



*People's Cultural Centre (PECUC)*

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

# Annual Report 2022-23





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## From Chairman's Desk



I feel proud and honored to be a part of People's Cultural Center, India, Bhubaneswar. It has crossed 33 years of long journey leaving milestones in every turn. Created in the far end of 20th century with imprints of post independence development and globalization, it successfully proceeded to 21st century development which has taken pioneering steps to fit to all living systems by enabling human and natural systems to co evolve and regenerate. PECUC is constantly engaged in seeking to end poverty, protect the planet, ensuring prosperity for all. In the process of change, PECUC inculcated resilience and sustainable thriving in the midst of change.

Success is not a miracle. PECUC has got its own agenda, independent approach and skills that help it to be the leader in the process of development. We believe in the higher level of performance from standard to regenerative. We set goals for projects, organizations and communities. We don't believe in hierarchy because we value every minute contribution as important and treat them on equal footing. We invest to locate and attract the best of the talents, build their capabilities and make them sustainable not only for us but for the community at large. In this gigantic task, the role and leadership of our Secretary, learned and experienced members of the Board of Management, Executive Director, and our well-wishers are notable. I am quite confident PECUC will definitely go beyond to lead in the coming days

The larger focus of PECUC is the protection of the rights of the children. So it has got its own agenda of working on themes like Child Rights, Welfare, Women Empowerment, Livelihood, Health, Hygiene and Sanitation, Rights of the Older Persons, Emergency Management and Climate Change Adaptation, Governance and Democracy, Youth Empowerment and Persons With Disability. For the purpose, it creates links with the communities, governments, Corporates, and National and International organizations. While implementing different projects with specific objectives, PECUC thinks very critically to take care of the basic themes along with the prescribed objectives. For the purpose, it fixes priorities, plans and implements in a vigorous way where quality of service is treated as the only motto/panacea/game changer. While addressing an issue, PECUC not only analyses it from local and national level but also from international perspectives and try to intervene in every area to create a deep and sustainable impact and even take it in an innovative direction. Every single issue is treated as a way to address the larger issues and is treated with equal importance. It's objectives are so inclusive that it can accommodate the unique and isolated issues of its operational area. Every individual is its focus, every issue is a matter of concern, and every possibility either a cause or consequence is a challenge which becomes complete with an all round intervention.

I wish it all success.

A handwritten signature in blue ink that reads "Minakshi Panda".

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



### Forward from Secretary's Desk

**Dear Members and Supporters,**

It is my pleasure to introduce the annual report for the years 2022–23 for our esteemed NGO. Over the past year, we have continued to work tirelessly towards our mission of creating a better world for all.

We have achieved significant milestones in our efforts to address the most pressing social and environmental issues of our time. Our programmes and initiatives have made a tangible impact on the lives of countless individuals and communities, and we have continued to build strong partnerships with other organisations and stakeholders.

Despite the challenges posed by the ongoing global pandemic, our team has remained committed to our cause and has adapted to the changing circumstances with resilience and determination. We have found innovative ways to deliver our programmes and services, and have remained steadfast in our commitment to creating a more just and equitable world.

I would like to take this opportunity to express my sincere gratitude to our staff, volunteers, members and management members for their tireless efforts and unwavering commitment to our mission. I would also like to thank our donor partners and well wishers for their continuous support and belief in our work. Thanks to community for providing their support in our work.

As we move forward, we remain dedicated to our mission and committed to achieving even greater impact in the years to come. With your continued support, we are confident that we can make a meaningful difference in the lives of individuals and communities across the globe.

Thanks to everyone for the support and being a part of our journey.

Sincerely,

**Ranjan Kumar Mohanty**  
Secretary, PECUC

Peoples' Cultural Centre (PECUC) is a child rights focused organization founded in 1990. Since the last three decades, PECUC has been continuously working for children, their parents, Grandparents, families & communities to empower & enable them to lead a life of dignity. PECUC has implemented more than 135 projects and programmes in 30 districts of Odisha, 4 districts of Delhi and facilitated various campaigns at country level under different themes, such as Child Rights, Welfare, Women Empowerment, Livelihood, Health, Hygiene and Sanitation, Rights of the Older Persons, Emergency Management & Climate Change Adaptation, Governance & Democracy, Youth Empowerment and Persons with Disabilities, directly and in partnership with civil society organisations, communities, Government and National, International organisations.

**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 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: State of Odisha & Country level**

**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 the realisation of child rights and the well-being of children cannot be thought of in isolation and that their parents, grandparents, families and communities need to be protected and strengthened. 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 health Rights

Project implemented by PECUC in collaboration with the Adoptionscentrum

**Operational area:** Jayaramsasan & Kandisahi (Jagannathpur GP), Jitkarosuanlo (Bhingarpur GP), Bhubanpur (Balianta GP), Purohitpur, Nabati & Barijanga (Purohitpur GP), Bentapur (Bentapur GP), Purunajhinti (JhintiSasan GP) of Balianta block, Godibariupara Sahi and Godibari Talasahi (Andharua GP), Sundarpur, Kujimahal & Baramana (Chandaka GP) of Bhubaneswar Block, and Kargil & Tarini slums (Ward-62), Nehru and Nilapanitanki slum (Ward-47) of Bhubaneswar Municipal Corporation of Khordha District.

