

# REACHER

**Rural Educational Association for Community Health Educational Rehabilitation**

**Annual Report 2016-2017**



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No-39, Senthil Nagar, Kuthanoor, Madambakkam, Guduvanchery  
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Name and address of the Organization : **REACHER (Rural Educational Association  
for Community Health Educational  
Rehabilitation Organization)**

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Contact person : P. Ruban Christopher  
Mg. Trustee

Year of Establishment : 03.12.2008

Legal Status : Regd under Indian Trust Act 1881  
(Regn.No. 118/2001 date 03.12.2008)  
12A C.No.102/28/CIT-II/2008-09

Bank and Account No(s) : State Bank of India  
Triplicane Branch  
Bank AC No-30332398624  
IFSC-SBIN0000249

### Members of the Board of Trustees

S.No.	Name	Father's/Husband's/ Wife's Name	Address with Telephone No.
1	P.RUBAN CHRISTOPHER	S/o.SD .Pragasam	No-65 Saravana perumal street, Purasaiwakkam, Chennai-600084 Ph:7667876789
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**My final words of advice to you is “Educate, Agitate, Organize” have faith in yourself  
:Dr. B.R. Ambedkar**

The REACHER Trust is a non profitable organization with the mission of helping and empowering the poor to integrate the society. This trust envisages that the children should enjoy their childhood in a safety and healthy environment and attain education and skills to pursue their own dreams.

### **Vision**

REACHER has a vision to build social movement that will create safe environment for children and youth to promote and protect the basic human right of children enabling them to enjoy dignified childhood.

### **Objectives**

To work towards the protection of children from various hazardous factors, protection of the rights and enhance participation at all levels.

To promote health, education and skill development to the underprivileged community to fight against all sorts of illness and create safe environment.

Rural Education Association for Community Health and Environmental Rehabilitation (REACHER), is enmeshed with the remarkable journey from the suburbs of North Chennai, Thiruvallur and Kanchipuram districts. The goal was simple- to embark on a journey that would take us to some of the most remote areas of the state where, poverty has left an indelible mark on the local economy and its people, where the scope of higher education and growth opportunities are limited, where employment in the true sense is an unknown word.

We started our journey in 2008, with the intention of up-skilling the underprivileged youth from various backgrounds, as well as opening up the platform for social entrepreneurship to make them financially independent.

The trust had its humble origins in a small office in North Chennai. The institute had a handful of Trainees in its first year, perhaps no more than 100. Today there are over 3000+ youths under the umbrella of REACHER. We started our consultancy to bring all the like-minded people in one roof to focus on the national policy of skill development to promote youth skill development which is of utmost urge of the nation. Our Management team got rich experience in the following project implementation under Govt projects as our team assisted many Project Implementing Agencies across PAN India.

We aim to prepare our trainees to become intellectually competent, morally sound, willing to serve, committed to service towards the nation and open to further growth.

At REACHER, we believe our responsibilities extend beyond training. That is why we also provide assistance to some of the more socially and economically depressed sectors of the communities in which we work through scholarships and free seminars. And that is why we behave ethically and honestly in all our interactions – with our Trainees, our placement partners and our employees.

We have changed and evolved a lot over the years and we believe that the future beckons us because we are true to the spirit of our endeavor of empowering a new generation.

### **Community based care:**



The community plays a key role in making the dream of universal elementary education in India a reality. We adopt programs to involve community members in the education progress.

Training programs will be organized for the local leaders to empower them to initiate and monitor the development activities of the communities. These communities were given responsibilities to organize community based program and awareness campaigns through the local leaders in collaboration with the administrators.

The organization will support initiatives to develop and implement communication, behavioural change and development strategies to adopt community based care.



### **Empowering Youth:**

Every adult is provided an opportunity to develop literacy skills needed to qualify for further education, job training and better employment to reach his/her full potential as a family member, productive worker or citizen.

English is very important for employed and for the pursuit of higher education in India. Written and spoken skills in English not only enhance the potential of the student but also increase confidence. The confidence keeps them focused to grab any given opportunity.

Life skills are important in changing social scenario, family structures, competition and working pattern. Several practical training programs are offered by the trust in cooperation with their organizations to impart social and practical life skill training. With the right training they will be better equipped for generating income.



### **Entrepreneurship Awareness program**

Entrepreneurship Program been organized for 140 women for Self Help groups in Ramanathapuram and Chennai. Women has been provided awareness about NABARD schemes and micro credit linkages in banks. Budgeting and saving schemes explained to the women. Family financial budget inputs been explored from the women to ensure savings at home. Importance of children education, Personality development, Adolescent health education discussed during this program. All women who participated in the program thanked our organization and seek helped to start new business in their areas.

### **Personality development classes**

Personality development classes were undertaken in the corporation schools of Madurai, Ramnad, Peravalur, Ariyalur and Conoor to help them to groom better under the survival of fittest in the present competitive scenario.



### **World Skill Day Celebration**

Our Youth club organized world skill day campaign rally at various districts like Kanchipuram and Ramnathapuram and created awareness of Skill development.

WorldSkills International is very proud to be part of a global recognition and promotion of World Youth Skills Day. The United Nations, at its General Assembly in November 2014, declared 15 July as World Youth Skills Day\*.

It is hoped that it will contribute to reducing unemployment and underemployment among the youth across the globe. It will highlight youth skills development to draw attention to the critical need for marketable skills. The main focus areas of this campaign aimed at raising the profile and recognition of skilled people, and showing how important skills are in achieving economic growth and personal success. Inspiring, educating, and developing youth is an integral part of this.

The theme of Annual Report 2016-2017, projects Social Change/Transformation enabled by REACHER during the past 10 years in client communities.

We have seen Change among children, who were illiterates, run aways, abused, exploited, denied of their fundamental rights and who got transformed to become educated, skilled, employed, independent, self-reliant, contributing to their families and communities.

We have enabled youth who would have been rag pickers, lumpens, undesirable characters, makers into university graduates, skilled professionals, lucratively employed, and capable of challenging well endowed civil society combatants.

Men, who were marginalized, resource crunched, under employed, mortgaged/indebted have learnt to manage their own resources, diversify their potentials, change traditional attitudes to society specially women, girls and behave better responsible as heads of families, thrifty in their dealings etc.

Over all the results of Deepalaya operations, in the realms of socio-economic development of poor marginalized, segregated, exploited are impacting their lives positively.

In this successful endeavour, one should appreciate, recognize and laud the contribution made by the Members who Govern, workers who produce results and recipient communities who consume, appropriate and change to depict a model. Let us congratulate and resolve to act decisively for the future to come.

#### **List of clients for consultancy services**

- Mecton training and technical services
- Novel Infotech
- IGAT
- D mind corp solutions
- Mariyalaya Tirupur
- Sri Vignesh Consultancy

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