

Registration No. 10368

Dated 22nd February 2002

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

(A National level NGO)

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

**ANNUAL PROGRESS REPORT
FOR THE YEAR
2011-2012**

Head Office

**150-Regal Mohini Homes
Awadhपुरi, BHEL,
Bhopal-462 021 (M.P)**

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FROM THE DESK OF PRESIDENT

Highlights of the year 2011-2012:

At the outset, prior to resorting to formal introduction, activities and achievements of our organization during the year, I take pleasure in mentioning the following highlighted events which took place in the year 2011-2012 in favour of our organization, and shall go a long way in achieving a quantum jump for success in the years to come:

a) **Award of Excellence by the Govt. of Madhya Pradesh:**

On 2nd October 2011, at 'Hindi Bhawan', Bhopal, the Hon'ble Governor of Madhya Pradesh, Shri Ram Naresh Yadav had felicitated Dr. Shalini Saxena, President of PECSS, with an award of excellence - 'Mahila Samaj Sevi Sammaan' (Outstanding Woman Social Worker) for the year 2011, in recognition of her self-less services and devotion for the welfare of leprosy affected persons, tribal community, victims of Bhopal Gas Tragedy and other weaker and deprived section of society.

b) **99-year Lease for 3 acres of land for Tribal Research & Development Center:**

The President of PECSS, Dr. Shalini Saxena, had leased out her land, measuring about 3 (three) acres, situated in village Babdad of block Sendhwa in district Badwani (Madhya Pradesh), in favour of "Priyanshi Educational, Cultural & Social Society" (PECSS), for a period of 99 years. It is presently valued at about Rs.8.00 lakhs.

The said land is proposed to be developed as a 'Tribal Research & Development Center', for the welfare and development of tribal community in the State of Madhya Pradesh.

c) **Registration as Vocational Training Provider (VTP) for MES Courses:**

We have been registered as No. 2340002 - Vocational Training Provider (VTP) by M.P. Council for Vocational, Educational and Training, vide its letter No. MPCVET/MES/11/1884 dated 28-9-2011 for running MES courses in district BARWANI.

Introduction:

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 22nd 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.

Registrations under various Acts;

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

Fixed assets as on 31-03-2012:

S. No.	Description of assets	Approx. value
01	Land and buildings (3 acres)	8.00 lakhs
02	Furniture and Fixtures	0.66 lakhs
03	Stitching and Knitting machines	0.25 lakhs
04	Training Tools and Equipment	3.75 lakhs
05	Computers and Printers	1.59 lakhs
06	Electrical and Electronic items	1.43 lakhs
07	Office equipment and accessories	1.25 lakhs
	Total:	16.93 lakhs

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:

Category	Address	Contact person	Mobile No.
Head Office	PECSS 150-Regal Mohini Homes Awadhपुरi, BHEL Bhopal (M.P.)	Dr. (Mrs.) Shalini Mawar, President Mr. Rakesh, Project Coordinator	94256-65374 98276-12833 98938-36862 90985-07030
Regional Offices (2) at: Badwani	1. PECSS Near Congress Bhawan Sendhwa District Badwani	Mrs. Sangeeta Chouhan, Regional Manager Mrs. Chandrakala Assistant Regional Manager	81094-79554
Tikamgarh	2. PECSS Danjheena Mohalla Dangi Bhawan Niwari, District Tikamgarh	Mr. Dharmender Prajapati, Regional Manager	86026-05720
Branch Offices (3) at: Ujjain	1. PECSS Mahidpur Ujjain	Mr. Rakesh Singh Branch Manager	
Indore	2. PECSS Near Eeracson building A.B. Road Indore	Mrs. Arvind Kumar Pali, Branch Manager	
Jabalpur	3. PECSS Village Khamariya Jabalpur	Mrs. Sarita Shrivastava, Branch Manager	

Field Offices at 15 other districts	<u>Districts:</u> Mandla Ratlam Dewas Chhindwara Hoshangabad; Jhabua; Sehore; Shivpuri; Sidhi; Shahdol; Rajgarh; Damoh; Raisen; Chhatarpur; and Panna	<u>Blocks:</u> Nainpur, Bichiya, Maharajpur Ratlam, Dhamnod Sonkacha Chhindwra Keshla Jhabua Sehore, Icchawar, Astha Shivpuri Kusmi Sohagpur Rajgarh, Sarangpur Damoh; Obedullaganj Chhatarpur; and Panna	Field staff in respective blocks of each district.
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Thus, during the last about 10 years of our existence, we have established our strong presence in 21 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:

S. N.	Name	Designation	Address	Expertise
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 2011-2012 have been described in the following pages of this report.

