



Annual Report

2014-15

People's Cultural Centre

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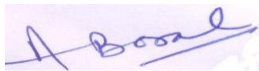
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From Chairman's Desk

PECUC, an institution in itself, has enlightened millions of lives through the selfless service, since 25 years. It seems like yesterday, when a bunch of ignited minds with a zeal in their heart, marched forward to achieve the unbelievable and bring smile on faces of those who were in dire need of it. I would like to congratulate all the members of PECUC family those who have directly or indirectly contributed towards the achievement of the visualized goal.



Smt Adaramani Boral
Chairman

FORWORD

“Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve”, such saying by Mary Kay has well epigraphed the glorious 25 years of journey of PECUC.

Moving down the memory lane, back to the 1990s, I dreamt of a just society that promised equality to all its adherents, be it women, children, elderly and under-privileged irrespective of caste or creed, where every individual lives with dignity and eminence, and none died hungry. Where people lived with peace and harmony, entitled with the religion of love. Where every individual earned their bread and butter and were self-satisfied. My dreams have persevered me and my team through countless ups and downs, and have unveiled the bitter truth of failures. Apart from this, even after such loopholes I have marched ahead following my dreams, aiming at its attainment, and metamorphosing my failures into the desired actions. This journey has been worthwhile with congregation of like-minded people, who have guided my way through these tough and strenuous times, and have undertaken the role play of a pathfinder, being a guiding light to me as well as my team.

PECUC, started as a small endeavour that aimed at empowering the poor and destitute, being the voice for them, and personaging the real portrait of their demeaning status in the society, aiming at their upliftment and empowerment. The organization reflected its aims in actions like strengthening hundreds of self-help women groups; fighting for right based issues of Women, Children, and Elderly, with a marked emphasis on the issues related to the education of the children; creation of livelihood opportunities, providing better health facilities, as well as ensuring a safe environment to live in, have been our basic concerns since years, and will continue to be.

Odisha is considered as the state of disasters. PECUC has been supporting the people of the state for relief, rehabilitation, and livelihood restoration, with a focus on the women, children, elderly as well as the marginalized communities of the society. PECUC has also been working for the upliftment of the less privileged or unheard mass of the society by making them aware of their basic rights of survival, and has always been a protecting power for the people in ensuring them their basic human rights and fighting for its protection. PECUC has emerged out to be a pioneer in spreading awareness among the village people through awareness campaigns and training programs for safeguarding their environment and management of resources, aiming at sustainability.

I would take this privilege to bestow my gratitude towards my partners, colleagues, friends, and all the associates, who have relinquished their support and collaborated with PECUC in such a wonderful journey of 25 years. Hope this continues till the people of Odisha have been empowered. I remember a phrase of Dr. APJ Abdul Kalam that correlates quiet well with this context.

“You have to dream before your dreams can come true”.



Ranjan Kumar Mohanty
Secretary, PECUC

People's Cultural Centre (PECUC)

Vision —A world, in which peace, justice and equality prevails, individuals and communities live in dignity and harmony respecting cultural and natural diversity. A world in which, people participate in their social, cultural, political affairs/life and economic well-being, and to the rights to a life of dignity.

Mission —Our mission is to empower and enable people especially children, women, the aged and other disadvantaged in the society, to participate powerfully in their overall development. Our mission is to create and strengthen people's institutions that sustain, promote and fulfil their development needs and rights to a life of dignity.

Origin: People's Cultural Centre (PECUC) with its definite objective, scientific approach, and effective implementation strategy is a closely knitted team of social activists and developmental professionals; who joined their hands during the 1990s to promote sustainable social development activities. PECUC was formally declared as a non-govt. organization in 1990, completing 25 years of its meritorious service to the people of Odisha.

Over the years, our focus has been on empowerment of children, women, the aged, schedule castes, schedule tribes, dalits, urban and rural poor, and other socially and economically backward and marginalized communities. Equity, Gender Justice, and Human Rights have been the guiding principles of the organization the core interventions including Child Rights, Livelihood and Household Food Security, Rights of the Aged, Depending Democracy, Community Health Management, and Emergency Management. PECUC unseveringly works with the community, advocates for pro-poor policy at regional and national levels, and intends to advance human rights culture.

Area of Operation: Grassroots actions at— Keonjhar, Balesore, Kendrapara, Khordha, Cuttack districts, and for Campaigns, networking and advocacy – the whole of state of Odisha and in certain cases at different national level platforms.

VISION 2020 (Strategic Plan): Our strategic plan for the period 2011 - 2020 is already mid-way. It has been drawn based on the past experiences, lessons learnt, organizational visions, mission, values, strengths, weaknesses, challenges, and opportunities. The plan emphasizes on right based sustainable development, a concept that visualizes greater capacities of social systems, structures, institutions, and policies to utilize resources for achieving favourable levels of living standards with desirable value systems, better distribution of income, wealth and opportunities, keeping in mind the ecological balance. PECUC would continue to focus primarily on child rights and develop a human rights culture where each and every individual can enjoy their right to live a life with dignity. Hence, PECUC has prioritized to focus on the issues related to democracy and human rights, women empowerment, health and Sanitation, environment, livelihood, governance, gender justice, active ageing, emergency management, and disaster mitigation during these years.

PECUC-Keonjhar District Unit

Education and Health Project in the Tribal communities of Patana Block:- The project is supported by DIK, Germany and is operational in 20 revenue villages of Patana block with the following objectives:

- To provide primary education and better health services in 20 villages in Keonjhar district of the state of Odisha, and motivate them to send their children to school and make them aware of their rights to primary health and education under various government schemes.
- To liaise and link the 20 villages with different government schemes and programmes.
- To enhance the income level of the families through promotion of Mother Self Help Groups.
- Capacity building of staffs through providing different training programmes.

Major Achievements of the year:-

- 525 children (273 boys and 252 girls) are enjoying joyful learning at 20 Sradha Bhawans.
- Total 81 children (Boys-35, Girls-46) passed out the 10th examination and are continuing with higher studies at Bhimkund Maha Vidyalaya, Dumuria, Pipilia college and Anchalika Maha Vidyalaya, Patana. In 2015, total 103 children (Boys-50, Girls-53) will appear the High School Certificate (10th class) examination.
- This year a total number of 128 children (Boys-71, Girls-51) were enrolled in school.
- In Sradha Bhavan Centers 80% of children practiced hand wash with soap
- Rs. 24337 was collected from 11 villages and was deposited under the village education fund. The committee members meet on a regular basis, at least once in a month and discuss about education issues.
- 240 health check-up camps and growth measurement was undertaken at 20 centres.
- Facilitated Immunization of 210 (Boys-117, Girls-93) children and 195 pregnant women were motivated to be administered with TT and Iron-folic acid tablets.
- 240 AWC program on health and pregnancy check-up was attended by MPVs.
- Facilitated access to services i.e Janani Surakhya yojana and mamta scheme to 119 beneficiaries
- Facilitated Mamata divas where 195 pregnant women, 119 lactating mothers, and 254 children took supplementary food followed by Blood pressure check-up, weight and height measurements, and haemoglobin testes.
- Facilitated 119 institutional deliveries and motivated 89 couples for family planning.
- Total 1634 people (Males-557, Females-463, Boys-320, and Girls-294) got health consultation in 99 health camps organized in the project areas.
- Motivated people to tests blood, Out of 263 blood samples collected by ASHA workers, 113 were malarial samples and were referred to the primary health care centres, community health centres, and district hospitals, and were treated and cured.
- 81 GaonKalyanSamiti meetings were facilitated with participation of total 300 members (Males-108, Females-192). With the intervention of the GKS members 935 household accessing safe drinking water. GKS (gram kalyan samite) utilized their funds for awareness generation through PALA to prevent malaria and dengue, cleaning of tube wells, Jala chhatra and referral services.
- Facilitated 104 adolescent girls to attend the Kishori Balika meeting and streamlined their hygiene practices as well as using slippers (Chappal) during the use of latrine and hand washing with soap.
- 160 members (Males-73 and Females-87) participated in regular monthly meetings. CRPC (Child Rights Protection Committee) facilitated enrolment of 128 children (Girls-57 and Boys-71) and successfully rescued trafficked children named Chandan Munda and Baisam Munda of Kusumaposi village. It tested and repaired the defunct tube wells in Badajamuposi village, Mahisamundi and Khamua arranged a health and hygiene camp at village school with the help of mobile health unit of CHC (Community Health Centre) Patana, besides facilitating sanctioning of new tube well in Bhaliadhipa Sahi.

- 1428 children (boys-721 and girls-707) participated in the weekly sisu sabha meetings. In Dimiridiha, children planted banana and papaya trees and cleaned the surrounding of SB's latrine; Brahmanideo sisu sabha children helped Harmohan Naik to re-join the school after discussing with his parent, the children also enjoyed PALA (an art form- drama) initiated for prevention of malaria and dengue that raised the awareness amongst the community to use mosquito net; children from Badajamuposi village gave memorandum in Gram Sabha demanding one more teacher for their school ; In Nuapada, children approached GKS members for cleaning village roads and surroundings.
- Attended and Facilitated 84 SMC (school management committee) meetings in this reporting year. There were total of 267 (Male-117, Female-150) participants. SMC members in Dimiridiha village filed application before the BDO (Block district officer) for installation of one tube well in school, and the SMC (School management committee) members of Katabeda and Badajamuposi village repaired the defunct tube well of the school, In Brahmanideo, the SMC appointed one private tutor to complete the course, In Badajamuposi, SMC members constructed new kitchen and boundary wall, and in Kusumaposi, SMC members constructed new school building.
- 20 EVs (Education volunteers) supported 2208 days (2 hours per day) to formal schools for enhancing classroom process, teacher student relationship, and quality of learning of backward and less-privileged.
- 33 mother SHGs are formed having a total of 450 members (BPL-250 and APL- 200) and they have deposited Rs 1,19,4734 in the bank. 9 Mother SHGs availed loan from bank for small business purpose and all the 33 SHGs availed NRLM linkage, 2 SHG facilitated credit from Vana Suraksha Samiti (VSS) / Forest Protection Committees, each Rs. 35000.
- Facilitated 137 people to access different Govt. Schemes and programmes i.e 23 people received Indira Awas Yojana, 12 people received Mo Kudia; 10 people received old age pension; 12 women received the widow pension; 19 got job card under MGNREGA; 3 people received PDS rice 1 kg @ 1 rupees, 5 linked with Annapurna scheme; 26 benefited from the family planning scheme; 13 registered under the Mamata scheme; and 14 linked to Janani Surakhsya Yojana.

Rasmita Munda, a 6 years old girl of Galfula village, daughter of Raiba Munda, quoted "I enjoy coming to my SB centre. I like playing with new friends that I have made over here. I am thankful to my parents for allowing me to attend classes at the centre. I now dream to be a good leader and deliver good thoughts to all." Rasmita's parents are daily wage labourer. Earlier, she was not allowed to go to school. When SB Centre was established in the village the EVs of the village did a mapping of drop out children, slow learners, or those who never went to school, etc with participation of children and adult members of the village. During mapping, EVs came to know about Rasmita. Then Sudam, the education volunteer took initiative with support of the villagers to motivate Rasmita and her father Raibu to attend SB Centre. During discussion with Rasmita, Sudam observed that she was very much interested to attend the SB Centre. He tried to convince her father. After a repeated discussion her father was finally convinced and allowed Rasmita to attend the SB Centre. Now, Rasmita is a regular attendee at the SB Centre.

