



1990 - 2015

Touching Lives



From Secretary & CEO'S Desk

“Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. This is the way to success.”-Swami Vivekananda

In its 25th year, PECUC celebrates the courage, aspiration, enthusiasm, energy and hard work of all staffs, members & board members. The path was not just filled with roses, but also with thorns. Still, with the love and support from the people helped us cross all hurdles and move a step closer towards the achievement of our goal. 25 years has been a long journey, and I may not be able to thank everyone who has been a part of this journey. I would like to thank all the members, management members, staffs, advisors, donor partners, CSO partners, Government of Odisha, Government of India, District Administrations, elected representatives in Local bodies and legislative assembly, Parliamentarians, media houses, networks in which PECUC is involved or built alliance with our well wishers and the partners in community including children. On the eve of 25th year, PECUC remembers the unforgettable souls who have been a constant support and part of the board. I express my deep condolence for Late Dr. Sarat Pujari, Dr. P. K. Singhsamant, and S.J. Srikant Paikray.

PECUC is now a youth, with a strong zeal in its heart and desire to selflessly serve the community people who are needy. PECUC is committed towards achieving its vision and mission. PECUC dreams of an inclusive society where peace prevails, every individual lives with dignity and respect.

Still there are miles to go. Its just another beginning to a new dawn.

Ranjan Ku Mohanty

Message from Chairperson

PECUC reached 25 years.

This is a sheer moment of happiness when a child is seen growing up to the age of its 25 years of maturity. In height and size the organized whole of a body becomes quite visible from the outlook and comes out attractive. It gives me immense pleasure when seeing PECUC at this attitude.

During these years of its growth, it has been able to reach every corners of the heart of many children and families in Odisha and other states. It has tried to bring smile on thousands of faces. I express my heartfelt gratitude to the PECUC family. And as a member of the family, I am hopeful about its further fruitful journey ahead.

Thanking you all for a successful reach.

Adaramani Boral.



A SILVER LINING

It was late eighties. A group of young people from different background 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 believing in change, came together to discuss and debate on different issues and prevailing situations. Finally, the group decided to go for action to educate & protect children, their mother & families, and to work for people's empowerment and sustainable development. People's Cultural Centre (PECUC) as part of this movement was formally registered in July 1990, and launched in a grand Children Festival on 14th November 1990, with more than five thousand child participants. Since then PECUC has continued its onward journey towards its' mission and vision.

In the beginning of the journey, 1990-1999, PECUC focused on welfare of children, women and aged, massive plantation programmes, & cultural actions to generate awareness through prioritising youth participation. After the super cyclone, the organisation's priority again changed and disaster response and preparedness emerged as one of the priority areas for PECUC. During 2000-2010, strategic development activities were

Improving the lives of women in ways that are meaningful to them-Transforming Lives... Creating Smiles!

"Gender equality will only be reached if we are able to empower women"

- Michelle Bachelet.

When a girl or a woman is empowered, she becomes a catalyst for positive change whose success benefits everyone around her. Social, political, and economic empowerment of women is one of the core activities of PECUC.



By the end of 2014, PECUC has promoted 348 women self-help groups in its operational areas in Khordha, Keonjhar, and Balasore districts, having 4191 women members with Rs 1,36,01,881 savings in different banks. In the year 1991-92, when PECUC started facilitating the formation of women SHGs in Baliana block of Khordha district it took 2 years to promote 15 groups in 13 villages. These groups impacted the formation of more than hundred groups in few years in the area.



The women self help groups are not only involved in thrift and credit management but also actively engaged in supplementing the family income through income generation activities & fighting against violence on women. Remarkable changes have

been observed. Women have come forward to solve the problems of their own, their families and neighbours. They have been pioneer in anti liquor movement and increasing access of poor people to various poverty alleviation programme of the Govt.



The income generation activities undertaken by the groups includes turmeric processing, petty shops, goatery, fishery, pisciculture, vegetable cultivation, pig rearing, poultry, badi and papad making, tailoring, essence stick, leaf plate making, rice processing, band party, floriculture, cane work, dairy farm, minor forest products, dry fish, sheep rearing, bamboo work, pickle, 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 participation in decision making process in family, community, pallisava & gramsava. Participation of women in Panchayati Raj institutions have significantly increased.

