



**We The Leaders**  
LEAD THE CHANGE

01

# ANNUAL REPORT

## FY 2020 -21 (Q1 to Q3)

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



**We The Leaders**

== LEAD THE CHANGE ==



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



# About Us

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We The Leaders Foundation(WTLF), founded in January 2019, 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.



The foundation is being started by like-minded individuals with the aim to contribute 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.

05

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...





07

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 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.



## 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

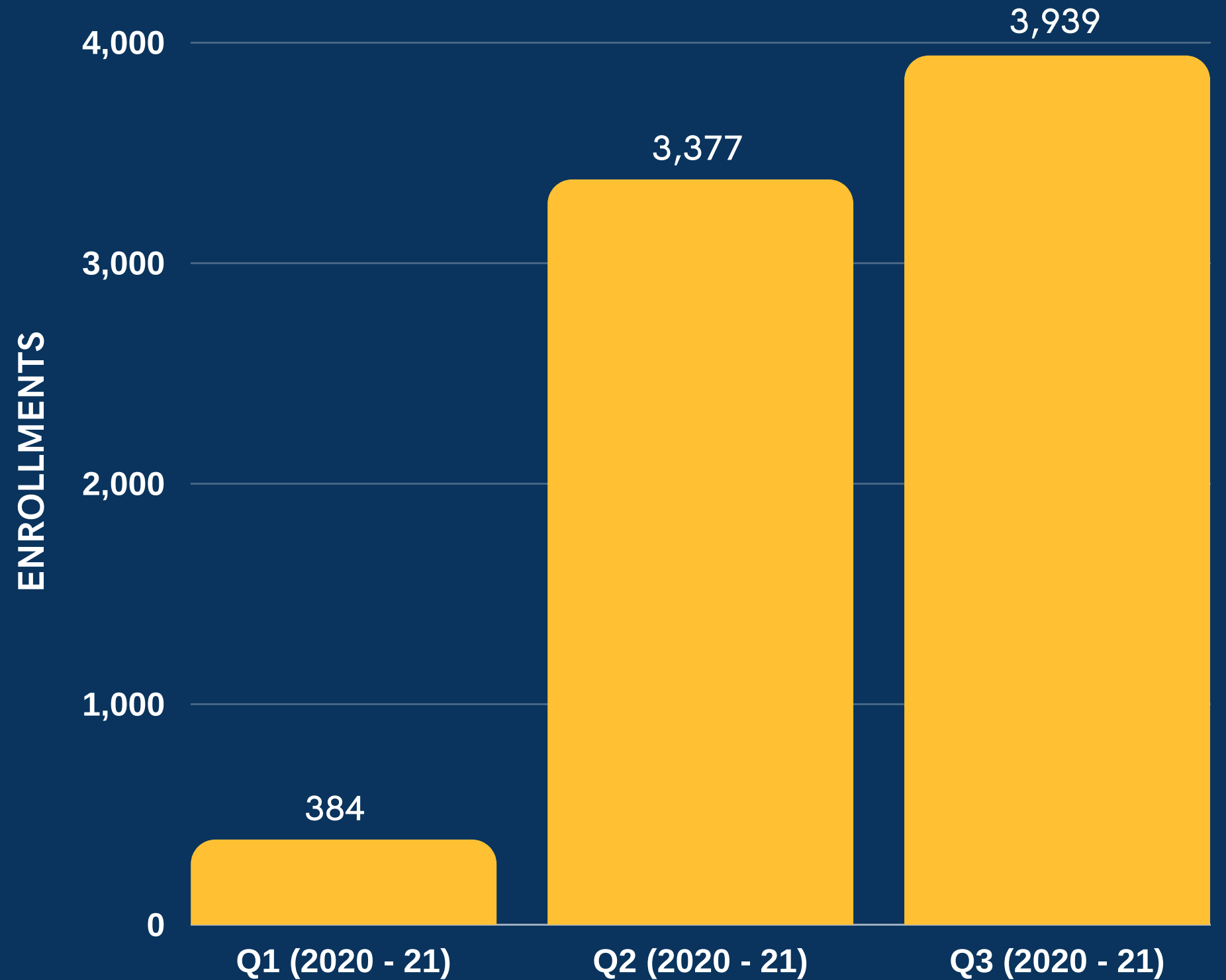
We believe it is crucial to get to the 'root cause' of an individual's temperament by providing them with their true underlying motivations, and giving them an understanding of how that leads to their visible behaviour.



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# Volunteer Registrations Count

