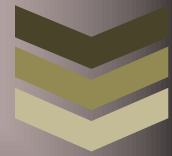




# ANNUAL REPORT 2018 - 19



## PRAJA SEVA SAMAJ (PSS)

# 14-225-4F, Vysya Bank Colony,  
KADAPA, Anaparthi, District, Andhra Pradesh

**P**raja Seva Samaj (PSS) is a non-governmental, non-profitable, non-political, secular rural developmental Civil Service Society, working in semi-arid Rayalaseema region in Andhra Pradesh. Founded in 1990. The Society is committed to promote sustainable, equitable and constructive development for rural needy, poor and disadvantaged communities. The PSS also initiated efforts in various inter-related spheres such as Education, Livelihoods, Natural Resources, Health, Women Empowerment and Social Justice. Praja Seva Samaj is registered under the Indian Societies Registration Act XXI of 1860 with its No.181/1990 and it is also registered under Foreign Contribution Regulation Act (FCRA) of 1976 bearing No: 01020075 during the year 1991. The Civil Service Society has its jurisdiction by covering the States of Andhra Pradesh, Karnakata, Maharashtra and Orissa. Presently it is confined to work in Andhra Pradesh only. Now the developmental activities have been taken up in Kadiri, N.P. Kunta, Tanakal, Amadagur, Talupula, Gandlapenta, ODC and Nallacheruvu Mandals of Ananthapuramu District.

Our efforts are thus focused around the following **Core Competencies**

- Child Centred Community Development
- Promoting self-sustainable community based institutions
- Participatory and process oriented implementation for poverty reduction programmes
- Capacity building to build human resource network
- Empowerment of Youth
- Promotion of Child Rights, Quality Education, Health and Livelihood Enhancement
- Soil & Water Conservation and Sustainable Agriculture Development.
- Networking with development organizations and government

#### **PRESENT FUNDING PARTNERS**

<b>S. No.</b>	<b>Title of the Project</b>	<b>Nature of the Project</b>	<b>Donor Agency</b>	<b>Project Duration</b>
<b>1.</b>	Child Sponsorship Programme	Child Centred Community Development Programme	ChildFund	1996 to till-to-date
<b>2.</b>	CHILDLINE District Sub-Centre	To attend children in need of care and protection linking through long-term services for their care and rehabilitation	Ministry of Women & Child Development, Government of India, New Delhi.	2010 to till-to-date

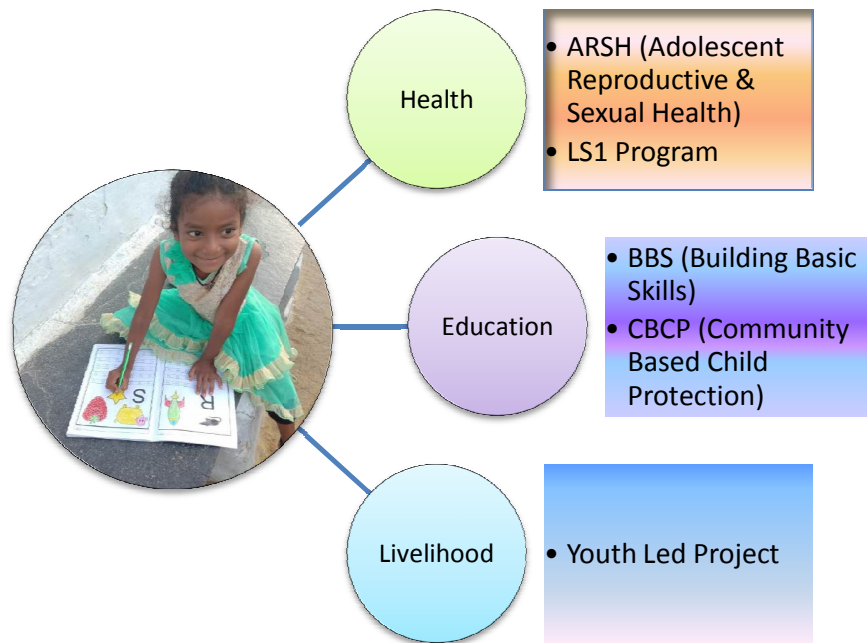
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#### **• Programmes through ChildFund India**

