



WOMEN EMPOWERMENT PROGRAM

Annual Report - 2014



Supported by

**Anahata Stiftung
Germany**

Implemented by

PRABHATH RURAL DEVELOPMENT SOCIETY

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It is a pleasure to bring out the present report of activities carried out during the year 2014 by **PRDS** under the **Women Empowerment Program**, with continued support from **Anahata Stiftung, Germany**. The report highlights the organization's focus on promoting women's development in social, economic, and self-confidence aspects. A brief note of the different activities is presented below.

GENDER, DEVELOPMENT, AND HUMAN RIGHTS (GDHR) TRAINING PROGRAMME

PRDS, in association with the Asmitha Resource Centre for Women-Secunderabad, conducted two four-day training programs on Gender, Development, and Human Rights for students at K.H. Government Degree College. The programs aimed to raise awareness about women's rights, gender discrimination, and other social issues. The sessions were made more impactful with the use of inspiring films and resulted in students gaining a better understanding of human rights and women's empowerment.

TRAINING IN TAILORING: EMPOWERING WOMEN

The **PRDS-Women Support Centre** continues to provide skill-based training to women in three mandals by running a tailoring program. This initiative was launched with the support of Gloria from Germany, who provided the first sewing machine to a woman with financial difficulties. The program successfully enabled several women to become self-employed and contribute to their household income.

DISTRIBUTION OF TAILORING CERTIFICATES

On December 3, 2014, PRDS held a certificate distribution ceremony for trainees who completed the tailoring course at the Puttaparthi center. Ms. Mounica Muller was present as a guest and handed over the certificates to the trainees. The women were very happy to receive their certificates, marking the successful completion of their training.

BABY BODY MASSAGE TRAINING PROGRAMME

PRDS, in collaboration with Gloria B. Schutz from Germany, conducted a baby body massage training program across three mandals, reaching a total of 371 mothers and their children. The training educated mothers on proper baby massage techniques, a traditional practice with proven health benefits for both infants and parents. Many mothers expressed that they gained a new understanding of the practice and its benefits.

ORANGE DAY PROGRAMME: A MONTHLY CAMPAIGN AGAINST VIOLENCE

In partnership with Anahata-stiftung-de, PRDS launched the "Orange Day Programme," a monthly campaign to raise awareness and fight against violence towards women and children. The initiative, which takes place on the 25th of every month, aims to bring the community together to take a stand against social injustice by encouraging participants to wear orange. The program's core message is that education is a powerful tool for empowerment and that a collaborative effort from all members of society is essential for achieving a violence-free world.

PLATES AND GLASSES DISTRIBUTION

The PRDS Women Support Centre, in collaboration with Monica Anna Muller, organized a program to distribute plates and glasses to elementary school children. The initiative, based on the principle of "Helping hands are more righteous than praying lips," provided these essential items to school-going children in Janakampalli village.

INTERNATIONAL WOMEN'S DAY CELEBRATION

On March 8, 2014, PRDS-Women Support Centre celebrated **International Women's Day** at Z.P.H. School with 1,200 women. The event featured a cultural program that included dances and a skit that highlighted issues faced by women. The celebration served as a platform to honor women's achievements and raise awareness about gender discrimination, dowry, and the importance of women's education.

RANGOLI COMPETITION: A CELEBRATION OF TRADITION AND SKILL

As a key part of its **Women's Empowerment Programme**, PRDS organized a series of Rangoli competitions across three villages to celebrate the Sankranti festival. Pamphlets were distributed to highlight the cultural significance and the health benefits of using cow dung and rice flour in the designs. The competitions, which attracted 350 women, created a pleasant and collaborative atmosphere, celebrating the unique skills of rural women.

V-DAY: STANDING AGAINST VIOLENCE

On February 14, 2014, PRDS observed **V-Day** as part of the worldwide "One Billion Rising" campaign to stand against violence toward women. The event focused on protecting women's rights, ending child marriage, and ensuring their safety and dignity. The program reinforced the message that every individual has a role to play in ending violence and creating a safer society.

DRIP SYSTEM FOR HOME GARDENS

With a donation from Mr. Kasturi Ramesh, PRDS distributed a new drip irrigation system to local villagers to help them grow vegetables for their families. The system, which can be

easily used in small spaces, allows for efficient water usage and enables families to have fresh, healthy produce.

LEGAL LITERACY CAMP

PRDS staff participated in a two-day training program hosted by the **National Alliance of Women (NAWO)** in Secunderabad. The event, which brought together 200 women from across the state, focused on women's empowerment, rights, and the United Nations' Millennium Development Goals. During the training, PRDS staff member Smt. Srivani was elected as a NAWO committee member to represent the Anantapuram district, which was a significant achievement for the organization.

FREE LEGAL SERVICE CENTERS – EXPANDING ACCESS TO JUSTICE

To ensure justice is accessible to everyone, PRDS, in collaboration with the Andhra Pradesh State Legal Services Authority, facilitated the inauguration of **free legal service centers** at the Gram Panchayat level. These centers provide a simple way for villagers to submit grievances and receive free legal counsel. The services are designed to resolve problems through peaceful compromise and counseling, covering a wide range of issues.

GENDER AWARENESS FILM SCREENINGS

To promote gender equality and combat discrimination, PRDS, in collaboration with the **Asmitha Resource Centre for Women**, organized a series of film screenings in schools and colleges. The films were a powerful tool for raising awareness about gender issues and encouraging equal opportunities for women in education and employment. The screenings reached a wide audience of 5,835 people, comprising both boys and girls.

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 campaign used the color orange to symbolize a brighter future free from violence and engaged a wide audience through themed events and discussions. The events focused on critical issues such as education, poverty, health, and women's roles in leadership, with a clear message that ending violence requires a collective effort from everyone.

DIWALI CELEBRATIONS: LIGHTING CEREMONY

On October 22, 2014, PRDS hosted a special Diwali lighting ceremony at the Hanuman Temple in Puttaparthi. The event was held to celebrate the triumph of good over evil and included a bhajan program. The main event was the lighting of 999 pottery lamps arranged in the shapes of "Aumkaram" and "Siva Lingam," creating a beautiful and sacred atmosphere.

PHOTO DOCUMENTATION