Dr. (Mrs.) Shalini Mawar
President

Bhopal

May, 2012

Executive Summary of the Report

Turnover:

- Total turnover during the year 2011-2012: **29.21 lakhs**

Sources of funding:

- Govt. grant funds:	18.03 lakhs	(61.74%)
- Grant from Corporate Sector:	03.00 lakhs	(10.27%)
- Donations from patrons:	04.55 lakhs	(15.58%)
- Fees and donations from members:	01.33 lakhs	(04.55%)
- Receipts from sale of training items:	02.05 lakhs	(07.01%)
- Interest and other misc. income:	00.25 lakhs	(00.85%)
Total income:	29.21 lakhs	(100%)

Expenditure heads:

a) Projects and program expenses:	25.92 lakhs	(88.73%)
b) Rent:	00.24 lakhs	(00.82%)
c) Salaries & Honorarium:	01.69 lakhs	(05.79%)
d) Travelling and conveyance:	00.40 lakhs	(01.37%)
d) Administrative overheads:	00.82 lakhs	(02.81%)
f) Total expenditure	29.07 lakhs	(99.52%)
g) Excess of income over expenditure	00.14 lakhs	(00.48%)
Total:	29.21 lakhs	(100%)

Districts intervened during 2011-2012:

- 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, Chhindwara, Jhabua, Sidhi, Hoshangabad; Sehore; Shivpuri; Katni; Jabalpur; Dewas; and Raisen

Target Beneficiaries:

Our target beneficiaries included people belonging to:

- Backward tribal communities;
- Leprosy affected persons;
- Victims of Bhopal Gas Tragedy;
- Women members of BPL families;
- Women Self Help Groups
- Unemployed youths;
- Weavers communities;
- Disabled and handicapped persons;
- Scheduled Caste and Tribes; and
- School dropout adolescents;

The detailed description of activities and our achievements during the year under report i.e. 2011-2012 is being presented in the following pages of this report.

ACTIVITIES AND ACHIEVEMENTS **DURING THE YEAR 2011-2012**

During the year 2011-12, our major interventions were focused on following activities:

1. Employable and skilled vocational trainings:
 - i) Under SJSRY program of DUDA, Badwani:
 - a) Beautician course;
 - b) Stitching and Knitting;
 - c) Food Processing (Mid-day Meals)
 - ii) Under MES Training Program as VTP:
 - a) Beautician course;
 - b) Tailoring;
 - c) Computer software;
 - iii) Under FVTRS, Bangalore Project:
 - a) Sanitary Napkins;
 - b) Security Guards
2. Development of Handloom Cluster;
3. Socio-Economic Development of Leprosy affected persons;
3. Formation and training of women Self Help Groups;
4. Women and Child Literacy Program;
5. Awareness for protection and care against Leprosy;
6. Tribal adult education program;
7. Motivational camps for vocational training;
7. Welfare program for Scheduled Caste, Tribes and OBC communities;
8. Awareness against HIV/AIDS;
9. Environmental awareness;
10. Health camps for Sanitation and Personal hygiene;
11. Child Labour Welfare program;

Programs out of own sources:

12. Strengthening of Panchayati Raj Institutions;
13. Women empowerment;
14. Promoting de-addiction;
15. Promoting scientific and improved means of agriculture;

16. Community sensitization against child marriage;
17. Sporting events and cultural programs

A detailed description of each of the aforesaid activities carried out during the year under report – for the period April 2011 through March 2012, and consequent achievements, are being described below:

**DETAILED DESCRIPTION OF
ACTIVITIES, ACHIEVEMENTS & SUCCESS STORIES**

1. **Employable and skilled Vocational Trainings:**

i) Under SJSRY Program of DUDA, Badwani:

- a) As per Work Orders received from DUDA, Badwani, under SJSRY Program, we have organized various employable and skilled vocational training programs for tribal women of block Sendhwa, district Badwani, as per following schedule:

S. No.	Trade	Period	No. of tribal women beneficiaries
01	Beautician course (4-month course)	15-03-2011 to 15-07-2011	25
02	Stitching and Knitting (4-month course)	15-03-2011 to 15-07-2011	40
03	Mid-day Meal (for SHG members) – 4 months course	02-01-2011 to 02-05-2011	65
	Total:		130

The technical training included:

- Skill development;
- Entrepreneurship development;
- Forward and backward linkages;
- Financial linkages;
- Exposure visits

Under these training programs, we have also empowered the women beneficiaries in terms of:

- Gender equality;
- Violence against women – protective & remedial measures;
- Participatory role of women in decision-making process

Achievements:

- a) Beautician course - Taking advantage of the skill developed during this training, 10 of the beneficiaries had already started operating

their own Beauty Parlor from their respective homes, and are earning in the ranging of Rs.5000-6000 per month.

Success Story - I

Gaining confidence and skill provided under the Beautician course training, 4 of the trainee beneficiaries, had participated in different Beauty Competitions, organized at district and state levels.

All the 4 participating beneficiaries had performed exceedingly well in the competitions drawing big applauds from the Jury, Judges and audience and were declared winners under respective awards.

This has resulted in manifold boost in the level of confidence amongst these beneficiaries and earned tremendous goodwill for them not only in their respective areas but also in adjoining areas, which will prove to be a milestone in their way to success to earn their livelihood through operating their own Beauty Parlor in the area.

