



# Vasavya Mahila Mandali

ISO 9001:2015

**Golden Jubilee Souvenir**  
1969 to 2019



**JAI INSAAN**

"After 40 years of my work, the most rewarding change is to see women and girls empowered in society."

Quit? No, Chennupati Vidya can't imagine that. "There is no retirement for my enthusiasm and passion for the development of women and children," says the 75-year-old Indian who dedicated more than four decades of her life to the aid organization Vasavya Mahila Mandali.



More about  
Chennupati Vidya's  
organization





## **VASAVYA MAHILA MANDALI**



### **FOUNDERS**

*Saraswathi Gora & Gora*



### **ARCHITECTS**

*Chennupati Seshagiri Rao & Vidya*

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**Dr. Yarlagadda Seetha Ratnam**  
Vice President



**Mrs. N. Lakshmi Chari**  
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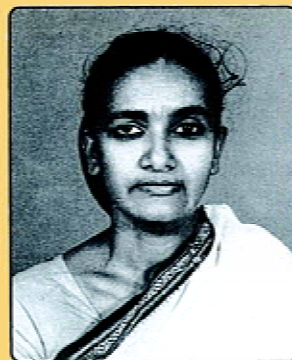
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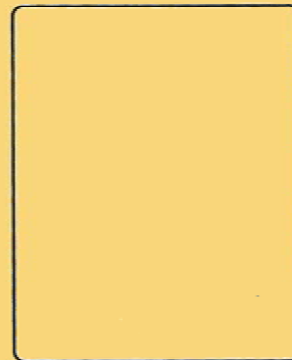
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Member



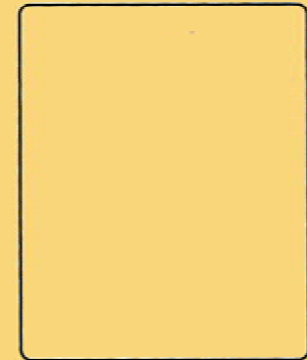
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**Mrs. Hemalatha Lavanam**  
Member



**Mrs. Praphulla Patel**  
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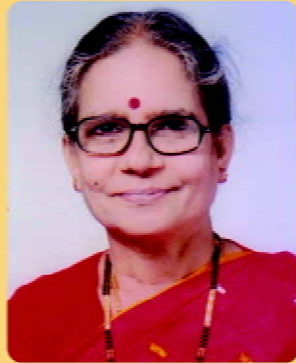
**Mrs. Borra Narayanamma**  
Member



## VASAVYA MAHILA MANDALI EXECUTIVE COMMITTEE 2019-20



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President



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Member



## From Presidents Desk.....

It is immensely pleasing to be part of the Vasavya Mahila Mandali journey. A women-led Gandhian secular civil society organization brought a change in the lives of more than three million rural, urban and tribal people. When women are not even accepted to step out of their homes before are able to voice their ideas to some extent. Still there is a long way to go. It is not ONE organization that can make a difference. Networking and collaboration with various institutions and organizations: national and international and also state and non-state actors / stakeholders joined hands with VMM owing to its commitment, passion, values, transparency, accountability, humanism and professionalism. We humbly salute our communities who are not only at receiving end as beneficiaries but turned to be community change makers in the journey of VMM. They are supporting other women and families with timely help, at the bottom of the pyramid who is in dire need of support. The multiplier effect of VMM work has scaled up to other states in India. VMM became 'University' in building social capital both for community change and research laboratory for many national and international academic institutions.

VMM in its five decades of development has seen ups and downs, finding solutions for problems by taking it as an opportunity to step forward. VMM look back to review and redesign, keep our head upright to bring "Dignity and Respect for Womanhood."

VMM builds the next generation of leaders by Chennupati Vidya, Founder President of VMM who developed a strong seed of leadership at different levels of ladder of civil society. Same ideas are in action and practiced in right spirit and at right time. We all miss physically 'Amma Vidya' but she has institutionalized Humanism and professionalism in thousands of volunteers and staff "TEAM Vasavya."

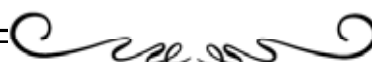
JAI INSAAN.... Hail Humanity

**Dr Keerthi Bollineni**

Change Maker

President

Vasavya Mahila Mandali







## **From the pen of Secretary...**

At the outset, I would like to extend my warm greetings to all partners of development and stakeholders on the eve of Vasavya Mahila Mandali Golden Jubilee. My journey with this institution as Secretary has given me so many memories. All our contributions to the community were possible only with the support from State and Central government, National and International donors agencies, Corporates, Academic institutions, Philanthropists, Volunteers and like-minded individuals. I would like to whole heartedly thank the entire Vasavya team for their tireless efforts. It brings me a sense of pride while sharing all the developmental work undertaken by Vasavya. 50 impact stories were documented and uploaded in Vasavya youtube channel.

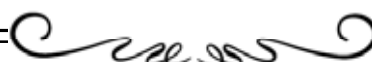
Vasavya started its work with women as focus 50 years back and now still women as focus is concentrating on entire community to bring a change at the grass root level. VMM is trying to touch the hearts of every individual in need keeping in view the core domains - Health and Nutrition, Gender and Human Rights, Livelihoods and Education.

It gives us great pleasure to bring out this souvenir and you will find in the coming pages how VMM has reached to community through various interventions.

We wish you all continue to contribute to VMM to reach out to many more needy.

Your's Humanly,

G.Rashmi  
Secretary  
Vasavya Mahila Mandali





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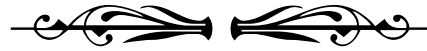
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# TESTIMONIALS



Biswa Bhusan Harichandan



GOVERNOR  
ANDHRA PRADESH

RAJ BHAVAN  
VIJAYAWADA 520 002



## MESSAGE

I am happy to learn that the Vasavya Mahila Mandali (VMM) is organizing its 50th Anniversary celebrations on 28th January 2020 in Vijayawada. I am glad to know that the Vasavya Mahila Mandali (VMM) was established fifty years ago 1969 as a not for profit secular, women-led voluntary organization based on Gandhian ideology with a vision to empower women, children and families to live happily and for a sustainable society with human values. It is heartening to note that the Vasavya Mahila Mandali (VMM) yeoman services by providing shelter to women, girls and children in harness, placement services to youth, rehabilitation services to needy persons by referring them to Free Legal Aid Cell, Child Protection Centre etc. I wish the 50th Anniversary Celebrations of Vasavya Mahila Mandali, all success.

*Biswa Bhusan Harichandan*  
16/1

Biswa Bhusan Harichandan



**D.GAUTAM SAWANG, I.P.S.**

Director General of Police  
Andhra Pradesh  
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### Message

I am glad to know that Vasavya Mahila Mandali, which started 50 years ago with a vision to empower women, children and families by increasing happiness and ensuring a sustainable society with human values, is celebrating its Golden Jubilee with a theme "Marching ahead with pro-active Humanism and Professionalism".

I always cherish my association with Gora family, which is rendering yeoman service to the Society. The Founder of Vasavya Mahila Mandali, Smt.Chennupati Vidya helped the Department of Police in launching "Mahila Mitra" for helping women in distress. Dr. Keerthi has always been helpful in counselling the eve-teasers and social-dropouts and also resolving some of the call-money cases.

Gora Family, with its rationalistic views and Gandhian Philosophy, is always in the forefront for social causes and community welfare.

Golden Jubilee is a milestone in the saga of service of Vasavya Mahila Mandali and I am sure that it will forge ahead in the service of women and children and also family welfare.

I earnestly wish the Year-long Golden Jubilee Celebrations of Vasavya Mahila Mandali a grand success paving way for Diamond Jubilee Celebrations in the years to come.

Gautam Sawang, IPS  
Director General of Police,  
Andhra Pradesh.

**K.Damayanthi, I.A.S.**

Principal Secretary to Government



**Women, Children, Differently Abled  
& Senior Citizens Dept.**  
Room No. 269, 1st Floor, Building No.3,  
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### Message

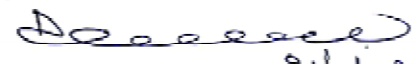
It is a pleasure to note that Vasavya Mahila Mandali (VMM) has completed 50 years in serving Women and Children & is celebrating its Golden Jubilee Year.

VMM has done commendable work for children in need of care & support by providing shelter homes & by training the families in home based care & foster care. VMM in partnership with International NGOs (INGOs) like Clinton Foundation, built the capacities of communities & PLHA networks to take care of the HIV infected/affected families.

VMM has done outstanding work for women empowerment. VMM built institutions like working women hostels, ujjwala homes & strengthened community based organizations. VMM has been instrumental in voicing the women's issues and advocated for enacting policies for safety, security & empowerment of women. In partnership with various Government departments / NGOs, VMM did good work for providing livelihood opportunities to women

On the occasion of Golden Jubilee Celebrations of VMM, I fondly remember my association with Vasavya Mahila Mandali team under Smt. (Late) Ch. Vidya garu. She continues to be a source of inspiration for many. I congratulate Mrs. Rashmi, Dr. Keerthi, Dr. Deeksha & team for continuing her work. I wish the VMM team a great success in their future endeavours.

Yours sincerely,

  
(K.Damayanthi) 21/1/2020

To  
Dr. Keerthi Bollineni,  
President,  
Vasavya Mahila Mandali.



**Ch. D. Tirumala Rao, IPS.,**  
Commissioner of Police,  
Vijayawada City.



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### MESSAGE

Vijayawada,  
Dt.24<sup>th</sup> Jan 2020.

My hearty congratulation to Vasavya Mahila Mandali for the 50 years of admirable service to women and children.

My association with Vasavya Mahila Mandali started with Mahila Mitra, a women led program for making Vijayawada a safe city, which is an idea that became a reality of the initiative of Sri D. Gautam Sawang IPS and Mrs Chennupati Vidya.

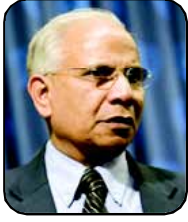
Vasavya Mahila Mandali is working for women and children for safety and security at workplace, institution and public spaces.

Vasavya Mahila Mandali is supporting in capacity building of Police personnel on counseling, communication and vulnerability mapping of Vijayawada City Police station.

Vasavya Mahila Mandali as an NGO is supporting Police, and public for more than 50 years and that is really remarkable. On behalf of the Vijayawada City Police Commissionerate, I wish Vasavya Mahila Mandali all the best for the services and I hope that their meaningful association continues in future.

*Ch. D. Tirumala Rao*  
24.01.2020  
(CH.D.TIRUMALA RAO)





**J V R PRASADA RAO, IAS (Retd)**

Former Health Secretary  
Government of India."

Dear Rashmi garu,

For Vasavya Mahila Mandali it is a great 50 year journey in the service of the underprivileged that is being observed today. My salutations to late Chennupati Vidya garu who was the founding pillar of this great institution. She moulded it into a vibrant frontline organisation devising and implementing programmes for women and girls coming from poor and marginalised families in Andhra Pradesh.

In this endeavour she was joined by her illustrious daughters and other family members making VMM a community of like minded and dedicated people.

On this occasion I wish the organisation many more years of dedicated service in enriching and empowering women and girls by improving their educational health and social status.

My congratulations and best wishes to the committee and dedicated workers of VMM family.

**J V R Prasada Rao, IAS (Retd)**

Former Health Secretary  
Government of India."



## **TARA GANDHI BHATTACHARJEE**

Chairperson, National Gandhi Museum

Former Chairperson, Gandhi Darshan Samithi and Gandhi Smruthi

**10<sup>th</sup> January 2020**

***Dear G. Rashmi,***

A Very Happy & Wonderful New Year - 2020 to you and all the members of Vasavya Mahila Mandali!

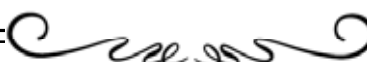
We are in the context of the world celebration of the 150th Birth Anniversary of Mahatma Gandhi and his wife Kasturba Gandhi. Mahatma Gandhi defined his life as his experiments with truth. **In her journey with her husband, Kasturba experienced, understood and accepted the truth of Gandhi's philosophy. Her understanding of Gandhi's philosophy was so powerful that Gandhi said of Kasturba "I learnt the lesson of non-violence from my wife".**

**We are together in our homage to Mahatma Gandhi and Kasturba. Representing Matrishakti Kasturba was the greatest strength of Mahatma Gandhi. Matrishakti is the eternal flow of truth love and courage that represents the greatest force of creation - the flow of love and strength of a mother. This flow is inherent in each one of us and in all life. I pay my homage to this eternal flow.**

There is a global search of Gandhi today – truth and non-violence as experienced, experimented and lived by Mohandas Karamchand Gandhi. I wonder if at any time in the history of humanity, the philosophical and moral concepts of truth and compassion have been a subject of such collective and conscious celebration throughout the world. Mahatma Gandhi belongs to the entire world and his life, philosophy and mind will remain a constant subject of study, analysis, veneration as well as strong criticism.

**To honour the celebration of life and creation, the challenge before us is how to keep the human mind without violence and the environment without pollution. It is the violence of the mind that pollutes the environment and the nature. I feel that "The human mind without violence and the environment without pollution" will be the essence of true development of the human being, human society and human civilization".**

Violence is pollution and pollution is violence. The subject before us is our consciousness and our conscience against today's reality of outrageous human violence





and environmental pollution. This consciousness should be a movement for cleaning the human mind and the environment. This movement will be a celebration of a universal message that goes beyond religious, political and social and barriers.

In reality the only way to global and universal peace would be to start with oneself. To keep one's mind without violence is a challenge for all of us. Conscience is a truth that is one's own supreme reality. This truth leads us to the search of the unknown in the cosmic and beyond. Let us strengthen our soul so that the vibrations of our silence and our action can give the message of love and friendship in harmony with all life and environment.

**It is our responsibility today to earn the right to future, to work towards this right to a future, where the human mind is without violence and the environment is without pollution.**

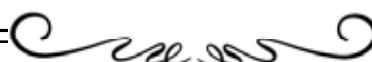
**The shortest way to the future of our dreams can be achieved only by giving the right education and examples set by us for the children and the youth of the country. The life of every human being is based on the experiences of childhood. The memory of experiences of childhood is never forgotten by any human being. Let us not forget that most terrorists and violent people have faced the brutal childhood. We must give the right education and set examples of compassion and responsibility to our children and the youth.**

**The best gift to a child is a beautiful memory for his and her future.**

There is the fearlessness of a terrorist and there is fearlessness of a person who inspires love and trust. For a non-violent struggle for human right and justice, the fearlessness should inspire trust and love. We have examples of person who have made this possible - Mahatma Gandhi, Nelson Mandela, Martin Luther King, Mother Teresa and many others known and unknown.

A woman's role for this future is pivotal. A woman will have to be a pilot and a navigator to lead us towards the future of our dreams. I say "A woman"; because a woman has an innate, natural and spiritual energy to be a multitasker much more than a man. A woman has the intellectual and spiritual strength to face diverse and serious challenges in the same time.

In this journey of celebration of the 150th birth anniversary of Mahatma Gandhi and Kasturba Gandhi, we are together in our homage to the greatest spiritual and creative flows of man and nature, of the past and present that have kept the spark of eternal love still glowing in each one of us. It is to this flame that we offer our prayers.





आर. के. पालीवाल, भा.रा.से.  
**R.K. PALIWAL, I.R.S**  
आयकर महानिदेशक (अन्वे)  
Director General of Income Tax (Inv)



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Dated: 21.01.2020

**MESSAGE**

It gives me immense pleasure to see that Vasavya Mahila Mandali has successfully completed a long journey of fifty years since its modest beginning in the hundredth birth anniversary of our Father of Nation which was celebrated with lots of enthusiasm in 1969.

The sapling of Vasavya planted by Smt. Chennupati Vidya has now grown in a huge tree, which is giving shelter and respectful life to a large number of young girls and working women, who are the beneficiaries of multi faceted social and charitable activities of this giant organization. It is worth noting that Vasavya is selflessly serving the young girls and women of different sectors of under privileged society.

I am so happy to closely know the organization and its office bearers, who have been working tirelessly for such long period for the upliftment of women and continuously expanding the activities of Vasavya with great zeal. I wish all round success to this great organization in times ahead.

Warm regards,

  
(R. K. PALIWAL)



## JAMNALAL BAJAJ FOUNDATION



JAMNALAL BAJAJ FOUNDATION

HONORARY DIRECTOR'S

### MESSAGE

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#### SECRETARY

SHUBHANGI KARKANNAVAR

#### GENERAL MANAGER

SHYAM S. MANIYAR

It is heartening to know that coinciding with the commencement of the New Year 2020; Vasavya Mahila Mandali (VMM) is celebrating its Golden Jubilee on completing 50 years of its glorious presence on 28<sup>th</sup> January, 2020. Heartiest Congratulations!

As one of the revered institutions in the country, VMM Founder Members' journey of work have seen life of the deprived people in complete coherence and their vision and selfless contributions have touched every aspect of agony and empathy of many such people. It has been rendering yeomen services based on Gandhian ideology to overcome people's limitations by caring, bringing happiness and smiles on the faces of the numerous women, children and families through good health, well-being and uplifting and empowering them to create a sustainable society in harmony with human values. It has been at the forefront of the movement at the grassroots level.

VMM - an insightful, action-oriented organization equally focuses on inculcating the essence of social responsibility and values in one and all those who are involved with it directly and at the periphery. The endeavours of Vasavya Mahila Mandali are deeply appreciable.

The Jamnalal Bajaj Foundation feels privileged for its association with VMM and its family members. We convey our salutation with deep gratitude to VMM for its magnanimous contribution.

Our warm greetings on this special occasion to VMM, the family and team members and all those associated with the organisation and wishing VMM's Golden Jubilee Celebrations a grand success.

Minal Bajaj

10<sup>th</sup> January, 2020  
Mumbai

AN INITIATIVE OF



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**KATHERINE HADDA**

Dear VMM friends,

Following is my tribute for you Golden Jubilee. Congratulations again!

Hearty Congratulations to Vasavya Mahila Mandali on its Golden Jubilee.

VMM uses love and support not just to protect women, girls, and communities in need, but also to empower them. To see VMM at work is to be uplifted. This simple organization unlocks the potential of those it serves, cultivating education, the arts, and entrepreneurship in those who might otherwise have no opportunities. VMM replaces hopelessness with hopefulness, for the betterment of all.

While VMM founder Mrs. Chennupati Vidya is sadly no longer with us, her spirit and Gandhian ethic lives on through her family and the whole VMM team. Wishing them all the best for many continued years of inspiring effectiveness.

Kind Regards,

**KATHERINE HADDA**



## REETA ROY

Dear Vasavya Family,

Although at its founding 50 years ago, women's voices and input were considered subsidiary, Chennupti Vidya, with perseverance, managed to achieve the gargantuan task of bringing together a group of incredible, educated women to lead the birth of Vasavya Mahila Mandali. The organization's growth has been nurtured and guided by courageous women for decades - a growth much to be proud of.

Today, it is with honor to acquaint such a wonderful organization that is so deeply rooted in building better, stronger, healthier, happier, sustainable communities, especially for the women that reside in them. They are pioneers in the movement that inclusivity and empowerment for all, regardless of gender, is key.

Their shoulders are broad, as they selflessly drive change for women and girls through causes such as education and training, skill development, healthcare and hygiene, human trafficking, providing clean water, gender discrimination, gender equality to name a few.

With over half a million beneficiaries, their accomplishments and well-deserved awards and recognitions are too vast to account.

As a woman in the world today, I am grateful and thankful for Vasavya Mahila Mandali. It is with deep heartfelt joy and appreciation that I wish you continued success for many more decades to come. Thank you for your leadership as we need more leaders who are creating an impact. Thank you for five decades of changing the lives of women and girls. Happy Golden Jubilee!

**Reeta Roy**

CEO

Mastercard Foundation

Canada

**FDR** FOUNDATION FOR  
DEMOCRATIC REFORMS



## వాసవ్య స్వర్ణోత్సవం - సమాజానికి ఆశాకిరణం

స్వచ్ఛందం  
సంఘటితం  
ఆరోగ్యం, సామాజిక విద్య  
పౌర సేవలు  
మహిళల సాధికారత, నాయకత్వం  
గాంధీ మార్గం  
పిల్లల భవిష్యత్తు  
కుటుంబ వ్యవస్థ పరిరక్షణ  
మతతత్వం లేకపోవటం  
సుస్థిర సమాజం  
జాతీయ దృష్టి  
మానవీయ విలువలు

.. ఇప్పటికీ, ఈ 2020 సంవత్సరంలో కూడా తెలుగు రాష్ట్రాలు, భారతదేశం ముందు పెద్దలక్ష్మలుగా ఉన్న ఈ ఆంశాల సాధనకు ఎప్పుడో 1969లో విజయవాడ కేంద్రంగా కృషిని ప్రారంభించి ఇప్పటికీ కొనసాగిస్తున్నందుకు వాసవ్య మహిళా మండలి (వి.ఎం.ఎం) వారిని ఎంతైనా ఆభినందించాలి.

తమ పనులు తాము చూసుకుంటూ సమాజం కోసం కొంత సమయాన్ని, వనరుల్ని స్వచ్ఛందంగా ఇచ్చే యువతను తయారుచేయటం పౌర సమాజానికి కాదు, రాజకీయ పార్టీలకు కూడా ఇప్పుడు గతంలో కంటే సమస్యగా మారింది. కానీ ఇది తప్ప పరిష్కారం లేదు. రాబోయే కాలంలో 90 శాతానికి పైగా యువతదే. సమాజాన్ని పట్టించుకోవటం చాదస్తం, వయసు మళ్ళిన వారి పని అనుకుంటే సస్థపోయేది యువతే. అందుకే యువతను, అందులోనూ అమ్మాయిలను సొంత జీవితం చూసుకుంటూనే సమాజహితం గురించి ఆలోచించేలా చేయటం, సంఘటితంగా ఎక్కడికక్కడ సమన్వయపై పనిచేసేలా చేయటం ఇవాళ చాలా పెద్ద అవసరం. ఇందుకు అవసరమైన సరంజామాను, పద్ధతుల్ని వాసవ్య నుంచి కూడా మనం తీసుకోవాలి. వాసవ్య లాంటి సంస్థల కృషిని బహుముఖం, విస్తృతం చేసి, రాజకీయ, పాలనా సంస్కరణలతో సమగ్ర ఎజెండాను జోడిస్తే అది దేశంలోనే పెద్ద మార్పుకి దోహదం చేసే వ్యవస్థీకృత కృషి అవుతుంది.

వాసవ్య మహిళా మండలికి 40 ఏళ్ల సందర్భంగా సావనీర్‌కు కూడా సందేశం రాశాను. అప్పుడు చెన్నుపాటి విద్యగారు ఉన్నారు. వి.ఎం.ఎం ద్వారా 1969లో శ్రీమతి సరస్వతి గోరా చేపట్టిన కృషిని అంతే గొప్పగా కొనసాగించారామె. సరస్వతి గోరా, విద్య గార్ల కృషిని ఆధునిక పరిస్థితులకనుగుణంగా డాక్టర్ కీర్తి బొల్లినేని, జి. రమ్యి, బి. సుజాత గార్లు, వారి సహచరులు కొనసాగిస్తారని ఆశిస్తూ.. వాసవ్య 50వ వార్షికోత్సవ చుభాభినందనలు తెలియజేస్తున్నారు. వి.ఎం.ఎం నిర్వాణాత్మక కృషికి మద్దతివ్వటం సమాజంగా మనందరికీ అవసరం, అందుకే మనందరి బాధ్యత.

చుభాకాంక్షలతో,

- డాక్టర్ జయప్రకాష్ నారాయణ్,

ప్రజాస్వామ్య పీఠం (ఎఫ్.డి.ఆర్), లోక్‌సత్తా వ్యవస్థాపకులు

email: [drjploksatta@gmail.com](mailto:drjploksatta@gmail.com)

(జనవరి 13, 2020)



**గడ్డె రామమోహన్, M.Sc., Ex-MP**

**M.L.A విజయవాడ తూర్పు**



డోర్ నెం. 74-20-5సి

అశోక్ నగర్, విజయవాడ-520007

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02.12.2019

## Message

Heart full congratulations to '**Vasavya Mahila Mandali**' for its 50 years of celebrations. The only non-profit voluntary organization working for women empowerment for the last 50 years in Krishna District is Vasavya Mahila Mandali. It has been empowering women, children and families with Gandhian ideology of truth, non-violence and humanism. It is updating itself with changes in the society and helping the women and families in various ways. Since its origin, it has been bagging national and international awards in voluntary service almost every year. I congratulate the governing team and the founders for their achievements and their vision towards the society. I wish the services of this organization would continue endlessly towards empowering women and society in total.

With Best Wishes



**(GADDE RAMA MOHAN)**





## **JEFF RICHARDSON, VP**

Abbott Fund, USA - Retired

### ***Dear VMM Family,***

Congratulations to VMM on 50 remarkable years of serving children and families in need and providing them with real skills to enable them to lead full and productive lives. Your program is a model for others to follow – not only in India but worldwide.

It was an honor for the Abbott Fund to be a VMM donor for ten wonderful years. I am proud that our grant support of more than \$750,000 helped VMM reach tens of thousands of children and families affected by HIV/AIDS and with other challenges. I was especially pleased with VMM's empowering children, families, and communities to become fully engaged in their programs – from support groups to the Youth Centre (sheltering and gaining employment for street youth) to mobile health programs.

I have many fond recollections of VMM and I will share just a few of them.

My first visit to VMM in early 2001 included a walk down to the nearby river where hundreds of street children were swimming and bathing. When they saw Rashmi everything stopped for a few seconds and then the children rushed to greet her and thank her for her visit. It became immediately clear how these children were not simply using services provided by VMM but were part of the larger VMM family.

When we came back to VMM from the visit to the river I learned about the “savings account program” from several of these same street children. They may save only a rupee or two a week but it became clear after a few minutes that this program was not just about how much money they could save. Instead, it was about helping the children to actually change their mindset about not simply focus on where they were going to sleep that night or get their next meal but also to start thinking about tomorrow - talking about what they wanted to do with their savings from going back to school, to starting a business, to helping others – all planning for their own futures – just the result that VMM intended.

For many years VMM, under Keerthi's guidance, ran a program called Picturing Hope where children learned how to shoot photos and then take pictures of their friends, schools, families and anything else that interested them. They would then have these pictures developed and keep written journals about them. This program taught some practical skills and opened the door for many children to tell their stories for the first time - often describing struggles as well as how hope had prevailed. This program was so successful that exhibits were done in Delhi, New York, and Chicago — all well received.

I look forward to the VMM story being told for many years to come - a story of accomplishment, inspiration and hope. I am so grateful to have been a part of this incredible program. Thank you and all the best for the next 50 years!



