



TOUCHING LIVES

— . —
Vol. 2

VISION

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

Mission

Our mission is to empower and enable children, young people, women, the elderly, other vulnerable and marginalized communities enabling them 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.

DREAM IT. BELIEVE IT. BUILD IT.

Dream it. Believe it. Build it.

It was in the late 1980s, a group of young people from various backgrounds, including social activists, educationists, progressive artists, development professionals and National Service Scheme (NSS) volunteers; who have empathy for poor, concern for children and their education, and believe in change, came together for a debate on different issues and prevailing situations. People's Cultural Centre, PECUC, as part of this movement, was formally registered in July 1990, and launched in a grand children's festival on 14th Nov, 1990, with more than 5000 child participants. PECUC has continued its onward journey towards its mission and vision since then.

In the first phase, during 1990 to 1999, PECUC focused on welfare of children, women and aged, massive plantation programme and cultural action to generate awareness and involving youths as change makers. After the super cyclone, the organisations priority again changed and disaster response and preparedness emerged as one of the priority areas of PECUC. During 2000 to 2010 strategic development activities were implemented with focused issues of child rights, right to education, agro horticulture, child labour elimination, empowerment of socially deprived sections, promoting community based organisation, deepening democracy and food security. The decade also witnessed professional growth and capacity enhancement as a development leader in the state with national and international level participation. In this decade PECUC also focused on public policy research and advocacy. In this phase, it became more structured and the organisation took a shift from welfare activities to development mode with right based approach.

During 2011-2020, PECUC implemented its strategic plan i.e. Vision 2020 with continual focus on child rights primarily and also on the issues relating to women empowerment, deepening democracy, rights of the senior citizen, health and sanitation, Livelihood promotion, emergency management & climate change adaptation.

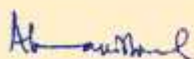
Presently, PECUC is on the verge of formulating its Strategic Plan from 2021 to 2030 with participation of members, employees, volunteers, children, young person and community as a whole in its operational areas, and other key stakeholders.

PECUC would continue to focus primarily on child rights during 2021-2030. While working at the community level PECUC has learnt that children, their parents, grandparents, their families and the community as a whole are trapped into a vicious circle of multiple problems which has led to gross violation of human rights. There is need to develop a human rights culture where each and every individual can enjoy their right to a life of dignity. Hence, PECUC has prioritized to focus on the issues relating to Child Rights, Women Empowerment, Health & Sanitation, Emergency Management & Climate Change Mitigation & Adaptation, livelihood, Governance & Democracy, Youth Empowerment, Persons with Disability and Rights of the Older Persons these years.

Message from
Former Chairman

PECUC turns 30. This is a proud moment for each and everyone who has been a part of this beautiful journey. Through the experience gained during the last 30 years, PECUC continues to play a substantial role in encouraging and coordinating development and progress of the lower and vulnerable strata of people. I have seen its birth and now I see a powerful youth who are dedicatedly working towards the social cause existing in the society.

I express my best wishes to the PECUC family and to all those who have contributed and collaborated in helping the organisation reach its milestone.



Adaramoni Boral

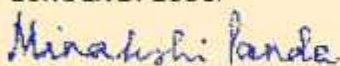
This message was given by Prof. Adaramoni Boral, as chairperson before her demise Dated. 24th Sept 2020.
Crossing milestones in serving humanity.....

It gives me immense pleasure to extend my best wishes to each and everyone at PECUC, India, Bhubaneswar with a few lines on the eve of its completion of three decades of relentless service to mankind.

As a member, I have seen it grow and mature, daring every odd to be with people for their rights and help one live with dignity irrespective of caste, creed and gender. I salute the untiring efforts and dedication of PECUC family in this journey towards excellence and inclusion.

I wish and pray for PECUC's success for many more years to come. May it continue crossing milestones in its service to humanity.

LONG LIVE PECUC.


Dr. Minakhi Panda

Message from Chairman

"The best way to find your self is to lose yourself in the service of others."

"Be the change that you wish to see in the world ". Mahatma Gandhi

The motivation behind the formation of PECUC by likeminded persons from different walks of life was to work for a just society & specifically to bring the change in the lives of vulnerable children, so that no child is exploited, abused, neglected or became prey to the violence & enjoy their childhood to the fullest extent, grow, develop and learn at their own pace.

As time passes the team diversified its programmes due to field reality & need of the community and became professionally more sound delivering quality services. We might have achieved a lot in the past 30 years but our journey will continue till we see all faces smiling around us. During these years many individuals, institutions, groups have extended their support, cooperation & guidance, for which we have achieved many milestones. I would like to thank everyone who has been part of this journey.

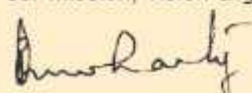
I extend my sincere thanks to all the Members, Board of Management Members, staffs/ employees, volunteers, Advisors, Donor partners, Media houses & their representatives, Network partners, CSO partners, Govt of Odisha & Govt of India, Elected representatives in local bodies & legislative Assembly, Parliamentarians, Officials, UN bodies & other International organisations with whom we are associated & those who have contributed in the 30 years journey. I also express my deep sense of gratitude to well-wishers and friends, partners in community including children who hold a special place in this journey.

I express my deep condolence for late Dr. Sarat Pujari, Dr. P.K. Singhsamant and S.J. Srikant Paikray for their unforgettable contribution.

COVID 19 pandemic has changed the life style. But can't stop the progress of mankind and I am proud to be Member of the PECUC team, which is in action since day one to support community & service providers.

Happiness lies in the joy of achievement & the thrill of creative effort. Franklin D. Roosevelt.

We are growing with strong will to reach our destination of serving the needy and vulnerable section of our society. Our destination and mission is to empower everyone to live with dignity and respect. We are committed to work for achieving our mission, vision & goal. And we know there are miles to go & expect support and cooperation from all corners.



Ranjan Kumar Mohanty



From Secretary & CEO's Desk

PECUC was granted Special Consultative Status by
United Nations Economic & Social Council [ECOSOC]
in 2019

Few Mile Stones

8,18,119

trees planted in house yards,
open space, institutions,
avenue

68,071

children enrolled in schools

35,047

Child labours identified,
rescued and rehabilitated

18 Villages

of Keonjhar district & 2 GPs of
Baliana Block declared as
child labour free

90,403

families supported with Health,
Hygiene, Water, and Sanitation
essentials

700

children of 15-18 age group
rescued from labour provided
with skill development trainings

640

children participated in the
children assembly/children
parliament

1000

hectars of land irrigated through
20 irrigation structures

60 Schools

Introduced Human Rights
Education

40 Schools

Child Rights Education

99,020

older people and families
supported with nutritious food
basket and temporary shelter in
disasters

442

SHGs promoted with 5,579
women members with
Rs.15,622,774 savings

3535

youths, adolescent and women
have been were trained on
different skills

47,410

women and children linked with
govt. programs

300

children benefitted by 2 smart
class installed at Khordha Govt.
school and at Keonjhar.