PECUC is also one of the active state core team members of WE CAN-END VIOLENCE AGAINST WOMEN, a South Asian campaign & life member of the National alliance of



women organizations [NAWO] Odisha. Terre Des homes [Germany], Aide à l'Enfance de l'Inde [Luxembourg], Deutsches Institut für Kautschuktechnologie V. Germany, OIK Austria, Hindustan Coca-Cola Beverages Pvt. Ltd., Adoption Centrum, RGVN, CENDERET-XIMB, have come forward & joined hands with PECUC to end violence against women & strengthen their socio-politico-economic status.

Encrusting Disaster through emergency management

On account of varied geo-climatic condition, Odisha is prone to natural disasters like cyclone, flood, drought, tornado, and tidal waves causing irreparable damage to the lives and livelihood of the poor people. 1999 super cyclone was a turning point for PECUC. Emergency response & disaster preparedness emerged as one of the priorities for PECUC's intervention. Odisha has witnessed more than 10 disasters in last two



decades. PECUC has responded to such situations through a framework of saving lives, supporting livelihoods, and strengthening community. The principle of PECUC stands on equity and non-discrimination, child protection, and prioritisation of the most affected sections of the community, i.e., children, women, aged, differently-abled & poorest sections.



Health, Hygiene, Water, and Sanitation: The intervention includes distribution of water purification tablets to 29950 families, raising of 66 tube-well platforms with DRR features, construction of 100 Eco-

sanitary toilets, installation of makeshift toilets, covering 42978 affected people through health camps, distribution of water testing kit in operational villages, supporting 10980 families with hygiene kits, training to 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 (families): 34025 families were covered under special food basket programme (rice, dal, oil, flat rice, flour, sugar, etc) during emergencies and supplementary nutrition (chhatua, egg) was provided to 9816 families for their children.

Shelter: After flood & cyclone, 18751 families were provided with temporary shelter like tarpaulin. 1404



houses supported for repairing and 512 houses were constructed. 3 child friendly flood shelters were constructed in Bhograi & Kendrapada blocks.

Non-Food Item: Non- food kits (Mosquito net, mat, lantern, solar light, torch, bed sheets, utensils, etc) distributed to 13764 families, 4821 families were provided with warm cloths & blankets.

Livelihood support (families): To restore the livelihood of the people the affected families were

Working together to achieve common goals

If you want to go fast go alone, If you want to go far, go with others.

PECUC from its inception adopted a strategy i.e. networking and alliance building in pursuing desired advocacy goals effectively. This aims at constantly leverage support in promoting common agenda. Currently, PECUC is presently co-ordinating Odisha Alliance on Convention on Rights of the Child (OACRC), Odisha Election Watch (OEW), and The National Action and Coordination Group (NACG), Odisha- Ending violence against children.

OACRC is an alliance of 22 NGO-networks and over 200 state/district level leading child rights organisations which was formed in 2007 to create a common platform for the promotion and protection of the rights of the child within the broad framework of the UNCRC. This is active in 30 districts of Odisha. OACRC 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 an unique space. OACRC is bringing out a flagship publication, i.e., status of child rights in state of Odisha.

OEW was formed in the year 2004 and it came out of the sincere efforts of various civil society initiatives engaged in a serious and unique attempt of pleading for enactment of Right to Information Act, by Jana Adhikar Abhijan with a comprehensive objective to strengthen and promote good governance by democratizing polity at all levels, promotion of voter's rights by organizing campaign on electoral and political reform. OEW being a part of National Election Watch, is actively engaged for electoral and political reforms. It has a membership of around 150 CSO, and more than 700 individuals from different background including media, academicians, retired bureaucrats, and concerned citizens from 30 districts of Odisha. Publication of reports on analysis of affidavits of the contesting candidates in Lok Sabha, Odisha Assembly & Zilla Parishads elections, wide spread voters awareness campaign, conducting quiz competitions for college students, initiating a special campaign, i.e., "My Vote My Country- My Vote not for Sale" have created a larger impact.

To supplement actions by South Asian initiative to end violence against children, an initiative by SAARC countries, **NACG, India** for ending violence against children brought together NGOs, networks, coalitions, media, children's forums, academia and other civil society bodies to promote interaction, networking, joint advocacy, sharing of good practices and experience. It links country action with the wider effort of UN & international bodies. NACG Odisha group formed as a united action group to work for an end to all forms of violence against children in the state. PECUC is coordinating this initiative in Odisha, & Secretary PECUC who happens to be the Convenor OACRC is the national executive committee member of NACG India.