The desire of our change makers -  
Lead The Change

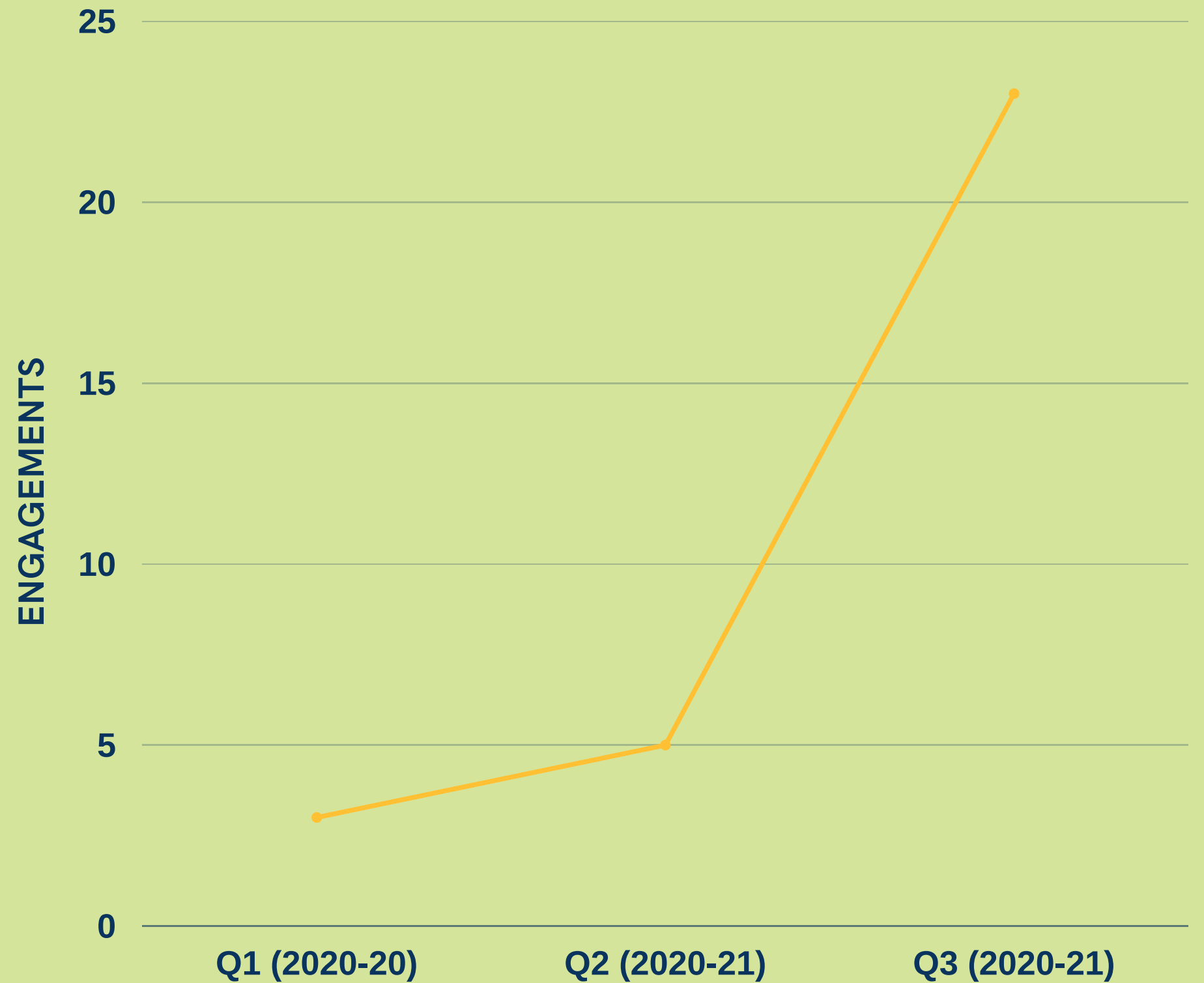




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# Our Impact On Change

The Power of our volunteering movements



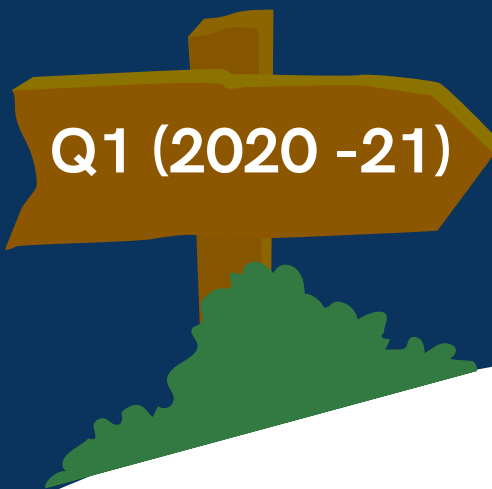




- Importance of Betal Leaves workshop was organized in Palathurai
- A career guidance program was organized for students in Karur
- Causing Incredible Performance -Virtual webinar was organized
- Quantitative Training Program was conducted on zoom virtual platform
- WTLF first 3 Farmers' coordination center and career guidance centers were inaugurated in Velayuthampalayam, Aravakurichi, and Thennilai.



- Launch of We The Leaders Foundation official website [www.wetheleader.org](http://www.wetheleader.org)
- Call for WTLF volunteering registration.
- Second Center of We The Leaders Foundation inauguration in Karur, Tamilnadu





Q3 (2020 - 21)

- Vaccination treatment to goats was organized in Thennilai, Tamilnadu
- Importance of Bee Keeping for Agriculture workshop was conducted in Alamarathumodu & Velayuthampalayam
- Tractor plowing training and farm assistance for farmers was conducted
- Importance of Bee Keeping workshop was conducted in Thottiyapatti and Thennilai
- Importance of Bee Keeping workshop was conducted in Kattipalayam
- Tailoring classes for women was organized in Aravakurichi
- Planting of palm trees event was organized in Velatuthampalayam
- Planting of palm trees event was organized in Aravakurichi
- Farmers Success Stories was featured on WTLF official website
- Farmers Interactive Session with Thiru. Annamalai was organized in Aravakurichi
- Central Government schemes and their benefits to farmers training program was organized in Tamilnadu
- Math training program for TNPSC group exam attendees was conducted on a virtual platform
- A Paradigm Shift - To build individuals fostering capability webinar was organized for students
- Special loans facilities available for women enrichment workshop was organized in Aravakurichi
- Certificate of Appreciation for State-level Silambam competition participants event was organized in WTLF, Karur
- Export opportunities in the seafood business webinar was organized on a virtual platform
- Femininity and Ayurveda on women's health and wellness workshop
- Tractor plowing training and farm assistance for small scale farmers in Thennilai
- Job readiness skills for any career opportunities webinar to students
- Farm visit activity on the study and best practices of Aquaculture in a ground-level pond
- Veterinary treatment for farmers cow in Kurikaranvalasu, Thailaivasal, Pallapatti, Aravakurichi
- Session on education, spirituality, economy and social welfare in Karur
- Various opportunities and concepts in agriculture business webinar was organized for entrepreneurs in farming-related business - Agri India



**5,541**  
VOLUNTEERS



**8,435**  
BENEFICIARIES



**11,240**  
VOLUNTEERING HOURS



**06**  
EMPANELLED INSTITUTIONS



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## WTLF Volunteers Global Presence



## WTLF 1st Year Benchmark

As a foundation, we look forward to joining hands for the betterment of society and nation-building.

WTLF aims to instill a culture of honest conversation, open dialogue, and being the change that we want to see.

In recognition of one year of making a difference to society, our team always kept moving towards completely transitional initiatives aiming to build deep and engaging community volunteers, who will propel the idea towards self-sustaining communities in addition to the regular stream of volunteering activities.

