

WOMEN EMPOWERMENT PROGRAMME

Annual Report 2017



Supported by

**Anahata Stiftung
Germany**

Implemented by

PRABHATH RURAL DEVELOPMENT SOCIETY

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Prabhath Rural Development Society (PRDS) herewith presents the Annual Report of Activities for the year 2017, which are supported by **Anahata Stiftung, Germany**. During the reporting period, PRDS has focused on creating self-reliant and confident women through implementing activities like skills training, community awareness, and health initiatives.

SKILL DEVELOPMENT PROGRAMS

PRDS continued its successful vocational training programs, including tailoring, computers, and Spoken English, to provide women and girls with skills for self-employment. The report notes that these courses offer a pathway to economic independence and have received a good response from the community. A certificate course on beauty care was also introduced, providing a new skill to help women start their own businesses and earn a living.

In tailoring a total of 75 women have completed the course during the reporting period. In the course of computer a total 83 youth have completed training in general computer skills, and 26 in Tally ERP 9 Course.

BUTTER MILK PROGRAMME

During the summer, many students attended the PRDS center to take courses in computers, tailoring, and spoken English. Due to the heat, the students felt dehydrated, so the center provided them with buttermilk and water from a pot to keep them hydrated. The students and their parents were very happy and appreciated PRDS for providing such a helpful program. The report notes that buttermilk gives good energy, reduces thirst, and cools the body.

WORKSHOP ON CREATIVITY CRAFTS

A workshop on creative crafts was conducted by Sheena Nelli Harratt from England, who was accompanied by Gloria from Germany. The workshop focused on teaching participants how to create useful and beautiful items from recycled materials like old bottles, jam jars, and furniture. Sheena demonstrated a simple recipe for chalk paint to transform old junk. The workshop also included a session on making candle holders from plaster of Paris, using various ribbons and beads for decoration.

BELIEFS SYSTEM

A training module on "Breaking Through Limiting Beliefs" was conducted at the PRDS center to help students overcome negative self-talk and improve their life opportunities. The session focused on identifying and transforming negative beliefs into positive ones, using real examples shared by the students themselves. The workshop also taught students how a positive mindset is directly connected to a positive physiology. Participants were taught a physical activity to raise their energy levels and maintain a positive mindset, particularly before exams or job interviews.

VOCATIONAL AND AWARENESS TRAINING

In collaboration with the **National Institute of Social Defense**, PRDS held a two-day training program for students and community members on social defense and human rights. Participants were educated on

legal matters, women's rights, and social evils like dowry and child marriage. Another training session focused on the preparation of liquid soap and white phenyl, a skill that can be used for self-employment.

Another vocational training programs, including a 60-day On-the-Job Training program for 109 students from Sri Satya Sai Government College, which covered computers, Tally, and Spoken English. In addition to formal courses, PRDS also conducted several creative workshops where students learned practical skills like making fabric garlands, key chains, and candle stands from recycled CDs. Students also participated in a community service project, stitching 94 cloth bags for underprivileged school students. The organization also provided training on preparing healthy snacks like "Laddu," offering a diverse range of skills to its participants.

BABY BODY MASSAGE TRAINING

PRDS, in partnership with Gloria B. Schutz from Germany, conducted baby body massage training programs in several villages. The sessions were conducted to educate new and expecting mothers on the importance of this traditional practice and its health benefits for infants. About 105 mothers attended the training and learned proper massage techniques.

FAMILY COUNSELING

The PRDS counseling center continued its work to resolve family disputes and domestic violence cases. The center provides legal advice and emotional support to women in distress, with the goal of preventing family breakdowns. The report highlights the successful resolution of several cases through patient counseling and intervention.

COMMUNITY HEALTH INITIATIVES

PRDS organized a series of health-related activities, including an awareness campaign for students on the importance of building and using toilets. The campaign, which was attended by the Mandal Parishat Development Officer, aimed to promote better hygiene and prevent the spread of diseases. A health camp was also held in Bonthalapalli village, where Dr. Koteswara Rao provided free checkups and medicines to 200 villagers, addressing common health issues.

GENDER AWARENESS FILM SHOWS

PRDS screened educational films on gender awareness in schools, colleges, and villages to combat social issues like child marriage and dowry. The films, sourced from the **Asmitha Resource Centre for Women**, were a powerful tool for engaging the community and promoting a culture of equality. The screenings were well-received and served as a platform for important discussions on women's rights.

RANGOLI PROGRAMME

As part of its efforts to preserve Indian traditions, PRDS organized a Rangoli competition in Tamarla village. The event was a celebration of culture that also served as a way to engage women in a fun and creative activity. The competition was attended by 200 members, with prizes awarded to the winners and gift hampers for all participants.

