



2019- 20

# ANNUAL REPORT



**PRAJA SEVA SAMAJ (PSS)**

# 14-225-4F, Vysya Bank Colony

Behind Judge's Quarters

KADIRI



**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 and 3 mandals of Kurnool district i.e Koilkuntla, Sanjamala and Banaganipalli.

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

S. No.	Title of the Project	Nature of the Project	Donor Agency	Project Duration
1.	Child Sponsorship Programme	Child Centred Community Development Programme	ChildFund	1996 to till-to-date
2.	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

#### • Programmes through ChildFund India

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 .....

### HEALTH : MACHAN (Mother and Child Health and Nutrition)

- Selected 15 Lead Mothers for educating co-mothers on children health, nutrition, care & protection. We have developed Lead Mother Registers and oriented the Lead Mothers on roles & responsibilities and updation of the Registers on regular basis by incorporating the relevant information of Pregnant Women, Lactating Mothers, Child Growth Monitoring, Children Immunization, Supplementary nutrition support, mothers committee meetings, etc., The selected Lead Mothers are promoting mothers committees, conduct Growth Monitoring to under 5 children on quarterly basis and assessing children developmental milestones through child assessment cards. Making home visits to pregnant and lactating mothers and giving appropriate health and nutrition information to them.
- Organised sessions in 5 urban communities about the importance of RMACA. Shared about RMNCAH, importance of early stimulation, brain development, positive parental care, access to government schemes and services . Aware about importance of stimulation for brain development
- Conducted Training of the AWW and the helper. Shared about project activities with regard to MACHAN. Shared the Age-appropriate curriculum. Demo sessions and group works
- Organized training at project level. PRI members and active enrolled parents participated. Discussed about malnutrition among children, anemia among adolescents and women, prevalence of viral fevers, etc.,. Group works done on causes, preventive measures and whom to contact (government service units)
- Identified children suffering with life threatening diseases and needs treatment. Make home visits and verified the health reports and records. Extended need based support for meeting the health emergencies. Children recovered from diseases and leading healthy life.
- World Breast Feeding Week Celebrations held. Community Mobilizers and project staff participated in community level celebrations in collaboration with AWWs. 2 events held at



project level. Enrolled children mothers and fathers participated. Sensitized the participants on colostrum feeding, exclusive breastfeeding, advantages of breastfeeding, etc.,

- National Nutrition Week celebrations held. Community Mobilizers and project staff participated in community level. Activities organized are rally, exhibition, demonstration, open meeting, sharing with senior citizens. Briefly explained about the nutrition values in each item and prepared cakes with cereals like ragi, bazra, jower, etc.,
- Established Pre-School Centre in Baba Colony, where AWC is not exist. 28 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 in healthy baby meeting 12 slums. 480 children benefited. Shared objective of the program, measured height & weight of children, organized competitions (running, songs / rhymes singing, jumping, etc.,). Distributed toys to children.
- Conducted coordination meeting with AWWs and ASHAs. Shared about new enrolment taken in Kadiri urban slums, objective of ChildFund. Children health and nutritional status, importance of effective functioning of AWCs. Seek coordination and cooperation for effective reach of children and families
- Selected 10 Anganwadi Centres and distributed children chairs for comfortable sitting, first aid kit for medical aid and water can for provision of safe drinking water facility in schools
- Selected 4 Anganwadi centres based on the enrollment and distributed TLM and play material to enable the children to play, joyful environment in centres as well as promote regularity to centres among children.
- Selected 44 enrolled families and supported for income generating activities i.e. tailoring, Vessel vending, Weaving, Flower business, Petty shops, Fruit & pickle business, cloth business, auto repair, Laundry.
- Identified 148 malnourished children and 18 anemic pregnant and 14 lactating mothers and distributed nutria-mix to them to overcome anemia and malnourishment, besides counseling them on



importance of proper intake of nutritious food and awareness on ICDS services to access & avail services.

