

# ANNUAL REPORT

23





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# 2023-2024 in Numbers

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**438 WOMEN**

empowered  
through welfare  
schemes



**3,212  
SYMPTOMATIC  
PATIENTS**

screened for TB



**350 WOMEN  
FARMERS**

signed up to our  
FPO initiative



**53 TRANSGENDER  
WOMEN**

supported through  
targeted initiatives



**25 GIRLS**

cared for at  
Dayspring Home



**60 CHILDREN**

benefited from  
scholarship schemes and  
higher education



**120 VULNERABLE  
CHILDREN**

reached through after  
-school programs



**12 ADVOCACY  
EVENTS**

organised throughout  
the districts



**51,262 PEOPLE**

reached with TB advice  
within schools, colleges,  
labs and households

“

# Dear Reader,

I am filled with profound gratitude and pride as I reflect upon the progress and accomplishments achieved by our organization in 2023 and beginning of 2024. Our continuous efforts are dedicated to fostering greater integration of marginalised communities into society, while striving to enhance accessibility to healthcare, education, and economic opportunities for the disadvantaged. We are pursuing our vision centered around empowering women and fostering inclusive and empowered communities as part of our community development vision.

The year 2023/24 proved to be immensely fruitful for our various projects. In January 2023, we launched SEEAD, aiming to empower women in agriculture. Throughout the year, we registered two Farmer Producer Organizations (FPOs) affiliated with the Indian government, the project is progressing well and we are extremely pleased with the results. Our p Crèche project and our network for Transgender Communities, both supported by the government are proceeding smoothly. Through our Giving Tuesday Campaign, in November 2023, we raised sufficient funds to restart the Buds Network, which had ceased operations in 2016 due to financial constraints. As a result, we are now able to provide after-school education to vulnerable children across Tamil Nadu. Finally, in January 2024, we successfully launched our new initiative 'Beyond the Burden' built upon the success of our two CC-TATA projects. It is grounded in a Community, Rights and Gender (CRG) approach to fight TB and enhance and ensure access to inclusive, gender-transformative, and stigma-free health care in three districts.



“ We take immense pride in having our work recognized by Stop-TB. ”

With Stop-TB support, we were able to offer stigma-free healthcare, legal assistance, and social services to individuals affected by tuberculosis. Moreover, in 2023/24, the Rainbow TB Forum gained recognition as an independent network composed solely of individuals who have been or are presently affected by tuberculosis. We are delighted that Stop-TB Partnership also lends support to this network.

Hence, with our motivation renewed, we embark upon 2024/25 with a commitment to develop new projects, forge connections, and strengthen communities. Blossom Trust remains unwavering in its mission to promote gender equality, social justice, and inclusive development. We continue to ardently believe in the empowerment of marginalized and disadvantaged communities. Through the support of our donors, partners, and members, we harbour the utmost confidence in our ability to create a more equitable and just society for all.

Sincerely,

**T. Mercy**  
**Annapoorani**  
**Executive Director**

”



# About Blossom Trust

Founded in 1993, Blossom Trust is a grassroots NGO based in Virudhunagar, Tamil Nadu, India. With the initial focus on the social and economic empowerment of underprivileged women and a safe and nurturing space for vulnerable children, over time, we have committed to creating a solid foundation for sustainable community ownership. We believe that women have the capabilities to build resilient communities as the pillars of development; therefore, we strongly invest in the empowerment of these women through two main activities.



## Theory of Change

We are committed to 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 their community.

## Mission

Promoting women-led development and resilient communities through collective networks, collaboration and awareness-raising.

## Vision

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

Firstly, establishing community-based organisations and networks primarily women-led, allowing collective action and collaboration to be at the forefront of our interventions with higher success. Secondly, through advocacy and awareness-raising, we ensure everyone has the right to access information. Knowledge empowerment plays a profound role in community development and allows women to make well-informed decisions for themselves and their households. With our vision, mission and Theory of Change in mind, our commitment is women and children's empowerment and community development.

