

# VILLAGE MATTERS



AVI's office team, trustees, volunteers and our Madras Café extended family are fresh from a successful WOMAD and looking forward to a new season of work for AVI's partners in India.

## Emergency Appeal: Kerala Flood Victims



As you might be aware Kerala is facing one of the worst crises in her recent history because of the recent floods which are due to the heavy rains continuing since July. The Indian Meteorological Department has declared Red Alert in the entire state.

Kerala's undulated topography paved ways for several landslides and flash flooding in many places washing away and destroying many habitations. The death toll in the current spell of monsoon fury that began on August 8 has risen to 370. The extent of damage and loss can't be ascertained yet as road communications to many areas are cut off and isolated. However, total loss, as of now, is expected to be over £10 billion.

The State Police, Fire force, and even the armed forces are engaged in rescue operations. More than 3274 relief camps have been opened catering to the needs of over 1,000,000 displaced people. NGOS, Youth and Fisherman community are working extremely hard extending their helping hands in the rescue and supply of relief materials and supporting logistics.

Two of our partners, Ekta Parishad and Kerala Gandhi Smarak Nidhi (KGSN) are active in the state of Kerala and have asked us to help them to support the victims of the flood.

On a short-term, they are collecting and distributing blankets, plastic/tarpaulin sheets and utensils. And on a longer term, they are planning on undertaking clean-up operation by organising youth camps, rebuilding houses and huts of people which have been destroyed due to land-slides and help in the re-settlement of villages that have lost everything, including their cattle and poultry which are their major source of food-security and livelihood.

**In any natural calamity of such a scale it is the poorest and weakest who are most affected. Action Village India asks you to help us take immediate action by [donating to our Emergency Appeal for Kerala Flood Victims](#).**

## Summer Appeal: Women's Rights



Dear AVI Supporter,

2018 has been an important year for women. In the UK we have celebrated 100 years since British women first received the right to vote. Around the world we have witnessed the global tidal waves of the #metoo movement, as women, joined by men, speak out against widespread sexual assault, harassment and abuses of power. Every country still needs to make significant strides in the pursuit of true gender equality – in India, this is especially so.

Despite the fact that there have been many advances in the position of women in some strata of Indian society, the majority of the 600 million women in India continue to face discrimination on a daily basis. This is particularly true for the 70% of Indian women who live in rural areas, working in agriculture and carrying the burden of domestic and child-rearing duties, often with a severe lack of access to suitable healthcare and education. Dalit women or

those from scheduled castes suffer double discrimination. Indeed, a recent survey found India to be the most dangerous country in the world to be a woman due to levels of sexual violence

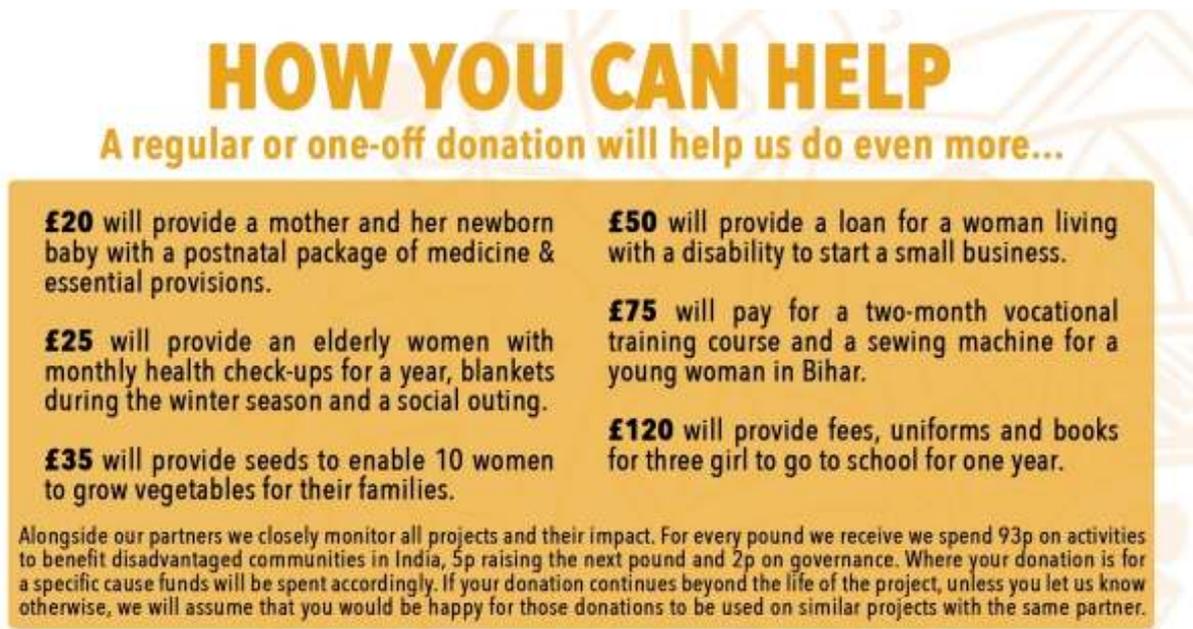
and oppressive cultural traditions.