### ARSH / GARIMA

- Selected 5 peer educators within the community and they are giving counseling services to families and communities on hygiene, health, sanitation and nutrition and referring the community to health service points for further check-up and treatment. Built rapport with ICDS & Health staff. Doing home visits and rendering necessary counselling and guidance to community.
- Conducted SRH sessions in schools. Coordinated with school teachers. Conducted sessions at school and community levels. Educated the 206 children about reproductive system, health, menstrual hygiene, behaviour of adolescents, etc.,
- Peer Educators conducted community level meetings. Discussed about myths pertaining to reproductive and sexual health and parents / community support to overcome the problems.
- Organized Family Matter Program to parents. Understanding Your Child & Good Parenting Skills. Parents' Role in Educating Their Children about Sexuality. Information to Increase Comfort and Skills in Discussing Sex and Sexuality. Discussing Sexuality and Pressures Children Face
- Organized at project level Maa – Beti Sammelan. 50 Adolescent girls and mothers participated. Discussed about reproductive problems, taboos and how to access schemes and services.
- Conducted 2 Trainings to Adolescent and youth groups on SRHR (Sexual Reproductive health and rights). Shared about Sexual and Reproductive Rights. Sexually Transmitted Diseases and Reproductive Tract Infections
- Formed 6 Adolescent Groups. Prepared Annual Action Plan with Specific Agenda and Lifeskills subject. Peer Educators are conducting Monthly meetings.



### EDUCATION : PENCIL (Protective, Effective and Context based Initiation of Learning for Life)

- Operating learning centre for special training to children with leaning gaps. Selected schools and community libraries. Selected facilitators for running of learning centres. Oriented the selected facilitators about PENCIL Model, roles & responsibilities. Facilitators running learning centres.



- Financial and Academic support to the Children and youth for continues high school education. Selected 86 needy children based on the applications through home visits of Community Mobilizer and Coordinator. Verified education status, family financial background and support documents. Extended support to children for meeting educational needs.
- Running 2 CRCs by provision of Volunteer and enhanced the volunteer skills through regular meetings / workshops on adoption and applying of child-centric and playway methods in teaching & learning process. Encourage children to imagine and create story according to pictures as per their knowledge. It helps for language development, Intellectual brain development, problem analysis & solving skills among 73 children.
- Mobile Library implemented in project location. The library van covered all the schools, villages in the project area. The children read the books in the mobile van, witnessed the DVDs related to moral stories, etc.,



#### LIVELIHOOD : YLP (Youth Led Program)

- Strengthening 9 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 collectives are participating in Gramasabha meetings and having good rapport with PRI members.
- Conducted observation of Annual Youth day program. 160 enrolled youth & PSS staff participated in this program from our project area. We started the program with prayer song. Children presented a good speech about Swamy Viveka Nanda who was born on 12<sup>th</sup> Jan, 1863 in Kolkatta. The birth anniversary of swamy vivekananda is celebrated as a National youth day every year 12<sup>th</sup> Jan, 1985. Swamy Vivekananda is the youth Icon with highly companionate. Swamy Vivekananda is very familiar person to everybody. Children enjoyed a lot to in this program presenting Speech, Dance and Singing after the program everybody had a testy food with different dishes.
- Youth collectives are engaged themselves in civic activities such as plantation, bleaching and , applying sand on water stagnate places, cleaning of garbage, bushes removal beside roads, campaigns against child rights violations, national festivals celebration in their respective village schools, etc., Solved the identified problems in school, community.
- Conducted training on Training on community based monitoring system and documentation to youth. Sensitized on youth group organization and documentation of success stories.



- Youth resource centres are equipped with sufficient material and youth are best utilizing the YRC services for their overall development.



### Child Protection

- Conducted 2 meetings at project level. Child club, Youth Group and VCPC members participated. Discussed about internal liaisoning, coordination and culled out child rights violation issues together and solvation. Practice demonstration sessions done by participants.
- Village child groups unite for shared learnings. Organized at project level. Village-wise child clubs presented the activities done by each group. Explored about child club-wise best practices. Year-wise common action plan prepared.
- Organization of Bala Mahotsav on child protection, where 120 children participated. Organized various events to children like elocution, skit demonstration on children issues. Child performed traditional songs and dance and spent time happily with co-children.
- Facilitate regular VCPC meetings. Conducted 2 VCPC meetings. Discussion on previous issues and solved. Discussed about present child rights violation issues. How to coordinate with child clubs, youth groups and SMC
- Organized child rights week celebrations and conducted rallies, meetings on the child rights and child protection mechanism.
- Strengthened 8 Child club members through regular meetings and trainings, they are taking key role in identification of child protection voilations in their villages and how to address those issues incoordination with youth groups and VCPCs.



### Koilkuntla Project

PSS undertaken Koilkuntla project in the month of July 2019 and starts implementing ChildFund programs in 10 villages of 3 Mandals, Kurnool District by covering 320 enrolled children And Families directly and 2000 people in indirectly. The initiatives of the project is as follows.

