

ATMA FOUNDATION  
**ANNUAL  
REPORT**

2020-21



Horizons

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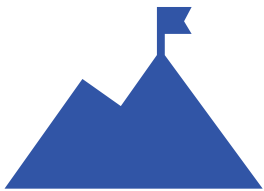
## VISION

Creative Intervention for Social Transformation through Effective Empowerment and Productive Compassion.



## MISSION

Empowering individuals, families and social groups to live happier lives with healthier relationships and serve less privileged fellow beings with Love, by fostering intrapersonal and interpersonal harmony.



## MOTTO

**Āatmano Mokshaya, Jagat Hithaya cha**

ATMA Foundation is for people who want to Achieve the Best and Share with the Rest.

All our activities are 'EC Initiatives' – Empowerment & Compassion Initiatives.

At ATMA, Individual Empowerment forms the basis of all social work – an empowered individual with compassion to his fellow beings is a true change agent.

## Our Philosophy: Living in Harmony

Intrapersonal and Interpersonal Integration for Happier Living with Healthier Relationships



## WHAT WE DO

### PROJECTS

Project	Description	Beneficiary Group	Impact area
ATMA GURUKULAM	Girls' Home(Reg No 122/ JJ Act, Reg No. 2289/ Orphanage Control Board)	Children & Adolescents - Girls	Child Protection, Poverty Eradication, Education, Woman Empowerment
ATMA Uyare	Online learning support for children in Child Care Institutions	Children & Adolescents	Education
ATMA RAILWAY CHILD HELP DESK	Childline kiosk at Thrissur Railway Station	Children & Adolescents	Child Protection
ATMA CADC – Child & Adolescent Development Centre	Counselling, Therapeutic & Remedial Support	Children & Adolescents	Mental Health, Education
ATMA FCC – Family Counselling Centre	Relationship Counselling & Therapeutic support for families in conflict	Families	Mental Health, Family Welfare, Relationships
ATMA KALAKSHETRAM	Training, workshops & performances in classical arts	All age groups	Art & Culture, Mental Health
ATMA YOGA PEETHOM	Yoga training & therapy	All age groups	Health
ATMA DAFEC - Digital & Financial Empowerment Centre	Training in Digital & Financial Literacy	Women & children	Education, Women Empowerment, Financial Literacy
ATMA RADC- RESEARCH & DEVELOPMENT CENTRE	Research and project development for effective intervention in psycho-social and community development issues	Society & institutions	Research, Education, Impact assessment
ATMA Gokulam	Cattle rearing as a culture and economic activity	Rural and economically backward families	Economic inclusion, empowerment



## CAMPAIGNS

Campaign	Description	Beneficiary Group	Impact area
Living in Harmony	Talks, workshops & 5-Day public Seminars on Happy Living with Healthy Relationships	Public, Families	Family Welfare, Mental Health, Relationships
Problems to Possibilities	Seminar series on 'Empowering adolescents to harness their inner possibilities to overcome problems of their age'	Adolescents, Teachers, Students	Adolescent Empowerment, Life skill education, Prevention of Substance abuse
Saha Dharmam Chara	Premarital Training & Post Marital Guidance	Families	Family Welfare, Relationships
We Care	Campaigns based on current social issues	Elders, Women, Children, Families	Awareness creation, woman empowerment, senior-citizens welfare

## PROGRAMMES

Programme	Description	Beneficiary Group	Impact area
EC (Empowerment & Compassion) Initiatives	Workshops, Camps & Trainings	Children, Adolescents, Youth, Teachers, Parents, Senior-Citizens, Social Workers, Women	Empowerment, Skill Development, Life Skill Education
Community Health Initiatives	Medical Camps, Ambulance Service, Talks & seminars	Public, Students of Helping Professions	Community Health
Volunteer Development	Trainings, Workshops & Internship Programmes	Public, Students	Promoting Volunteerism
We Care	Campaigns based on current social issues	Elders, Women, Children, Families	Awareness creation, woman empowerment, senior-citizens welfare





## Founder's Message



Salutations!!

Another year under the shadow of the global pandemic! My prayers to all affected fellow beings! It was not that simple, as we all know - large number of deaths, challenging health issues, standstill of economic activities and what not! From powerful governments to ordinary citizens - all are affected in multiple ways. We at ATMA were no better! Still we all continued our good work in the right earnest with the support of many.

UYARE is a novel project that was started this year as a response to the present challenges. We at ATMA Gurukulam have always given importance to the education and all-round development of our children. And we were aware of the challenges the lockdown of schools have posed to the children, especially those who stay in children's homes. UYARE aims to support such children to explore new learning horizons through systematic regular academic sessions. Many CCIs and hundreds of children are taking its benefits now. Appreciations to our committed team and volunteer teachers who support UYARE. Thank you all!

We wish to take this project forward to benefit more and more children in the future.

My gratitude to all those who have been supporting ATMA in all our endeavours!

God Bless and Take care!

Love,

C K Suresh



# Contents

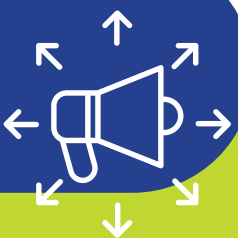
## PROJECTS

9	ATMA Gurukulam
15	ATMA Uyare
17	ATMA Railway Child Help Desk
18	ATMA Child & Adolescent Development Centre
19	ATMA Family Counselling Centre
19	ATMA Yoga Peethom
20	ATMA Kalakshetram
24	ATMA Digital & Financial Empowerment Centre
25	ATMA Research & Development Centre
27	ATMA Gokulam



## CAMPAIGNS

28	Living in Harmony
29	We Care for Woman Empowerment
30	We Care for Elders
34	Disaster Relief & Rehabilitation
36	Atma Team



