

WOMEN EMPOWERMENT PROGRAM

Annual Report - 2012



Supported by

Anahata Stiftung, Germany

PRABHATH RURAL DEVELOPMENT SOCIETY
(PRDS)

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The Prabhath Rural Development Society (PRDS) report highlights the activities of its Women Empowerment Program for the year 2012. All these activities were implemented with support from **Anahata Stiftung**, Germany. The report provides a brief note on the impact of each activity on the target communities.

COUNSELING AND INTERVENTION FOR EARLY CHILD MARRIAGES

PRDS actively working to combat the illegal practice of child marriage through counseling and direct intervention. The organization's efforts aim to prevent these marriages and raise awareness about their legal consequences and health risks. The report details three specific cases.

- **Case 1: Ramadevi** PRDS staff learned of a planned marriage for 16-year-old Ramadevi, but despite their counseling on the legal and health implications, the family and villagers were determined to proceed. The staff reported the matter to local authorities for further action.
- **Case 2: Anusha** The team was alerted to the marriage of 13-year-old Anusha and immediately intervened. When the family refused to cooperate, PRDS involved the police and other authorities, successfully stopping the marriage.
- **Case 3: Nagaveni** PRDS staff, alerted by a teacher, successfully counseled the family of 12-year-old Nagaveni. The parents, who were facing financial problems, were convinced to stop the marriage and wait until Nagaveni turned 18.

LADIES CLUB MEETING AND ACTIVITIES

As part of the Ladies Club gatherings, PRDS organized several meetings and skill-based training sessions for its members. A training session was held on preparing fruit jam and panipuri preparation which brought the ladies together for a fun and engaging activity.

NEBZAL TRAINING PROGRAM FOR SELF-EMPLOYMENT

A Nebzal training program was organized at the Z.P. High School to promote self-employment for women. The program included sessions on book binding, painting, and the making of candles and chalk pieces. The training on candle and chalk making was highly beneficial and attended by nearly 100 members of the ladies' club.

TRAINING ON HOUSEHOLD PRODUCT MANUFACTURING

On April 10, 2012, PRDS organized a one-day training session for tailoring and computer students on how to make household necessities like detergent powder, phenyl, and candles. The training was highlighted as a crucial step toward self-employment, as these products have a constant market demand.

- **Detergent Powder Making** Participants learned to make detergent powder using a combination of washing soda, acid slurry, and other ingredients to create a high-quality product.
- **Phenyl Making** The training also covered the preparation of phenyl. Participants learned to mix soap oil, pine oil, and other ingredients with water to create a concentrate that yields a large amount of phenyl, highlighting the potential for significant profit.
- **Candle Making** A detailed procedure for candle making was taught, including the use of wax, molds, and threads. The process emphasized safety precautions when handling hot wax.

TRAINING ON SANITARY NAPKIN PRODUCTION

On May 17th and 18th, 2012, PRDS organized a two-day training program on sanitary napkin production to provide a hygienic and cheaper alternative for women in rural areas. The training was led by trainer Radhamma and attended by 60 members, including Muslim women, tailoring students, and PRDS staff. The program covered three different methods of preparation, and certificates were awarded to participants to encourage them to start their own production units.

HOME-NEEDS TRAINING PROGRAMME

In association with Jana Sikshna Samsthan, PRDS conducted a training program on the preparation of various household necessities, including cleaning powder, washing powder, and white phenyl. A total of 30 women participated, and the program aimed to provide skills for self-employment and household savings. The PRDS Secretary encouraged the women to develop self-confidence and work hard for their success.

VOCATIONAL TRAINING WORKSHOP

PRDS conducted a vocational training workshop for staff, students, and Self-Help Group members, providing a range of practical skills.

- **Craft and Painting Techniques** The workshop covered techniques for fabric painting, glass painting, and pot painting, teaching participants how to mix colors and create various designs using different paints and materials.

- Bookbinding Participants were taught the simple process of bookbinding, which included stitching text together, creating a suitable cover with cardboard, and gluing the spine.
- Preparation of Ayurvedic Medicines: PRDS staff member Sreevani explained the principles of Ayurveda and taught participants how to prepare several homemade remedies. These included a powder for cough and constipation, a mixture for pain relief, and a balm for foot care.

