

# ANNUAL REPORT

2024  
2025



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# Annual Overview in Numbers



## 86 WOMEN

trained and engaged in income-generating activities



## 1,500 INDIVIDUALS

empowered through the OnelImpact app to report gaps in health services



## 563 VULNERABLE CHILDREN

reached through after-school programs



## 150 STAKEHOLDERS

Trained and involved in TB awareness



## 578 TRANSGENDER WOMEN

newly registered in HRG (High Risk Groups) for HIV/AIDS



## 25 GIRLS

cared for at Dayspring Home



## 19,010 PEOPLE

reached with TB advice within schools, colleges, and households

“

# Dear Reader,

The financial year 2024–2025 has been a pivotal one for Blossom Trust. While we achieved progress in strengthening our programmes and deepening community engagement, the beginning of 2025 brought significant challenges following the cessation of international funding.

In January 2025, US-funded projects were stopped, leaving us, for the first time in several years, operating solely through nationally funded initiatives.

This shift had a considerable impact on our operations. Several long-term projects in tuberculosis prevention and community health had to be discontinued before completion. Nonetheless, we remained committed to maintaining essential services through our nationally supported programmes, including the IDEAL project under CSR funding, the TANSACS Transgender Targeted Intervention, and our grassroots education and child welfare initiatives.

These developments underscored the importance of diversifying our funding base and building greater financial resilience.



— “

**The end of USAID funding challenged us to rebuild with stronger local partnerships and renewed purpose**

” —

To address this, we have initiated a new Organisational Strategy for 2025–2027, focusing on: **Expanding partnerships with Indian Corporate Social Responsibility (CSR) programmes and local philanthropists; Developing social enterprise models to generate sustainable income; and Strengthening digital fundraising and donor engagement to attract new sources of international and domestic support.**

As we move forward, our priority is to re-engage with partners and donors to revive the projects that were suspended and to ensure that the needs of the most vulnerable communities continue to be met. By expanding CSR partnerships and exploring innovative funding models, we aim to reinforce the long-term sustainability and impact of Blossom Trust.

We thank our staff, volunteers, and community networks for their continued dedication during this period of transition. Their commitment has enabled us to remain steady in our mission — to empower women and children and build resilient, equitable communities across Tamil Nadu and beyond.

**T. Mercy Annapoorani  
Director**

”

# About Blossom Trust

## Vision

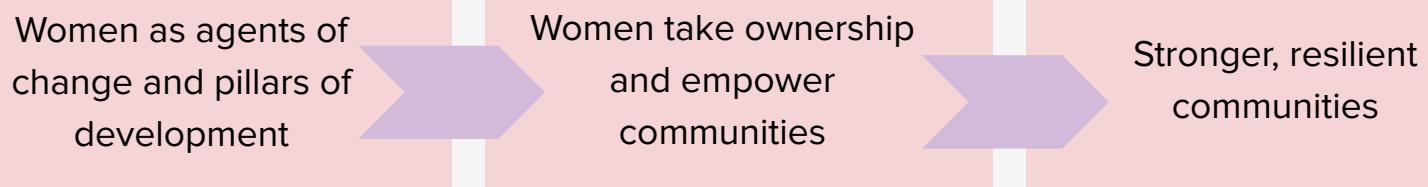
We envision women and children at the heart of community development; establishing thriving, equitable and empowered communities across Tamil Nadu.

## Mission

Promoting women-led development and resilient communities through :

- Collective networks
- Collaboration
- Awareness-raising

## Theory of Change



## Areas of work



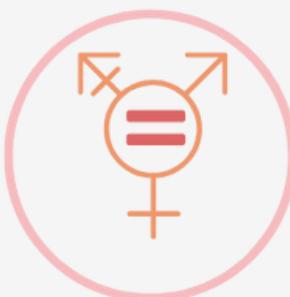
### Health Advocacy



### Economic Resilience and Leadership



### Agricultural and Environmental Development



### Women's Rights and Inclusive Welfare



# About Blossom Trust

## Inclusivity

We believe in gender equality, achieved through the empowerment of women as agents of change, and the inclusion of all.

## Partnership

We believe in cross-sector collaboration and NGO partnerships, harnessing expertise to generate effective change at the community level.

## Resilience

We believe in sustainable practices, with impacts that are tangible, measurable and lasting.

## Participation

We believe in listening to, acting on, and engaging with the voices and needs of the community, to bridge the gap between the grassroots and global stakeholders.