- b) Stitching & Knitting course – Out of 40 beneficiaries, 32 of them (80%), have already got themselves self-employed under this trade and started operating from their respective homes. It has been reported that at present they making an additional income in the range of Rs.2000-3000 per month and leading an improved economic life.
- c) Mid-day Meal training – Under this program, the groups of trained women beneficiaries have been duly graded, and efforts are being made to link the members of these groups under various Government schemes, such as Mid-day Meal etc., so that they are able to improve their quality of living.

ii) Under MES Courses as VTP:

As registered Vocational Training Provider (VTP) for MES courses in district Badwani, we have organized following skilled and employable trainings programs in respective trades during the year 2011-12 in tribal block Sendhwa of district Badwani:

S. No.	Trade	Period	No. of tribal beneficiaries
01	Beautician course (2-month course on Basics and Hair Dressing)	01-11-2011 To 31-12-2011	30 (women)
02	Tailoring (Ladies tailoring) – 420 hrs. training	01-10-2011 To 15-02-2012	40 (women)
03	Food Processing (Fast food) – 60 hrs. training	01-12-2011 To 31-12-2011	16 (youths)
04	Computer Software (120 hrs. training)	01-11-2011 To 31-12-2011	30 (youths)
	Total:		116

The training included:

- Skill development;
- Entrepreneurship development;
- Forward and backward linkages;
- Financial linkages;
- Exposure visits

Apart from skilled technical training, the beneficiaries were also empowered with the issues like gender equality, domestic and social violence, participatory role of women, sanitation and hygiene, environment etc.

Achievements: During our follow-up and hand-holding support, it has been reported that out of 116 beneficiaries, 89 of them (77%) have already started working either as wage earner or self-employed and are presently earning in the range of Rs.5000-7000 per month and leading a much improved quality of life.

iii) Under FVTRS, Bangalore, Project:

In terms of award of project by Functional Vocational Training & Research Society (FVTRS) of Bangalore, in our favour, we have imparted employable and skilled vocational trainings to under-privileged school drop-out adolescents of tribal communities, in block Sendhwa of district Badwani, as per following schedule:

S. No.	Trade	Period	No. of tribal beneficiaries
01	Sanitary Napkins (3 months course)	22-12-2011 To 30-03-2012	20 (women)
02	Security Guards (3 months course)	01-02-2012 To 30-04-2012	26 (boys)
	Total:		46

a) The training under 'Sanitary Napkins' included:

- Meaning and purpose of Sanitary Napkins;
- Entrepreneurship – Technical and administrative skill;
- Market linkages;
- Financial linkages – Banking procedures etc;
- Details of machinery required;
- Process involved in making Sanitary Napkins;

In addition to aforesaid aspects of skill and EDP development, we have also organized awareness programs for the beneficiaries, such as:

- Gender equality;
- Protection and prevention against HIV/AIDS;
- Protective measures for any type of violence against women;
- Other issues of social importance

b) Security Guards training included:

- Regular drills;
- Nature and types of securities required;
- How to ensure security;
- Personality development
- Skill Development;
- Physical fitness;
- Disciplined behavior

The training for Security Guards was provided by the retired officers of Indian Army.

The training for Security Guards was extremely successful as has been reflected in the following success stories.

Success Story – II

Upon completion of training in the month of April, 2012, efforts were made for the placement of respective beneficiaries. With the support of Regional Tehsildar, following two companies organized Placement camps at the training venue on 28th and 29th April, 2012:

- a) Pioneer Security Services, Ahemdabad; and*
- b) Bhadoria Security Services, Indore*

Impressed with the mental and physical fitness of the trainees, the Pioneer Security Services, Ahemdabad, had offered immediate placement of all the 26 trainees for the following groups:

- i) For 'Adani Group of Compnies'Gujrat: 18 trainees*
- ii) For 'Arvind Group of Companies, Gujrat': 08 trainees*

Thus, all the 26 trainee beneficiaries (100%) have been duly placed in renowned companies of India, on the salary package in the range of Rs.8000-10,000 per month.

As such, with the training provided under this program, all the 26 school dropout youths of tribal communities started earning a respectable livelihood for themselves as well as for their family members.

Success Story - III

Upon hearing about the Placement Camps, 20 other unemployed youths of Sendhwa block, not covered under our aforesaid training program, approached PECSS for their inclusion in the placement process.

Although these youths were not provided any training by us, but looking at our tribal welfare objective, we have introduced these youths to the Bhadoria Security Services, Indore for personal interview of these youths.

Agreeing to our request, the Bhadoria Security Services, interviewed these youths and all the 20 of them were selected on the condition that prior to joining their respective duties, all of them will have to undergo a detailed training of Security Guards services, and upon successfully completing their training, they will be offered a package in the range of Rs.6000-8000 per month within the Bhadoria Security Services itself.

This selection camp had proved to be a strong medium of livelihood for the unemployed youths of not only of block Sendhwa but for the entire district of Badwani.

2. Development of Handloom Cluster for Niwari Weavers:

Under the Integrated Hand-Weavers Development Scheme of Government of India, we were awarded a project for development of a cluster of 300 weavers in block Niwari of district Tikamgarh (Madhya Pradesh).

