

Community Services Trust Salem
7-B Omalur Main Road, Four Roads,
Salem – 636 009
Tamil Nadu, India

REQUEST

FOR

FINANCIAL COOPERATION

Child Enrollment Program

***Aiming for
community development
and
empowerment***

Submitted by:
G. George
Director, CST
Cell Phone: 09843062596

CONTENTS

- COMMUNITY SERVICES TRUST.....1**
- INTRODUCTION..... 1
- STRATEGY2**
- Vision on Child Development.....2*
- Objectives2*
- ONGOING CHILD DEVELOPMENT PROJECTS3**
- 1 CHILD DEVELOPMENT DAY CARE CENTER (CDC) 3
- 2 HALF-WAY HOME (HWH) 3
- 3 VOCATIONAL TRAINING PROGRAM (VTP) 3
- 4 CHILD RIGHTS ADVOCACY (CRA)..... 3
- CHILD ENROLLMENT PROJECT PLAN.....4**
- FINANCIAL REQUIREMENTS5**
- SPONSORSHIP FOR SUSTAINABILITY 5
- BUDGET FINANCIAL REQUIREMENTS..... 6

COMMUNITY SERVICES TRUST

Introduction

Community Services Trust Salem is an independent and secular NGO, registered under the Indian Trust Act of 1882. Its mission is to serve the poor and neglected tribal, rural and urban slum populations in the Salem and Namakkal districts of Tamil Nadu, India. CST's vision is to help create an egalitarian society free from all social evils, prejudices and taboos, with peace and justice for all.

CST initiates various projects which are culturally valuable, socially acceptable, ecologically sound, humane and gender sensitive to realize community development and empowerment. This strategy is subdivided into realistic goals of which the core activities comprise: child development, women's empowerment and health care. The other sub-activities take about 20% of the organization's time and personnel resources. These projects are implemented to achieve the wider view of community development.

In this proposal plan, we focus on the needs of the Child Development projects. More detailed information about CST's programs and financial structure are available in our annual report and business plan. In the annual report, the different programs are elaborated and results presented. The business plan discusses in further detail the administration, budget and projects of CST and its characteristics.

In Child Development, CST has initiated the following projects and programs:

1. Child Development Day Care Center to serve 26 urban slum dweller children in Salem
2. Half-Way Home to care for 25 girl children from vulnerable situations in Namakkal
3. Vocational Training Program to train 22 scheduled tribal girls in the Kolli Hills (Namakkal)
4. Child Rights Advocacy Program to address child rights in the Salem district

In 2002, CST will be focusing its resources in the field of child development. CST has achieved great accomplishments in recent years in the fields of women's development and health improvement through initiation of the Mahalar Thittam and Community Health Action Project; with financial support from the Indian government and the Danish agency DANIDA. The future plans are to initiate a program to enroll children in school and thereby decrease the alarming problem of child labor. The plans and needs for this project are elucidated further in the following Child Enrollment Program Plan and Financial Requirement sections.

STRATEGY

CST aims for an integrated approach of community development and empowerment of the tribal, rural and urban poor. It emphasizes an approach of helping the people of a disadvantaged community to take control of their own lives, families and community and create a development space for themselves. CST fully supports and facilitates self-development, social and economic development, so that the community can become self-sustainable, self-deployed and economically improved.

Vision on Child Development

To offer children from the ages of 3 to 20 a life of care, education, health care, nutrition and self-reliance and to combat any injustice done to them.

Objectives

- To offer children a life of care, devoid of mental and physical abuse and the trauma of devastating poverty
- Develop and educate children to become self-reliant and self-aware
- Train children vocationally to become self-sustainable
- Advocate child rights

ONGOING CHILD DEVELOPMENT PROJECTS

The goals of CST are accomplished by initiating numerous community development and empowerment projects in the 10 block areas of the Salem and Namakkal districts. Among its projects in the fields of women's empowerment, health improvement, social, economic, tribal and environmental development, the most crucial projects are operated in the field of child development. The child development projects that are successfully conducted by CST are discussed below in terms of their goal, reason for implementation, means of realization, results and main constraints. Thus a first impression is given. More detailed information about certain projects can be seen in the Annual Report and Business Plan.