The celebrations were kicked off with a dedicated program to skill youths who had a basic degree or in their final year of graduation emphasizing 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.

Tamilnadu Volunteers organized 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.



**We The Leaders**  
LEAD THE CHANGE





# Our Signature Programs







## Vaccination Treatment to Goats - Thennilai

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Blue tongue disease is a common disease and it is seasonal one which mainly affects the goats. Goat farming is the main occupation in Thennilai village. In order to provide helping hand to farmers our volunteers visited farm-to-farm to provide vaccines at affordable prices. Our volunteers visited with medicines and treated the goats. We have also made arrangements to provide vaccination periodically according to the chart created with the assistance of the veterinary team.

3,200 goats was vaccinated through this project at an affordable price and this saves about 45% of the expenditure to the farmers towards this vaccination expense.

**Date:** 1st week of October

**Place of Activity:** Villages around Thennilai







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# **A Glimpse of Our Volunteering Activities - Q2 (2020-21)**





## Importance of Betel Leaves workshop in Palathurai

We The Leaders Foundation volunteers organized a Start-up meeting with Betel Leaf Farmers at Velayuthampalyam. Farmers were addressed by the Chief Servant, Thiru. Annamalai K. IPS (R.).

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He explained about the branding for Betel leaves and the importance of consuming them. Extensive research and guidance by the top advisors in the field of betel leaves farming formed the core basis on which he delivered his speech.

Around 50 farmers had participated in this program and studied about the importance of Betel Leaves.

Guidance of usage of modern techniques and methods in the field of agriculture and the export capabilities of betel leaves were also discussed during the course of the event.

**Date:** 15th July 2020 (Wednesday)

**Place of Activity:** Palathurai, Velayuthampalayam





## A Career Guidance Program for Students in Karur

The session was organized by the volunteers of WTLF for the students of Karur District, Tamil Nadu.

Students were groomed to be the "Positive Change Champion" - the training process of grooming the Change Champions was designed to be multi-dimensional in nature and approach as it concentrated on all the three spheres in which growth is required i.e Knowledge, Competency and Inspiration.

Every student was assigned a counselor based on their career goal and were individually monitored based on extensive analysis of their strengths and weaknesses and were guided on the key areas on which they need to capitalise or improvise upon.

We The Leaders Foundation looks forward to create and enable such a developmental change of the Change Champions in the future with multiple programs of a higher scale and reach planned out for the future.

**Date:** 08 August 2020 (Saturday)

**Time:** 5:30 PM to 06:00 PM  
6:00 PM to 7:00 PM

**Organized Platform:** Zoom





## Causing Incredible Performance (CIP) - Virtual Webinar

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With the ever increasing competition in causing incredible performance, We The Leaders Foundation volunteers were offered training and resources program by Prof. C Balaji who has expertise in human resources, organizational behavior, organization development, leadership development research, training & coaching and a fellow IIM-A who spent quality time in educating our volunteers on the paramount importance for having a successful career to those who wish to succeed in their career and have better job prospects.

240 members participated in the event on Zoom video-call platform grasping a few key frameworks to successfully attain high results for the respective or any chosen activity.

**Date:** 23rd August 2020 (Sunday)

**Time:** 02:00 PM to 03:30 PM

**Organized Platform:** Zoom



## Quantitative Aptitude Virtual Training Program

We The Leaders Foundation firmly believes that the knowledge shared in this training would help easing the transition of students into the workplace and prepare them for demanding situations that they may encounter in their span of their career. Students were entitled to learn about Soft Skills and Aptitude Training that helps them to augment their employability and potential and face challenges of the present times.

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The training was delivered by C N Pragadeeshwara Prabhu, Co-Founder & Lead Trainer - Channel B.Tech. Volunteers ensured to organize the event so that students didn't had to skip their regular institute coaching.

181 students had registered for the program and training was conducted during the weekdays in the evening for continuous 39 days.

Students were imparted in-depth knowledge on the topics such as Quantitative Aptitude, Data Interpretation, Reasoning and Verbal Ability & Reading Comprehension for a better way of encountering any competitive examinations.

**Date:** From 01 September 2020 to 23rd October 2020  
(Monday to Friday)

**Time:** 06:00 PM to 07:00 PM  
**Organized Platform:** Zoom



## Training program on Spoken English

We The Leaders Foundation Volunteers focused on building vocabulary and helped students to form perfect sentences using the day to day scenarios that one may encounter in their professional life by organizing a spoken English training program. Having a good command over the English language not only helps to express oneself confidently but also to earn the confidence of others like clients, interviewers, etc.

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Through this training, the students were taught to build a solid foundation of the English language and the techniques by which they can successfully clear the interviews to get their desired job.

The training was carried out to 25 registered students by R S Vigneshwar, creating awareness on the correct use of English grammar, explaining the do's, don'ts, and best practices needed for acquiring a professional level expertise on the English language. The training was designed in such a way keeping in mind, the best ways to enhance the listening skills of the students for better communication as well as mentoring on pronunciation, use of expressions, vocabulary and activating free speech.

**Date:** From 01 September 2020 to 14 October 2020  
(Monday to Friday)

**Time:** 12:00 PM to 01:00 PM

**Organized Platform:** Zoom



Vocabulary

Communication





## WTLF First Three Farmers Coordination Center and Career Guidance Center Inauguration

- The centers were inaugurated by Shri K Annamalai - Chief Servant and Founder, We The Leaders Foundation.
- The Farmers Coordination Center aims to assist the farmers in all agriculture activities and to develop a Farmer Producing Organization (FPO).
- The Career Guidance Center aims to assist individuals in growth-oriented skill development by providing guidance for educational and occupational adoption.

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**Date:** 17th September 2020 (Thursday)

**Time:** 8:45 AM

**Place of Activity:**

Velayuthampalayam | Aravakurichi | Thennilai







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# **A Glimpse of Our Volunteering Activities - Q3 (2020-21)**





## Importance of Bee Keeping for Agriculture Workshop - Alamarathumedu, Velayuthampalayam

We The Leaders Foundation volunteers in association with Dheeran Live Farms organised an in-hand workshop on Bee Keeping and its importance on agriculture.

