

Transforming *Lives*



PECUC

People's Cultural Centre

(A centre for people's Empowerment & Sustainable Development)

People's Cultural Centre (PECUC), initiated in 1987, and formally registered in 1990, by a team of like-minded youths from diverse backgrounds including, social workers, social scientists, NSS volunteers, and professionals, aim to bring about positive social cultural and economic developments for the betterment of the world. PECUC's human centric approach has engaged in sustainable development strategies, focusing on the well being of the children, women, youth, elderly and the vulnerable community. We aimed for a violence-free and exploitation-free society as the global changes have enabled us to forge new avenues to preserve environment and ensure long-term sustainability.

Vision



A world in which peace, justice and equality prevails, where people participate and have a say in their social and economic well-being by exercising their rights to a life of dignity, respecting cultural and natural diversity.



Mission

Our mission is to empower and enable children, young people, women, the elderly, other vulnerable and marginalized communities to participate powerfully in their overall development and to create and strengthen peoples' institutions that ensure, sustain and promote their wellbeing, security, inclusive development and a life of dignity.

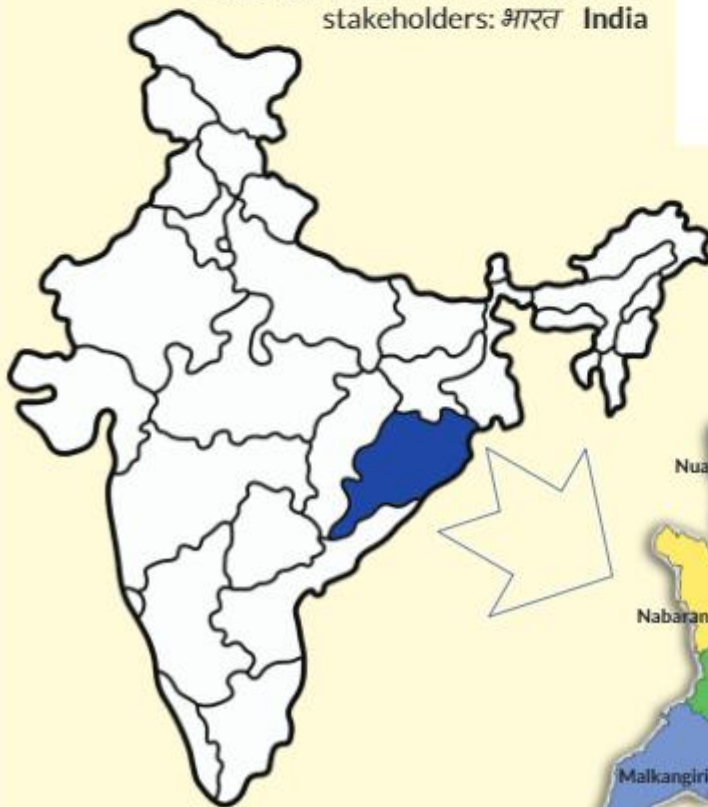
Strategic Focus Area

PECUC would continue to focus primarily on children's rights from 2021-2030. Through the course of working at community levels, PECUC has realized that children's rights can't be thought of alone rather, their families and communities also have to be protected and strengthened. Hence, PECUC has prioritised to focus on the issues relating to *child rights, women's empowerment, health, hygiene & sanitation, emergency management & climate change mitigation and adaptation, livelihood, governance & democracy, youth empowerment, persons with disability & rights of the older persons* these years.



Geographical Coverage

Campaigns, Capacity Building of key stakeholders: भारत India



Community level interventions: ଓଡ଼ିଶା Odisha

Operational Strategy:

- Community Level Intervention
- Capacity Building of all Stakeholders
- Developing Alternative Models of Development
- Strengthening Community Based Organizations
- Information Dissemination
- Networking and Alliance Building
- Research, Study, and Publication
- Policy Engagement

Approach:

- Micro level Interventions Targeting Macro level Change
- Participation of all stakeholders, Accountability & Maintaining Transparency.
- Gender equity, Social Justice & Empowerment, World Peace.

PECUC is committed towards children, women, youths and elderly people for safeguarding their rights, providing care and protection, and cultivating an environment where their well-being, dignity, and societal inclusion are prioritised.



Down the years **PECUC** has taken several initiatives such as:



Masoom - Support a Child Programme: An initiative by PECUC to link benevolent individuals and institutions with needy children for enhancing educational opportunity and achievement, improving the standard of living, and ensuring a better childhood



Radio Sampark - Community Radio Station: Radio Sampark, 89.6 MHz (at Village Murudabad, District Cuttack, Odisha), is an initiative of PECUC, launched in the year 2021

on December 26th, with the aim of making the community aware of and educating them on the matters that impact their day-to-day lives. Radio Sampark promotes culture, values, local artists, and local talents. It caters to the needs of different sections of society, and have been broadly categorised into nine segments: children, women, farmers, youth, older people, devotion, literature, and development. Radio Sampark 89.6 covers more than 2 lakhs people.



AADI (Action for Ability Development and Inclusion): AADI, enables to realize inclusiveness, the dreams and ambitions of differently able people through

physical rehabilitation (providing aids and appliances), imparting vocational education (i.e., inclusive education and skill development training), education for Children with disability, therapeutic services and social mobilisation.



ASHA [Alternative Source of Help and Action for older people] - an approach of empowering the silver generation by conglomerating their experience & knowledge .



EcoSavers - Youth Network It is an initiative of PECUC to mobilise the youth ,promote youth groups for environmental protection. The focus is on

equipping young individuals with the knowledge, skills, and motivation to become effective agents of change in combating climate change. PECUC engage, educate, and empower them for driving positive change for a sustainable future. Youth as agents of change can take forward the issue of environmental protection and work closely to preserve and conserve the environment and ecology.

It serves as a platform for educating youth about pressing environmental issues such as climate change, biodiversity loss, and the importance of sustainable living and substance abuse and promote youth actions.

Legal Status:

People's Cultural Centre (PECUC) is registered under: Societies Registration Act XXI of 1860 on 17th July 1990, Foreign Contribution (Regulation) Act of 1976, 12 (A) & 80 (G) of Income Tax Act; Rights of Persons with Disabilities Act 2016); Registration for undertaking CSR Activities, under Ministry of Corporate Affairs, Govt. of India, Registration of Unique Darpan under Niti Aayog.

PECUC was granted Special Consultative Status by United Nations Economic and Social Council (ECOSOC) 2019.



People's Cultural Centre

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