## Equity

We believe in the fundamental rights of marginalised groups, through equitable access to healthcare, education, and secure livelihoods.

## Sustainability

We believe in combatting climate change through funding sustainable solutions within our communities.

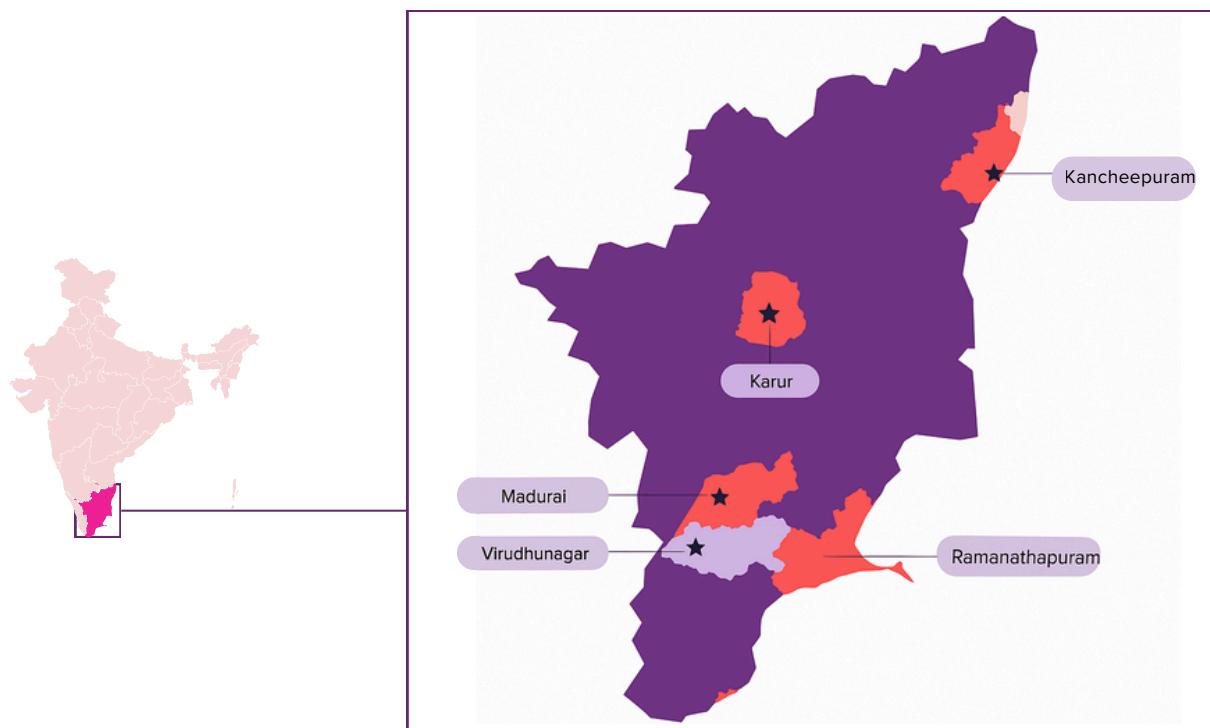


OUR  
VALUES

# Geographical Presence

Blossom Trust, situated in Tamil Nadu, the southernmost state of India, was established in 1993 and registered under the Indian Trust Act, under Section 12A & 80G of the Income Tax Act (with tax exemption), and holds the Foreign Contribution Regulation Act (FCRA) approval.

Blossom Trust has its headquarters in Virudhunagar and offices in Madurai, Kancheepuram, Karur and Ramanathapuram, representing one of the leading NGOs in the region.



# Beyond the Burden



In April 2024, we launched Beyond the Burden (BTB): a Community, Rights and Gender (CRG) Approach to fight tuberculosis (TB) in Tamil Nadu, supported by the Stop-TB Partnership and UNOPS. The project was built on the success of our two CCTATA initiatives to promote inclusive, gender-transformative, and stigma-free healthcare.

Gender-related challenges, paediatric underdiagnosis, and a high stigma rate underscore the need for urgent, comprehensive TB awareness and eradication efforts.

## 1 NO POVERTY



## 3 GOOD HEALTH AND WELL-BEING



## 4 QUALITY EDUCATION



## 5 GENDER EQUALITY



## 8 DECENT WORK AND ECONOMIC GROWTH



## 10 REDUCED INEQUALITIES



BTB aimed to enhance and ensure access to inclusive, gender-transformative, and stigma-free healthcare by promoting community empowerment in the districts of Virudhunagar, Madurai and Ramanathapuram. All of this work is underpinned by a Community-Led Monitoring (CLM) approach.