**Target Population:** 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)

**Activities:** Baseline Survey, Staff Capacity Building Training, Training to adolescents on understanding Gender, First Aid training, online safety, Gender Sensitivity Training to young couples, Girl Leadership - Campaign by adolescent girls on SRHR through messaging competition, Career Counselling Camps to 40 young children, Training to 30 youths & Adolescents on Gender sensitivity, Trainings / orientation sessions conducted for GKS Members on Reproductive Health Rights and their roles and responsibilities, Block level workshop on Child marriage, District level workshop on children accessing child protection mechanisms, Training to Panchayat level Child protection committee members on child protection mechanism, Formation of Slum level Child protection committee, State level workshop with CSOs, duty bearers and stakeholders on child protection and Online safety, Training to Ecosavers youth Groups, State level youth convention on environment and ecology for youth, Plantation drive, Training to youths on Waste management, Community Mobilization through observation of special days like world environment day, world earth day and world water day and observance of Child Rights week, CBO group meetings, Design, Development & distribution of IEC materials, Awareness generation through Street plays, Wall painting etc., and Convergence and Linkages.



**Major Achievements:**

- 18 young women's groups with 297 members, 18 adolescent boys groups with 189 members, 18 adolescent girls groups with 254 members, and 18 youth groups with 224 members were formed and are in place.
- The focused group discussion for the baseline survey was concluded.
- 72 percent of adolescents and youths enhanced their understanding of gender by receiving gender training, and 37 percent of young couples received gender training. 513 adolescent girls participated in the SRHS messaging competition, and 44 adolescent girls received career counselling. 61 GKS members received training on reproductive health rights, and 70 PLCPC members received training on child protection.
- Four slum-level child protection committees were formed with 43 participants.
- 45 adolescents received training on online safety, and 85 CSOs, duty bearers, and stakeholder participants participated in the state-level workshop on child protection and online safety.
- 43 ecosavers youth group members received training, and 52 youth participated in the state-level youth convention on environment and ecology. 31 youth received training on waste management.
- 38 members of staff enhanced their knowledge on SRHR, various schemes and programmes, etc.
- 72 young women received training on HIV/AIDS, STDs, and reproductive rights.
- 8 child marriages stopped in Baliantha Block, and 13 marriages were registered.
- 154 children enrolled in school in the target project village, and 25 (B-16, G-9) dropout children were reintegrated into school.
- In 18 operational project areas, 2544 children were facilitated to get immunised.
- 32 institutional deliveries in the project area and 31 pregnant women have been linked to Mamta Jojana.
- Four youths from project villages received online training from the ICICI Academy for vocational courses, i.e., sales and electrician work.
- 95 adolescents (50 girls and 45 boys) passed the 10<sup>th</sup> examination with the regular support of the project team.
- 748 children participated in the observation of Child Rights Week from the project's operational villages.
- 2000 copies of a booklet on the child protection committee were distributed, and four wall paintings on child marriage were also created at Baliantha Block.
- 42 COVID orphan children were identified and provided with support services.
- 197 children received support for mental health counselling.
- 114 adolescents participated in the Gramsabha, 20 adolescents participated in the "India Country Consultation on the Elimination of Child Labour" by 2025, 297 adolescents participated in the 44-day campaign against child labour, and 157 adolescents took part in the anti-tobacco campaign by delivering messages, writing slogans, painting, sending postcards, etc. 553 children participated in different celebrations like World Water Day, Earth Day, Environment Day, Yoga Day, World Conservation Day, etc.
- 20 village-level child protection committees were formed and strengthened in the Baliantha block as the government ordered a VLCPC involving GKS members.

**Sustainable livelihood for FANI affected women in Baliantha Block, Odisha.**

Project implemented by PECUC in collaboration with EDGH

**Operational Area:** 10 villages of 7 Gram Panchayats of Baliantha Block of Khordha District i.e. Andilo & Saleswar (Baliantha GP), Balikanthia (Benupur GP), Bentapursasan (Bentapur GP), Balabhadrapur, Khamangsasan (Kakarudrapur GP), Saheb Nagar, Mahukhanda (Jaydev GP) GP, Bilasahi(Bainchua), Jagannathapur (Jagannathpur)

**Target Population:** Direct -288 women group members

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

**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 & Govt stakeholders, and Awareness Generation – days observation – Earth day, women's day, water day, play day, environment day, etc.

#### Achievements:

- 16 SHG groups with 288 members and a saving of Rs 4,45,998 are in place.
- 288 women have again increased their income by 9% this year.
- SHG management training is conducted in two phases. In the first phase, 212 members attended, and in the second phase, 275 members attained the training.
- A total of 11 interface meetings with government stakeholders were also conducted.
- 38 senior citizens got the booster dose through the counselling of women's group member.
- Training on green skills was held at Benupur, with 55 women leaders from 16 SHGs in attendance. This training brings knowledge, abilities, and values to support a sustainable future.
- In five vegetable groups with a total of 100 members, each member received 14 varieties of seeds and 10 kg of organic fertiliser. Nari Jagarana SHG, the fishery group of Bentapur, provided 15000 fish fingers and 250 kg of fish feed. Support was provided to two Beetle-vine groups (Padmabati SHG, Sahebnagar, and Jayadev Group, Jayadev) (size: w-10 ft., L-160 ft. per bondal), covering 40 members in two groups. Support was provided to Harapriya Group SHG, Baichua (Brass Metal Trade), for two brass metal polishing machines, benefiting 12 members, etc..
- 80 male participants attained 4 days of gender sensitization training
- Six of the sixteen SHGs are part of the Mission Sakti programme, through which the government of Odisha provides financial assistance and federations in various forms. Jayashree Group (Badi Making) receives a Rs 50,000 loan from OLM, while Bhagabati Mahila Mandala (Vegetable Trade) receives a Rs 150,000 loan from OLM.
- A four-day training programme in two phases was conducted on entrepreneurship and marketing with a total of 68 attendees.
- A support group formed, including 40 members from among the 16 women in the SHG, to sort out the issues arising with the community. They intervened and solved 10 cases.
  - 34 counselling sessions were held, with a total of 505 participants present, including 196 female participants and 6 male participants.
- One domestic violence case was reported in the Bentapur village.
- Five disaster management plans in place



