

WOMEN EMPOWERMENT PROGRAM

Annual Report

2015



Supported by

ANAHATA STIFTUNG

Germany

Implemented by

PRABHATH RURAL DEVELOPMENT SOCIETY

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PRDS is pleased to present the present annual report related to Women Empowerment Project for the year 2015. The project is supported by Anahata Stiftung, Germany and is implemented in **Kothacheruvu, Puttaparthi and Bukkapatnam** mandals of Anantapur District. PRDS runs **Women Counseling Centre, Free tailoring training centers** for poor and needy women in Kothacheruvu and Puttaparthi, and **Free Computer Training Centre** at Kothacheruvu. In addition to this various types of awareness generation activities are carried out which include meetings, film screenings on gender discrimination in colleges and high schools across the three mandals etc. A brief note of different activities are presented hereunder.

FAMILY COUNSELLING CENTRE:

The Family Counselling Centre primarily focused on **women's issues, gender discrimination awareness, domestic violence, and legal awareness**. The motto of Prabhat Rural Development Society (PRDS) is "Service to mankind is service to god".

The center operated a support system for women since January 2010. Case collection involved identifying villages in Puttaparthi, Bukkapatnam, and Kothacheruvu mandals, contacting local authorities (Sarpanches, Anganwadi teachers, etc.), and collecting information on women subjected to violence. Minor issues were settled immediately through on-the-spot counseling, while major problems were dealt with at the PRDS office over time.

Over the twelve-month period, the center registered a total of **50 new cases**. Combining these with the initial pending cases, the **Total Cases** handled during the year amounted to **198**. Of these, the center successfully **solved 77 cases**. The number of cases carried forward as **Pending Cases** varied each month, concluding the year with **4 pending cases** in December.

VOCATIONAL TRAINING (Tailoring & Computer)

An introduction program for tailoring and computer students was held on **June 11, 2015**. PRDS Counselor Smt. Srivani emphasized the importance of self-confidence and independence, encouraging women to gain employment through stitching or computer skills to reduce economic problems and reliance on husbands' earnings.

During the year 2015 a total of 60 women have been trained in Tailoring course. Similarly, a total of 140 educated youth were trained in Computer course.

RANGOLI COMPETITIONS

As part of the Women Empowerment Programme, PRDS organized **Rangoli competitions** around the festival of Sankranthi (January) to preserve Indian traditions and promote the competitive spirit and friendly relations among women.

- **Dates of organizing and number of women participated:**
 - **08.01.2015** in **Mylasamudram** (Kothacheruvu Mandal): 120 women participated.
 - **11.01.2015** in **Gunipalli** (Bukkapatnam Mandal): 110 women and girls participated.
 - **12.01.2015** in **Guvvalaguttapalli** (Puttaparthi Mandal): About 120 villagers participated.

Prizes were awarded for the best Rangolis at each location.

INTERNATIONAL WOMEN'S DAY

PRDS conducted a program at its office on **March 10, 2015**. Counsellor Srivani and ICDS Supervisor Pushpalatha spoke, addressing the history of the day, women's equality, and the need for women to be independent, brave, and educated. Topics included:

- Men and women are equal, and women must become independent.
- Education is crucial, and the end of education is character.
- The celebration marks the 104th International Women's Day, referencing the origin in New York.
- The continued prevalence of issues like child marriage, despite acts like the Child Marriage Abolition Act of 1929.
- A call for women to build self-confidence and choose a right path for their future.

EARLY/CHILD MARRIAGE INTERVENTION

PRDS Family Counsellor successfully intervened in the attempted marriage of a 14-year-old girl named Devi in Kothacheruvu.

- The counsellor collaborated with the Zilla Parishad High School Head Mistress and informed various departments: **Childline (1098), Police, Revenue, and ICDS**.
- Despite initial resistance from the girl's parents, the **Police Department (Circle Inspector)** responded immediately, provided counselling, and warned the family of imprisonment if the marriage proceeded.
- The marriage was ultimately stopped.

- In 2015, PRDS intervention led to the avoidance of nearly **14 child marriages**, and the girls were re-enrolled in school.

BABY BODY MASSAGE PROGRAMME

PRDS organized a baby body massage training program, led by Gloria Madam, in different villages throughout the year. The program highlighted the ancient Indian tradition of baby massage, which promotes healthy growth, better sleep, digestion, motor activity, and emotional security.

Key Takeaways/Tips: Use smooth, gentle but firm strokes, avoid the spine area, keep the baby engaged, and do not put oil on the baby's hands/fingers.

- **Attendance:** A total of **211 mothers with children** attended the 5 events held in Puttaparthi and Kothacheruvu mandals.
- **Outcome:** All mothers were reported to be very happy about the program and began practicing daily baby massage for their children.

PHOTO DOCUMENTATION



