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Letter from the Director



Dear Reader,

I am happy to share the Annual Report for the year 2014 – 2015 with you. Blossom Trust, along with peer grassroot NGOs, endeavours to benefit the marginalised sections of society. It has been exciting to lead the projects, established and otherwise, incorporating new approaches and improvements this year.

Our CEPT-II (Campaign for Education, Prevention and Treatment of TB) project entered the implementation phase of the project, following the first year where we established the baseline statistics for a more thorough evaluation. PPTCT (Prevention of Parent to Child Transmission of HIV) staff received three training sessions to further their medical knowledge and three additional sessions on a new mobile monitoring system we have launched this year to optimize inter-staff communication.

At the annual UNITAID Board meeting in Geneva, the members shared further insights in the global effort to defeat HIV/AIDS, Tuberculosis and Malaria. On the World TB Day 2015, Blossom and two of its associated Community Based Organizations, Educloons and Paneer Poo Women's Network, each organized educational programmes to share their message on a broader platform.

We continued to strengthen our ongoing children's projects at Dayspring Home and Crèche daycare Centre while incorporating the organic farm into CEPT project with the goat rearing project where we empower the rural community financially.

Lastly, on behalf of Blossom Trust, I would like to thank the members of the board and the patrons for their support and contribution in helping the organisation move forward. I would also like to express my gratitude for the diligence of the staff and volunteers for all their efforts and works.

T. Mercy Annapoorani

Director

Our Mission

To bring opportunities for marginalised groups to become self-sufficient in improving their health, environmental, economic and social needs through the strength of community, art and culture.



- To make sure certain community frameworks are developed, ensuring women and children's issues are properly addressed
- To ensure communities have greater access and control over their resources
- To facilitate a process, wherein community knowledge and resources are preserved and shared by fair and mutual exchange
- To continually develop Blossom so that the organization can give a voice to the voiceless

Objectives

Organization Profile

Blossom Trust

Grassroots NGO

Legal status: Indian Trust Act 1882

Registration number: 85/93

Date of foundation: 07 June, 1993

About Blossom:

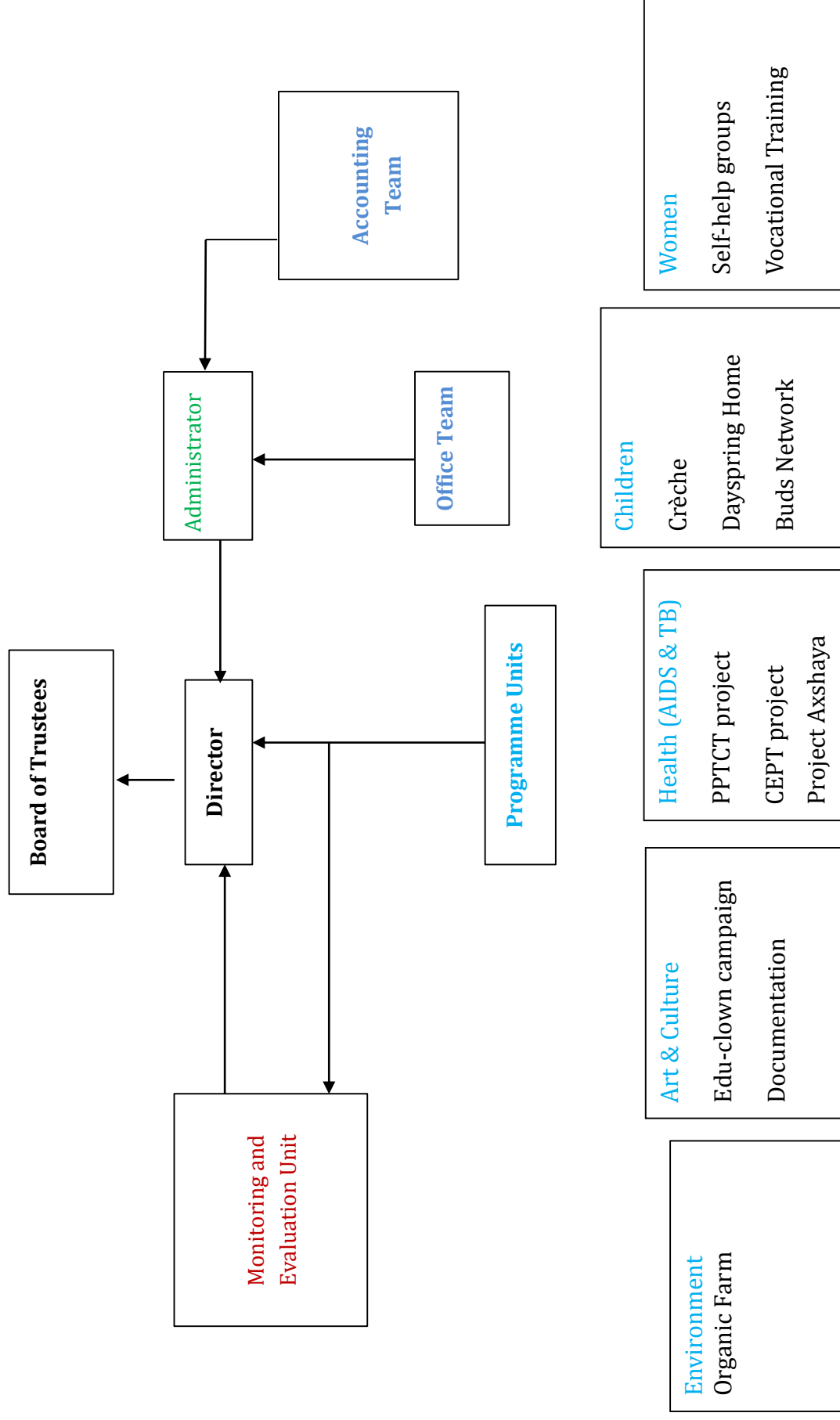
Since 1993, Blossom has focused on the social, economic and cultural empowerment of underprivileged women and children living in Virudhunagar District, Tamil Nadu. We operate in all 11 blocks of Virudhunagar District, 2 blocks of Madurai District and 13 blocks of Kanchipuram District. Over time, this vision has become focused on providing treatment and support for those living with HIV/AIDS and TB and building capacity building programmes and advocacy networks for the most disadvantaged members of our community.

