



People's Cultural Centre (PECUC)

(A Centre for People's Empowerment and Sustainable Development)

PECUC Annual Report 2021-22



People's Cultural Centre (PECUC)

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From Chairman's Desk



With about 90 countries of the world and about 4 billion people under lockdown and shutdown, the pandemic aggravated the present circumstances by adding new challenges in the field of livelihood, health especially mental health, education and child care, specifically the online abuse and trafficking which are known as 'Shadow Pandemic Violences'. 43% of the people have lost their livelihoods in the world and in India, it is 17%. The consequential addition of the middle class to the poor has created a wide economic gap resulting in a massive attack on human rights and their dignity. According to the Global Risk Report, 2022 social cohesion erosion, livelihood and mental health deterioration are the major challenges for a nation's policy making, limiting the political capital.

We are heading towards another new world order. The role of India is very crucial. In India, though data shows a trend of development, the reality is very bleak. Unstable education systems with poor health care systems and access to it, have perplexed the people and the policy makers to head towards a state of instability. PECUC acts on its objectives rigorously with all these developments in its agenda. With more than thirty years of journey. PECUC goes on adding new accolades of success and recognition in every step without any compromise with its core values, which have made it the focus of attention of one and all. Being successful in building a strong network from community to the national and international level including the Governments. PECUC acts in a very innovative way and constantly endeavors to be the pioneer in many areas like human rights, especially child rights and environment. Frequent training and learning due to the association of our learned and dynamic Members of Management have made it real. We are proud to have very dynamic and efficient fellow colleagues, our partners, Government Agencies and the larger community with us to take the organization on the path of success.

We can confidently dream of better days ahead.

Our sincerity, our effort and dedication are our strength.

Minakhi Panda

Dr. Minakhi Panda
Chairman,
People's Cultural Centre (PECUC)

Forward from Secretary's Desk



The pandemic still prevails. COVID-19 has brought a complex array of challenges that had serious mental health repercussions for everyone, especially the children, adolescents, and youths. Long period exposure to computers or mobile phones has also seriously threatened their safety. Apart from that the associated confinement issues and social isolation of children has taken a toll on them and impacted the course of many psychological disorders in children. Looking at the scenario, PECUC focused on giving life skill education to the children in need and online safety training to adolescents to overcome the exigent situation.

PECUC also reached to the families of these children and other vulnerable communities who were in need of support during these hard times. PECUC also extended its supporting hands to the frontline service providers by providing them with the essential gears like PPE kit, masks, face shields, sanitizers, etc. We also supported PHCs and CHCs with health care equipment for their smooth operation during the crisis period.

Year 2021 was marked as the International Year for the Elimination of Child Labour by United Nations. PECUC being a champion in mainstreaming Child Labour, seized this opportunity and created massive awareness campaigns in all its operational area to bring children back to school. With an aim to fulfill its vision for a better society, PECUC is marching ahead without compromising its core value. In its journey, PECUC has received the full and wholehearted support of a dedicated team, who have made this journey achievable. I am thankful to those who have contributed to this journey of PECUC. I am hopeful that a better world is possible if we all strive for it.

Mr. Ranjan Kumar Mohanty,
Secretary,
People's Cultural Centre (PECUC)
www.pecuc.org

Our 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.

Our 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.

Areas of operation: Grassroots actions at-Kendujhar, Khordha, Balasore, Kendrapada, Cuttack, Kandhamal, Mayurbhanj, Sambalpur, Koraput, Ganjam and Jajpur Districts of Odisha & for campaigns on specific thematic properties, network & alliance building, public policy research & interface, trainings throughout the Union of India with focus on the state of Odisha.

Vision 2030 (Our Strategic plan): 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 a 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 Disabilities and Rights of the Older Persons these years.

KHORDHA

Surakshya-Promote and Protect Rights of the Women and Adolescents including Reproductive Rights-2021&22

Project implemented by PECUC in collaboration with the Adoptionscentrum

Operational areas (2021): 9 villages of 4 GP of Baliana block, 5 villages of 2 GP of Bhubaneswar block & 4 Wards of Bhubaneswar Municipal Corporation of Khordha District

Year 2022: 9 villages of 6 GP of Baliana block, 5 villages of 2 GP of Bhubaneswar block & 4 Wards of Bhubaneswar Municipal Corporation of Khordha District

Target Population (2021) : Direct-1202 (Male-414, Female-788), Children population -499 (boys - 250, girls-249)

Indirect- 5596 (Male-1772, Female-3824), children population – 2264 (Boys- 1034, Girls-1230)

Year 2022: Direct-515 (Male-210, Female-305), Children population -710 (Boys -475, Girls-235)

Indirect – 4800 (Male-2100, Female-2700), Children Population – 1210 (Boys-540, Girls-670)

Objective:

- Enhanced and more efficient support through PECUC to increase the number of children without adequate family care or at risk in targeted communities to have their rights fulfilled to a larger extent.
- Women, young people, and adolescents lead a dignified life and have their rights to sexual and reproductive health.
- The sexual and reproductive health rights of girls/women, mainly in 14 rural areas, 4 Urban slums of Bhubaneswar are improved and protected with active participation of beneficiaries and community.



Activities: Improved training module on SRHR for Young women & Adolescents, Staff Capacity Building Training, i.e. training on the different thematic domains of the project SRHR, Coordination and follow up with Existing Young women and Adolescent Groups, Training to adolescents on understanding Gender, First Aid & school safety training to Children, Gender sensitivity Training to young couple, Training to 60 Young Women on HIV/AIDS/STDs, Reproductive rights, Trainings for GKS, ASHA, AWW, and PRI on Reproductive Health Rights, Leadership - Campaign by adolescent girls on SRHR through messaging competition, Career Counselling Camps, Block level

workshop on Child marriage, District level workshop on children and adolescents accessing entitlements and child protection mechanisms, Training on safe delivery to TBA, Training on online safety for young girls, Training on online safety to 40 the adolescents, State level workshop with CSOs, duty bearers and stakeholders on Online safety, Training to Ecosavers Groups, State level youth convention on environment and ecology, Plantation, Observation of Special Days (World environment day, World earth day, World water day), Design, Development & distribution of IEC materials, Awareness generation through Street plays, Wall painting, Adolescent Group meetings, Ecosavers youth network meeting and Young women Group meetings.

Major Achievements:

- Gram Panchayat Level Child Marriage Task Force Committee functional in 16 GPs of Baliana block.
- 16 Gram Panchayat Level Child Protection Committee formed with technical support of the PECUC team.
- All 18 adolescent girls groups are linked with "Sakhisaheli" at Anganwadi centre.
- 553 adolescents gained knowledge on gender equity, online safety, Sexual Reproductive Health Rights, and life skill education for taking action in the community level.
- 119 pregnant women were identified & facilitated for immunization and they also received nutritional kit from Anganwadi.
- 22 domestic violence cases were resolved by the young women group leaders.
- 105 institutional deliveries and safe birth were facilitated .
- 14 high risk women were identified and referred to hospital.
- Facilitation of 6139 received single dose and 8921 received double dose of COVID19 vaccine out of which 208 were pregnant women & 10 were high risk.
- 87 family planning operations were facilitated.
- 399 linkages to different schemes and programmes by the young women, other key duty bearers.
- 400 trees planted in the project area.
- 18 adolescents participated in the MLA interface programme organized by UNICEF at Hotel Mayfair, Bhubaneswar & 15 adolescents participated in the Children Assembly organized by Odisha State Commission for Protection of Child Rights (OSCPCR) at Bhubaneswar.
- 100 adolescents received career counseling training and out of which 39 adolescents choose various career courses.
- 108 adolescents [56 girls & 52 boys] passed the 10th examination with support of the project team.
- Facilitation of 34 adolescent received health care services for different health related issues
- 93 youths and adolescents were motivated to join higher education.
- 339 adolescents from project operational villages were engaged in various activities like drawing, dancing, singing, painting, slogan writing, and poster making during the lockdown situation to reduce their stress.
- 68 adolescents participated at Gramsabha & 21 youths/adolescents participated in the Young warrior -COVID19 programme organized by UNICEF.
- 265 girls participated in this girl leadership campaign on SRHR.
- 20 ASHA workers received training on safe delivery.
- 60 representatives of ASHA, AWWs and young women received online training and enhanced understanding on Reproductive Rights.



Year 2022

- 18 young women groups with 306 members, 18 adolescent boys groups with 190 members, 18 adolescent girls groups with 230 Members & 18 youth groups with 216 members were formed and are in place.
- Facilitation of 32 institutional deliveries in the project area & 31 pregnant women have been linked to Mamta Jojana.
- 4 youths from project villages received online training from ICICI academy for vocational course, i.e. on sales and electrician work.

Sustainable livelihood for FANI affected women in Baliana Block, Odisha.

