



WOMEN EMPOWERMENT PROGRAM

ANNUAL REPORT - 2013

Supported by
Anahata Stiftung, Germany

PRABHATH RURAL DEVELOPMENT SOCIETY (PRDS)

D.No.1/616, Dharamvaram Road, KOTHACHERUVU (Post)
Kothacheruvu Mandal, Anantapur District - Andhra Pradesh

Email : prdsjrp@gmail.com

website: <http://womenempowerment.org>

Prabhath Rural Development Society (PRDS) presents this report on its "Women Empowerment" Program, which is supported by Anahata Stiftung, Germany. The organization continued several ongoing activities throughout the year 2013. This report provides a brief note on these activities and their impact on the community.

FAMILY AND MARITAL COUNSELING

PRDS established a counseling center to provide emotional and legal support to rural communities, which often lack access to legal resources. The center offers a confidential space for individuals to resolve conflicts and prevent minor disputes from escalating into legal battles. The services empower women and families facing challenges like domestic issues and substance abuse, with 122 cases registered and a high resolution rate. The report highlights two successful case studies from the year.

- **Case Study-1:** Rajendra vs. Pameela After 11 years of marriage, Rajendra and Pameela had a dispute that led to a two-month separation. PRDS counselors held multiple sessions with the couple, and by March 16, 2013, they had reconciled and were living happily together.
- **Case Study-2:** Kasamma PRDS intervened to prevent the illegal marriage of 14-year-old Kasamma, which her parents arranged due to financial hardship. The staff counseled the family on the legal and social problems of early marriage and emphasized that completing her education would lead to financial independence. Kasamma expressed her desire to continue her schooling, and the PRDS staff worked with her school to ensure she could continue her studies.

SKILL DEVELOPMENT PROGRAMS

PRDS runs successful tailoring and computer training programs to provide participants with skills for self-sufficiency and employment.

- **Opening of Tailoring Centre:** The tailoring center was moved to a new, more convenient ground-floor location and was inaugurated by Monika Anna Muller.
- **Certificates Distribution:** Students who complete the Diploma in Computer Applications (DCA) course are given a certificate. The tailoring centers continue to operate effectively, with students actively engaged in learning to stitch.

RANGOLI PROGRAMME

To preserve Indian traditions, PRDS organized Rangoli competitions in three villages in celebration of the Sankranthi festival. Pamphlets were distributed to publicize the events, which attracted a total of 360 women. The pamphlets explained that the use of cow dung and rice flour in Rangoli designs is beneficial as they act as a natural antibiotic.

- **Kambalaparathi Village, Puttaparathi Mandal (January 8, 2013):** The competition had 130 participants and was attended by Mandal Educational Officer Mr. Nagendra Reddy and Circle

Inspector Mr. Sridhar. They praised PRDS for conducting the event to increase the competitive and participatory spirit of the villagers.

- Yerraballi Village, Kothacheruvu Mandal (January 11, 2013): The event had 110 participants. PRDS Secretary Prabhakar Reddy said the competitions were held to encourage villagers and preserve traditions.
- Siddarampuram Village, Bukkapatnam Mandal (January 12, 2013): A total of 120 women participated in the competition. Sub-Inspector of Police Mr. Rajesh noted that Sankranthi is a time when farmers' crops are ready for harvest.

HEALTH CAMP

PRDS organized a medical camp in Bonthalapalli on January 10, 2013. The camp was coordinated with medical professionals, including Mr. Loknath, a Medical Officer, and Dr. Raja, a private doctor. A total of 285 people were treated for various diseases like fever and skin problems, and pregnant women received iron tonics. The villagers thanked PRDS and the doctors for their help.

LADIES CLUB – TRAININGS

The ladies' club meeting began with a prayer and a bhajan, followed by the inauguration of an inverter and batteries for the computer training center. The session included various training programs.

- Fruit Jam Preparation: Ms. Hildegard demonstrated how to make fruit jam using a variety of fruits. She explained the process of grinding fruits and boiling them with a smooth paste of rice flour, water, and powdered sugar.

Other programs of Ladies Club: As part of its women's empowerment efforts, the ladies' club organized various training sessions and awareness camps.

- Positive Attitude: Participants were encouraged to maintain a positive outlook and live happily.
- Beauty Tips: Attendees received beauty tips for achieving glowing skin using gingerly oil and basin powder.
- Fashion Tips: Participants learned that wearing long-stitched dresses makes a person look tall, while short-stripped dresses give a slightly shorter appearance.
- Painting: The tailoring teacher, Lalitha, taught painting tips using a cotton cloth, a frame, and a flat brush. She demonstrated how to use two colors on one brush to create a unique effect and add kundans to designs.
- Pickle Preparation: Srivani explained how to prepare three types of pickles: lemon, tamarind, and tomato. She provided detailed instructions for each recipe, from cleaning and grinding to storage and serving.
- Hair Tips: Srivani also provided tips for improving hair quality. She recommended washing hair with shikakai and applying a paste of neem leaves, lemon juice, and hibiscus leaves to reduce greying.

TRAINING PROGRAM (April 20, 2013)

A training program was held for the Ladies' Club members, focusing on practical skills for self-sufficiency and household management.

- **Cookery Session:** Members learned to prepare a local dish called "Menthi Kudumulu," a healthy, home-cooked recipe.
- **Household Product Manufacturing:** Demonstrations were held on making "blue" (a fabric whitener) and "phenael" (a disinfectant). A cost-benefit analysis showed that producing these items at home could lead to significant savings and potential profit from sales.
- **Beauty and Wellness Tips:** Participants received practical, home-based tips for personal care, including a recipe for a hair fall control solution and a face pack to address sun tanning.