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The activity was also taught to the village community people as social responsibility program to evoke a keen interest in bee keeping and introduce them to various business opportunities that bee keeping has to offer.

40 participants took part in the event, enabling our volunteers to ensure the completion of the mission of conveying the importance of honeybee for agriculture.

**Date:** 3rd October 2020 (Saturday)

**Time:** 09:00 AM

**Place of Activity:** Alamarathumedu, Velayuthampalayam







## Tractor Plowing Services and Farm Assit for Farmers

We The Leaders Foundation volunteers worked on the education and familiarization of different makes and models of agricultural tractors.

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Identification of functional systems including fuels system, cooling system, transmission system, steering and hydraulic systems were taught to the farmers.

80 farmers enrolled in the training and were also taught about the safety rules and precautions to be observed while driving a tractor, driving practice of tractor and the practice of operating a tillage tool (mold-board/plough/ disc plough, rotavator) and their adjustment in the field. Hitching & De-hitching of mounted and trail type implementation of the tractor. Practical exposure in driving a tractor with a trail type trolley - forward and in the reverse direction was also given to the farmers to help them understand the operations better.

**Date:** 10th October 2020 (Saturday)

**Time:** 11:00 AM to 12:30 PM

**Organized Platform:** Zoom







## Importance of Bee Keeping for Agriculture Workshop - Thottiyapatti, Thennilai

We The Leaders Foundation volunteers in association with Dheeran Live Farms organised an in-hand workshop on Bee Keeping and its importance on agriculture.

The activity was also taught to the village community people as social responsibility program to evoke a keen interest in bee keeping and introduce them to various business opportunities that bee keeping has to offer

12 participants took part in the event and as a result our volunteers have ensured the achievement of the mission of conveying the importance of honeybee for agriculture.

**Date:** 22nd October 2020 (Thursday)

**Time:** 09:00 AM

**Place of Activity:** Thottiyapatti, Thennilai







## Importance of Bee Keeping for Agriculture Workshop - Kattupalayam, Thennilai

We The Leaders Foundation volunteers in association with Dheeran Live Farms organised an in-hand workshop on Bee Keeping and its importance for our agriculture.

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The activity was also taught to the village community people as social responsibility program to evoke a keen interest in bee keeping and introduce them to various business opportunities that bee keeping has to offer

40 enthusiastic participants took part in the event and as a result our volunteers have ensured the completion of the mission of conveying the importance of honeybee for agriculture.

**Date:** 31st October 2020 (Saturday)

**Time:** 06:30 PM to 08:00 PM

**Place of Activity:** Kattupalayam, Thennilai







## Tailoring Classes for Women in Aravakurichi

In order to emphasize the dreams of the housewives and to take care of their passion, We The Leaders Foundation volunteers in collaboration with Roshini Ladies Tailoring, Aravakurichi constantly enquired women in and around Aravakurichi area and majorly got a request for providing Tailoring training. About 42 women registered for this program and 24 of them were shortlisted for the 1st batch. The training for the first batch was scheduled for 60 days.

The women who are from the very small villages around Aravakurichi area are now extremely happy about their classes and they are very confident about their career and future. Now after 60 days of training they were awarded with a certification and post the completion of their certification course, they were assigned the task of coaching future batches conducted exclusively for girls to bring out their talents. The entire coaching will be given free for the girls and this expense will be borne by the WTLF team.

**Date:** 3rd November 2020 (Tuesday)

**Place of Activity:** We the Leaders Foundation - Aravakurichi







## Planting of Palm Trees in Velatuthampalayam

We The Leaders foundation in association with Thiru.Mahendraboopathy had organized activity on planting Palm seeds and bringing awareness on the necessity of palm trees. Thiru.Ragunathaboopathy who is passionate about conserving palm trees across Tamil Nadu took part and initiated the event. He gave a brief note on the use of palm tree products and the necessity of palm trees to protect ground water.

Thiru.Annamalai K. IPS (R.), Chief Servant - We The Leaders Foundation inaugurated the event by planting the first palm seed followed by the public and the farmers who were engaged in planting seeds. Our mission is to plant atleast a minimum of 1000 palm seeds through the efforts of our volunteers and to rejuvenate and replenish the underground water resources.

Many young souls eagerly took part in this event where a noble sense of responsibility towards conserving nature was initiated and inculcated in the minds of these young souls.

**Date:** 4th November 2020 (Tuesday)

**Place of Activity:** Velayuthampalayam







## Planting of Palm Trees in Aravakurichi

As the groundwater table has been depleted to the maximum level throughout the globe and one main reason behind this issue in and across Aravakurichi region was the absence of palm trees. As palm trees can hold/store the ground water to a maximum level and its absence had made a huge change in our eco system. Considering this issue our volunteers along with the community people and Kurumbapatty panchayat jointly organised an event to plant 1,000 palm seed along the bunds of the lake in Kurumbapatty village.

The event was inaugurated by our Chief Servant, Thiru. Annamalai K. IPS (R.) on 03.11.2020 and addressed the community about the importance of agriculture along with its vast opportunities. A brief introduction about our foundation was given to the community and importance of agriculture and involving youth in farming was highlighted. Some of the key issues of that area were attended to our Chief Servant.

**Date:** 4th November 2020 (Wednesday)

**Place of Activity:** Kurumbapatty, Aravakurichi







## Featuring Farmers' Success Stories on WTLF Website

We The Leaders Foundation - Chief Servant, Thiru. Annamalai K. IPS (R.) made a visit to Thiru.Chellamuthu's Kanakkupillai Farms near Thennilai Village. Thiru. Chellamuthu is a successful organic farmer and has collected many antique equipment that were used during the ancient times for agriculture practices.

