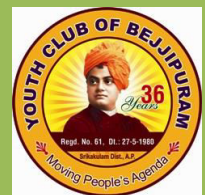


2018-19

Annual report



Youth Club of Bejjipuram(YCB)

Vivekananda sadanam,
Bejjipuram village & Post,
Laveru Mandal,Srikakulam District,
Andhra Pradesh,India-532 403

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AN APPEAL:

YCB appeal - invites the bona-fide global partnership from the donors, funding agencies, charitable institutions from all the corners of globe for fulfilling its un-cherished aims and objectives of people's empowerment.

Our Donors

- ☑ UN-WOMEN Wing of UNO
- ☑ Andhra Pradesh Aids Control Society(APSACS)- Vijayawada
- ☑ CHILDLINE India Foundation, Mumbai supported by Ministry of women& Child Development, GOI
- ☑ International Crops Research Institute for Semi-Arid Tropics (ICRISAT)- Patancheru, Hyderabad
- ☑ Astra Microwave Product Ltd, Corporate Social Responsibility Fund, Hyderabad
- ☑ Department of Rural Water Supply & Sanitation, Govt. of AP.
- ☑ National Bank for Agriculture and Rural Development (NABARD), AP Regional Office, Hyderabad
- ☑ ***AP State Skill Development Corporation, Vijayawada***
- ☑ Indian Literacy Project-Chennai/USA
- ☑ Water Resource Department, GOAP
- ☑ Sarva Siksha Abhiyan, GOAP
- ☑ Nehru Yuvak Kendram, Ministry of Youth affairs and sports, GOI

VISION:- To realize the Mahatma Gandhi's dream of rural reconstruction by ensuring cent percent participation of people in the development process with enhanced knowledge, skills and right thinking by 2020

MISSION: To provide skills, knowledge and techniques to increase the capacities of people in rural areas and urban slums in order to enjoy their rights and choices and control the environment , resources and power by strengthening their institutional base.

GOAL: To facilitate the process of empower women, youth and deprived communities in the society by reducing their vulnerabilities and liberating them from oppression and exploitation through needful interventions.

OUR CORE VALUES:-

- **Accountability, transparency and Social Audit**
- **Gender equality**
- **Respect Secular policies**
- **Respect of Human values and Human rights**
- **Democratic functioning at all levels**
- **Social Justice to vulnerable groups**
- **Child Centered Policies**
- **Adopt corruption free service delivery systems at all levels**

PROGRAMME MANAGEMENT:-

- ❖ The Project Director of the Organization undertakes the day to day management of the project activities of the Organization with the support of recruited well trained staff. There is 28 articulated staff with the Background of Graduation and Post Graduation in Social Work, Rural Development, Agriculture, Engineering and Economics are rendering their Professional and expert services supported by 64 volunteers.
- ❖ Technical Consultants comprised of 1 Legal expert, 2 Agriculture professionals, 1 civil Engineer, 2 textile designers, 2 IT professionals are rendering their expert services on consultancy basis.

Locus Standee:

- ❖ YCB was adjudged for prestigious "National Youth Award for 2012-13" in organization category by Ministry of Youth Affairs and Sports, GOI. The award carries a cash award of Rs.1.00 Lakh, a medal and a merit

- ❖ Certificate which was awarded by the Hon'ble Minister for Youth Affairs & Sports ,GOI, on 12th January,2014 in Swami Vivekananda Birth Day Celebrations held in Ludhiana , Panjab state
- ❖ His Excellency the Governor of Andhra Pradesh awarded Merit Certificate and Gold Coated Silver Medal for recognition of outstanding performance in the field organization of blood donation camps and membership enrollment for Indian Red Cross Society for the year 2006-07
- ❖ YCB was adjudged as best voluntary organization by the district administration Srikakulam, during the Years 1994,1995 and 1998
- ❖ YCB was adjudged as best Youth organization at State level in the year 1990 –91 by the Directorate of Youth Services, Government of Andhra Pradesh.
- ❖ Nehru Yuva Sanghatan, Department of Youth Affairs and sports, GOI, New adjudged as Best Voluntary Organization in the year 1992-93 and awarded Rs. 20,000/- cash award and a scroll for its outstanding work done in the field of Rural Development.
- ❖ National Defense Academy officer's team visited and reviewed the efforts done by YCB to mobilize people for optimum utilization of Govt. welfare schemes and awarded a memento in significance of its outstanding work.
- ❖ YCB is a network partner in Several National Level and State level Networks i.e NATSAP, Campaign against Child Labour, AP Alliance for Child Rights, Right to Education Forum and Children's Movement for climate Justice.
- ❖ The activities undertaken by YCB were published in Kurukshetra Journal and in several daily newspapers and telecasted in media channels like TV9, ETV, NTV, HM TV, Door Dharshan etc.
- ❖ Enrolled Member Organization of India Country Coordinating Mechanism (ICCM), Fighting against HIV, Tuberculosis and Malaria together under Global Fund.
- ❖ YCB received a merit certificate awarded by the Collector & District magistrate during Independence Day Celebrations held on 15th August,2012 at K.R Stadium, Srikakulam
- ❖ Foundation for MSME Clusters adjudged our organization for 2nd Annual Award for responsible BMO and awarded 2nd rank at National level in cluster category during 2016 and again 3rd rank in 2017
- ❖ Received prestigious Polestar Award by Polestar Foundation, Chennai in recognition of exemplary work in community development and participation during 19th POLESTAR Awards

