

WATCH



WOMEN'S ASSOCIATION FOR LIBERATION TRANSFORMATION AND COMMUNITY HEALTH

VISION 2030

A society in which all children and women attain their equal rights and quality of life.



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PRESIDENT SPEAKS



All our interventions reflect our care outcomes for women and children and we have pledged to build a comprehensive care program. Today we have evidence that more communities especially from Dalit and tribal, families and children reached by WATCH are advancing children's rights in all areas of their lives --- in education, health, nutrition, safety, employability and more. From our experiential learning we find that:

- ▶ When given equal chances to gain skills, marginalized and poor children are closing the gap between their achievements and those of better-off peers.
- ▶ Empowered parents are taking action for better services for children and adopting new ideas that promises healthier social environments for children's development;
- ▶ Youth are proving that they can be effective leaders of change when equipped with opportunity and support.

Even as we commend for what has been accomplished thus far, we ensure that our recent successes lay the groundwork for our future endeavours. This strategy paper outlines our strategy through 2030 describing our priorities and how our success should look like.

I firmly believe in the power of our supporters to change the lives of children, women, families especially from Dalit & Tribal communities. We find that when we are at our best, not only children are transformed, but the lives of our donors as well.

None of this work would be possible without passionately committed staff and the excitement our supporters bring along. I thank each and every one of you who dedicated your time, treasure and talents to our life-transforming work. As I look ahead to 2030, I am enthusiastic about our co-working in bringing disruptive positive changes to ease living of children & women.

P. Sree Latha
President

CURRENT STATE

The data evidences that with strategic programming even the world's poorest of poor can gain ground. At WATCH, this good news renews our energy and revives our commitment to deepen and accelerate our efforts on behalf of vulnerable Dalit & Tribal children & women we serve.

For our work has only begun...

- ▶ India is home to over 30% of almost 400 million children living in extreme poverty, the highest in south Asia, according to a new report by World Bank Group and Unicef, 'Ending Extreme Poverty: A Focus on Children'. According to data from the National Family Health Survey, 5 out of 100 children die before they reach age 5 due to many from preventable diseases and 1 in 6 children will not complete primary school. The figures do tells us as to how important it is to partner with civic organisations & Government to contain the same.
- ▶ What is most shocking is that nearly 50% of all children around the world experience some form of violence, abuse, neglect or exploitation before they reach age 8. While these iniquities transcend nationality, race, sex, caste, region, religion and culture, children living in poverty are particularly vulnerable. In rural pockets abusing women is viewed as a common practice and does not offend the mind-set of people.
- ▶ Violence and abuse affect every aspect of a child or women's life and can destroy the inherent potential, hinder development, weaken mental and physical health, and often challenge education and participation in social life. Both the violence and the consequences of it compel us to action. Children who lacks protection endures undue stress that disrupts brain development and can impact nervous and Immune systems. As they grow it ups the risk for behavioural, physical and mental health problems including depression and substance abuse.
- ▶ While we stay focused at our core deliverables, we also understand the importance of working in coalition as that multiplies the efforts put in. We are grateful to our partners as we journey together. For the last several years, the WATCH in alliance with EBM International, Germany, World Day of Prayer, Germany, Australian High Commission, CASA Chennai, Gilbert Society, S. Korea, Volkart foundation India Trust, ChildLine India Foundation, District Legal Services Authority, Police Department, Health & Education Departments and Other NGOs & INGOs has advocated to include ending violence against children on the priority agenda. This is in line of the new United Nations Sustainable Development Goals that has a target to "End abuse, exploitation, trafficking and all norms of violence and torture against children". Children across the villages we serve tell us they are counting on adults to stop the violence and that mandates WATCH to work collectively at all levels to amplify children's voices and work towards a world free from violence against women and children.

Unless the instances of abuse, neglect, exploitation and violence contained it will continue to erode our accomplishment in other areas. To build a world in which children live their rights and women live with their heads high women & child centric organizations like ours must prioritize to bring an end to such violence

WHAT & HOW OF OUR WORK

WATCH helps to ensure women's rights, child protection, better antenatal & postnatal care, reproductive rights, economic empowerment, safe delivery, referral services etc., WATCH stresses the importance and need for girl child education and functional literacy to non literate women and youth. On economic empowerment, formation and strengthening of Self Help Groups, promotion of income generation programs are instituted. WATCH helps in relief and rehabilitation during natural disasters.

Our Focus Areas

- ▶ Empowering Youth & Dalit & Tribal Women
- ▶ Child Protection & Child Rights
- ▶ Quality Education of Children
- ▶ Skill Development
- ▶ Short Stay Home for Exploited Children
- ▶ Children's Residential Home for HIV/AIDS Affected Children
- ▶ Awareness campaign to Stop
 - Child Marriage,
 - Child Labour
 - Child Trafficking &
 - Child sexual abuse
- ▶ Emergency Humanitarian Response
- ▶ Relief & Rehabilitation during natural disasters
- ▶ Access Mobilization to Various Government Programmes.



WHAT WE ENVISION

Vision 2030

We are committed to deepen and enlarge our efforts so that by 2030

- ▶ Children understand & educated to protect themselves from abuse, exploitation & cruelty at family, school & community levels.
- ▶ Families are more aware, alert & equipped with the knowledge and skills to prevent, protect and promote the safety of their children and demonstrate good parenting skills.
- ▶ Communities are aware and sensitive to the risks and know-how to respond to violence, abuse, neglect and exploitation against children, whether in day to day situations or during disaster/emergencies; and their local institutions and civic systems are dedicated to the well-being and protection of children and function within the supportive policy environment.
- ▶ Engaging youth through job oriented vocational courses like tailoring & embroidery, computer education & beautician courses.