Participatory Action for Eradication of Child Labour (PAECL) project:

The project strives to achieve "Complete elimination of child labour from 27 villages of Patana block by ensuring quality education to all children; empowerment of mothers of working children through livelihood promotion, child and community participation in child labour eradication, supported by TDH [G] and AEI. The key activities undertaken include:

Major Achievements of the year:-

- 95% of children have retained to formal schooling due to functional SB centres in all the operational villages. Total of 553 children (Boys-263 and Girls-290) are enrolled in the SB centres, and these

centres are playing important role in 27 project operational areas in reducing child labour, motivating drop out children towards schooling system.

- Out of 546 students, 49 (Boys-24, Girls-25) were mainstreamed to formal schools from the SB centre and 56 students were enrolled into SB centres.
- Out of 27 villages, 14 villages were declared as child labour free only because of the active involvement and participation of the duty bearers, community, PRI members, CPC members, SMC Members and the SHG members.
- 17 teachers were newly appointed in different schools of operational areas by the help of SMC.
- In 27 project operational areas child rights clubs have been formed comprising of 2044 Children (Boys-1013 and Girls-1031), which is ensuring greater number of children participation in different areas and have created awareness among them on their rights which is helping them to raise their voice against the violence.
- Children also participated in Gram Sabhas and submitted demand notes for infrastructure development in their schools, appointment of new teachers, construction of Anganwadi and mini Anganwadi centres, provision of drinking water facilities in school campus, construction of boundary wall in school, functional toilets, in time supply of text books, improved quality of mid-day meal, etc.
- Community Education Management Information System called CEMIS, which tracks the education status of the children as well as monitors the mechanism at village level and develops action plan to motivate drop out and irregular children towards formal education. 5 cases of child labour, 8 cases of irregular students were addressed in Sisu Panchayat by the help of CPC members.
- children were able to sort out different issues by handing a demand draft to BDO and BEO that led to renovation of two schools boundary walls, drinking water issue was resolved in three schools, 8 children received their stipend, free text books were distributed in time and drop out girls were enrolled in Kasturba Gandhi Valika Bidyalaya during this reporting period.
- Seven days need based skill development training was fostered, over 50 adolescents were linked with Tassra society, and the members received Rs 2000-3000 per month for thread buying.
- Increasing Access to different Govt. schemes and Programmes- created awareness on various schemes and entitlements, coordinated with officials and panchayat raj institution functionaries, helped in applying for various schemes. Facilitated 1696 people to access different schemes and programmes i.e 968 people linked with MGNREGA, 108 people got under Indira Awas Yojana, 50 women registered in MAMATA scheme, 71 elderly people received old age pension, 427 people got health cards, 40 widow got widow pension, 14 people got PLO card and 12 farmers were linked with horticulture department for cashew and mango cultivation.
- 27 Farmers group from 27 operational villages conducted their monthly meetings and through these meetings they discussed various issues relating to cultivation of vegetables, cereals, staple crops, and rice through SRI method and kitchen garden. 27 nos. of farmer groups have saved up to Rs.103760/- through such cultivations. 414 members of 27 farmer's groups have already adopted SRI technique in the paddy cultivation in 78.5 acres during the reporting period. 27 Seed Banks in 27 intervention villages are functional.
- Total 429 SHG members have conducted 455 meetings and have saved an amount of Rs. 952878 by doing different IGP activities like poultry, goatery, turmeric, spices, essence sticks, rice-processing, tailoring, pisciculture, leaf plates, piggery, duck, Mo Badi (Kitchen garden), and sheep cultivation. Maa Gouri Mahila Mancha of Kodakhamam received Rs 10000 from Mission Shakti as revolving fund and received one pump set for agriculture purpose in collaboration with the Agriculture Department.
- 38 SHGs collaboratively made 429 households child labour free by ensuring all their children went to school. SHGs motivated and regularized 27 irregular children to formal school. The member of Shree Charan SHG of Bada dhanurjapur village planted 500 medicinal plants by the support of Bana Surakha Samiti.
- Due to intervention of the Child rights protection committee members, one primary school was established, 75 nos. of children were enrolled to formal education, three new teachers were

appointed to schools, seven children were regularized to SB centres, 28 people were linked with different schemes and programmes, and they have also helped in renovation of the Shardha Bhawan, ensured quality mid-day meal in schools and Anganwadi centres, and adopted the initiative of saving the girls from fake marriages in their village.

- With the intervention of child right club, five children were regularized to SB centres and 21 to schools, 6 new teachers were appointed, 439 plantations were done in different schools, backyard of houses, as well as forests areas, dustbin use was promoted in the villages by the help of ECOSAVERS youth network groups, 4 nos. of tube-well were installed out of which two were installed in premises of primary school through demand note to govt. officials, members from 9 child clubs participated in different competitions on children's day, 5 nos. of children families were inspired to administer their children with polio drops.
- One of the child club members Sunayana Patra participated in song competition in Surabhi programme at district level and received the 1st prize. Two child labourers were regularized to Shardha Bhawan by the effort of sishu sabha member.
- 44 days campaign against child labour organized from 30th April to 12th June in all the operational villages through rallies, village meetings, workshops, interface with Govt. officials
- Different issues of the schools like proper utilization of teaching learning materials, quality mid-day meals, steps for enhancing learning level of children in school, maintaining discipline in the school, infrastructure development, etc., were properly addressed by the children with the help of SMCs, and 21 children were enrolled to schools through its intervention.

SISU SABHA'S influential role to stop child labour

Jyotiranjana's father studied up to class 3 and his mother is an illiterate woman. His family is very poor. The only resource of their livelihood is hotel at the road side. The financial constraints forced Jyotiranjana to work at his own hotel. He was first spotted by Sisu Sabha members of the village Kameswarpur. Then the PECUC volunteers approached his parents to send Jyotiranjana to school. But his Parents denied as Jyoti was a good helping hand for them and they cannot afford to keep another helper due to lack of money. The Sisu Sabha member played an influential role in persuading his father to let him attend school and stop him from working as a helper in the hotel. He attended a residential motivation camp organized by PECUC in the village Khamuah. After returning from the camp he started going to Shardha Bhawan then regularly attended school. He completed Class 7th and presently regularly attending the school.

ASTITVA-LIVELIHOOD AND EMPOWERMENT OF THE ELDERLY PROGRAMME supported by HelpAge India is operating in Patana Block of Keonjhar district.

Major Achievements of this year-

- On completion of individual household survey 1126 older people were identified covering 12 operational villages and were linked to the project.
- 240 awareness /motivation meetings were held in all the operational villages with participation of the community people including older people, where the project initiative was shared.
- 75 Elder self help (ESHG) groups have been formed this year. The members were capacitated. Maa Tarini group members of Kenduapada submitted a common demand note for release of



widow pension and rectified the information in their voter ID cards. 39 Groups have already opened account in Odisha Gramya Bank, Kendaiposhi.

- In the first phase, 50 groups were imparted training on group and fund management, leadership skill, maintenance of records and registers, their role and responsibilities in the group, and different schemes and programmes. In the second phase 36 numbers of ESHG attended the training on Panchasutra, group dynamics, their rights and entitlements, etc.
- 15 ESHG members participated in the Gram Sabha of Kantiapada, Kendeiposi, and Chakundapal Panchayat. The elderly people submitted their applications to access govt. schemes and programmes, and approaching appropriate authorities for approval.
- 160 older people have got access to different Government scheme and programmes meant for older people for the first time.



Together we can do great things

Jamunalia village is situated in Kantiapada Panchayat of Patna block of Kendujhar district. Total population of this village is 800. It is 25 km away from the district head quarter. Most of the people are daily wage bearers and rest are poor farmers. There are so many schemes and programmes declared by the state govt., but due to lack of proper identification, ignorance, support, and awareness the real beneficiaries are not being able to enjoy its benefit.

Writer Behera, aged about 70 years, is a poor man residing at Behera Sahi hamlet with his family. Neither he had any land for cultivation nor had strength to work as a daily labourer. The last five years were the days of sorrow for him. Prior to this, he had applied for the old age pension to the Sarpancha. But his plea remained unheard. He visited the Panchayat office regularly and requested the ward member and Sarpancha for his pension but it was of no use. In the month of July, Asha Kalirukipat ESHG was formed through PECUC's initiative with support from HelpAge India in Jamunalia village. He joined the group, attended the group meeting, and the members discussed the situation of Writer Behera and decided to meet the Block Development Officer on the Grievance day at Patna. He had lost all his hopes, but the group members convinced him and took him to Grievance to apply for old age pension. The BDO gave his assurance for the quick action and appreciated the step of the group. Suddenly in the month of December he received the pension from the Panchayat. Writer Behera conveyed his gratitude to PECUC and HelpAge India and all the group members for their initiatives in bringing smile on his face.

- 42 health awareness meetings were organized in the village on geriatric problems and four medical camps were conducted covering – 12 nos. of villages, reaching elderly attendees (Male-446 and Female-498). The types of diseases detected were cold, cough, high BP, diabetes, arthritis etc. Total of 47 elderly people were referred to the primary and community health centre for further check-ups. Damodar Baghua of Manpur village received Rs.6000 for his tumour treatment under Rastriya swasthya bima yojana and Chandra Mahakuda of the same village received free blood and medicines.
- 120 members from 60 elder self-help groups celebrated the International day of older person on 1st October at Janheposi and Kendeiposi village. The different activities of the event were public meeting, human chain followed by a massive signature campaign, and drawing and essay competition among children on “perception of children about elderly issues” and “Importance of older person in a family”.

Rehabilitation initiatives for PwDs

Annual Report -2014-15

PECUC since its foundation has been working for welfare and development of people of Odisha with special focus on Keonjhar district. During the years of its involvement the organization is putting strenuous efforts for rehabilitation of Persons with Disabilities (PwDs) as part of its community health activity with support from different Govt. and Non-Govt. institutions. The PwDs of the district suffer due to:

Inadequate awareness on rehabilitation opportunities and information on different vocational opportunities, self-employment schemes and guidelines.

Lack of education and vocational skills even on traditional trades and entrepreneurship capabilities leading to employment and self-employment.

Lack of organizational and group endeavors through SHGs, cooperatives and organized markets.

In view of the above PECUC has been operating within the state with manifold activities in collaboration with the district administration and other CBOs to facilitate rehabilitation process of the PwDs of the district. The programmes of PECUC include:

- ❖ Creation of general awareness on disability, prevention, treatment and rehabilitation process and link them with agencies of concern and identification of PwDs of the district.
- ❖ Conducting Pre-vocational guidance, Vocational skill upgradation training along with Entrepreneurship Development Training (EDT) training and orientation on procedures of availing finances and technical services.
- ❖ Organizations of PwDs through Self Help Groups, community based organizations and support them for their physical, social and economic rehabilitation.