## For Human Dignity for Everybody

### ***Dear Friends of VMM!***

In the name of Humanistischer Freidenkerbund Havelland, a secular humanist association in Germany, I congratulate to the Golden Jubilee of Vasavya Mahila Mandali (VMM). Since more than 20 years we have good friendship and international cooperation between our German and Indian organizations. We are non-profit secular voluntary organizations based on Gandhian ideas with a vision "Empowering woman, children and families by increasing happiness and ensuring a sustainable society with human values" and on the human rights and dignity. We are very proud and impressed for your successful work for children, women and families, against poverty, inequality, caste-system and superstition.

It is a pleasure to know a lot about the activities of Vasavya Mahila Mandali. VMM is taking up yearlong programmes with a focus on children and women on remarkable changes ushered, challenges addressed and innovations articulated. I visited some of the programmes.

Important is to work with the ideas of humanism, freedom, self-determination and equal human rights for everybody. Proactive humanity and a good professionalism of the civil organizations and theirs members is a guarantee for a good quality of competences and for a successful social change. Work together in tolerance and dignity with all people, with communities, civil society and government! To realize and secure the rights of the women and the life and rights of our children will help us for a better future, for peace and environmental protection.

Everybody can learn a lot about the neighbours in our global village. We are a global family of secular humanism and social change.

I wish you a successful event of the Golden Jubilee of VMM.

**Dr. Volker Mueller**, November 2019,

Chairman of Humanistischer Freidenkerbund, Germany

E-Mail: freidenker-havelland@web.de

**డా॥ మండలి బుద్ధప్రసాద్**

మాజీ ఉపసభాపతి, మాజీ మంత్రి  
ఆంధ్రప్రదేశ్

**Dr. Mandali Buddha Prasad**

Former Deputy Speaker &  
Former Minister, Andhra Pradesh



Ph. Off. : 08671-272056  
Cell : 98487 80872

గౌండ్స్ట్రేతం,  
అవనిగడ్డ-521 121, కృష్ణా జిల్లా  
Gandhi Kshetram  
Avanigadda - 521 121  
Krishna District

Date: 08.01.2020

## MESSAGE

Vasavya Mahila Mandali established in 1969, the year of Gandhi Centenary Celebrations, as a women led Voluntary Organization has been doing yeoman services for the last 50 years in empowering women, children and families on Gandhian Ideology.

On the occasion of its Golden Jubilee celebrations, the Mahila Mandali is organizing year long activities to commemorate the five decades of its remarkable social service.

I am happy to note that the inauguration of the celebrations would take place on 28<sup>th</sup> January, 2020 in Vijayawada and on this occasion a special issue is being brought out. I hope that this Souvenir would contain the galaxy of activities conducted by the organization and the outstanding services rendered by its office bearers all these years.

On this historical occasion, I convey my best wishes to the office bearers and members of Vasavya Mahila Mandali and wish the celebrations a grand success.

(MANDALI BUDDHA PRASAD)

**గద్దె అనురాధ, M.Sc.,**

జిల్లా పరిషత్ మాజీ చైర్మన్-కృష్ణా



డోర్ నెం.74-20-5

అశోక్ నగర్, విజయవాడ-520007

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## సందేశం

మహిళా సేవలో యాభై వసంతాలు పూర్తి చేసుకొన్న 'వాసవ్య మహిళా మండలి' వారికి నా శుభాభినందనలు. మానవతా విలువలను కాపాడుతూ మహిళా సాధికారతకు, ఆడపిల్లల సంరక్షణకు, కుటుంబాల ఉన్నతికి నిస్వార్థంగా సేవలందిస్తున్న సంస్థ 'వాసవ్య మహిళా మండలి'. తమ లక్ష్యాలతో పనిచేస్తూనే కాలానుగుణంగా సమాజంలో వస్తున్న మార్పులకు అనుగుణంగా తమ సేవలను మెరుగుపరచుకొంటూ మహిళాభ్యుదయానికి కట్టుబడి ఉన్న సంస్థ స్వర్ణోత్సవాలు నిర్వహించుకోవడం ఎంతో సంతోషదాయకం. నేనూ ఈ సంస్థతో కలిసి కొన్ని కార్యక్రమాలలో పాల్గొనడం నా అదృష్టంగా భావిస్తున్నాను. ఆరోగ్యం-పౌష్టికాహారం, నైపుణ్యాభివృద్ధి, జీవనాధారానికి సహకారం, విద్య, మానవ హక్కులు, పర్యావరణ పరిరక్షణ లాంటి అనేక అంశాల్లో మహిళలకు, ఆడపిల్లలకు, నిరాధార కుటుంబాలకు సంస్థ సేవలందిస్తోంది. గౌరవనీయులు సరస్వతి గోరా గారు గాని, చెన్నుపాటి విద్య గారు గాని, మహిళా మండలి సంస్థగాని గత యాభై ఏళ్లుగా అందుకున్న అవార్డులే వారి నిస్వార్థ సేవలకు నిదర్శనం. వారి సేవలు నిరంతరం కొనసాగాలని మనఃస్ఫూర్తిగా ఆకాంక్షిస్తూ....

అభినందనలతో.....

(గద్దె అనురాధ)





# Harijan Sevak Sangh

(FOUNDED BY MAHATMA GANDHI IN 1932)

Kingsway Camp, Delhi-110009



President

**Sankar Kumar Sanyal**

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Secretaries

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Ref. No.HSS(D)/SKS/1100/2019-2020

Date : 10.01.2020

## MESSAGE

I am extremely glad to learn that **Vasavya Mahila Mandali (VMM)** established in 1969 is celebrating its 50<sup>th</sup> Anniversary on 28<sup>th</sup> January 2020 at Vijayawada, Andhra Pradesh. VMM is the brain child of our beloved Didi Chenupati Vidya-Ji with whom we had had the opportunity to work hand in hand for a long period of time. She was a Gandhian, humanist, atheist and social change leader of repute and as a Parliamentarian she upheld the cause for the society, particularly women and the underprivileged both inside and outside the Parliament.

Ms. Vidya had a close relation with Didi Nirmala Deshpande and was associated with many of her Movements also. We also had the opportunity to be a part of many of these programmes.

Vasavya stands for Reality – speaking truth, Social outlook – be empathetic towards all and develop individual personality – be bold & courageous. This has not been a mere bookish language but it has been given the right shape by VMM since its inception by initiating and bridging the gap between people at the bottom rung of the society and Government.

I had had the opportunity to visit VMM and was amazed by its activities. The dedication and commitment of the Members of VMM touched my heart.

The theme of the event - “**Marching ahead with Pro-active Humanism and Professionalism**” is very much relevant in today's socio-economic scenario. Taking the underprivileged and the vulnerable section of the society to a greater height by overcoming all obstacles is not only a hard task but it is extremely challenging. I salute the VMM in facing the challenges and succeeding in taking forward the lowest strata of the society to a respectable position by following Gandhiji's philosophy.

I convey my heartfelt congratulations to all the participants of the Programme and best wishes to the dear organizers.

( Sankar Kumar Sanyal )

President, Harijan Sevak Sangh

(founded by Mahatma Gandhi in 1932)

Chairman, 150<sup>th</sup> Ba-Bapu Birth Anniversary Celebration Committee

Mb. : 09831224445; email : sankar\_sanyal@yahoo.co.in; Website : www.sankarsanyal.com



Professor **V. BALAMOHANDAS**,  
Former Vice-Chancellor of Acharya Nagarjuna University,  
President, Gandhi Centre, Visakhapatnam.

VASATHAVIKATHA, SANGHA, AND VYAKTITVAM are the basic tenets on which Vasavya Mahila Mandali was started 50 years ago as part of Atheist Centre activities by the Gora Family . Chronicling the various activities undertaken for the Mandali over the half century for creation of awareness and empowerment of women takes volumes. Dr .Keerthi and Smt. Rashmi as the President and the Secretary following the footsteps of their mother Smt .Vidya ,who was Member of Parliament too. The entire family of Gora and many people associated with the organization need to be appreciated and thanked by all of us in the society at the micro and macro levels. Our Vasantha Mohana Foundation ,of which I am the President, felicitated Smt .Rashmi Samaram with our Visista Seva Puraskaram on the 25th December 2019 at Vijayawada. I join the thousands of individuals and institutions all over the world in wishing VMM all Success in its endeavours in its Post Golden Jubilee March towards Diamond Jubilee.



## KAVAL GULHATI

Congratulations to VMM for completing 50 years with an inspirational vision and dedicated mission to help the economically disadvantaged overcome constraints for advancement in their lives VMM's remarkable founders have shown that generosity, dedication and commitment towards the goal of humanism and professionalism can lead to sustainable development for individuals and communities.



**Dr. B.L.SUNITA**

**Happy 50th Birthday VMM!!**

**YOU DON'T GET OLD, YOU GET CLASSIC**

Vidya garu will remain forever as an INSPIRATION not only to VMM but also to persons like me!!

Great regards from bottom of my heart to one and only lady who spent her entire life for welfare of others.

I can never forget that, four days before her demise she called me to tell how we should be working together towards empowering girls who are in distress. Though her voice was weak for the first time on the phone but her spirit is loud and clear.

Salute to Vidya garu , we walk on the path that you laid.

Happy Birthday VMM once again.

Regards

**Dr. B.L.Sunita**

Head - Programs

Pratham "Hyderabad



# **VASAVYA PATH OF PROGRESS 1969-2019**







## **VASAVYA MAHILA MANDALI WOMEN LED EMPOWERMENT HALF A CENTURY JOURNEY**

### ***Chronicles of VMM- The beginnings***

The Genesis of Vasavya Mahila Mandalali (VMM) was the result of the life experiences and lessons learned from communities of women. Mrs. Chennupati Vidya, Founder President of VMM experienced the colonial rule in India and its rigidity during the freedom struggle when her parents Gora and Saraswathi Gora along with Vidya's elder sister and brother (Manorama and Lavanam) were arrested and kept in jail, leaving behind the young children alone at home in Mudunuru village in Krishna district, Andhra Pradesh in 1942. Very young children were exposed to live with the support of villagers. British police broke the pots of food prepared by children and tried to create terror. Vidya was then just 8 years old and her elder sister Mythri 10 years. But the children stood their ground and faced the police. That was the time the inequalities in communities were felt by Vidya and Mythri. After independence Vidya stayed at Gandhiji's Sevagram ashram from 1948-1949 and was trained in village development and constructive social work. She realised the gender discrimination in society, illiteracy of women along with contemporary problems faced by women like child marriages, young widowhood and violence against women. These issues were identified by her but the women accepted the situation as their destiny or 'karma' and society just taking these as tradition. ***"The cultural traditions plaguing women need to be addressed by changing the women first by letting their voices heard."*** thought Vidya. The herculean task of implementing this idea was challenged by

- Social perceptions about women
- Women treated as second rate citizens
- Women accepting these cultural norms

In 1950, Vidya married Chennupati Seshagiri Rao, a follower of Gora. He with his progressive thoughts that were different from the then social norms, encouraged Vidya's education. So she started with Matriculation (equivalent to 10<sup>th</sup> standard) and completed Bachelor degree with the help of her father Gora. The support Vidya got from her mother in-law Rangamma was incredible by taking care of household maintenance and wishing to see her daughter in-law educated. Vidya was the first graduate woman from that village in those days of 1960s. In 1967, Vidya was nominated as co-opted woman member of Gollapudi Panchayath and visited all villages of the panchayath and assessed the problems faced by women and families. Then after noticing her performance in the village local self-government, Vidya was nominated as



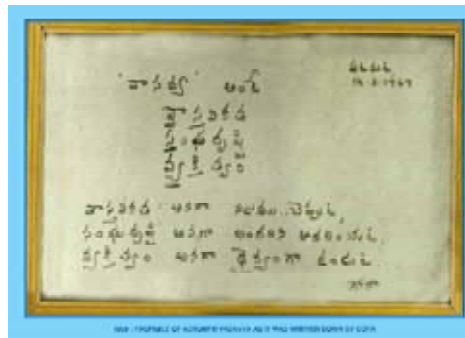
member of Zilla Parishad for the district and got better opportunity to work at a larger platform in the total district. She initiated 27 Mahila Mandals in interior villages to have a platform for women to know and address their issues. She used her experiences and became the voice of women.

She and her sister Mythri discussed with their father Gora and the idea of Vasavya Mahila Mandali (VMM) was born. Gora named it VA SA VYA, an anagram in Telugu for

VA - VASTAVIKATA – Reality,

SA – SANGHDRUSTI - Social consciousness,

VYA - VYAKTITVAM – Individuality



Reality with social consciousness in developing individuality is the core value of VMM. Gandhian thought of truth, nonviolence, self-reliance and Gora's humanism and scientific temperament are the core basis for VMM's values, philosophies and actions.

This idea was supported monetarily and morally by Chennupati Seshagiri Rao. The idea of likeminded women to come together to form an executive and general body in 1960s was a difficult task and needed the permission of their spouses as women were not allowed to go outside of house. After a long search, nine able women gathered to work for women development in 1969. The Founder Executive Committee of VMM was,

1. Chennupati Vidya, Founder President. Social activist
2. Dr.Yarlagadda Seetha Ratnam, Vice President. Medical doctor
3. N. Lakshmi Chari, Secretary. Social activist
4. Jonnalagadda Mythri, Treasurer. Social Psychologist
5. Leela Ram Murthy, Member. Social worker
6. Kommareddy Mani, Member. Social worker
7. Goparaju Hemalatha Lavanam, Member. Social activist
8. Praphulla Patel, Member. Social worker
9. Borra Narayanamma, Member. Social worker



Women were lacking a support system for individual development and were unaware of their capabilities. VMM aimed at becoming the support mechanism for women and their families who were dormant, illiterate, ignorant, superstitious etc. VMM became a platform for women to interact and voice their ideas and skills.

In International women's year 1975, 400 new Mahila Mandals were registered. These Mahila Mandals formed into "Krishna District Federation of Mahila Mandals" (Krishna Zilla Mahila Mandals Samakhya).

The then Chief Minister Jagannatham Vengala Rao started "The state federation of Mahila Mandals". The President and Secretary of 400 Mahila Mandals were representatives in the state federation. The women's finance corporation used to extend financial assistance to this state federation of Mandals for income generation programmes. In this international women's year to improve the women empowerment the state government had distributed loans to women.

From 1969 to 1974 VMM worked as an informal organization with communities. Work was given priority over registration. Later VMM registered under the Indian Societies act 1860, on 8<sup>th</sup> December 1975. The registration was executed at the District Administrative Centre, Machilipatnam. Mrs. Surydevara Rajyalakshamma, M.L.A of Jaggayyapeta constituency and Mrs. Surydevara Annapuramma, Vice President, Zilla Parishad signed as witnesses to the registration.

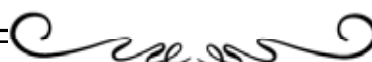
Since then the activities had taken a new dimension with need based and community driven interventions to bring change in the society, particularly to improve the status of women.

In 1980 Vidya's entry into the Indian Parliament is yet another landmark in the quest for "Platform for women's voices". This motivated many women to step up into the political arena. Community level women's issues such as women's education, health and safety were brought into the Parliament.

1985 was another milestone for VMM as Chennupati Vidya and Seshagiri Rao donated 1180 square yards of their land to VMM in the heart of Vijayawada. This became the center for working women's hostel, children's home, women's home and the administrative workplace of VMM and the hub for women to meet, discuss and plan for action, review and redesign.

In 1990s, District Administration provided two acres of land in Vemavaram village which is 18 kilometers from Vijayawada, for the various women and child centered activities.

In 2000, a shelter for street youth was constructed with the support of ABBOTT STEP FORWARD program in Jawahar Autonagar, Vijayawada. Government, corporate sector, philanthropists and people from the community helped VMM in the success of this program.





In the 50 years journey of VMM, as needs of the communities changed, the approach of the programs were tailored for the people accordingly.

**Vision in 1969:** To promote comprehensive social economic, political development of women and children especially in vulnerable situations, thereby empowering communities in AP to improve their quality of life and build a better civil society in India.

**Vision in 2019:** Empowering women, children and families by increasing happiness and ensuring a sustainable society with human values.

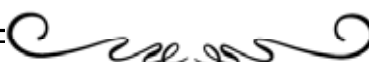
It is imperative that civil societies need to revise their by-laws to suit the present needs of the community and amend by informing the Government. VMM as a civil society is dynamic in the fact that the by-laws were changed 13 times to meet the “at time” needs of the community.

Dynamic changes in VMM in the past five decades:

- An Informal organisation to registered organisation.
- Welfare to empowerment
- Gender sensitive to gender inclusive
- Part time to full time employees with policies and systems.
- Hand written accounts to computerized accountancy management
- Writing letter / telegram to mailing through internet
- Photo albums to Google library
- Hard files to soft files
- Newsletter to social media
- Community outreach through group meeting to usage of Information, Communication Technology (ICT)
- Financial transactions from cash to bank / online transfers
- Files racks to hard discs
- Trunk calls to Skype

VMM built a strong team to continue its legacy and its *second generation spearheading the organization is committed, passionate and innovative.*

VMM always worked with Humanistic Professionalism. Vidya always said, ***“If professionalism neglects humanistic approach, then work from a humanistic angle rather than a professional angle”.***







## ***Chronicles of VMM- Family Health***

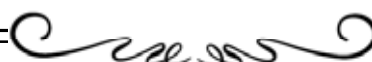
### **Anaemia as a major health issue**

In 1960s the major health issue of women was anaemia and lack of knowledge on family planning. Superstitions on health and nutrition were prevailing. To change the attitudes of women and families was challenging as women did not have a voice in families or society due to patriarchy. To address anaemia among women, VMM encouraged them to grow green leafy vegetables in their backyard and the excess can be shared/sold. The impact was seen on their health and improved energy. Superstitions on health and food were dealt by the then VMM Vice President, Dr. Y. Sitaratnam, a gynaecologist. She gave knowledge on spacing and other methods of family planning. Getting contraceptive pills was not possible for women in those days as the pills were not available freely. Accessibility of Primary Health Centers was not easy as the centers were few and far apart. So VMM concentrated on prevention through improving nutrition in economic way like kitchen gardens and also nutrition demonstrations with locally available low cost food items. Women used to share the techniques to improve the food they make every day for better health. Millets having Iron and Calcium like Ragi were promoted and these millets were easily available and affordable even for families below the poverty line. In 1960s and 1970s, women were totally dependent on men for getting simple things and so making small changes in food habits was very difficult and lot of resistance was observed but they tried to change with tenacity.

The anaemia among men and women was a major problem during the HIV rampant period in early 2000s and the nutrition demonstrations with millets were reintroduced in the communities. Women and men were trained in making use of millets with high Iron and Calcium and improving their health and reducing morbidity. The HIV positive women became ambassadors of nutrition and went to colleges and schools to demonstrate and share their experiences of improved health with the use of simple ingredients. Andhra Pradesh State AIDS Control Society also recognized VMM's work. Kitchen gardens in pots for urban areas were encouraged.

### **Pre-school children health**

The health of preschool children through crèche, Balwadis and Anganwadis in the rural and urban slums was taken up with regular health checkups and providing nutritious food and educating mothers on the importance of nutrition and hygiene. Many children used to have diarrhea and scabies. In due course they were cured of their illness. The children who came with many diseases to the centers became healthy and the mothers noticed the change in the children and were motivated to maintain hygiene.





### **Polio corrective surgeries**

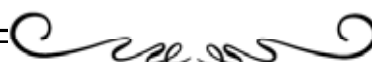
One boy with Polio from Anganwadi inspired us to plan Polio corrective surgeries as he was unable to walk. He used to come to the center crawling on his hands and legs. In those days, Polio was prevalent as vaccination was not accepted by families. In one medical camp, Dr. Samaram saw his enthusiasm and examined him. A corrective surgery to his legs was done that enabled him to walk on his legs and to do his own work. VMM had conducted nearly 150 operations for polio affected people and made them live their lives well. Dr. Maru, Executive member of VMM, and the philanthropic doctors of Vijayawada, supported VMM in this project. Vijayawada Municipal Corporation financially supported this programme. VMM promoted Polio vaccination vigorously to prevent Polio. All mothers associated with VMM were given knowledge on the importance of Polio vaccine and they became ambassadors for the cause of prevention of polio. In continuation, the students of Multi-Purpose Health workers training Institute were involved in polio drops awareness in Vijayawada.

### **Hospital for small family norm**

A well-equipped hospital in Vijayawada rural mandal was not available for women to get family planning operations and also antenatal checkups and vaccinations. So Hospital for small family norm was initiated from 1994 to 2000, supported by Government of India, Ministry of Health and district health administration. This hospital was equipped with operation theatre, one doctor, two nurses and ten beds. The main purpose of this project was to educate rural population about the benefits of small families. The family planning operations; vasectomy or tubectomy were performed in the hospital along with regular antenatal and postnatal checkups, immunisation and knowledge building on health issues. Rotary and Lions clubs distributed incentives to the persons undergoing family planning operations. 2500 people underwent family planning operations during this time (per year about 500). Out of 2500 operations, only 10 men came forward for vasectomy operation. This speaks the adaptability of women to the changing society. Dr. Deeksha, Medical Director, VMM personally counseled men to get vasectomy done and encouraged women towards antenatal and postnatal genital hygiene and breast feeding. Balanced nutrition was encouraged and healthy babies were delivered. District health department recognized this facility as the best for women health and the health records of each family were used for government purposes.

### **Swetcha Gora Eye Bank**

VMM in collaboration with Indian Medical Association in 1988 organised awareness meetings on corneal blindness and eye donation. In 1989, Baby Swetcha Gora, daughter of Dr. Keerthi (Grand-daughter of Chennupati Vidya) died at the age of seven years and she pledged her





eyes in a meeting. Her eyes were donated to two blind people. She was the inspiration for the foundation of Swetcha Gora Eye Bank. Vasavya Mahila Mandali under the dynamic leadership of Dr.G.Samaram had educated and motivated the urban and rural people on eye donation, collected family pledge forms, documented the donor and recipient list, conducted Keratoplasty(corneal transplantation) surgeries.

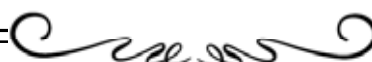
This eye bank is a life member in Eye Bank Association of India and is the only eye bank successfully run by a women organization without eye hospital. Surgeries are being done with the support of Ophthalmologists of Vijayawada. Through Swetcha Gora eye bank, about 900 people got their vision. More than two lakh people pledged to donate their eyes. A mobile Van was donated by Syndicate bank to collect eyes and to disseminate knowledge on eye and eye donation in 2019.

### **Study of HIV testing:**

VMM in collaboration with Indian Medical Association, Rotary Club of Vijayawada and Dolphin Medical Services conducted a study on the situation of HIV in Vijayawada in 1995 among sex workers, street children and automobile workers and rural and urban women and men. It was identified that nearly 25% of street children tested were HIV positive and so were automobile workers. This gave a direction to VMM to work in the field of HIV which was rapidly spreading and people were not aware of the prevention. The mortality and morbidity was just visible in late 1990s. Dr. Samaram, Dr. Meher Prasad and Dr. Deeksha formed a medical advisory team for VMM and started to plan awareness, early detection and early treatment. In those days, the cost of testing kits was high and the treatment for opportunistic infections was also costly. Anti-Retroviral Treatment was not available in the public sector. Doctors were not willing to treat the HIV positive patients and high level of stigma and discrimination was the root cause for deaths and morbidity. There was no hope for the people living with HIV and the families were lacking support from their own family and also community. Myths and misconceptions on HIV were rampant. This was a difficult task for VMM but with community involvement VMM could succeed. Then a two decade journey of VMM started in the field of HIV.

### **Street Children Program:**

VMM identified about 36,000 children living on the streets of Vijayawada and their health was a major concern. They were exposed to unprotected sex and risks of contacting Sexually Transmitted Infections (STI) and HIV infection. These children developed adult habits like multiple partners, same sex partners, drugs, smoking and drinking. Their hygiene was poor and they had many skin infections and general health problems. After seeing the study report the Department for International Development (DFID), UK and government of Andhra Pradesh





initiated prevention of STI and HIV among street children as a pilot project in 1999. Dr. Deeksha and Dr. Meher Prasad treated STIs and identified the HIV status. Hygiene was inculcated by providing soaps, shampoos, and new clothes. Peer educator system among street children was a successful initiative. Common causes of children coming on to the streets include marital disharmony of their parents, step father/mother ill treatment at home or peer pressure. At VMM they learned leadership and management skills to better their lives. Many joined their families afterwards.

### **Reducing Burden of HIV and Tuberculosis and other diseases through Community based strategies.**

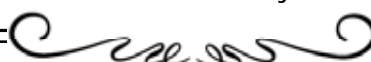
Till 2000 VMM was working with communities in Krishna district. But in 2000 Dr. Sujith Ghosh, representing HIV/AIDS Alliance, an international NGO, visited VMM and discussed about HIV prevalence in India and the need to work with other NGOs to reach more communities. The idea of lead partner role of VMM evolved. VMM accepted to be a lead partner to six NGOs in six districts of combined state of Andhra Pradesh. Home and Community Based HIV/AIDS Care & Support (HCBS) program, supported by Abbott Fund, USA from 2000 to 2012 had made an impact on the communities through innovation and policy changes suitable for HIV in community.

Many programs evolved involving communities like KRISCHIP program on five diseases: Malaria, Filariasis, TB, Leprosy and HIV. Clinton foundation program- CHAI program, for children living with HIV reached through 47 NGOs/ CBOs in the combined state of Andhra Pradesh. For happy and healthy children BALASAHYOGA program was a consortium of FHI, CARE INDIA and Clinton Foundation. CHAHA program supported by India HIV/AIDS Alliance, and Global fund round 6, with six partners reached children affected by HIV and provided nutrition and support services through linkages.

**CABA project** was done in Krishna district with the district administration for children affected by HIV/AIDS. All departments promoted CABA cells and special double nutrition to all HIV positive and affected children and these families were linked to all welfare schemes.

**TAHA Project** reached East Godavari district in few mandals on prevention of Trafficking and HIV/AIDS. Support groups were formed with collaboration of all departments of Government. This project was supported by UNDP and APSACS. A booklet developed by VMM and published by women development and child welfare department, Government of Andhra Pradesh on trafficking was released in this project.

Then to combat the Tuberculosis and HIV, TAP- Tuberculosis in AP had reached six districts in the most unreachable tribal and fishermen community and urban and rural people. Community





based care and support in urban slums of Vijayawada was done with the support of an international organization, the Catholic Relief Services .

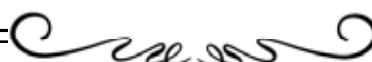
In those days the stigma and discrimination was so high that people died of negligence and lack of support system. So the project addressed stigma and discrimination in the society by engaging communities through knowledge building by formation of support groups within the communities. It was a difficult task to make the families gather together and talk about HIV. From one to one counseling behind closed doors of their homes, the stage was reached where the positive speakers reached the whole state and boldly shared their HIV status and encouraged people to come out and take treatment and this made a significant impact.

