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PRABHATH RURAL DEVELOPMENT SOCIETY

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This report is a presentation of different activities conducted by **Prabhath Rural Development Society**, Kothacheruvu, with the support of **Anahata Stiftung**, Germany under the project **“Women Empowerment”**. The present report presents a brief detail of the activities carried out by the organization during the year 2019.

PROGRAM ON CULTIVATING MORALITY IN EDUCATION

On September 1, 2019, PRDS hosted a program on moral values in education at the District Institute for Education and Training (DIET). Led by Monica Anna Muller from Germany, the event emphasized the role of teachers as role models and highlighted the traditional "four gurus" in Indian culture: mother, father, teacher, and guest. The program also outlined five key moral principles for teachers to follow: "Don't Drink," "Don't Smoke," "Don't Eat Meat," "Don't Beat," and "Don't Say Lies". A laughter yoga session was led by Sheena from the U.K., and the speeches were translated into Telugu to reinforce the message of peace, security, and happiness.

THE FAMILY COUNSELLING CENTRE: A BEACON OF HOPE FOR WOMEN

The Family Counselling Centre, which has been operating since January 2010, focuses on empowering women and addressing issues like gender discrimination and domestic violence. The center offers counseling to peacefully resolve family disputes and has successfully resolved 615 domestic violence cases and prevented 78 child marriages. In addition to counseling, the center conducts legal awareness camps and screens films to educate students on the Domestic Violence Act. It also runs free tailoring centers to support poor and needy women and provides a vital support system in rural areas where access to legal aid is limited.

PRDS COMPUTER TRAINING PROGRAM: EMPOWERING RURAL YOUTH

The PRDS computer training center in Kothacheruvu provides low-cost computer education to girls from socially and economically disadvantaged communities. The three-month course covers computer basics, as well as Tally ERP9 with GST accounting software. The program has trained nearly 1,045 students, with about half of them securing jobs and gaining self-confidence. The program includes a combination of classroom teaching and hands-on lab sessions, with fortnightly tests to ensure students grasp the material. A ceremony was held to distribute certificates to students who completed the Tally course, and guest speakers emphasized that skills, not just degrees, lead to job opportunities.

THE PRDS TAILORING PROGRAM: EMPOWERING WOMEN FOR SELF-SUFFICIENCY

The tailoring program aims to teach women and girls valuable skills for self-employment, boosting their self-confidence and self-sufficiency. Led by instructor Yellamma, the program trained a total of 142 students in 2019. Several student testimonials highlighted how the program empowered them to earn an income, improve their financial situation, and gain independence. A special training in advanced tailoring was also held, where students learned to stitch various modern designs, including different blouses and dresses. The program concluded with a workshop on stitching cloth and woolen bags, led by international volunteers from South Africa and the U.K.

NARAYANA SEVA – A SCHOOL-ORIENTED ACTIVITY

PRDS conducted a series of "Narayana Seva" programs to support students in various villages. These activities, which covered 830 students, included distributing essential school supplies, such as a "9-item" kit and geometry boxes. The programs also focused on health and wellness, offering free dental checkups, laughter yoga sessions, and physical fitness activities. In addition to the material support, PRDS staff incorporated moral education, telling stories and teaching students about good habits and environmental awareness. The events were a collaborative effort with support from various international donors.

LAUGHTER YOGA PROGRAM: CONDUCTED BY SHEENA FROM U.K

On March 19, 2019, Sheena from the U.K. conducted a laughter yoga program at the Kasturba school in Bukkapatnam. The session combined laughter exercises with yoga breathing to promote physical and psychological well-being. Sheena also led a meditation session, teaching students to cleanse negative vibrations and find inner peace. The program was praised by students and staff for its ability to bring relaxation and happiness. A similar laughter yoga session was also conducted at the Model School in Jagarajupalli on January 10, 2019.

DISTRIBUTES WATER BOTTLES TO SCHOOL CHILDREN

On March 14, 2019, PRDS and its Women Support Centre, sponsored by Krishni from South Africa, distributed 100 water bottles to students at the Pedapalli M.P.P. School. The charitable act was inspired by a belief in selfless service and aimed to prevent dehydration among the children, especially during the summer. Krishni and another volunteer, Sheena, led a laughter yoga session, creating a joyful experience for the students. PRDS Secretary Prabhakar Reddy also spoke to the students about the importance of staying hydrated and healthy.