PECUC during its involvement has been working with the district administrations for organization of Samarthya Sibirs under BBSA; with Special school for education of children with disabilities; formed 34 SHGs of PwDs to be linked under Mission Khyamata programme. In addition PECUC is working for total rehabilitation of PwDs in the district.

Other Programmes

Observation of Child Rights Week and 25th year of UNCRC at Keonjhar District

The Child Rights week was observed by PECUC in 69 villages of Swampatan Block under Keonjhar district with participation of 1071 participants including children from different child rights club, Shradha Bhavans, different schools, SMC members, Child protection committee members, SHG members, as well as farmer club members.

Activities conducted: Rally on Anti- Tobacco Awareness Campaign in different schools, and lanes, and streets of the villages; Debate competition amongst children on sanitation practices in the locality; Contemporary dance competition; Essay writing competition on “Our Environment”; Drawing competition on “Our Environment and My Dream school”, Violence on children and Signature Campaign at Patna Panchayat on End violence against children.



44 days Activism against Child Labour –At Keonjhar District

From “No Child Labour Day” on 30th April –till “World Day against Child Labour” observed on 12th June, a 44 days campaign against child labour practice was organized at Swampatana block of Keonjhar district with participation of more than 1000 community people including children and adults. Different activities conducted during this period were:

- Mass rally and signature campaign on the eve of No Child Labour Day.
- Awareness meetings in all the target villages.
- Direct action – identifying children working in different sectors and directly rescuing them with support from CPC.
- Visit to hotel and dhabas in the Block headquarter by the Block level child federation members and counseling hotel and dhaba owners to stop engaging children.

Annual Report -2014-15

OBSERVATION OF INTERNATIONAL WOMEN'S DAY: at Keonjhar district



The International Woman's Day was observed on **8th March 2015 at Mushakhori and Raikala** and around **389** participants had gathered to be a part of this special day. Different SHG members, leaders, village men and women celebrated this day by actively involving themselves in various activities .

Major Activities conducted:-

Mass Meeting, Walk in the village ,Observation of Holi (Occasion of colours),Signature Campaign

Mass Meeting: -

A memorandum was hand over to the Sarpanch by 7 different villages of Mushakhori Panchayat which included marriage registration at Panchayat Level, household latrine installation and use, anti-liquor campaign [non clearance from Panchayat for opening of liquor shop], close down of liquor shops, access to different Govt. schemes and programmes by women and organizing special Gram Sabha for women quarterly once, to identify and address issues of women.



Walk in the Village:-

To create a positive environment for women in the village of Raikala around 150 women from three villages of Rajnagar Panchayat took the initiative for organizing "walk in the village" with placards and posters, and raised slogans against violence and exploitation on women. Here a memorandum was handed over to the ward member on marriage registration at Panchayat level, banning and closing down of liquor shops, anti-liquor campaigns, construction of toilets at villages.



Observation of Holi (Occasion of colours):-All participants along with the Sarpancha, ward members and different leaders of the community played Holi with colours.

Signature Campaign:-

All the participants gave a message and participated in the signature campaign supporting the cause of creating a protective environment for women of the villages.

PECUC- Khordha District Unit

PECUC'S 25TH SISU MELA (CHILDREN FESTIVAL)

25th SISUMELA – Children Festival 2014 was organized by PECUC from 14th to 20th November at Amphe theatre, Ekamra Haat, Bhubaneswar to promote a child friendly environment aiming at their creative as well as social development. The mega event included creative competitions among the children. Cultural programmes and different activities were conducted like drama, dance, and music performed by child artists. The days were marked by different festivals including Children's Dance Festival, Music Festival (Pilanka Akshaya), Theatre Festival, and Festival of Martial Arts. Annual award and various prestigious honours for children and adults were conferred on the valedictory ceremony with support from the Directorate of Culture, Govt Of Odisha, Terre des hommes [Germany] – IP, Aide a l'Enfance de l'Inde (AEI), Indian Metal and Ferro alloys Limited, TATA STEEL, Canara Bank, and State Bank of India & many other business houses and individual donors.

OBJECTIVES:-

- ❖ To create an atmosphere for a child friendly society.
- ❖ To create a scope for children to share their views, creativeness, potentialities, and exchange of culture.
- ❖ To inculcate the spirit of freedom, participation and integration amongst children.
- ❖ Sensitizing the general public to prevent children from abuse and exploitation.
- ❖ Highlighting the issues relating to child abuse, draw the attention of policy makers and enforcement authorities on child abuse.

The weeklong children festival from 14th November to 20th November also comprised of several competitions like song, modern dance, fancy dress, talent hunt, rhymes, fine art, quiz, and odissi dance competition, from

Nursery to class X of different schools of the state of Odisha. Baby of the year competition was also held among children from 6 months to 3 years.

PECUC'S ANNUAL AWARD GIVING CEREMONY 2014

HONOURING PERSONALITIES FROM VARIOUS FIELDS: **Debashish Patra**, SwamPatna was conferred with "Pranatha Memorial Award 2014", the prestigious award for social work.

Mohammad Akil received Baji Rout Memorial Award -2014 for bravery .

Child artist **Bhoomika Dash** received the Sarat Pujari Memorial Award-2014.

Tanvi Mallick got the Dr.Prafulla Chandra Dash Sisu Prativa Saman"-2014.

Koustub Dash and **Priyanka Maharana** received the Ketaki Pattanaik Memorial Award-2014 for National Gramin Scholarship.

Ms Usharani Behera ,Child Rights Activist was conferred with Dr P.C.Das Memorial Award-2014.

Dr Anusuya Mishra , an eminent writer was conferred with Sisu Sathi Saman 2014.

Mr Jatindra Dash was conferred with Swarup Jena Memorial Award 2014 for Excellency in the field of journalism.

Gudiya Padhi got the Baby of the Year Award 2014



Cultural Programme (Odissi)



Guests in Sisumela



Signature Campaign



Children in Fancy Dress costumes



Audience during Sisumela

44 days Activism against Child Labour

Observation of No Child Labour Day-30th April:- Sand Art on Child labour issues followed by launching of RTE website was held at Ekamra haat. Sj. Santosh Kumar Upadhyay, (IPS), Director, OdishaState Human Rights Commission attended as chief Guest . Youths, Govt officials, Educationists, Social activists, NGOs, and INGO representatives participated on the occasion.

Observation Of World Day Against Child Labour:- On the eve of World Day against Child Labour June 12, 2014, People's Cultural Centre (PECUC) in collaboration with Terre Des Hommes (TDH) (G) organized a panel discussion on social protection :- An indispensable step towards combating child labour at Bhubaneswar. Sj. Arun Sahoo, Honourable Minister, Law and Panchayati Raj Department inaugurated the programme. Sj. Ranjan Kumar Mohanty, Secretary, PECUC, Sj. Souribandhu Kar, AITUC, Sj. Rajendra Meher, Member, OSCPCR, Ms. Gayatri Samataray, State Gender Coordinator, OPEPA, Sj. Sumanta Nath, State Programme Manager, ICPS, Mrs. Banishree District Child Protection Unit, Khordha; Mrs. Adaramani Boral, Chairman, PECUC, and Mrs. Anuradha Mohanty, Executive Director, PECUC spoke on the occasion.

One Billion Rising Day:-

Annual Report -2014-15

People's Cultural Centre (PECUC) and **ALIBHA EWR's** Federation , Baliantha Block of Khordha district in collaboration with "The Hunger Project" observed the One Billion Rising day on 14th of February 2015 at Bainchua Gram Panchayat conference hall, where women PRIs, SHG members, MAS members, students, and teachers took part to celebrate this special day.

Objective of the programme: - To uphold and to celebrate women's rights and freedom in the One Billion Rising Day.

Major Activities:-

- **Signature campaign:** A signature campaign was organized at Baiuchua village. In a common place a banner was fixed by the community members who gave their views and messages to the society and signed, committing to support the issue.
- **Mass meeting:** A mass meeting was organized in the Baichua Gram Panchayat conference hall with participation of women and youth.

19 days Campaign (1st-19th November 2014):-

Theme of the Campaign: Substance Abuse and end violence against children

Major Activities:-

- Awareness raising activities includes village level rallies, public meetings, and human chain , Competitions among children on the theme of substance abuse ,Seminar on substance abuse ,Social media campaign

Impact of the Campaign:-

- **6189** (Adult- 3190, Children- 2999) actively participated in the 19 Days Campaign that was organized to end violence against children and substance abuse. Total 159 children participated in the competition like fine art and debate, among the Children reflected their perception and concern through fine art and debate competitions in **Keonjhar, Khordha, and Balasore** districts of the state on the theme "**Violence free Home and School, Child labour eradication, Substance abuse**". Messages, slogans, and activity photographs were posted on social platforms like Facebook, making it more influential.
- Discussion about different preventive measures for violence became an agenda of discussion at the village and Panchayat level meetings.
- Neighbours, peers, and other community started reporting violence cases and substance use cases. Children and youths became courageous to speak openly on the violence issues.
- Different child abuse cases were reported and Government officials also started responding.

Media took a great role to highlight the issues of violence on children and special discussions also focused on the violence on children in different channels where PECUC functionaries were invited as experts.

"World Day for Prevention of Child Abuse" was organized by PECUC in collaboration with ODM Public School in Patia, Bhubaneswar. More than 200 children took part in the meeting and signature campaign". Mr. Pradosh Pattnaik presided over the session. Mr. Ranjan Kumar Mohanty, Secretary, PECUC, enlightened "the importance of the day". Ms. Anu Choudhury, Ollywood actor, reasoned that "Adults are responsible for the cause of child abuse and tobacco addiction". The other dignitaries gracing the occasion were Mrs Sulata Deo, Ex Chairperson State Social Welfare Board ; Subhransu and Somen Pujari, TV artist, A.S Minaketan, Principal of ODM Public school, Mrs. Anuradha Mohanty, Executive Director, PECUC. At the end, all of them joined for the signature campaign.

Joy of Giving Week

Annual Report -2014-15



For upliftment of the deprived communities, PECUC has been implementing different projects, organizing events for fund mobilization and participating in different events for resource mobilization. Organizing events like joy of giving has helped them mobilize resources for the less privileged and deprived communities of the society.

- In 2014, one of our event entitled as “Jagruti- Livelihood support to women” was organized at Baliana Block and two slums of Bhubaneswar Municipal corporation, in which old newspapers were supported by TATA Steel to support the women entering into the paper bag making industry for income addition, which in turn would act as a tool for their livelihood support and live a life with dignity. All members of the 6 groups underwent the skill development training of making paper bags.
- The groups established linkage with different shops/stores/petty shops to market their products.
- Total of 49 kg paper Bags were made.
- The group members of Indrapal village have established linkage for marketing and till date they have sold nearly 11 kg @ Rs. 25 per kg.
- The number of bags per kg is around 190.



