

**Registration No. 10368**

**Dated 22<sup>nd</sup> February 2002**

**PRIYANSHI EDUCATIONAL,  
CULTURAL AND SOCIAL SOCIETY  
(*PECSS*)**

**(A National level NGO)**

*“Serving the under-privileged and deprived  
Sections of Society”*

**ANNUAL REPORT FOR THE YEAR  
2010-2011**

**Head Office**

**150-Regal Mohini Homes  
Awadhpuri, BHEL, Bhopal (M.P)  
Mobile: 98276-12833, 94256-65374  
90985-07030, 91652-23564**

**E-Mail: [pecss\\_ngo@yahoo.co.in](mailto:pecss_ngo@yahoo.co.in)  
[Pecss\\_ngo@rediffmai.com](mailto:Pecss_ngo@rediffmai.com)  
[dr.shalinisaxen@yahoo.co.in](mailto:dr.shalinisaxen@yahoo.co.in)**

## **FROM THE DESK OF PRESIDENT**

**PRIYANSHI EDUCATIONAL, CULTURAL AND SOCIAL SOCIETY (PECSS)** is a non-government voluntary organization, devoted and committed to work for the under-privileged and deprived sections of various communities, and registered as a Society under Madhya Pradesh Society Registrickaran Adhiniyam, 1973 (No. 44 of 1973) with the Registrar of Firms & Societies, Madhya Pradesh, Bhopal, bearing registration number as 10368 dated 22<sup>nd</sup> February 2002.

### **Mission:**

With the underlying objective and mission to devote and dedicate our efforts in the service of under-privileged and deprived, both in rural areas and urban slums, the primary motive of our Organization is:

*“Improvement in the overall quality of life, covering education, livelihood and health as well as self-sustained empowerment of the backward community and families living below the poverty line – reaching up to poorest of the poor, through intensive capacity building interventions, income generation and health activities with special focus on women, tribal areas and socio-economically deprived sections of society.”*

### **Vision and objectives:**

We aspire to achieve our mission, keeping in view the following vision and objectives:

1. To improve upon health and socio-economic status of people and strive for their overall improvement in quality of life, particularly women and children.
2. To implement innovative livelihood programs with various target communities, particularly the most backward and deprived ones;
3. Networking with leading National and Overseas organizations operating in various fields of development;
4. Empowerment of target communities through capacity building and awareness programs on issues of utmost social importance;
5. To impart vocational trainings to generate additional sources of livelihood, particularly for women, self-help groups and adolescents;
6. To motivate society and develop awareness against gender discrimination;
7. To promote preventive measures against HIV AIDS and STD and create awareness about the same amongst the vulnerable sections of society.
8. To create awareness about all aspects of healthy living, sanitation & hygiene, environment etc.;
9. Promoting educational awareness – formal, informal and adult education.
10. Development of handicrafts and traditional culture.
11. Extending much needed help to the victims of natural as well as man-made calamities, like draught, floods, earthquake, gas leakage, fire, epidemics etc.

## Our Registrations:

We enjoy the following registrations under various Acts:

1. Section 12-AA of Income Tax Act;
2. Section 80-G of Income Tax Act;
3. Foreign Contribution (Regulation) Act (FCRA) No. 063160160 for Cultural, Economic, Education & Social activities;
4. Permanent Account Number (PAN) as AAA-TP-7915-R

## Office infrastructure:

With the dedicated and tireless efforts of our executives, members, professionals and support staff, the Society has been able to develop a sound infrastructure of its own in Madhya Pradesh, as detailed below:

<u>Category</u>	<u>Address</u>	<u>Contact person</u>	<u>Mobile No.</u>
<b>Head Office</b>	PECSS 150-Regal Mohini Homes Awadhपुरi, BHEL Bhopal (M.P.)	Dr. (Mrs.) Shalini Mawar, President Mr. Rakesh, Project Coordinator	98276-12833  98938-36862
<b>Regional Offices (2)</b>	1. PECSS Danjheena Mohalla Dangi Bhawan Niwari, District Tikamgarh	Mr. Dharmender Bajpai, Regional Manager	
<b>Badwani</b>	2. PECSS Near Congress Bhawan Sendhwa District <b>Badwani</b>	Mr. Javed Akhtar, Branch Manager	
<b>Branch Offices (4) at: Mandla</b>	1. PECSS H. No. 154, Gram Korgaon P.O. Purva District <b>Mandla</b> (M.P.)	Mr. Somveer Yadav Branch Manager	90985-07030
<b>Ujjain</b>	2. PECSS Dewas Gate, Near Railway Station Kushtrogi Basti <b>Ujjain</b>	Mr. Raja Ram, Branch Manager	
<b>Indore</b>	3. PECSS Banganga Colony Kushtrogi Basti Indore	Mrs. Heera Bai, Branch Manager	
<b>Ratlam</b>	4. PECSS Moti Nagar Colony <b>Ratlam</b>	Mr. Anil Kumar, Branch Manager	
<b>Field Offices at 11 other districts</b>	<u>Districts:</u>  Hoshangabad;	<u>Blocks:</u>  Keshla	Field staff in respective blocks of each district.