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. During this period promoting district level child protection committees, engagement with PRI functionaries in Odisha and Nation wide campaign - Freeing the girl child labour campaign, Children together against child labour, a special national event at Bhubaneswar with participation of more than one thousand children, campaign for right to education, capacity building of various key stakeholders, engagement with legislatures, Parliamentarians media campaign, were some of the focused actions.

PECUC is also the founder member of WECAN- end violence against women in Odisha, Campaign Against Child Trafficking, Life Member of Orissa Voluntary health association (OVHA), National alliance of women's organisation-Odisha (NAWO), Member of SAATHI- alliance of NGOs working on HIV/AIDS, Indian Alliance on Child rights.

UNICEF Odisha; Association for Democratic Reforms (ADR), New Delhi, FNST, Chief Electoral Officer, Odisha, Terre des hommes (Germany), Labour & ESI Dept, Department of School and Mass Education, Department of women and child development Govt. of Odisha, NSS, Christian Aid, SKN, Netherland, NCPCR, Govt. of India, IACR, NACG India, New Delhi have supported the efforts in various ways at different point of time.



• Contd from Page 1 **The Silver.....**

implemented with focus on issues of child rights, right to education, agro-horticulture, child labour elimination, empowerment of socially deprived sections, promoting community-based organisations, 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 participation. In this decade, PECUC also focused on public policy research and advocacy.

The first phase was full with spirit to do social service. Slowly this phase gave birth to the idea of becoming structured and making a shift from the welfare mode to development mode with a right based approach.

PECUC has developed a strategic plan to be implemented during 2011-2020. PECUC would continue to focus primarily on child rights during 2011-2020. 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 prioritised to focus on the issues relating to deepening democracy, women empowerment, health & sanitation, environment, livelihood, gender justice, active ageing, emergency management, and disaster mitigation during these years.

• Contd from Page 3 **Encrusting Disaster**

supported with agriculture seeds (20341 families), kitchen garden seeds (5400), livestock (2406), restoration of traditional occupation (533), cash for work (2280), labour kit (500), unconditional cash support (254), boat and net to 196 fisherman, skill labour engagement (350). Massion trainings were conducted.

Child protection: PECUC has been a pioneer in promoting child-centred community-based disaster risk reduction programme. The component of CCDRR included child centred participatory planning, early warning, taskforce groups, disaster preparedness planning at community /institution level, and school safety initiatives. After super cyclone, PECUC initiated an initiative called "Sradha Abhijan" -a campaign aiming at ensuring love and affection, care and protection, & education for children in post disaster situation. Child friendly space named as Sradha Bhawans are

established. Now, this has been a flagship programme of PECUC in disaster situations.

Education: To restore the education of children, schools have been reconstructed and repaired, and education kits have been provided to 7535 children. School safety plans have been developed in 30 schools.

PECUC was honoured as Kalapada School, Kendrapada received the best school safety plan award by National Disaster Management Authority, Govt. of India, 2012.

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 & 3 wards of Bhubaneswar Municipal Corporation areas were prepared to reduce the disaster risk. Community based disaster preparedness plan in Benupur village of Baliana block developed by PECUC has been awarded by Baliana Panchayat Samiti, in 2001. For all-round achievement in the field of Disaster Management, PECUC was awarded by Panchayat Samiti, Bhograi in 2010.

Of course, none of this would have been possible without the generous support from our donors partners Terre des Hommes (Germany), HelpAge India, HelpAge International, Concern Worldwide, Deutsch Indisches Kinderhilfswerk e.v., Save the Children, ECHO, The Hunger Project, Aide à l'Enfance de l'Inde Luxembourg, Hindustan CocaCola Beverages Pvt. Ltd., Appolo Infra Projects Pvt. Ltd., Odisha Voluntary Health Association, ICICI foundation, Tech Mahindra, and many other individual contributors.

Inclusion: In disaster, the hardest hit are the most vulnerable sections of the population such as women, children, persons with disabilities, elderly, and groups made with specific disadvantages related to their physical, economic or social status. Hence, in all emergency response programme PECUC gives priority to these categories.

Community participation in Disaster Management:

Community participation is a vitally important strategy of PECUC in pre, during & post disaster situation. PECUC usually promotes community-based organisations including village committees, people's relief committees, farmers, women, fisherman, and children groups, and capacitates to plan & execute all disaster response & preparedness programmes. In Kendrapada, the farmers groups initiated during the post flood 2006, presently have spread over to a larger area with more than 800 members and are taking various proactive actions for development of the farmers by coming together through federation.