396

Sishu Sabhas (Child Right Club)
promoted with 19517 child
members

171

farmers groups with 3420
members

PECUC IN THE SPOTLIGHT

Social media



Facebook: @PecucOdisha



Twitter: @pecuc1



LinkedIn: People's Cultural Center



Instagram: @pecucodisha



YouTube: PECUC Odisha

Child Rights : Rights of the children

Every child has a right to survive in a healthy society that ensures protection of their overall growth & development, both physically and mentally. They deserve equal rights, opportunities and dignity without any discrimination. It was not an overnight initiative that resulted in the adoption of the Child Rights. It took several years of movements and activism in shaping a favourable, positive and constructive attitude towards children, and also inciting actions to improve their well-being.

It has been 30 years since 1990 that PECUC is working towards the promotion and protection of Child Rights. The journey began with the observation of the weeklong event named "Sisu Mela", encasing participation of more than 5000 children. PECUC has continued observing the week, 14th- 20th November, as the Child Rights Week.

Sradha Abhijan – A flagship program of PECUC

It is a signature campaign to promote love and affection, care and protection, and education initiated by PECUC in Baliantha Block, Khordha after super cyclone of 1999, and was subsequently undertaken in all its operational areas.

Sradha Bhavan: A child friendly safe space was set up as part of this programme. Its main objective is to offer children opportunities to develop, learn, play, and build or strengthen resiliency after an emergency or crisis, or during a lingering emergency. It is also a motivation-cum-resource centre which continues to provide preparatory education for beginners, bridge course for drop outs and supplementary education to the school going children.

Education is the Right of Every Child

PECUC has facilitated enrolment of 67948 children in schools. PECUC works with many schools to ensure enrolment and retention, child friendly environment, impart quality learning, and infrastructure development. It also undertakes capacity building of school management committee and teachers on inclusive education, positive discipline, implementation of RCFCE Act, spreading awareness on child rights and child protection, developing low-cost local teaching-learning material, designing wall magazines, library, providing play materials, organizing science exhibitions at block and cluster level and establishing science resource centres in schools. One of the focused actions of PECUC has been ensuring transition of tribal and other backward community children, with major focus on girl children, from family to Anganwadi and schools, for completing their elementary & secondary education. PECUC developed Acharya Harihar Bidyapitha of Benupur GP, Baliantha block as model school by creating facilities like science laboratory, library, toilet and outdoor game benefitting more than 700 children. Installed 2 smart class one in Khordha and other in Keonjhar benefitting more than 300 children.

Rights of children to play

PECUC promotes Rights of Children to engage in play & recreational activities appropriate to the age of the child which is very important for a healthy brain development, making them healthy & at a very early age they engage & interact with the world around them. In the process, PECUC have tried to break the gender stereotype by engaging both boys & girls in the similar type of play/games. During these years, PECUC has also promoted various traditional games.

Child Friendly space in flood & Cyclone: Its main objective is to reach every child by giving them space during disaster and to create and promote a model of good practice for child safe flood & Cyclone resistant shelters in vulnerable and high risk communities.

Child Protection Committee: In the year 2005, PECUC facilitated formation of the village level child protection committee(s) in 50 villages in Patna block of Keonjhar District in Odisha and the process goes on in all the operational areas of PECUC. The purpose of these



committees are to protect children from exploitation, abuse & all forms of violence, ensure safe, protective environment for children and develop a monitoring and protection mechanism at community level.

PECUC has undertaken grass root level actions, campaigns at different level for combating child trafficking, child marriage, child labour, female feticide, child sexual abuse and ending violence against children. During these years, the centre has also undertaken massive action for complete immunization for children, personal hygiene and health education in schools, life skill education to adolescents, and health check-up for children.

For the first time in the state, PECUC introduced Human Rights Education in 60 schools in different districts of Odisha and specifically Child Rights Education in 40 schools of Keonjhar district.

National Centre for Child Rights (NCCR): NCCR is PECUC's resource centre that undertakes study and research on various topics, fact finding on violations, engaged in policy research and advocacy, capacity building of different stake-holders, and technical support to different govt and non-government organisations. NCCR has also online Resource Centre.

Sishu Sabha (Children's Group): Sishu Sabha is the children's group at village level that are promoted by PECUC endorses education & cross learning, plays the role of protagonist for children's rights and works for better ecosystem. 396 Sishu Sabhas have been formed involving a total of 19,517 children. These village level Sishu Sabhas are federated at Gram panchayats, Municipal, Block, Dist & State level.

Leadership development: Leadership development among the girls of tribal and other backward community by providing them training, motivation, involvement in campaign, etc., has also been an area of focus of PECUC.

Video workshop - PECUC has carried out 8 video documentation on various aspects of Adivasi life in video workshops, where children and youths played the central part. Understanding the culture of these tribal youths and children was crucial in documenting their day to day life and knowing about their ecology so that they can spread awareness among them on education and environment.

Cultural exchange programmes: Cultural exchange through theatre was an innovative project of PECUC, with the youths of Mayurbhanj and Keonjhar districts of Odisha to share their arts and culture.

Masoom- Support a Child Programme- This is a new initiative to connect individuals and institution with the needy children. 367 nos of were supported under this programme.

PECUC collaborated with British Deputy High Commissioner of Kolkata, and celebrated **International Day of the Girl-Child 2019** by facilitating Inter School Essay Competition for students from standard IX to XII in Bhubaneswar. The program was attended by 10 schools and 145 students



Guests with the winners

Child participation at a glance

- 396 Sishu Sabhas (Children's Group at Village Level) are promoted by PECUC with the participation of 19517 Children at Village, Panchayat, Block and District level.
- **Sisu Mela – A week Long children festival organized since 1990**
- Child Reporters concept introduced during 2003 and the process goes on
- Participation in development of State plan of action for Children.
- Red Card Campaign against Child Labour.
- Children lobbying for inclusion of child related issues in political party manifestoes during elections.
- Girl's Leadership & Advocacy campaign
- Cultural Exchange through theatre
- Video workshop with children and documentation of tribal life by children
- Active participation in different campaign including 44 days campaign against Child labour, Environment Protection, Red Hand campaign etc.
- Child participation in community- based Disaster risk Reduction (DRR)
- Participation in developing School safety plan (SSP)
- Participation in developing village contingency plan.
- Participation in project monitoring.
- Child participation in Gramsabha and Pallasabha.
- Children assembly-Children parliament(Mock assembly)
- Children as Goodwill ambassador
- Developing child led indicators at school (My dream school) and advocating to achieve it.
- Participation in community- based Education Management Information System (CEMIS)
- Exclusion Mapping by children
- Interview panel member in selection of PECUC staffs.
- Participation in preparing code of conduct for PECUC as part of child protection policy.
- Children actively participating in School Level Eco Clubs
- Children as researchers



Promoting traditional games

"PECUC has experienced that safe and quality education through full-time schooling can be pre-requisite for eradicating child labour."

