



VASAVYA MAHILA MANDALI

ANNUALREPORT

APRIL2016–MARCH2017

“Women in forefront”



From President's Desk

The year 2016-17 has some positive signs for different donors and corporate foundations, government and non-governmental agencies that are shifting towards new approaches and encouraging innovations. This is the time for NGOs to gear up for the challenge to work with corporates to support the community needs. In the newly formed state of Andhra Pradesh, the government departments and other major MNC companies have started / are in the process of starting its operations in capital development region of Andhra Pradesh.

During this year for VMM IBM Corps has worked for VMM, which is a good indication of VMM to link to corporate activities. Some more additional tasks have provided VMM to serve for the communities and for the newly formed state Andhra Pradesh.

VMM during this year has much focused on skill based training to youth as the new companies are forming near to Vijayawada.

During this year VMM redefined its vision and mission statement based on the present situation, worked with the support from IBM volunteer service corps.

VMM with Vijayawada City Police has launched Mahila Mitra for women safety social initiative, by keeping women at lead.

This 2016 – 17 annual report is titled as “Women in forefront”, to respect the women to be as guiding force for many others.

Yours humanly

Mrs. Chennupati Vidya

Founder President, Vasavya Mahila Mandali

Former Member of Parliament



Summary: Vasavya Mahila Mandali (VMM) is rendering services to people in rural, urban and tribal communities with different interventions with different funding agencies. In this financial year VMM turnover is around 1.7 crores of Indian rupees. With reduced funding from international and national donors and with effect from government policies many of the funding agencies are restricting themselves to the agenda of government. This year VMM has redesigned and reworded its vision and mission statement with the support from Kelli Bosman (IBM US) and Patrik Andersson (IBM Sweden) for about four weeks and extensive interviews with VMM management, advisory members, beneficiaries and supporters of VMM. The revised vision and mission statement for VMM is

Vision:

“Empowering women, children and families by increasing happiness, ensuring a sustainable society with human values”

Mission:

1. 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 participation.
2. To facilitate knowledge building of communities on issues of children, youth and women in difficult circumstances with gender inclusivity, life skills and morals in improving value of education through environmentally appropriate and culturally sensitive approaches.
3. To promote entrepreneurship and financial sustainability of families by educating them on their economic rights, building skills, employment opportunities and access to credit.
4. Prevention, protection and rehabilitation of women, youth and children from violence and torture for upholding human rights.
5. To provide technical support for civil society organizations, government functionaries, corporate volunteers and other stakeholders for transparency and accountability in empowering communities for value based societies.
6. To facilitate meaningful participation of women and youth in multi-level democratic decision making bodies and to advocate changes with evidence based research for progressive policies.
7. Increase visibility through technology and modern methods of communication for resource mobilization, partnerships and knowledge building.

VMM also reworked on the organogram to meet the current needs and strategies were developed based on the SWOT analysis of VMM. At the present most of the donors and funding agencies are looking or focusing more on sustainable development, VMM focuses on livelihoods with skill based training was to be concretely planned for interventions.

VMM projects continuing and new are

1. Apollo Tyres Health care center
 - a. Facilitated ICTC - New
2. Targeted intervention for Migrants
3. Mobile ICTCs - 2 districts

4. Designated Microscopic Center - Ranigarithota
5. MAA Thota
6. Youth 4 jobs
7. Urban Deprived Residential Hostel
8. Commercial Tailoring Training Center
9. Nutrition training program – NABARD / Women Shelter program
10. Community Based HIV testing programme – Pilot testing project
11. Working women's hostel
12. counseling
13. Residential care of women in difficult circumstances

VMM Social Focus areas

- Health
- Education
- Human Rights
- Economical

VASAVYA MAHILA MANDALI		
S.No:	Project title	Supported by
1	Mobile Integrated Counseling and Testing Center – 2 units	Andhra Pradesh State AIDS Control Society (APSACS)
2	Targeted Intervention for Migrants	APSACS
3	Apollo Tyres Health Care Center - ATHCC	Apollo Tyres Foundation (ATF)
4	Lab Technician – Strengthening RNTCP Diagnostic services under Program Management	District Tuberculosis Control Society, Krishna
5	Urban Deprived Residential hostel for girls	Sarva Shiksha Abhiyan – Rajiv Vidya Mission
6	Tribal Development Fund	NABARD
7	Commercial Tailoring training	Association of Lady Entrepreneur of India - ALEP
8	Digital Learning Center	Anudip Foundation
9	productive 500 skilled youth for young India	Global giving, USA

IBM Corporate service corps has designed the following VMM beneficiary journey

“VMM” is improving the livelihood of women, children and families by providing:



“VMM” Beneficiary Journey
“Empowering woman, children and families by increasing happiness, ensuring a sustainable society with human values”



➤ *homes*

urban deprived residential hostel for orphan girls



working women's hostel



old age home for deserted women



➤ *education & skill development*

skill development & job placement centers
 digital skills • industrial tailoring



medical assistant education residential campus



skill development and job placement for the disabled



agriculture & handicraft skill building for tribal communities



➤ *counseling, health awareness & medical help*

youth counselling for street children and children in other vulnerabilities



HIV screening, counselling, and awareness building



family and marriage counselling
 women issues counselling



HIV and other health issues screening & counselling in tribal communities



➤ *financial support for education & personal business*

educational financial support for students



young adult entrepreneurship



tribal community development fund



women entrepreneurship



➤ *awareness & promoting human rights*

girls & women's safety in public areas



workplace sexual harassment



women's rights



- Health:



Apollo Tyres Health Care Center (ATHCC): Providing services to truckers and allied population with comprehensive service delivery model supported by Apollo Tyres Foundation. The project has reached more than 15000 truckers and allied population in Jawahar autonagar, Vijayawada. This year the services has included diabetic testing and eye care in collaboration with Sky Health Foundation reached to 431, where eye screening, refraction are free of cost, spectacles are provided with minimal cost.

With the continuous lobbying done with Andhra Pradesh State AIDS Control Society (APSACS) has started Facilitated ICTC at ATHCC in PPP model reached to 382 with persons tested positive. This has increased the services delivery at the center.

The community outreach with different IEC activities like street plays, puppet shows, videos and pictures shows has been very attractive and the truckers outside of Andhra Pradesh were able to get information through these activities.

Observation days are very useful in dissemination of information among the truckers on specific disease along with STI/HIV.

Clinical services outside of health care center to truckers resting sites is addressing the health needs of truckers

Targeted Intervention for migrants: With support from APSACS, VMM is implementing targeted intervention for migrant's population outside of Andhra Pradesh. During this year project has reached to 14851 migrants from different states of India. The project aims at providing enabling environment, behavioural change communication for risk reduction of migrants with condom promotion and linking to referral services. As Vijayawada has become the capital region of AP infrastructure development, migrant workers from other states are reaching to Vijayawada for livelihood.

Designated Microscopic centers: supported by district TB society under RNTCP programme. Providing services to community people in slums in diagnosing, treatment and counseling services. During this year about seven MDR cases were diagnosed. The lab technician is providing door to door survey in slums to reach out to all the needy. During this year around 1250 were tested at the center among them 110 were diagnosed and put on treatment with regular follow up. The most interesting part is testing all the family members among TB positives. VMM has identified two families of such type where both wife and husband are TB positive. The online data generation and link with Aadhar care and message alerts to health care workers and patients for refilling and retesting of patients has improved the treatment adherence.



Mobile ICTC: with support from APSACS in Krishna and West Godavari districts unreached areas covered for HIV testings. During this year has reached 25499 and 69 were found positive and 69 link to ART. With the regimen for treatment of HIV positive pregnant women the percentage of vertical transmission has reduced. The mobile ICTC not only do testing they are provide information on HIV/AIDS, STIs identification, testing and treatment availability at government through video shows along with community outreach and group counseling by the counselor and the team. District Programme Manager and respective NGOs/CBOs working in HIV/AIDS will develop action for the month to reach the needy.

Pilot Rapid Community based HIV testing programme: In the month of December 2016, with the support from AIDS Health Care Foundation India Cares has done one month testing for 1500 people in Krishna district, identified 23 HIV positive and linked 22 to treatment. The project is launched by APSACS Project Director on World AIDS Day 1st December 2016 at VMM. He has expressed that project focus is the need of hour. As the testing facilities are at door steps which will improve the identification of new HIV positives, which accomplish the national targets of 90:90:90.

Nutrition Demonstrations: to improve the knowledge levels on low cost nutritious foods and recipes preparation and homes with support from NABARD and VMM other projects were done in communities. These demonstrations were done at community, along with

kitchen garden promotion was done. This year there was much focus was given on educating the community on importance of Spirulina to fight



against malnutrition among children. By the next year Spirulina production is planned at VMM as a social enterprise.



Eye Bank: Swetcha Gora eye bank supporting weeklong awareness programme was conducted to impart knowledge to people in eye donation. Quiz competition to children, drawing competition and songs on eye donation were conducted. Students has actively participated more than 300 students registered for voluntary eye donation.