#### 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. Chachara Sabarsahi, Badha Sabarasahi, 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:

- Six SB centres are functioning effectively with 250 children in six operational villages.
- 400 students get the benefit of the installation of outdoor play equipment, the installation of smart class, desk and bench support, the installation of five dustbins, the construction of boys urinals, the renovation of girls' toilets, wall



painting, the installation of an RO system, and the construction of a handwashing platform in Govt. Upper Primary School, Mukunda Prasad village.

- 638 children benefitted from the Education Kit support at 5 schools and 1 AWC (Primary School Chachera Sabara Sahi, Primary School Chachera Sabara Sahi, Jemadei Primary & Upper Primary School, Jemadei Anganwadi Centre, Jayrajguru High School, Mukunda Prasad Upper Primary School).
- There are 90 children enrolled in schools and 79 in AWC in seven operational villages. Eight irregular students from UP School Mukunda Prasad (2), Primary School Chachera Sabara Sahi (4), and Primary School Badha Sabara Sahi (2) are regularised in the 5th, 6th, and 8th grades.
- Counselling support for 2280 children and students on mental health during this period
- Nutritional seeds, plants, and organic manure support are provided to 500 households in 5 operational villages, i.e., Chachera Sabara Sahi, Badha Sabara Sahi, Tangi Basti, Jemadei, and Mukunda Prasad operational villages.
- 84 health awareness meetings were conducted in the project villages with 3320 attendees. 672 people were administered a booster dose of the COVID vaccine in five villages.
- 110 percent of women get the benefit of Mamata schemes. 260 girls are taking iron-folic tablets regularly.
- 52 self-help groups (SHGs) with 514 members are in place. Direct support (2 badi grinding machines, 2 flour machines, and goats to 4 groups) to 8 women's self-help groups in 2 villages was provided during this reporting period.
- Observation of days: International Women's Day, World Environment Day, Gandhi Jayanti, World Day against Child Labour, Children's Day, with participation of 995 children
- 12 women from the SHG group are engaged in microcomposting and earning Rs. 9000 each; 28 members receive widow pensions; 140 members received trade-based training from OLM, Khordha; one SHG is linked to Jibika Mission and got to sell their product, Pampad and Badi, at the Book Fair at the Exhibition Ground, Bhubaneswar. Eight groups are linked with the municipality in Mukunda Prasad and Gurujanga Village.

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

PECUC implemented 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

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.

#### **Actions:**

- 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.
- A 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:**

- **Sampark Help Desk:** :3196 calls from various districts of Odisha to Sampark Help Desk regarding Ashirwad Scheme and linkages, counselling, alternative care, health services, information on child protection schemes/issues, information on addresses of CWC, DCPU, and other line departments, linkages (Covid Ex-gratia, MBPY, Housing, BSSY, PDS, etc.), education and employment, miscellaneous (phone tests, blank, Advika, awareness events, etc.). 7933 outbound calls were made by the Sampark help desk team during this period, and 220 individuals (B-23, G-31), ( M-47, & F-119) received targeted psychosocial support.
- A video tiki mausi was developed to publicise the Sampark Help Desk number.
- 101398 (boys 45658, girls 55740) are trained through the Advika youth empowerment programme.
- 10,090 children (4166 boys and 5924 girls) have been supported through social protection activities.
- 8,142 children (3578 boys and 4564 girls) received psychosocial support.
- 41,168 women were educated on gender issues, DV, SRHR, and other topics.
- A total of 1164 (578 male, 586 female) child protection actors were trained in mental health, psychosocial support, and child protection in 30 districts of Odisha.
- 10 pieces of IEC on EVAC were developed and distributed.
- A video on child protection, "Pari," was developed and distributed to provide information on child protection, mental health, psychosocial support, the Ashribad programme, and the Advika programme for COVID-19.
- A "process documentation" video - a video documentary of all the activities and processes was created.
- 6564 (3677 boys, 2887 girls) children from 143 CCIs in 29 districts of Odisha received mental health and psychosocial support through "Child Mental Health - Managing Anxiety and Stress" training.
- 286 carers from 143 CCIs participated in mental health and psychosocial support training under the Children's Mental Health - Managing Anxiety and Stress programme.
- 271 counsellors, superintendents, case workers, probation officers, etc. were trained on life skills for socio-emotional well-being.
- 2012 adolescents (957 boys and 1055 girls) from 115 CCIs and observation homes in 30 districts of Odisha were taught life skills for socio-emotional wellbeing.
- 529 psychosocial assessments of children in childcare facilities were conducted.
- 213 children (104 boys, 109 girls) from 14 child care centres and school leavers from different districts received training on 21st century skills and career counselling.
- The Tech Mahindra Foundation linked 3 former institutionalised children with vocational training in nursing.
- Collected 30 field reports on the impact of COVID-19 on the mental health and psychosocial well-being of children from 30 districts and made recommendations for further improvement.
- 30 district level workshops were conducted in 30 districts on mental health and child protection, with coverage of .1164 nos of participants including DCPU Unit, CWC,JJB members, CCI and child line counsellors, representatives of the district mental health unit, ASHA & Anganwadi workers, and teachers.
- 150 children (M-70 & F-80) were trained in media literacy in three districts, namely Keonjhar, Balasore, and Deogarh, to act as child reporters to report on their surroundings and events.
- A total of 80 articles were received, and 224 articles were published in school wall newspapers. In addition, 3 issues of 'Mo Katha Suna' were published, summarising the articles written by child reporters.
- 24 episodes were produced, containing various information on child safety measures, child rights, child marriage, sexual abuse and POCSO, drug use, and prevention, and were broadcast over Radio Sampark 89.6 FM (2 lakh range) during this period.
- 300 No villages were selected by OACR partners to become model villages through the Advika strengthening programme involving youth, children, and parents. Also raised awareness of the ADVIKA programme through Anganwadi centres in these villages.

