



PROJECT FOR TRAINING, DEVELOPMENT AND EMPOWERMENT OF WOMEN

A War Against Poverty Initiative by a W.H.O.
recommended NGO.

40 million is number of women who make less than €1 per day in India.

31.2 is the percentage of women labour force participation in Indian markets.

50 million is the number of Indian women who neither study nor work.

- THE INDIA TODAY MAGAZINE

Name of the Project: Project for Training, Development and Empowerment of Women

Aim: To impart education, vocational training and skill development to vulnerable rural and tribal women.

Duration: 15 months

Location: Tiruvannamalai District, State of Tamil Nadu, India

Budget: \$ 27,149

Target groups: 1500 Impoverished Rural and Tribal Women

Implementers:

1. Global Giving
2. Society for Harmony, Aid and Prosperous Economy (SHAPE ngo),

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1. ORGANIZATIONAL PROFILE

SHAPE is a voluntary NGO fighting for the welfare of Women belonging to the depressed communities besides other community and environment development projects in the District of Tiruvannamalai, India since 1987. The District's population is 2.4 million with area of 6191 sq. km. Here, the women mostly are not fully aware of their rights and privileges; which, greatly affects their dignity and socio-economic status. Sexual exploitation, denial of quality education, medical care, equal occupational opportunities and subordination are few of the issues faced by them and the same is being addressed by SHAPE. The district ranks second in terms of HIV/AIDS prevalence in the State of Tamil Nadu since the mid-80s; this is an additional challenge for Women. SHAPE was supported by International Agencies such as the **World AIDS Foundation (An international consortium project implemented by Institut Pasteur – Paris), World Health Organization, Mercury Phoenix Trust - UK,** etc. till 2012, for the research, awareness, prevention and control of HIV/AIDS. This AIDS Prevention and Control (APC) project served **five hundred thousand Rural and Tribal beneficiaries in hundred and fifty villages of Tiruvannamalai District.** We have assisted over five thousand impoverished women through rallies, vocational trainings, creation of WSHGs, financial guidance and assistance; home gardening, environment, organic farming, leadership, legal aid, health, hygiene and life value education, etc. The above women were helped through income generation programmes like provision of Domestic Animals, skill training on fashion designing, MSME initiatives, etc. The French funding agency Grand Orient de France, through its New Caledonian Counterpart *Enfant Soleil de l'homme*, is supporting the Women Welfare Project (WWP) since 2009; so far **we have trained and educated over 2500 women through WWP.** Till date, **over 6000 ultra-poor children have availed medical assistance and quality education,** through our 'Child Health and Education Development Project'.

2. THE PROBLEM

As Tiruvannamalai district is an agro based rain shadowed region where the unreliable monsoon **lowers the agricultural income;** this keeps depressed people below a prolonged poverty line. The rural/tribal women are mostly uneducated, unskilled and unorganized; they are **forced to migrate to far-away cities and work as bonded labourers** under uninsured and hazardous circumstances such as construction, heavy machinery firms, etc. The children, who stay behind, turn into **school dropouts or child-labourers,** due to the

lack of proper guidance and parental care. 64% of the total employment-stagnation faced by the educated rural/tribal youth nowadays is due to substandard education, language and interpersonal skills. **Government run Institutions provide outdated education** causing a skill gap between industry requirement and graduation knowledge. Poverty and social dogmas curtail quality education of the women. **Tiruvannamalai is far behind in terms of education and economy.** Our recent survey pointed out that the female literacy rate of our project area is 40%. **Uncertain monsoon, out-dated education, skill gap and lack of awareness push the female employment rate down to 35%.** Our recent KAP Survey revealed 2% of the project-area population was affected by HIV/AIDS among which, women and children are the most affected. This prevalence is mainly because of unemployment issues, which turn the most of the natives into migrant workers; who in return are exposed to HIV/AIDS, and bring back the same. The women who are employed locally, struggle to run their families with their meagre income. **Government schemes like the MGNREGS are controlled by local political entities that need to be bribed to get employed.** As most of the men are alcoholic and lethargic, the women become totally responsible for the family. Above all, the women are often subjected to **domestic violence, denial of higher education, dowry related issues, HIV/AIDS stigma, Health and nutritional issues, physical, emotional and sexual assault, and household obstacles.** Social and family cultural barriers, household/societal dogma and dependency kill their freedom and potential.

