

## Annual Report 2013-2014

**Parivartan Sandesh** is a mission driven organization with several achievements to its credit. Founded in 2006, **Parivartan Sandesh** is assiduously working in core areas – education, women empowerment, health, livelihood promotion, skill development, natural resource management, children development programme, training, human resource development and promotion of rural, urban community development and social research and development – to bring about positive changes in the lives of rural and tribal disadvantaged communities.

The year 2013-14 has been successfully accomplished by **Parivartan Sandesh** with an effective development initiative to improve the lives of disadvantaged children, their families and communities. **Parivartan Sandesh** took its initiative in implementing the various development programmes with the support of our partners for better development of the society.

The motto of the organization **“An initiative for change”** has been the driving force for **Parivartan Sandesh** to remain rooted in the core value of enhancing human dignity and sustainable development through the year. During the year **Parivartan Sandesh** has initiated various development programme for the development of **children, youth, women, farmers, SC, ST, BPL, drug addict, labours, disable person and individuals**. It has experienced that worth and strength of Human Rights Based Approach to development and has made conscientious choice to move forward with the same in all its program interventions. With the generous support of Donor agency, we have successfully implemented the projects with an effective outcome and the visibility of the development has been clearly seen among the community where the programme has been initiated.

## HEALTH PROGRAMME:

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During the year under the health development programme and promotion **Parivartan Sandesh** has organized various health programme for the poor and marginalized people in the rural and urban areas. The programme has been successfully implemented and organized in the community and positive impact has been achieved as per the designed project. Working to improve the lives of disadvantaged children, their families and communities through an approach that puts children at the centre of community development. Community people have been mobilized with the motive to address the health issues in the community and sensitized them to access better health services. The programme has also created awareness on the existing health problems, gender disparity and health educations to all the people of the target community.

### ***Medical Camp***

With the motive to improve the health condition of the poor and marginalized people health camp has been organized with the motive to know the health condition of

the community people. Almost 500 community people have been covered for frequent medical check-up, health awareness education and preventive measures were given to the community people of Junnardeo and Parasia. Severe cases and ill patients have been referred to District Hospital Chhindwara. During the camp many health diseases have been identified and made the community people aware and conscious about the preventive measures and their good health and motivated them to



get the basic facilities and treatment from PHC and Health

workers. Health Camp has also improved awareness among community regarding various diseases, routine checkup vaccination, deficiency, disorders etc.

## ***Pulse Polio Programme***

To make the Pulse Polio programme grand success the volunteers of Parivartan Sandesh along with the programme staff conducted rally and nukkad natak in the streets and explained about the importance of Pulse Polio and also briefed about the problems to be faced if the vaccine is not given in regular times to the children. The volunteers of Parivartan Sandesh went to every home and

made sure that all the children have been vaccine. This initiative would help in the eradication of polio among children. Our staffs and volunteers have also taken the initiative with the help of the Government Nurses to give pulse drops to each and every child without missing single children. During the programme staff and volunteers have also created awareness among the community people for taking care of children properly.

### *School Health checkup programme*

School health checkup programme has created awareness on health issues and provided health services especially to children of the Government school of Chhindwara district. During the health checkup programme children have been examined and suggested for proper health treatment and also for maintaining proper hygiene and sanitation. The programme health card has been also given to the children to know the status of the health. Basic health checkup has been done and for the children having skin disease and

other health problem and suggested for further treatment. The health checkup programme has been successfully conducted in all the ten schools and these camps will be continued in the coming year also. These camps also majorly work on building awareness regarding common ailments, nutrition, hygiene and sanitation.



### *Health on wheel programme*

The programme has been initiated after a wider survey in the rural and tribal areas where the health services are unreachable for providing better health services. Health on



wheel programme has been organized with the generous support of the donors which has provided a comprehensive range of health care services to children & women, outreach, remote rural areas and slums through running dispensary in the community. The programme has focussed on providing wide range of promotive, preventive and curative health services to the beneficiaries. The project aimed to involve various stakeholders & allied system and developed in them a sense of ownership to create a suitable environment for availing health services in the target areas. This programme has ensured preventive and curative health services to the marginalized and deprived children and women of the tribal community in Parasia block of Chhindwara district.





### *Free distribution of medicine*

With the support of **Le Soliel Energy Private Limited**, **Parivartan Sandesh** has distributed medicine in two block of Chhindwara district which has brought sustainable and qualitative improvement in the health status of the community people especially women and children. The programme has brought positive change in the community's attitude towards health especially women

and girl children health and respect for women and more upliftment in the village. This programme has benefitted

150

and

and



around

women

200

children

directly

others

at large. These are small duration camps organised in different areas of Chhindwara district on the basis of health needs of a specific location. These camps provided comprehensive health services free of any cost.