### Health Kit Support to Frontline Health Workers

**Supported by:** IPE Global Limited

465 kits of the Health Kit (face shield 5, thermometer 6 pieces, alcohol-based sanitizer 2 bottles, cotton cloth bag 1 piece, Savlon soap 6 pieces, fingertip pulse oximeter 1 piece, and Eveready zinc carbon battery 4 pieces) were distributed to frontline health workers on June 24, 2022. 155 kits were distributed in the Bolgarh Block, and 310 kits were distributed in the Baliana Block of Khordha district.



### The Plantation Program

**The plants Supported by:** Rotary Club of Unique Bhubaneswar

200 nos. of fruit bearing and flowering plants were planted in 7 schools in the Balianata block. The distribution started on July 20th and continued until July 23rd. Bisuniapada UGUP School of Puranpradhan GP (50 nos), Chadheibara UP School of Jhintisasan GP (30 nos), Panikata High School of Purohitpur GP (30 nos), Bhingarpur UP School of Bhingarpur GP (30 nos), Atala School of Balianata GP (10 nos), Panchabati School (30 nos), and Jayarsasan School (20 nos) were provided plant support.



#### **ASHA-Alternative Source of Help and Action:**

ASHA, a concept introduced by PECUC, fosters the self-help capacity of the elderly to achieve socio-economic security. It focuses on empowering older people to lead a happy and dignified life. 12 Elderly Self-Help Groups (ESGPs) The annual savings of these 12 groups is INR 2,45,000.

- 20 umbrellas were collected locally from sweet shop owners in Pahala and distributed to 20 elderly people at Balianata Block on July 17th in honour of PECUC Annual Day.
- An individual donor, Nalini Pradhan, supported 30 umbrellas for older people (males 12 and females 18) at Kandisahi village of Balianata Block on August 11th, 2022.
- 150 mosquito nets were supported to older people of Puranpradhan, Jhinti and Nabati village of Balianata Block on 26<sup>th</sup> March 2023.
- 25 blankets were supported to older people of Nabati village of Balianata block on 26<sup>th</sup> January 2023.
- 15 nos of blankets mobilised from an individual donor, Priya, and supported 15 no. of needy older persons in the Nabati Village of Balianata Block on December 25, 2022.

#### **Capacity Building of Panchayatiraj Fuctionaries**

PECUC has been working on the capacity building of local self-government in collaboration with the State Institute of Rural Development, Panchayat Raj Dept., Govt. of Odisha, DRDA, and Khordha. This year, PECUC conducted three rounds of training for Balianata block and capacitated 162 (M-69, F-93) ward members. In Balipatana, four rounds of training were conducted for 232 (M-107, F-125) ward members. In Bolgarh, six rounds of training were conducted for 283 (M-121, F-162) ward members and 15 (M-7, F-8) Naib Sarpanch.



#### **Cyclone Shelter Training:**

Area: Balianata

Supported by: OSDMA,

Cyclone shelter training was organised at four villages of Balianata Block, i.e., Jayadev, Prataprudrapur, Andilo, and Indrapal. In each village, 75 people received training on management and documentation of cyclone shelter, search and rescue, and first aid for the task force team. A total of 300 (M-201, F-99) people received the training between February 10 and March 13, 2023. Trainers of PECUC provided support in facilitating training.



#### **Flood Response- Balianata Block**

Area: Purohitpur, Balianata Block; Target Population: 60

60 flood-affected, needy families of Purohitpur GP of Balianata block of Bhubaneswar were supported with dry food with support from the Rotary Club of Unique on August 19, 2022. This village was severely affected by a deluge of water. The children were the worst affected, as they were left without sufficient food and their houses were submerged under water. They were shifted to flood shelters. The situation was very gloomy.



**Electricity Connection to Ananta Gopal Bidyapitha, Atala, Baliana**

PECUC facilitated electrification in Ananta Gopal Bidyapitha, Atala, from the Rotary Club of Unique, Bhubaneswar. The school was electrified, and it was inaugurated on September 2, 2022.

**KEONJHAR****Education and Ecosystem Restoration- A Children and Women Centric Action:**

It is implemented by PECUC in collaboration with AEIN

**Operational Areas:** 25 villages in the Swamptna block of Keonjhar District. Raikala (Rajnagar GP), Kimirdapasi, Patanali, Kiapada (Muruswan GP), Janheipasi, Jadichatar, Saradhapur (Chakundpal), Silda, Mahisamundi (Kendeiposi GP), Sanajamuposi, Madhapur, Guldipasi (Badapatna GP), Maliposi, Badadhanurjayapur (Mushakhori GP), Baidabaza, Badnugaon, Dumuria, Pichhulabeda, Banmahuladiha, Kalighai, Rohiniduma (Dumuria GP), Jamuleibeda, Godhirampara, Palanghati, Sadangabahali (Palanghati GP)

**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), House Hold 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

**Activities:**

Functioning of Sradha Bhawan in the 25 villages, Distribution of Teaching and Learning materials, 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 interface 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.