GOVERNANCE

- ❖ YCB was promoted by an experienced teacher's community who are committed to give the best citizens to the society.
- ❖ The Governance consists of 9 members Board from among the 82 member General Body.
- ❖ YCB Board drives the organization with a great amount of clarity of Vision and Mission.
- ❖ YCB is driven by its Core Values. Governance is very strong.
- ❖ The 9 - member Board is accountable for the General body. Every year Annual General Body meeting conducted in June/July probably. The General Body empowers the 9 - member Board and this in turn promote office bearers to undertake the day to day functions of the Organization.
- ❖ The Office Bearers are President, Secretary, and Treasurer.
- ❖ No one in the Board has relationship with the other members.
- ❖ Entire Board comprises of committed, non controversial, non political and non sectarian members from the Society.
- ❖ The Organization is also staked with an excellent drive with highly skilled professionals from myriad sectors like health, education, Agriculture, entrepreneur development, women empowerment, child development and rural development.
- ❖ Nine member technical advisors act as special invitees on the Board and providing required techno managerial guidance to the Managing Committee.
- ❖ 5-member Grievance Redressal committee was constituted to address the gender related offences among staff members.









SECTORAL THRUST

RIGHTS	Protection of Child Rights, Health Rights, Tribal Rights and Human Rights
HEALTH AND SANITATION	Community Health and Education, Rural Sanitation, Risk Reduction of High Risk Groups and Fishermen Communities
EDUCATION	Girl Child Education, Education to Migrant Children and Child Labour & Skill Development to Adolescent
ENVIRONMENT	Environment protection & Climate change management
AGRICULTURE	Organic Farming and protection of Bio Diversity, Sustainable NRM based Agriculture
TRAINING & EMPLOYMENT	Imparting Vocational Training and creating opportunities for self employment and employment
Gender equality	Promote gender responsive governance; gender sensitiveness among local bodies representatives; village level functionaries; policy makers

OUR FOCUS	
GIRL CHILD	Rescue and rehabilitation of adolescent girls and destitute women from trafficking
WOMEN	Enterprise development as a tool to empower them, encourage them to contest in local body and general elections
CHILDREN	Rescue & Rehabilitation of Children at risk and in difficult situations
FAMILY	as a unit

KEY OBJECTIVES	
<input checked="" type="checkbox"/>	To work for the cause of literacy.
<input checked="" type="checkbox"/>	To attain the goal of health for all
<input checked="" type="checkbox"/>	To attain uplift of women, children, physically handicapped persons and people of weaker sections.
<input checked="" type="checkbox"/>	To work for Comprehensive rural development.
<input checked="" type="checkbox"/>	To provide safe drinking water, sanitation, shelter, health facilities to rural people.
<input checked="" type="checkbox"/>	To develop social forests for the preservation of nature and protection of environment.
<input checked="" type="checkbox"/>	To work for the development of Handicrafts and Handlooms sector so as to create more employment opportunities to youth, women in rural areas.

Key strategies:

-  Social Mobilization and organization
-  Advocacy & lobbying
-  Networking of people's organizations
-  Human Resource Development
-  promotion of Co-operation and self help
-  Increase skills and capacities of people to fight against their vulnerabilities.
-  Participatory Approaches
-  Optimum utilization of Information Technology

Milestones

- **6 Swakrushi Thrift & credit societies promoted which are self reliant**
- **Empowered 6175+ women and youth by imparting vocational skills and promoted them as rural entrepreneurs**
- **Mainstreamed 8650 out of school children, child labour and migrant children by enhancing their competencies**
- **Provided skills to 10688 farmers in organic farming and sustainable agriculture**
- **Channeled youth force in 100 villages for the Development of rural areas after giving proper motivation and skills**
- **Generated awareness on the importance of sanitation and created demand for individual sanitary latrines in 124 villages facilitated for Construction of 11000 sanitary latrines in 124s GPs**
- **Around 12550 IOL/ cataract operations done and 750 Acceptance letters taken from Eye donors.**
- **Care and Support extended to 1112 HIV affected and Infected Children and their parents in 7 revenue Mandals and mainstreamed them with Govt. programs.**
- **2 Community Based Organizations promoted for FSWs & MSMs/TGs communities separately and capacitated the managements of CBOs to manage their affairs independently**
- **Capacity Building was given to 150 tribal farmers on Natural Resource Management such as Land utilization & Water management under re-settlement action plan**
- **Capacitated 2000+ farmers in 11 Water User Associations (WUAs) in 4 Mandals to make better use of irrigation tanks after renovation and promoted livelihoods to farmers depend on cultivation, cattle rearing, and milk growing.**
- **3 Irrigation Tanks renovated & 1 Irrigation Open Well constructed with community partnership and created irrigation facilities to more than 2000 acres of Farm fields.**
- **325 WUAs were capacitated in Joint azmoish, sustainable Agriculture, water Management etc.,**
- **Promoted 2500 village level resource persons and 140 Mandal Resource persons on Gender Responsive Governance**
- **170 Youth were given Free ARMY coaching and prepared them to participate in ARMY Rally**
- **Promoted Farmer producer organization with a Formal membership of 625 farmers and Artisans**

Executive Summary

Youth Club of Bejjipuram is a Secular, apolitical organization founded by 20 elite, committed and educated youth inspired by the Mahatma Gandhi Philosophy of rural reconstruction through Non – violence and Grama Swarajyam in the year 1980. The aim of the Organization is to fulfill the Human Values by serving the needy, downtrodden and under privileged sections of the society and inculcate the culture of Mutual Cooperation, Self Help, Self respect, Mutual Aid and encourage them to participate in decision making in order to cherish the objective of People’s empowerment.

