

# FIGHTING POVERTY ... IN INDIA

## DIOCESE OF MADRAS

### COSTUME JEWELRY ENHANCES FAMILY'S QUALITY OF LIFE

Each morning, Pataraiyan would wake up and head to the fishing boats docked off the island of Pulicat in South India. But his long hours working as a fisherman were only providing his wife, Gowri, and their three daughters with enough income to cover their very basic needs. His daughters had no opportunity to attend school, and there was no money to pay for medicine or doctor's fees when they got sick.

So, Gowri started looking for a way to contribute to their household income. When she learned about the Five Talents Self-Help Groups through the Diocese of Madras, she decided to join. Upon receiving her first loan of £65, she started a costume jewellery rental business in her village. She used the loan to buy artificial ornaments to create the jewellery that is worn during special occasions and ceremonies.

As a result of joining a Five Talents group, Gowri started attending church and later accepted Christ as her Lord. Her business is now thriving, her daughters are attending school, and when a family member gets sick, she can pay for their medical expenses.



Gowri and Pataraiyan

### STATISTICS

#### DIOCESE OF MADRAS

Number of Clients:	3,848
Number of Groups:	258
Total Outstanding Portfolio:	£34,342
Impact of Single Loan:	9 people

#### INDIA

- ♦ Population: 1.4 billion
- ♦ Population living on less than \$2 a day: 79.9%
- ♦ Rural population: 71.7%
- ♦ Rural population with access to improved sanitation: 18%
- ♦ Households in rural areas that have access to banking services: 22.8%

### WHERE WE WORK

Five Talents is working in the rural areas of Kalpakkam and Kalapaet and on the island of Pulicat in the Indian state of Tamil Nadu in the **Diocese of Madras**. A major cause of poverty among the rural population is a lack of access to financial resources.

Five Talents has partnered with the Church of South India's Board of Socio-Economic Concerns to oversee microfinance activities in this region. Following the December 2004 tsunami that devastated the east coast of India, Five Talents arranged for technical assistance to the Diocese from the All India Association for Microcredit Development to evaluate and strengthen its Self-Help Group activities and to explore creation of an on-going

microfinance programme, which was established in 2005. The SHGs consist of no more than 20 members, who pool their money and have an elected president and treasurer.

### FIVE TALENTS NEEDS YOUR HELP

In 2010, Five Talents is raising £40,050 for its Diocese of Madras programme in Chennai, India. Please consider a gift today.



Transporting goods to Pulicat Island