Deepening Democracy

Transparency and accountability are the hallmark of a well functioning democracy that starts from unbiased fair election process. While we are justifiably proud of our democracy, there are number of areas that need to be strengthened further to realize the true potential of a well functioning democracy. The debate on 'deepening democracy' has therefore, evolved significance in discussing whether and how the citizens should engage in the political process, analysing how to ensure inclusiveness of participation, and deepen citizen's engagement in the decision-making process.

PECUC works to improve governance and for deepening democracy. It has been engaged in promoting informed citizenry, increasing participation of citizens in the

decision making process, building capacity of key stake holders, and advocating for electoral and political reforms. Hence, PECUC has undertaken various activities including voter awareness, enrolment of new young voters, deletion of double voter Id cards, debates and discussion for electoral reform, policy analysis,



CEO, PECUC & Coordinator , OEW receiving National CSO Award

analysis of performance of elected representatives, and the electoral process. Capacity building workshops have been organised for the Panchayati Raj institution functionaries (PRI) members at the Panchayat level, members of the urban local body (ULB), and dialogue with the Legislators for ensuring fair electoral process and participatory good governance. Secretary, PECUC and Co-ordinator Odisha Election Watch, received the National CSO Award 2014 for the Campaign on Voter's Education and Awareness Election from the Election Commission of India, New Delhi.

PECUC conducted capacity building training programmes for 941 PRI functionaries elected in 2012 in Bhograi and Baliapal block of Balasore, and Marshaghai block of Kendrapada districts with support from the State Institute of Rural Development, Govt. of Odisha.

Secretary PECUC also served as an active member of Systematic Voters' Education and Electoral Participation

(SVEEP) committee formed by the Chief Electoral Officer, Odisha.

One of the cross cutting agenda for all the projects of PECUC is to increase participation in Palli Sabha and Gram Sabha. PECUC published two study reports with support of FNST i.e., 'Governance: A Report on People's Perception in Orissa', and 'Development, Investment, and Governance: Citizen's Right to Information'. Another landmark study was on women harassment cases during Odisha Panchayati Raj Election-2007, supported by The Hunger Project.

PECUC works for promoting effective participation of women PRI functionaries in the local self-governance system. In 2007, PECUC with support from The Hunger

Project , started a programme in 15 Gram Panchayats (GPs) of Baliana block, and 9 GPs of Bhubaneswar block, Khordha district, covering 180 elected w o m e n representatives with an objective to ensure c o m p l e t e

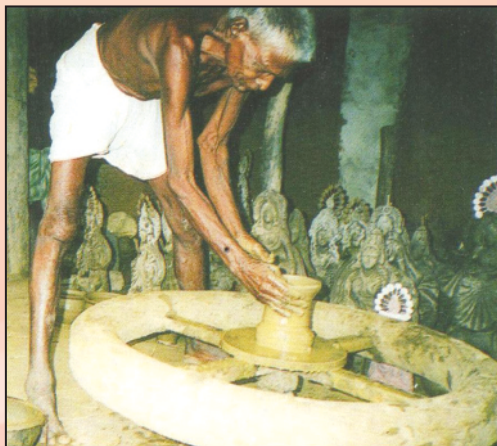
participation of elected women members in local self-governance, and develop leadership quality among frontline women leaders through capacity building trainings and workshops, increasing participation in GP meetings, Gram Sabha and Palli Sabha, and playing the role of a catalyst in effective service delivery. It has led to many more pro-active actions for asserting their rights, discharging their responsibilities, and intervening in various local issues including caste discrimination in mid day meal, domestic violence cases, monitoring different Govt. schemes and programmes, conflict management in their areas, etc.

In 2007-08, a notification was issued by the BDO of Baliana block to hold a separate Grievance Day in the block headquarter for the women PRI functionaries and working women , which is first of its kind in Odisha.

Fostering Independence for Older Persons

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 derive inspiration from the UN principles addressing independence, participation, care, self-fulfilment, and dignity of older persons seeking financial security, health care nutrition, welfare, and protection of life.

With the profligately paced advancement in all spheres of life, the joint family system has turned into a nuclear culture. The young generations of the family are no keen to shoulder the responsibilities or take care of their aged parents or family members.