Initially testing was not available in government hospitals, so VMM in collaboration with the manufacturers of testing kits, got the kits for lesser price and started testing the people and referred them to government hospital for treatment. Testing and treatment facilities were available only in three government hospitals and it was difficult for the sick persons to travel. Many died with lack of treatment. Testing kits were sparse and drugs were not available for all in early 2000s.

HCBCS Project was implemented through 6 partner NGOs in 4 coastal districts of Andhra Pradesh- Visakhapatnam, East Godavari, Krishna and Guntur. Community sensitization through Information Education and Communication (IEC) activities, referral to Integrated Counseling and Testing Centers (ICTC), organizing medical camps were the main activities. Identifying the HIV positive person was very difficult as the families were ashamed and did not allow NGOs to help them in getting services. This high level of stigma and self-isolation were the main reasons of high mortality. So focus was made on reducing the stigma and discrimination. NGOs were stigmatized as "AIDS PEOPLE" and were not allowed to come to their homes. In such a negative attitude towards HIV/AIDS, VMM worked with partner NGOs in the communities and became a part of their families and became a guardian for their children who were orphaned.

Treatment of Tuberculosis, the opportunistic infection in HIV which was the major cause of death was another challenge. Available services were few, adherence to treatment for 6 months was a hindrance. Multi Drug Resistance (MDR) TB, spread of TB to other family members who were HIV positive and children were major challenges for NGOs. Positive speakers and volunteers in the communities took the responsibility of TB referral and treatment adherence by becoming care givers to another HIV positive person and monitored their progress. Teachers, Anganwadi staff, family members affected by AIDS and also HIV positive persons became active volunteers within their own communities.

Support groups were formed initially with people living with HIV and later their family members







were involved and as a step up, people from the community were also became a part of the groups. Positive speakers ,people living with HIV and their family members were trained in nutrition demonstrations and disseminated knowledge on improving health through low cost nutrition.

Advocacy with health department to meet the demands of HIV in the communities was a constant activity and VMM became a bridge between government and People living with HIV. VMM is on the board of Andhra Pradesh State AIDS Control Society as NGO representative.

VMM observed that schools were not permitting children from HIV families. VMM did advocacy with government of Andhra Pradesh in getting a GO for '**No discrimination in schools**'. Then school support groups were formed at schools to reduce stigma and discrimination for children affected or living with HIV and to have a support system for these children. The GO was shared in the schools and conducted sensitization meetings for teachers and parents.

The project had reached nearly 12,500 PLHIV and more than 2 lakh people from community through different IEC activities. The empowered support group members were supporting the needy people in their community. The project had built human resource from communities as lay counselors. Once they were the project beneficiaries now they are the resource persons and the change agents.

### **Pediatric HIV Programme**

VMM identified some children from HIV families very sick and tested them. 326 children in Andhra Pradesh from HCBCS programme were tested HIV reactive. The facilities for children were sparse and Anti Retro Viral Therapy (ART) for children was not available. Adult tablets were powdered and were given to children. The children were dying fast and this issue was reported to National AIDS Control unit. Then Clinton foundation arranged a meet to discuss about the situation and VMM participated and shared the number and the urgency of the health of these children. VMM was the first Lead Organization for Clinton Foundation in India to work on Paediatric AIDS and initiated care and support for Pediatric HIV by partnering with 47 NGOs and HIV positive networks. More children were identified and the pediatric ART was supported by Clinton Foundation. Initially camps were conducted in government hospitals by VMM for testing and initiating ART. The need for adherence to ART by children was dealt with formation of **Prerana support groups** with children living with HIV and their care givers. This improved the adherence to ART. Many of the children are leading a productive life today.

It was also observed that many HIV positive children lost their parents and were living with grandparents who were old and unable to take care of their grandchildren. So **Grannies clubs** catered to their needs and these clubs were attached to nearby adult support group for help.





This improved the health of the grannies as well as children. They had larger families now in community to take care of the children.

### **Health on wheels**

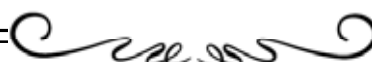
VMM reached people living with HIV at their door steps through mobile health units- "Health on Wheels"- from 2008 to 2010 with the support of Abbott fund, USA. Every day the trained team visited urban slums, screening them to identify different ailments prevalent in the area. HIV/AIDS screening was also done and the affected people were taken to the hospitals for further treatment. School and college children were educated at regular intervals through interaction with health workers. Regular treatment for opportunistic infections was provided to people living with HIV and their improved quality of life was visible. In the evenings the health on wheels organised counselings and film shows on good habits, health, TB, HIV/AIDS and Malaria. Awareness on Swine flu was taken up supporting the government and people during such emergencies. During the year 2009-2010 swine flu was spreading. VMM trained 90 multipurpose health workers and outreach staff of NGOs regarding swine flu. They were trained to bring awareness to the public about the symptoms, prevention, spread of disease, and treatment services available.

### **Mobile Integrated Counseling and Testing Center for HIV (MICTC)**

Andhra Pradesh State AIDS Control Society started MICTC in Krishna, West Godavari, Khammam districts in 2008. The project focused on reaching the unreached areas for HIV testing. The Mobile ICTC is equipped with driver, Counselor, Lab technician and attendant. This project is supported by District AIDS Prevention Control Unit (DAPCU) and has linkage with local NGOs. The Mobile ICTC along with HIV testing educated the people on HIV/STI/TB through group meetings and video shows.

### **Urban Health Centers**

Vasavya Mahila Mandali as Co-management agency managed Urban Health Centers with the support of Vijayawada Municipal Corporation in Vijayawada. VMM managed six urban health centers with a medical team of one Doctor, one community organizer, two auxiliary nurses and midwives and two helpers. The focus of these health centers was on maternal and child care. They provided medical treatment and counseling, antenatal checkups, immunisation, promotion of institutional deliveries, identification and referral of TB and life style diseases. Health Forums were formed at community level for every 50 households. They conducted meetings every month. They monitored the health of the people and tracking the trends of seasonal diseases. Dr. Meher Prasad and Dr. Deeksha donated medicines and equipment for these centers and tracked the disease prevalence regularly.





### **Apollo Tyres Health Care Center**

VMM reached automobile and allied population with the support of Apollo Tyres Foundation since 2011 for providing general health, HIV/STI, Eye care, for lab tests and for providing medicines at Jawahar Autongar, Vijayawada which is the biggest autongar in India with more than 1000 trucks that visit for repair works and for body building works. The project provides clinical services for the truckers through a membership card of INR 20 valid for 30 days at 25 different centers spread across India. The project focuses on public awareness through pamphlets, pictorial information material, street folk arts, video shows and different play way tools. The center has pharmacist for medicines distribution, medical doctor, lab technician and Project coordinator to provide these services. During 8 years of the project it has reached more than 25,000 truckers.

### **Community Based Rapid HIV Testing Program**

VMM with AIDS Healthcare Foundation, India Cares, had done a community based pilot Rapid Testing Program of intervention in 2016 December. 1500 tests were conducted in communities and had identified 23 HIV positives which were reconfirmed with Elisa test and all were linked for treatment at public services. With this pilot project, VMM started 6 interventions in 3 districts reaching the most unreached areas. At each intervention a counselor, a Lab Technician, linkage worker and a community mobiliser were placed. Public awareness campaigns in community through small group meetings, in collaboration with the local functionaries of Health department were conducted. Organized HIV testing with the consent of clients after counseling, HIV/TB positives were linked to respective services. Treatment adherence monitoring with sensitization and educating the family members on home care and self-care was provided.

### **Preventing Parent to Child Transmission program (PPTCT)**

This Project was supported by Infra structure & Financial Services under global fund round 4 programme. The project focused on HIV transmission prevention from HIV positive pregnant women to new born babies. VMM reached 6350 people living with HIV/AIDS since 2001, out of which 235 children were between the age group of 0-14 years, 45 children were between the age group of 15 – 18 years, Vertical transmission was around 3%. All the pregnant women were linked to government hospitals for effective utilization of services. The project worked in two revenue divisions of Krishna district. In the initial stages antenatal women with low CD4 count only were kept on ART. Now all HIV positive pregnant women are provided ARV therapy irrespective of their CD4 count. After delivery the new born baby was also provided treatment till 18 months of age.



Preventing Parent to Child Transmission by early identification, care and support of vulnerable pregnant women through frontline functionaries (ANM and ASHA workers) was supported by MAMTA-Health Institute for Mother and Child. This project was done at Adilabad District working in Six Mandals and identified 2159 pregnant women. Project focus was on improving the maternal health and to reduce HIV transmission from mother to child. All the identified pregnant women were linked to ICDS project.

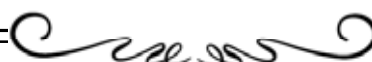
### **Tuberculosis prevention in Andhra Pradesh (TAP)**

The aim of the Project was "To reduce the levels of TB and TB/HIV co-infection and to increase access to effective health services through sensitised and empowered communities and local advocacy". This project was launched in September 2011. The coverage area under the project was 27 blocks spread across six districts of Andhra Pradesh: East Godavari, Krishna, Nellore, Prakasam, Srikakulam and Vishakhapatnam.

The outcome of the project was increased awareness of TB and HIV and increased utilization of government health services, establishing community structures, increased health seeking behaviour and improved TB diagnostic and treatment services. The main target group included tribal and fishing communities, women and children, and those living in sparsely populated areas. During the 36 months of the project period, a total of 1,65,839 (37% males and 63% females) population was directly covered. Group awareness raising activities including cultural shows, meetings, observational days such as World TB Day, World AIDS Day reached many more people. The beneficiaries reached out indirectly through mass media activities and with IEC materials like auto stickers, boat messages, charts, wall paintings, etc. During the 36 months of project period, a total 2051 new TB Cases, 652 new HIV cases and 135 new co-infection cases were found and were put on treatment. The fishermen from Srikakulam were going to Gujarat by boats and were dying there of HIV or TB and so they were stigmatized in Gujarat and so ART and ATT were provided for their stay there and a person was entrusted to monitor their adherence.

### **Designated Microscopic Centers (DMC)**

Supported by the District TB Control Society under RNTCP programme, VMM managed 2 DMCs. Early diagnosis and early treatment initiation was done along with follow up and counseling. Thickly populated urban slums were selected and seven MDR cases were diagnosed. A lab technician provided door to door survey in slums. Tracking of family contacts was taken up. VMM tracked two families with TB where both wife and husband were TB positive. The online data generation and link with Aadhar card and message alerts to health care workers and patients for refilling and retesting of patients, improved the treatment adherence.



## **Safe Water, Sanitation and Housing**

Women had to travel a long distance to fetch water for drinking and that water was not hygienic and many cases of diarrhea were identified along with other water borne diseases. The families were living in poorly ventilated homes and lacking toilets at home. It became a security issue for women to go to open fields for defecation. It was taken up as a rights issue to have a good home with toilet and safe drinking water as well as a health issue. So VMM focused on Housing and Sanitation and Drinking Water Projects. VMM developed a network of women organisations in the villages to initiate the housing and sanitation projects with the support of CAPART. VMM supported these gross root organisations in monitoring, accounting and procuring the raw material for construction. VMM also volunteered to support these women organisations without expecting financial aid either from them or CAPART.

Besides the surroundings becoming unhygienic, the women were subjected to insinuation and abuse when they were using fields for defecation. As a solution to this social problem, CAPART and Rastriya Mahila Kosh have entrusted the responsibility of constructing 3000 toilets in the villages from 1991 to 1998. Each toilet was constructed with 2000 rupees grant and the beneficiary was responsible for the construction and to bear any additional expenses. The scheme helped the people immensely in developing good habits. Later when VMM found that the people were not utilising the toilets after construction, an awareness campaign was undertaken to increase the utilisation of the toilets by imparting knowledge on the diseases and the security of women and children.

### **Safe Drinking Water Project with Defluorination of water:**

VMM noted high incidence of people with arthritis in West Krishna due to high fluoride in water. In collaboration with the University of Health Sciences, Vijayawada, awareness programmes on Defluorination were conducted. Dr. KN Rao, the then Vice Chancellor of the Health University was instrumental for the success of this programme. Many local resources were utilised and information packs were distributed to all educational institutes and community at large in these areas. All the villages affected by fluoride were reached by the VMM. The issues of the people were taken to the government in different forums that lead to construction of Defluorination tanks.

Women folk were traveling long distances of 2-5 kilometers for water and this was causing insecurity and the impact of unsafe drinking water on health was visible. So installation of Bore Wells was taken up in 57 villages in collaboration with CAPART. The bore wells were handed over to Panchayat Raj department, as a sustainable strategy.





### ***Chronicles of VMM- Useful Skills: Planned Livelihood***

In 1960s, women going out and getting training in skills was not accepted owing to the social constraints on women, being confined to HOME and FAMILY. So women never had opportunity to think of having skills for livelihood and add income to family or to lead their lives on their own terms.

VMM during its adult education classes found that women had many caged skills. We identified basic skills of women in cooking. So as a first step, Vidya went to each house in Patamata Lanka, then a village abutting Vijayawada town and motivated women to come and share their cooking knowledge with others. This was the initial livelihood and skills program of VMM. During those days women did knitting at home and that skill was shared and learnt. This gave way to more programs.

VMM initiated imparting skills for women since its inception. Simple skills like tailoring, embroidery, basket weaving, Ambarcharka (hand-weaving machine) increased their self-confidence. There were no instructors; each one used to train others in the skills they know and so it was of mutual benefit and increased the trust between one another. Vidya and Mytri carried a sewing machine daily into a thatched hut creating an environment for women to share and learn. All the women present there including Vidya and Mytri were both teachers and students. The saga of women empowerment of VMM started from a small open hut with a thatched roof to the present multistoried building donated and built by the patrons of VMM. Slowly social capital increased and these simple skills gave financial individuality in a very minute way. These initiatives were not aimed at financial gains but social and moral gains. Sharing of their problems and discussing with each other gave them ideas to deal with their lives.

The women were confident enough to take a bigger role in their families. So VMM organized loans for Miltch cattle, milk collection and retail centers and knowledge regarding milk and milk products. They repaid loans and earned respect in their families. Women, whose voices were never heard in the families, were now heard in a low tone. This further increased their confidence. The process was slow but was an important step for women empowerment of today.

VMM took another step by introducing informal cooperative system of procuring and distributing household goods among women. They bought rice, lentils and commodities in wholesale market and distributed among themselves with their savings. This increased their food security for lesser price that was well appreciated by the families. This inculcated cooperative system among women.





International Women's Year 1975 was a milestone for VMM and women's movement. To mark the year and to encourage women to be a part of it, VMM organised a three-day exhibition with the products made by women at Vijayawada. Vijayawada Municipality distributed prizes to the best products. Sri. G. P. Rao, IAS, the then Municipal officer encouraged the women's exhibition by extending financial support. Later this type of activities in the name of Mahila Utsav (Women's Festival, an exhibition of women entrepreneurs) were being organized every year for women entrepreneurs. Later on, skill development trainings were undertaken at a bigger scale with the support of government, funding agencies and corporates.

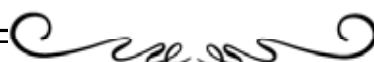
Slowly literacy increased among girls and women and their needs changed. VMM realized that more resources were needed. So the situation was analysed through needs assessment in late 70s. This became a basis for the planning of skill training. Gradually VMM gained the confidence of local, district and state administrations. They started looking to VMM for suggestions on new projects, for implementation of existing projects and for technical support. VMM became a role model for many service organizations. VMM started to act as a mother NGO for many smaller organizations.

**Type writing and Short Hand Institute** for ONLY girls and women was initiated by opening Vanita Type institute. In those days all type institutes were for both male and females. Because of that families were not willing to send their girls for typewriting trainings. VMM purchased type writers on loan from Andhra Bank, and repaid the loan promptly. Vanitha Type Writing Institute was initiated as a sustainable unit, as women and girls who studied 10<sup>th</sup> class were trained for a nominal fee. These skilled women appeared for government certification and got jobs in private and government sector. Later when the demand for computer skills has come, the training of women and girls was extended to skills in computers too.

**Hand Composing , book binding, carpet weaving, Cane and Bamboo handicrafts, Crochet lace making, knitting trainings** were given to develop skills to improve their lives. Hundreds of women were trained and they had a meaningful life.

**Anganwadi Workers training, food processing, nutrition demonstration, TV Assembling, Garment Making, House Keeping in hotels, Computers, TV and Radio repairing, motor rewinding, soft toys making, drawing and painting, Arya embroidery work, mobile repairing, Kalamkari, Bathik, tie & dye and screen printing trainings** were supported by government and non-Government agencies and international donors. Many women entrepreneurs were promoted after these trainings.

The tailoring started by VMM in the initial stages graduated to advanced **industrial tailoring training and Fashion Technology** now. Women are gaining expertise in modern tailoring and





gained confidence. Some of them are physically challenged and the training is modified to suit their needs.

**Driving license for street youth** was a special focus VMM had taken up. In late 1990s and early 2000's, getting 'Learner's License' for street children was very difficult. VMM did advocacy with government transport department as these street youth were denied license as they lack identity and address proof and guardian signature. Then Vidya, President VMM signed as their guardian and the address was given as VMM. Hundreds of street youth were trained and many of them became proud owners of vehicles. This showed a transformation in their lives: rag picker to vehicle owner / driver. They were proud to show their Driving License as an ID card. But during this life journey, even after getting a driving license they faced lot of shaming from police who teased and ridiculed them regarding their lack of parentage and a Mahila Mandali being their home address. This insensitivity among law enforcement agencies made the youth react and expressed their agony and handed over their driving licenses to Vidya. In support of these street youth, Vidya did sensitization to the police with the help of the then Commissioner of Police. They now proudly say that they are children of VMM and became change makers.

To inculcate occupational management among street youth, loans were provided to have small enterprises like food counters on streets, Rikshaw pulling by hiring rickshaws, old paper collection points and uniforms for catering boys. It encouraged VMM with the 70% repayment of loans from such a volatile group of youth. Some of these youth formed into catering - serving groups and became leaders in the community. Some became chefs and some saloon owners. Some went to other countries as drivers and manual labor and able to save money and became owners for their own small enterprises.

**'Multipurpose Health Workers training institute for Female'** was initiated for girls in the year 2000 and a batch of 40 girls was trained in basics of nursing for 18 months and successful students were awarded government certificates. VMM trainees were awarded many times as best nurses. Many nurses were employed in government and private sector with respectable lives and pay. Their families respect them for their work. Orphan and vulnerable children were included in this training and they became a source of economic stability for the families. Some of the trained women became staff of VMM in different capacities. Some girls from remote tribal villages of Visakhapatnam and Suryapet (Telangana state) secured government jobs in their areas.

**HIV affected and people living with HIV needed livelihood support** on a priority basis. It became an emergency for those families as the earning members were incapacitated or died of AIDS.



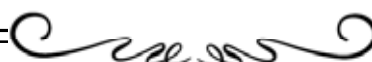


So small loans were provided to them for petty businesses like snacks/pan shops, vegetable/fruit vending. It gave them a hope and improved their lives. Their children were provided with skills in nursing, computers, management and secretarial skills. As Andhra Pradesh had a high HIV prevalence in 2000, addressing the livelihoods of these families was a gigantic challenge for civil society and government.

In 1991, VMM felt that **women's groups** make a difference in the lives of people as seen in other countries. VMM initiated discussions with women to start Self Help Groups (SHG) for their empowerment that would be the pillar for the development of society and the nation when they stand united. So women formed into self-help groups at every village and urban slums. VMM initially started with savings and rotated the money for credit. Then got funding from Rashtriya Mahila Kosh, extended credit to start small enterprises and women experienced increased income and learnt skills as required for their enterprises. After ten years of initiation of SHGs in 2002, VMM main streamed them with Andhra Pradesh state government as government made the initiative of SHGs. Now the SHG is a significant movement in the state. Women are taught administrative procedures and linkages and networking through advocacy. District Rural Development Authority of Krishna District facilitated SHGs.

VMM during its work in reaching to young men and women in rural areas found that they require career based skills for self-employment or job placement. Hence the programs were designed to suit the changing trends such as **electrical repairs, beauty care, Pickles and Spice powder making, Value addition on Mango, Value addition on Tomato, Bike repair and Advanced Training on Tailoring** and many more. All these trainings were for the duration of 30 to 60 days supported by NABARD (National Bank For Agriculture & Rural Development). This resulted in the youth to engage in productive work and gain confidence. Vocational skill development with the support of **HCL foundation** in tailoring and embroidery, Beautician, mobile repairing, fashion technology were provided to many youth and women.

The women were succumbing to violence at home and they were facing economic hardships. VMM facilitated this with a small fund to support women in learning skills like **computers and english speaking** which helped them to have employment as computer operators, front office management in hotels, data operators in business firms, computerized accounts management etc. HCL Foundation supported for providing skills in fashion technology, beautician and mobile phone repair and provided tool kits to start self-employment immediately after training. That helped them to earn without searching for credit. AXIS Bank Foundation supported credit and knowledge for women street vendors in providing hygienic and nutrition food by improving the ways for waste management, drinking water, nutritious food etc.

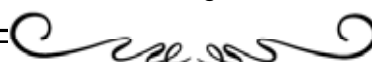




Many women in rural areas were trained in tailoring and own sewing machines. But for repairs of sewing machine they were coming all the way to cities and it was a burden not only for device repairing charges but also for transport. Hence VMM partnered with **USHA International and established USAH SALI Schools** in various parts of Andhra Pradesh. The preliminary one-week training followed by refresher course was useful for the woman to repair their own sewing machine and as in each village one was skilled through training, that woman had additional income by repairing the sewing machines of the others in that village. The skilled woman in repairing of sewing machine was saving INR 1500 for her machine and there were additional earning from others. Currently this is being done in Krishna, Prakasam and Visakhapatnam districts of Andhra Pradesh. Besides this, the skilled women became trainers for others and these women were also certified by USHA International.

**Tribal development through horticulture** is identified as one of the areas to improve the livelihoods of tribal farmers. Hence VMM had undertaken Tribal Development program with the support of NABARD. 500 acres of dry land was improved through natural resource management, horticulture and water management. The tribal farmers were formed in groups and were provided knowledge and skills through various trainings. In addition to this, another 300 families were supported with non-farm sectors like **miltch animals, welding units, petty shops, tailoring machines, goat and sheep rearing**. This impacted tribal families to improve their livelihoods with value addition and also to develop marketing skills and they opened financial management through banking. Illiterate and ignorant farmers and their families became knowledgeable, had exposure to other farming units and marketing avenues: they learnt on inter cropping for mango, sale of fruits and vegetables at Farmers Bazaars, sale of Guava to juice manufacturing units. Women started stitching ready-made clothes by purchasing cloth in wholesale (shifted from retail buying of cloth) and selling in nearby towns. As there were no middlemen in the commercial transactions, the tribal families were able to earn more returns. A visible change was observed in the attitude, behavior and practices of tribal families.

**Vasavya Mahila SHG Farmers Producer Organization (VMFPO)** was established in 15<sup>th</sup> November 2016, under the Companies registration act 2013 that was supported technically and financially by NABARD. Objective of the Company: Economic and Social development of its women members on the basis of mutual help and cooperation in accordance with the organization principles by providing marketing facilities to the products produced by the members. The company promoted different types of products like Herbal products, Jute bags, Batik printed clothes, Honey, Thread jewelry and other items with a brand name of VMFPO in local market. VMM strengthened the FPO management through capacity building programmes







and support to establish direct market outlets. Two more FPOs were sanctioned for chillies, mango and vegetables.

**Rural Mart** is an innovative model initiated by NABARD to promote locally produced products, which are being promoted by Self Help Groups (SHG) members. The producers in the unorganized sector are not able to realize the optimum prices due to lack of negotiation power, small production, lack of market knowledge and inability to display the products at appropriate location in the showroom. VMM established "Rural Mart" with the support of NABARD. Rural Mart is an outlet to showcase the products of Vasavya Mahila Farmer Producers Company. Mart is very useful for members to display and market their products. People purchase quality items for low cost at "Rural Mart".

Products displayed in the Mart ranging from the Handloom Cloth, printed sarees, cloth with Batik, khadi and Screen printing, Embroidery material, Jute products like bags, purses, wall hangings, cloth bags, Herbal products, Pickles and traditional food items, TV top covers, Fruit and vegetable covers, Floor kundan designs, thread Jewelry, Bangles, Cooking products, Honey and other items. Rural Mart is a strong business point that emerged to make a viable proposition for the benefit of all women members.

With the support of **Axis Bank Foundation**, women and vulnerable families were supported with livelihoods like vegetable/fruit/flower vending, mobile canteens, carts, grinders. They were trained in hygiene and show casing their products. Nutritious food like sprouts, Ragi Malt and salads were provided in these canteens that attracted many.

VMM which started as skill imparting and sharing of knowledge by women is now promoting women to be entrepreneurs and achieving their goals and facing difficulties in their lives boldly.

### ***Chronicles of VMM- Education and Knowledge Building***

Mrs. Vidya faced difficulty during the initial phase of VMM due to illiteracy of women as they were unable to understand the situation of their needs and do accounting. To make their efforts multiply, **Adult education for women** was the first step of VMM in the area of education. Vidya, Mythri and Hemalatha Lavanam used to take classes in the evenings. It was started with a few and grew to hundreds of women. One woman from adult education classes was able to read the bus number and the destination point and the husband felt humiliated and attacked her with an axe. The woman reached VMM and this made VMM realize to do gender inclusive programs since then. Community participation in adult education was encouraging. From the inception, VMM had very few paid staff. All the skills and education were taught by volunteers. It was not only the reading and writing they also taught life skills. Women started





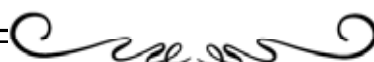
to develop skills, financial planning and thrift and credit attitude with newly found confidence. These were the first steps of the education programs of VMM.

VMM focused on **early childhood education** through **Balwadis**. Balwadis enrolled children under seven years in rural and urban slums. Children were taught good morals, healthy habits, social etiquette and behaviour through small poems, rhymes and songs. Play-way methodology in education started from Balwadis. Apart from education the children were provided with nutritious food. Regular medical checkups were done to monitor their health. Poor attendance and poor hygiene were the initial challenges and so mothers were encouraged to visit the centers to know the teacher and the good habits. Even though children were taught at Balwadi, the mothers did not accept the good habits and so children were having a dilemma to learn. After the involvement of mothers, the attendance increased and acceptance of good habits also improved. Then as a step forward, Mothers committees were formed and they were entrusted the responsibility of supervising the centers. This made the parents aware of the benefits of the project and constantly monitored the Balwadis and saw that their children got the best service through the centre. Later the Creches and Balwadis were merged in the Integrated Child Development Scheme of the Department of Women and Children Welfare, Government of Andhra Pradesh.