Skilled training on techniques of weaving - With a view to develop their skill, we have made an in-depth assessment survey of target weavers in terms of their existing skill, capacity and available resources and based on this assessment target weavers were imparted with skilled training on techniques of weaving, latest designing (as per market trends) and dyeing process. For starting their trade, they were also provided with necessary raw material and equipment, such as Haath Kargha, Daubi, Jackard and other accessories. We continued to extend our hand-holding support and provided them raw material for making Sarees, Ladies Kurtas, Skirts, Bed sheets, Covers for mattresses, quilts and pillows.

Direct purchases of their products – To ensure ready marketability of their products, PECSS is making direct purchases from them so that they are able to get immediate return of their products without involving them into any marketing hassles. The products so purchased by our society are being sold in the open market after its due finishing including packaging and proper labeling.

Other marketing efforts – In addition to direct purchases of products, we have organized various meets for the weavers, including:

- Buyer-Seller Meet in Hospitals: November 2011 at Bhopal
- Weavers-Traders Meet: At Indore and Bhopal

Organizing exhibitions to display weavers' products - With a view to promote the products of weavers of Niwari (Tikamgarh), we have organized various State level Exhibitions, as detailed below:

- i) First of such exhibition was organized between 11th and 17th January 2011, at Gauhar Mahal, Bhopal;
- ii) The second in this chain was organized between 21st and 27th December, 2011, at Hotel Surya, Indore – named as 'Jhalak'.

Total sales of participating weavers, during these 7-day exhibitions were more than Rs.4.00 lakhs and attracted wide media coverage.

Appreciating the efforts being made by PECSS for the development of weavers of Niwari cluster, Smt. Malini Gaur, MLA and chief guest in the second fair ('Jhalak'), commented:

“Such events not only establish the market and identity for Handlooms and Handicrafts, but it also promotes the enthusiasm and self-confidence of weavers’

community. It also develops awareness amongst the weavers towards their traditional trade and with their skill they are able to make newer products for the people.”

In these exhibitions, stalls were allotted **free of cost** to the participating weavers from other districts so that a marketing platform is made available to them to display their respective products and they can derive its advantages for direct selling and become economically self-sufficient in their traditional trade itself. In these exhibitions, the weavers of Niwari were successfully able to establish their distinct identity in handloom products.

Financial linkages for weavers – With a view to further strengthen the target weavers of Niwari, under Integrated Hand-weavers Development Scheme, our Society has made successful efforts for the financial linkages of target weavers with banks and other financial institutions to enable them to secure bank loans for their entrepreneur to make and market their respective products.

Exposure visit and awareness programs for weavers - With a view to motivate and encourage the weavers, PECSS has organized various awareness programs, including exposure visits. Accordingly, in the month of June 1011, the weavers were taken to Banaras by our Development Executive and visited 20 weaving houses of Bari Bazar, Banaras and were explained their varied weaving process, system of separate loom establishment, designing process and usage of varieties of threads. It has resulted into qualitative improvement in the products being made by Niwari weavers.

Continuous qualitative improvement - In the process of development of weavers, we are making our constant efforts for bringing qualitative improvements in the products being prepared by our target weavers of Niwari, so that they are able to secure their place in the front-line renowned weavers of Chanderi, Maheshwar and Varanasi. In this process, a CATD (Computer Added Textile Design) unit has been established at Bhopal under the supervision of an expert designer.

For further improving the designing process of Niwari cluster, as many as 22 new Daubs were purchased and 10 of them were already got fixed in the looms of Niwari weavers with the help of experts from Chanderi. Consequently, about 7-10 weavers have already attained expertise in the weaving process with the help of Daubs.

Our ultimate objective is to make our target weavers as successful independent entrepreneurs in their traditional trade and to ensure that the need for migration to other places in search of jobs is totally eliminated.

Success Stories of Target Niwari Weavers

- i) Niwari Sarees - *For establishing a distinct identity of these Sarees, they are being knitted in a specialized manner by using 120 number ‘mercerize’ in its Tana with thick Zari work of different attractive colours*

in the entire length spread of Sarees. The unique artistry Zari work, showcasing the border of these Sarees, puts these weavers in line with their counterparts of Chanderi. Also, the usage of eye-catching spots adds four-fold attraction of these Sarees. The designer has made successful attempt in giving a 'sober' look to these Sarees in line with handloom market. These Sarees were a big attraction in the Exhibitions organized by the Society and a great success amongst the consumers.