STRENGTHENING WOMEN LEADERSHIP IN GRAM PANCHAYAT

supported by “The Hunger Project” operated in Baliana and Bhubaneswar blocks of Khordha district with the following objectives:

- To enhance understanding of federation leaders on its management, understanding the importance of by-laws, advocacy strategy, collective functioning and making federation effective. Principles of equality, justice and democracy and rights will be reinforced during this workshop so that the federation leaders lead their federation as involved leaders.
- To create solidarity among the cluster members and to plan and prioritize issues of advocacy and engagement with Government to be taken by block federation.
- To get media attention and strengthening advocacy on the issues identified and addressed by federation. The workshop also sensitizes journalists to the circumstances and realities of elected women and rapport building with journalists emerges as a key outcome.
- To give in-depth knowledge about issues identified by block level federation to formulate effective strategies to solve them that way federation leaders are enable to work as a informed leaders and take concentrate action to address a specific problem. Knowledge about issues enables the federation members to raise issues of accountability and good governance with respective officials with enhanced confidence and conviction.



Activities

- Cluster Level Federation Building, Block Level Federation Building ,Cluster Level Mahila Adhikar Samukhya (MAS) ,Gender Panchayat Resource Centre (GPRC), District Level Convention on Violence Against Women ,District Level Media Interface Workshop ,District Level Need Based Training , District level federation management, Observation of Gram Sabha, Gram panchayat meeting and Palli sabha, Campaign on end violence against women, Food security campaign, exposure visit ,State level celebration on National Panchayat Raj Day at District., Observation of days ,Interaction with the Stakeholders.

Major Achievements of the year:-

- 181 Elected Women Representatives (EWRs) were involved in the GRAMYA SWASTYA SEBA SAMITI formed in villages of Baliana and Bhubaneswar block. The EWR involved in facilitating the emergency fund amounting Rs.5000 given to the GKS for creating awareness on dengue and Malaria. By proper facilitation and follow-up by EWR's



Annual Report -2014-15

all the Panchayats received the ransom amount of Rs.20, 000 under “Haris Chandra Sahayata Panthi”. 117 unmarried girl’s names that were above 30 yrs of age were identified and given at the Block to incorporate in Madhubabu Pension scheme. 3 illegal liquor shops were closed down.

- EWRs have provided benefits to 17 villagers under “Rashtriya Swastha Bima Yojana, 85 people got pension benefit, 95 Family received Biju Pakka Ghara and 2 families got benefitted under “Family Welfare Scheme” with a sum of Rs.20,000 each.
- The re-election of the Block federation members accomplished after two and half years at Satyabhamapur of Baliana block. All the 181 EWRs were part of various village level committees such as- ICDS monitoring committee, School Management Committees, Gaon Kalyan Samiti etc. in both the blocks.
- Total 103 Anganwadis and 90 schools of Baliana and Bhubaneswar block were monitored by EWRs on supply of MDM as per the chart, sanitation, quality of teaching and many more. In 5 schools the MDM were given only for four days a week. After the regular intervention and SMC meeting by EWRs now the frequency of meal has increased to six days a week. The introduction of food security awareness campaign, mothers demanded for seven eggs from Anganwadi workers rather than satisfying themselves with just 3 to 4 eggs in a month.
- Due to the efforts of EWRs various construction works i.e Road, Foot bridge, Latrine, School building, Anganwadi building etc have been carried out.
- 217 voters identity cards were verified by EWR’s members by the help of cluster level federation.
- EWRs have submitted demand notes to BDO and the demands taken care of are-BDO declared scholarships for children whose parents have completed 100 days of work under MGNREGA. In another grievance people complain that 100 days of work was not sufficient to maintain their livelihood and it should be increased to “150 days”. BDO declared 30,000 rupees insurance coverage for people completing 100 days of work. 78 people completed 100 days of work. In an Indira Awas Yojana beneficiary received only 15,000 instead of 22,000 rupees that were amounting earlier, this problem was resolved, and the Sarpanch and Executive Officer cleared rest of the amount.



- Out of the 27 cases of violence recorded in the public awareness meeting, **3 cases** were processed by Mahila



Saudamini Das, before being a Sarpanch she was a member of SHG group and President of mahasangha. She was also the president of ALIBHA EWRs federation. After 2½ years, she became the Sarpanch of Sarakana GP. She came to attend all the meetings of PECUC with her aunty. After attending all the meeting she developed a great will power to contest in the elections and serve her village people as well as her country. There were four other candidates in the row. She won the elections with majority of votes. She attended all the meetings of PECUC and got idea from it and applied it at the field level. She was a regular visitor to the villages. There are 1294 houses and 754 falls under the BPL category. When she became the Sarpanch, the very first work done by her was the rework of village road. In her village, most of the people are scheduled caste. Under the MGNREGA she helped many people in getting job cards for construction of road 644 people got the job card under the MGNREGA scheme. During her period 250 people benefited with pension scheme. 75 people got the housing facility under the **Indira Awas Yojana**. 30 no’s of the tube well were installed during her period. Regular functioning of the Gram Sabha and Pallisabha meeting was also ensured. The schemes like self employed yojana (Atma Nijukti Yojana) under which unemployed girls get work were functionalized by her. So many girls in the village opened up their tailoring shop and appointed other girls. Panchayat brings raw material for stitching. At the end of every month the girls get their salary.

The Sarakana School gate was constructed and proposal for 6 new Anganwadi was initiated. Amongst this, 2 centers have been already started. Another landmark work was building a hospital for the village people. There were no proper hospital facilities in the village. People faced many problems due to this. Saudamini and other committee members put in their efforts in building the hospital in the village. At first there was only one doctor appointed. After a period of time another doctor got appointed in the hospital. Her effort became successful. There was also no chairs and tables in the

Commission,
counselling of

Annual Report -2014-15

applicants and the protagonists were done. 5 of the violence cases from Patapur, Khamangasasan, Tikarpada, and Mendhasala village were solved.

Integrated Development through Community Participation—supported by HCCB the program presents a wide range of issues in a nut-shell manner and promotes corporate social responsibility.

Activities undertaken:-

- Facilitation of Sradha Bhawan (SB Centre) ,Facilitation of children to school and AWC ,Capacity Building Training ,Organizing Campaigns and curricular activities., Community mobilization ,Kitchen Gardening at House hold level ,Health Camps and promotions of health practicees, repeated treatment of mosquito nets ,Training on Health, hygiene and sanitation for community members, Tracking SAM and MAM: (Bench Marking of Children's Data),Environmental Protection, Livelihood Support and Women Empowerment, Convergence and Linkages



Major Achievements:-

- 76 children are regularly attending the centre, almost all the children are maintaining cleanliness in dress code, nail cutting and combing hair.
- 83 nos. of children have been enrolled due to facilitation of project team members(Boys-39 and Girls-44) (Chachera Sabarsahi School and Badha Sabarsahi School)
- National and International days like No Child Labour Day, World Day against Child Labour, Independence Day and, World Child Rights Week, etc are observed at Sradha Bhawan. On the eve of the World Literacy Day total of 273 community members (139 Females and 134 males) participated in the drive.
- 100 Children (47 boys and 53 Girls) have been supported with School Kit containing – 1pen, 1 pencil, 1 eraser 1- cutter-2, 4 long note book, pencil box, 2 water bottles and 4 crayons.
- A two days training on SHG management, fund management, and leadership skill development was organized for the SHG members at PECUC field office conference hall. Total 39 members from 8 Group attended the training. 84 households took initiative and promoted kitchen garden. Maa Barunei SHG of Chachera Sabarsahi produced 4.2 quintals of vermi compost of amount Rs 1650. Maa Jogamaya SHG of Bada Sabarsahi produced 2 quintals of vermi compost of amount Rs 1000, Jhadeswori SHG received Rs. 950, Jogamaya SHG of Chachera Sabarsahi produced 1.1 quintals of vermi compost and sold it for Rs 550, Maa Saraswoti SHG got Rs 450/-, and it has been found that all groups are using the compost in their kitchen garden.
- During this year, project team facilitated 8 SHGs monthly meetings. The participating groups were: Maa Jogamaya (Sabarsahi), Maa Mangala ,Maa jogamaya, Maa Barunei, Maa Barunei devi, Maa Jhadeswari, Maa Saraswati, Sainath SHG. These SHG groups are involved in trading of grocery shop, goatery, stationary shop, rice and egg shop, which is helping them in saving money in the bank and cash in hand. They have saved around Rs.1, 15,252 in bank and Rs.7500 cash in hand.
- A bench marking of children's data on malnutrition undertaken to cover all children in quarterly basis. In six months of intervention, from 4 SAM children, it is reduced to 1 SAM and from 29 MAM children to 15 MAM.
- To ensure safe drinking facilities for the community people of Badha Sabarsahi a bore well was installed in the village Badha Sabarsahi.
- Facilitated access to Different govt. Schemes and programmes. Through awareness generation and supporting community people to access services and schemes and programmes, during this period 31 children immunized (Boy-12 Girl-19) out of this 12 children completed immunization cycle (Boys-4



and Girls-8), 13 mothers are linked with JSY and MAMTA scheme, 5 widows received widow pension.

- Four health camps were organized in both the villages. Total 399 persons including children attended the health camp and got primary health care and treatment of minor and chronic ailments.
- The International Literacy Day was observed on 8th September 2014 at Bada Sabarsahi, Sana Sabarsahi and Badha SabarSahi of Khordha District with participation of 273 participants including SHG members, leaders, villagers, children and youths participated in the programme.
- The Child Rights Week was observed from 14th Nov to 20th Nov 2014 comprising of mass meetings, rallies, and cultural activities. The objective of the programme was to aware the children on "Importance of Children's Day and the Rights of the Children". On 14th of November, 2014 a cultural programme was organized by PECUC at Ekamra Haat in Bhubaneswar where 108 children and parents were present from Chachera Sabarasahi. The children presented 2 group dances and created the atmosphere of joy and thrill among the audience present at the podium

A Simple Precaution:- An old lady aged about 78, named Bala Nayak, resided in very unhealthy conditions at the Sabarsahi village of Khordha. Her house is near to the deep jungles and bushes which was the breeding ground for insects Sanitation practice of that village was also not that good. The bath water and other garbages were dumped in the backyard. The aforementioned circumstances led to increase in numbers of mosquitoes. Bala's son who is 26 years old also suffered from malaria. Looking at this situation PECUC with the help of HCCB helped the population in providing the special mosquito nets and inspired them to use it on a daily basis in which act they could be able to protect themselves from the mosquito bites. Bala was chosen as one of the beneficiaries and was provided with one piece of the net and was also guided regarding the consequences of the unclean surroundings. Bala with help of her son started cleaning the backyard of their house and used the provided mosquito net every day and now she can be assured her protection due to the initiative.



SPONSOR A GRAND PARENT:- supported by Help Age India is operating in 8 villages of Bhubaneswar Municipal Corporation and Baliantha Block (i.e Banguary, Nuapatana, Pahala, Johala, Jaypur . Bhiampur, Gohala, Saleswar) of khurdha District. 12 elder self-help groups (ESHGs) were formed and facilitated by material and capacity building supports. The groups have functional leadership, savings, credit operations and group business.

