

Vasavya Mahila Mandali

ANNUAL REPORT

(1st April 2021 to 31st March 2022)





PRESIDENT MESSAGE

Vasavya Mahila Mandali, a social impact Organisation is transforming the lives of women and children since its inception. I am proud to say that I am the second generation spearheading VMM. With half a century of legacy, handholding support has been provided to people transcending different generations. We work towards empowering women, girls and children to lead a confident and courageous life and face crises by evolving a potent volunteer force of change makers with gender inclusion.

We believe in institutional sustainability through strengthening of systems, governance, and efficiency of deliverables. VMM is playing a key catalyst to bring change in policies via innovative strategies. VMM is known for its activism, passion and commitment to building a society with happy families and human values.

VMM has been supported by corporate bodies under CSR, National and International NGOs, Government and philanthropists. During the year 2021-22, VMM has reached 118652 through different projects. VMM has expanded its operations in awareness, livelihood support to COVID affected families and digitalization of reporting systems. VMM acknowledges APOLLO Tyres Foundation, Billion Hearts Beating, GAIL India, HCL Foundation, HSBC, USHA International, WIPRO Cares, Government of Andhra Pradesh, International Rehabilitation Centre Torture Victims for supporting financially, Technically in implementation of projects for reaching to communities in need.

The Annual Report for the year 2021-22 is so special, as with the COVID pandemic many of the institutions were unable to implement projects. VMM adopted an innovative way through the use of technology in reaching the communities, to support necessary needs.

Dr.Keerthi Bollineni
President



About Vasavya Mahila Mandali

Vasavya Mahila Mandali - VMM, is a not-for-profit, social impact service, an ISO 9001-2005-certified organisation working since 1969 in Andhra Pradesh. VMM works with a vision: Empowering women, children, and families by increasing happiness to ensure a sustainable society with human values. VMM works with a focus on women, children, men, and family as a unit. Over 53 years, VMM has reached more than 38 lakh people through different activities in different programs/projects. VMM works in five thematic pillars: Education, Health, Livelihood, Human Rights and Environment. VMM is a capacity building organisation for many civil societies in India.

MISSION:

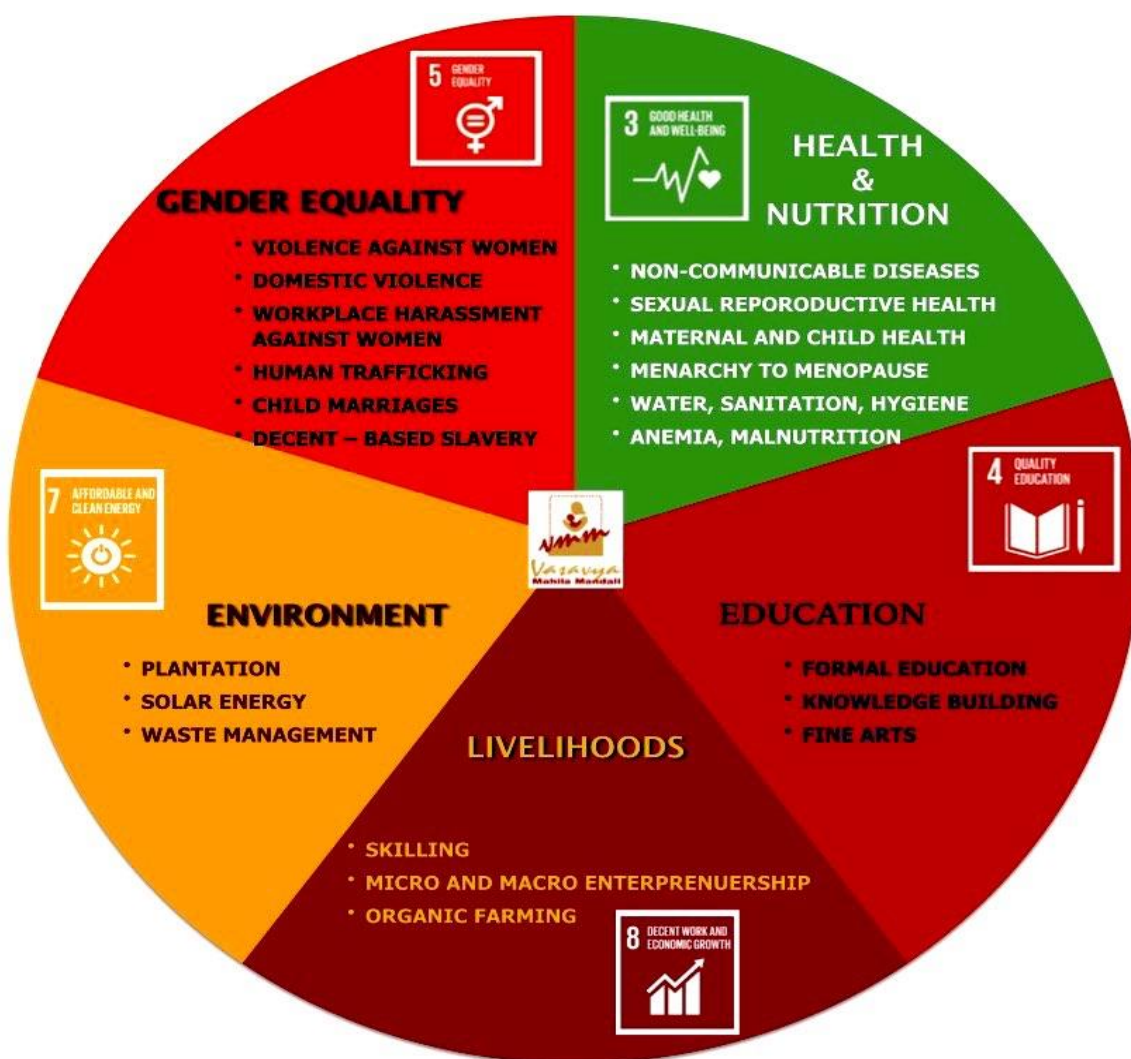
- To ensure the rights of women, young people and children in the life cycle through community-driven initiatives of care, protection, development and welfare.
- To facilitate knowledge building of communities on issues of orphan and vulnerable children

| Thematic area | Male | Female | Boys | Girls | Total | Percentage |
|--------------------|---------------|---------------|--------------|--------------|----------------|-------------|
| Health & Nutrition | 37,346 | 13,342 | 1,200 | 1,646 | 53,534 | 45.12% |
| Education | 00 | 00 | 00 | 91 | 91 | 0.08% |
| Livelihood | 35 | 751 | 00 | 00 | 786 | 0.66% |
| Human rights | 24,386 | 35,621 | 1,282 | 2,780 | 64,069 | 54.00% |
| Environment | 0 | 172 | 0 | 0 | 172 | 0.14% |
| Total | 61,767 | 49,886 | 2,482 | 4,517 | 118,652 | 100% |
| Percentage | 52.06% | 42.04% | 2.09% | 3.81% | 100% | |

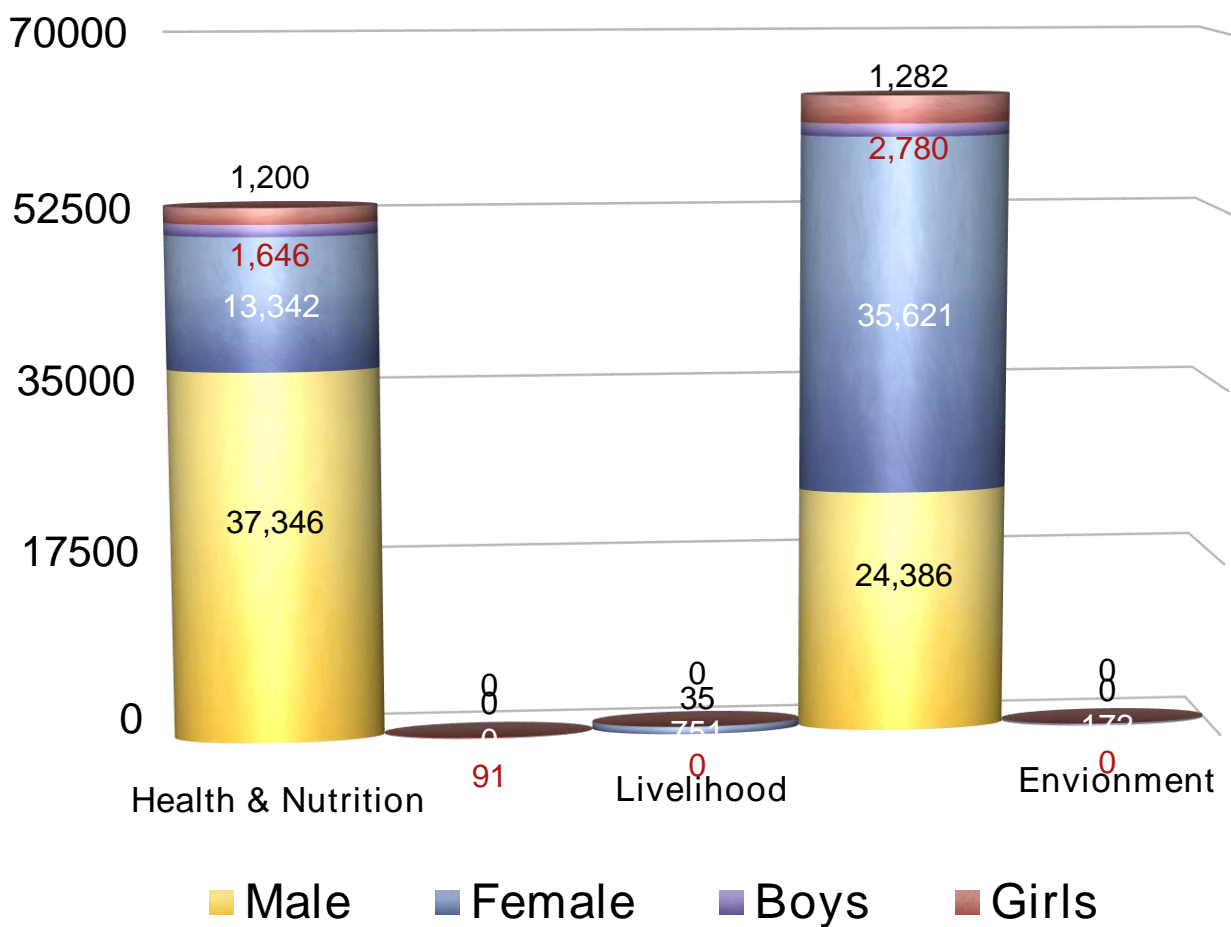
- Children and youth with gender inclusivity and improving the value of education through environmentally appropriate and culturally sensitive approaches. To promote the physical and psychosocial health of communities by building knowledge of prevention/care/treatment and thereby increasing demand for government services; building the capacity of government services and delivering quality outreach services through community support structures.