Project implemented by PECUC in collaboration with EDGH

Operational Area: 10 villages of 7 Gram Panchayats of Baliana Block of Khordha District

Target Population: Direct -288 women group members

Indirect - Total Population 1074 (M-523, F-484), Children Population 243 (B-243, G-110)

Project Objectives:

- 288 Economic recovery of women from the 10 cyclone affected villages from FANI and strengthening their economic resilience.
- Women from the FANI affected villages regain their confidence and become psycho-socially strengthened and resilient.
- Women living in 10 FANI affected villages are equipped to respond to possible disaster events and lead/participate in post-disaster recovery.



Activities : SHG groups are organized & strengthened, Training to SHG groups on Group management, business plan, training on rights and entitlement of women (16 groups of 288 members), Staff capacity building Training, Training to Jibikasathi on entrepreneurship and marketing linkages, SHG groups are supported to start/re-start income generation initiatives, Trade based skill training to each women groups, Market linkages formed between women producer groups and market, Gender sensitization sessions with men, Regular meetings and evaluation of post-cyclone recovery through SHG groups, Training on disaster preparedness each year, Establish & strengthen resource/support group among women, Provision for counseling/psycho-social support for women & children, Interface meeting with Line department officials & Govtstakeholders, and Awareness Generation – days observation – Earth day, women’s day, water day, play day, environment day, etc.

Achievements:

- 16 SHG Groups with 288 members with a saving of Rs 3,34,578 are in place.
- 288 women increased their income
- 2 Terracotta Trainings for 2 SHGs, 1 Bamboo craft training & Brass metal training was conducted during the reporting period. 40 women attended the terracotta training, 12 women received Brass metal training & 22 women members received Bamboo craft training.
- 16 Jibikasaathis developed their capacity on Marketing Strategies for Women Self Help Groups, Growth strategies for the SHGs, Producer organization & its functions.
- 190 participants enhanced their knowledge on gender through gender sensitization training
- 253 beneficiaries are linked with various social security schemes
- 3 Dustbin installation done in Bentapur village by the effort of jibikasaathis.
- 2 Domestic violence cases identified & resolved by support groups.
- A total of 38 children (COVID-orphan) were identified and door-step counseling was provided to them along with connecting them to the PECUC’s Help-desk for online counseling. Those children were linked with the Ashirbad yojana.
- 242 Women & 83 Children were provided with counseling/psycho-social support.
- 40 participants from 10 villages received Training on Disaster Risk Reduction during this reporting period.
- More than 20 women participated in the 14th Kalinga Herbal Fair 2022 and sold various handmade product of the 16 women SHG groups.

Molding life her way – Preeti’s story

Preeti Nigdhapari, aged 23 years, is a member of Nabanita Mahila Gosti of Balikanthia village. She lives with her husband and her 3 years old son. Preeti’s husband has a terracotta shop where he sells the products made by Preeti. Earlier she was making only clay diya/candles and piggy banks. She always had the interest of learning different new techniques and varieties of terracotta products but did not get any opportunity to learn. After getting the opportunity of learning new techniques from the trade training provided to the SHG under the project activity, she became very happy and curious. She showed great interest in learning new things. Now she is making terracotta wall hangings, artifacts, idols and many more. Her income has also increased and now she is earning around Rs 10,000 to 12,000 per month.



COVID19 Response – 2021

Covid19 Response

Supported by: Analog Device

Operational Area: Baliana Block, Bhubaneswar Block, BMC and Khordha Municipality of Khordha District

Relief Support:

- 200 families supported with dry ration kit
- The service providers were supported with N95 masks and PPE kits - 1000 Masks & 100 PPE kit Block and district administration.
- Supported 3 Oxygen Concentrator to Rotary Club of Excellence, Bhubaneswar through PECUC



Medical Kit & Immunity booster Supplement Distribution

Supported by: TDH_NL

Operational Area: 8 slums of Bhubaneswar Municipal Area

Achievements:

- 2474 beneficiaries successfully vaccinated taking both the first and 2nd dose of vaccine.
- 30 COVID19 infected families of the Slum received medical kit support.
- 156 families received health care kit support



Humanitarian Response for COVID19 pandemic affected People of Baliana Block of Khordha District

Supported by: EDGH

Operational Area: 11 villages of Baliana block of Khordha district

Achievements:

- Dry Ration Kit for 612 families of 11 project villages from 7 GPs (including women, children, persons with disability, single women headed families and elderly without families) of Baliana Block.
- PPE-Kit for 50 service providers.
- N-95 Mask for 1000 frontline health workers and professionals.

COVID19 Response 2021

In Collaboration with: Goonj

Operational Area: Baliana block, Bolgarh block and BBSR Block

Achievements:

- 20 PPE kits and face shields supported to Balakati CHC
- 127 PPK kits and face shield supported to block office, CHC, Fire Office, police Station and ASHA health workers
- 23 PPE kits and face shields supported to Chandaka PHC and ICDS of Bhubaneswar block
- 100 PPE kits and Face shield supported to Bolgarh CHC, Fire office and Panchayat



COVID19 Response 2021

Supported by: HCCB

Operational Area: Khordha Municipality and Tirumal of Jatni Block

Achievements:

- 1000 household received dry ration support

Mitigating impact of COVID-19 through community led intervention

Supported by: WHH & BMZ

Operational Area: 8 villages (3 GPs) of Baliana block

Objectives:

- To Support informal social protection systems stressed by COVID-19 impacts



- To Provide relief support to children, vulnerable & migrant families by COVID-19
- To promote and create awareness on Covid-19 prevention & Vaccination through different social media campaigns and print media

Achievements:

- 200 families of Baliana block received dry ration and baby food kit support
- 1 leaflet on COVID19 appropriate behaviors and 3 videos on COVID19 Awareness, Vaccination and mental health also developed for creating awareness among people and a total of 890 people covered through this process in the Baliana block.

Protective COVID19 Vaccine Educational Campaign

In collaboration with: TDH_NL and Children of India Foundation

Objective of the Campaign:

- Ensure that all eligible groups receive the vaccine with confidence.
- All people get correct information and are not influenced by mis/disinformation, myths or misconceptions.

Area Covered: Baliana Block and Bolagarh Block of Khordha District of Odisha

Key Intervention:

- Promote vaccine acceptance, help reduce and eliminate vaccine hesitancy.
- Organize, promote, facilitate and coordinate vaccination drives.
- Promote COVID-19 appropriate behavior (CAB) among local communities
- Support local health workers and officials
- Awareness through Mobile van Campaign ,IEC material distribution.
- Health Care equipment support to PHC /CHC

Achievements of this project:

- Facilitation of 14343 people took the first dose, 25438 took the second dose and 31657 people took both doses of the COVID19 vaccine.
- 22202 nos of face masks distributed at vaccination camps
- 3 nos of Training and capacity building programmes conducted at Balakati CHC, Sarakana PHC and Bolgarh block. 143 grass root level stakeholders received the training. Community health workers were supported with sanitizer (100ml)- 696 nos., Face shield- 245 nos. & mask -1398 nos.
- Balakati CHC supported with Blood Pressure Monitor – 8 nos, Thermal Scanning Machine – 8 nos, PlusOximetre – 8 nos, Hand Gloves – 8 pkts, Vaccine carrier with four ICE pack make – 3 nos and pararite 500 mg- 25 nos
- Sarakana PHC supported with Blood Pressure Monitor – 4 nos, Thermal Scanning Machine – 4 nos, Plus Oximetre – 4 nos, Hand Gloves – 4 pkts, Vaccine carrier with four ICE pack make – 2 nos and Pararite 500 mg- 10 nos
- Bolgarh CHC supported with Blood Pressure Monitor – 6 nos, Thermal Scanning Machine – 6 nos, Plus Oximetre – 6 nos, Hand Gloves – 7 pkts, Vaccine carrier with four ICE pack make – 3 nos and Pararite 500 mg- 25 nos
- 22432 nos of people reached through this awareness campaign
- A mobile van covered 45 no. of villages in Baliana Block and 20 No. of villages in Bolagada Block of Khurda district. A total of 5695 no. of people participated in the campaign process to spread the message regarding vaccination.



Humanitarian Support to Children Affected By COVID-19

In collaboration with: TDH_NL and Children of India Foundation

Area Covered: Baliana block and Bolgarh block

Target Population: Total No of Children -131 (male-63, female-68)-(124 children lost single parents & 7 children lost both parents)

Support Provided:

- 75 children of Baliana block received food kit support
- 82 children of Baliana block and 18 children of Bolgarh block received Education Kit support
- 131 (M-57, F-53) children received Hygienic Kit, out of which 110 belongs to Baliana Block & 21 to Bolgarh Block of Khordha district.
- 41 adolescent girls of Baliana and 9 of Bolgarh block received Sanitary Napkin



- 41 children received counseling support
- Linkages-107nos of children supported to avail Govt and Non-govt /CSR Schemes and 99 nos of children received benefit from Govt/CSR due to support.