Activities undertaken:-

- 5 Health Camps and 1 Mega health camp organized. 114 older people received consultation and it has been followed up. 46 patients were provided referral services for further treatment.
- Eye screening camp organised for IOL treatment. 22 older people underwent cataract surgery and have been followed-up through check-up and given new spectacles.
- 148 older people who got livelihood support are undertaking many Income Generation activities like cattle feed, thresher, grocery shop, cooking utensils, rice, cold drinks etc. Maa Barunei, the thresher machine group earned Rs. 700. Maa Barunei ESHG and Nilakantheswar ESHG each member were benefited with 200 and 130 rupees from the interest, respectively. 20 persons got benefitted from internal loans.
- 87 ESHG members got empowered through different capacity building programmes on business management planning, marketing, livelihood support, federation activities, record keeping and maintaining, and group management.



- Total 75 destitute got supports from 8 ESHG groups (Maa Garudei-5, Maa jagulai-30, Maa Mangala - 20 and Maa Barunei -20) out of profit they are earning from business of 2.5 quintal rice and paddy cultivation. The Destitute support includes flat rice 1 kg, sugar ½ kg, wheat 1 kg, biscuit 1 packet, 50gm tea, 1 bath soap and suji 1 kg.
- 12 elders from the project village participated in the Gram Sabha in Jagannathpur Gram Panchayat and raised issues on village road, drinking water supply, community hall and sanitation.
- Observation of World Elderly Day on 1st October, citizen's charter of demand submission to the officials, advocacy at different levels including media advocacy, documentation and reporting was implemented.
- 50 older people received old age pension

Free Eye Check-Up Camp: A Boon in disguise for Suka Bhoi

Suka Bhoi a 62 years old woman was getting down of her visual capacity day by day, staying in a village named Bangali sahi of Jagannathpur G.P., Baliana block; this hampered her daily routine activities performance. As days passed, her visibility deteriorated. Her issue initially came to the notice of the village ESHG. The ESHG members discussed the matter with the project staff .She got to know about the free eye screening camp. She had a blind belief that free eye operation will not recover any loss rather a huge amount will be spent after the operation is over for further treatment. After repeated counselling by PECUC staffs she came to the camp organized around 3 km near to her home. Doctor suggested her for cataract operation. While discussion with few ESHG members, she could know that few of her neighbours who underwent the Cataract surgery got back their eyesight and leading a normal life. Finally Suka Bhoi went for the Cataract operation. Now she is fine. She use to say – my eye has filled in new hope for me to lead a better life for the rest of my life.



Promote and Protect Rights of the Women including Reproductive Rights and End Violence against Women

The project is being implemented with support from Adoptions Centrum covering 9 villages under Baliana Block, Khordha district and 2 Slums under Bhubaneswar Municipal corporation (BMC).

Goal:-

Promotion of women friendly environment where cross gender participation is ensured to have improved service delivery mechanism protecting rights of the women including reproductive rights and end violence against women.

Activities:-

- Staff Capacity building training ,Base line for Knowledge, Attitude and Practice (KAP),Formation and strengthening of adolescent groups ,Formation and strengthening of young women group ,Bi-Monthly meetings of the young women groups ,Training to young women on HIV/AIDS, Pre-Conception and Pre-Natal Diagnostic Technique (PC and PNDT) Act, Domestic Violence (DV) Act ,Refresher training to young women on HIV/AIDS, Pre-conception and pre natal diagnostic technique act (PC and PNDT) and Domestic violence -DV Act,Training to Adolescents Girls on Life Skill Education ,Training to GKS, PRI, ASHA and Anganwadi Worker,Health Awareness Camp and Referral Services .



Annual Report -2014-15

- Design, Development and distribution of IEC materials ,Awareness generation through wall paintings , Awareness generation through street plays

Major achievements:

- Total of 33 groups have been formed in the project operational area including 220 young women , 293 adolescent girls and 312 adolescent boys as group members.
- 150 young women were capacitated on different health, sanitation practices, rights and entitlements, Govt. schemes and programmes, through 10 trainings programmes (one time 6 and 4 refresher training).
- 100 young girls educated and capacitated on life skill education and maintaining their quality of life.
- More than 3000 community people were aware about health issues , preventive and curative measures through 24 health camps and the patients referred for further health check-ups.
- Community people were made aware and educated on different health issues, education, rights and entitlements through 11 wall painting events, 11 street plays, 2000 poster, leaflets and booklet distribution.
- 15 young women were benefited under the Mamta Yojana
- 3 HIV infected young women were counselled and treated at ICTC and their condition has improved.
- 11 temporary water kiosks (Jala chatras) have been opened with the help of GKS and ASHA workers.
- 6 domestic violence cases were identified and their problem have been sorted out.
- 17 women and 11 girls were identified as malnourished and anaemic, and were given referral services.
- 15 girls and 13 boys opted for higher studies after class 10th and selected their subject of interest .

A small village situated very nearer to the Capital City of Odisha. Six hundred people reside in the village. Holding a very unique culture the village is adorned with beautiful mango and Patas trees with big green landscape view from the far. A major part of the village has concrete buildings and rests of it either tiled or thatched houses. Though the literacy level of this village is remarkable high but they had misconceptions regarding social issues like HIV and AIDS. Mrs. Parida hails from the same village, and lives with her two daughters and one son. She is a HIV infected widow. Nine years before she lost her husband who was also an AIDS victim. Until today she was deprived from social respect and suffered from unusual kinds of mental torture by different groups of people. Not only socially but also in the Government level she was unable to avail facilities avail. Young Women during the training session on HIV and AIDS .The biggest challenge in front of her was to nurture her children as sometimes they also had to face the discrimination and stigma regarding Mrs Parida HIV status.The villagers never visited her house and did not even touch her. Some of them avoided talking to Mrs Parida as well. Few days back PECUC, with the help of Adoptions Centrum started the initiatives to form young woman and adolescent groups at Baliana block. This village is one of the focused villages of this project and witnessed three groups in quick succession, that is a young women group, and adolescent groups both for boys and girls. In an interesting and deliberating scenario Mrs Parida was selected as a member of the young women group. During the meetings and gatherings the young ladies started talking to Miss. Parida and they even shared food at the end of the discussions. They started thinking and behaving positively towards her in the training held at the community centre of the village. There, they learnt various preventive measures relating to HIV and AIDS

- 312 adolescent boys and 293 adolescent girls in 11 intervention villages have developed a daily routine to adopt and work accordingly in the day also practicing self defense and physical educations in their day to day life.
- During health camp 3 young women and a male were diagnosed for sexually transmitted diseases (STD) and were referred to the Govt. hospital for further check up and continued treatment.
- 20 young women of the village Erakanta were linked for income generation activities.
- 5 adolescents were counselled for continuing education

those were dropped out and discontinued their education.

- Health and hygiene practice among all the young women group members improved
- Leadership quality developed among 11 young women group members.



Mrs Parida is serving as an assistant cook at the school mid day meals program and PECUC has been trying to link her up with the Rajiv Gandhi pension scheme. She is very happy for the recent development of the mindset of the villagers.

It was not a simple transformation of the villagers but it started showing the positive attitude of that community towards building a healthy atmosphere through the cooperation of each and every individual of the village. Mrs Parida through her endeavour and efforts played a crucial role in sustaining the growth process of young woman group.

Learning Center for Urban Deprived Children -At- Kargil Basti-

In cooperation with Rotary club of Heritage Bhubaneswar and Joy of giving week.

Education is the pre-requisite for development of children. It is a crucial stage of life in terms of a child's physical, intellectual, emotional, and social development. Children from disadvantaged community



especially the tribal children, children living in the slum areas, children practicing beggary, and girl children are deprived of formal education system due to the plethora of socio-economic conditions such as tradition, culture, occupation, lack of parent's education, existing practice of child marriage, gender discrimination, and so on. These factors results in increased rate of dropout, out of school children, and lack of motivation for education amongst the children. Another important factor also contributes largely towards the dropout rate i.e., medium of instruction (language), which is a crucial barrier in the effective two way communication process in schools between the student and teacher.



PECUC initiated **Sradha Abhijan** - "A campaign to promote love, affection, care and protection, and education for the children". As part of Sradha Abhijan, PECUC in cooperation with Rotary club of Heritage Bhubaneswar and Joy of giving week initiated Learning Centres for the urban deprived children in Kargil Slum of Bhubaneswar Municipality Corporation in the month March 2014. Total 27 children, Boys-13 and Girls-14 were enrolled in the centre. The centre runs every Monday to Saturday from 8.00am to 11.00am, except holidays.

Young children in the age group of 3-5 years are provided pre-school education and children above 6 years of age who have never attended school are provided preparatory education and are enrolled in the formal

Annual Report -2014-15

schools. As most of the children in the centre are out of school children, hence more emphasis is given on counselling to those children to send them school regularly. The centre is also well equipped with playing materials such as carom, skipping, ludo, etc.

Sponsoring a child:-

Softest Automation Solution Ltd. sponsored 3 children (Rasmita Senapati, Asma Begum and Ananya Rout) with **school kit** (Water bottle-1, Pen-1, Pencil packet- 1, Eraser 2, Cutter 1, Geometric Box 1, Pencil Box 1, Note Book 6, OSSTA HSC Test Guide 1, School Bag- 1), **Shoes** (1 Slipper and 1 school shoe), Cash – 500 for school dues, **Dress** (1 Salwar suit and 2 frocks), **Nutrition food** (Horlicks -2 kg, Nutrela Soya Badi – 1kg, Chhatua- 2 kg).

PECUC- Balasore District Unit

Phailin and Subsequent Flood Response:-

Phailin, a very severe cyclonic storm struck the Odisha coast on 12th October evening, bringing in torrential rains and wind speeds of over 200 kmph in the state. Balasore district being prone to such natural disasters such as floods, cyclone, torrential rain along with strong wind, was not spared from this havoc. Subarnarekha river system caused severe flood and affected thousands of lives and their livelihoods. Especially large area of Jaleswar, Bhograi, and Baliapal blocks and a portion of Basta and Sadar blocks were affected. The communication through roads was severely affected causing least accessibility during and after flood months. The disaster had direct impact on the income and wellbeing of the population hence humanitarian assistance was imperative. In response to the disaster “People’s Cultural Centre” (PECUC) came into action in helping the affected communities with support from “Save the Children” and “District Agriculture Department”. ECHO programme in Bhograi block of Balesore district covered 10 villages in one panchayat for recovery activities. Through this programme short term assistance were given to community that included livelihood support, access to clean drinking water and sanitation.

Main Objectives: - To resilience and quick recovery of the families those who were badly affected by cyclone “Phailin” and subsequent floods.

To address early recovery of cyclone and flood affected households through inter-stakeholder coordination and multi sector intervention on food security, livelihood, and wash.

Major Activities:-

- Conditional Cash transfer (CCT) and Unconditional Cash Transfer (UCT), its selection criterion, distribution process, follow-up action and its impact, Water Sources and Water quality assessment, Awareness campaign, Capacity building programme, KAP Study, Restoration of Hand pumps with DRR features, Livelihood support programme, Seeds support, Agricultural Equipment selection and process of distribution, Equipment support: (selection criterion, Process of distribution, Impact), Cash support :(Selection criteria, Process of distribution, impact).