After the Balwadis and Creches, Anganwadi centers were started by Government of India for early childhood learning. **Anganwadis** became a center for the population with multifaceted activities for women and children. The teacher and assistants were trained in child care, preschool education, supplementary nutrition food, pregnant women and lactating mother care, adolescent girls care, communication skills, immunisation, HIV and AIDS, rights of women and children, laws and linkages. VMM was given an opportunity to train the teachers in the centers in play way method and nearly 750 Anganwadi teachers attended 18 refreshers courses conducted by VMM. Five workshops for 523 assistants were organized. The quality of services in the communities was improved after the trainings.

**Non Formal Education:** In 50 villages non formal education centers were established. 1250 school drop outs were benefited. The school drop outs were mainly child labor assisting their parents due to poverty. In the evenings they attended the non-formal centers and passed exams conducted by the government of Andhra Pradesh. Later many of them joined regular schools.

**Street children** were cheated with the paper and plastic rag they collected from roads as they did not know the basic mathematics. So non-formal education centers were started for them and basic mathematics like addition, subtraction and multiplication were taught using stones and paper cuttings as money. This made them confident and less prone for deceit.





Then came the decade of HIV where school drop outs increased. Their parents were sick or dying, there was a shift of caretakers from productive parents to non-productive grandparents or insensitive uncles and aunts. The sudden changes in family structure had a large impact on children. Then a unique program to improve the education and health of children who were poor, orphans, semi orphans, HIV infected and children from HIV affected families was started. In this program, after school supplementary nutritious food, tuition was provided. This program was named **"Learning For Life"**. Educational support was provided to children affected and living with HIV in all districts of Andhra Pradesh through the support of Deutsche Bank, Germany. Children were trained in extracurricular activities to improve their communication, leadership and life skills. The community was also educated about personal and community health and hygiene, stigma and discrimination. The children were regularly under the care of a medical team and treatment was provided at public health centers and private practitioners.

**School support groups** with children living with HIV and from affected families and the children from normal families were formed in schools. The children from HIV families were unable to attend school regularly as they were care givers to their parents and so the members of the support groups used to help them in home work and to explain the lessons. The children used to go to the homes of the children in these difficult situations and used to support them morally. They used to collect rice and money from the community and supported the HIV families in the time of death or severe sickness. They became role models in the community. Children formed mock parliaments in the schools and worked for the development of their schools. They did advocacy with officials for construction of toilets, water tanks and compound wall with the help of mothers committees. Community mobilization was undertaken to help the needy children to inculcate the habit of service. The community moved together to take care of the orphan children and provided moral and economic support.

VMM identified high level of illiteracy among mothers and the result was **"Ammabadi" – Mother's school** ". It is part of a mother's duty to monitor the child's education regularly and to assist the child to cope with the competition. At a study cum recreation centre for children at Vambay colony, a relocated slum in Vijayawada, VMM conducted quiz competitions for adolescent girls and women. Some women expressed their eagerness to study. Taking this as a lead, VMM started mother's school. It started with 5 centers and grew to 100 centers across the coastal districts of Andhra Pradesh. They learned basic education needed in day to day life. Women were able to read the scrolling news on T.V, and monitor the progress cards of their children, they were able to transact on their own in self-help groups and banks. Out of 208 women of Ammabadi, 25% were people living with HIV and 35% were family members





affected by AIDS. These centers played a major role in educating the community about HIV/AIDS, nutrition, self-care and care giving. They motivated a lot of people to get tested for HIV/AIDS.

VMM education was not just literacy but to get knowledge on multiple issues needed for the families. VMM started **“Capacity Building for Women in Governance”** with a focus on training women in human rights, health, attitudes and services utilisation. 1575 women were trained in “Capacity building for women in governance”. From 1985 till 2001 this training for women was supported by a number of service organizations like Central Board of Worker’s Education, National Institute of Social Defense, Ministry of Home Affairs Government of India, Ministry of Rural Development and Ministry of Women and Child Development Government of India.

100 representatives from government and non-government organizations selected by the Ministry of Rural development, Government of India participated in these seminars and discussions. These programmes enabled these representatives to list out the vocational and employment training facilities necessary for their community. They were also trained in the administrative procedures involved in getting these courses sanctioned.

VMM started to work with a network of NGOs to increase the geographical area of operation and also to empower the smaller organisations and communities. VMM coordinated and worked with the registered cooperative organization from 1970 at the village level. They conducted a number of seminars, conferences and trainings on Rural Development.

In the year 1988 VMM had taken up the women empowerment training to the elected members of local, regional and state level bodies. The women became aware of the working of local, regional bodies, their responsibility in developing the area they were in charge of and the rights and responsibilities of people’s representatives.

The methods and techniques VMM followed in this women empowerment training had gained recognition and popularity and soon a large number of service organizations supported the training.

In 1995, **CAPART and center for social welfare board selected Vasavya Mahila Mandali to train 3000 women on awareness generation Program-** Capacity Building for Women in Governance and in 2015 conducted training for women corporators elected for urban body in Vijayawada.

VMM recognized orphans in the community with extended families and some children who were left on the streets. So **Children’s village** was started with 20 children with the support of Abbott fund and then later became a **urban deprived girls hostel for 100 girls** with the support of Sarva Siksha Abhyan of Government of Andhra Pradesh. These girls were provided residential



care and education at government schools.

VMM supported the **higher education of girls** and boys and many were in lucrative jobs. Some completed IIT, and some engineering. One became a doctor and many were provided with an opportunity to learn computer skills and English speaking and writing. All the girls and women were educated with life skills. Linkage with many philanthropists and trusts gave a good impact. Chennupati Seshagirirao Memorial Charitable trust constantly supports the education of girls and women.

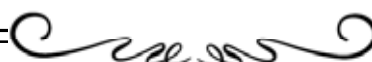
VMM dealt with education as not only literacy but as life skills with improved communication, decision making, risk and crisis management. This improved the lives of people who were vulnerable in communities either due to inequalities or personal crisis from disease or famines. The journey of VMM in educating the communities is a continuous effort from its inception till date.

### ***Chronicles of VMM- Human Rights are Women's Rights***

VMM believes in right to express, right to take decision and right to be a productive citizen. Women were not given an opportunity to express, take decision and so were not productive enough in the society and were treated as second class citizens. They had to abide by the decisions of the men of the family and men of the society. In this situation VMM focused on working for the rights of women. As an insult to this situation, **untouchability** was prevalent on the basis of caste. There was sectarian inequalities in the society on the basis of gender, religion and caste. Some were meant to be leaders and some meant to be followers on the basis of caste. These inequalities were very difficult to address as the villages were divided vertically and horizontally like socially backward and forward castes. This mindset was hard to break.

To address this attitude of the society, **cosmopolitan lunches** were organized where each one gets one dish and everyone shares each other's food. This was a big step towards equality. There was resistance for this but VMM stood up to the discrimination and stood for Equality.

**Poverty** was the main concern for development of individuals as well as society. The families used to borrow money at high rates of interest for agriculture or personal needs. This increased the financial burden. So VMM initiated **Thrift and Credit** idea among women. Women used to save small amounts each month with their earnings and those who need the money most used to take that months total. This increased the confidence of women and comradeship also. Family financial planning was part of savings and this increased discipline among them. The women felt the benefits of their involvement with VMM. This thrift and credit program was replicated by other Mahila Mandals. This paved a way to have equal rights and equal







opportunities even though the financial benefit was little, this created an atmosphere of equality.

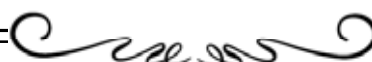
VMM developed **Family counseling center** for women by executive members, lawyers and experienced persons from the community. Many women were benefited and family reunion was successful. Mr. T.V.Purushothama Rao, advocate in Vijayawada extended his legal services to deal with the women issues for VMM. He empowered women with legal education. Counseling center is being a part of VMM activities till date and hundreds of women are getting benefit of family reunion, legal aid and livelihood options. Police and judiciary are referring cases to VMM counseling center as family reunion is high at the center.

Escalating the programs, VMM expanded the geographical area beyond Patamatalanka, a village in Krishna District, to Sugali Tribe with distinctive nomadic life style . Literacy was zero and the distinctive dressing by the women separated them from community. They were looked upon as suspicious persons and so VMM distributed sarees and blouses to them to mainstream them. Their children were admitted in nearby schools and women were taught personal hygiene and good food habits . The youth were trained in driving and other crafts and the families settled with respect. The right for education and living well in the community were franchised. This improved acceptance of the nomads and backward class people.

To break the barriers of caste, **VMM mixed all caste people in a colony** in 1970 in collaboration with the Government of Andhra Pradesh. Houses were allotted through lottery and they lived happily as a single community. Ms. Urmila Subbarao, IAS, Sub collector of Vijayawada helped VMM in achieving the goal of this colony. This was the beginning to work against the rigid caste system in an organized way.

Women were facing the problem of taking care of their children when they were working. **Creche - Helping hand for working mothers** was initiated successfully. This became a point for VMM to educate and change women. The mothers were educated on hygiene, nutrition, self-sustainability. So crèches took the responsibility of their children when they were working. Realizing the need of child care centers in the changing society, the social welfare board funded the project of crèches from the year 1989 to 2001. VMM maintained crèche centers for children below five years in thirteen villages. This enabled the working mothers to leave their very small babies in the safe custody of crèche and earn their living with peace and confidence. Women's right for security was realized through Crèches.

Women facing problems did not have a place to stay or discuss their problems. They used to suffer at homes and the maternal families never accepted their daughters back to their homes as it was a taboo. So women had neither a support system nor security.





VMM started shelter homes for women to protect them from such vulnerable situations as it was their right to get security and a place to stay. **Gora Abhaya Nivas**, a home for women was in place from 1985 to 1999 with the support of the Department of Women and Child welfare, Government of India. From 1999 to 2010 the home was supported by the Humanist Association of Norway.

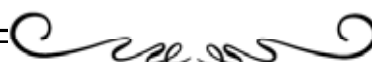
From 2005 to 2007 The Women and Child welfare department, Human Resource Development, Government of India supported **Swaadhar project** to cater to the needs of the victims of trafficking and HIV and AIDS at Women Empowerment centre, Vemavaram village, Vijayawada Rural Mandal. From 2008 to 2010 a women shelter home was supported by the Humanist Association of Norway to reach the vulnerable women/adolescent girls in rural areas. These homes provided women immediate shelter with basic needs, psychosocial support, health care, vocational skills, legal aid, legal counseling and family reunion. Now VMM is a NGO partner to government of AP in maintaining a **rescue home for women and girls** at Vemavaram center.

VMM with the experience in sanitation programme found that the thatched houses were not withstanding fire and floods. So VMM planned to implement the **housing project** in the villages, with the support of CAPART. 1000 houses were constructed for the beneficiaries and VMM facilitated the process and with partial financial support.

**Desilting of the Govindarajulu tank:** This tank was the only water source for hundreds of acres of agriculture land in Vemavaram, K. Tadepalli Panchayat, Vijayawada rural Mandal. The tank was silted and water was not available for agriculture. Farmers lost crops and their economic status reduced. So VMM had taken up the task of desilting the tank and constructed bunds with the material. The mud was used for pottery and many families settled in the area.

**Priyadarsini Working Women's Hostel:** Women's education and working women increased and they started to stay away from their families. So they needed a secure place to stay with all facilities. Even for short term and long term trainings women needed a shelter. The then Prime Minister Mrs. Indira Gandhi suggested Chennupati Vidya to start a working women's hostel. Chennupati Seshagiri Rao, chief patron of VMM and Chennupati Vidya donated 1180 square yards of land near Benz circle for the construction of working women's hostel. The hostel was inaugurated by the then Vice President of India Sri. R.Venkat Raman. This hostel has 50 sharing or single rooms with security, nutritious food, recreation facilities and with an ambience to make them understand life through the activities that are conducted at the campus.

**Street youth** were not having a secured place to sleep and were tortured by the police as they





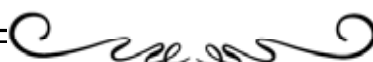
were roaming on the streets. Initially advocacy with municipal corporation for a place for their stay was done. Later advocacy with police to stop torturing the street youth was taken up through Vasavya Rehabilitation Center for Torture program. Victims of torture were treated and food and livelihood provided. An **ex-criminal settlement area from Sitanagarm**, Guntur district was adopted by VMM and they were provided loans and counseling and slowly the people changed. Their children joined in schools and the younger generation was trained to be law abiding citizens. In different national and international forums the work done by VMM was discussed and became an active member of International Rehabilitation Counsel for Torture, Denmark.

**Home for Senior Citizens** is organized since two and half decades for 35. It is in Gosala Village in Krishna District. Initially the home was supported by government of India. Now it is being supported by community. The home contains a coordinator cum counselor, cook and sanitary person. Many kind hearted individuals support in kind and cash. Medical aid is by VMM and Apollo hospital. Hospice care is also provided when needed. Geriatric care is the need of the hour with broken family system.

**Violence against women** was and is a major problem and women's rights violation is the most common occurrence in society. Many activities like cultural programmes on the laws for women, meetings in the communities with women and men with IEC material and reaching out the students of schools and colleges through **Amma project** supported by HCL foundation were undertaken.

**Mahila Mitra-Community Change Makers with Police addressing Gender Based Violence:** 'No Silence for Violence' is a movement with networking and support by the community and the police bringing out change in the attitudes and mind-sets at large, empowering women to be bold, confident and courageous. Mahila Mitra movement is an initiative aimed at empowering women by creating awareness and networking towards preventing and resolving violence against women and thereby bring about a change and transformation in the society. The movement was conceived by Mrs. Chennupati Vidya, Founder President VMM and Mr. Gautam Sawang IPS, Commissioner of Police, Vijayawada with Dr Bollineni Keerthi, VMM. It was launched by VMM partnering with the Vijayawada City Police in Vijayawada on 24 January, 2017 (Girl Child Day). Today VMM is the lead partner to AP Police for Mahila Mitra state wide initiative.

'Mahila Mitra Committees' were formed at all the 21 Police Station limits in Vijayawada comprising of 134 Members. Each committee mobilises and organises 'Support Groups' with a total membership of 8120 women volunteers. Trainings on counselling, laws and risk management to the support group members are being provided. This network provides safety





to the women in distress. And it is bringing significant transformation in the attitude and mind-set of the Vijayawada City Police, in making them sensitive to women's issues with empathy.

Identifying eve teasers and counseling them along with their family members gave good impact. Instead of filing cases, 7432 eve teasers are being counseled by police and VMM. There is no repeat offender (recidivism).

Counseling of women and their families is a continuous activity of VMM since inception. Disrupted families are being counseled with a success rate of 83% percent of reunion. 191 colleges and 200 schools are sensitized. In 85 Colleges Mahila Mitra Support Groups are formed. Sensitization and orientation classes on gender issues, role and responsibilities of the police held for 3500 police staff of Vijayawada City Police covering every police station. Periodical meetings and reviews are held at every Police Station along with Mahila Mitra groups at the Police Station.

### ***Chronicles of VMM- For Safe Environment***

VMM from its inception was promoting environmental friendly habits **involving tree plantation, bio manure pits in the backyard, using bio friendly pesticides** made from cow urine. From the **kitchen gardens** of early years to today's urban potted gardens, bio manure use is promoted to save Earth.

**Solar power** was used in tribal welfare agriculture program for pump sets and this gave benefit to the people. Awareness on safe practices in agriculture with **dung manure** gave improved yield supported by NABARD and NEDCAP.

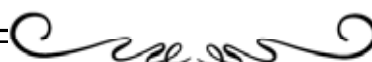
**Solar panels were installed in VMM main campus** with the support of HCL foundation and the power cost was reduced. **Solar panels were installed in Old age home** as a way for Green power supported by Australian Consulate.

**Movement against plastic use** is an ongoing project and VMM campus was made plastic free zone and every meeting has plastic free campaign. VMM worked with the local government in reducing the plastic use in the communities.

VMM participated in **science exhibitions** every year on the theme of safe environment and reducing the plastic use and also good habits for the benefit of earth.

**Organizing Earth day, Ozone day, Environment day** are part of VMM activities that increased visibility to the issue by organizing competitions for children, youth and women.

The role of pollution on the health of people is taken up and the increased cancer and lung problems were discussed in communities.





### ***VMM chronicles – Social Media Presence***

VMM presented **50 success stories** on the eve of golden jubilee year through YouTube of VMM. Face book, twitter of VMM is reaching more number of people around the globe. Continuously videos are being uploaded on different topics that are useful for the communities. The technological revolution is utilized by VMM to bring awareness and knowledge building.

### ***VMM chronicles – Volunteerism***

VMM since inception is working with volunteerism and the benefit is for volunteers and the organization. Now more number of volunteers are coming from other countries and also from premium education institutes in India. VMM has Volunteer policy and it is available on the website. The volunteers are doing work and documenting the best practices.

### ***VMM campuses***

1. **Vijayawada main campus** site was donated by Mr. Chennupati Seshagiri Rao and Mrs. Chennupati Vidya and the buildings were supported by Government of India, Humanists Association of Norway, Dr.T.Subbarami Reddy, Member of Parliament and many individuals in Vijayawada. This campus has the offices of VMM, Priyadarshini Working Women's hostel, Family counselling centre, Urban deprived girls hostel , Gora Abhaya nivas and training centres.
2. **Saraswati Gora Youth Center**, Kanuru, Vijayawada was supported by Abbott fund, USA
3. **Old age home**, Gosala, site was donated by Dr. D. Vishnuvardhana Rao and family, USA.
4. **Vasavya Rural empowerment center** at Vemavaram. The site was given by Krishna District Administration and buildings and sheds were supported by DRDA, Government of India and Mr. Chennupati Seshagiri Rao.

***Content developed by***

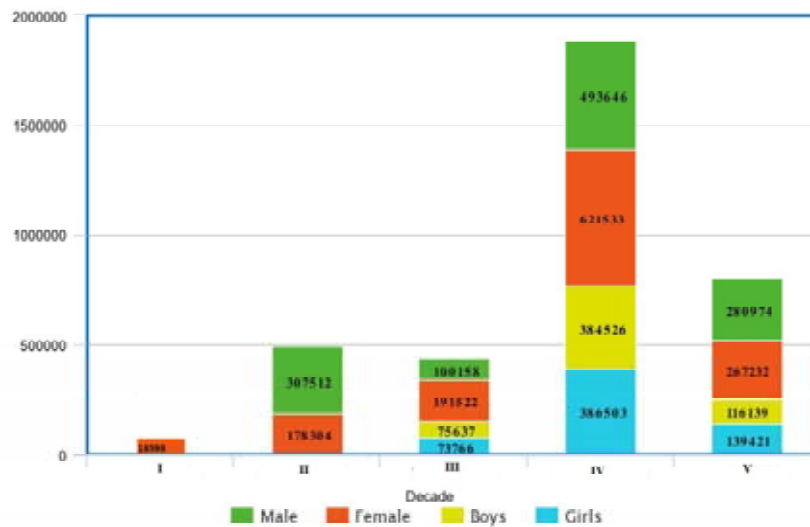
**Dr. P. Deeksha**

**Dr. B. Keerthi**

**Ms. G. Rashmi**



## REACH IN 50 YEARS







**DEVELOPMENT PARTNERS WITH VMM IN 50 YEARS**  
**GOVERNMENT OF INDIA**

Central Board For Workers Education  
Central Social Welfare Board  
Central Council for Research in Yoga and Naturopathy  
Council for Advancement of People's Action and Rural Technology  
Department of Youth Services  
Development Commissioner, Handicrafts  
Ministry of Education  
Ministry of Food & Nutrition  
Ministry of Health & Family Welfare  
Ministry of Rural Development  
Ministry of Social Justice & Empowerment  
Ministry of Textiles  
Ministry of Welfare  
National AIDS Control Organization  
National Bank for Agriculture and Rural Development  
National Institute of Social Defence  
Rajiv Gandhi National Institute for Youth Development  
Rastriya Mahila Khosh

**GOVERNMENT OF ANDHRA PRADESH**

Andhra Pradesh State AIDS Control Society (APSACS)  
AP Police Department  
Department of Women Welfare and Child Development  
Department of Youth Affairs  
Department of School Education  
Department of Social Welfare  
The Mission for Elimination of Poverty in Municipal Areas (MEPMA)  
Smart Andhra Pradesh Foundation renamed as Connect to Andhra  
Swachha Andhra Corporation Ltd

**DISTRICT ADMINISTRATION**

District Blindness Control Society  
District Tuberculosis Control Society  
District Rural Development Agencies  
Khadi & Village Industries  
KRISHI  
Krishna District sports authority  
Nehru Yuva Kendra  
Vijayawada Municipal corporation



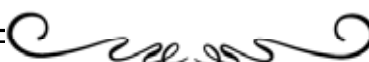


## **CORPORATES**

Abbott Fund's Step Forward, US  
Anudip Foundation  
Apollo Tyres Foundation  
Asian Paints Ltd  
Axis Bank Foundation  
Bajaj Foundation  
Corporation Bank  
Deutsche Bank Asia Foundation, Singapore  
GAIL India Ltd  
HCL Foundation  
International Business Machines - IBM  
Shriram Foundation  
Syndicate Bank  
Usha International  
Yashoda Foundation

## **INTERNATIONAL NGOs**

ASHA. USA  
AIDS Health Care Foundation India Cares  
Catholic Relief Services, USA  
Clinton Foundation, USA  
Education Development Corporation, Bangkok  
Family Health International (FHI)  
Global Initiative for Health and Development, Geneva  
International Foundation for Crime Prevention and Victim Care  
International HIV/AIDS Alliance-UK renamed as Frontline AIDS  
International Organisation for Migration (IOM)  
Learning for Life - UK  
Norwegian Humanist Association, Norway  
OAK Foundation, Denmark  
OXFAM, UK  
Pratham Education Foundation  
TB Alert, UK  
The United Nations Voluntary Fund For Victims of Torture, Geneva  
United National Development Programme - UNDP  
United Nations International Children's Emergency Fund - UNICEF  
Unniti Foundation- USA





### **NATIONAL NGOs**

ALEAP India  
CARE India  
Center for Catalyzing Change  
Centre for Social Research  
India HIV/AIDS Alliance  
Infrastructure Leasing & Financial services limited  
Lepra Society  
MAMTA – Health Institute for Mother and Child  
Prajwala  
Women Power Connect  
Youth4Jobs India

### **BILATERAL AGENCIES**

Australian Consulate General, Chennai  
Department for International Development (DFID) UK  
European commission  
The World Bank  
U.S. Consulate General, Hyderabad  
World Health Organisation, India Office





—◆◆◆—

# THROUGH THEIR EYES...

—◆◆◆—



50  
Kandam  
Kandam



# Aashavani

Oct-Dec 2007

Children take the lead...





## Children appeal for HIV-free world

### Appeal

*We the children have a right to life. Your today's actions determine our tomorrow.*

*We aspire of a world free from abuse, trafficking, inequalities, stigma and discrimination.*

*We too have a right to information about ourselves and the world around us.*

*We look towards a secure world with access to food, shelter, clothing, health and education.*

*Give us a HIV free world to live in.*

*Please ensure necessary services to HIV+ pregnant to help them bring HIV free babies into this world.*

*On this world AIDS Day we appeal to all elders to take the lead and responsibility to ensure a safe and secure future for us.*



**Children present their appeal  
to the Chief Minister**

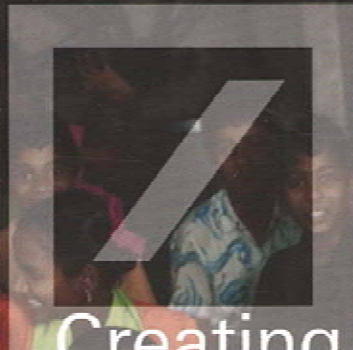
**School children gather  
on World AIDS Day**







Deutsche Bank Asia Foundation 2006-2007 Report



# Creating Opportunity

A Passion to Perform.

Deutsche Bank



Regional Programme

# India

## Vijayawada

In India, 220,000 children are estimated to be infected by HIV/AIDS.

Source:  
[www.unicef.org](http://www.unicef.org) 2006

“I had lost all hope of returning to school since my family is in such a bad position, but I had to make the sacrifice to take care of my family, otherwise we would starve.”

- Chanda



In 2007, UNAIDS announced that India has the third highest number of people living with HIV in the world, estimated to be between 2 million and 3.6 million.<sup>1</sup> Out of India's 28 states, Andhra Pradesh is amongst the poorest and most affected by HIV/AIDS.

Since 2005, DBAF has funded assistance for several thousand children in Andhra Pradesh by providing formal education and vocational training through low cost scholarships. The project, supported by our regional partner Education Development Centre (EDC), has been implemented by Vasavya Mahila Mandali (VMM), a non-profit, non-government, development organisation working with the people in the city of Vijayawada.

In addition to education, thousands of children have received psycho-social support, HIV/AIDS prevention training and outreach via established Children's Groups. Here they have access to voluntary counselling and a testing centre.

To date, the programme has been successful in reducing stigma and discrimination towards affected children, ensuring sponsored children regularly attend classes and progress to the next year. A number of street children have flourished to pass the first year of a Bachelors degree.



Children's Groups provide peer education about the risk of HIV/AIDS.

“ I hope to learn tailoring and embroidery skills so I can work in a tailor shop and earn an income. I want to earn this income to support my family and go back to school. ” - Aparna

#### Chanda

Chanda is 13 years old and lives with her HIV-positive mother and seven year old brother in Vambay Colony, Vijayawada. The death of her father in 2002 coincided with her mother being diagnosed with AIDS. As her mother was no longer well enough to earn an income for the family, Chanda was forced out of school to become a domestic housemaid, earning 30 rupee (USD0.85) a day to support her mother and her brother.

"I had lost all hope of returning to school since my family is in such a bad position, but I had to make the sacrifice to take care of my family, otherwise we would starve."

Since the establishment of a Vambay Colony non-formal education centre in 2005, VMM has provided daily evening classes to over 30 students in the local area who are facing similar challenges. The centre offers classes in mathematics, science, English and other subjects taught in formal education. The children are encouraged to go back to formal school once a financial means has been found to support their families.

"My mum is on ART (anti-retroviral therapy) medication and is doing so much better now. She is back at work and I am hoping to go back to school for my eighth grade. I want to get a university degree in accounting to

become a district collector and support my mum and brother."

#### Aparna

Aparna, aged 15, has lost her mother and is living with her two sisters, brother and HIV-positive father. She has been attending tailoring and embroidery classes. "I hope to learn tailoring and embroidery so I can work in a tailor shop and earn an income. I want to earn this income to support my family and go back to school."

<sup>1</sup> Ref: UNAIDS (2007, July 6). Press Release

There may not be a correlation between the individuals featured in the photographs and the description. All names have been changed to protect the children's privacy.

