



**We The Leaders**  
LEAD THE CHANGE

# ANNUAL REPORT

## FY 2020 -21 (Q4)

[www.wetheleader.org](http://www.wetheleader.org)





**We The Leaders**

== LEAD THE CHANGE ==



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**K. Annamalai, IPS., (Retd.)**  
Chief Servant - WTLF



# About Us

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The foundation is being started by like-minded individuals with the aim to do our part in making our society and in turn our country great. To do that we aim to instill a culture of honest conversation, open dialogue and being the change that we want to see.

We as a group believe, time for talk is over and we can get into action even if it might appear miniscule. We will without a doubt do our meaningful part in setting our country onto a path for greater heights. We clearly want to get into three areas that we believe will define the aspirations of 'new' India.

- 1.) Skilling - from job seeking in stage 1 to job creation in stage
- 2.) Dialogue for Development.
- 3.) Organic farming, living with needs in control and an alternate model of development.





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# Mission

- To facilitate a movement of volunteering
- To empower and enable individuals to become positive change agents
- To enable institutions to effectively engage community to deliver services
- To promote sustainable lifestyles



# Vision

With the aim to contribute our part in making our society and in turn our country great.





# Volunteering Models

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## Weekday Volunteering

Give a few hours for 2-3 days during the week. This is most suitable for people who work on their own schedules, homemakers and retirees.

## Short Term Intern

Volunteer every day for one month or more during the semester breaks. College students who wish to learn more about the social sector can benefit from this model. We will provide certificates after the intern completes the project.

## Weekend Volunteering

Spare a few hours on weekends. This is ideal for professionals and college students.

## Long Term Intern

Volunteer every day for 6 months after graduation to gain deeper understanding of the social sector and contribute significantly. This is suitable for those looking for a perspective altering experience and an arena to do meaningful work. We will reimburse all reasonable expenditures incurred during this time.

## Virtual Volunteering

People with special skills like creative writing, movie making, website creation, graphics design, etc. can help us with backend tasks.

## Volunteer Professional Services

One can offer professional skills to serve community's needs. Doctors, auditors, lawyers writers or any other professional can offer their professional services.



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Too much pessimism is being woven into our national fabric with corruption, lack of accountability and zero to nil enlightened leadership continuing to be our bane. The bulk of talents that resides in rural India is not finding an outlet to express itself. Its voice remains to be heard and is feeble for a long time. The current growth trajectory that is widening the gulf between the rich and poor, despite the governments' best of intentions might throw all of the recent decadal gains under the bus, if the course correction doesn't happen soon. What is most surprising is that people have gotten used to corruption as a way of life and leadership at the political office level is kept at a very low threshold and that enables all the undesirable character to wield power.

Continued...







The way forward:

As a group we believe the time for talks is over and we can get into action even if it might appear miniscule. We will without a doubt do our meaningful part in setting our country onto a path for greater heights. We clearly want to get into three areas that we believe will define the aspirations of 'new' India.

06

1. Skilling - from Job Seeking in stage 1 to job creation in stage 2: We would like to start a dedicated program to skill youths who have a basic degree or in their final year of graduation. The core emphasis of this program will be on building communication skills, critical thinking ability and helping them to be confident and maybe not be perfect individuals, which our current education system is intending to do. We have partnered with Valluvar College of Science & Management, Karur and that will be our first base. We will be upgrading one seminar hall with facilities needed to deliver the course. Once they are trained, we intend to facilitate placements for them.

2. Dialogue for Development: This dialogue series that will be hosted will try to bring the best of speakers available in urban areas to rural audiences. We will be organizing awareness workshops on topics of pertinent interest that include - pressing national issues, good politics and political leadership, development needs of the local areas, best of writers, new and innovative ideas to infuse fresh energy and dynamism among the audience. This will be a half-yearly affair in Karur, Coimbatore and Mangalore.

Continued...





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3. Organic farming, living with needs in control and an alternate model of development: Rural areas which were cradles of civilization have become living hells now with people migrating en masse. Mahatma Gandhi memorably said, 'India lives in its villages' and now the apt representation would be, 'Indian villages live with its belly up'. Many of our reckless policies and blind aping of the west have taken us to this stage. We aim to shift the focus back to agriculture and that too in an organic way, educating people on their needs and wants and importantly to promote an alternate and an Indian way of living. This has to go through the route of conversation building - experimentation - encouraging and finally funding. We are committed to cracking this seemingly tough problem.

We might not have arrived at the most apt model now but we have the best of intentions to keep evolving.

Come, let's act now !!!

Annamalai K., IPS (R)  
Chief Servant  
We The Leaders Foundation





# The WTLF Logo - Lead The Change

We The Leaders Foundation is rooted in three areas that believe will define the aspirations of 'New' India.