# 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.

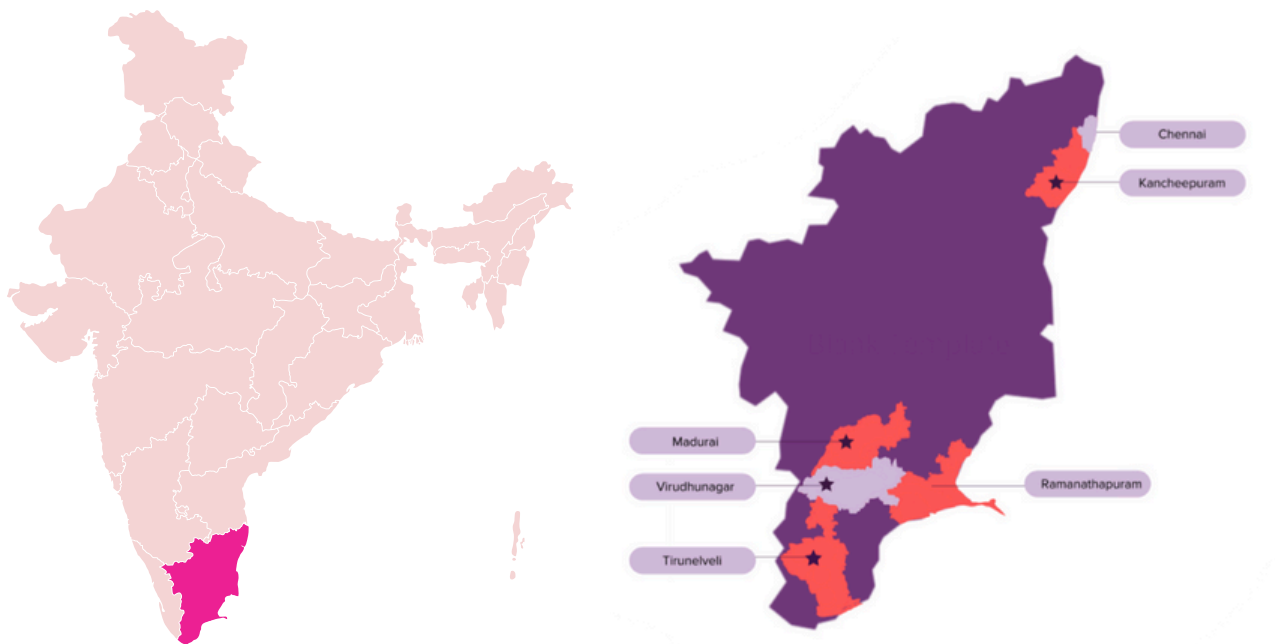


Our Values



# Geographical Presence

Blossom Trust is situated in Tamil Nadu, the southernmost state of India. The headquarters are in Virudhunagar, but we also have office in others districts like Chennai and Kancheepuram in the north, and Madurai, Tirunelveli and Ramanathapuram in the south. We are always looking to work in other districts of Tamil Nadu, and beyond the state itself.



# Dayspring Home

In 2004, Blossom Trust established Dayspring Home for children in Chittoor, a rural area outside of Virudhunagar. Dayspring Home provides a safe, stable and nurturing environment and opportunities for children from highly disadvantaged backgrounds, ranging from extreme poverty to chronic or infectious diseases, including tuberculosis and HIV/AIDS. Dayspring Home is now a permanent and well established project of the organisation, providing shelter, education, medical and social support to the children. Dayspring Home's goal is to integrate children that have been rejected by their families by providing ongoing social and medical support through parent counselling, education and self-help groups. It is administered under the JJ Act, and controlled by the district child protection unit.



## Key Achievements

Dayspring Home is today home to 25 girls between the age of 5 and 18 years old. The girls are all enrolled in local schools and continue to obtain positive results in class.

The availability of power at Dayspring Home has always been a challenge, but in May 2023 we were able to have solar panels and battery system installed. As a sustainable source of energy, it has improved the girls' living conditions and educational opportunities: the electricity generated by the solar panels is used to pump water from the well.

Thanks to generous donations on our crowdfunding platforms, we have also completed some repairs and renovations in the kitchen and on the floor of the external corridor, improving the children's comfort and security during their stay with us.

We also bought a new incinerator to burn used sanitary pads. Finally, in one of the rooms the girls use for storage, new cabinets were installed, so that every girl can have her own space for storing clothes.

By supporting Dayspring Home's girls, our generous donors are not only making a meaningful difference in the lives of our girls, but also committing to the fight against poverty and towards gender equality.





# Dayspring Farm

Dayspring grounds also hosts Dayspring Farm, established by Blossom in 2002 to generate sustainable income for the local community and provide nutritious food and a healthy diet and lifestyle to the girls at Dayspring. The farm relies on environmentally-friendly practices and is maintained by our team, local farmers and hosts short-term volunteers. The Dayspring farm aims to be environmentally focused and organic: instead of using only pesticides and chemical fertilisers, we use three different kinds of local organic mixtures called panchagavya, asola and geervamirtham.