REIKI PROGRAMME FOR WOMEN EMPOWERMENT

On April 10, 2012, PRDS organized a Reiki program led by Mrs. Jolanda from Anahata-Stiftung-de. The program explained Reiki as a "spiritually guided life force energy" and included a demonstration and a question-and-answer session with the PRDS team.

HEALTH CAMPS

PRDS organized a free medical consultancy and a Vibronic Therapy camp on April 28, 2012, which provided free homeopathic medicines to 52 patients for common ailments. A second free health camp was held on June 23, 2012, in Gangireddypalli village, where medical services, including examinations and medicines, were provided to a total of 245 people.

RANGOLI COMPETITIONS FOR WOMEN EMPOWERMENT

To preserve Indian traditions and encourage community participation, PRDS organized Rangoli competitions in three villages to celebrate the Sankranthi festival. The events were publicized through pamphlets, and prizes were awarded to top winners to encourage participation.

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

On March 8, 2012, Prabhath Rural Development Society celebrated **International Women's Day** at its office. The event, attended by about 300 women, featured speeches from guests who emphasized the importance of women's education, health, and dignity in society. The speakers also highlighted the need for women to be self-sufficient and earn respect from their families and communities. The day was made more vibrant with various cultural programs and games.

BHAJAN PROGRAMME

On April 10, 2012, a bhajan program was conducted by Mr. Subba Rao. The program was part of an event that also included a spiritual talk by Mr. Kasturi Ramesh.

WORLD ENVIRONMENT DAY CELEBRATIONS

On June 5, 2012, PRDS celebrated **World Environment Day** by organizing an awareness campaign at a local high school. The event, which was attended by students, teachers, and PRDS staff, focused on the importance of environmental protection and the prevention of global warming. As part of the celebration, fruit-bearing saplings were distributed to the students, who were encouraged to plant and care for them at their homes.

SPIRITUAL TALK

The report mentions a spiritual talk given by Mr. Kasturi Ramesh. He discussed various spiritual topics, including the principles of Raja Yoga, the importance of living in the present, and the path to salvation. The talk emphasized the power of meditation and direct communication with God.

BABU MASSAGE TRAINING

PRDS organized a training session on **Babu Massage**, a traditional massage technique from Indonesia, to address common pains and ailments without medication. The training, which was attended by staff members and students, covered techniques for relieving headaches, body aches, and other pains through specific massage points. The session was conducted by Mr. Suneel, and participants were encouraged to use this skill to help others.

CLOTHES DISTRIBUTION

On August 1, 2012, PRDS distributed clothes to women from disadvantaged backgrounds in Puttaparthi Mandal. The clothing was provided with support from an international donor. This initiative aimed to provide essential support to women in need and was a significant event for the community.

SCREENING OF FILM SHOWS ON GENDER AWARENESS

PRDS screened three films on gender awareness, titled *Aaradhana*, *Yenthavadu*, and *Mogudochadu*, in different villages. The films, which focus on issues like child marriage and gender discrimination, were chosen to educate villagers on their rights and responsibilities. The screenings aimed to bring about a positive change in the community by encouraging women to fight against social evils.

16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

PRDS participated in the **16 Days of Activism against Gender-Based Violence** campaign, which runs from November 25 to December 10, 2012. The campaign aimed to highlight the problem of violence against women and promote

human rights. As part of the initiative, PRDS conducted a rally on December 10th. The event featured speeches from guests and students on topics like human rights, child rights, the Juvenile Justice Act, and gender equality.

DIWALI CELEBRATIONS

PRDS celebrated the festival of **Diwali** with children and their families from its Child Labor School and Women Support Centre. The event, which was attended by all the children, included a cultural program and the lighting of lamps. PRDS Secretary Mr. Prabhakar Reddy provided a talk on the importance of Diwali and encouraged everyone to celebrate the festival of lights with joy.

CERTIFICATE COURSE ON GENDER AND HUMAN RIGHTS

In collaboration with the Human Rights Forum, PRDS organized a **Certificate Course on Gender and Human Rights**. The course was a two-day workshop held at the PRDS office and was led by a guest lecturer. The training aimed to raise awareness about women's issues and encourage the participants to take a stand against discrimination. The course was attended by both men and women, who were given a certificate upon completion.

PHOTO DOCUMENTATION