1 Child Development Day Care Center (CDC)

Since 1997, a day care center has been conducted in Panchantangiyeeri, Salem for the development of the urban slum dweller children until the age of 5. It is situated in a slum area, where all city waste is dumped. In this area, people's cooperation and nurturing capacity is very low, as they are worried about their daily livelihood. This child development program provides food, education and health care for 26 children. The goal is to give these underprivileged children more perspective by nurturing them through educational play and instructional lessons by a teacher. When the children are 5 years old, they are sent to school. They are all making good grades, which testifies the program is doing well.

The local government supports this project with Rs.1.05 per child per day. This is by far not sufficient. Part-time staff is paid, but rent of the center is not. This money must come from the CST general fund. The general fund is built from loans and savings from other projects and from donations.

2 Half-Way Home (HWH)

The Half Way Home is a shelter at Namakkal for disadvantaged girls between 12 and 21 years of age. The girls who are selected are those with parents in a vulnerable condition, girls who are abandoned, on the street or whose families are affected by AIDS. This program, conducted with financial assistance from the Directorate of Social Defense, was created as a means to develop and empower young women with no other access to assistance. For at least one year they are provided with nutrition, accommodation, medical assistance, counseling, education and vocational training in small arts. Since 1999, 46 girls have been admitted, of which 26 have been discharged. These girls succeeded in self-sustainability by learning either tailoring, screen printing or card making.

Rs.200 per child per month is being provided by the government for nutrition. Educational staff salary and rent for the shelter are not provided; these are paid from the general fund of CST. In order to coordinate and assist the Half-Way Home, a subcommittee has been formed. Also, once a month, a parents' meeting is conducted. On 28/01/01 Home Day was celebrated to commemorate the completion of one year. Representatives of CST and the Inspector of Namakkal were present as well as the parents and relatives of the students.

3 Vocational Training Program (VTP)

This program is focused on the technical development of young underprivileged women. With financial assistance from the Tamil Nadu Social Welfare Board, vocational training courses in typewriting are organized to educate young women with technical skills. As of now, 22 girls in the area of Kolli Hills (Namakkal) have been trained fully. However, only 11 attended and passed the exam, due to a cyclone hit followed by heavy rain which isolated the Kolli Hills for over a month during the exam period. A small sanction is received from the government to initiate this program more widely. However, ample budget is being sought.

4 Child Rights Advocacy (CRA)

This is a voluntary networking program in collaboration with other NGO's associated with the Forum for Elimination of Child Labor in the Salem and Namakkal districts. In campaigning activities, child rights are advocated and child labor combated. Ten block level coordination committees, with the aid of Self Help Groups, work for enrollment activity programs, rallies, workshops and government meetings to eradicate child labor and ensure child rights. The aims of this program will be expanded with the implementation of the proposed Child Enrollment Program for 2002 which is explained in detail later in the Child Enrollment Program Plans section.

CHILD ENROLLMENT PROGRAM PLAN

The 1991 census reports that only 65% of children in Salem are enrolled in school; leaving an astounding 35% of children without education and most likely working to survive. Thus, CST feels a responsibility to create a social intervention program to combat this problem and allow the children of Salem and Namakkal a right to an education and a chance to improve their situation in life.

CST aspires to expand its programs in the field of child development in 2002. The organization has felt satisfied with the progress of its programs in women's empowerment and health improvement, but they feel that 2002 is the year to focus on a more extensive project to benefit children. Hence, CST has devised a plan whereby child labor will be lessened and school enrollment increased. This project is to be called Child Enrollment Program (CEP).

CHILD ENROLLMENT PROGRAM (CEP)

In keeping with its philosophy of self-development, CST will encourage the community to become responsible for the social malady of child labor. It plans to utilize the Self-Help Groups (SHG) and youth groups already established in the 10 blocks of Salem and Namakkal in order to realize the goals of this program. The main goal of this program is to enroll children between the ages of 5 and 10 in government schools to put an end to child labor. CST will provide incentive to the people of the community to accomplish the enrollment process and education of the children on their own. This will empower and develop the social fabric of the entire community as the population becomes more educated and skilled.

The Child Enrollment Program will be enacted by CST in all 10 blocks within the 2 districts of Salem and Namakkal. The plan is to reach 300 villages, totaling a population of 1000 children. It is hoped that this program will eventually be expanded to over 1000 villages in the area - 300 directly and 700 indirectly.