Model Village Initiative

PECUC implemented the project Model Village Initiative with support from HCCB, during 2021

Operational Area: 6 villages of Khordha Municipality and 1 village in Jatani block. i.e. ChacharaSabarsahi, BadhaSabaraSahi, Makunda Prasad, Jemadei, Tangi Basti &Gurujanga of NAC Khordha and Tirumal village of Jatni Block, Khordha

Target Population: 25450 (Male-13713, Female-12737)

Key focus areas – Access to Education, Access to Health & Sanitation, Access to livelihood

Major Achievements:

6 SB centres are functioning effectively with 215 children in 6 operational villages

72 children enrolment in schools & 23 children admitted in Anganwadi centre in 6 operational villages

325 children received counseling support on mental health during this period

275 Children enjoying digital learning through smart class and 544 students were enjoying a joyful moment with play materials of Gurujanga High School

275 no of student demonstrate the science equipment and enhance the knowledge

Jayguru High school received bench and desk support benefitting 40 students

259 student benefitting by the construction of Boys urinal at Gurujanga High School

15 nos. of Dustbin supported both Gurujanga village and Gurujanga High School benefitting 600 community people and school students.

5 nos. of Auto Sanitizer Machine supported to 3 schools i.e. Jemadei Primary School, Jai Rajguru High School and Gurujanga High School and 774 children benefited by it.

500 families have their own kitchen garden and getting nutritious food in their food plate

420 nos immunization and 150 Institutional deliveries in the operation area.

- Installation of 1 RO system, rain water harvesting structure and hand wash platform in Gurujanga High School benefitting 556 students and teachers
- Support IGA trade to 10 SHG groups (100) in 3 villages and functioning their business
- Linkages to 30 women in Chacherasabarasahi Village for Micro composting Centre work through Khordha Municipality, 150 people for Old age and Widow pension Yojana in all 7 villages.



Creating a protective environment for children & young persons in Covid-19 Pandemic situation

PECUC implementing this project with support from UNICEF

Operational Area: 51543 villages, 6234 GP, 314 blocks of 30 districts of Odisha

Target Population: 1,113,50 (children in communities-1 lakhs, child protection stakeholders, children in CCI-8000, Adolescents of child care institutions-2000, care leavers and adolescents in CCIs-200, Child Reporters -150)

Objective: Children and Adolescents in CCIs and Communities to receive mental health and psychosocial support (MHPSS), life skills education, information on EVAC and linked with referral services in the aftermath of COVID19 situation.

Activities:

- State level Child Help Desk is set up & functional for reaching out to the children in need of care & protection, psycho social support during & Post COVID 19 situations.
- Children in communities and child care institutions provided with community based mental health & psychosocial support.
- Care leavers and adolescents in CCIs capacitated & empowered with 21st century skill and career counseling under Yuwaah.
- An advocacy note on impact of COVID-19 on children's mental health and psychosocial well-being through compilation of 30 human interest stories as best practices and recommendations for government and NGOs drafted.
- Promote media literacy amongst children and enable children to express, write, report on their surroundings & happenings.



Major Achievements:

- 461 calls received from different districts of Odisha on Sampark Help Desk relating to Ashirwad Scheme and Linkages, Counseling, Alternative care, Health service Information on child protection Schemes/Issues, Information on Address of CWC, DCPU & other line department, Linkages (Covid Ex-gratia, MBPY, Housing, BSSY, PDS etc., Education and Employment related, Other (Phone testing, Blank, Advika, Awareness meeting, etc).
- 60894 children/ adolescents reached through different Advika adolescent empowerment programs/ community based psychosocial support and linking children or the family with existing government schemes.
- 4438 children were identified and linked with different government schemes and programmes.
- 44219 adolescents and community people involved through Advika empowerment program.
- Awareness created among 40000 population through provision of different information related to Covid 19 safety measures, child rights, child marriage, sexual abuse and POCSO, substance use and prevention through community Radio program.
- Training has been provided to 111 NGO representatives from 30 OACR partners and DCs of Action-aid regarding child protection, child rights, psychosocial support and schemes, and acts enacted for ensuring child rights.
- 402 CCI care givers like-superintendents, counselor, caseworker, probation officer, etc. received training on mental health, psychosocial support and life skill education.
- 6564 children from 143 CCIs of 29 districts (3677 boys' 2887 girls) were provided with mental health & psychosocial support through the "Mental health of children managing anxiety and stress" training.
- 1197 adolescents (469 girls and 728 boys) from 44 CCIs from Balesore, Bhadrak, Cuttack,Puri, Kandhamal, Bargarh, Raigada, Keonjhar, Khordha, and Nayagarhdistricts were provided with life skill education for socio economic wellbeing in 10 sessions.
- 213 children (104 boys 109 girls) from 14 CCIs and care leavers from various districts received the training on 21st century skill development and career counseling.
- 290 villages have been selected through all OACR partners where Advika strengthening programme is going. Different programmes have been conducted in these villages with the inclusion of adolescents, children, and parents to create awareness on ADVIKA programmes through Anganwadi centers.
- 4438 children were identified and linked with different government schemes and programmes
- 25 human case stories collected from 25 district OACR partners.

Model School

PECUC with support from Analog Devices Pvt. Ltd. developed infrastructure of Acharya Harihara Nodal Bidyapitha (Govt.), Benupur village. Total strength of the school is 537 (B – 240 and G- 287). The school consists from class-1 to class 10th.

Infrastructures upgraded:

- Toilet construction in school
- Installation of outdoor play Equipment
- Book & furniture for school Library
- Science lab equipment
- First-aid kit
- Child friendly painting in school building along with message writing for awareness building.
- Hand wash Platform
- Smart Classroom for children
- School Garden – Plantation
- Dustbin Installation



Capacity building of Local Self Governance: PECUC has been working on the capacity building of local self-governance in collaboration with State institute of Rural Development & Panchayat Raj Dept, Govt. of Odisha. PECUC organized 3 nos of 3-days training programmes on "Role of GP in Ensuring Health and Nutrition" for 42 participants and 3 nos of training programme on "Role of GP Natural Resource Management" for 52 participants including Sarapanchs, Ward



Members, Cluster Federation members, Grampanchayat Level Federation member, SHG members, AWW, ASHA Worker of Bolagarh block of Khordha District.

Improving Public Health Through Development of Diverse Stakeholder Coalition to Support Tobacco Control Policies

PECUC implemented this project with support from Campaign for Tobacco Free Kid (CTFK)

Operational Area: Odisha State

Achievements

- 5 Workshop /state /national level consultation organized on Tobacco health harm impact on children and youths and women .
- Social media campaigns continued through Instagram, Twitter and Facebook on tobacco health harm
- In 16 District awareness generation within community and youth ,children on health harm on tobacco use by coalition members
- 2 Trainings organized on Tobacco health harms ,COTPA for Civil society organizations

Enhancement of Socio-Economic of Schedule Caste (BPL) Communities through Livelihood Interventions

The project was implemented by PECUC with support from Odisha Scheduled Caste & Scheduled Tribe Development Finance Co-operative Corporation Limited, OSFDC, Govt. of Odisha.

Operational area: 7 villages namely Andilo, Kanchilo, Kotakana, Tiranpada, Dhamilo, Baidola and Saleswar of Baliana block of Khordha district. There are 12 groups with 250 members. 5 groups with 118 members received support for goat rearing.

Village Disaster Management Plan [VDMP]

VDMP (Village Disaster Management Plan) is prepared in the district to fulfill the broad objective of a disaster resilient district from village level who is the first responder in any disaster situation. Total 154 villages VDMP plans are prepared in collaboration with District Disaster management Authority, Keonjhar and Khordha, Govt. of Odisha. 92 villages in Hatadhi block of Keonjhar district and 62 villages in Baliana and Bhubaneswar block of Khordha district are covered under the VDMP. The local stakeholders like Sarpanch, Ward members, ASHA, AWW and community members are involved in the process.

ASHA-Alternative Source of Help and Action:

ASHA- a concept introduced by PECUC, fostering the self-help capacity among the aged to achieve socio-economic security. It focuses on empowering older people to lead a happy and dignified life. 12 Elderly Self-Help Groups (ESGPs) are in function and the annual savings of these 12 groups is INR 2,35,000. Out of this fund, they gave INR 32,000 as loan, and received INR 18,000 as interest, which they distributed among themselves. All these 12 groups are encouraged for livelihood promotion activities, including grocery business, thresher machine, selling of cattle feed, cold drinks, providing cooking utensils on rent during marriage and other functions. They celebrated International Day for Older people and attended health camps organised by PECUC. International Day for older persons was observed at Gohala Village. 100 older persons participated in this celebration. During this year, 2480 older people received an old age pension, and 7 cases of domestic violence were solved.

KEONJHAR

Campaign to Ensure Right to Education of Children:

It is implemented by PECUC in collaboration with AEIN.

Operational Areas: 25 villages in the Swampatna block of Keonjhar District.

Target Population: Children Population (0-14 years) : 2729 (Boys 1325, Girl -1602); Children population (15-18 years) -1264 (Boys- 697, Girls -567); Total People: 10675 Male- 5742 Female- 4933; HouseHold Covered : 3499

Project Objective: Campaign to ensure the rights of children belonging to 25 villages in Swampatna block in districts of Odisha through integrating all children into the education system and building a community led movement to address children's rights issues.



