

PRABHATH RURAL DEVELOPMENT SOCIETY

WOMEN EMPOWERMENT PROGRAM



Supported by

ANAHATA STIFTUNG

Germany

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Prabhath Rural Development Society bring the following report of activities taken up by the organization during the year 2018 with the support of **Anahata Stiftung**, Germany.

The project mainly focused on Women Empowerment activities to support the women in need of care and support. Along with family counseling, different trainings were also imported to the women during the period under reporting. We are herewith sharing a brief note of the activities during the year 2018.

FAMILY COUNSELING CENTER

The Family Counseling Center, operational since 2010, provides counseling, legal awareness, and practical support to women and families facing gender discrimination and domestic violence. Since its inception, the center has resolved 611 domestic violence cases and prevented 78 child marriages. In 2018 alone, the center handled 73 cases, resolving 30 of them. The center also conducts legal awareness camps and screens films on gender discrimination in schools and colleges.

THE PREVENTION OF A CHILD MARRIAGE

On February 22, 2018, PRDS counselor Sreevani was asked to help stop an early marriage of a 14-year-old student. PRDS worked with multiple agencies, including the police and Childline 1098, to hold a counseling session with both families. The team explained the legal and health risks of child marriage, which led both families to agree to call off the wedding and sign a legal agreement to postpone it for four years.

TAILORING AND VOCATIONAL TRAINING PROGRAM

The tailoring program has successfully trained 160 students for self-employment. In addition to tailoring, the organization offers other vocational courses, including computer, spoken English, and beautician courses. The programs focus on building both technical skills and self-confidence. A group from South Africa visited and taught 30 tailoring students how to knit woolen handbags.

COMPUTER AND VOCATIONAL TRAINING PROGRAM

The PRDS computer center offers a three-month, low-cost training program in Kothacheruvu for students from socio-economically disadvantaged communities. The curriculum includes a Diploma in Computer Applications (DCA) and Tally ERP 9 accounting software. Over the last 8½ years, 1,088 students have been trained, with



approximately 50% of them securing jobs. The program boosts self-confidence and provides job opportunities that were previously inaccessible to the students.

RANGOLI COMPETITION REPORT

PRDS organized a Rangoli competition to celebrate the harvest festival of Sankranti on January 9, 2018, in the village of Buchaiahgaripalli. The event, which aimed to promote traditional culture and community engagement, had about 200 women participants. Winners were awarded first, second, and third-place prizes. The villagers greatly appreciated the event and requested that it become an annual tradition.

INTERNATIONAL WOMEN'S DAY CELEBRATION

International Women's Day was celebrated on March 7, 2018, at the Z.P. High School for Girls in Kothacheruvu with approximately 550 attendees. The event featured a cultural program by students, and speeches from special guests and leaders. The speeches focused on the importance of women's education, self-empowerment, and social change, reinforcing the idea of equality.

FINANCIAL PLANNING WORKSHOP FOR WOMEN

A financial planning workshop was held at the Kothacheruvu office to educate 40 women on the importance of saving and investing. The workshop emphasized using income responsibly for future needs, such as children's education and healthcare. The speaker explained various financial instruments, including Public Provident Fund (PPF) accounts, Post Office Savings Schemes, Life Insurance, and the Sukanya Samridhi Yojana (SSY).

WORLD DAY AGAINST HUMAN TRAFFICKING: AWARENESS PROGRAM

On July 30, 2018, PRDS and the local police department organized an awareness program at Zilla Parishad Girls High School to educate students on human trafficking. Speakers, including Sub-Inspector Mr. Rajesh and Mrs. Sumana, discussed how traffickers lure victims and the importance of self-improvement and education to avoid being victimized. The program also warned teenage girls about manipulative tactics and urged them to be cautious of strangers.

