



VASAVYA MAHILA MANDALI

VIJAYAWADA, ANDHRA PRADESH, INDIA

ANNUAL REPORT 2023-24

Building impactful communities....





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Vasavya Mahila Mandali



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[Vasavya Mahila Mandali](#)

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Leadership Speaks.....



Dr.B.Keerthi

**President
Vasavya Mahila Mandali**

Happy to bring the 55th annual report of non profit transformational organisation Vasavya Mahila Mandali. The journey with VMM has empowered me in becoming stronger myself in a crisis that has become a GREAT STRENGTH working to bring dignity for the women and ending harmful practices in the society. As an organisation I am so content by seeing the results from programmes with strategic intervention and collaborations with government, corporates and International NGOs. Each project is led by a team and the project data is maintained by having transparency and accountability to society and other stakeholders through web-based MIS. I am so pleased to see the next generation is gearing up by contributing their experiences for impacting lives. This year the corporate volunteer engagement and placement as interns has increased based on our credible tasks bringing visibility through social media and print / electronic media, a fourth estate of democracy.

“LET US JOIN TO MAKE VASAVYA STRONGER TO CREATE CHANGE LEADERS”



Mrs.G.Rashmi

**Secretary
Vasavya Mahila Mandali**

Reflecting on five decades of Vasavya Mahila Mandali's (VMM) dedicated social work, we are inspired by the transformative impact on countless lives. VMM has consistently upheld women's rights and empowered them for respectful living, touching around 40 lakh people and promoting family wellbeing and human values.

Our mission for sustainable development engages tribal communities in natural farming, water management, solar power generation and marketing. By forming collectives, we've created two farmers' producer organizations and one specifically for women, all now operating independently and promoting their products effectively. Together, we grow stronger.

Education is a cornerstone of VMM's work. We focus on educating orphans and vulnerable girls, enhancing their knowledge, and providing better opportunities. For higher education, we offer scholarships and government connections. Corporate volunteering enriches our programs with updated skills and knowledge. Through education, VMM empowers their future.

VMM's continuous efforts in Health, Water, Sanitation, and Hygiene (WASH) have significantly improved community wellbeing. Collaborating with health functionaries, we ensure timely service delivery, especially during COVID-19 and disaster relief activities.

Being part of VMM from its inception has been life-fulfilling, allowing us to touch so many lives. We have partnered with government bodies, Corporates, educational institutions, local organizations, and countless individuals who share our vision.

Special thanks to all VMM supporters for walking hand in hand with us. Their generosity has profoundly impacted the lives of the young and elderly in our care.

As we move forward, VMM remains committed to its vision and mission, striving to make a meaningful difference in the lives of those we serve.



Mrs B.Sujatha

**Treasurer
Vasavya Mahila Mandali**

Growing up in a business family in Visakhapatnam, I was surrounded by hard work and determination. I completed my Master's degree at Andhra University.

I am honored to be associated with Vasavya Mahila Mandali (VMM), an organization established by Mrs. Chennupati Vidya with the noble aim of supporting and uplifting women and families in need. I currently serve as the Treasurer of Vasavya Mahila Mandali. VMM stands as a testament to strong foundational values, with management and staff that are deeply committed and work harmoniously towards common goals. Our fund management practices are meticulous, ensuring that accurate accounting records are consistently maintained. In my role as Treasurer, I firmly believe that teamwork is the key to realizing the dreams and aspirations of VMM.



Dr. Deeksha Pillarisetty

**Medical Director and Executive Member
Vasavya Mahila Mandali**

It gives me immense satisfaction to provide my expertise to VMM as I see the impact of the work on the lives of women and their families. Education leads to skill and the practice made them leaders in their own communities. They stand apart from others in facing the problems boldly and effectively. It is health or economic problems; the families are taking a positive step to better their lives. It is very rewarding to be involved in the work of VMM since my teens. Long live VMM.



Mrs Madhavi Ganapathi

**EC Member
Vasavya Mahila Mandali**

It is a great privilege and gives me a sense of patriotism to work with VMM, "I felt like a very safe environment where I could speak my feelings on topics and encouraged to do the same. I always believe that: "Before you achieve, you must believe." I believe my work makes a real contribution in improving goals in my work. I feel I am on an exciting journey, but I'm exactly where I need to be today. Ultimately, I am supporting VMM's mission and feel that I have room to progress and continue to grow wherever I go. I am proud to work for such a noble cause. It is extremely motivating to work for an organization that combats, prepares for and intervenes in emergencies.



Mr B.Vijay Kumar

**Executive Director Programmes
Vasavya Mahila Mandali**

I am Vijaykumar, associated with Vasavya Mahila Mandali since 2003 onwards. I joined as an Outreach worker in one of the implementing organization where VMM is the lead partner. My 20 years of journey with VMM from community outreach worker to planning and designing the projects was with the blessing of my God and continuous support and encouragement from VMM management. As an executive Director, I proudly say that VMM is into digitalisation for data management. VMM, during the year 2023-24, has expanded its service delivery to unreached areas of Karnataka and Andhra Pradesh to support vulnerable populations. VMM is more interested in digitization of records with complete use of technology to reduce the use of paper and increase transparency through web-based reporting systems (MIS). The OPD of Kushal Health Care Clinic started with a complete patient tracking system online. The use of technology will increase transparency in implementation and service delivery. VMM has shared the technology used in VMM at a international conference, C20 Technology, Security & Transparency at coimbatore.



Mr G.RAMANUJAIAH

**Senior Programme Officer
Vasavya Mahila Mandali**

Working with Vasavya Mahila Mandali (VMM) offers an enriching opportunity to engage with marginalized communities, enhancing livelihood opportunities, skill development, and women's safety. VMM seamlessly blends traditional values in the digital world, creating a unique platform for both Indian and international students to learn about social issues. In collaboration with government bodies, CSR initiatives, and philanthropists, VMM is reaching underserved areas and continuing its 55-year legacy of voluntary service. Join this impactful journey and contribute to meaningful change in the lives of vulnerable communities.



Mr K.Srinivasa Rao

**Senior Project Manager
Vasavya Mahila Mandali**

I joined as counselor in Targeted Intervention for Migrants in 2010 and promoted as Project Manager of ATF project in 2011 and since then I evolved as a professional and also as a person. I am inspired by late Chennupati Vidya, founder president of VMM by her simplicity and guidance. I learned much from present leadership of Dr. Keerthi, President and Mrs. Rashmi, Secretary of VMM. I learned the organization policy making to outreach work. It is a fulfilling experience for me.

Executive summary

VISION

Empowering woman, children and families by increasing happiness and ensuring a sustainable society with human values.

MISSION

- To ensure the rights of women, youth and children in 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 and youth with gender inclusivity and improving value of education through environmentally appropriate and culturally sensitive approaches.
- To promote the physical and psychosocial health of communities by building knowledge on prevention/care/treatment and thereby increasing demand for government services; building 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 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.



VMM Achievements

Dr. Keerthi, President

Awarded and recognized by ICMEI - International Chamber of Media and Entertainment Industry in Association with AAA-Asian Alumni Association (AAFT-ASMS) of Marwah Studios and International Woman Film Forum 7th Edition of Dr. Sarojini Naidu International Award -26th October 2023.

Dr. Deeksha, Executive Member

DERMA SEWA Award for community service by IADVIL during 52nd National Conference of Indian Association of Dermatologists, Venereologists and Leprologists, DERMACON 2024.

Dr. Saraswathi Raju Iyer, Executive Member

- 1) Recipient of India Social Impact Awards - 2022 – An Initiative to Honour India's Most Inspiring Social Workers & Changemakers in recognition of Outstanding Activity and Contribution to the Community by Hypedge Media Group which support Sustainable development Goals on 30-12-2023.
- 2) Biographical profile with photograph published in Asian Admirable Achievers – 2023, (Vol.XI) PP.177.6
- 3) Recipient of Asian Admirable Achievers Award 2023 for her singular dedication and achievement in her profession by Rifacimento International on 26-07-2023.
- 4) Recipient of Best Research Paper (Social Sciences) Award (First Prize) for Best National
- 5) Journal Publication during 46th Foundation Day Celebrations 2023 on 11-09-2023. Created the Record in Sociology & Social Work and entered into London Book of World Records on 18-09-2023.
- 6) Recipient of Asian Excellence Award 2023 – Excellent Teacher for her unwavering dedication, passion, and exceptional contributions in Teaching by MTTV India Digital TV Media on 02-11-2023.
- 7) Recipient of Global Legends Award 2024 – GLA-Excellent Teacher of the Year-2024 for her unwavering dedication, passion, and exceptional contributions in Teaching by MTTV India Digital TV Media on 21-01-2024.
- 8) Recipient of USA Book of World Record 2024 – in recognition of her remarkable achievements and exceptional contributions to Sociology & Social Work by Book of World Records, USA on 05-03-2024.
- 9) Received an Honour of being included as the topmost empowered women in the field of Education by DFree Novellish Journal Publication in commemoration of International Women's Day on 08-03-2024.

Madhavi Ganapati, Executive Member

In May 2023; received 'Mother Teresa National Award' for services rendered to women and girls by the hands of Mrs. Preeta Harit, IRS, Former Principal Commissioner of Income Tax Govt. of India, President Bahujan Samakhya Sangathan sponsored by Dr. Chinna Rao Foundation

P.Subhashini, Executive Member

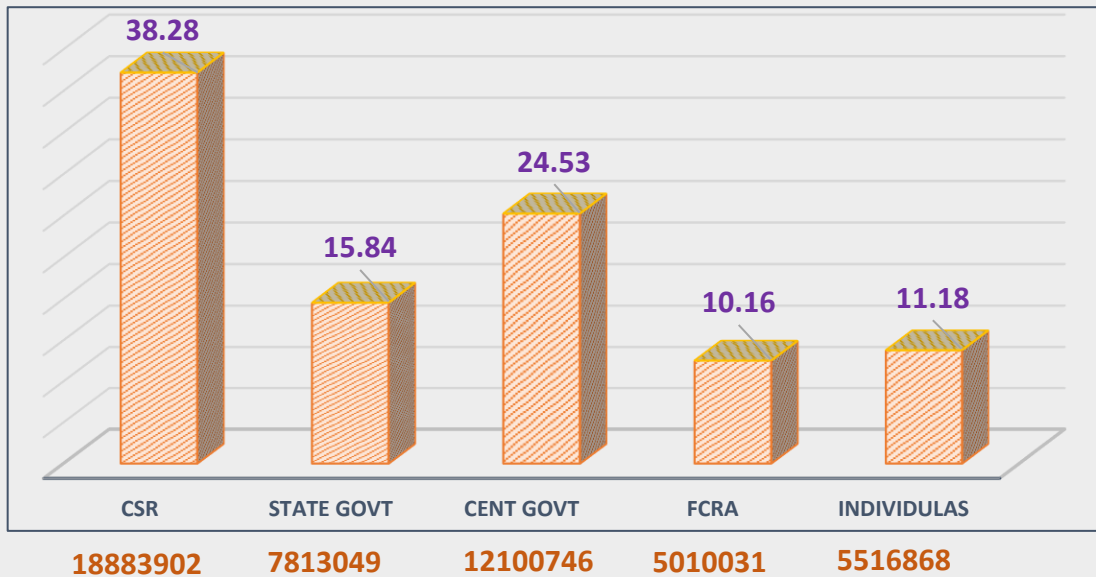
1) On 12th March 2024: Stree Sakthi Puraskar from UNESCO Club, Guntur, Andhra Pradesh

2) On 11th March 2024: Signorise Award by BNI Guntur for promotion of Healthy vegetable juices on the occasion of International Womens Day

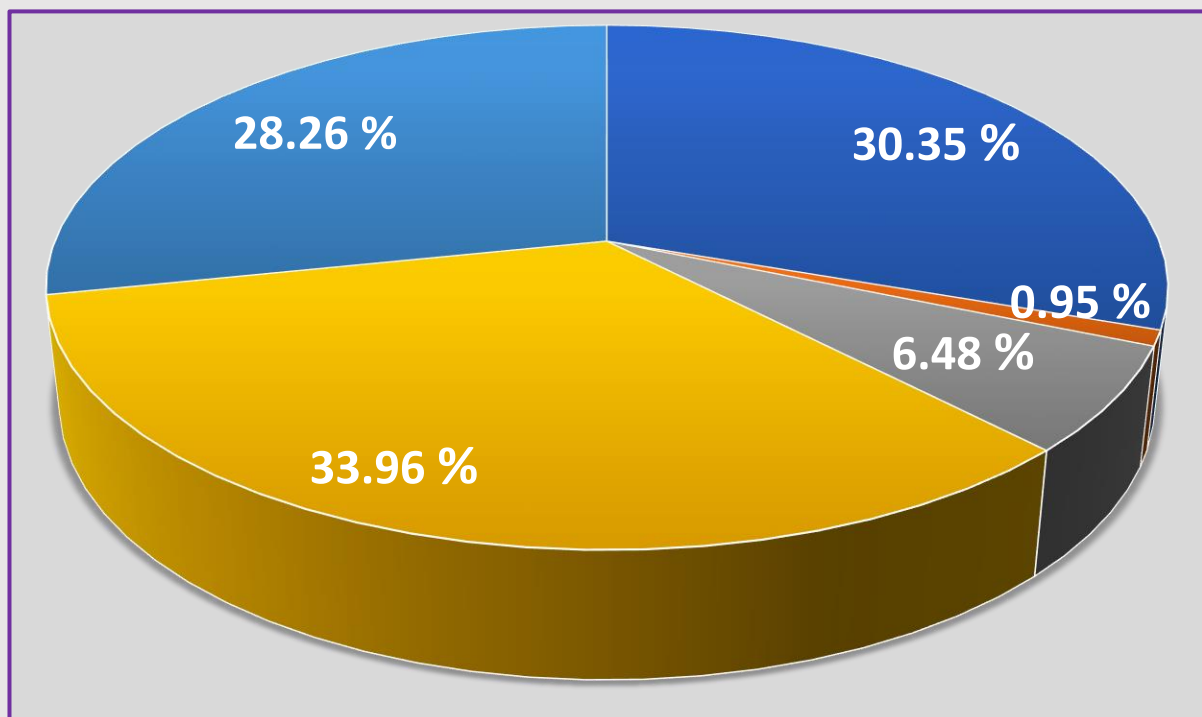


VMM Financial Dashboard:

FUNDING PATTERN (IN INDIAN RUPEE)



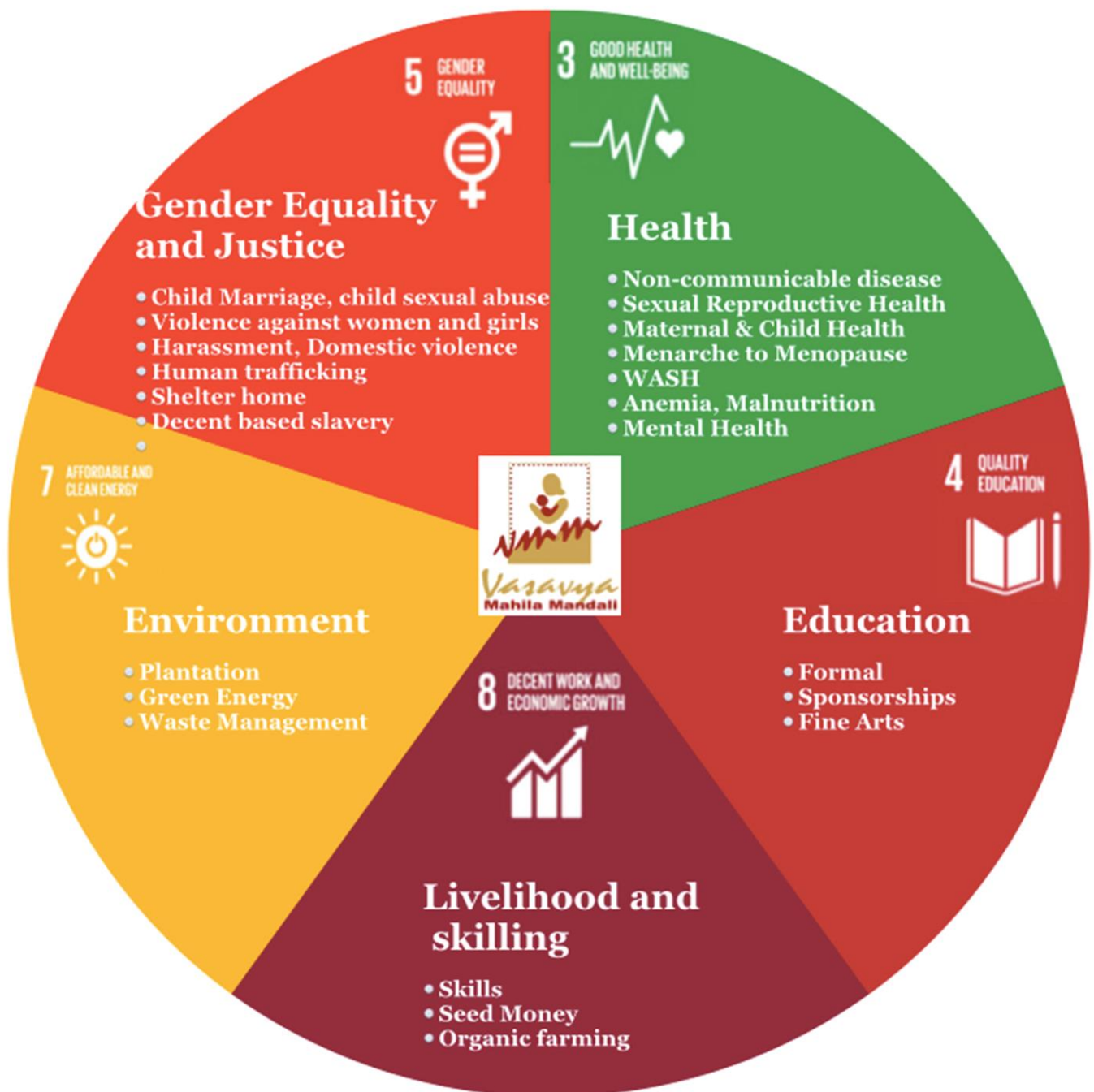
FINANCE - COMPONENTS



■ HEALTH ■ ENVIRONMENT ■ EDUCATION ■ LIVELIHOODS ■ GENDER

#	Name of the Project	Health	Environment	Education	Livelihoods	Gender Equality & Justice	Total
CSR FUNDS:							
1	Apollo Tyres Foundation	2634430					2634430
2	HCL Foundation				4407181		4407181
3	SBI Foundation					3211750	3211750
4	Usha Salai Sholl				774754		774754
5	Kushal project – Vizag	3013500					3013500
6	Wipro Health Care Centre – Hindhupur	4535692					4535692
7	Aadhithya Birla Foundation - Mental Health	306595					306595
Sub Total		10490217	0	0	5181935	3211750	18883902
State Govt Funds							
1	Targeted Intervention for Migrants	2650000					2650000
2	Vasavya Children Home-UDRH			2865049			2865049
3	Shakthi Sadan-Ujjawala					500000	500000
4	Mobile ICTC-Krishna	904000					904000
5	Mobile ICTC- West Godavari	904000					904000
Sub Total		4458000	0	2865049	0	500000	7823049
Central Govt Funds							
1	Nabard		470000		11630746		12100746
2	Jal Jeevan						0
Sub Total		0	470000	0	11630746	0	12100746
FCRA							
1	Access to Justice-A2J					4053543	4053543
2	International Rehabilitation Council for Torture Victims (IRCT)					746996	746996
3	Benivity					209492	209492
Sub Total		0	0	0	0	5010031	5010031
Individual Donations /							
1	Old Age Home					3722868	3722868
2	Priyadarshini Working Women's Hostel					1545000	1545000
3	Vasavya Nruthya Vihar			174000			174000
4	Education Sponsorship programme			166550			
5	Swetcha Gora Eye Bank	75000					75000
Sub Total		75000	0	340550	0	5267868	5516868
GRAND Total		1,50,23,217.00	4,70,000.00	32,05,599.00	1,68,12,681.00	1,39,89,649.00	4,93,34,596.00

VASAVYA MAHILA MANDALI Contribution to SDG Reach



VMM-HEALTH



APOLLO TYRES HEALTHCARE CENTRE

Supported by: Apollo Tyres Foundation (ATF)

Budget: 2634430/-



TARGETED INTERVENTION FOR MIGRANT POPULATION

Supported by: Andhra Pradesh State AIDS Control society

Budget: 27,25,200/-



KUSHAL - MATERNAL HEALTH PROJECT, VISAKHAPATNAM

Supported by: Wipro Cares

Budget: 3013500/-



KUSHAL HEALTH CARE CLINIC

Supported by: Wipro Cares

Budget: 48,50,000/-



MOBILE INTEGRATED COUNSELLING AND TESTING CENTERS (MCTC)

Supported by: Andhra Pradesh State AIDS Control society

Budget: 18,08,000/-



MPOWER

Supported by: ADITYA BIRLA EDUCATION TRUST, Mumbai

Budget: 306595/-



SWETCHA GORA EYE BANK

Supported by: Community

Budget: Donations of Rs 30,000/



UJAAS PROJECT

Supported by: Aditya Birla Education Trust

Budget: 6,5,1000/-

APOLLO TYRES HEALTHCARE CENTRE

Supported by: Apollo Tyres Foundation (ATF)

REACH: Long-distance truck drivers and their helpers are primary target reach. Allied population working in other fields in the autonagar area were reached. Long distance drivers spend months at a stretch on the highways and thus are away from their family members for extended period of time. These truckers are more likely to engage in high-risk sexual behaviour than short-distance truckers.

ATF initiated preventing health care program for its key stakeholders. Its customer truck drivers who by virtue of their profession are vulnerable to various health hazards. The program will provide health care services such as prevention of HIV, Vision Care, Awareness on Tuberculosis and other non- communicable diseases such as Diabetes and High Blood Pressure. The program is aligned with sustainable development Goals (Goal-3 Good Health and Well- Being).

PROJECT AREA: In Vijayawada Industries plays the most dominant role in the economy of the city. In fact, the Vijayawada Industries contribute much impact on state of Andhra Pradesh. The industrial scenario of the city is dominated by the agro based industries.

Jawahar Auto Nagar Industrial Estate is lying in the eastern fringes of the city. Auto Nagar covering an area of 340 Acres, and provide shelter to many small and medium industrial units. The city has almost 2500 units of small-scale industries and nine large and medium manufacturing plants. More than 5000 people are involved in these industries.

KEY ACTIVITIES:

Apollo Tyres Health Care Center cater to the needs of

- Behavioural change communication
- Condom promotion
- STI/RTI management
- Enabling environment
- TB identification, treatment, follow up
- Vision care and support
- HIV identification, treatment and adherence
- General health promotion

One to one sessions: 8701 sessions for truckers and for 3297 allied population were conducted to create awareness on HIV prevention, Tuberculosis, Vision Care, Diabetes, Hypertension, Covid, Road Safety, Substance Abuse and Other Non-communicable disease.

one to group sessions: during lunch hours and evening time, when workers gathered in some places of their work spots, group counselling was organised. 5873 truckers and 1879 allied population were reached.

Community events: 1561 were reached on HIV, vision care, hypertension and diabetes, 2330 on TB awareness. Mass events were conducted on World Lung Day, AIDS Day and TB Day. 1561 truckers and 2330 allied community were reached.

Counselling: for 4341 truckers, 2138 allied population and 133 partners was provided.

Patient foot print

<i>Type of Clinic</i>	Category	New	Renew	Revisit (Old)
Static Clinic	Truckers	424	284	284
	Allied	381	970	690
Satellite Clinic	Truckers	103	11	8
	Allied	43	48	17
Integrated Health Camp	Truckers	792	73	15
	Allied	285	186	56
Sakushal Sarthi Camp	Truckers	349	2	1
	Allied	164	14	3
Mobile Medical Unit (MMU)	Truckers	0	0	0
	Allied	0	0	0
Total	Truckers	1668	370	308
	Allied	873	1218	766

Communicable disease screening:

- HIV testing was done for 1152 truckers, 21 partners and 577 allied population and among them 2 from truckers' group, none from partners and 4 from allied group were tested positive. All were linked to ART center for treatment.
- TB screening was done for 10 truckers and 70 allied people

Non communicable diseases screening:

- Diabetes screening: 1864 truckers, 52 partners and 1533 allied population were screened. 593 (31.8%) truckers, 23 (44.2%) partners and 524 (34.1%) allied people were diabetics or pre diabetics.
- Hypertension screening: 2049 truckers, 67 partners and 2012 allied group were screened. 990 (48.3%) truckers, 20 partners (29.8%) and 677 (33.6%) allied persons were hypertensive.

- Vision testing 1513 truckers, 40 partners and 1271 allied people were tested. Refractive errors were identified among 876 truckers (57.8%), 19 (47.5%) partners and 698 (54.9%) allied people. 13 among truckers and 19 among allied people were cataract affected.
- Dental screening was done for 24 truckers and 10 allied people

ACHIVEMENTS

Referral and follow up: Referred 1750 persons to FICTC for HIV testing and 6 HIV reactive were identified and linked to ART center.

Peer educator system: 44 peer educators were trained and they outreached nearly 35713 people. 423 were referred to clinic for treatment.

Partner counselling was done for 133 partners and follow up was provided

TB Free Transshipment Location Campaign-7& 8:

15 days TB awareness campaign from 15th September to 30th September 2023 was conducted and reached 7040 people and referred 21 people with symptoms and were sputum negative.

20 days TB awareness campaign from 1st March to 20th March 2024 reached 6610 people and referred 47 persons and found 3 TB Positives and all were linked to DOTS.

Nutrition support to TB affected Patients:

VMMATHCC Staff collected donations from different stakeholders to provide nutrition support to the five TB patients. 60 nutrition supplementation is provided every month.



AWARDS & RECOGNISATION

- Vasavya Mahila Mandali Apollo Tyres Healthcare Centre received appreciation certificate from Ministry of Health and Family Welfare Government of India for Nikshya Mitra under the Pradhanmanti TB Mukh Bharath Abhiyaan.
- VMATHCC received best service award for truckers and allied community on World AIDS Day 2023
- VMATHCC received best service award from DTCO on World TB Day (2^{4th} March 2024) for TB Awareness, finding new cases, Treatment and Nutrition Support.

