



# ATMA FOUNDATION

*Volunteering Transformation*



# SHREYA

# ANNUAL

# REPORT

2023-2024



## ABOUT US

ATMA Foundation is a non-profit social sector voluntary organisation which implements social transformation initiatives with proactive volunteer engagement. ATMA facilitates the empowerment of marginalized and vulnerable social groups - children, adolescents, youth, women, senior citizens, rural populations, etc

## Our Vision

Empowered communities where people lead happy lives with healthy relationships and serve fellow beings with compassion, for sustainable development

## Our Mission

- ◆ Contributing to improve the lives of people by meeting their developmental needs
- ◆ Empowering marginalised and vulnerable social groups
- ◆ Enabling and engaging volunteers to serve the community through social transformation initiatives

## Our Philosophy

### *Living in Harmony*

Intrapersonal and Interpersonal integration for Effective Living with Joyous Relationships.

## Our Motto

### *Aatmano Mokshaya, Jagat Hithaya Cha*

Working for social development is also a pathway to personal growth. At ATMA, we believe that the happiness and satisfaction of the individual is key to social transformation. Empowered individuals contribute to developed societies. Hence we call our programmes Empowerment & Compassion (EC) Initiatives.

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# Our Activities

## CARE & PROTECTION OF VULNERABLE GROUPS

**ATMA Gurukulam Children's Home:** Residential care home for disadvantaged girls with focus on their education & holistic development

**ATMA Vayobandhu** - Support for Senior Citizens

## EDUCATION & EMPOWERMENT

**ATMA Uyare:** Learning support for underprivileged children

**ATMA Digital & Financial Empowerment Centre:** Enabling financial inclusion and bridging the digital divide

**ATMA Kalakshetram:** Promoting art as a culture

**ATMA Service Providing Centre:** Free legal aid for Domestic Violence victims

**ATMA EC Initiatives :** Talks, workshops & training labs to make the individual Empowered & Compassionate

**Living in Harmony Campaign :** Educating the public on leading happier lives with healthier relationships

**'We Care' Campaigns:** For the rights and empowerment of Children, Women & Senior Citizens

**P2P - Problems to Possibilities :** Empowering adolescents to overcome psycho-social negativities

**Volunteer Development:** Promoting & enabling volunteerism

## OUR ACTIVITIES ADDRESS 11 OUT OF THE 17 SUSTAINABLE DEVELOPMENT GOALS



## HEALTH & WELLNESS

**ATMA Family Counselling Centre** : Free guidance & counselling

**ATMA Child & Adolescent Development Centre:** Remedial support to students with behavioural & scholastic difficulties

**ATMA Yogapeethom:** Yoga training & practice

**Community Health Support:** Health Camps, Medical Aid and Nutrition kits for the underprivileged

**Saha Dharmam Chara:** Pre & Post marital training

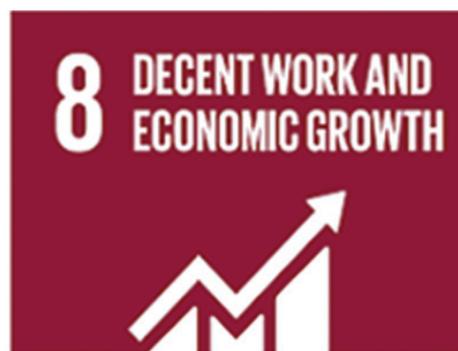
## COMMUNITY DEVELOPMENT

**Livelihood Initiatives** : Supporting women & youth for developing suitable means of livelihood

**ATMA Gokulam** : Cattle-rearing for livelihood & sustainable agriculture

**Disaster Relief & Rehabilitation** : Material & financial support to disaster victims

**ATMA Research & Development Centre** : Actionable research on social and psycho-social issues



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FOUNDER'S  
MESSAGE



Dear Friends,  
Salutations!

As I reflect on another year of impactful work at ATMA Foundation, I feel truly blessed and filled with joy. The year 2023-24 has been one of growth, marked by meaningful projects and campaigns. Among these, our recent initiative, "ATMA Vayobandhu," designed to support senior citizens, has received an enthusiastic and warm response. We are heartened to see our elders embracing the activities organized specifically to enrich their lives.

Since its inception, ATMA Foundation has remained steadfast in its founding vision of serving society with compassion. Over the years, we have steadily expanded, broadening our reach and introducing a wide array of programs to support children, women, families, and communities in need.

It is with great pride that we watch our young girls of ATMA Gurukulam as they advance and achieve in academics & career. They exemplify a remarkable spirit of strength and resilience, setting an inspiring example for others.

This year, in association with the National NGO Confederation, we were able to provide laptops to many young students, as well as two-wheelers and sewing machines to several women at highly subsidized prices, creating a positive impact on their lives and careers.

Our initiatives—including ATMA DAFEC, UYARE, SPC, FCC, CADC, Kalakshetram, Yogapeethom, RADC, Gokulam, along with ATMA Gurukulam and ATMA Vayobandhu—continue to thrive, serving diverse sections of our society, thanks to the dedication and commitment of our team of volunteers.

I extend my heartfelt gratitude to all our supporters, well-wishers, and volunteers for their unwavering faith in our mission. Your encouragement and contributions are the cornerstones of our progress and success.

Thank you!