Initially YCB had focused its emphasis on the basic needs of the village communities in erstwhile Ranasthalam Block in Srikakulam District of United Andhra Pradesh.

YCB always stays close to the hearts of the communities and assessed the needs and potentials in a participatory manner. Channeling the youth force to rural reconstruction, YCB has been extending its sensible support to communities for their socio – economic empowerment during the last 37 Years.

Srikakulam is one of the poverty stricken districts of Andhra Pradesh State from where we observe lot of migration of deprived and disadvantaged communities to neighboring States and Districts in search of livelihood. YCB has chosen Srikakulam consciously to serve the poor in the district. Presently YCB is working with rural people and

under privileged people living in rural areas of 16 Revenue Mandals, 1 Municipal Corporation and 3 urban Municipalities in Srikakulam District. Further it was able to extend its services often to Visakhapatnam; Vizianagaram; East Godavari Districts in AP during the past 6 years to some extent to implement need based programs.

YCB's most promising approach is to promote and strengthen the community based organizations with different communities like artisans, high risk groups and rural women. During recent times it has changed its policy to reduce human resources and mostly depend on Information Technology and computerized systems in reporting and accounting according to changing trends.

01. Target Intervention Program for high risk Groups supported by APSACS:

INTRODUCTION: This report basically dealt with the progress of interventions implemented under TI Project supported by AP State Aids Control Society-Vijayawada during **April 2018 to March 2019** aiming at empowering the HRGs in Srikakulam District of coastal Andhra Pradesh. The Project services are being delivered to 1300 active HRGs out of them 682 are Female Sex Workers and 573 are MSMs & 45 are TGs. The target area consist of 66 Hotspots spread over in 9 Revenue Mandals and 4 Urban Municipalities. The target group FSWs consist of street based and Home based categories and MSMs consist of Kothi, Double ducker and transgender categories.

During 2018-19 Peer Educators identified 597 New HRGs and 17 new hotspots in Ponduru, Rajam, Srikakulam, Narasannapeta and Veeragattam Mandals. It gave new strength to the Project with the inclusion of New HRGs. The PEs and ORWs were capacitated in Project components by organizing internal trainings utilizing the own resources of our NGO and support extended by Project Officer- TSU and DPM- DAPCU, Srikakulam.

The Target Intervention project is a core composite offering services to HRGs mainly on 6 components as follows

- ❖ Behavior change Communication
- ❖ STI Management
- ❖ Condom promotion
- ❖ Referrals & linkages
- ❖ Enabling environment
- ❖ Community Mobilization

Goals and Objectives of the Intervention

Goal: To halt and reverse the epidemic of HIV/AIDS Infection among the 1300 HRGs in 9 targeted Mandalas of Srikakulam district by 2018-19

Objectives:

- To implement effective Behavior change communication to prevent new infections among all HRGs during 2018 – 2019
- To increase 100% knowledge levels of 1300 HRGs on prevention and control of STI/HIV infections During 2018 – 2019
- To improve health seeking behavior among 1300 HRGs implementing effective BCC strategies at field level.
- To increase consistent and correct use of condoms among 1300 HRGs by increasing their negotiation skills.
- To create good environment to HRGs with GOs, NGOs, Public representatives and Power structures.

- To increase utilization of services available with Govt. institutions like ART, ICTC,PPTCT,DMC,DSRC and clinics like CHC/PHC/UHC/AH
- To empower and strengthen 2 Community Based Organizations and thereby to struggle for the common issues of the HRGs separately for MSMs/TGs and FSWs Communities.
- To ensure optimum utilization of the referral services available in Govt. Institutions by 1300 HRGs.
- To improve Socio Economic back ground of the 1300 HRGs and there by stopping trafficking of Women and Girls in their families.

Behavior Change Communication: B.C.C. is an effective strategy to change the Behavior aspects of HRGs. It involved interpersonal communication method like one to one. It was a very effective communication system through which a number of issues, needs of the Community were identified related to STI / HIV/AIDS among high risk behavior groups the especially FSWs, MSMs/TGS. The TI planned to use Peer educator based intervention in B.C.C. and achieved 100% result from the Community adopting variety of strategies. The illiterate HRGs also were created awareness on Safe sex methods through using BCC materials supplied by APSACS and prepared by our team during last few years.

- Conducted 1 to 1 communication sessions up to cent percent.
- On an average each HRG has been contacted by Peer Educator twice in a month with quality messages on 6 communications. In STI Follow up the communications are more.
- The HRGs were followed safe sex measures which contributed to reduce of STIs less than 1%

Clinical services

- Continuity of treatment and referring the patients to the Govt. referral centers was done by PEs. Priority has been given to referrals to Govt. referral centers since the STI treatment facilities were available there in RIMS, Srikakulam and Area Hospital, Palakonda. In other places we have referred the HRGs to PHCs and CHCs .
- Achieved Regular Medical Checkups **83.2%**, RPR tests **83%**.
- 97.4% of HRGs were tested in ICTC centres, one HRG was identified HIV positive
- Pre ART registration was done for 19 HRGs and they were referred to CD4 test. But due to non availability of kits in ART Center, they were tested once in a year only. Among 19+ve HRGs 19 are On ART and those who are On ART continued to medication. They are being followed up by PEs and ORWs regularly . 2 +ve HRGs were tested Viral Load.
- Treated **17** Identified STI cases among high risk groups. Proper follow up services were ensured. Most important is not a single HRG has been identified affected by repeated STI symptom
- **100%** Counseling for STI cases ensured by trained Counselor