Unfortunately, due to U.S. funding cuts, the project ended prematurely on 30 January 2025.

# Key Achievements

# Beyond the Burden

## Our Programmes

### Assessment report on gender based TB stigma and challenges

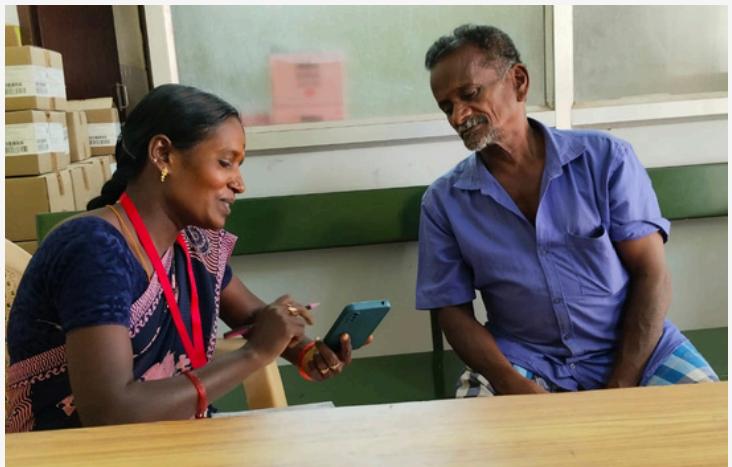
We partnered with the research team at Madras School of Social Work (MSSW) to produce an assessment report on Gender based TB stigma and challenges among women.

### Accountability in TB Service Delivery through One Impact App

In partnership with Dure Technologies, we developed the OneImpact App, which integrates Community-Led Monitoring (CLM) to strengthen accountability in TB service delivery. Through this initiative, 29,724 TB community members and stakeholders were onboarded, and 1,500 individuals were empowered through the app to report gaps in health services. Insights generated through CLM were systematically shared with district and state NTEP officials, leading to tangible actions that addressed community-reported issues — including delays in diagnosis and treatment initiation, stigma, and limited access to social protection schemes. To date, 175 cases have been validated and 93 cases successfully resolved

### Improved TB Services & Empowerment

60% of surveyed women reported improvements in TB services, highlighting progress in addressing their healthcare needs. To further empower women affected by TB, 18 women's groups were created to advocate for their rights and ensure their voices are represented in TB programs.



## Beyond the Burden

### Stakeholder Working Group

Working groups expanded to include 121 major stakeholders, such as National Tuberculosis Elimination Program (NTEP) representatives, private sector actors, and faith-based leaders, contributing to a proven increase in TB testing rates.

### Advocacy and Public Awareness Campaigns

Public awareness and advocacy efforts have played a key role in reducing TB-related stigma and encouraging early diagnosis. A total of 438 sensitisation meetings reached 17,010 people, 80% of whom were women. Two World TB Day events, including 6 meetings, 4 educational clown performances, and 2 webinars, engaged 7,000 participants.

### Capacity Building & Training

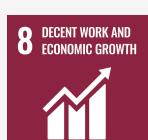
Over 30 healthcare professionals received training and refresher sessions. Additionally, 6 legal aid sessions reached 180 people, ensuring that TB-affected individuals are aware of their rights and have access to justice. These capacity-building efforts strengthen the TB response at both the healthcare provider and community levels.



## EduClowns Campaign for Prevention of TB (ECPT)

Since its inception, Blossom Trust has pioneered the EduClowns method, a creative, theatre-based approach that utilises performance and humour to break down stigma and encourage open dialogue on sensitive health issues. Initially addressing child labour and later HIV/AIDS, the initiative now focuses on TB, promoting prevention, testing, and treatment through participatory theatre that directly engages communities.

With support from the USAID-funded TIFA Programme, Blossom Trust launched the EduClowns Campaign for Prevention of TB (ECPT) in November 2024. The one-year project covered 58 villages across Virudhunagar and Ramanathapuram districts, identified by the NTEP as having active TB cases. However, due to U.S. funding cuts, the project was discontinued on 30 January 2025, before its planned completion.



### Training

A seven-day training was conducted for 30 EduClowns and 10 field staff, equipping them with the skills to engage communities effectively on TB awareness.

### Community Reach

The pilot EduClowns campaign directly reached approximately 800 individuals, while outreach workers engaged an additional 1,200 community members, expanding the overall reach and visibility of TB messaging.