## FINANCIALS

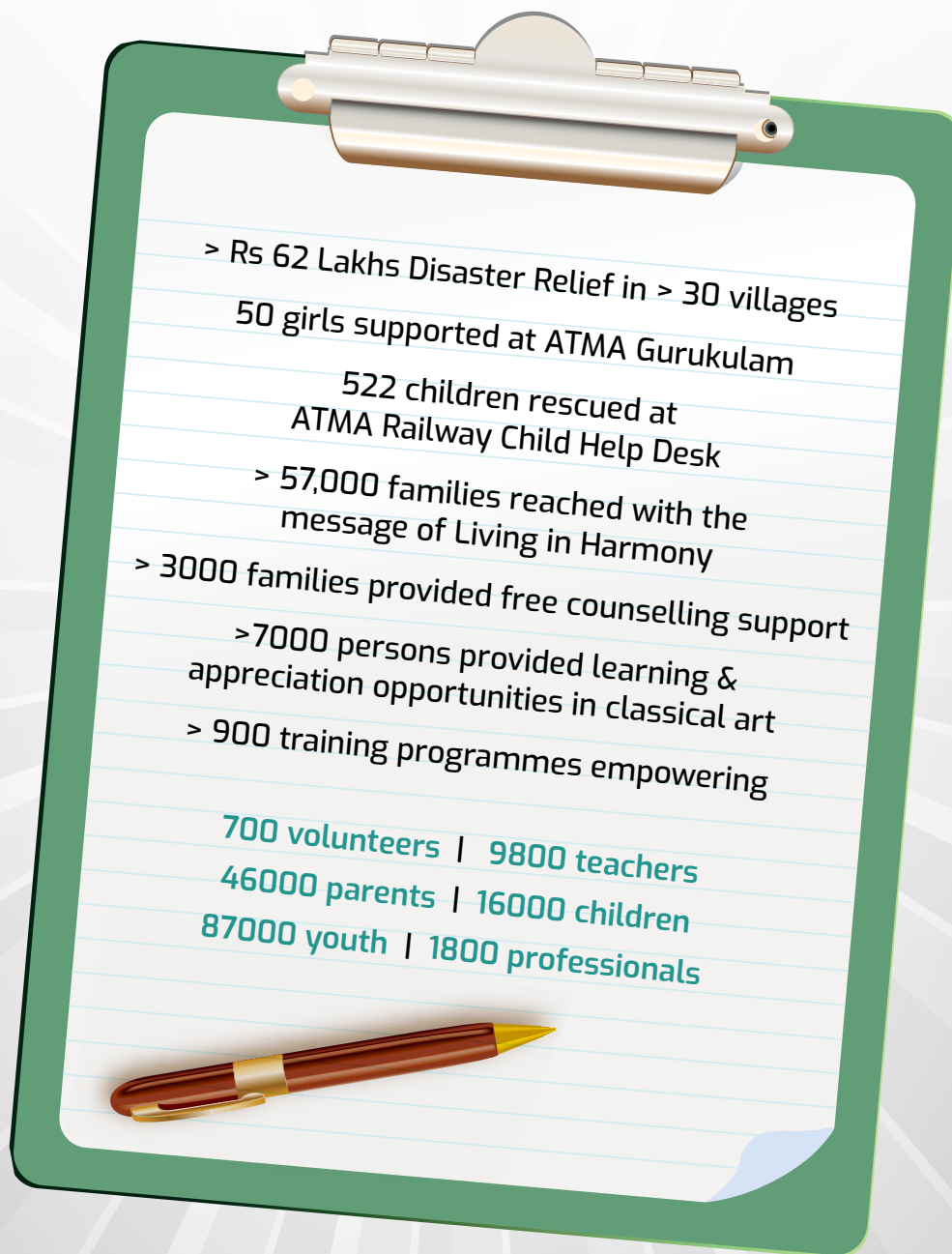
Current Year Expenditure	37
Sources   Application of Funds	38





8<sup>th</sup> May 2006 to 31<sup>st</sup> March 2021

## 10 Projects | 4 Major Campaigns



**1787 Programmes,  
benefitting >2,83,000 families**



## 2020-21: A BIRD'S EYE VIEW

- ATMA Uyare Project launched, providing online learning support to 170 underprivileged children from 12 Child Care Institutions
- Financial and material support worth INR 6.5Lakhs disbursed to 200 families as part of Covid Relief
- 2 students from ATMA Gurukulam secured admission for post-graduate courses
- 62 children rescued/supported by Railway Child Help Desk
- 980 patients used Ambulance facility
- 5 Webinars, with 32 eminent speakers
- 3 online dance festivals - 23 days, performances and talks by 31 distinguished artistes

**PROJECT****ATMA GURUKULAM**

ATMA Gurukulam, a Children's Home for girls from socially challenged conditions, provides facilities and opportunities for their education and development. The Gurukulam ensures help to the children in both educational aspects as well as emotional support and development.

**Project Details**

Commencement Date: June 1<sup>st</sup>, 2012

Project Location: Adatt Road, Puranattukara, Thrissur

Type: Girls' Home

Registered under

▲ Juvenile Justice Act, Regn No: 122/ 2017

▲ Orphanage Control Board Regn No: 2289/ 2014

Strength as of 1<sup>st</sup> April 2020: 20

No. of new admissions: 2

No. of children who left in the year: 5

No. of senior girls who were relieved after getting a job: 1

Strength as of 31<sup>st</sup> March 2020: 20

Total no. of children who have taken support until 31<sup>st</sup> March 2021: 50

At ATMA Gurukulam, the children are given the love, care and security of a real home. The vision of the Foundation is to inspire and enable them to transform into responsible and responsive citizens of the society, and leaders in their chosen fields. The regular school/ college education of the girls is supplemented with an array of opportunities to grow, learn and evolve.





## ACADEMIC SUPPORT

In 2020-2021, the Covid-19 Pandemic led to closure of schools and the advent of online learning as the norm. ATMA Gurukulam was very quick in providing the necessary facilities to ensure that learning continued smoothly even during the pandemic times. The facilities provided were:

- ▲ Regular online classes by expert volunteer teachers for different subjects
- ▲ Digital devices provided - an LED TV, 3 laptops and 1 tablet
- ▲ Broadband internet and cable TV connection
- ▲ Online entrance coaching classes for one senior student
- ▲ Online and Offline learning support sessions by Smt Sreedevi Haridas, Counsellor and LD remediator.
- ▲ Smt Sreedevi Haridas, Counsellor and LD remediator, provided learning support sessions in the online and offline modes.

## Educational Achievements

- ▲ 2 students completed their UG, 3 students std 12, and 4 students std 10 successfully.
- ▲ Ms Indraja K J cleared the Kerala Law Entrance Examination with rank 423. She secured admission for the 3 year LLB programme at Govt Law College, Thrissur.
- ▲ Ms Sreelakshmi P R secured admission for the Master of Social Work Programme at Vimala College, Thrissur.
- ▲ Ms Amrutha U was awarded the Swami Chinmayananda scholarship to support her higher studies. She is pursuing her Masters' in Community Science at the Kerala Agricultural University, Thrissur.
- ▲ Laya and Athira won 1st prize in the Zonal level QPositive Quiz competition conducted by DCPU as part of Children's day celebrations.





## CO-CURRICULAR ACTIVITIES

At ATMA Gurukulam, children are provided opportunities to explore and develop their interests in arts, crafts and sports. Due to the pandemic, online platforms were utilised well to provide arts and crafts sessions to the children.

- ▲ Regular online classes in Bharatanatyam and Carnatic vocal
- ▲ Special sessions in embroidery and idol-making
- ▲ Participation in the One Earth One Home programme organised by the World Wildlife Fund
- ▲ 5-day online Leadership Development Workshop based on Ramayana
- ▲ Participation in online programmes and competitions conducted by different agencies like the District Child Protection Unit, Child Welfare Committee and Railway Child Help Desk, Thrissur
- ▲ Participation in webinars organised by ATMA Foundation on different topics for personal and professional development

## HEALTH, HYGIENE & FITNESS

Throughout the year, in the background of the pandemic, special care was taken to ensure that children stayed healthy and followed safety and hygiene protocols.

- ▲ Wholesome and balanced meals according to the diet chart
- ▲ Yoga and pranayama
- ▲ Online health awareness sessions
- ▲ Consultation with doctors and treatments were given as required

## Psychosocial development

- ▲ Individual and group counselling sessions by Mr. C K Suresh, Director of ATMA Foundation
- ▲ Individual counselling and Remedial teaching sessions by Smt. Sreedevi Haridas, Counsellor of ATMA Gurukulam
- ▲ Career guidance sessions for senior children

### In tune with nature

The children are involved in maintaining the vegetable garden and helping with taking care of cows.



### Value education

- ▲ Regular value education sessions were conducted online by Br Devika Chaitanya
- ▲ Children attended a special 7-day online value development programme by Br. Mukunda Chaitanya during Navarathri.

### Celebrations

Amidst the constraints of the pandemic and adhering to strict covid protocols, the children celebrated Onam, Vishu, Deepavali and Navarathri with the traditional festivities.





The following measures were taken to protect the children from the fallout of the pandemic situation physically and mentally.