- To promote entrepreneurship and financial sustainability of vulnerable families by educating them on their economic rights, building vocational skills, employment opportunities and access to credit/aid.
- To increase the capacity of the Community Based Organizations (CBOs) and civil society organizations.
- To facilitate meaningful participation of women and youth in multi-level democratic decision-making bodies and to advocate changes for progressive policies through evidence-based research.

During the year 2021-22, VMM has reached 118652 through different projects. 52% (61767 out of 118652) of them reached are male, 42% (49886 out of 118652) were female, 2% (2482 out of 118652) are boys and 4% (4517 out of 118652) are girls. Among the total, 54% (64069 out of 118652) were reached through human rights thematic areas, and 45% (53534 out of 118652) through health & nutrition activities.



Thematic Area - Health : During the year 2021-22, VMM has reached 53534 beneficiaries through different interventions on Maternal health, Vision care, HIV/STI, awareness of Non-communicable Disease. With the support from the government, CSR projects were implemented in 4 districts of Andhra Pradesh. The majority of the target group population are below the poverty line. Among the reached 70% (37346 of 53534) were men, there are two projects, TI and ATHCC, where the target group is male. 100% of reach through the kushal project was women and girls as they were primary beneficiaries.



Apollo Tyres Health Care Centre - ATHCC:

| Project | Male | Female | Boys | Girls | Total |
|--|---------------|---------------|--------------|--------------|---------------|
| Target Intervention for Migrants - TI | 16991 | 537 | 0 | 0 | 17,528 |
| Mobile Integrate Counseling & Testing Centre MICTC | 8713 | 10615 | 0 | 0 | 19,328 |
| Kushal | 0 | 889 | 0 | 146 | 1,035 |
| Apollo Tyre Health Care Center ATHCC | 11087 | 246 | 0 | 0 | 11,333 |
| Swetcha Gora Eye Bank | 500 | 700 | 1200 | 1500 | 3,900 |
| Cancer Awareness | 55 | 355 | 0 | 0 | 410 |
| Total | 37,346 | 13,342 | 1,200 | 1,646 | 53,534 |

Period : 1st April 2021 to 31st March 2022

Aim:

Safety Vision

Committed to the highest safety standards to make sure we return safe and healthy to our families.

'Achieving Well-being with Always Healthy and Absolute Safety' in April 2021

The H&S mission is applicable to any family beyond the workplace around the clock. H&S Mission to be penetrated across the value chain through six elements defined under System & Processes (Rules & Standards, Continuous Learning & Risk Management), Mindset & Behaviours (Full Participation, Ownership & Speak-Up).

We inspire and empower people to ask the right questions and make the right choices at every step – whether in engineering design or implementation, during maintenance or routine administration tasks.

Target group

Truckers: Truck drivers getting to Vijayawada from different districts of Andhra Pradesh and other states of India and truck drivers resident of Vijayawada are the primary target group.

Allied Population: People associated with the truck industries, like workers in the industries working in Jawahar Autonagar areas. These are the secondary target group.

The reason for selecting the target group is that HIV prevalence is high among the truckers population as per HSS data. In Andhra Pradesh, all the 13 districts have a high prevalence of 1% and above. Among the

States/UTs, in 2020, Mizoram had the highest estimated adult HIV prevalence of 2.37%, followed by Nagaland (1.44%) and Manipur (1.15%), all of which were states in northeast India. Among the southern states of India, Andhra Pradesh (0.66%), Telangana (0.48%) and Karnataka (0.45%).

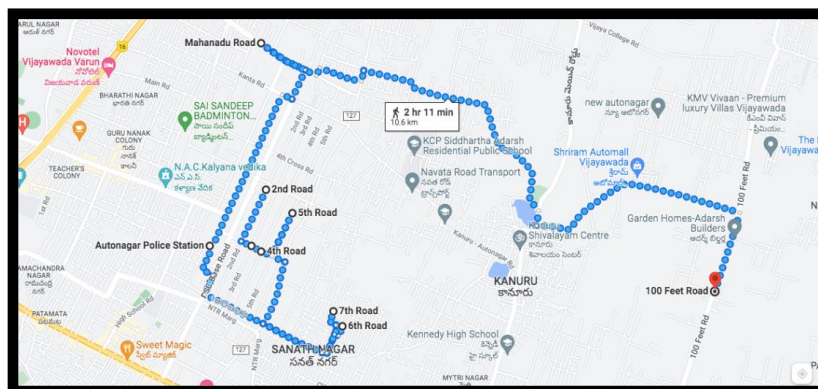
Progress for the year 2021-2022: Project brief: There are 32 ATHCC all over India at Vijayawada VMM is running since 2011. ATHCC, through health care projects all over India, reached 5 million and over 10,25,129 people have availed treatment facilities. VMM-ATHCC reached 508635 over 11 years of implementation. During the year 2021-2022 reached 45242 through health care activities and awareness. 13072 have received treatment services. 212 has utilised telemedicine consultation services. During this year, 3440 counselling sessions were done; on an average, 10 counselling sessions were done per day. More than 1709 sessions were done on HIV/AIDS, TB, STIs, as most of the drivers were at high risk of HIV transmission. 543 sessions on non-communicable diseases (Blood Pressure, Diabetes) along with diagnosis sessions were also done.

Truckers profile: Truck drivers and their helpers travel long distances away from their resident villages / towns, some of them spend months at a stretch on the highways and they are away from their families. The majority of them used to stay either on truck bylines or near to food courts (Dabas) on the highways or in lodges (which are near to highways where the mobility of general population is less), these are the hot spots for sex workers or transgenders for illegal sexual activities and unprotected sexual activities, which is at high risk of transmission of HIV/STI. While some truck drivers will develop a relationship with the women who were regular to the place of visit during transportation, which is also at high risk of HIV transmission. As Vijayawada is a centrally located place where two national highways pass through, there are a lot of trucks from all over India that will arrive for different workers or transportation of materials from one place to another. On average, 1000 to 1500 trucks reach Vijayawada every day, either for material transportation or for body building work every day. A trucker may stay around 1 to 3 days or even more also. Naturally, sexual activities were carried out in the areas during nighttime or in dark spaces. Even though there were a lot of knowledge building or awareness-raising camps were conducted for sex workers and transgenders with pressure from the client

(Trucker/cleaner), would have unprotected sexual activities, which results either in transmission of HIV or STI.

Operational areas

1. 100 feet road
2. 2nd road
3. 3rd road
4. 4th road
5. 5th road
6. 6th road
7. 7th road
8. Police station road
9. Mahanadu road



PROJECT IMPLEMENTATION STRATEGY:-

The project uses different strategies to reach the targets in the MoU. To strengthen the community and create demand from the community for the services. The peer volunteer system was developed; active persons were identified in the community, provided training on different topics related to health, HIV/STI/TB/ART, treatment, testing and care & support during the past years. This year VMM has provided information and training to peer volunteers on COVID awareness, appropriate behaviour, vaccination and proper way of using masks in the proper way to cover mouth and nose.

1. Outreach through Field staff
2. Outreach through Peer volunteers
3. Outreach through clinical services
4. Outreach through media
5. Outreach through secondary target groups - Shop owners
 1. Behavioural change communication
 1. One to one sessions
 2. One to group sessions
 3. Community Events
 1. Street plays
 2. Video shows
 3. Health games
 2. Condom promotion
 1. Social marketing
 2. Free distribution
 3. Demos & Redemos
 3. STI/RTI management
 1. Awareness
 2. Diagnosis and
 3. Referral to Government hospital for medicines
 4. Enabling environment
 1. Create awareness among shop owners / unions
 2. Service providers at public and Private
 3. Linkage and referral to service providers

BEHAVIOUR CHANGE COMMUNICATIONS:

Behaviour Change Communication (BCC): Through one-2 one, and one-2 group interactive sessions with truckers and allied population reached 38447. As the majority of the truckers were from other states, the outreach workers used different play-way methods to educate them. The agenda of the BCC sessions was to educate the truckers on HIV/AIDS/STI, thereby reducing risk behaviour.