3. PROPOSED STRATEGIES

The focal problem we address is the oppression of women who lack education and awareness. Women Welfare Project (WWP) supports the depressed vulnerable women and directs them towards an independent and dignified future. SHAPE has **established Women Centres for Training, Development, Advocacy and Counselling (WCTDACs)** around Tiruvannamalai pertaining to the **UNESCO policies on women education and employment.** Since its origin back in 2009, this programme **has helped over five thousand women.** We impart vocational skills, counselling and life education. The Tamil Women are family oriented and are willing to take up any occupation to provide for their families. **Health awareness, rights & privileges education, financial management and life value education** are the topics covered in the training centres. Professionals solve the day to day stigma and complications faced by the trainees with every now and then. These complications are caused by their own household (e.g. Drunk Husband) or by the society (e.g. HIV Stigma). The vocational training and skill development sessions refine the existing

interpersonal and communication skills of the educated women. The uneducated women are trained in **fashion designing and handicrafts**. Presently this programme helps 400 beneficiary women in four different villages. The 2017-2018 WWP beneficiaries consisted uneducated/educated/skilled/unskilled/unemployed widows, stigmatised, deserted, physically challenged, orphaned, house-wives, and divorced women. SHAPE is entitled to issue **course certificates** at the end of their training, with which, they can avail free machines, low interest loans and other such schemes. Also as an experimental initiative, the trainees have formed **Women Self Help Groups with other vulnerable women from their villages to expand the impact**. They are eligible to get low-interest loans and start SMEs. Many are doing their own business with the knowledge and experience acquired and some guide other women. For a **cost effective** infrastructural establishment, SHAPE obtains permission from the District Administration to conduct the trainings in community centres. We also rent places according to the need of WWP. Volunteers regularly add beneficiaries with clear set guidelines to ensure that **our services reach the most deserving**. Presently for the year of 2019-2020 we plan to extend the WWP in 5 blocks with one thousand five hundred beneficiaries with the **help of Global Giving Foundation**. The staff in the training centres will identify the needs of women and assign them accordingly to the respective sessions. The sessions will be focused on Health, Hygiene, Nutrition, Multiple Vocational Training, Life value education, general counselling, Interpersonal and Communication Skill development. Vocational training & Skill development sessions will be conducted on a daily basis whereas the other sessions will be conducted weekly once with professionals. These women need **an immediate reversal in the trend of employment stagnation for livelihood**. Establishing such training centres could make them independent by finding decent jobs or making money from their households.

4. EXPECTED IMPACT

The unorganized women sector has little or no knowledge about their rights and privileges. Due to which they face numerous mental and physical difficulties. SHAPE has decided to establish “Block Level Women Centres for Training, Development, Advocacy and Counselling” for their emancipation.

Our proposed achievements will be:

1. The targeted deserving women beneficiaries will be counselled about their rights and privileges to break their day-to-day barriers and stigmas.
2. Education will be imparted about health, hygiene and nutrition for a healthy life.
3. Value education will be given to overcome social dogmas and psychological problems.
4. Women will be empowered through vocational skill development and counselling to break dependence.
5. Interpersonal and communication skills will be enhanced to bridge the gap between industrial needs and academic knowledge.

The above achievements will make WWP **to reach ten thousand women by the end of 2025**. Dignified identity will be created for the oppressed women. A network for the project beneficiaries will be established for **integrated development**. Entrepreneurial fronts for sustainable development will be generated. The women will be motivated to raise their voice against their denied rights and privileges. Oppressed and depressed **women will be liberated from societal and household clutches**. Women Self Help Groups are formed to **spread the obtained knowledge** in their villages. The importance of women through their intellectual and economic development, will be expressed to the general population.