## Paediatric AIDS Community-based Care and Support in India

### Key Highlights

- Improved HIV testing among children exposed to positive mothers from 137 to 2048 within 3 years (2006- 2009 ) in Andhra Pradesh-piloted a model in India.
- Reduced mortality among children living with HIV from 2.08 to 0.97% within 3 years.
- 104 social safety nets increased adherence to treatment among orphan children living HIV from 30 % to 98 % within three years evident in reduced morbidity with increased CD4 levels from 230 to 679 (on ART) and 320 to 428 (not on ART).
- Scaled up from 7 sites to 22 sites in Andhra Pradesh within three years.
- Evidence of child mortality among infants (below 18 months) born to HIV positive mothers led to advocacy for HIV testing through PCR.
- Increased compliance and adherence among parents living with HIV with improved treatment access behaviour.
- VMM experience in paediatric care and support were translated into development of a Paediatric Counselling module for National AIDS Control Organisation (NACO) to train counsellors in child-friendly counselling.
- Advocacy with state government led to provision of concession to travel to ART centres in public transport.

**U** Children living with HIV being educated on self care and treatment adherence through Snake and Ladder board game.



### Basic Facts about the Initiative

- Country: India, Andhra Pradesh
- Title of the Initiative: Paediatric AIDS Community-based Care and support Programme
- Implementing agency: Vasavya Mahila Mandali (VMM)
- Intended outcome and relevant MDG Goals: Improved life span among children living with HIV on treatment with 100% adherence. MDG goal 4 target 1: Reduce child mortality from 120 to 42 per 1000 live births.
- Target groups : Children Living with HIV and AIDS

### The Development Context

- The estimated number of children living with HIV and AIDS in India is 202,000 as per UNAIDS estimates. About 56,700 HIV infected children are born every year. Half of HIV positive children die undiagnosed before their second birthday as they are not tested by PCR test, which are expensive in private sector and just initiated in public health sector.
- HIV is multi folding vulnerability to poverty hence caregivers could not bear cost of medicines, travel and trauma due to morbidity and mortality of parents and reduced adherence levels leading to increased opportunistic infections. In 2006 HIV prevalence among Ante natal clinic attendees in Andhra Pradesh was around two per cent. With the 'political will' Asia's first paediatric HIV and AIDS treatment initiative spearheaded in India by the National AIDS Control Organisation (NACO) with support of Clinton HIV/AIDS Initiative that provided free child specific dosages of lifesaving antiretroviral (ARV) drugs.
- Under-Five mortality, going by the present trend, can come down to nearly 70 per 1000 live births by 2015 against the target of 26.67 per 1000 live births. Currently the status in Andhra Pradesh state is 63.2 in 2005-06 from 91.2 in 1992-93. However, the rate of decline is more pronounced in case of male as compared to female.
- Girl children are given less care for health, nutrition and education by families in a patriarchal society in India. Due to increased morbidity among the mothers living with HIV, they cannot take care of their children. Clinton Foundation through VMM has withdrawn the support for travel, nutrition and follow-up for treatment of children that made the poverty stricken families to invest on the health of the child living with HIV.



## Analysis of Success Factors

### What has worked and why?

- VMM outreach workers provided education, treatment and treatment adherence to community based support groups working with children living with HIV, children from HIV affected families and caregivers. This led to peer support for taking medicines and it also helped reduce stigma and discrimination.
- VMM workers accompanied orphan children and sick caregivers to ART centre for refilling of medication and bereavement counseling. They also promoted deliveries in Institutions.
- Improved adherence with culturally acceptable age specific take home messages among low literate population in resource poor setting.
- Improved nutrition food habits led to reduced opportunistic infections in addition to medication.
- Improved supply of medicines at public ART centres led to continuity in medication.
- Sensitized health care professionals who provide timely services at testing and ART centres.
- VMM with communities developed nutrition recipes book in vernacular became popular.
- VMM has developed a close link of HIV and TB treatment as the co infection is about 40-60%.

### Challenges faced and overcome

- Stigma and discrimination at family and community level.
- PCR test for infants below 18 months is not available in the public sector for early identification of HIV to reduce deaths below 18 months.
- Lack of travel concessions by government for public road transport for child with caregivers.
- Intervention among children is different and rather difficult compared to the intervention methods among adults.

## Key Recommendations for Scaling Up

- Multiple levels of interventions involving all key actors in HIV/AIDS care, treatment, and counseling, with emphasis on child-friendly means of communications can yield visible impact.
- National AIDS Control Organisation (NACO) needs to design child centric community-based care and support programmes to ensure continuity of adherence levels in existing five states and to scale up them across India.
- Polymerase Chain Reaction (PCR) test for children below 18 months to be available at primary health centre (PHC) level in par with the existing scale up of ICTCs in India.
- Pediatric AIDS care should be mainstreamed into reproductive health and child care (RCH) so that child benefits from other health services as well.
- Pediatric HIV testing should be integrated into the existing Integrated Child Development Scheme (ICDS) services where the mothers will be counseled for testing of their children below 5 years.
- All families should be provided with support to access Public Distribution System by availing ration cards and where eligible, Below Poverty Line (BPL) cards.
- Double nutrition provision for sick children needs to be strictly implemented through ICDS programme where the children living with HIV will get supplementary nutrition.
- Institutional deliveries need to be promoted from 53.6 per cent to above 90 per cent so that the children born to HIV positive mothers can be protected to reduce child mortality from HIV/AIDS.
- Travel concessions on public transport for people living with HIV (including children) and caregivers to travel to ART centres in Andhra Pradesh to be replicated in all states.

## Source



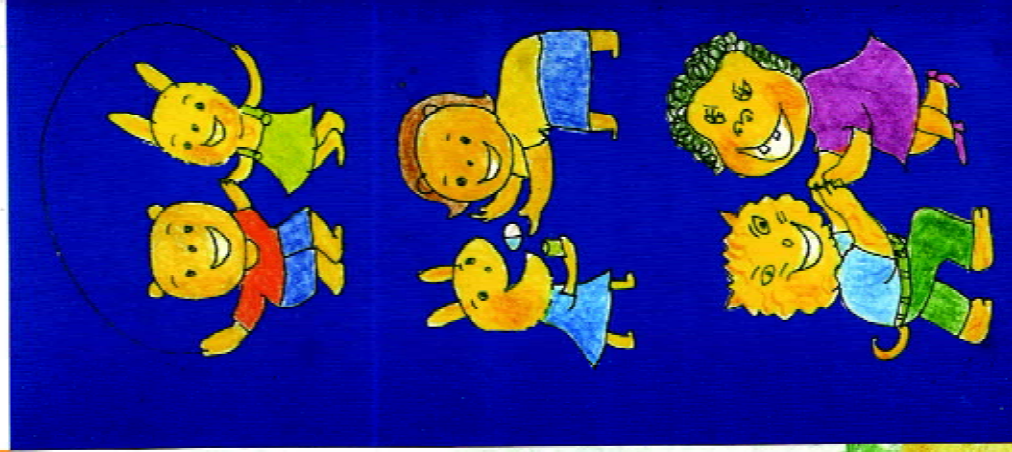
Vasavya Mahila Mandali (VMM) is a women managed secular NGO established 40 years ago with the vision to promote comprehensive social, economic and political development for women and children in vulnerable situations, thereby empowering communities in Andhra Pradesh to improve their quality of life, and build a better India. VMM works for reduction of stigma and improving the quality of life through community mobilisation and reached to about 75000 children affected/living with HIV and 'gender' is cross cutting among all the interventions. Empowerment of the women in vulnerability is at forefront of VMM by improving their socio, economic status with dignity and self reliance. VMM has promoted Technical Resource unit to capacitate human resources on mother and child care.



# The Story of **Bam Bam Virus**



Supported by VMM, (A.P.) and WHO India



April 2007

Dear Children of VMM,

We hope you enjoy these furry new friends  
and the other games and toys we collected  
for you. Be healthy and happy!!



From Mrs. Simon's 4<sup>th</sup> Grade Class  
and all of the kids at  
Field School  
Weston, Massachusetts USA



# »Frauen in Notlagen brauchen kein Mitleid, sondern Mitgefühl«

Dr. Keerthi Bollineni im Interview mit Lydia Skrabania

Dr. Keerthi Bollineni ist die Präsidentin von *Vasavya Mahila Mandali* (VMM), einer gemeinnützigen säkularen Frauenorganisation im indischen Bundesstaat Andhra Pradesh. Für eine Konferenz zum Thema der nachhaltigen Entwicklungsziele der Vereinten Nationen reiste sie im Sommer 2019 zunächst nach Bonn und später auch nach Berlin, um dort in Austausch mit säkularen und Frauenrechtsorganisationen zu treten. In diesem Rahmen besuchte sie auch den Humanistischen Verband Berlin-Brandenburg. Die *diesseits*-Redaktion nutzte die Chance, mit Keerthi Bollineni über Frauenrechte in Indien, die Ziele ihrer Organisation und ihren persönlichen Hintergrund zu sprechen.





**I**hre Organisation Vasavya Mahila Mandali feiert in diesem Jahr ihr 50-jähriges Jubiläum. In welchen Bereichen ist VMM aktiv?

Wir haben Programme für Frauen in insgesamt fünf Bereichen: Gesundheit und Ernährung, Qualifizierung und Existenzgrundlagen, Bildung, Menschenrechte und Umweltschutz. Wir beraten Frauen in Notlagen oder in Situationen der Veränderung, zum Beispiel bei einer Scheidung oder Verwitwung. Letztlich bieten wir Zuflucht und Unterstützung für alle Frauen, in jedem Alter und jeder Lebenslage – und auch für auch deren Kinder. Das Wichtigste ist, dass die Frauen wissen, dass sie ein Sicherheitsnetz haben, dass sie nicht auf sich allein gestellt sind. Sie brauchen kein Mitleid, sondern Mitgefühl. Wir behandeln sie mit Respekt, stärken ihr Selbstbewusstsein und ermächtigen sie, für sich selbst zu sorgen.

#### Wie sehen diese Programme zur Stärkung von Frauen aus?

In einem der Programme geht es vor allem darum, miteinander zu sprechen. Wichtig ist es, Frauen darin zu bestärken, selbst ihre Stimme zu erheben. Viele Frauen werden mit Gewalt konfrontiert, in ihrer Ehe, in ihrer Familie. Unser Leitspruch ist: »No silence for violence« (»Kein Schweigen zu Gewalt«). Es geht darum, den Frauen das Selbstbewusstsein dafür zu geben, ihr Schweigen zu brechen. Andernfalls werden sie noch viel größere Qualen erleben.

Ich weiß das aus eigener Erfahrung. Ich wurde im Alter von 28 Witwe, mit 36 habe ich wieder geheiratet – und in den folgenden Jahren sehr viel

»Wichtig ist, dass wir auch Männer überzeugen, dass Gewalt gegenüber Frauen falsch ist. Es ist nicht allein an den Frauen, hierfür zu kämpfen.«

Gewalt erfahren. Erst nach sieben Jahren habe ich mein Schweigen darüber gebrochen. Aber warum hatte ich – als Pädagogin und Aktivistin – geschwiegen, hatte so lange Geduld und Toleranz für das Verhalten meines Ehemannes?

#### Was war denn der Grund dafür?

Es gibt in Indien kein unterstützendes System für Frauen, die solcher Gewalt ausgesetzt sind. Die Familie oder die Nachbarschaft sind keine Unterstützung, sondern sie raten den Betroffenen oft, dass diese sich fügen sollen: »Du wirst dich schon daran anpassen.« Wir versuchen ein System zu etablieren, das Frauen genau diese Unterstützung bietet.

#### Sie gehen sehr offen damit um, dass Sie selbst häusliche Gewalt erlebt haben.

Ich bin eine starke Person, trotzdem hat es viel Kraft gekostet, mich als Frau zu outen, die in ihrer Ehe Gewalt erfahren hat. Letztlich haben mich die vielen Frauen, die mir – stets in heimlicher Art und mit gesenkter Stimme – von ihren Problemen berichteten, dazu gebracht, offen zu sprechen. Diese Frauen glauben oft, dass sie allein mit ihrem Problem dastehen und dass jemand wie ich nicht wissen und verstehen kann, wie es ihnen geht. Wenn ich ihnen jedoch von meiner eigenen Scham, der erlebten Gewalt und dem Missbrauch erzähle, hilft ihnen das auf eine Art, Zuversicht zu schöpfen, dass sie ebenfalls wieder auf die Beine kommen können. Unsere Initiative »Mahila Mitra« unterstützt sie dabei.

#### Was bedeutet der Name »Mahila Mitra« und worum geht es bei der Initiative?

»Mahila« bedeutet »Frau«, »Mitra« bedeutet »Freund«. Mahila Mitra ist eine Initiative, die ein Bewusstsein dafür schafft, dass Missbrauch und Gewalt nicht normal sind – und nicht normal sein dürfen. Wir arbeiten seit Januar 2017 mit der Polizei der Stadt Vijayawada, Frauen und Männern aus

#### Dr. Keerthi Bollineni

Dr. Keerthi Bollineni (63) stammt aus Vijayawada, Indien. Sie promovierte an der indischen Andhra University in Sozialer Arbeit und hat ein Diplom in Sozialentwicklungsstudien der kanadischen StFX University. Sie ist eine Enkelin von Gora, der das Atheistische Zentrum in Indien gründete.





der Gemeinde sowie Bildungseinrichtungen zusammen, um gegen geschlechterbasierte Gewalt vorzugehen.

#### Wie genau sieht diese Zusammenarbeit aus?

Zum Beispiel wird die Polizei von uns in Gender-Sensibilität geschult. Das ist sehr wichtig, denn wenn die Mitarbeitenden der Polizei nicht geschlechtersensibel arbeiten, dann werden sich Frauen in Not nicht an sie wenden. Wir haben das große Glück, dass der Polizeipräsident, der eng mit uns zusammenarbeitet, überzeugt ist, dass die Aufgabe der Polizei nicht nur darin besteht, Verbrechen aufzuklären, sondern auch Prävention zu

betreiben. Das ist essenziell, denn in Indien gibt es ein enormes Problem bezüglich sexueller Gewalt und Belästigung gegenüber Frauen, vor allem junge Männer werden zu Tätern. Wenn nun die Polizei junge Männer, oft Jugendliche, auf den Straßen aufgreift, die Frauen belästigen, dann werden diese zu unserer Organisation gebracht. Unser Gedanke dahinter ist, sie nicht zu bestrafen, sondern sie vielmehr zu reformieren, zu transformieren.

#### Und wie kann so eine Transformation gelingen?

Wir sprechen mit den jungen Männern, in Einzelberatungen und in der Gruppe, vermitteln ihnen Werte, fragen danach, was zu ihrem Verhalten geführt hat. Wir sprechen aber auch mit ihnen über ihre eigenen Ziele im Leben und wie sie diese erreichen können. Wir sind sehr erfolgreich damit: Seit dem Start der Initiative gab es etwa 4.000 solcher Beratungen – und keine Wiederholungstäter.

Aber wir denken noch weiter. Wir wollen diese jungen Menschen selbst zu »Veränderern« machen

»Das Wichtigste ist, dass die Frauen wissen, dass sie ein Sicherheitsnetz haben, dass sie nicht auf sich allein gestellt sind.«





### Vasavya Mahila Mandali

Vasavya Mahila Mandali (VMM) wurde 1969 als säkulare Not-for-Profit-Organisation gegründet und ist mit seinen Programmen in den ländlichen und urbanen Gebieten And-

– zu Multiplikatoren für den gesellschaftlichen Wandel. Wichtig ist, dass wir auch Männer überzeugen, dass Gewalt gegenüber Frauen falsch ist. Es ist nicht allein an den Frauen, hierfür zu kämpfen. Wir müssen die Jungen und Männer dabei einschließen. Deswegen ist auch ein relevanter Prozentsatz innerhalb der Initiative männlich. Frauenrechte sind Menschenrechte, das ist ganz essenziell.

**Die indische Gesellschaft scheint jedoch vor allem vor allem in Bezug auf Frauenrechte stark in der Vergangenheit verhaftet.**

Ja, bis vor 20 oder 30 Jahren war es so, dass Frauen Männern in wirtschaftlicher Hinsicht oder in Bezug auf Bildung stets nachstanden. Männer waren sozusagen »von jeher« überlegen. Nun jedoch bewegen sich Frauen immer weiter nach oben, sie kommen auf Augenhöhe mit den Männern. Diese sind allerdings nicht in der Lage, das zu akzeptieren. In der Denkweise der Männer – und auch in der einiger Frauen – herrscht noch immer das Patriarchat. Es gelingt uns gesellschaft-

Situationen und befähigt sie zur Selbsthilfe. Die Vision von VMM ist der Aufbau einer nachhaltigeren Zivilgesellschaft in Indien. Website: [vasavya.org](http://vasavya.org)

lich nicht, ein Bewusstsein und eine Politik zu entwickeln, die diesen Veränderungen gerecht werden und einen Wandel herbeiführen hinsichtlich der festgefahrenen Einstellungen und Denkweisen des Patriarchats. Und das führt zum Konflikt.

### Was braucht es, um diesen Konflikt zu lösen?

Wir müssen Möglichkeiten schaffen, um Frauen zu ermächtigen – wirtschaftlich, sozial und politisch. Aber, und das ist sehr wichtig: Wenn wir von der Ermächtigung von Frauen sprechen, müssen wir immer auch die Jungen und Männer mit einbeziehen.

Dieses Interview wurde auf Englisch geführt und anschließend ins Deutsche übersetzt.

# on this side .de

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## "Women in need do not need pity, but compassion"

**Dr. Keerthi Bollineni is the President of Vasavya Mahila Mandali (VMM), a secular not-for-profit organization dedicated to building a more sustainable civil society in India. In the interview, the activist talks about women's rights in India, the domestic violence that she has experienced and how sustainable social transformation can succeed in India.**

Wednesday, January 8, 2020

**Vasavya Mahila Mandali (VMM)** was founded in 1969 as a secular not-for-profit organization in the Indian state of Andhra Pradesh, where it supports women, children and families in difficult situations and enables them to help themselves. The organization's vision is to build a more sustainable civil society in India.

For a conference on the topic of the United Nations' sustainable development goals, Keerthi Bollineni first traveled to Bonn in the summer of 2019 and later also to Berlin to exchange ideas with secular and women's rights organizations. In this context, she also visited the Humanistic Association Berlin-Brandenburg. The editors from this side took the opportunity to talk to Keerthi Bollineni about women's rights in India, the goals of her organization and her personal background.

### **Dr. Keerthi, your organization Vasavya Mahila Mandali is celebrating its 50th anniversary this year. In which areas is VMM active?**

We have programs for women in a total of five areas: health and nutrition, qualifications and livelihoods, education, human rights and environmental protection. We advise women in emergencies or in situations of change, for example in the event of a divorce or widowhood. Ultimately, we offer refuge and support for all women, of all ages and situations - and also for their children.

The most important thing is that women know that they have a safety net, that they are not on their own. You don't need pity, you need compassion. We treat them with respect, strengthen their self-confidence and empower them to take care of themselves.

### **What are these programs to empower women like?**

One of the programs is all about talking to each other. It is important to empower women to speak out themselves. Many women face violence, in their marriage, in their family. Our motto is: "No silence for violence". It is about giving women the confidence to break their silence. Otherwise, you will experience much greater agony.

I know that from my own experience. I became a widow at the age of 28, remarried when I was 36 - and experienced a lot of violence in the years that followed. It was only after seven years that I broke my silence about it. But why had I - as an educator and activist - been silent, had patience and tolerance for my husband's behavior for so long?

### **What was the reason for that?**

There is no support system in India for women who are exposed to such violence. The family or the neighborhood are not support, but they often advise those affected that they should obey: "You will adapt to it."

We are trying to establish a system that offers women exactly this support.





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**You are very open about the fact that you have experienced domestic violence yourself.**

I am a strong person, but it took a lot of strength to come out as a woman who experienced violence in her marriage. Ultimately, the many women who told me about their problems - always in a secret manner and with a lowered voice - made me speak openly. These women often believe that they are alone with their problem and that someone like me cannot know and understand how they are doing. However, if I tell them about my own shame, the violence I have experienced and the abuse, it helps them to gain confidence that they can also get back on their feet. Our "Mahila Mitra" initiative supports you in this.

**What does the name "Mahila Mitra" mean and what is the initiative about?**

*Mahila* means *woman*, *Mitra* means *friend*. "Mahila Mitra" is an initiative that creates awareness that abuse and violence are not normal - and must not be normal. We have been working with Vijayawada City Police, community women and men, and educational institutions since January 2017 to address gender-based violence.

**What exactly does this collaboration look like?**

For example, we train the police in gender sensitivity. This is very important, because if the police officers are not gender-sensitive, women in need will not turn to them. We are very lucky that the police chief, who works closely with us, is convinced that the task of the police is not only to solve crimes, but also to do prevention. This is essential, because in India there is an enormous problem regarding sexual violence and harassment against women, especially young men who are perpetrators. Now when the police pick up young men, often young people, on the streets who harass women, they are brought to our organization. Our idea is not to punish them, but rather to reform them.

**And how can such a transformation succeed?**

We talk to the young men, in individual counseling sessions and in a group, impart values to them, ask what led to their behavior. We also talk to them about their own goals in life and how they can achieve them. We are very successful with this: There have been around 4,000 such consultations since the initiative was launched - and no repeat offenders.

Aber wir denken noch weiter. Wir wollen diese jungen Menschen selbst zu „Veränderern“ machen - zu Multiplikatoren für den gesellschaftlichen Wandel. Wichtig ist, dass wir auch Männer überzeugen, dass Gewalt gegenüber Frauen falsch ist. Es ist nicht allein an den Frauen, hierfür zu kämpfen. Wir müssen die Jungen und Männer dabei einschließen. Deswegen ist auch ein relevanter Prozentsatz innerhalb der Initiative männlich. Frauenrechte sind Menschenrechte, das ist ganz essenziell.

**Die indische Gesellschaft scheint jedoch vor allem vor allem in Bezug auf Frauenrechte stark in der Vergangenheit verhaftet.**

Ja, bis vor 20 oder 30 Jahren war es so, dass Frauen Männern in wirtschaftlicher Hinsicht oder in Bezug auf Bildung stets nachstanden. Männer waren sozusagen „von jeher“ überlegen. Nun jedoch bewegen sich Frauen immer weiter nach oben, sie kommen auf Augenhöhe mit den Männern. Diese sind allerdings nicht in der Lage, das zu akzeptieren. In der Denkweise der Männer - und auch in der einiger Frauen - herrscht noch immer das Patriarchat. Es gelingt uns gesellschaftlich nicht, ein Bewusstsein und eine Politik zu entwickeln, die diesen Veränderungen gerecht werden und einen Wandel herbeiführen hinsichtlich der festgefahrenen Einstellungen und Denkweisen des Patriarchats. Und das führt zum Konflikt.

**Was braucht es, um diesen Konflikt zu lösen?**

Wir müssen Möglichkeiten schaffen, um Frauen zu ermächtigen - wirtschaftlich, sozial und politisch. Aber, und das ist sehr wichtig: Wenn wir von der Ermächtigung von Frauen sprechen, müssen wir immer auch die Jungen und Männer mit einbeziehen.

[www.diesseits.de/aktuelle-ausgabe/1578438000/frauen-notlagen-brauchen-kein-mitleid-sondern-mitgefuehl](http://www.diesseits.de/aktuelle-ausgabe/1578438000/frauen-notlagen-brauchen-kein-mitleid-sondern-mitgefuehl)

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**Vielen Dank für das Gespräch!**

*Dieses Interview wurde ursprünglich auf Englisch geführt und anschließend ins Deutsche übersetzt.*

**Read more on the subject?** The new issue of this *side* is devoted to the topic of activism, shows different forms and possibilities of activist engagement and portrays people who are committed to women's rights, environmental and climate protection or who fight against racism, violence and misanthropy.

Who on *this side* wants to read a print magazine or by subscription, simply send a request to [abo@diesseits.de](mailto:abo@diesseits.de).

The complete edition is also available here (in low resolution) for free download

English Translation by Subha Gora & Varun

బెజవాడ ప్రముఖులు

## మహిళల మధ్య - సామాజిక 'విద్య'

మహిళలకు సాధికారికత కట్టబెట్టాలని తలచుకొని, ఆ ఆసక్తినే తనకు శక్తిగా మలచుకొని నేటికీ మహిళాసేవలో 8 పదుల వార్షికాన్ని సార్థక్యం చేసుకుంటూ, లక్షలాది నిరుపేదలైన అబలలకు, బాలికలకు అలంబనగా నిలిచిన అమ్మ విద్యమ్మ అక్షరాలా ఓ ఆదర్శ మాన్యమహిళ. వాస్తవికత, సంఘదృష్టి, వ్యక్తిత్వం పంటి మేలుగుణాల కలబోతగా వాసవ్య మహిళా మండలిని నిర్వహిస్తూ దానికి ఉత్తమ ప్రభుత్వేతర సంస్థగా అంతర్జాతీయంగా గుర్తింపు తీసుకొచ్చారు వీరు. వాసవ్య మహిళామండలి సేవలను వాస్తవ సేవల మహిళా మండలిగా తీర్చిదిద్దడంలో ఎనలేని కృషి సల్పినారు. సామాజిక సేవలో తరించిన కుటుంబనేపథ్యం, వివాహానంతరం భర్తగారి సమర్థ సారథ్యం, విద్యగారి సేవాపథంలో వారిని ఉన్నత సౌధాలకు చేర్చాయన్నది నిర్వివాదాంశము. ఆంధ్రప్రదేశ్ రాష్ట్రంలో పండలాది గ్రామాలకు విస్తరించిన వాసవ్య మహిళా మండలి సేవలు లక్షలాది మహిళల స్వయంసమృద్ధికి కారణాలుగా నిలుస్తున్నాయి. సామాజిక సేవనే ఓ గౌరవ ప్రదమైన ఉద్యోగంలా, ఓ ఉద్యమంలా తమ్ముడు ప్రముఖ వైద్యులు డా॥ నమరం గారు, తన కుమార్తెలు శ్రీమతి రశ్మి, కీర్తి, దీక్ష మరియు కుటుంబ సభ్యులు, ప్రభుత్వ, ప్రభుత్వేతర సంస్థల సహాయసహకారాలతో నిరంతరాయంగా కొనసాగిస్తూ వున్నారు.



బి.యం.పి. సంగ్



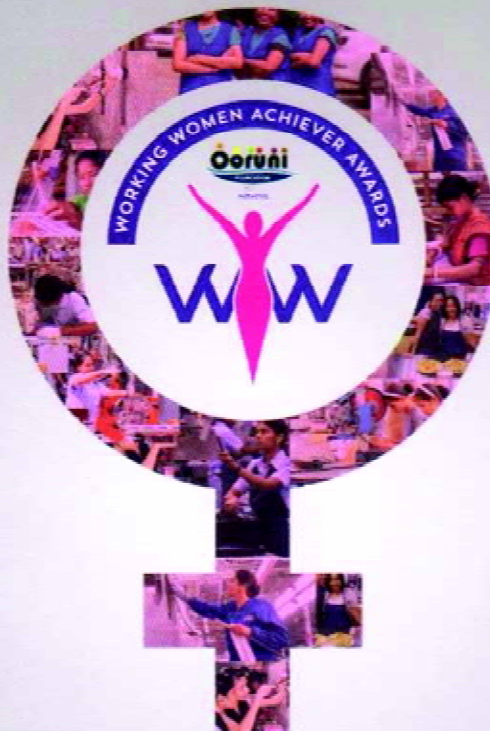
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**విద్యోదయం :** “జై ఇన్సాన్”... అంటూ జాతి, కులమతాలకతీతంగా మనిషిని ప్రేమించాలి అని ప్రచారం చేస్తూ మానవత్వానికి నాంది పలికి సర్వమానవ సౌభ్రాతృత్వానికై ఉద్యమించిన గోరా దంపతుల ఇంట జూన్ 5, 1935న విద్య ఉద్యమించింది.