**Major Achievements:**

- 25 Shradha Bhawans are functional in the 25 villages with 601 children (B-303, G-298), and 25 village-level educators are in place. 21 children were mainstreamed into school.
- 111 children (B-48, G-71) between the ages of 6 and 14 are enrolled in different schools in 25 villages. The number of slow learners dropped from 193 to 111 as 82 slow learners enhanced their learning level by regularly attending the SB centres.
- Two drop-out children were also mainstreamed into school after joining the SB centres.
- 25 Sisusabhas with 585 members, (B-278, G-308) are in place in 25 project villages and
- Sisusabha members planted 402 plants (papaya, mango, chilli, jackfruit, brinjal, sisu, Gambhari, teak, kadam, etc.), created 64 bird nests, cleaned 4 tube wells, and motivated 14 children to SB centres and schools. 52 Sisusabha members participated in the Geamsabha, 26 children participated in the "Surabhi programme"

- organised by the government, and 618 children participated in different days of observation, i.e., World Environment Day, Child Rights Week, Ozone Layer Day, etc. 478 children participated in the annual celebration.
- 36 government school teachers received training on child rights and child protection mechanisms and enhanced their understanding of child-friendly methods of teaching.
  - 38 ICDS workers received training in online mode from 25 villages in the year 2022.
  - 614 children (B-298, G-316) aged 3-5 years are enrolled in anganwadi centres and taking dry food from anganwadi. 0-3 age group (B-310, G-310), with a total of 620 receiving take-home rations
  - 106 pregnant women took immunisation and received dry rations. 134 lactating mothers received food support from Anganwadi. 18 pregnant women received anti-natal care (ANC).
  - 267 children (B-141, G-128) received BCG vaccination, 199 children (B-121, G-76) received DTP vaccine, 137 children (B-77, G-20) received measles, 389 children (B-189, G-201) received polio, and 276 children (B-117, G-109) received booster vaccine.
  - 30 Jaanch committees of all 30 AWCs, with 210 members, are actively engaged in monitoring the various activities of AWCs.
  - 40 SMC members provided training in 2022 and 43 (M-22, F-21) in 2023 on their role and function, structure, how to monitor school functioning and utilisation of grants, improvement of school monitoring and logistics, etc.
  - 25 SMCs with 475 members, including 50 children, are in place. New school building was constructed at Kiapada UGUP School and Govt. Primary School, Silda with initiative of SMC members and SMC members motivated 4 children to school
  - 25 self-help groups with 266 members and INR 1371415 in the bank
  - 55 women group members received training on reproductive child health.
  - Women group members solved 16 domestic violence cases, and SHG members of Godhirampada saved one woman from the accusation of witchcraft
  - Women SHG members motivated 8 numbers of children to school
  - 106 pregnant mothers were identified and provided counselling support by the trained SHG group members along with ASHA and AWW; 1 high risk woman was identified and referred to the hospital; and 154 institutional deliveries
  - 250 women group members received kitchen garden seed support and started practising kitchen gardening, and 57 other women also started kitchen gardens inspired by the women SHG members.
  - 317 women participated in the International Day of Elimination of Violence Against Women and organised rallies, awareness meetings, etc.
  - 4 nos of SHGs with 43 members (Badanuagaon, Janheiposi, Sanjamuposi, and Baidabaja village) received 86 nos. of poultry support.
  - 48 VLCPC members received training in 2022 and 66 (M-7, F-59) in 2023 on child rights and their roles and responsibilities.
  - 25 VLCPCs are functional, with 275 members in 25 project villages. 63 children motivated by VLCPC members to go to school
  - A two days National Consultation of Children for Ending Child Sexual Abuse and Exploitation was inaugurated at CYSD, Bhubaneswar, on November Nov. 2022. 64 children from 12 different states like Bihar, West Bengal, Tamilnadu, Andhra Pradesh, Assam, Uttarakhand, Jharkhand, Gujarat, Maharashtra, Odisha, Delhi, UP, Haryana participating in this consultation.
  - A block level traditional seed and food mela was organised in Swampatna block on November 19, 2022. 50 participants participated in this mela and exhibited varieties of traditional food like makapitha, mandiakhiri, mandialaddoo, mahulapitha, mahulasijha, 10 types of nutritious green leafy vegetables, laupitha, papaya curry, badam, kadali, kolathasijha, etc. They also displayed varieties of traditional seeds like paddy, mandia, mustard, arhar, guludi, saru, and brinjal. Ladies finger, chilly, pumpkin, kidney beans, etc.
  - 1000 nos of Booklet on ADVIKA Scheme was developed, printed and distributed during this reporting period.
  - One video on safe touch and unsafe touch was developed and shared
  - 47 adolescent boys and girls received training on life skill, 44 nos of youths attended the career counseling training
  - State level youth convention on Ecology and Sustainable Development was organised at SCSTRTI, Bhubaneswar on 28th and 29th September 2022. In this two days program both Surakshya and ERR project collaborate with each other and facilitate this program. Total 72 participants from different districts of Odisha attended this in this two days program.
  - 60 nos of youth group members received a training on environment and ecology
  - During this reporting period, various days were celebrated in the project area, i.e. Red Hand Day on February 12th, International Women's Day on March 8th, World Water Day on March 21st, World Earth Day on 22nd April, National Anti-Child Labour Day on 30th April, Biodiversity Day on 22nd May, World No Tobacco Day on May 31st, World Environment Day on 5th June, and World Day against Child Labour on June 12th.