### ARSH program

- The Project has organized training program to youth and adolescents on Life Skill modules. The demo session conducted for explaining about life skills i.e., Self learning, creative thinking, critical thinking, communication skills, leadership skills, effective listening skills, positive attitude, the goal settings etc.



- Organized 7 Health Day events at Anganwadi Centers in collaboration of ICDS Department. On that day, Anganwadi workers had given awareness to adolescents on personal hygiene, menstrual hygiene, and teen age problems, physical and psychological changes in the body and also played few games and skits to adolescents. In this program adolescents have actively participated and got knowledge.
- Organized Adolescents group meetings in Project villages. They have discussed about behavioural, psychological changes come during adolescents, the nutrition food required to take during this stage. They have also discussed about personal hygiene and their phobia about the changes in body during menstruation. Adolescents have understood the precautions to take during adolescents.
- The project has organized Sexual Reproductive Health Sessions in Government High Schools with the help of Government Health Department and Educational Department. ICTC Counsellor and Adolescents Health Counselor were used as Resource Persons. They have given awareness on Personal Hygiene, Menstrual hygiene, HIV/AIDS, physical and psychological changes in adolescent age etc. These sessions' were conducted separately for male and female children and aware on above subjects
- The Project has organized Nutrition mela for adolescents at Project Office, Koilkuntla. The Participants have brought local made nutrient items made with leafy vegetables, vegetable curries and exhibited on the Dias. The CDPO, Koilkuntla has attended as Resource Person for the program. She explained about the nutrient values in the local available vegetables and importance of its use in improvement of nutritional status of adolescents.
- Organized Kisor-Kosori Diwas celebrations in Project area. During the program competitions conducted in different events like running, Kho-Kho, Skipping, Musical Chairs, Kabaddi etc., for adolescents and given prizes for their performance in the events.



### PENCIL Program

- The project has organized training programme for School Management Committee members in the project area. Resource Person focused on the Right to Education Act and Roles and responsibilities of School Management Committee members for strengthening of





school activities, improvement of quality education reducing school dropouts and gender discrimination.

The Project has organized Independence Day, Children's Day and Republic Day celebrations in 5 Schools in Project area. During the programs we have conducted different competitions like Skipping, Drawing, Cricket, Kabaddi and Ring Balls for children and given prizes for the winners.

- Organized Art activities in 6 villages of the project area by covering 120 children. The resource person has given basic inputs in Drawing and Arts of for the children. Children have shown more interest to learn drawing and have improved their skills in drawing. Now children have started drawing new art using different techniques learned in the program.
- Enrolled and non-enrolled children are attending Child Resource Centre regularly and studying the books available

at the centre and enhanced their knowledge. CRC Caretakers have focused children to use innovative methods in preparation of dream corner activities by using low cost and no cost materials like House made with thermo Cole, flower bouquet, paper basket, butter fly, frock. The items prepared by children are beautiful. Children have improved their hand writing by regular practice of writing copy books.

CRC care takers are regularly checking the copy writing books of the children and have made corrections. This has helped the children to improve their hand writing.

- Extended scholarship support to 90 children, who are pursuing higher education. The children utilized the scholarship support for paying fees, academic related books and material purchase, etc.,

### Youth Led Project Program

- At our Project 6 Youth Clubs are functioning in the project area. Through the youth clubs we have organized community development activities like Swatch Bharath, Clean and Green program, Plantation, Sanitation, season diseases awareness programs, rallies etc.,
- The project has organised orientation to youth on Entry and Exit policy of youth groups Resource Person has explained about the criteria of youth for Entry into youth group and process to Exit youth members who are not regular to meetings, migration, college dropouts and employment. Youth members got clarity on the process of Entry and Exit of members in the youth forum.
- The project has organised orientation to youth on Formation of Youth Federation and mission building, goal and objectives. Local Velugu Project officer has attended as resource person for the programme. He has explained about the process of forming youth federation and benefits of youth federations in achieving the goal and objectives of youth federation. The adolescents have shown their hidden talents in the events and succeeded in getting prizes for their



performance. The youth members have shown interest to form youth federation after listening to the messages learned from the program.