Child Labour: A Paradigm of the Society

Child labour is the worst form of child rights violation that ends up damaging physical, mental, social, emotional & spiritual development of a child by denying them their basic rights to education, health & development. Since its inception, PECUC has focused on eradication of child labour and it has been the **core expertise area** of the organisation. It believes that through safe and quality education through fulltime schooling can be the pre-requisite for eradicating child labour.

35,047 Child labourers were identified, rescued and rehabilitated during these years and 18 villages of Patna Block of Keonjhar district and 2 Gram Panchayats of Baliantha Block in Khordha district have been declared as child Labour free in Gram Sabha. PECUC team has been a part of many rescue operations by Khordha district administration and State Level Task Force by which many children are also rescued and rehabilitated.

PECUC has undertaken multifarious strategic actions for eradication of child labour, such as:

- conducting rescue operations,
- organising residential motivation camps,
- mainstreaming the working children through education,
- ensuring enrollment & retention in schools,
- establishing motivation centre, i.e. Sradha Bhavan - providing preparatory education to beginners, bridge course to drop outs and supplementary education to slow learners /school going children
- promoting child protection mechanism at community level by facilitating formation and strengthening of child rights protection committees in village and block level,
- counselling of parents,
- promoting alternative livelihood options for the parents of child labour families,
- engaged for appropriate legislation, enforcement of existing laws and State plan of action for child labour elimination,
- awareness generation through IEC, campaigns, various media, and cultural action,
- capacity building of different stakeholders,
- promoting child participation by facilitating formation & strengthening of Sisu Sabha (child rights club), and
- coordination with duty bearers including service providers, elected representatives including Panchayati Raj functionaries to be more responsive to address the issue for eradication of child labour.

Department of Labour and ESI, Govt. of Odisha, District administrations, UNICEF, Terre des Hommes (Germany), Aide al' Enfance del' Inde et du Nepal, Save the Children, European Union, Deutsch-Indisches Kinderhilfswerk, OIK Austria, BMZ, HCCB, IMFA, Analog Device, SBI, Canara Bank, Priyadarshini, Rotary Club of Heritage & Rotary Club UNIQUE Bhubaneswar, SOA National Institute of Law, Deutsche Welthungerhilfe e.V. have been partners of PECUC in this journey.



Network and Alliances: Connecting the missing dots

PECUC has been working with various networks and building alliances to promote and protect child rights in Odisha and India.

PECUC from its inception adopted a strategy, i.e. networking and alliance building in pursuing desired common goal effectively. This aims at constantly leveraging support in promoting the common agenda.

Odisha Alliance for Child Rights (OACR):

OACR (previously OACRC) is an alliance of 62 member organizations and 212 associate partner organisations, having presence in 30 districts of Odisha and coordinated by its Secretariat- People's Cultural Centre (PECUC). It was first started as OACRC, was formed in 2007 to create a common platform and protection of the rights of the child within the board framework of UNCRC. OACR is actively engaged in building capacity of all key stake holders, developing as a resource group on child rights, child rights monitoring and policy advocacy. The Safe School Campaign and Campaign against Female Foeticide have created a unique space. OACR published "Status of Child Rights in State of Odisha". Children's Manifesto for the Elections 2019 -an interface was organised by OACR. PECUC in collaboration with OACR in the year 2019 observed CRC@30 and undertaken "Child-Led Child Rights Situation Analysis & Campaign for Promoting Child Rights Culture in Odisha". 11953 children participated in this study process and facilitated by 217 child researchers. The findings were shared in a state level interface with Ministers, Senior Bureaucrats & other key stakeholders.

Odisha Election Watch (OEW):

OEW was formed in the year 2004 and it came out of the sincere efforts of different civil society initiatives engaged in a serious and unique attempt of pleading for enactment of Right to Information Act, with a comprehensive objective to strengthen and promote good governance by democratizing polity at all levels, promotion of voter's right by organizing campaign on electoral and political reform. PECUC is coordinating OEW since its inception. OEW being a part of National Election Watch, coordinated by ADR is actively engaged for electoral and political reforms. Publication of reports on analysis of affidavits of the contesting candidates in Loksabha, Odisha Assembly and Zilla Parishads elections, wide spread voter's awareness campaign, conducting quiz competitions for college students, initiating a special campaign, i.e. Hum Badenge Apna Bharat campaign, My Vote My Country- My Vote Not for Sale, Launching of Blue Button Express for voter awareness in districts, young and new voter Conclave, Mini marathon -"Run for Democracy" have created a larger impact. Thirteen numbers of State Level Conventions on different issues relating to Political and Electoral Reforms were conducted.





Hum Badenge Apna Bharat- Youth Convention



National CSO Award 2014, for the Campaign on Voter's Education & awareness by Odisha Election Watch



Run For Democracy



Run For Democracy



Lunching of Blue Button Express- Voters Awareness Campaign in Odisha- My Vote My Country

National Action and Coordination Group for Ending Violence Against Children (NACG EVAC), India: NACG EVAC India is the county level civil society platform of South Asian Initiatives to End Violence Against Children (SAIEVAC) an apex body of SAARC. It links country action with wider effort of UN and international bodies. PECUC is one of the founder members of NACG EVAC India. PECUC was also the convenor and coordinating agency for the State of Odisha. In 2019 the National Secretariat was shifted to PECUC from NESPYM, Assam. NACG EVAC India National Secretariat is functioning from PECUC, Bhubaneswar since then. During this period, PECUC as Secretariat of NACG EVAC India has launched a programme "Child Protection Workforce Capacity Building to End Child Sexual Abuse in India".



NACG EVAC India in its Meetings

Rape Free India Campaign: PECUC along with Kailash Satyarthi Children's Foundation undertaken Rape Free India Campaign in 21 constituencies of Odisha along with 20 partners and get the pledge signed from 54 MP candidates, out of which 10 won the election.



A view of participants in the State level lunching of Rape Free India Campaign

Child Trafficking Free India Campaign: PECUC along with KSCF participated in Child Trafficking Free India and under its leadership a series of Public Dialogues on Child Trafficking Free India were organized with 15 district partners in 16 districts of Odisha.

Campaign Against Child Labour (CACL): PECUC was hosting the state Secretariat of Campaign Against Child Labour (CACL) during 1999-2003 & Central (National) Secretariat during 2003-2007. CACL is a nationwide network of civil society groups, academics, trade unions, media houses, concern citizens, student and youth volunteers.

