



Our Bankers

INDIAN OVERSEAS BANK
RAILWAY FEEDER ROAD,
VIRUDHUNAGAR - 626 001.

STATE BANK OF INDIA
MADURAI ROAD,
VIRUDHUNAGAR - 626 001.

CITY UNION BANK
MADURAI ROAD,
VIRUDHUNAGAR

UNION BANK OF INDIA
MADURAI ROAD,
VIRUDHUNAGAR - 626 001.

Our Auditor

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Conclusion

During the 2009-2010 year, Blossom has implemented a range of health, social and financial projects which have disseminated information and raised awareness on a variety of issues in the district of Virudhunagar and Madurai. Thanks to Blossom's commitment to its mission and vision, Blossom has been helping and supporting the most vulnerable and marginalized groups in society to improve their health and social conditions.

BLOSSOM would like to express its sincere appreciation to the following organizations for their valuable contributions:

- Target TB.
- PWDS - Alliance / ABBOTT
- TamilNadu State AIDS Control Society, Chennai
- Tamilnadu Social Welfare Board, New Delhi
- TamilNadu Women Development Corporation, Chennai
- TamilNadu Voluntary Health Association, Chennai
- District Collectorate, Virudhunagar
- RNTCP, Virudhunagar
- Joint Director of Health and Medical Services
- Individual Philanthropists and Overseas Volunteers

Blossom would also like to thank all its staff, members, and partnerships with the local administration, whose constant dedication, contributions, and support have ensured the success of all its projects!



Blossom

Annual Report 2009-2010





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Introduction

“BLOSSOM” is a non profit organization which engages in and commits to the development of the weaker sections of society, focusing specifically on women and children. BLOSSOM was founded in 1993 as a social development organization. More recently, it has broadened its outreach to persons who are affected by the social stigmas of HIV/AIDS and TB.

BLOSSOM develops communities by using rapport building strategies with community based organizations and stakeholders in the society. BLOSSOM also uses a participatory approach to development, involving beneficiaries in the planning, implementation and monitoring and evaluation of projects.

The intervention strategies of BLOSSOM focus on providing opportunities to various sectors of the community, in particular empowering women culturally, economically and socially. In order to make a positive impact on the community, BLOSSOM has struggled to overcome many setbacks and challenges in each stage of its work. Blossom's success is due to the dedication of its staff, responding effectively to the community's needs.

BLOSSOM achieves its goals and objectives through education and community programming, and also uses creative energy to reach out to the community. Art is a very effective tool used to teach and educate communities about culturally sensitive and stigmatized issues. Through visual performance and information booths, BLOSSOM tackles social problems in an unconventional, yet successful fashion.

BLOSSOM undertakes projects that range from welfare programs to raising awareness about socially sensitive issues of TB in Virudhunagar and Madurai Districts and throughout Tamil Nadu.

Mercy T. Annapoorni
Director and Managing Trustee
Blossom

Vision

Blossoming of power in every individual to reinforce Community Development





Mission

“ To facilitate a process where marginalized groups particularly women children have improved quality of life, by working in partnership with other development actors with a rights perspective in the areas of Art, Culture and Human Development”.

Project Sites

Blossom implements its projects in all the blocks of the Virudhunagar and few blocks in Madurai and Chennai district.

Report of Activities 2009-2010

Campaign for Education, Prevention and Treatment for TB (CEPT)

Blossom began implementing the CEPT project in 2007. The project has been funded by TTB, UK, since 2009.

The objectives of this project are to:

- Provide improved TB treatment and monitoring to atleast 1,500 TB patients, including those co-infected with HIV every year.
- Meet and exceed WHO target of 85% treatment completion and cure rates for TB patients registered with the project by the end of year 3.
- Improve the levels of awareness and knowledge about TB amongst 1,500 TB patients, 1,100 local volunteers, 2,500 other stakeholders and at least 10% of the 1.9million inhabitants of the Virudhunagar district through extensive health education activities every year.

The project is being implemented in all of Virudhunagar 11 blocks. A Benchmark survey was conducted in the month of April 2009, in both the existing and the new areas of CEPT, to help Blossom develop an implementation strategy. Staff orientation training workshops were also conducted in the month of April 2009.

Edu-clowns Campaigns

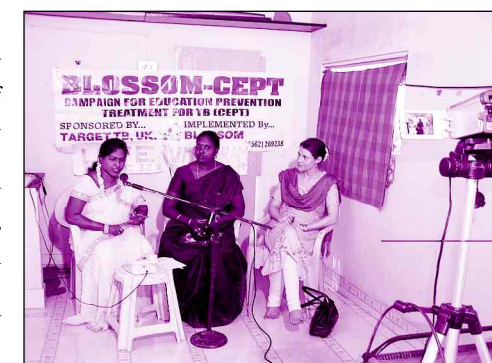
Edu-clown campaigns are the cornerstone of the CEPT project. Edu-clown shows are performances that use drama and innovative communication techniques to educate and raise awareness about TB and related health issues in the general population and with government health workers.



Twelve Edu-Clowns Campaigns were enacted in 2009. 8160 adults and youths were reached through edu-clown campaigns. One special drama-educational training was given by Prof. Yarrow, the Head of the Department of Drama, University of England.

Live Telecast Cable TV programme

Television is a powerful educational tool and Blossom was able to use this means of communication to conduct live telecast TV programmes to raise awareness about TB. A total number of eight live telecast programmes were conducted between March 2009 and May 2010 and more than 95,300 people were reached and benefited from the TV programme. Ms. Clare Shaw, Programme officer, TTB, Dr. Saroja, Kunnur PHC, and Mrs. J. Reeta Kodeeswaran, Project Coordinator moderated the programme.