Specific objectives of the project are:

1. Children's right to quality education ensured in line with the Right to Free and Compulsory Education to children of age 6-14 years.
2. Local stakeholders are sensitized, capacitated, and empowered mothers to run sustained and to ensure children's rights.
3. Young people are empowered to pursue their vocation, carrier and protect environment.

Activities:

Training to Sishusabha [Child Rights Club] members, Annual event for children, Training to Govt. School Teachers, Training to Integrated Child Development Services(ICDS) workers, Training of School Management Committee (SMC) Members, Training to Women Group Members on Reproductive health rights, Support to SHGs for Income Generation activities, Training to VLCPC Members, Block level workshop with key stakeholders, State level workshop with key stakeholders, Career counseling to young children & youth, Entrepreneurship development training to young unemployed youth, State level training to Youth Network Members on Ecology, Sustainable Development, Life Skills training for adolescent boys & girls, Observation of Days (Earth Day, Water Day, Environment Day, Biodiversity Day), Ecosavers youth network training, Tree plantation, Gender training to young boys & girls, Training to Staffs, Reporting, Review meetings & Convergence and linkages.

Our Achievements:

- 25 SB centers are functional in 25 project villages with student strength of 635 (B-314, G-321). Out of the 635 Children 153 are slow learners and 42 are drop outs.
- Facilitation of 1067 (B-522, G-545) Children are enrolled in primary schools, 937 (B-458, G-479) children are enrolled in Secondary school, 685 (B-334, G-331) are enrolled in Higher Secondary School, and 346 (B-171, G-175) are enrolled in college (+2 and above).
- Learning level of 153 slow learner children improved.
- In the learning level assessment 321 Children got above 61% mark, 261 children secured above 50% mark and 53 children secured below 50% mark.
- 25 Sishusabha with 883 members (B- 461, G- 422) are functional in 25 project villages
- 67 sishusabha members created 59 Bird nests and planted 1541 trees.
- Sisu Sabha members Rozalin Maharana of Dhuruapada and LambodoroMahakuda of Baradangua village participated in Children Assembly and Children interface meeting with MLA organised by Odisha State Commission for Protection for Child Rights (OSCPCR) and UNICEF at Bhubaneswar on 29th Nov 2021 and 7th Dec 2021 respectively.
- Around 950 children from 25 project villages participated in various activities organized on the annual event and 29 children participated in the cultural programme of PECUC Sisumela 2021.
- Training to 30 Govt. School teachers on Child friendly teaching methods, Positive Discipline and Education, Basic Fundamentals and Learning outcome & Preventive steps to stop child sexual abuse in schools.
- Facilitation 42 pregnant women took immunization & 133 lactating mother received food support from Anganwadi
- 30 Anganwadi worker enhanced their knowledge about their role and responsibilities and are using Arunima book as the reference guide.
- Facilitation functionality of 30 SMCs of project village & 60 children are involved in SMCs as members
- In Nuagaon School, the height of the boundary wall height was raised, a motor was connected to the borewell and a water tank was placed in Malliposi UP School, School boundary wall of Bardangua village constructed due to efforts of the SMC members of that respective village.
- 25 women SHG with 286 members are operating in the 25 project villages and the groups have a total saving of INR 1519854 in banks.
- 62 Women SHG members enhanced their understanding on reproductive health rights.
- Women SHG members solved 12 domestic violence cases and created awareness to stop sale of country liquor & use of tobacco in their respective villages .SHG members of Jadichatar village collected fine of Rs. 5000 from 2 people for illegally cutting wood from forest.
- 177 women participated in various games like kabaddi, football and other local games in the international Women's Day.
- Maa Mangala women SHG members of Padmapur village stop country liquor business in the village
- 4 SHG groups with 50 members supported with 100 country chicken for IGP activities
- 25 VLCPCs are functional with 275 members in 25 project villages and 92 members enhanced their knowledge on the role of child protection committee, CLPRA Act, NCPDR, OSCPCR and how these bodies function.



- VLCPC member of Dharuapada village supported Roi Munda with Rs 2000 by collecting the money from villager and also applied for widow pension, VLCPC members of Guldiposi supported Rs 2000/- to Bana Naik for his son's treatment after discussion with GKS .3 covid affected children linked with AshirwadJojana by CPC,
- Facilitation and linkages of 151 number of Convergence & linkages have been done-17-old age pensions, 6- Sukanya jojana linkage, 3-widow pension, 2- disability pension, 5-cyclone relief, 10-mo pokhari, 12-MGNREGA, 70- Job cards, 3- Eshrama Card, 4-Farm pond, 2-Land Development, 2-Kalia Jojana, 2-Madhubabu Pension, 12-PMAY linked and accessed benefits.
- 70 youths got information about various career options available, while 3 youths joined at ITI Padmapur, 2 joined in B Sc. Nursing, 5 youths applied for JEE entrance and 1 applied for OUAT entrance. 7 youths started their own business by bringing single phase grinding machine on installment
- 1138 tree planted & 101 wall paintings done by children and youth on various days on their own initiative.
- 656 bird nests created by children and youthson environment day and biodiversity day.
- 183 youth and children participated in World No Tobacco Day and motivated the communityon health harm on Tobacco use.
- 1060 trees including Neem, Jackfruit, Mango, Chakunda, Drumstick, Papaya, Jamun, Ou, Karanja, and Amla planted in the 25 project villages under the project activity.
- Besides 1700 tamarind trees planted in the project villages with support from Rotary Club.
- 70 adolescents enhanced their knowledge on Division of labour, Gender discrimination and their roles over this issue and 4 gender based issues solved by youths in their own home and community.
- Due to continuous engagement 23 villages are now child labour free. Bhrungarajposi, Madhapur, Galphula became child labour free villages this year.

Education and Ecosystem Restoration- A children and Women Centric Action:

It is implemented by PECUC in collaboration with AEIN

Operational Areas: 25 villages of 8 GPs in the Swampatna block of Keonjhar District.

Target Population:

- Direct and indirect beneficiaries, 4445 and 6500, respectively, children population (0-6years): 2531 (Boys 1270, Girl -1261)
Children Population (7-14 years): 1135 (Boys-574 Girls- 561), Children population (15-18 years)-1566 (Boys- 789 Girl -777), Total People: 17349 Male- 8683, Female-8666, Total Schedule Caste Population: 1008 (Male – 502, Female – 506), Total Schedule Tribe Population: 11209 (Male – 5575, Female – 5634), HouseHold Covered: 3977

Overall Objective: Empowerment of children, women and youth through quality education, livelihood opportunities and environment protection in 25 villages of Patna Block, Kendujhar District, Odisha, India

Specific objectives

- Children's right to education is ensured in line with the Right to Education Act
- Mothers and local stakeholders are sensitized, capacitated and empowered to run sustained and focused engagement to ensure children's rights
- Young people are empowered to pursue their vocation, career and to protect the environment
- Creating livelihood opportunities through ecosystem restoration

Activities:

Functioning of Sradha Bhawan in the 25 villages, Distribution of teaching materials to the Sradha Bhawan, Training to Sishusabha (Child Rights Club) members, Organisation of the annual event for children, Providing training to Govt. Schools, ICDS workers, SMC Members, and Women group members on reproductive health, Support to SHGs for Income generation, Training to Village Level Child Protection Committees (VLCPC) Members, Block level workshop, State level consultation workshop with key stakeholders, Training to Women SHGs on local ecosystem and food ecology, Block level Traditional Seed and Food Exhibition, Development of awareness material, Career counseling to young children and youth, State level training to Youth Network Members on Ecology, Sustainable Development, Life Skills training for adolescent boys & girls, Observation of Days (Earth Day, Water Day, Environment Day, Play Day).

Ecosavers youth network training, Organizing plantation activities, Gender training to young boys & girls, Set up of nutritional garden at Aanganwadi and schools, Training women farmer on local pulses, millet, organic farming, seed support to Women farmers.

Achievements:

- 25 SB Centers functional in 25 project villages with 445 children

- 25 women group with 263 members, 25 Ecosavers-Youth Network groups and 25 CPC are in place in 25 project villages of Patna block of Keonjhar district.
- 25 Sishusabha with 472 members are in place in 25 project villages.
- Baseline survey conducted in the 25 project villages
- 62 Sishusabha member enhanced their knowledge on their role and responsibilities of Sishusabha
- 72 children enrolled in the school.

ASHA- Alternative Source of Help and Action: The programme of PECUC was implemented in 12 villages of three Panchayats of Patna block covering 1126 elderly people. There are 75 SHGs and 8 village level federations are functional with one functional district level federation. The members have an amount of INR 56875 this year as savings.

Cultural Exchange through Theatre

It is implemented by PECUC in collaboration with AEIN

Overall Objective: Create better understanding on Adivasi life, culture and problems among wider audience.

Participant Youths in theater: 6 Youths (G-5, B-1) from Kendujhar districts participated in the workshop and final performance and recording of the play. Mr. Debananda Nayak, as Theatre Director trained the participants. 3 plays were chosen. 1-Bancheile Banchiba ("Save "N" Be Safe")-On Environment, 2-"Mukti"- On Child Labour, 3-Akhi Thai Andha-On Witchcraft Practice. The 3 plays were successfully recorded at Odishi Research Centre on 29th August 2021.