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

PRDS celebrated International Women's Day on March 8th at a local school, bringing together 1,200 women for a day of celebration and awareness. The event featured cultural programs, including 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.

ORANGE DAY CAMPAIGN

PRDS, in collaboration with **Anahata-stiftung-de**, continued its monthly **Orange Day** campaign on the 25th of each month to combat violence against women and children. The initiative encourages the community to wear orange to symbolize a future free from violence. The program focuses on the importance of education, health, and dignity in preventing violence.

DIWALI LIGHTING CEREMONY

On October 17, 2017, PRDS hosted a Diwali lighting ceremony at its office. The event celebrated the victory of good over evil and promoted a sense of community. The highlight of the ceremony was the lighting of 999 pottery lamps, which created a beautiful atmosphere and was a collaborative effort between PRDS staff and students.

FOOD FESTIVAL

PRDS hosted a food festival to showcase the skills of its members in preparing various dishes and introduce foreigners to Indian culture. The event allowed the women to display their talents and provided an opportunity for cross-cultural exchange. The guests greatly enjoyed the food and admired the efforts of the PRDS staff.

CLOTHING DISTRIBUTION

PRDS organized a clothing distribution drive to provide essential items to women from underprivileged backgrounds. The clothes were donated by a benefactor from Germany. This initiative was part of the organization's ongoing effort to support the poor and needy in the community.

DISTRIBUTION OF VOLLEYBALL AND BADMINTON KITS

PRDS received support from a donor named Mr. Walter, who is a devotee of Sathya Sai Baba, to provide sports equipment to local schools. He brought four volleyball kits and badminton rockets from Germany to distribute to schools with physical education trainers and good playgrounds. At the distribution event, Mr. Walter spoke about the importance of sports and games, emphasizing that they help reduce mental stress, promote an active spirit, and teach players to be supportive and not think about caste or creed. Mrs. Sreevani also spoke, highlighting the proverb "Health is Wealth" and how physical health is an important aspect of life.

NARAYANA SEVA PROGRAM

PRDS, with support from donor Kamala from the U.S., conducts a monthly **Narayana Seva** program in which they visit a different school to provide children with a nutritious lunch and a school kit containing 11 items, including a book, pen, and eraser. During these visits, PRDS staff sing bhajans, narrate stories,

and teach the children about human values, good habits, and hygiene. They also talk to the villagers about environmental protection, specifically the dangers of using plastic. The program aims to support children from poor farming communities and promote good habits and values.

SEEMANTHAM – CEREMONY FOR PREGNANT WOMEN

The **Seemantham** ceremony is a pregnant woman's ceremony traditionally performed in South India during the seventh month of pregnancy to ask for blessings for a safe delivery. Scientifically, this ceremony is important because a baby's memory cells begin to activate after seven months of pregnancy, allowing them to record sounds and vibrations. The holy rituals and the sounds of bangles, mantras, and good stories and music help the baby become sharp and intelligent while providing mental peace to the mother. The ceremony, which also includes a special bath with energized water, strengthens the bond between the mother and the unborn child. The report notes that this celebration of fertility is also believed to ward off evil spirits and ensure the good health of the mother and child.

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LEADERSHIP POWER PROGRAM

The Leadership Power Program, delivered in partnership with R. Lavinia Cook, took place at a local college over four days. The program, which was also translated by PRDS staff member Sreevani, consisted of eight key topics, including **Uncover Core Values, Break Through Limiting Beliefs, Develop Emotional Intelligence, and Actualize Leadership Skills**. The training used various teaching methods, such as group, paired, and individual activities, to empower young people to reach their full potential. The goal was to teach students to develop confidence, communication, and team-working skills and to put these new skills into practice by preparing a talk on an issue they are passionate about.

SANITARY NAPKINS DISTRIBUTION

PRDS organized a program to distribute sanitary napkins to young girls and women in rural areas. The initiative aimed to educate them about the importance of hygiene and to provide them with essential items they cannot afford. The program was well-received by the community, with many women expressing their gratitude.

SWACHH BHARAT SWACHH ANDHRA PRADESH

The "Swachh Bharat Swachh Andhra Pradesh" initiative, launched on October 2, 2014, is a national movement aiming to create a clean India by promoting sanitation and cleanliness as a way of life. The program provides a grant of Rs. 15,000 to households to build their own latrines, which helps improve health, self-respect, and safety, especially for women and the elderly who face risks from going outdoors. Using outdoor toilets spreads contagious diseases and pollutes food and water, so the initiative emphasizes using clean, purified drinking water and proper sanitation. The PRDS organization has worked in several villages, constructing 50 toilets and receiving gratitude from villagers who are now safer and happier.

PHOTO DOCUMENTATION