BABY BODY MASSAGE

PRDS conducted training programs on baby body massage in three villages, reaching a total of 170 mothers and children. The sessions were led by Gloria Madam, and the program was introduced as an ancient and traditional practice with numerous medical benefits.

- **Benefits for Babies:** Massage helps babies feel loved and secure, strengthens their digestive and circulatory systems, and relieves symptoms of colic and constipation. It also promotes restful sleep and teaches them to be aware of their body's tension.
- **Benefits for Parents:** The training helps parents develop confidence in handling their baby and improves communication by helping them understand their baby's non-verbal cues. It also provides an opportunity to relax with their baby and increases awareness of the baby's growth and development.
- **Massage Tips:** The training provided practical tips on gathering necessary items beforehand, using gentle but firm strokes, and avoiding too much pressure on the baby's spine. It also advised against applying oil to the baby's hands and massaging a baby who is sick or has rashes.

HEALTH CAMP: (VIBRONIC THERAPY)

A free medical consultancy was held at the PRDS office on February 16, 2013, led by Dr. Sundar Rajan. The camp provided homeopathic medicines for headaches, body pains, and eye-related diseases to adults and children. The doctor advised patients to drink more water to eliminate toxins and take drumstick tonic every morning to prevent 90% of diseases.

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

In partnership with Anahata Stiftung, PRDS celebrated International Women's Day at three venues, engaging a total of 500 participants. The events honored women's achievements and raised awareness about issues like discrimination and violence.

- Kothacheruvu Mandal: The event featured speeches from chief guests who spoke about the day's historical significance.
- Bukkapatnam Mandal: The celebration included a musical chairs game with prizes and performances by school children. Ms. Srivani's speech highlighted the historical struggles for women's rights.
- Puttaparthi Mandal: This event featured an informative discussion on the ineffective implementation of the Anti-Child Marriage Act and its negative impacts.

CLOTHING DISTRIBUTION DRIVE

On January 29, 2013, PRDS organized a clothing distribution drive to meet the basic needs of impoverished families. The initiative was made possible by a generous donation from Mr. T.N. Rao. New clothes, including sarees for women and dhotis for men, were distributed to 40 community members.

ADOLESCENTS' HEALTH & EMPOWERMENT MEETINGS

PRDS held a series of meetings for adolescents to provide crucial information on health, personal development, and their rights.

- Awareness on Adolescent Health: A meeting on April 29, 2013, focused on the physical and emotional changes girls face during adolescence, providing tips on health, hygiene, proper diet, and exercise.
- Film Screenings and Discussions: The film *Moggalu* was screened in three villages to raise awareness about women's rights and the negative consequences of child marriage. Discussions followed on topics such as educational rights and the Domestic Violence Act.

ASMITHA TRAINING: Combating Child Marriage & Dowry

PRDS staff attended a training session by Asmitha on strategies to combat child marriage and dowry.

Combating Child Marriage: The training highlighted that Andhra Pradesh ranks fourth in child marriages and that a collaborative effort is needed to prevent them. It emphasized the legal framework and the need to form intervention committees. A film, *Who is afraid of little girls*, was also screened which helped in understanding overview of the Anti-Dowry Act of 1961, defining dowry and explaining the legal consequences for giving or receiving it.

MONTHLY "ORANGE DAY" AGAINST VIOLENCE

PRDS observes Orange Day on the 25th of every month to raise awareness and combat violence against women and children. The initiative promotes non-violence in all aspects of life, encouraging parents not to scold their children and to respect their ideas.

GENDER AWARENESS & EMPOWERMENT THROUGH FILM

PRDS conducted gender awareness camps in schools and colleges, screening educational films from Asmitha Resource Centre for Women. The films, including

Aadapillalam, *Moggalu*, and *Ameena*, were a powerful tool for engaging students and the community on critical topics. A total of 2,280 individuals attended the screenings, which served as a platform for opening dialogue and fostering an equitable mindset.

LEGAL AWARENESS PROGRAMS

PRDS conducted a series of legal awareness programs to provide free legal advice and judicial information to marginalized communities.

- **LEGAL LITERACY CAMP AT PEDAPALLI:** At this camp, legal experts explained that the government has helpline centers for free legal advice. They highlighted domestic violence as a prevalent problem and provided information on a simplified process for registering cases.
- **Legal Awareness for Students at Sri Sathya Sai Govt. Junior College:**

A program was held to educate students on their rights and responsibilities, addressing the misconception that the judicial process is time-consuming and expensive. Speakers emphasized the importance of implementing laws like the Nirbhaya Act and the Domestic Violence Act and highlighted key aspects of the Indian Constitution.

DIWALI LIGHTING CEREMONY

On November 14, 2013, PRDS hosted a Diwali lighting ceremony to celebrate the festival of lights. The event included a bhajan program and the lighting of 999 pottery lamps arranged in the shapes of "Aumkaram" and "Siva Lingam". The event was a collaborative effort with PRDS staff and students.

16-DAY ACTIVISM CAMPAIGN TO END VIOLENCE

PRDS, in association with Anahata Stiftung, conducted a

16-day activism campaign from November 25 to December 10, to combat violence against women and children. The initiative focused on raising awareness about gender-based violence.

PHOTO DOCUMENTATION