- ▲ Senior ATMA volunteers stayed with the children during and after the lockdown
- ▲ Online classes were arranged to keep children engaged
- ▲ Regular counselling & interactions - online and offline
- ▲ Strict implementation of covid protocols with the support of Ms Swarna Devi, our senior-most child of ATMA Gurukulam who is now a Nursing Professional

### Interactions with Agencies

- ▲ Sri C K Suresh, Director of ATMA Foundation, Ms Sangeetha N, PhD Scholar in Social Work and ATMA Volunteer and Ms Gauri Sureshkumar, Child Welfare Officer, participated in the meeting on 'Child Friendly Block Panchayat', conducted by Child Rights Commission on January 25<sup>th</sup> 2021 at the Muthuvara Community Hall.
- ▲ The DCPU distributed Masks, Soaps and Sanitizers to the inmates of Gurukulam
- ▲ The Grama Panchayat donated an LED TV for the children of ATMA Gurukulam
- ▲ The Secretary of Adatt Grama Panchayat visited ATMA Gurukulam and distributed masks and sanitizers





JCI Trichur City, as part of their 'Santhwanam' project, visited ATMA Gurukulam on March 27<sup>th</sup>. The chief guest Dr Bhuvan Raval, EVP of JCI, planted a sapling, and handed over JCI's financial support to ATMA Gurukulam. The children released green helium balloons into the air.



### THE SUPPORT TEAM @ ATMA GURUKULAM

A team of dedicated professionals offer their expert support to the children of ATMA Gurukulam, aiding their holistic development.

Name	Designation	Support area
Sri C K Suresh	Director, ATMA Foundation Counsellor & Performance Coach	Vision & Policy, Counselling, Mentoring
Smt Niveditha C K, MSc, MEd	Superintendent	Overall supervision, Academic Support, Health
Smt Sreedevi Haridas	Counsellor & Remedial Educator	Counselling & Remedial teaching
Ms Parvathy G M Sc, B Ed	Volunteer	Academic Support & Mentoring
Ms Sangeetha N, BEd, MSW, PhD scholar in Social Work	Volunteer	Overall supervision, Liaison with Government Agencies, Academic Support, Mentoring
Ms Aarabhi, Ms Gauri Suresh Kumar	Child Welfare Officers	Overall supervision, Liaison with Government Agencies, Academic Support
Br Devika Chaitanya	Volunteer	Value Education & Mentoring
Kalakshetra Raghi Satheesh	Dance Teacher	Dance classes





## PROJECT

## ATMA UYARE

*Exploring Learning Horizons*

The new project ATMA Uyare was launched on 15<sup>th</sup> August 2020, to provide online learning support to underprivileged children. In the first phase, the opportunity was extended to children living in Child Care Institutions (CCIs) across Kerala.

The children in CCIs hail from challenging socio-economic backgrounds. Lack of proper care and support in early years often results in poor physical and emotional health, and poor academic background. Bringing them up to par with their more privileged peers requires regular learning support and mentoring.

In the pandemic situation, as schools were shut down, children were restricted to classes broadcast on television. Child Care Institutions faced a greater difficulty, as due to the covid protocols, there was a reduction in the number of staff, and it was challenging to sufficiently care for the children's learning.

It was in this background that ATMA Foundation launched the Uyare project. ATMA provided support to interested CCIs to obtain digital devices and to set up a digital classroom in the CCI, with laptop, camera, LED screen, etc. Live and interactive online classes were regularly conducted by expert volunteer teachers for English, Mathematics and General Science. The aim was to utilise the lockdown time to bridge the learning gaps of the children and lay a firm foundation in academics. This would increase the confidence and interest of the children in academics.

**170 children from 12 institutions enrolled in the Uyare programme during 2020-21.**

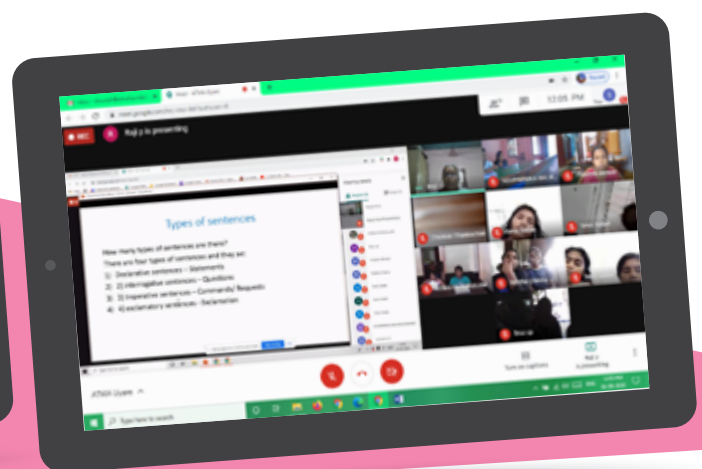
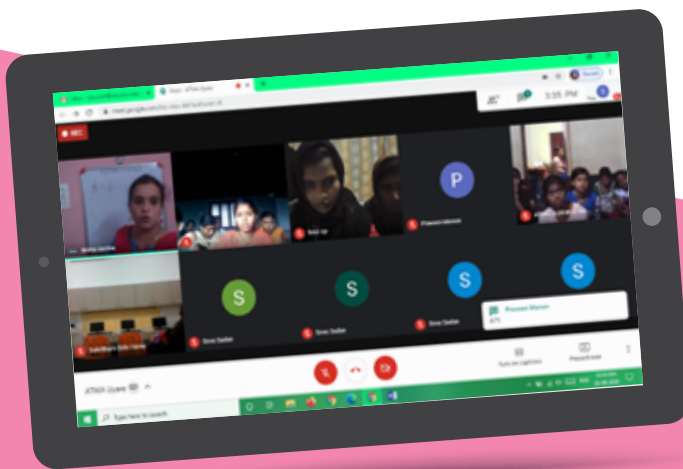
**10 volunteer teachers from different parts of the world have associated with the Uyare project and are handling the various sessions for the children.**

## Regular Classes

Regular classes were conducted 3 days a week covering basics in English, Maths & Science. The children were divided into two batches - the senior batch consisting of children from Std 8 to 10, and the junior batch from std 5 to 7. Some students of +1 and +2 also attended the senior batch. A special session on Spoken English was conducted once a week for all children.

## Special Programmes

- ▲ Motivational talk by Sri C K Suresh, ATMA Director, on 17<sup>th</sup> August 2020 and on 16<sup>th</sup> February 2021.
- ▲ Gandhi Jayanthi celebration on 2<sup>nd</sup> October 2020, with a talk by Sri M Peethambaran, Secretary, Sarvodaya, and a quiz competition for students.
- ▲ Session on "Vedic Math" by Sri Ajith Kumar Raja, renowned educator and Principal-cum Director of Sakthan Thampuran College of Arts and Mathematics, Thrissur, on 3<sup>rd</sup> December 2020.
- ▲ Session on "Chemistry of Chemistry" by Smt Sujatha P, Vice Principal of Excelsior English School, Kottayam



The children have given a very enthusiastic response to the Uyare classes. They are thrilled at the opportunity to interact with children from other children's homes. They are excited to meet teachers from different places and are very active in the classes. The teachers are building a good rapport with the students, and creating a liking for the subjects they teach. The caretakers and managers of the institutions have reported that the children's interest in academics has generally increased. The children eagerly wait for the Uyare classes, and are showing a greater readiness to learn.

Many more CCIs have now shown interest to join the Uyare programme for the next academic year. Even when the schools reopen post-covid, Uyare will be continued as an after-school academic support and remedial education initiative.