### Behaviour Change & Testing

The campaign successfully encouraged health-seeking behaviour, with 150 people seeking TB-related advice following performances. Additionally, 90 individuals were screened for TB symptoms, and 90% of those with symptoms proceeded to testing, demonstrating the effectiveness of interactive, performance-based engagement in driving early diagnosis.

### Monitoring & Evidence

Initial feedback was collected through a rapid survey of 30 participants, showing strong recall of TB messages and high acceptance of the EduClowns approach as an innovative method for community engagement and health education.



# Transgender Targeted Intervention

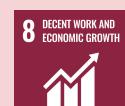
Since December 2018, we have worked with transgender (TG) women through our “TG Targeted Intervention” yearly project, funded by TANSACS Chennai, Tamil Nadu, providing them with health and sex education and assistance to access healthcare services with the support of the Indian government.

In India, TG women have long faced social marginalisation, and studies indicate that TG women continue to face gender-based discrimination. Despite being skilled individuals, this discrimination often manifests in exclusion from the employment sector.



Therefore, the initiative aims to eradicate stigma and discrimination through advocacy and awareness, improving the socioeconomic status of transgender communities and empowering individuals to be self-reliant rights advocates. The “TG ACT Network” was created to strengthen this voice through education on rights, entitlements and access to services by trained TG Champions.

To achieve this goal, the project consists of two pillars. To build capacity and provide training, the ACT-NETWORK project team will establish a network of TG communities through Self Help Groups (SHGs) led by TG Champions. Secondly, the project aims to identify areas for development and opportunities to access public entitlements to discern resources available to Blossom Trust, SGHs, TG Champions, and stakeholders.



# Key Achievements

## Transgender Targeted Intervention

### Our Programmes

#### Broadening Access to TG Community

This year, the number of new High Risk Group (HRG) registrations exceeded the target, with 79 individuals newly registered, bringing the total to 578. In addition, 4 HIV-positive cases newly identified were recorded through this process.

#### Behavioural Change

In total, HRGs accessed sexually transmitted infection (STI) clinics 2,162 times during the year, representing a 3% increase compared to the previous year. In addition, the HRGs who were tested for syphilis have received the treatment, ensuring better health outcomes, reinforcing trust in the healthcare system, and surpassing the stigma value.

#### Access to Healthcare

The promotion of sexual health and the prevention of STIs has been strengthened through a large-scale distribution of protective materials, such as condoms, lubricants, and Safe Medical Commodities (SMC), to key target groups. During the reporting year, Blossom Trust has distributed more than 200,000 items. The strong uptake demonstrates that individuals are increasingly aware of the importance of using protection, and it emphasises the need for continued and expanded distribution efforts.



# Dayspring Home

Dayspring Home, established in 2004, is a long-term project under the JJ Act and overseen by the District Child Protection Unit. Supported by Global Giving and generous donors, it provides a safe and nurturing home in Chittoor, a rural community outside Virudhunagar, for children who have lost parents to HIV/AIDS or TB, faced rejection due to infection and stigma, or come from families unable to meet basic needs. Over the years, Dayspring has become a permanent refuge where children can grow with dignity. Currently, 25 girls live at Dayspring Home.

Dayspring Home project works to reintegrate girls into their families through counselling, education, and SHGs, while ensuring their well-being with medical care, nutritious meals, clothing, and social guidance.



## Key Achievements



From 1 April 2024 to 31 March 2025, Dayspring Home experienced a year of meaningful improvements and joyful activities that enriched the children's lives.

Seven of the girls visited a centre in Madurai, where they learned to safely harvest honey from beehives—an experience that combined practical skill-building, teamwork, and environmental awareness.

Later, the veranda, which had been in poor condition, was completely renovated and retiled with durable, non-slip tiles, providing a safer, more comfortable space for daily recreation. The outdated septic system was also replaced with an environmentally friendly biological septic tank, improving sanitation and promoting sustainable waste management.

Alongside these upgrades, everyday life at Dayspring was brightened by the arrival of new kittens and puppies, which the girls eagerly fed and cared for, gaining valuable lessons in empathy, responsibility, and compassion.



# Dayspring Farm

Dayspring Farm was founded in 2002 by Caritas Sweden as a way to create sustainable income for Dayspring Home. From the start, part of its harvest has also supported the children at Dayspring Home, helping them enjoy a healthy and balanced lifestyle.

