

Stories of Change

SOS CV India empowers Indira to financial independence

When women have the same opportunities as men; families and societies thrive. And this is the true secret of investing in women and girls.

Gender Equality is at the heart of human development. Every effort that empowers a woman sparks a ripple effect that influences not only her life, but also the lives of her family members. The story of Indira Murali stands as one such story of women empowerment.

Indira is one of our caregivers living in Thamaravellachal ST colony, Thrissur, Kerala. Her family was enrolled in Family Strengthening Programme in 2017. Her husband Murali, the only bread winner of the family used to collect medicinal plants from forest and sell in the nearby town to earn a little over Rs. 4,000 per month, while Indira remained at home, responsible for a majority of household tasks and unpaid work such as childcare.



With their meagre income, they were struggling to make the two ends meet, leave alone quality care and upbringing for their children. But there was more misery to come. Some time back, Murali was confronted with a wild elephant while collecting medicinal plants in the jungle. He ran to save his life and spent one whole night on top of a tree to escape. The life threatening incident left Murali in trauma, completely overwhelming his ability to cope. So the only source of family income was disrupted.

As part of the programme, our team delivered capacity building trainings on aspects like parenting skills, child rights, child nutrition, women health, importance of the education and, above all different livelihood options. The team worked on boosting the self-confidence of the caregiver. She was extended support for



establishing a small grocery shop at her home; it also provided her with Rs. 20,000 to start the shop. This came as a life changing opportunity for her to break free from the cycle of poverty and exclusion.

In Indira's neighbourhood, almost 150 families reside and there are no such shops. As a result there was a good demand for the grocery and other daily essentials. With constant guidance and support, Indira soon began making a good profit and started earning up to Rs. 450 per day.

Indira also participated in the Entrepreneurship training programmes organised by our team with the involvement of a State level Kudumbasree Mission trainer. Indira has proved that one may not control all the adversaries that may come across, but it's up to us how we respond to these. Over a couple of years, with proper guidance and perseverance, she shifted the shop from her house to the main area of the village in August 2020. She has made a wooden petty grocery and tea shop and is now earning around Rs. 600 every day. Today, Indira is a member of Self Help Group named "Jwala" and her children are making use of the community tutorial centres started by SOS CV India. This has helped Adithyan, her son, to improve in his studies. Earlier there was no tuition support for the children in this community. Indira shares – "SOS Children's Villages has provided me a new vision in life and the training programmes and support has really helped me to start a new business and earn for my family."

SOS of Work

SOS CV India is a 'Great Place to Work'

SOS Children's Villages of India has yet again been certified as a 'Great Place to Work' by the global research, consulting and training firm Great Place to Work® Institute, India. SOS CV India acknowledges the contribution of its extremely committed, talented and cooperative workforce, who have helped create a motivating and a positive work environment.



SOS Village Bangalore celebrates Forest Day

SOS Children's Village Bangalore celebrated International Day of Forests with its children and coworkers. The day was celebrated to spread awareness about the importance of forests for our sustainable future. Along with this, an interesting activity was organised where fruit bearing trees such as Mango, Butter fruit, Amla and Guava were planted across all family homes in the village.



Eye care camp organised in Thrissur community

Giridhar Eye Hospital, in collaboration with Tribal Group and SOS Family Strengthening Programme, Thrissur organised a free eye checkup camp for caregivers, children and community of Thamaravellachal. The hospital provided free spectacles and medicines to all the needy people of the area. 202 people including caregivers, children and community members were benefitted by this camp.



Hot off the Press

Retired IPS Officer inspires girls of SOS CV India on Women's Day

"More and more women should come forward to join the police force to empower themselves and empower women, and other vulnerable sections of the society," urged Ms Manjari Jaruhar, a retired IPS officer, in her address to girls of SOS Children's Villages on International Women's Day. The virtual session was also attended by Mr Sumanta Kar, Secretary General, SOS Children's Villages of India along with coworkers from across SOS Villages.

[Read more](#)

Women achievements honoured on International Women's Day

Urja Mahila Help Desk, along with SOS Children's Villages, organised a celebration to honour women achievements on International Women's Day. The event included cultural programmes and stage plays performed by women and children.



नारी शक्ति को किया गया नमन

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