With love,

**C. K. Suresh**



# Impact in Numbers

8<sup>TH</sup> MAY 2006 – 31<sup>ST</sup> MARCH 2024

11 Projects, 6 Major Campaigns

> Rs 62 Lakhs Disaster Relief in > 30 villages

85 girls supported at ATMA Gurukulam

31 women provided legal aid

1116 children rescued at ATMA Railway Child Help Desk

> 57,500 families reached with the message of Living in Harmony

> 3000 families provided free counselling support

>7000 persons provided learning & appreciation opportunities in classical art

> 3522 persons provided Digital & Financial Empowerment Training

> 1600 educational kits distributed to underprivileged children

> 1700 families given dry rations & material support

> 4 Drinking Water projects in tribal and rural areas

> 984 training programmes empowering

750 volunteers 11000 teachers

46400 parents 17320 children

91840 youth 2200 professionals

**2323 OUTREACH EVENTS, BENEFITTING >3,87,000 FAMILIES**

## 2023-24 Bird's Eye View

- ISO certification for ATMA Foundation
- Great Place to Work certification
- Participation in India CSR Summit at New Delhi
- Participation in the C 20 Chaupal at Kochi
- New project launched - ATMA Vayobandhu
- 24 girls supported at ATMA Gurukulam
- ATMA Railway CHD handed over to the Government
- 241 children from 21 Childcare institutions given learning support through ATMA Uyare
- 74 persons given digital skill training
- 2166 persons given financial literacy classes
- Legal support given to 16 women who are victims of domestic violence, through ATMA SPC
- Legal Awareness given to 1201 persons through 27 sessions
- 45 families and 14 children supported at the ATMA Family Counselling Centre & Child and Adolescent Development Centre
- INR 37,08,600 worth of direct benefits facilitated for people in different walks of life

**....215 PROGRAMMES BENEFITING OVER 15183 BENEFICIARIES.....**



## ATMA FOUNDATION IS NOW ISO CERTIFIED!

It has been a dream to develop our documentation and quality management systems to benchmark standards, and now we have received the ISO 9001:2015 certification. This proves that we are on the right track.

Our sincere gratitude to all the volunteers and staff whose tireless efforts have made this possible.

The achievement was celebrated at a special function held on 15th April 2024, on the occasion of Vishu. Sri T. S. Anantharaman, Chairman of Leo Pharma and former Chairman of CSB Bank, was the guest of honour, and handed over the ISO certificate to the ATMA Team.



## GREAT PLACE TO WORK CERTIFICATION

ATMA Foundation has been certified as a Great Place to Volunteer! The certification, based on an in depth survey of our employees and volunteers, is given by Great Place To Work, an agency that assesses employee satisfaction and workplace culture in organisations across the globe.

## ATMA @ INDIA CSR SUMMIT

ATMA Foundation participated in the 10th India CSR Summit at New Delhi, a prestigious gathering of CSR professionals and non profits. ATMA was represented by Sri C K Suresh, Ms Sangeetha N and Ms Parvathy G. The work of ATMA Foundation was also showcased in the exhibition organised as part of the summit. It was an opportunity for ATMA to understand the current trends

in the development sector and interact with professionals from across the country.



## ATMA @ ETHIOPIA

Ms Parvathy G, ATMA Volunteer, was on boarded by Smile Foundation as a trainer in Local Fund Raising for Change the Game Academy, an initiative for empowering grassroots social sector organisations. She attended the two-week Trainers' Training at Addis Ababa, Ethiopia, in June 2023.



## ATMA @ C20

ATMA Foundation was invited for the C 20 Chaupal on Community Led Development organised by Sewa International on 1st April 2023. The C-20 chaupals were a series of consultations and discussions organized by the Civil 20 (C20) engagement group in the lead-up to the G20 summit, as part of India's G 20 Presidency in 2022-23. Sri C K Suresh, Director, ATMA Foundation, along with volunteers Ms Sangeetha N and Ms Parvathy G participated in the chaupal.



## PROJECTS

### 1. ATMA GURUKULAM

ATMA GURUKULAM is a residential facility dedicated to providing a nurturing and supportive environment for girls who lack parental care, a functional family, or access to education due to financial constraints.

At ATMA GURUKULAM, we offer comprehensive care that goes beyond basic needs. We give them the love, security and emotional support of a real home. The children are given nutritious meals, safe shelter, quality education, recreational opportunities, and avenues for personal development.

ATMA Gurukulam focuses on the education and holistic development of the children- empowering them to transform into responsible and responsive social citizens, with a rewarding career in their chosen fields.

In 2023-24, ATMA GURUKULAM accommodated 24 girls, from primary school to postgraduate level. Since its inception in 2012, the project has provided both long-term and short-term care for 85 girls.

#### EDUCATION

At ATMA Gurukulam, apart from regular school/ college education at reputed institutions, the children are also given extra academic support, learning disability remedial sessions, spoken english classes, etc to improve their learning levels.

This year, 2 children successfully cleared the grade 10 board examinations and got admission for plus one in the humanities stream at Sree Sarada Higher Secondary School.

6 senior girls were continuing their college education - one doing her PhD in Social Work at the Central University of Kerala, Kasaragode, one pursuing Post Graduation in Malayalam, and others pursuing undergraduate courses in Ayurveda, Multimedia, English Literature and Commerce respectively.

It is indeed a matter of pride for our team and an inspiration to the younger children to see our older children so focussed on their studies, and on track to build successful careers.

3 children attended Lower Primary classes at Sree Ramakrishna Gurukula Vidya Mandir Puranattukara. 11 children attended Upper primary, High School and Higher Secondary classes at Sree Sarada Girls Higher Secondary School Puranattukara, while two children attended Higher Secondary Classes at Govt HSS Punkunnam and Govt Model Boys HSS Thrissur.

#### READING

To encourage the reading habits of children, a good library is maintained at ATMA Gurukulam, with over 600 books suitable for various age groups. 6 periodicals and newspapers in English and Malayalam are regularly subscribed. Everyday the children read for at least half an hour before their bed time.

#### CO-CURRICULAR ACHIEVEMENTS

At ATMA Gurukulam, the children are given regular classes in classical dance, music and yoga. They are also encouraged to participate in sports and co-curricular activities according to their talents and interests.

Ms Anupriya M P secured the second prize in the State Yoga Championship organised at Palakkad on 19th Nov 2023. A student of Multimedia, she also came second in spot photography and mimicry competitions at her college.

Ms Reshma V secured an A grade at the district level javelin competition and qualified for the state level.



## HEALTH

The children are given a healthy and nutritious diet, with guidance from nutrition experts. Regular health check ups are conducted. This year, Dr Krishnamurthi, renowned paediatrician, and Dr Lakshmi Krishnamurthi, senior gynaecologist, conducted the health check up and interacted with the children on different topics pertaining to health and hygiene.

## ARTS

Regular classes in classical dance & music are conducted for the children, by eminent artistes. The children also participate in performances and competitions in their schools and colleges.