Skill Development Training

PECUC in collaboration with Pradhan Mantri Kaushal Vikash Yojana, Skill India started a Skill Development training centre at Patna Block of Keonjhar. In the endeavor of skill development in Swampatna of Keonjhar district centre, 330 people completed training in the trade frontline health worker, domestic Data Entry Operator and Mason. 90 persons were PWDs and the rest 240 were general people. It included activities including Motivational Sessions, Exposure Visits, Guest Lectures, Parents Workshops and job training and placement.

Wage/Self Employment: During this year 78 persons became self-employed, 30 are in wage employment. PECUC is in a process of providing counseling, linkage and convergence for placement and self employment.

AADI-Action for Ability Development and Inclusion

Therapeutic & Rehabilitative Services for Children with Intellectual Disabilities, Supported by SSEPD Dept., Govt. of Odisha.

Operational area: Patna block of Keonjhar district.

No. of Beneficiaries: 60 (B-36, G-24)

Our achievements:

- 60 children with intellectual disability are coming to the centre. One special educator, one physiotherapist, one counselor (part time), one special educator (part time) and caretaker have been appointed in the Therapy centre.
- The children are provided with occupational, speech and physical therapy. Occupational therapy includes self care like bathing, grooming, dressing, feeding, leisure activities, etc., through demonstration and practical exercises like teaching children about self care and using different game materials like flash cards, puzzles, and badge board during leisure time.
- Physical therapy has been part of their regime to enhance quality of life by maximizing mobility, providing adaptive solutions to mobility problems & increasing sensory integration. Community level therapy camp is also organised to give services to the CR and MR children by visiting their neighborhood.
- The special educator and physiotherapist are also visiting children's houses to give therapy to children and to counsel the parents and family members on a regular basis.
- Community, parents, and family members are sensitized about the special needs of the children. With proper care, patient and proper therapy improvement can be brought into the life of these children.
- Introducing different indoor games led to increased attendance of children in the centre.

Supported by: AEIN

Operational Area: 7 villages in Swam Patna Block of Keonjhar District

Relief Support:

- 100 families and 50 children with disabilities received dry ration support
- 200 masks, 200 nos. of sanitizers and 5 nos. of PPE kit provided to Block administration

BALASORE

Skill Development Training for PWDs

In Bhograi, Skill Development Centre of Balasore district, 200 persons with disabilities (M-130 & F-70) have completed their training in the trade like domestic data entry operator, tailoring and mobile repairing. Out of which 127 are self-employed and 49 are in daily wage employment. Linkage, counseling and follow up are continuing.

Awareness, Attitudes, and Accessibility: PECUC also works with person with disabilities with community support and encourages independent living by providing assistance with self-care, household care, mobility, leisure, and community participation. Residential support services are also offered like independent housing and congregate living in group homes and institutional settings. Support in education or employment – such as a classroom assistant for a child with a disability, or personal support in the workplace is also offered. This year PECUC worked with 300 PWDs in Bhograi block.

Capacity building of Local Self Governance:

PECUC has been working on the capacity building of local self governance in collaboration with State institute of Rural Development & Panchayat Raj Dept, Govt. of Odisha. PECUC organized 3 nos of 3 days training programme on “Role of GP in Ensuring Health and Nutrition” at Bhograi block of Baleswar district. A total of 60 participants including ASHA, AWW, GPLF- Secretary and President participated in this training programme.



Covid19 Response 2021

Mitigating impact of covid-19 through community led intervention

Supported by: WHH & BMZ

Operational Area: 37 villages (17 GPs) of Bhograi block of Baliaanta block

Objectives:

- To support informal social protection systems stressed by COVID-19 impacts
- To provide relief support to children, vulnerable & migrant families by COVID-19
- To promote and create awareness on Covid-19 prevention & vaccination through different social media campaigns and print media.



Achievements:

- 1200 families of Bhograi block received dry ration and baby food kit support.
- 850 PPE kit (PPEkit-1nos, 500 ML – Sanitizer and 15 pairs of gloves) distributed to 850 frontline workers.
- Kamarda CHC and Jaleswarpur CHC of Bhograi block of Baleswar district received Health care equipments support including 15 nos of Vaccine carrier box, 7 Blood Pressure Monitor, 15 Infrared Thermometer, 4 non automatic Sensor Sanitizer (5lt), 14 Fingertip Pulse Oximeter, 9 Glucometer with strip, and 3000 Syringes with needle (1 ml).
- Bhograi PHC, Dahamunda PHC, Deula PHC & Shardhapur PCH of Bhograi block received health care equipments support i.e. 5 Vaccine carrier box, 4 Blood Pressure Monitor, 5 Infrared Thermometer, 2 Automatic Sensor Sanitizer (5lt), 8 Fingertip Pulse Oximeter, 8 Glucometer with strip & 1000 syringes with needle (1 ml).
- 5147 children (B-2752, G-2395) and 353 teachers of 45 schools of 32 villages (12 GPs) received N-95 masks and sanitizers support.
- 1 leaflet on COVID19 appropriate behaviors and 3 videos i.e. COVID19 Awareness, Vaccination and mental health also developed for creating awareness among people and a total of 4500 people covered through this process.



Humanitarian Response for Cyclone "YAAS": The Very Severe Cyclonic Storm "YAAS" made landfall at the coast of Odisha near Bahanga coast in Balasore district on 26th May, 2021, brought with it very high-speed winds upto 140 kmph (kilometers per hour) followed by flooding ensured by rains. In Odisha, coastal districts of Balasore, Bhadrak, Kendrapara, Jagatsinghpur and Northern Mayurbhanj district were affected. People in low lying areas were severely affected by flash floods in Bhograi block. As a result of which 22 villages consisting of 8212 households shifted to temporary shelters. PECUC in collaboration with AEIN supported temporary shelter (Tarpoline) to 390 household of 34 villages of 15 Gram Panchayats.

KENDRAPADA

Farmer groups Initiatives: With the facilitation of PECUC, farming community in the flood affected areas of Kendrapara block are functioning since 2009. 47 farmer groups are functional under a federation of farmers as a self-motivated people's initiative. The federation leaders give direction to groups in getting organized and availing benefits of programmes of agriculture and horticulture departments, local banks and insurance as well as Disaster Risk reduction initiatives.

Community Base Disaster Preparedness & Risk Reduction: Team of volunteers of PECUC who are trained on first aid, search and rescue are still working and demonstrating in the community and imparting training to youths and children. Reviewing of School Safety Plan was held in 12 schools.

Child Friendly flood shelter (CFFS): Men, women, youths and children from cross sections of the community are using the shelter to promote social and developmental activities. The CFFS committees are active in this reporting period to participate in different risk reduction as well as development activities at community level, child friendly flood safe shelter level and institution level. In the event of inundation, they prepare themselves, use the emergency kits, support child task force groups, and mobilize the community to take preparatory steps to withstand floods. The child club members also participated in different community level and other special occasions to demonstrate their disaster preparedness.

CUTTACK

Protecting Environment – ECOSAVERS - The Youth Network of Mahanga block observed different days including Environment Day, Earth Day, Water Day, etc. They conducted rallies, meetings, drawing, debates competitions, etc. among the youths and children. Also, the members carried out plantation programmes in the locality.

PECUC supported the community at Nischintakoili Block to access Govt. Scheme & programmes, organised awareness programmes on eradication of child labour, sanitation drive, meetings with women & linkages with skill trainings of youths and identifying farmers need & linkages with Govt. programmes & schemes.

Community Radio Station: SAMPARK

PECUC established a Community Radio Station at village Muradabad, Nischintakoili of Cuttack district. The objective of this community Radio Sampark is as follows:

- To educate, organize and empower small, marginal, tenant farmers and landless agricultural workers in the agriculture and allied sector through innovative and creative audio-based programs series on agriculture.
- To create a platform for the farmers and Agri-experts and link them up with other like-minded through community radio and outreach activities and motivate farmers groups to come together to demand implementation of related various government recommendations, schemes which are farmer-friendly.
- To inform and enhance the capacity of the farming community of Cuttack district to adopt best appropriate agriculture practices to deal with the disasters such as droughts.
- To promote systematic educational programs for the target audience on the various agriculture related issues so that alternative, sustainable models based on traditional knowledge, can be evolved from people through a participatory process.

The Community Radio Station (SAMPARK) became functional this year. The launching ceremony of Community Radio Station "SAMPARK" was held on 26th December 2021. After a month's test run, the station started telecasting programme from the month of February 2022. The programme has been broadly categorized into 5 sections Children, women, Farmer, literature and development.

Masoom- Support a child programme: Masoom-Support a child programme is a unique programme of PECUC to support the poor and needy children. This year PECUC supported education kits for 131 COVID19 orphaned children.