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Since 1996, the project has been implementing Child Sponsorship Programme with a series of interventions aimed at providing opportunities for survival, protection and development of all the targeted children. The ChildFund project covers 30 villages in Kadiri Rural, 12 slums of Kadiri Urban and 10 villages of Anantapur Rural of Ananthapur District. Right now, the project is serving 1830 children and their families directly and indirectly serving 3864 families

ChildFund exists to help deprived, excluded, and vulnerable children have the capacity to become young adults, parents, and leaders who bring lasting and positive change in their communities and promote societies whose individuals and institutions participate in valuing, protecting, and advancing the worth and rights of children. Organization empowers children to thrive throughout all stages of life and become leaders of enduring change. Project helps children from birth to young adulthood. Program Model approaches are .....



### ARSH (Adolescent Reproductive & Sexual Health)

- Conducted 10 village level sessions on Menstrual Hygiene and Management to adolescents and educated on menstruation, hygienic practices, sanitary napkins usage, taboos and how to mitigate risks and lead healthy life, etc.,
- Selected and appointed 3 peer educators within the community to sensitize adolescent girls, parents, caregivers and community on health, hygiene, menstrual management, nutrition. The peer educators are referring the adolescent girls to health and ICDS service units
- Distributed hygienic kit to 200 enrolled families to promote habit of personal hygiene. Provided tooth brushes, tooth paste, nail cutter, coconut oil, soaps, soap box, comb, towels, napkins, etc.,
- Conducted 4 meetings with enrolled adolescent girls studying in hostels. Topics Covered Adolescent Reproductive Health, Menstruation, Menstrual Hygiene & Management, Nutritious food, Child Marriages, Anemia and ill-effects and preventive measures, Early pregnancies and consequences, HIV / AIDS, RTI and STIs.
- Distributed nutrition garden seeds of 8 varieties (5 vegetable seeds and 3 leafy vegetable seeds) to 150 families to promote nutrition garden in their house yards. The families raised the nutrition garden, and consuming the vegetables in their regular meals.
- Promoted 3 adolescent groups and strengthened them



through regular meetings and trainings on different health, nutrition, hygiene and reproductive and sexual health information.

- In view of the promotion of hygienic practices among adolescent girls, project made available of sanitary napkins to rural adolescent girls in their villages itself and provided subsidized cost of 70%. All the adolescent girls habituated to usage of sanitary napkins during menstruation.
- Conducted 6 trainings about lifeskill education on ARSH to Life stage II & III adolescents. Sensitized on healthy life style, health & hygiene, reproductive health & rights, HIV / AIDS, etc.,
- Mid-term assessment on ARSH program carried out by external agency and find out knowledge levels of Adolescent girls on Reproductive, Sexual Health and WASH (Water, Sanitation and Hygiene), identified gaps and suggested interventions on improving ARSH and WASH aspects in coming years.



### LS1 Program : Healthy & Secured Infants

- Established Pre-School Centre in Baba Colony, where AWC is not exist. 36 under 5 children are attending to Pre-School. Provided TLM and play material. Volunteer conducting child centric and play way activities to children besides pre-school education.
- Conducted 6 health camps to children in urban slum locations. Engaged Paediatrician, done health check-up and distributed medicines as per doctor's prescription.
- Conducted 5 awareness on personal hygiene & Sanitation and sensitized 243 parents educated the parents on existing unhygienic practices, how the children fell ill through observing those practices, importance of personal hygiene and environmental sanitation by using IEC Material.
- Conducted 5 sessions to parents on child caring practise and sensitized 153 parents on colostrum and exclusive breast feeding, age-appropriate weaning, primary health tips, timely immunization, home based care, etc.,
- Developed age-appropriate booklet. Oriented parents on importance of the book and distributed to children. Parents are supporting to children for their education at home level through practicing the book.
- Coordination meeting with AWWs and ASHAs. Shared about new enrolment in Kadiri urban slums and objective of ChildFund. Topics discussed are children health and nutritional status, importance of effective functioning of AWCs. Seek coordination and cooperation for availing existing services from AWCs to the children and families.