## SPORTS

At ATMA Gurukulam, the children are encouraged to participate in sports in their school and college. Interested children also take part in sports competitions.



From 23rd to 25th April 2023, a sports festival was held at ATMA Gurukulam in connection with Azadi Ka Amrit Mahotsav, as part of an initiative by the District Child Protection Unit and the Ministry of Women and Child Development. During these days, the children engaged in various indoor and outdoor sports activities and yoga.

## KITCHEN GARDEN

The children actively participate in cultivating organic vegetables in their garden. This initiative allows them to consume fresh, pesticide-free produce, fostering an appreciation for healthy eating and sustainable practices.

## VISITS

ATMA Gurukulam was visited by two illustrious guests - Swami Chidrupananda, Acharya of Chinmaya Mission, Noida and Sri K N Ananda Kumar, Executive Director of the Sri Sathya Sai Orphanage Trust, Kerala. They interacted with the children and shared their thoughts and advice on values, success and life skills. It was a wonderful learning opportunity for the children.



## RENOVATION & MAINTENANCE

A major renovation and maintenance work was taken up at ATMA Gurukulam to make the facilities better. After the work was completed, a 'Grihapravesam' ceremony was conducted on 23rd April 2023. A new hall was also constructed adjacent to the Gurukulam





building, providing better facilities for the children to learn and practice dance and yoga.

## CELEBRATIONS

Festivals like Onam, Navaratri and Deepavali were celebrated at ATMA Gurukulam with special get togethers of the ATMA Family. These celebrations provided opportunities for the children to express their talents and share their thoughts in front of a larger audience.



## CAMPS & OUTINGS

During the Pooja Holidays, a two-day camp was organised for the children at ATMA Foundation Office premises, Thrissur. The children got an opportunity to visit nearby places of interest, and spend quality time with ATMA Volunteers. It was also a time for introspection, with each child personally interacting with senior mentors regarding their personal growth and future plans.

The children were taken on a one-day trip to Coimbatore, where they visited the Coimbatore Arya

vaidya Pharmacy and Isha Foundation. At AVP, they attended a session by Senior Ayurvedic Physician Acharya V Vasudevan. It gave them insights into healthy lifestyles and good habits as envisaged in the traditional health systems of India.

The children participated in a transformative ten-day camp organized by Vishwa Hindu Parishad at Saraswati Vidyaniketan, Ayyanthole. Here, they engaged in learning traditional martial arts like churika, dandu, yogchaap, and Taekwondo, alongside yoga sessions. This immersive experience not only enhanced their physical and mental strength but also instilled confidence and courage.



## 2. UYARE

### EXPLORING HORIZONS OF LEARNING

Uyare, a flagship initiative of ATMA Foundation, is focused on empowering underprivileged children by providing equal access to quality education and mentorship. Through personalized learning support and guidance, Uyare helps improve academic performance, build confidence, and create pathways to higher education and future career opportunities.

Launched in 2020, Uyare supports children in child care institutions across Kerala with online classes, foundation courses to address learning gaps, and comprehensive career guidance. It also provides essential resources such as school kits and nutrition packs to meet educational and nutritional needs.

Over the past four years Uyare's initiatives have positively impacted nearly 700 children from 34 childcare institutions

### **ONLINE CLASSES FOR SCHOOL SUBJECTS**

Regular online classes are conducted for students from 5th standard to degree level, across childcare institutions in Kerala. These classes are handled by expert volunteer teachers from across the world, and are based on the school curriculum for each grade.

### **SPOKEN ENGLISH CLASSES**

Uyare initiated an Online Communicative English Programme for college students, led by Ms. Kalyani Balakrishna, Academic Director of Paramekkavu Vidyamandir. This programme, conducted on weekends, aims to enhance English communication skills and equip students with the necessary tools for success.

### **VISIT TO ROBOTICS EXHIBITION**

A memorable outing was organised for 75 Uyare participants to the Renowned Pooram Exhibition in Thrissur. Supported by Inker Robotics and the Pooram Committee, the children were granted complimentary passes to the amazing robotic show and the entirety of the exhibition. This excursion served as a gateway to the fascinating world of Artificial Intelligence, providing the children with an enriching experience and exposure to modern technology. Witnessing the sheer delight on the faces of our children during this excursion was profoundly gratifying, reaffirming our commitment to providing them with diverse learning opportunities that broaden their horizons and nurture their curiosity.



### **RESOURCE DISTRIBUTION AND SUPPORT**

As part of ATMA Uyare, 1500 education kits and 5 refurbished desktops were distributed to children in child care institutions across Keala. These kits contained notebooks, pens, pencils and other essential school stationery.



### **CAPACITY BUILDING PROGRAM**

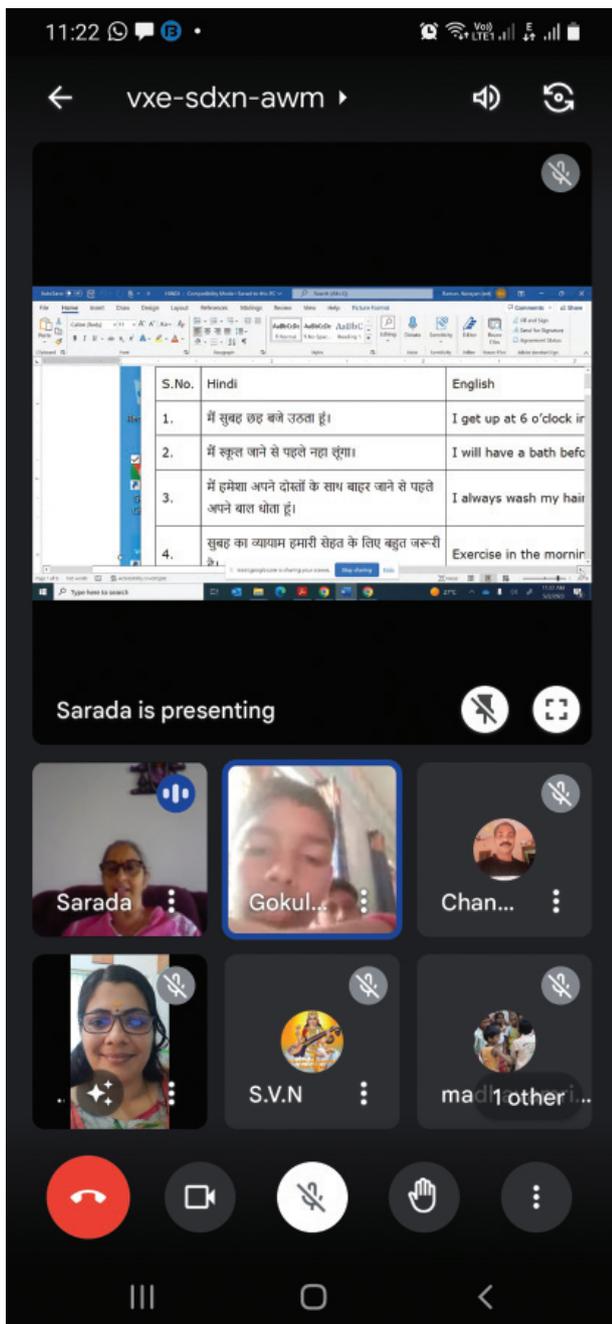
In August, we organized an online capacity-building program for the volunteer teachers of ATMA Uyare, led by ATMA Foundation Director Sri. C.K. Suresh. This initiative aimed to improve the teaching skills and expertise of educators, ensuring they can provide quality education to students.