World TB Day

BLOSSOM CEPT project observed World TB Day on **24.03.2010** and conducted the following activities:

1. Top to Bottom Telecast Programme on TB: People of all social backgrounds from the District Collector to slum dwellers were interviewed about TB by the Blossom CEPT team. In this way

everyone shared their views about TB and Blossom was able to create awareness amongst a variety of in Virudhunagar.





2. World TB Day message in Key chain: Key chains with the World TB Day message “On the move against Tuberculosis. Innovate to accelerate action” were prepared and distributed to raise awareness and spread TB information.

3. Phone Message: A voice Recorded message was sent to 2000 phone numbers about our Blossom CEPT Project and DOTS treatment.

Meeting with Catering and Nursing Students

A meeting with Catering and Nursing students from the National Academy was organised during World TB Day. The Director of Blossom gave an introduction about Blossom and its work. Wallpapers with slogans and messages, which explained the symptoms, causes and treatment process of TB, were displayed in many important places such as the Railway Junction, bus stands and the government hospital entrance.



Sensitization Meetings for different stakeholders

During this one year period, 660 meetings were conducted to sensitize different kinds of stakeholders. As a result 12,154 persons, both local TB officials and workers in rural and urban areas, were sensitized on TB and DOTS treatment. As a result of these awareness meetings, there has been an increase in the number of identification of TB positive cases, improved DOTS treatment, and the increased provision of improved services in the government hospitals and in primary health centres.

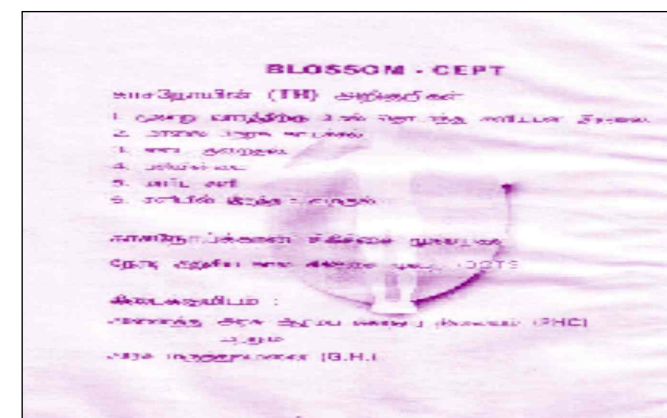
Activity Details	No. of Meetings	No. of participants
Sensitization meeting with SHGs, youth groups, PLM,VHN and AWW	660	9684
TB meeting with TB patients and DOTS monitoring	11	252
DOTS monitor volunteers	-	888
TB unpaid volunteers sensitized	-	1280

Table 1: TB sensitization programme



IEC Medical Cover to Promote TB Awareness

The Blossom team also had the innovative idea of printing TB messages and information on pharmacist bags to promote TB knowledge and to raise awareness about TB amongst the general population. Blossom printed and distributed 10,000 bags to pharmacies throughout the district, so that people buying any type of medicine would be exposed to TB information. Shop owners reported an increase in the number of enquiries about TB, and project staff has been able to refer those suspected of having TB for testing.



TB Cured / Patients Association

The creation of local TB associations in December 2009 established a district-level network of TB patients and TB cured persons with the aim of brining people together to share their experiences about TB. Each block in the Virudhunagar district has created a local TB Association and holds monthly meetings to generate awareness and give support to other TB patients. As part of Blossom’s commitment to TB education, and as major component of its Advocacy, Communication and Social Mobilization (ACSM) strategy, the long-term objective of these TB associations is to become an advocacy tool for people living with TB.

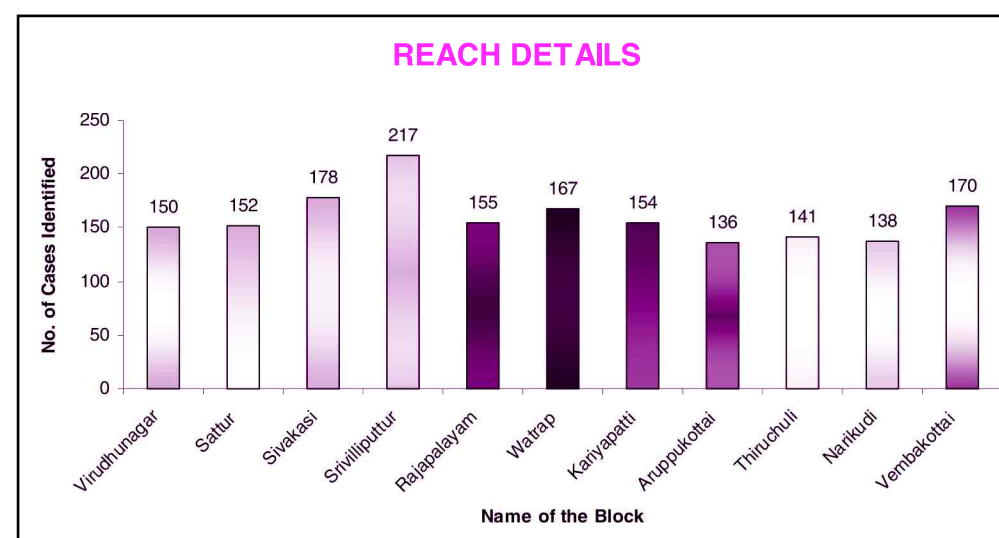


Outcomes and achievements

During the year 2009-2010 CEPT has not only achieved, but also exceeded its objectives. The table below summarizes CEPT's main achievements.