PECUC, as a sensitive organization made an honest attempt towards considering the problem of the aged persons of the Baliana Block, especially 9 villages of Pahala G.P. In the year 1998, it was a gratifying experience to receive support from HelpAge India and HelpAge International under "Adopt a Granny programme" for 150 needy old people. The programme intended at meeting the basic needs of the elderly such as food, clothing, and medical care, through various approach like providing basic needs, organising eye



operation camps, providing personal bedding and articles, and pocket money for the aged.

PECUC has been successful in restoring the eyesight of 587 older persons.

The 1999 super cyclone brought many older people under its claws, leaving behind its horrific trail of loss, to both

life and assets. PECUC laid out its helping hand for the elderly by providing them relief and rehabilitation support in Baliana block. During the Phailin, PECUC supported relief to older persons in the Banpur block of Khordha district, and Bhograia block of Balasore district. **PECUC in its emergency response programme has successfully covered 4937 older people.**

PECUC, with its protracted experience of working with the older people has learnt that people need socio-



economic security in old age. To restore the normal livelihood process, reduce dependency, enhance the dignity of the older people in the community, and to make them economically secure; PECUC strives towards rebuilding self-confidence and nurturing the sense of dignity among the elderly, thereby bringing them to the mainstream of the developmental process, by creating an atmosphere of positive attitude towards the ageing process. **ASHA** –Alternative source of Help and Action, a concept introduced by PECUC, fostering the self-help capacity among the aged in order to achieve socio-economic security. During 2000-2001, the initiative facilitated 24 elder SHGs comprising of 324 ops from the disadvantaged and marginalized communities, and supported in trading of palm leaf work, pottery, idol making, betel vine, weaving, carpentry, metal works, etc. 12 ESHGs were formed and strengthened in Baliana block and Bhubaneswar municipal corporation involving 148 older people. Now, they are having a saving of Rs. 1,21,000, and engaged in income generation activities like vegetable cultivation, petty shops, renting thresher machine, tent house, etc. During 2014-15, in 12 villages of Patna block, Keonjhar district, PECUC promoted 75 elderly SHGs having 1126 members who have presently a saving of Rs 1,27,654 in different banks. *PECUC got the accreditation for UN Assembly II on Ageing, held at Madrid, Spain in 2002, which was attended by the Executive Director, PECUC.* The Secretary of PECUC is the member of the State committee on Rights of the Aged, formed by the Women and Child Development, Dept, Govt. of Odisha.

PECUC was part of an international study on "Utilizing mass and alternative media for mainstreaming ageing in Asia", conducted by HelpAge International. PECUC is actively engaged in advocating for the rights of the aged and intervening at different level to ensure access of older people to various schemes and programmes, including old age pension. *This long journey would have been a distant dream without the help of HelpAge India and HelpAge International.*

Good health: The foundation of happiness

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. PECUC realised the success behind community health programmes relies upon the transfer of information from health professionals to the general public with an objective to improve the community health status starting from the newborn to old age.

In our present society, women and children are the most vulnerable sections in getting better health care. In the first month of PECUC's inception, it organised health camps for the slum children in press colony slum, Bhubaneswar. During 1990-93, a health clinic named Seva Health Clinic was established in Sailashreevihar, due to the unavailability of healthcare facilities. PECUC provided diagnostic and referral services, eye operation and check-up camps, leprosy detection survey & disability detection camp in Baliana. To revive the Indian traditional system of medicine, training programmes were conducted and different medicinal plants like harida, bahada, neem, ashoka, etc., were distributed in all the operational areas.

As part of different health related programmes, PECUC facilitated access of 15,963 women and children to various govt. health related schemes. Campaign for immunization of children



and women has been one of the priority areas of all interventions. Training to 907 Gaon Kalyan Samiti members, promoting institutional delivery, workshop on breast feeding and nutrition, training to traditional birth attendants and ASHA workers, conducting around 600 health awareness and blood donation camps, counselling to 4262 eligible couples on reproductive child health, and treatment of 923 reproductive tract infection cases, were part of the health interventions. Around 1500 adolescent boys and girls were imparted training and got counselling on behaviour, career and problems of adolescence. Recently, PECUC has formed young women groups in 9 villages and 2 slums of Khordha, taking necessary measures for maintenance of their reproductive health.