### Building Basic Skills

- Implementation of BBS model in CRCs for enhancing literacy, numeracy skills among children as well as creative abilities.
- Implementation of SMART Class program (Digital e-learning) in 7 schools. Children are attracting towards education through implementation of literacy, numeracy centres and digital e-learning and also increased attendance and academic standards among children.
- Conducted 4 meetings with children and parents on identification and address negative influences at home, school and community.
- Formed theatre group with 22 children. The selected children were trained on Child Protection themes by specialized resource persons. The children learned 4 group songs with dance and 2 role plays on child protection, which is covered 10 days with residential. After successful competition of training, the children demonstrated and performed at village level platforms
- Collected local stories from various sources and printed local story books with moral stories and pictures. Children are imagining them in the characters of story.
- Conducted 5 drawing sessions to LS2 children at project villages at cluster level during Dusserah vacations by covering 134 children, who are interested in drawing and painting. Selected skilled drawing master as resource person and the resource persons inculcated drawing tips to children on how to draw simple & creative drawings. The drawing classes planned & conducted for 2 days in each cluster. Starting with simple drawing, outlining, mixture of colours, how to use the shades of colours, final tasks to individual children.
- Formed alumni project with former enrolled children, shared about present scenario of ChildFund and motivated to contribute to the development of children and villages. The youth shared their experiences and support received from PSS / ChildFund.
- Organized Triple-a-Thon event at project level. Motivated children to participate in reading, writing & story telling activities. Children shared stories by seeing cards and explained to peers. Children read and write contents of stories through using hints / clues. Conducted competitions on story telling, essay writing, elocution. Distributed consolation prizes to all children
- Selected 50 needy and vulnerable children, who are pursuing high school education and extended scholarship support @ Rs. 2,000/- per child to meet their educational needs.
- Distributed educational kit to 100 enrolled children as encouragement to continue education. The kit equipped with Bag, Note books, pens, water bottle and carrier box.



- Established 2 Child Resource Centres and equipped the CRC with study material, moral story books and indoor and outdoor play material, science lab material. The children are accessing different types of material and sports material for overall development.



### Community based Child Protection Program

- Organized Child Rights Week at village and Mandal levels. As part of the campaign, children voluntarily participated in various competitions actively and enthusiastically. Conducted rally with children, youth and parents with placards by shouting the slogans on child rights. Later conducted public meeting with the participants and shared about children issues, present situation of child rights violations, importance of collective efforts to reduce child rights violation and protection of child rights, shared about child clubs, youth groups, VCPCs and requested the participants to inform any child rights violation issues to the committees for solving.
- Organized Capacity building to 100 children & youth on child rights to protection, child protection systems and mechanisms, advocacy planning and required skills for the execution of the same
- Conducted 8 Mass awareness campaigns on child rights & child protection at home, school and community level. Selected specialized cultural team. Developed script based on the local context. The cultural team performed at villages and created the awareness among community on female foeticide, child marriages, early pregnancy and consequences, available children protection services, etc.,
- Identified 20 ANEV Children and extended educational support to meet their educational needs and pay school fees, etc.,
- Conducted capacity building sessions to parents and caregivers on positive/responsive parenting and follow-up meeting. Parents aware on positive parental care practices and influences of bad parental practices among children.
- 4 VCPC are functioning actively at Panchayat level for addressing child rights violations and enhancing child protection standards at community level.
- Members of 8 Child club are well aware about their rights and representing children issues in various forums.
- Teachers and volunteers developed subject-wise attractive TLM, which is using in classrooms for effective understanding of contents.
- Organized 2 Capacity building of SMC members on child



protection, child protection system and mechanisms, child friendly decision making processes, working of PRIs, role of different institutions and actors in child protections, laws and protocol related to protection right of children.