- **Education**

Urban Deprived Residential Hostel for girls: with the support from SSA (Sarva Siksha Abhyan) Rajiv Vidya Mission shelter, clothing, food and other medical services are provided to 100 girls. Nearly 20% of the children staying are not having care takers, while around 70% of the girls have only one parent to take care mostly their mothers or grandparents, while the rest 10% has both parents but are unproductive. During the last year about 19 girls appeared from 10th class examinations, all the girls have successfully completed. When compared to previous years students' performance there is improvement in the pass percentage and also the scoring in subjects. As many of the girls lack parents stay during holidays at the hostel, children enjoy with all festivals celebrated.

Education Sponsorship: Through Global giving crowd funding focuses on youth education, especially for professional education. In south India, there is a lot of demand for professional, as AP is recently formed. The entire 27 project supported youth has able to pay their examination fees for appearing for exams. One of the students expressed that without paying my examination I wouldn't be able to attend my first-year examination, even though I have attended all the class whole of the year. He also added that the support has made me concentrate on studies; I have secured 94% in examinations. Even though the money which we are supporting from this is a part of the total fees they are pay, but it is making them get the remaining from other resources.

The benefited youth are very happy with the support which they got for paying their examination/tuition fees in time to continue their education. the support not only continued their education but also their parents were more relieved from a lot of worries.



Vasavya Mahila Mandali (VMM) has made me to continue education, said a young girl. She is 16 years an orphan girl residing at VMM last 6 years. She is living with HIV. Her brother was also living with HIV. They lost their both parents, her elder brother was staying with her paternal family members. With the support from VMM and Sarva Siksha Abyan is running Urban Deprived Residential Hostel (UDRH) for girls in Vijayawada, with the support from them Vasavya Mahila Mandali is providing services to 100 orphan girls in which she is one among them. She was able to concentrate on her studies and active in all the activities of VMM. She has completed her 10th class with 7 points and now she completed ITI (Industrial Training Institute) Computer operating and programming application. In her words, my life after my parents death was in dark and no hope of life, at one stage I felt that we will also die without care takers, at that time VMM has given me light in my life, which I want to continue to support my brother and support to those who are similar in my situations. Now she was able to complete her ITI – Computers with 89 % and with the advice of Vasavya Mahila Mandali joined in Digital Literacy Training Center at Vijayawada, she was in her final phase of training, it's a three month training which includes placement also. she said that my life was in the right track with the support from Vasavya Mahila Mandali for continuous support. I was joined in the hostel with no hope of life now with lot of confidence I am able to complete my ITI and computer course, once after completion of my course and placement in job I will support the children at UDRH in motivating them to continue their education for better future in life.

“Born in a Muslim family I never thought that I will become a nurse,” said a young girl with tons of happiness in her face. Normally in the traditional muslim families the girls are not much encouraged to do higher education after schooling that is 10th class. She is the only child for her parents. Mother was unproductive due to health related problems; father is an agricultural daily wage earner and unskilled. With seasonality of agriculture farming, the livelihood through that occupation is on and off. During seasons they get work and in off season they have to just to stay back at home and there is non-availability of livelihood. They were managing in a small thatched hut with mud walls. With the little earning majority of the money went for her mother's health, so there is no money available for the family to invest on young girl's higher education. The young girl has a strong desire of becoming a nurse to support her mother's health and also to their community. As majority of their neighbours are not aware of health services provided at the government, if they have any health problem they depend on traditional healer, who doesn't have knowledge about the diseases and treatment.

To overcome this problem, the girl has a strong desire from her childhood wanted to become a nurse. She has completed tenth standard from government school, then after her father has suggested her to stay at home to support her mother as he has not enough money to support her higher education. She has approached Vasavya Mahila Mandali and joined in the Multi-purpose Health workers Training (Female), she has completed the course and now she is working as a nurse and earning INR 5000/- (77 USD) per month and support her family. Now her father and mother are very happy as their daughter is taking care of their family and neighbours.

VMM has been supporting the disabled youth by providing employable skills training on digital and spoken English, communications from Youth 4 jobs. The batch is for three months, placement of the trained youth and follow up is the main success of the project. During this year 167 were trained among 50% were placed in jobs

Advanced Commercial Tailoring: VMM Started Advanced Commercial Tailoring Training to Women and young girls. With the support of Jamnalal Bajaj Foundation VMM purchased equipment (Sewing machines and other accessories). With the support of Association of Lady entrepreneurs of Andhra Pradesh (ALEAP) VMM initiated training from March 2016, during the year 200 women and girls, among them 50% were provided placement in garments manufacturing units in Vijayawada, 30% of them has started their own shops and earning around 5000 to 8000 per month.