Name of Block	Number of TB cases registered with Blossom	Cumulative number of TB defaulters to date	Cumulative number of TB cured/completed treatment to date	Cumulative number of deaths of TB patients to date
Virudhunagar	150	1	80	2
Sattur	152		87	2
Sivakasi	178		86	-
Srivilliputtur	217	1	112	5
Rajapalayam	155		86	1
Watrap	167		90	2
Kariyapatti	154		79	7
Aruppukottai	136		61	4
Thiruchuli	141		80	2
Narikudi	138		75	1
Vembakottai	170		84	1
TOTAL	1758	2	920	27

Table 1: Major targets of CEPT project for the year 2009-2010



Graph 1: Total number of new TB cases registered in 2009-2010 by block

Prevention of parent to child transmission of HIV/AIDS

Blossom has been implementing the PPTCT (Prevention of Parent to Child Transmission of HIV/AIDS) project since March 2005. Blossom is part of the network of Tamil Nadu NGOs implementing PPTCT programs and funded by TANSACS as part of the GFATM Round II Project.

PPTCT programme helps HIV positive pregnant women in preventing the transmission of the HIV virus to their

unborn child. Blossom has been implementing the programme in six of the Virudhunagar district:



blocks

1. Virudhunagar
2. Sattur
3. Kariapatti
4. Aruppukottai
5. Tiruchuli
6. Narikudi

The objectives of the programme are:

- Scale-up of preventive interventions among women of child bearing age and their families by providing a package of primary prevention, family planning, voluntary counselling and testing services, and counselling on infant feeding;
- Provide a comprehensive HIV/AIDS care package including ART treatment for HIV infected mothers, their partners and infants;
- Enhance access to ART for PLHA.

1. Prevention

BLOSSOM provides a prevention and care package for reproductive women and their families.

The package contains the following prevention and care strategies:

- a. Primary prevention
- b. Family planning
- c. Voluntary counselling
- d. Confidential testing
- e. ART prophylaxis
- f. Counselling for infant breastfeeding

Activity	Beneficiaries
No. of ANC mothers mobilized to hospital	4342
No. of mothers tested	3214
No. of mothers found HIV positive	12
No. of spouses referred to hospital	3562
No. of spouses tested	1454
No. of spouses found HIV positive	21
No. of mothers given Nevirapin	18
No. of babies given Nevirapin	18
No. of babies tested at 18 months	15
No. of babies found HIV negative at 18 months	15
No. of babies found HIV positive at 18 months	0
No. of person tested at VCTC	3132

Table 2: Number of beneficiaries of PPTCT project for 2009-2010

2. ART prophylaxis services

The project implements a comprehensive package of HIV/AIDS care including ART (Antiretroviral Therapy) for:

- HIV infected mothers & spouses
- Positive child
- People Living with HIV/AIDS (PLHA)

3. Sensitization programmes

Awareness about HIV/AIDS and its modes of transmission is still limited in the district of Virudhunagar. As part of the PPTCT project, Blossom conducted sensitization workshops and reached 5000 people with important information about HIV/AIDS. Reach and coverage of these sensitization meetings is summarised in the table below.

Activity Details	No. of Meetings	No. of participants
Meeting with PLHAs	24	543
Capacity Building of Caregivers	27	543
Meeting with Youth	31	505
Meeting with Village Health Nurses	14	187
Meeting with Self Help Group	44	706

Table 3: Sensitization Achievements for 2009-2010

As part of its PPTCT program, Blossom also conducts Care and Support meetings with PLHA. During these meetings PLHA people are able to share their experiences and receive emotional and psychological counselling from Blossom's trained counsellors. During the year 2009-2010 24 meetings with a total of 543 PLHA were conducted at Blossom's headquarters.



PPTCT Outreach workers support services

The PPTCT team also provides additional support services to mothers in the prenatal, delivery, and post-natal stages. The PPTCT team comprises of 11 outreach workers whose main activity is to identify pregnant women and refer them to the various ANC support services and to VCT centres. After delivery, this dedicated team of outreach workers follows HIV positive mothers and their infants to support them during the breastfeeding period and to ensure they receive information and support about supplemental feeding and good hygiene and sanitation. The outreach workers also link ANC mothers to local villagers, with the aim of creating a network of support, both emotional and financial.

Red Ribbon Express Programme

Blossom also took part in the Red Ribbon Express Program organized by TANSACS: a train, called the **Red Ribbon Express** that went around the entire nation to create awareness on HIV/TB. This train came to Virudhunagar railway station on 16 and 17 March 2010. Blossom staff stood inside the train and explained basic information and facts about HIV and TB. 10,000 people visited the train exhibition. At the end of the programme our District level HIV- TB officer appreciated our outreach workers work and their role in disseminating knowledge and awareness in the Virudhunagar district.



Family Counselling Centre (FCC)

The Family Counselling Centre project was initiated in 1999 to protect the rights and wellbeing of women and children. BLOSSOM offers psychological, moral, and educational support to victimised and women affected by domestic violence. The FCC project is funded by the Central Social Welfare Board, New Delhi.

The main objective of the FCC is to provide preventive, curative and rehabilitative services to families and adolescent, and more specifically to:

- Help, guide and counsel women in physical and emotional moments of distress or need, through legal, economic, medical and emotional support.
- Create awareness in society and amongst women in particular, about family life and relationships, the role of women in the family and society, their rights and their identity.
- Work with children who are in need of care and protection to ensure their well-being, education and development.

