

Theory of Change

Blossom Trust has developed Theory of Change to create a strong narrative for its current and future projects. Following the (X) framework, we wanted to create a clear overview underpinning our commitment to sustainable change in our community. Blossom Trust uses this theory of change as a guideline for its ongoing grants and projects.

What is the problem that Blossom Trust is trying to solve?	<i>Key Assumption</i>
The problem is the systemic impoverishment and discrimination of women, including the lack of recognition of women for their efforts and the lack of visibility of women in community development.	In rural and developing countries, women play a significant role in supporting their households, as care-takers, providers of food, and income generators for the family.

Who is Blossom Trust's key audience?	<i>Key Assumption</i>
Women in the local communities of Tamil Nadu. This includes everyone who identifies as a women, both cis and trans women, as well non-binary folks.	By having the primary focus on women, we are empowering the entire community since their development is pivotal in community development.

What is the entry point that Blossom Trust uses to reach our audience?	<i>Key Assumption</i>
The existing connections with the established CBO's such as the Poomalai Women's Collective, Paneer Poo and Rainbow TB Forum.	We have a long standing connection with the women and the broader community which can be used to build future efforts upon.

What steps are needed to bring about change?	<i>Key Assumptions</i>
Women-led Intervention	Women-led interventions allow the women to be acting as agents of change which will result uplifting the entire community through their empowerment.
Collective networks: CBO's, SHGs & patient networks: creating a collaborative context with women in leadership	A collaborative context helps to achieve holistic community resilience.
Collaboration: effective partnerships to build expertise and resources	Collaboration: Blossom Trust is an expert at establishing collective effort to promote community development however seeks partners with thematic expertise to fulfill its projects and sustain funding.
Advocacy & Raising Awareness on a community level on relevant varying topics & issues (e.g. EduClowns)	Raising awareness & Advocacy: A better understanding of relevant topics and issues will motivate and facilitate both behavioural change and societal support towards sustained action

What is the measurable effect of your work?	<i>Key Assumption</i>
<u>Overall</u> : Increased number of women in positions of leadership & (local) governance.	Empowered and recognised women play a substantial role in the community contribution to positively increased community outcomes in multiple domains
<u>Theme 1 - Patient Networks & Health Advocacy</u> : Grown awareness on common health issues (e.g. HIV, TB, Diabetes & COVID19) in the community and active engagement in the patient networks.	
<u>Theme 2 - Economic Resilience & Leadership</u> : A growing number of women-run community enterprises emphasizing the increased financial capacity of the women.	
<u>Theme 3 - Women's Rights & Inclusive Welfare</u> : Equitable opportunities for upwards mobility for women and children in the community.	
<u>Theme 4 - Agriculture & Environmental Development</u> : A growing number of female landowners in the community using their land to cultivate following organic and sustainable farming methods.	

What are the wider benefits of your work?	<i>Key Assumption</i>
Creating an increasing number of resilient communities underpinned by better health outcomes, agricultural benefits and thriving community-owned businesses.	Women's leadership has the unique ability as a "driver of solutions" when women are empowered. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development.
Contribution to the sustainable development goals following a holistic bottom-up approach at the grassroots level.	

What is the long-term change you see as your goal?	<i>Stakeholders</i>
Changing the narrative from women as disadvantaged and impoverished, to women as agents of change and pillars of development, creating the opportunity for them to take ownership and agency, and empowering them to empower the community.	Primary stakeholders are women in the community as agents of change creating benefit for the wider community