## Organic farming

The aim is to shift the focus back to agriculture and precisely in an organic way, educating people on their needs and wants and importantly to promote an alternate and an Indian way of living. This has to go through the route of conversation building - experimentation - encouraging and finally funding.



## Skilling

The core emphasis of this area will be on building communication skills, critical thinking ability and helping them to be confident and maybe not be perfect individuals, which our current education system is intending to do.



## Dialogue for Development

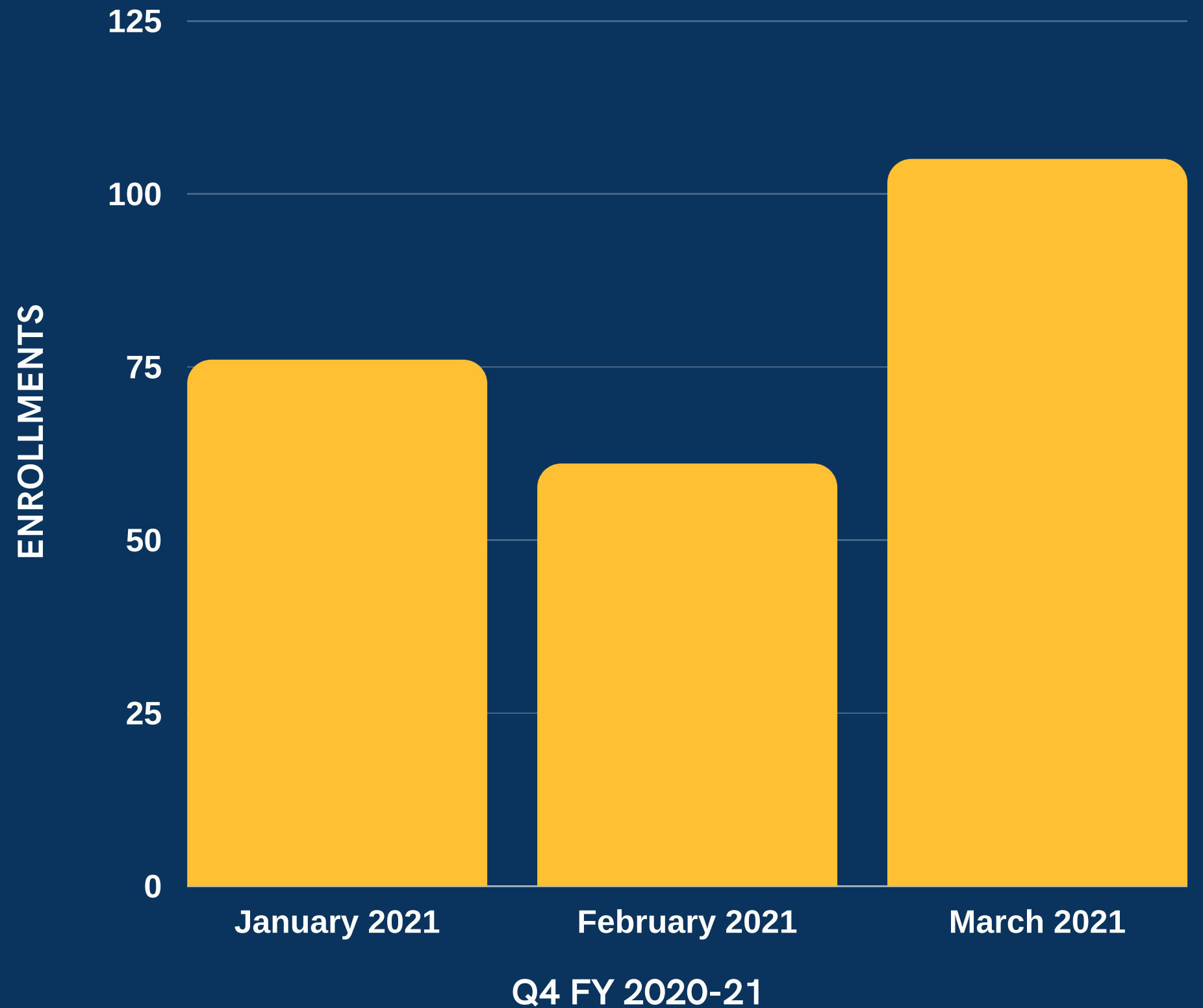
We believe it is crucial to get to the 'root cause' of an individual's temperament by providing them with their true underlying motivations, and giving them an understanding of how that leads to their visible behaviour.