Major Achievements:-

- 300 (SC-70 (F); OBC- 177 (F); Gen-53 (F) female beneficiaries from 10 villages got cash from Dobadia -32, Chirkulla-26, Nilpura-20, Purusttompur-36, Krushnapur-5, Ramadei chowk-14, Badhia-12, Gujadia-29, Kusuda -65 and Gabgoan-61. Weekly and Bi-weekly the cash was paid directly and through bank transfer to the beneficiaries.
- **30%** of the family did not migrate in search of work as compared to previous years due to this CCT.
- CCT could meet the immediate need of the individuals and got the ways to access their livelihood for the next phase and helped in developing many assets and infrastructure at community level.
- 100 beneficiaries got total of Rs 75,0000, and the cash was distributed among 10 villages of Kukupa GP, to the Poorest of the Poor, PWD head of the household, Widow, Pregnant / Lactating mother, Uncared / old aged, person with Chronic sickness were provided to meet their urgency needs and recovered their losses.
- Community infrastructure like roads and temple front yard was developed in various villages like Kukupa, Purusottampur, Chirkulla, Ramdeichwak, Dobadia, Gabgoan, Krushnapur, Badhia, Gujadia, and Nilpura to provide a concrete communication to schools, temples, and houses.

Annual Report -2014-15

- The technical expert from “Save the Children” conducted water testing with the use of the test kits. Biological contamination was observed in some tube wells. Chemical test of 3 tube wells was conducted to check the chemical contents.
- **3** Raised platforms were constructed as flood proofing measure and to ensure access to water at all the time for everyone including the PWDs- accessible platform with DDR features.
- Community were sensitised on the water quality and different initiatives were taken to clean the sewerage, and water channel through door to door campaign, awareness meeting on sanitation practices especially focusing on the school children who were presented with demonstration and training on hand-washing practices.
- A training course was conducted with **15** participants to improve their skill on WASH programme. **2 days** training for **10 masons** conducted to improve their capacity on platform raising techniques. Training on WUG (water user group) involving **39** participants were strengthened on WASH behaviour.
- Under KAP, **252** household were surveyed during and post stage of the project period to measure the improvement of village locality. House hold and community check lists were prepared and checked in each month to create awareness and behavioural practice through advocacy.
- Three vulnerable tube well points in three villages like Nilpura, Dobadia, and Gabgoan under Kukupa G.P were identified and for its reconstruction WUG was formed in each site of the reconstructed tube well platform and they were trained
- Agriculture equipments were given as livelihood support to the affected people, and along with that 20 kg of paddy seeds and 5 kg of bio fertilizer per acre were provided to 1000 farmers for Kharif cultivation in 10 villages.
- Total 800 beneficiaries from 8 villages were given cash of Rs. 1150 for land preparation for Rabi season cropping.
- Total 1000 beneficiaries (802 nos. of males and 198 nos. of females) from 10 villages of Kusuda GP received 200 quintals of seeds.
- Total 153 farmers (9 FGs) of 9 villages of Kusuda GP got 4 Row drum seeder with 2 Drums (20 cm spacing), Power paddy Thresher with 1 HP motor and starter, 2 Knapsack Sprayer - 16 ltr-SRP-60-1VMNDE/IS/WOC, Cono Weeder (KGVK Agro Make)-1 and Manual Operated Marker (8 row). 4 sets in Kusuda, 3 sets in Gabagaon, 2 sets in Chirkula and rest 6 villages received one kit each. The members were also trained by the experts from the block level on use and maintenance of the equipments.
- Total Rs. 920000 was paid to 800 beneficiaries of 9 villages of Kusuda GP as cash support.

Humanitarian Assistance to Children and Community affected by Disaster in Odisha, India, -2014

HUDHUD a severe cyclonic storm struck the Vishakhapatnam coast on 10th October morning bringing in torrential rains and wind speed of over 130 to 150 kmph in Visakhapatnam coast of Andhra Pradesh and Gopalpur district of Odisha state. The cyclone moved further into the mainland and caused heavy rainfall in western districts of Odisha and other parts of neighbouring states like Jharkhand and Chhattisgarh. Due to the heavy rainfall Balesore district was affected by severe flood. The river Subarnarekha and its surrounding river like Budha balanga and Jalaka system created flood havoc in Balesore district. More of the blocks like Balesore Sadar, Baliapal, Bhograi and Basta were most affected by the flood and thousands of people livelihoods were affected. PECUC and Save the Children both of them gave some additional assistant after doing the damage assessment in Bhogarai area. The programme covered 4 villages in 2 Panchayats for livelihood support in **(Khalabadia; Kulha; Baunsamukha; Raghuchowk; Nischintadiha villages) of Nachina and Rasalpur** Gram Panchyats under Bhogarai block.



Objective of the project: To address/ mitigate the early recovery of cyclone and flood affected households through livelihood support.

Major Achievements:-

Annual Report -2014-15

- **370** beneficiaries of five villages in Bhogarai block were benefited from this programme.
- **90** beneficiaries got support for poultry, **80** got fishing nets and **200** received vegetable seeds.
- **8** fishing groups were formed with support of fishing cooperative and 6 poultry rearing SHGs were formed for future sustainability of their livelihood.
- These groups were linked up with **TRIPTI** organization (government OLM) for its strengthening and financial assistance.
- The fishing groups have opened their bank accounts and are saving 5% of their income in the bank. The more the income the more their savings.
- The SC/ST communities got a huge benefit by doing poultry farming and after completion of four months they got near about **Rs.10, 000 – Rs. 15,000 profit**. Every two months they are earning about **Rs. 5000/- to Rs.7000/-**.

OBSERVATION OF 25TH ANNIVERSARY OF UNCRC IN BHOGARAI BLOCK, BALASORE DISTRICT

The 25th anniversary day of UNCRC was observed in three Gram Panchayats of Bhograi and also in Kusuda G.P through rallies, various competitions among the children and cultural programmes. Total of 120 school students from 15 schools participated in the rally. The rally began from Kusuda G.P. office and went through five villages. In the afternoon session, drawing and debate competition was conducted among the students from three GPs. The theme of the drawing was Child protection (Sishu Surakhya). Total 52 students participated in the drawing competition. In debate competition, total of 35 children had participated. In the evening, cultural programme was organized with participation of more than thousands people.



PRI Training: - Baliapal Block, Balasore District with the Support of SIRD -Bhubaneswar, Govt. Of Odisha:-

2 Panchayat Raj Institution Trainings were conducted in Baliapal Block of Balesore district by the support of SIRD, Bhubaneswar, Govt. of Odisha. Total of 85 participants took part in 2 training programmes, it covered 7 Gram Panchayats (Nuagan, Nikhia, Dagara, Sirampur, Ghantua, Baliapal, and Balarampur of Baliapal Block, Balasore District).

Seed treatment campaign of Kharif crops in Bhograi block of Balesore District- 2014

The Seed Treatment Campaign especially for Kharif crops was organized by PECUC in the year 2014 at Bhogarai Block in Balesore district. This campaign covered **5** GPs and **5** villages of Bhogarai block. Total of **500** people got benefitted under this widespread campaign.

Humanitarian Assistance to Children and Communities Affected by Disasters in Bhogarai Block, Balesore District, Odisha State, India

In the respect to PHAILIN, Save the Children extended their helping hand to support the affected children and communities as humanitarian assistance through PECUC in Balasore district. But at the same time of this year another disaster “HUDHUD” struck the coastal belt of Odisha and affected some part of the state. Balesore was one of the affected districts.



Activities Undertaken:-

- Non food item Distribution – (Shelter – Tarpaulin, Hygiene Kit and Floor Mat) – For Kendrapara only: - N/A for Balesore., Nutrition Support (Kitchen Garden Seeds for Balesore and Kendrapara), Livelihood Support (Agricultural Seeds – Green Gram) – Kendrapara, Livelihood Support (Fishing Nets for the Fishermen) Ganjam and Balesore, Livelihood Support (Poultry Support), Ganjam and Balesore , Education – Education Kits to Primary School Children, Kendrapara



Major Achievements:-

- **5 types** of vegetable seeds were supplied including cucumber, bitter gourd, white finger, tomato, and brinjal, each packet containing **100 grams of seeds**. **200** beneficiaries were covered under one revenue village **Khalabadia** and the hamlet village **Kulha**.

- **8** male fishing co-operative groups of **SC and ST** castes were formed with help of fishing cooperative **Chandenswar**. They formed groups and opened accounts in nationalized banks. Many boatmen **renewed** their expiry **license** during the intervention. They became self-dependent and the fear from fishing brokers slowly vanished.
- **Two of the most vulnerable SC/ST** villages were identified for implementation of the programme, named Nischinta diha and Raghu chowk.
- **6** women groups in **2 villages** groomed domestic chicks then each member supplied 2 chicks after the reproduction to the other members without chicks, and in this was after 6 months rest members got access to their livelihood.

Odisha Flood Response 2014 supported by Softest Automation Solution Ltd. UK and Deusch Indisches Kinderhilswerk e.v (DIK) the recent flood in 2014 has been badly affected by many parts of Odisha, on 13th of August 2014 The area that was covered under emergency operation was Godhana and Bartunga villages of Bacharai Gram Panchayat, Marshaghai block of Kendrapara district.

Activities undertaken:-

Assessment of the vulnerable families in the target villages, Identifying the target groups and the households in the community, Distribution of family cards to the identified beneficiaries, Identifying the potential suppliers and procurement of the materials, Transportation of relief materials, Distribution of relief items, Health Camps.

Major Achievements:

- It was facilitated as a part of the larger perspective of the programme, to reach out to those affected people who were not covered during the first round of relief distribution.
- Separate sections for checking beneficiary card, signing of documents, distribution of materials and photography of beneficiaries were arranged to avoid end hour rush.
- 101 Blankets and Ready to eat (chatua) packets were distributed in 2 villages of Bacharai Gram Panchayat, Marshaghai Block of Kendrapara District. 2 kg of chatua packets were distributed to each household (Total HH covered-500). This prevented children from suffering from malnutrition/under nutrition and subsequent illness and thereby controlling the household expenditure in accessing curative health care.
- Children were encouraged to begin their routine activities and started going to school regularly.
- A large number of patients consisting of children and adults were treated successfully.
- Timely health camps helped to control the possibility of epidemic and improved people's health and hygiene related practices. Free medicines were distributed. 7 nos. of health camps were organized in 8 villages of 2 G.P of Marshaghai Block. Total 963 patients availed free medical treatment camp. This included 357 children and 606 adults.

Networking and Alliance building

Odisha Election Watch (OEW): OEW is the State Chapter of National Election Watch. One of the major motto is to ensure genuine participation of people in governance and policy making. The focus areas include Voter's Education, working for electoral and political reforms, promotion of free and fair elections

Voter's Awareness Campaign:-

Odisha Election Watch with the support of Association of Democratic Reforms conducted different activities and created larger awareness

Activities under taken-

Annual Report -2014-15



- A widespread campaign that is “My Vote My Country”-promoting increase in voter’s turn out and ethical voting.
- Quiz Competition among students
- Compilations, Analysis of Affidavits and dissemination through media voter’s information.