Our Tuberculosis project CEPT-II is dedicated to the identification and treatment of TB. Piloted in 2009, CEPT-II went into full effect in December 2013. PPTCT has been active since 2004 and works to identify pregnant women who are at risk of passing HIV/AIDS on to their unborn child. Both programmes assign individual caseworkers to each patient.

Paneer Poo Women's Network and Rainbow TB Forum advocates for the rights of those living with HIV and TB, respectively. Our Poomalai Women's Collective creates economic empowerment through Self Help Groups (SHGs), and our Blossom Farm and Dayspring Home provides HIV and TB orphans and OVC (Other Vulnerable Children) with a second chance.

Our goal is to create a strong foundation for self-sufficiency and empowerment.

Organisation Structure



PPTCT

Prevention of Parent to Child Transmission of HIV/AIDS



Blossom undertook PPTCT in 2005 in order to prevent the prenatal transmission of HIV from an infected pregnant mother to her newborn baby.

The programme entails a comprehensive, family-centered support, clinical services and public health initiatives.

The Integrated Counselling and Testing Centre test and identify women who are afflicted with HIV. Patients are immediately registered with the PPTCT network and are assigned a caseworker. The caseworker will ensure that women and children are administered Nevirapine at the time of birth to prevent transmission.

In addition to medical treatment, Blossom Counsellors conduct Care and Support Meetings with people afflicted with HIV/AIDS for emotional and psychological support, as well as acting to build self-help groups within the community.

Preventing Parent to
Child Transmission of
HIV/AIDS is

fundamental
in tackling



Mother to
child infection can be
prevented in 98% of
the cases.

PPTCT

PPTCT project has been funded by the IL & FS (Investment Lease and Financial Services Corporate) in Chennai, under the Rolling Continuation Channel II by the Global Fund Project.

Since 2004, Blossom has mobilised over 32,000 mothers receive HIV/AIDS testing.



Project particulars	2014-2015
No of ANC Mothers mobilized to hospital	2856
No of ANC Mothers tested	2800
No of mothers found HIV positive	10
No of spouses referred to hospital	1056
No of spouses tested	1048
No of spouses found HIV positive	9
No of institutional delivery	10
No of babies given Nevropin	10
No of cases referred to ART (+ ANC, + Spouses, + PNC & Child)	29
No of babies referred to CPT(ART Centre)	11



CEPT-II

Campaign for Education, Prevention and Treatment for TB (Phase II)

Each year 2.2 million Indians develop TB in India, and everyday 850 Indians will die from TB. Free diagnostics and treatment regimen are available, yet millions continue to suffer because of lack of knowledge and patient support.