We are committing to, whenever and wherever possible, weaving child protection objectives and approaches throughout our programs.

We envisage to see our villages free from:

- ▶ Child Labour,
- ▶ Child Marriage
- ▶ Child Trafficking
- ▶ Sexual Abuse.
- ▶ Caste & Class Abuse
- ▶ Open Defecation
- ▶ Unsafe Drinking Water
- ▶ Unemployment



WHAT'S UNIQUE

1

LONG TERM COMMITMENT

We stay with beneficiaries for long term enabling a sustainable change

2

INTEGRATED PROGRAMS

We invest in multiple scalable solutions to achieve maximum impact.

3

COLLECTIVE DEVELOPMENT

We partner with other stake holders who understand the communities we work in.

4

LEVERAGED FUNDING

We supplement investments through parallel funding models to amplify and accelerate impact.

Prevention of Child Marriage:

A girl child aged only 15 years, belonging to a poor family was off to be married after completion of her 10th standard. Our team got to know of the marriage plans through local level networking. Successfully, we prevented this child marriage with active support of other stake holders including local police.

Thereafter, earnest and effective counseling of the parties led to the agreement to re-enroll the children on to studies and agreed not to opt of child marriage. At present she is happily doing Intermediate with the support from WATCH.

This is just one heart warming story of such many and our timely intervention does give back meaning to childhood.

HOW WE DO IT

We will support more comprehensive laws and regulations; help strengthen national and local systems; target the underlying causes and violence, neglect and abuse of children; help to coordinate child protection stake holders, such as governments, NGOs, the private sectors and academic; and connect child protection approaches to other social programs, such as health and education. We will further integrate advocacy into our programs and ensure peace-makers hear children's voices and held accountable to them and seek to engage our donors part of our broad constituency of supporters for child protection to raise and amplify our collective voice.

WATCH reaffirms it's commitment:

- To promote and strengthen Children's Club and Child Rights Protection committees.
- To scale up advocacy efforts around Child and Women related issues at Mandal , District , State and National level to bring about Policy level changes in favour of Children and Women.
- To actuate Dalit and Tribal empowerment and prevention of discrimination practices like untouchability and discriminatory practices.
- To strengthen and promote Community Based Organizations an SHGs helping them to add impact to livelihood development and income generation activities
- To roll out innovative job orientated vocational courses.
- To network with likeminded NGO's to take up issues related to women and children at state and National level.
- To engage in Relief & Rehabilitation during natural disasters.



STRATEGIC DIRECTIVES

	Strategic Areas	Key Components
1	Evidence-Based Program Modelling	<ul style="list-style-type: none"> • Learning organization demonstrating models, best practices and evidence; • Making decisions based on data & evidence; • Designing program offers highly relevant and innovative to address the needs of the impact group to up the impact.
2	Strategic Partnerships & Intervention	<ul style="list-style-type: none"> • Right partnership at right place and right geographies in a changing development context. • Reconfiguring geographic presence based on the needs of the impact group, capacity of SHGs and security concerns.
3	Sustainable Entity & Diversified Funding Source	<ul style="list-style-type: none"> • Viable/independent local entity to mobilise 30 Crores from various funding sources like Government, CSR, International funding Agencies, Local donations etc., • Increase organization visibility through innovative approaches.
4	People & Culture	<ul style="list-style-type: none"> • Aligning organizational systems and processes for accomplishing long-term program goals. • Work place that fosters growth & development for enhanced impact; • Upscale organization capacity and effective engagement.

HOW WE IMPACT

Vision 2030

Health & Nutrition

% age reduction in under-five mortality rate

% age reduction in Neonatal Mortality rate

of children under 5 years who are moderately and severely stunted

% age dip of women of reproductive age with anaemia

Education

% age rise in Primary Education Completion

of primary school-age children out of school and related gender parity index (GPI)

% age of children under five whose birth is registered

Child Protection

% age reduction of women (20-24) who were married or in a union by age 18

of children rescued, restored & rehabilitated

WASH (Water, Sanitation & Hygiene)

% age reduction in population practising open defecation

% age increase in population using an improved source of drinking water

Social Inclusion

of children living in extreme poverty drops

% age reduction in incidents of women abuse

of adolescent girls trained on Sexually Reproductive Health Rights

WHAT DRIVES US

Our Vision:

A society in which all children and women attain their equal rights and quality of life.

Our Mission:

- ▶ To improve the quality of life and advance the rights of children.
- ▶ To bring about change for good on behalf of children and families, and encourage them to participate in processes which enhance their equality, self-reliance and long term sustainable development. Wherever possible to provide practical support which allows children to grow up within their own families and communities.
- ▶ To ensure women's rights and empowerment
- ▶ To ensure Dalits and Tribal's rights and their empowerment
- ▶ To support socio, economic, health and political advancement of oppressed women
- ▶ To engage Youth through job oriented vocational courses

WATCH (Women's Association for liberation, Transformation and Community Health) was initiated in 1993 and registered under the Society's Registration Act of 1860 by a group of dedicated, educated and experienced like-minded women under the able leadership of Ms. P. Sree Latha and her team.

(WATCH) is engaged in the noble cause of helping the suffering and the needy people. WATCH aims to amplify the over all empowerment and development of the poorest of the poor and other most marginalized society with a special focus on Dalit & Tribal women and their children in crisis through education, organizing, community health, self help groups, Strengthening democratic process, campaign against poverty, child Rights protection, prostitution, child labour, Child marriage, child trafficking etc.,



FEW GLIMPSES