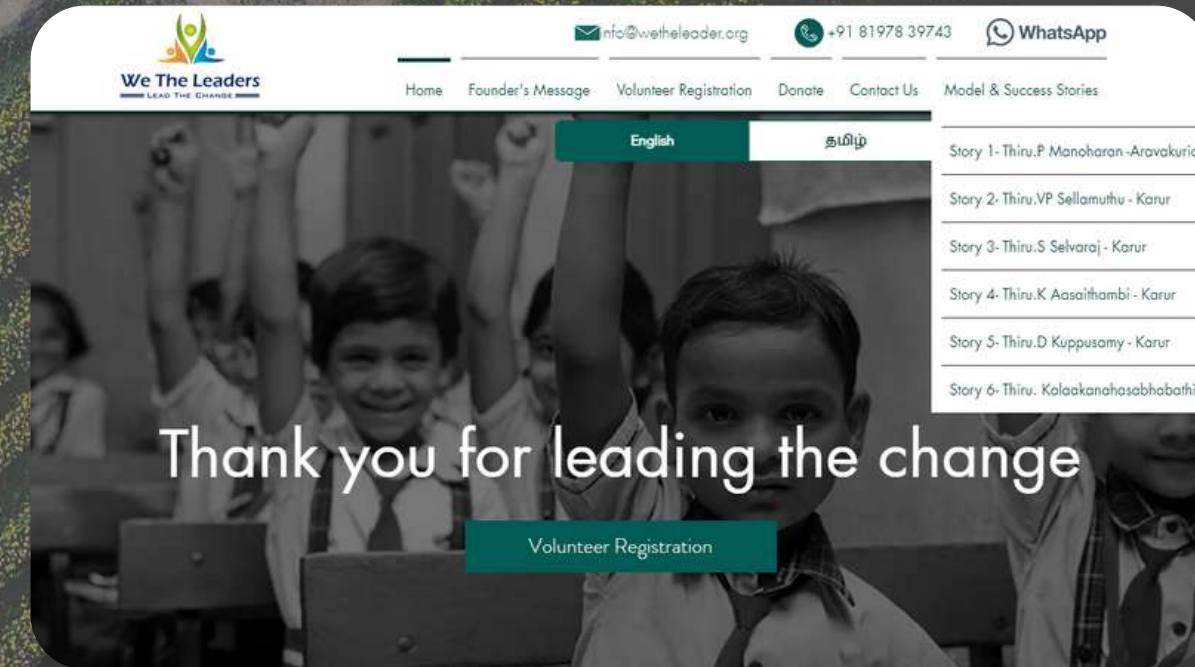
Along with Thiru. Chellamuthu the organic farmers in the surrounding regions were also involved in the activity. Volunteers also made a visit to a small museum in the village.

These successful stories which provide an inspiration for the like minded people to pursue organic methods of farming were featured on our WTLF website to act as a source of motivation to the commoners

**Date:** 4th November 2020 (Wednesday)

**Time:** 3.00 pm to 04.30 pm

**Place of Activity:** KanakkupillaiThottam, Thennilai



Volunteers have collected stories of the organic farmers who were all present in the meeting and the same has been featured in the official website of We The Leaders Foundation at [www.wetheleader.org](http://www.wetheleader.org)







## Interaction with Farmers in Aravakurichi

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Boomadevam, a remote village in Aravakurichi area had requested our volunteers to arrange for an interactive session in the presence of our Chief Servant, Thiru. Annamalai K. IPS (R.) and interact with the community and farmers of Aravakurichi village.

WTLF volunteers along with the local administration had accordingly organized a session amongst the people and youngsters interacting with Thiru. Annamalai K. IPS (R.)

Various topics ranging from modern and organic shift in agricultural methods and the need for a clean agricultural practice were discussed along with the necessity of the youth considering farming as a profession.

**Date:** 4th November 2020 (Wednesday)  
**Place of Activity:** Boomadevam, Aravakurichi







## Central Government schemes benefits to Farmers Webinar

We The Leaders Foundation volunteers had organized a webinar to all farmers in Tamil Nadu in order to create awareness about the schemes that are designed to benefit them in carrying out the agricultural duties and practices at ease.

35

143 farmers showed a profound interest in the activity and our volunteers were actively involved in helping the farmers who are now focused on improving the quality of agricultural practices by taking benefits of the Government schemes.

**Date:** 08th November 2020 (Sunday)

**Time:** 03:30 PM to 05:00 PM

**Organized Platform:** Zoom







## **MATH Training Program for TNPSC group exams attendees**

We The Leaders Foundation offered a free Math Training Program with an introduction about important topics in Aptitude with the eye on the upcoming TNPSC Examinations. Volunteers ensured that the training was made very useful for the students who are preparing for these exams.

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The training was delivered by Shri. C N Pragadeeshwara Prabhu, Co-Founder & Lead Trainer - Channel B.Tech. The program was organized on Zoom video-call platform and was also live streamed on We The Leaders Foundations' YouTube channel. About 300 participants were involved in the training where they were coached and guided on the usage of skills and simple techniques to find a solution for the Math questions that are often asked in the competitive exams. We hope to make greater impact and enable more students to be more self reliant and confident in their approach towards achieving their career goals.

**Date:** 09-Nov 2020 to 05-Dec 2020 (Every Monday to Saturday)

**Time:** 08:00 PM to 09:00 PM

**Organized Platform:** Zoom







## Building Individuals Fostering capability – A Paradigm Shift Webinar

We The Leaders Foundations in coordination with Witty Wise, Coimbatore addressed the power within individuals by aiming to build individual capabilities to foster enhanced self-esteem, confidence amongst every individual.

**37** 85 participants attended the program addressed by Mrs. Soundarya Lakshmi, Strategic HR practitioner and who implemented and scaled up community-based mobilization activities focusing on building individual capabilities to foster a positive perception of self, enhance self-confidence amongst individual and promote a collective identity to address their immediate needs, such as dealing with crisis.

**Date:** 13th November 2020 (Friday)

**Time:** 03:00 PM to 04:00 PM

**Organized Platform:** Zoom





## Special Loans for Women Enrichment Workshop in Aravakurichi

Our Volunteers had organised a meeting on introduction and the importance of MAGALIR SUYA UTHAVI KUZHU and the availabilities of special loans for women for the enrichment of women by the various State Level and Central Level functionaries were discussed. Information was provided on how to apply and acquire these loans and set up their own businesses and become more self independent and self reliant.

Nearly 13 women took part in this event and they now have a community formed amongst themselves to discuss and plan out things as team and to assist other village and small town women about these various monetary assistance schemes and loans.