5. TARGET GROUP

Our total beneficiary count is **One thousand five hundred women**. These women are **from 200 different villages belonging to five different blocks** of Tiruvannamalai District. The women were pre-identified by our volunteers with SHAPE's policy guidelines in the villages as a part of leading our Women Welfare Project into the year 2019. Our beneficiary group comprises of uneducated and educated women. These women are **widows, deserted, physically challenged, orphaned, semi orphaned, unemployed house wives and divorced**.

6. HUMAN RIGHTS BASED APPROACH – EXAMPLE

We have dealt with numerous women rights violations in the project areas. One of such cases was Ms. Sasikala who is 24 now. She and her two younger brothers from Karuvattanparai Village, Tiruvannamalai Block, were born to HIV



infected parents. As her father had died of AIDS, the family was stigmatized.

Ms. Sasikala (Second), Training other women in WCTDAC – Karuvattanparai Village.

Sasikala quit studies to take care of their family and joined a faraway Garment Factory. She faced numerous health and psychological problems including sexual torture which made her return to her village without any future scope. We collected the Facts of such Human rights violations, Analysed the rights that were at stake and Identified the Government schemes like PLWA educational scholarships and aid. We as the duty bearer Acted upon such complications. A “Women Centre for Training, Development, Advocacy and Counselling (WCTDAC)” for women under WWP was established in her village in 2016. We tuned her existing skills with training and counselling and appointed her as an instructor. We made the family to avail the Government care and support schemes. Ms.Sasikala’s statement quotes “I would have dealt the problems differently if I knew about my rights before. I thank SHAPE for the timely and effective intervention”. We moved to a new location after creating a sustainable and dignified future for Ms.Sasikala and 50 other right-holders from the villages Pavithram, P.Samathuvapuram, Su. Pappambadi, Aradapattu, Mannarpalayam and Old Pappambadi including Karuvattanparai. As the duty bearer, we strategize, follow and implement widely-accepted policies like the PANEL principles for women development. We empower women through awareness, seminars, meetings, vocational training, skill development, and imparting education on health, hygiene, HIV/AIDS, life values, rights and privileges. We liberate women from such clutches and build their capacity towards a life with dignity and a clear perspective.