### **IMPACT**

The Uyare Project has had a significant positive impact on the participants. Last year alone, approximately 241 students from over 21 institutions received support, and 839 online sessions were conducted.

Through the distribution of educational kits, Uyare has ensured that children have the necessary tools for academic success. Specialized exam-oriented classes have resulted in improved exam scores, showcasing the effectiveness of these sessions. Career guidance sessions have empowered children to make informed decisions about their future paths, while Spoken English classes have boosted their confidence in speaking and understanding English.

Both participating organisations and children have praised the high quality of these sessions. Children have shown increased proficiency in various subjects, particularly languages. Overall, the Uyare project has successfully closed educational gaps, sparked curiosity, and paved the way for brighter futures among Kerala's youth.



### 3. ATMA DAFEC (DIGITAL & FINANCIAL EMPOWERMENT CENTRE)

The Digital and Financial Empowerment Centre (DAFEC), launched by ATMA Foundation in 2019, aims to bridge the digital and financial gap in rural areas. By offering free courses and training, DAFEC equips individuals with essential skills in technology and financial management, helping them lead more empowered and independent lives.

#### STANDALONE CENTRE

ATMA Foundation's office on Paliyam Road, Thrissur, serves as a hub for free short-term courses that focus on basic computer skills, internet usage, software programs like MS Office, Python, C++, and Malayalam typing.

- ◆ 74 persons have taken digital literacy classes, including elderly participants learning how to book tickets online.
- ◆ A summer programme was conducted in April- May 2023, where 13 students completed a 30-hour session on MS Office, and internet basics
- ◆ The current batch consist of students aged from 10 to 60+ years, hailing from various locations around Thrissur.





## APNI PATHSHAALA LIVE POD

ATMA Foundation is hosting a live pod by Apni Pathshaala, a pan-India initiative to promote digital skills among children. An endeavour by renowned philanthropist Sri Anirudh Malpani, Apni Pathshala has supplied 10 desktop computers for the ATMA DAFEC stand alone centre, where children from child care institutions and in the vicinity are learning computers free of cost.

Ms Anupriya M P of ATMA Gurukulam, as B Voc Multimedia student, got the opportunity to do an online internship for Apni Pathshaala, where she handled the social media pages of the various pods in South India for 3 months.

## FINANCIAL LITERACY CLASSES

DAFEC conducts financial literacy programs aimed at rural households, empowering participants in making informed financial decisions for better economic well-being. The sessions educate them on savings, investments, loan management, safe usage of online banking, debit cards, credit cards, and ATM services.

The faculty panel of ATMA DAFEC includes Sri Ramachandran, former Banker, Sri Premchandran, retired Dean, Albertian Institute of Science & Technology, Kalamassery, Cochin, Sri U S Mohanan, former Principal, Govt College, Kuttanellur, and Sri Unnikrishnan, former Insurance professional.

## MOBILE CLASSROOM

To reach underserved communities, ATMA Foundation launched the Mobile Classroom, bringing education directly to remote areas. Key beneficiaries include:

- Child development officers, anganwadi teachers, ASHA workers, supervisors, and parents, as well as panchayath members.



## SPECIAL PROGRAMS

**Tribal Outreach:** Special sessions were held at tribal colonies like Vazhani Malayan Tribal Colony, imparting essential knowledge and skills to these marginalized groups.

**Educational Sessions for Women:** 37 Kudumbasree women auditors were trained in computer skills to boost their professional capacities.

## IMPACT

The Mobile Classroom alone has benefitted 2,166 individuals in remote areas. Digital skill training has been imparted to over 74 people. Through these efforts, people can now manage their finances more effectively and use digital tools safely, leading to improved opportunities and a better quality of life for the community as a whole.

## 4. ATMA Railway Child Help Desk (RCHD):

The ATMA Railway Child Help Desk at Thrissur Railway Station, launched in May 2018, in partnership with Childline, aimed to assist and protect runaway, unaccompanied, and trafficked children encountered within the railway system. After successfully handling the project for over 5 years, it was handed over to the District Child Protection Unit on July 31st 2023. This transition was part of the government's effort to integrate all Childline services into official frameworks.

A total of 57 cases were reported under the Railway Child Help Desk (RCHD) from April- July 2023. Among these cases, three missing children were successfully located and reunited with their families. Additionally, two children were rescued from unsafe migration situations, ensuring their safety and protection. Furthermore, two children received shelter through the efforts of the RCHD, providing them a secure environment during vulnerable times.