Details of outreach during BCC sessions:

VMM through 2069 one 2 group sessions reached 23065 community people. Among them, 18439 were truckers,4626 were allied in their intervention area.

COMMUNITY EVENTS:

Details of coverage during community events:

| Components | Category | General Health (Vision care, HIV/AIDs,Covid19, Diabetes, Hypertension, Oral Hygiene etc.) | TB awareness | total |
|--|-----------------|--|---------------------|--------------|
| Number of People contacted through one to one | Truckers | 9162 | 2302 | 11464 |
| | Allied | 2864 | 1054 | 3918 |
| Number of People contacted through one to group | Truckers | 16971 | 1468 | 18439 |
| | Allied | 3997 | 629 | 4626 |
| Total Numbers of People contacted through 1-1 & 1-G | Truckers | 26133 | 3770 | 29903 |
| | Allied | 6861 | 1683 | 8544 |

| Number of community events held – 261 | | General Health (Vision care, HIV/AIDs, Diabetes, Hypertension,Covid, Oral Hygiene etc.) | TB awareness |
|--|----------|--|---------------------|
| Number of people contacted through community events | Truckers | 1145 | 1910 |
| | Allied | 452 | 1285 |
| | Total | 1597 | 3195 |

IEC MATERIAL DISTRIBUTION:

| | |
|--|--------|
| Distribution of IEC material (All type of relevant IEC) | 30,027 |
|--|--------|

| | | |
|--|-----------------|--------------|
| Total number of Peer Educators | 39 | |
| Number of active Peer Educators | 39 | |
| Number of Peer Educators engaged in peer led program | 20 | |
| Number of Peer Educators' training's held | 12 | |
| Number of Peer Educators' meetings held | 12 | |
| Number of people contacted by PE's | Truckers | 11893 |
| | Allied | 3611 |
| | Total | 15504 |
| Number of patients referred for treatment by PE's | 355 | |
| Number of patients uptake (reported to clinic) referred by PE's | 313 | |

PEER EDUCATION:

Details of Peer Education Program

| | |
|--|-------------|
| Number of condom outlets identified for free distribution | 5 |
| Number of condom outlets identified for social Marketing | 16 |
| Number of condom distributed free | 2450 |
| Number of condoms distributed through social marketing | 5465 |
| Total no. of condoms distributed | 7915 |

CONDOM PROMOTION:

Details of Condom Promotion in the Project Area

Adherence to ART treatment, and management of opportunistic infections are the two most essential activities in providing treatment to people living with HIV, said Mr. Achyuth, outreach worker. He identified Mr. Sekhar (Name changed) 56-year-old muta worker, Vijayawada, in 2021 during his outreach activities. Mr. Sekhar was found HIV positive, and referred to an ART centre for ART treatment. Later, Sekhar was also diagnosed with TB, and was put on DOTS for TB and ART treatment for HIV. Mr. Achyuth said the six-month TB treatment and ART treatment follow-up was the biggest task. Achyuth has provided counselling to family members and educated them on adherence monitoring. After six months of treatment for TB, Sekhar's health improved and he went to work.

Case study - 2

Spouse / partner testing for HIV confirmation is one of the biggest challenges in HIV testing projects. But, it is very important to get tested for HIV. If they find a positive link to treatment at the earliest, it will improve the health condition of the couple and lifespan. A similar situation happened with Veeranjanyalu, an Outreach worker. He had identified a truck driver's wife as HIV-positive. After repeated counselling sessions by the counsellor and Veeranjanyalu, the truck driver's wife revealed that her husband died of HIV a year ago. At that time, the truck driver never approached VMM, when her husband was found HIV positive in a private hospital; they hadn't done HIV testing for her, after a year. When her health condition deteriorated, she was tested for HIV at ATHCC implemented by VMM and found HIV-positive. She felt if I had tested for HIV when my husband was found positive, my health condition might not be in this position as it is now. She is now encouraging and motivating her neighbours to get HIV testing. She is regularly taking ART and her health condition has improved; she is able to do her work normally. Veeranjanyalu said he is motivating HIV-positive persons, especially truck drivers, to test their spouses or partners.

“Mee Nestham” Mobile Integrated Counseling and Testing Centers (MICTC)

Aim: To provide HIV/AIDS counselling, testing and facilitating treatment services to people in hard-to-reach areas.

Purpose:

Mobile ICTCs: It is often seen that high-risk/vulnerable populations are less likely to access fixed-facility ICTCs due to several impediments, the most important ones being distance and timing. Mobile ICTCs can

be one way of bringing a package of health services into the community. A mobile ICTC consists of a team of paramedical health-care providers (counsellor and LT) HIV counselling and testing services. Mobile ICTCs can thus cater to a larger audience and be a more effective preventive intervention by ensuring the reach of services. Increase awareness about HIV/AIDS and its modes of transmission. Strengthen prevention and facilitate behaviour change (risk reduction). Facilitate behaviour change in HIV-positive people. Counsel HIV-negative clients to remain negative life-long and HIV-positive clients to prevent the further spread of HIV (positive prevention) as well as access the continuum of care services. Help with acceptance and coping with one's sero-positive status. Provide psychosocial support through referral to social peer support through District Level Networks. Identify the need for PLHIV requiring prevention of Opportunistic Infection I(OI) prophylaxis and access to ART. The Laboratory Technicians are also performing Syphilis tests for clients referred from STI clinics.

Vasavya Mahila Mandali of Andhra Pradesh State AIDS Control Society (APSACS) has been implementing MICTC units in Krishna and West Godavari districts of Andhra Pradesh since 2008 onwards. Over the past 14 years, they have provided services to around 2.8 lakh people in both the districts. During the year 2021-22, VMM reached 19437; among them, 108 (0.55%) were found positive, 57 are male and 51 are female, linked to ART services for treatment and follow-up. The positives found were among the general vulnerable population. Among the target group, the positivity is zero. MICTCs has reached 384 villages in West Godavari and 354 villages in Krishna district.

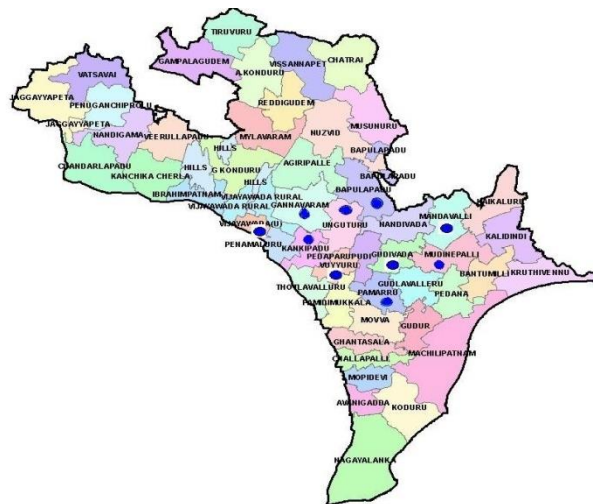
HRG wise Data Krishna & West Godavari District:

| Child ren | +ve | FSW | +ve | MSM | +ve | Truckers | +ve | Migrants | +ve | TB referred | +ve | General | +ve |
|-----------|-----|------|-----|------|-----|----------|-----|----------|-----|-------------|-----|---------|-----|
| 43 | 0 | 6114 | 3 | 1487 | 3 | 1509 | 1 | 2821 | 14 | 2351 | 1 | 4484 | 86 |

Mobile ICTCs with APSACS, representatives at district level DAPCU (District AIDS Prevention Control Unit) and the NGOs/CBOs working in association with APSACS develop, draft action plan and finalize what to implement for each month. There is a special reporting format for APSACS, an online / web-based reporting portal; M&E presents the data periodically. As per the action plan, the MICTC Vehicle visits the site, with the local people's representatives and NGOs/CBOs organise camps. Before conducting an HIV test, the counsellor provides information on HIV/AIDS/STI, educates them on the importance of HIV testing and conducts testing for people who come voluntarily. After the testing, the suspect was again provided with counselling and conducted confirmatory tests. If found positive, the person is linked to an ART centre for treatment and, with their consent, they were linked to local health workers (either from NGO or from Government Frontline health workers) for follow up of treatment.