PECUC has successfully implemented targeted intervention programme for FSWs 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 centre was set up by PECUC in Balasore. 2756 cases were identified, of which 1881 cases were treated, 184 serious cases were referred to the hospital, de-addiction, yoga therapy centres. Group, individual, and family counseling, as well as behavioral therapy was administered to 2392 cases.



Advocacy with key influencers including media, legislature, corporate and civil society organisations for promotion of sanitation, maternal, neonatal & child health through workshops, information dissemination, media reportage analysis, regular engagement with key influencers, have been a thrust area for PECUC during these days.

PECUC has rendered towering efforts in implementation of programmes related to water and sanitation, which includes campaign on WASH and hand wash (community & schools), capacity building of PRI functionaries on WASH, total sanitation campaign (Marshaghai block, Kendrapada district, Bhograi block, Balasore, Swampatna block, Keonjhar, Khordha NAC area), and establishment of 100 Eco-san toilets in Marshaghai and Mahanga block. Tube wells were installed at Keonjhar and Khordha for safe drinking water.

PECUC imparted training to ASHA workers and Gaon kalyan committee members of Baliana and Bhubaneswar block with support from NRHM, Khordha. PECUC has emphasised on Swachha Bharat campaign in all its operational areas.

Department of Health and Family Welfare, Govt. of Odisha; UNICEF, Odisha; Adoption Centrum; Ministry of Social Justice and Empowerment and Ministry of Health and Family Welfare, GOI; State AIDS Cell, Terre des Hommes [Germany]; DIK, Germany, Save the Children; Hindustan Coca Cola Beverages Pvt. Ltd.; CINIL, Kolkatta; OVHA; NRHM/NHM, supported PECUC in the journey.

It's time to renew our commitments and the world around us...Reuse, Reduce, Recycle

Odisha was once a paradise with green cover & statistical evidence support forest to be the third major resource of the state. The gradual passage of time witnessed depletion of the natural resources at a threatening rate.

PECUC has been organising awareness programmes at the community level on the issues related to air and water pollution, solid waste management, biodiversity, ecosystem management, and protection of natural resources. PECUC in its effort to ensure clean and healthy environment has initiated city plantation programme from the year 1994. 17000 trees were planted on an area of 47 acres in OSAP 7 Battalion campus and Gandamunda area, through youth camps with support from Bhubaneswar Development Authority. 2000 saplings were planted in Barunei hill. A state level workshop on women and environment was conducted by PECUC and CEERA, National Law School of India University, Bengaluru. Save Chilika campaign was organised in 1998 in 29 nearby villages of Chilika with special emphasis on "Save Chilika and Protect Migrant Birds from Cruelty".

"Save Chandaka Campaign" was conducted in 25 villages to check the deforestation in Chandaka area in 1993.



As part of National Environment Awareness Campaign PECUC conducted workshops on "Medicinal Plants in Protecting Environment", "Conservation & Plantation", "Waste Management", "Women & Environment" and "Safe Drinking Water".

PECUC received the State PRAKRUTI MITRA AWARD – 1993-94 for Environmental protection, by Dept. of Forest & Environment, Govt. of Odisha.

Around 7 lakh trees, both fruit-bearing and fodder/fuel have been distributed and planted in the village courtyard, schools, temples, community land, urban houseyards, institutions, and wastelands in Khordha, Keonjhar, and Balasore districts.

PECUC promoted the youth group named **ECOSAVERS** youth network in the year 2012 in Khordha, Keonjhar & Balasore district to protect environment, involving more than 1000 members. The village and streets, installation of dustbins, waste water management for promotion of organic kitchen garden, vermi-compost promotion, soil conservation, banning plastic, saving water & energy, and observing one day for cycle. The representatives of the network also participated in the state and national level youth consultations. PECUC conducted a study on impact of climate change on children. TDH(G), AEI, HCCB, Adoption Centrum, Forest and Environment Dept. Govt. of Odisha, Bhubaneswar Development Authority supported the cause.



Mutualistic efforts toward sustainable growth through livelihood promotion

Since its inception, PECUC has emphasised on sustainable livelihood promotion. Ecosystem-based adaptation integrates the use of biodiversity and ecosystem services into an overall strategy of mobilization, empowerment, solidarity, and campaigning.