**Date:** 18th November 2020 (Wednesday)

**Time:** 07:30 PM

**Place of Activity:** Poolamvalasu, Aravakurichi





## Certificate of Appreciation for State Level Silambam Competition Participants

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Two students Haripriyan and Sivapriyan who belonged to Karur District had secured 1st and 3rd place respectively in the State level Silambam Competition held in the month of November 2020 were awarded during this felicitation program. The focus on the support and encouragement to children and the youth to take up an active interest in sports and also save the traditional and native forms of sports and martial arts techniques

We The Leaders Foundation - Chief Servant Thiru. Annamalai K. IPS (R.) received them and honoured them with a Certificate of Appreciation.

**Date:** 20th November 2020 (Friday)

**Time:** 03:30 PM

**Place of Activity:** We The Leaders foundation office, SF complex, Velayuthampalayam, Karur







## Export Opportunities in Seafood Business Webinar

The purpose of this webinar was to unlock the full potential of Indian Sea food resources for export. The presenter, Thiru. Uthirapathy P, Freelance Marine Export Consultant, Chennai spent quality time in explaining the vast opportunities in exporting sector of the sea food business.

138 participants attended the event. The participants were educated with various Indian Sea food resources, Aquaculture viability and the export opportunities in sea food business. They were also given instructions about the Quality control, Quality assurance and food safety that are to be followed during the export process. The financial schemes and grants from the Government of India were also explained for the benefit of the participants.

**Date:** 22nd November 2020 (Sunday)

**Time:** 11:00 AM to 12:00 PM

**Organized Platform:** Zoom







## Femininity and Ayurveda on Women's Health and Wellness Workshop

We The Leaders Foundation volunteers had organized a community workshop, Dr.Chitra Gunasekaran B.A.M.S, Founder Director, Darshan Heritage Living Pvt Ltd Karur shared insights to learn more about feminity and the positive effects of Ayurveda on Women's health and wellness.

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136 women in Tamil Nadu attended this program and learnt on simple, timeless, and sustainable daily wellness practices for greater health and happiness during the transitional phases of life. This program explores the practice of women's health in Ayurvedic Medicine including remedies and treatments for common disorders, women's health assessment, and treatments used by Ayurvedic Health Counsellor's to restore wellness.

**Date:** 22nd November 2020 (Sunday)

**Time:** 11:00 AM to 12:00 PM

**Organized Platform:** Zoom







## Tractor Ploughing and Farm Assit for Small Scale Farmers

We The Leaders foundation And M/s Chenthoor Automobiles (TAFE, Karur) jointly provided free ploughing scheme for the small scale farmers (who owns a land below 5 acres by area) by charging them only the cost incurred for the fuel consumption while ploughing the land.

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Through this project, the expenditure for ploughing the land was effectively reduced by a massive 40%. Mrs.Rasammal, who is a senior and modest farmer from Thennilai had been provided with this service and our volunteers were fortunate to receive her blessing as a token of thanks and appreciation for providing this service.

**Date:** 24th November 2020 (Tuesday)

**Place of Activity:** Kanakkupillaipudhur, Thennilai







## Job Readiness Skills to Students for any Career Opportunities Webinar

We The Leaders Foundation organized a webinar to educate students on enhancing their skills for encountering any kind of career opportunities.

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Students were taught about the skills to tackle various sorts of issues & problems effectively which are commonly faced in day to day professional lives and the abilities for adaptive & positive behavior that enables them to deal with every challenges & situations effectively.

85 students participated in the program and an insightful speech was delivered by Thiru. Ananth Mahadevan with the prime focus on creating opportunities for all the students to acquire skills and most importantly developing a high quality of skilled work force relevant to current and emerging employment market needs.

**Date:** 28th November 2020 (Saturday)

**Time:** 11:00 AM to 12:00 PM

**Organized Platform:** Zoom







## Farm Visits to explore practices of Aquaculture

44

Volunteers from We The Leaders Foundation had organised Farm visits in a nearby village at Velayuthampalayam. The activity was aimed to be an introductory and informative exposure on the study of Aquaculture in a ground level pond which is an emerging and a new business in that area. Volunteers carried out the activity enthusiastically along with Thiru. Suresh who possesses an expertise in this field of business with a vast experience and was happy to share his ideas and knowledge about the best practices in maintaining the aquaculture.

Thiru. Suresh was happy to share his contact details and welcomed those who were eager to enquire and learn about aquaculture. He also assured to provide guidance to those 6 candidates who participated in this activity along with our volunteers.

**Date:** 01st December 2020 (Tuesday)

**Place of Activity:** Goundamuthur, Velayuthampalayam







## Veterinary Treatment for Farmers' Cow

We the Leaders Foundation and Local Government hospital jointly in association with Kurumbampatti Rural veterinary Medical centre had organised a Systematic Treatment program for cows. Nearly 60 cows owned by about 45 different farmers had been treated by the Government Hospital Authorities. Our volunteers along with the medical team went to individual farms for providing this service. Dr. Lilly, Dr.P.Selvi, Dr.Sumathi, Dr.Sudha who are veterinary surgeons in the government veterinary hospital, took part in this activity.

Since there were no preventive vaccination for this disease, WTLF volunteers managed to provide free treatments and medicines with utmost care for those 60 cows. And through our continuous support to the farmers and goodwill gestures of our volunteers, all the cows have now recovered and are in best of their health and completely free from ailments and diseases.

**Date:** 03rd December 2020(Thursday)

**Place of Activity:**

Kurikaranvalasu, Near Thailaivasal, Near Pallapatti, Aravakurichi







## Session on Education, Spirituality, Economy and Social Welfare

A session on Education, Spirituality, Economy and Social Welfare was organized at Karur. Thiru. Annamalai K. IPS (R.), Chief Servant - We The Leaders Foundation was the key speaker for the program. Thiru.Senguttuvan, Chairman of Valluvar Group of Institutions and Hotels, Karur and Thiru.Santham Sathesh, Chairman of Sai Shruthi Group of Institutions, Kodaikanal were the Guest Speakers at the event.