## PROJECT

## ATMA RAILWAY CHILD HELP DESK, THRISSUR

The Railway Child Help Desk is a joint initiative of the Ministry of Women and Child Development and the Ministry of Railways, Govt of India, implemented through the Childline India Foundation. It is a support system to rescue and restore run-away, unaccompanied and trafficked children who come in contact with the railways. ATMA Foundation, as the NGO partner of Childline, runs the 24x7 Railway Child Help Desk at Thrissur Railway Station.

In 2020-21, due to the covid situation, trains were cancelled for many months. The RCHD still maintained its duties of supporting children by providing online awareness classes for children and parents. ATMA Foundation, through RCHD Thrissur, sourced financial and material aid to children in the Railway Colony, and to the families of unskilled workers in the Thrissur Railway Station.

Since the ATMA RCHD started functioning in May 2018, 522 children have been rescued and supported.



## Child Rescue &amp; Protection

In 2020-21, 62 children were rescued from the Thrissur Railway Station premises, and restored to their families, guardians or safe shelters.

## Regular Programmes

5 Online programmes were conducted for children, parents, railway stakeholders, passengers and the public to spread awareness on relevant issues like Child Rights, Child support systems, importance of Childline, etc. Special sessions were also held to give awareness about new concerns like the spread of the pandemic, adapting to online classes, etc.

## Other support programmes

Dry ration kits worth INR 19000 were distributed to the families of 38 cleaning personnel in the Thrissur railway station as part of Covid Relief in October 2020.

## Child Rescue &amp; Protection

2 capacity building sessions were conducted for the RCHD team - a session on 'Communication Skills with Children' by Mrs. Devi Krishna (Clinical Psychologist, Aswini Hospital, Thrissur) on 8th August 2020, and a session on 'Observation Skills' by Sri C K Suresh, Project Director, RCHD Thrissur, on 29th November 2020. 3 training programmes were conducted for RPF and GRP personnel, on the topics Child Labour, Child Trafficking, Child Protection and Child Rights.



## PROJECT

### ATMA CHILD & ADOLESCENT DEVELOPMENT CENTRE (CADC)

The problems faced by youngsters today are multi-dimensional. Their resolution requires innovative and holistic approaches, considering various aspects of development.

The ATMA CADC has been functioning over the past 11 years adopting such an approach to Child and Adolescent Development -integrating the expertise of professionals like psychiatrists, psychologists, counselors, LD remediators, yoga trainers, etc.

The project has provided support and solutions to more than 1500 children and adolescents -helping them to overcome emotional problems, behaviour deviations, scholastic backwardness, motivational issues, relationship issues, ec.

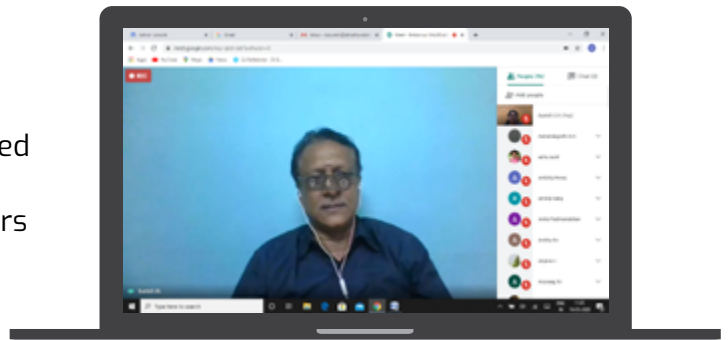
#### Activities of the CADC

##### 1. Consultation

The regular clinic of ATMA CADC functions at the ATMA Foundation Office, Surya Gardens, Paliyam Road, Thrissur. Services provided here include Counselling, Assessment, LD Remediation, Career Guidance, Yoga Therapy & Performance Coaching. In the pandemic situation, online consultations were also given.

##### 2. Training & Capacity Building

- ▲ A two-part online workshop titled "Mentoring for Teachers" was conducted on 24<sup>th</sup> & 27<sup>th</sup> April 2020. The webinar, with a participation of over 120 teachers from different parts of the country, was led by expert Counsellor and Trainer, Sri C K Suresh, Director of ATMA Foundation.
- ▲ A two-part online workshop on 'Behavioural Modification for adolescents' by Sri C K Suresh was conducted on 16<sup>th</sup> and 23<sup>rd</sup> May, 2020, with a participation of over 100 parents, teachers and helping professionals.



##### 3. LD Remediation

The Learning Disability Remediation Clinic has been functioning at ATMA CADC since 2012 under the guidance of Smt Sreedevi Haridas, expert remedial educator and counsellor. In the background of the pandemic, online remedial sessions were also provided.

**PROJECT****ATMA FAMILY COUNSELLING CENTRE**

The pandemic created a unique situation where even the busiest professionals were forced to stay home. As 'work from home' and online schooling became the norm, families were suddenly faced with the prospect of being with each other literally 24x7. This, along with the general alarm and uncertainty created by the pandemic, led to a horde of new problems within the home.

The ATMA Family Counselling Centre, under the guidance of Sri C K Suresh, expert counsellor and Director of ATMA Foundation, actively provided online and offline support to families to resolve conflicts and stress. The unique approach of 'Harmony Counselling' developed by Sri C K Suresh helps people identify and overcome their problems by empowering themselves, creating nurturing relationships, and working in an outcome frame.

**The ATMA FCC has so far benefitted 865 families.**

**PROJECT****ATMA YOGAPEETHOM & MINI FITNESS CENTRE**

ATMA Yoga Peethom is an initiative to bring healthy discipline into the individual's life by integrating body, mind and soul using the powerful science of yoga.

Commenced in 2012, the ATMA Yoga Peethom has been providing Yoga Training & Therapy to combat life-style diseases, psycho-somatic problems, depression, stress, etc. Mass yoga sessions are also organised to promote Yoga as a means of Healthy Living.

The mini-fitness centre at the ATMA Foundation premises provides equipment and facilities for staff, volunteers and public to exercise regularly.

During the pandemic, special sessions on Pranayama were conducted for the children of ATMA Gurukulam to boost their immunity and general health.





## PROJECT

### ATMA KALAKSHETRAM

ATMA Kalakshetram promotes art as a culture for happy and healthy living. It provides opportunities for people of all age groups to learn, appreciate and enjoy classical art forms.

ATMA Kalakshetram has been offering regular classes in Bharatanatyam, Mohiniyattam and carnatic Vocal Music. Dance festivals and workshops are also organised, wherein eminent artistes give performances and lecture demonstrations

In the pandemic situation, the therapeutic value of art as a stress reliever was recognised by ATMA Foundation, and a greater thrust was given to the activities of ATMA Kalakshetram.

#### Online Dance Classes

Regular Bharatanatyam classes by Kalakshetra Raghi Satheesh and Mohiniyattam classes by Kalamandalam Krishnapriya were started in the online mode. The teachers were trained and supported by ATMA DAFEC (Digital & Financial Empowerment Centre). Over 60 students of all age groups, from within and outside Kerala, enrolled in these classes. This included students, working professionals and housewives. The classes provided mental relaxation as well as improved physical health of the participants.

#### Online Dance Festivals

As public programmes and performances were much restricted during the pandemic, ATMA Foundation offered an online platform for eminent as well as upcoming artistes. 3 online dance festivals were conducted in 2020-21, featuring performances by more than 30 artistes on the ATMA Foundation YouTube channel. The programmes were watched by thousands of viewers across the world.