The Activities of Family Counselling Centre are as follows:

- Provide Pre -marital and Marital counseling.
- Conduct counseling awareness programme for schools and college students.
- Conduct one day training on Counseling Skills and Approaches for Women Police Personals.
- Training of students' guidance and counseling cells at schools and colleges for career guidance.
- Conduct workshop on Adolescent Reproductive Health



Blossom's Family Counseling Centre is also a member of 2 district levels committees:

1. District Advisory Committee for Crime against Women and for the prevention of domestic violence
2. District Advisory Committee for the prevention, of child abuses, child trafficking and child prostitution.

Women Advisory Centre

The Women Advisory Centre works with the Virudhunagar Collectorate to fight injustices against women and promote their legal rights. The WAC inquiry committee consists of a Solicitor, Inspector of Police, District Social Welfare Officer, Counsellor and a BLOSSOM FCC member.

Councillors at All Women Police station:

Our counsellors attend the family related cases in the All women police station Virudhunagar on every Monday .The Male counsellor joins the Police Mobile counselling team to villages on every monday evening. Blossom FCC maintains a good rapport with the police authorities.

Type of case	N Cases
Marital problem	113
Love Affair problem	6
Financial problem	11
Adjustment problem	2
Economic problem	8
Unemployment problem	10
Neighbourhood problem	4
Psycological problem	6
Widow pension	8
Health Problem	5
Old age pension	4
Sexual problem	2
Legal problem	2
Number of cases registered	281
Number of cases closed	259
Number of cases pending	22





In 2009 – 2010 our Family Counselling Centre conducted various awareness programmes. They are:

S.NO	DATE	PROGRAMME	PLACE
1	07.04.2009	World Health Day Programme	V.M.C, VNR
2	16.04.2009	World Stress Awareness Day	Virudhunagar
3	02.05.2009	World Asthma Day	Thallikulathu patti
4	14.05.2009	An Awareness Programme On HIV/AIDS	Devangar Hr.Sec. School
5	05.06.2009	Cancer Survivor Day	Reserve line, Sivakasi
6	12.06.2009	World Day Against Child Labour	Vishvanatham
7	24.06.2009	Training programme for the Counsellor	IRCDS
8	26.06.2009	An Awareness programme in Alcoholism	Chinna perali
9	04.07.2009	Counsellin & guidance programme in Dayspring Home	Chittur
10	09.07.2009	Family Health Awareness programme in Self Help Groups	Chookampatti
11	11.07.2009	Women development Programme for SHG	Blossom Office
12	25.07.2009	SHG Group Meeting	Blossom Office
13	07.08.2009	Self Motivation in SHG	Vaithrapu
14	13.08.2009	SHG Activate	Sivakasi
15	25.09.2009	Counsellor role and responsibility in client	o'kovilpatti
16	09.10.2009	International Poverty Eradication Day	Erichanatham
17	09.10.2009	Iodine Deficiency Awareness Meeting	Pandiyan nagar
18	20.10.2009	HIV Awareness Programme	Thiruthangal
19	14.11.2009	World Children's Day	Dayspring Home, Chittur
20	19.11.2009	World Prevention of Child Abuse day	Kariapatti
21	23.11.2009	Free Legal Aid Awareness Meeting	O. kovilpatti
22	27.11.2009	International Women Against Violence Day	Thesabandhu ground (Virudhunagar)
23	01.12.2009	Observation of World AIDS Day	Thesabandhu ground (Virudhunagar)
24	04.12.2009	SHG Development Programme	Kilalzharallur
25	12.12.2009	Economic development in SHG	Thiruthangal
24	12.01.2010	National Youth Day	Vadamala puram
25	30.01.2010	National Cleanliness Day	Kariapatti
26	19.02.2010	Health Awareness Programme for Youth and Women	Sivakasi
27	08.03.2010	World Women's Day Celebration	Narikuravar colony Aruppukottai
28	24.03.2010	Observation of World TB Day	Thesabandhu ground (Virudhunagar)

Mahalir Thittam

Blossom is working with Mahalir Thittam Project of Tamilnadu Women Development Corporation Ltd, Chennai, from the year 2000 . The aim of this project is to empower rural women in becoming financially independent by starting their own income generating activities. Through this programme, Blossoms supports the creation of Self Help Groups (SHGs) and helps them to establish credit linkages with banks. SHGs are comprised of approx. 15 women. In 2009-2010, 65 new SHGs were formed, reaching a total of 973 SHGs.

Blossom also provides these SHGs with a variety of skills trainings such as Embroidery & Tailoring, Computer training, Artificial flowers and bouquet making, Vermicompost, Catering etc...

Mahalir Thittam activities for the year 2009-2010 include:

- Animator and Representative Training to SHGs leaders.
- Coordinate meetings between different SHGs.
- Lobbying and Advocacy activities by SHGs including rally.
- Establish linkages between Banks and SHGs.



The following table summarizes Mahalir Thittam's main achievements under Blossom:

Activity	2009-2010	Cumulative for 10 years
Number of SHGs newly formed 2009-2010	65	973
Number of PLF newly formed	7	42
Total Revolving fund / Economical Assistance received	75 lakhs	3 crores
Number of SHGs linked with banks	42	718
Total number of new women beneficiaries	975	14595
Total Loan Disbursement to new SHGs (in Rs.)	40 lakhs	4.75 crores
Total Internal Lending	1.78 lakhs	5.37 Crores
Cumulative Savings of SHGs (in Rs.)	11.70 lakhs	5.75 Crores
Total Credit Amount Received from Banks	1.15crores	4.80 crores
Repayment rate of new SHGs	99%	99%





POOMALAI Women's Collective

(A CBO of Blossom)

With the federation of all women Self Help Groups into one Umbrella known as POOMALAI , the federation remains the managerial and the catalytic force in enabling the progress of the women development

The long felt need of a community banking is being resolved with the formation of "POOMALAI". Mobilization of resources , share capital mobilization, credit revolvment and any other financial matters pertaining to the groups are dealt by the POOMALAI structure. Around 100 groups have enrolled themselves.