CST will send staff members to motivate and mobilize the women's groups to take responsibility for the education of the children in their direct community. This will be done through counseling of the group, inter-personal dialogues, printed materials, and motivational meetings. CST is confident of the success of this self-help community development project because of the strong character and great accomplishments achieved by the members of the SHGs in existence.

There are 10 to 15 youth groups already in existence in each block. These groups are currently organizing entertainment programs for the youth in the villages. They also plan cultural programs during village festivals. These groups shall be motivated to do enrollment campaigning in their communities. They will be reached by CST in a similar manner as the SHGs.

The use of these 2 existing group structures will provide benefits for various aspects of the community. The SHGs and Youth Groups will experience strengthened relationships due to the effort. They will be responsible for *their communities'* children's education, thus instilling educational values into the very core of the community.

FINANCIAL REQUIREMENTS

CST has almost entirely relied on local government funding to support its many activities. These funds have recently proved insufficient and unreliable. In reaction to this, CST is optimistic to partner with other NGOs and corporations to provide ongoing operating support for their future Child Enrollment Program. With the aid of outside financial support, the lives of countless children can be changed for the better through this child development program. There are many benefits to relieving the burden of CST through sponsorship. You will be able to see the results of the program on the precious lives of the children and feel the satisfaction of being responsible for them. Corporate social responsibility will be imbedded in your strategy and you will be considered a more sincere organization. Ongoing sponsorship will only strengthen this position.

The next sections are devoted to specific financial needs for sustainability of the Child Enrollment Program. The amounts in the tables are mainly represented in Rupees. An exchange rate for dollars is taken in this proposal as Rs. 46.97 for US\$ 1.00 (as on 25/07/2001). However, CST is not responsible for changes in exchange rate.

Sponsorship for Sustainability

We have high hopes that a foreign financial sponsor will provide for the sustainability of the Child Enrollment Program. For a three year period, it is calculated that CEP will require a total cost of Rs. 5,500,000.00 (US\$117,096.00). The following is a breakdown of the financial needs of the program as per their uses:

- Rs. 3,262,000.00, nearly 60% of the budget, will go directly to the communities and children
- Staff salary and office logistics account for 40% of the budget, Rs. 2,238,000.00
- Each of the 1000 children reached will receive Rs. 500 per year for incentives: including books, clothes, transportation to school and additional related costs
- Campaign expenses, totaling Rs. 597,333.00 per year, will be used to cover all marketing costs like banners, wall writing, printed materials and ads, as well as meetings and staff travel to rural locations

Budget Financial Requirements

The preceding section described the financial needs of CEP. This section will quantify the data and present the needed budget for a three year period in Table 1 presented below.

3 Year Budget for Child Enrollment Program			
Total Required		Rs. 5,500,000.00	
		\$117,096.00	
Staff Salary	# of Staff	Rs. / month	Total Rs. / 3 years
Campaign Coordinator	1	5,000.00	180,000.00
Enrollment Coordinators	20	2,000.00	1,440,000.00
Project Manager	1	5,000.00	180,000.00
Total Staff Salary		1,800,000.00	
Office Logistics		408,000.00	
Campaign Expenses		Total Rs. / 3 years	
Printed Materials		150,000.00	
Staff Travel		792,000.00	
Ads		300,000.00	
Banners		150,000.00	
Meetings		300,000.00	
Wall Writings		100,000.00	
Total Campaign Expenses		1,792,000.00	
Child Incentives	# of Children	Cost per Child / 1 year	Total Rs. / 3 years
	1,000	500	1,500,000.00

Table 1, Required sponsorship for Child Enrollment Program

We are in urgent need of foreign support in order to continue to provide committed and sustainable works towards empowering the community. We greatly desire the cooperation of your organization to fulfill our noble goals. Your organization will be held in the highest esteem by CST and presented at our meetings and in all of our publications as a most generous sponsor.

On 25/07/2001 the exchange rate of Rupees is:
 1 dollar = 46.97 Rs. 1000 Rs.= 21.3 US Dollar
 1 Euro = 40.16 Rs. 1000 Rs.= 24.9 Euro