- ii) *Niwari Long Skirt - Immediately upon award of Niwari weavers clusters to our Society, on the valued suggestion of Commissioner of Handlooms, we have motivated our target weavers to start making 'Niwari' Long Skirts since nobody in the handloom sector was producing Long Skirts. Acting on this suggestion, the target weavers started making 'Long Shirts' in place of round-shaped and light weight Lengahs, with sharp artistic work – attractive border of broad Zari and beautiful spots in the center. Along with zari work for border and spots, the beautiful combination of coloured threads of mercerize, added the attraction of these Long Skirts. These Long Skirts have not only proved to be an attractive and light-wear replacement for heavy Lengahs, but also established itself as a new fashion design amongst the young girls and has proved to be a great success in the market.*
- iii) *Niwari Ladies Kurta – Based on our product planning for the target weavers, in line with prevailing market demand, they have started making ladies kurtas, studded with zari work and artistry of attractive threads. These Kurtas are matching beautifully with Jeans and Longings and adds to the personality cult of its wearers. The weavers have also made use of beautiful spots in these Kurtas. At present, they are a big attraction in the market.*
- iv) *Niwari Bed sheets – For those weavers who have left this trade since long and are not able to concentrate on fine weaving work, our Society has entrusted them with making Bed sheets. All such identified weavers were provided with handlooms, suitable for making bed sheets, together with other required material. With the help of this equipment and material, these weavers are making single size bed sheets of different colours with attractive designs, in large quantities. These bed sheets are attracting good market for the weavers.*
- v) *Covers for mattresses, quilts and pillows: Like other products, keeping in view the market demand, our target weavers are making covers for mattresses, quilts and pillows. These covers, made by our target weavers, are distinctly outstanding, as compared to other covers available in the market, particularly in terms of their durability and attractive designing. These covers were very popular amongst the consumers and attracted large number of consumers in the exhibition organized by our Society.*

Thus, with the above success stories, the target weavers of Niwari (Tikamgarh) are today working as successful entrepreneurs and have come out of poverty line, and migration is a matter of past for them and with the every passing month, they are touching new heights of success and achievements.

3. **Socio-Economic Development of Leprosy affected persons:**

With the support of Sasakawa India Leprosy Foundation (SILF), New Delhi, PECSS, for the last more than 4 years, is devoting its efforts for the socio-economic development of Leprosy affected persons in various districts of Madhya Pradesh. During the year 2011-2012, we have intervened in the following Lepers colonies of respective districts:

- a) Shri Ram Avtar Kushtdham, Alwasa, district Indore: Few years back, the residents of this were allotted some agricultural land, but in the absence of any cropping, had turned into almost a baron land. PECSS, with the support of SILF, got the said land surveyed by the Geological Engineers and acting on their advice, the said land was again prepared for agricultural activities.

Together with the continuous land improvement process, members of PECSS, in coordination with respective beneficiaries, had motivated and encouraged them for sowing Soya beans and Wheat crops. Consequently, the beneficiaries were able to harvest two successful crops of wheat and soya bean. Thus, apart from getting good returns from their respective crops and earning their livelihood in the range of Rs.4000-6000 per month, it has generated a level of self-confidence amongst the Lepers and all of them have almost given-up their begging practice and are leading a socially respectable and economically improved life.

- b) Sheetala Mata Kushtdham, Ratlam: In the previous year (2010-11), PECSS had provided vocational training for making silver ghunghroos to the 20 beneficiaries of this colony. Encouraged and motivated with the exemplary success of these beneficiaries, during the year under report (2011-2012), more than 12 youths of this colony had requested for some employable vocational training for earning their livelihood.

Agreeing to their request, PECSS, with the support of SILF, these youths, who were earlier working as Construction Labor, were made available with some house construction material so that they can work as House Construction Contractor. Consequently, all these 12 youths are working as Contractor for house construction and earning a much improved and respectable livelihood for themselves and their family members.

Success Story

The aforesaid successful entrepreneurship activities have resulted into complete turn-around in the Socio-Economic status of residents of this Sheetala Mata Kushtdham Colony, Ratlam.

Begging practice has almost been eliminated, children are studying in reputed schools and receiving their continued education, youths being engaged in respective entrepreneurship activities and earning in the range of Rs.5000-8000 per month, got rid of social evils like alcohol, gambling etc..

Thus, with the continuous dedicated and committed efforts of PECSS for the last more than 3 years, the target of socio-economic development of residents of this colony, has been achieved, which in itself is a noteworthy success.

- c) Kusht Awas Grah, Magaspur, Sehore: This is a small colony of about 20-22 Lepers families in Magaspur area of district Sehore and most of them were resorting to begging for their very survival. PECSS, in association with SILF, for assessing the self-employment options, held discussions with the beneficiaries of this colony and majority of them showed interest in Animal Husbandry.

Thereafter, PECSS after making a survey of the market and surrounding areas and based on the positive findings, got purchased one buffalos for each beneficiary for starting the Animal Husbandry trade. It has resulted into a success enterprise and each of beneficiaries is presently earning in the range of Rs.4000-6000 per month and are leading a much improved socio-economic life.

- d) Shri Ram Kusht Sewa Samiti & Saraswati Kusht Sewa Samiti, Indore: The women beneficiaries of these two colonies, situated in Banganga area of district Indore, were trained for Zari Zardauzi work and Selling of Saries. Members of PECSS had extended their continued hand-holding support and motivated them to excel in their respective trades. Consequently, all these women beneficiaries of these colonies are achieving exemplary success in their respective trades and each of them earning in the range of Rs.3000-5000 per month.

