

பசுமை உலகம்
PASUMAI ULAGAM
EMPOWER, EDUCATE, SUSTAIN



STRATEGY PLAN
2023-2026

ACKNOWLEDGEMENTS

Heartfelt thanks to the Central and State Governments, Non-Government Organizations, individuals, financial institutions, our employees, well-wishers, partner NGOs, and beneficiaries who have continued to support us in our current and future projects. We are hopeful of achieving new goals with your ongoing assistance.

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Tamil Nadu Adi Dravidar Housing & Development Corporation.

National Bank for Agriculture and Rural Development.

Tamil Nadu Skill Development Corporation.

Agni Steels Pvt Ltd, Erode.

NATIONAL INSURANCE COMPANY PVT LTD.

LIONS CLUBS, ERODE.

JCI, ERODE.

United Women in Faith, USA.

SMILE, Germany.

Lithe House Voyage, Canada.

C-DAC Gist PACE, PUNE.

Staff and Beneficiaries.

Your continuous support is invaluable, and we express our gratitude for your unwavering commitment to our organization and its projects.

ABOUT US

Pasumai Ulagam, initiated in 2000 by a passionate group of social activists as a Youth Club, has evolved into a dynamic force for positive change. Our organization is committed to creating a society that is ecologically sustainable, educationally aware, economically empowered, and socially developed. Focused on marginalized women, their children, and disadvantaged youth in slum and rural areas, our efforts are driven by a dedicated woman leader who embodies our values of gender equality. Under her guidance, Pasumai Ulagam is committed to uplifting communities and fostering transformative change. With the support of our partners and the community, we strive towards a more inclusive, sustainable, and compassionate world. Our mission goes beyond environmental conservation, emphasizing holistic development and empowerment.

VISION

An inclusive society, where the marginalized communities and groups have access to quality education, economic empowerment and collectively protect and promote the biodiversity for sustainable living.

MISSION

- Reduce gender and wealth disparities with the aim of achieving universal access to a quality higher education.
- Provide Adolescents and Youths equal access to affordable vocational training and life skill training for sustainable future.
- Promote income Generation activities to improve standard of living of rural and marginalized women through micro level groups.
- Protect biodiversity by creating awareness among individuals, groups on climate change, loss of biodiversity, pollution and waste generation to ensure sustainable environment.

VALUES

Respect: We respect all human beings and build feelings of trust.

Integrity: We maintain social, ethical, and organizational norms to fulfill our mission and objectives.

Accountability: We work with integrity and take responsibility for our actions and outcomes. We are responsible to ourselves, the organization, and all internal and external stakeholders.

Sustainability: We aim for long-term impact through appropriate and durable solutions and continuously remind ourselves to be aware of what we are doing and take responsibility for it.

PRESENCE

State: Tamil Nadu

District: Erode

Taluks: Erode, Modakurichi, and Perundurai

Villages: 142

Urban Slums: 5

KEY MILESTONES

2000

Started Youth Club

2002

Youth club registered as a society in the name of "Pasumai Ulagam."

2008

Registered with the Ministry of Home Affairs under FCRA.

2009

Re-structured governance system – 7 new Board Members inducted to the Board.

2012

Received the first grant under FCRA for our Women and Children Health Program.

2017

Received 1st CSR support to renew the School Building at Panchayat Union Middle School (with 970 children) in Agraharam and Sivagiri of Erode district in collaboration with National Insurance Company Pvt Ltd.

2016

Received the "Rainbow of Erode Award" from Junior Chamber of International, Erode, for planting 10,000 trees in Erode District since 2000.

2021

Provided COVID Emergency Support to more than 2000 families in Erode District through United Women in Faith, USA.

2020

A new residential facility for orphaned girls, tribal, and marginalized children (85 children) in Tenkasi District was started.

2023

Enabled 300 women to set up their self-employment units such as the purchase of auto-rickshaws, rope making, tiffin stalls, garment making, etc., through Income Generation Training and support.

2023

Started a residential care facility for 75 boys from the most marginalized backgrounds in Tenkasi district.