The farm operates with an environmental focus, replacing chemical fertilisers and pesticides with organic and innovative methods. A bio-gas plant, drip irrigation, and natural mixtures such as panchagavya, asola, and geepamirtham help maintain soil health and increase productivity, ensuring both community livelihoods and children's well-being are nurtured in a sustainable way.

The farm is situated on 6 acres of land adjacent to Dayspring Home. It is a place of learning, where agricultural and eco-friendly activities teach children the importance of sustainability and environmental stewardship.



## Key Achievements

The activities at Dayspring Farm have continued to be successful with the children enjoying participating in its maintenance. The farm continues to produce sustainable seasonal crops such as papayas, bananas, guavas, and eggplants, as well as milk and eggs that are used to provide the children with a healthy and nutritious diet.

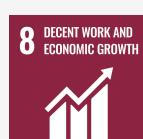
We are also continuing to host international volunteers that support the girls in their daily activities, while also contributing to the maintenance of the farm. The girls are always enthusiastic to welcome new volunteers and they can by now all sustain basic conversations in English.



# Integrated Development through Empowerment, Advocacy and Livelihoods (IDEAL)

The Integrated Development through Empowerment, Advocacy, and Livelihoods (IDEAL) Project is Blossom Trust's first Corporate Social Responsibility (CSR) initiative, supported by Vivid Emissions, Mumbai. Implemented over three years from 2022 to beginning of 2025 in the villages of Kuruchikulam and Kalakudi in Tirunelveli district.

The central objective of IDEAL is to empower women and children by creating multi-dimensional opportunities that encourage positive attitudinal, educational, social, economic, and personal growth. Through a comprehensive, participatory educational approach, the project integrates a range of activities, including life skills training, awareness programs, livelihood development, and community advocacy, to foster holistic development.



### Women's Self Help Group

In both villages, self-help groups have been established with a total of 50 women actively participating. They have been trained in mushroom cultivation and disinfectant production.

These women continue to engage in these income-generating activities and have also started a catering business, providing them with a sustainable livelihood and greater financial independence.

### Tailoring and Literacy for Financial Independence

Free tailoring classes were conducted for 72 women across three batches, equipping them with valuable vocational skills. As a result, 36 women are now earning an income by stitching women's garments. In addition, 30 women attended written Tamil literacy classes in both villages, enhancing their confidence and ability to manage their own enterprises effectively.

### Rights and Access to Government Schemes

24 workshops were organized on women's rights, 24 on welfare schemes, and 12 on wellbeing. Through continued support, 15 women obtained widow certificates, ration cards, and community certificates, enabling them to benefit from government assistance programmes

### Education and Leadership for Children

75 children received free handicraft training. Assistive Education classes helped 176 children aged 6 to 17 overcome learning gaps, while 120 students improved their language skills through Communicative English and Tamil classes. 24 workshops raised awareness about child rights and self-advocacy, reaching over 120 children. A Bal Panchayat (Children's Parliament) was also formed, giving children hands-on experience in leadership and democratic participation. Additionally, 5 children were newly enrolled in school—3 continuing formal education and 2 joining professional workshop courses after completing middle school.

# Crèche



As women's economic and cultural power increases, so do their opportunities to find work. One obstacle that still prevents women from working, however, is the lack of childcare. Blossom understood this need and developed a crèche (childcare centre) in 2003. Feedback from women reveals this is a vital tool for mother labourers. The crèche is in operation in Pandian Nagar, a suburb of Virudhunagar, hosting 28 children aged between 2 and 4 years old. A trained teacher operates the Crèche.

All the children are fed a free nutritious lunch and are provided with monthly medical check-ups. Parent-teacher meetings provide much needed feedback for the wellbeing of the children and the development of the community.

# Buds Network

Blossom's Buds Network is a community of centres dedicated to empowering children in the rural areas of Virudhunagar district. Our centres focus on reaching vulnerable children with special emphasis on girls by providing supplementary education and life skills development. This approach safeguards children's right to education while addressing the discrimination they may face.

Currently, we operate 12 centres across Virudhunagar, supporting over 420 children. As part of our intervention, we have successfully reintegrated girls who had been rejected by their families by offering continuous social and medical support. This includes parent counselling, education, and self-help group initiatives to ensure lasting change.