- ◆ RCHD staff and interns from our organization conducted a sensitization program at the railway station for porters. This outreach initiative aimed to raise awareness among attendees, including porters and bystanders, about the objectives of the Railway Child Help Desk and its mission. Topics covered included appropriate responses to missing cases, runaway children, and minors trafficking. Many women benefitted from our outreach efforts during this program.
- ◆ On June 12th, on Anti Child Labour Day, we organized a signature campaign to raise awareness and support against child labor. The campaign engaged community members, professionals, students, and officials in discussions about the harmful impacts of child labor. We advocated for policy reforms and stronger enforcement to protect children's

rights. Our goal is to create safe environments where children can grow without being exploited.

### IMPACT

The ATMA Railway Child Help Desk (RCHD) at Thrissur Railway Station has made a significant impact since its launch in 2018, rescuing 1116 children. Since 2018, over 10,000 people were reached every year through regular outreach and sensitisation programmes. Additionally, initiatives like the Anti Child Labour Day signature campaign engaged the community in advocating against child labor, promoting policy reforms for safer environments. These efforts have directly benefited vulnerable children by providing timely assistance, protection, and raising awareness to prevent exploitation.



## 5. ATMA Service Providing Centre

The ATMA Service Providing Centre (SPC) is a project by ATMA Foundation, supported and approved by the Department of Women & Child Development, Government of Kerala. It provides free legal aid and counselling to women affected by domestic violence, in alignment with the Protection of Women from Domestic Violence Act of 2015. Throughout the year, the ATMA SPC has handled numerous cases and conducted outreach and awareness programs across various sectors to empower women and communities. Located at the premises of Vinayaka Ayurvedic Hospital, Palakkal, the ATMA SPC serves the Cherpu Block in Thrissur District.

## LEGAL AID AND CASE MANAGEMENT

The SPC provided legal support and intervention in **16 cases** related to domestic violence over the year. Each case was handled with a focus on the well-being and legal rights of the women involved.

## OUTREACH AND AWARENESS PROGRAMS

In addition to offering legal aid, ATMA SPC conducted numerous classes and workshops on key social issues, benefiting diverse groups across the region. These sessions focused on:

- ◆ Domestic Violence Act
- ◆ Gender Equality
- ◆ Suicide Prevention
- ◆ Protection of Children from Sexual Offenses (POCSO) Act
- ◆ POSH Act (Prevention of Sexual Harassment)

### KEY OUTREACH ACTIVITIES:

- ◆ **Workshops in Anganwadi Centers, Schools, and Colleges:** ATMA SPC conducted awareness sessions for students, teachers, and staff at institutions such as:
  - ◆ JPE Training College, Koorkenchery
  - ◆ St. Sebastian GHSS, Nellikkunnu
  - ◆ Sri Vyasa NSS College, Wadakkanchery
  - ◆ Mahatma Anganwadi
  - ◆ Resmi Anganwadi, Vallachira
- ◆ These workshops focused on domestic violence awareness, gender equality, and legal rights, reaching over **531 individuals** in just the last quarter of the year.

- ◆ **Training for Interns:** Legal awareness on the Domestic Violence Act was also provided to interns from different colleges across India, enhancing their understanding of legal processes and victim support mechanisms.
- ◆ **Community Outreach:** Classes were held for community members, including those from the Malayala Brahmana Samajam, Kudumbasree groups, and the general public in panchayats across Thrissur.



### SPECIAL CAMPAIGNS AND EVENTS:

- ◆ **'Orange the World' Campaign:** SPC organized special sessions on women empowerment and domestic violence, particularly benefiting school students and Kudumbasree members.
- ◆ Over **317 participants** attended awareness programs conducted in coordination with the **Nayi**

**Chetana 2.0 Program**, addressing issues like the Domestic Violence Act, POSH Act, and gender equality.

- ◆ **Sub-Committee Meetings:** The SPC held two sub-committee meetings to review its operations and further strengthen its initiatives. These meetings included participation from key community members and professionals in the field.
- ◆ **Collaborative Efforts:** Partnering with organizations like The Inner Wheel Club, Thrissur, SPC hosted a large-scale awareness class on sexual abuse for over 200 students at St. Sebastian GHSS.



## IMPACT AND REACH:

- ◆ This year, a total of 16 cases were handled, of which 4 were direct cases and 12 were referred by the Women Protection Officer (WPO). Out of these, 6 cases have been closed, with no Domestic Incident Reports (DIR) filed.
- ◆ Additionally, 5 cases were referred from the ATMA Service Providing Centre (SPC) to the ATMA Family Counselling Centre (FCC) for family counseling.
- ◆ As part of ATMA SPC's initiatives, a total of 27 awareness sessions were conducted, including 3 sessions under the "Orange the World" campaign.
- ◆ These programs collectively benefited 1,201 individuals, ranging from school children to elderly community members.

The ATMA SPC has had a significant impact in its mission to provide legal support, raise awareness, and educate communities on domestic violence and related issues. Through continuous engagement, workshops, and direct legal assistance, the ATMA SPC has played a crucial role in empowering women and fostering safer, more informed communities.

## 6. ATMA FCC & CADC

Throughout the year, the ATMA Family Counselling Centre (FCC) and Child & Adolescent Development Centre (CADC) provided essential support to individuals and families in need. A total of 59 families and children sought assistance across both centres, with a steady flow of cases handled each month.

### KEY HIGHLIGHTS:

- ◆ **FCC:** Provided counselling to 45 families, addressing various issues and supporting mental health.
- ◆ **CADC:** Assisted 14 children, offering guidance and support for their developmental needs.

In addition to individual counselling, the FCC conducted several awareness and educational sessions. Notably:

- ◆ **Mental Health Awareness:** ATMA FCC held multiple sessions on mental health, including a class for B.Ed students at JPE Training College, Koorkenchery, attended by 104 students.
- ◆ **Remediation and Counselling Services:** The centres continued to provide consistent support through both counselling and remediation throughout the year.

These efforts highlight ATMA's ongoing commitment to supporting families and children, fostering mental well-being, and providing critical intervention services.

## 7. ATMA Vayobandhu

ATMA Vayobandhu is envisioned as a support system for senior citizens, providing assistance in routine activities like hospital or doctor visits, digital tasks, household needs, shopping/ travel, etc. The programme also offers facilities for emotional support/ counselling, as well as promote healthy socialisation through small pleasure trips, workshops & gatherings and other social inclusion activities.