Solar panels donated by EH-KLUB are also helping to reduce electricity costs at both Dayspring Home and Dayspring Farm, strengthening our self-reliance and sustainability as an organisation.



## 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.

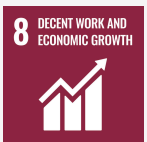
We are also continuing to host volunteers that support the girls in their daily activities, while also contributing to the maintenance of the farm. The girls are always enthusiastic to welcome new volunteers and they can by now all sustain basic conversations in English.



# Civil Coalition for TB Advocacy and Treatment Adherence-II (CCTATA II)

CC-TATA II is an initiative built on the success of CC-TATA I, with a focus on eradicating TB and bridging the gap between community responses and national policy. It focuses on expanding and facilitating access to comprehensive, gender-inclusive, and stigma-free health and social services for women affected by tuberculosis (TB) across all levels. This is being achieved through a community-driven TB response and the implementation of policy changes at the national level.

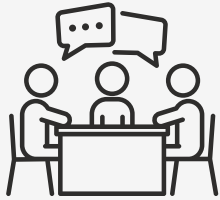
To realise this, the project aims at: 1) strengthening community systems through the formation of a professional Working Group supporting Community-Led Monitoring 2) addressing Community, Rights and Gender (CRG) barriers to TB detection, treatment adherence and social stigma at the grassroots and district levels and create a community-initiated response to assist in locating and aiding the "Missing Million" TB patients through CLM; 3) mobilising stakeholders at the community and district levels to advocate for community-centered and gender-transformative state and national TB policies and TB control programs in alignment with UN High-Level Meeting (HLM) targets and commitments supported by community level data; 4) increase accessibility to social services for TB-affected patients and survivors, emphasising legal aid support.





# Achievements CC-TATA II

## Expansion of the Rainbow TB Forum and creation of Working Group



We have successfully extended the Rainbow TB Forum to include Tirunelveli, Dindigul, and Theni, while also expanding our presence in the existing Virudhunagar district. Through RTBF, we organised 31 meetings.

We have conducted two impactful Working Group meetings in Virudhunagar and Theni. Experts identified a critical need for enhancing the well-being of multi drug-resistant TB patients, given the alarmingly low success rates in their treatment. In Dindigul, a working committee for HIV TB was organized in response to the high mortality rate among HIV patients due to TB in the southern districts of Tamil Nadu.

## Community Led Monitoring (CLM)

We actively participated in a two-day country-level onboarding meeting organised by Dure Technologies in June, with our project team. At the end of 2023, we started using the OnelImpact app for Community Led Monitoring, implementing CLM at the field level, providing TB-oriented health services, and conducting training for Rainbow TB Forum members.



## TB Oriented Health Services



TB-oriented health services, placing a special emphasis on prioritizing diabetic patients, those with HIV, and individuals undergoing dialysis during outpatient services. Our proactive approach in the outpatient department (OPD) involves helping in screening the patients who visit health facilities for various reasons but exhibit TB symptoms. Priority is given to individuals with pre-existing conditions such as diabetes, HIV, and those undergoing dialysis.

## Advocacy and Liaison Initiatives

Blossom conducted seven advocacy meetings engaging 420 participants from diverse backgrounds. During these sessions, participants were educated on essential TB messages, the importance of eliminating stigma and discrimination, and the specific roles each stakeholder plays in eradicating TB within their communities.



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

In June 2022, IDEAL was launched as Blossom's first project funded by a Corporate Social Responsibility (CSR) grant from M/S Vivid Green, Mumbai. Through this project, we selected and created two Model Villages in the Tirunelveli District, Kalakudi and Kuruchikalam, serving as hallmarks for women and children's empowerment by equipping them with the tools, skills, and knowledge to bring positive changes to their lives and communities.

This goal is achieved by adopting a comprehensive educational approach that comprises different activities including: offering after-school assistive education classes for children, creating a Children's Parliament for voicing their demands, and supporting women in gaining livelihood opportunities and access to markets through technical training and Self-Help Groups.

In this way, Blossom is supporting women and children in asserting their rights, while empowering them with the skills and confidence to play a more influential role in family and community decision-making.





# Achievements IDEAL

## Education

Since the beginning of the project, all identified children aged 6-18 living in the two villages were successfully enrolled in local schools. Moreover, we started to organise several educational initiatives for both women and children. For instance, daily communicative English and Tamil classes are being held. Assistive Educational Classes for students in grades 1-8 are also being held, resulting in improved exam performance.