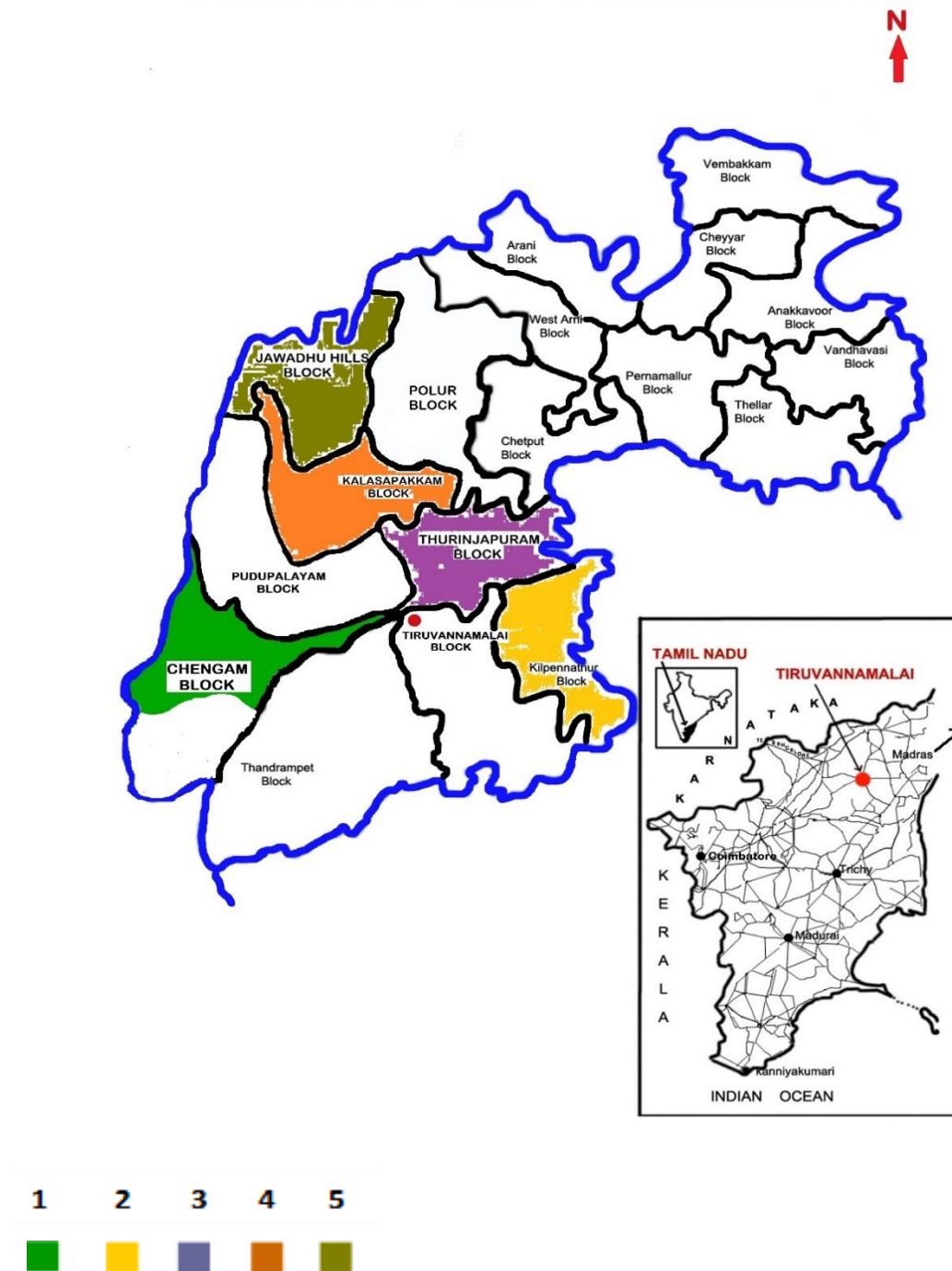
7. PROPOSED ACTIVITIES

SHAPE has covered ninety four rural villages and twenty tribal villages and one urban area, in the past through the WWP. The proposed project duration will be fifteen months consisting five quarters. The first quarter will be the preliminary period for initiation and planning. The other quarters will be the execution period. Two hundred villages are proposed to be served through WWP 2019-2020.

PROPOSED PROJECT AREA:

- 1.** Part of Chengam Block - 25 villages
- 2.** Kilpennathur Block - 45 Villages
- 3.** Thuringapuram Block – 47 villages
- 4.** Kalasapakkam Block – 45 villages
- 5.** Jawadhu hills tribal block – 38 villages

PROJECT GEOGRAPHICAL AREA



During the first quarter, SHAPE will analyse and implement the infrastructural, human resource and financial documentation needs of the project. Five Block-Level WCTDACs are proposed to be established at the Block HQs with accessible rented locations to serve one thousand five hundred women. The training and development programme will be carried out in two six-month phases. During the end of each phase seven hundred and fifty

women will be eligible to excel. SHAPE has identified thousand five hundred beneficiaries for this project through volunteers and contact persons in the whole of project areas, to ensure that, our services reach the deserving women in accordance with our organizational guidelines. The required equipment is bought and supplied to the centres. Staff for the vocational training and skill development will be trained and appointed. Below is the scheduled sessions for each centre.

SCHEDULE FOR VOCATIONAL TRAINING & SKILL DEVELOPMENT		
Working Days and Total No. of beneficiaries in each WCTDAC	Type of Training Sessions and no. of beneficiaries	Type of Development session and no. of beneficiaries
Monday, Tuesday, Wednesday, Thursday, Friday and Saturday. 150 women	1. Fashion Designing training in four, 2-hour-sessions for 100 women per day i.e. 25 women per session with Trainer A. 2. Computer Training for 25 women in a 3-hour-morning-session per day with Trainer B.	Interpersonal and Language skill development for 25 women in a 3-hour-afternoon-session with Trainer B.
Two days of 3 rd , 6 th and 9 th week of each quarter, i.e. Once in every two months for 150 women.	Legal Counselling, health, hygiene, life value and nutrition education for women by resource persons from the respective fields.	