## ***AIDS awareness programme***

**Parivartan Sandesh** has successfully conducted the awareness programme by sharing information related to HIV/AIDS and safer sex practices with those migrants who are at risk of HIV. Created awareness among the population of common symptoms of STIs and the need to seek appropriate treatment from qualified practitioners. During the programme the staff members also met with community leaders and stakeholders for sensitisation on HIV/AIDS and project activities.

Youth Volunteers of **Parivartan Sandesh** also supported condom promotion activities undertaken by the organization and conducted nukkad natak, rally and street plays at college, school and at local level and created awareness among the people for condom promotion and safer sexual practices. The advocacy committee also addressed vulnerabilities associated with migrants at their

work and residence. Staff Members also mobilized the target group to participate in mid-media campaign activities, e.g. street plays, video shows, slide shows, infotainment, health camps, mobile exhibition, World AIDS Day programmes, etc. conducted by **Parivartan Sandesh**.

Programme has motivated the community for family planning as well as for safer sex for prevention from AIDS. Our team members are also engaged in follow up of the programme by motivating and dialogue with migrants who are at risk to adopt safer sexual practices, educating on condom usage: buying, storing, opening, using, and disposing and encouraging migrants to maintain cleanliness and personal hygiene. At the End of the programme the **Chief Functionary** of the organization has delivered the speech that by conducting such awareness programmes we can bring awareness among people and educate them to prevent the AIDS.



## ASSISTANCE TO ORPHAN HOMES:

### *Distribution of T Shirts and Caps*

**Parivartan Sandesh** has organized camp for free distribution of T shirt and Caps as a motivational support to the orphan children. On the same day organization has also organized many cultural programme and activities to engage the children in different programmes so as to identify the hidden talent and develop various skills among the children. After distribution of the caps and T shirts

children will be motivated to participate in life skill programmes and develop their skills and confidence. The programme was successfully organized with the support of the Donors and assistance of the team members and volunteers. This programme has not only given the platform to the children for participation but also ensured protective and supportive environment for children and created child friendly atmosphere.

## **PROMOTION OF WOMEN AND CHILD EDUCATION:**



## ***Free School Dress***

**Parivartan Sandesh** has adopted some schools with the motive to support the needy and disadvantage school children where almost 500 school uniforms have been distributed to the children. During the programme children have been taught about child rights & child protection, corporal punishment and about the Right to education policy. Children and teachers have been also sensitized towards the importance of Right. to Free and Compulsory education and prompt education for poor and disadvantage children.

## ***Distribution of books***

Book distribution programme has been organized with the objective to distribute the books to the needy children, 700 story, syllabus book and general knowledge book have been distributed to the children as per grade wise. This has encouraged the children to be regular and sincere in the



class. This programme has also increased the participation and regularity of the children in school. This would also help in improving the academic level of the children.

### *Promotion of girl child education*

**Parivartan Sandesh** is working towards improving girls' enrollment, retention and academic performance in government schools by leveraging existing community and government resources. **Parivartan Sandesh** is transforming the school system by engaging girl leaders, their communities and the government. The key success factors have been leveraging the power of existing village committees, meetings and "**Bal Sabhas**". This approach is scalable nationwide. With the support of **Le Soleil Energy Pvt. Ltd.** and **Morpheus Security Pvt. Ltd** under CSR we have worked for ensuring education for all and ensuring quality education and would like to scale up and extend the model to every government school in the district during the next phase, which demonstrates the effectiveness of our model. Girls are often counted as

some of the hardest to reach children. They face numerous barriers in their efforts to acquire formal education. Keeping this in mind **Parivartan Sandesh** has initiated promotion of girl child programme with the motive to motivate the community to send their girls for education. In the adopted villages of Chhindwara district no girls were going school regularly and they were engaged in household work and performing other responsibility. After a strong motivation and awareness among the community, parent and community people are now aware about the importance of education and specially for sending girls for education. Almost 512 girl children have been enrolled in school under Right to free and compulsory education and parents are now taking interest in school management committee also and they are now keeping regular eye on the activity of school. With strong motivational programme now many girls are going school regularly and concerning for higher education also.