## Women and Girls Empowerment



To foster women's financial independence, after providing the necessary tools and equipment, we've been holding daily tailoring classes for 18 women in each village. Mushroom cultivation and sales strategies workshops were organised, as well as several weekend vocational training for teens (13-18) covering tailoring, crafts, bag-making, jewellery-making, and related skills. Moreover, we have created a Self Help Group to provide financial guidance to women. Through this group, so far, four women opened new bank accounts, two received widow pensions, and two obtained widow certificates.

## Children's Parliament

In June 2022, children in each village were encouraged to set up a Bal Panchayat (Children's Parliament) along with a Constitutional Body, which has been recently re-elected. Since then, the children have enthusiastically participated in the Bal Panchayat activities and regular meetings, serving as a platform to empower them to voice their demands and assert their rights.



## Advocacy and Awareness



Moreover, we've been successfully conducting weekly advocacy and awareness sessions in both villages, run by external skill developers and child rights professionals. These workshops cover the rights, safety, emotional well-being, and entitlements of women and children in the community. Additionally, we have actively marked events like National Human Trafficking Day and World Cancer Day, and celebrated Pongal and World Education Day to foster community unity, sensitise individuals and raise awareness on critical issues.

# Beyond the Burden (BTB) Project

At the start of 2024 we launched our new project built on the success of our two CC-TATA projects, Beyond The Burden (BTB): a Community, Rights and Gender (CRG) Approach to Fight TB in Tamil Nadu supported by STOP-TB Partnership and UNOPS, Geneva.

Gender-related challenges, paediatric underdiagnosis, and a high stigma rate underscore the need for urgent, comprehensive TB awareness and eradication efforts. BTB aims to enhance and ensure access to inclusive, gender-transformative, and stigma-free health care 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.

So far, this has included outreach workers who engage with Anganwadi centres (a type of child care centre) and promote educational initiatives informing care-givers of signs, symptoms and preventative measures of TB, in addition to identifying potential cases among children within these centres. By conducting awareness sessions and promoting early detection, these efforts contribute to the overall goal of reducing the impact of TB, especially in the vulnerable population of young children attending Anganwadi centres. Additionally, a targeted TB awareness program for MGNREGA women has empowered women to play an active role in community health, promoting early detection and prevention of TB.





# Key Achievements Beyond the Burden

## Our Programmes

### Advocacy Events and Awareness Raising



Nearly 450 stakeholders have been mobilised to actively engage and represent efforts to eradicate TB and associated discrimination. These advocacy events have included a 20km skating rally reaching 3,000 people, an auto-rally reaching 1,000 people, and an online conference with nearly 100 participants from all over the world.

In addition, the project has overseen so far two legal aid counselling sessions attended by 20 participants.

### Facilitating Early Detection

Staff and children have been trained about the importance of early detection and treatment of TB through visits to 95 schools across 3 districts. In total, 5,609 participants have been informed of the risks of latent TB. Through this work likelihood of early treatment and diagnosis is higher, including for latent cases.



### Community-led Monitoring (CLM)



Community members have been empowered through community-led monitoring initiatives to monitor TB services in their areas. This is done via the OnelImpact app, where users can report gaps in services. Blossom is proud to be the first NGO to introduce the OnelImpact app to India. So far since the beginning of this project, 400 community members have been educated about CLM initiatives in 3 districts and 187 TB clients informed and installed the app.

### Creation of a Working Group

We have successfully expanded our existing working groups and educated our attendees about Community-Led monitoring initiatives, including the use of the OnelImpact app. These stakeholders have included faith-based leaders and community leaders.



# Transgender Targeted Intervention (TI-TG) Project

## TANSACS, Chennai

Since 2018, Blossom Trust has been involved in a Government-backed project in Tamil Nadu. The goal is to provide targeted support for population groups, who are considered to be at high-risk of STI/HIV infection.

In India, Transgender (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.



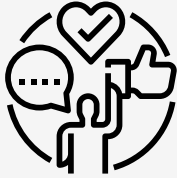
Consequently, TG women are restricted to working in the unorganised sector; in street entertainment, informal collections, or the sex industry. These women are vulnerable to physical abuse, harassment and sexual violence. Crucially, without protection, the sex industry exposes TG women to high risk of contracting STIs including HIV/AIDs. Accordingly, a 'targeted intervention' for the transgender community is needed to work toward the over-arching goal: ensuring that every person living with HIV has access to quality care and is treated with dignity. The intervention programme targets Female Sex Workers (FSW), Men who have Sex with Men (MSM), Injecting Drug Users (IDU), Transgender (TG) and Bridge populations (which includes Truckers and Migrants). The Blossom Trust team focuses on the Transgender population in Kanchipuram.