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Recognition of various in-house talents of our people and projecting them to the right kind of environment where they can develop on their skills and talents helps them in creating a niche for themselves and a satisfaction of having achieved great heights while also constantly getting motivated to perform better. One such example is of, Selvi. Kaniga, a student from a humble farming family background who secured State level rank in NEET 2020 exams, and was appreciated by our Honourable Prime Minister Shri. Narendra Modi Ji through the radio program MANN KI BAAT and she was honoured by our Chief Servant Thiru.Annamalai K. IPS (R.).

212 members took part in this program and question & answers session took part during the event between the audience and the guest.

**Date:** 05th December 2020 (Saturday)

**Time:** 05:30 PM to 09:00 PM

**Place of Activity:** Siva Muruga Hotel, Near Dindigul bypass, Karur







## Various opportunities and concepts in agriculture business Webinar for Agri-Startups

The webinar mainly focused on educating about various opportunities and concepts in Agricultural business that helps in effectively starting an agri - enterprise done with passion and commitment.

47

In coordination with Witty Wise, Coimbatore and Thiru. Selvakumar Varadarajan, The Chief Executive Laymen, Vilfresh - Laymen Agro Ventures educated all the 86 attendees about great farming opportunities due to the presence of a strong domestic demand combined with the availability of perfect agro-climatic conditions for cultivation. Focus on motivation and encouragement of entrepreneurs who are willing to start agriculture or farming-related businesses was also a mission of the webinar.

**Date:** 06th December 2020 (Sunday)

**Time:** 02:00 PM to 03:00 PM

**Organized Platform:** Zoom







# Testimonials

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We the leaders' organization is really doing a wonderful service to the rural community. Their goal of improving the skills and the economy of the rural population especially the youths and the farmers is the need of the hour. Their selfless service is inequitable and I would wish to achieve their mission. I sincerely thank you for a wonderful zoom meeting on Agri India - Opportunities Abundant organized by the team. One of the best meetings attended so far. I once again thank you for the team.

--

Dr. M. Ganesan

Final Year Post Graduate | Dept of Biochemistry | Government Mohan Kumaramangalam Medical College, Salem - 30

தென்னிலையில் உள்ள தன்னார்வர்களால் நடத்தப்படும் வீதி லீடர்ஸ் விவசாயிகள் ஒருங்கிணைப்பு மையம் 17.09.2020 அன்று தென்னிலையில் தொடங்கப்பட்டது.

இந்த அமைப்பு தென்னிலையைச் சுற்றியுள்ள பல்வேறு கிராமங்களில் உள்ள விவசாயிகளுக்கு பெரும் உதவிகளை செய்து வருகிறது. அதாவது 3000 செம்மறி ஆடுகளுக்கு 50 ரூபாய் மதிப்புள்ள நீலநாக்கு நோய்க்கான தடுப்பூசிகளை மிகக் குறைந்த விலையில் அதாவது 15 ரூபாய் என்ற விலையில் செம்மறி ஆடுகளுக்கு போடுவதற்கான உதவிகளை செய்துள்ளது இப்பகுதியைச் சுற்றியுள்ள விவசாயிகளுக்கு முருங்கை சாகுபடி ஒரு முக்கியமான தொழில் அதன்மூலம் தேனீ பெட்டிகளை முருங்கை தோப்பில் வைத்து பராமரிப்பதன் மூலம் மிகப்பெரிய லாபம் ஈட்ட முடியும். இதனை கருத்தில் கொண்டு இலவச தேனீ வளர்ப்பு பயிற்சி முகாம்களை கிராமங்கள்தோறும் இந்த அமைப்பு நடத்தி வருகிறது. சிறு குறு விவசாயிகளுக்கு அவர்களுடைய நிலத்தில் டிராக்டர் மூலம் மிக மலிவான விலையில் உழவு ஓட்டி தரும் பணிகளை செய்து வருகிறது.

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இப்படிக்கு

குப்புசாமி

இயற்கை விவசாயி, முருங்கை விவசாயம், கருநெல்லி வலசு







# Testimonials

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தென்னிலையில் உள்ள வீதி லீடர்ஸ் விவசாயிகள் ஒருங்கிணைப்பு மையம் கிராமங்கள்தோறும் சென்று கால்நடை மருத்துவ நிபுணர்களை அழைத்து மக்களிடையே கால்நடை சம்பந்தமான விழிப்புணர்வு முகாம் மற்றும் கால்நடை வளர்ப்பின் மூலம் ஈட்டுவது எப்படி என்ற விவரங்களை அளித்து வருகிறது.

இலவச தேனீ வளர்ப்பு பயிற்சி முகாம்களை கிராமம் தோறும் ஏற்படுத்தி இயற்கை விவசாயத்தை

ஊக்கப்படுத்தி வருகிறது...

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இப்படிக்கு

கு.ஆசைத்தம்பி

மல்லந்தம் ஊத்துப்பட்டி அஞ்சல் சின்னதாராபுரம் வழி கரூர் மாவட்டம்

தென்னிலையில் இருக்கின்ற வீதி லீடர்ஸ் நிறுவனத்திலிருந்து விவசாயிகளுக்கு தேவையான திட்டங்கள் அதாவது அரசு திட்டங்கள் மற்றும் அவர்களுடைய திட்டங்கள் பற்றி விழிப்புணர்வை தென்னிலையைச் சுற்றியுள்ள பகுதிகளில் கிராமங்களில் ஏற்படுத்திக் கொண்டிருக்கிறார்கள்.

தென்னிலை பகுதியில் உள்ள அனைத்து குடும்பங்களின் தொழில் செம்மறி ஆடுகள் வளர்ப்பு.