Women Empowerment: Promotion of Self-help Groups: Women SHGs are considered as one of the most significant tools to adopt participatory approach for the economic empowerment of women. The most important change that the SHG culture has brought in the country is to change the gender dynamics of power within a family and ultimately the society at large. Promotion of SHGs mainly for women has been a common programme of PECUC towards the aim of poverty alleviation under different schemes and programmes. Access to credit has not only strengthened the economic bearing of women, but it has also created a ripple effect which alters power dynamics to allow their participation to a large extent. Conflicting issues of women are now coming to the forefront due to the collective efforts of women groups. PECUC has promoted 467 self-help groups in its operational areas in Khordha, Keonjhar and Balasore districts, having 5642 women members with Rs.18, 833, 706 savings in different banks. PECUC also promoted 36 young women groups with 578 members to protect their reproductive rights. During this period, initiatives including revival of traditional food, promotion of local food, organic kitchen garden, games/sports, convergence and linkage, training/capacity building of women group members were undertaken through the women groups.

Plantation Drive Programme: This year 13211 trees were planted in house yards, community places, schools, village forest by Ecosavers, women group, Sishusabha, VSS, PRIs and community leaders in all operational areas of PECUC.

Bana Mahotsav: During the year, 7 programs were organized during the Bana Mahotsav week in Baliaanta, Bolagr, Khordha and Bhubaneswar of Khordha district and Swampatna, Ghatogoan of Keonjhar district, where 2013 community members were sensitized on the impact of climate change.

State Level Workshop on Online Safety:

Two State level programmes on online safety were organized this year. One was organized online on 26th June 2021 and another physical organized on 23rd Nov 2021.

First State Level Workshop on Online Safety was organized by PECUC in collaboration with Föräldralösa Barn on a virtual platform. Ms. Anuradha Mohanty, Executive Director of PECUC gave the welcome address and shared the purpose of this workshop and she also moderated the entire session. Mr. Ranjan Kumar Mohanty, Secretary PECUC said during this COVID19 pandemic situation the cybercrime has increased many folds and it affected the safety and security of the internet users especially children, young boys, and girls. Therefore, massive awareness is necessary for the safe use of the internet as it is now an indispensable part of our lives. Other notable guest speakers of this workshop were Ms. Ruby Rout, Country Director of Adoptionscentrum, Mr. Pritikanta Panda, the State Coordinator of State Child Protection Society (SCPS), Bhubaneswar, Mr. Rabindra Narayan Behera, Senior Technical Director (R), National Informatics Centre & Ms. Sushree Shailani Suman, Communication Expert. Dr. Minakshi Panda, Chairmen of PECUC also spoke on this occasion. More than 100 participants including CSOs of different districts of Odisha, ASHA workers, PRIS, AWWs, teachers, members of SHG groups and children joined this workshop.



Second State Level Workshop on Online Safety' was organized by PECUC in association with Odisha State Commissioner for Protection of Child Right (OSCPCR), in collaboration with Föräldralösa Barn at Rotary Bhawan, Bhubaneswar on 23rd Nov 2021. The notable guest speakers of this program were Ms. Sandhyabati Pradhan, Chairperson, OSCPCR, Ms. Dibya Saswati, Member, OSCPCR, Ms. Ruby Rout, Country Director of Adoptionscentrum, Ms. Anuradha Mohanty, Executive Director of PECUC and the technical session was taken by Cyber Expert Mr. Dibakar Prasad Das. 70 participants including teachers, DCPO and CDPOs of different districts, ICDS supervisors, Women PRIS, Women SHG Leaders participated in this workshop. The major focus of this programme was to build awareness among the different stakeholders about the safe use of the internet.

State Level Convention of Ecosavers Youth Network:

A two days state level convention of Ecosavers Youth Network was organized in the Mahanadi Hall of CYSD, DRTC, Bhubaneswar, by PECUC in collaboration with Floralösa Barn on 25th Aug 2021. In this convention more than 60 youth representatives from 11 districts of Odisha



participated. PabitraSahu, members of Ecosavers Youth Networks gave the welcome address and Ms. Anuradha Mohanty, Executive Director of PECUC shared the objective of this convention saying youth should come forward to take leadership at different levels and should create examples by participating in the nation building process. Joining through online in the inaugural session of this Convention Mr. Ranjan Kumar Mohanty, Secretary PECUC appreciated the work of Ecosavers Youth Network and said they should prepare an action plan for their future activities. Other guest speakers of this convention were Mr. Ruby Rout, Country Director of Adoptionscentrum, Dr. Rabindra Narayan Behera, Sr. Technical Director of NIC (Retd), Mr. Deepak Kumar Mishra of Baitarani Initiative & Mr. Harihar Nayak, former member of Odisha State Commission for Protection of Child Rights. The youth representatives shared their achievements with each other and also prepared an action plan for future courses of action. The second day programme was facilitated by Mr. Stuti Ranjan Pradhan of Ecosavers Youth Network groups. The core team of the Ecosavers Youth Network was also reconstituted in this convention.

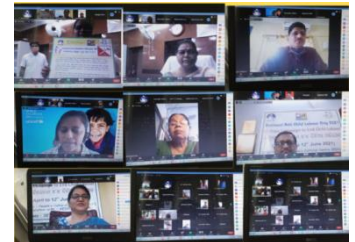
State level training to Youth Network Members on Ecology, Sustainable Development:

A State Level Training programme for Youth Network Member on Ecology and Sustainable Development was organised on 11th Dec 2021. This Programme was organised in both online and offline mode. In online mode, more than 60 youth group members from districts like Khordha, Keonjhar, Baleswar, Sambalpur, Balangir, Sonepur, Puri etc joined in this training programme. In the Patna block of Kendujhar the Youth group members carried out a cleaning drive in the campus Panchayat samiti, and also, joined the online training programme. Stuti Ranjan Pradhan, State President of Ecosavers Youth Network Member welcomed and introduced the guest in the state level training programme. Mr. Ranjan Kumar Mohanty, Secretary PECUC gave the Inaugural Address. He discussed the 12.8 goal of SDG which describes by 2030 ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature. The youth as the change maker can take the lead and work for the achievement of sustainable development goals. Ms. Anuradha Mohanty, Executive Director, PECUC, shared the purpose of this training programme. Technical Sessions on “Ecology, its preservation & role of youths” and Life Skill Education were taken by Ms. SushreeShailani Suman and Ms. Jyoti Mahapatra respectively.



44 Days Campaign to End Child Labour

44 Days campaign to end child labour was launched by PECUC from April 30th National Anti-Child Labour Day to 12th June World Day Against Child Labour. This year PECUC also launched this campaign & observed National Anti Child Labour Day on 30th April 2021 in collaboration with Odisha State Commission for Protection of child Rights (OSCPCR) and AEIN on virtual platform. Ms. Sandhyabati Pradhan, Chairperson, OSCPCR inaugurated 44 days long campaign against Child Labour by launching a poster on elimination of Child Labour. Mr. Ranjan Kumar Mohanty, Secretary PECUC & Chairperson NACG EVAC, India spoke about the elimination of child labour. Ms. Anuradha Mohanty, Executive Director of PECUC gave the welcome address. Other notable guest speakers on this occasion were Mr. P.K. Mohapatra, Joint Labour Commissioner, Labour & ESI Dept., Ms. Neha Naidu, Child Protection Specialist, UNICEF, Odisha & Dr. Minakshi Panda, Chairperson, PECUC, 100 participants including many Govts. & Non Govt. Officials, Representatives of District Child Protection Units, Civil Society Organisations, Panchayatiraj Institution Functionaries from different districts of Odisha joined in this programme.



During these 44 days from 30th April to 12th June 2021 various activities were undertaken at PECUC’s operational area. Children group, Women group, youth group and community participated in this campaign. Children and youth put forward their views and opinion against the child labour through various messages, video messages, wall paintings etc. Campaigns on social media also carried on sharing their messages.

State Level Workshop on “Act Now: Stop Child Labour”

A State Level Workshop “Act Now: Stop Child Labour” organized by People’s Cultural Centre (PECUC), in collaboration with AEIN, in association with Odisha State Commission for Protection of Child Rights (OSCPCR) & Labour and ESI Department of Government of Odisha. Mr. Ranjan Kumar Mohanty, Secretary PECUC & Chairperson NACG EVAC, India gave the introductory remarks and Dr Minakshi Panda,



Chairperson of PECUC presided over the webinar and Ms. Anuradha Mohanty, Executive Director of PECUC gave the welcome address & moderated the webinar. Many eminent dignitaries including Sandhyabati Pradhan, Chairperson, Odisha State Commission for Protection of Child Right (OSPCPCR), Dr N.Thirumala Naik, Labour Commissioner, Odisha, Bimal Kumar Sahoo, Director @ Indo- German Focal Point- Prevention & Social Security For India, DGUV & Former Insurance Commissioner, ESIC, Ministry of Labour, Pritikanta Panda, State Programme Manager, Odisha State Child Protection Society, Bhubaneswar, Neha Naidu, Child Protection Specialist, UNICEF & Dr B.B.Acharya, senior technical consultant, Department of Labour& ESI participated and gave their valuable inputs, suggestions & recommendations in this webinar. A video compiling the message given by the children from different parts of Odisha was also shared in this webinar. **Voices Beyond Boundaries- Messages by children and youth on the occasion of World day against child labour link: https://youtu.be/v_izbBrS_HM**

40 Days Child Rights Campaign with OSPCCR :

PECUC participated in the 40 days Child Rights Campaign organised by Odisha State Commission for Protection of Child Rights (OSPCPCR) and UNICEF. PECUC conducted 105 programmes at village, block, district, and state level, which were mainly awareness campaigns, quizzes, rallies, and signature campaigns during the 40 days campaign. The campaign commenced on 1st Nov 2021 (OSPCPCR Foundation day) and culminated on 10th Dec 2021 (Human Rights Day). A total of 9714 participants participated in this campaign including 4014 boys, 3351 girls, 1009 men and 1318 women. During this period OSPCCR organized a children assembly and MLA interface with children in collaboration with UNICEF. A mobile van campaign was also organized by OSPCCR on this occasion to promote child rights in all over Odisha.