Condom Promotion:

- **99.9%** Free condoms distributed through ORWs, peer Educators and Condom outlets in prime areas. There was a gap in supply chain of Free condoms by APSACS in 2 quarters
- 2% Social marketing condoms sold by Peer Educators and the remaining gap filled by Commercial Condoms brought by clients.
- Condoms and lubricants were made available and accessible in all locations to HRGs either by Project or by Commercial outlets.
- Condom gap analysis & Risk Analysis were done on quarterly basis by ORWs with the support of PEs
- The High, Medium and low volumes were estimated base on CGA and RAT.
- 7 Tools were also prepared by ORWs with the support of PEs to understand the changes in the Typology, Risk, dues and over dues location-wise which helped Outreach staff to prepare plans.

Community mobilization:

Community Mobilization is an important strategy in HIV/AIDS prevention, treatment and care. Creating platforms for learning and sharing of experiences were envisaged to build capacities as well as mobilize communities to solve

their issues/problems on their own. Empowerment of the vulnerable, infected and affected communities was possible through networking and collection which was increased their negotiation power as well as improve the service uptake under the programs designed for their welfare.

- Conducted 10 advocacy meets with Police, Legal Authority and other stake holders such as Auto drivers and Rickshaw pullers.
- Power structures were identified and conducted meetings with them to seek their support for mobilizing HRGs to Project Services.
- Developed Linkages with Government Organizations & Non-Government Organizations to make optimum utilization of services by HRGs.
- Conducted Legal Literacy awareness programs with the support of DLSA and HRGs were made aware of common legal procedures and Acts.
- The secretary DLSA collected the issues of Trans Gender and sent report to National Legal services Authority for provision of policy changes accordingly.
- Conducted Advocacy meetings with Revenue, Municipal, DRDA, Education, Social Welfare, Medical & Health, Disabled Welfare and Panchayatraj and linked 73 TGs and 83 Single women (FSWs) to Pension schemes. These HRGs hailed from Ponduru, Rajam, Palakonda, Amadalavalasa and Srikakulam locations.
- Identified non sexual health needs of HRGs and facilitated them services in Govt. institutions to address the issues of HRGs.
- Capacities of 6 community committees were improved for effective monitoring and smooth functioning of the project. Regular meetings of committees were held and reviewed the progress of activities and ensured their active participation in the implementation of activities.

Enabling Environment:

Enabling environment focuses on environment facilitation to access to information, services and commodities by the high risk groups. It is essential to note that these HRGs are considered marginalized section of the society super imposed with stigma and discrimination. Also it is desirable that an effective enabling environment created a reinforcing atmosphere for sustenance of safe practices and behavior reducing their vulnerability.

- Strengthened the CBOs- SWAGATHI Mahila Sangam for FSWs and Aditya Arunodhaya Welfare Society for MSMs/TGs in all aspects such as collectivization, internalization, and also to build the ownership concept.
- Opened the Drop-in-center in Ponduru which created a platform for HRGs to conduct regular meets and build solidarity among them.
- Functioning of self-regularity bodies among FSWs to control trafficking of girl children of HRGs rather they encouraged to continue their education in Govt. schools/ colleges/ KGBVs. A girl child of HRG from PONDURU is doing her B.Tech in IIIT ,BASARA
- 2 Events were conducted as part of action plan. On 1st December 2018 we have organized convergence meeting in Ponduru location in which 102 HRGs participated. Doctors, Bank Manager, Mandal Educational Officer, ICTC Counselor, DPM, community Leaders of the village also participated. At the outset the guests offered their best support to HRGs to link them with Government sponsored schemes, to address stigma related issues and promote self- esteem of HRGs

On 8th March 2019, on the eve of international women's Day we have organized a meeting in our registered office at Bejjipuram to create awareness among HRGs on Human rights, Health rights and ACT s related to protect safety of women in general. The women leaders and officers who are contributing to the welfare of FSWs were felicitated.

CBS Testings For reaching out Unreached population and hidden population:

Community based HIV Tests helped to identify HIV reactive persons in hidden population. It was useful to HRGs residing in distance places to referral centers and unable to attend to referral services regularly. At the same time some of the HRGs due to lack of adequate time and unable to afford to travel cost are not able to access to referral Services. CBS programme facilitated to increase access to HRGs/ General populations in unreached areas for HIV testing and prevention services.

- **CBS** catered to the needs of a larger community and be a more effective preventive intervention by ensuring the reach of services. It helped to seasonal migrants, TGS and brothel based HRGs to access to testing services. CBS also provided HRGs to access to quality HIV Counseling and testing services

- With flexible working hours that are convenient to cliental group and are residing in urban, rural and slum areas and unable to reach referral centers due to poor transportation, unable to afford to travel expenses, .
- 3664 New HRGs/General population tested and identified 4 persons reactive who were further tested in Standalone ICTC centers. Those 4 persons were confirmed of HIV reactive and also linked with ART Centre for ART services. They are on adherence of ART medicine.
- Trained 3-member team was available to HRGs for conduct of CBS tests during their lean time at their convenient places.