The women beneficiaries of Saraswati Kusht Sewa Samiti were also conferred with an award of Rs.1,00,000 by the Sasakawa India Leprosy Foundation, New Delhi, for their excellent achievements.

With a view to further improve their marketing skill, PECSS provides an opportunity to these beneficiaries for their participation by display of their respective products in all the Fairs and Exhibitions being organized by PECSS, so that all of them can become successful entrepreneurs.

e) Feasibility Survey of other Lepers Colonies: During the year under report, PECSS have conducted feasibility survey of following Lepers Colonies, for assessing the best viable and sustainable self-employment options for the beneficiaries of these colonies:

- i) Mahatma Gandhi Kusht Colony, Katni
- ii) Ambedkar Kusht Colony, Katni
- iii) Asharam Kusht Colony, Badwani;
- iv) Harsh Nagar Kush Samiti, Sendhwa (Badwani);
- v) Isawas Kusht Colony, Palia Gram, Indore
- vi) Kusht Samiti, Rajender Nagar, Indore

During the coming year (2012-2013), we plan to commence training activities to ensure self-employment for the beneficiaries of these colonies, in trades like Poultry Farming, Stitching and Knitting, Fisheries etc., based on respective skills of beneficiaries.

In addition to aforesaid colonies, PECSS is in continuous contact with beneficiaries of Lepers colonies situated in districts of Ujjain, Ratlam, Katni, Dewas and Dhar, and made every efforts for the socio-economic development of beneficiaries of respective colonies of these districts.

4. **Formation and training of women Self Help Groups:**

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

Period	District	No. of SHG	Members
1 st April to 31 st July 2011	Ujjain	4	40
1 st July to 30 th Sept., 2011	Mandla	3	30
1 st October to 31 st Dec., 2011	Chhindwara	3	30
Total:		10	100

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 100 beneficiaries belonging to 10 Self Help Groups, almost all of them (100%) 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. **Women and Child Literacy Program:**

Throughout the year 2011-2012, we have organized Literacy Camps in tribal block Sendhwa of district Badwani, to educate the tribal women and children of the area, covering 40 women and 50 children in the age group of 6 to 14 years.

The activities under this program included:

- Imparting primary level education;
- Reading and writing;
- Simple arithmetical calculations;

Relevant educational material was also distributed to the beneficiaries during these camps.

6. **Awareness for protection and care against Leprosy:**

Continuing with our efforts to develop awareness for protection and care against Leprosy, we have organized awareness camps, throughout the year 2011-12, covering 16 Lepers Colonies in following districts of Madhya Pradesh:

-	Indore:	7 colonies	
-	Ujjain:	3 colonies	
-	Ratlam:	1 colony	
-	Katni:	2 colonies	
-	Bhopal:	1 colony	
-	Dewas:	1 colony	
-	Sehore:	1 colony	<u>Total: 16 colonies</u>

Our activities during these awareness camps included – Symptoms of leprosy and Essential care against leprosy.

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.

7. **Tribal Adult Education Program:**

With a view to provide literacy to illiterate tribal adults, we have organized Adult Literacy Camps in the tribal dominated districts of Badwani and Dhar, covering a total of 100 illiterate adults i.e. 50 each in Dhar and Badwani.

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

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.

8. **Motivational Camps for Vocational Training:**

Looking at the hesitation and opposition of tribal youths and women to come forward and opt for receiving vocational trainings, we have organized Motivational camps in tribal block Sendhwa of district Badwani during the period 1st July 2011 through 30th September, 2011, to encourage the tribal youths and women to come forward for receiving vocational trainings for their economic and social betterment. A total of 500 beneficiaries participated in these programs.

The motivational activities included:

- Development of inherent skills amongst the beneficiaries;
- Better employment opportunities – both as wage earner and self-employment;
- Improved income for livelihood;
- Overall improvement in quality of living;
- Awareness development;
- Participatory role in developmental activities

Consequent upon these motivational camps, a number of unemployed youths have approached PECSS for vocational trainings under respective trades and as such, the objective of these camps was achieved. Looking at this success, we plan to intensify our efforts in other districts also during the coming years.

9. **Welfare program for Scheduled Caste, Tribes and OBC communities:**

Continuing to work for the welfare of Scheduled Castes, Tribes and Other backward communities, we have empowered these communities for developing their awareness on various schemes that have been initiated by Central as well as State Governments for the benefit of these communities, such as:

- Awareness on NREGS, including procedures involved for availing benefits under the scheme;
- Facilities being provide by financial institutions and how to take advantage thereof;
- Various special concessions/preferential treatments, applicable to people belonging to Scheduled Castes/Tribes and OBC categories, such as reservations in jobs and other places etc.

These campaigns were carried out in the districts of Raisen, Sehore and Vidisha throughout the year 2011-12 covering a total of 365 beneficiaries under these activities.