SWOT ANALYSIS

STRENGTH

- Efficient Program Implementation
- Effective Communication with Stakeholders
- Good Rapport with the Community
- Diversified Donor Agencies
- Good Leadership
- Timely Adherence to Compliance

WEAKNESS

- Inadequate experienced and qualified staff.
- No regular program reviews.
- Lack of proper financial planning.
- No permanent infrastructure.
- Weak governance system.

OPPORTUNITY

- Increasing support for addressing environmental issues with a focused scope of projects.
- Availability of local donors.
- Funding opportunities for addressing women's issues.
- Scope to strengthen the network with peer groups and organizations.

THREAT

- Interference of political figures in government departments
- Frequent changes in laws related to NGOs
- Competition from other NGOs for funds and programs

BROAD STRATEGIC GOALS 2023-2026

PROGRAMME GOALS:

- Enhance the economic capabilities and decision-making power of 900 women from economically weaker sections under the age of 50 in Erode urban slums and villages of Perundurai and Modakurichi blocks through skill training and microenterprises by 2026.
- Improve the access and quality of water and groundwater levels in 142 villages in Erode, Modakurichi, and Perundurai blocks, and reduce water scarcity by 2026.
- Develop the skills of 900 youths aged between 19 to 20 years and ensure their better future in 142 villages of Erode, Modakurichi, Perundurai, and Bhavani blocks in the Erode district.
- Manage plastic waste from 60 wards in Erode block, reduce the use of plastic in these areas, and create plastic-free zones to ensure a sustainable environment by 2026.
- Increase the learning outcomes of 400 children aged 9 to 13 years in 41 villages of Erode Circle.

ORGANIZATIONAL GOALS:

- Implement a human resource policy by 2026 to select, train, assess, and develop the skills of the staff to strengthen and stabilize the workforce and volunteer teams.
- Raise and retain 200 individual prospect donors and raise funds to the tune of Rs 2 crore through CSR programs by 2026.
- Build basic infrastructure facilities for the vocational training centers in Erode District.



OBJECTIVES, METRICS & RESOURCES

S.n	Thematic area	Programme Goals				Budget estimates			HR Requirement		
		Goals	Objective	Activities	Expected outcome	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
1	Women Empowerment	By 2026, enhance the economic capabilities and decision-making power of 900 women, aged under 45, from economically weaker sections residing in Erode urban slums, as well as in the villages of Perundurai and Modakurichi blocks, through skill training programs and the establishment of microenterprises.	To improve decision-making skills	Identify needy women under 45 years of age.	Banks and other financial institutions have provided group loans.	886,000	1,772,000	2,000,000	5	7	9
				Organize skill development training.	The number of self-employed women has increased.						
			To promote gender equality.	Provide capacity-building training.	Families have the power to make economic decisions.						
				Facilitate obtaining bank loans.							
To establish suitable self-employment trades.	Offer financial literacy training.										
	Encourage women to start self-employment.	The poverty level of families would have changed for the better.									
2	Sustainable Environment - Groundwater Management	Improve water accessibility and quality while increasing groundwater levels across 142 villages in Erode, Modakurichi, and Perundurai blocks, aiming to reduce water scarcity by 2026.	Increase groundwater levels.	Identify dry, non-functional wells, borewells, and instances of water wastage in 142 villages.	Over 500 rainwater harvesting structures have been constructed and are operational.	1,382,000	2,764,000	3,500,000	5	7	9
			Enhance water quality to ensure potability.	Install rainwater harvesting structures at schools, water supply pipes, wells, and water tanks in 142 villages.							
			Promote rainwater harvesting systems and monitor groundwater levels using the rainwater harvesting system.	Raise awareness among school children, women's groups, and the general public about groundwater.					Groundwater pollution will see a reduction.		
	Form groups responsible for maintaining rain harvesting structures.										
3	Sustainable Environment - Waste Management	Manage plastic waste from 60 wards in the Erode block, decrease plastic usage in these regions, and establish plastic-free zones to promote a sustainable environment by 2026	Erode district aims to alter the attitudes or behaviors of its residents.	Create awareness and encourage household plastic waste management.	Plastic usage will be reduced in 60 urban areas, resulting in decreased waste. Plastic use in households will diminish, and school and college areas will be declared as plastic-free zones.	908,000	1,816,000	3,632,000	F.T - 2	F.T - 4	F.T - 6
				Monitor the household waste collection system.							
			Ensure environmental protection through education on proper handling and recycling of plastic waste across 60 wards of the Erode circle.	Conduct behavioral change exercises for school and college students.							
				Organize proper sorting and recycling of plastic waste.							
	Promote environmental protection through education.										
4	Vocational training	Develop the skills of 900 youths aged between 19 to 20 years, securing their brighter future across 142 villages in Erode, Modakurichi, Perundurai, and Bhavani blocks within the Erode district.	Provide vocational training and life skills education to 720 school leavers across 142 villages in Erode District, including Erode, Modakurichi, Perundurai, and Bhavani Circles, to facilitate better employment opportunities.	Identify student skill gaps. Raise awareness about job opportunities in the inner district, outer district, and foreign states. Provide vocational training in sectors such as the service industry, textile industry, IT/ITES, tourism and travel, and food sector. Offer life skills training. Introduce employment sites.	A highly capable student body will be cultivated, equipped with the skills to confidently navigate interview tests, and secure placements in both internal and external districts.	0	0	0	0	0	0
5	Education	Enhance the learning outcomes of 400 children aged 9 to 13 years across 41 villages in Erode Circle.	Establish Child Development Centers in 41 villages of Erode District to nurture the development of 400 children, focusing on enhancing their reading, writing, and oral expressive skills, fostering their journey toward becoming successful learners, and identifying potential dropouts.	Initiate the establishment of 41 Child Skill Development Centers and recruit volunteers.	Children's abilities were assessed.	2,038,600	4,077,200	4,800,000	F.T - 7	F.T - 11	F.T - 15
				Conduct training sessions for volunteers to identify potential dropouts.	400 children had developed excellent writing, reading, and oral expression skills.						
			Offer exercises aimed at enhancing children's learning, reading, and oral expression skills.								
			Implement group learning methodologies and assess children's abilities regularly.	Dropout children were admitted to school.							
								P.T - 20	P.T - 41	P.T-60	