32nd CHILDREN FESTIVAL - SISUMELA-2021- 14th Nov to 20th Nov 2021

Every year, PECUC organizes "PECUC Sisumela" on 14th November on Children's Day and it continues till 20th November, Universal children Day. Thousands of children participate in the various competitions organized during these 7 days period. This year due to COVID situation, PECUC organized different competitions using online platform among children. The 14th, 20th programme, PilankaAkhayaprogramme with prizes and honoring awards was organized physically maintaining all safety norms.

Objective:

- A platform to create awareness on ending violence against children.
- To build an environment for improving the mental health situation of children and adolescents in COVID19 pandemic situation.
- To promote children's meaningful Participation to share their views, potentialities, and creativeness, acquiring skills, build competencies, gain confidence, capacities for civic engagement.



32nd PECUC Sisumela was inaugurated on the occasion of Children's Day in Bhubaneswar through virtual platforms due to COVID19 situation. The programme was inaugurated by Ms. Sulochana Das, State Commissioner for Persons with Disability, in presence of Eminent Actress Shimran Patnaik, Lavanya Das, Tiara Miss Teen India 2021 & Miss India Teen Supra Grand International 2022, Actor SnehalSujal Mohanty, Miss AnshikaRoutray, sports champion & PECUC's Goodwill Ambassador for Promotion of Right of the Children to Play, Ms. DibyaSaswati, Member OSPCCR, Ms. Anuradha Biswal, Olympian, Mr. Pradosh Kumar Pattnaik, President of PECUC Sisumela committee, Ms. Minakhi Panda, Chairperson PECUC, Mr. Ranjan Kumar Mohanty, Secretary PECUC, Ms. Anuradha Mohanty, Executive Director, PECUC and Ms. Ratna Das, Treasurer PECUC. In the closing ceremony of the programme organized in the Guru KelucharanOdishi Research Centre obeying all COVID19 safety protocol and it was live streaming through Facebook page and YouTube channel of PECUC. This programme was attended by Chief Guest Justice Sj B.C Das, Honorable Former Justice of Odisha High Court, Mr. Saumya Ranjan Pattnaik, MLA, Founder Editor, The Sambad, Ms. Sandhyabati Pradhan, Chairperson, OSPCCR, Mr. Sahadev Sahoo, Former Chief Secretary of Govt of Odisha, Famous Ollywood actress and Goodwill Ambassador of PECUC for promotion of Child Rights, Ms. Bhoomika Das, Goodwill Ambassador of PECUC for promotion of Right to Play, Ms. AnshikaRoutray, & Ms. Anuradha Biswal, Olympian. This programme was presided over by President, Shishumela Committee and Renowned Journalist Mr. Pradosh Kumar Pattnaik and Mr. Ranjan Kumar Mohanty, Secretary, PECUC gave the introductory note. Dr. Minaskhi Panda, chairperson, PECUC also spoke on this occasion. Vote of Thanks was given by Anuradha Mohanty, Executive Director PECUC.

The weeklong 32nd Children's festival on the virtual platform of PECUC reached its closing day adding another glorious chapter to the history of PECUC Sisumela. Many talented children from Odisha and from other states participated and showed their talent in this Children Festival.

Various eminent personalities from the different fields joined as Judges for the competition. Among others, Dr. Purunima Pradhan, Ms. Madhumita Das, Consultant, WCD Dept., Govt. of Odisha, Usharani Behera, Social Worker, Sharmila Sahu, Editor, Sindhuja Magazine, Annapurna Mohanty, Social Worker, Bandita Das, Singer, Harapriya Pati, Singer, JaayashreeJyotirmayee Sahoo, Singer, Itishree Dixit, Singer, Rekha Sahoo, Dancer, Dilip Kumar Gu, Pratikshya Sahoo, Odishi Dancers Dr. Snehaprava Samantaray, Dr. Meenakshi Behera, Mamata Sathpaty, Ahuti Boral, SharatPani, Musician, Manas Ranjan Nayak, Designer, Sisir Kumar Bahinipati, SushreeShailani Suman and Manoranjan Mishra took active participation in the programme.

Various Competitions: *Rhymes, Modern Dance, Fine Art, Elocution, Odishi Dance, Song and Fancy Dress were organized during the 7 days programme.*

PilankaAkshya: "PilankaAkshaya" was organized on Odishi Research Centre and it was live streamed through Facebook and youtube. It was a tribute to the Legendary Singer, Lyricist & Music Director Late Akshaya Mohanty. In a unique way children paid homage to the Icon of Odia Music on his 19th Death Anniversary. Young singer Akankshya Sahoo



got "Pilanka Akshaya Samman-2021". Eminent Music Director & Singer S. Manmath Mishra, Ms. Bandita Das were the guests of the evening, Ms. Minakshi Panda, Chairman, PECUC presided over the ceremony. Ms. Anuradha Mohanty, Executive Director of PECUC was also present on this occasion. Secretary PECUC Mr. Ranjan Kumar Mohanty declared the name of the PilankaAkshya Samman 2021.

Annual Awards: On this occasion children and adult personalities were honored with many prestigious annual awards for outstanding performance in different fields. Child Artist Aishwarya Mishra of Bhubaneswar received "Dr. Sarat Chandra Pujari Memorial Award 2021" for acting, Sobhana Nayak of Bhubaneswar received "Prafulla Chandra Das Memorial SisuPrativa Award 2021" for all round achievement, KanhuCharan Mallick of Jagatsinghpur received "Baji Rout Memorial Award 2021" for bravery and courageous activity, Subhendu Shekhar Das of Bhograi was given "PrananathPattnaik Memorial Award 2021" for social work, Change maker and leader Missy Queenie Panda of Bhubaneswar received "Adaramoni Boral Memorial Award 2021" for her leadership, Kumari Sabita Toppo received "Sushama Mohapatra Memorial Sports Award 2021" for her achievement in the field of sports, Tanmay Kumar Samantray and Pratyasha Biswal received "Ketaki Pattnaik Memorial award 2021" for their success in the 5th class Scholarship Exam.

Annual Award for Adults:

Senior Journalist Mr. Arabina Das was honoured with prestigious "Swarup Jena Memorial Award 2021" for outstanding contribution in the field of journalism, "AbaniBaral Memorial Award 2021" to Retd. Teacher Radha CharanPrushti for his contribution in the field of teaching, "Sisusathi Award 2021" to S. Lakhmikat Raj for outstanding contribution in the field of children literature, "Dr. P. C. Dash Memorial SisuAdhikarSurakshya Award 2021" to Mr. Hrushikesh Panda for his social work

The 32nd Children Festival was supported by Rotary Club RCB Unique, FloralDralosa Barn, AEIN, Herbage Herbals, IMFA, Priyadarshini etc. More than 10000 children are involved in this programme both through online and offline.

International Women's Day Celebration:

People's Cultural Centre (PECUC), in collaboration with Rotary Club of Unique, organized International Women's Day at Patitapaban Kalyan Mandap, Baliana. Ms. Anuradha Mohanty, Executive Director of PECUC gave the welcome address and shared the purpose of this programme. Mr. Ranjan Kumar Mohanty, Secretary & Dr. Minakshi Panda, Chairman, PECUC also spoke on this occasion. Other eminent guests who joined the programme were Ms. Anasuya Panda, Writer & Headmistress, Govt. High School, Mansinghpata, Ms. Pritichanda Dhal, Columnist and Writer, Mr. Krushna KeshabaApata, SarpanchaBaliana, Ms. Ratna Dash, Treasurer PECUC and Mr. Prasanta Kumar Sahoo, PatitapabanJubakaShangha. Awards were given to Ms. Shrijata Mishra, Assistant Teacher, Govt. Primary School, Jayarsasan, Baliana; Ms. Chhabirani Mohapatra, ANM Vaccinator, CHC, Balakati; Ms. Lakshmipriya Panda, AWW, Bhubanapur, Baliana and President PriteeMayee Nayak, Secretary Sunita Routray, MBK Sabita Sahoo of Baliana Women SHG Federation for their outstanding contribution in their line of work. More than 200 women including Women SHG Group Members, AWW, teacher, ASHA worker, MAS members of Baliana Block participated in this programme.