**ATMA Navaratri Nrityolsav 2020***17<sup>th</sup> to 25<sup>th</sup> October 2020*

Kalamandalam Krishnapriya - **Mohiniyattam**

Sri. Alex Rapheal - **Bharatanatyam**

Ms. Sandra S Nair - **Bharatanatyam**

Kalakshetra Sai Krishna - **Bharatanatyam**

Kalamandalam Akshaya Ayyappan - **Mohiniyattam**

Smt Sreeliji Sreedharan, Singapore Indian Finearts Society - **Bharatanatyam**

Kalakshetra Raghi Satheesh - **Bharatanatyam**

Kalamandalam Pooja Ratheesh - **Kuchipudi**

Smt Anjali Balakrishnan - **Bharatanatyam**





## Performances

Sri M Surendranadh and  
Smt Bijina Surendranadh - **Kuchipudi**

Smt Nisha Ranjith - **Mohiniyattom**

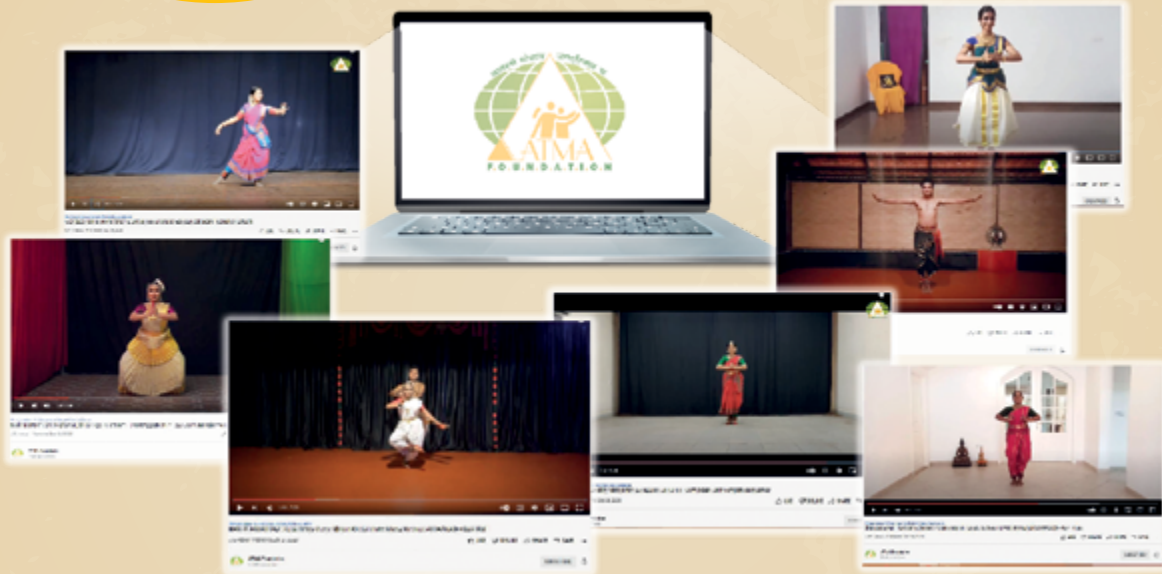
Dr Swathy Narayanan - **Kuchipudi**

Kalakshetra Saran Mohan &  
Kalakshetra Meera Krishna - **Bharatanatyam**

Sri Satheesh Neeleswaram - **Kuchipudi**

Smt Neethu & Nivya - **Bharatnatyam**

Smt Amalu - **Kuchipudi**



## Short talks

Sri Anil Vettikkattiri -  
**Kuchipudi.**

Smt Jisha Raghav Kalakshetra -  
**Bharatanatyam**

Kalamandalam Prasanthi -  
**Koodiyattam**

Kalamandalam Akshara Bijeeesh -  
**Mohiniyattam**

Kalamandalam Neeraj -  
**Kathakali**

Dr.Bharathanjali Madusudhanan-  
**Keralanadanam**

Kalamandalam Nandakumar -  
**Ottamthullal**







# Sivadam

## Sivarathri Dance Festival

5<sup>th</sup> to 11<sup>th</sup> March 2021

Smt. Devaki Rajendran - Bharatanatyam

Sri Pritam Das - Bharatanatyam

Sri. Vinu Ambadi - Kuchipudi

Smt. Jisha Raghav Kalashethra - Bharatanatyam

Smt. Reshma U Raj - Kuchipudi

Smt. Gauri Swakul - Kathak

Smt. Meghna Venkat - Bharatanatyam

Smt Gayathri Rajaji - Bharatanatyam

Smt. Uthara Antharjanam - Odissi

Sri. Dhanoop P.K - Bharatanatyam

Ms Archana and Ms Chethana - Bharatanatyam

Smt Divya Warriar - Mohiniyatam

Smt. Manju S Nair - Bharatanatyam

Smt. Prachi Saathi - Bharatanatyam



### Online Workshop

A two-day online Bharatanatyam workshop titled 'Nriyati Nriyati' was conducted under the guidance of Smt. Uma Govind (ICCR Empanelled, Doordarshan A Grade Artist, Founder and Director of Sree Prakruthi Arts, Bangalore) on 13<sup>th</sup> and 14<sup>th</sup> February 2021.



## PROJECT

### ATMA DAFEC - DIGITAL & FINANCIAL EMPOWERMENT CENTRE

The ATMA DAFEC offers short-term basic training programmes in Digital literacy and Financial literacy. The pandemic situation heightened the need for digital literacy, as the use of online platforms increased manifold.

#### Financial Literacy Training Programmes

ATMA Foundation has partnered with NIIT Foundation for the Financial Literacy Campaign titled 'Jaadu Ginni Ka'. A Trainers' Training session was organised online on 26th August 2020 for the volunteer-trainers of ATMA Foundation.

The following online sessions were organised by the trained volunteers of ATMA DAFEC

Date	Beneficiary Group
29 <sup>th</sup> October 2020	Senior Citizens
21 <sup>st</sup> November 2020	ATMA Staff, Interns & Volunteers
14 <sup>th</sup> January 2021	Nurses of Govt Medical College, thrissur

#### Digital Empowerment

ATMA DAFEC provided training to the dance teachers of ATMA Kalakshetram and Sooryakanthi Dance School, Thrissur, to conduct dance classes through online platforms. Support and guidance were also given to obtain suitable digital devices for the purpose. Over 150 students have since benefitted from these online dance classes.





## PROJECT

ATMA RESEARCH AND  
DEVELOPMENT CENTRE

The ATMA RADC organised a 4-day National Webinar, **Perspectives 2020** from December 21<sup>st</sup> to 24<sup>th</sup>, for students and field practitioners of Social Work and Social Sciences.

The webinar was attended by more than 1200 registered delegates from different colleges across the country. The first 3 days included 2 sessions each on various relevant themes like Child Protection, Social Security for Senior Citizens, Social Innovation, NGOs, etc by eminent faculty. The webinar concluded with a special valedictory address by Prof V K Malhotra, Member Secretary of the Indian Council for Social Science Research.