Since 2009, Blossom has implemented the Campaign for Education, Prevention & Treatment for TB (CEPT) to provide WHO-recommended community-based

prevention and care of TB in Virudhunagar and Kanchipuram



Every year nine million
people develop TB.



Three million do not
receive the care they
need.

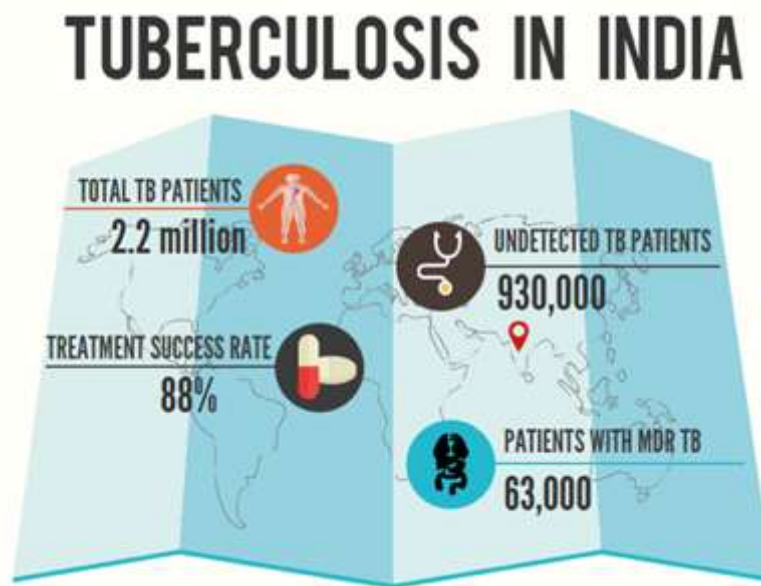
CEPT aims to: (1) increase the knowledge level on TB among the general public and build capacity for community support, and (2) actively identify, treat and cure TB, especially among the vulnerable population groups.

We operate in all 11 blocks of Virudhunagar and 3 blocks of Kanchipuram district.

Project particulars	2014-2015
No of participants in the health education/awareness activities	6169
No of TB symptomatic people referred to for testing	1394
No of people tested	1283
No of cases identified for TB	497
No of cases identified for co-infection with HIV	41
No of patients registered as RTBF members	231

The CEPT team actively identifies TB suspects in the community and refers them for free testing and treatment. The team also has a dedicated HIV-TB co-screening coordinator at the local ART centre to ensure every HIV patient is tested for TB. The team works tirelessly to ensure patients do not miss testing and treatment schedule, and also provides support for patients who are at risk of developing drug-resistant tuberculosis.

This year marked the second full year partnership with Target TB, UK, and the half-way milestone of a four year venture of CEPT-II.



Target TB believes in holistic approach of addressing the health, social and economic impact of the disease as well as challenges in TB-HIV co-infection and the emerging drug resistance.

Target TB and Blossom are committed to strengthening the existing health systems and working with the community to develop locally appropriate responses to improving TB control.

CEPT-II aims for three key outcomes. Firstly, to improve community knowledge of TB and how to access TB diagnostics and treatment. Secondly, increased access to government facilities that offer treatment abiding by the RNTCP (Revised National TB Control Programme). Lastly, to improve community capacity for more sustainable TB management in the two districts.



RTBF

The Rainbow TB forum is unique among India's TB activist networks in that it is comprised exclusively of past and present TB patients.

The RTBF uses the distinct knowledge that comes with fighting TB to foster conversation and further societal acceptance of those afflicted with TB.

RTBF grew out of CEPT-II After a group of young students helped by the programme staff experienced discrimination at a government health facility while being tested for TB, they decided to take a stand.

They mobilized members of key affected population to join them in their fight against the stigma attached to TB.

Over the past years, RTBF has evolved into an independent network with its own legal identity and over 600 members. Blossom maintains a close working relationship with the Forum, sharing strategies and programme development.

Regular monthly meetings are conducted in each district to raise TB awareness and to reduce self-stigmatization and isolation. Members monitor TB testing centres to prevent discrimination and provide their phone numbers for report of discrimination.

RTBF represents PLWD (People Living With Disease) in the Board meetings of PTCC (Partnership for Tuberculosis Care and Control), New Delhi.