The facilities would be offered in collaboration with suitable agencies like hospitals, home nursing services, medical shops etc.

The pilot phase of the ATMA Vayobandhu programme has been launched in 2023.

### FIELD STUDY

A rigorous field study has been undertaken to identify the major needs of senior citizens, especially those who are living alone.

### SHORT TRIPS

Short trips were organised to promote the emotional and social well being of the elderly. These included 7 half-day or full-day trips to temples, museums, beaches, etc. In January, senior citizens, along with children from ATMA Gurukulam, visited the Isha Foundation and Arya Vaidya Pharmacy in Coimbatore. This trip was particularly exciting for both generations, fostering enjoyable interactions.



### WORKSHOPS ON GRACEFUL AGEING

ATMA organised two workshops for senior citizens on active ageing.

The first was organised on July 29th. The workshop, attended by more than 80 participants, included interactive sessions on Physical Wellbeing, Emotional Wellbeing, Diet & Lifestyle, Living in Harmony and Financial Literacy. The faculty panel consisted of renowned experts like Dr. Taj Paul Panakkal (Deputy Director, Kerala Health Department) Dr. Deepa Deepak (Psychiatrist), Dr. Sreeja K Pillai (Ayurvedic Physician), Sri.C.K. Suresh (Director, ATMA Foundation) and Sri. Ramachandran V.K. (Coordinator, ATMA DAFEC).

Our Gurukulam children conducted a fun dance session where we witnessed an enthusiastic participation by the audience.

The final session of the programme was devoted to a presentation about ATMA Harmony Village, and a detailed discussion about the upcoming Senior Citizens' Wellness Living Project. The concept was very much appreciated by the audience, and they voiced their opinions and suggestions regarding the facilities that seniors would expect from such an initiative.

The second workshop was held on 26th January, 2024 at Raghavendra Bhajana Madam Pushpagiri, Punnamm. Shri M Narayanan (Former G M, NABARD) inaugurated the workshop. The participants had the opportunity to enjoy a session on 'Quality of Life' by Sri Varghese Koikkara (Former banker), a practical yoga session by Sri Anilkumar.P (Yoga Expert), a games session by Sri



Anoop K Mohan (IT Professional & ATMA Volunteer) and a session on 'Intimacy' by Sri.C.K. Suresh (Founder Director, ATMA).



## 8. ATMA Kalakshetram

ATMA Kalakshetram is an endeavour to promote art as a culture, for health, harmony and happiness.

In 2023-2024, ATMA Kalakshetram organized various cultural and educational activities across its centers in Thrissur, Kolazhi and Palakkal, with a focus on classical dance, music, drawing, and craft yoga. These initiatives aimed to foster creativity and holistic development among participants of different age groups.

### SUMMER CAMP AND ATMA ART FEST

A summer camp was organized from May 8 to May 26, offering classes in classical music, dance, drawing, and craft for children of different ages.

As a culmination of the camp, the ATMA ART FEST was held on May 29 at Sahitya Academy Hall, Thrissur, where students and teachers exhibited their talents.

Sri. K. M. S. Mani, renowned Mridangam artiste, was the Chief Guest



### REGULAR CLASSES

Regular classical dance and music classes were held at Thrissur, Kolazhi, Palakkal and Puranattukara. New batches were started to accommodate growing interest.



### PERFORMANCES

Students of ATMA Kalakshetram got opportunities during the Navarathri Festival to perform at several prominent temples including:

- Thiruvambadi Sri Krishna Temple
- Kunnathully Sri Gopalakrishna Temple
- Panamukkupilly Sri Dharmasastha Temple
- Kolazhy Kottaram Sri Mookambika Temple

In December, the students had the opportunity to perform at Nattakam Natakotsavam, held at Sree Gurudeva Vidyanikethan Central School, Penakam.



On January 29, 2024, Kalakshethra Raghi Satheesh, senior faculty for Bharatantyam at ATMA Kalakshetram, along with her students and senior artistes, gave a performance at the prestigious Guruvayur Sreekrishna Temple.

## IMPACT

ATMA Kalakshetram has attracted participants from diverse backgrounds, ranging from young children to adults over 60 years old. The sustained focus on classical arts and holistic education has had a significant impact, helping younger participants develop skills, confidence, and a deep appreciation for cultural traditions.

## 9. ATMA Yogapeethom

ATMA Yogapeethom has been consistently offering yoga classes at its Thrissur, Palakkal and Kolazhi centers since May. These sessions are open to all age groups, promoting wellness and mindfulness among participants. The program has maintained steady participation, providing a valuable space for physical and mental well-being.

## 10. ATMA Gokulam

ATMA Gokulam promotes cattle rearing and organic agriculture as a tradition and as an environmentally sound practice. There are 4 cows at the ATMA Gokulam, which is situated in the premises of the ATMA Gurukulam Children's Home. Taking part in the care of the cows is also therapeutic for the children. The children are also involved in maintaining an organic kitchen garden, using manure from cow dung and urine.

## 11. ATMA RADC

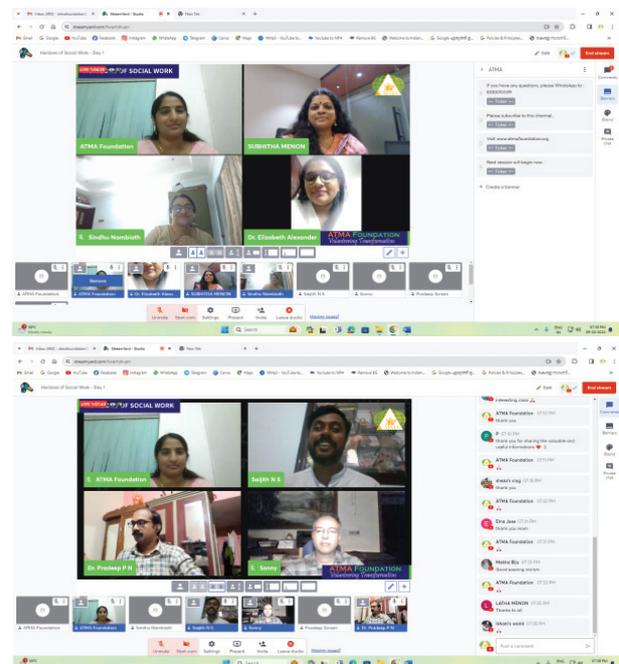
The ATMA Research and Development Centre is the academic wing of ATMA Foundation. It promotes actionable research aligned with the different projects

of ATMA Foundation, provides reporting guidelines, and identifies impact indicators.