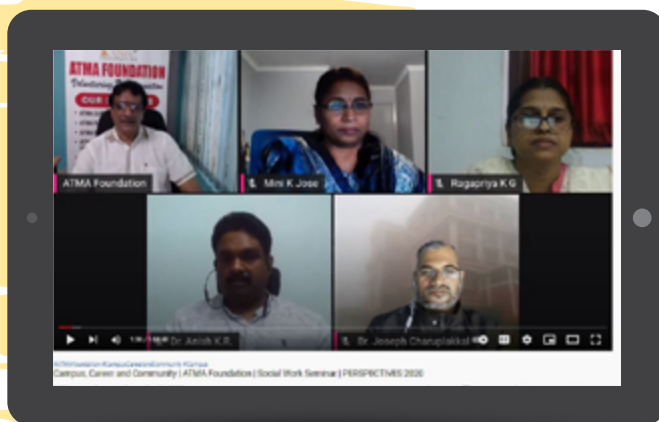
## Day 1

## Inaugural Session: Panel Discussion

- ▲ Dr Minimol K, Associate Professor, Vimala College, thrissur
- ▲ Dr Anish K R, Associate Professor, Rajagiri College of Social Sciences
- ▲ Smt Ragapriya K G, District Social Justice Officer, Thrissur
- ▲ Br Joseph Charuplakal, Head of the Dept, School of Social Sciences, Marian College, Kuttikkanam
- ▲ Sri C K Suresh, Director, ATMA Foundation

## Session 2: Social work- Changing scenario and innovations in India

- ▲ Faculty: Dr Sunil Damodaran Santha, Associate Professor, TISS
- ▲ Chair: Sri Jijo Joy, HOD, School of Social Work, DIST, Angamaly



Day 1



## Day 2

### Session 1: Social security for vulnerable groups

- ▲ Faculty: Ms Subitha Menon U, HOD, Dept of Social Work, Mercy College
- ▲ Chair: Ms Sangeetha N, PhD Scholar, Dept of Social Work, Vimala College
- ▲ Child protection –Child rights, laws, policies, systems
- ▲ Dr P Rangasami, HOD Amrita University, Coimbatore
- ▲ Chair: Sri Laiju E K, HOD, Dept of Social Work, Yeldo Mar Baselios College, Kothamangalam



## Day 2

## Day 3

### Session 1: Senior citizens- Laws, Policies, Systems and MSJE functions

- ▲ Faculty: Shri T P Madhukumar, Former Dy secretary MSJE
- ▲ Chair: Dr V Shinju, HOD, Dept of Sociology, Vimala College, Thrissur

### Session 2: Professional Social Work: An NGO perspective

- ▲ Faculty: Shri C K Suresh, Director, ATMA Foundation
- ▲ Chair: Smt Rosemary T George, HOD, Dept of Social Work, Christ College, Thrissur



## Day 3



## Day 4

## Special Address by

- ▲ Prof. Virendra Kumar Malhotra, Member Secretary, ICSSR



Day 4

## PROJECTS

## ATMA GOKULAM

ATMA Foundation has taken up a new project - the ATMA Gokulam - to promote cattle rearing as an economic activity and also as a culture.

The project has been initiated by a well-wisher donating a pregnant heifer to ATMA Foundation. A cow-shed with good facilities is being built at the ATMA Gurukulam compound.

Apart from providing fresh unadulterated milk for the children, the cow dung can be used as a biofertilizer for the vegetable garden.

As expected, the cow and the calf brought much joy and cheer to the children. It had a therapeutic effect on them, and helped them to overcome the emotional challenges and anxieties caused due to the covid situation.





## CAMPAIGNS

ATMA Foundation reaches out to the public with effective campaigns based on relevant themes. ATMA Campaigns attract a large public participation, and are well -appreciated for the personal transformation they spark in the audience.

This year, due to the pandemic, public programmes could not be organised. However, the need for such campaigns increased even more, as people all around the world were gripped with fear and anxiety, and were grappling with the new lifestyle and new normal.

In this background, ATMA Foundation shifted its campaigns to the online platform, reaching out to audiences all across the country, and even abroad.

### CAMPAIGN

#### LIVING IN HARMONY

The Living in Harmony Campaign, the flagship programme of ATMA Foundation, is based on the concepts developed by Sri C K Suresh, Founder-Director of ATMA, from his experiences and insights in Psychology, Management, Spirituality and Social Work. It consists of various programmes like 5-day talk series for the public, talks and workshops for different social groups, etc. These sessions give simple and easily applicable daily life tips enabling individuals to lead happier lives with healthier relationships.

In the background of the pandemic, a 5-day Talk series by Sri C K Suresh on Living in harmony was premiered on Youtube over 3 weeks in May 2020.







## CAMPAIGN

## WE CARE FOR WOMAN EMPOWERMENT

As part of the ATMA campaign We Care for Woman Empowerment, a special online programme was organised on the occasion of Women's day. The programme, titled WILL 2021: Women in Life and Leadership, consisted of an essay competition for college students, and an elocution competition for Women based on the same theme.

A 4-day talk series on different aspects of Woman Empowerment was also organised, with eminent women leaders from different fields.

## WILL 2021: Women in Life and Leadership

**Day 1:** 8<sup>th</sup> March 2021 - Smt. Niveditha Bhide;  
Vice President of Vivekananda Kendra

Topic: **"Women in life and Leadership"**

**Day 3:** 10<sup>th</sup> March 2021- Hima Nandan;  
SMB Marketing, lenovo india

Topic: **"Women's Day"**

**Day 2:** 9<sup>th</sup> March 2021 - Smt. Dr Sumathi  
Narayanan; President of creative communication  
and Management, Chennai.

Topic: **"Women create their own Path"**

**Day 4:** 11<sup>th</sup> March 2021-Aruna Das;  
Image consultant and life coach

Topic: **"Building Leaders for Tomorrow"**







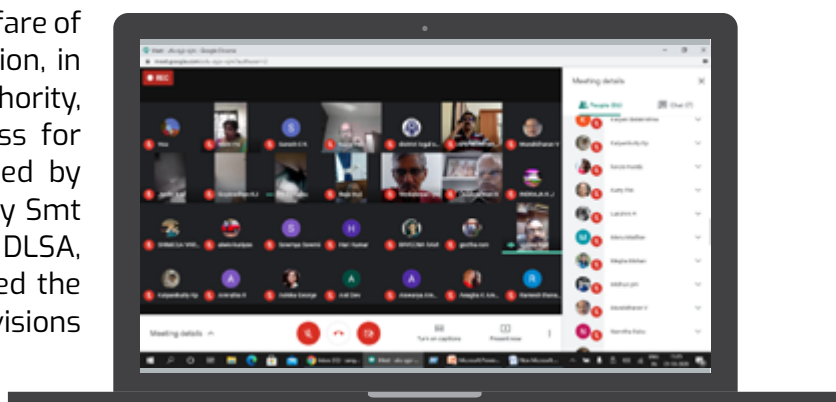
## Menstrual Awareness Campaigns

A series of Menstrual Awareness Campaigns were conducted in association with P&G (Whisper). 93 Girls from 8 Child Care Institutes attended the 3 sessions held on different days.

## CAMPAIGN

## WE CARE FOR ELDERS

This is a campaign that addresses the welfare of senior citizens. This year, ATMA Foundation, in association with District Legal Services Authority, organised a webinar on Legal Awareness for senior citizens. The programme, attended by over 100 participants, was inaugurated by Smt Nishi P S, Sub-judge and Secretary of DLSA, Thrissur. Adv Sri K N Somakumar handled the session, which was based on relevant provisions of the Senior Citizens Act.



## EMPOWERMENT INITIATIVES

ATMA Founder-Director Sri C K Suresh defines Empowerment as the ability to be in control of our responses to situations. An empowered individual therefore will have a say in shaping his or her destiny.

ATMA organises workshops, training sessions and talks to empower people from different walks of life, and also inspire in them a pro-active compassion towards their less privileged fellow beings. These initiatives are called 'EC Initiatives' (Empowerment & Compassion Initiatives).

This year, most of these programmes were conducted in the online mode.

