



**Centre for Rural Education and Economic Development (CREED)  
Chidambaram-608001, Cuddalore District, Tamil Nadu**

**CREED – A forerunner during Covid-19 pandemic**

Centre for Rural Education and Economic Development – CREED is an initiative of a dedicated social worker Dr.V.Nadanasabapathy to serve the downtrodden rural masses towards their socio-economic empowerment. CREED has been registered under Indian Trust Act, 1882 on 03.11.1987 as a trust. CREED has its Headquarters at Chidambaram and extending its hands across Tamil Nadu and Pudhucherry for various rural development programmes and especially for women empowerment for the past 32 years. Protection of victims of various types of natural calamities/disasters through collective actions and rehabilitations interventions are the main missions. Ours is the Nodal NGO nominated by Tamil Nadu Alliance - a focal point of Civil Society Organization to work with the District Administration in Corona related activities. We have registered our Organization at TamilNadu State Disaster Management website as voluntary organization. As ours is the organization registered under FCRA, The Ministry of Home Affairs, GoI requested to play major role in containing Covid-19 spread and safeguard the poor communities.

**Activities undertaken by CREED on its own as a response to Covid 19**

- Groceries and vegetables to the 70 labours belongs to other states deprived of food at Ramanatham Thittakudi of Mangalore Block, Cuddalore Dt. were provided with Groceries worth Rs.25,000/-. The Additional Collector, Cuddalore District took part in the distribution.
- A food material kit containing of Rice, oil, Dhall etc for preparing food and Soap for hand wash worth Rs.500 were distributed to 250 families belongs to Kalaignar Nagar of Killai Town Panchayat (Irulas community people) and Pillumedu village (Fisherfolk). Total expenditure incurred was Rs.1,25,000/-. The Sub Collector, Chidambaram, Cuddalore District took part in the distribution.
- Distributed 800 masks costs Rs.10,000/- to the public at Chidambaram Municipality
- Distributed a food material kit containing of Rice, oil, Dhal, wheat, biscuits, vegetables and Mask worth of Kit Rs.500/family to 82 families at CREEDKVK, Cholamadevi village of Ariyalur district. Total contribution mobilized was Rs.41,200/-. Thasildhar, Jayakondam participated in the distribution.



**Covid – 19 response in collaboration with CARE-INDIA**

CREED joined its hands with CARE INDIA during Tsunami and provided rehabilitation measures in the forms of permanent shelters (house). The another major disaster hit the world is Covid19 in December 2019 and considering its outbreak the Government of India and Tamil Nadu announced the 1<sup>st</sup> phase of lockdown from 24<sup>th</sup> March to 14<sup>th</sup> April 2020 as an effective measure to contain Covid-19 spread and continuing till date

with some relaxations. Though this lockdown affected various groups in several ways, women group encountered severe problem due to domestic violence.

- Orientation meeting to high level functionaries of CREED and CARE-INDIA and their field staff on protection of women from Domestic Violence conducted to 73 members before inducting field level activities.
- 126 awareness programmes were conducted at 126 villages of Srimushnam and Kattumannarkoil block and 2,265 participants were benefitted.
- Totally 124 victims were given counselling at CREED counselling centre for various problems encountered by rural women such as eve-teasing, in-laws torture, love affair, neighbour house and family member torture, husband demands for money, etc.
- Conducted signature campaign at Kattumannarkoil and Srimushnam block on 22.12.2020 with the support of CARE and Titan Company and 219 members participated and signed.
- As a special event, awareness programme on Domestic violence, Dowry Protection Act, Child labour, Sexual abuse etc., have been conducted at eight higher secondary schools belongs to Kattumannarkoil block and totally 9 school students benefitted.
- As a special event, awareness programme through cultural activities on Domestic violence, Dowry Protection Act, Child labour, Sexual abuse etc., have been conducted in 40 villages of Kattumannarkoil block.
- As a special event, International Women's Day has been celebrated on 08.03.2021 at Higher Secondary School, Vanamadevi, Kattumannarkoil Block. Note books were distributed to the school children and explained about role of women and women empowerment.
- IEC materials such as wall posters, bit notices, pamphlets have been developed and distributed among public, participants and school, children.