**విద్యగారి నిలయం మహిళలకు, బాలికలకు సామాజిక విద్యాలయం:** ఉగ్గ పాలతోనే తల్లిదండ్రుల నాస్తికత్వంలోని మానవ సేవా తత్వాన్ని జీర్ణించుకుని సామాజిక సేవని తన ప్రాథమిక విద్యగా అభ్యసించి తల్లిదండ్రుల వారసత్వానికి ..... దశాబ్దాలుగా నాయకత్వం వహిస్తూ “వాసవ్య



# 100 WORKING WOMEN ACHIEVERS 2018 - 2019



Vasavya Mahila Mandali

**DR. KEERTHI BOLLINENI**

change by India

Dr. Keerthi is fighting relentlessly for the improvement and betterment of unjust conditions faced by women of all ages. Challenges in her personal life has increased her determination. She aims in bringing change in the attitude of patriarchy and induce confidence and courage in girls. She engages in community policing at grass root level in preventing, detecting and resolving violence against women by joining hands with Vijayawada City police. Through Vasavya Mahila Mandali, she has provided shelter and other help to desperate women on the streets. We are proud to claim Dr. Keerthi as a Phoenix Woman.



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1979-Vidya with Indira Gandhi



1980-Vidya with Mother Theresa

మహిళామండలి" సంస్థకు అధ్యక్షురాలిగా బాధ్యతలు నిర్వహిస్తున్నారు.

స్త్రీ, శిశు సేవా దక్షురాలిగా వాసవ్య మహిళామండలికి దాదాపు అర్ధశతాబ్దానికి పైబడి అధ్యక్షురాలిగా ఈ మహిళా శిరోమణి రాణిస్తున్నారు. నిస్వార్థ ప్రజాసేవకుడైన చెన్నుపాటి శేషగిరిరావు గారిని ఆదర్శవంతంగా కులాంతర వివాహమాడి ముగ్గురు కుమార్తెలు, ఒక కుమారునికి తల్లిగా మారిన వనితారత్నం వీరు.

**రాజకీయం - మానవీయం :** తలుపుతట్టిన ఎం.పి. పదవిని చేపట్టి తనను వరించిన మంత్రిపదవిని వినయంగా వదిలిపెట్టి కేవలం స్త్రీ సంక్షేమం, దీనజన కళ్యాణంపైపు దృష్టిపెట్టి మహిళా ఎం.పి. గా వుంటూ పార్లమెంటులో తనవంతు

బాధ్యతగా మహిళాభ్యున్నతికి పాటుపడినారు. మచ్చలేని రాజకీయాలకు చెరగని అందమైన చేవ్రాలుగా నిలిచిన నాయకురాలు విద్య. వీరి రాజకీయ ప్రవేశం తరువాతి తరం మహిళలు రాజకీయ రంగంలో ప్రవేశించేందుకు ప్రేరణగా నిలిచి స్ఫూర్తినిచ్చింది. రాజకీయ రంగంలో సమర్థ నాయకురాలిగా ఇందిరమ్మ మన్ననలందుకొన్న విద్య రెండు పర్యాయాలు పార్లమెంటు సభ్యురాలిగా కొనసాగి “పదవి మనకోసం కాదు ప్రజల కోసం” అని ఓ నూతన శకానికి నాంది పలికారు. అంచెలంచెలుగా ప్రజాసేవలో ఎదిగిన వీరు అందరితో అణకువగా వుంటూ మహిళా సాధికారత కొరకు నేటికీ పాటుపడటం విశేషం. రాజకీయ రంగంలో తనకు తండ్రిలాంటి తలపండిన వ్యక్తి డా॥ కె.ఎల్. రావు గారితో



2014 Vidya's message for a collective effort of all party meet demanding passing of 33% women reservation bill in Indian Parliament



1995-Sri Krishnakanth, Governor of AP inaugurating the Rural Health Center



### విద్యగారి విజయ సోపానాలు :

- అంతర్జాతీయ మహిళా దినోత్సవం సందర్భంగా ఆంధ్రప్రదేశ్ ముఖ్యమంత్రి శ్రీ నారా చంద్రబాబు నాయుడు గారి చేతుల మీదుగా మార్చి 8, 2015 సన్మానింపబడినారు.
- మహిళా, శిశు సంక్షేమాలకు గుర్తింపుగా 2014 సంవత్సరానికి గాను ప్రతిష్ఠాత్మకమైన జమ్నాలాల్ అవార్డును అందుకొన్నారు.
- 2014వ సం॥లో యానాం ప్రజ స్వచ్ఛంద సేవాసంస్థ వారి నుండి ఉగాది పురస్కారాన్ని అందుకొన్నారు.
- మహిళాభ్యున్నతికి అత్యున్నత సేవలందించినందుకు గాను ఆంధ్రప్రదేశ్ ఉమెన్స్ కమిషన్ వారి పురస్కారాన్ని అందుకొన్నారు.
- 20014వ సం॥లో ఆదర్శ మాన్యమహిళగా తెలుగు బుక్ అఫ్ రికార్డ్స్ లో నమోదైనారు.
- ఆరోగ్యం మరియు పోషకాహారం విషయాలలో అత్యున్నత సేవలందించినందుకు గాను 2014వ సం॥లో రూట్స్ హెల్త్ ఫౌండేషన్ వారి అవార్డునందుకొన్నారు.
- అత్యుత్తమ ప్రభుత్వేతర సంస్థ యిచ్చే అవార్డును కృష్ణాజిల్లా కలెక్టరు వారి చేతుల మీదుగా 1998లో అందుకొన్నారు.
- 1984లో ఢిల్లీ తెలుగు అకాడమీ వారి నుండి ఫెస్టివ్ అవార్డు అందుకొన్నారు.
- 1983వ సం॥లో శిక్షిత్ సమాజ్, ఢిల్లీ వారి నుండి సరస్వతి అవార్డు అందుకొన్నారు.
- నెహ్రూ యువకేంద్ర వారి నుండి బెస్ట్ వాలంటరీ ఆర్గనైజేషన్ అవార్డు అందుకొన్నారు.
- 1975వ సం॥లో సోషల్ రీఫార్మర్స్ సదస్సులో సత్కారాన్ని అందుకొన్నారు.



2014-Mrs chennupati Vidya receiving Jannalal Bajaj Award from Mr.Karilash Satyarthi, Noble peace prize winner 2014 and Rahul Bajaj, Chairman, Bajaj Foundation on 28-11-2014



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ఎం.పి.గా తలపడి, గెలిచి నిలిచిన విజ్ఞురాలు విద్యగారు. ఆనాటి రాజకీయాలు ఎంతో ఆరోగ్యకరంగా వుండేవని సంతృప్తిని వెలుబుచ్చుతుంటారు. వితంతు పునర్వివాహాలు, మతాంతర, కులాంతర వివాహాలను ప్రోత్సహిస్తూ సామాజిక కల్యాణంలో సక్రియ భాగం పంచుకుంటున్నారు. సర్వోదయ ఉద్యమంలోనూ పాలు వంచుకొని భూదానోద్యమాన్ని ముందుకు నడిపించారు.

**ఆశయం - ఆశ్రయం :** తల్లిదండ్రుల నుండి సంక్రమించిన మానవసేవా తత్వానికి, గాంధీ ఆశ్రమంలో శ్రీ ప్రభాకర్ జి గారి సహకారంతో స్త్రీ సంక్షేమానికి, గ్రామ సాభాగ్యానికి నడుం బిగించి స్త్రీ

మే 2015



2008-Vidya with Orphan Children on their monthly Birthday celebrations

సంక్షేమమే దేశ సంక్షేమం అన్న గాంధీ నెహ్రూల ఆశయాలకు అనుగుణంగా వారి జీవన గమనాన్ని సాగిస్తున్నారు. లక్షల సంఖ్యలో పేద స్త్రీలకు, పిల్లలకు అండగా నిలిచి, ఆశ్రయం కల్పిస్తూ వారి జీవితాలలో వాసవ్య మహిళా మండలిలో వున్న వలు శాఖల ద్వారా వెలుగులు నింపుతున్నారు. రాజకీయాలకతీతంగా రాష్ట్రంలో మారుమూల ప్రాంతాలలోని దీన జనావళికి అపరిమితమైన సేవలందిస్తూ వారి స్వయం సమృద్ధికి తమ వంతు సహకారం అందిస్తున్నారు. వారు ఎం.పి.గా వున్న సమయంలో విజయవాడలో దూరదర్శన్ స్టేషన్ స్థాపించగలిగారు. ఇదే కోవలో విజయవాడ కృష్ణానదిపై కనకదుర్గ వారధి, విజయవాడ-హైదరాబాద్ నాలుగులైళ్ల రోడ్డు మార్గాలలో వీరి పాత్ర ప్రశంసనీయం. వీరు ప్రజాసేవలో అప్రతిహతంగా ముందుకు సాగడానికి వీరి ఆకాంక్షలకు అంక్షలు విధించకుండా శుభాకాంక్షలు అందించి వీరికి వెన్నుదన్నుగా వున్న భర్త శేషగిరిరావు గారి ప్రోత్సాహం మరువరానిదని మననం

చేస్తూ వుంటారేమి.

సామాజిక సేవలో సీనియర్, సినియర్ అండ్ క్రియర్ గా వున్న విద్య గారి జీవన విధానంలో గాంధీ, అంబేద్కర్, మదర్ థెరిసా ల వంటి మహామహుల ప్రభావం ప్రస్ఫుటంగా కనిపిస్తుంది.

పేరుపేరునా పేర్కొనటానికి పేజీలుపేజీలు చాలనన్ని తన మన పరిధులు దాటిన ప్రజాహిత కార్యక్రమాలు విద్యగారి విశిష్టమైన వ్యక్తిత్వానికి వారి లక్ష్యాలకు భౌతిక సాక్ష్యాలు.

వారి కుటుంబ సభ్యురాలిగా 80 యేళ్లు

పార్లమెంటు సభ్యురాలిగా 10 యేళ్లు

సామాజిక సభ్యురాలిగా 70 యేళ్లుగా వున్న చెన్నుపాటి విద్య గారు

పసుదైక కుటుంబ సభ్యురాలిగా 100 యేళ్లు వుండాలని ఆకాంక్షిస్తూ... శుభాకాంక్షలు అందచేస్తున్నది 64కళలు.కామ్.

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64కళలు.కామ్

Telugu Book of Record Convenor  
Kanakava Mahalaxmi with Vidya



Writer B.M.P. Singh with Vidya

[www.64kalalu.com](http://www.64kalalu.com)

మే 2015



# A PICTURESQUE OF FIVE DECADES





# SUSTAINABLE DEVELOPMENT GOALS



Vasavya Reaching SDGs



## SDG 1- NO POVERTY

### Enhancing Family Income through Livelihoods



**Ironing box for cloth pressing**



**Retail consumer store**



**Micro credit for tiny enterprises**



**Artificial flower making unit**



**Retail clothing outlet**



**Provided Sewing machines**



**Provided financial support for sheep**



**Support for Goat rearing**



## SDG 1- NO POVERTY

### Enhancing Family Income through Livelihoods



**Basket weaving for Tribal families**



**Embroidery machine**



**Mobile carts for street food vending**



**Wet Grienders for making dough & Pickles**



**Micro credit for fish & poultry Products**



**Support to enhance Computer skills**



**Support to Vegetable & Fruit vending through mobile carts**







**Dining with Street Youth**



**Nutrition food support to HIV families**



**Rice Collecting by Support group members at Community**



**Disaster relief Programme**



**Nutrition education with low cost locally available food materials**



**Nutrition support to Persons living with TB**



**Community Change maker addressing food insecurity**





**Health habits education to Street Youth**



**Rally on Prevention of HIV with Street children**



**ASHA Programme**



**Candle Light rally**



**Village adoption by Children**



**Children cultural teams**



**Children Support Group at Partners**



**Awareness stall in exhibition**





**KRICHIP Programme Children's Meet**



**Health on Wheels - visit by EDC, Bangkok**



**Body mapping by Children**



**Prerana support group with Adherence game**



**District Collector Sri Peeyush Kumar, IAS  
Interactive meet**



**Children Healthy & Happy programme  
Adult Support group meet**



**Dr. Chandra Mouli, IAS - Director General, NACO interacting  
with Children Support group members & observing IEC Material**







**Dr.Y.S Rajasekhara Reddy, Chief Minister, A.P  
Inaugurating & receiving appeal from children on World AIDS Day**



**Counseling at Mobile ICTC**



**Interaction with girls & women  
in UNDP TAHA Project**



**Linkages meeting with PD APSACS**



**Red ribbon Express Inauguration**



**Mrs.Chennupati Vidya on World AIDS day and Candle light day**





## SDG 3 - GOOD HEALTH AND WELL-BEING



**Rally on HIV Awareness**



**Kalajatha at Autonagar on HIV**



**Community based HIV testing at Vambay Colony, Vijayawada**



**Launching of Community based HIV rapid testings by District Collector, on 1st December 2017**



**Sri Gadde Rammohan Rao, MLA participation to reduce stigma and discrimination on HIV**



**Drawing competition on HIV for Children**



**Seminar on Cancer awareness**



## SDG 3 - GOOD HEALTH AND WELL-BEING

### Health Camps



**Blood Testing**



**Blood Pressure Testing**



**Doctor Check-up**



**Distribution of Medicine**



**Eye care**



**Dental Care**



**Awareness through Games on STI's & HIV**



**Diabetes testing to truckers**





**Awareness on  
Parent to child transmission of HIV**



**Awareness on TB-HIV Co-Infection**



**Rally on World TB Day**



**Poster release on TB Day**



**Tribal youth learning about TB through IEC**



**Posters on boats on TB  
to educate fishermen**



**Experience sharing & learning meet on TB  
at Rampachodavaram tribal area**



**Designated Microscopic center,  
managed by VMM at Vijayawada & Machilipatnam**



## SDG 3 - GOOD HEALTH AND WELL-BEING



**Pulse Polio Immunization in 1995**



**Inauguration of Multi purpose Health Workers Training Institute by Sri.Ch.Seshagiri Rao**



**Certificate Distribution to Cornea Donor Family**



**Pulse Polio Vaccination to Children at Railway station**



**Rubella vaccination to Government school children**



**Awareness on Good & Bad touch to School Children**



**Aged care by Doctors at VMM Old age home**





## SDG 4 - QUALITY EDUCATION



**Early Childhood Education through Songs & Paly**



**Day Care for Children of Working Mothers**



**Non Formal Education to Children in Villages**



**Training to Teachers of Non Formal Education**



**Anganwadi Teachers Training**



**Team of trained Anganwadi Teachers**



**Girls to School by riding Cycle**



## SDG 4 - QUALITY EDUCATION



**Child to Mother Education**



**Child to Child Education**



**School Bags Distribution to Children**



**Birthday Celebrations to Orphans & Vulnerable**



**Education Stationery to Children**



**Multi Purpose Health Worker's Female Training**



**Demonstration on Science Exhibits**



**Adolescents making Masks**



## SDG 4 - QUALITY EDUCATION



**Children Explaining to Chief Minister**



**Visually Challenged provided with a Mobile**



**Reviewing the Children's Education**



**Appreciations to Children in Urban Deprived Hostel**



**NRI's Provided Uniforms & Bags**



**Education Sponsorships**



**Digital Classroom Installation and distribution of Tabs**



**Education Supplies to Students**



## SDG 5 - GENDER EQUALITY



**Mahila Mitra Training**



**Women's Sports Meet**



**Dance Ballet on Women Empowerment**



**Police Sensitisation in Police Training College**



**Empowering Tribal Women for Literacy**



**Releasing of a Study report on Imbalanced Child Sex Ratio**



**Poster release on " Sex of Child "**



**Gender Sensitisation in APHRDI**





**33% Women Reservation Campaign**



**Honouring Empowered Women**



**Mrs. Chennupati Vidya at National Women's Parliament**



**Self Defence for Girls**



**Scooter Rally for Women**



## SDG 5 - GENDER EQUALITY

### Partnership with AP Police - Mahila Mitra



**Manual on Women Laws piloted in Vijayawada**



**Digital Safety Kit**



**WALK FOR WOMEN**



**Counselling of Youth Eve-teasers**



**Folk Art to aware Community on Mahila Mitra**



**Launching of Mahila Mitra by Government of Andhra Pradesh**



## SDG 5 - GENDER EQUALITY

### Community LED Action by Police with Mahila Mitra



**Releasing of Broucher**



**Mahila Mitra - Reflections**



**Katherine Hadda, Consulate General, US Consulate, Hyderabad at Stakeholders meeting**



**US Ambassador & Consulate General knowing about Mapping of Risk Areas**



**Review of Mahila Mitra**



**Life skills Education & Gender Based Violence in Colleges, Odisha & AP**







**Training to Mahila Mitra on Issues of Male Child Sexual Abuse**



**Family Counseling to the Victims of Violence & Family Members**



**Distribution of Complaint boxes to Schools**



**# MY LIFE**



**Self defence demonstration by Women**



**Participatory Community Review by Women**



**Renu Desai Launches the Film on Mahila Mitra**



**Awareness in Schools on Human Trafficking**



## SDG 6 - CLEAN WATER & SANITATION



**Handpump for Drinking Water**



**Inauguration of Toilets Construction  
by then Minister Mrs. Lakshmi Devi**



**Inauguration of houses with Toilets  
Construction in a Village**



**District Collector Visit to Borewells  
at Tribal Development Project**



**Installation of Bore wells**



**Jack Sim - CEO, World Toilet Organisation,  
Interacting with Children**



**Swachh Bharat Survey**



**Inauguration Regional workshop by  
then Secretary, Govt of AP Dr. K.S. Jawahar Reddy, IAS**



## SDG 7- AFFORDABLE AND CLEAN ENERGY



**40KV Solar Plant installation at VMM Campus supported by HCL Foundation & NEDCAP**



**40 Solar Pump sets installation at A.Konduru Mandal, NABARD DDM Mr.T.Vijay Visit Supported by NABARD & NEDCAP**



**Solar Panels**



**10 KV Roof Top Solar Plant at VMM Old age home, Gosala village. Inaugurated by Vice Consul General, Astralian Consulate, Chennai**





**Press Composing and Book Binding Training**



**Television Manufacturing & Repair Training**



**Postal Agency**



**Tailoring Training**



**Medical Lab Technology Training**



**Inauguration of Type writing, short hand & beautician trainings**



**Vanitha Type Writing Institute for Women**





**Heavy Vehicle Driving**



**Promoted Income Generating with Riksha**



**Food Processing Training & Production**



**Production of Nutrition Biscuits**



**Gram Shree Mela**



**Social Security to Women in need**



**Bathik Printing Training**





**Cane & Bamboo Items Training**



**Bike Mechanics Training**



**Bathik Unit**



**Book Binding**



**Beautician Training**



**Handloom Weaving**



**Fashion Designing Unit**



**Marketing of Products in Exhibition**





**Tailoring training to Mothers**



**Kalamkari Printing**



**Hand Painting**



**Driving Training to Street Youth**



**Women Shelter Home Beneficiaries  
with Family Members**



**Certificates Distribution to Trainees**



**Hand Embroidery**



**Embroidery on Loom**





**Interaction with Bed side Attendant Trainees**



**Sanitary Napkins Manufacturing**



**Industrial Tailoring Training**



**Mobile Repair Training**



**Screen Printing Training**



**Basket weaving Training**



**Fashion Technology Training for Rural Women**



**Smt.Gadde Anuradha, ZP Chairperson & Smt.C.S.Rama Lakshmi, IFS visit to Women Producers Exhibition**





**American Ambassador receiving of Bathik Art**



**Meeting of Women producers**



**Opening of Rural Mart**



**Women Producers @ Sale**



**Exhibiting Jute Products by SHG Women Producers**



**Differently abled Trainees Job placement**



**Physically Challenged receiving certificate in Tailoring**



**Certification to Trainees of Usha Salai**



## SDG 10 - REDUCED INEQUALITIES



**Livelihood support to Street youth**



**Interaction with Boys at Government Observation Home**



**Picturing Hope through their Eyes Project**  
Children with Mrs. Reeta Roy, Mr. Jeff Richardson, Abbott fund, USA



**Picturing Hope through their Eyes Project**  
Dr. Keerthi with children from India, Malawi, Bokinafaso at USA



**Mr. Mahesh Bhagat, IPS then DIG  
Speaks on Custodial Torture**



**Children - Cultural Programme**



**Torture Victims day with Partners in Service**



**With Orphan Children**



# SDG 11- SUSTAINABLE CITIES AND COMMUNITIES

## Amaravathi Sustainable Capital City Development

### VMM Social Development Partner to World Bank





## SDG 13 - CLIMATE ACTION



**Tree Plantation**



**Kitchen Garden**



**Flood relief through Mobile Health care**



**Action in Flood relief**



**Cyclone Disaster relief in boats**



**Cyclone Relief health care through VMM Mee Nestam Mobile Unit**



**Dr. Deeksha & Dr. Keerthi taking care of Newly born baby in Flood relief camp**



**Essay Writing competition on Global warming**





**Seminar on Role of Youth in National Building**



**Seminar on Role of Women & Youth in changing society**



**The Training course on Voluntary participation in Social Defence**



**Workshop on Communication Methods & Systems for Human Resource Development**



**Inauguration of Free Legal Guidance Centre**



**Training camp on Panchayati Raj**



**Inauguration of MAHILA LOK ADALATH**







**Justice in Parivarak Adalat by Mrs.V.Mohini Giri,  
Chairperson National Women's Commission**



**Formation of CBO with Street Youth**



**Inauguration of Saraswathi Gora Youth Center**



**Human Rights Day Observation**



**Staff Capacity Building**



**Meeting with AP Women's Commission**



**Inauguration of Co-Managed Rescue Home**



**Awareness on 'DISHA' bill @ Anantapur**





**Legal Literacy Workshop**



**Round Table Meet on Violence Against Women**



**Women Corporators Pledging for Equal Participation in Politics  
at VMM Capacity Building Training**



**Launching of Posters on Human Trafficking**



**Awareness Carvan to End Human Trafficking**



**Educating adolescents on Human Trafficking**



**Children Parliament to build Good Governance**



## SDG 17 - PARTNERSHIPS FOR THE GOALS



**Partnership with Directorate of Youth Services**



**Partnership with Government & NGO's**



**Child Rights Awareness**



**Partnership with Department of Social Work**



**Round table meet on Women Issues with Partners**



**Linkage with Samana Institute of Fashion technology**



**Abbott - VMM - NGO partnerships**



**Animal care - Linkage with Inner Wheel Club of Vijayawada**



## SDG 17 - PARTNERSHIPS FOR THE GOALS



**Meeting with Auto Union People**



**Partnership with Media Group**



**VMM with GAIL India Ltd**



**Computer Training - Anudeep Foundation**



**Advocacy with Government on  
Double Nutrition for Children living with HIV**



**Meeting with Civil Society**



**Linkage with FOSWEL**



**Linkage with Inner Wheel Club of VJA**



## SDG 17 - PARTNERSHIPS FOR THE GOALS



**NGO PD reflecting on partnership with VMM**



**VMM Partner NGOs Meeting**



**VMM Partners**



**Knowledge Partner to Department of Women Development & Child Welfare, Govt of AP**



**Partnership with CHSR Charitable trust**



**Interaction with Ms. Nina Davuluri**



**Oath to end AIDS - CSO & Government**



**Gandhi 150 Celebrations in Schools**



## SDG 17 - PARTNERSHIPS FOR THE GOALS



**Partnership with Syndicate Bank  
Donated Mobile Van for Swetcha Gora Eye Bank**



**End AIDS India Consortium team**



**Blue Sky meet @ Bangkok**



**Technology partner Kavin Corporation  
& SAHIYO to end FGC**



**IBM & VMM Members with Sri.N.Chandrababu Naidu,  
Chief Minister of AP**



**Partnership with Malabar Gold  
to promote Mahila Mitra**



**Advocacy meet to End Human Trafficking  
with Partners**



**14th UN Crime congress team representing  
Women from India with Sri.Goutam Sawang, DGP, AP**





# VASAVYA MAHILA MANDALI 40 YEARS CELEBRATIONS



**Cheif Guest : Smt.D.Purandeswari,  
then Minister for HRD, Govt of India**



**Inauguration of 40 Years Celebrations - 2010**



## MARCHING AHEAD WITH PRO-ACTIVE HUMANISM AND PROFESSIONALISM



**Releasing the Souvenir - “The Service that Speaks”**



**Vasavya Well Wishers**



## DIGNITARIES VISIT TO VMM



9th August, 1985 : Inaugurated by Sri R. Venkat Raman, Hon'ble Vice President of India on 09 August 1985.  
( from right to left) Mrs. Janaki Venkat Raman, Mrs. Maragatham Chandra Sekhar, Union Minister of State for Women welfare, Vidya and Mr.Vasantha Nageswar Rao, Minister for Home, Government of Andhra Pradesh.

## Inauguration of Priyadarshini Working Women's Hostel -1985



1994 : Laying foundation stone for the Silver Jubilee building of VMM,  
by Mrs.Basava Rajeswari, the then minister for Women and Child Development, Government of India  
and Mrs. Maganti Varalakshmi, Minister for Women Development & Child Welfare, Government of Andhra Pradesh on 9th April.