The core principles of PECUC's livelihood and food security policy stands out for implementation of ownership, sustainability, empowerment, equity, appropriateness, and strategic intervention, through building up strength and widening the broad spectrum of association from the micro to macro synergies. Since last 25 years of PECUC's journey, it has continued addressing the issues of poor and marginalised farming households in their operational areas by implementing activities related to safeguarding of land and water resources, watershed development, integrated farming, low cost water saving technology, soil and water conservation, organic farming, SRI method of rice intensification, line transplantation of paddy, formation & strengthening of farmer groups, promotion of grain



and seed banks, demonstration of sunflower, til and mustard, seed treatment campaign, vermi compost pit promotion, kitchen garden promotion, and promotion of alternate livelihood options by converging agriculture with other allied activities.

PECUC set up agriculture development training cum research centre aiming at research & capacity building of farmers for transfer of technology in Bhimpur. It was functional during 1999-2004. The Water Technology Centre for Eastern Region, Government of India, subsequently launched a research programme on rainfed agriculture in Dumuria village of swamipatna block in which PECUC was the project implementing Agency. It was a unique experience for PECUC team.

The Centre's approach has always been ensuring participation of key stakeholders, for which, it gives emphasis in promoting organisations of partnering community & strengthening those through capacity building actions. PECUC has promoted 118 farmers groups. During these period although PECUC has implemented several projects for promotion of livelihood, the poverty reduction programme in 8 villages in Patna block has been a landmark programme.

The centre has succeeded in achieving irrigation for more than 1000 hectares of land through 20 irrigation structures like gabion structure, irrigation well, check dam, surface pond,

bore well and farm pond. PECUC promoted 202 grain banks, 124 seed banks, 48687 acre land under line transplantation & SRI method of paddy cultivation covering 31592 farmers, ground nut cultivation in 3134 acre covering 4316 farmers, demonstration of sun flower, till, mustard in 2037 acre land covering 3134 farmers, and seeds treatment campaign in 21355 acre of land covering 8798 farmers. PECUC supported 1469 goats for 730 families, 186 pigs for 80 families, 12660 chicks for 1260 women, 308 sheep for 154 families, boat net for 196



fisherman. Construction of 58 vermi compost pits and promotion of organic farming in back yard has been promoted in 37 villages. Under the cash for work programme, 1,31,000 people from 67 villages were covered. Besides this, different income generation initiatives have been facilitated through women, older person, and farmers groups. PECUC also initiated a network of civil society groups, i.e; Action for food security, Odisha.

PECUC has been nominated as a member of state level empowerment committee to regulate and monitor the implementation of sansad gram yojana scheme, by Dept. of Panchayati Raj, Govt of Odisha. PECUC is also member of National Rural Livelihood Mission, Khordha dist. and different other committees at block and dist. level.



Terre des hommes [Germany], Federal Ministry of Economic Cooperation & Development Germany, Aide à l'Enfance de l'Inde Luxembourg, CAPART, WTCCER, Govt of India, Action For Food Production, District Agriculture office, Balasore & Kendrapara, & SC&ST development corporation, Govt of Odisha, HCCB Pvt. Ltd have been associated with PECUC in its journey for livelihood promotion.

Every child deserves equal rights, opportunity, and dignity without discrimination.

Every child has a right to survive in a society that ensures protection and their overall growth & development, both physical and mental. Since 1990, PECUC has been working towards promotion and protection of Child Rights. The journey begun with observation of the weeklong event named "Sisu Mela", encasing participation of more than 5,000 children. PECUC has continued observing the week, 14th – 20th November, as the child right.

Child Participation at a Glance

- 229 Sisu Sabhas (Child Rights Club) at village, Panchayat, Block and District levels are promoted with 12,605 children- Child rights clubs are active for promotion of education & cross learning, protection of their rights, ecosystem.
- Sisu Mela- A week long children festival organized since 1990
- 120 child reporters in action
- 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.
- Child participation in community-based Disaster Risk Reduction (DRR)
- Participation in developing School Safety Plan (SSP)
- Participation in developing village contingency plan
- Participation in projects monitoring
- Child participation in Gramsabha and Pallisabha
- Children Assembly – children parliament (Mock Assembly)
- Children as Good Will 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 as researchers

SRADHA ABHIJAN- A campaign to promote love and affection, care and protection, and education was initiated in Baliana block after super cyclone, and subsequently it was undertaken in all its operational areas. Shradha Bhawan(s)-A motivation-cum-resource centre have been established continuing to provide preparatory education for beginners, bridge course for drop outs, and supplementary education to the school going children, and has lead to enrolment of more than 31972 children in school. PECUC worked with 223 schools to ensure enrolment and retention, child friendly environment, quality learning, infrastructure development, and undertaken capacity building of school management committee, capacity building of teachers on inclusive education, positive discipline, RCFCE Act, child rights and protection, developing low-cost local teaching-learning material, supported wall magazines, library, play materials, science exhibitions at block

and cluster level science resource centre in schools. PECUC has been pioneer in advocating for right to education of all children at different levels. One of the focused actions of PECUC has been ensuring transition of tribal and other backward community children, with focus on girl children, from family to anganwadi and schools, completing elementary education.