10. **Awareness against HIV/AIDS:**

Continuing our efforts to develop awareness against this dreaded infection of HIV/AIDS, we have organized one-day awareness camps, in our intervening districts of Madhya Pradesh as per following schedule:

Date	District	Block/Area	Participants
01-04-2011	Bhopal	Urban slums	42
15-04-2011	Tikamgarh	Niwari	65
01-05-2011	Badwani	Sendhwa	82
15-05-2011	Mandla	Nainpur	59
01-07-2011	Indore	Urban slums	48
15-07-2011	Ujjain	Ujjain	32
01-09-2011	Ratlam	Sailana	52
15-09-2011	Chhatarpur	Nowgaon	39
01-10-2011	Chhindwara	Tamia	46
15-10-2011	Jhabua	Rama	51
01-11-2011	Sidhi	Kusmi	35
15-11-2011	Hoshangabad	Keshla	34
01-12-2011	Sehore	Ashtha	37
15-12-2011	Shivpuri	Narwar	42
01-01-2012	Katni	Katni	53
01-15-2012	Jabalpur	Majholi	47
01-02-2012	Dewas	Sonkatch	61
01-03-2012	Raisen	Mandideep	67
	Total:		892

Precautionary steps were suggested against this killer infection such as:

- 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.

11. **Environmental Awareness:**

Continuing with our efforts to protect and promote environment, during the year 2011-12, we have organized one-day campaigns as per following schedule:

Date	District	Block/area	Beneficiaries
27-05-2011	Bhopal	Phanda	31
27-07-2011	Shivpuri	Kolaras	28
27-09-2011	Badwani	Sendhwa	35
27-11-2011	Tikamgarh	Niwari	29
27-01-2012	Dewas	Dewas	37
27-03-2012	Sehore	Sehore	28
Total:			188

The activities during these campaigns included:

- i) Promoting development and maintenance of kitchen garden;
- ii) Promoting plantation activities and their protection;
- 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.

Achievements - As a gesture of goodwill, some samplings were also planted in respective areas on behalf of PECSS and most of them have survived. Our efforts were appreciated by the community members.

12. **Health Camps to promote Sanitation and Personal hygiene:**

With a view to develop community awareness on the importance of sanitation and personal hygiene for maintaining a good health, we have organized one-day health camps in various blocks of intervening districts, during 2011-2012, as per following schedule:

Date	District	Block/area	Participants
03-05-2011	Indore	Urban slums	22

03-07-2011	Jhabua	Ranapur	19
03-09-2011	Badwani	Sendhwa	21
03-11-2011	Sidhi	Kusmi	14
03-01-2012	Ratlam	Bajna	18
03-03-2012	Tikamgarh	Rithi	23
		Total:	117

During these awareness programs, the participants were informed and educated on following aspects of health, sanitation and hygiene, both at personal level as well as for keeping their surroundings neat and clean:

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

During these camps, general health check-up (blood pressure, weight, height etc.) of participants was also carried out and relevant IEC material was distributed to the participants. All the participants have appreciated the initiative taken by our organization and requested for holding such campaigns at regular intervals.

13. **Child Labor Welfare Program:**

Looking at the growing menace of child labour, our Society has decided to make an attempt to withdraw children from their respective work places and enroll them into respective schools.

Keeping this objective in view, our teams have conducted extensive campaigns during the year under report, in the intervening districts and explained to the children, their parents and employers, that with the enactment of ‘Right to Education Act’, it is the right of every child in the age group of 6-14 years, to be enrolled in the school and receive continued education. Any child of this age group, found to be employed, is the violation of provisions of this Act.

Apart from legal provisions, it is also in the best interests of any child to receive his/her education on continued basis.

Therefore, during these campaigns, the parents and employers of children were sensitized and motivated not to engage these children and send them to schools, which is their rightful place.

Achievement – As a result of our sensitization campaigns, total of 165 children (95 boys and 70 girls) were withdrawn from their respective work places and sent to schools to receive their continued education, as per following details:

S. No.	District	Boys	Girls	Total
01	Bhopal	14	07	21
02	Indore	15	14	29
03	Jabalpur	11	12	23
04	Dewas	16	12	28
05	Raisen	13	12	25
06	Ujjain	17	17	34
07	Hoshangabad	09	08	17
	Total:	95	70	165

Looking at the success of our campaigns, we plan to intensify our efforts in the years to come.

Programs/Activities out of our own sources:

14. **Strengthening of Panchayati Raj Institutions:**

With a view to strengthen the Panchayati Raj Institutions, we have organized 3-day training camps in the 2 tribal blocks of district Ratlam, as per following schedule:

Dates	Block of district Ratlam	No. of participants
20-22 Sept., 2011	Sailana	41
20-22 Mar., 2012	Bajna	38
Total:		79

The participants in these camps included:

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

During these meetings, following issues were discussed to strengthen the functioning of Panchayati Raj Institutions in the respective blocks of target district 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) Maintaining necessary panchayat records;
- iv) Regular meetings of Gram Sabha;
- v) Ensuring maximum participation by members.
- vi) All other relevant issues.