	Jhabua; Rajgarh; Chhindwara; Sidhi; Shahdol; Jabalpur; Damoh; Raisen; Chhatarpur; and Panna	Jhabua Sarangpur chhindwara Kusmi Sohagpur Majholi Damoh; Obedullaganj Chhatarpur; and Panna	
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Thus, during the last about 8 years of our existence, we have established our strong presence in 16 districts of Madhya Pradesh, covering all 10 divisions of the State.

**Bankers:**

Our Bankers are:

- a) For Rupee transactions: State Bank of India,  
MLA Rest House Branch  
Bhopal  
S.B. Account No.63028244340
- b) For FCRA: State Bank of Indore  
Kotra Sultanabad Branch  
Bhopal  
A/c No. 53001097167.

**Auditors:**

- Sachin Saxena & Associates  
Chartered Accountants  
M-28, First floor, MLA Quarters,  
Jawahar Chowk, Bhopal

### **Managing Committee:**

At present we have 11-member Managing Committee, having a term of 5 years up to 2015:

<b>S. N.</b>	<b>Name</b>	<b>Designation</b>	<b>Address</b>	<b>Expertise</b>
01	Dr. (Mrs.) Shalini Mawar W/o Mr. S.K. Mawar	President	38-Chobdarpura, Ginnori Tallaiya, Bhopal	Overall Planning, Coordination & Liaison
02	Mr. Shailender S/o Mr. Krishan Swarup	Vice President	H. No. 38, Chobdar pura, Ginnori Tallaiya, Bhopal	Execution & Implementa-tion
03	Mrs. Neelam Pradhan W/o Mr. Pramod Pradhan	Secretary	85-Chiklod Road, Jehangirabad, Bhopal	Livelihood
04	Mr. Sanjeev Saxena, S/o Mr. K.S. Saxena	Joint Secretary	J-1088, Kotra Sultanabad, Bhopal	Nutrition
05	Mr. Keshav Saral, S/o late Shri G. Shyam Saran	Treasurer	J-1080, Kotra Sultanabad, Bhopal	Accounts and Finance
06	Mrs. Usha Johri W/o Mr. K.S. Johri	Member	28-Vaishali Nagar, Kotra Sultanabad, Bhopal	Women empower-ment
07	Dr. (Mrs.) Kusum Saxena, W/o Dr. Sanjay	Member	80-Chiklod Road, Jehagirabad, Bhopal	Gender issues
08	Mr. Sanjiv Singh Yadav S/o Mr. Harsh Singh Yadav	Member	N-12, Siddharth Enclave, Raj Homes, Bhopal	Child Labour
09	Ms. Vidya Raikwar D/o Late Shri Bhanwar Lal Raikwar	Member	25-Harsh Vardhan Nagar, Bhopal	Cultural events
10	Dr. Narender Singh Sengar S/o late Shri V.S. Sengar	Member	D-360, Nehru Nagar, Bhopal	Health issues
11	Mr. Rajiv S/o Mr. Brij Raj	Member	339/14, Qazmeen, Lucknow	General Administra-tion

The Executive Summary of the report, as well as detailed description of activities during the year 2010-2011 have been described in the following pages of this report.

*Dr. (Mrs.) Shalini Mawar  
President*

*Bhopal  
April, 2011*

## Executive Summary of the Report

### Turnover:

-	Total income during the year 2010-2011:	<b>50.49 lakhs</b>	
-	Increase over last year (2009-10):	33.83 lakhs	(203.06%)

### Sources of funding:

-	Govt. grant funds:	41.53 lakhs	(82.25%)
-	Corporate funds:	00.37 lakhs	(00.73%)
-	Donations from patrons:	03.77 lakhs	(07.47%)
-	Fees and donations from members:	01.34 lakhs	(02.65%)
-	Interest and other misc. income:	00.14 lakhs	(00.28%)
-	NGO own contribution:	03.34 lakhs	(06.62%)
	<b>Total funding/income:</b>	<b>50.49 lakhs</b>	<b>(100%)</b>

### Expenditure heads:

a)	Projects and program expenses:	47.85 lakhs	(94.77%)
b)	Rent:	00.24 lakhs	(00.48%)
c)	Salaries:	01.37 lakhs	(02.71%)
d)	Administrative overheads:	01.03 lakhs	(02.04%)
f)	Total expenditure	50.49 lakhs	(100%)
g)	Excess of income over expenditure	Nil	(00%)

### Districts intervened during 2010-2011:

-	Name of State:	Madhya Pradesh
-	Number of districts intervened:	18 (36% of the State)
-	Names of districts intervened:	Bhopal, Tikamgarh, Badwani, Mandla, Indore, Ujjain, Ratlam, Chhatarpur, Panna, Jhabua, Sidhi, Hoshangabad; Rajgarh; Chhindwara; Shahdol; Jabalpur; Damoh; and Raisen

### **Target Beneficiaries:**

Our target beneficiaries included people belonging to:

- Backward tribal communities;
- Leprosy infected persons;
- Women members of BPL families;
- Women Self Help Groups
- Unemployed youths;
- Weavers communities;
- Disabled and handicapped persons; and
- Scheduled Caste and Tribes

