

WOMEN EMPOWERMENT PROGRAM

Supported by

Anahata Stiftung
Germany



Implemented by

PRABHATH RURAL DEVELOPMENT SOCIETY

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The enclosed report is a documentation of different activities carried out by **Prabhath Rural Development Society** during the year 2020 under the “Women Empowerment Program” which is being supported by **Anahata Stiftung**, Germany.

We are very much thankful to Madam *Monika Anna Mueller*, for her continued support towards empowering the women and young girls in the project area.

RANGOLI PROGRAMME

PRDS organized Rangoli competitions on January 10, 2020, at Jagarajupalli village to raise awareness about the importance of festivals and traditions in rural areas. A total of 120 women participated in the competitions, which were attended by 200 members. The top three winners were awarded prizes, and all participants received gift hampers to encourage their participation and talents. The event was a success, with villagers requesting that it be an annual event in their community.

DISTRIBUTION OF VOLLEYBALL & BADMINTON KITS

Mr. Walter supported the distribution of sports and games kits to students in rural schools to promote physical and mental well-being and friendly competition. Volleyball kits were distributed to the ZP High Schools in Pamudurthi, Siddarampuram, Nidimamidi, and Bandlapalli.

AWARENESS ON TRADITIONAL HEALTH CARE

An awareness camp on traditional health practices was held on February 2, 2020, at Kasturiba Gandhi Balika Vidyalaya (KGBV) School in Bukkapatnam. Dr. Mandala Nagaraju explained the benefits of traditional practices like acupuncture, Pranayama, and various mudras to a group of 200 students. He also provided tips on improving memory and managing stress effectively.

DISTRIBUTION OF SPORTS MATERIAL

On March 2, 2020, PRDS, with the support of Walter, distributed sports materials to 10 Zilla Parishad High Schools. The materials were handed over to the respective physical education teachers by Deputy Educational Officer Sri. Munaiah, who urged them to use the opportunity to promote sports alongside academics. The program was attended by PRDS secretary Prabhakar Reddy.

FAMILY COUNSELING

The organization provides family counseling to address simple issues in rural families that could otherwise lead to destruction. In over 10 years, they have solved 923 domestic violence cases and prevented 78 child marriages through counseling. A breakdown of cases solved includes 655 family disputes, 144 one-time interaction cases, 91 cases of early marriage and child issues, and 33 cases of dropouts rejoining.

TAILORING TRAINING PROGRAM

The tailoring program, taught by Yellamma and Bhargavi, provided training to women and girls. The program also offered computer courses, spoken English, and beautician courses to promote self-employment. In 2020, **59 participants** were in Kothacheruvu and **40** in Puttaparthi.

On September 25, 2020, a trained tailoring student, Mrs. Vennela, was given a sewing machine donated by Mr. Ganesh from Singapore. Mrs. Vennela, a home maid whose husband had been unable to work for two years due to his mother's illness, was unanimously selected by the students and their teacher for the donation.

COMPUTER TRAINING PROGRAMME

PRDS operates a computer center in Kothacheruvu to provide affordable computer training to girls from socially and economically backward communities. The three-month course covered basics, MS Office, and internet usage. In 2020, 25 students attended the Diploma Computer Applications (D.C.A) course, and 5 students attended the Tally course. Since its inception, nearly 1088 students have been trained in the D.C.A. course, and half of them have secured jobs.

BABY BODY MASSAGE PROGRAMME

On February 27, 2020, a baby body massage program was conducted at Janakamaplli. Gloria from Germany demonstrated the traditional practice, which helps soothe, calm, and relax babies. The massage also provides good exercise, stimulates digestion, and helps relieve symptoms of colic and constipation. The program was well-received by the villagers.

FOOD AND 9 ITEMS DISTRIBUTION to Primary School Children

PRDS conducted two distribution programs for primary school children. On January 29, 2020, in Kappalabanda village, 100 students received food and 9 items. On March 12, 2020, in Pedapalli village, 120 students were served food and 9 items. The children were from poor farming communities. The organization also conducted an environmental campaign to educate villagers on the hazards of plastic usage and the importance of environmental protection.

NARAYANA SEVA

On March 12, 2020, in Pedapalli village, PRDS conducted a school program with nine items and a nutritious meal (Narayana Seva). The program was for the welfare of the students and was supported by Lalitha Ma'am and Kamala Ma'am. The team members spoke about hygiene and human values, and the program included singing bhajans and narrating stories.

COVID Relief Activity

During the COVID-19 lockdown, PRDS addressed livelihood and entitlement challenges in rural communities. The organization distributed ration and groceries to people who had lost their livelihoods due to the lockdown. A total of

1223 families were given food kits. PRDS also addressed social and behavioral challenges by distributing masks, sanitizers, and soaps to the poor and to frontline COVID warriors, including health workers and ANMs. For instance, on April 20, 2020, they provided supplies to **15 families** of migrant laborers and **40 field level Para-medical staff**.

DEEPOTSAVAM PROGRAMME

On November 23, 2020, PRDS organized a Deepotsavam Programme at the Maruva Anjaneya Swami temple in Kothacheruvu during the auspicious Karthika masam. According to the Puranas, lighting oil lamps made with cow ghee during sunrise and sunset brings prosperity and health. The devotees participated with enthusiasm, performing bhajans and lighting lamps.

HUT-SCHOOL

In August 2020, PRDS started a "Hut-School" in Kothacheruvu to assist children with their education. Many of the students, even those in 4th and 5th grade, did not know the alphabet when the program began. By December 2020, all the children were well-versed in reading and writing in their language, and their math skills had also improved. The program also aims to teach human values through stories, plays, and games and improve physical skills by hiring a physical education teacher and a dance teacher.

DISTRIBUTION OF TOYS AND CHRISTMAS CELEBRATIONS

PRDS spent time making soft toys for children and held a Christmas celebration on December 22, 2020. Children were delighted to receive the toys, some even crying with happiness. The story of Jesus Christ was narrated in English and Telugu , and the children were taught about values, kindness towards animals, and keeping the Earth clean. In a separate event on May 28, 2020, PRDS distributed toys to **45 boys** and **54 girls**.

ENVIRONMENTAL CAMPAIGN

As part of the program on January 29, 2020, PRDS also conducted an environmental campaign to educate villagers on the hazards of plastic usage. They explained that plastic waste is harmful to animals and can affect humans indirectly through the food chain. The organization emphasized that environmental protection is everyone's responsibility and that the use of plastics and open waste are hazardous. They also plan to build bathrooms in the villages to promote better hygiene.

PHOTO DOCUMENTATION







