



# Sponsor a village in South India



Would you like to make a real difference to the lives of poor rural families in the Southern Indian State of Tamil Nadu?



A gift of £1500 a year  
could do just that.

Many of Tamil Nadu's population of over 66 million live below the poverty line and lack the very basics of human existence, clean water, quality healthcare, and education. Many families exist on less than £250 per year, often fall into long-term debt and are unlikely to have fresh drinking water all the year round. Despite their efforts to improve their lot it is very challenging for the villagers to overcome these considerable difficulties.



## The need for a sustained investment

A key aspect of SCAD's approach is to work with communities to develop sustainable solutions, that have a positive impact in the long term rather than only tackling immediate needs.



The establishment of over 2,500 Women's Self Help Groups involving 40,000 women committed to bringing about long-term change is an important example of this. Other examples are substantial on-going improvements in the health and education of over 10,000 primary school aged children.

## A community response

Since its foundation in 1985, Social Change and Development (SCAD), Salt of the Earth's partner organisation, has been working in villages in central Tamil Nadu, assisting communities in claiming their rights and improving the quality of their lives. This is achieved by implementing integrated programmes, which are based upon the particular needs and priorities of the villagers, and as far as possible using human and physical resources from villages themselves.



SCAD's efforts focus on the most disadvantaged sections of society, including women and children as well as marginalised groups such as gypsies, "untouchables", salt pan workers and those people with leprosy or other disabilities.

## What impact would my money have?

This core funding pays for a village volunteer and part of the salary of a professional field worker. Between them they provide consistent support and assistance to the villagers in initiatives including

- mobilising women's self help groups, water and health committees and enterprise training
- primary and specialised healthcare
- creative and supplementary education
- water and sanitation programmes
- organic agriculture or kitchen gardens initiatives.

In addition, based on the requirements of the village populations, specific projects can also be undertaken, for example, care for lepers and support for the elderly.



## Joining the Scheme

To take part in the scheme sponsors are asked to pay £1,500 a year (£28 per week) and to commit themselves for a period of at least five years.



## On-going links

As a sponsor you would receive an initial pack, including background information and photos of your named village. You would also receive twice-yearly progress updates, and can visit "your village", at your expense, should you wish to do so.



Since its establishment in 1988, Salt of the Earth has been supporting SCAD's work. Salt of the Earth is a charity run entirely by volunteers and no deductions are made for administration. This means that every penny donated goes directly to SCAD to benefit poor rural low caste villages.

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