### **Accreditation of our efforts:**

During the year under report, the activities and efforts of PECSS have received accreditation and were applauded by various authorities, including the Hon'ble Chief Minister of Madhya Pradesh, Mr. Shivraj Singh Chauhan, in the following words:

1. Letter No. 4093 dated 2<sup>nd</sup> December 2010 from Hon'ble Chief Minister, Shri Shivraj Singh Chauhan, stating:

*"It gives me pleasure to learn that Priyanshi Educational, Cultural & Social Society, Bhopal, is providing training and distributing machines for making and marketing of Donas, to the Leprosy affected persons living in Dewas Gate and Hamukhedi area of district Ujjain. I am confident that with the help of training and these machines, they will be able to engage themselves in income generating activities and shall strengthen their economic base.*

*"I hope that the efforts of this Society shall help in strengthening the self-confidence of these leprosy affected persons and they will be able to join the mainstream of society".*

*"With my best wishes,*

Sd/-  
(Shivraj Singh Chouhan)  
Chief Minister, Madhya Pradesh

2. Letter No. 2010/1146 dated 30<sup>th</sup> December, 2010, from the Mr. Santosh Mishra, District Collector, Badwani (Madhya Pradesh), stating:

*"Under your (Dr. Shalini Saxena, President of PECSS) leadership and guidance, 100 tribal women were given training for making, marketing and management of 'Donas'. As a result of this training, all these 100*

*tribal women beneficiaries were able to get themselves self-employed by working in their respective homes and it has helped them strengthening their economic standing. I have been further informed that the PECSS have also developed proper marketing linkages for these beneficiaries for selling their products (Donas and Pattal), on sustainable basis. These efforts of your Society are quite commendable and I hope that Society will continue to engage itself in such positive activities in the interest of public.*

*With best wishes,*

Sd/-  
(Santosh Mishra)  
Collector  
District Badwani (M.P.)

3. Certificate of appreciation by Mr. Jayanta Chakraborty, State Coordinator, MART, Bhopal, stating:

*“This is to certify that Dr. Shalini Saxena of Priyanshi Educational, Cultural & Social Society (PECSS), Bhopal, has got rich experience in various spheres of SHG Management like SHG formation, Bank Linkage and Income Generation Activities etc. PECSS had an association with MART also in Sanitary Napkin Project for Gas victims and assisted MART in organizing SHGs among target beneficiaries. To the best of my knowledge and belief, PECSS has been working successfully with more than 300 SHGs under their nurturing in districts like Tikamgarh, Chhattarpur, Panna, Mandla etc. of Madhya Pradesh. The organization’s multi-disciplinary expertise and skills may be utilized in development projects of similar nature.*

*“I wish bright future and best of luck for PECSS,”*

Sd/-  
(Jayanta Chakraborty)  
State Coordinator,  
MART – Madhya Pradesh, Bhopal

The detailed description of activities and our achievements during the year under report i.e. 2010-2011 is being presented in the following pages of this report.

## **ACTIVITIES AND ACHIEVEMENTS** **DURING THE YEAR 2010-2011**

During the year 2010-11, our major interventions were focused on following activities:

**A) Activities against Grant-funds:**

1. Employable vocational training to leprosy affected persons for making of silver ghungroos;
2. Stitching and knitting training to women members of Minority communities;
3. Beauty Parlour Centre for women of BPL families;
4. Training program for making of Bakery products;
5. Training to manufacture and market 'Donas' in Badwani and Ujjain;
6. Computer Training;
7. Training for production and marketing of Mushrooms;
8. Development of handloom clusters;
9. Training to weavers for setting up new looms, including production and marketing thereof.

**B) Vocational Training programs:**

1. Training and welfare of handicapped persons;
2. Vocational training and empowerment of leprosy affected persons;
3. Vocational trainings on Soft Toys and Papad Badi;
4. Formation and training of women Self Help Groups;
5. Operating Stitching & Knitting Centre for Women

**C) Awareness camps/campaigns:**

1. Awareness for care and treatment of Leprosy;
2. Promoting adult literacy;
3. Protection and prevention against HIV/AIDS;
4. Sensitization against child labour;
5. Awareness for protection of environment;
6. Health awareness campaigns and health camps

**D) Other Activities:**

1. Welfare program for Scheduled Caste/Tribes and OBC communities;
2. Promoting Organic farming;
3. Women empowerment program;
4. Capacity building of functionaries of Panchayati Raj Institutions;
5. Promoting youth Sports and Cultural activities;

A detailed description of each of the aforesaid activities, carried out during the year under report is given below:

## **DETAILED DESCRIPTION OF ACTIVITIES AND ACHIEVEMENTS**

### A) **Government/Corporate funded activities:**

#### 1. Employable vocational/entrepreneurship training to leprosy affected persons for making of silver ghungroos:

In terms of Work Order No. Silf/p/c/ph-2/032 dated 1<sup>st</sup> January 2010, received from Sasakawa India Leprosy Foundation, New Delhi, we have provided 3-month entrepreneurship based vocational training for making and marketing of silver ghungroos, between the period April and June 2010, to 33 leprosy affected beneficiaries – 18 females and 15 males, living in Moti Nagar Kusht Basti of district Ratlam.

