



July 2021 - October 2021

## VACCINATION DRIVE



Our fairly spectacular vaccination drive earned us kudos from the government. We worked closely with the local Gudalur administration. So, we received special and prompt vaccine allocations for the adivasi communities. After the first dose of vaccinations in June and July, they became eligible for their second dose from September onwards. Initially, our teams had to be actively involved in mobilizing the community.

But for the second round, local PHCs directly contacted the community. Our area teams phoned local adivasi leaders and a smooth vaccination drive ensued for the second dose too.

# RECOGNITIONS

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## **From the local administration**

*The District Collector of the Nilgiris praised the Adivasi Munnetra Sangam for its support and active participation which achieved the 100% vaccination target. Our team was invited to celebrate this at an award ceremony in Ooty.*

## **The +1 Global Fund**

**RODDENBERRY**  
+1 GLOBAL FUND



The +1 Global Fund is a one of its kind initiatives by Roddenberry Foundation in collaboration with Dasra. It lauded the efforts of grassroots organizations that have fought the pandemic successfully. We were nominated by ASHWINI for the award. The nominees are vetted by a team of researchers who gather information in lieu of time-consuming applications. Awardees are selected based on their innovative solutions, connections to the community, and potential for impact.

We are happy to announce that ACCORD and our sister organization - Vidyodaya have both been selected as winners for +1 Global Fund.

**This is a moment of happiness and pride for all of us, to have been recognized and appreciated for our efforts.**

# BUILDING DIGITAL CAPACITY OF AREA CENTRES

COVID sent out a danger warning to the world. It made us stop, think and adapt to new ways of working. We decided to develop resilient systems at our area centres to strengthen our team's capacity to respond better to community needs during COVID and any subsequent disasters. We have set up digital infrastructure like laptops, speakers and projector screens at our area centres. Equipping the areas with portable infrastructure ensures we are able to take digital content like films to the villages. We were supported by Give Foundation and Nilekani Philantropies in this initiative.



*A movie on AMS being played in Pattavayal area centre in a youth meeting*

Says *KT Subramanian, Secretary of Adivasi Munnetra Sangam*

*Because of COVID restrictions, we have not been able to meet personally and conduct our meetings like we used to. We have been planning to conduct a Youth Mahasabha with over 300+ youth across both Gudalur and Pandalid taluks. Due to COVID, we might not be able to conduct this in the near future. We plan to conduct this Mahasabha virtually instead. We also want to have our Sangam leader (Adivasi Munnetra Sangam) elections. We can now conduct our elections, etc. virtually from September onwards. So, apart from building awareness, we will explore other models to develop the capacity of our teams.*



# ADIVASI KURAL

As the second wave of COVID hit us, we realized how much we need several communication channels to amplify our outreach. We are, therefore, taking this further by the Integrated Voice Response System (IVRS) in partnership with Gram Vaani. The purpose is to have a community radio mechanism where information is easily accessed regardless of whether they have access to smartphones or televisions.

We are working with *One All* to train an Adivasi Kural team to create audio content, respond to any queries and prepare outreach communication materials. Currently, we have content related to COVID awareness, and culture that can be accessed in six languages - **Paniya, Kattunayakan, Bettakurumba, Mullukurumba, Tamil, Malayalam.**

## ஆதிவாசி குரளை எப்படி பயன்படுத்துவது

### HOW TO USE ADIVASI KURAL



### WHAT HAS HAPPENED SINCE JULY

ஜூலையில் இருந்து என்ன நடந்தது

120  
CALLERS

கால் செய்தவர்

708  
CALLS

அழைப்புகள்

? 37 HELPLINE  
CALLS

ஹெல்ப்லைன்  
அழைப்புகள்

# CHEMBAKOLLY BALWADI INAUGURATION



We handed a “Model” Anganwadi to the ICDS department, which was built with the support from SELCO Foundation. This anganwadi is an initiative of the Chembakolli Special Adivasi Gram Sabha and is located in the tribal village of Chembakolli, Cherumuli village on land that has been set aside for Anganwadi by the Gram Sabha. This Anganwadi is special for three reasons.

1. It has a very unique child-friendly, spacious architectural design. It allows for a lot more space than the traditional construction of ICDS centres.
2. It has a Digital Education Programme (DEP) built into it. This allows the teacher to be far better equipped to teach children and keep them interested in learning activities.
3. It is entirely Solar-powered, both the Digital Education systems and the lighting.