## WEBINAR

ATMA organised a webinar "Horizons of Social Work" on 9th & 10th February, for students of social work and social sciences. The sessions were led by eminent experts like Ms. Sindhu Nambiath, (Director, Impact and Customer Success, Nusocia) Ms. Subitha Menon U (Social cum Communication Expert, KSWMP, Thrissur), Dr. Pradeep PN (Assistant Professor, Department of Management and Professional Studies, Rajagiri College of Social Science), Dr. Sonny Jose (Associate Professor, Dept. of Social Work, Loyola College of Social Science, TVM), Dr. V. Shinju (Assistant Professor, Dept of Sociology, Vimala College, Thissur), Dr. Anish.K.R (Assistant Professor, Dept of Social Work, Rajagiri College of Social Science), and Mr. C.K. Suresh (Director, ATMA Foundation, Thrissur).

Dr. Elizabeth Alexander (Assistant Professor, Department of Social Work, K E college Mannanam), Mr. Sajith NS (Assistant Professor, Dept. of Social Work, Christ College, Irinjalakkuda), Mr. Lims Thomas (Assistant



Professor, Dept of Social Work, Vimala College, Thissur), Ms. Stephy Francis (Head of the Dept of Social Work and Assistant Professor, St.Mary's College, Thrissur) chaired the sessions.

The webinar was attended live on the ATMA YouTube channel by 100 plus participants. The sessions were informative and insightful for the participants

## INTERNSHIPS

Under the RADC, ATMA offers internship opportunities for students of social sciences and management. In 2023-24, 103 students from different colleges across India have interned with ATMA Foundation.

102 students from 3 colleges came for field visits to ATMA Foundation during this period.

## CAMPAIGNS

### Living in Harmony

A Family Harmony session by Sri.C.K Suresh was held at Pallath Lane Residence Association, Cheroor, Thissur on 24th March. 30 people participated in the programme.

### Women Empowerment - Shreya

ATMA Foundation conducted a one day workshop on Economic Empowerment, titled 'Shreya 2024 - Empower to Prosper' on 2nd March 2024 at YWCA Hall, Thrissur. A one day workshop on economic empowerment was conducted by ATMA Foundation exclusively for women on 2nd March at YWCA Hall, Thrissur. The workshop focussed on Economic Empowerment and Entrepreneurship. 75 ladies participated in the programme.



Sri Sajeev Manjila (Director, Double Horse) gave the keynote address.

Sri Sivan Ambattu (Faculty Member, Entrepreneurship Development Institute of India, Thrissur) and Sri Ajith G.(AGM, SME Banking, SBI, Thrissur) led sessions on Entrepreneurship Development and Support Systems respectively. Highlighting the importance of physical activity, Ms Sinju Satheesh (Zumba Instructor & Personal Trainer) conducted a vibrant zumba session.

Smt Vardhini Prakash (MD Kalyan Hypermarket) moderated a session featuring an interaction with successful entrepreneurs Smt Rajamma Sathiavan (Founder, Onkari Foods), Ms Kavitha Kesavan (Award Winning Entrepreneur) and Smt Soumya Menon (Founder, Fashion Bay Boutique). Ms Parvathy G (Teacher

& Entrepreneur) spoke on online tools for entrepreneurs. Sri. C.K. Suresh (Trainer & Life Coach) handled a session on self development.

A follow up programme was held on 13th March at ATMA Foundation with SBI officials. They enlightened the participants on the processes and criteria to obtain loans for their business ventures.

## HEALTH

### MEDICAL CAMPS

ATMA Foundation, in association with Operation Smile and INGA Health Care conducted a screening camp on 25th June, 2023 for children and adults with cleft lip and cleft palate. Those in a suitable condition were offered free remedial surgery at Kinder Hospital, Kochi.

A free Ayurveda Medical Camp was organised by ATMA Foundation in association with The Arya Vaidya Pharmacy Coimbatore Ltd and Dhanya Lab, Thrissur on 24th June, 2023 at the ATMA Foundation premises. 56 participants benefited from the camp. Dr. Rajasree and Dr. Arjun were the consultant physicians at the camp.



### MEDICAL AID

ATMA Foundation provided medical aid to 29 deserving persons suffering from long term illnesses like kidney failure.

## DIRECT SUPPORT

### RECONSTRUCTION SUPPORT

Financial support was provided to a family hailing from a poor background, to rebuild their house.

### EDUCATIONAL KITS

Educational kits were distributed to 1500 children in Child Care Institutions, as part of the ATMA Uyare project. 27 children who hailed from economically backward circumstances were also provided with these kits. 5 refurbished desktops were distributed to different child care institutions.



### LAPTOP DISTRIBUTION

As a part of educational support initiatives, ATMA, in association with the National NGOs' Confederation, facilitated the distribution of 120 laptops to students at 50% subsidy.





## WOMEN ON WHEELS

As part of the Women on Wheels programme initiated by the National NGOs' Confederation, ATMA Foundation facilitated the distribution of 17 two wheelers for working women, at 50% subsidy.



## TAILORING MACHINES

As a part of our livelihood initiative, ATMA Foundation, in collaboration with National NGO's Confederation, could distribute sewing machines and motors to 37 deserving women, at 50% subsidy.



## EC INITIATIVES

ATMA Training programmes are called 'EC' Initiatives - as they invariably aim to transform the participants into Empowered & Compassionate individuals. True to its motto 'Aathmano Mokshaaya Jagath Hithaaya cha', ATMA Foundation enables individuals to harness their own inner strength, and inspires them to utilise these new found resources for the well being of the community. EC initiatives include workshops, talks, trainings, etc for different groups.