PECUC is also the founder member of **WECAN** – end violence against women in Odisha, **Campaign against Child trafficking, Destination Unknown Children on Move**, Life Member of India Alliance on Child Rights (**IACR**), Odisha Voluntary Health Association (**OVHA**), National Alliance of Women's Organisation-Odisha, (**NAWO**), Member of Saathi-alliance of NGOs working on HIVs/AIDs.

UNICEF Odisha, Association of Democratic Reforms, (ADR), FNST, Chief Electoral Officer, Odisha, Terre des Hommes (Germany), Labour & ESI Dept, Department of School and Mass Education, Ministry of Women & Child Development, Government Of India, National Commission for Protection of Child Rights, Odisha State Commission for Protection of Child Rights, Department of Women and Child Development, Government of Odisha, Christian Aid, SKN, Netherland, IACR, World Vision India and World Vision Germany, BMZ, Kailash Satyarthi Children's Foundation, National Service Scheme (NSS), We can, Corporate houses have supported the efforts in various way.

Women Empowerment: Strong Warriors in the Making

Women Empowerment implies the ability in women to take decisions with regard to their life and work and giving equal rights to them in all spheres like: personal, social, economic, political, legal and so on.

With steady increase in the number of working women, they have gained financial independence, which has given them confidence to lead their own lives and build their own identity. Unfortunately, many of them face exploitation and harassment which can be of diverse types: **emotional, physical, mental and sexual**. They are often subjected to rape, abuse and other forms of physical and intellectual violence. Women Empowerment, in the truest sense, will be achieved only when there is attitudinal change in society. Social, political and economic empowerment of women is one of the core activities of PECUC.



Self Help Groups (SHGs): Their potential in rural productivity

In the beginning, during 1991-92, PECUC started forming women groups in Baliana block of Khordha district. It took around two and half years to form and open bank accounts of 13 women SHGs. These groups impacted the formation of more than hundred groups in few years in those areas. This journey was not easy. Women faced a lot of challenges in the society. Stepping out of the home seemed to be difficult for them at first. Even the banks were unwilling to open their bank accounts. In the first phase, NABARD supported PECUC in motivating the banks facilitated the banks & then bank accounts were opened. By the end of 2019, PECUC successfully promoted **442 self-help groups** in its operational areas in Khordha, Keonjhar, and Balasore districts, with **5,579 women members** with **Rs.15,622,774 savings** in different banks.



The women self-help groups are not only involved in thrift and credit management but also actively engaged in supplementing the family against violence on women. They have been pioneer in activities like anti liquor movement, education for girls and increasing access of poor people to various poverty alleviation programmes of the Government, stopping child marriages, stopping child labour, spreading awareness on reproductive child health, preventing of domestic violence cases, etc.

Income generation activities: Turmeric processing, petty shops, goatery, fishery, pisciculture, vegetable cultivation, pig rearing, poultry, badi and papad making, tailoring, essence stick making, leaf plate making, rice processing, band party, floriculture, cane work, dairy farm, minor forest products, dry fish, sheep rearing, bamboo work, pickle making, ginger cultivation, duck rearing, popped rice, etc.

PECUC's effort to build the capacity of women on different areas has resulted in building their self-confidence, increasing their participation in decision making process in family and community, palli sabha and gram sabha, and Panchayati Raj institutions.

PECUC has launched a new programme during may 2020 for 288 women producer group members including artisans to enhance their income through revival of handicrafts, traditional occupations and other farm and nonfarm based activity.

Promotion of Local Nutritional Food: New actions initiated in Ghatagaon block of Keonjhar district through women groups include revival of millet, other traditional food, promotion of local food, organic kitchen garden, promoting local country chicken, local breed goats, Giliri fulla – Tribal Forest food festival, local food exhibition etc.

Sexual and Reproductive Health and Rights (SRHR): PECUC works with adolescent girls and boys, young women, eligible couples, their families and community for Increased knowledge about safety, protection, their sexual and reproductive health and rights and various provisioning. It works to end sexual violence, domestic violence and gender based discriminations in its operational areas. These issues have been incorporated with most of the project and programmes of PECUC. However PECUC has launched a programme "SURAKHYA" during 2015 in Khordha District, in which focus has been given on life skill education, capacity building training on SRHR, Various Laws and Legislations on Domestic Violence, Child Marriage Prohibition & other related acts, various provisionings, HIV/AIDS prevention, Healthy pregnancy, supplementary nutrition by promoting kitchen garden along with skill development training, Livelihood promotion and counseling services. This programme is being piloted with 18 young women groups having 272 members and 36 adolescent groups with 584 members.

Working with Women Panchayat Functionaries:

PECUC has worked with 520 women functionaries of Panchayatiraj Institutions of Baliana, Bhubaneswar and Bolgarh blocks in Khordha district to enhance their capacity through continuous information sharing & knowledge building, facilitating federation building process, need-based training on various issues, Gramsava & pallisava mobilization etc. The women leaders have proved their ability in discharging their roles and responsibility independently, monitoring implementations of scheme & programmes, protecting environment, campaigning for ending violence against women, public hearing on DV cases with women commission etc. PECUC has opened **gender panchayat resource centre** at all panchayats of Baliana Block and Bolgarh block. These centres are managed by women PRI functionaries of that area.



INSPIRE AWARD 2019: to PECUC for its outstanding contribution in the category of women and child welfare by Parivartan and BWB Britt World Wide.

In 2008, a notification was issued by Block Development Officer of Baliana Block to hold separate Grievance day in the Block office for Women PRI functionaries, working women, which is first of its kind in Odisha.

Aide a l'Enfance de l'Inde et du Nepal, Luxembourg Adoptionscentrum, Sweden Terre Des Hommes [Germany], BMZ, The Hunger Project, Deutsches Institut für Kautschuktechnologie V. Germany, OIK Austria, HCCB Pvt. Ltd., Entwecklung durch Gerechten Handel asbl (EDGH), Luxembourg, RGVN, CENDERET-XIMB, have come forward & joined hands with PECUC to end violence against women & strengthen their socio economic & political status.

Livelihood Promotion: Green Living, Sustainable Living



Livelihood is not only for income generation, it also encompasses empowerment and the dignity of people's lives. PECUC has been emphasizing and working on sustainable livelihood promotion since beginning of its journey. The core principle of PECUC's livelihood and food security policy characterized as implementation of ownership, sustainability, empowerment, equity, appropriateness, promoting food sovereignty and strategic intervention.