Anudip Foundation: Computer literacy training and spoken English for unemployed youth provide placement services in shopping malls and other institutions. Earning around 5000 to 7000 per month



Tribal Development Livelihood programme: Maa Thota developing farming land in tribal areas of Krishna district, with 200 acres of land brought into cultivation, intercropping, guava, mango and teak

plantation was done. For the landless tribes alternative livelihood of goat and sheep rearing and livestock were provided. Basket making and petty shop loans were provided. Calculating the average earning of these tribes has increased from three digit numbers to four digit numbers. Savings in bank are indication for their economic growth.

Mahila Mitra April 2016, the Vijayawada City Police under the leadership of Sri. Gautam Sawang, Commissioner of Police initiated a program to create awareness on laws and legislations available for women by mobilising community women with the support of women organizations to face and overcome the challenges faced by them on a daily basis – and pledging police support.

- Series of meetings were conducted for women in all police divisions in Vijayawada City by involving NGOs with the active support of Vasavya Mahila Mandali (VMM) to take the movement forward. Identified Women volunteers in each police station level number in 5 to 10 and named them as ‘Mahila Mitra Members’ and appointed two women staff as ‘Mahila Mitra Co-ordinators’ in each Police Station to coordinate with members in responding to resolve the gross route level women’s problems.
- For ‘Mahila Mitra’ programs implementation in Vijayawada City Police Commissionerate which consists of 20 Law & Order Police Stations, formed a Committee under the supervision of the Commissioner of Police and Smt. Chennupati Vidya garu as ‘Chief Patron’
- The Mahila Mitra Members are taking initiative to identify and go to victims who are not having any moral support and assist to lodge a complaint, and or solving their problems with the support of local police.
- At the request and advice of Smt. Chennupati Vidya criminal cases are not booked against eve teasers who are caught in the act by police, rather counseling is given to them in the presence of their parents/ guardians.
- A reformatory approach rather than being punitive.
- The eve teasers generally are students and unskilled or semi-skilled labour.





Burripalem: Smart village development, Film star Mahesh Babu has adopted Burripalem village under smart village development, VMM as NGO partner to initiate intervention. Initial meeting with the villagers to know about the exact situation was done. The primary information was collected from village head and local leaders, Axis Bank is also partnered to improve digital banking for the villagers.



Home for aged women: VMM is supporting 30 aged women at Gosala with basic needs, food, shelter and clothing and medication, as the grannies are too old majority of them face health problems. The aged persons are highly traumatized in situations, they need continuous counseling, depression and loneliness are key issues, there were addressed through counseling and group discussions on topics related to them, which everyone can share their view, which builds confidence among the aged that their words are taken into consideration.



Regular health camps for health check by medical doctor, medicines are also provided, the grannies usually feel that they need a support of word and care taking during their last days of life. The uniqueness of our old age home is the home is for only grannies no grandfathers.

Simple reason majority of the grannies are thrown out their houses when they became old or they become unproductive. They need shelter, food during their last days of life. The youngest age of the grannies is 62 years and eldest is around 85 years

Blue Sky Week: In the month of November 2016 International HIV/AIDS Alliance, UK with VMM organized five days Blue sky week.

40 participants from 23 nations participated. Strategic road map for 2020 of all Alliance linking organization was developed along with inclusion of different new players to support the HIV prevention activities globally.



Priyadarsini working women's hostel provides safe and round the clock security and in house food and internet facilities for working women in Vijayawada. Closed circuit camera monitoring was provided. They were provided counseling, when they need. As Vijayawada became the hub for employment and after the state bifurcation many government and employees working private firms there is lot of demand for safe and secure residential facility for women. VMM is supporting their needs.

Counseling: VMM is the service provider for counseling services to police and judiciary. In all the cases where there is need for professional counseling, the police and judiciary department will refer women and girls to VMM. During this year 213 cases reached to VMM, among them 81%(173) cases are family disputes, 9% (19) cases are under Immoral Trafficking Prevention, 4 girls for child marriages and 7 cases related to property issues. Among the total cases reached VMM for counseling 51% (103) and 9% (19) are referred by Police and Judiciary, 24% (51) are self-referrals. In most of cases there will repeated counseling sessions. In 55 cases VMM has provided shelter facility.

Residential care of women in difficult circumstances: VMM provides residential care for women and girls in difficult situations. On an average about 50 women and girls are provided shelter facilities, in which 55 cases are from the counseling services. Counseling services, life

skills education to girls and education support to girls those who are interested are provided. Vocational training based on their interest is provided.

On the March 24th, 2017 World Tuberculosis day was observed by providing food items to more 200 families affected by Tuberculosis with the support from MEPMA.



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