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

15. **Women Empowerment:**

With a view to empower rural and tribal women for their participatory role in developmental activities and decision making process, we have organized one day camps during the year 2011-2012 in rural/tribal areas of districts under our present intervention, as per following schedule:

District	Block	Date	Beneficiaries
Shivpuri	Kolaras	08-04-2011	21
Mandla	Nainpur	08-06-2011	26
Badwani	Sendhwa	08-08-2011	29
Dewas	Sonkatch	08-10-2011	31
Sidhi	Majholi	08-12-2011	27
Chhatarpur	Laundi	08-02-2012	18
Total:			152

During these camps, following activities were undertaken:

- a) Capacity building of women;
- b) Infuse leadership qualities;
- c) Promote participatory role in decision-making process;
- d) Involvement in developmental activities;
- e) Awareness on various legal provisions to safeguard their interests;
- f) Government schemes on health and livelihood for their benefits;
- g) Procedures for availing benefits under various schemes;
- h) Banking procedures; and
- i) Role of women in Panchayati Raj Institutions

The objectives of these camps were the capacity building and empowerment of women as leaders so that they may be able to participate in the decision making process of institutions and play a vital in the overall developmental activities and decision-making process in their respective areas.

16. **Promoting De-addiction:**

With a view to minimize the growing menace of drug addiction, particularly amongst the younger generation, we have organized one-day campaigns to promote de-addiction, as per following schedule:

Date	District	Target area	Participants
23-04-2011	Bhopal	Urban slums and College	28
23-07-2011	Hoshangabad	Schools and colleges	54
23-10-2011	Indore	Highways – Truck drivers	32
23-01-2012	Chhindwara	Tamia	26
23-03-2012	Dewas	Industrial workers	41
		Total:	181

During these camps, the adverse impacts, not only on the health of individuals, but also upon the respective families as well as on the society as a whole, were explained to the participants and ways and means to overcome the drug addiction, including yoga exercises, were explained and demonstrated before the participants. In addition, groups as well as personal level counseling was also provided to the participants.

Achievements - It was observed that although most of the participants were willing to come out of this menace, but they were not aware as to how to come out of it. Therefore, the initiative of PECSS has proved to be extremely beneficial for the participants.

17. **Promoting scientific and improved means of horticulture/agriculture:**

With a view to promote innovative means of horticulture and agriculture for better returns, during the year under report, the teams of PECSS have organized awareness programs for the benefits of farmers as well as marginal farmers, at village levels, in the rural and tribal areas of districts Badwani, Ratlam, Katni, Jhabua, Sidhi, Tikamgarh, Chhatarpur, Sidhi and Chhindwara.

During these programs, seminars and workshops were conducted and farmers were informed about various modern techniques to improve yields of their produce – both in terms of agriculture as well as horticulture, such as:

- Cereals Development;
- Awareness for improved Horticulture;
- Extension activities through agriculture; and
- Organic farming and Bio-techniques.

During these programs, relevant literature was also distributed amongst the beneficiaries for their benefit.

18. **Community sensitization against child marriage:**

Looking at the growing menace of child marriages, particularly in rural areas and urban slums, we have organized one-day seminars to sensitize community members as well as respective parents and children, in our intervening districts, as per following schedule:

Date	District	Target Area	Participants
15-05-2011	Tikamgarh	Niwari	29
15-08-2011	Badwani	Sendhwa	32
15-11-2011	Chhindwara	Jamai	36
15-02-2012	Chhatarpur	Bijawar	34
		Total:	131

During these campaigns, we have held meetings with parents, community members and Panchayat representatives and made efforts to sensitize them against marrying their children unless they attain the age of majority, because early marriage is very harmful for their physical development.

In this connection, help was also sought from the 'Pandits' of the area and impressed upon them not to engage themselves in the marriage ceremonies of any children below the age of majority – 18 years for girls and 21 years for boys. Our efforts, in this behalf, were appreciated by one and all.

19. **Sporting events and cultural programs:**

As part of our regular feature, we have organized following cultural and sporting events in Bhopal during the year 2011-2012:

- i) 'Deepawali Milan' - On the eve of Deepawali (26th October 2011), we have organized a 'Deepawali Milan' program, which, apart from families of our Society members, also included our beneficiaries, women of SHG, farmers' families and members of partner Voluntary Organizations. This year, a total of 119 members participated in the event. Sweets were distributed to commemorate the occasion.
- ii) Athletic Meet - With a view to promote talents of children, an 'Athletic Meet' competition was organized in the month of December 2011 wherein more than 28 children participated. Prizes were distributed to the first three children of every competition.
- iii) National Day celebrations - On the occasion of Independence Day (15th August) and Republic Day (26th January), apart from flag hoisting and singing of National

Anthem at our Head Office premises at Bhopal, our team had visited Old Age Homes and urban slums of district Bhopal and distributed lunch packets and other gift items to the inmates.

The year 2011-2012 has proved to be a milestone, particularly for Vocational Trainings, wherein we have not only achieved 100% placement of our trainee beneficiaries with reputed National level companies, but as a good gesture, also got placed some unemployed youths who were not part of training program. This has generated tremendous goodwill for PECSS.

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) has successfully established itself as a well groomed organization working for the socio-economic development of under privileged and deprived sections of society.

Still there is a long way to go and we aspire to achieve new heights of success and achievements in the years to come.