ROSE-Rural Opportunity for Social Emancipation of Women

(A CBO of Blossom for Social Entrepreneurship)

In order to strengthen the economic development strategy of Poomalai , Rose came into existence. Rose marketing will be operated in two major components as:

- a. ROSE -Fair trading division
- b. ROSE -Rural marketing division

ROSE Marketing Fair Trading division will be active linking partner between Rural Producers and Buyers from abroad. ROSE Marketing Rural Division will work under the principle of U2R (Urban to Rural) where the quality home needs will be reached to rural House holds at fair price. This year ROSE took up the initiative to promote the sales of Paneerpoo. SHG products such as Phenoyl, Handbags and Dress materials .96 Rural agents have been identified for ROSE.

Creche

Blossom also runs a crèche in Pandiyan Nagar, a suburb of Virudhunagar, for children aged 2 to 4. Currently there are 26 children enrolled in the crèche who are supervised by one trained teacher and an assistant. Parent-teacher meetings are conducted on a monthly basis to discuss the progress of each child. Their feedback reveals that creche is a boon to the mother labourers . Children receive a free lunch meal and a monthly medical check-up. The project is supported by TamilNadu Social Welfare Board in Chennai.

Dayspring Home

The Dayspring Home was established in 2003 as part of Blossom's commitment to support the human development of children infected and affected by HIV/AIDS. The Dayspring home houses approximately 30 children and provides them with food, shelter, and education. Daily activities are designed to foster the children's human development and include both educational activities and Library Activities, such as English classes, in the afternoon as well as recreational activities, such

Special occasions are also celebrated at the Dayspring Home:

- Christmas and Pongal Festival were celebrated and the children received new clothes and toys.
- A special picnic was organized for the children

The Dayspring home is located on 6 acres of land in the proximity of Chittur Village, 11 km from Virudhunagar. To ensure the financial sustainability of the Dayspring home a number of eco-friendly initiatives have been initiated, including:

- Poultry Farm to ensure the availability of milk and eggs.
- Agricultural farm to promote the cultivation of local and fresh produce including vegetables and fruit which ensure a sustainable supply for the nutritional needs of the children. Produce include vegetables like ladyfingers, eggplants, onions and chillies, and fruit such as, mangoes and coconuts.
- Vermi-compost unit provides an ecological supply of manure for farming and cultivation.





HIV/AIDS CARE & SUPPORT PROJECT

This Care and Support Project is assisted by PWDS – Alliance. BLOSSOM Trust offers care and support to HIV/AIDS infected individuals and their family members, Children support groups, PLHA Support Groups, Education Committee, Pressure Groups, SHGs,

Wise Team, Children Clubs are some of the community structures formed for sustainability.

Blossom is working with more than 1000 PLHA families for the past eleven years.

We are working in five blocks:

1. Virudhunagar
2. Watrap
3. Sattur
4. Kariappatti
5. Sivakasi



Identification Report from 2009 -2010

Sl.No.	Identification	Male	Female	Total
1.	People Living with HIV/AIDS	39	55	94
2.	Children affected by AIDS	15	19	34
3.	Family affected by AIDS	71	123	194
4.	Children infected by AIDS	23	40	63

Resource Mobilisation and Beneficiaries

Sl.No	Resources	Rs.
1.	Nutrition Support	19,200
2.	Medical support	22,000
3.	Educational support	6,000
4.	Food Support	84,000

Community Structures formed for sustainability

Children Support Group

This is great opportunity to CSG's for the emotional feeling of affected children. It assists in building a stronger sense of self esteem. It helps the children to help themselves. A CSG consists of 5 to 12 members. The CSG's are functioning in the following five villages.

1. Thiruthangal
2. Pavali
3. Chatrareddiapatti
4. Muthal Nagar
5. Chinna pearl

The PSG are five in number and are functioning at:

1. Sivakasi
2. Thirutangal
3. VNR Municipality
4. Pandiyan nagar
5. Ayyanar nagar

The moto of the PSG is to support each other psychologically and derive, moral strength.

Education Committee:

The education committee is to help CAA's higher education by mobilizing community resources. There are ten members in the committee and the committee members selects the beneficiaries which met once in two months. An exclusive bank account has been opened for this initiative.

Pressure Group

There are three groups functioning in Sivakasi and Virudhunagar blocks.

The pressure group consist of 10 members which support to resolve issues of PLHA's at local level.

Wise Team (Widows Initiative for Social Emancipation)

To address the issues of young PLHA widows. The wise team consists of forty HIV widows.