*The anganwadi was inaugurated by Gudalur RDO Selvakumar. The inauguration ceremony was welcomed by the community with cultural performances from Kattunayakan community.*

# ENTITLEMENT CAMPS

In August, we coordinated and arranged camps with the government for issuing Aadhar cards in Erumad area centre. Families from villages across Erumad came to the camp and 45 new card applications were filled.

This is one of our core areas of work. We are working towards ensuring our community has access to all the entitlement cards that they are eligible for from the government schemes. We periodically organize such camps spread across all our area centres.



# YOUTH CAMP

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A youth camp was conducted for 5 days, for three youth groups that our sister organisations are currently working closely with. The theme of the camp was centered on the Adivasi identity and life experience. Certain broader ideas that were discussed were:

1) *Our Community*: What are the differences between Adivasi communities and Modern society? Understanding some important aspects of the Adivasi way of life. This was understood using a discussion on various tribes across the world and aspects unique to Adivasis. Further the aspects such a unity and ownership from the Adivasi perspective were highlighted using games and activities.

2) *The History*: Looking into history and culture of the 4 tribes, and the AMS and the injustices which have happened in Gudalur. They learnt this through interactions with 4 tribal elders from each tribe and through a movie and a discussion with the AMS leaders and those from the institutions.

3) *The present*: The groups went into identifying the problems present in their villages today and also the causes for them. These were done to understand the diverse nature of issues that they face and also to understand how most problems are also Interconnected.

4) *The way forward*: The group explored what kind of leadership and leaders are needed in the present context of problems that they face. Further they looked in to certain paths like FRA which could be used as a tool in the way forward. Finally the group was asked to look into the two paths available for them presently i.e. the Adivasi way of life and the modern way of life and asked to see the good and the bad in both. When presented with a choice the group choose to create a middle path where they could try to assimilate what was needed from both worlds in to the middle path.

***This module ended with the group articulating what their village will look like in the new path and the role they would play in this.***

***Towards the end, we conducted a final evaluation module, where the group brought forward their learnings and the aspects which bothered them the most. And finally they depicted the learnings from this phase through a drama which they wrote and acted in.***

(Source - VBVT)



# URUMALA



We set up a new tailoring enterprise under our initiative, Adivasi Innovation Hub in a rented space in Ayyankolly. It was inaugurated on August 5, led by village elders and Sangam leaders. We named the group Urumala. Urumala is a traditional Paniya cloth that is worn by the community as a waistbelt, in colors of black or red. The name was greeted positively with encouraging responses, given the cultural value it holds. Urumala was chosen naturally by the team after months of discussions to choose the perfect name.



Urumala, will be stitching sanitary cloth pads initially. Our knowledge partner for this venture is EcoFemme. Ecofemme conducted a three-day training with an orientation on menstrual awareness for the team. They then did a training on the stitching of cloth pads along with other softer aspects of running a tailoring enterprise.

# WELCOME TO OUR FAMILY!

We are extremely excited to let you all know that we have a new member to our AIH family!



**Lohitha Jaikar**  
*Training & Business  
Manager*

Lohitha comes with 9 years of rich experience in training and research in fields of public policy, social welfare, education & skilling. She has worked in various NGOs, academia and corporates in her past. She worked with ACCORD ten years back for an internship, where she had documented aspects of Paniya culture.

# A letter from us...



Adivasi  
Munnetra  
Sangam

## SUPPORT A MOVEMENT TO BUILD SELF-RELIANT ADIVASI VILLAGES



*Share because you care!*

Your contributions will directly fund ACCORD's initiative to build self-reliant villages: focused on enabling economic, socio-cultural, and infrastructural freedom to the Adivasis. To realize this dream, we are developing the Adivasi Innovation Hub to foster micro-enterprises, supporting their participation in the modern economy without sacrificing their traditional values and culture.

Donate, Support our dream of being one of GiveIndia's 100 Heroes.

<https://fundraisers.giveindia.org/fundraisers/ignite-their-future-today-building-ativasi-self-reliance>

At ACCORD, our core belief lies in self-reliance - where the community can flourish by achieving economic independence, social justice, land and forest rights, and participate in modern society on their own terms.

Currently, our initiatives include building **Self-Reliant Villages** - focused on granting economic, socio-cultural, and infrastructural freedom to Adivasis. In order to realize this dream of economic self-reliance, ACCORD is also developing an incubator **Adivasi Innovation Hub** that will foster micro-enterprises, allowing Adivasis to participate in the modern economy without sacrificing their values and traditions.

If you would like to help us in realising this vision, we request you to support us in our mission and help spread the word!

Click here to know more about our [fundraiser](#)

*To know more on how you can support, write to us at  
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Adivasi  
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