02.Homeo Medical Services:

This program was started during 1985 with a motto to Serve Rural people by extending free medical services. Homeo Services were continued during the past 28 years. This year also the clinic extended its medical services by Dr. P.S.Prabhakara Rao, DHMS, with the support of The World Teacher Trust, Visakhapatnam which was founded by Kulapathi Ekkirala Krishnamatcharya and receiving global reputation under the dynamic leadership of its international chairman Master K. Parvathi Kumar. The Master Homeo Vydyalayam runs every Sunday and extends medical services to patients by medical doctor, but first Aid services are available on all days. During the year 160 Families were provided treatment for chronic diseases by Dr.P.S.Prabhakara Rao and first aid services were extended to more than 1500 patients for animal bites , wounds etc..

03. Education & Research Activities:

Andhra University, Waltair and Dr. B R Ambedkar University, Srikakulam recognized the services extended by YCB to the rural and urban communities and deputed 08 PG students doing Social Work faculty for conducting Block field work, Concurrent Field work and consecutive field work during the year. So far 146 students hailing from these education Institutions completed their practical work in our projects like Target Intervention, CHIDLIN, sanitation program and Women Empowerment Programs and Literacy programmes successfully. Some MSW students who completed their filed work under the guidance of Project Director-YCB, got placement in ICPS,APSACS,NRHM and DWMA programmes implemented by Government Departs.

04. CHIDLIN-1098 Project Services under Integrated Child Protection Scheme:

Introduction: CHIDLIN is a national 24 hour emergency phone and outreach service for children in need of care and protection. Any child or adult can call 1098, toll free number to report a child in distress. It is a project supported by Ministry of Women and Child Development, Government of India through CHIDLIN India Foundation-Mumbai which is extending Technical Support to the project. In Srikakulam Distract, **YCB is the Collaborative NGO and running Toll Free Services in Srikakulam district Hqrs** and availing the field level support from Sub- Centers in Peddapeta, Pathaptanam, Palasa and Itchapuram. CHIDLIN services were started on **1st July 2011** and continued its services during 2018-19 also

Operational Area: 12 Revenue Mandals in Srikakulam Division and L.N.Peta in Palakonda Division and Kotabommali in Tekkali Division of Srikakulam District,AP

Activities undertaken during reporting period:

✓ **Analysis of Case Interventions during 1st April, 2018 31st March 2019**

CATOGORY	No. Of Cases	CATOGORY	No. Of Cases
Child Marriages	147	Drop out children /Street Children	112
Child Labor & Rag pickers	88	Medical help	02
child Begging	18	Sponsorship	01
Sexual abuse/Physical abuse /Eve teasing	44	Restoration	118
Domestic Violence/Labour	05	Emotional support & Guidance	51
Abandoned children/ illegal Adoption/Child selling/Neglected	13	Shelter	73
Corporal punishment	05	Unclassified	22
Missing children /Runaway	17	Education Related Support	25
Love and attraction	07	Violation of child rights	19
Others	11	Grand Total	778

Review Meetings: we have conducted 33 weekly/7 monthly review meetings with team members to review the progress and identify the bottlenecks for preparing plans accordingly. Agenda Follows

School Awareness and Other Awareness Programs:

456 **Sensitizations** meetings conducted for creation of awareness on CHILDLINE services, Child Rights and Child related Acts among Students, Anganwadi workers, SHGs Women, NREGA workers, front line Officers, Teachers, PCO owners, Auto Drivers, ANMs, Railway Police and Govt. officers. As result of it 522 children at risk and need of care and protection were provided with shelter or restoration with their families.

Gross root level Outreach programs:

575 outreach Programs were conducted with Children and Concerned Adults in which 24,407 persons were contact and were sensitized on the importance of child line and its services in mitigation of child related issues like trafficking, abuses, Child Marriage, Child Labour, Missing etc,. In many areas PCOs were connected with Child Helpline 1098

Open House Meetings: We have conducted 11 Open House meetings in Different places to address the identified social issues like School dropouts, Child marriages, Child Labours, Child Abuse etc. we have involved Allied systems to create proper awareness among village level key persons and front line workers who are responsible to implement various schemes in villages. So we brought good impact among communities on these issues. These Open House meetings were helped our Childline Collab to receive more number of interventions from remote corners of the project area.

World Day against Child Labour:- The day was observed and a meeting was organized in Municipal Cooperation Meeting hall in Srikakulam which was presided over by Mr.Purushotham, Asst. Labour Commissioner . He explained the legal procedures followed by their department during rescue of child labour.He also explained the Sections in Child labour Prohibition and regulation Act. Sri. P.Jaganmohanarao, Program Officer ,MEPMA requested the women group leaders not to encourage children to work in firms and shops rather they should encourage children to go to schools/colleges. He advised them not to ruin the lives of young children for want of money. They representatives from NGOs and Officers from allied systems participated in the meeting. Prizes were distributed to winners of the competitions. Education Support was given to victims of Child labour and Domestic Labour.

World Day against Human Trafficking :- YCB Child line Collab NGO observed “National Child Labour Against Day” on 12th June 2018.We have conducted a meeting in Govt.Jr.College,Calingapatnam in Gara Mandal.Sri. B.Ganesh, Ploice Sub Inspector addressed the gathering and highlighted the issue of trafficking of girls and the consequences faced by victims in the event of trafficking and he also suggested girls not to attract for fake love. In the meeting officers from allied systems, lecturers from junior college participated and spok on the occasion stating the bad impact of Child Labour Issue.