## Transgender Targeted Intervention

### Identification



This year we have identified 80 new transgender women through Strengthening Outreach Activity camps, Community Events and Health Camps, bringing our total number of women we are reaching through TTI to 602. All of these women are now able to have targeted intervention services provided to them.

### Behavioural Change

One of our major methods of interventions include condom promotion. Not only have we successfully distributed condoms but we promote behavioural change by communicating their importance in STI prevention.



### Health Camps and STI Testing



We have also continued to utilise diverse strategies like health camps, where we promote testing and identification of STIs. This year we have met with 535 TG women each month, to create awareness about HIV, RMC, syphilis, HCV, and HBV and encourage and facilitate testing. Through this we have identified 1 positive HIV case, 10 Syphilis cases and 8 HBV cases from 2023-2024.

### Counselling and Support Services

We provide a number of support services for our TG women including a counselling and support service and promoting the government's toll-free helpline number for High-Risk Groups to register complaints on stigma and discrimination. Moreover, Blossom Trust has also sought to improve the socioeconomic status of the TG communities and empower TG individuals to become self-reliant and advocate for their rights. Through a team of Peer Educators, Blossom has initiated several community-based activities to advocate for the health rights of the TG community.



## Sustainable Education, Entrepreneurship and Agricultural Development for Women (SEEAD)



In January 2023, Blossom initiated the Sustainable Education, Entrepreneurship and Agricultural Development for Women (SEEAD) project, which aims to empower women in agriculture, while promoting sustainable practices, education, and advocacy in the rural areas of Virudhunagar and Madurai districts. This includes fostering self-advocacy, collective collaboration, and a community model for women-centred, resilient, and innovative agriculture, with a focus on the four main E's: Environment, Education, Empowerment, and Entrepreneurship.

The SEEAD project's specific goal is to provide female smallholder farmers access to the status of farmers by registering them in FPOs (Farmers Producer Organisations), creating a digital marketplace for their products, and offering training on various agricultural techniques and entrepreneurial skills.

These initiatives empower women by advancing their economic and social rights while promoting climate-resilient agriculture and fostering resilient communities.



# Key Achievements SEEAD

## Our Programmes

### Registration



We have identified around 300 farmers across the Madurai district and we have successfully created and registered them in two distinct FPOs. The first FPO, named Naan Mada Koodal (NMK), was officially registered on 10th April 2023 in the Government Ministry of Corporate Office and an exclusive bank account was opened for them. The second FPO, called Annapoorna, currently counts 50/60 shareholders and was registered on December 2023. Blossom has connected each FPO with the Indian Government and with the National Bank for Agricultural and Rural Development (NBARD) through the Madurai Agribusiness Incubation Forum (MABIF).

### Training Sessions

Additionally, we have organised more than 40 trainings with technical experts from the agricultural field, successfully involving more than 1000 female farmers. Our training sessions included entrepreneurship and agricultural skills workshops. For instance, a number of trainings were dedicated to helping women farmers to cultivate in a more conscious and value-bearing way, increasing their awareness on production and marketing strategies. Since no storage facilities are present in the villages, we provided women farmers the possibility of using a warehouse in Tirumangalam, freely provided by the Government.



### Access to the market



To educate women farmers on accessing digital-based markets, we also held several training programs in collaboration with the marketing department to make government-provided marketing facilities available for them. To further facilitate women farmers' access to the market, we also connected them with the National Agriculture Market (eNAM), an online trading platform for agricultural commodities in India.

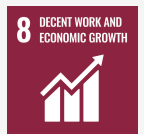
### Research Centre

Lastly, we have established the SEEAD Research Centre as a community-owned research hub for agricultural innovation and capacity-building. The Centre is currently operational within one of our existing poultry farms and it is already hosting training programs. Our future goal is to construct a new facility to host the centre and transform it into a community model for women-centred, resilient and innovative agriculture.



# Creche

Central Social Welfare Board (SCWB), New Delhi



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 and there are currently 30 children aged between 2 and 4 years old. The site is operated by a trained teacher and an assistant.

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. The crèche continues to be supported by the Tamil Nadu Social Welfare Board in Chennai. Unfortunately, since March 2024, the government has not been sponsoring the project anymore.



# Buds Network

In 2016, Blossom's Buds Network, a network of centres for children affected by HIV/AIDS in the rural district of Virudhunagar, faced an unfortunate setback. Due to a lack of funds, this after-school program, dedicated to academic education and life skill development, had to be put on hold.