## Foundation Stone of Vasavya Silver Jubilee Building - 1994



# VASAVYA NRUTYA VIHAR



**Ms. Rajatha Gora Honoured by  
Sri. R. Venkata Raman, then Vice President of India - 1986**



**Vasavya Nrutya Vihar Team with  
Vice President of India at Rashtrapathi Bhavan, Delhi**



## DIGNITARIES VISIT TO VMM



1995 : Sri S.B Chavan Minister for Home Affairs, Government of India inaugurating Vasavya Silver Jubilee Hall and launching of Swetcha Gora Children's Education and Cultural Centre on 12<sup>th</sup> November

## Inauguration of Silver Jubilee Building -1995



1995 : Inauguration of Vasavya Centre for Social development and Hospital for the promotion of Small Family Norm by Sri. Krishna Kant Governor of Andhra Pradesh on 27<sup>th</sup> July at Vemavaram village, Vijayawada Rural Mandal

## Inauguration of Center for Social Development & Hospital -1995



## DIGNITARIES VISIT TO VMM



1997 : Rashmi, Secretary and Keerthi Technical Support Manager of VMM with President International Rehabilitation Centre for Torture (IRCT), Denmark in International Conference at New Delhi from 22-25 September

### With President International Rehabilitation Center (IRCT) Denmark - 1997



### Smt. Ramadevi, then Governor, Himachal Pradesh Honouring Freedom Fighters - 1997



## DIGNITARIES VISIT TO VMM



**Sri.Suhil Kumar Shinde, then Governor of AP,  
Interacting with Orphan & Vulnerable Children**



**Sri.Dharmana Prasad Rao, then Minister, Govt of AP  
With Vasavya Children**



# AWARDS AND RECOGNITIONS



## AWARDS



**Smt. Saraswathi Gora Founder, VMM receiving  
“ Challagalla Award ” for Social reforms - 1990**



**Smt. Saraswathi Gora, Founder, VMM Receiving  
“ Jamanalal Bajaj ” Award for Development of Women and Children -1999**



## AWARDS



**Smt. Saraswathi Gora, Founder VMM, receiving  
“ G.D.Birla Award ” from Sri.Krishna Kanth, Vice President ,India -2000**



**Dr.G.Samaram, Executive Director, Swetcha Gora Eye Bank, receiving  
Award from “ India Book of Records ” for Cornial Transplantation - 2012**



## AWARDS



**Smt.Chennupati Vidya, President VMM Receiving  
“ Jamnalal Bajaj Foundation Award ” - 2014  
for development and welfare of women and children**





## AWARDS



**Smt.Chennupati Vidya recognized by  
Telugu Book of Records with "Adarsha Manya Mahila" - 2014**



**Smt.Chennupati Vidya receiving " Out Standing Achivemnet Award "  
for Women Entrepreneur from Global Achivers Foundation - 2015**



## AWARDS



**Mrs. Chennupati Vidya, President , VMM Receiving  
“ Genius Books of Records Award - 2015”**



**Mrs. Chennupati Vidya, President , VMM Recipient of  
“ ICONIC MOTHER” award from Cheif Minister, Govt of A.P - 2016**



# AWARDS



**Dr.B.Keerthi Receiving ASIA PACIFIC ACHIEVERS AWARD on behalf of Mrs.Chennuapti Vidya - President, VMM at Tashkent - 2018**



**Dr.B.Keerthi, President, VMM receiving Working Women Achiever Award Category "Phonix Women" by Ooruni Foundation, Chennai - 2019**



## RECOGNITION



**Sri Susheel Kumar Shinde, Governor of Andhra Pradesh, Honouring freedom fighter - Smt.Saraswati Gora - 2005**



**Smt.G.Rashmi, Secretary, VMM & Smt.V.Satyawathi, Executive Director,VMM receiving Accreditation from International HIV/AIDS Alliance, UK - 2013**



# Recognition



**Smt.G.Rashmi, Secretary, VMM. Honoured with  
“ Visishta Seva Puraskaram - 2019”  
by Vasanta Mohana Foundation,Visakapatnam**



**Receiving ISO Certificate from  
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# INSIGHT



## My Sweet Memories of the Beginning Days of VMM

**G Sakala Niyanta**

In early 1960s, Vasavya Srothala Sangham (All India Radio (AIR) Listener's Club) was started with encouragement from Akashvani (AIR) Vijayawada, implementing the Gora's 'VASAVYA' – 'VA' means *Vasthavikatha* (Reality), 'SA' means *Sanghadrushti* (social outlook), 'VYA' means *Vyakthithvam* (Individuality). This endeavour opened doors to many women programmes on Akashvani (AIR). This was the foundation to further activities like Vasavya Mahila Mandali (VMM) in 1969. This organisation committed to the cause of women was led by Smt. Chennupati<sup>1</sup> 'Vidya as President, Mrs Lakshmi Chari as Secretary, Smt. J. Mythri as Treasurer along with the support from Dr. Y. Sitaratnam, Smt. Hemalatha Lavanam, Smt Manemma and others from Vijayawada.

As a teenager, I remember that many like me were influenced by VMM and were encouraged to actively participate in the various women programmes on Akashvani which promoted awareness on health, nutrition, girl child education, and women empowerment. Quiz programmes for women conducted by Akashvani were thrilling experience. As I write this article, I am re-living the moments of quizzing. Our team was with teenagers whereas our competitors were of our mother's age and most of them representing Bharatha Mahila Mandali. Those Akashvani quiz programmes were joyous with healthy competition and as well promoted women education, self-confidence, and self-respect. Still fresh in my mind, Akashvani organised exhibition for every Sankranthi under the dynamic leadership of women programme producer, Smt Syam Sundari with the help from VMM and inmates of Government Short Stay Home for Women. For this event all of us came together to make arrangements like cleaning the premises, decoration of the area with flowers and *rangoli*, arranging tables and chairs for exhibiting products made by women. These events encouraged women to promote their home-made products and also inculcated dignity of labour, and team work.

Sri Chennupati Seshagiri Rao was a strong pillar of support to VMM. He being a strong believer of equality of men and women, personally encouraged all the members of VMM to attend and participate in the meetings and competitions held at Ram Mohan Library, Hanumantharaya Grandhalayam, Sarvothama Bhavan, and other places. He personally accompanied us and had taken utmost care in protecting us. He organised excursions and picnics free of cost with an intention to educate the members of VMM in different fields.

In 1975, in connection with the International Women's Year, a mega event was organised by Department of Women Welfare, Government of Andhra Pradesh along with all women organisations in Vijayawada. Smt. Ch. Vidya of VMM played a pivotal role in organising many competitions and cultural programmes for women. As a part of it, it was a challenging move by VMM to encourage and bring the native tribal Lambada women outside their *tandas* (hamlets) to Vijayawada to participate in the programmes and also perform their traditional Lambada

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<sup>1</sup> Social Worker







dance. Irrespective of all the hurdles, this brave step acted as a confidence booster for those women who participated, the communities, and the VMM to foster its work towards women empowerment.

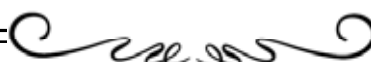
VMM was registered in 1979 and extended its range of programmes in many aspects. Vocational training programmes were initiated for the tribal women especially lambadas and other downtrodden women. The specialty of the programme was that the women were trained not only in tailoring but also taught basic maths, reading and writing in Telugu, and educated about nutrition and hygiene. Additionally, the women were made aware about blind-beliefs and superstitions. This caused uneasiness in men, who themselves were illiterate. They could not accept this change in the women status. So, to bring change in the society as a whole, VMM started Adult Education Programmes for men in their localities. To promote equality in the society, VMM organised cosmopolitan lunches, buffet parties in the downtrodden and tribal colonies.

Smt. Ch. Vidya and Smt. J. Mythri personally counselled the women with different social problems. Some women were given shelter within the premises. Along with continuous counselling women were given vocational trainings like hand-composing and binding, block printing, tie and dye, and nursing. Experts were invited from Nutrition Department, Hyderabad to educate these women about various food preparations with high nutrition value. They gave training in making of nutritious jams, jellies, pickles, and biscuits. As an initiative, a deserted woman was encouraged to start a small canteen in the premises of hospital which was inaugurated by then sub-collector Ms Urmila. Overall, the women were counselled to become self-confident and bold enough to settle in life with new hope. They are also skilled enough to have financial independence.

In 1985, VMM started Gora Abhay Nivas, a short stay home for women with social problems. The women were counselled, given vocational training and encouraged to participate in different programmes organised by VMM and Nasthika Kendram. All the visitors across India and globe visiting the centre interacted with these women and educated them about various cultures and traditions prevailing in different parts of the world, the problems women face and how they are tackled. This kind of exposure broadened the outlook of the women and gave the courage and conviction to come out of the social crisis and lead a better life.

In all these endeavours, Smt. Saraswathi Gora, the co-founder, freedom fighter, social reformer played a critical role in inspiring the women of different training programmes and inmates of Gora Abhay Nivas in many ways. Her life inspired many co-workers and associates of VMM.

Today, VMM activities have grown many folds. The commitment to secular social work, as years passed on, has extended its helping hands in various fields. On the occasion of 50 years of VMM, I feel privileged and contended to be associated with VMM since its inception. Initially, as a teenager active member and later on as a counsellor, my journey over these 50 years is indeed a rich experience, which I will cherish forever.





## Composing an Ethnography of VMM Reflections of an Anthropology Graduate Student

MeghanaVagwala,<sup>2</sup>

Myname is MeghanaVagwala. I am a Marshall Scholar currently studying in the United Kingdom. I recently received my MastersDegree in Medical Anthropology (with Distinction) from the University of Edinburgh. For my thesis project, over the course of two months I worked with the women of Vasavya Mahila Mandali (VMM). VMM's four main buildings house a low-cost hostel for women, an orphanage for young girls, a shelter for women in crisis, and the office spaces where the researchers and administrators work. The outdoor courtyard is canopied by trees and a steady stream of clients wait on benches for their appointments at the family counselling clinic. Rooted in the daily life of this campus, my dissertation explored the ways in which survivors' personal lives break apart and are reassembled through the distress and professional care that often follow gender violence.

This study is based on understanding survivors' narratives in relation to their subjective post-violence experiences and their intersubjective experiences of interacting with VMM's staff people (social workers and psychologists), affiliated professionals (physicians and police officers), and Mahila Mitras (lay peer counsellors, lit. "Friends to Women"). It considers how social suffering is felt in mindful bodies and how it is expressed through various types of idioms of distress. It recognizes a gap between the kinds of care survivors may desire and what is available to them. The research questions that guided my dissertation were:

- 1) How do victim-survivors experience and express psychological distress and social suffering?
- 2) What logics do actors of care use to respond to this distress and suffering?

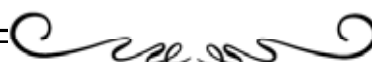
To answer these questions, I used the classic anthropological method of participant observation of VMM's activities: daily family counselling, on-goings in the NGO president's office, and trainings for the Mahila Mitras. The family counselling clinic provided both an intimate window into women's narratives as well as men's (and their kin's) contestation of these narratives. A family's engagement with the clinic was considered concluded when both parties wrote and signed testimonies of compromise. Though these documents were not legally binding, they were taken seriously and were sometimes shared with police officers involved in the case.

Key informant interviews were conducted with survivors (n=4) as well as those who were engaged in networks of care for victim-survivors: VMM staff members (n=3), peer lay counsellors known as Mahila Mitras (literally, "Friends to Women") (n=6), and police officers (n=4). I also conducted interviews with one psychiatrist and one lawyer, both of whom often worked with survivors referred to them by VMM.

Outside of clinic hours, I spent many a lunch hour chatting with Dr. Keerthi, the organization's president. As the days passed, we grew close and I admired the extent to which she has dedicated her daily life to VMM's success. Even as I left Vijayawada for the UK after my two months of fieldwork, it was my bond with Aunty that led me to stay on as a Technical Advisor for VMM. I look forward to the day when I can return, and in the meanwhile, send my delight and best wishes for the 50<sup>th</sup> Anniversary Celebrations.

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## Proud to be a Product of VMM

**Dr.Mutluri Abraham<sup>3</sup>**

M.S.W, MJMC, M.Phil, Ph.D

I visited Vasavya Mahila Mandali (VMM) as a student in 2005 for the block field work for 45 days which is a compulsory part of MSW curriculum. After that I got an opportunity to work as a programme coordinator in VMM in Home and Community based HIV/AIDS Care and support Project, Vambay Colony, a reloacted slum in Vijayawada. I worked under the guidance of Dr. P. Deeksha who moulded me as a best worker, trainer and facilitator. I came from a poor Dalit family. I was the only educated person in my family. When I joined in VMM, I didn't have a cell phone, bank account, email account, bike and passport etc. I received a cell phone from Dr.Deeksha.

Vasavya Mahila Mandali treats all the employees equally without any caste, creed, religion and race. All the employees are equal to the management. They encourage the staff who have enthusiasm. I got full encouragement from the management. In a short time I became a good worker in VMM. Dr.Deeksha involved me in many capacity building programmes which increased the knowledge and skills in participatory teaching and training. I visited many organisations as a resource person and trained many people in the state. I have no hesitation in saying that with the grace of Dr.Deeksha, now I have been effectively teaching to the Post Graduation Students of Social Work in Andhra University. I am indebted to VMM for the support and encouragement.

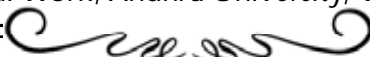
After that I got an opportunity to work as a Programme Officer in VMM- CHAHA programme reached Children affected with HIV and their families. There I got an opportunity to work under guidance of Dr.Keerthi and Rashmi. I improved my documentation skills, monitoring and evaluation skills with the guidance of Dr.Keerthi and Rashmi. Dr.Keerthi suggested me to join M.Phil programme when she was doing Ph.D. I joined M.Phil and improved my research skills with the help of Dr.Keerthi and Prof. A.B.S.V. Ranga Rao, my research guide in Department of Social Work, Andhra University. I am very happy to say that VMM always encourages the staff to get higher education. I knew many of my colleagues in VMM completed their degrees, post graduations, M.Phils and Ph.Ds.

I got married to Y.Vijayakumari who was then an inmate of VMM working women's hostel. I always remember the words of Vidyamma (Former Member of Parliament) and her counselling regarding the family life. I faced many problems in my family life. Due to the guidance of Vidyamma, I stood strong and bold in my family life. Now I have two children and my family life is going on well...

I came out from VMM for pursuing Ph.D in Andhra University. I completed my Ph.D and got an opportunity to work as a Guest Faculty in Department of Social Work, Andhra University from 31.01.2014. My goal is to become an ideal teacher in any university of India. I always remember the working days in VMM in my regular interactions with my friends and well-wishers. I feel proud to say that I am a VMM Product. I am indebted a lot to VMM in my life.

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## సేవా రంగానికి తలమానికం

పద్మశ్రీ డా. గుత్తా మునిరత్నం

వాసవ్య మహిళా మండలి స్వర్ణోత్సవాలు జరుపుకోవడం రాష్ట్ర చరిత్రలో స్వర్ణాక్షరాలతో లిఖింపబడిన సుదినం. శ్రీమతి చెన్నుపాటి విద్య గారు వారి తల్లిదండ్రుల ఆశయాలు, ఆదర్శాలు రంగరించుకుని మానవతావాదిగా, సంఘ సంస్కర్తగా వారి కుటుంబ సభ్యులందరూ సంఘీభావంతో స్థాపించిన 'శ్రీ వాసవ్య మహిళా మండలి' 50 సం.లలో నిర్వహించిన అనేక సంఘ సంస్కరణ కార్యక్రమాలు వ్రాయ అలవిలేనిది. వారి తండ్రి శ్రీ గోరా గారు, మాతృమూర్తి శ్రీమతి గోరా సరస్వతి అడుగుజాడలలో భూదాన ఉద్యమం మొదలు, కులాంతర వివాహాలు, వితంతు వివాహాలు, హరిజనోద్ధరణ, వికలాంగులకు, విధివంచితలకు, మూఢ ఆచారాల నిర్మూలనకు గ్రామీణాభివృద్ధికి చేస్తున్న సేవలు శ్లాఘనీయం.

వారి సోదరులు కీ.శే. శ్రీ లవణం గారు దళిత వర్గానికి చెందిన విశ్వ విఖ్యాతగాంచిన కీ.శే. జుషువా కుమార్తె శ్రీమతి హేమలతా లవణం గారిని వివాహం చేసుకోవడం మొదలు కుల, మతాంతర, వర్గ విచక్షణ లేకుండా ఆదర్శ దంపతులై నాస్తిక కేంద్రం స్థాపించడం వాసవ్య మహిళా మండలి స్థాపించి మహిళా అభ్యుదయానికి ఎనలేని కృషి చేయడం ఆంధ్ర ప్రదేశ్ లోని సంఘ సంస్కరణాలాభివృణ నిర్మాణ కార్యకర్తలందరికీ ఆదర్శనీయం. వాసవ్య మహిళా మండలి ద్వారా ఆంధ్ర ప్రదేశ్ లో నిర్మాణాత్మక రంగంలో పనిచేస్తున్న స్వచ్ఛంద సేవా సంస్థలకు స్ఫూర్తిని కలిగించి వారి నిర్మాణ కార్యక్రమాలకు తోడ్పాటు కలిగించిన సంస్థ శ్రీ వాసవ్య మహిళా మండలి వారి కుటుంబంలో ప్రతి ఒక్కరూ ప్రత్యేక సేవా రంగంలో దృష్టి సారించి కృతకృతులైనారని చెప్పడం అతిశయోక్తి కాదు.

ఒక స్వచ్ఛంద సేవా సంస్థ 50 సం.లు పూర్తి చేసుకుని పురోగమిస్తున్నందుకు సేవాభిలాషలకు, సంఘ సేవకులకు ఎంతో గర్వకారణం. శ్రీమతి చెన్నుపాటి విద్య గారి అధ్యక్షతన వారి కుమార్తెలు శ్రీమతి కీర్తి, శ్రీమతి రష్మి గార్లు నిరంతరం వాసవ్య మహిళా మండలి కార్యక్రమాలపై దృష్టిని కేంద్రీకరించి సంస్థ చేస్తున్న కార్యక్రమాలను దేశంలోనే గాక, విదేశాలలో కూడా ఆ సంస్థకు పేరు, ప్రతిష్టలు రావడం జరిగింది. శ్రీమతి చెన్నుపాటి విద్య పితృదేవులు, సంఘ సంస్కర్త భూదాన ఉద్యమ గాయకులు గోరా (గోపరాజు రామచంద్ర రావు) వారి సతీమణి శ్రీమతి సరస్వతి గోరా గారు తమ సంతానం అందరినీ ప్రోత్సహించి వివిధ సంస్కరణ సేవా కార్యక్రమాలపట్ల ఆకర్షితులయ్యేటట్లు చేశారు. శ్రీమతి చెన్నుపాటి విద్య గారు, భర్త చెన్నుపాటి శేషగిరిరావు గారితో వివాహం అయిన పిదప విజయవాడ కేంద్ర బిందువుగా ఉన్న బెంజి సర్కిల్ లో విలువైన భూమిని విరాళమిచ్చి దానికి నాస్తిక కేంద్రంగా నామకరణం చేయడం అభినందనీయం. శ్రీమతి చెన్నుపాటి విద్యగారు అపర కుబేరులకు నిలయమైన విజయవాడ లోక్ సభ నియోజక వర్గం నుంచి పోటీచేసి ఎన్నిక కావడం వారి సేవా నిరతికి ప్రబల నిదర్శనం. మాజీ కార్యకర్తగా జీవితాంతం కృషిచేసిన ధన్య జీవి.

వాసవ్య మహిళా మండలి ఆరోగ్యం, పౌష్టికాహారం, అనియత విద్య, వృత్తి శిక్షణ, మానవ హక్కులు, ఆర్థిక సాధికారిత, తదితర 28 పథకాలు నిర్వహిస్తూ ఆంధ్ర ప్రదేశ్, తెలంగాణా, ఒడిస్సా రాష్ట్రాలలో కార్యక్రమాలు విస్తరించడం వారి కార్య దీక్షకు ప్రబల నిదర్శనం. వివిధ రంగాలపై 42 పరిశోధనా నివేదికలు తయారుచేసి సంస్థ కార్యదీక్షా శక్తి నిరూపించారు.

దాతల నుండి, ప్రభుత్వాల నుండి విరాళాలు సేకరించి కార్యక్రమాలు నిర్వహించాలనుకున్నా ప్రథమంగా సంస్థ చేస్తున్న కార్యక్రమాల పట్ల లబ్ధిదారులలో ఉన్న అభిప్రాయాలను పరిగణనలోకి తీసుకున్న తర్వాతనే దాతల సహాయం లభిస్తున్నది. కేంద్ర, రాష్ట్ర ప్రభుత్వాల నిధులు సేకరించడానికి ప్రస్తుతమున్న వ్యవస్థలో Redtapism 22 మంది అధికారులు, 11 మంది ఐ.ఎ.ఎస్ ఆఫీసర్లు వెరశి 33 మంది ప్రతిపాదనలు ఆమోదిస్తే గాని నిధులు మంజూరుకావు. పథకం ప్రారంభించాక నివేదికలు, ఆడిట్ రిపోర్టులు, స్థానిక అధికార యంత్రాంగం సిఫారసు అన్నీ పంపిన సంవత్సర కాలం పూర్తి గడిచినాగాని నిధులు రావు. ఈ పరిస్థితులను సైతం అధిగమించి సంస్థకున్న పేరు, ప్రతిష్టలవల్ల 50 సం.లపాటు నిర్విరామంగా పారదర్శకంగా లబ్ధిదారుల అభినందనలతో నిర్వహిస్తున్న సంస్థ ప్రధాన పాత్రదారులు డా. యార్లగడ్డ సీతారత్నం, శ్రీమతి కొమ్మారెడ్డి మణి, శ్రీమతి లక్ష్మీచారి, యార్లగడ్డ సీతారత్నం బృందానికి సారధ్యం వహించి శ్రీ విజయ గారి సలహాతో విజయవంతంగా నిర్వహిస్తున్న శ్రీమతి రష్మి, శ్రీమతి కీర్తి గార్లు ప్రశంసనీయులు. వీరిని ప్రోత్సహిస్తూ తోడ్పాటు ఇస్తున్న డా. సమరం గారిని అభినందించవలసిన బాధ్యత ప్రతి కార్యకర్త మీద ఉన్నది. శ్రీ వాసవ్య మహిళా మండలి దశాబ్దాలపాటు పేరు, ప్రతిష్టలతో కార్యక్రమాలను నిర్వహిస్తూ విశిష్ట కృషి చేయగలదని ప్రగాఢంగా విశ్వసిస్తున్నాను.

సంస్థ కార్యక్రమాలు వాటి ప్రత్యేక నిర్దిష్ట పద్ధతులు, పారదర్శకత గుర్తించి ప్రతిష్టాత్మకమైన అవార్డులు, సన్మానాలు దేశంలోనూ, విదేశాలలోనూ లభించడం స్వచ్ఛంద సేవా సంస్థలకే గుర్తింపు లభించినట్లు.

శ్రీ వాసవ్య మహిళా మండలి నూతనతరం సారధ్యంలో నిర్వహిస్తున్న పథకాలు, మహిళా సాధికారితకు, అస్పృశ్యతా నివారణకు, సంఘ సంస్కరణలకు నిరంతర కృషి చేస్తూ సేవా రంగానికి తలమానికంగా ప్రకాశించాలని ఆశిస్తూ స్వర్ణోత్సవాలు జరుపుకుంటున్న ఈ సందర్భంలో రాష్ట్రీయ సేవా సమితి తరపున, నా వ్యక్తిగతంగా అభినందనలు అందజేస్తున్నాను.





## A Milestone in My Life

**Madhavi Ganapathi,<sup>5</sup>**

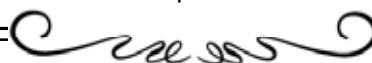
My association with VMM started in 2004 through home based care and support programs for people living with HIV/AIDS (HBCS) in the state of Andhra Pradesh; I was introduced to VMM by its partners. It's a pleasure to observe and experience my march with VMM, in its strong spirit and energy to care for vulnerable people and communities in their project area. The income generation program, the kitchen gardens, Unnati, DFID through which identifying foster families for children orphaned as result of HIV/AIDS, granny's club are some of the breath taking activities undertaken by VMM as a part of implementing the HBCS program. I was part for launching pediatric HIV/AIDS treatment program for children living with HIV/AIDS by Mr. John George, Clinton Foundation in Visakhapatnam. The patience, courage, and commitment exhibited by VMM is worth emulate. Linking children to the nearest ART centers is one part of challenge that VMM successfully handled and ensuring that children adhered to treatment regimens was another part of this success story. While highlighting my association with VMM by educing experiences from the above mentioned program implementation. This is an organization that advocates for the well being of women and children. The dynamism displayed by its board, management, and staff is highly influential, which is reflected in their way of life, their thinking, and approach. I'm grateful to write this note and join in to celebrate VMM's 50th year of existence. I take this opportunity to express my best wishes and everlasting success to the management, staff, well wishers, and friends of VMM. I pray that as VMM marches ahead to the next decade it continues to influence and touch the lives of people and communities. "Working together for a great mission is very fulfilling"! VMM is designed to help to use the best available evidence to prevent violence.

*"I changed my way of living with support of VMM & Dr. Keerthi and made my life by what i got therefore", "Dr. Keerthi's hand holding support has changed my life's framework"*

Good luck and best wishes,

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<sup>5</sup> AGM-HR & Legal, North Star Homes, Visakhapatnam madhavi.ganapathi@gmail.com





## Unique Legacy and Inspired by Gandhian Ideology

Dr.V.Mohini Giri<sup>6</sup>

I have known *ChennuPatiVidya* since past four decades. Her commitment, dedication and vision for the cause of women and children are amazing. She has been a pioneer in the field of women's movement and I pay my *Shradhanjali* to her and her brave efforts. Vasavya Mahila Mandali name itself depicts the unity of women, the journey from power to empower.

Vasavya Mahila Mandali has made remarkable progress in various fields specially in the field of women's empowerment and children's wellness, education, and access to the hostel facility, shelter facility to women who are marginalized.

Their vision was based on Gandhian ideology has extended throughout Andhra Pradesh and it is a remarkable achievement for its five decades of service for a nonprofit organization to have brought a terrific change in the society. Change has been the key in its working period of three decades that I have known.

I am indeed so happy that Vasavya Mahila Mandali is bringing out a souvenir of its 50 years of commitment to the cause of women and children.

Vasavya Mahila Mandali is working in the rural as well as urban areas of Andhra Pradesh. It focuses on orphan and vulnerable children and it is cross cutting across VMM programmes.

Other projects of Vasavya Mahila Mandali are focused on health, HIV/AIDS, Tuberculosis, Vision, Diabetes and Cancer through creating awareness, diagnosis and treatment. It also works for the youth and disable persons and for tribal population.

A lot of initiatives have been taken by Vasavya Mahila Mandali for the betterment of women, children and the other untouchable part of society.

It is an organization propelled by women, with a unique legacy and inspired by Gandhian ideology of truth and nonviolence. I am happy to say that this organization is continuing its commitment of serving by following the same ideology since the past 50 years.

It's a very difficult task to get women educated and empowered in this patriarchal society but Vasavya Mahila Mandali not only doing this task but also increasing the numbers of achievements in different developmental fields like youth employment and health awareness etc.

By each passing year this organization is enhancing my faith and trust and reminds me of my days of my association with it.