“RTBF uses the distinct knowledge that comes with fighting TB”

Spearheaded this year, Poultry and Goat Rearing Project is aimed at past and present TB patients as well as RTBF members.

We received 70 applications, 50 of which were selected. Successful applicants were brought to Blossom Farm where they received first hand training of practical knowledge on goat rearing. 100 goats were distributed along with country hen.

Goats for Gains aims to empower TB patients economically by giving them a means to generate livelihood, as well as enabling the forum itself to become financially independent enough to conduct programmes of their own.

Goats for Gains



Project Axshya

One of WHO's Millennium Development goals is Stop TB project, which targets halting and reversing the numbers of incidences of TB by 2015.

Project Axshya – meaning TB free – is a civil society initiative in alignment with Stop TB Project. It aims to strengthen TB care and control in India. This nationwide effort is made possible through the Global Fund 9 India TB Grant.

To foster social mobilization for Project Axshya at a regional level, Blossom has worked with CHAI (Catholic Health Association of India) in Virudhunagar District and REACH (Resource group for Education and Advocacy for Community), Chennai in Kancheepuram District.



Educlowns is a theatre group connected to Blossom Trust. Their efforts include campaigns for child health, sexual education and raising awareness of TB.

Also known as the “red-nosed” for the actors’ painted noses, Educlowns offer an alternative method in educating the public about pertinent but sensitive health related issues.

Educlowns



Their noses symbolize their fury upon unacceptable injustices and ignorance in the community.

Educlowns is often employed in association with CEPT as a localized approach to de-stigmatizing socially taboo subjects.

“Humor can be one of our best survival tools.”

-- Allen Klein



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 childcare.

Crèche is a childcare centre opened by Blossom in 2003 as a service to mother laborers. Located in Pandian Nagar, a suburb of Virudhunagar, Crèche is operated by a trained teacher and an assistant.

Crèche

“Daycare options can help women escape the poverty trap by reducing the demands of domestic work.”

International Development Research Centre,
Canada

Children are fed lunch and provided with monthly medical check-ups. Parent-teacher meetings provide feedback on the wellbeing of the children.

On average 30 children between the age of 2 and 5 are under the care of Crèche.

Crèche has been funded by the Tamil Nadu Social Welfare Board in Chennai.





According to the Indian Department of AIDS control, estimated number of **children** living with **HIV** in Tamil Nadu region alone will exceed **6,000** this year.

Dayspring Home

India is facing an accelerating threat from HIV and an unprecedented number of orphans with little or no protection and care will ensue.

Blossom opened Dayspring Home in 2003 for children orphaned due to an AIDS related death or infected and rejected by their families due to the illness.

Dayspring is currently home to 28 children between the ages of 2 and 15. Dayspring aims to reintegrate children back into their communities by providing ongoing social and medical support through parent counselling, education and Self-Help Groups.

Blossom provides all day-to-day running of the Home, which includes: medical expenses, educational needs, three meals a day, clothes and social support.

Volunteers and their contribution through donations and caretaking the children have been an indispensable part of the programme.





Sponsor a meal

\$10 will support a child for over 1 week

\$25 will support a child for 1 month

\$150 will support a child for 6 months

\$300 will support a child for 1 year

Dayspring Home only needs \$7,500 per year to operate and relies on donations to support the children.

A small contribution can make a large difference in a child's life.

Originally started in 2007 as a support group for children living with or affected by HIV, 11 Buds centres were operating until the majority were discontinued due to lack of funding.

From 2010 onwards Buds became a network of children's clubs and education centres for all disadvantaged children within the community.

Across Virudhunagar district there is a large number of vulnerable youths with no access to educational support due to familial complications such as low financial status or domestic violence.

The afterschool activities organized by Buds Network give at risk children an opportunity for one-on-one educational attention not available at school.

Along with motivating the children academically, the programme counsels parents and teachers to ensure that the children's education is a top priority of each household.



Buds Network

“A network of children's clubs and education centres for all disadvantaged children within the community”

As part of life skills development programme, the centres practice a “Rs. 1 a Day Scheme” where children are encouraged to save 1 Rupee a day.

The children learn the benefits of saving money when they are allowed to purchase education materials with the money they've collected.

Expansion of the programme is slated for implementation in June 2015, beginning with the recruitment of staff, followed by social mapping to determine the specific need in a variety of location.