**Our goal is to open 50 centres in total to reach over 1,500 vulnerable children, aged 6 to 18, across Tamil Nadu with supplementary education and support.**

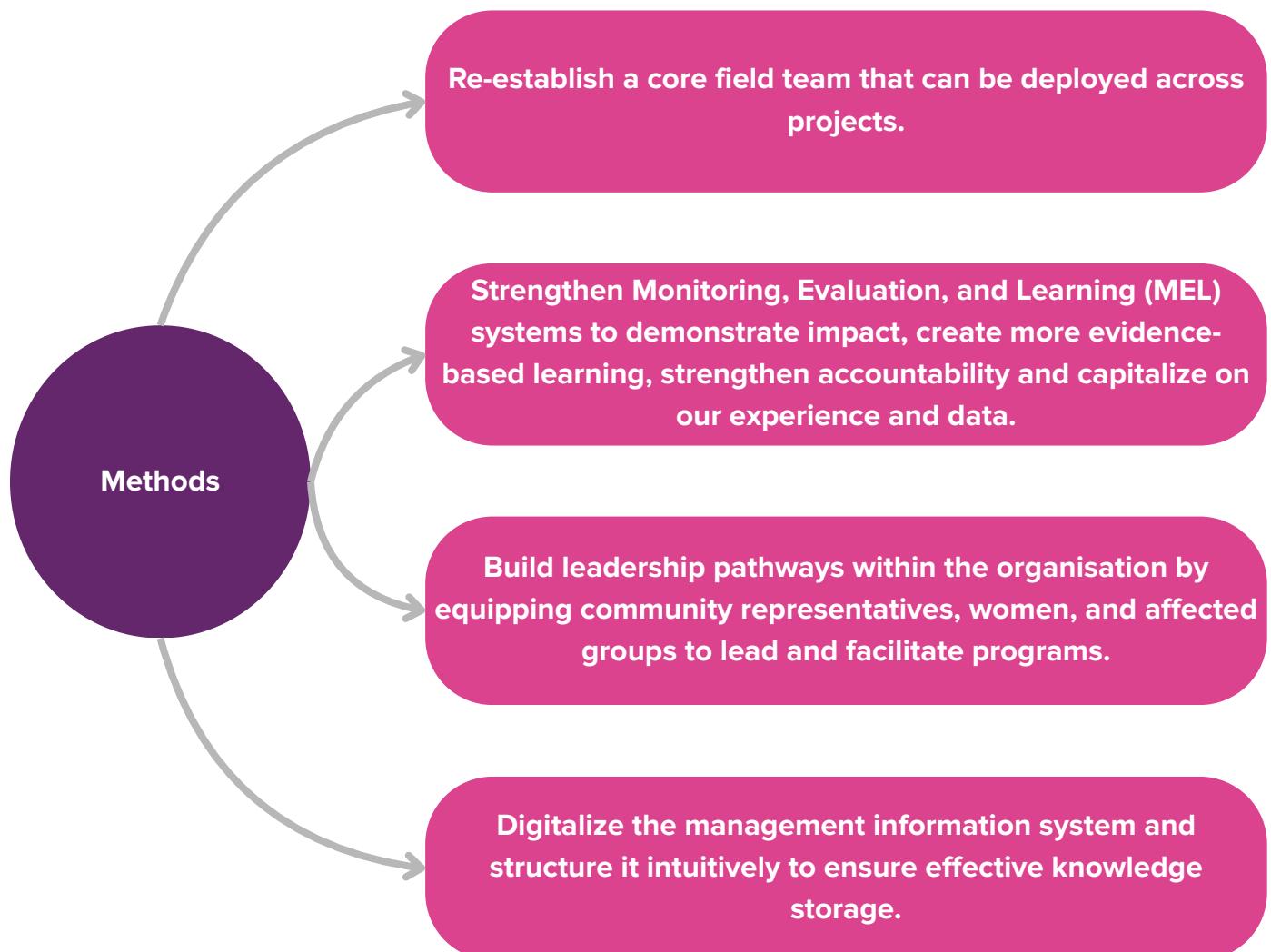


# Organisational Strategy

## 2025-27

### Organisational Structure

Blossom Trust aims to strengthen its organisational capacity to ensure continuity, resilience, and growth. A key priority is to expand our project portfolio to re-engage experienced field staff from previous initiatives and to give continuity to the projects started and halted amid the US funds cut. Retaining this skilled workforce will allow us to build on established community relationships, preserve institutional knowledge, and deliver programs with greater quality and consistency.