Apart from skilled vocational training, the beneficiaries were also imparted with entrepreneurship aspects of the trade, such as marketing, procurement of raw material, financial linkages, designing of products, pricing, packaging etc.

During the training, the beneficiaries were provided with necessary equipment for making of silver ghungroos and 7 Kgs. of silver, to start their business. The teams of PECSS continued to monitor the activities of beneficiaries and provided hand-holding support throughout the year.

Achievements – All the beneficiaries, which were earlier living on beggary, are presently earning their livelihood by making and selling silver ghungroos, earning about Rs.3000-4000 per month and living an economically and socially respectable life.

Felicitation received – This group of beneficiaries has been adjudged as the best Leprosy Group in India and has been felicitated with an award of Rs.1.00 lakh by the Hon'ble Shri Salman Khursheed, Minister for Minority Affairs, Government of India.

#### 2. Employable skilled vocational/entrepreneurship trainings under DUDA programs in district Badwani - Work Order No. 593/2011 dated 7<sup>th</sup> December 2010:

- i) Stitching and Knitting training to minority women - Under the S.J.S.R.Y. program of DUDA, Badwani, in the month of March 2011, we have commenced 4 months skilled vocational training for 30 women of minority community of Sendhwa block, which shall be completed in June 2011. During this training, the beneficiaries are being trained for making and marketing of - Blouses; Skirts; Saree falls; School uniforms; Handkerchiefs; Shirts, and other items of children wear.

Upon completion of training, the beneficiaries are expected to earn about Rs.2500-3000 per month, while working in their respective homes.

- ii) Beauty Parlour training – Under the aforesaid work order, in Sendhwa block of district Badwani, we have provided 4 months (January to April 2011) skilled vocational training to a group of 65 females, on various components of Beauty Parlour course, such as – Threading, Bleaching, Facial, Pedicure, Manicure, Hair cutting, Body Massage, Waxing etc.

The training has been completed successfully and during our monitoring and hand-holding support, it has been observed that beneficiaries have started earning their livelihood in the range of Rs.2200 – 3500 per month, which is likely to go up as they move forward in their trade.

- iii) Training for Bakery products – 4 months skilled training for making and marketing of various bakery products, under the said work order, was provided, to a group of 65 women beneficiaries of BPL families in the Sendhwa block of district Badwani, from January to April 2011.

The bakery items covered under the training program, included – Cakes, Pastry, Biscuits, Naan, Pizza, Burgers, etc.

During our monitoring and hand-holding support, it has been reported that the all the 65 women beneficiaries have formed a group of their own, and started their business enterprise for various bakery products and each of the beneficiaries is presently earning about Rs.5,000 per month.

As a result of this training and the expertise gained, the beneficiaries have succeeded in moving from BPL to APL level and are living an improved quality of life.

### 3. Training to manufacture and market 'Donas':

- a) District Badwani - In terms of Work Order No. 4933/SGSY/2009 dated 1<sup>st</sup> June 2010, received from District Panchayat, Badwani, we have provided one month's entrepreneurship and vocational training in October 2010, to 100 women beneficiaries of tribal families, for making and marketing of Donas. After the completion of training, we have also facilitated the beneficiaries by providing a Dona Making Machine for setting up their production units for Donas.

As a result of this training, all the 100 women beneficiaries of tribal communities have started working on this trade and are presently earning in the range of Rs.150 to 200 per day (Rs.4500-6000 per month).

Our efforts were commended by the District Collector, Badwani, for strengthening the economic base of poor tribal communities and to enable them to lead an improved quality of life.

- b) District Ujjain – In terms of Work Order No. CST/S&T/PP/PR/2010 dated 25<sup>th</sup> October 2010, received from M.P. Council of Science & Technology, Bhopal, we have provided one month vocational training for making and marketing of Donas, in the month of December 2010, to a group of 50 Leper beneficiaries of Hamukhedhi and Dewas Gate Leper Colonies of district Ujjain.

To facilitate the beneficiaries to start their trade work, we have also distributed one Dona making machine to each of the beneficiary and at present each of the beneficiaries is earning about Rs.150-200 per day (Rs.4500-6000 per month), and living a respectable social life.

4. Computer Training:

As per Work Order No. 1273/DUDA/10 dated 30<sup>th</sup> December, 2009, received from District Urban Development Authority (DUDA), Ratlam, we have provided 3 months Computer Training to 30 tribal beneficiaries of Jaora block of district Ratlam, in the months of April, May and June 2010, which included - Basic knowledge of computer working; M.S. Word; Excel; Sending, searching and downloading E-Mails; Website surfing, etc.

The training was considered as successful, and consequently 16 of the beneficiaries (53%) are working as wage-earners, while remaining 14 of those (47%) have engaged themselves as self-employed. All the beneficiaries are presently earning in the range of Rs.2000-3000 per month.

5. Training for production and marketing of Mushrooms:

As per Work Order received from Nagar Palika, Dhamnood of district Ratlam, under their SJSRY program, we have provided 3 months training for production and marketing of Mushrooms to 40 beneficiaries, from May to July 2010. The training included:

- How to grow mushrooms;
- Types of mushrooms;
- Proper growth process;
- Cutting process;
- Marketing of mushrooms etc.