But now, since December we have been reopening our centres and we have so far reached 120 children! Our Buds Network centres, located in Thathakalam, Samathuvapuram and Soorangudi, now focus on reaching vulnerable children, with a particular focus on girls, with supplementary education and life skill development. In this way, we are safeguarding children's right to education while fighting against the discrimination they may face.



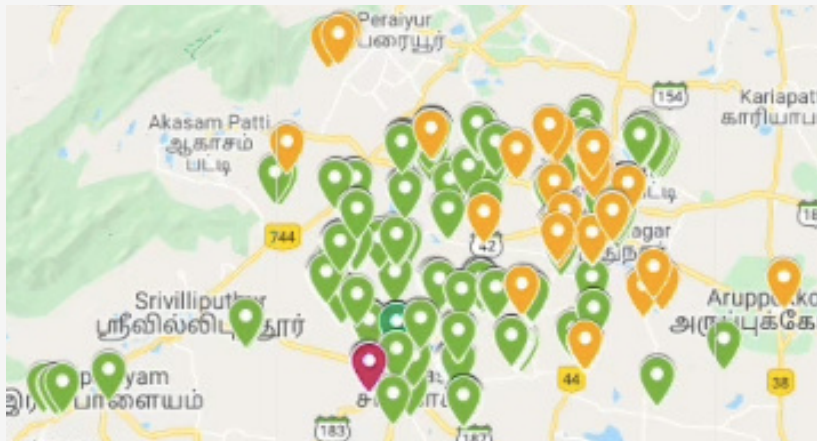
**Our goal is to open 50 centres in total to reach over 2,500 vulnerable children, aged 6 to 18, across Tamil Nadu with supplementary education and support.**



# Community Network and Events

## Self-Help Groups (SHGs)

As part of Blossom's commitment towards gender equality and women's empowerment, in recent years, the organisation has set up hundreds of women-led Self-Help Groups (SHGs) across Virudhunagar district to enhance mutual help and collaboration and raise awareness on fundamental challenges shared by the group members. From these efforts, we have developed and given impetus to successful initiatives such as microfinance groups, our Poomalai Women's Collective and independent community-based patient networks including Survive Sugar, Rainbow TB Forum and Paneer Poo HIV Positive Women Network. Each SHGs organises activities, notably in December 2023, tailoring class took place, and 23 women from SHGs and 2 girls from Dayspring Home, participated.



## Advocating to Eradicate TB: World TB Day and Anti-TB Week

As part of our efforts to advocate for the eradication of TB, we organized World TB Day and Anti-TB Week events in March 2024. This year's theme continued from last year: "Yes, We Can End TB!". We kicked off Anti-TB week, with a skating rally for TB awareness with more than 100 students! Our team also took part in two conferences in two colleges on the importance of following medical treatments. We finished Anti-TB Week with one event in Sattur and one in Madurai, by placing banners on autorickshaws to spread the message about TB far and wide. On the 24th March, World TB Day, we held an online advocacy conference with local and international speakers. We nearly had 100 participants!

## FPOs

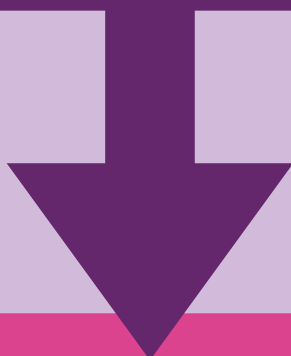
Thanks to our SEEAD project, we opened two Farmer Producer Organizations (FPOs) in 2023. The first one was established in April, and the second in December. Both FPOs have been connected with the Indian Government and the National Bank for Agricultural and Rural Development (NBARD). We are delighted to have registered 300 farmers with these FPOs, which is a significant achievement for women farmers who lack resources to generate income and gain recognition.



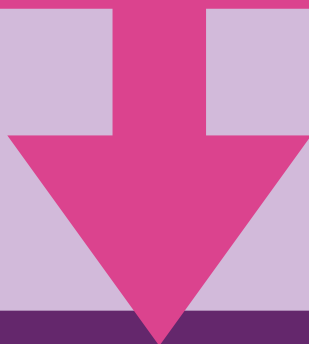
**UN Multi-stakeholder meeting on TB - New York - May 2023**



**Youth Voices Count - Bangkok - June 2023**



**UN HLM - September 2023**



**Giving Tuesday - November 2023**

In May 2023, our Director traveled to New York to attend preparatory working meetings as part of our partnership with STOP-TB. On May 8th and 9th, she participated in the UN Conference on TB, demonstrating Blossom's support for the messages conveyed by the Executive Director of STOP-TB Partnerships.