Major Achievements:-

- The “My Vote My Country” awareness campaign was organized in different districts of Odisha, colleges, universities. Around 86,000 populations, 300 villages/hamlets, 21,000 nos. participants were covered under this campaign. More than 5000 leaflets were distributed among the people.
- On “MY VOTE MY COUNTRY CAMPAIGN” sand artist Mr. Sudam Pradhan volunteered for the sand art at Puri sea-beach for awareness which gathered more than 2000 participants which included media personnel’s, youth, volunteers, tourists, localities, children.
- 10 colleges 1200 students 500 youths, 150 volunteers were involved to take forward this campaign in a grand way.
- Street plays, signature campaign, road shows, mass-meetings, motor cycle rally, padayatras, Tabloid Van, Street plays were organized in different areas of rural as well as in urban areas to aware the masses.
- Awareness meetings in institutions / villages ,Oath Taking by youths, Media campaign, Poster campaign, Celebrities voluntary participation in audio visual aids, Campaigns in different local festivals- ie. Parab in Koraput , Balijaytra were done to create an positive environment among youths, students, civil society organizations, Farmers, Federation leaders, journalists, volunteers, and many more so that they could bring out a electoral & political reform in the society.
- State level and district level quiz competition was organized in collaboration with office of chief Electoral officer, Odisha, NSS regional centers & District Election Watch in 30 districts among the youths on the importance of being a Voter and Right to Vote.
- Supportive of Election officials at different levels for EVM awareness of common voters in remote areas helped in addition and deletion of names.
- Press Conference/Press release, Broadcast & telecast of Audio-Visual Aid, Panel Discussion on TV & Radio, Information Sharing was done to advocate on right of a citizen in each strata of our society & to ensure right of a citizen in the political and electoral reform process.
- Timely information sharing on candidate profile helped voters for informed choice
- Informed youth actively took part in election process not just as volunteer but also as responsible citizen enrolling name in the voter roll and voting.

National CSO Award 2015

Odisha Election Watch was conferred the “**National CSO Award 2015**” by Election Commission of India for best campaign i.e., “**My Vote My Country**”- to promote ethical and informed voting in General Election 2014. Mr. Ranjan Kumar Mohanty, Secretary, PECUC & State Coordinator Odisha Election Watch receiving the award from honourable former President of India Dr. A.P.J. Abdul Kalam on the occasion of **5th National Voters’ Day** on 25th of January at **Jawaharlal Nehru Stadium, New Delhi**.



THE ODISHA ALLIANCE ON CHILD RIGHTS (OACRC) an alliance of 22 NGO-networks and over 200 state/district level leading child rights organizations and forums was formed in 2007 to create a common platform for the promotion and protection of the rights of the children within the broad framework of the UNCRC. OACRC has made an attempt to involve all concerned stakeholders, civil society groups and their networks to track the progress and ensure accountability and transparency in implementation of Government programmes focused

Annual Report -2014-15

on children. OACRC has strengthened its network in 30 districts in Odisha and engaged is in promotion and protection of Child Rights. It is also actively engaged in monitoring the CRC in the state. Above all it is putting its best initiatives to minimize the advocacy gap in the state.

The programmes aimed at protection of rights of the children that are implemented at the district, state and national level through appropriate institutional mechanism and monitoring. In order to achieve the aforesaid, a series of activities were taken up starting with **Core Group Meetings and Governing Council Meeting**.

25TH YEAR CELEBRATION OF UNITED NATION'S CONVENTION ON RIGHTS OF THE CHILD (UNCRC): Walk for Children and Signature Campaign.

Odisha Alliance on Convention on Rights of the Child (OACRC) and the Odisha Chapter of National Action and Coordination Group- To end Violence against Children organized Walk for Children along with Signature Campaign on 20th November, 2014 - 25th year celebration of UNCRC. The walk was from Ram Mandir to Master canteen/Lower PMG that ended up with the signature campaign.



The walk was flagged up by a group of children with disability along with Smt. Kasturi Mohapatra, State



Commissioner for Persons with Disability, in presence of Ashrumochan Mohanty, Eminent Cine artist; Sulata Deo, Former Chairperson State Social welfare Board, Bharati Chakra, Save the Children. While speaking on the occasion S. Ranjan Kumar Mohanty, Convenor, OACRC called for renewing the commitment and accelerate the efforts for realization of the rights of the children to survival, development, protection, and participation. More than 500 youths and activists of OACRC, BGVS,

PECUC, Ruchika Social Service Organisation, OLS, YCDA, CLAP, OVHA, Women self help group members and many other organizations participated in the walk along with placards with messages for children. Amongst others, Kshyamakar Swain of Orissa Voluntary Health Association; Usharani Behera of BGVS; Dr. Bikash Das of CLAP; Rameswari Prasad Dwivedi of RSSO; Anuradha Mohanty of PECUC; Arun Pradhan of YCDA; Pradipta Nayak, Human Rights Activist led the walk.

Candle light peace rally condemning brutal attack by Taliban terrorists at Peshawar Army Public school in Pakistan: On 17th December 2014 Odisha Alliance on Convention on Rights of the Child (OACRC), National Alliance on Women Association, We Can, ODM Public School, Aaina, PECUC, CCWD, Ruchika, Sanslisti, Action Aid, and Bikashdhara jointly organized the Candle light peace rally at Lower PMG, Bhubaneswar condemning the brutal attack by Taliban terrorists at Peshawar Army Public school in Pakistan in which more than 100 children have been killed.

NATIONAL CENTRE FOR CHILD RIGHTS –A CHILD RIGHTS RESOURCE CENTRE INITIATED BY PECUC:

NCCR is dedicated for creation of a just and peaceful world for children, for generations to come. NCCR works to ensure:

- Survival that is guaranteed for all children
- No child is exploited
- All children have accessibility to basic education and development opportunity
- Children's Rights are respected

ADVOCATING WITH KEY INFLUENCERS FOR IMPROVED MATERNAL, NEONATAL and CHILD HEALTH IN ODISHA STATE and 10 HIGH PRIORITY DISTRICTS supported by UNICEF, India

The main objective of the project is to create an enabling environment that will strengthen health systems and increase the demand for maternal, neonatal and child health services including immunization especially in the 10 high priority districts of the state - Malkangiri, Koraput, Kalahandi, Rayagada, Boudh, Nuapada, Gajapati, Kandhamal, Bolangir and Nawrangpur.

The different activities undertaken:

Analysis of Media Reportage: Collection of news reports data entry, compilation and analysis that have been done from Bhubaneswar, Sambalpur, Berhampur, Koraput, and Rayagada edition.

Annual Report -2014-15



Information Kit: Information Kit on maternal, Neonatal, child health, and routine immunisation have been shared and the reviewed final print is about to complete.

District Field Visit and Monitoring with the purpose to information collection of local media, elected representative, corporate houses, CSOs, identification of good practices of RMNCH & RI and Identification of venue for upcoming district media workshops.

Media Group on Child Rights with Focus on MNCH with participation of different media houses discussing on the importance and challenges in reducing maternal, neonatal, and child mortality and the role of media in supporting the spread of awareness on quality use of reproductive, maternal child healthcare, and immunization services through their reportage.

State level CSOs workshop:

- ❖ One day state level CSOs workshop was organized at Hotel Kalinga Ashoka, Bhubaneswar on 16th March, 2015. The participants included CSOs representative from all 30 districts of Odisha.
- ❖ Around 90 persons including representative from UNICEF, Government of Odisha and other walk of life attended the workshop.
- ❖ Discussion on the importance and challenges in reducing maternal, neonatal and child mortality and immunisation.
- ❖ Experiences sharing, expertise and developing good working relationships for further information sharing with regard to project activities.

Engaging with the RTE Act in Odisha by disseminating Information through webpage:- Supported by: Terre des Hommes, Germany.

OBJECTIVE

To disseminate various information through the website on RTE Act, Rules, government plan, policies, programmes, related to Right to Education and intervention by government, non-government organizations, analysis of RTE implementation, good practices, etc., in English as well as Odia (as Regional Language) to Promote RTE.

Achievements:

- www.rteodisha.org for RTE Odisha web page was designed and developed.
- On the occasion of “No Child Labour Day” 2014 People’s Cultural Centre (PECUC) facilitated sand art by S.J. Sudam Pradhan, illustrating childhood and child labour for awareness generation. And Additional D.G. of Police S.J. Santosh Upadhaya inaugurated the Right to Education website i.e. www.rteodisha.org in both Odia and English language.
- The website content was made available in regards to Odisha State Specific Act, Rules and Notifications.

ECOSAVERS YOUTH NETWORK an Initiative of PECUC:-

ECOSAVERS youth network aims at creating awareness, educating people on different environmental issues and protecting the environment as well as ensuring ecological rights through the participation and involvement of the youth. The ECOSAVER Youth network formed and strengthened in all the operational areas of the Organization.

Major Activities:

- ECOSAVERS youth network groups observe different days like World Water Day, Green Consumer Day, World Environmental Day, World Earth Day, and International Day for Preservation of Ozone Layer to create awareness among the people on water management, fuel management, pollutant free environment and use of bio fertilizers.
- Village level rallies and awareness meetings.
- Demonstration of waste water management for kitchen garden promotion.
- Discourse on “ Green environment – clean environment, save earth –save mother” Our Planet, Our future, Our Responsibility - ACT NOW.
- Cycle rally



- Developed and distributed poster on “ save fuel-save energy” in different institutes, schools, colleges.
- Plantation Work in community, schools, colleges, pathways.

Achievements:-

- Total 63 ECOSAVER Youth networks are functional in two of the operational district of PECUC i.e Keonjhar and Khurdha including Baliana Block, Bhubaneswar Block, Bhubaneswar Municipal Corporation and Khurdha Municipality.
- The ECOSAVERS Members of the different villages took plantation as one of the focus activity during these period apart from other activities with an aim to plant trees and motivate people of the operational villages to involve in plantation to save earth and bring back the natural environment of the villages.
- King fisher ECOSAVERS youth network formed in Malliposi village of Mushakhari Panchayat of Patna Block, Keonjhar district one among the 63 ECOSAVER Youth network planted 400 trees (Jack fruit, Mango, Neem, etc) with tree guards in the open field and in the forest land of their village. This initiative motivated the Bana Surakha Samiti to plant more 100 trees in the village. Community people planted fruit bearing trees in their backyard. Like wise the Mahatma Gandhi ECOSAVERS youth network formed in the village Bhalughar, Patana Block, Keonjhar District took initiative to clean the village, demonstrated the use of dustbin and its benefits. Due to motivation everyone in the village has installed a dustbin. From GKS fund many dustbins in the village has been installed.
- Youths participated in the International Day for “Preservation of Ozone Layer” that was observed on 16th September, the world Earth day, world water day, World Environment day, world consumer day observed in different villages and in the Bhubaneswar City.
- 2 Press Conferences were organized by ECOSAVERS group at Bhubaneswar and Patana Block, Keonjhar District that appealed for efficient energy use in order to decrease the energy consumption and prevent the energy loss.
- In different villages the ECOSAVERS youth network members organized awareness meeting to create awareness on ban on use of polythene, save forest, save water, promote vermi compost pit construction etc.