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# Volunteer Registrations Count

The desire of our change makers -  
Lead The Change

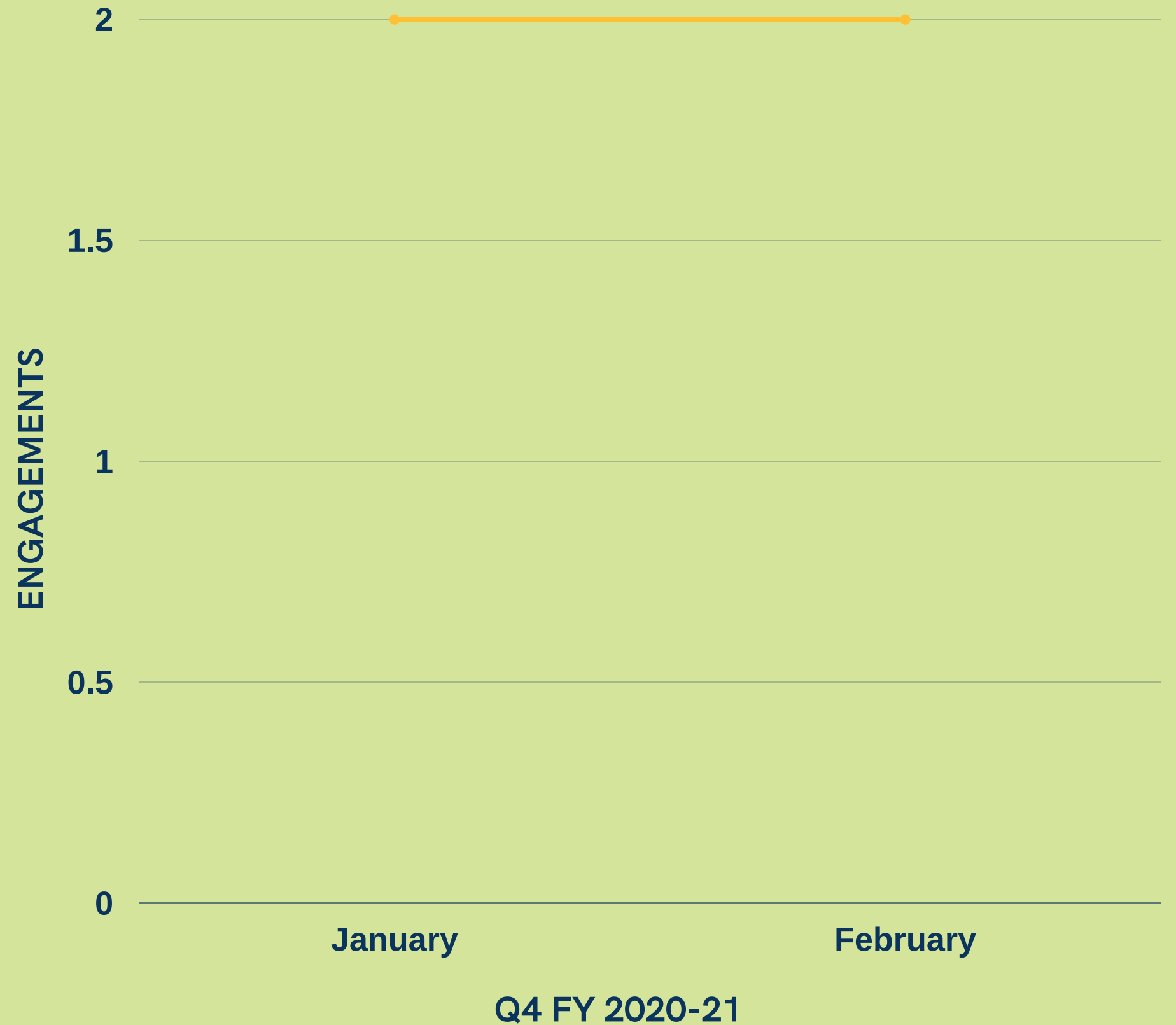




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# Our Impact on Change

The Power of our volunteering movement





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**242**  
VOLUNTEERS



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# **A Glimpse of Our Volunteering Activities - Q4 (2020-21)**





## Marathon - To Lead The Change

We the Leaders Foundation in association with Karur Athletic Club organized a marathon for both men and women with the theme of "LEADING THE CHANGE FROM RURAL VILLAGE." We the Leaders Foundation Volunteers well-managed the large gathering of about 600 and 100 participants both male and female completing a race of 10kms and 5kms distance respectively.

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With the moto of a Wealthy Nation through a Healthy Citizen, the even was inaugurated by K. Aravindhan IAS, Punjab, Dr. Kanagaraj and Dr. Ravichandran along with our chief servant, Thiru. Annamalai K. IPS (R.)