We employ two trainers (Trainer A and B) per centre. The trainers will review, monitor the progress and regulate the material supply. A monthly overall review will be conducted by the coordinator. Collective data will be submitted for a quarterly board review. The legal, health, hygiene and nutrition counselling and legal aid is conducted once in two months with resource persons concerned. Quarterly M&E reports will provide a clear statement of progress. The stakeholders will be notified about the project outcomes every six months.

PHASE & QUARTERS	STRATEGIES	ACTIVITIES	MONITORING DOCUMENTATION	OPERATIONAL & DOCUMENTATION RESPONSIBILITY	TIME FRAME
Quarter 1, Initiation phase PHASE I	1)Orientation 2)Establishment of Women Centres for Training Development Advocacy and Counselling (WCTDACs) 3)Fulfilling HR, Financial, Material and Infrastructural needs 4)Execution	1)Orientation meeting with Government Officials, Legal & Health personnel with WSHGs, Youth Groups, Volunteers and beneficiaries in the proposed block areas. 2) Buildings are rented to run WCTDACs in block HQs at accessible locations. 3) Trainers for Vocational training and skill development are trained and appointed. 4) Procurement and supply of equipment 5) Financial, M&E and Risk Management documentation.	1) Orientation - Direct Overview by the Board & Executive Director 2) Rental documents for infrastructure 3) Personal interview with trainers 4) Logframe and Risk Registers 5) WCTDAC Register for beneficiary and trainer attendance and other details	1) Orientation-Executive Director & Coordinator 2) Infrastructure-Project Field Contact Persons 3) WCTDAC beneficiary enrolment, Registers and Trainer appointment-HR officer 4) Equipment-Project Coordinator 5) Financial Documentation-Financial Officer 6) Risk Registers – Trainers, Coordinator and Risk Management Unit (RMU). 7) M&E documentations – Project Management Team	1) Orientation – week 1-3 2) Infrastructure for WCTDACs- Week 1-8 3) Training and appointing Trainers – Week 1-10 4) M&E, Risk management and Financial Documentation – Week 1-3 5) Equipment Procurement & Supply – week 8-12 6) Training session starting – Week 12
Quarter 2 & 3, Implementing phase PHASE II	1) Commencing Training and Development 2) Other Legal, health, hygiene, nutrition and value education. 3) Monthly review, Monitoring & Evaluation. 4) End of training Period.	1) 700 Beneficiaries are assigned to the respective sessions in all WCTDACs 2) Regular sessions are organized 3) Educational Sessions for Legal, health, hygiene, nutrition and life value is organized once in every 4 weeks. 4)Rent, Salary & other financial documentation 5) Review of WCTDACs and Project M&E. 6) Final beneficiary capacity review.	1) Beneficiary Register for daily progress. 2) Beneficiary and Trainer review report. 3) Monthly WCTDAC review report. 4) Quarterly M&E report. 5) Periodical Educational Session reports. 6) Financial statements. 7) Final capacity review report.	1) Assigning trainees & Daily Log - Trainers 2) Beneficiary & Trainer Monthly review - Coordinator 3) Quarterly M&E - Project Management Team. 4) Educational Sessions – Trainers & Project Coordinator. 5) Financial officer for documentation 6) Capacity Review – Trainers, Project Coordinator & Executive Director.	1) Daily log in the Beneficiary Register. 2) Training and Development – Beneficiary & Trainer Review. 3) Project M&E report at the last week of quarter. 4) Educational session report during the following week of the session. 5)Monthly Financial documentations 6) Capacity review during the 23 rd & 24 th week of the Phase.
Quarter 4 & 5 – Implementation phase PHASE III	1) Stakeholder notification about Phase I & II progress 2) Phase II beneficiary Certification. 3) Initiation and commencement of P-III of WWP 4) P-III Legal, health, hygiene, value and nutrition education. 5) Monthly review 6) Quarterly M&E documentation 7) End of Phase-III.	1) P-II financial, M&E and Risk management review and report. 2) Reporting the Phase I & II progress to stakeholders 3) Certify P-II beneficiaries 4) 150 new Beneficiaries are enrolled and registered to the respective sessions in each WCTDAC. 5) Daily sessions are organized along with Educational sessions once in 4 weeks. 6) Complete Capacity review for phase III beneficiaries.	1) Financial and M&E documentation Review report of phase II 2) Risk management report of phase I & II 3) Phase II project report 4) Phase II beneficiary feedback forms 5) New beneficiary register and periodical educational session reports. 6) Phase III beneficiary capacity review report.	1) M&E report - Coordinator & Project Management Team 2) Phase III Financial documentation-financial officer 3) Risk management report - RMU 4) Phase I & II financial and M&E review – Board, Executive Director, financial officer & Coordinator 5) Phase I & II risk management review - Board, Executive Director & Coordinator 6) Phase II beneficiary Certification - Board 7) Overall Project progress and report – Executive Director & Project Management Team 8) P III enrolment, Trainer & Beneficiary Register and capacity review – Trainers & HR officer.	1) Financial, M&E and risk management Report and documentation by the 1 st week of Phase III 2) Phase II beneficiary feedback by the 2 nd week of Phase III. 3) Phase II Beneficiary certification - 2 nd week of Phase III 4) Enrol and register new beneficiary procedure during the 1 st week of phase III. 5) Financial, M&E and Risk management review by the 3 rd week of phase III 6) Stakeholder notification & Overall project report – Week 4 of phase III. 7) Capacity review during the 23 rd & 24 th week of P-III