Mushrooms production is one of the most profitable ventures and once sown, can yield up to 4 crops within 2 months period. Depending upon the temperature, in 1 Kg. of husk can result into a yield up to 1.7 Kg. of Mushrooms.

During our monitoring and hand-holding support, it was observed that all the beneficiaries have already engaged themselves in mushroom production and are presently earning in the range of Rs.5000-10,000 per month and their qualities of life have improved.

6. Development of handloom clusters:

As per Work Order Number I-(15)5/2009-DCA/IHDS/MP/CA dated 10<sup>th</sup> February 2010 (3-year project), received from Ministry of Textiles, Government of India, Directorate of M.P. Handloom, under the scheme of Integrated Handloom Development, for block Niwari in district Tikamgarh, we have identified and developed a cluster of 300 weavers and commenced providing them skilled and valued added vocational training on weaving as per designs prevalent in the market. The training products included – making of handloom skirts, bed sheets and sarees.

With a view to facilitate the beneficiary weavers, all the handloom products being made by them are purchased by PECSS and sold in the market. The funds so generated are being utilized to provide necessary equipment for the beneficiaries.

Teams of PECSS are continuously monitoring the project activities and providing required hand-holding support to the beneficiaries.

7. Training to weavers for setting up new looms, production and marketing:

We have received a Work Order No. 09-10/4181 dated 8<sup>th</sup> December 2010, from Directorate of M.P. Handlooms, for establishing handlooms, dobbies, jacquards, tana-machines, and handloom work-shed for the weavers' communities in different villages of block Niwari in district Tikamgarh.

Accordingly, we have identified 40 weavers beneficiaries of 4 villages i.e. Tarichar Kalan, Modara, Thona, and Chachawali in block Niwari of district Tikamgarh, and provided with new looms, dobbies, jack yard, chakart and other designing equipment, as per details given below:

- 10 new looms were established;
- 30 old looms were got modified and repaired;
- 1 Tana machine was provided

Necessary training for various handloom products was provided to beneficiaries, between the period December 2010 and April 2011. Consequently, all the beneficiaries are presently earning about Rs.200 per day, and living an improved quality of life.

The teams of PECSS are continuously monitoring the project activities and providing them with required hand-holding support.

B) **Vocational Training programs:**

1. **Training and welfare of handicapped persons:**

With a view to make partially disabled and handicapped persons capable of earning for themselves, PECSS have organized one-week vocational training programs, as per following schedule:

Period	Trade	District	Block	Beneficiaries
05-04-2010 To 11-04-2010	Dona Pattal	Hoshangabad	Keshla	21
17-09-2010 To 23-09-2010	Soft Toys	Jhabua	Jhabua	18
12-02-2011 To 18-02-2011	Scented sticks	Rajgarh	Sarangpur	19
<b>Total:</b>				<b>58</b>

In addition to employable skilled vocational training, the teams of PECSS have continued to monitor their activities and extended them with required hand-holding support. It has been observed that out of 58 beneficiaries, about 55 of them (95%) have engaged themselves in respective trades and are earning about Rs.2000-3000 per month, and thus leading a self-supporting life.

2. **Vocational training and empowerment of leprosy affected persons:**

As part of focus activities to withdraw the leprosy affected persons from begging practice and to empower them with employable vocational training to earn their livelihood, our activities, during the year 2010-11 were concentrated in the districts of Indore, Ujjain, Ratlam and Badwani, as detailed below:

- i) **Indore** – In Banganga colony of Lepers, we have trained 30 women lepers for Zari Zardauzi work on sarees and selling them in the market. Presently they are earning about Rs.2000-3000 per month.

In Alwasa village of district Indore, we have identified 20 Leper beneficiaries and trained for cultivation and marketing of Soya beans, to earn their livelihood.

- ii) **Ujjain** – In Hamukhedi and Dewas Gate Lepers colonies of district Ujjain, we have identified 10 beneficiaries and trained them for ‘Centering’ trade. Consequently, all the beneficiaries are presently earning about Rs.10,000 per month.

In village Khachrod of Tehsil Nagda in district Ujjain, we have provided Hand-carts to 12 Leper beneficiaries and trained them for selling various house-hold products to earn their livelihood.

- iii) Ratlam and Badwani – In the Lepers colonies of districts Ratlam and Badwani, we have organized various awareness programs to empower the Lepers to withdraw from begging practice and engage themselves in some employable trades to earn their livelihood with social respectability.

As a result of our aforesaid efforts, we have succeeded in withdrawing the Lepers from begging practice and engaged them in some employable trade to earn their livelihood and join in the mainstream of society.

3. Vocational trainings on Soft Toys and Papad Badi:

During the year 2010-2011, we have provided one-month vocational training for making and marketing of Soft Toys and Badi Papad, to the members of BPL families, as per following schedule:

Period	Trade	District	Block	Beneficiaries
August 2010	Soft Toys	Chhindwara	Chhindwara	14
January 2011	Badi Papad	Sidhi	Kusmi	12
<b>Total:</b>				<b>26</b>

Along with skilled vocational training, the beneficiaries were also trained in entrepreneurship techniques, such as marketing of products, packaging, procurement of raw material, pricing, financial linkages etc.