## ***Awareness campaign in aadi waasis***

Awareness programme has been organized with the motive to promote the rights and entitlement of the Adijan people. Through various awareness programme these community people, have been made aware about the various Government programme and services. This initiative has created positive impact in the community and benefited with various government services and schemes in which approx 4980 Adijan people have received benefit under various Government services and schemes. This awareness generation has empowered Adijan people through development of leadership quality and confidence level by strengthening their governance system

## ***Awareness campaign for poor women***

Awareness campaign for poor women has been organized with motive to promote awareness among the poor women on their rights and entitlement and make self

empowered. The programme addressed key issues related to village women and adolescent girls at various platforms to enjoy equal rights with male members of the village. Women are made aware about their issues and available Govt. schemes and services. The programme was successfully organized where 3000 women have been participated and gain lot of knowledge with regards to Government services and programme. Many women got the benefited with the programme and their life has been changed. Almost all the women of Tamia block of Chhindwara district are now attending village gram sabha and actively participating in the programme and a drastic change has been observed among the community women. This has also resulted in the Increased Institutional delivery, Vaccination coverage of children below 5 years.

### ***Eradication of child labour***

The project for eradication of child labour directed at children who had to work to earn a livelihood resulted in the enrollment and good academic performance of the

children. Most of the children were non school going and drop outs due to various reasons. One of the major factors responsible for this was poor economic background of their family. On the other hand, these communities were also backward in various developmental aspects. Meanwhile, **Parivartan Sandesh** took its initiative implementing the project for eradication of child labours. Consequently Bridge Course Centers were initiated to mainstream the needy children with formal education and community development was also another major issue.

Bridge Course Centre prepared and supported socially and academically children and also developed their literacy skills. The programme also provided additional classes to the primary and middle class children of nine schools as a preventive measure to reduce school dropouts and child labor which has resulted in good academic performance among 2500 children in nine Govt. schools. Children are now getting opportunities to get involved in the various

activities of the schools and enjoying Right to Free & Compulsory Education.

Regular monthly meetings were held for staff to review the progress, achievements and difficulties and to formulate new initiatives to overcome their problems. Review meetings and PTA Meetings with the teachers of the Govt. Schools created child friendly atmosphere in schools and reduced the corporal punishment. This has motivated the children to come to school regular which results in good attendance record and in academic performance. Children participated in the recreational activities conducted at the centers which have enhanced their knowledge and confidence level. Sports and Cultural activities enabled the children to grow physically and mentally and also helped in retaining the children. Under this programme **Parivartan Sandesh** has organized workshop & training programme for the staff members and teachers which have improved writing skills and spoken skills and acquired the knowledge of new teaching aids. Consequently, this has enhanced in the development

of their personality along with communication skills in Learning Intention, Feedback, Assessment and role of Facilitator.

Education has brought the community people aware about the Governments schemes and policies, which have help in eradication of child labor, non school going and drop outs. By strengthening Community Based Organisation & Peer Groups problems in the community like water, sanitation, anti social issues have get solved.



## WORK ON WOMEN EMPOWERMENT

### *Work on women empowerment programme*



The project aimed to empower women to fight against poverty and enable them involve fully in development activities to eradicate the poverty. This programme has developed bargaining power of the women through various types of activities and intervention. By empowering women would be able to develop self esteem, confidence, realize their potential and enhanced their collective power. Women has been empowered on new and useful knowledge, awareness, developing new skills, abilities, confidence and competence obtaining the friendship and support of other women. Organizational empowerment emphasized on new knowledge and awareness about development schemes for their sustainable livelihood. The projects has empowered women socially, economically and technically and also enabled them to participate in development activities, initiated the community to advocate for support and to change the life of poor women and their families through sustainable livelihood. After initiating the project the

impact has been successfully gained the involvement of women in social/community issues such as addiction, violence against women, civic neglect, and their willingness to take collective action to resolve problems. Women are now able to build assets, such as land or property, in their own names, an unprecedented development in the rural, patriarchal system in which they live. Positive change has been seen in the community's attitude towards education, especially girls' education and respect for the women and more upliftment in the village. This programme has not only empowered women but also increased awareness about the importance of education among the women, leading to higher enrolments in schools. Economic condition of the women has been improved through involvement in various effective Income Generation Activities.

## **ASSISTANCE TO OLD AGE HOMES**

### ***Distribution of shawl and blankets***

On the occasion of Independence Day **Parivartan Sandesh** has initiated a small programme for distribution of shawl and blankets for the needy and deprived people of old age home. On this occasion children sang motivational song to give a good start to the programme. Staff of the organization enacted a short play on “**Learning to Manage and Lead Yourself**”. At last the Chief Guest of the programme gave the inspirational message to experience the life with motivational thoughts.