"Marie-Sophie and I spent 10 days as volunteers at Dayspring Home, where we helped the kids with their everyday chores. We showed the older kids how to repair their clothes, and took them to the swimming pool. You can't imagine how much fun we had! We also showed them how to make bracelets. But they were the ones who taught us how to tend the garden, pluck the vegetables and take care of the goats. We felt like we were really part of the team, even though we were there only for a few days."

*-- Hugo Veilleux, volunteer from
October 2014.*

"In this environment of simplicity, sobriety and compassion, we have spent ten wonderful days at Blossom and have done as much as we could to help around in various areas."

The moments we shared at the orphanage are priceless and will stay with us forever."

*-- Ludovic & Cecile, volunteers from
November, 2014*



Micro-financing was initially an area for those excluded from the financial sector. However, it has become a major commercial activity among the big money lenders overtime.

To combat this trend and ensure that the disenfranchised are still able to access small non-predatory lending schemes, Blossom organized an umbrella federation of women's Self Help Groups (SHGs).

Poomalai promotes community owned microfinance institutions and financial education for women. It is the driving force behind development and empowerment of women in Virudhunagar, Sivakasi and Watrap districts with over 1,000 groups enrolled in the federation.

Poomalai Women's Collective



Poomalai's microcredit programme helps impoverished rural and urban women gain access to small loans to invest in income generating activities. Weekly meetings are organized and members save on average 25 Rupees per week. The savings are deposited into a bank then divided up as loans to the members.

After operating for six months, and if certain requirements are met, SHGs become eligible to apply for a bank loan after which the funds can be lent to their most needful members.

Blossom holds a managerial role in securing bulk loans from major corporations such as RMK, Delhi and ICICI Bank in Madurai.

Paneer Poo

HIV Positive Women's Network

Paneer Poo is a Community Based Organization (CBO) that started as a support network for women patients with HIV living in isolation and/or poverty.

Over time, it has formed into its own trust organization, securing memberships in TNVHA (Tamil Nadu Volunteer Health Association) and PTCC New Delhi (Partnership for Tuberculosis Care and Control) in acknowledgment of their work in furthering the human rights of PLHA (People Living with HIV/AIDS).

Paneer Poo's female empowerment programmes focus on creating employment opportunities in the community at Virudhunagar government hospital. Women maintain the sanitary facility at the hospital, where they collect 2-rupee fee per toilet usage. Women also operate a small shop inside the facility, which sells soaps made by the members.

As part of the Health and Welfare programmes for PLHA, Paneer Poo provide nutrition support, and its leaders participate in the district advisory committee meetings organized by the District Collectorate every three months.



ROSE

Rural Opportunities for Social Emancipation

ROSE aims to reinforce and strengthen the economic development undertaken in the Poomalai Collective.

Once a group has benefited from the Microfinance project by Poomalai, ROSE helps them establish a sustainable business through fair trade and rural marketing.

Fair trade division acts as an intermediary between Poomalai Self Help Groups and potential buyers of their products such as handbags and fabrics.

The rural marketing division works under the principle of U2R, Urban to Rural, where household needs will be secured at fair prices from local business in remote areas.

Last year, ROSE registered with a network of small business units called Indiatrade.com.

Located next to Dayspring Home, Dayspring Farm was established by an aid organization Caritas Sweden in 2002. Blossom Farm team tends to the livestock and crops with the help of volunteers, whom the farm is always looking for.

The 6-acre farm is a way to provide sustainable food income for the children at Dayspring Home. It aims to produce adequate vegetables, fruit, milk and eggs for the children to have three balanced meals a day. Any excess production is sold to the local community for revenue.

Types of crops cultivated include Brinjal, Drum Stick, Beans, Spinach, Ladyfinger, Chilly and Tomato. Livestock reared include goats, cows, chicken, ducks, turkeys and kinewbowl.



Dayspring Farm

The farm is taking steps to be as eco-friendly and healthy as possible. Examples include the disposal of manure and water conservation.

The manure from the cows is made into an organic fertilizer called Panchagavya. Panchagavya is a mixture of the manure with ghee, curd and milk left to ferment for around 15 days. Waste from other livestock is turned into gas to cook with, which is cost effective in addition to being environmentally friendly.

For conservation of water, the farm uses drip irrigation system, which collects rain and releases the water across the farm through a pipe system. During the monsoon season, conservatory on the farm collects the rain to use during the dry season.



“The farm is taking steps to be as eco-friendly and healthy as possible.”

Credibility Alliance Compliance Report

Identity

Blossom is a registered Trust under the Charitable Trust Act 1882, with the join Sub register, Madurai.