INDEPENDENCE DAY: Independence Day celebrated in two places i.e ZPH School L.N.Peta and KGBV Jalumuru.Competitons were conducted in these institutions and prizes were distributed to winners by the Head of the institutions after unfurling the national flag.The staff these institutions spoke on the importance of the day.

NALSA Program: A legal awareness program was organized in the premises of Dr.B.R.Ambedkar university Srikakulam Under the Chairmanship of Dr.K.Dhanunjayareddy Dist.Collector and attended by Dist.Judge,Judges,Dist. Officers from welfare Departments.We were asked by the district administration to arrange a stall to exhibit our achievements apart from IEC material developed by Childline agencies. Sri.H.Arunkumar, IAS special Commissioner W&CD,GOAP, Visited our stall and interacted with children

rescued from various Interventions. District Judge and other District Officers including additional Judges were also visited our Stall and felt satisfaction.

National day against Child Marriages:- A meeting was held in ZPH School Bejjipuram Involving teachers and Students. Mr. M.Prasadarao, Director YCB spoke on the occasion and told the importance of the event.

International Street Children's Day:- A Rally followed by meeting was organized involving all allied systems in the Women's College Auditorium. The rally and meeting was presided over by Sri. Narendra Prasad, DRO jointly by Smt. K. Syamaladevi, Secretary of DLSA. The issue of Non availability of short stay homes and Child care institutions in the district was put before the guests for proper solution by our Director Sri. M.Parasadarao. In reply to him secretary DLSA advised the DRO to take the issue to the district administration for solution.

National Girl Child Day: A meeting was conducted in KGBV lolugu involving in teaching staff and Girl Children. The special officer of KGBV Smt.B.Sudha and Director YCB Sri.M.Prasadarao Spoke on the occasion and highlighted the importance of Girl child education and gender equality. Ms.P.Hemalatha Center Coordinator explained about various sections in the POCSO act and Child Marriage Prohibition Act.

CHILDLINE SE DOSTI CELEBRATIONS – 2018

Child line se Dosti is a weeklong National Campaign aims to make Ordinary citizens Stakeholders in CHILDLINE 1098. The Campaign involves a range of events, activities across the country. In Srikakulam Collab NGO Youth club of Bejjipuram (YCB) observed the guidelines issued by CIF-SRRC Chennai and conducted programs in association with Allied systems. i.e. Women Development & Child Welfare, Integrated Child Protection Scheme (ICPS), Anti Human Trafficking Unit (AHTU), National Child Labour Project (NCLP), District Education Dept, District Disabled Welfare Dept, District Police Unit (ASP, DSP, 1town, 2town), Rajeev Vidya Mission(SSA), Department of medical & Health, Media & Press, APS Road transport Corporation, Dept. of Revenue, Dist. Legal Services Authority(DLSA), Indian Red cross Society, Dept. of Juvenile Welfare.

- ⇒ 14th, November 2018 CHILDLINE Se Dosti Posters were released by the District Collector Sri. K Dhanunjaya Reddy, IAS in the presence of Smt.Ch.Dhanalakshmi Chairperson, Zilla Parishad and PD Women & Child Welfare and participated in the rally followed by a meeting.
- ⇒ Signature campaign was conducted in the RTC Complex, Narasannapeta Signatures of 80 passengers were taken in token of their acceptance to be best friends of child line.
- ⇒ On 15th November 2018 YCB Collab NGO conducted awareness programme in 4 Government and Corporate on Online safety in Srikakulam Urban. Children were participated very actively in the program and we given suggestions and precautions on Online- Inter Net, Cyber café, and Smart Mobile Phones. In the program AHTU Dept., ICPS, NCLP and School HMs and teaching staff participated in the program.
- ⇒ On 16th November 2018 We have organized a meeting in Govt.Jr.College Laveru in which teaching staff and Students and allied Systems participated. Mr.M.Prasadarao PD – YCB and Sri.chiranjeevi, Poice Sub Inspector explained the bad impacts of Drug Consumption. The College lecturers and Officers from allied systems advised the students not to habituate to take liquor

for the sake of friendship. Students, in response to guests promised not to take liquor at any point of life.

- ⇒ On 17th November 2018 YCB Child Line Team conducted meeting in KGBV, L.N.peta involving teaching staff, Students and allied systems. The speakers explained about bad consequences of child sexual abuse and physical abuse. Human Chain was arranged in the play ground of KGBV in which teachers and Students participated. An Oath was taken by students not to allow any person to touch their body and sensitive parts. Good touch and Bad touch was also explained to them by displaying IEC material.
- ⇒ On 18th November 2018 YCB CHILDLINE team Organized Wrist banding in Police Stations and Traffic signal areas and CSD bands were tagged by children to police officers and constables.
- ⇒ On 19th November 2018 A program was conducted in collaboration with department of Disabled welfare in the premises of Hostel involving Special need children. Competitions were conducted among special need children and prizes were distributed by Sri. Mallikarjunarao, Asst. Director Disabled welfare.
- ⇒ On 20th November 2018 We have participated in the Special program Organized by Dept. of Women and Child welfare With the support of Allied systems and Child line NGOs. The meeting was presided over by Sri. K. Dhanunjayareddy, IAS District Collector Which was attended by Public representatives, District Officers and Children. We have felicitated District Collector and Line Departments officers with attractive mementos and flower bouquets in recognition to their support and convergence services to Childline agencies.
- ⇒ **Swami Vivekananda Jayanthi Celebrations:** YCB-CHILDLINE Project- Conducted 156th Swami Vivekananda Birth day Celebrations on 12th January, 2019 in Govt. Men's College Auditorium, Srikakulam. Dr. K. Dhanunjayareddy IAS District Collector inaugurated the celebrations by lighting lamp and garlanding to Swami Statue.
- ⇒ We have identified 450 vulnerable Children from poorest of the poor families and most of them are orphan and Semi orphan and children affected by HIV/AIDS. We extended them supports i.e New dresses: Education material: Blankets and Nutrition Supports sponsored by Philanthropic persons. As part of the Swami Vivekananda Birth day Celebrations every year we are providing new dresses and supports to these children raising local contribution from Philanthropic persons. Prizes and certificates were awarded to 170 students and winners of various competitions conducted in several Mandals. Children were also spoke on the occasion quoting some instances in the life of Swami Philanthropic persons were also felicitated with appreciation letters and mementos.