After the completion of Phase III, the seven hundred and fifty beneficiaries are reviewed and certified. The risk management, financial, M&E review reports are submitted by the third week after completion of phase III; the procedure is completed by the RMU, Financial officer, Project Management Team, Project Coordinator and the Executive Director. The overall Outputs and Outcomes are measured. Stakeholders are notified about the overall progress and impact of the project by the end of sixth week after the project completion. All the one thousand five hundred project beneficiaries from the WSHGs and other such teams will be eligible for sustainable future.

8. RISK MANAGEMENT

SHAPE is exposed to risks due to the activities and environments. So far we have been successful due to the risk management carried out alongside our projects to ensure the achievement of the objectives. Risks occur under the following environments, External, Internal and Programmatic. Lack of public infrastructure to carry out the ongoing projects, local political pressures, disinterest among local communities for participating in project programmes (rallies, meetings, etc.) and societal taboo faced by the beneficiary women are major contextual risks. Depletion of Volunteer interest levels, lack of unity among beneficiaries, defective service by staff and lack of capacity to carry out project are some of the analysed programmatic risks faced by the organization. HR difficulties and other financial processes happen to be our organizational risks. Other than these risks, multilevel risks will be faced in strategic planning during the Inputs, activities, outputs, outcomes and impact which will be included with the logical framework (Logframe) developed for further analysis. To fully understand our on-going and future risks, we have established the **Risk Management policy based on the ISO 31000:2009 RISK MANAGEMENT – Principles and Guidelines**. This has been integrated within our Governance framework. This framework assesses both operational and strategic risks. A Risk Register is maintained by the organization. Risks are constantly identified and are escalated, retained & treated effectively. Stakeholders are communicated and consulted on our tactics to manage risk. Acceptable risks are treated based on our established tolerance level. Our risk profile history over the years shows that SHAPE has a considerable development in the Risk Appetite levels. We assess the size and degree of the risk based on its impact on our objectives and operations. The Board overviews the Risk Management Policy to provide assurance to the stakeholders. We monitor

the risks and treatment on a periodical basis. Outstanding actions in the risk management are directly administered by the Board by formally reviewing the Risk Register. The effectiveness of the risk management system will be assessed annually. SHAPE communicates and consults its approach towards risk management to the Donors, Board and Staff regularly.