- 25 Eco-savers youth network groups with 364 members (M-211, F-153) are in place in 25 project villages and they are involved in various environment protection measures
- 25 plants (Jamurola-3, Leman-5, Drumstick-3, Papaya-5, Pijuli-3, Sepeta-3, Dalimba-2, and Oua-1) are provided to each AWC operating in the school campus of villages Palanghati, Kalighai, Baidabaja, Jamuleibeda, and Badanuagon for the promotion of nutritional gardens. A total of 125 plants were provided for the above mentioned purpose.
- 44 participants in the year 2022 and 44 (F-16, M-28) in the year 2023 received training on organic farming, SRI cultivation methods, millets, local pulses etc.
- Mandia seed supported to 30 nos of famers, Makka/Maize seed to 20 nos, Mustard seed to 20 nos & vegetable seed supported to 200 nos of farmers in the project villages. Mandia cultivation started in 2 acres of land.

**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.

**Model School:** It is implemented by PECUC with Support from Analog Devices Pvt. Ltd.; **Area of operation:** Dumuria Primary School of Patna Block of Keonjhar District; **Coverage:** 258 students and teachers

**Objective:** To improve & create school infrastructures which motivate the children to come to school regularly, improve the attendance and interest, increase learning performance of children.

**Key interventions:**

- Installation of Outdoor plays equipment in school premises.
- Equipment and furniture for science lab.
- Tube well platform repair with drainage of waste water & soak pit
- Dustbin set up in school premises.
- Library for children.
- Child friendly painting in school building.



**Capacity Building of Panchayatiraj Functionnaries**

**Area:** Patna and Champua Blocks of Keonjhar District; **No. of Beneficiaries:** Champua, 223 (M-93, F-130), and Patna, 238 (M-77, F-161);

PECUC has been working on the capacity building of local self-government in collaboration with the State Institute of Rural Development, Panchayat Raj Dept., Govt. of Odisha, DRDA, and Keonjhar. This year PECUC conducted five trainings each in Champua and Patna blocks and capacitated 223 (M-93, F-130) and 238 (M-77, F-161) ward members, respectively.



**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 children:** 30 (B-16, G-14) registered but besides that another 29 (B-17, G-12) nos of children coming to centre for therapy services

**Major achievements:**

- 60 children with intellectual disabilities are coming to the centre. One special educator, one physiotherapist, one counsellor (part time), one special educator (part time), and a caretaker have been appointed in the therapy centre.

- The children are provided with occupational, speech, and physical therapy. Occupational therapy includes self-care activities 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 boards during leisure time.
- Speech therapy is given to children to improve their communication skills, receptive and expressive language skills, speech articulation, and vocabulary by using flash cards, regular interaction, questions and answers, etc.
- Physical therapy has been part of their regimen to enhance quality of life by maximising mobility, providing adaptive solutions to mobility problems, and increasing sensory integration. A community-level therapy camp is also organised to give services to the CR and MR children by visiting their neighbourhood.
- In addition to this, behavioural therapy and yoga therapy are also provided to children to improve both their physical and mental conditions.
- 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.
- The community, parents, and family members are sensitised about the special needs of the children. With proper care, patience, and therapy, improvement can be brought into the lives of these children.
- Introducing different indoor games led to increased attendance among children in the centre.
- Exposure of children to different places like post offices, schools, etc. helped them identify and understand the importance of these places.
- Inclusion of children in children's collectives formed and strengthened by PECUC in different villages and providing them a platform to speak openly leads to an increase in their communication skills. All the children coming to the centre regularly are showing signs of improvement.



## BALASORE

### Flood Response Bhograi Block

Implemented by PECUC with support from the AEIN; **Area of Operation:** Bhograi Block; No. of Beneficiaries: 250 HH;

The devastating flood that occurred in the month of October affected 156 villages in 83 panchayats under the 6 block of Balasore. Nearly 40000 people were shifted to safer locations and put in the 277 flood shelters. The people living in the low-lying area in mud and thatched houses were the worst sufferers. Their house was damaged, and they were in need of immediate support. The aftermath situation and need were assessed by the PECUC team working in that area, and they identified the vulnerable families who were in urgent need of support. The People's Cultural Centre (PECUC), with support from AEIN, provided tarpaulin to 250 vulnerable families in the Bhograi block of Balasore district. PECUC also organised on child friendly flood Shelter at Gabgaon, Bhograi block. As many as forty children attended this flood shelter which was operating twice in a day i.e. in morning and evening.

### Capacity building of Local Self Governance:

PECUC has been working on the capacity building of local self-government in collaboration with the State Institute of Rural Development and Panchayat Raj Dept., Govt. of Odisha. PECUC organised a total of five training programmes in this block. One training programme for the sarpanch and four training programmes for ward members. In total, PECUC capacitated 49 (M-22, F-27) Sarpanches and 216 (M-98, F-168) ward members in this block.



## KENDRAPADA

**Farmer group initiatives:** With the facilitation of PECUC, farming communities in the flood affected areas of Kendrapara block have been 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 organised and availing themselves of the benefits of programmes of agriculture and horticulture departments, local banks, and insurance, as well as disaster risk reduction initiatives.

**Community-Based Disaster Preparedness & Risk Reduction:** A team of volunteers from PECUC who are trained in first aid and search and rescue are still working, demonstrating in the community, and imparting training to youths and children. A review of the school safety plan was held in 12 schools.