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<sup>6</sup> Chairperson, Founder Trustee, Guild of Service, Former Chairperson, National Commission for Women, New Delhi, [guildofserviceni@gmail.com](mailto:guildofserviceni@gmail.com)





## CLASSICAL DANCE FOR SOCIAL CHANGE

Dr Demos Gora<sup>7</sup>

When we speak about 'Art' then we think about painting, carving sculptoring, singing, and dancing. Each art form has its own norms and syllabus. When it comes to the performing arts like dance and music, there will be notations and strict grammar to follow. Since ancient days, painting and folk arts have always been in the forefront to enlighten the unrest in the society and promote the changes towards the good. But classical music and classical dance forms strictly adhere to the **classical bani and style** which is entirely on mythology. Experimenting in a novel way with social themes will be definitely a herculean task as art was always thought it is for God sake. In the last three decades some inspired writers have penned songs on social themes which paved a path towards social change in the art field.

The classical dance forms – Kuchipudi, Bharatanatyam, Odissi, Mohiniattam, Kathak and Manipuri strictly follow the "Natyasastra". We all know the content of the lyrics for dance songs are completely based on mythology. When we need to perform on social themes, be it a solo or a dance drama, firstly we need a good script written incorporating the classical idioms on a social theme. This is the main hurdle we need to overcome and then think of the music composition and dance choreography which are equally tough.

Vasavya Nrutya Vihar was started by Vasavya Mahila Mandali (VMM) to bring social change through classical dance. Over three and a half decades, with commitment various social themes were presented in Kuchipudi dance style. In this regard, we are extremely thankful to Natyacharya Sri Bhagavatula Venkatarama Sarma for his continuous cooperation since beginning. Our special thanks to the script writers late Smt. Hemalata Lavanam, late Sri J S Raghupathi Rao, late Sri Indraganti Srikantha Sarma, Sri S. Kumaraswamy, Sri Stalin, Sri Uday Kumar and Sri Malladi Anil Kumar for their invaluable support. We can never forget the patience and co-operation of the music composers Vidwan Sri Pemmaraju Surya Rao, Sri Prabhakar, Sri Uday Kumar and Sri K Suryanarayana. We are grateful to the melodious vocals of Smt. Subhadra, Smt. Vijayalakshmi, Sri K Suryanarayana, Sri Manda Krishna Mohan, Sri Harikrishna and others who accompanied on instruments like mridangam, violin, flute/clarinet, tabla, keyboard, veena for their relentless efforts to make our dance presentations impressive. We are successful in presenting the dance dramas on various social themes is only because of the hard work as a team on and off the stage.

Now I briefly mention about our dance dramas presented on various social themes through Vasavya Nrutya Vihar:

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<sup>7</sup> Medical Doctor and Kuchipudi dancer



**“Viswa Santhi”** is about War and Peace. It delivers a significant message for the establishment of world peace and support to anti-war movement.

**“Samatha Jyothi”, “Saptaswaralu”, “Samaikya Bharathi”, Priya Bharathi”** signify the national integration based on Unity in Diversity, enlightening the fact that there is need for secularism and formation of global family beyond religion, caste, creed, race, colour or regions.

**“Arogya Jyothi”** creates awareness on the need of Immunisation against the dreadful childhood diseases like Polio, Diphtheria, Whooping Cough, Tetanus, Measles, Mumps.

**“Prakruthi – Vikruthi”** on Environment, which highlights the aspects of hazards due to pollution, deforestation, nuclear weapons, and also creating awareness on how people must protect environment and nature in order to live safely and survive using the technology with responsibility and social concern.

**“Thirugubatu” (Revolt)**. This dance drama is about the revolt against Jogini system. In some areas of India, still the inhuman custom of Jogini prevails. The dalit girls who hail from the lower rung of the social ladder are supposed to be wedded to god. Their sexual exploitation goes unabated in the garb of divine sanction. We highlighted the aspects of the brutal social exploitation of the helpless Jogini, social revolution is needed to bring self-respect, self-dignity as a human being, and also clearly depicted that she herself should build up a new personality with self-confidence and self-consciousness.

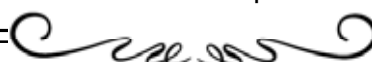
**“Mamata Varshini”** promotes the importance of girl child. Negligence and hatred for girl child is a social and human problem. It was an effort to educate people to shower love and affection on the girl child, to care for her and support her in education and career, to encourage her to reach her goals.

**“Parinama Srvanthi”** is a scientific dance drama based on the theory of evolution by Darwin in his ‘Origin of Species’. Evolution has been a subject for various interpretations and applications for thinkers of divergent schools of thought. It has undoubtedly banished the medieval concept of ‘creation’, as ‘something coming out of nothing’ or by a ‘supernatural being’. Evolution is certain, continuous, natural, humane, and scientific.

**“Samatha Deepthi”** depicts the Universal Brotherhood.

**“Chaitanya Sravanthi”** reflects the necessity of re-building the human values. It is an artistic effort to awaken the people to some of the challenges confronted by the humanity in 21<sup>st</sup> century and every individual must be aware of the wholeness of life.

**“Punarujjivam”** is the March of Humanity, a step forward re-sounding the rhythm of progress. Sectarian religions, castes, hatred, violence, corruption have indeed polluted the universal







human culture. A revolution in thought and action makes us bold to oppose everything that harms us and support everything that re-humanises.

**“Sthree”** (Woman). A woman is a mother, a daughter, a sister, and a wife. She is not a slave to man and society. Her name is synonymous with love, care, patience and gentleness. She faces hardships with strength and sacrifices herself for survival of the family.

**“Chaitanya Deepthi”** projects Women Empowerment. Woman is not weak. She is strong and no longer bears the oppression. She becomes Shakthi (the power) joining hands together to rebel against the exploitations like eve-teasing, dowry death, sexual atrocities. Women are equal to men and all are humans.

**“Swapnaradham”** conveys message of rebuilding a dream society where in the people live happily with love, care and affection with no differences of religion, caste, creed, race, colour and gender beyond the geographical boundaries without selfishness, corruption and hatred.

A dance drama **“Silpi”** the life of a sculptor, was presented based on the poetic work by ‘Kavi Samrat’ Gurram Joshua.

**“Manavatha Kranthi – Gora”** on the life of Gora and **“Dheera”** on the courageous personality of Smt. Saraswathi Gora were presented in connection with their birth centenary celebrations respectively

Vasavya Nrutya Vihar was invited to perform on various social themes in All India Radio (AIR) OB programmes, national and international conferences and on many occasions in many places across India including Rashtrapathi Bhavan, and AP Bhavan, New Delhi.

Rajatha Gora, Dr. Jagathi Gora and myself (Dr Demos Gora), grand children of Gora and Saraswathi Gora feel privileged in propagating the ideas of social change, and humanism through the classical dance style Kuchipudi in our performances in India and few places abroad; thus rebuilding the human spirit with rational, compassionate, universal and scientific outlook.





## **Taking on the Role of a Big Sister**

### **Learning and Listening!**

**Ms.Swetha Harini<sup>8</sup>**

I worked as a counselling volunteer at the residential hostel for young girls at VMM. The executive members of VMM were engaged in developing the other projects making it difficult for them to give personal attention to the girls staying there. I was responsible for talking to the children to promote their psychological well-being. I conducted individual sessions as well as group sessions and activities to facilitate their counselling sessions.

Through this outreach project, VMM and the girls there have taught me that big steps are never required to make a change in the community. It is the small steps that matter and need to be conquered to make a big impact. The small steps I have taken is just being there for the kids when they needed me and helped guide them through their emotions and experiences and facilitated with whatever I could at VMM to help the smooth running of their much needed programs and other outreach initiatives.

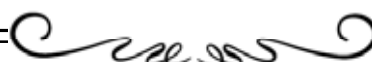
The various people I interacted with at VMM, coming from varying social factors like family, culture, economic background, area of living and so on has helped me to be receptive to more opinions and expand my horizon. I have personally witnessed the impact of their programs on the countless people walking through the gates of VMM every day.

I am the youngest member of my family, with cousins and siblings older than me. I have an elder sister who is taking care of me all the time and is more responsible than me. However, the younger sister dynamic has shifted when I started working at VMM, with the girls there. Talking to them and assuring them I am always there to listen made me feel valued. The girls at the orphanage greeting me cheerfully when I get there in the morning, coming up to me , their eyes full of excitement and wonder and making conversation about the most trivial things. This mundane routine reinforced how important it is to have someone you value listen to you and advise you in all walks of life. This feeling of responsibility constantly motivated to do my best and give a 110% I can in my duties and during my sessions.

I have discovered the importance of setting a good example to those who trust me. I have learned how to be responsible to the younger kids who looked up to me. Above all, I have become a better human being, to set a good example for the kids to follow, to lead them towards a better version of themselves.

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<sup>8</sup> Student at Symbiosis School for Liberal Arts, specializing with a major in Psychology and minor in Sociology







## **VMM – THE CATALYSTS OF PROACTIVE HUMANISM AND PROFESSIONALISM**

**Dr.Naveen Kumar Mattipalli<sup>9</sup>**

There is misconception that social work is just a voluntary service but it's a professional service involving systematic application of various theories, methods, skills, processes and tools having thorough assessment and understanding of overall context of structural, social, economic, cultural, political, environmental etc. and recently technological spheres to envision theory of change and achieve adhering systematic cycle from conceptualisation, baseline assessment, implementation to impact evaluation and knowledge diffusion. Individuals, communities, organisations, agencies and policy makers have witnessed all this professionalism at all levels especially from, through and for the communities being associated with VMM.

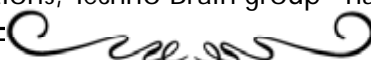
VMM is a champion striving to bridge the disconnect between theory and reality with coordinated activities of organisations and educational institutions involving various important stakeholders to bringing reality, social, community and scientific outlook enhancing the quality of education and programs implementation. It's a win for all with students in reality applying individual and group works, community mobilisation, Social reformation, social rehabilitation, social action and social policy and organisations implementing programs more scientific way, capacitating and transforming knowledge, mentoring budding social workers, engineers and innovators with fusion of knowledge exchange and promotion.

VMM is a social engineering catalyst having adopting core principle of developing and networking impactful social relations web involving beneficiaries, communities, service providers, subject matter experts, Govt Authorities, policy makers and various stakeholders building a unified vision. The success of Mahila Mitras, Granny clubs, home based community support, Village advisory boards, beneficiaries managed and lead homes are few examples.

The demand based services, program development and implementation is key to sustain the programs, communities and societies. VMM always have their feet in the ground and aimed for sky following principles of acceptance, individualization, communication, confidentiality, self-determination, non-judgmental attitude and systematic approach to social work practice. It helped VMM transform themselves equipping with knowledge, skills and resources addressing the emerging challenges in ever-changing and demanding environments making meaningful impact to lives. The journey of starting with small community development programs to becoming a behemoth organisation working in the areas of education, Human Right, Economic development, health and nutrition, sustainable environment with Gandhian ideology and

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<sup>9</sup> Head, Strategic and M&E Operations, Techno Brain group [naveenmattipalli@gmail.com](mailto:naveenmattipalli@gmail.com)





Vision of "Empowering woman, children and families by increasing happiness and ensuring a sustainable society with human values is highly laudable.

Reality social outlook, systematic initiation, implementation, involving the beneficiaries to lead with inbuilt mechanisms of introspection and retrospection is key to sustain. VMM stands tall as light house in all these aspects having beneficiaries, educationists, researchers, services providers and policy makers on board and passionate management, teams at all levels championing their rights making each one drop count to be the countless and sustainable ocean of social engineering and development where everyone is ensured of their rights.

I have the privilege of working with organisations funded by VMM, with VMM and funded to VMM and witness their journey from all spheres holistically. We are proud to be part of VMM Family and with a unified echoed voice vouch for VMM as an abode of knowledge, resources, and skills for social development, transformation and finally a remarkable renowned organisation of proactive humanism, professionalism serving as catalyst driving, empowering, transforming and sustaining lives.







## Legacy Continues Through the Work

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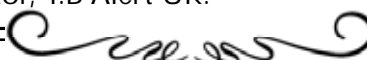
One of my first tasks when I joined TB Alert as the International Programme Director was to manage the Department for International Development funded “Improved access to TB services for underserved communities in Andhra Pradesh” project that was launched in September 2011. The project covered six districts of then Andhra Pradesh and aimed to reduce levels of TB and TB/HIV co-infection, and increase access to effective health services. The key populations that the project worked with included tribal and fishing communities, people living with HIV, women and children, and remote communities with difficult access to health services. The project was implemented by six local non-governmental organisations and coordinated by VMM.

I first met Vidyaji during my first visit to the project in 2013 and I was immediately impressed by her resolve, her dedication and her commitment to protecting the rights of women and girls in difficult circumstances. Behind her gentle demeanour, I could see the years of selfless sacrifice and hard work she had put in to fight for social causes and ensuring that society is fair and just to all, no matter what gender, caste or religion. She was a mother to all the girls and women under the umbrella of Vasavya Mahila Mandali as well as their strength. Under her leadership, and the effort put in by VMM and the other partner NGOs, the project identified 2051 people with Tuberculosis, 652 people living with HIV and 135 people who were co-infected with both TB and HIV reaching 1,65,839 men and women or around 12% of the total population of project area with key information on both TB and HIV.

Vidyaji was one of the key founders of VMM in 1969. From a humble start led by women during times when women were not a priority in health and education, the organization has grown into a reputable, trusted and award winning organization that works on education, health, social justice, livelihoods and environment. Sadly, Vidyaji passed away but her strong legacy continues through the work of her daughters – Dr Keerthi, Mrs Rashmi and Dr Deeksha, as well as the thousands of people, especially women and girls, whose lives have been touched positively by VMM over the past 50 years!

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<sup>10</sup> International Programme Director, T.B Alert UK.





## A PURPOSEFUL PERSONALITY

Gulla Sunny<sup>11</sup>

Vasavya Mahila Mandali is a social organization that has been led for decades by a dynamic woman, **Mrs.Chennupati Vidya** garu. Through VMM, she has been into various developmental activities to achieve her vision to build a civil society. Working towards an equal society, she has been striving to bring progress in Education, Economic, Cultural and Social aspects of people's life focussing on Women, Youth and Children. The lives of several women and their families has been uplifted by showing the better means of life by educating them, strengthening the life skills in them and providing better livelihood and in various other ways.

I am lucky for getting an opportunity to intern with VMM for 40 days in the year 2018 and be a part of few developmental activities. During the internship, the best thing was getting a chance to be a part of new initiative named 'Mahila Mitra' which aimed to make Vijayawada City a women friendly city. The initiative is a brilliant idea which works with the city police in an organized manner. Also took part in meetings related to Community-Led Action Program by Police (CLAPP), which aimed at addressing the Sexual Harassment in Public Spaces. My participation in the initiatives, the activities that I was involved in, observations made in the field, conversations that I had with the people about VMM made to understand that people are very happy with what VMM has been doing to them. There have been numerous activities that VMM came up in the span of 5 decades and been a great unnoticed progress in the lives of the vulnerable communities. That is the reason why I see the efforts of VMM as 'Water Under the Mat'. I mean the efforts to build a civil society put in by VMM and the progress achieved is spread like the water under the mat and it is time for everyone in the society to notice, emulate and respect women.

The Best Learning: 'Mrs.ChennupatiVidya garu - The Change maker'

In the patriarchal society that we are living in, the male member has the first hand and the female is always dominated. There have been several writings in the past and the present on the position of women in the society which shows the exact situation of women in different periods. I would like to recall one of the writings on women by a French existentialist **'Simone de Beauvoir'**. The phrase that she mentions about women in one of her books is as follows;

*"Women have gained only what men have been willing to grant; they have taken nothing; they have only received. The reason for this is that women lack concrete means for organizing themselves into a unit which can stand face to face with the correlative unit."*

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<sup>11</sup> Credit Executive, Svatantra Micro Housing Finance Corporation, Ahmedabad gulla.sunny@mhfcindia.com.



And now here, the dynamic woman, the Founder President of Vasavya Mahila Mandali, **Mrs.Chennupati Vidya** garu has been striving to bring the progress in the lives of women for the past 50 years. After reading and getting to know about some of her efforts, I feel that she is proving that women are not weak anymore as Beauvoir mentioned, but **strong and have the capacity to organize into units** and can achieve anything. I finally came to this conclusion, by directly being a part, observer and participant in the new initiative brought up by Mrs. Ch.Vidya garu i.e. '**Mahila Mitra**'.

It is very disheartening that she is not among us anymore, but she won her death as the death could not win over her vision. It has been passed onto her heirs and she is still alive in the progress and light she brought in the lives of several people in 50 years. Her ideas to build a civil society and the progress & victory that she achieved are unread and unknown to all, but everyone in this world has to read and know about her values and emulate them in their lives to achieve greater and equal society.

Wishing All The Best...







## Your Great Deeds Are All Forever Printed in MY Heart

**Patrik Andersson<sup>12</sup>**

I, got the opportunity and privilege in 2017 to participate in a Corporate Service Responsibility program. It is a challenge to explain this experience in words, both on a professional and personal level. But I hope that this will give you a glimpse of my experience participating and working with VMM.

During the program I got the chance to participate in counselling sessions, meet different kind of beneficiaries and visit institutions and others in the community that VMM supports on a continuous basis. The time I spent with VMM was overwhelming. I met many of the receivers, e.g. the beneficiaries of VMM and understood the great and significant impact that VMM generates in the society as a whole.

VMM is not afraid for mistakes and they actively learn and adopt from the many different programs they are running to innovate, design and build sustainable models for managing and running social work. Based on what I have seen and experienced VMM does not think they are final, and they will not stop their journey until their mission is fulfilled; in other words, to eradicate religious-, cultural- and gender- discrimination currently leading to social, economic and political imbalance.

In-between all the interviews and field visits we made; we conducted a few workshops with VMM staff. Obviously, to conduct a workshop was not like conducting it at “home”, with especially the logistical challenges, including high background noise, wind and heat as a few examples.

During the assignment we also got the opportunity to meet the Chief Minister “Mr Nara Chandrababu Naidu” of India State Andhra Pradesh together with VMM. This was both an exciting and strange experience, with all the security to go to his office. What I do especially recall was that the mission of the meeting where accomplished by VMM, e.g. to make sure to always have a clear goal of each opportunity in this case to get attention for a new initiative.

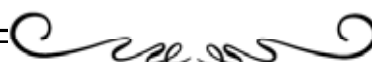
During the program the following mission statement was concluded with VMM: “Empowering woman, children and families by increasing happiness, ensuring a sustainable society with human values”, This gives a good picture of what VMM stands for and given the fact that VMM support the community at large in many different areas both direct and indirectly on continuous basis.

Last but not least a few words of the late Mrs. Chennupati Vidya that I had the opportunity to meet back in 2017. She still lives in our hearts and she lived and breathes on the spirits of Mahatma Gandhis teachings. She has done this with strong focus on the human equality in society. Furthermore, she has worked against established structures and fierce resistance towards her beliefs for decades and despite that, succeeded a very long way.

Dear Mrs., Chennupati Vidya and the rest of VMM, you and your great deeds are all forever printed in my heart. The same tears are now in my eyes as when I left you back in 2017.

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<sup>12</sup> Consulting Director, Sweden





## Incredible Interventions of VMM in Transforming Lives towards Sustainable Society

Dr.Rambabu Botcha <sup>13</sup>

It gives me a great pleasure and satisfaction to pen a few words of appreciation for Vasavya Mahila Mandali (VMM) on the happiest occasion of Golden Jubilee Celebrations to be held on 28<sup>th</sup> January, 2020. I intensely feel that VMM has transformed many a lives in the society by creating happy ambience in many families, addressing problems in the society, introducing innovative practices and collaborating with national and international organisations (both Governmental and Non-Governmental).

I had the opportunity to learn from Vasavya Mahila Mandali (VMM) from 2006 onwards. After I joined Masters in Social Work at DNR College, Bhimavaram, West Godavari District of Andhra Pradesh. Dr. B.Keerthi used to visit our department and inspire the students of social work. In 2008, it was first of its kind that VMM has given a project to DNR College to work with HIV families in Bhimavaram. It was never happened in any other parts of the state. That innovative model was synergised between NGO and Educational Institution. Under institutional Social Responsibility, I had the opportunity to work with 200 HIV families in Bhimavaram with the funding and technical support of VMM. I participated in many a training programs conducted by VMM with which I was capacitated on various aspects in the development sector.

VMM is an unparalleled developmental organisation in India which continuously strives to empower marginalised sections particularly the woman in the society. It has created positive impact in the lives of many people. It has introduced new structures, models, and unique approaches developed indigenously with its practical experience. These models are being taught and practiced in many institutions of our country. VMM's five decades of journey in social service sector, its International network, national collaborations and the Gandhian values adopted by them are really inspiring people like me. I have learnt a lot from VMM during my association for about four years. The organisation protects the dignity and worth of the person which is one of the core values of social work. As a professional social worker, I learned many theoretical aspects from the classroom but, the practical experience, social work skills were gained from the interventions of VMM under the guidance of Dr. B. Keerthi. I am motivated by the hard work, integrity, service orientation, equal treatment to everybody, societal outlook etc. by the three dynamic sisters (Ms.G.Rashmi, Dr.B.Keerthi and Dr.Deeksha) and the remarkable achievements of this incredible organisation.

On this happiest occasion, I remember the humble nature of **Vidyamma** (Ms.Chennupati Vidya, the founder President of VMM). Vidyamma is an epitome in serving the people in the society. She taught many a lessons to young people like me through her practices and actions. Till her last breath, she lived for the under-prevalized and marginalized sections of the society. My sincere and heartfelt congratulations to Vasavya Mahila Mandali (VMM) and the team on completion of fifty years. I have strong faith in VMM that it will continue to educate, empower, and enable the people towards and sustainable society with human values.

<sup>13</sup> Assistant Professor, Department of Social Engineering, RGNIYD, Ministry of Youth Affairs and Sports, GoI, Sriperumbudur-602105, Mob: 8527537803 Email: rambabu.rgnyd@gov.in



1969 to 2019

**Inauguration of  
GOLDEN JUBILEE CELEBRATIONS  
on 28th January 2020**





# *Invitation*

**VASAVYA MAHILA MANDALI**

**ISO 9001:2015**

**Inauguration of  
GOLDEN JUBILEE CELEBRATIONS**

**THEME**

**"JAI INSAAN"**

**"HAPPY FAMILIES WITH EMPOWERED WOMEN"**

**#Me2We**

**On 28<sup>th</sup> January 2020, 11AM**

VMM EXECUTIVE COMMITTEE

**Dr. B. Keerthi**, President  
**P. Vedavathi**, Vice-President  
**G. Rashmi**, Secretary  
**B. Sujatha**, Treasurer  
**Dr. P. Deeksha**, Medical Director

**Dr. Saraswathi Raju Iyer**, Member  
**Dr. Namita Parithosh Kohok**, Member  
**Dr. Vemuri Satyavathi**, Member  
**G. Revathi**, Member



## PROGRAM

- 11.00 - 11.05 am Welcoming the Guests  
11.05 - 11.15 am Walking with " Vasavya - 50 Years Path of Progress" Photo Exhibition  
11.15 - 11.20 am Tree Plantation  
11.20 - 11.25 am Welcome Dance By Vasavya Nrutya Vihar Students  
11.25 - 11.33 am Release of Film on VMM - "The Success Saga of VMM" #Me2We  
11.33 - 11.38 am Inviting the Dignitaries to the Dais  
11.38 - 11.41 am President's Opening Remarks  
11.41 - 11.44 am Secretary's Remarks on the Achievements of VMM  
11.44 - 11.47 am Introduction to the Film "Till Death Do Us Part" by Ms. Insia Dariwala  
11.47 - 11.51 am Film on Domestic Violence "Till Death Do Us Part" - Trailer Release  
11.51 - 11.55 am Honouring the Real Heroes of the film  
11.55 - 12.05 pm **"Vasavya Mahila Mandali Five Decades of Social Services"**  
Recognized by **Telugu Book of Records** – Certificate presentation by  
Dr.Chintapatla Venkata Chary, Founder President &  
Smt. Kanaka Mahalakshmi, Krishna District Chief, Telugu Book of Records  
12.05 - 12.10 pm Message by Sri Damodar Goutam Sawang, IPS, DGP, Govt. of AP  
12.10 - 12.15 pm Address by Sri A. Md. Imtiaz IAS, Collector and District Magistrate, Krishna District  
12.15 - 12.20 pm Release of Golden Jubilee Souvenir  
12.20 - 12.30 pm Address of His Excellency Sri Biswa Bhusan Harichandan, Governor of Andhra Pradesh  
12.30 - 12.35 pm Mementos to Chief Guest & Guests  
12.35 - 12.40 pm Message by Sri Gadde Ramamohan Rao, MLA Vijayawada East  
12.40 - 12.45 pm Message by Ms. Simi Suri, DGM HCL Foundation, New Delhi  
12.45 - 12.50 pm Message by Sri Rakesh Kumar Paliwal, Director General Income Tax Investigation  
Department, AP, Telangana & Odisha  
12.50 - 12.55 pm Message by Sri Mandali Buddha Prasad, Former Deputy Speaker, Govt of AP  
12.55 - 13.55 pm Film Screening - "Till Death Do Us Part"  
13.55 - 14.05 pm Honouring the Efforts of VMM Partner NGOs, CBOs & Donors  
14.05 - 14.10 pm Vote of Thanks and VMM Song  
Followed by Lunch

## VASAVYA MAHILA MANDALI



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## KNOW MORE ABOUT VMM



www.vasavya.org



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vmmstories.blogspot.com



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**Ms. Simi Suri, DGM HCL Foundation, New Delhi –  
Planting on the eve of Golden Jubilee of VMM**







**Inauguration of Photo Exhibition "Vasavya -50 years Path of Progress"  
by Mrs. Galla Aruna Kumari, Former Minister of Andhra Pradesh**



**Visiting "Vasavya -50 years Path of Progress" Photo Exhibition by Chief Guests  
Mr.Dwaraka Tirumala Rao,I.P.S, Commissioner of Police,Vijayawada,  
Former Ministers Mr.Mandali Budha Prasad and Mrs.Galla Aruna Kumari**



**Welcome Dance By Vasavya Nrutya Vihar Students**







**Dr.B.Keerthi, President, delivering opening re marks**



**Message by G. Rashmi, Secretary, Vasavya Mahila Mandali**





**“Vasavya Mahila Mandali Five Decades of Social Services”  
Recognized by Telugu Book of Records – Certificate presentation by  
Dr.Chintapatla Venkata Chary, Founder President**



**Release of Golden Jubilee Souvnir by Dignitaries**



**Releasing of the Film “Till Death Do Us Part” by Ms.Insia Dariwala**



**Film screening**





**Message by Mr. Dwaraka Tirumala Rao, I.P.S,  
Commissioner of Police, Vijayawada**



**Message by Sri Mandali Buddha Prasad,  
Former Deputy Speaker, Government of Andhra Pradesh**



## Mementoes to Guests



**Vasavya Volunteers – Strength and Power**







12<sup>th</sup> August 2018: Releasing of Golden Jubilee Logo and Promo by  
Dr. Namita Paritosh Kohok and Mrs. Chennupati Vidya with EC Members

## VASAVYA MAHILA MANDALI



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