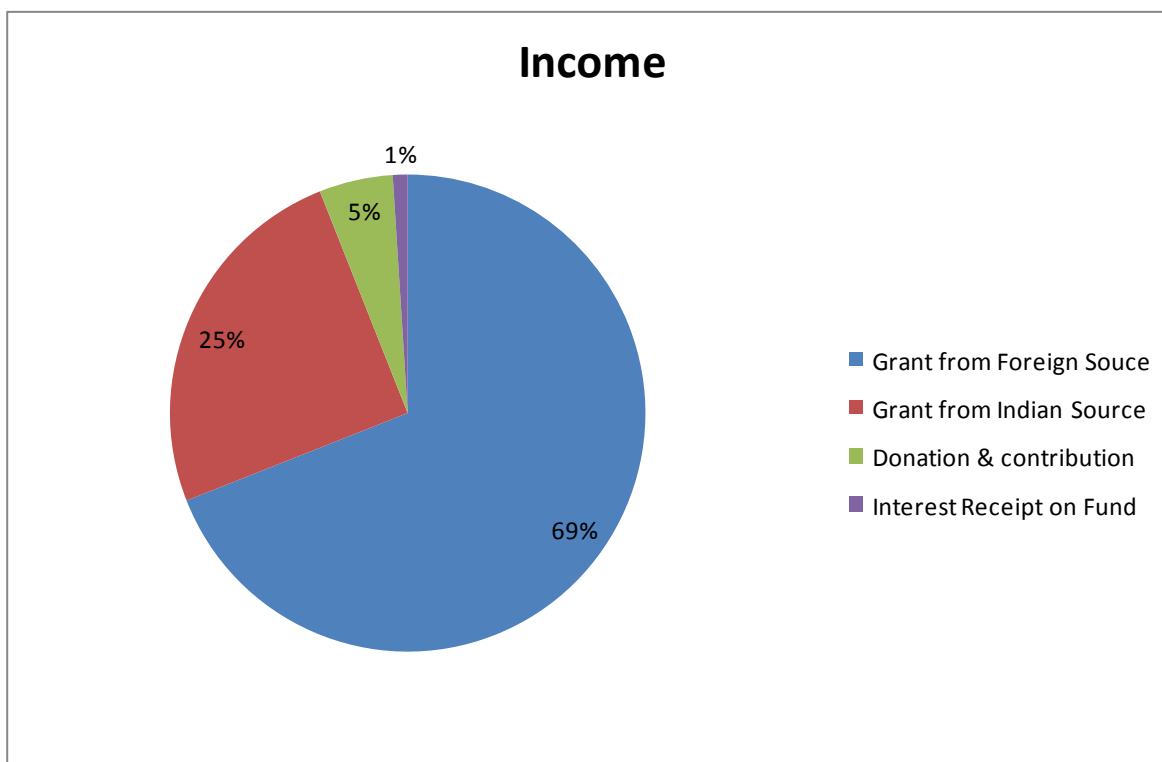


Financial Summary		
People's Cultural Centre (PECUC)		
Regd. Office :VII-M-13, Sailashree Vihar, Bhubaneswar. -751021 Orissa , India		
Coordination Office : Plot No-63, Appolo Indraprasta, Phase-2, Pokhariput, Bhubaneswar-751020 ,Orissa.		
Balance Sheet as on 31st March 2015		
Particulars		Amount (INR)
Sources of Fund		
<u>Capital fund</u>		
FCRA- As per Last Year Balance Sheet	843274.21	
Add: Excess of Expenditure Over Income	326680.66	516593.55
Indian Fund- As per Last Year Balance Sheet	930303.51	
Add: Excess of Expenditure Over Income	140631.47	789672.04
<u>Loan Fund</u>		799398.15
Advance Grant in Aid		1430000.00
Current Liability		904557.75
Total		4440221.49
Application Of Fund		
<u>Assets</u>		
<u>Fixed Assets</u>		
FCRA- Fixed Assets	334595.00	
Indian Fund- Fixed Asstes	447227.00	781822.00
FCRA -Current Asstes	37778.00	
Indian Fund- Current Asstes	1654086.25	1691864.25
<u>Closing Balance</u>		
FCRA- Closing Balance	1099040.55	
Indian Fund-Closing Balance	867494.69	1966535.24
Total		4440221.49

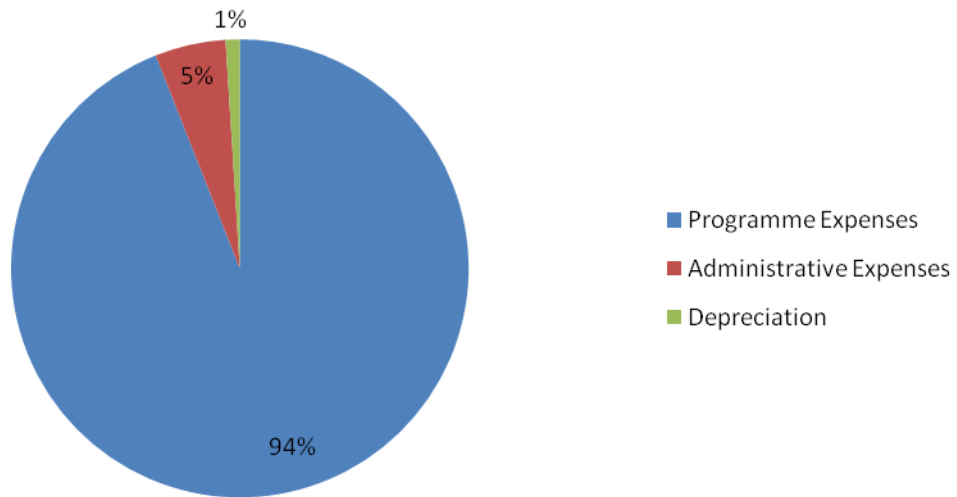
The Above balance Sheet to the best of my/our belief contains a true account of the funds and liabilities and assets and propoties of the organisation as on 31st March 2015.

(Ranjan Kumar Mohanty)
Secretary-cum-Chief Executive

People's Cultural Centre (PECUC)
For the Year 2014-15

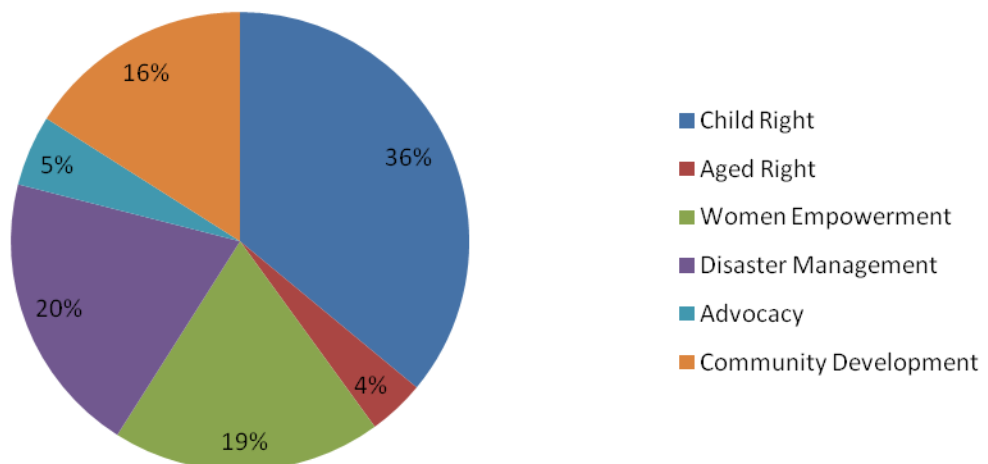


EXPENDITURE

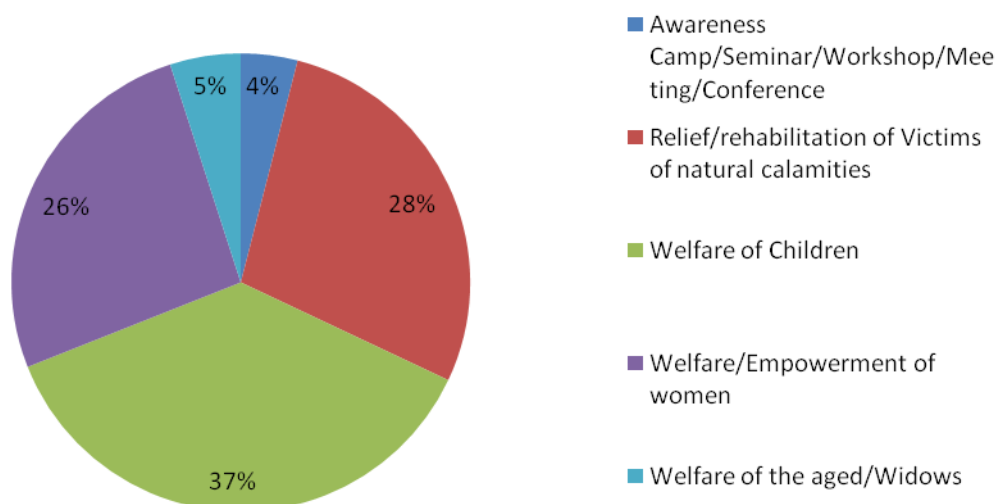


People's Cultural Centre (PECUC) For the Year 2014-15

THEMATIC ISSUEWISE EXPENSES



EXPENDITURE OUT OF FOREIGN SOURCE



People's Cultural Centre (PECUC)

For the Year 2014-15

INCOME

Grant from Foreign Sources	8621558.61
Grant from Indian Sources	3059099.11
Donation & Contribution	610363.00
Interest Receipt on Fund	147897.78
Total	12438918.50

EXPENDITURE

Programme Expenses	12105582.63
Administrative Expenses	689935.00
Depreciation	110713.00
Total	12906230.63

THEMATIC ISSUEWISE EXPENSES

Child Right	4419847.35
Aged Rights	444452.50
Women Empowerment	2415101.00
Disaster Management	2614429.20
Livelihood	24500.00
Advocacy	569284.00
Community Development	1955965.58
Total	2443579.63

EXPENDITURE OUT FOREIGN SOURCE

Awareness Camp/Seminar/Workshop/Meeting/Conference	399450.00
Relief/rehabilitation of Victims of natural calamities	2614429.20
Welfare of Children	3312893.35
Welfare/Empowerment of women	2415101.00
Welfare of the aged/Widows	444452.50
Total	9186326.05

We are Thankful to our Donor Partners

Our Donor Partner For the year 2014-15

- Terre des Hommes, Germany India programme
- Aide a l'Enfance de l'Inde (AEI) Luxemburg
- Deutch Indisches Kinderhilswerk e.v
- OIK, Austria
- Help age India
- Save the Children, Bal Rakha Bharat
- The Hunger bProject
- UNICEF Odisha
- Association for Democratic Reforms (ADR)
- Adoption Centrum
- The Odisha Schedule Caste & Schedule Tribe Development Finance Co-operative Corporation Limited ,Govt of Odisha
- State Institute for rural development/District Rural Development Agency, Balasore
- Deputy Director of Agriculture/ ATMA /RKVY , Balasore
- HCCB Pvt Limited
- National Child Labour Project, Khurda

& many other Business House & Individual Donors.