9. MONITORING AND EVALUATION

The Project team manages our Project monitoring and evaluation with UN guidelines of Result Based Management System (RBMS) for clearly achieving planned objectives and yielding discernible results. The RBMS system improves the transparency and accountability between the stakeholders, the committee and the project staff. **We follow the RBMS for emerging an ever improving environment which is open to innovation.** Following are the strategic objectives of the Women Welfare Project:

1. Enhancing the skillset of every oppressed woman for a dignified future.
2. Youth women are liberated at the earliest possible time-span through counselling and innovative skill development training with ethical life education towards a secured life.

A framework was developed with following factors:

1. Inputs: The financial, human & material resources for Women Welfare Project.
2. Activities: Establishing WCTDACs, procuring training equipment, employing Trainers and selecting beneficiaries.
3. Outputs: Educating and vocational training the women. Active Reformation through skill training.
4. Outcomes: Women prepared for a dignified future and Gaps removed between existing skills and industry requirements.
5. Impact: Women acquire a broader and clear perspective over their future with better training. The awareness level and employment rate of women increase.

S.M.A.R.T. indicators are specified and assigned in the results chain after reviewing available data resources for effective project monitoring and evaluation. A LogFrame Matrix outlining clearly defined objectives, assumptions and risks is developed. Indicators for each objective provide data. M&E will be linked to the LogFrame. The Monitoring and evaluation

matrix will specify the indicators for each logical framework element. The Means of Verification (Mov) for each indicator, method, frequency, agents responsible for collecting data would also be in the M&E matrix. Evaluation plan will compare the before and after baseline, mid-term (for progress impact measure and further alterations – if needed) and final evaluation results. Annual M&E Implementation Plan and Budget will contain a detailed timeline for M&E activities and implementation budget.

10. ADDITIONAL PROJECT GOALS

Apart from the above implementation, we have planned to construct an industrial unit employing our beneficiaries. In this unit, the women will produce sewn items such as garments, bags, dolls, etc. These will then be exported to potential international/national buyers. These buyers may be entrepreneurs or poor people who possess business ideas but lack the motivation/means of starting a business. This business can create a long term impact and relationship among the beneficiaries, SHAPE and the business partners. The budget for these goals can be found in the BUDGET part of our profile on Global Giving.

11. INTERNAL CAPACITY

SHAPE has been functioning since 1987 towards the betterment of depressed and needy communities. As for the financial part, we have a standing donor contract with the French Agency Grand Orient de France since 2009. We also have a number of ardent domestic and international philanthropists and entrepreneurs who extend their support. During 2007 to 2009, we faced a financial crisis with no international donations, thanks to our founder and president who contributed their time and fortune, and mobilized funding from the local and district level well-wishers. The Board members are educated, committed and experienced with social action. We have received direct recommendations, aid and other such assistances from international agencies like W.H.O., Institut Pasteur – Paris, etc. including the Central and State Government. The Project team and Programme team have executed and deal with complex internal and external issues effectively in the past and the present. The committee members are working in the field for more than two decades. For diverse and effective governance the founder identified suitable members among the teachers, social counsellors, entrepreneurs, economists, health educators, business managers, NGO functionaries and consultants from domestic and international backgrounds. We employ eligible working personnel from Urban, Rural and Tribal backgrounds in the project field to render holistic services to the target people. Above all, SHAPE has the love and cooperation of the target area people.