RANGOLI PROGRAMM

On January 12, 2019, PRDS organized a Rangoli competition in the village of Marukuntapalli to celebrate Indian festivals and traditions. The event saw 75 women participate, with prizes awarded to the top three winners by Monika Muller, a guest from Germany. The competition was appreciated by the villagers and local authorities, including the sarpanch, who expressed a desire for it to become an annual tradition. The event served as a way to engage village women, provide a creative outlet, and promote the preservation of traditional activities.

CELEBRATION OF INTERNATIONAL WOMEN'S DAY

On March 8, 2019, PRDS celebrated International Women's Day at its Kothacheruvu office, with 100 women from the tailoring and computer centers in attendance. The chief guests were international visitors from South Africa. The celebration included games, prizes, and a discussion on the evolution of women's roles and the societal changes needed to achieve true gender equality. The speakers emphasized the role of mothers in teaching their sons respect and kindness. The event was a success, inspiring the women to feel empowered and hopeful for the future.

BABY MASSAGE – A TRAINING TO MOTHERS

Since 2010, PRDS has been promoting the ancient practice of baby body massage in rural communities, with the expert guidance of Gloria, who is trained in Kerala Ayurveda. The program's goal is to educate mothers on the physical and mental benefits of regular massage for infants, such as healthy growth and a stronger parent-child bond. In 2019, PRDS organized three special sessions that were attended by 146 children and their mothers. Gloria demonstrated proper techniques and provided guidance on choosing the right oils for different seasons.

SPORTS DEVELOPMENT AND DISTRIBUTION OF SPORTS MATERIALS

On March 12, 2019, Mr. Walter from Germany met with physical education trainers at the PRDS office to assess the impact of his previous sports equipment donations. The trainers reported that students were using the equipment properly and showing great interest in games, but noted that due to rocky playing surfaces, balls and nets needed frequent replacement. The following day, Mr. Walter and PRDS staff distributed volleyball kits to four schools in the Puttaparthi Mandal, benefiting 1,955 students. He also installed a water purifier and matched a school's savings to encourage financial discipline.

INSTALLATION OF WATER PURIFIER TO SCHOOL

On March 18, 2019, Mr. Walter from Germany donated a water purifier to the hostel students at the Model School in Jagarajupalli. The students welcomed him with applause and a

traditional ceremony. Mr. Walter encouraged the students to have a clear goal and work hard to achieve it, expressing his gratitude to Sathya Sai Baba for the opportunity to serve. Both the students and teachers expressed their heartfelt thanks for the generous donation.

RENOVATION OF TOILETS AT BUKKAPATNAM MPP SCHOOL

On January 29, 2019, PRDS learned that the toilets at Bukkapatnam MPP School were completely damaged. Monica, a supporter of PRDS, agreed to sponsor the renovation, with the school staff contributing 10% of the cost. The project was completed in just 20 days, and nearly 30 mothers volunteered for a "Sramadhan" (voluntary labor) to complete the finishing touches. The new toilets were officially inaugurated on Monica's birthday, March 6, 2019, and as a birthday gesture, she distributed water bottles to the students.

BUTTERMILK DISTRIBUTION: A REFRESHING SERVICE FOR SUMMER

PRDS, with support from Jyothi Naidoo and her friends from South Africa, organized a special buttermilk distribution program at its Kothacheruvu office. This service was provided to the community to help them stay hydrated during the summer season.

TRAININGS AND MEETINGS TO WOMEN AND STAFF

On May 21, 2019, a meeting for women was held with Monika from Germany, focusing on the importance of women's education and their role in society. The event was a platform for women to share their personal struggles and learn about the significance of education in uplifting their families. In another instance, Monika and other guests from Germany met with staff from the Family Counseling Centre to discuss various social issues and strategies to address them, highlighting the need for collaboration with government departments. The report also emphasizes that awareness is the first step toward solutions for issues like child marriage and trafficking. Participants from these meetings appreciated the opportunity to learn and committed to spreading the message in their villages.

PHOTO DOCUMENTATION