Copy of Trust Deed is available on request.

We are also registered under 12A of the Income Tax Act (Registration Number 60/c), Commissioner of Income Tax (Registration Number 464/8/03-04), and Foreign Contributions Regulations Act 1976 (No. 076110001).

Operations

All activities are in line with the Vision/Aim and Objectives of the organization .We periodically review progress of programmes, follow consultative decision making processes, comply with applicable laws and regulations of the country, and the accounts are regularly maintained and those with an annual income above Rs. 50,000 are audited by a chartered accountant. Roles and responsibilities of human resources are defined for staff and volunteers. All personnel are issued letters of contract or appointment. A personnel Policy is in place.

Accountability and Transparency

Distribution of staff according to salary levels and gender breakup is disclosed in the Annual Report. (These frameworks are very useful to help aggregate information from different organizations. VO can use either of the following formats for disclosing the information).

Slabs of gross monthly salary (Rs) plus benefits paid to staff	Male staff	Female Staff	Total Staff
<5,000	3	8	11
5,001-10,000	4	43	47
10,001-25,000	4	1	5
25,001-50,000	-	1	1
50,000– 100,000			
Total	11	53	64

Total cost of international travel by all personnel

Name	Designation	Destination	Purpose	Gross Expense (Rs)	Sponsored by
T. Mercy Annapoorani	Managing Trustee	Geneva, Switzerland	UNITAID Board Meetings	Rs. 84,000/-	UNITAID

Board of Trustees

Name	Designation	Position	Occupation	Age
Mrs. T. Mercy Annapoorani	M.com,,M.A, M.W.S	Managing Trustee	Director of Blossom Trust	50
Mrs. G. Vatsala	Diploma in CDDM	Treasurer	Self Employed	36
Mr. C. John Jasper	B.E., M.B.A.	Trustee	Engineer	29
Dr. (Mr.) M. J. I. Raj	M.S.W, M.A(Psychology) M.Ed,M.Phil.,Ph.d	Trustee	Principal	60
Mr. T. Aji Evans	M.Com., M.Ed	Trustee	Teacher	51

* Not more than half the Board members have remunerated roles.

The Board has at least two meetings a year suitably spaced with quorum stipulated in its own Articles of Association.

Minutes of the Board meetings are documented and circulated.

The Board approves programmes, budgets, annual activity reports and audited financial statements.

The Board ensures the organization's compliance with applicable laws and statutory regulations.

Our Donors & Partners

Blossom Trust would like to express its sincere appreciation to the following organizations and individuals for their valuable contributions to Blossoms' projects for 2014 – 2015:

Target TB, UK

Caritas Linkoping, Sweden

Global Giving, USA

Central Social Welfare Board, New Delhi.

CHAI, Trichy

IL & FS, Chennai

Tamil Nadu Social Welfare Board, Chennai.

District Collectorate, Virudhunagar

Eh-klub, Austria

Revised National Tuberculosis Control Programme, India

Partnership for TB Care and Control, New Delhi

Volunteers

Individual donors

* Blossom Trust strives to be accountable and transparent to the donors, community served, the state, the public, staff, volunteers and concerned others. Audited reports are available, which includes balance sheet, income and expenditure statement, receipts and payments account, schedules to these, notes on accounts.

Donate

Blossom provides ongoing social and medical support for marginalized groups in rural communities.

With your support we can continue to provide support to vulnerable people and create a better future.

Demand draft or cash in favour of Blossom Trust payable at Virudhunagar or send to our address.

Local funds transfer to

Blossom Trust

A/C 10921873022

IFSC SBIN 0000951

State Bank of India Main Branch, Virudhunagar
626001 Tamil Nadu, South India

International funds transfer to

Blossom Trust

A/C 035801000010525

IOBA 0000358

Swift code IOB AIN BB 001

Branch code 0358

Indian Overseas Bank Central Branch, Virudhunagar
626001 Tamil Nadu, South India



Volunteer Opportunities

Volunteers play a fundamental role in several of our projects, especially in fundraising, the orphanage and the farm.

If interested, volunteers are encouraged to help with other ongoing projects such as the Buds Network, Crèche and Women Self Help Groups.

At Chennai office, volunteers can work on our health projects and work with the fisherman community along the coastal areas.

If you are interested in volunteering with Blossom Dayspring Home please send an email to:

blossom.projectcoordinator
@gmail.com