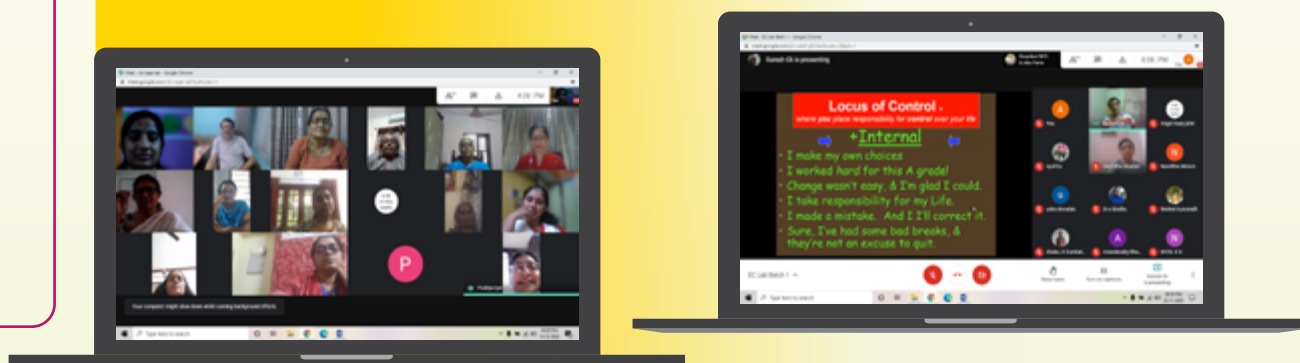
Programme	No. of sessions	No. of participants
EC Kids	2	200
EC Youth	4	800
EC Adolescence	3	290
EC Doctor	3	350
EC Social Worker	3	70
EC Parenting	3	300
<b>Total</b>	<b>18</b>	<b>2010</b>



## EC Labs:

These are experiential training labs that help a person to understand oneself and others, to evolve into an Empowered and Compassionate Individual. Trainings are conducted in groups of 12 to 15 participants.

This year, the EC Lab pattern was adapted to the online mode, with 90 minutes sessions once a week, spanning 12 weeks. Two batches, with a total of 30 participants, were given the EC lab training in 2020-21.



## SPECIAL WEBINARS

ATMA Foundation organised 3 special webinars on different occasions, on topics related to individual growth, family welfare and national development.



## UBUNTU

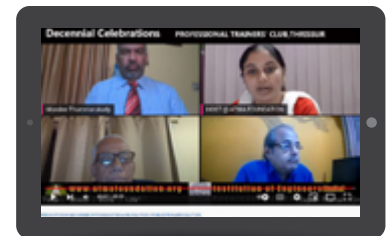
ATMA Foundation was the technical partner for this five -day webinar series organised in association with the Professional Trainers' Club Thrissur, from 7<sup>th</sup> to 11<sup>th</sup> Dec 2020, with eminent speakers from different arenas.

I Am because We are

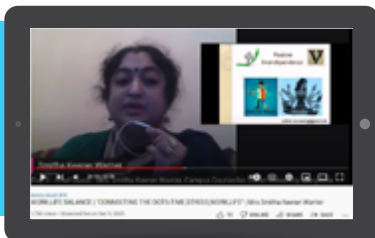
- ▲ Day 1: Mr. S. M. Vijayanand IAS, Former chief secretary, GoK  
Topic: [Kerala Development Model: A re-visit](#)
- ▲ Day 2: Dr. Muralee Thummarukudi, Operations Manager UNEP, Geneva  
Topic: [Education and Career in the fourth industrial revolution.](#)
- ▲ Day 3: Mrs .Smitha Keeran Warriar, Campus counsellor, Christ university, Bangalore.  
Topic: [Connecting the dots - Time....stress...work...life.](#)
- ▲ Day 4: Mr. M. Keshav, Corporate trainer, Mantra, Chennai  
Topic: [Art of giving and getting feedback.](#)
- ▲ Day 5: Dr Amar S Fettle, Kerala State Nodal Officer for Covid- 19  
Topic: [Kerala Model of Public Health Management : Lessons from Covid19 Pandemic](#)



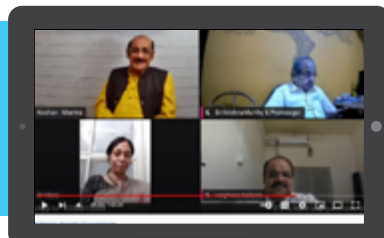
Day 1



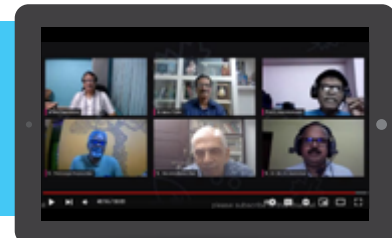
Day 2



Day 3



Day 4



Day 5

## I'm for India

This four -day National workshop was conducted by ATMA Foundation on the occasion of Republic Day, from 26<sup>th</sup> to 29<sup>th</sup> January, 2021.

- Day 1** Interaction with Lt.Col.Hemant Raj, VSM, The Madras Regiment  
Topic: I'm for India
- Day 2** Interaction with Mrs.Harsha Murlidhar, Trainer  
Topic: Intellectual Transformation
- Day 3** Interaction with Ms.K.S.Yashaswini, Trainer  
Topic: Universal Outlook
- Day 4** Interaction with Ms.Dr.S.Rana prathap, Trainer  
Topic: Patriotic transformation





## New challenges, New Resolutions- Look Ahead

This was a four-day **National webinar** conducted by ATMA Foundation from 2<sup>nd</sup> to 5<sup>th</sup> January 2021

Day 1

Professor K. G. Suresh,  
Senior Journalist, Communication  
specialist and noted Academician

Topic: Time for a positive media



Day 2

Swami Mitrananda,  
Chinmaya mission, Chennai.

Topic: Hi 5...for High living



Day 3

Shri. Prafulla Ketkar, Editor,organiser,  
New Delhi.

Topic: Opportunities and challenges for  
Atma Nirbhar Bharath



Day 4

Dr. K. Radhakrishnan, Former Chairman,  
Space commission/ Secretary, Department of space and Chairman ISRO.

Topic: The promise of space technology for India





## DISASTER RELIEF & REHABILITATION

Since the spread of the pandemic started in Kerala, ATMA Foundation has been helping people cope with the massive disruptions to normal life.

### Financial Support:

Direct financial aid was given to 150 families who were affected by the economic fallout of the pandemic. With the support of Give Foundation, an amount of INR 4,50,000 was disbursed, with each family being given INR 3000.



### Gadgets:

With schools turning to online teaching, many economically backward students and many child care institutions faced difficulties due to lack of digital devices. ATMA Foundation was able to mobilise 5 devices - including 1 laptop, one smart TV, 2 tablets and 1 smart phone for deserving students and institutions.

### Medical Aid & Material support:

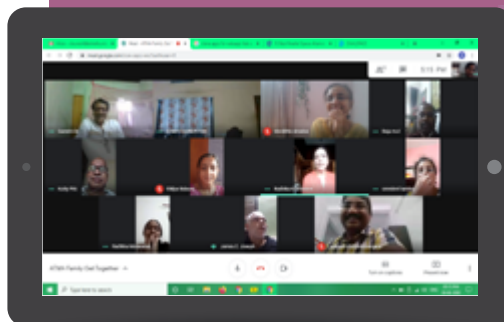
Medical aid and material support worth INR 25000 was given to 40 families.

## VOLUNTEER DEVELOPMENT

ATMA has a team of committed volunteers who dedicate their time, expertise and resources to support our various projects. True to the tagline 'Volunteering Transformation', ATMA promotes volunteerism among people, offering opportunities to serve the community in different ways. According to C K Suresh, Founder-Director of ATMA, service has to be done from happiness, and not for happiness. Hence, ATMA conducts regular programmes for volunteer empowerment and team building.