PROMOTING GENDER EQUALITY THROUGH FILM SCREENINGS

PRDS conducted gender awareness camps in schools and colleges using films from the Asmitha Resource Center for Women. The goal was to promote gender equality



and challenge discrimination. The film screenings focused on topics such as preventing child marriages, the value of education, and moral values. These camps were a way to effectively communicate the message to students and community members.

NARAYANA SEVA PROGRAMMES

The Narayana Seva program provides nutritious food and essential school supplies to children in primary schools in and around Puttaparthi, Kothacheruvu, and Bukkapatnam. Supported by international donors, the program involves monthly visits to different schools where children receive meals and "school starting kits". The program also includes sessions on moral values, hygiene, and environmental awareness, and encourages students to perform cultural activities to build self-confidence.

BABY BODY MASSAGE PROGRAM

On March 16, 2018, a Baby Body Massage program was led by Gloria from Germany to introduce villagers to a healthy activity that promotes baby health and hygiene. The program highlighted the benefits of massage, such as soothing and calming the baby, improving sleep, and regulating digestive and circulatory systems. The program also explained how massage develops a baby's sense of touch and enhances feelings of love and security.

VOCATIONAL TRAINING PROGRAMS

PRDS hosted a 60-day Vocational Training Program for 112 students from Sri Satya Sai Junior College. The program provided practical, hands-on experience through courses in computer training, on-the-job training (OJT), personality development, and spoken English. The students expressed great satisfaction with the courses, which helped them improve their knowledge, skills, and self-confidence.

SPOKEN ENGLISH COURSE

A Spoken English course was launched by Sreevani to provide valuable skills to low-income students. The course, open to both boys and girls, builds a strong foundation by focusing on the four key components of language learning: listening, writing, speaking, and reading. It also emphasizes the importance of body language and communication skills for success in job interviews and daily life.



FLEA MARKET PROGRAM

On December 15, 2018, PRDS organized a flea market at Ms. Monica's residence to support the economic development of rural women. The market sold a variety of handmade items, including hand-painted saris, decorative candles, and handcrafted bags, which were all made by women from the community. The event not only attracted visitors who purchased items but also raised awareness about the organization's mission.

JUKI SEWING MACHINE INAUGURATION

On December 29, 2018, a new Juki sewing machine was inaugurated, thanks to a donation from South African donors. This state-of-the-art machine will be used by PRDS to provide advanced training to local women. The goal is to equip them with the skills needed for job opportunities in the garment industry, helping them to become self-sufficient and earn good salaries.

AUSTRALIAN VISITOR DONATES COMPUTER TO PRDS

On November 14, 2018, Mr. Danial Marison from Australia, impressed by the effectiveness of PRDS's programs, donated a computer to the organization. The computer is now being used to teach students in the computer course.

TRAINING ON ECO-FRIENDLY GANESH IDOL PREPARATION

On September 12, 2018, PRDS conducted a program at the Z.P. Girls High School to promote eco-friendly Ganesh Chaturthi. Students were taught how to make Ganesh idols from natural clay instead of polluting chemical materials like Plaster of Paris. The program also encouraged participants to embed seeds within the idols so they would grow into plants after immersion, which was well-received by students and parents.

ANTI-PLASTIC CAMPAIGN

PRDS is campaigning against the use of plastics to raise awareness about its negative impacts on health and the environment. The organization has distributed pamphlets and 500 cloth bags to encourage a shift away from plastic bags. They also educate children to influence their parents to stop using plastic. The campaign emphasizes the "R" rule (Reduce, Recycle, Reuse, Recover) to combat pollution.

INTERACTION WITH DIET STUDENTS

On December 28, 2018, PRDS held an interactive program at the District Institute of Educational Training (DIET) college. Led by Ms. Monika Anna Muller, the discussion covered the role of a teacher as a "guru," the importance of living in the present, and a strict moral code for future teachers. The session also touched on societal changes and the search for spirituality, concluding that teaching is a noble profession and that a nation's development depends on an educated society.

PHOTO DOCUMENTATION