Food Sovereignty : Food sovereignty, nutrition tracking, organic farming, local resource management, lobby and advocacy for low cost forest food consumption, revival of millet and traditional variety of local paddy cultivation, safe guarding of land and water resources, watershed development, integrated farming, low cost water saving technology, soil and water conservation, SRI method of rice intensification, line transplantation of paddy, mobilizing and empowering farmer's groups, promotion of seed banks, vermin compost pit promotion, seed fair, organizing state consultation on nutritional self dependency, mothers training on cooking practice and nutrition management, kitchen garden promotion, multi crop practices, promotion of alternate livelihood options by converging agriculture with other allied activities and linkage with different poverty alleviation schemes of Government, etc.



View of a Seed Bank



Vermi Compost Development

Golden track record

- PECUC has set up an agricultural development training cum research centre aiming at research and capacity building of farmers for promotion of technology in Bhimpur. It was functional during 1999-2004.
- The Water Technology Centre for Eastern Region, Government of India subsequently launched a research program on rain fed agriculture in Dumuria village of Swampatna block of Keonjhar district in which PECUC was the implementing Agency.

Achievements so far:

- 171 farmers group with more than 3,420 members promoted & strengthened
- 1000 hectares of land irrigated through 20 irrigation structures.
- 202 grain banks and 176 seed banks promoted.
- Facilitated 49,090 acre of land under line transplantation & SRI method.
- Facilitated Ground nut cultivation in 3,134 acres covering 4,316 farmers.
- Demonstration of sunflower, sesame, and mustard in 2,037 acre land covering 3,134 farmers.
- Seed treatment campaign for 21,405 acre of land covering 9158 farmers.
- Organic farming training to 626 farmers and promoted organic farming in 228 acres of land .
- SRI method training to 545 farmers.
- PECUC supported 1,258 families with 2,061 goats, 1,900 families with 16,000 chicks, 80 families with 186 pigs, 154 families with 308 sheep, and boat net for 196 fishermen. PECUC also facilitated 7 fishermen group in Bhograi block of Baleswar and linked them to fishermen cooperative society and each group received Rs.50,000.
- Under the cash for work program, 1,31,000 people from 67 villages were covered.
- Cashew plantation in 50 acres of land in convergence with Government in Keonjhar district was promoted.
- Mushroom cultivation was promoted by providing training to 750 women, youths and others.
- Facilitated preservation of 129 varieties of local paddy by 360 farmers.
- Fruit bearing plants to 10,700 families, provision of leaf stitching power machine to women, varieties of traditional vegetable seed to families.
- One of the PECUC's biggest achievements during 2018-19 is revival of Millet (Mandia). 410 farmers in Badajamposi GP cultivated Millet after 20 years gap.

Skill Development Training: Training on Masson, Computer, front line health workers, tailoring, tassar, mobile repairing 1560 youths including 320 persons with disability in Skill Development training centres at Patna & Bhograi. The centre is also taking steps for placement of trainees.

Terre des Hommes (Germany), Federal Ministry of Economic Cooperation & Development, Germany; Aide a l'Enfance de l'Inde et du Nepal, Luxembourg, CAPART, WTCER, Govt. of India, National Skill Development Corporation [under PMKVY] Govt of India, SSEPD Dept., Govt of Odisha, Action for Food Production [AFPRO], District Agriculture office, Balasore & Kendrapada & SC & ST Development Corporation, Govt. of Odisha, HCCB Pvt. Ltd. have been associated with PECUC in its journey for livelihood promotion.



Emergency Management and Climate Change adaptation: Rehabilitating Lives

The Earth's climate is changing with severe consequences on our daily lives. PECUC has played a major role in disaster response and preparedness since 1999. To reduce the adverse impact of climate change, PECUC has initiated strategic actions in both hilly and costal districts, like promotion and practice of climate resilient models in rural and urban areas using different method and technology, preparing the community for climate change adaptation. Further, systematic



Best School Safety plan, 2011-12
Awarded by National Institute for
Disaster Management [NIDM],
Ministry of Home Affairs, Govt of
India



Rescue team pecuc



Community Kitchen at
Balinata Block

efforts have been made to train and develop a band of youth and children as change agent who could stay alert and respond to any kind of disaster situation.

Activities at glance:

- Promotion of 102 ECOSAVERS – the youth Networks with 1732 members.
- The youth network focuses on protection of ecology, creating awareness among youths and communities to protect their own village forests and natural resources, protecting local birds and animals, preparing bird nests, restoring natural eco diversity, etc.

Odisha has witnessed more than 20 disasters (flood and Cyclone) in last three decades. PECUC has responded to such situations through a framework of saving lives, supporting livelihoods, and strengthening community. PECUC has responded to Super cyclone, Flood, Phailin, Fani, and Amphan.



Preparing bird nest



Bird in the nest

| Intervention areas | Families supported and work carried out |
|--|---|
| Health, Hygiene, Water and Sanitation | <ul style="list-style-type: none"> - Raised of 66 tube-well/handpump platforms with DRR features - construction of 600 Eco-sanitary toilets - 47,491 affected people covered through health camps, distribution of water testing kit in operational villages, - supporting 11,269 families with hygiene kits, - Distribution of water purification tablets to 29,950 families; - 1,693 sanitary napkin to adolescent girls - training volunteers on health and hygienic practices - awareness through street play, community meetings, pala, IEC materials, and campaign on hand wash practices in schools. |
| Food & Nutrition | 39,675 families covered under food basket programme, supplementary nutrition (chhatua, egg, etc.) was provided to children of 11,416 families, 4,650 person were provided with food through community kitchen. |
| Shelter | 21,601 families were provided with temporary shelter. 1404 houses supported for repairing and 512 houses were constructed. 3 child friendly flood shelters were constructed in Bhograi & Kendrapada blocks. |
| Non-Food Items | Non-food kits (mosquito net, mat, lantern, solar light, torch, bed sheets, utensils, etc.) have been distributed to 14,704 families, 482 families were provided with warm cloths, blankets. Old cloths with good condition collected distributed to large number of population in urban slums & rural areas. |
| Livelihood support (families) | 20,841 families supported with agricultural seeds, 5,400 with kitchen garden seeds, 2,406 with livestock, 533 with restoration of traditional occupation, 2280 with cash for work, 500 with labour kit, 254 with unconditional cash support, 196 fishermen with boat and net, Masons trainings conducted for 350 persons. |
| Child protection | PECUC has been a pioneer in promoting child-centered community-based disaster risk reduction programme. After super cyclone, PECUC initiated an initiative called "Sraddha Abhijan" - a campaign aiming at ensuring love and affection, care and protection, and education for children in post disaster situation. |
| Education | 42 Schools & Anganwadis reconstructed and repaired, and education kits provided to 8,450 children. School safety plans developed in 42 schools. |
| Community Contingency Plan | The first ever community-based disaster preparedness plan in Odisha has been developed at Baliana block, Khordha district by PECUC, in 2001. 93 village level contingency plans in Bhograi, Baliana, Kendrapada block and 3 wards of BMC areas were prepared to reduce the disaster risk. |
| Inclusion | In disaster, the hardest hit are the most vulnerable sections of the population such as women, children, persons with disabilities, elderly, and groups met with disadvantages related to their physical, economic or social status. Hence, in all emergency response programs PECUC gives priority to these categories. |
| Village Disaster Management Plan (VDMP) | A total of 154 villages are involved in VDMP in collaboration with District Disaster Management Authority, Keonjhar and Khordha, Odisha. |
| Community participation in Disaster Management | It is an important strategy of PECUC in pre, during and post-disaster situations. In Kendrapada, the farmers groups were initiated during the post flood 2006, presently have spread over to a larger area with more than 27 groups that are taking various proactive actions for development of the farmers by coming together through federation. |