“I am alive today with the help of staff of the ATHCC clinic by Vasavya Mahila Mandali. They supported my treatment and encouraged me to take my medicines regularly, they gave me Nutrition support when I was unable to earn. I was diagnosed with TB and now I am healthy with the treatment. Whenever I was depressed, the staff talked with me and encouraged me to continue my treatment.”

“I am very happy to work as a peer educator in autonagar area to identify STI/HIV, TB and other Diseases among drivers, cleaners and allied population. Before I joined as peer educator, I was not aware of the diseases and their impact, I saw many people suffering and dying with diseases before, Now I am taking them to clinic and seeing the improvement in their health gives me immense satisfaction. “



Targeted Intervention for Migrant population

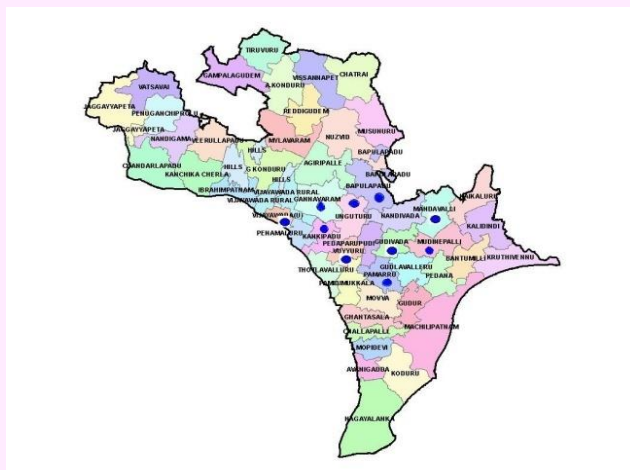
About the project: Vijayawada is a big trading city and new state capital of Andhra Pradesh with a floating population of two lakhs per day. Vijayawada is located in NTR District, with HIV high prevalence in AP. Vijayawada is a big railway junction in south central Railway region and second big bus terminal in AP and have a transport facility to all over AP. Many people come to the city for various business activities. Many people migrate to Vijayawada for their livelihood in construction industry, automobile business, food and catering industry and other trading enterprises. The migrants came from outside States of Andhra Pradesh. The majority of migrants come from Orissa, Jharkhand, Bihar, Assam, Chhattisgarh, West Bengal, Tamilnadu, Madhya Pradesh and Maharashtra States.

Supported by: Andhra Pradesh State AIDS Control society (APSACS).

Geographical Reach

VMM – TI project worked in 11 mandals in Krishna, NTR and Eluru Districts. In the districts the outreach workers covered 75 locations of 97 Congregation points. Congregation point is the area where the people gather for their daily work. On an average 200 to 1000 migrant people lived in each location. Each outreach worker covers four to seven locations.

Sr.No	Mandal	District
1	Vijayawada Rural	NTR
2	Vijayawada Urban	
3	Kankipadu	Krishna
4	Vuyyuru	
5	Pamarru	
6	Gudivada	
7	Gannavaram	
8	Unguturu	
9	Bapulapadu	Eluru
10	Mudinepalli	
11	Mandavalli	



Reach: During the reporting period VMM – TI project reached 70,197 migrant populations. New identifications for the year are 16,161.

State wise migrants:

#	State	Male	Female	Total
1	Assam	150	0	150
2	Bihar	5452	0	5452
3	Chattisgarh	909	0	909
4	Jarkhand	1133	5	1138
5	Madya Pradesh	522	0	522
6	Maharashtra	35	0	35
7	Orrissa	5795	12	5807
8	Rajasthan	8	0	8
9	Tamil Nadu	3	0	3
10	Uttar Pradesh	494	0	494
11	West Bengal	1470	0	1470
	Grand Total	15971	17	15988

Key activities:

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

In **one-to-one sessions** Outreach staff made counselling sessions with target community individually. In these sessions the community people closely interact with outreach staff and get clarifications about their doubts, problems, myths and misconceptions using flip charts, pamphlets and other communication materials.

In **one to group sessions** Outreach staff and Peer Leaders made counselling sessions to target community as a group. In these sessions the outreach staff utilizes the facility of community gatherings.

Health Camps: 240 health camps were conducted in their congregation points. In the camps 8,572 migrants attended and treatment was provided.

STI management: 180 persons had STI symptoms and were referred to Government health services. VMM provided treatment and medicine in the camps.

ICTC Tests: 5,035 HIV tests conducted: 3,922 were conducted through CBS testing, 1100 were tested through Mobile ICTC and 13 people tested in other ICTC s. there were no reactive case.

Street Plays: 35 Projector shows at our congregation points on risk behaviour, HIV, TB, STI deceases, condom promotion and other seasonal diseases was shown.

Advocacy meetings: 24 advocacy meetings with Site in charges, Contractors, Mill owners, Company managements were organized to deal with migrant population.

Congregation Events: Festivals were celebrated on Independence Day, Holi, Diwali, Ganesh Chaturdi etc. Migrants celebrated these events in their own tradition and customs and rapport was developed.

	April 2023 to March 2024			
Indicator	Annual Target		Achievement	
New Registration	15000		16161	
ICTC Testing	7500		5035	
Clinic Attendance	7500	8572	114%	
SM Condom promotion	486000		473188	97%
TI SM Condom promotion			85253	

Key achievements:

Comprehensive health care

Name of the Activity	No of Camps	Reach
Eye camps	5	170
Dental Camps	1	25
CPR Trainings	5	150
Blood Donation Camps	2	60
Thyroid Testing	2	85

Nutrition support to PLHIVs: VMM mobilized Donors for Nutrition support to the people suffering with HIV. Rs. 10,000/- worth of dry ration was donated to the needy people.



Awards and recognition

1. The APSACS Officials felicitated the staff for the best services to eradicate the HIV among the Migrant population on the World AIDS Day event.
2. District AIDS Prevention Control Unit appreciated the blood collection camps by migrants on International Blood Donor Day.
3. The SRR&CVR College felicitated the staff for giving awareness to the students on deferent activities.

I am an outreach worker of Targeted Intervention Project for Migrants of Vasavya Mahila Mandali. I reached to a fisheries industry in Gudivada region, Krishna District. I was involved in one to one and one to group sessions. I used flip charts, thread game and explained about the highrisk behaviour and the impact on the body. I demonstrated condom usage and asked the migrants to demonstrate the condom use on a model.

One migrant took me aside and shared his problem of burning while passing urine and was afraid of such symptoms. Pre-test counselling was done before HIV testing and test was non-reactive and the post-test counselling was done. He was relieved that his test was non-reactive. He was examined by doctor and medicines were given. He was cured of his health problem and became confident and started to advocate to his peer about STI and HIV.



Kushal - Maternal Health Project, Visakhapatnam

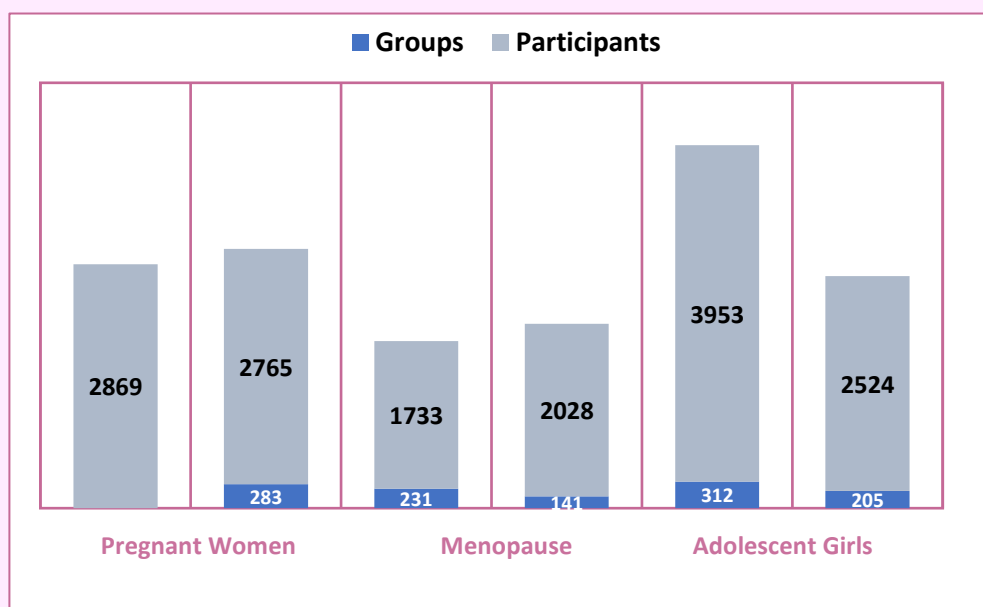
Supported by: Wipro Cares

REACH: To improve knowledge, attitudes and practices among 5000 women on maternal and child health and to create demand for better utilization of maternal and child health services at 72 government Urban Health Centre's by 5000 women

PROJECT AREA: Greater Visakha Municipal Corporation, Andhra Pradesh.

KEY ACTIVITIES: To ensure the wellbeing of women in the reproductive age groups in the Greater Municipal Corporation of Visakhapatnam in Andhra Pradesh in keeping with sustainable development goals (SDGs)

- 4139 Kushal Mitras from Community with 457 groups in communities from 72 urban health Centre areas were formed.
- 287 groups in communities with 2303 women from 72 urban health Centre areas were formed
- 231 groups with 1733 women were formed with menopausal women to educate them on menopause.
- 312 Adolescent groups with 3953 girls were formed. Oriented on use of sanitary pads, disposal and changes in physical appearance, diet, hygiene and physical exercises.
- 141 Nutrition Demonstrations for 2028 women gave insight into the role of importance of locally available food products.
- 205 Self Help Groups with 2524 women were educated on the maternal health.



ACHIEVEMENTS

- Kushal App was developed to reach pregnant women in 72 urban health centres. Information on week wise development during pregnancy, baby growth, diet plan, physical exercises was informed to 2869 pregnant women.

Mapping of Pregnant women and lactating mothers in coordination with frontline health workers:

Pregnant women identified from Apr 2023 to March 2024										
Pregnancy times	1st Trimester			2nd Trimester			3rd Trimester			Total
Age	<18	19 to 29	30 to 40	<18	19 to 29	30 to 40	<18	19 to 29	30 to 40	
1st time	129			794			499			1416
	4	117	8	15	699	80	8	438	47	
2nd time	91			510			315			916
	2	74	15	3	428	79	3	258	54	
3rd time	11			42			22			75
	0	7	4	0	30	12	0	12	10	
4th time	1			2			2			5
	0	1	0	0	2	0	0	2	0	
Total	234			1348			832			2412



Motivation brought Change.....

Akila's journey reflects a blend of psychosocial dynamics shaped by early pregnancy, marriage, and familial acceptance. At just 15 years old, she experienced pregnancy prior to marriage, a situation laden with social stigma and personal challenges. Despite this, the birth was facilitated safely with the assistance of an Asha worker, underscoring the importance of social support networks in navigating such delicate circumstances. Following the birth, Akila proceeded to marry her partner, Guna, a 19-year-old with a 10th-grade education working as a painter. Despite limited educational opportunities, Guna demonstrated support throughout Akila's pregnancy and delivery, emphasizing the significance of spousal support in mitigating the complexities of early parenthood. The acceptance of their relationship by both families suggests a degree of social cohesion and familial endorsement, contributing to a supportive environment for Akila and Guna as they embark on their journey of parenthood. This narrative illuminates the Kushal Projects achievement in motivational aspects which leads to multifaceted interplay between individual, familial, and societal factors in shaping the experiences of young parents like Akila and Guna, highlighting the importance of comprehensive support systems in fostering positive outcomes amidst challenging circumstances. Unavoidable circumstances of teenage pregnancy instigated the awareness on the negative impact of teenage pregnancies among adolescents in that area was taken up by Kushal program.



Success through linkages.....

Konda's story reflects a complex mix of psychosocial and economic challenges. Diagnosed with a heart condition at age eight, she now grapples with managing her health while pregnant with her second child at 19. Her early marriage and motherhood hint at limited educational and career opportunities, potentially impacting her sense of independence. Her situation highlights the need for a comprehensive approach addressing her psychosocial well-being and economic stability to ensure her overall quality of life. She underwent heart surgery when she was 8yrs old. Once she had a doubt that she's pregnant then she went for checkup and came to know about her second pregnancy in Urban Primary Health Center. Doctor advised her to get termination of pregnancy. But decided to continue the pregnancy. Kushal Community Coordinator with the help of Asha worker counselled the couple and medical termination on medical grounds was done.