Ibika:

The SHG group of SLFW Project participated in 14th State Level Kalinga Herbal Fair 2021-22 organised by State Medicinal Plants Board, Odisha at Janata Maidan with the stall name “JIBIKA”. They were supported by PECUC and EDGH. The SHG members participated with their own hand made products.i.e. bamboo products, Badi, Papad, terracotta items, pattachitra products, some cooked foods, dry-fish and so on. They sold their products and received a total of Rs. 17000 during these 7 days of the Exhibition starting from 8th March 2021 to 14th March 2021. A total of 18 women participated and managed the activities in the stall.



Ecosavers-The Youth Network: PECUC promoted 102 Ecosavers – The Youth Network with 1732 members in its different operational areas for preservation and conservation of Environment and Ecology. In this year another 25 groups in Keonjhar and 18 groups in Khordha district were created, increasing the group from 102 to 141 with 2219 members. They are involved in various environmental related works like plantation, promotion of organic farming, promotion of organic kitchen gardening, cleaning activity, protection of natural resources, dustbin installation, preparation of bird nest to attract birds, water kiosks, awareness drive, road repairing, awareness on COVID19 and various safety measures and many such activities. During this period, re-election of state core team member was held with the participation of MsSuvendu Sekhar Das, Baleswar, Mr. Pabitra Sahoo, Kendrapada, Ms. SangyaSahu, Sambalpur & Mr. DilipParida of Khordha were elected as Vice presidents. Ms. Sasmita Munda, Patna Block, Ms. Geeta Mohapatra, Khordha, Lipin Panda, Puri, Mr. DebendraPodha, Sonpur& Ms. Gunjan Bhoi, Bolangir were elected to the State Core team. Mr. Stuti Ranjan Pradhan elected as State President of Ecosavers- The Youth Network.

Library: PECUC’s library contains 5885 books

National Level Programmes

Child Protection Workforce Capacity Building to end Child Sexual Abuse in India – Project Overview

PECUC, in six districts of Odisha and in four districts of Delhi has been implementing the project titled “Child Protection Workforce Capacity Building to end Child Sexual Abuse” in Odisha and Delhi with the support of WVG and BMZ

Achievements:

- 4155 stakeholders were covered through Training , webinar, consultations, workshop and follow up in block, district, state and national level convergence and follow up training /workshop
- 3155 children and adolescents were sensitised on the issue of Child Sexual Abuse and Exploitation, Child Right and child protection mechanism, 304 adolescents participated in the state level activities and 267 on national level activities.
- 2515 members of Village/Ward level Child Protection Committee, District Child Protection Units were trained on management, coordination, monitoring, reporting and legal compliance roles pertaining to CSAE and accountability.
- 2358 frontline health and ICDS workers were trained on prevention and protection of children against CSEA.
- 1971 Teachers were trained on POCSO & JJ Act and Child Protection systems in schools and CSA-LSE on CSAE.
- 441 Doctors and paramedics were oriented on CSAE case investigation, legal procedures, SoP compliances, mental health/counseling services.
- 372 police personnel & 521 Media representatives were trained and oriented on the on CSAE care reporting, fast track investigation, SoP compliances, monitoring and accountability at the district level

Networking and Alliance Building

National Action and Coordination Group for Ending Violence Against Children (NACG EVAC), India: NACG EVAC, India, is the Country Level Civil Society Forum of South Asia Initiative to End violence Against Children (SAIEVAC), an Inter-Governmental apex body of SAARC. It brings together NGOs, Networks, Coalitions, Media, Children Forums, Academia and other civil society bodies to promote interaction, networking, advocacy, sharing of good practices and experience. NACG EVAC India is a country forum for collecting learning and sharing, advocacy and actions. It links the country's action with wider efforts of UN and International bodies. It has its operational areas at local, state & country level focusing on 5 critical thematic issues i.e. Child Sexual Abuse & Exploitation, Child Trafficking, Child Labour, Child Marriage and Corporal Punishment and 2 cross cutting issues, i.e. Child participation and Children with Disability. Its

strength and effectiveness lie in nationwide membership and active community engagement. Presently PECUC is the National Secretariat of NACG EVAC India.

National Workshop on Child Labour - Achieving (SDG 8.7)

On 14th December 2021, the it was organized at India International Center Annex, New Delhi was organized by NACG EVAC, India and CACL. 52 participants including representatives of Civil Society Organisations and many eminent dignitaries from different fields attended the conference. Mr. Ashok Kumar, Convenor, National Advocacy Unit, CACL welcomed all the participants. Mr. Ranjan Kumar Mohanty, Chairperson, NACG EVAC India chaired the event and shared the purpose. Dr. Shantha Sinha, Founder, MV Foundation, Dr. Bansari Nag, National Project Manager – MAP 16 Project on Child Labor, ILO, SJ AmodKanth, Retd IPS, Founder General Secretary of Prayas and Joint Coordinator, CSO Standing Committee of NITI Ayog, and Mr. Ashok Mathew Philips, National Convenor, CACL addressed the occasion.



The following session was moderated by P Joseph Victor Raj, Thematic Head Child Labour, NACG EVAC India, which was an open forum for participants and audience to share their experiences from grassroots and suggest strategies to resolve the big question of eradication of child labour keeping in mind the SDG 8.7. The entire room came together to bring some recommendations on table under 5 themes namely, rescue and rehabilitation, prevention, social protection, education and law and enforcement.

General of SAIVAC also attended this meeting.



CRC Asia Coalition (CRC Asia) Partnership Meeting: Child Rights Coalition Asia (CRC Asia), a network of child rights organizations working together to be a strong voice for child rights in the region, since 2015, CRC Asia has been organizing the *Asia-Pacific Partnership Meeting of Child Rights Coalitions and Networks (APPM)* to contribute to improving the understanding of emerging child rights issues. 2021 Asia-Pacific Partnership Meeting of Child Rights Coalitions and Networks started on 4th Aug 2021 on virtual platform and it continued till 15th Sept 2021. A total of 7 thematic meetings were held to build the capacity of the coalition members. Mr. Ranjan Kumar Mohanty, Chairperson NACG EVAC, India attended the meetings.

Alliance 8.7 : A global partnership launched in 2016, Alliance 8.7 groups governments, multilateral organizations, workers' organizations, employers' organizations, non-governmental organizations, academic institutions and think tanks to find ways of accelerating action on target 8.7. The alliance focuses on three strategies: conducting research and sharing knowledge, driving innovation, and increasing and leveraging resources and accelerating progress towards SDG Target 8.7 that calls for the elimination of child labour, forced labour, human trafficking and modern slavery. 8.7 Alliance Meetings were attended by Mr. Ranjan Kumar Mohanty, Chairperson NACG and Mr. P. Joseph Victor Raj, Thematic Head NACG, Child Labour. Another meeting of the 8.7 India Alliance was held on 24th of March 2022. In which Mr. Ranjan Kumar Mohanty, Chairperson, NACG EVAC, India participated and gave his views on different issues. Efforts are on to organize a National Consultation on a preparatory meeting for Global Conference on Child Labour to be held from 16th to 20th May 2022. Key advocacy points can be given to the delegates who will be participating in South Asia. The Chairperson NACG also participated in a meeting of sub group on policy on child labour constituted by the Alliance. The meeting was held on 26th March 2022.

Newsletters: 4 issues of E-Newsletter published & circulated during the year.

Social Media Campaign: 6029 people followed the Facebook page of NACG India and 5948 people liked the page & campaign on different issues has been taken up in the social Media sites. NACG India also has its own Twitter, LinkedIn and Instagram accounts. The website: www.nacgevacindia.com was also launched in the time being.

Social Media Campaign:

PECUC is very much active on its social media handles – twitter (185 followers), LinkedIn, Instagram, Youtube (400 subscriber), especially the facebook page of PECUC Odisha has reached 10335 followers. This year PECUC undertook various campaigns i.e. Campaign against child labour, Campaign on Child Rights, Campaign on harmful impact of Tobacco use, Campaign on Child Marriage, Child trafficking, Campaign on SDG, COVID19 awareness etc. Many awareness and informative videos were uploaded to the Youtube channel of PECUC odisha.

We thank our donor partners for being the constant support in this journey:

Aide a l'Enfance de l'Inde (AEIN), Luxembourg, Adoptionscentrum, Analog Devices, BMZ - German Federal Ministry for Economic Cooperation and Development (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung), DIK, EDGH, Terre Des Hommes [TDH (G)], TDH-NL, World Vision Germany, HCCB Pvt Ltd., Dept. of Labour and ESI, Social Security and Empowerment of Persons with Disability (SSEPD) Dept. of Govt. of Odisha, Orissa Scheduled Caste and Scheduled Tribe Development Finance Corporation Limited (OSFDC), Govt. of Odisha, District Disaster management Authority, Keonjhar and Khordha, Govt. of Odisha, Odisha State Disaster Management Authority, Panchayati Raj and Drinking Water Dept., Govt. of Odisha , Business houses & individual donors .