Child Centred Disaster Risk Reduction

PECUC implemented a project on child centered disaster risk reduction in Bhograi block of Balesore district and Kendrapada block of Kendrapada district during 2009 to 2011. Overall objective of the project was to ensure the vulnerable children and communities in flood prone areas of Orissa are better prepared to mitigate risks and cope with the natural disasters.



COVID 19 Response: Addressing the unseen pandemic

The Corona virus pandemic has raised panic and disaster in the state and the number of affected persons are rising exponentially.

PECUC developed its own strategy to intervene for COVID19 response programme, which includes:

- Awareness on safety measures at Community level,
- Orientation to staffs and volunteers on safety measures through sharing of government guidelines,
- Online and door to door psycho social counselling support to children, adolescents, youths, women, and older persons,
- Engaging children in creative activities,
- Social media campaign,
- Providing support to first line service providers (mask, sanitizers, PPE kits),
- Dry ration support to migrant labourers and daily wage earners,
- Coordination with Government at each level,
- Support for income generation through mask production by persons with disability and women groups, - Networking & alliance building with likeminded groups,
- Development and distribution of IEC material,
- Honouring COVID19 warriors.



COVID19: Engaging with Community

PECUC distributed dry ration to 600 migrant labourers from different parts of the country for one month, supported children of BMC slums with biscuit packets and water bottles, supported 3,608 families of daily wage labourers, single women, older persons, disabled persons, left out, artists etc. with dry ration. PECUC provided 5,941 masks and 700 gloves, sanitizers to district and block administration, service providers (ASHA, AWW, Police, PDS work volunteers, etc.). Psycho-social counselling was provided to 6,745 persons including children through telephonic interaction and door to door meeting and 500 Sanitary Napkins were provided to adolescent girls.

PECUC also provided 80 nos of blankets to needy older people/single women, study material support to 100 nos. of needy class 10th student, IGP support to 40 women and kitchen garden support to 50 families.

Engagement with Children: Children are vulnerable to all types of fear, panic, anxieties, mental stress during lockdown. School are closed and they were forced to stay at home due to lockdown. PECUC kept engaging children by involving them through various creative ways to lessen their mental stress. These includes dance, painting /drawing /wall painting, writing poems, slogans, planting trees, play, singing, yoga, meditation, support in reading & learning, creative competitions, etc. They were also oriented on hand wash practices, physical distancing, online safety measures & reporting mechanism.

This would have been possible with the generous support from our donor partners including Terre des Hommes (Germany), Aide a l' Enfance de l' Inde et du Nepal, Luxembourg, Help Age India, Help Age International, Concern Worldwide, Deutsch Indisches Kinderhilfswerke.v., Save the Children, ECHO, The Hunger Project, Hindustan CocaCola Beverages Pvt. Ltd., Analog devices India pvt ltd, Appolo Infra Projects Pvt. Ltd., Odisha Voluntary Health Association, ICICI foundation, Tech Mahindra, SGK Foundation, IGFP, Singapore Odiya Samaj, Shayata Trust, Rotary Club of Heritage BBSR & Rotary Club of UNIQUE BBSR, Deutsche Welthungerhilfe e.V., Milap and many other individual contributors.

Health and Sanitation: Breaking the disease cycle

Adequate sanitation, along with good hygiene and safe water, are fundamental elements for good health and for social development. Improvements in one or more of these three components of good health can substantially reduce the rates of morbidity and the severity of various diseases and improve the quality of life of large number of people, particularly children, in developing countries.

PECUC believes that better health is central to human happiness and well-being, which leads to economic progress of a community, as healthy population lives longer, is more productive, and saves more.

Some remarkable health lifting works by PECUC :

- PECUC organized many health check up camps.
- During 1990-93, a health clinic named Seva Health Clinic was established for providing healthcare facilities.
- To revive the Indian traditional system of medicine, training programmes were conducted with distribution of medicinal plants.
- **697 health awareness camps** involving 8,594 participants were conducted.
- PECUC facilitated access to more than 35,085 women and children to various government health related schemes.
- 3496 children were facilitated for immunization.
- Training to 2278 Gaon Kalyan Samiti members
- Promotion of institutional delivery,
- Workshops on breast feeding and nutrition, training to traditional birth attendants and ASHA workers, blood donation camps
- Counseling to **4395 eligible couples** on reproductive child health, and treatment of 923 reproductive tract infection cases.
- **100 health check up camps** with 8221 patients.
- Tracking & follow up of **228 SAM/MAM** children with counseling, tracking & linkages with govt. facilities.
- Counselling to **women & men** for family planning.
- Referral to 783 alcoholics & drug dependent patient for drug counselling & de-addiction.
- Medicated mosquito net distribution.
- Training to **44 Mahila Arogya Samiti** in 44 slums of BMC covering 623 members.
- Awareness programme on safety & health for scavengers in Bhubaneswar.



- PECUC supported 4 acre (2483 HH) kitchen garden in Ghatgaon, Baliana, Bhubaneswar Block, Khordha Municipality to fight against the malnutrition among the children.

BREAKTHROUGH:

- PECUC has successfully implemented targeted intervention programme for Female Sex Workers in Odisha covering more than **300 FSWs** with support from State AIDS Cell. For the first time, 100 FSWs were covered under health insurance.
- In 1995, "ASHRA" drugs counselling center was set up by PECUC in Balasore. **2756 cases** were identified, of which 1881 cases were treated and 184 serious cases were referred to the hospital, de-addiction, yoga therapy centers. Group, individual, and family counselling, as well as behavioral therapy was administered in 2,392 cases. It was running till 2003.
- Engagement with key influencers including media, Elected people's representatives, civil society organizations, for promotion of sanitation, maternal, neonatal and child health & strengthening the system through workshops, interface with health & dist administration officials, information dissemination, media reportage analysis, good practices documentation & sharing, regular engagement with key influencers.
- PECUC created Health and hygienic practice at all project level and schools where students practiced hand wash.
- Participated in total sanitation programme, Swacch Bharat Abhijan, facilitation of construction of 2023 toilets in khordha & Keonjhar dists.
- **209 drinking water points** and hand pumps constructed by PECUC.
- Renovation of 14 ponds, 353 tube wells/Hand pump, 174 New bore wells, renovation & construction of 10 open well.
- **2409 people** benefitted from ground water recharge pit, soak pit & drainage installation.
- **80 water filter** support to 80 HH at Baliana block, Khordha.
- 26 dustbins to 3 villages and 4 schools.
- Installation of RO system and Hand wash basin with soak pit & drainage system in 3 schools at khordha municipality.