NABARD Supported Programs

FARMER'S CLUBS SUPPORTED BY NABARD:- During last 5 years we have formed 50 Farmer clubs with the support of NABARD, APRO in Ranastalam and Laveru Mandals to enhance knowledge of farmers on organic farming, technology transfer and achieving growth in production by adopting new and innovative methods.

During the last 2 years we have promoted farmers clubs in Sancham, Punnanapalem, Derasam, Bonthuvalasa and Rayangiripeta villages. The farmers were given capacity building on Management aspects i.e book keeping, conduct of regular meetings, linkages with bank, crop insurance etc.. Further they were given training by Agriculture experts on Soil testing, supplement of nutrients, Water Conservation methods, and usage of drip irrigation and inter crop methods. Interaction sessions with scientists were arranged to get clarification to their doubts.

Farmers Producer Organization:- NABARD- APRO has sanctioned support for promotion of Farmers Producer organization in farm sector to promote jute craft products and agriculture commodities. The FPO was registered under company Act 2013 during October 2016. 625 members contributed their shares up to rs.6.27 Lakhs. The business operations were continued with a capital investment of Rs.10.00 lakhs which was borrowed from Samunnati Financial and intermediary services Ltd-Chennai. A loan of Rs.20.00 Lakhs was sanctioned by NABKISIAN, a non banking finance company of NABARD.As part of FPO programs Rural Mart was Opened and run in Bejjipuram Junction with an aim to facilitate marketing facility to jute products and garments manufacturing by FPO members. Marketing linkages were held with business organizations, Government departments and educational institutions. 3 Production Centers in Jute Crafts were established to provide regular production work to FPO members. To start sales of seeds and fertilizers required licenses were taken from department of agriculture.

MEDP Program :- we have conducted training to 30 SHG members in J R Puram Village on Papped, Odiam and Pickle making for 13 Days and were linked with DCCB-Ranastalam branch for Credit Support and linked with Departmental Stores for Marketing Linkage.

LEDP on Artistic Jute Bag Making :- we have extended Post training support to 90 SHG Women Members in Bank Linkage and Marketing Facilities. All the 90 Members were provided credit support by banks under Bank Linkage program. The marketing support is being given by Gogukiranaluru FPC.

LEDP on Revival of Khadhi :- The scheme was sanctioned by NABARD during 2018-19. We have identified 90 Women SHG Members and among them 80 Persons were given training on Spinning in Bonthuvalasa, Allinagaram and Murapaka Villages. New Modal Charakas procured from Sevagram were used in the Training program.10 SHG members were given training on Weaving Activity. Mr.Sateesh Nagendra, Principal designer from M/s Kora Designs Collective was given technical support for implementation of the program. Marketing linkages were also given by M/s Kora Designs Collective. Bank Linkages are in progress.

RYTHUKOSAM Project supported by ICRISAT-Hyderabad under AP Primary Sector Mission

Pilot sites identified by ICRISAT:

Srikakulam pilot sites cover 44 revenue villages (186 habitations) in 3 Mandals spread over a total geographical area of 17792 ha (Agriculture 6408 ha, Horticulture 3577 ha and Fisheries 154 ha) having 20721 households and a total population of 85581. In Polaki Mandal, 11 revenue villages (57 habitations) were selected covering 5498 ha of total geographical area (Agriculture 3969 ha, Horticulture 168 ha and Prawn cultivation 154 ha) with 7688 households and 29923 total population. As part of the program we have conducted 400 Samples of Soil tests with the support of ICRISAT and the test results was disseminated among farmers through Grama sabhas. We have prepared a detailed Action Plan for implementation during next Karif season. But in the meanwhile ICRISAT informed us that they decided to withdraw for supporting the program. Hence we stopped the interventions by the end of June,2018.

Integrated Farming System supported by ATMA –Srikakulam

On seeing the results of the Program implemented in Pallipeta Village of Polaki Mandal in the fields of Mr.Raja Rao farmers during last last year, the Project Director,ATMA sanctioned for implementation of Pilot Program in the Fields of Mr. Rama Rao farmer in Polaki Mandal and Mr.B.nagabhushana Rao in Srikakulam Rural mandal who agreed to implement the program. We have taken technical support from Krishi Vijnana Kendra- Amadalavalasa during the implementation of program. The fish ponds were dug in the fields of these two farmers. They were provided with fish seed and feed for fish for 4 months period. They were also provided vegetable seeds, Banana Plants, Papaya Plants, Mary Gold Saplings for growing on the tank bunds. They were also provided with Poultry units, Nets etc., for protecting fish in the pond. At the outset the farmers earned an income of Rs.60000/- per annum each out of fish production, paddy cultivations, vegetables, flowers and Poultry. This is a most successful system for replication in the areas where Irrigation facilities are available.