Highlights:

- People-friendly services: MICTC testing facilities were provided at the convenience of people and place, which created an enabling environment for them.
- Public Awareness with the help of local NGOs/CBOs and local self governments : Conducted events in communities on STI, HIV/AIDS, TB and general Health issues through Film shows, Flip charts, also educated on Condoms through demos.
- Referrals and Follow-up: Persons tested HIV positive were linked to an ART centre for treatment; they were regularly tracked over the phone and in some cases
- Reaching the most vulnerable groups of MSM, IDU, Truckers, Migrants and FSW at their convenience and 100% maintaining confidentiality.
- Supportive services at ART centres, during COVID-19 (Second wave). Lab technicians and counsellors provided services at Bhimavaram and Kovvuru centre for about two months due to the staff at the above centres being affected by COVID-19.
- HIV Testing in Prisons: VMM Mobile ICTC team conducted HIV testing at Eluru and Tanuku prisons; they tested 93 (48 at Eluru and 45 Tanuku) among them, 2 (1+1) were found positive. Both were linked to ART at Bhimavaram. VMM MICTC has educated the jail staff members to maintain confidentiality and monitor treatment adherence.



| Age group wise | Male | Female | Total |
|----------------|-------|--------|-------|
| 18-20 | 2826 | 308 | 3134 |
| 21-34 | 13015 | 183 | 13198 |
| 35- 44 | 1064 | 33 | 1097 |
| 45+ | 86 | 13 | 99 |
| Total | 16991 | 537 | 17528 |

Best Practices:

- Good coordination with DAPCU, TI and non-TI NGOs.
- Maintain good linkages with Government health Centers for better ANC coverage (Mega health camps , Ante natal days)
- Effective implementation of work plan
- Reaching remote areas of the District to cover more HRG.

- Conducting regular monthly meetings with staff to review and re-plan the programme strategies.

Mega Health Camps:

In the month of February 2022, Mobile ICTC staff participated in a series of Mega Health camps . They participated in the Villages of Mogalturu and Prattipadu of West Godavari District. The Camp has been organized by Child Fund India Ltd with the support of District Health authorities.

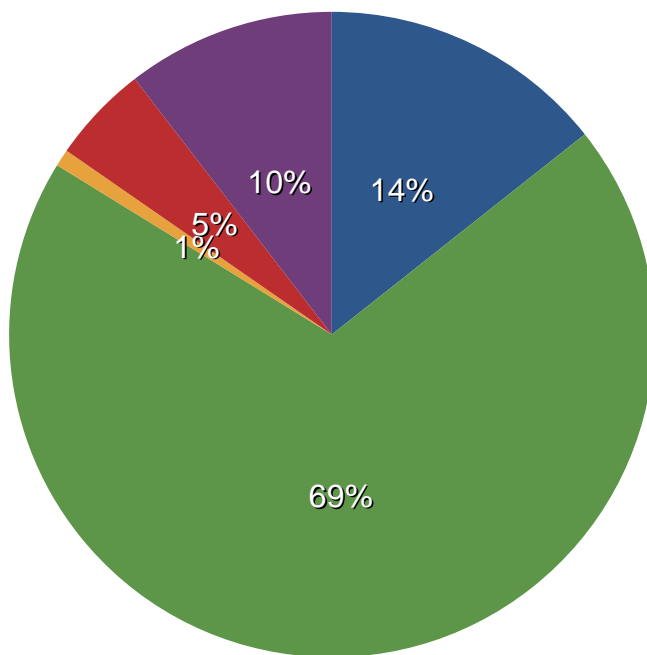
Targeted Intervention for Migrant population

About the project:

Vasavya Mahila Mandali is implementing Targeted Intervention (TI) for Migrants project in 2008 in Vijayawada with the support of Andhra Pradesh State AIDS Control Society (APSACS). The project aims to create awareness of STI/HIV/AIDS among bridge population destination migrants (inward migrants).

The project, over 14 years of intervention, has reached more than 2.5 lakhs of migrants from most all the

- North & Northeastern states
- Eastern states
- Southern states
- Middle part of India



states of India. The project focuses only on interstate migrants, as Vijayawada is a rich source of employment for both skilled and unskilled workers, so there is a lot of inward migration to Vijayawada. During the year 2021-22, VMM reached 17,528 migrant workers from 15 states of India; among them, 97% were male and 3% were female. The majority of the workers come for construction works, as

Vijayawada falls under the new capital region Amaravathi of Andhra Pradesh, massive roads and buildings, construction work and new flyover construction started. Vijayawada is a big trading city and new state capital of Andhra Pradesh. Everyday, on an average, around two lakh people reach Vijayawada for employment and livelihood. Migrants from different states of India reach Vijayawada for livelihood opportunities in the construction industry, the automobile business, the food and catering industry and other trading enterprises. Many migrants reach Vijayawada alone by leaving their families in their native districts



and do not have a place to stay, with minimum basic needs for drinking water, shelter, sanitation and medication.

Area of Intervention: The VMM – TI project works in 11 mandals of Krishna district. In the district, outreach workers covered 66 locations at 75 Congregation Points. A congregation point is the area where people gather for their daily work. On average, 200 to 1000 migrant people live in each location. Each outreach worker covers four to seven locations..

• **Objectives of the programme:**

- Reduce the HIV prevalence among migrant people
- Improve the health-seeking behaviour among the migrant people
- Change their attitudes to accessing health facility services
- Practice safe sex methods to prevent deceases
- Ensure correct and consistent usage of Condoms
- Create an enabling environment for accessibility of services at community and facility level

Health Camps: VMM conducted 242 health camps in congregation points of project operational areas. 8983 migrants accessed health services, and medicine were provided as per doctor’s prescriptions. These camps are helpful to migrants in availing medical services at their work place.

STI management: There are many STI cases among the most vulnerable groups (LBGT, Migrants, Truckers, FSW, MSM), but getting treatment and reporting at public or government designated hospitals or STI clinics (Suraksha Clinics) is very low. VMM has referred 54 people with STI problems to government health services. For other general treatment, VMM provided treatment and medicine in the camps.



ICTC Testing’s: HIV testing among migrants is one of the challenging issues. After repeated counselling and education on the importance of HIV testing by explaining in detail the risk involved in HIV

transmission, VMM was able to test 7538 people among them, 5832 were conducted through Community Based Screening (Rapid test) testing, and 1706 were tested at Mobile ICTC. Two persons were found positive and were linked to ART centre for treatment services.

Street Plays: This is a powerful tool to create awareness of risk behaviour, HIV, TB, STI. Most of the migrants were illiterates, so street play attracts the migrants a lot. VMM conducted 24 street plays, along with street plays, information leaflets and pamphlets were distributed.

Social Marketing of Condom: Condom usage is the main preventive measure for HIV. During this year, VMM distributed 4,64,770 condoms in the project implementation area. Among them, they sold 62,510 condoms through condom social marketing from 100 outlets by addition to that, 4,02,260 promoted by other brands in nearby sites.

Advocacy meetings: VMM conducted 24 advocacy meetings with site in-charge, contractors, mill owners, company management and solving the problems of migrants. As an immediate outcome of the meetings, they organised health camps for migrants working in their industries, IEC materials, sanitation, safe drinking water and other necessary facilities.



Kushal

VMM, with the support from Wipro Cares, has initiated the Kushal - maternal health project in Greater Visakhapatnam Municipal Corporation, Andhra Pradesh from January 2022. The project aims to ensure the wellbeing of women in the reproductive age groups in the Greater Municipal Corporation of Visakhapatnam. Kushal project will educate women, girls, men and boys with a gender-inclusive approach to bring change through creating awareness on various aspects related to maternal health, menstruation and menopause by involving state and non-state actors in the 72 Urban health centres of Greater Visakhapatnam. Kushal is a sustainable community-driven approach by capacitating committed and passionate 720 Kushal Mitra volunteers.

The project will work for 36 months, starting from January 2022 to December 2024. To assess the knowledge of attitudes and practices related to the menstrual cycle, sanitary hygiene, pregnancy and menopause issues, VMM conducted Participatory Community Assessment (PCA) with the different age groups of girls and women. VMM has developed a questionnaire for each group, collecting the information through focus group discussions at community level.

Methodology

The assessment utilised explicitly cross-sectional purposeful qualitative assessment design. Data for this assessment was collected through focus group discussions (FGD) and participatory observations. Sources of data included adolescents and youth in age groups of 12-18 years, 19-29 years and 30-40 years; health care providers; community health volunteers; pregnant women and women in Menopause; and teachers. Data quality was ensured through the Community Coordinators working in the community. The assessment was conducted for seven days (26-03-2022 to 31-03-2022) with 1224 members of 115 groups. The process of assessment was done with the community's available time.

Key Findings

The assessment findings were generated from respondents' on the needs and barriers affecting access and utilisation of the services in the Urban Primary Health Centers (UPHC) and the Anganwadi Centres. Information and services as indicated below:

Awareness and knowledge

Women above 45 years old were lacking knowledge of the existing services at UPHC. They were on the assumption that it was just a clinic run by the government to facilitate treatment for minor ailments.

Social-cultural factors

The assessment results showed that social and cultural factors and the environment influenced peer pressure; fear of the family and the community negatively influenced the services among the youth.

Needs and fears

The youth linked their priority needs with guidance and counselling on sexuality issues, provision of services that included family planning services and sanitary pads. The greatest fears and concerns among young people were associated with getting pregnant; dropping out of school.

Key Recommendation

- Adolescent girls have to be updated with necessary information about Polycystic ovary syndrome - PCOS. The majority were confused and needed clear guidance from professionals.
- The menstruation cycle has to be clearly explained.
- Disposal of Used sanitary pads/Napkins, especially in suburban and rural areas
- Information on hygiene during menstruation has to be clearly educated.

Activities

1. Community Coordinators (CC) and Program Officer were selected with the support of Andhra University of Social work, VMM management and representatives from Wipro. Orientation to staff on the Kushal project and activities was done. Use of technology for monitoring of field activities, oriented to VMM web-based MIS, Kushal App.