# Communication Strategy

Effective communication is central to mobilising support and amplifying our impact. Blossom Trust will:

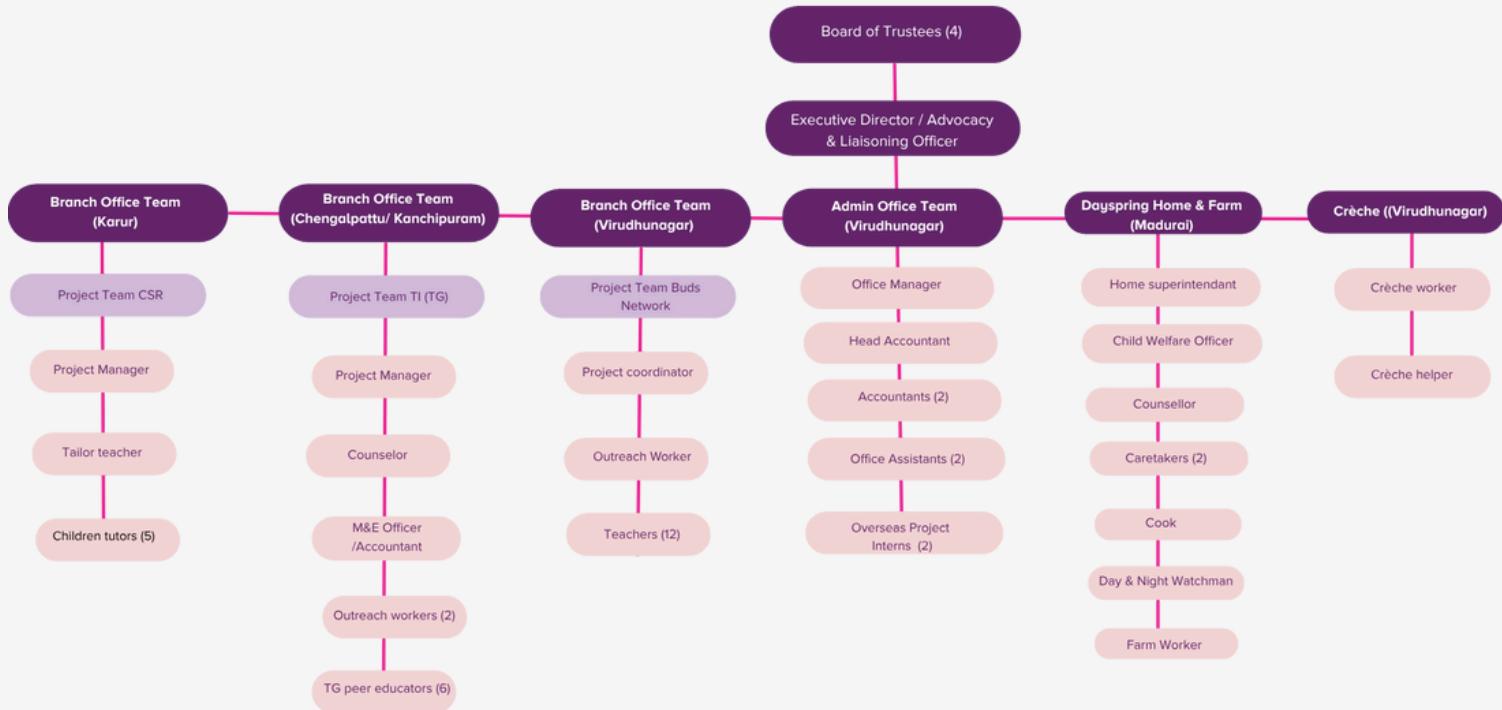
Enhance our organisational narrative highlighting resilience, community empowerment, and sustainability.	Produce regular impact content—stories, newsletters, and short videos featuring beneficiaries' voices and program outcomes.	Strengthen digital presence through an updated website, active social media, and donor engagement campaigns.	Establish a knowledge-sharing platform to document lessons learned and share best practices with partners, stakeholders, and the wider development community.
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# Fundraising Strategy

Recognising the risks of over-reliance on international aid, Blossom Trust will adopt a diversified fundraising approach:

Local Resource Mobilisation	Strengthen partnerships with Indian CSR initiatives and local philanthropists.
International Donor Engagement	Maintain collaboration with global partners while pursuing multi-year, flexible grants from foundations.
Social Enterprise Models	Pilot income-generating activities linked to training programs (e.g., tailoring, handicrafts) and promote products to companies for conferences, employee gifts, or corporate events.
Individual Giving and Friends of Blossom	Strengthen donor retention through storytelling, transparent reporting, and regular engagement with small and medium donors.
Leverage AI tools for NGOs	Use AI platforms to streamline funding applications, identify tailored opportunities, and adapt proposals to donor requirements, including collecting data on CSR departments and funding priorities to enhance outreach.