Andhra Pradesh Integrated Irrigation and Agriculture Transformation Project Supported by Department of Water resources, GOAP

We have been shortlisted by the Department of Water resources during February, 2019 for implementation of the project as support organization in Srikakulam District. Further we have undertaken Agreement with District Project Director, Srikakulam on 14th march,2019. As part of the program we were allotted 17 Water User Associations covering 30 villages in 4 Mandals. 3 technical staff were on board and trained by Water resources Department on their roles and responsibilities and preparation of DPR.

Swakrushi Thrift Societies:

Among 8 Thrift Societies we promoted with the support of CDF – Warangal 5 Societies are functioning well and are under the monitoring of our NGO with gained profits. In these 5 societies **1162** women members contributed savings up to **Rs.47.02 Lakhs** which is being rotated by them for internal lending to its members both for consumption purpose and income generation. The recovery in societies is more than 95 percent. These societies are renewing its registration in the file of District Cooperative Registrar. These societies were linked with Samunnati Financial and intermediary services Ltd-Chennai for credit facility. These 5 Societies borrowed up to Rs.1.35 cores and lent to 250 women members to start mini dairy units. These 5 societies recovered loan installments successfully from its barrowers and repaid the entire loan amount to finance company. Now we proposed to link these thrift societies with the financing of NABKISAN through our NGO.

Collaborative Efforts with RWS&S, DWMA and Panchayat Raj :

The sanitation program started with the support of UNICEF- Hyderabad filed office during 2015-16 in selected four Grama panchayats in Ranastalam Mandal in which we have achieved Open defecation Free Status in Bantupalli and Tirupathipalem GPs and remaining 2 GPs i.e Mahanthipalem and vallabharaopeta the program is in progress with the support of local bodies. In Bantupalli and Tirupathipalem we have taken up construction works as third party after making MOU with Panchayat Raj department. During the present year we have undertaken construction of individual sanitary latrines in Pothayyavalasa,Appapuram, Gurralapalem and Bejjipuram GPs in Laveru Mandal which are also completed. The efforts of our NGO were rightly appreciated by the District Administartion,Srikakulam during January 26th 2019 in republic day celebrations.

School Readiness Program :-

It is being implemented in Laveru and Ranastalam mandals with a specific objective to Strengthen Govt. education institutions at gross root level by enriching the teaching skills of pre-school and Primary School teachers with the support of India Literacy project, USA and collaboration of department of Education and Women & Child Welfare. This year we have implemented the program in 25 Pre-Schools and 20 Primary Schools and results are achieved as per expectations of both funding agency and Government departments. The enrollment of children in these institutions were increased due to initiation of activity based teaching and creation of Child friendly atmosphere in schools.

We have initiated Science Experiments using low cost science kits in 10 High Schools and Children libraries in 2 High Schools on pilot basis. We have also introduced career information and guidance in 20 High Schools both in Laveru and Ranastalam Mandals.

These interventions resulted for improvement of interest levels of students in Science subjects as well as in literacy. We have successfully coordinated with department of Education and department of Women & Child Welfare for successful implementation of the Program.

We are planning to extend this program to another five mandals in the District.

Seasonal Hostels Supported by Sarva Siksha Abhiyan-Srikakulam

We have opened Seasonal hostels in Jeerupalem and N G R Puram Villages of Ranastalam mandals to provide boarding facilities to 100 children of Fishermen Community. The parents of these 100 children were migrated to various places for employment opportunities. These hostels were run during 20th February, 2019 to 23rd April, 2019 as per guidelines issued by the SSA-Srikakulam.

Career Guidance program supported by Coin Consultants Company Limited

We conducted Career Guidance Program in High Schools of Laveru and ranastalam mandals during January, 2019 to March, 2019 as per the Scheme guidelines. 6 Staff members were trained on the subject by Coin Consultant Company Limited and necessary IEC Material was also provided by them. It is a successful program for students of 9th and 10th classes who are aspiring for better future.

CSR Funding Support by Astra Microwave Products Limited-Hyderabad

We have been funded under CSR Scheme by the above Company for the last two years to provide infrastructure facilities to two Government High schools in Gara and Bejjipuram Villages. We have completed Repair works to 6- roomed building and Water Plant in ZPH School- Gara. We have constructed Compound Wall to ZPH School –Bejjipuram to protect the infrastructure and garden. The School management and department of education extended their best wishes to donor company.

Way Forward

- ⇒ Applications submitted to Kapu Corporation seeking support to conduct 20 training programs on garments manufacturing.
- ⇒ Proposal submitted to Women & Child Welfare seeking support to setup UJJWALA Home for Destitute Women
- ⇒ Loan Application Submitted to NABKISAN for provision of Credit Support up to Rs.85.00 Lakhs
- ⇒ Proposals Submitted to NABARD Seeking Assistance for formation of FPO on Maize Crop and Fishery Activities

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Last but not least, we extend our sincere acknowledgements to our Patrons; Partners in progress; Well-wishers, members, Office bearers and dedicated staff members for extending their valuable services for cherishing the objectives of YCB and hoping the same kind of support in future also.

Place: Srikakulam

Date: 30.04.2019

K.V. Dharma Rao

Secretary

Youth Club of Bejjipuram(YCB)