

From the editor's desk: Human Empowerment & Livelihood Promotion Foundation (HELP Foundation) presents its first quarterly report though it is undergoing its early childhood. The following are the thrust areas of this organisation and could begin with some of the activities. Instead of doing so many things in diversified areas we plan to do some specific programmes in a single village and will deviate only if the situation demands. We acknowledge all Government and non Governmental organisations, their authorities and all other supporting hands who have given us patient attention, care and encouragement in our beginning stage.

Capacity Building

Capacity Building is the priority segment of HELP Foundation. As part of our complete rural solution, Thrikkaruva Panchayat has been selected as the initial village where the program would be rolled out. Taking it as a model village by providing Entrepreneurship Guidance, Development of Micro Enterprises, Credit Solution, Savings Solutions, Health Coverage, SHG Product marketing outlets & Legal Aid, We have started to vertically Integrate Elected Panchayat representatives, Kudumbashree & Self Help groups as a Forum. Additionally work is going on to rope in other related Government agencies like NABARD into the fold.

An NGO from Bangalore named Prism Tree Foundation came forward to work with ten selected Self Help Groups (SHGs) hereby called as Micro Enterprises. Field Officer has been appointed in Thrikkaruva as well as HELP Foundation directors have personally studied these enterprises before picking them up for adoption & nurturing.

In the medium term we intend to work with Nabard towards setting up a rural mart in Thrikkaruva village so as to be able to providing a marketing outlet to both HELP Foundations Micro Enterprises as well as existing Kudumbashree SHGs in the Panchayat.

Health

HELP Foundation's flagship product Micro Health Insurance has rolled out in collaboration with United India Insurance Company & U.K based Micro Ensure. The micro product has launched with a pilot marketing in and around Kollam. Realizing the fact that the small home based enterprises get off track once any of their family members end up being hospitalized and towards a remedy HELP Foundation could customize the product specifically for Kollam natives. The product is designed in such a way that it's beneficial to APL & Middle class families.

Food Security

It is given special attention towards the attainment of food security at least in those areas where we operate. In Thrikkaruva we could identify several groups find their livelihood form Agriculture, poultry, duck and cow rearing. Even Basumati Rice is cultivated in this village. Fishing is another area where we can work hand in hand with Central Institute of Fisheries Technology.

Environment

Environment is one of the most important thrust areas where we would be focusing on in lieu of the impending issues confronting our community at large. Towards this we intend to directly engage 1 lakh students of various Schools of Kollam, thereby indirectly reaching roughly 20 lakh individuals. We firmly believe this would enable to start the process of a paradigm shift in their approach towards earth & their immediate future. Paradigms shifts over time as a natural result of changing societal values or new scientific information.

Social Forestry Division of Kollam, Center for Environment Development(CED) and ANERT are being part of this endeavor. Quiz Details are being finalized & Questions involving Environment & Biodiversity are being collected. We intend to launch this programme in August with the advent of Onam

Legal Aid

Initially legal Aid will be limited to Assisting 10 Micro Enterprises in Thrikkaruva Panchayat and a later stage would be extended to the entire village based on a need basis as well as awareness programs will be conducted for the same.

Mile Stones:

January 10 th: Trust Registered

January 21 st: Sec 12 A Applied

January 29th: Micro Ensure

Induction Program

February 11th: Micro Ensure CEO

Mr. Richard Visited

February 14th: Micro Insurance

Product launched

March 4th: Visited Thrikkaruva

Panchayat



Micro Insurance Training programme organised by Micro Ensure & United India Insurance Company