KUSHAL HEALTH CARE CLINIC

Supported by: Wipro Cares

Project Period : 1st March 2023 to Feb 2024

Project Area: 30 villages- 24 in Andhra Pradesh (2 in Lepakshi & 22 villages in Hindupur) 6 villages in Karnataka (2 in kumulakunta and 4 in Melya)

Reach: Target is 5000 persons

KEY ACTIVITIES:

- **Clinic:** Outpatient services: 8779 patients availed clinic services. 57% (5006 of 8779) were new patients. 43% (3773 of 8779) review patients. 60% (5299 of 8779) were male, 40% (3510 of 8779) were female.
 - **Satellite clinics at villages:** In 24 villages 33 camps were conducted and reached 2616.
 - **Specialists' clinics:** Pulmonologist/General Medicines, Gynaecologist, ophthalmologist, dermatologist, ENT gave their services in 8 special camps and reached 783 people. 3 were with a Gynaecologist and 2 of them focused on cervical screening for early detection of cancer cervix.
- **Laboratory:** Blood grouping test done for 1033 (497 boys, 536 girls).
- **Health education and Nutrition:**
 - 48 pregnant women and 52 lactating mothers were provided with nutrition kits
 - 40 pregnant women provided with iron syrup and nutrition powder
 - 230 children provided with nutrition supplement - Spirulina chikkies
 - Health and nutrition education in 5 schools: 858 boys and 1863 girls, provided health education.
 - Spirulina supplement was provided to 230 (110 boys and 120 girls)
- **Yoga:** 923 boys and girls reached through yoga training for 6 days by professional Yoga trainers.
- **Identification of Kushal Mitra:** Identified 80 community volunteers and 35 were actively participating by sharing basic health information and mobilized the communities for the static and satellite camps.
- Developed Patient tracking application link
- Conducted 43 coordination meetings with village stakeholders to mobilise people in the villages to access WIPRO Health care center.

- **Swaasa** application for lung examination through a mobile application was done for 150 persons with cough. Among them, 39 people's lung health is abnormal. They were provided with counselling and educated and linked to RNTCP at Hindupur. Among them, 5 people were put on TB treatment.
- **Hoarding & Sign boards:** Wall writings in 27 villages in 35 places were written, stickers were printed and pasted on community gathering areas, with the permission of auto drivers pasted in their autos. In villages of Karnataka, wall writings are written in Kannada.
- **Cancer awareness and screening:** Breast Cancer Awareness was conducted in October. Kushal Health Care Clinic during the month of October 2023 has conducted 9 awareness meetings.
- Awareness and screening for cervix cancer for women: Awareness on cervical cancer was done and 2186 participated. The importance of screening was shared with the IEC materials. 60 women reached the clinic. After diagnosis by the medical doctor, 29 women were referred for pap smear screening. Among the 60 women screened, 15 women had vaginal bleeding, 35 women expressed severe lower abdominal pain, 39 women expressed heavy bleeding during periods and irregularities in periods.
- Village Health and Sanitation Committee meetings at panchayat level: 12 village level meetings were held, shared about the clinic services, discussed the importance of village level sanitation during the meetings. At Chowluru, we discussed overflow in drainages, and similarly the cleaning of roads. Proper utilization of dustbins. They suggested conducting awareness in the community for hygiene and sanitation in communities through joint intervention.
- **Community Awareness meetings:** 50 meetings were conducted. 2354 participated in the meetings. VMM focused more on sanitation and breast cancer. Along with the importance of quality food intake and avoiding the use of tobacco. Educated on non-communicable diseases, as the majority of patients reaching the clinic had High BP and Diabetes.



ACHIVEMENTS:

Tailoring training: Tailoring training to 25 women (single, widows, victims of violence and Kushal Mitra members) with the support of USHA International and sewing machines were given. Among the beneficiaries there were Kushal Mitra members (Single women) they are supporting their families with the earnings through tailoring.



Community engagement in the project is useful in mobilizing people to access services from Kushal Health Care Clinic. VMM had identified 35 Kushal Mitra members from 30 adopted villages of Wipro factories. They were provided with information on the importance of health and access to health services at the government and at the Kushal Health Care Clinic. The objective of the Kushal Mitra is community engagement in all health-related activities to be facilitators in educating the communities about better access to services. A series of training, both formal and informal meetings, had motivated them. Five Kushal Mitra members donated blood during a voluntary blood donation camp. One of the Kushal Mitra had been motivating young people from northeastern states who come for work in industry and referring them to clinics to access services. He accompanied them to the Kushal Health Care Clinic for OPD services. The outcome of the initial training impacted on reaching the northeastern people to access services.

"Bearing pregnancy at the age of 13 years is my misfortune," said Anuradha (name changed). Anuradha is the eldest child of a couple from Ramachandrapuram village, Hindupuram mandal, Satya Sai district, Andhra Pradesh, India. Born in 2010, Anuradha married her maternal uncle in 2022 at the age of 12 years and completed 7th standard from Government school. The school headmaster stopped Anuradha's marriage with the help of Child-line, when her parents planned to celebrate her marriage. During summer vacations the school Head Master got transferred to another school, as there were no one to oppose the marriage, they celebrated marriage with her maternal uncle who was 21 years old. Her parents are daily wage workers, living in a small house. After a few months Anuradha became pregnant. When she was 5th month pregnant, her husband met with an accident and died. So, her life became miserable. Now she is 8th month pregnant. VMM is providing protein powder, iron syrup and fruits. Her health is in good condition, she gave birth to boy baby; both mother and child are healthy. She is being encouraged to continue her education. Her mother is taking care of the infant.

Chinna Dasappa, a 45-year-old resident of Appalakunta village, 6 kms from Kushal Health Care Clinic at Thumakunta checkpoint. He works as an agricultural coolie and is living with a small family. He lost his left hand when he fell from a tree long back. On 13th August 2023 he approached Kushal clinic with an injury to his right foot and he lost his earning. Medical treatment became a burden. So, he neglected the wound. He came to know about the clinic run by Vasavya Mahila Mandali with the support of Wipro Cares. He, with the support of the kushalmitra member, visited the clinic with infected wound. Doctor debrided dead tissue and dressing was done regularly for 10 days. He was completely healed and started to work again. He was very satisfied with the services provided. He shared that he saved nearly. Rs. 8000 to 10000.



MOBILE INTEGRATED COUNSELLING AND TESTING CANTERS (MICTC)

Supported by: Andhra Pradesh State AIDS Control Society (APSACS).

Total budget: INR 18,08,000/- (Krishna and West Godavari Districts). It was Eight months budget only. The project was closed by the end of November 2023.

Target area: Krishna (present NTR and Krishna districts) and West Godavari Districts

Reach: 2000 tests per month, yearly target is 24000 tests. HIV Testing of High risk and General Population, Pregnant women, female sex workers, MSMs, Truckers, Migrant people, Injection drug users and people who do not have access to testing services

Key activities:

Linkage with local key leaders and government officials: Village elders and key persons in the local community were contacted and testing place and time were planned.

Conducting awareness: Mee Nestham conducted awareness Programmes on STI, HIV/ AIDS, T.B and general Health issues through Film shows, Flip charts, and conducted Condom demonstration and interactions.

People friendly services: The mobile testing facilities were being provided at the convenience of people and place which created an enabling environment for them.

Reaching MSM, IDU, Truckers, Migrants and FSW: Linkage with local NGOs having targeted intervention gave good response for the targeted population to access the services.

Pre and post-test counselling: Counsellor plans pre and post-test counselling with the client and confidentiality was maintained.

HIV Testing: Lab technician collects the sample and perform the test. Result was explained with post-test counselling.

Linkage with ART centre in collaboration with local NGO: If test is reactive the person is counselled on the importance of ART and linked to local NGO

Tests done:

West Godavari	General Male	General Female	TGs	Pregnant women	Total
Total Testing	2542	4690	46	135	7413
Tested positive	22 (0.86%)	32(0.63%)	0	0	54 (0.73%)
Krishna	General Male	General Female	TGs	Pregnant women	Total
Total Testing	4517	3680	32	24	8253
Tested positive	20 (0.44%)	23 (0.62%)	4 (12.5%)	0	47 (0.56%)

Krishna district HRG data:

Children	POSITIVE	FSW	POSITIVE	MSM	POSITIVE	Truckers	POSITIVE	Migrants	POSITIVE	TB referred	POSITIVE	ANC	POSITIVE	General	POSITIVE
1	1	2641	4	955	6	709	1	1518	0	783	0	24	0	1694	35

West Godavari HRG Data:

Children	POSITIVE	FSW	POSITIVE	MSM	POSITIVE	Truckers	POSITIVE	Migrants	POSITIVE	TB referred	POSITIVE	ANC	POSITIVE	General	POSITIVE
22	0	2248	0	337	0	529	3	1243	0	735	0	135	0	2134	51

Key achievements:

- 100% positives were linked to ART center for treatment. 101 people were linked.
- MICTCs reached the most unreached areas and linked to local NGOs
- MICTCs conducted HIV testing in all prisons in both the districts and identified 10 positive cases; all the identified cases are linked to ART Centers with the support of SAATHII NGO.



Mpower

Supported by: ADITYA BIRLA EDUCATION TRUST, Mumbai

Project Area: Krishna, NTR, Visakhapatnam, Anakapalli and Sri Satya Sai Districts of Andhra Pradesh

Period: November 2023 to February 2024

Reach: 15000 Members were to be reached and 18191 (Male- 8127, Female -10064) were reached in 295 sessions.

KEY ACTIVITIES: “MPower” aims to alleviate stigma related to mental illness and advocate prevention and provide services to people afflicted with mental health problems/illness. This initiative aims to create awareness, advocate prevention, foster education and provide holistic services. MPower provides various clinical and non-clinical services relating to mental health, to their client’s, customers, organizations and community.

Awareness workshops: Mental health awareness workshops in the community to the both men and women were organised. Outreach workers reached students in schools / colleges both boys and girls. Sessions were focused on the students who face stress during the examinations and focus on exams in a stress-free manner.

SHG women and frontline health workers actively participated in the workshop conducted by the outreach worker of the VMM to cope up the stress they face in daily life. During the session the outreach worker used IEC material provided by the Aditya Birla education trust. The IEC material helped Outreach workers to engage participants with the topic.

During the session registration, pretest and post -test were conducted. Each session was conducted for 45 to 60 minutes. The heads of the organization- Principal from the college / headmaster from the school and community SHG head gave the feedback for the session and signed the acknowledgement letter with their stamp.

IEC material: A hand bag having flip book, Cap, stress ball, water bottle and diary, hand posters, Banner, Acknowledgement letter, session feedback form Attendance form and pretest and post-test forms are given to the outreach workers to conduct awareness workshop.

ToT training to staff: Aditya Birla education trust Andhra Pradesh state coordinator Mr. Sudhakar and a psychologist Ms. Mounika facilitated training to 32 VMM staff on 18th November 2023 at Vasavya Mahila Mandali, Vijayawada from 5 districts of Andhra Pradesh. After that training the outreach worker attended mock sessions in a hybrid mode with psychologist from Aditya Birla Education trust MPOWER program.



Gajuwat



SWETCHA GORA EYE BANK

Budget: Donations of Rs 30,000/- from community

Reach: Community in general and focus on students from schools and colleges.

Project areas: NTR and Krishna Districts

Key activities:

Eye donation fortnight activities: Vijayawada Urban area Colleges and schools were involved in Essay Writing, Painting, Slogan, Singing and Quiz competitions. A visit to Swetcha Gora Eye Bank for students and public for creating knowledge on Eye and Eye Donation on 3rd September was organised. Door to Door Campaign of Eye Donation Awareness and distribution of pamphlets and eye donation pledging programming in hospitals, schools, colleges and market centers were done all through this fortnight days and also monthly twice throughout the year. During valedictory Function of the Eye Donation Fortnight prizes were distributed to the winners of various competitions.

Achievements:

- Cornea grafting screening camp was conducted on 5th of September 2023. Dr K Vijaya Sekhar examined the patients and selected two persons for keratoplasty
- Awareness about eye donation through social media was available on You Tube channel.



UJAAS PROJECT

Supported by: Aditya Birla Education Trust

REACH: proposed 2000 members

Period: 9-01-2024 to 8-06-2024

Project Area: Krishna, NTR, Visakhapatnam, Anakapalli and Sri Satya Sai Districts of Andhra Pradesh and target to reach was

AIM: Ujaas to promote menstrual health hygiene and management by conducting menstrual health awareness sessions, by distribution of sanitary napkins and to conduct street plays to promote menstrual health awareness and shall conduct survey on services for the women and adolescent girls across Krishna, NTR, Visakhapatnam, Anakapalli and Sri Satya Sai Districts of Andhra Pradesh.

KEY ACTIVITIES:

- a) Awareness Sessions with Adolescent Girls, Women, and Community
- b) Capacity Building Trainers for ASHA Workers/ICDS Staff
- c) Data Collection

ToT Training: ABET Ujaas team conducted virtual Trainers of Training (ToT) on UJAAS to 21 members of VMM team on 19th January 2024.

Total Budget: INR 6, 51,000

Received Grant: INR 159,495

Limitation: Due to political situation in pre-election time, unable to conduct the sessions at community level and planned after 13th May 2024.

VMM – EDUCATION



Urban Residential Hostel for Girls

Supported by: Sarva Shiksha Abhiyan
Andhra Pradesh.