S.n	Organisational Goals					Budget estimates		
	Thematic area	Goals	Objective	Activities	Expected outcome	Year 1	Year 2	Year 3
1	Human Resources	Implement a human resource policy by 2026 to select, train, assess, and develop the skills of the staff, aiming to strengthen and stabilize both the workforce and volunteer teams	To retain staff and volunteers.	Approval from the board.	Our staff and volunteers are happily working and enjoying the benefits of the policy.	0	0	0
			Promote a successful workforce.	To implement HR policy.				
			To effectively follow the HR policy.	Initiate training for staff and volunteers.				
				Midterm and yearly appraisal system implemented.				
2	Resource Mobilization	Raise and retain 200 individual prospect donors and raise funds to the tune of Rs 2 crore through CSR program by 2026.	To raise individual and CSR donors.	Organize digital media campaigns.	Our organization's financial strength has increased, allowing us to provide proper salaries and other benefits to our staff.	0	0	0
				Approach individual donors and apply for CSR projects.				
3	Infrastructure development	Build infrastructure facilities for the vocational training centers in Erode District.	To develop the necessary infrastructure and administrative office setup.	To identify land for purchase.	The Vocational Training Center has started functioning, and students have been admitted to courses. The administrative office is operational with all necessary setups.	2,000,000	500,000	300,000
				Promote the construction of vocational training centers and administrative offices.				

Infrastructure plan				
S.N	Requirement	Year 1	Year 2	Year 3
1	Two-wheeler	1	1	1
2	Light motor Vehicle	1	0	0
3	Skill Training centre	1	0	0

Skill Traing Centre Requirement		
S.N	Requirement	Number
1	Study Table	10
2	Chair	80
3	Computer	12
4	Printer with Xerox Machine	1
5	Industrial Sewing Machine	10
6	Security Camera	8
7	Speaker with mic	2

Two-wheeler vehicle	116000	150000	180000
Light Motor Vehicle	1500000	0	0
Sub-Total	8,830,600	11,079,200	14,412,000
Total	34,321,800		



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