For ensuring a protective environment for children, village level child protection committees are formed and suggestion boxes are installed at schools and community level.



PECUC has undertaken grassroot level actions, campaigns at different level for combating child trafficking, child marriage, child labour, female foeticide, and for 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 of Odisha, and child right education in 40 schools of Keonjhar district.

PECUC has set up a specialist unit-cum-resource centre, called National Centre for Child Rights and has undertaken study and research on various topics, fact finding on violations, and engaged in policy research and advocacy, capacity building of different stake holders, technical support to different govt. and non govt. organisations. The centre has set up an e-Resource centre on child rights and webpage on right to education in English and Odia language.

Secretary of PECUC was the State Representative of National Commission for Protection of Child Rights, Govt. of India to monitor RTE-2010-2013; Executive Director, PECUC is the member of Juvenile Justice Board, Khordha; PECUC is the member of SSA-Girl child education Monitoring Committee in Keonjhar District, Child Protection committee at Swam Patna, Keonjhar; PECUC's chairperson was the member of Child Welfare Committee, Khordha.

Department of Labour and Employment/ ESI, District Administrations, Dept. of Culture, Dept. of Education, OPEPA, SCERT, Govt. of Odisha, NCPCR, Govt. of India, terre des hommes (Germany) & Aide a l'Enfance (AEI) Luxembourg, BMZ, Save the Children, European Union, DFID, Deutsch-Indisches Kinderhilswerk, Germany, UNICEF, OIK, HCCB, have joined their supporting hands with PECUC in these endeavour.

Child Labour : A Paradigm of the Society

Child labour is the worst form of child rights violation. Child labour ended with damaging physical, mental, social, emotional & spiritual development, denying them their basic rights to education, health & development.

"Child labor and poverty are inevitably bound together and if you continue to use the labor of children as the treatment for the social disease of poverty, you will have both poverty and child labor to the end of time."

—Grace Abbott

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

Since its inception PECUC has focused on eradication of child labour and it has been the core expertise area of the organisation. 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, bridge course and supplementary education, promoting child protection mechanism at community level by facilitating formation and strengthening of child rights protection committees from village block level & counseling of parents. Promoting alternative livelihood system for the parents of child labour families which includes mothers/women self help groups formation & strengthening-linkage for income generating activities, advocating for appropriate Legislations, enforcement of existing laws and State plan of action for elimination of child labour through advocacy with policy makers, enforcement agencies and duty bearers through workshops & regular interactions, awareness generation through IEC, campaigns, using various media, 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 issues for eradication of

child labour. PECUC has focused on girl child labour in its intervention strategy. Advocacy for effective policy, legislation & enforcement of existing laws & implementation of schemes and programmes have been integral part of the strategic action by PECUC.

PECUC is part of different committees constituted by Government of Odisha such as Secretary, PECUC is the Member



of state Child labour Advisory Board, Dept of Labour & Employees state insurance. PECUC is core team member of Rescue and rehabilitation of urban deprived children, School and Mass Education Dept, District Child Labour Monitoring Committee/Dist task force, Dist Child labour rehabilitation society and Bonded Labour Rehabilitation committee, Khordha District.

Department of Labour and ESI, District administrations in Khordha & Keonjhar, Terre des hommes(Germany) & Aide a l'Enfance (AEI) Luxembourg, Save the Children, Deutsch-Indisches Kinderhilfswerk, Germany, OIK Austria have been partners in the process.

- 32069 Number of Child labourers identified, rescued and rehabilitated
- 14 villages of Swampatana Block of Keonjhar district declared as Child Labour free
- A large no of children who were rescued and mainstreamed in School passed out 10th Examination successfully and are continuing higher studies
- 550 children of 15-18 age group rescued from labour provided with skill development trainings.
- 350 working Children rehabilitated through National child labour project in Keonjhar & Khordha district.

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