Budget: 28, 65,000



Vasavya Nrutya Vihar

Self-sustained

Budget: Rs. 1,92,000



Empowering Education – Supporting Underprivileged Girl children

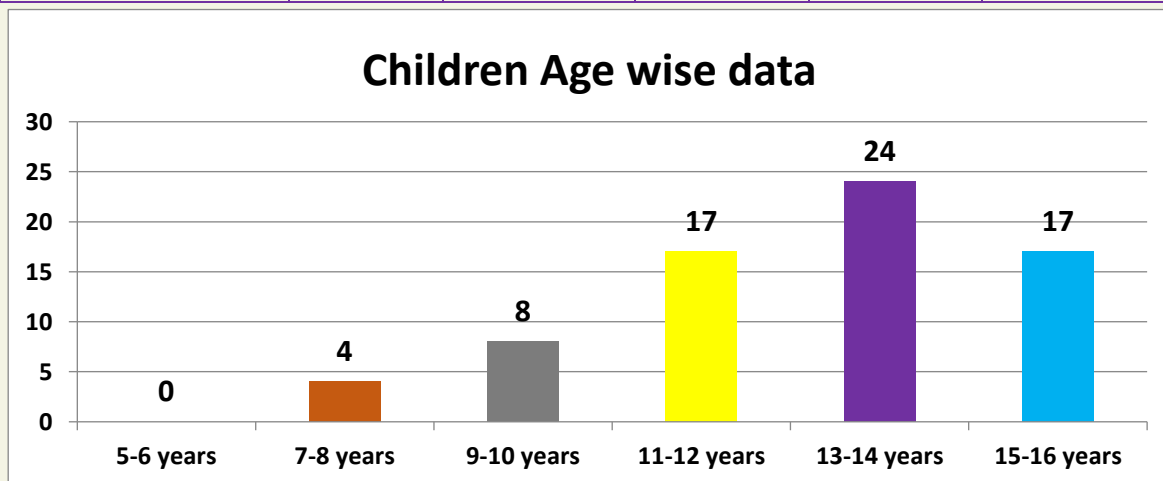
Supported by: Philanthropists
Budget: 1,66,550

URBAN RESIDENTIAL HOSTEL FOR GIRLS (URH)

Project Area: The vulnerable children were from Krishna District, NTR District and Guntur District. More number of children were from urban Vijayawada.

Reach:

<i>Class</i>	<i>Orphan</i>	<i>Semi Orphan</i>	<i>Home Less</i>	<i>Rag Pickers</i>	<i>Total</i>
1st Class					0
2nd Class			1		1
3rd Class		1	2		3
4th Class			2		2
5th Class	1	2	2	1	6
6th Class			5	3	8
7th Class	2	6	3		11
8th Class	1	8	5	1	15
9th class	2	4	2	1	9
10th Class	2	9	3	1	15
TOTAL	8	30	25	7	70



Activities:

Safety :

Most of the children were admitted after 10 years as the safety at home is at risk Education. 55 out of 70 were above 10 years. Parents/guardians also expressed their inability to provide security at home. Home provided round the clock security and staff were trained to identify the risk behavior and counseling was provided.

Life skills education: Life skills education provided depending on their age and volunteers contribute their time in narrating stories and incidents happening in the community to enlighten them on setting goals. A continuous life skills education made them more tenacious.

Education:

Classes	A1	A2	B1	B2	C1	C2	D1	D2	Total
1 st									0
2 nd				1					1
3 rd	1	1		1					3
4 th	1	1							2
5 th		2			1	1	1	1	6
6 th		1		3	1		3		8
7 th		2	1	4	3	1			11
8 th	2		3		3	2	5		15
9 th	1	1		2	2		1	2	9
10 th	3	3	2	2	2	1	2		15
Total:	8	11	6	13	12	5	12	3	70

All the children were studying in local government schools and supplementary education is provided by four teachers in the evenings every day. The performance of the children was improving and as they came from difficult circumstances.

Health: Regular health checkup and hygiene were provided by a nurse and doctors of VMM. Their height and weight were monitored periodically. They were referred to government facility for investigations and also treatment. Apart from regular health checkup health camps by specialists were organized. Their day starts with physical exercises.

Health checkup camp: On 16th July 2023 Dr. P. Deeksha, Medical Director of VMM organized Health checkup camp at Hostel campus with the support of Rotary Club of Amaravathi. They conducted General checkups, Eye and Ear checkups and Skin problems and provided Medicine. Dr. Meroz, Dr. Abhinaya and other Doctors participated.

Nutrition: Balanced diet was provided to the children and the anemia at the time of admission was corrected. Special days like birthdays were celebrated with special treats and children enjoy those days.

Recreation

Diwali Celebrations: On 13th November 2023 Children celebrated Diwali Festival. On that day management distributed sweets and crackers and enjoyed with children. All the children enjoyed and it became memorable event of their lives.

Visit to Dr. BR Ambedkar Statue: On 11th February 2024 all the children and staff went to Dr.BR Ambedkar Statue and Gallery at Bunder Road, PWD Grounds, Vijayawada. Children seen the photo exhibition and learned about Dr.BR Ambedkar

International Girl Child Day: On 16th October 2023 children participated in International Girl Child Day organized by Vasavya Mahila Mandali, at P.B. Siddardha College Auditorium, Vijayawada.

Children's Day Celebrations: On 14th November 2023 children participated in Quiz event organized by Pinakinini Youth Welfare Association at Pandit Nehru Bus Stand, Vijayawada. Our Children got 1st Prize in the Event.

World AIDS Day: On 1st December 2023, On the eve of World AIDS day, Andhra Pradesh State AIDS Control Society (APSACS) organized Sate level event at Thummalapalli Kala Kshetram, Vijayawada. Our children performed cultural programmes and got mementos from organizers.

ACHIVEMENTS:

Community contributions:

On the eve of 73rd Foundation Day Canara Bank Employees Union donated Fridge and Washing Machines on 10th May 2023.

Volunteer Services

Students Organization, “Make a Difference” (MAD) volunteers teach regularly on every Saturday and Sunday in our Home from 5th class to 10th Class. Weekly six hours, they share their knowledge and teach them subjects like English and maths

Inner Wheel Club of Vijayawada:

Inner Wheel Club of Vijayawada installed wall solar fencing and solar lights.

“My father was Auto driver and I had witnessed domestic violence at home. My father was addicted to alcohol and used to beat my mother every day. When I was 4 years old, he left home. My mother used to work in a local shop. She had long hours of work. I used to stay alone and my mother was afraid for my safety. So, my mother decided to join me in a hostel. She took me to Child Welfare Committee and they referred me to Vasavya Mahila Mandali. I joined in 3rd class at VMC elementary School, Patamata lanka, Vijayawada. Now I am studying 4th class. I am very happy in the hostel as I am safe and no longer afraid of staying alone at home”.

I am safe here

“My parents died during my early childhood. I am from Nellore. My grandmother was the care taker for myself and my sister. She works as a maid. She was diagnosed with cancer and died when I was 9-year-old. My paternal aunt took us with her to Krishna district. Along with her two children we were studying in local government school. Then my uncle had kidney failure and my aunt donated one kidney. In that situation I dropped from school and helped my aunt in taking care of her and my uncle. It became very difficult due to financial problems and situation at home. Our future became bleak and our neighbor took us to Vasavya Mahila Mandali and we were provided clothes, food and education. Both of us joined in 5th class and I am happy to be in this home along with my sister. Now I am in 9th standard. I want to become an advocate”.

This is my new home



VASAVYA NRUTYA VIHAR

Vasavya Nrutya Vihar is classical Indian dance school that preserves ancient traditions serve as custodians of cultural legacies, nurturing talent and upholding artistic excellence. The school is teaching Kuchipudi and Bharatanatyam styles to children along with holistic education with theoretical and practical training. Students undergo rigorous training under the guidance of experienced Gurus Mr. Bhagavatula Venkata Rama Serma and Mrs. Bhagavatula Sri Valli, who impart not just technical expertise but also the cultural significance. Guru established “Sri Nrutya Art Academy” to promote Kuchipudi. Guru received prestigious Award “Swarna Siddendra Yogi Pradhan Puraskar” from Cultural Department, Government of Andhra Pradesh in the year 2004.

Reach: 40 new students and 60 old students learned Kuchipudi and Bharatanatyam classical dances.

Key Achievements:

- Students gave performances in their school functions, in temples at the time of festivals and other public events.
- Students gave dance performance at “Ragam, Tanam, Pallavi programme” at All India Radio station
- Students performed at Doordarsan “Saptagiri”channel
- 20 Children attended Dance Diploma course Examinations conducted by Government of AP and were certificated.
- Students performed a balleton life of GORA, founder of VMM and a Legendary personality on the eve of Golry of the Gray Event.
- Our students performed a stage show at Siddardha Auditorium, on the eve of World Women’s Day
- Women and social issues were portraited through dance form on many occasions.



Empowering Education: Supporting Underprivileged Girl Children

Aim: To empower underprivileged girl children through educational support, enabling them to overcome barriers, achieve academic success, and pursue their dreams.

Reach: The project targeted underprivileged girl children in the Vijayawada and Guntur regions of Andhra Pradesh, India.

- Sarada junior college in Vijayawada – A. Sudeepthi
- Kennedy School, Guntur – Ch. Yaraswini
- Sanghika Sankhema Gurukula Prabhutva Degree Kalasala for Women in Kanchikacharla – V. Mounica,
- Sanghika Sankhema Gurukula Prabhutva Degree Kalasala for Women in Kanchikacharla– D. Leela Nagasai Durga
- Prabhas Degree Collage in Vijayawada – P. Chinnari
- Stella Collage in Vijayawada – Sk. Asha.

Support:

Provide financial assistance for educational expenses, tuition fees, books, and essential supplies.

Counselling and guidance sessions to address personal, academic, and socio-economic challenges faced by the students.

Facilitate access to educational resources and support services to enhance the students' learning experience and academic performance.

Monitor the progress and well-being of the students through ongoing follow-up and support to ensure sustained academic success and personal growth.

Create a positive impact on the students' families and communities by promoting education as a pathway to empowerment and socio-economic advancements

Key Achievements:

Personal growth: Through counselling and support services, the students gained confidence and resilience to overcome personal challenges.

Academic success: Students showed improvement in their academic performance and demonstrated a commitment to achieving their dreams.

Impact on families: The support provided had a positive ripple effect on the students' families, inspiring hope and aspiration for a better future.

Yasaswini, is an orphan and victim of domestic violence as father killed mother in her presence. Her father was sentenced to life imprisonment. She lost her family totally and was left with her sister alone and her grandmother took care of two girls. Yasaswini was in 10th class and needed financial support to continue her education. Vasavya Mahila Mandali provided financial assistance, as well as emotional support and guidance to help her cope with the trauma of losing her mother and her father's imprisonment. She was showing excellence in her academics and continued her education without problems and planning for further education.

Support gave me hope to become IAS Officer



VMM- ENVIRONMENT



JAL JEEVAN MISSION
Supported by : Government of
Andhra Pradesh
Budget: 3,67,194/-



**TRIBAL DEVELOPMENT
PROJECT**
Supported by: NABARD
Budget : 1,21,00746 /-



**ENVIRONMENT SOCIAL
GOVERNANCE**
Supported by: HCL Foundation



JAL JEEVAN MISSION PROJECT

Geographical areas: Mylavaram, Ibrahimpatnam, G Koduru ,Vijayawada Rural, Tirivuru
A Konduru, Vissannapeta and Gampalagudem mandals of NTR
District

Reach: Establishment of 100 % Functioning House Hold Tap Connections in the sub divisions of Mylavaram and Tiruvuru. And reached 8 mandals of NTR District with 15000 population.

Government of India has restructured and subsumed the ongoing National Rural Drinking Water Program (NRDWP) in to Jal Jeevan Mision (JJM) to provide functional household Tap connection (FHTC) to every rural household i.e., “**Har Ghar Nal Se Jal**”.

Key activities

- In Village water supply (PWS) infrastructure for Tap water connection to every Household.
- Reliable drinking water source development/ augmentation of existing sources.
- Transfer of water (Multi Village scheme; where quantity and quality issues are there in the local water sources).
- Technological Intervention for treatment to make water potable (Where water quality is an issue, but quantity is sufficient).
- Retrofitting of completed and ongoing piped water supply schemes to provide FHTC and raise the service level.
- Gray water management

Opening of Village Water Supply Committee (VWSC) Bank Accounts:

47 Bank accounts opened and the details submitted to Department through online for the purpose of CAPEX (Capital Expenditure) and OPEX (Operating Expenditure).

Village level awareness Meetings: In the sub divisions of Mylavaram and Tiruvuru conducted 37 Village level awareness meetings with men, women and mixed groups about water security plan, to strengthen the VWSC, planning of VWSC activities, community participation in water security plan and collection of community contribution.

Field Test Kits: ISA staff organized 85 Field Test Kit (FTK) through the Engineering Assistant of Grama Sachivalayam staff at Schools, Anganwadi centre, overhead tank, Panchayat office, first house of village starting point and the house at the end point. Members of GP/ VWSC and local community were present to learn about water quality testing.

Field verification of Functional House Hold Tap Connection (FHTC): Based on the information received from District Water Management Department, staff conducted field verification visits to beneficiaries' houses. After verification of FHTCs, uploaded 240 reports and photos in portal.

Village Action Plans (VAP): Village Action Plan (VAP) for providing FHTCs to all households included cost estimates, implementation schedule, O&M arrangement, contribution from each household towards partial capital cost and O&M, type design of ESR/ sumps, washing and bathing complex with a toilet for poor landless families. The ISA team would be required to organize meeting for community, stake holders and VWSC in a public place to conduct participatory Rural Appraisal (PRA) exercise to finalize Village Action Plan, as prescribed in JJM guidelines. During the reporting period VMM staff completed 47 Village Action Plans (VAP) which were pending in previous year.