2. Information about the project was shared with the external stakeholders of the project - DMHO and WCD-for better implementation of the project.
3. Developed draft non-financial MoU with Andhra University Social Work Department for placement of students to field work
4. Developed SOP of the project
5. Operational area mapping with respective CCs was done and each focused on reaching the pregnant women, Lactating Mothers, women in menopause
6. Developing reporting system in collaboration with NRT Health university to report as per the government of India against SDGs
7. Informed to District Health Department, Social work department, WCD and Police department to be part of the Core team for better functioning of the project
8. Developed questionnaire for Participatory Community Assessment, completed as per the schedule.
9. Project details are shared with the Urban Health Centre staff, Anganwadi workers and Mahila Police.
10. Data collected from the field for tabulation in resource directories for use in the community.
11. Reached pregnant women at UHCs, Anganwadi centres and at communities.
12. Identified and self-motivated women, finalising the list, train them as Kushal Mitras.
13. The area of operation is quite different. Urban areas
 1. Peri-urban areas
 2. Rural areas
14. In terms of literacy levels, it wide range
 1. illiterate
 2. Till schooling
 3. Graduates
15. The outreach covers different type of population and communities
 1. Fisher communities
 2. Daily Wage labours
 3. Construction workers
 4. Street vendors
 5. Workers in nearby industries



6. Aqua farm workers

16. The Urban Health centres are within the range of 1 to 2 km maximum in respective field areas and reachable
17. Data from the field is collected through tabs which are being provided by the project.
18. VMM has identified 462 women volunteers. Among them finalised around 250 women as Kushal mitras and will train during the next quarter. VMM has identified 331 pregnant women, 324 lactating mothers, 239 women (menopause) and 586 adolescent girls in schools.
19. VMM has identified 331 pregnant women. Among them, 85% (282) are in the second and third trimesters, only 15% are in the first trimester. In terms of number of children and pregnancy, 14% (49/331) are 4th time pregnant, 26% (73/331) are third time pregnant, 36% (119/331) second time pregnant and 27% (90/331) are first time pregnant. It was noticed that family members and spouses of male children. The youngest pregnant woman we have identified through the project is 19 years old.
20. During the reporting period that identified 586 adolescent girls, it was noticed that the girls residing in peri-urban and rural areas and near coastline areas, 20% of them used clothes instead of sanitary pads, and their mothers still used clothes as sanitary napkins.
21. VMM formed women's groups with pregnant women, women in menopause, lactating mothers, to support each other during an emergency. VMM is collecting data from households of three-generation women with a focus on reproductive health, hygiene and sanitation. This data will help in analysing reproductive health practices.

The data of pregnant women was clearly tabulated trimester wise and number of times pregnant wise. The above table and figure shows we have reached 889 pregnant women. It was also noticed that women are getting tested for pregnancy (Self-testing kit) in the first trimester itself. Most women are getting tested. We are in compilation of the data and information collected during the PCA; they were aware of the signs of pregnancy and the changes. But the majority of them were dependent on their elders in their family for medication or nutrition during pregnancy, even though they were getting nutrition supplements from the Anganwadi centers every month. Most of them did not take them. We have focused on educating pregnant women and their caretakers on the importance of nutrition and diet intake during pregnancy.

Swetcha Gora Eye Bank: Vasavya Mahila Mandali has initiated Swetcha Gora Eye Bank. In 1989, Swetcha Gora, grand-daughter of Chennupati Vidya (only daughter of Dr. Keerthi), died after pledging her eyes to donate at the age of seven, in an eye donation drive by the Indian Medical Association. Her eyes were donated to two blind people. With this inspiration, Swetcha Gora Eye Bank was founded in 1996. The Swetcha Gora Eye Bank has motivated urban and rural people on eye donation, collected family pledge forms, documented the donor and recipient list, conducted Keratoplasty surgeries with the support of local ophthalmologists, and collaborated with government and non-government agencies. During the year 2021-22, Fortnight events were held from 25th August 2021 to 8th September 2021, conducting essay writing, painting, quiz, songs and slogan competitions to students in high schools and colleges to create eye donation awareness. 1500 students participated from different educational institutions. Along with competitions, exhibitions on eye donation, eye structure and different topics related to eyes were conducted. Campaigns were conducted in the communities to motivate eye donation.

| Pregnant women reach details (January to Jun 2022) | | | | |
|--|---------------|---------------|---------------|-------|
| pregnancy time | 1st trimester | 2nd Trimester | 3rd Trimester | Total |
| 1st time | 77 | 265 | 163 | 505 |
| 2nd time | 62 | 162 | 129 | 353 |
| 3rd time | 5 | 14 | 8 | 27 |
| 4th time | 0 | 3 | 1 | 4 |
| Total | 144 | 444 | 301 | 889 |

Cancer Awareness:

In coordination with AIIMS, Mangalagiri, Andhra Pradesh Health and Wellness talks on “Cancers among women”, a series of capacity building online sessions were conducted. 2093 students, young women and men participated. Topics on breast cancer and cervical cancer were explained. Cancer awareness among women is one of the topics included in the regular outreach activities of VMM projects.

Vasavya Mahila Mandali, as a facilitating agency, has conducted a series of group interaction meetings with adolescents aged between 10 to 19 on mental health with the support of George Institute. The purpose of the group interaction meetings is to bridge the treatment gap in the area of mental health. Identify risk factors and coping strategies adopted by adolescents and increase the capacity of primary care health workers to manage common stressful problems faced by adolescents. The recent National Mental Health Survey in India estimated the lifetime prevalence of any mental disorder among adults is about 15 per cent with nearly 150 million Indians in need of treatment. However, gaps in access to adequate health services for people with common mental disorders (depression, anxiety and increased risk of suicide) are large – estimated to be 75-85% in resource-limited settings such as India, with only around 4% of people with major depressive disorders receiving adequate care. Almost 7.5% of adolescents suffer from some mental illness and these rates are double in urban areas, but few of them seek mental health care due to lack of understanding, stigma, few trained staff, and general lack of understanding in the community about what common ways to deal with stress among adolescents. Adolescent Expert Advisory Group (AEAG) as part of our study that seeks to



explore associated risk and resilience factors for common mental disorders like depression, anxiety and suicide risk/self-harm among adolescents (10-19 years). During the year 2021 to 2022, four meetings quarterly once one session was conducted, reached 81 young girls. The session is interactive with lectures for a few minutes, share a video about an issue and ask the girls to respond.

Thematic Area - Education:

Education sponsorship:

VMM supports youth continuing education, with financial support through the crowd-funding platform of Global Giving. VMM has provided sponsorships for students studying technical courses. The support was really useful for the young people. The support was useful in paying for the tuition fees, purchase of books, stationery, necessary additional coaching for advanced courses. The regular mentoring by the organisation supports the students and their parents to continue their education. As most of the students supported through your support are either single parents or living with grannies and income levels far less than the average income of a lower income family. The majority of them are technical education and for a few diploma holders. The support from you should continue, as the support has no words to say, which is very useful for our lives. Most of them are staying in government-constructed houses, while some others are staying in urban slums, where there is no proper structure to live.

I was 16 years old when my father died. My dreams ended with no future of hope. I was the only elderly male in the family. My mother never went outside of the house for earnings. As there was no alternative resource, my mother started working as a maid to feed me and my younger brother. With the support from VMM ,I am able to complete my Engineering course and was placed as software engineer. Now he is preparing for Civils. **Urban Residential Hostel for Girls:**