To sum up 2,565 participants were educated about domestic violence, domestic violence act, dowry act, child marriage act, 124 rural women who faced domestic violence during Covid 19 lockdown were given counselling at CREED counselling centre by CREED counsellors and 225 school children were created awareness on Domestic violence, types of Domestic violence, Government acts for protection, etc.,

### **Response of CREED and KYNAROU during Covid-19 pandemic**

As India has declared nationwide lockdown from 24<sup>th</sup> March 2020 continuously for 21 days, all KYNAROU and its partner CREED staff conducted a special meeting through Zoom online platform on 8<sup>th</sup> April and discussed about COVID-19 emergency response program, the type of activities to be carried out during the pandemic situation and also about doing the emergency programs for Covid-19.

- Distributed the relief materials for 250 dalit families living in a village named Sengalmedu and Esanai village of Sengalmedu Panchayat, Keerapalayam block, Cuddalore district. Mr. Radjamourty (Programme Director) & Mr. Venkatesan (Finance officer) along the Project Coordinator jointly distributed the relief materials along with CREED Secretary Dr. Nadanasabapathy to the identified family member of each household in the village on 3<sup>rd</sup> June 2020.



Block Name	Panchayat Name	Village Name	Total Families	Male	Female	Children	Total Population
Keerapalayam	Sengalmedu	Esanai	50	63	72	110	245
Keerapalayam	Sengalmedu	Sengalmedu	200	473	408	82	963

- As an initiative to make the rural community to wear masks to protect themselves against COVID – 19 spread. Distributed hand stitched cotton masks (5 Nos to each family) for 250 families in Ambetkar Nagar, Vellar panchayat, Mecheri block, Salem District, where presently water and sanitation project is ongoing.
- In order to emphasise on hygiene practices in the remote areas so as to avoid infecting from COVID-19 virus, Kynarou and its partner NGO CREED have promoted IEC (Information, Education and Communication) calendar and wall painting illustrating the step-by-step method of washing hand and how to use mask and its implications and advantages.
- The CREED NGO and Kynarou field staff have been sensitizing the villagers and different stakeholders on personal hygiene and hygienic practices and its importance through one-to-one interaction, door to door meeting by maintaining social distance.
- Awareness through informal meetings with panchayat Raj institution, SHG leaders, Rag pickers and different stakeholders in the villages.



### COVID -19 Rehabilitation work under Child Fund India programme

Child Fund India programme is being implemented by CREED at Dindigul district of Tamil Nadu since 2016 and supports children in four blocks in all their life stages to assist the families of our sponsor children, the following assistance has been extended as a response to Covid-19 spread and its impact as lockdown.

- Provided food baskets contains rice – 15 kgs, oil-1 lit, suger-1kg, salt-1kg and all grocery items for 225 families worth Rs.2,32,418.
- Provided Hygine kit (Mask-5, Sanitizer-2, Hand washing Soap-5 and Awareness materials(IEC)) for 488 enrolled families worth Rs.1,68,203.
- Distributed Front line workers kit and COVID-19 awareness materials to nearly 8,000 peoples worth Rs.40,426.



## Assistance rendered in the form of technologies to farmers by CREED KVK, Ariyalur

The Krishi Vigyan Kendra (Farm Science Centre) is the premier institution of CREED funded by Indian Council of Agricultural Research, Ministry of Agriculture and Farmers Welfare, Government of India serving the farmers of Ariyalur district since 2009. Its functions during the pandemic helping the farmers in a bigger way under the dynamic guidance of its Chairman Dr.V.Nadanasabapathy. The details of assistance and technological advisories are depicted below :

- 12 virtual training programmes conducted benefitting 370 farmers
- 82 messages transfer through mKisan portal benefitting 31,401 farmers
- 962 messages transfer through whatsApp Group benefitting 1052 farmers
- 24 messages transfer through FaceBook benefitting 53,612 viewers
- 46 messages transfer through voice message benefitting 710 farmers
- 465 farmers benefitted through advisories conference call
- 14 messages transfer through Radio Talk
- 5 messages transfer through TV talk
- Aided in timely marketing of Agricultural commodities like Groundnut, Gingelly, Cotton, Paddy and perishables like vegetables and fruits. Facilitated 762 farmers belongs to Ariyalur district.
- Timely advisories are being given to farmers to get vehicle e-Pass to shift their produce and procurement of agricultural inputs.
- 122 farmers were facilitated to avail pledge loans upto 75% of value of their commodities by pledging at Cooperative and Regulated markets.
- Three of CREED formed Farmers Producer Companies at Ariyalur and Perambalur districts actively involved in procurement of maize and groundnut at larger scales (13,500 mt.) during the lockdown period as there were no merchants to buy the produce.
- Awareness created on Aarogya Sethu App among 2,065 farmers and Kisan Rath to 8 farmers.



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