**Programme Report for 2009 – 2010**

S.No.	Programme conducted	No. of meetings	No. of participants
1.	Training to volunteers on PPTCT and VCTC services	1	25
2.	Motivation meeting to +ve parents on VCTC services	2	61
3.	Awareness campaign programme	1	469
4.	Meeting with health care providers	2	73
5.	Training on safe motherhood	2	70
6.	Quarterly follow up meeting with care takers and children	4	84
7.	Buds network meeting	4	59
8.	Training on reproductive health to the parents tested negative	2	68
9.	Awareness meeting with CBOs FBOs/PRI	1	30
10.	Sensitisation meeting with vulnerable children and new married adult	2	63
11.	CAA,CIA education material supply programme	1	28
12.	HIV awareness meeting to vulnerable adults	1	42
13.	HIV awareness meeting with CSW	1	7
14.	Life skill training	1	57
15.	Children's day celebration	1	100
16.	CIA children get-together	1	35
17.	Buds tuition teachers meeting	1	10

Community structure meeting:

Activity	No. of Groups	No. of meetings	No. of participants
Children club	13	156	170
CSG clubs	7	84	56
PSG clubs	7	75	130
Buds network meeting	1	04	15
HIV women SHG	1	12	15



HIV/AIDS-CBCS PROGRAMME

Monthly Report

Name of INGO:		BLOSSOM CBCS PROJECT				
Prepared By:	P.RAJESHKUMAR	Date:		Apr-Mar		
S.No	Indicators	Report				Cross Total
		Adult		Children		
		M	F	M	F	
STI	Sexually Transmitted Infections					
1.01	Number of individuals referred for STI	144	231	0	0	375
1.02	Number of individuals diagnosed and/or treated for STI	35	72	0	4	111
IEC	Information, Education and Communication					
2.01	Number of IEC events conducted	70	60	0	0	130
2.02	No of persons receiving PPTCT awareness	535	928	9	6	1478
2.03	No of persons sensitized on PPTCT	240	602	0	0	842
2.04	Number of people reached through IEC	856	1200	0	0	2056
Prev	Prevention					
3.01	Number of condoms distributed	801	1150	0	0	1951
VCT	Voluntary Counselling and Testing					
4.01	Number of persons referred for VCTC	401	386	14	0	801
4.02	Number of individuals tested for VCTC	202	203	0	0	405
ART	Antiretroviral Therapy					
5.01	Number of persons referred for ART	35	39	5	9	88
5.02	Number of individuals receiving ART	12	13	2	3	30
HBC	Home Based Care					
6.01	Number of individuals reached by community and home-based care programmes	233	357	47	96	733
6.02	Number of individuals received psychosocial support	182	375	57	52	666
6.03	Number of individuals received emergency relief	3	1	2	3	9
6.04	Number of individuals received basic medicines for OIs	45	56	24	26	151
6.05	Number of individuals receiving treatment for OI	31	40	17	10	98
6.06	Number of households provided with income generation support (support for livelihood option) to benefit children affected by HIV/AIDS	3	2	1	0	6



6.07	Number of volunteers, philanthropists and community based counsellors participating in meetings	153	177	0	0	330
6.08	Number of volunteers supporting the programme	122	177	3	0	302
6.09	Number of PLHAs participating in the programme	57	165	8	5	235
CABA	Children Affected by HIV/AIDS					
7.01	Number of children identified	0	0	7	20	27
7.02	Number of Children Living with HIV/AIDS / Children Affected by HIV/AIDS (CAA) receiving care and support within the community	7	10	25	22	64
7.03	Number of children provided counselling and psychosocial support	48	42	68	95	253
7.04	Number of children receiving Periodical CD4 Test & care and support services	18	21	17	20	76
7.05	Number of children affected by HIV/AIDS supported with their education and vocational training through scholarships, fees, uniform, notebooks, tuition support etc.,	0	0	45	45	90
PPTCT	Prevention of Parent to Child Transmission of HIV					
8.01	Number of pregnant women referred for PPTCT	231	601	0	0	832
8.02	Number of pregnant women receiving Testing services	163	305	0	0	468
8.03	Number of pregnant women identified as HIV positive	0	10	0	0	10
8.04	Number of HIV positive pregnant women delivered	0	6	0	0	6
8.05	Number of HIV positive pregnant women provided with a complete course of antiretroviral prophylaxis in a PPTCT setting	0	0	0	0	0
8.06	Number of children born to HIV positive mothers	0	2	0	0	2
8.07	Number of new borns followed up	0	6	2	4	12
8.08	number of children completing 18 months	0	0	0	1	1
NUT	Nutrition					
9.01	Number of individuals receiving nutrition support	6	21	30	18	75
9.02	Number of individuals receiving food support	15	32	16	17	80
RM	Resource Mobilisation					
10.01	Number of philanthropists, community members approached for Resource Mobilisation	49	52	0	0	101
10.02	Amount of resource mobilised during the period (cash)	18500	0	0	0	18500
10.03	Amount of resource mobilised during the period (kind)	1200kg	0	0	0	
CB	Capacity Building					
11.01	Number of trainings conducted	5	2	0	2	9
11.02	Number of Individuals participated in training programmes	53	87	0	0	140

TNVHA – IRISH RCH YOUTH PROJECT

Objectives:

Trace youth potentially and leadership qualities and improve them for the development of the Society. . As part of this state level project, Blossom provides training for youth development on health and social issues ranging from HIV and TB to basic hygiene and sanitation.

TNVHA – IRISH RCH YOUTH PROJECT

Sl.No	Activity	No.of . Programs	Total Beneficiaries			Outcome		
			Male	Female	Total			
1	Orientation to NGO Staff	2	8	12	20	Staff realized their role		
2	Community Leaders Training / Meeting							
			Total Beneficiaries					
			Male	Female	Total			The leaders identified the values of the youth groups.The leaders realized the problems of youth
			185	139	324			
3	Youth Day Festival	1	19			6	25	Youth recognized their power values in developmental works.
4	Others	Nil	---			---	---	---

TNVHA Resource Centre for Virudhunagar District

Blossom is the District Resource Centre (DRC) of TamilNadu Voluntary Health Association . It coordinates the DFC's and facilitates the DCC Committee of Virudhunagar District. There are ----- member NGO's and ----- Associate member NGO's. The team participated actively in the AGBM held at Theni.