- The project has conducted awareness meeting to youth members on advocacy process specific to child protection. The project coordinator has explained about the process of child rights implementation, background, and explained in detail about 4 major rights i.e Right to live, Right to protection, Right to participate and Right to develop. He also explained about 6 major Child Protection Procedures for child protection. Youth members have understood the Child Protection procedures for protection of Child Rights. The resource person have explained about advocacy process in child issues especially girl child issues like child harassment, child abuse, child negligence, child trafficking, child marriage, safe touch and unsafe touch etc.
- On the occasion of Swamy Vivekananda Jayanthi our ChildFund India Project has organised Yuva Mahotsav at Project Office in grand manner. The youth members have taken procession from project office to main circle in Koilkuntla project area. They have carried slogans with theme of youth awake to take up challenges in the present day. After the rally, meeting was organized with special guests having professional experience in development field. The guests have inspired the youth with their speeches on Swamy Vivekananda's messages for their participation in village and community development. The project has given ChildFund brand image T Shirt, Cap and small gift to all youth as token of appreciation for their participation in the program.
- As a part of youth civic engagement activities, the youth group members in the villages identify the issues as per the action plan for protection of health of the children and community. Youth members have identified the drainage stagnated places in the villages and pour bleaching powder in the drainage area. Apart from this, they have also given awareness to parents and community on the maintenance of cleanness in village surroundings.
- The project has established 3 Youth resource centres. The youth group members are attending this centre of excellence and using the library materials, indoor games materials and have improved their knowledge and skills. Youth are utilizing the library, sports material and computers and updated their knowledge, enhanced skills. Youth are using the excellence centre as mini office for conducting youth group meetings, child club meetings, adolescent club meetings, child protection committee meetings, child communication etc. In this centre youth are using study material available in the centre for their preparation for competitive exams.



centre for their preparation for

- The project staff has identified the needy families from enrolled children for farm and off-farm based activities. 25 families from 6 villages were identified and given orientation program at project office. The main focus in the program was about the process of the activity given to beneficiaries. The Project Manager explained about importance utilizing the financial support given by ChildFund India for continuing sustainable activity in Successful way. The families are excited to receive the financial support given by project for farm and off-farm based activities. The families assured that they will utilize the support for the purpose given to them and lead the activity successfully.



### Sponsor Relations

- We have organized SR Committee Meeting quarterly once at Project Office with SR committee members. During the meetings we have discussed about DFCs, SR Communication, Family Service Diaries, village level activities, non participation children, CRCs and YRCs, community participation etc., The project SR Coordinator has reviewed activities implemented in project area. The concerned coordinators of education, livelihood and sponsor relation have shared about the activities implemented. They have focused on the children communication, Roles and responsibilities of SR committee members in maintenance of zero delinquencies and quality communication to sponsors. The SR Committee members have assured to take active part in submission of quality letters and maintain Zero delinquencies in children communication.
- The project has identified the needy children and families required emergency health support and given finance support to meet basic medical expenses. Children and families are accessible to get emergency health support for their ailing children, family members.

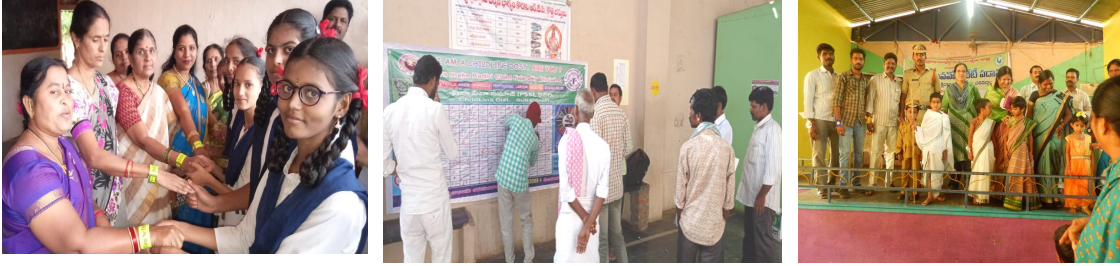


### • **CHILDLINE - 1098 District Sub-Centre, Kadiri**

PSS established CHILDLINE District Sub-Centre covering 12 Mandals of Kadiri Revenue Division. 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.

- 305 Calls received by CHILDLINE Sub-Centre, Kadiri during 2019 – 20. 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.,
- 262 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.,
- Conducted 40 awareness programs to children and parents on CHILDLINE 1098 Services, effects of child marriages, children acts, good touch, bad tough, etc.,
- Coordination with allied departments
- Rescue and rehabilitation of children in need of care & protection
- Outreach services
- Conducted 6 open house meetings and the identified issues were solved with the support of allied system members through representation to the concerned authorities
- 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 programs, Praja Seva Samaj has in the year leaped from strength to strength in all its programs. 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