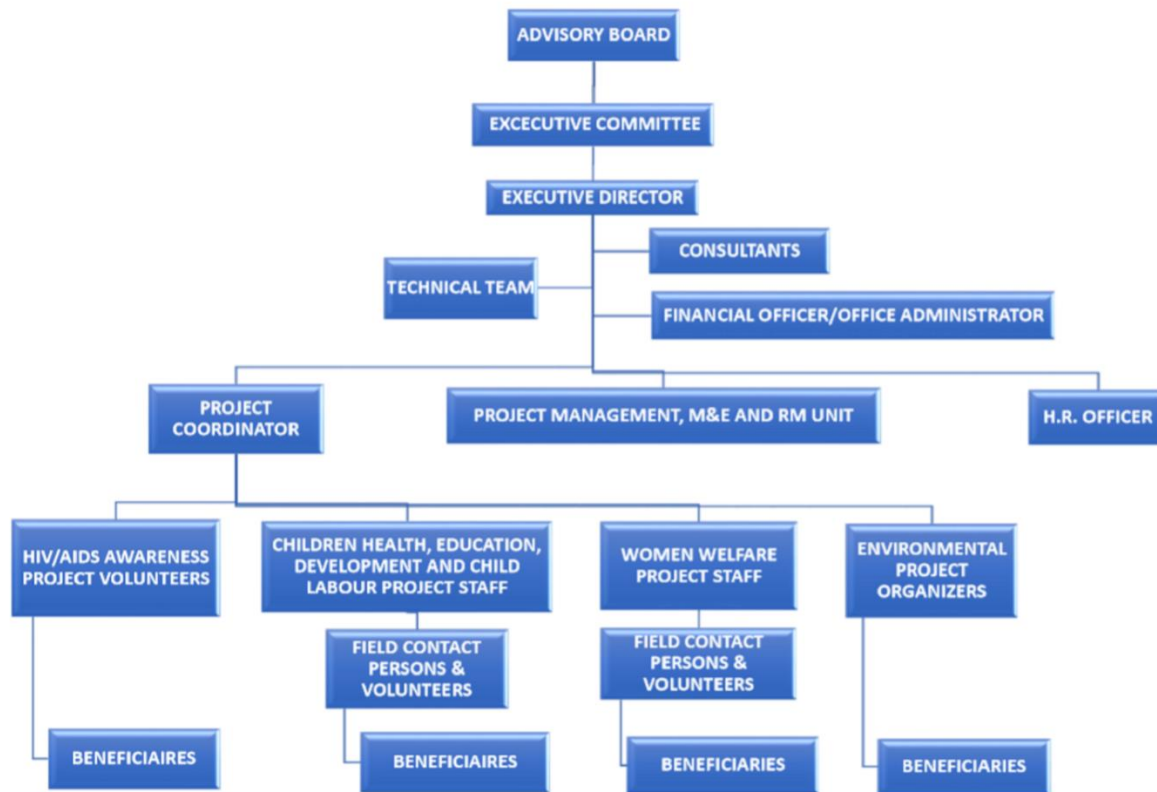
12. BOARD DETAILS

Name	Board Position	Gender	Location	Affiliated organisation and designation within the organisation
Mrs. R.J. Rita – B.A. Economics	President	Female	Rural – Tiruvannamalai District	Honorary Project Coordinator of SHAPE, Member of Advisory Board
Mr. Rene Jenner - B.A., M.S.W.	Vice President	Male	Rural – Tiruvannamalai District	Honorary Project Manager of SHAPE (Risk Specialist)
Mr. A. Parthiban	Secretary	Male	Rural – Tiruvannamalai District	Chief Functionary and Honorary H.R. Officer, SHAPE. Member of Advisory Board
Mr. P. E. Samuel – B.C.A., M.B.A.	Joint Secretary	Male	Rural – Tiruvannamalai District	Honorary Executive Director, (Program Analyst), SHAPE
Mrs. T. A. Tamilselvi D.T.Ed.	Treasurer	Female	Metro – Chennai City	School for Autistic Children, Anna Nagar, Chennai. Trainer
Mrs. J. Vijayarani	Member	Female	Urban – Nagapattinam District	Freelance Intersect Women Counsellor/Mentor/Motivator, Bharathi WSHG, Nagapattinam.
Ms. R. Yamuna M.Sc. Chemistry	Member	Female	Metro – Chennai City	Entrepreneur, Rajaram Enterprises, Chennai. Honorary Consultant, SHAPE

Productive board discussions require a wide demographically diverse perspective. Boards that choose directors based on filling a category to meet the desired structure without considering whether the director can fill the need for varied perspectives, cannot yield fruitful discussions and sound decision-making. Such a dynamic is significant to reduce the complex issues today's organizations are facing. Our Board comprises of more women, since we address sensitive issues like human rights, social and other such women and children related

problems which could be better comprehended by them. Also they are capable of leading faster towards the organizational objectives.

13. ORGANOGRAM



PROJECT MANAGEMENT TEAM
SHAPEno – India
7th January 2019.