Other Programmes and Activities

World AIDS Day 2009

On the 1st of December 2009 Blossom observed World AIDS day and organized a **Live TV programme** aired on the local TV channel (Akash) to raise awareness about HIV/AIDS. Dr. Palaniappa, ART Medical Officer participated as a special guest and Mrs. Santha, a HIV positive women shared her HIV/AIDS experience. Information on HIV/AIDS, available treatment facilities, and the list of service providers were discussed during the programme. The programme lasted for one and half hours and received 156 phone calls from across the district requesting more information and clarifications on HIV/AIDS.

Environmental Activities

350 Climate Change Initiative

As part of Blossom's environmental awareness initiative, Blossom took part in the 350 climate change global initiative. The aim of 350 is to raise awareness about climate change by teaching people about CO2 emissions and how they can reduce the carbon emissions. 350 took place on October 27th 2009 and reached over 1000 adults and children.

IEC materials on environmental protection, tree planting and Ban on usage of plastic bags and other plastic products, were distributed all throughout the year on UN days observance.



Staff development Activities

• Policy advocacy training :

-As a part of Staff Empowerment programme, two staff Ms. Reeta & Ms. Bhoomika were sent for Training on "TOT on HIV AIDS for Police Advocacy". Both of them were selected at the district level and imparted training sessions to Police Inspectors, Sub-Inspectors and Constables at various occasions.

-One of our senior staff Ms. Reeta, was selected as the **"District Level Master Trainer"** in Mahalir Thittam". Special Training on TOT was provided by the State Level Core Team in Chennai. She represented the District for several training sessions.

-Several Staff were sent to various trainings.

Travel in 2009-2010

No international travel was conducted during the 2009-2010 year by any of the staff members.

List of Board Members as on 31-3-2010

No	Name	Qualification	Designation
1	Mrs.T. Mercy Annapoorni	M.com, M.A, M.W.S	Managing Trustee
2	Mrs.G. Vatsala	Diploma in CDDM	Financial Trustee
3	Mr.C.John Jasper	B.E(M.B.A)	Trustee
4	Mrs P Shanthi	12 th	Trustee
5	Mrs.S. Geetha	M.A,M.Phil,M.B.A	Trustee

Blossom's board members do not receive any remuneration for their role as Board Members.

The Blossom board had 3 meetings in the financial year 2009-10.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 organizations with laws and regulations.

Identity

We are registered Trust under the Charitable Trust Act 1882,with the joint Sub registrar ,Madurai,(Registered No 85 of 1993,on 07-06-1993).

Copy of the Trust Deed is available.



We are registered u/s 12A of the income Tax Act ,with Commissioner of Income –Tax(Registration No:60/C.No.464/8/03-04),office of the commissioner of the Income-Tax,Dated:20-10-03

We are registered under section 6(1) of the foreign contribution (Regulation)Act 1976(FCRA)
Registration No:076110001 dated 20-6-2000

Blossom Staff Members as on 31.03 2010

	Name and Qualification	Position
1	Mr T. Charles Jacob	Poultry Manager
2	Mr.P. Bala Krishnan	Accountant
3	Mrs.M. Vijayalakshmi	Office Coordinator
4	Mrs J. Reeta	Co-ordinator
5	Mr.D. Rajasakthivel	Counsellor
6	Mrs I.Panchavarnam	Cluster Co-ordinator
7	Ms.T.Nandini	Computer Operator
8	Ms M. Kokila	Computer Operator
9	Mrs A.Packiam	Community Organiser
10	Mrs T. Ruby Manonmaniyam	Outreach Worker
11	Mrs L. Sundarammal	Outreach Worker
12	Mrs M. Muthulakshmi	Outreach Worker
13	Mrs P. Muthuvellammal	Outreach Worker
14	Mrs M. Sugumari	Outreach Worker
15	Mr K. Venkateswaran	Outreach Worker
16	Mrs B.Manmatha Raja	Outreach Worker
17	Mrs S. Kowsalya	Outreach Worker
18	Mrs V. Valarmathi	Outreach Worker
19	Mr M.Pandiaraj	Outreach Worker
20	Mrs M. Sivakami	Outreach Worker
21	Mrs S. Neelavathi	Outreach Worker
22	Mrs P. Jothi	Outreach Worker
23	Mrs B. Vetriselvi	Outreach Worker
24	Mrs S.Pasupathi	Outreach Worker
25	Mrs J.P.Kavitha	Outreach Worker
26	Mrs B. Mareeshwari	Teacher
27	Mr K.Rajendra Prasad	Driver
28	Mr.J. Kumar	Office Assistant
29	Mrs J.Sunitha	Warden
30	Mrs B.Marikani	Cook
31	Mrs M.Mariyammal	Cook
32	Mr R. Anna Durai	Worker
33	Mr S. Thirupathi	Worker

Financial Report



RECEIPTS AND PAYMENTS ACCOUNTS FOR THE YEAR 2009-10		
PARTICULARS	RECEIPTS	PAYMENTS
Opening Balance	301.686,59	
International Sources	3.978.277,39	
Local Sources	2.730.426,00	
Projects Expenses		3.273.843,00
Project Expenses		2.705.447,60
Closing Balance		1.031.099,38
	7.010.389,98	7.010.389,98