**In association with:** Karur Athletic Club

**Event Sponsors:** Karur Vysya Bank and P&K Realtors

**Date:** 3rd January 2021 (Sunday)

**Place of Activity:** Tamil Nadu







## Nirbhaya Helpline

We The Leaders Foundation in association with KYRO India, launched "NIRBHAYA HELPLINE." This helpline is for the women across the nation who needs legal help. WTLF Volunteers successfully conducted the event on zoom platform and the event was inaugurated by our chief servant Thiru. Annamalai K. IPS (R)

14 In association with: KYRO India

Date: 4th January 2021 (Monday)

Place of Activity: Tamil Nadu



JOIN US FOR THE LAUNCH OF  
NIRBHAYA HELPLINE, A JOINT  
INITIATIVE OF KYRO INDIA AND WE  
THE LEADERS FOUNDATION

ON THE 04TH OF JANUARY, 2021  
AT 3.00 P.M.

THIRU. ANNAMALAI K. FORMER IPS  
OFFICER AND CHIEF MENTOR, KYRO  
INDIA

SHALL LAUNCH THE HELPLINE  
NUMBER AND DELIVER THE  
KEYNOTE ADDRESS.





## Farm visit – Betel Leaf Farm

We the Leaders Foundation volunteers organized a visit to the betel leaf farm and meet people who work under 100 days work scheme at Nathamedu and Pungodai villages. Our volunteers trained knowledge about the importance of various government medical insurance policies and various subsidies for small and middle scale farmers.

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WTLF Volunteers also created awareness about the importance of Girl child education in the society.

Farmers were also educated about the various trade opportunities, importance of organic betel leaves and its medicinal values by the volunteers.

**Date:** 25th February 2021 (Thursday)

**Place of Activity:** Nathamedu, Tamil Nadu





## We The Leaders Introductory Meeting at Thirumanikampatti

We the Leaders Foundation volunteers travelled to Thirumanikampatti (a village in Tamil Nadu) for the first time for having an introductory talk and interaction about the We The Leaders Foundation and activities and awareness program being carried out educating farmers about various government schemes and importance of practicing organic farming.

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40 farmers showed profound interest in the activity and our volunteers were actively involved in educating farmers who are now focused on improving the quality of agricultural practices by taking benefits of the Government schemes. A detailed idea and explanation of export opportunities for the organic farming was also discussed with the farmers during the activity

**Date:** 24th February 2021 (Wednesday)

**Place of Activity:** Thirumanikampatti, Tamil Nadu





We The Leaders Foundation has been actively involved in its commitment to work towards its motto "Lead The Change".

The journey towards the path of bringing a change and realising the dream initiated on 6th January 2019 - Foundation Day, our volunteers have been highly successful in executing various projects and events that aim to bring us closer to building a better society for tomorrow.

We look to make a positive impact by churning out and moulding the raw untapped potential of many youngsters in the country hailing from rural parts of India. We highly look forward to build and expand our mission to a much broader set of the population and create the Change we all intend to see.

Every goal comes at its own costs and We The Leaders Foundation has been actively involved in trying to effectively make use of its resources and manage all its needs for a sustained service till now but as we look to expand and make a positive change, we would highly feel gratified and appreciate your support in making us realise our dreams.

We appeal to you to make your generous contributions which will be used in highly meaningful ways to empower and train the society and create leaders who will lead by example and train others in the process of ensuring a collective growth as a community!

Thank you

#### Important Note:

- Currently, Contributions to We The Leaders Foundation are not eligible for tax exemption under Sec. 80G vide.
- We The Leaders Foundation is a registered Public Charitable Trust and has not yet registered for IT exemptions and benefits under 12A, 80G and FCRA.
- Receipts will be provided for all donations



# We The Leaders

LEAD THE CHANGE

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## Tamil Nadu Centers

### We The Leaders Foundation Located At

#### Velayuthampalyam - Center

Farmers Coordination Center -  
Velayuthampalayam, Raja Complex,  
Valluvar Nagar, Pugalur S.F Road,  
Velayuthampalayam, Karur, Tamil Nadu -  
639117

#### Aravakurichi - Center

Farmers Coordination Center -  
Aravakurichi, A.R.B Complex, Opp to  
KMG Mahal, Rajapuram Road,  
Aravakurichi, Karur 639201

#### Thennilai - Center

Farmers Coordination Center -  
Thennilai, Anandham Complex, Opp to  
State Bank, Trichy Main Road, Thennilai,  
Karur - 639206

#### Coimbatore - Center

Farmers Coordination Center - Coimbatore  
No. 20, 50 Feet Road, Krishnaswamy  
Nagar, Ramanathapuram, Coimbatore -  
641045



Website

[www.wetheleader.org](http://www.wetheleader.org)



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