### Family Betterment Sessions

Every month, ATMA organises a family get-together of volunteers, well-wishers and employees. This is a platform for everyone to get to know one another, discuss ATMA activities and voice their suggestions and opinions. Special occasions are celebrated and the talents of volunteers showcased during these events. In 2020-21, due to the pandemic, the get-togethers were shifted to the online mode.







## Capacity Building Sessions

Two capacity building sessions were organised for ATMA Volunteers. Ms Parvathy G, ATMA Trustee and volunteer, handled a session on *Networking* and Fundraising while Sri U S Mohanan, ATMA Volunteer and former Principal of Govt College Kuttanellur handled a session on *Financial Literacy*.

## Raising Day celebration

The 15<sup>th</sup> raising Day of ATMA Foundation was celebrated on 8<sup>th</sup> May 2020, by releasing a two-part celebration video. The video included presentations on ATMA activities, felicitations by eminent persons and performances by eminent artistes as well as ATMA well-wishers.



## Internship Programme

ATMA Internship programme offers opportunities for students of different disciplines to get an exposure to the actual functioning of an NGO and understand the ground realities of social work. Even amidst the pandemic, ATMA offered online internships to 20 students from 13 reputed colleges. This included students pursuing courses like BSW, MSW, MBA, LLB, BA, MA, etc.



## Field Visits

BSW students from KMCT College, Malappuram and MSW students from Sree Sankaracharya University, Thiroor Campus visited ATMA Foundation as part of their course work in February-March 2021. They interacted with ATMA Founder director Sri C K Suresh and with ATMA volunteers and employees.





## ATMA in Media

ATMA Founder-Director Sri C K Suresh was an expert panelist for a discussion on Ekta Diwas which was telecast live on the Doordarsan channel on 31<sup>st</sup> October 2020.



## Newsletter

The official Monthly Newsletter of ATMA Foundation, 'Harmony', was launched in February 2021. The newsletter is shared online with all ATMA well-wishers, to give them updates on the news and events at ATMA during the previous month and on upcoming programmes.



## ATMA in Social Media



ATMA Foundation was able to increase its presence in various social media platforms. We were able to enter the partnership programme of YouTube, as the ATMA Foundation Youtube channel crossed 1000 subscriptions and 4000 viewing hours on YouTube. We have also strengthened our presence on Facebook.



# ATMA TEAM

### Sri C K Suresh | Founder- Director

Counsellor, Trainer & Relationship Coach. Post Graduate in Psychology, Management & Journalism. He has taken up leadership roles in socio- cultural organisations for over 40 years, to implement creative social intervention initiatives.

### Sri T M Reghunandanan | Secretary

Retd Deputy Collector, and Trustee of Chinmaya Seva Trust Kerala.

### Sri P K Krishnankutty | Treasurer / Manager, ATMA Gurukulam

Retd. Banker from the Central Bank of India, involved in developing the ATMA Gurukulam Girls' Home right from its pilot phase.

### Smt Radhika Krishnan | Secretary, ATMA Gurukulam Managing Committee

A homemaker, who is actively associated with various charitable institutions.

### Ms Parvathy G | Trustee

Teacher & Entrepreneur, committed to social work and involved with ATMA Foundation since 2006.



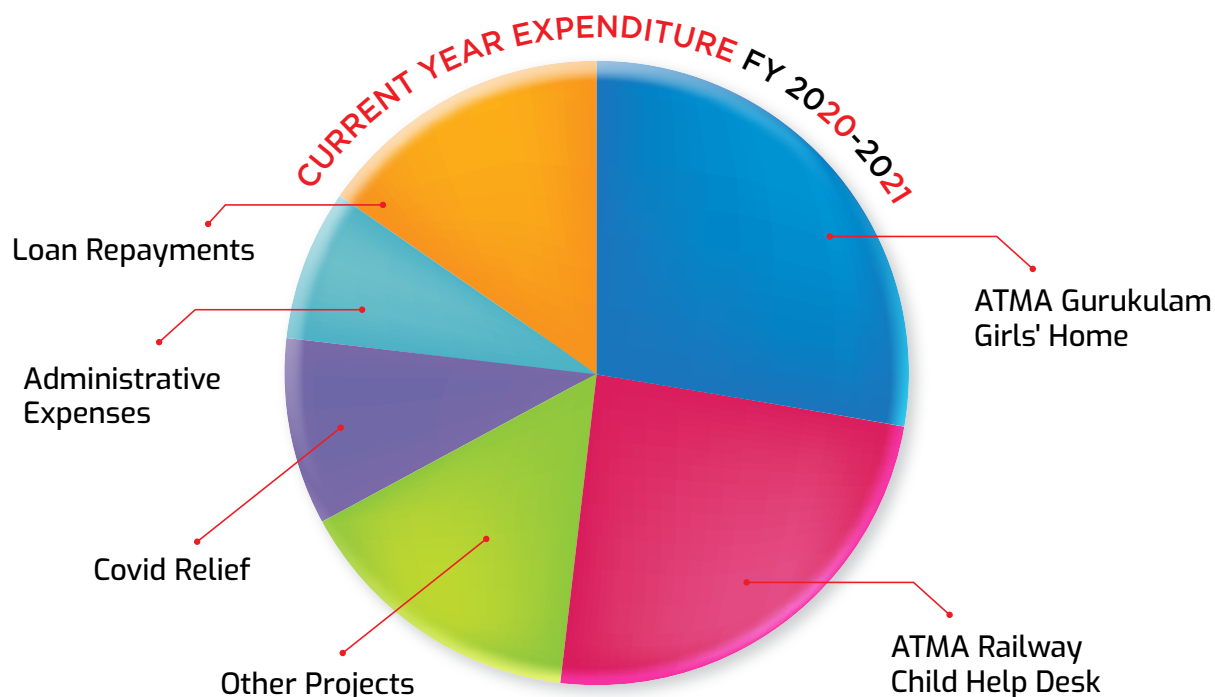
# FINANCIALS

(All figures in ₹INR)

## CURRENT YEAR EXPENDITURE

₹ '(in '000)

ATMA Gurukulam Girls' Home	1362
ATMA Uyare	149
Railway Child Help Desk	1200
ATMA Gokulam	161
Community Health & Medical Aid	109
Art & Culture - ATMA Kalakshetram	86
Child & Adolescent Development	51
Covid 19 Relief	486
ATMA Research & Development Centre	12
Empowerment Programmes	124
Documentation	62
Administrative Expenses	386
Loan Repayment	756
<b>TOTAL</b>	<b>4944</b>





## SOURCES

₹'(in '000)

Opening Balance	17494
Donations from Individuals	2416
Donations from Organisations	967
Interest, Refunds & Others	113
Donations to corpus fund	565
Grant - Ministry of Culture	75
Grant (Childline) Railway Child Help Desk	877
Loans from Trustees & Members	20
Donation (FCRA) - Social Charity	147
Interest on Deposits (FCRA)	732
<b>TOTAL</b>	<b>23406</b>

## APPLICATION OF FUNDS

₹'(in '000)

Current Year Expenses	4944
Fixed Assets	660
Live Stock	25
Advance For Land	870
Funds Earmarked for Ongoing Projects	16907
<b>TOTAL</b>	<b>23406</b>



## PARTNERS IN SERVICE



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## OUR BANKERS



### Our Sincere Gratitude ...

To all the people and organisations  
who have supported us in this incredible journey of  
service- THANK YOU.

It is our proud privilege to have  
associated with you!





Regd Charitable Trust: 397/IV/06 NITI Aayog Regn No: KL/2009/007103

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