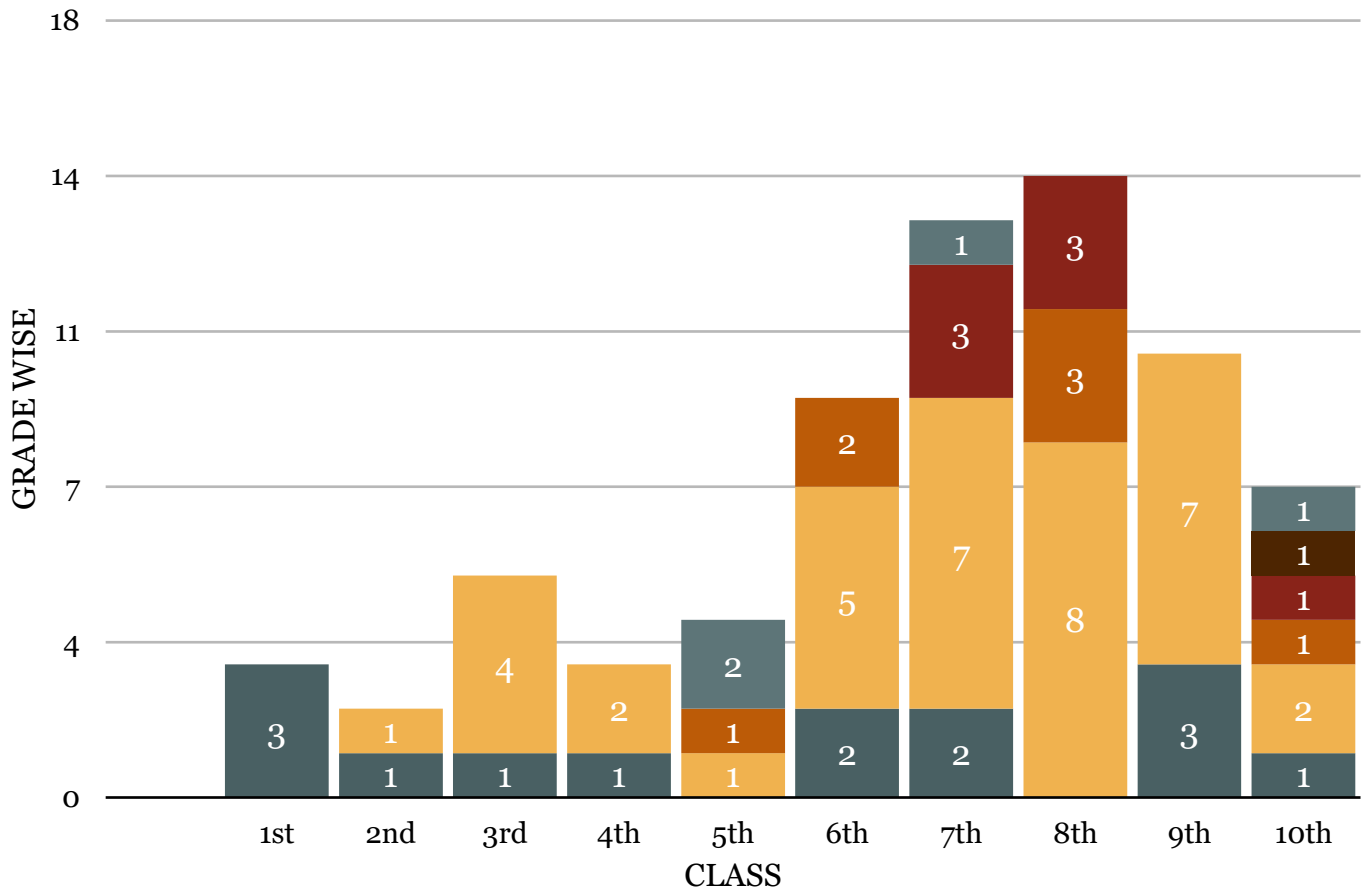
VMM at Kanuru is running a home for girls studying from class 1 to 10 in the age group of 6 to 15 years, studying at government schools from 2012 onwards. The Inner Wheel Club of Vijayawada provided solar fencing with solar lights, which was very helpful for the safety and security of girls.

During the academic year 2021-22, at the residential girls' home, 70 girls are staying. Among them, 50% of them do not have parents; 35% of the girls have either a mother or a father (single parent), and 15% of families are economically poor. All the 70 girls are studying in government schools. For the past three years there has been no financial support from the government, and the local donors and philanthropists supporting VMM are running the residential girls' home.

| No Care takers | Single parent child | Home Less | Rag Pickers | Total |
|-----------------------|----------------------------|------------------|--------------------|--------------|
| 5 | 34 | 12 | 19 | 70 |

Children's performance in school: during the academic year 2021-22, 53% (37 of 70) secured Grand A1. That is very impressive. Among the 70 girls, 51 girls were able to secure more than 80% (A1 & A2 grade), this good achievement. The picture below shows class and grade wise.

Cass 1 to 10 Girls performance Grade wise



LBD coaching is experience in their life, they should design their life's.

Objective:

The objective of the Experience Coaching project with a selected group of resident students of VMM, is to empower them with a creative thought-process, enabling them to develop a growth mindset and positive attitude to managing life with a focus on their uniqueness and strengths.

Coaching Overview:

Coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. People choose to stay within their comfort zone because of the 'fear' attached to change. Coaching enables them to become aware of the assumptions, emotions and beliefs that are holding them back. Coaching helps them to approach a situation with a Growth Mindset, explore options and possibilities which never existed in their thought-process and set and achieve goals that take them closer to their true potential. Coaching given 13 children each group have three members, three coaches, one person is single trainee. Students were selected from the 6th to 10th class. Each session is 60 minutes, every 15 days.

ACTIVITIES:

Unity in community: On 19th December 2021 BNI (Business Network International) a 5K Run was organised to motivate the public with the caption of Unity In Community. Girls actively participated in the events.

On 1st December 2021, on the eve of World AIDS day, Andhra Pradesh State AIDS Control Society (APSACS) organised state-level cultural events were organised. Girls actively participated.

On 10th December 2021 HCL Foundation celebrated Christmas with girls, virtually connected with staff at HCL Foundation. Children enjoyed the event very much.

The Inner Wheel Club of Vijayawada provided Solar Fencing to Vasavya Children's Home worth Rupees One Lakh for the safety and security of girls.

Continuous monitoring visits by the district officials for service delivery.

| Age | No.of | Class |
|-------|-------|-------|
| 12 | 4 | 1 |
| 13 | 10 | 2 |
| 14 | 24 | 12 |
| 15 | 33 | 4 |
| 16 | 19 | 27 |
| 17 | 2 | 31 |
| 18 | 1 | 17 |
| 19 | 2 | 3 |
| 20 | 3 | 1 |
| Total | 98 | 98 |

Volunteer Services

- Volunteers from "Make A Difference" (MAD) spend time with girls every Saturday and Sunday. To teach science, Maths and English for girls from 5th to 10th Class. Weekly six hours they spend with girls. Due to the COVID-19 pandemic and lockdowns, they were doing the same online via Zoom with the girls.
- Ms. Salma Siddikh, a volunteer from HCL Company, teaches spoken English classes to our children. She takes classes regularly every Sunday morning.
- On 27th February 2022, Ms. Navyasri, a volunteer from HCL, gave counseling on Career Guidance to our children.
- On 14th November 2021, VMM Management organized small competitions and cultural programmes with our children at VMM Main campus on the eve of Children's day. On that day, management engages our children with a lot of happiness. At the end of the day, prizes are distributed to our children.

Thematic Area - Livelihood & Skill Development

AMMA project: VMM with the support of HCL Foundation, has been implementing livelihood support and skill development for women to enhance their business and for new initiations. 125 members continue their micro enterprises by residing in Gannavaram Mandal. 119 members with financial support (Seed loan) to continue their micro enterprises, and six families provided. Material support - sewing machines).

Training on Financial and Business management was given to 717 members and given information about Income Vs Expenditure, savings, Insurance and Nominee importance. In this training, we used RBI-developed financial literacy IEC. The training focused on improving the marketing skills to

Training for women and girls in tailoring: VMM along with financial assistance to needy women, based on the interest and demand for skilled workers in tailoring, has initiated a tailoring training centre. A 3-month training program for 78 women in two batches was conducted. The trained women and girls were able to stitch different models, earning around INR 5000 to 8000 per month.

Follow up of placement:

Five youths were placed as sales executives, tele-callers and TV anchors during this period and earned INR 9,000 to 15,000. These placements were done through a linkage with BNI Vijayawada.

Entrepreneurship promotion by supporting women producers' products, promoting through My E-HAAT and Vasavya FPO E-Commerce: My E-Haat is an online platform for marketing support to women producers from different parts of India. HCL Foundation is supporting product promotion. VMM, with the support of HCL Foundation, has developed a webpage for Vasavya Farmer Producer Company Ltd. Sales this year totalled 29 orders with INR 243600.

- VMM with ISB under their pro Bono students placement has drafted long-term and short-term business strategies for B2B and B2C to Vasavya SHG FPO.
- VMM with Fair Trade Forum India (FTFI), and the organisation promotes marketing skills and product designing, has provided training to five Women (Vasavya FPO) to train other women producers in marketing promotion and customers, sales promotion under STREE (Social Transformation and Economic Empowerment of Women Artisans In India) Project in the Southern Region of fair trade forum India, Bangalore.

“I started my business again with timely financial assistance from Vasavya Mahila Mandali. Due to the COVID-19 lockdown, my business was almost closed. I am Maridu Bujji, a 46-year-old single woman who has a shop where I stitch dresses and sell clothes too, at my own premises at Allapuram village, Gannavaram mandal, Krishna district. I married Srinivasarao in 1993; we had two girls. My husband died of heart disease in 2011, to support the family. I started a clothes business at my house, as I knew tailoring. I started stitching dresses. I was able to manage the sale of clothes, dress stitching and household work along with my daughters. Everything was going on well, but during the COVID-19 lockdown in 2020 for a few months, there were no sales, and no one gave us dresses to stitch. Me, too, along with my two daughters, were unable to continue my business as there was no one coming to buy or not even for dress stitching too. My business was in severe financial crisis. There was no income, no sales, a huge increase in debt as the stock was on a credit basis, without sales. We were dependent on the support provided by the government and some neighbours.”

“Vasavya Mahila Mandali staff during their field visit, came to my house, collected detailed information about my business, my situation before, and after COVID lockdown. They have provided me with financial assistance to clear my debts to an extent, and to start the business with a fresh stock of clothes. As the situation has come to normal, people are visiting my shop; sales started, getting orders for making dresses. We were also educated on COVID Appropriate Behaviour, mask use, sanitisation, and social distancing. I am vaccinated for COVID-19. Now I am able to repay my debts, and I have started my business again. The COVID-19 lockdown has taught many lessons about the importance of insurance for shops and me and my daughters, financial planning, savings and the importance of a healthy diet. I am happy that I am able to start my business again. I will always be thankful to Vasavya Mahila Mandali for providing support to my family.”

SEE4SHE-Sustainable Economic Enterprise

To support women in difficult circumstances, from marginalized families in Andhra Pradesh engaged in sustainable livelihoods.

