

Themes we addressed:

- Healthy and unhealthy relationships
- Puberty and peer influence
- Online safety
- Child sexual abuse prevention
- Ideal marriageable age
- Decision-making
- Gender equality
- Self-esteem and positive identity
- Menstrual hygiene
- Mental health awareness
- Media's impact on self-image

Program Highlights

- **Interactive Sessions:** Workshops tailored to age-appropriate topics, lasting 45 minutes to 2 hours.
- **Innovative Tools:** Videos, music, and art to engage various learning styles.
- **Personal Support:** Counseling sessions for trauma recovery and personal challenges.
- **Engaging Activities:** Icebreakers and discussions that encouraged participation and reflection.



**600+ children
were empowered this year
through life skills sessions**



Looking Ahead

In 2025, WOW plans to:

- Continue our training and awareness workshops in communities.
- Strengthen staff capacity for greater impact.
- Research & develop niche content for our priority areas.





OUR WORK IN Kolkata

Empowering Women Through Skill Development

Program Overview

The housekeeping training program in Kolkata has become a beacon of empowerment for women, equipping over 300 participants with essential skills, confidence, and pathways to independence. Delivered through 22 interactive training batches, the program focused on practical housekeeping skills, workplace safety, and legal awareness, including the Prevention of Sexual Harassment (PoSH) Act. Each participant received a certificate upon successful completion, marking a significant milestone in their journey toward personal and professional growth.

Demographics and Target Group

The program focused on Sulangguri, a densely populated area facing severe shortages of basic amenities such as safe drinking water, proper toilets, and electricity.

- Population Density: 13,369 people per sq. km.
- Male-to-Female Ratio: 37,071 males to 34,999 females.
- Working Population: Only 1,502 women actively employed compared to 4,315 men.

The participants, aged 18 to 55 years, came from low socio-economic backgrounds, with educational qualifications ranging from Class III to Class XII. Many worked as housemaids or operated small businesses. Despite limited resources, these women demonstrated resilience and a strong desire to improve their lives.

Program Objectives

1. Empower Women: Build confidence, leadership, and entrepreneurial skills.
2. Develop Employability: Provide essential workplace and communication skills for self-reliance.
3. Foster Networking: Create opportunities for women to connect with mentors and industry experts.
4. Ensure Sustainability: Promote socially responsible, sustainable business practices.

Curriculum Highlights



TOWEL FOLDING

FLOOR CLEANING

SURFACE CLEANING

BED MAKING

The program combined theory and hands-on training to enhance practical skills and awareness:

- Housekeeping Fundamentals: Personal grooming, cleaning procedures (e.g., floors, tiles, glass).
- Equipment Handling: Use of vacuum cleaners and other tools.
- Workplace Safety: Awareness of employee rights and PoSH guidelines.
- Specialized Skills: Linen handling, bed-making, and use of cleaning agents.

Participants were also introduced to advanced opportunities through Don Bosco Tech, enabling further skill enhancement.



Stories of Impact

The program empowered participants to overcome personal and societal challenges, and we have some inspiring success stories to share.

The following participants secured placements in hotels in Bangalore, Hyderabad and Kolkata. These stories reflect the transformative power of the program, building confidence, fostering hope, and opening new opportunities.



Mili Mistry
Paragon Restaurant,
Bangalore



Anamika Roy
Absolute barbeque Nation,
Hyderabad



Susmita Roy
Paragon Restaurant,
Bangalore

This is the first NGO to consider the women of our locality and offer us free training to improve their lives with no strings attached.
- Sewta Saha

Grateful to receive the first certificate in my life. I feel valued.
- Anjali Naskar



PoSH (Prevention Of Sexual Harassment) sessions

PoSH (Prevention Of Sexual Harassment) sessions that are designed to provide valuable and eye opening information to the women were included in the training sessions.

Given that the majority of candidates are domestic workers, workplace safety regulations for women were identified as critically important.



Sandhya Mondal, one of the trainees, who sells pani puri in a cart, closed her food cart for 5 days to attend the training. Putul Sarkar who runs a tea stall also closed her tea stall for the duration of the training so she would be trained and skilled in housekeeping.

In the Picture: On the left, at her stall, on the right at the training.

278 women
across 22 batches were
empowered this year



Neha & Nandita
Undergoing the advance course



Beauty Paul
Undergoing the advance course

Looking Ahead

The program's success underscores the demand for skill-building initiatives in underserved communities. The WOW team plans to:

- Expand the program's reach to more women in need.
- Strengthen partnerships with organizations like Don Bosco Tech for advanced training.
- Introduce new curriculum components to address emerging needs, such as digital literacy and advanced hospitality skills.

Through these efforts, the team remains committed to empowering women, fostering resilience, and driving long-term social and economic transformation.

Legal Awareness & Empowering Women and Children

India is home to some of the most comprehensive laws designed to protect women and children from sexual offenses and violence. Yet, every day, we hear devastating stories of lives shattered by rape, murder, abuse, and harassment. Domestic violence remains rampant, and even workplaces are not always safe havens for women. Why does this persist?

The answer lies in a lack of awareness and a reluctance to address deeply ingrained cultural and societal norms, often justified in the name of “tradition.” We’ve made laws seem inaccessible—reserved for legal experts and beyond the understanding of ordinary citizens. This has created barriers where there should be bridges. Every individual has the right to know their rights, but without awareness, these protections remain out of reach for many.

At Women of Worth (WOW), we believe that education and legal awareness are key to breaking this cycle. Our mission is to empower communities by simplifying the laws that protect women and children, fostering understanding, and enabling action.

In 2024 alone, we reached over 300 women and girls across our focus communities, educating them about their legal rights and equipping them to stand up against abuse and harassment. Through workshops, outreach programs, and one-on-one support, we empower individuals to recognize injustice, speak out, and demand accountability.

But we don’t stop there. Our staff is trained to be advocates for change, ensuring they can guide communities on the legal aspects of safety and protection. We also work to connect survivors with the resources and legal assistance they need to seek justice and rebuild their lives.

We are committed to creating a ripple effect—an aware, empowered community where women and children are not just protected but uplifted to thrive. With your support, we can expand our reach, amplify our impact, and transform even more lives. Together, we can create a society where awareness and action drive meaningful change.



Dolphy Biswas
HR & Legal Consultant

Breaking barriers & building bridges.

Your Support Can Drive Change

To expand this impact, we need your support. Your contributions can help:

- Reach more communities and individuals with critical legal awareness programs.
- Train more advocates to provide assistance and guidance.
- Develop resources and tools to simplify legal education for diverse audiences.

By supporting WOW, you are not only empowering women and children to safeguard their futures but also contributing to the creation of a society that values justice, equality, and safety. Together, we can ensure that legal rights are not just words in a document but tools for real transformation.

Join us in making this vision a reality. Your partnership can help create a more informed, empowered, and equitable future for all.

WOW equips, creates intrinsic capacity and provides opportunities for women to live and experience life in an altogether new way. This gives them much fulfillment as they redefine themselves as equals with a voice and equity that informs and influences families, communities, societies and culture resulting in transformed generations, richer legacies and perpetuating legacies. WOW takes Eleanor Roosevelt's words "Women, whether subtly or vociferously, have always been a tremendous power in the destiny of the world." to reality.



Vasu Vittal
Advisor

Empowering Women, Transforming Generations

Donate



Your support can change lives. Help us empower women and girls through education, awareness, and opportunity. Every contribution brings us closer to creating safer, stronger communities.

To make a difference, please visit www.womenofworth.in/give and donate today!



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