### Youth Led Project

- Strengthening 10 youth clubs through monthly meetings and training. The group members are active in village development programs. Organized Youth Club Federation Meeting, where all the youth collective members shared their experiences to other youth collectives on problems identification, resource mobilization and problem solving.
- Youth resource centres are equipped with sufficient material and youth are best utilizing the YRC services for their overall development.
- Organized 5 trainings to youth on leadership, mentoring, communication and organizational skills and existing government services & schemes.
- Conducted personality development training to 60 youth. After the personal introduction Resource Person given a good guideline about personality development with different examples. He is taken the class with stories which we never forget. It was very excellent and easy to understand about personality development for the children.
- Conducted observation of Annual Youth day program. 163 enrolled youth & PSS staff participated in this program from our project area. Children presented a good speech about Swamy Viveka Nanda who was born on 12<sup>th</sup> Jan, 1863 in Kolkata. The birth anniversary of Swamy vevekananda is celebrated as a National youth day every year on 12<sup>th</sup> January.
- Selected needy and 91 poor enrolled youth, who are attaining higher and technical education and extended scholarship support to them for continuation of their education without interruption.
- Youth collectives are coordinating with PRI members for addressing social issues
- Youth participated in civic engagement programs such as road renovation program through apply of silt, “candle rally” against sexual abuses among children and women, plantation and removal of bushes beside roads, closed the water stagnate place beside primary school and laid pipeline for streaming the water to waste land place (away from school)
- LS3 Coordinator and Community Mobilizer participated in Life Skill Training organized by ChildFund. Conducted the training to field staff on Life Skill Module. Kept Life



skill module in Youth Resource Centres & Child Resource Centres. The youth groups are covering one module in each month.

- 6 Mass awareness campaigns performed by cultural team on the theme of Child Marriages, HIV/AIDS, Child Trafficking, Child Labour, etc., Youth and community sensitized on the burning issues and role of youth in preventing the burning issues.
- Organized training to youth on career guidance and educated the youth about academic and technical courses after completion of 10<sup>th</sup> class, intermediate as per their interest and aptitude.
- Distributed All-in-one guides to 74 enrolled youth who are studying 10<sup>th</sup> standard. The youth best utilized the guide and 100% youth passed with good GPA.
- Distributed education kit to 50 youth as encouragement. The youth are continuing education without interruption.



### Sponsor Relations

- Conducted 18 awareness programs in Kadiri urban and rural locations for enrolled parents and sensitized on Sponsor Relations, quality communication to retain sponsors.
  - Identified 50 children suffering with severe health problems and extended emergency health support for further treatment. The children recovered from ill-ness
- Formed Sponsor Relations committee at project level with membership of active enrolled family members. Shared about their roles & responsibilities and requested to act as volunteers at community level for effective program and SR aspects.




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- **CHILDLINE - 1098 District Sub-Centre**

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PSS established CHILDLINE District Sub-Centre covering 10 Mandals of Kadiri Taluk. CHILDLINE is India's first 24-hour, toll free emergency phone outreach service for children in need of care and protection linking through long-term services for their care and rehabilitation. Any child and concerned adult can call 1098 and access the CHILDLINE service any time of the day or night. At present one Team Leader and 4 Team Members are working in Kadiri Urban & Rural, ODC and Gandlapenta Mandals.

- 374 Calls received by CHILDLINE Sub-Centre, Kadiri during 2018 – 19. The category of the calls are shelter, restoration, sponsorship, medical help, child abuses, child sexual abuse, child marriages, missing children, ran-away children, abandoned children, corporal punishments, child labourers, dropouts, begging, trafficking, etc.,
- 352 interventions by CHILDLINE Sub-Centre, Kadiri. The category of the calls are shelter, eve teasing, re-enrolment, domestic violence, sexual abuse, education support, mid-day meal, child selling, restoration, child labour, pornography, child marriages, missing children, violation of RTE Act, health related calls, abandoned children, corporal punishments, child labourers, rape, kidnap, physical abuse, neglected children, eloped, begging, etc.,



- Awareness to children and parents on CHILDLINE 1098 Services, effects of child marriages, children acts, good touch, bad touch, etc.,
- Coordination with allied departments
- Rescue and rehabilitation of children in need of care & protection
- Out reach services
- Conduct open house
- Conduct CHILDLINE Se Dosti Event

Over a period, the organization has built a committed team of social activists, specialists in different fields, and grass root volunteers in targeted villages. The organization lies in its ability to work with minimal resources, at the lowest possible cost, with minimum infrastructure. This has been the key to the sustainability of its various activities.

Over and above these programmes, Praja Seva Samaj has in the year leaped from strength to strength in all its programmes. On behalf of Governing Board members, I would like to take this opportunity to sincerely thank all our funding partners such as ChildFund India., Govt. of India, Govt. of Andhra Pradesh, CHILDLINE India Foundation and others. I would also like to thank each and every member of our staff for their committed services.

Place: Kadiri  
Date:



**(K. RAJ GOPAL REDDY)**  
General Secretary