The project aims to improve and sustain the livelihoods of 215 families, reaching out to women and girls in Vijayawada rural mandal, Vyyuru mandal, Kankipadu, Penamaluru, covering 7 – 8 villages in Krishna District, Andhra Pradesh.

To support 215 women / girls (age group – 18 – 45) with entrepreneurial skills, upskilling of tailoring skills. Provide them with sewing machines to start their own independent tailoring enterprise that generates at least an increase of 75% to their annual income and improves their social and economic livelihoods. The women were selected from different places based on their needs.

The project is funded by HSBC under CSR, a 12-month project, 306 women through re-skilling and material support. Three batches of re-skilling training on an advanced tailoring course with a 3 month course duration. Provided training to women.

During this quarter, VMM has reached 100% of the beneficiaries specified in the proposal. VMM has reached 91 more beneficiaries than against the 215 target, which reached 306. VMM has provided placement for 45 trained women in nearby industries. 50 women started their businesses at their premises. All the beneficiary details are recorded along with their location. VMM developed a web-based MIS in which each beneficiary's details were captured along with the asset - Sewing Machine and geotagged.

Re-skilling Training: The training was scheduled as per the module designed. The majority of the trainees had basic knowledge of tailoring; they were able to stitch a normal blouse. After this training, they focused on advanced training on designer blouses. Both theoretical and practical classes were conducted. Each

trainee was provided with special attention. Along with designer blouse making, the trainer provided making school uniforms for both boys and girls. This is additional to the module.

Livelihood support for women in need: During this quarter we have provided sewing machines to 56 women. For the entire project, we have distributed 306 sewing machines, which are 91 (306-215) sewing machines more than the budgeted during the project proposal. At the time of the proposal, we had targeted to reach 215. The additional 91 we were able to achieve on the sewing machine model, the cost has varied. Within the budget, we were able to support 306 women. In some of the areas where we have distributed, sewing machines were very useful, as the women had skills but no sewing machine; they were unable to support their families financially. Now the sewing machine is so helpful for starting their new life for many women, for few women expanding their business.

VMM, has developed a cluster model of training. The model trained women under SEE4SHE project were given a chance to provide advanced training on new stitching models to the women in 5 villages where we have distributed sewing machines. The training is scheduled for one week. VMM has identified three women, has done an assessment and finalised three women to provide training. These women provided training for one week, 5 hours a day in the month of February 2022.

Financial management and Business Development training for women: As per the designed module, training was conducted. Mainly focused on savings, budget preparation for their units; importance of insurance, expenditure, accounts management, income sources; exploring of loans from government under different schemes. Regarding the different bank loan facilities, advantages of MSME. Insurance to shop, furniture and personal insurance.

Business expansion, E-commerce, use of social media, increasing sales or developing customers, use of linking with Vasavya SHG women Producer Organisation. Online shopping, participants have shown interest in shopping online.



A timely needy support will bring changes in life:

COVID-19, has completely changed the life of Parveen; her life has become critical with three children, while the youngest child is just 15 months old. Sk. Umera Parveen is living in a rented house in P. Nayanavaram village of Vijayawada, rural mandal, Andhra Pradesh, which is 25 km away from Vijayawada. Her husband, Mr. Abdul Mohammad Kaif, died with COVID during the second wave in May 2021. He owned a tailoring shop in Vijayawada and he was a master cutter and, including Parveen, there two more women were employed. The business was very prosperous and profitable. For his treatment, a lot of money was borrowed from money lenders with high rates of interest. After his demise, the sewing machines and other materials at his shop were taken off by lenders as there was accumulated payment. As Parveen had requested to leave at least one sewing machine for her livelihood, they had left one sewing machine and demanded to repay INR 30000 with interest. Parveen had to repay the amount and she had to manage the house with three children.

As said, Parveen knew tailoring, which she learned from her husband. She used to help her husband with stitching dresses and wearing designer blouses. With the little money earned through stitching, she had to manage three kids and had to repay her debt with interest, so the financial problem was worrying and it seemed to be very difficult to run the family.

She was identified by Vasavya Mahila Mandali during its outreach activities to support women through different livelihood opportunities.

Vasavya Mahila Mandali (VMM), with the financial support from HSBC, initiated the SEE4SHE project; the project focus was to support re-skilling in tailoring and providing sewing machines. The project's priority is to support needy women, single women, COVID widows. Sk. Parveen was identified and was provided with a sewing machine. She started stitching model blouses and other dresses. Now she is able to earn INR 5000 per month and is taking care of children too. She was also linked with government welfare schemes.

Now Parveen is confident that she can manage with the little earnings and can expand her business in the future.

Apart from the material support, a series of counselling sessions were extended by the counsellor. Sk.Parveen has changed her thoughts and now she has developed a positive attitude towards life.

Parveen life is an example to other COVID widows, where skills are required to manage the family during a crisis; timely support was also needed. The support from HSBC for the project SEE4SHE has really changed many women's lives by bringing them back to normalcy, to manage their families and live with dignity.

USHA Silai School: VMM tied the knot with USHA International to provide training to women on new skills in stitching and repairing machines. The preliminary one-week training followed by a refresher course was useful for the women to repair their own sewing machines; and as in each village one was skilled through training, that woman had additional income by repairing the sewing machines of the others in that village. During the year 2021-22, through this project, VMM has provided training to 80 women.

Implementation:

In this project, 20(10+10) women from the various villages of the Vizianagaram district, Badangi Mandal and Srikakulam district laaveru, Ranasalam Mandal were identified and selected as per the requirements of the project. The training was kept in the Young Women NGOs training Hall. Sewing machines were installed at Usha International Ltd. USHA also provided a trainer from the company to give training to the women for nine days. Women were taught about the drafting, ways of cutting, new designs of dresses, repairing and maintenance of machines. After the completion of training, the trained women were asked to display to the Usha Silai School Board outside their premises for publicity and to spread awareness about the school in the community.

Identification of beneficiaries:

The coordinator met the Panchayat members in the villages and briefed them about the USHA Silai School Programme. They were asked to suggest the names of the women from their village whom they considered to be eligible for the training as per the conditions prescribed by the agency, Project Area three districts were selected for the project.

Usha Salai Schools Rural and Urban slum areas Women's reach 40:

Training women in sewing machine mechanism through Usha Salai Schools and provided sewing machine to 20(10+10) trainers Vizianagaram and Srikakulam Districts. 20(10+10) Women's in Vizianagaram and Srikakulam Districts for Nine days training was provided. West Godavari District Jangareddy Gudam and Akivedu Mandal 20 Satellite schools are training for a two-day program.

MAA THOTA: Vasavya Mahila Mandali (VMM) has successfully implemented Tribal Development Fund Project 1st Phase (Maa thota) at A Konduru Mandal, Krishna District, AP. The project has supported 500 tribal families in "Wadi" development, planted Mango and Guava gardens, and supported 300 land less farmers in Basket weaving and Goat/Sheep rearing. As a part of the programme we developed water resources in the land and grownup gardens.

After the successful implementation of Phase -1 project, NABARD has sanctioned Phage-2 for another 500 Wadi farmers in A Konduru and Reddygudem Mandals of NTR District.

VMM initiated Tribal Development Fund Project Phage-2 in A. Konduru and Reddy gudem mandals of Krishna (NTR) District, Andhra Pradesh from 14th September 2021 for the promotion of sustainable participatory livelihood programmes (Wadi model).

The project "MaaThota" is meant for the promotion of sustainable participatory livelihood programs in the Tribal areas of A. Konduru and Reddygudem Mandals of Krishna (NTR) District, Andhra Pradesh with the principal goal of "Facilitating the promotion of sustainable participatory livelihood programs through development of plantations and other livelihood interventions like Goat/Sheep rearing. The core plantation is "Mango and Guva", the boundary plantation is "Custard Apple, Moringa " and the live hedge is "Henna".

Phase of Project:

Formation of Mandal Maathota Development Committee:

As this is the first year of the project, VMM formed the "Mandal Maathota Committee" with farmers from tribal communities.. All the members are wise and allotted time to educate the former about the project. 100 beneficiaries were identified for the first year of the plantation.

Soil Moisture Conservation (SMC) Works:

Selected farmers completed Soil Moisture Conservation (SMC) works on their lands. Cleared the bushes and picked up stones in fields, leveled the land and made bunds against the rain water flows and make it ready for plantation.

Identification of Bore Points (Convergence with DWMA):

In the month of March 2022, VMM approached the District Ground Water department for identification of Bore points. Mr. Ambati Visweswara Rao, Officer, District Ground Water department came to the fields and identified bore points in 1:3 ratio, using the latest technology for this purpose.

Digging Bore Wells:

In the identified clusters, VMM dug 20 bore wells for two hundred acres; farmers were involved in the activity and supported staff very much.

Health Camps:

VMM in collaboration with Indian Red Cross Society organized health camp on 19th February 2022 at Deepla Nagar thanda, Krishna rao palm Village one of project implementation Village. People attended from the Villages of Deeplanagar, Krishna rao palem and Mansingh thanda. Nearly 120 people availed medical services and medicine.

NABCONS Visit:

On 29th March 2022 Mr. Narayana , officer, NABC ONS, Monitoring Agency of NABARD visited TDF project. He met with farmers in Krishna rao palem, Deepla nagar, Singla thanda, Pedda Tanda and observed SMC works. He observed project documentation at field office.