The teams of PECSS continued to monitor their activities and provided them all the required hand-holding support to enable them to establish themselves in the respective trades.

4. Formation and training of women Self Help Groups:

During the year under report, we have formed and trained the women Self Help Groups, as detailed below:

S.No.	District	Block	No. of SHG	Members
01	Bhopal	Phanda	8	92
02	Shahdol	Sohagpur	5	55
03	Jabalpur	Majholi	11	128
04	Damoh	Damoh	6	72
05	Raisen	Obedullaganj	9	105
		<b>Total</b>	<b>39</b>	<b>452</b>

Activities: All the members of SHGs were trained for:

- i) Need-based vocational training, depending upon respective skills;
- ii) Maintenance of proper records of savings of each member;
- iii) Developing financial linkages with financial institutions in the area;
- iv) Proper market linkages for their respective products;
- v) Packaging and pricing of their products to meet the competitive markets;
- vi) Promoting savings amongst the members of Self-Help Groups.

Achievements - Out of total 452 beneficiaries belonging to 39 Self Help Groups, about 85% (33) of SHGs are working properly and effectively.

During the follow-up steps by our team members, it was reported that most of the target SHGs are maintaining proper records and have developed financial and market linkages and their SHGs are working smoothly.

5. Operating Stitching & Knitting Centre for Women:

In district Bhopal, we are operating a well equipped Stitching and Knitting Centre for the poor women members of urban slums. In this Centre, 1-month training is being imparted to a batch of 30 women. Thus, a total number of about 360 beneficiaries are trained in this Centre every year to earn their livelihood.

The beneficiaries are trained for making items like – School uniforms, Skirts, Saree falls, Blouses, various children wears etc., as per designs prevalent in the market. Along with skilled vocational training, the beneficiaries are also equipped with entrepreneurship techniques, including financial linkages and marketing of products.

C) Awareness camps/campaigns:

1. Awareness for care and treatment of Leprosy:

Millions of people in the world have leprosy and India is no exception. The leprosy symptoms occur most frequently where there is poor hygiene, overcrowding and a hot climate. Since the urban slums in India and of course in Madhya Pradesh, are prone to such conditions, therefore, it was considered prudent to conduct campaigns for developing awareness for proper care and treatment against leprosy.

Therefore, we have organized one-day awareness camps during the year under report, as per following schedule:

Date	District	Area	Beneficiaries
19-07-2010	Indore	Banganga colony	24
19-10-2010	Ujjain	Dewas Gate	18
19-01-2011	Ratlam	Jaora	15
19-03-2011	Badwani	Sendhwa	17
<b>Total:</b>			<b>74</b>

During these awareness camps, the beneficiaries were addressed by competent team of medical experts and they were advised following preventive measures and early care against leprosy:

a) Symptoms of Leprosy:

- i) Two types of Leprosy - Tuberculoid and Lepromatous - Tuberculoid leprosy is the commonest and the least infectious.
- ii) Symptoms of Tuberculoid leprosy include - Small patches (two to three centimeters in diameter) of skin become darker or lighter in color and become insensitive;
- iii) Nerves around the ears, elbows and knees thicken and lose their function so that the muscles waste and the skin become insensitive;
- iv) This causes foot and hand deformities, and if injuries are ignored there will be further tissue damage;
- v) Lepromatous leprosy causes a thickening of the skin and localized swellings (called lepromas) in the skin and other tissues where the bacteria have invaded.

b) Essential care against Leprosy:

- i) Early case detection and effective treatment with MDT;
- ii) Preservation of nerve function by early treatment for reactions;
- iii) Promoting self-care activities by affected persons;
- iv) Provision of protective footwear;
- v) Maintain proper personal hygiene;
- vi) Keep your surroundings in a good sanitation conditions;
- vii) Avoid crowded living;
- viii) Cover yourself while moving in hot weather.

All our awareness campaigns were extremely successful and received overwhelming response from the beneficiaries as they were explained the above factors in a most simple and understandable manner by our team members. Looking at the success of our program, we propose to extend our activities in other districts of Madhya Pradesh.

2. Promoting adult literacy:

For promoting adult literacy with an objective to achieve basic level of literacy amongst illiterate adults living in tribal and rural areas, we have organized one-day Adult Literacy Camps in the tribal dominated districts of Madhya Pradesh, as per following schedule:

<b>S. No.</b>	<b>Date of camp</b>	<b>District</b>	<b>No. of beneficiaries</b>
1.	14-04-2010	Mandla	18
2.	18-07-2010	Jhabua	21
3.	21-10-2010	Badwani	19
4.	16-01-2011	Rajgarh	23
5.	20-03-2011	Ratlam	20
	<b>Total:</b>		<b>101 beneficiaries</b>

The activities, during the aforesaid camps included:

- Ability to make their own signatures;
- Identification of Hindi alphabets;
- Ability to do simple arithmetical calculations;
- Writing of simple Hindi words

The camps were well attended and a total of 101 illiterate adults have participated in the camps organized in 5 districts of Madhya Pradesh.

Achievements – As a result of these camps, the beneficiaries were able to write their names and started identifying the Hindi alphabets. The initiative was appreciated by one and all and requests were made for holding such camps at more frequent intervals.