Programme	No of	No of
EC Kids	1	30
EC Youth	5	825
EC Adolescence	5	840
EC Teacher	4	350
Parenting Seminars	6	1640
EC Workshops for Social Workers	1	20
Total	22	3705

## VOLUNTEER DEVELOPMENT

### FAMILY GETTOGETHER

The ATMA monthly family get togethers were held every month as usual, providing a platform for ATMA well wishers and volunteers to interact with each other and to discuss the different initiatives of ATMA Foundation.



## CELEBRATIONS

Vishu was celebrated at the ATMA Gurukulam by our children and volunteers. The children received their vishukaineetam from the volunteers and they enjoyed a sumptuous kerala meal for lunch.

ATMA organised a special celebration for our members, staff and volunteers on the auspicious day of Diwali. Our Gurukulam children gave music, dance and yoga performances. ATMA Director C.K. Suresh gave the Diwali message that filled their hearts with positivity and peace. It was a day filled with fun, delicious food and togetherness.

## RAISING DAY

The 18th Raising Day of ATMA Foundation was celebrated on 14th May, with a get together and public function at Bharatiya Vidya Bhavan's Sarva Dharma Maitri Prathistaan Hall, Vadakke Chira, Thrissur. Dr Kiran Anand Namboothiri, former Melshanthi of Guruvayur Temple, also an Ayurveda Physician, vlogger, musician and music therapist, blessed the evening as our Guest of Honour.



## VOLUNTEERS' CONCLAVE

As part of our volunteer development initiative, ATMA organised 3 volunteers' conclaves in 2023-24.

The first one on 7th May 2023, attended by 30 volunteers, initiated the discussion on the annual programme chart for ATMA Foundation.

The second one was held on 8th July 2023 with a participation of 40 plus volunteers. Ms Parvathy G conducted a session on Local Fund Raising, to mobilise resources for our upcoming major project ATMA Harmony Village, and also for our regular running projects.

The third conclave was conducted on 30th December, with over 50 participants, to discuss initiatives to strengthen the volunteer team and to streamline our activities.

## NEWSLETTER

The official Monthly Newsletter of ATMA Foundation, 'Harmony', launched in January 2021 is continuing till date. 12 issues of Harmony were brought out in 2023-24. The newsletter is shared online with all ATMA wellwishers, 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 have an active instagram page and have also strengthened our presence on YouTube, Facebook, and LinkedIn.

-  atmafoundationkerala
-  atmafoundationkerala
-  atmafoundation
-  atmafoundation
-  ATMA Foundation
-  ATMA Foundation
-  www.atmafoundation.org

## FINANCIALS

<b>CURRENT YEAR EXPENDITURE</b>	
	in '000
ATMA Gurukulam Girls' Home	2,286,020.65
ATMA Uyare (Education)	164,766
Railway Child Help Desk	443,384
ATMA Digital and Financial Empowerment	591,330
Community Health & Medical Aid	440,219
ATMA Gokulam	171,530.36
Art & Culture - ATMA Kalakshetram	265,986
ATMA Child & Adolescent Development	4,356.62
ATMA Research & Development Centre	10,000.00
ATMA Service Providing Centre	137,991
ATMA Family Counselling Centre	77668
ATMA Vayobandhu	75737
ATMA Shreya	34,617
ATMA Yogapeethom	4369
Volunteers Development expense	355,909
Administrative Expenses	849,289.00
Loan repayment	1,000,000
Advance for land	4,500,000
<b>TOTAL</b>	<b>11,413,172.25</b>
<b>SOURCES</b>	
	in '000
Opening Balance	4,517,719.19
Donations from Individuals	3,065,746.22
Donations from Organisations	580,321
Interest, refunds & others	127,027
Donations to corpus fund	385,000
Grant - Ministry of Culture	75,000
Grant (Childline) Railway Child Help Desk	697,886
Grant -Service Providing Centre	106,113
Loans from Trustees & members	2,800,000
Donation (FCRA) - Social Charity	209,881
<b>TOTAL</b>	<b>12,564,693.41</b>
<b>APPLICATION OF FUNDS</b>	
	in '000
Current Year Expenses	11,413,172.25
Fixed Assets	18,129,583.81
Live Stock	53,000
<b>TOTAL</b>	<b>29,595,756.06</b>

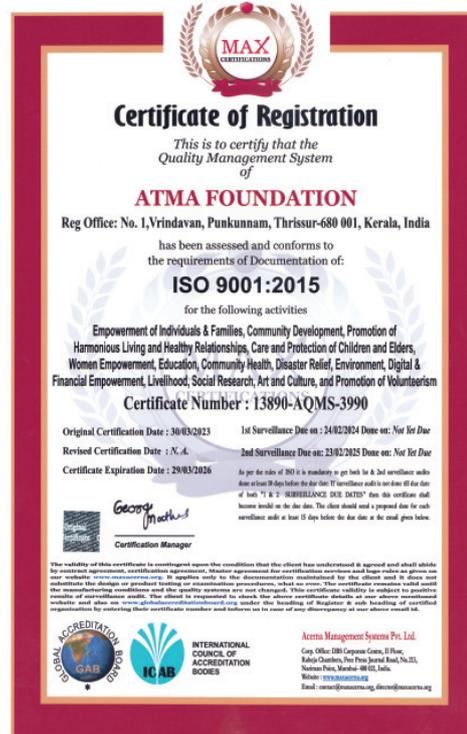
# PARTNERS IN SERVICE



INNER WHEEL CLUB OF TRICHUR



# CERTIFICATIONS



## ATMA TEAM

### Board of Trustees

C K SURESH

REGHUNANDANAN T M

P K KRISHNANKUTTY

RADHIKA KRISHNAN

PARVATHY G

### Management Committee

C K SURESH

REGHUNANDANAN T M

P K KRISHNANKUTTY

RADHIKA KRISHNAN

PARVATHY G

RADHIKA MOHAN

SANGEETHA N

SIVADAS C G

ANIL PALAKKATH

RAMACHANDRAN

REMA SUNILKUMAR

ANOOP K MOHAN

### 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!

### OUR BANKERS





# ATMA FOUNDATION

*Volunteering Transformation*

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