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2010.		
PARTICULARS	INCOME	EXPENDITURE
International Sources	3.978.277,39	
Indian Sources	1.767.117,00	
Projects Expenses		3.354.909,00
Project Expenses		2.215.985,31
Excess of Income Over Expenditure		174.500,08
	5.745.394,39	5.745.394,39

Balance Sheet as on 31.03.2010.		
PARTICULARS	INCOME	EXPENDITURE
CAPITAL FUND	3.233.611,74	
PROJECT FUND	841.160,46	
STAFF WELFARE FUND	24.877,00	
GENERAL RESERVE FUND	37.352,00	
LOANS AND ADVANCES	2.428.750,70	
FIXED ASSETS		3.799.981,52
LOANS AND ADVANCES		1.734.671,00
CLOSING BALANCE		1.031.099,38
	6.565.751,90	6.565.751,90



"Blossoming of Power in every individual"

Blossom

T. MERCY ANNAPOORNI, M.Com., M.A., M.W.S.,
Director
No.77, Sekkilar Street,
Vidrudhnunagar - 626 001.
Tamilnadu, South India.
Phone : + 91 - 4562 - 269 238, 269236

Admn. Office

No.77, Sekkilar Street, Vidrudhnunagar - 626 001. Tamilnadu,
South India. Phone : + 91 - 4562 - 269 238, 269236

Training & Field Centre

Chithoor Village, Thirumangalam (TK)
Madurai Dist. 625 701. Cell : 9843118158

Training & Field Centre

Chithoor Village, Thirumangalam (TK)
Madurai Dist. 625 701. Cell : 9843118158

Regd. Office

12-4, Railar Nagar, 4th Street,
Madurai - 625 018.

Websites :

www.blossomtrust.org.in
www.edudowns.com
www.blossomdayspringhome.com

Annual Report 2009 - 2010



Blossom Trust



Dayspring Home

You too can help...

- ★ **Support a Child!** For only Rs.1000 a month you can provide a Child with food, medical supplies, education and shelter. You will receive a profile of the child you support and a drawing or letter every 6 months.
- ★ **Gifts-in-kind!** Groceries, cooking, medicine, clothes, toys, books and school materials are all greatly needed.
- ★ **A Special meal!** For Rs.2000 you can provide a special meal for all the children including rice, dhal, chicken, fruits and vegetables.
- ★ **Donate!** Cheques and other contribututions can be sent to :-

Blossom

No.77, Sekkilar Street, Vidrudhnunagar - 626 001.
Tamilnadu, South India.
Phone : + 91 - 4562 - 269 238, 269236

டேஸ்பிரிங் ஹோம்

"தானத்தில் சிறந்தது அன்னதானம்"

பிணைப் பையம் விருதுநகர் மைசூர் கிளாஸ்க் கொண்டு கடந்த 1993 ஆம் ஆண்டு முதற்கொண்டு பல்வேறு வகையான சமூகப் பணிகள் செய்து வருகின்றது. குறிப்பாக குழந்தைகள் மற்றும் பெண்கள் மூலக் தேர்ந்த திறமை செய்து கொடுக்கின்றது.

தாய், தந்தையார் இழந்து ஆதரவில்லாமல் அனாதையாக தங்க இடமின்றி, உண்ண உணவிற்கு, உடுக்க உடையின்றி, படிக்க வசதியின்றி, அறவணைத்து அன்பு பெறாத உறவின்றி நலிவுக்கும் திக்கற்ற இக்குழந்தைகளில் தங்குகிறார்கள். மற்றும் வறியவர்கள் குறித்து பிணைப் பையம் மூலம் முயற்சியில் விளையவே "டேஸ்பிரிங் ஹோம்" இங்கு அவர்களுக்கு உணவு, உடை, உடை, கல்வி, அனைத்தும் இலவசமாக வழங்கப்படுகிறது.

சமுதாயத்தில் நலிவடைந்தவர்களை உடவுளில் பிணைக்கின்றது. இவர்களுக்கு தங்கும் மனவிரிவடி உதவுகிறது. மேலும் உங்களை விட்டு திரும்பி நான், உடை திறப்பு விழா, மற்றும் நினைவு நாளை மூலம் உங்களுக்கு உதவியாக வழங்கப்படுகிறது.

பிளாசம்
77, சேக்கிலார் தெரு, விருதுநகர்
பிளாசம் : (04562)-269236, 269238

டேஸ்பிரிங் ஹோம்

(ஆதரவற்ற குழந்தைகள் கல்யாணம்)

வாழ்க்கையே தேவையாகிய கல்விப் படிப்பைத் தந்தளித்துக் கொடுக்கும் ஆதரவற்ற குழந்தைகளில் சேர்த்துக்கொள்வோம்.

நன்கொடை

ஒருநாள் உணவிற்கு ரூ. 1000/-
விண்ணப்பம்

நாள் : _____ வது
/ வது உறவினர் / நகல் திரு. / திருமதி : _____
அவர்களின்
பிந்தற்றை / திருமதி நான் / நினைவு நான் அவ்வது

நான் முன்விட்டு தங்கக் குழந்தைகள் இவ்வதற்கு
தேதியில் : _____
குழந்தைகள் உணவிற்கு வழங்க வேண்டிய முகவரி
உணவு வழங்குபவர் / தொடர்பு கொள்ள வேண்டிய முகவரி
பெயர் : _____
முகவரி : _____
பெயர் : _____
தேதி : _____

கைப்பெயர் : _____