Our Director attended the Youth Voices Count Regional Assembly in Bangkok in June 2023. The assembly, titled "Re-kindling the Past, Illuminating the Present & Igniting the Future," provided a fascinating experience as she was surrounded by young people advocating for the inclusion of the LGBTQI+ community.

On September 22, the 2023 United Nations High-Level Meeting (UNHLM) on TB took place, offering a remarkable opportunity for world leaders to adopt a political declaration to end TB by 2030. Blossom actively participated in the STOP-TB Partnership countdown campaign in India by distributing IEC materials, organizing advocacy meetings, conducting a letter-signature and social media campaign, and hosting the "UNHLM on TB 2023: Outcomes and Next Steps" Conference. The conference involved over 70 participants, including community voices and key TB actors, and sparked lively discussions that resulted in the identification of key tasks to end TB in India by 2025.

In November 2023, we launched a social media campaign to raise funds for Giving Tuesday, with the goal of reviving two Buds Network centres. Thanks to our incredible community, we exceeded our fundraising goal! With the funds raised, we expanded our reach and can now provide after-school educational support to over 150 vulnerable children.

# Continuing and Strengthening the 2020-2024 Strategy

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## 1. A Holistic Approach to Projects

Thanks to the multiple international and national working groups in which we work, exchange and share our thoughts, we have been able to enrich our strategy for 2023-2024. Indeed, the thematic approach to projects at Blossom is very rich and allows us to create projects in several areas, notably health, women and children's empowerment and rights.

So, we are increasingly taking a holistic approach in our projects and trying to have a gender sensitive approach in all our projects, as a backdrop. We develop projects that are sensitive to the environment and sensitive to the people who are closest to it. At Blossom, we adapt to the needs of marginalised communities and consider the intersectionality of oppressions experienced by vulnerable groups.

## 2. CSR Strategy

Corporate Social Responsibility (CSR) is defined as “the commitment of business to contribute to sustainable economic development, working with employees, the local community and society at large to improve their quality of life” (World Bank Institute, 2003). CSR strategies are strongly shaping choices and activities of the private sector by emphasising a strong need of reestablishing global priorities. In this scenario NGOs play a key part since in the past decades they have become an integral part of CSR activities in growing awareness among the public.

At Blossom Trust, we acknowledge the importance of supporting the development of CSR strategies among the country. We therefore aim to boost our engagement in the field by establishing partnerships and implementing new CSR projects that benefit society and the environment. With our grassroots experience and expertise in community development, we form an important implementing partner for Indian businesses. As such, in the coming years, Blossom aims to focus more on CSR projects in order to bring the expected benefits of the corporate sector towards the society and the environment. Moreover, we support the idea that collaboration between companies, NGOs and governments is essential in making CSR a success.



### 3. Communication Strategy

In 2023/24 we kept our commitment towards the Communication Strategy aiming to raise the visibility of Blossom Trust across the local, national and international arenas. The main goal of the strategy is to make sure that our current and future projects are clearly communicated to our target audience, enabling the expansion of our women network and overall organisational development. We are still pursuing the goal to expand our network outside Tamil Nadu to reach even more communities.

#### **a) Branding; Consistency and Promotion**

In the next years, we aim to further work on the development of a strong brand by focusing on enhancing our presence on different Social Media platforms (Instagram, LinkedIn, Twitter and Facebook), developing relevant organisational information materials (brochures, case studies, reports) and finally, creating advocacy and awareness materials (newsletters, blog, website, press releases).

#### **b) External Communications**

Blossom aims to continuously improve their external communications strategy in order to guarantee visibility and transparency to target groups, partners and international donors. In the coming year, we are planning on experimenting with new communicational material, such as videos, as well as combining Tamil and English-spoken content to better engage local people.

#### **c) Internal Communications**

We are also keen to strengthen our internal communications by encouraging regular dialogue between current and former Blossom Trust board members, staff, interns and volunteers to build a long-lasting community.