3. Protection and prevention against HIV/AIDS:

During the reporting year, PECSS have conducted Awareness camps, in districts of M.P., for prevention and care of HIV/AIDS, as detailed below:

<b>Date</b>	<b>District</b>	<b>Block/Area</b>	<b>Participants</b>
20-05-10	Bhopal	Urban slums	59
25-07-10	Jabalpur	Highways	38
28-09-10	Sidhi	Kusmi	21
10-11-10	Damoh	Damoh	32
11-01-11	Indore	Urban slums	35
20-03-11	Raisen	Obedullaganj	29
		<b>TOTAL</b>	<b>214</b>

During these campaigns, precautionary steps were suggested to prevent this killer infection:

- Usage of condoms prior to sexual activity;
- Insistence upon new syringe for blood transfusion;
- Regular medical check-ups;
- Remedial measures for HIV infected victims.

Our team members have distributed condoms, free of cost, to the target beneficiaries.

During these campaigns, all the target beneficiaries i.e. women sex workers and truck drivers have promised to make use of condoms prior to involvement of any sexual activity. They have also requested for some more details about this dreaded infection, which were also provided to them in one-to-one meetings.

4. Sensitization against child labour:

‘Child Labour’ has been defined as under:

“Any child in the age group of 6-14 years and not going to school is a Child Labour”.

With the adoption of ‘Right to Education’ as a constitutional right, it has become mandatory that every child in the age group of 6-14 years must be enrolled in school to receive education.

Therefore, the teams of PECSS have conducted extensive awareness campaigns during the year under report, in the intervening districts, by explaining the constitutional provisions and impressed upon the community members to withdraw their children from their work places and enroll them in schools, which is their constitutional right. The employers of child labor were also persuaded not to engage children in their establishments.

As a result of these campaigns, a total of 29 children were withdrawn from their respective work places and enrolled in respective schools to receive their education.

5. Awareness for protection of environment:

During the year under report, the teams of PECSS have organized camps in the districts of Chhatarpur, Panna and Shivpuri, in the months of July and October 2010, for creating awareness amongst the people about the importance and ways and means to protect their environment. During these meetings, following aspects for maintaining environment were emphasized upon:

- i) Developing and maintaining kitchen garden;
- ii) Protecting and promoting plantations;
- iii) Keeping the surroundings neat and clean;
- iv) Proper disposal of waste water;
- v) Promoting rain water harvesting;
- vi) Importance of maintaining pollution-free environment;
- vii) Health effects of environment.

The participants were appreciative of our efforts and promised to do their best for protecting and maintaining their surrounding environment.

6. Health & Hygiene awareness campaigns and health camps:

With a view to sensitize the community on the importance of maintaining health and hygiene, we have organized awareness campaigns as well as health camps in our intervening districts, during the year under report, as per following schedule:

Date	District	Block	Participants
24-04-2010	Hoshangabad	Keshla	26
24-06-2010	Chindwara	Chindwara	28
24-08-2010	Sidhi	Kushmi	21
24-10-2010	Shahdol	Sohagpur	23
24-12-2010	Damoh	Damoh	19
24-01-2011	Chhatarpur	Chhatarpur	24
24-03-2011	Panna	Panna	25
		<b>Total:</b>	<b>166</b>

During these awareness campaigns and health camps, the participants were informed and educated on following aspects of health and hygiene, both at personal level as well as for keeping the surroundings neat and clean, considered as important for maintaining the pollution free environment:

- i) Personal hygiene, including nail cutting, daily bath, washing of hands before and after meals, etc;
- ii) Food and nutritional hygiene;
- iii) Domestic hygiene;
- iv) Drinking water hygiene;
- v) Disposal of waste water – proper sewerage system;
- vi) Disposal of domestic waste at pre-determined points; and
- vii) Disposal of human waste – personal toilets.

In the health camps, the participants were checked for their general health, blood pressure, weight, height, pulse rate etc. Some of the participants, found to be

suffering from serious ailments, were referred to district hospitals for further treatment.

During these programs, relevant IEC material was also distributed to the participants. All the participants have appreciated the initiative took by PECSS and requested for holding such camps at regular intervals.

**D) Other activities:**

1. Welfare programs for Scheduled Caste/Tribes and OBC communities:

Recognizing the need of welfare programs for the under-privileged and deprived sections of Scheduled Tribes, Scheduled Castes and Other Backward communities, the teams of PECSS have organized following programs meant for the welfare of these communities in the districts under our present intervention:

- a) Balwari: Operating a Balwari in district Bhopal for the Children belonging to poor families of ST, SC and OBC Communities
- b) Jhoolaghar - Running of a well equipped Jhoolaghar in Badwani for the children of 3-5 years.
- c) Exhibitions - We have organized exhibitions of artifacts of tribal communities in local markets of districts of Mandla, Ratlam, Jhabua and Badwani for promoting their arts and consequent increase in their earnings.
- d) Nutrition - We have provided practical demonstrations for the preparation of nutritious food within their available means and created awareness for the necessity of taking nutritious meals for a healthy living.
- e) Nukkad Nataks: We have organized various Nukkad Natak shows in the districts of Ratlam, Badwani, Mandla and Jhabua, highlighting the tribal culture, with a view to promote their various cultural events.