For over 25 years, Action Village India has been working through its partners to impact the lives of women and girls in India, to enable them to stand up for their rights and to gain social mobility.

This year, we are asking you to join us in supporting them so they too can choose a different way of life.

Thank you for your support.

Read more about [HOW OUR PROJECTS IMPACT WOMEN](#)



**HOW YOU CAN HELP**  
A regular or one-off donation will help us do even more...

<b>£20</b> will provide a mother and her newborn baby with a postnatal package of medicine & essential provisions.	<b>£50</b> will provide a loan for a woman living with a disability to start a small business.
<b>£25</b> will provide an elderly women with monthly health check-ups for a year, blankets during the winter season and a social outing.	<b>£75</b> will pay for a two-month vocational training course and a sewing machine for a young woman in Bihar.
<b>£35</b> will provide seeds to enable 10 women to grow vegetables for their families.	<b>£120</b> will provide fees, uniforms and books for three girl to go to school for one year.

Alongside our partners we closely monitor all projects and their impact. For every pound we receive we spend 93p on activities to benefit disadvantaged communities in India, 5p raising the next pound and 2p on governance. Where your donation is for a specific cause funds will be spent accordingly. If your donation continues beyond the life of the project, unless you let us know otherwise, we will assume that you would be happy for those donations to be used on similar projects with the same partner.

[Click to Donate directly to AVI](#)

Donate via [Justgiving](#) (they charge AVI a fee for this donation so a direct donation is preferable)

## AGM: Saturday 22<sup>nd</sup> September



We would like to invite you to attend the Annual General Meeting for Action Village India. It will be held on Saturday 22<sup>nd</sup> September at the Hackney Cypriot Association, 5 Balls Pond Road, London N1 4AX.

This year marks the 30<sup>th</sup> year Action Village India began supporting organisations in India. Due to the dedication of our supporters, we have been able to send over £2.5 million directly to our six partners, to implement projects which have reached tens of thousands of India's most marginalised rural people.

The afternoon will begin with formal AGM articles and appointments of Directors, followed by strategy updates for 2018, an overview of our project work on the ground in India alongside a session where we want to hear your views and comments. As usual there will be a delicious vegetarian meal cooked by the Madras Cafe and a chance to meet other members and socialise.

### **Membership**

We encourage those of you who would like to attend the AGM and Social to become a member and to fill in the [membership form](#) or going via our [website](#). Your membership donation is of vital and much valued support to AVI. If, however, you already support AVI in other ways and would like to attend the AGM as a non-voting friend rather than a member please RSVP [info@actionvillageindia.org.uk](mailto:info@actionvillageindia.org.uk) We will be asking for donations for the Indian meal on the day.

### [Action Village India Membership Enrollment Form 2018](#)

If you would like to become a member of AVI and join us in supporting development work in India, please complete the form and return it to us with your annual subscription of £24.

**Many thanks for your continued support.**

## WOMAD Festival



Both Madras Café and the Action Village India information desk had a record-breaking WOMAD Festival raising well over £40k. The café did amazingly well with queues out of the tent, and served their famous thalis and dosas to hundreds of festival goers. We'd like to extend a huge heartfelt thank you to all the volunteers who worked tirelessly and with good humour to keep the show on the road.

Cerys Matthews came to say hello and enjoy a Madras Cafe meal. The [Madras Cafe cookbook](#) is her favourite Indian cookbook!

This year's AVI information desk sold products made by our partners in India, collected emails for our mailing list and shared information about our work. Our exhibition, The Year of the Woman was well-received and told the stories of women's lives in the poorest areas of India.

We'd like to offer our thanks to [Natco](#) for supporting the exhibition, providing all the dried goods for Madras Café and donating £10,000 to Action Village India. Natco is an [inspiring company](#) that donates 100% of its profits to charity and we hope to continue working with them in the future.



**Dates for your Diary:**

# Om yoga show London

**19-21 October 2018** AVI will have an information stand at the Om Yoga Show at Alexandra Palace in London this October. We'll be there for 3 days talking about the work of AVI's partners in India, selling products and promoting our fundraising events. If you're interested in volunteering for us for a few hours (and spending some time at the Yoga show) then please drop us a line with some information on why you'd like to work with us.

**We hope you've had a lovely Summer and we'll see you at a fundraising event very soon,**

**Action Village India**