Dept of Health & Family welfare, Govt of Odisha, NRHM, NUHM / National Health Mission, UNICEF, Ministry of Social Justice & Empowerment, Govt of India, State Aids Cell, Govt of Odisha, DIK, Germany, TDH[G]-IP, Save the Children, HCCB Pvt Ltd, CINI Kolkata- our partners in this journey.

Upholding Senior Citizens' Rights: Towards a Responsible Nation

Old age is a crucial period of life and is a natural process of growth. With the changing time and the economic pursuit of the younger generation has left them in isolation.

PECUC believes in promoting an age inclusive society by ensuring better living standards and improving the quality of life for the people in the grey age, to realise the difference it creates in the society we live in. PECUC's work derives inspiration from the UN principles addressing independence, participation, care, self-fulfillment, and dignity of older persons seeking financial security, health care nutrition, welfare, and protection of life.

Activities undertaken by PECUC:

- PECUC made an honest attempt towards considering the problem of the aged persons of the Baliana Block, especially 9 villages of Pahala G.P.
- "Adopt a Granny programme" for 150 needy old people were taken forward with support from Help Age India and Help Age International. The basic needs of the elderly were met, such as food, clothing, and medical care through organizing eye operation camps, providing personal bedding and articles, and pocket money for the aged.
 - *PECUC has been successful in restoring the eyesight of more than 765 older persons.*
 - *PECUC in its emergency response and health camp programme has successfully covered 4957 and 2735 older people respectively.*
- PECUC extended its helping hand for the elderly during disaster, by providing them with relief and rehabilitation support in Baliana block, Khordha.



- During the Phailin cyclone 2013 PECUC supported older persons in the Banpur block of Khordha district, and Bhograi block of Balasore district.
- PECUC introduced the concept of **ASHA**- Alternative Source of Help and Action, after 1999 super cyclone for fostering the self-help capacity of the older persons, ensuring socio economic security & improving the quality of life of the older people. During 2000-2001, the initiative facilitated 24 elder SHGs comprising of 324 older persons from the disadvantaged communities, trading the palm leaf work, pottery, idol making, betel vine, weaving, carpentry, metal works, etc. The process goes on. Later 12 Elder Self Help Groups were formed in Baliana block and Bhubaneswar Municipal Corporation involving 148 older people. 75 ESHG were formed with 1,126 members in 12 villages of Swampatna block of Keonjhar district. By 2019, PECUC formed 249 ESHGs with 4,230 members with a savings of Rs. 9,29,177 and engaged in income generation activities like vegetable cultivation, petty shops, renting thresher machines, tent house, poultry rearing, Goat rearing, bamboo work, etc.
- **8 village level forums** were formed having 242 members and it is federated at block and district level in Swampatna Block and Keonjhar district.

PECUC was part of an international study on "Utilizing mass and alternative media for mainstreaming ageing in Asia", conducted by Help Age International. PECUC is actively engaged in advocating for the rights of the aged and keeps on intervening at different level to ensure access of older people to various schemes and programme, including old age pension.

Intervention: Uniting thoughts

In 2019, a National Consultative Conclave was organised on "Strengthening the Protection of Human Rights of Older Persons" in collaboration with SOA National Institute of Law (SNIL), Odisha. Papers were presented on "Right to Work and Access to the Labour Market" and "Access to Justice" in the context of older persons" and development of a possible international standard on the protection of the rights of older people to "Education, Training, Life-long Learning and Capacity Building" and "Social Protection and Social Security (including social protection floors)". Extensive discussions were carried out and the report was shared with state government officials.



This long journey would have been a distant dream without the help of Help Age India and Help Age International. These initiatives were supported by Help Age India and Help Age International, SOA National Institute of Law (SNIL), Rotary Club of Heritage BBSR, PG Dept of Law, Utkal University.

Deepening Democracy: Empowered Participatory Governance

PECUC works to improve governance & for deepening democracy. It has been engaged in promoting informed citizenry, increasing participation of citizens in the decision making process, building capacity of key stakeholders & advocating for electoral & political reforms.

Various activities taken forward by PECUC:

- Voter awareness, enrolment of new young voters, deletion of double voter identity cards, debates and discussion for electoral reform, policy analysis, analysis of performance of elected representatives and the electoral process, and training of PRI members.
- PECUC conducted Capacity building training programme for 941 PRI functionaries elected in 2012 in Bhograi & Bailapal Block of Balasore Dist & Marshaghai Block of Kendrapada Dist. and 369 Panchayat Institution functionaries elected during 2017 election in Bolgargh, Baliana blocks of Khordha Dist & Bhograi block of Balasore Dist as a recognised training institution of SIRD.
- PECUC has been part of Systematic Voters Education & Electoral Participation [SVEEP] by Chief Electoral Officer Odisha.
- One of the cross cutting agenda for all the projects of PECUC is to increase participation in Panchayat & Gram Sabha with focus on women participation.
- PECUC published two study report "Governance a report on People's perception in Orissa" & "Development investment & Governance citizen's right to information" another land mark study was on "women harassment cases during Orissa Panchayat Raj Election during 2007".



- PECUC in collaboration with The Hunger Project launched a project during 2007 for promoting effective participation of women PRI functionaries in Local self Governance system. The project was implemented in Baliantha block then extended to Bhubaneswar Block & since 2017 the programme is being implemented in Baliantha & Bolgargh Blocks of Khordha Dist. This programme has larger impact in capacitating elected women PRI representatives to deliver & discharge their duties & responsibilities effectively, building leadership leading to political empowerment of women.
- **Ham Badlenge Apna Bharat campaign.** The programme was launched during 2018. The purpose of the campaign is to capacitate the first time young voters as well as the future voters as influencer on the adult members of their family and community, encouraging them to be a responsible and proactive citizen when they turn 18 & to make them understand the need and value of practicing informed and ethical voting which leads to good Governance. The programme was conducted in **85 nos. of higher secondary institutions and 8247 students** participated in this campaign. The campaign was intended to increase meaningful participation of youths in strengthening Democracy & undertaken in the collaboration with NSS Odisha Higher secondary council & ADR.
- **Young & New Voters Conclave** were conducted for creating awareness on enrollment as voters, exercising the right to vote, inculcate ethical voting. The programs were organized in 4 different Parliamentary Constituencies such as Bhubaneswar, Sambalpur, Balasore and Kendrapada with 1200 youth participants.