Achievements - The efforts of PECSS were appreciated by one and all, including the public representatives and members of local self governance in the intervening districts.

2. Promoting Organic farming:

It is a well known fact that the State of Madhya Pradesh is covered with wide range of forests and hence it is essential to execute and implement organic farming/bio-technique system to get better yields of agro products.

The availability of biomass in the state are in plenty like composting green manuring, biogas slurry and organic farming techniques including Vermi compost.

Therefore, during the year under report, the experts of PECSS have trained more than 165 farmers, women farmers and Self Help Groups in the districts of Hoshangabad, Tikamgarh, Shahdol and Raisen of Madhya Pradesh on this aspect of farming.

3. Women empowerment program:

Continuing with our efforts towards empowerment of women, particularly in rural and tribal areas, so that they are able to actively participate in decision-making process and developmental activities, both at domestic and community levels, the teams of PECSS have organized one-day camps in respective blocks of intervening districts for this purpose during the year 2010-2011 as per following schedule:

Date	District	Block	Participants
26-04-2010	Bhopal	Berasia	21
26-05-2010	Tikamgarh	Niwari	26
26-06-2010	Badwani	Sendhwa	32
26-07-2010	Ratlam	Jaora	27
26-08-2010	Indore	Mhow	23
26-09-2010	Ujjain	Khachrod	24
26-10-2010	Jhabua	Jhabua	19
26-11-2010	Chindwara	Chindwara	26
26-12-2010	Sidhi	Kusmi	18
26-01-2011	Damoh	Damoh	25
26-02-2011	Panna	Panna	21
26-03-2011	Shahdol	Sohagpur	17
		<b>Total:</b>	<b>279</b>

During these one-day camps, the participants were made aware of their constitutional rights and the importance of their respective roles so that they are able to actively participate in the decision-making process at all levels of functioning. Following activities were undertaken by our team members during these camps:

- a) Capacity building of women;
- b) Infusing leadership qualities amongst them;

- c) Promoting their participatory role in decision-making process;
- d) Active involvement in developmental activities;
- e) Awareness on various legal provisions to safeguard their rights and interests;
- f) Awareness about various Government schemes on health and livelihood meant for their benefit and how take advantage of such schemes.

At the end of each camp, a ‘question & answer’ session was held during which questions were raised by participants and answered by our team members to allay their doubts. The participants appeared to be satisfied and as such the camps were considered as successful.

4. Capacity building of functionaries of Panchayati Raj Institutions:

With a view to strengthen and capacity building of Panchayati Raj Institutions, we have organized 3-day training camps in the 4 tribal districts of Madhya Pradesh, as per following schedule:

<b>Dates</b>	<b>District</b>	<b>Block</b>	<b>Participants</b>
20-22, May 2010	Mandla	Nainpur	27
18-20 Sept. 2010	Ratlam	Jaora	31
26-28 Nov. 2010	Jhabua	Jhabua	26
10-12 Jan., 2011	Badwani	Sendhwa	28
<b>Total:</b>			<b>112</b>

The participants in these camps included:

- Elected Representatives of Panchayats;
- Members of Gram Sabha;
- Public Representatives; and
- Functionaries of Panchayats;

During these meetings, following issues were discussed to strengthen the functioning of Panchayati Raj Institutions in the respective districts as well as to make people aware about their rights and responsibilities:

- i) Rights and Responsibilities of respective members/bodies;
- ii) Functioning of respective units of Panchayati Raj i.e. Gram Sabha, Gram Panchayat, Janpad Panchayat and Zila Panchayat;
- iii) Keeping of necessary records;
- iv) Regular meetings of Gram Sabha;
- v) Ensuring maximum participation by members.
- vi) All other relevant issues.

All these meetings were well attended by members of respective Panchayats and they appreciated our initiative in making them aware about their functioning.

5. Promoting youth Sports and Cultural activities:

As part of regular feature of PECSS, during the year 2010-2011 also, we have organized following cultural and sporting events and celebrated National days:

- i) Folk dances and music – With a view to promote tribal folk dances and music, we have, in coordination with Nehru Yuva Kendra, invited artists from tribal areas of Mandla, Jhabua and Badwani, and organized their show in Youth Club, Bhopal.
- ii) Volley-Ball tournament – Volley-Ball tournament was organized with the participation of youths of nearby villages of Bhopal, and prizes were distributed to winner and runner teams.
- iii) Celebration of National Days - During the year we have celebrated National Days such as 26<sup>th</sup> January and 15<sup>th</sup> August. During these celebrations, apart from flag hoisting, sweets were distributed to the participants.

The year 2010-2011 has proved to be a milestone in our overall progress – the total turnover of the Society has increased more than three-fold, additional areas have been targeted and new fields of activities intervened.

As such, with every passing year, with the valued support of its qualified, experienced and dedicated team of professionals, the PRIYANSHI EDUCATIONAL, CULTURAL & SOCIAL SOCIETY (PECSS) is moving towards strengthening its footholds in the social sector, particularly for the under privileged and deprived sections of society, to establish itself as a well groomed organization and taking a cue from its past learning, it is moving towards new heights of success and achievements.

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