## **PLANTATION AND ENVIRONMENT AWARENESS**

### ***Environment awareness programme***

Long initiative for environment conservation was done by tree plantation. **Parivartan Sandesh** has also conducted natural resource management programme with the motive to save the environment. An awareness programme has been organized in the community to promote and save the environment by giving maximum contribution in conserving nature and environment. On the occasion almost 5000 sapling has been planted with

the generous support of the Forest department with the motive to spread greenery in the surrounding. This program has conveyed the message to reduce Global Warming through tree plantation program. During the programme it was also oriented to the people to adopt organic farming system which would also contribute for the protection of environment. This programme has highlighted the local environmental problems by promoting, strengthening and sensitizing communities and individuals participation and created awareness to find long and lasting solution for environmental conservation and management.

## **THEATER AWARENESS PROGRAMME**

### ***Social Awareness programme***

Social awareness camp has been organized with the motive to aware the communities regarding social issues which are prevailing in the community like stopping child

trafficking, child marriage, child abuse, dowry system, domestic violence etc. Different programmes like theater, street play, jangeet, nukkad natak activities have been organized by involving the youth members of the community through which the community people came to know about the present situation. The awareness spread the message to the community and made them self aware. After intervention of the organization in the community there has been reduction of social discrimination in the society. This awareness programme has given preventive support through strong advocacy for the isolated people.

## **OTHER AWARENESS CAMPS**

### ***Environment awareness programme***

Environment awareness programme was conducted with the motive to create awareness for conserving environment in which school and college students took participated in the programme by holding banners, placards, slogans and marched the rally at the local

communities. Thereafter the team members addressed on the importance of the environment and natural resources and their role in its conservation. They encouraged the students and the local people s to come forward with innovative ideas in order to promote conservation in the state. This was followed by various competitions like mask making, face painting, and quiz for the students. This programme has highlighted the importance of sustainable development and conservation of biodiversity.

### ***Nasha Mukti Camps***

Rehabilitation camp has been organized for the drug addicted people, habitual of taking alcohol and ganja, tobacco consumer and cigarette smoker which are very dangerous materials in a way. Addiction of all these are growing rapidly among youngsters and teenagers too. During camp it is decided to educate, counsel and create awareness as preventive measures especially in plant and mines area and local communities.

In the camp they have been taught and explained about the harmful effects of consuming alcohol, ganja and tobacco. During the programme moral and life values has also been taught to the patients and their family members. Some changes have been observed but community has to be sensitized for addressing health and psychological issues of people with addiction habits. It is resolved by the participants that addicted people are suffering from psychological problems.

### ***EDP programme***

Entrepreneurship development programme has been organized among the youth for developing their knowledge and skill on becoming self Entrepreneur by doing self employment. Under the programme various skill development programme has been organized for their sustainable livelihood promotion in order to supplement their family income. In the programme almost 300 youth have participated and developed their skill and became self dependent. This training has promoted technical skills



and knowledge to the target beneficiaries and equipped them with modern techniques and standard for better employment and self employment opportunities.

This has improved the socio-economic and cultural standards of the target beneficiaries and brought personality development with regard to the different behavioral dimensions and developed confidence among the target groups through regular training and on job practice to enhance the chances of employment in the organized sector and the chances of self employment and growth. This training has provided professional and skill development trainings to the unemployed youth and created employment opportunities for the trainees with better placements and made them industry ready as skilled work force.

## VOCATIONAL PROGRAMME

### *Skill development programme*

Various skill development programme has been organized under sustainable livelihood programme for youth. Almost 660 youth have been participated in the programme and various skills have been taught to the youth. Under the programme the activities mainly includes Vocational and Skill trainings on Poultry farming training, mobile repairing, tailoring, beautician course, Jaivik Kheti, **composit farming**, Jute weaving, computer hardware, mushroom production, art and craft training, educational training, agarbatti and candle making training with the expertise support from training agencies and resource persons which has benefitted 500 youth for their sustainable livelihood.

Through the programme youth are now giving their maximum contribution for supplementing their family, their economic status has been increased and living condition has been improved. Most of the youth are now pursuing their higher education to make them more self sustain in their life, they are also now guiding many other

youth for their better future. Youth are now get livelihood options through vocational training.

The behavioral and attitudinal changes brought in by the project among the local communities particularly by the youth and **women** will empower them to actively participate in decision making in all other future activities