Thematic Area - Human Rights

AMMA: AMMA Project:

AIM: Sustainable Economic Empowerment for women and Youth with gender-inclusive safe spaces.

Objectives:

Improving family income through skills and livelihoods

Increased use of virtual spaces for capacity building, knowledge management and data management

Empowering community women and Men for establishing Safe city and practice COVID appropriate behaviour.

Establishing a gender equitable society in a patriarchal society, women's socio-economic development plays a vital role in the Amma Project with a sustainable livelihood policy to design and implement interventions, tracking the data and impacting the lives of women to live with dignity and respect.

Target

Population type: Women as centre and family as a whole from below poverty line from Karakatta, Vijayawada and 3 villages in Gannavaram Mandal (Kesarapalli, Dawajigudem and Allapuram)

Activity type: Skilling and Livelihood support to Micro-entrepreneurs

VMM has reached 11152 people by different activities. A socioeconomic survey was done on 1389 families in Gannavaram mandal. Livelihood promotion through seed loans 134 women started new micro-enterprises. 6 women were provided sewing machines. 78 women and young girls were provided training in tailoring for 3 months. 717 women and their families were educated on financial planning and business development of their units. 3921 women and their families were provided counselling through tele and in-person. 42 were oriented on cyber crime. 4 animated videos are developed on financial management, business development, it is posted in Vasavya Mahila Mandali YouTube Channel. 944 COVID details are collected in NTR district of Andhra Pradesh.

The AMMA project with the support of HCL Foundation has been implemented for the last 5 years in Vijayawada Police Commissionarate in 21 police stations. It covers both urban and peri-urban areas. The initially formed Mahila Mitra members, a community members' driven initiative. 'Mahila Mitra -MM Committees' were formed at all the 21 Police Station limits in Vijayawada comprising of 200 members

(mostly women). MM movement has made a considerable impact by triggering changes in crises and the outlook of women at the bottom of the pyramid, making them more bold, confident and courageous to face crises and challenges with a wide and active support network. The project is now reaching the communities in need through MM members. They are providing lay-up counselling services to needy families.

The AMMA project during the financial year 2021-22, has developed a tool to explore the socio-economic situations of women, especially COVID widows. During the year march 2020 to May 2022 there were about 944 COVID related deaths that happened in NTR District, Andhra Pradesh. The data was collected and data analysis was done. The information is gathered from the ICDS department, NTR district of Andhra Pradesh for the period March 2020 to May 2022. During those 27 months, three COVID waves along with three lockdowns happened. During this period, 14731 (both male and female) deaths due to COVID happened in Andhra Pradesh. While in NTR district, deaths due to COVID were 944 (6% male data only). Among the 944, men aged below 30 years were 14 (1.48%). Men between the ages of 30 to 40 were 204 (21.61%); men between the ages of 40 to 50 were 242 (25.64%); men between the ages of 50 to 60 were 237 (25.11%) and men above the age of 60 were 247 (26.17%).The above data shows that 73.83% (697 of 944) were below the age of 60 years, while men above 60 years were 26.17% (247 of 944. The data from NTR district of Andhra Pradesh shows that 16% (944 of 6010) deaths have occurred due to COVID from March 2020 to May 2022 (about 25 months). The deaths occurring other than COVID were 5066; among them 39%(1996 of 5066) were due to heart attacks/cardiac related, 22%(1130 of 5066) were ageing, 6% (302 of 5066) were due to kidney problems; 4% (180 of 5066) due to lung /TB disease. 2% (91 of 5066) were due to diabetes; 3% (171 of 5066) were due to suicides. 4% (188 of 5066) due to paralysis. 1196 deaths details include (HIV, Stomach, Snakebite, fits, Brain strokes.)

Old Age home:

The “Dandamudi Veera Raghavaiah and Sarojini Devi Old Age for Women” based at Gosala Village of Penamaluru Mandal, Krishna District is managed by Vasavya Mahila Mandali. From 1993 onwards. From 2017, with local donations and through crowd funding, Old Age Home is running for 32 grannies. The grannies are neglected by their children, and as they become unproductive at that age, they do not have shelter, food and medical aid. Hence, the project will support 50 grannies in residential care with a balanced diet, clothing, medical aid with nursing care, recreation, above all, commune living for sharing and caring staff. Youth exposure visits to these elderly homes will help in sensitizing the youth about aged issues and to respond to these. Document the stories and report to the concerned. The aged women face hypertension, diabetes and other geriatric problems.

During the year 2021-22, at the old age home there are 32 grannies staying in their old age home.

On COVID 19, we heard about pandemics that have happened in the past from the news, but now we are in a pandemic situation. Life with COVID was totally devastating. We sincerely convey our thanks for the kind support that you have given for us. During lockdown and post-lockdown we were completely isolated as donors were unable to come to us to spend time with us due to COVID. Hope the conditions are better in your families and in your places. We were scared to see the news about COVID.

During the pandemic, we learned to use sanitizer, hand wash with soap, use masks, sit at a distance from each other. It is a very hard task for elderly people like us, but we continue as per the instructions of the medical staff from instructions.

Regular health camps for health checks by medical doctors and medicines are also provided. Grannies usually feel that they need the support of the word and care during their last days of life.

I am aged 80 years; I was placed at this old age home as there was no one to take care of me in my old age. I am very much thankful for your support. Along with me-there are 32 grannies staying in this old-aged home. Our health care needs are taken care of with regular medical doctor checkups and provides medicines. Every Granny needs medical attention; we are getting good support and nursing care.

RESCUE HOME is CO-MANAGED BY the Government of Andhra Pradesh and Vasavya Mahila Mandali, Vemavaram Village, Kothuru Tadepalli Panchyati, Vijayawada Rural. "UJJAWALA" A Comprehensive Scheme for Prevention of Trafficking and Rescue, Rehabilitation and Re-Integration of Victims of Trafficking for Commercial Sexual Exploitation. The home is providing services for women & girls from 2019 onwards.

The scheme focuses on rehabilitation of victims of trafficking through different activities.

Prevention: One way to prevent crime is to educate people, to create awareness among the public through culturally acceptable media to disseminate information. During the year 2021-22, VMM organised street plays on human trafficking in areas where the public have very little knowledge about trafficking and areas of high potential for trafficking.

Rescue: The rescue of women/girls was done by the Police/Women & Child Welfare Department/Court Rehabilitation

Shelter: During the year 2021-22, 129 women were referred to Rescue home, among them 51 from Court and 78 from the Police Department. They were in the age group of 19 to 40 years of age. For these 129

women, shelter is provided. Food and other necessary items were provided. Rescued women were engaged in maintaining the home on a rotational basis. Yoga, physical activities, games and for entertainment, television and newspapers were provided.

Counselling: A specialised professional counsellor (Psychiatrist) was in place to provide regular counselling. She used a lot of techniques and tools to counsel the women, as the women were in a highly traumatised situation, they needed continuous counselling and psychosocial support. Motivation stories were shared with them. Apart from the above, they were provided basic knowledge on legal issues related to trafficking and rights.

Medical support: The home inmates were provided medical services from hospitals and medical doctors. Women were also linked to services at government hospitals for treatment, they were regularly followed up by the in-charge at home. During this year, in the second year of the COVID - 19 pandemic, three women were found COVID-19 positive. They were kept in isolation and treatment was provided. The inmates were oriented to mask use, regular sanitisation and availing of vaccines.

Vocational training: There is a variety of training at Rescue home. They are Life skills (Paper Crafts, Thread Bangles, Embroidery, tailoring, paper cover making, mask preparing, Quelling Art). Most of the inmates were unable to complete the course as they were left in their native places with their families as per court orders. Even though they were able to make few of them. The basic idea was to provide livelihood options for them once they were sent back to their houses.

Education: Literacy levels among the inmates are less than 25%, the staff working at home provide basics in the local and mother tongue of the inmates know.

The Immoral Traffic (Prevention) Act, 1956 (ITP) victims belonging to women from different parts of India were rescued by police and, as per court orders, they were referred for a residential stay at VMM. At the time of court appearance for minor victims/ residents, we use residents to provide support. Celebrate their Birthdays & every festival (RakshaBandan, Dasara, Diwali, Christmas, Sankranti, Holi, Ugadi, Sriramanavami) to feel happy and think positively about the future. Involving old residents to provide peer counseling to new residents is effective. Follow-up of victims every 3 months through phone after they leave the home. Information about homes was shared with police and the courts.

Challenges:

- Failed to Provide skills/ Training (Residents are going back to house within 10 -15 days)
- They are going back within few days- so we are unable to built trust on us so that we are not getting details of traffickers

PRIYADARSHINI WORKING WOMENS HOSTEL

Vasavya Mahila Mandali started the Priyadarshini Working Women's Hostel during the year 1985 for providing safe and protected shelter to working women and girl students in Vijayawada, Andhra Pradesh. The Priyadarshini working women's hostel is a self-sustained unit with 52 singles or double or multiple sharing rooms to accommodate 125 working women and girl students. The breakfast, lunch and dinner are provided for the hostel inmates and lunchboxes are being arranged for the inmates at the early hours of the day for those who are going to work or college. We also provide recreation, a reading room and outdoor games facilities on the campus. Round the clock, security is provided by a professional. Security services personnel with CC cameras.