**Child Friendly Flood Shelter (CFFS):** Men, women, youth, and children from across 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 the 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 mobilise the community to take preparatory steps to withstand floods. The child club members also participated in different community events and other special occasions to demonstrate their disaster preparedness.

## CUTTACK

**Protecting the Environment:** Ecosavers -The Youth Network of Mahānga Block observed different days, including Environment Day, Earth Day, Water Day, etc. They conducted rallies, meetings, drawings, debate 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 government schemes and programmes, organised awareness programmes on the eradication of child labour, sanitation drives, meetings with women, and linkages with skill trainings of youths, and identified farmer's needs and linked them with government programmes and schemes.

### **Community Radio Station: SAMPARK**

PECUC established a community radio station at Murudabad, Nischintakoili, in Cuttack district. The objectives of this community radio station, Radio Sampark 89.6 MHz, are as follows:

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

The community radio station (SAMPARK, 89.6 MHz) became functional in December 2021. After a month's test run, the station started telecasting programmes in February 2022. Programmes are broadly categorized into nine segments, such as children, women, farmers, youth, older people, devotion, literature, and development on various themes like women's empowerment, healthcare, livelihood, and sustainable farming; development initiatives including schemes and programmes; youth empowerment; programmes for older people; literature, etc.

**Languages:** Odia and Hindi

### **Gender Based Violence- (Sept 2022 –June 2023)**

**Supported by:** SMART

**Objectives:**

- Create awareness about GBV and help the targeted groups understand and acknowledge GBV in their everyday lives.
- Spread information about the existing legal and institutional framework through on-air and off-air intervention, with an emphasis on the One Stop Centre, the facilities available, its number, etc.
- Engage with women to enhance their knowledge of the legal process and referral pathways for GBV.
- Focus on using a community-based, multi-stakeholder approach to understand, address, and mitigate GBV.
- Build a repository of content in local dialects for deepening understanding, increasing uptake of services, and prolonged sensitization.
- Disseminate the content through broadcast on the hyperlocal community-led media platform and narrowcast the same.



**Area of operation:** 7 villages of the Nischintakoili block

**Activities:**

Formation of women's groups, weekly meetings, training, translation of smart materials, baseline survey with 105 respondents, Broadcast of 18 episodes on GBV, promos, narrowcast in the community, outreach programme in the community, social media posting, etc.

**Achievements:**

- Seven women's groups with 176 members are in place.
- 181 women's group meetings were conducted with 3415 participants and 4946 community members sensitised by women's group members.
- 35 narrow castings were conducted in the community with the participation of 923 people, including 137 youths (M-49, F-88), 708 adults (Male-272, F-436), and 78 children.
- 156 nos. of outreach programmes were conducted, including 1919 youth (M-796, F-1123), 5562 adults (M-2683, F-2879), and 8386 nos. of children.
- 13 episodes on gender-based violence and its different aspects were broadcast on community radio.
- A baseline survey was conducted with 140 respondents.
- 10000 copies of the Himsa Ku Naa brochure were printed and distributed in the community.
- 83 postings in social media
- 10 cases of gender-based violence were reported.

### ***Campaign on Lymphatic Filariasis – 1st Feb to 28th Feb 2023***

**Supported by:** SMART; **Area:** Nischintakoili Block

The key themes for the project are creating awareness by

**talking about:**

- The importance of February 10, 2023
- The causes of LF and how it spreads. The only way to save oneself is to have the drugs
- The consequences of LF and the urgency to consume the drugs
- The one and only way to prevent LF- a non-curable disease

**Activities:** Meetings, Promos, RJ Links, episodes broadcast, narrowcast, outreach programme, social media postings etc.



**Achievements:**

- One meeting conducted with SMART team

- 6 nos of Promos created
- 7 nos of RJ link created
- 6 nos of episodes broadcasted in the radio
- 10 nos of narrowcast with participation of 254 participants (M-82, F-172).
- Outreach programme conducted in 12 villages with participation of 2010 people.
- 28 nos of posting in social media

**Accelerating IYCF including Complementary foods and feeding practices and scale to improve child nutrition across the state of odisha – May 2022 to November 2022**

**Supported by:** Young India & CINI- UNICEF Supported; **Area:** Nischintakoili Block

**Objective:** To reach out to the frontline worker, mothers and caregivers for awareness generation on optimal infant and young child feeding practices through jingles and messages broadcasting through community radio

**Activities:** Broadcasting of 7 nos of Jingles, 2 Narrowcast in the community, 105 nos of feedback collection, & social Media posting

**Achievements:**

- 7 nos of jingle on child nutrition, complementary food and feeding practices were broadcasted
- 2 narrowcast conducted in the AWC of Katarpada and Tentulpur with participation of 54 young women
- 105 feedback collected and sent and 30 postings in the social media

**Awareness and Community Engagement Covid-19 Vaccination , School Reopening ,Routine Immunization and Emergency Preparedness through community radio station in Odisha - October-November 2022**

**Supported by:** Young India and UNICEF

**Area:** Nischintakoili Block

**Activities:** Panel Discussion, broadcast of 10 episodes, narrowcast in the community, staff capacity building, social media posting etc

**Achievements:**

- 10 nos of panned discussions carried on 10 different topics on theme child marriage (3 topics), routine immunisations (3 topics), Covid19 Vaccination (3 topics) and disaster risk reduction (1 topic)
- 10 nos of episodes prepared based on this discussions and broadcasted
- 10 nos of narrowcast in the community with 290 participants
- 26 postings in the social media