In this whole journey CEO office Odisha, State Institute of Rural Development, Dist Rural Development Agency Balasore & Khordha, Association of Democratic Reforms, The Hunger Project, NSS Regional Centre, NSS Utkal University, NSS +2 Council were partners.



Action for Ability Development and Inclusion (AADi): Building abilities- Pathways to inclusion

AADi is the initiative of PECUC to address the issues in the process of empowerment of Persons with Disability. The mission visualizes a world in which people with disability are an integral part of the society, participating in the community and living life to the fullest, with equitable access to opportunities and services.

AADi – a flagship programme of PECUC focuses to facilitate enabling environment in the best interest of the Person with Disabilities thus ensuring equitable, accessible, quality assured services using a life span approach in an inclusive manner.

Therapeutic & Rehabilitative Services for Children with Intellectual Disability:

- It started at Swampatana, Keonjhar with the support of Department of SSEPD, Govt. of Odisha to provide Therapeutic & Rehabilitation services for Intellectually Disable children in 2018-19.

Activities undertaken by AADi centre:

- Awareness campaigns, home visits by special educator, door to door counseling of parents.
- Parent counseling is one of the focus area that lets them understand the special care and attention these children require for their development and inclusion in the society.
- 50 children have been enrolled in the centre and they are given special education through innovative and attractive games, application of flash cards, interesting stories, and music and songs. And the children are also provided with therapeutic support services by the Physiotherapist of the centre.



Skill development training for Persons with disability:

- 594 persons with disability have completed their training in the trade including domestic data entry operator, and mobile repairing, tailoring and fancy bag making.
- By the end of December 2020, total 122 were self-employed and 41 were in daily wage employment.
- PECUC is in the process of providing counselling, linkage and convergence for placement and self-employment.



Economic Empowerment: AADI strives to promote economic empowerment of PwDs not as a segregated group but as part of the society, and taken economic empowerment of PwDs as cross cutting issue in all its programmes. However, efforts of AADI focus on promotion of Self-Help Groups, Microcredit facilitation and promotion of individual enterprises. In this endeavour AADI focuses more on inclusion of PwDs in existing programmes which would promote inclusion in the society and promotion of Community Based Rehabilitation.

Inclusion in different programme: Social Integration and Community Based Rehabilitation being the priority focus for PwDs, AADI directs all its efforts for providing PwDs a platform within the community to excel and lead a respectable living in the society. Staffs have been trained to understand issues of Children with disability, method of identification, counselling & dealing those issues at community level at Keonjhar. Key stakeholders have been trained on issues of Children with special need.

Linkages and convergence: Creation of an enabling environment for social inclusion of the PwDs in all fields of life by providing and promoting equal opportunities, equity & social justice and to ensure confidence building among the PwDs. 150 Community awareness programmes have been conducted through information, education, communication, publications, audio visual aids and different mass media. PECUC team has facilitated 143 disability pensions, 400 disability certificates, and provision of wheel chair from Govt. to 7 disable persons.

Partners in journey – Pradhan Mantri Kaushal Vikash Yojana, NSDC, Department of Social Security & Empowerment of Persons with Disability, Govt. of Odisha, SVNIRTAR, Govt. of India, AEIN.

Awards and Accolades

- **STATE YOUTH AWARD-1994-95** (For outstanding contribution in the field of youth development & involving youths in promoting literacy, plantation and social development activities) by **State Youth Welfare Board Orissa, Department of Sports and Youth Services, Governmentt. of Orissa**
- **PRAKRUTI MITRA AWARD – 1993-94** (For Environmental protection) by **Dept. of Forest & Environment, Govt. of Orissa.**
- **Literacy movement Award 1991-92** Honoured with a special movement to (for outstanding performance of street theatre for promotion of Literacy), By- **India Adult Education Association, New Delhi.**
- **NATIONAL YOUTH Festival 1995 -2nd Best performance Award for presenting a Hindi one Act plays on Drug Abuse prevention in the NATIONAL YOUTH FESTIVAL at BHOPAL representing Orissa (Dept. Of Sports & Youth Services), by Ministry of Human Resource Development, Govt. of India.**
- **Best Community contingency Plan for Disaster Preparedness - 2001** Best community contingency plan preparation for community based Disaster Preparedness in Baliana Block, Khordha Dist, By **Orissa state Disaster Mitigation Authority [OSDMA]**
- **“Certificate of Honour”** by **Block administration of Bhograi in Balasore** for outstanding Achievement in the field of overall Disaster Risk Reduction initiative
- **Best School Safety plan, 2011-12** Awarded by **National Institute for Disaster Management [NIDM], Ministry of Home Affairs, Govt of India**
- **National CSO Award 2015, for the Best Campaign on Voter's Education & awareness for General Election to Loksabha Election 2014, Election Commission of India, New Delhi**
- **Joy Of Giving - felicitated PECUC** outstanding services to the community as embodied in the Joy of Giving week 2010.
- **INSPIRE AWARD 2019** for its leadership and vision - Its outstanding contribution in the category of women and child welfare by Parivartan and BWW (Britt World Wide).
- **Special Memento in appreciation of PECUC'S contribution for GO-NGO Coordination - during Cyclone "Fani" Response 2019** By **IAG, UNICEF & Dist Administration Khordha.**
- **“Fani” Warrior Honour 2019 – Certificate of appreciation** for commendable efforts and unmatched valour, contribution of Fani relief, to rebuild Odisha and rising as unsung Heroes by **Xavier University, Bhubaneswar.**
- **Corona Warrior 2020 - Certificate of Appreciation** for outstanding service during COVID 19 Pandemic, by **Panchayat Samiti, Baliana, Khordha.**



PECUC's Goodwill Ambassador for Promotion of Right of Children to Play, Anshika Routray, U-14, National Shot Put Goldmedalist,



Akankhya Kabi, Nikita Mishra, Child Artist-PECUC Goodwill Ambassador for Promotion of Child Rights from 2010-2019



Bhoomika Dash, Cine Artist-PECUC Goodwill Ambassador for Promotion of Child Rights



PECUC Goodwill Ambassador from 2019



Published by:

People's Cultural Centre (PECUC)

ପିପ୍ଲସ୍ କଲଚରାଲ ସେଣ୍ଟର (ପିସିସିସି)

Registered Office : VII-M-13, Sailashree Vihar, Bhubaneswar-751021

Coordination Office : Plot No.63, Phase-2, Indraprashta, Pokhariput,

Bhubaneswar-751020, Odisha, India

Copy Right: People's Cultural Centre(PECUC)

www.pecuc.org

Published in December 2020