Collection of Community Contribution: Community contribution was the key factor of program maintenance. The amount of community contribution deposited in VWSC account and was used for the maintenance of Water pipe lines and Taps. Conducted 70 meetings in all seven mandals and created awareness on Community Contribution. Created awareness about community contribution in every meeting conducted at field level, House Hold visits and VWSC meetings, an amount of Rs. 8, 75,500/- collected and deposited in VWSC accounts.

Grama Sabhas: Grama sabha passed the resolutions regarding Village Action plans. sarpanch and other Election panel members, community health workers, Executive officer, Village elders and other key people involved in Grama Sabha meetings. The key points discussed were functional house hold tap Connections, resource mapping, waste water management, Water security plan, awareness activities, budget, community contribution and Operations and Maintenance preparedness (O&M). ISA staff facilitated to organize the meetings in remaining 30 Villages with 100% Tap connections were completed.

Visit of National Jal Jeevan Mission Team: From 13th to 18th August 2023 National Jal Jeevan Mission Team members visited our field area. They visited 100% Tap connections completed Villages. They verified all registers and records at field level. They visited FHTC beneficiaries' houses and observed Ground level realities.

Key achievements:

- Open 47 VWS Committee Bank accounts in 47 Villages
- Community Contribution of Rs. 8,75,500/ was deposited in VWSC accounts
- Organized 30 Gramasabhas and created awareness about Water security plan, Operations and Maintenance preparedness (O&M) and other things.

- Prepared Village Action Plans (VAP) in 47 Villages
- Conducted 240 Functional house hold Tap Connections (FHTC) field verification visits and submitted the reports
- Conducted 85 Field Test Kit (FTK) testing at field level with the support of Engineering Assistants of Grama Sachivalayam and created awareness on Water quality.



NABARD TRIBAL DEVELOPMENT FUND PROJECT (PHAGE-2)

Geographical area: A Konduru and Reddygudem mandals of NTR District

Reach: Development of Guava and Mango gardens in 500 acres for 500 Tribal families

Water Resources Development: As a part of programme VMM developed 20 Bore wells for 200 acres with the support of District Ground water Department. Educated farmers on the importance of ground water resource development

Soil Moisture Conservation Works (SMC): SMC works for all 500 acres was finalized by staff and Village Development Committee members. SMC works is meant for the plantation activity is carried on watershed basis. This approach is aimed at enhancing land productivity and to increase the soil moisture availability for a longer period.

Kitchen Gardens: VMM provided Kitchen Garden seeds to 100 Tribal families. Kitchen garden is the growing of fruits and vegetables at the backyard of house by using kitchen waste water.

Vermi Compost Unit: As a part of Women Development Activities, TDF project supported one Vermi compost Unit to women SHG group. In the process Mandal Maathota Development Committee discussed in the meetings and finalized one SHG group for this Unit. The Group members of “Haritha Mahila Sangham” were interested in establishment of this unit. They passed one resolution in their minutes book.

Achievements:

- Soil Moisture conservation works completed for 300 acres
- 100 Kitchen plots developed



ENVIRONMENT SOCIAL GOVERNANCE (ESG)

HCL Foundation in partnership with Sustain Labs, Paris, organized a 2-day workshop on “ESG & sustainability and its applicability to non-profits” on 29th and 30th January 2024 at HCL Tech campus, Bangalore, Karnataka.

From Vasavya mahila mandali Dr Bollineni Keerthi, President, VMM and Mr. Gurram Ramanujaiah, Programme Officer, Amma project attended the workshop.

The workshop focused on building foundation on sustainability & ESG, major sustainability trends, tools for data collection and impact assessment.

Way forward at organization level in continuation to the workshop is to plan developing ESG Policy at organization level and implement HCL Tech ESG Manual for suppliers to practice. This initiative added a new dimension to focus on environment preservation and governance.



VMM- GENDER EQUALITY AND JUSTICE



Priyadarsini Working Women's Hostel

Supported by: Self-sustained

Annual turnover: 11,41,500 /-



Sri Dandamudi Veera Raghavaiah and Sarojini Devi Senior Citizens' Home

Supported by SBIF – Garima (SBIF Supporting from
October 2023 to September 2025)

Budget: 32,11,750 /-



Vasavya Rehabilitation Centre for Torture Victims (VRCT)

Supported by: International Rehabilitation Counsel for
Torture survivors (IRCT), Denmark

Budget: 7,46,996/-



VMM AMMA PROJECT

Gender Equality and Justice

Supported by: HCL Foundation

Budget: 44,07,181 /-



SHAKTHI SADAN

Supported by: Ministry of Women and Child
Development, Government of India

Budget: 5,00,000/-



ACCESS TO JUSTICE

Supported by: Kailash Satyarthi Foundation

Budget: 40,53,543 /-

PRIYADARSHINI WORKING WOMEN'S HOSTEL

Vasavya Mahila Mandali started the Priyadarshini Working Women's Hostel during the year 1985 for providing safe and protected shelter to the working women and girl students in Vijayawada, Andhra Pradesh. Priyadarshini working women's hostel is self-sustained unit with 52 single or double or multiple sharing rooms to accommodate 125 women.

REACH: The total number of inmates in the year 2023-2024 were 139

- During the year, 35 women employees utilized the services
- 104 Students utilized the hostel services during their short/long term courses.

PROJECT AREA: Priyadarshini working women's hostel is situated in the main campus of VMM at Vijayawada. Located in central place for easy commuting.

KEY ACTIVITIES:

- The breakfast, lunch and dinner were provided to the hostel inmates and the lunch boxes were arranged to the inmates at early hours of the day for those going for work or colleges.
- Provide recreation, reading room and outdoor games facilities in the campus.
- Round the clock security is provided by professional security services personnel with CC cameras.



Sri Dandamudi Veera Raghavaiah and Sarojini Devi Senior Citizens' Home

Reach: 35 senior citizens

Project Area: Gosala village, Penamaluru Mandal, Krishna District, A.P

Key Activities:

- **Expansion of the home and repairs** to the existing home were done. A new west block on the first floor was constructed with good ventilation, geriatric friendly cots with washrooms and underground drainage to accommodate 40 aged persons.
 - On 31st March 2024 house warming ceremony of new block was celebrated by a 3 year child Miraan and shared his birthday with grannies. Gifted them with plates and glasses and food.
- **Medical and Nutritional Services:** Providing medical care by a medical officer every day and special health checkups on Eye Care, Mental Health, Physiotherapy and Dental camps were organized. One nurse coordinated daily health of grannies. Provided balanced diet for grannies.
- **Recreation:** Along with care and protection recreation is provided by celebrating all festivals to create togetherness. National festivals were observed. They were taken for a picnic at Ambedkar statue and religious places.
- **Legal services**
 - we followed up two grannies legal services: one for victim compensation and one for asset from her son.
 - One granny who was raped in 2018, did not get victim compensation hence VMM approached NHRC and Superintendent of Police Krishna and submitted application for legal compensation and they said that in 2019 itself her application was recommended. Follow up was done.
 - Two senior citizen inmates one blind and other granny did not have Aadhar card hence approached NHRC as their bio metric is not being accepted.
- **Staff trainings**
- Programme Coordinator and Nurse attended one day training at Visakhapatnam on 03-12-2023. The training was organized by Dementia India Alliance on the topic "Caring for Dementia among elderly people." The one-day training has provided knowledge on effective management strategies for elderly people suffering with dementia
- On 18th December 2023, Nurse attended a training provided by Billion Hearts Beating on awareness building about medication to elderly.

- Staff underwent training on Dementia care among elderly. Nurse attended one training on Geriatric Counselling at Visakhapatnam organized by Andhra University with the support of NISD and Heritage Foundation and attended the medication adherence to elderly with a focus on NCDs.

ACHIVEMENTS:

- **Glory of the Grey:** A special event for grannies with a focus on WALK ON RAMP by them. The show is unique, as the ramp walk was done by elderly. The professional fashion designers from the VMM training center designed the dresses for the grannies based on the theme **We4Handlooms**. The NTR and Krishna district handlooms were designed as per the wish of the grannies by Fashion designing institute trainees of Vasavya. The products were kalamkari vegetable dye fabric, ikkat fabric, mangalagiri fabric and Polavaram handloom sarees. The show was appreciated by about 400 men, women and children and the LED screen had highlighted lot of happiness and the delicious high tea was served. The show was highlighted in the media. Two young doctors anchored the programme and made it lively. Short videos taken on the importance of the fabric by VMM staff gave information on the process of dyeing and printing.
- **Art Therapy Training:** On 30th March 2024; Dr.Sravani facilitated Mandala ART therapy with 15 grannies. This initiative is to improve concentration and engaging the grannies by bringing out their creativity. One granny has expressed that 'I liked coloring of the art piece and wanted to do it daily'.

Ratnam, 4th standard educated, a dignified woman of 68, originally from Vijayawada, is a cherished member of the Old Age Home community for the past 12 years. Her life's journey is marked by resilience in the face of significant challenges. Ratnam's life took a difficult turn when her husband, a lorry driver, passed away in 2009. The couple had no savings or property, having spent all resources on their daughter's marriage. Tragedy struck again with the untimely death of their son. For two years, Venkata Ratnam supported herself by working as a cook, but paralysis prevented her from continuing work. Initially taken in by one of her brothers, she found it challenging to adjust and eventually sought refuge in the Old Age Home. Ratnam maintains connections with her brothers, who serve as her contact persons. Ratnam copes with various health issues, including diabetes, high blood pressure, gastric problems (that restrict her diet to vegetarian), and occasional dizziness.

Despite the physical challenges, she finds solace in reading the Bible, watching TV, and contributing to household chores that are not overly physically demanding. She enjoyed 'Mandala Art' training to grannies by filling the ART work with colors.

Venkata Ratnam enjoys a sense of peace and contentment. Her story is one of resilience and adaptation to life's challenges. Despite facing health issues and personal losses, her engagement in religious activities, household chores, and the support from her brothers contribute to her well-being. Her contentment in the Old Age Home highlights the importance of creating an environment that fosters a sense of community and support for elderly residents.



Vasavya Rehabilitation Centre for Torture Victims (VRCT)

Reach: 55

Project Area: Vijayawada, Andhra Pradesh

Key Activities

Psychosocial Counselling Services: Provided trauma-informed counselling services to victims of torture and violence, prioritizing women and girls. Empowered victims to make informed decisions and regain control over their lives. Utilized tele-counselling services to reach a wider audience and provide support.

Continuous Counseling Sessions for 55 Trainees: To evaluate the impact of continuous counseling sessions on the confidence levels of 50 trainers associated with Vasavya Mahila Mandali (VMM) was done from 1st September 2023 to 31st March 2024. Individual counseling sessions were initiated for 43 women to address personal and professional challenges frequently. Each session lasted for 40 minutes. Counseling sessions assessed stress management, work-life balance, and strategies for personal and professional growth. Confidentiality was maintained and continuous support was provided. Feedback from trainees was encouraging on personal growth and improvements in confidence levels.

Skill Development Training: Trained in marketable skills and enhance employability like tailoring, computer literacy, and other vocational skills.

Inauguration of Computer Lab: The lab inauguration marked a significant milestone in expanding the employable skilling.

MS Office Course: This initiative aimed at equipping participants with essential computer skills for enhanced employability. In four batches trained 55 women.

ACHIVEMENTS

Final Exam and Placements:

Four batches 55 women completed the MS Office course and passed the final exam. Among them, 12 members secured job placements as system operators, receptionists, accountants, and data entry operators.



A 39 year old B.Com graduated woman married against parental wishes. They lived happily together for five years and were blessed with a son. In 2021 covid made their life miserable as her husband succumbed to Covid. She had to face financial and emotional challenges alone. With only her mother's support, she realized her son had emotional issues of depression and sought medical help. She encountered financial constraints and her son's psychological issues added to her burden. Very little support from families made her suffer more.

She came to VMM for support and was counseled and guided her to seek medical help for her son's psychological condition.

She was enrolled in a computer course at VMM, recognizing the importance of financial independence. Sunita successfully completed the MS Office computer course and obtained certificate. Her son was referred to AIIMS for treatment of ADHD, Learning Disorders, and Speech Disorders. VMM continued to support Sunita, assisting her in accessing medical facilities and therapy sessions at Vijayawada Government Hospital for her son.

Her son showed significant improvement with the combined efforts of VMM, AIIMS treatment, and therapy sessions. She secured employment at Krishna Co-operative Society. Both mother and son were able to rebuild their lives and find stability and happiness.

A brave and resilient 28-year-old woman came to VMM for counseling with family challenges. She is a single mother after separation from her husband. She had Teacher Training Course and navigating the complexities of single motherhood. Seeking solace and guidance by counselor at VMM, she started learning computers to enhance her employability. She mastered computer basics and gained confidence in her abilities.

Her journey took a positive turn when she got a job opportunity as a Social Worker in the Gannavaram Access to Justice Program, facilitated by Vasavya Mahila Mandali. With a monthly salary of 12000 rupees, she not only secured her own livelihood but also ensured a bright future for her son, who is attending play school. Through her dedication and determination, she now leads a life of dignity and empowerment. She was provided with practical skills but also instilled confidence to overcome obstacles and build a better future for herself and her son'.