# Meet the Team



# Board of Trustees

The Board of Trustees is currently composed of four members, with a prevalence of female members. They meet once every three months to strategise and dictate future directions and review ongoing progress and decisions implemented at the executive level.

Name	Gender	Qualifications	Designation
Mrs. T. Mercy Annapoorani	Female	M.com, M.A., M.W.S	Managing Trustee
Mrs.. G. Vatsala	Female	Diploma in CDDM	Treasurer
B. Mareeswari	Female	D.C.D.D.M	Trustee
Mr. C. John Jasper	Male	B.E. M.B.A	Trustee

# Staff

The Blossom Trust team consists of both permanent and contract staff employed at our central office in Virudhunagar and our branch offices in Chengalpattu in Kanchipuram district, and also at our offices in Madurai, Karur and Ramanathapuram.

In line with the objectives of a women's empowerment and female-led organisation, gender equality and inclusivity are fundamental to our work and reflect in the composition of our team, with women playing out project management, administrative, and outreach roles.

About 68% of Blossom's members are women, whereas 14% belong to the local TG community, which are the project manager and the peer educators for Blossom's Targeted Intervention program in the Kanchipuram district

# Our Team

## Volunteers

Hosting volunteers is always a privilege for Blossom Trust. Volunteers generously contribute their free time to support our work, bringing us invaluable assistance. Over the past few years, the primary focus for volunteers has been to assist at Dayspring Home, supporting our children and helping with the maintenance of the Dayspring Farm.



# Financial report

## Annual Budget/ Turn over

FY April 1 <sup>st</sup> - March 31 <sup>st</sup>	TOTAL (INR)
2024 - 2025	1,61,00,529
2023 - 2024	3,07,29,459
2022 - 2023	1,87,15,545

This year, there has been a substantial decrease in our budget as a result of the sudden stop of the two projects funded by the US.

### Registration Details

Registration Number: 85/93

FCRA Approved & Indian Tax Exempt

Date of Registration: 7 June, 1993

Act: Indian Trust Act 1882

CSR registration Number CSR00030661

NITI Aayog number TN/2011/0041351

# Partnerships



& Vidya Rani Trust



GlobalGiving



**USAID**  
FROM THE AMERICAN PEOPLE

Interested in partnering with us?  
Contact us at [blossomtrust@gmail.com](mailto:blossomtrust@gmail.com)

# ACKNOWLEDGMENTS

Blossom would like to express its sincere appreciation to all its staff, volunteers, members, donors and partnerships with the local authorities whose dedication, contributions and ongoing support have ensured that Blossom has continued striving towards 'Blossoming power in every individual to reinforce community development!' Thank you very much for your support.



Follow us  
on



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**77 Sekkilar Street**  
**Virudhunagar 626001, Tamil Nadu, India**

**Chennai Office**  
**A/22 Alagesan Nagar, Chengalpattu**  
**Kanchipuram District, Tamil Nadu, India**

Visit our website [blossomtrust.org](http://blossomtrust.org)

# Events

## Empowering Communities through TB Monitoring Training

A training session was held in Kanyakumari for Beyond the Burden outreach workers on Community-Led Monitoring, emphasising the use of the OneImpact application to strengthen community-centred TB response.



## Bringing TB Awareness and Care to Madurai Central Prison

A TB Awareness Meeting and Medical Camp was held at Madurai Central Prison for over 120 women inmates. The event, attended by prison officials, our Director, and health experts, included talks on TB and HIV co-infection, distribution of Information, Education and Communication (IEC) materials, and screenings for TB and ENT issues.

## Operational Study Launch on TB Challenges and CLM Initiatives

Blossom Trust hosted an event to launch the Operational Study Report on Gender-Based Stigma and TB Challenges by the Madras School of Social Work, coupled with a working group session aimed at strengthening CLM in TB response.



## Attended the Union Conference 2024 in Bali

The Director of Blossom Trust and the head accountant attended the Union Conference 2024 in Bali, supported by the Stop TB Partnership. They showcased the Educlown approach, which uses humour and education to raise awareness of TB and inspire behavioural change.

## Empowering Lives: Raising Awareness on World Diabetes Day

Blossom Trust celebrated World Diabetes Day with over 2,000 members of our Survive Sugar network, raising awareness and empowering individuals to manage diabetes through healthy eating, lifestyle changes, and community support.