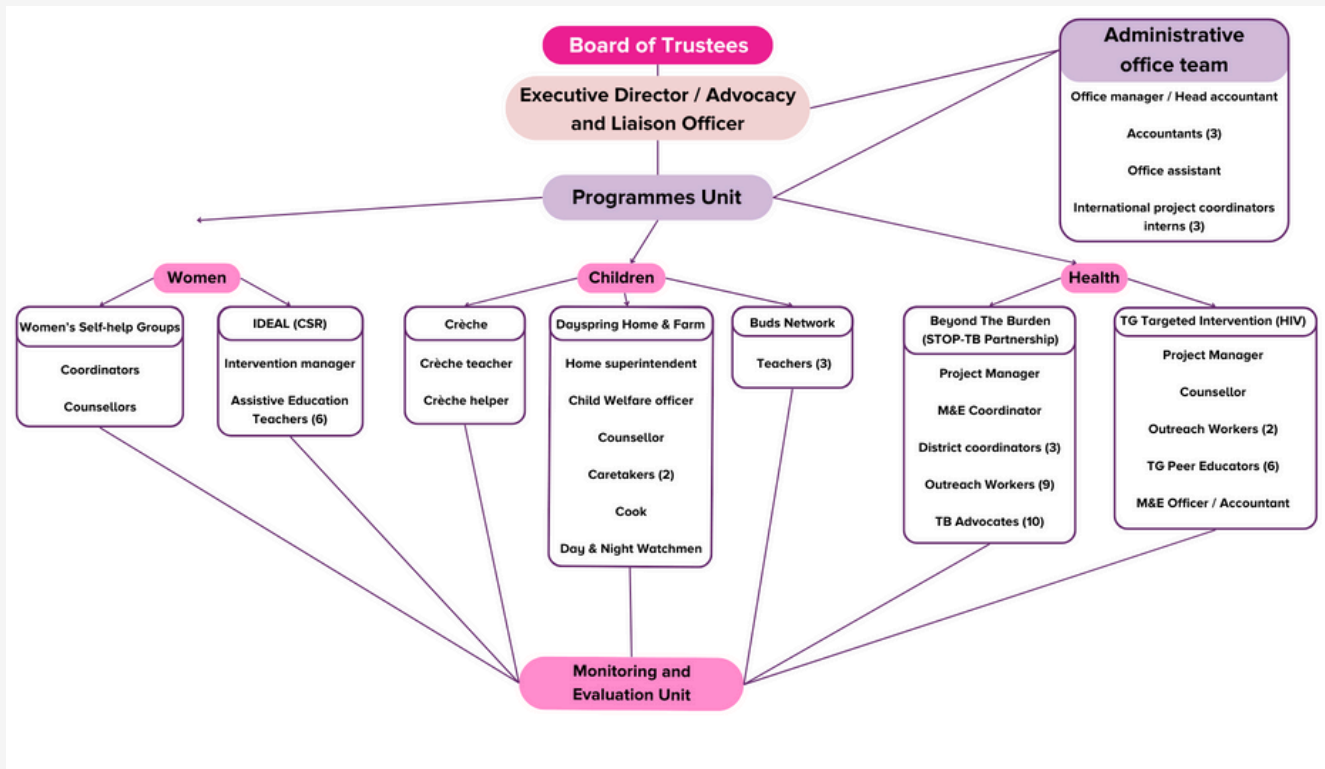
### 4. Fundraising Strategy and Financials

At Blossom Trust we rely on a fundraising strategy as a primary source of financial income. Thanks to fundraising we are able to strengthen our current funding streams while exploring new revenue opportunities.

At the moment, our major sources of fundraising come from a crowdfunding platform, Global Giving, together with funds provided by foundations, government agencies and the private sector.

For the Fiscal year going from April 2023 to March 2024, Blossom Trust's annual income has been INR 1,87,15,545.37

# 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.

No.	Name	Gender	Qualifications	Designation
1.	Mrs. T. Mercy Annapoorani	Female	M.com, M.A., M.W.S	Managing Trustee
2.	Mrs.. G. Vatsala	Female	Diploma in CDDM	Treasurer
3.	B. Mareeswari	Female	D.C.D.D.M	Trustee
4.	Mr. C. John Jasper	Male	B.E. M.B.A	Trustee



# Staff

The Blossom Trust team comprises 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 Theni, Madurai and Tirunelveli.

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 37% of our members are women, and over 30% are representatives of the trans community in Kanchipuram, holding both project lead and Peer Educator posts.

# 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 help at Dayspring Home, supporting our children and helping out our farmers with the maintenance of the Dayspring Farm.

Are you interested in becoming a volunteer at Blossom?

**Please check out our profile on  
Workaway**



# Partnerships

**Stop TB Partnership**



**Vidya Rani Trust**



**CSWB**  
Central Social Welfare Board

**RAMBØLL  
FONDEN**



**Youth Voices  
Count**

**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.



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

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

**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

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

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