VMM AMMA PROJECT

Social empowerment of women through counselling

- 1524 women and their families were reached through counseling services
- 581 cases - 548 male and 975 female, 1 transgender attended the sessions.
- **Direct counselling:**
 - New Cases: 276
 - Follow-Up Cases: 305
- **Tele counselling:**
 - New Cases: 96
 - Follow-Up Cases: 3343

Issues Addressed:

- **Domestic Violence:** this is the most common factor in the counseling cases.
- **Alcohol dependency of the spouse:** Alcohol abuse is the main issue in domestic violence and disputes.
- **Extra Marital Relations:** Delicate situations arising from extramarital relationships and their impact on individuals and families, especially on children is identified.
- **Love Issues:** Issues pertaining to emotional relationships leading to unstable social and economic and academic well-being.
- **Financial Issues:** disputes in the family always lead to financial challenges and their associated consequences. This again shows the impact on children rights.

Source of Cases:

Mahila Mitra: Collaborative efforts with volunteers in the community to assist individuals in distress.

Internet Police Station: Cases referred from online platforms, indicating the expanding reach of our services.

Old Beneficiaries: Demonstrating our ongoing commitment to providing support.
VMM Staff: Reflecting concerns within our own organization.

Skill Trainees: Cases emerging from our skill training initiatives, highlighting the multifaceted impact of our work.

Our counseling services have been pivotal in addressing these complex issues, providing emotional and practical assistance to those in need. We remain dedicated to our mission of empowering individuals and communities to lead healthier and happier lives.

Mahila Mitra:

Mahila Mitra, an initiative by Vasavya Mahila Mandali, actively empowers women and children through awareness meetings on crucial societal issues, addressing topics like family problems, childcare, drug addiction, and violence against women. They identify the problems as they are part of the community and were trusted as one among them. They deal the issues in collaboration with police station and local authorities to address these issues effectively within the system.

Achievements and Recognition: On International Women's Day, Mahila Mitra were honored by the Indian Acts Awareness Voluntary Organization and the Indian Radiology Association, Vijayawada, for their significant contributions to the community.



SHAKTHI SADAN

Target: Sexually exploited women and their children referred by Police and also women in difficult circumstances are self-reporting.

Reach: Shakthi Sadan gave shelter to 289 women and children.

A Comprehensive scheme for prevention of Trafficking and rescue, rehabilitation and integration of victims of trafficking for commercial sexual exploitation. Under UJJAWALA scheme there are 5 components.

- Prevention
- Rescue
- Rehabilitation
- Re-Integration
- Repatriation

Categories of victims: The ITP beneficiaries belonged to different Districts from Andhra Pradesh like East Godavari, West Godavari, Krishna, Guntur, Telangana, Nalgonda, Anakapalli, Vishakhapatnam, Rajahmundry, Palakollu, Rayavaram, Vijayawada Rural and Urban, Kothuradepalli.

Some ITP cases from metro cities like Bangalore, Jaipur, Delhi, Punjab, Odisha, Assam, Bihar, Bangladesh, Uttarakhand, Haryana, Rajasthan, Nagaland, Chattisgarh. A few cases from Thailand and Andaman Nicobar.

Key Activities:

- **Safety:** Home is having staff living with them and with 24 hours security personnel. VMM informs family within 24 hours after receiving the resident. Separate document for each beneficiary with process is maintained.
- **Counselling:** continuous counselling by staff and Peer counselling by old residents is providing solace to them. VMM doing Follow-up counselling to all the victims after relieving once in 3 months, through Phone call
- **Trainings:** Beneficiaries were provided with training in Paper Crafts, Thread Bangles, Embroidery, tailoring, paper covers making. Total 175 residents were provided training. 9 residents are still continuing. Basic literacy teaching is provided
- **Recreation:** Celebrating their Birthdays & festivals to create togetherness.

- **Medical aid:** All the residents were provided health services by Medical Doctor; medicines were provided based on the prescription of medical doctor. Awareness camp conducted on World AIDs Day and World TB day
- Maintaining confidentiality of their health status & treatment (HIV other illness) Providing nutrition food for Pregnant and HIV affected
- **Court proceedings:** At the time of Court appearance for minor victims/ residents, staff accompany to provide support.



ACCESS TO JUSTICE

Supported by: Kailash Satyarthi Foundation

Geographical Areas: 106 villages in 7 mandals in Krishna &NTR Districts

VASAVYA MAHILA MANDALI” launched the “ACCESS TO JUSTICE” Program with the support of Global Peace award holder Mr. Kailash Satyarthi through his Kailash Satyarthi Foundation”. The focus of the program is “Child Marriage Free India”.

Key Activities:

VMM Krishna and NTR Target Vs Achievement

Name of Indicator	Target	Achievement
Child Marriages	50	52
Child Sexual Abuse	120	153
Child labour / Trafficking	60	180
Pledges	150000	191080
Child Marriage FIRs	25	7
Child labour FIR	120	2

Key Achievements:

Name of Activity	Identification	Achievement
School Dropouts	63	21 Rejoined in School
Special Drives Conducted for Child labour	180	Back wages collected in child labor drive (Total 4,04120 Rs)
Identification of Vulnerable Families	621 (106 Villi ages)	14 Families Linked with government schemes



6 year old girl is living with a single mother and grandparents came home during lunch hour and she was alone. 55 years age man who is a neighbor physically abused her. Child cried, but neighbors thought that child was playing. After 10 minutes, neighbors looked for her and the man was in a compromising position. The neighbor alerted others and nearby youth came. The man ran away. Neighbor women immediately alerted DISHA police station when they saw bleeding from the private parts of the girl. The police informed the mother and took her to police station. Local youth chased the perpetrator and handed over to police. The child was sent for first aid and then medical examination to control her bleeding and from shock. She is studying second class in government school. Produced before the Magistrate on 10th October 2023 and in camera hearing was undertaken by IST AMM magistrate Vijayawada. The perpetrator was released on bail on 20th December 2023. DISHA police entrusted counselling and follow up to VMM.

The perpetrator had a bad history of violence on his first wife who died and was living with his second wife and children. As he continued to live in his house, the girl is very afraid of his presence. Continuous counseling is being provided to the girl and organized awareness meetings with police among the community and schools. Sensitization of teachers in the school was done.

Child Labor --- Pandu, at the age of 13 migrated from neighboring state Telangana after death of his father. With the hope of better life his mother came to Andhra Pradesh. Pandu became a child laborer as a sales assistant in a supermarket. Each day was a struggle, enduring long hours and receiving a meager sum of INR 200 for his efforts. Pandu was identified in November, 2023, in a child labor drive, comprising the Labour department, DISHA police ASI, Child helpline, and VMM. This was the beginning of his freedom.

The wheels of justice swiftly turned as an FIR (120/2023) was registered on December 2, 2023. The shop owner was promptly arrested, and a penalty of INR 3500, along with back wages, was imposed. The legal proceedings also included the recording of Pandu's statement under sections 161 and 164, ensuring a comprehensive record of the exploitation he endured.

Pandu's resilience shone through, as despite the challenging conditions, he stood brave and mentally active. During counseling his determination was observed and wanted to have a better future for himself. The authorities acted swiftly to ensure Pandu's immediate well-being. On the same day of his rescue, he was presented before the Child Welfare Committee (CWC), marking the beginning of his journey towards rehabilitation. The doors of education opened for Pandu as he was enrolled in Government School, Machilipatnam. The headmaster encouraged him and Pandu was admitted in 6th class.

Under the watchful eyes of Mahila Samrakshana Karyadrshi, Pandu's progress and attendance at school were closely monitored. Regular reports were submitted to VMM, ensuring ongoing support for his education and personal development. As Pandu embraced the opportunity for education, his story became a testament to the power of collective action against child labor. The swift intervention of the authorities, coupled with the support of VMM, paved a way for Pandu's path to freedom and a promising future.

VMM - LIVELIHOOD AND SKILLING



NABARD Tribal Development Fund Project (Phage-2)

Supported by :National Bank for
Agriculture and Rural
Development (NABARD).

Budget: 1,21,00,746 /-



AMMA PROJECT

#we4crafts

Supported by: HCL Foundation

Budget: 44,07,181



USHA SILAI SCHOOLS PROJECT

Supported by:
Usha International Limited

Budget: 8,75,754/-



Promoting Farmers Producers Mutually Aided Cooperative Societies

NABARD TRIBAL DEVELOPMENT FUND PROJECT

(PHAGE-2)

Geographical area: A Konduru and Reddygudem mandals of NTR District

Reach: Development of Guava and Mango gardens in 500 acres for 500 Tribal families

KEY ACTIVITIES:

Plantation: During the monsoon season from June 2023 to August 2023 VMM completed 200 acres plantation in A Konduru and Reddygudem Mandals. Core plantation Mango and Guava planted in 200 acres, whereas boarder plantation with Moringa and Custard Apple was done.

Water Resources Development: As a part of programme VMM developed 20 Bore wells for 200 acres with the support of District Ground water Department.

Convergence with ST Welfare Department: Due to Budget constraints VMM approached District ST welfare department for the support of Bore well electricity connections through District Collector NTR District. ST welfare Department responded positively and supported 12 Bore well connections in A Konduru and Reddygudem mandals. On 1st January 2024 They gave a check of Rs. 6,67,727/- to electricity department for supply of electricity to Bore wells through District Collector NTR District

Kalajatha Programmes: VMM created awareness on plantations through Kalajatha on plantation, seasonal diseases, social myths and misconceptions, bad impact of Liquor usage etc.

Livelihood support to land less beneficiaries: VMM provided livelihood support to land less beneficiaries for rearing of Sheep and Goat. VMM selected seven families with the support of Mandal Maathota Committee members. Under the Grant support we provided Rs. 35000/- and their contribution is Rs. 15000/- total unit cost is Rs. 50000/-. Beneficiaries purchase the Sheep/ Goat and maintain the Unit.

Intercrop Cultivation: During the monsoon season Farmers cultivated intercrops like Cotton, Mirchi, Ground nuts, Beans, Drumsticks, Tomato, Brinjal, Bottle guard, ladies' finger and leafy vegetables. Farmers got a profit of Rs. 20000/- per acre.

Value addition: VMM organized pickles making training to women. In the month of May 2023, we organized programme at our Field office. To overcome the dry season and available vegetables which are perishable were converted to pickles with long shelf life. Nearly 60 women were trained.

Nutrition demonstrations: In the month of November 2023 VMM organized 40 Nutrition demo to develop good food habits among tribals.

Health Camp: VMM organized Mega Health Camp in 27th August 2023 in Kummari Kuntla Village of A Konduru Mandal. On that day VMM mobilized other programme staff like Apollo Tyres Health Care Clinic and Vasavya Nursing Home Hospital staff. Nearly 300 members utilized the services of General Checkup, Eye testing, HIV testing, Diabetic, Blood pressure and Thyroid testing and provided free medicine to the patients.

Training and Capacity Building: VMM organized Six need based trainings, Two PIA staff trainings and one Mandal Maathota Committee training. In the trainings District Horticultural officers and agricultural officers attended and gave suggestions on plant care, protection, Water management, Manure management, Weeding, Seed selection, Intercrops and pest management.

Visits of APRO officers: APRO officers visited twice field and met farmers. They gave suggestions on maintain the books and records. Field visits they observed Solar Bore wells and developed Gardens.

Monitoring Visit: In the month of January 2024, APRO team members Miss Rekha, AGM, NABARD and Mr. V. Satyanarayana PC, NABCONS came for monitoring visit to observe the project activities in field area as well as financial aspects.

Farmers Exposure Visit:

In the month of February 10th and 11th Our new farmers 25 members along with project staff went to Exposure visit to Rayalaseema HariJana GiriJana Backward Minorities Seva Samajam (RHGBMS) Organization, Rayachoti, Kudappa District. In the Visit one day farmers participated in committee meetings and the second day they went to field and observed plantations, Intercrops and SMC works.



Key achievements:

- Plantation Guava and Mango completed in 200 acres for two hundred families
- ST welfare Department supported Electricity support to 12 Bore wells, they supported Rs. 6,67,727/- through convergence.
- Soil Moisture conservation works completed for 300 acres
- Livelihood support given to seven landless tribal families for development of Goat/ Sheep rearing units.
- 100 Kitchen plots developed
- Health Camp organized and provided services to 300 people.
- 40 Nutrition food preparation demonstrations organized and created awareness in nearly 800 people.
- Farmers cultivated intercrops and got return on their investment on an average Rs. 20000/- per acre.



AMMA PROJECT #we4crafts

Geographical area: Vijayawada and 3 villages in Gannavaram Mandal (Kesarapalli, Dawajigudem and Allapuram), 3 villages in Guduru Mandal (Kappaladoddi, Akulamannadu and Polavaram)

Key Activities:

Micro enterprise opportunities: During April to June 2023, Vasavya Mahila Mandali empowered 48 women entrepreneurs with seed funds of INR 9,52,500. The funds were allocated for livestock, vegetable vending, petty shops, mechanic materials, sewing machines, fruit vending, and cloth merchants. On June 30th, 2023, 48 micro-entrepreneurs received assistance at MPP School Dawajigudem.