செம்மறி ஆடுகளுக்கு மழைக்காலங்களில் அதிகமான நோய்கள் வரும். அதிகமான நோய்கள் வரும். அதற்கான தடுப்பூசிகளுக்கான செலவினங்கள் அதிகமாக இருக்கும் அதனால் விதி லீடர்ஸ் அமைப்பு 50 ரூபாய் மதிப்புள்ள நீலநாக்கு நோய்க்கான தடுப்பூசியை குறைந்த செலவில் அதாவது ஒரு ஆட்டுக்கு 15 ரூபாய் என்ற விதத்தில் செம்மறி ஆடுகளுக்கு தடுப்பூசி போடுவதற்கான மிகப்பெரிய உதவிகளை செய்து வருகிறார்கள். சுமார் 3000 ஆடுகளுக்கு மேல் நீல நாக்கு நோய்க்கு உண்டான தடுப்பூசி மருந்துகளை செம்மறி ஆடுகளுக்கு போடுவதற்கான மிக முக்கியமான உதவிகளை செய்துள்ளார்கள். இவ்வுதவி கால்நடை வளர்க்கும் விவசாயிகளுக்கு மற்றும் அவர்களின் வாழ்வில் மிகப்பெரிய உதவியாக உள்ளது. அது மட்டுமில்லாமல் இலவச தேனீ வளர்ப்பு பயிற்சி முகாம்களை பல்வேறு கிராமங்களில் வழங்கி உள்ளார்கள். சிறு குறு விவசாயிகளுக்கு டிராக்டர் மூலம் உழவு ஓட்டுவது போன்ற பெரும் பணிகளை செய்து வருகிறார்கள், பொதுவாக கிராமங்களில் டிராக்டர் மூலம் உழவு செய்வதற்கு ஆயிரம் ரூபாய் வரை செலவாகும். ஆனால் தென்னிலை விதி லீடர்ஸ்விவசாயிகள் ஒருங்கிணைப்பு மையம் மூலமாக உழவு ஓட்டும் போது ஒரு மணி நேரத்திற்கு 15 செலவு மட்டும் அதாவது வெறும் 300 ரூபாய் மட்டுமே ஆகிறது. இது மிக மிகக் குறைந்த செலவு ஆகும். இது உழவு ஓட்டும் விவசாயிகளுக்கு உதவியாக உள்ளது. இவ்வாறான பணிகளை தென்னிலையில் உள்ளவிவசாயிகள் ஒருங்கிணைப்பு மையம் செய்வதன் மூலம் விவசாயிகள் மிகப்பெரிய அளவில் பயன் பெற்று வருகிறார்கள் என்பதை மகிழ்ச்சியோடு தெரிவித்துக் கொள்கிறேன்.



செல்லமுத்து

வினோபா சேவா சங்கத்தின்  
இயக்குநர்

கணக்குபிள்ளைபுதூர், தென்னிலை





# Testimonials

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நான் இயற்கையான முறையில் பல்வேறு செடி, கொடி மற்றும் மூலிகைச் செடிகள் மற்றும் இயற்கையான முறையில் விவசாயம் செய்து வருகிறேன்.

தென்னிலையில் உள்ள வீதி லீடர்ஸ் விவசாயிகள் ஒருங்கிணைப்பு மையம் பல்வேறு கிராமங்களில் விவசாய சேவைகளை செய்து வருகிறது. இலவச தேனீ வளர்ப்பு பயிற்சி முகாம்களை பல்வேறு கிராமங்களில் ஏற்படுத்தி வருகிறது. இதன் பயனாக என்னுடைய தோட்டத்தில் தேனீப் பெட்டிகளை வைத்து பராமரித்து அதில் ஈட்டுவதற்கான உதவிகளை வீதி லீடர்ஸ் அமைப்பு செய்து வருகிறது.

மேலும் ஓய்வுபெற்ற கால்நடை மருத்துவ நிபுணர்களை அழைத்து வந்து கிராமங்களில் பொது மக்களுடன் சந்திப்பை ஏற்படுத்தி கால்நடை வளர்ப்பு அதாவது மாடுகள் மற்றும் செம்மறி ஆடுகளை வளர்த்து லாபம் ஈட்டுவதற்கான வழிமுறைகளை மற்றும் உதவிகளை விவசாய பெருமக்களுக்கு இந்த அமைப்பு வழங்கி வருகிறது

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இப்படிக்கு  
P.மனோகரன்,  
இயற்கை விவசாயி  
நம்மாழ்வாரின் மாணவர்  
வேட்டையார்பாளையம்





# Testimonials

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தென்னிலையில் உள்ள வீதிலீடர்ஸ் விவசாயிகள் ஒருங்கிணைப்பு மையம் செம்மறி ஆடுகள் வளர்க்கும் விவசாயிகளுக்கு பெரிய உதவிகளைச் செய்து வருகிறது. அதாவது செம்மறி ஆடுகளுக்கு மழைக் காலங்களில் ஏற்படும் நீலநாக்கு நோய் பெரும் பாதிப்புகளை ஏற்படுத்துகிறது இந்நோய்க்கான தடுப்பூசியை மிகக் குறைந்த விலையில் அதாவது ஒரு ஆட்டுக்கு 15ரூபாய் என்ற விலையில் இந்நோய்க்கான தடுப்பூசிகளை வழங்கி வருகிறது. சுமார் 3000 செம்மறி ஆடுகளுக்கு நீலநாக்கு நோய் தடுப்பூசிகளை இந்த அமைப்பு வழங்கியுள்ளது.

சிறு குறு விவசாயிகளுக்கு அவர்களின் பொருளாதாரத்தை மேம்படுத்தும் வகையில் மற்றும் செலவினங்களை குறைக்கும் வகையில் அவர்களின் நிலத்தில் உழவு ஓட்டி தரும் மிகச்சிறந்த பணியை செய்து வருகிறது. அதாவது சிறு குறு விவசாயிகளுக்கு மிக குறைந்த விலையில் உழவு ஓட்டி தரும் உதவியை தென்னிலையில் உள்ள விவசாயிகள் ஒருங்கிணைப்பு மையம் செய்து

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வருகிறது  
இப்படிக்கு  
செல்வராஜ்  
இளஞ்சோலை தோட்டம்  
மோளையாண்டிபட்டி







# Our Partners

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# Our Associations

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Government Arts College Karur



Arulmurugan College of Engineering



**M.KUMARASAMY**  
**COLLEGE OF ENGINEERING**

NAAC Accredited Autonomous Institution  
Approved by AICTE & Affiliated to Anna University  
ISO 9001:2015 & ISO 14001:2015 Certified Institution

Thalavapalayam, Karur - 639 113.







# Donate



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 in quarter four of FY 2019-20 and 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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## Tamilnadu 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



Website

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



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