Startups promotion: Vasavya Mahila Mandali helped 20 people start their own businesses by using Google forms and giving guidance sessions, with Centro Tech Limited's support. They worked with banks and universities to help with loans. Workshops at Andhra University and a loan event at Vasavya Jubilee hall taught rural women how to start projects and get financial assistance. Union Bank helped with Mudra loans. As a result, 19 members started loan processes, showing progress in supporting women in business.

Tailoring & Maggam and Hand embroidery: Vasavya Mahila Mandali successfully surpassed its target by training 259 women in tailoring, Maggam, and hand embroidery, against the set goal of 240. The comprehensive 3-month course offered in Allapuram, Davajigudem, and Kesarapalli villages of Gannavaram Mandal, Krishna District, covered various aspects such as designer blouse making, children garment construction, and intricate techniques in hand embroidery and Maggam work. Furthermore, training continued at VMM Campus and Davajigudem centers from July 2023 onwards. This initiative has played a significant role in enhancing women's skill development and providing them with income opportunities, thereby contributing positively to their empowerment and socio-economic advancement. On June 26, 2023, and 7th March 2024 Vasavya Mahila Mandali celebrated the valedictory of skilling program.

Skilling in Tally and GST: Vasavya Mahila Mandali efficiently repurposed computers from HCL Foundation to establish a Computer Lab, inaugurated on August 30th, with classes commencing in September. Dr. Vinod Kumar, the CEO of Skill Development, and Mr. Srinivasulu from HCL Foundation graced the inauguration. The lab facilitated Tally Prime training, exemplifying the importance of repurposing idle resources for skill development. Collaboration with TEPL's Regional Manager, Malleswar Gupta, for the 106-hour Tally Prime course further enhanced training initiatives, demonstrating VMM's commitment to empowering women through technology.

Skilling in Beautician course: Vasavya Mahila Mandali (VMM) successfully conducted two batches of beautician training programs, equipping women with essential skills in beauty and cosmetology, theoretical foundations laid at L'Oréal Academy. Practical sessions were conducted at VMM's training center and Matrix Studio, enhancing trainees' expertise. Hands-on practice with advanced techniques, including the Hydra-facial machine, was provided at Matrix & Cheryl's Education Studio. With a total of 29 trainees completing the program, exceeding the target of 20, VMM continues to empower women in the beauty industry.

Kalamkari clusters development and Training in Coloring, Branding, Packaging, dyeing: The Kalamkari clusters development initiative, led by Vasavya Mahila Mandali (VMM) and National Institute of Design (NID).

26 October 2023 NATIONAL BLOCK PRINTING DAY National Block Printing Day
Interaction with Kappaladoddi Artisans.

On February 14, 2024, the Punyavathi Kalamkari Production Center was inaugurated at Kappaladoddi by Dr. B. Keerthi President VMM and G. Rashmi Secretary of VMM, along with artisans and villagers, marking a significant milestone in preserving and promoting traditional art



in the community.

Financial and business management orientation to women: 609 were actively involved in financial literacy; Financial Frauds, Digital Literacy, Micro-Enterprise Development Schemes, Insurance Schemes.

Child Protection Policy Training: On October 12, 2023, the AMMA project team actively engaged in a Child Protection Policy training session hosted by HCL Foundation at HCL Technologies, Gannavaram. The training was skillfully conducted by Mr. Francis, who elaborated on the policy.

The International Women's Day event: On March 7th, 2024 at Vasavya Mahila Mandali featured session on 'Invest in Women: Accelerate Progress by Knowing Your Laws' Dr. Bollineni Keerthi, President of Vasavya Mahila Mandali emphasized the importance of skill training and counseling to empower women. Mrs. M Bhabita, Member Secretary District & Sessions Judge, Andhra Pradesh State Legal Services Andhra Pradesh Member Secretary, AP Legal Services Authority shared Probono services by APSLSA and legal protections for women, including the Section 125 Maintenance Act and Section 498A, and highlighted the need to combat child marriages. Dr. P. Deeksha, Medical Director, VMM, engaged with attendees on women & Skin and awarded gifts. Health talk on Gynecology and nutrition were conducted by Dr. Aswini Nelavelli, Capital Hospital.

Participated 'Femi9 Graphic Design Workshop' CHITRAKATHA'23: On 21st to 25th November, 2023 Vasavya Mahila Mandali actively participated in the 9th Edition of Chitakatha - 23 at the National Institute of Design, Andhra Pradesh, during the inaugural event.

Visitors:

- On 15th September 2023, the HCL Foundation communication team
- On 9th October 2023 Interacted with trainees at Tailoring, Maggam and Hand Embroidery, Beautician. The HCL Foundation team officially inaugurated the Vasavya FPO Mart, located at the Vasavya campus, Vijayawada, Andhra Pradesh. Additionally, they took a visit to Kappaladoodi village
- On October 28&30, 2023, Thomas Berger, AWD Group German team & Humanist Free Thinker Association from Havelland, Germany
-
- On 10th November 2023, Prof. Sekhar Mukherjee, Director of the National Institute of Design - Andhra Pradesh, along with Mr. Bhoomaiah Bandi, Arnab Senapati, and Ms. Karin Hauser
- On November 20, 2022, My E-haat team from HCL Foundation, comprising Ms. Payal Randhawa and Mr. Santhosh, visited the Kalamkari cluster in the Krishna district.

- On 21st November 2023 Sanjay Prakash, MD of SBI Foundation in Mumbai, along with Chhavi Mahavir from SBIF
- On 8th to 10th January, 2024, the M&E team, comprising Mr. Santhosh Samal, a Consultant in Monitoring and Evaluation and Vazida,
- On 16th February 2024, Consul General Jennifer A. Larson visited Vasavya Mahila Mandali (VMM) in Vijayawada



USHA SILAI SCHOOLS PROJECT

REACH: Target of 170.

PROJECT AREA: Geographical area is Guntur, Srikakulam, Vizainagaram, Visakhapatnam, Prakasam, Sri Satya Sai and East Godavari Districts in Andhra Pradesh.

Usha Silai Satellite Schools reached in Srikakulam-**25**, Vizainagaram-**25**, Visakhapatnam-**25**, Guntur-**15**, Prakasam-**25**, Sri Satya Sai-**25**, East Godavari-**30**.

KEY ACTIVITIES:

Usha Silai School is a community-based initiative with the aim of empowering village women to become entrepreneurs and teach sewing and stitching within the precincts of their homes. Provide training to the selected women for Nine days in Classical Silai Schools and two days Satellite Silai Schools by a very experienced and skillful trainer from Usha, helping them to improve and honed up their tailoring and stitching skills so that they develop confidence to train and teach other women from their villages. To provide sewing machine, a syllabus and a Silai School signature boards and were followed. Encourage them to start their own school and enroll the students for basic, refresher and advanced course and develop self-confidence by becoming financially independent.

- Training women in sewing machine mechanism through Usha Classical Silai Schools
- Provided sewing machine to **15** trainers in Vemuru Mandal, Guntur District
- SIDBI Usha Swavalamban Silai Schools **125** in Srikakulam, Vizainagaram, Visakhapatnam, Prakasam, Sri Satya Sai Districts with 9 days training.
- Usha Silai Satellite Schools **30** women from the various villages of the Rampachodavaram Village and Mandalam, East Godavari District were identified

Criteria for Identification of beneficiaries:

- Single women
- Covid widows
- Widows
- Physically handicapped
- HIV Infected and affected women
- TB infected and affected women
- Below poverty women

Process of selection: The coordinator met the Panchayat President, MPTC members, ANMs and Asha Workers, SHG leaders (VOs) Local NGO members in the villages and briefed about the Usha Silai School Programmed. They were asked to identify the women eligible for the training as per the criteria.

ACHIVEMENTS:

- At the end of the year 2023-24, the management of USHA Silai Schools focused on livelihood development of HIV infected families. They decided to give training to 25 women in Ananthapur District. Data processing completed in the month of March 2024 and training will be given in June 2024.
- We had given two days training on Machine repairs to 140 trainees.
- Some of women trainees formed as groups and getting orders as piece work and were earning money Rs. 10000 to 15000 per month.



Impacting the lives of vulnerable women through Tailoring Training

“I am Nagaratnam, 39 years, a young widow with two sons. I am a daily wage agriculture labour and used to get 3000 to 3500 INR per month with only 10 to 15 days of work available. It became very difficult to manage my family. I have debts and I don't know any means to get extra income. Then in Rampachodavaram village of East Godavari district of Andhra Pradesh, Vasavya Mahila Mandali is planning tailoring classes with Usha International. I immediately enrolled and was trained for nine days. I learned well and was provided with a sewing machine and a certificate. Now apart from agriculture work, I am earning through tailoring and added another 4000 INR to my income. I am able to take care of my children education and paying loans in self help groups also. I am very happy and confident now”



“I am Jayalakshmi, 31 years old, married to a physically challenged person and living with a old mother in law. I don't have children and as I am the sole bread earner of the family. I am a daily wage earner of agriculture and only 10 to 15 days of work is available. I used to earn 3000 to 3500 INR per month. I am struggling to meet the needs of our family. Then in Bejjipuram of Srikakulam district, Vasavya Mahila Mandali and Usha International started a tailoring center. I enrolled and learned. I am happy to share that now I added another 5000 to 8000 INR per month to my income. I get online counselling from Vasavya Mahila Mandali and am very stable and confident. I am able to pay the debts in self help groups also. I want to expand my earnings further”

Promoting Farmers Producers Mutually Aided Cooperative Societies

Objectives of the project:

The Objectives of the FPO shall be to achieve the Economic and Social development of its Members on the basis of Mutual help and cooperation in accordance with the organization Principles by providing marketing facilities to the agricultural products produced by the members and supply agricultural inputs in furtherance of its objective, either by itself or in collaboration with others the Co-Operative.

VMM promoted 3 FPOs – 2 with formers and one with women entrepreneurs and created a platform to market their own products and to develop leadership and decision making according to their needs.

Pragathi Mango and Vegetables Farmers Producers Mutually aided Cooperative Society

The Society is registered under section 4 of the AP MACS Act 1995, with a registration no: AMC/KRSN/ADH-NZD/2020/1 on 24th September 2020.

Membership of FPO:

VMM staff conducted meetings with farmers in A konduru mandal villages and created awareness about FPOs, 325 small and Marginal farmers joined in FPO

Activities: FPO members sold their own form produce products of Paddy, Cotton and Vegetables of Rs. 20,00,000 and earned profit of Rs. 5,40,000. Mango is a seasonal business and got less profit due to crop damage.

Sri Vidya Chilli and Vegetables Farmers Producers Mutually aided Cooperative Society

The Society is registered under section 4 of the AP MACS Act 1995, with a registration no: AMC/KRSN/ADH-NZD/2020/2 on 24th September 2020.

Membership of FPO: 372 Farmers from A konduru mandal villages joined FPO.

Activities: FPO members sold their own form produce products of Paddy, Cotton and Vegetables of Rs. 25,00,000 and earned profits Rs. 6,20,000. It was challenging to grow chilli crop due to damages incurred were more.

Vasavya Mahila SHG Farmers Producer Company Limited (Vasavya FPO)

Supported by NABARD for initiation and self-sustained. Fair Trade Forum India supported Vasavya FPO with an amount of 54,000 for the Audit Fee for 2022-2023 in June 2023.

Business total: 4,53,168

Activities:

- Products Uploaded on All E-Commerce Websites: **203**
- Total Orders: **341** (Online: **22**, Offline: **312**, Bulk: **7**)
- Social Media Posts: **193** (Instagram: **46**, Facebook: **52**, Twitter: **46**, LinkedIn: **49**)
- 4 new producers joined with paintings and gift articles, designer tops and blouses,
- Kalamkari work and Food products.
- **Exhibitions:** Ganavaram, Vijayawada, Vizag, Hyderabad, Vadodara, Noida.
- Meeting with Saptagiri Grameena Bank Manager volunteers from SPJIMR to discuss the bank details for MSME and Mudra Loan processes.
- Field Visit to Jaya Lakshmi Jute Bags Unit and Sri Latha Thread Jewelry Unit
- Hand Weave Decorative Items Program at ALEAP Office, Vijayawada:
- Credit Products To Jan Shikshsthan(Mahila Utsav Mart)
- K. Ramalingeswara Rao, Assistant General Manager, Union Bank of India, appreciated the quality and innovation showcased at the Vasavya FPO Center.
- Participation in "Glory of the Grey" Senior Girls Walk with Ikkat ties and Kalamkari Zari Shawls, Kalamkari Dupattas, and Kalamkari Stoles for the Ramp Walk.
- Visit by Jennifer A. Larson, Consul General of the United States of America in Hyderabad: She observed and admired the craftsmanship of various products including Kalamkari block printing, Batik Prints, and thread jewellery making.
- Membership in UBUNTU for Women Entrepreneurs Association and Women Entrepreneur Committees of Associations Bengaluru (February 2023).

Key Achievements:

- ▲ Registered as a Seller on Womennovator E-Commerce Website (7th June 2023).
- ▲ UDYAM Registration Certificate (MSME) for Vasavya FPO on July 2023.
- ▲ Vasavya FPO Joined as a member of the UBUNTU Consortium.
- ▲ Vasavya FPO Display Centre reopened by the HCL Foundation team (9th Oct 2023).
- ▲ Joined as a Vendor for HCL Tech in March 2024, acquiring 75 Jute laptop bags order.