**Yoga Appreciation Programme – Aug- Oct 2022**

**Supported by:** CWEMC; **Area:** Nischintakoili Block

**Activities:** Broadcasting of programme on Yoga, Narrowcast

**Achievements:**

- ◆ 16 nos of episodes on yoga broadcasted
- ◆ 1 narrowcast in the Pithapada Primary School including all children of the school

Besides other Govt. Programmes like programme on Pani Panchayat, RBI guidelines also broadcasted in the community radio- Radio Sampark 89.6 MHz



## STATE LEVEL PROGRAMMES

**Masoom's Support a Child Programme:** The Masoom-Support a Child programme is a unique programme of PECUC to support poor and needy children. One rescued child labour Chandra Majhi, 16 years old, son of Mangal and Malli Majhi of Rohinduma village of Patna block, was identified and recommended to receive support of Rs. 20000/- from Bijak Pattnayak Memorial Foundation for continuing his education on September 19, 2022, at Gita Bhawan.

**Women's Empowerment: Promotion of Self-Help Groups:** The process of women's empowerment has been accelerated by the formation and strengthening of women's SHGs. They are considered one of the most significant tools for adopting a participatory approach to the economic empowerment of women. The most important change that the SHG culture has brought to the country is to change the gender dynamics of power within a family and ultimately in society at large. Promotion of women's SHGs 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 that alters power dynamics to allow their participation to a large extent. Conflicting issues facing women are now coming to the forefront due to the collective efforts of women's groups. PECUC has promoted 467 self-help groups in its operational areas in Khordha, Keonjhar, and Balasore districts, with 5542 women members with Rs. 20,651,119 in savings in different banks. PECUC also promoted 51 young women's groups with 728 members to protect their reproductive rights. PECUC also created seven Nari Shakti Mahila Groups with 176 members to create awareness about gender-based violence in the Nischintakoili block of Cuttack district. During this period, initiatives including revival of traditional food, promotion of local food, organic kitchen gardens, games and sports, convergence and linkage, awareness of gender-based violence, and training and capacity building of women group members were undertaken through the women groups.

**Plantation Drive Programme:** This year, 14011 trees were planted in house yards, community places, schools, and village forests by Ecosavers, women's groups, Sishusabha, VSS, PRIs, and community leaders in all operational areas of PECUC.

#### **Improving Public Health Through reducing tobacco use**

PECUC implemented this project with support from the Tobacco Free Kid Action Fund (TFKAF).

**Operational Area:** Odisha State

**Activities**

1: Mapping of interested civil society organisations, social movements (anti-liquor and anti-tobacco movements), women's SHG federations, organisations of local self-government functionaries, and community-based organisations from tribal areas, rural areas, and urban areas. 2: One workshop for the formation of a coalition, taking 50 participants from different districts of Odisha, with the constitution of a state core team to lead the coalition. 3: three one-day core team meetings, with 15 participants in each meeting. 4: One-on-one training on policies, laws, and legislation related to tobacco control for 50 participants for 3 days 5: Information Bulletin in English: E-Newsletter, 2 issues to update the knowledge base and share information. 6-Identifying likeminded ten Members of Parliament and regular interaction with MPs 7: Introductory meeting and sensitization of MPs, 8-Consultations with parliamentarians at state head quarter Bhubaneswar I head quarters, looking at the availability of the MPs with participation of sensitized coalition members and stakeholders. [ dist level consultations] 9- 2nd MP Consultation at Bhubaneswar/Puri/ Dist head quarter 10-National-level interface workshop/dialogue with participation of MPs in Delhi 11: Social Engagement Facilitator [Hiring of a PR Agency or Consultant for] 12-Set up a Facebook page, Twitter, and Instagram for the state coalition. 13: Content development, design, and promotion of messages in social media

**Achievements:**

- Strengthening of the state-level tobacco control coalition of civil society organisations and community-based organisations. At present, the coalition has 63 members.
- Two core team meetings were successfully conducted during this year with the participation of 24 and 18 coalition members, respectively, by building a foundation of understanding to advance the goal of a tobacco-free Odisha. One core committee meeting was held on November 18 in Bhubaneswar with the participation of 18 participants.
- State-level consultation on tobacco control in presence of MPs ,CSOs, Youth , Women SHG leaders ,Doctors ,Media successfully concluded in Bhubaneswar on April 15, 2022.



- to highlight the health risks and conducted a social media campaign on Facebook, Instagram, and Twitter to raise awareness about reducing tobacco use.
- A webinar on tobacco and environmental impact was organised for youth and led by a youth leader.
- National Consultation with on Tobacco Control organised with CSOs, Media, Doctors, Members of Parliament on August 2, 2022, at the Constitution Club in New Delhi with the participation of 7 MPs and 53 other members
- Public Dialogue Organised on the Topic "Children's Right to a Tobacco-Free Environment" on November 17 at Bhubaneswar with children and youth, Sulata Deo, MP, and Muzibulla Khan, MP, interacted with 403 children and young people who participated and took an oath to work for a tobacco-free environment.
- Public Dialogue on Strengthening Tobacco Control Laws to safeguard women and young children was held at Aska, Ganjam, December 30, with Pramila Bishoyi, MP. 314 women participated in this programme
- Training on policies, laws, legislation & taxation provision related to tobacco control was held in Puri on 3rd & 4th November, with 59 participants.
- Social media Campaign- 94 posts (Twitter, Facebook, Insta)



**State Level Webinar on the Occasion of No Tobacco Day:** A webinar was organised on the occasion of No Tobacco Day by PECUC, the ECOSAVERS Youth Network, and the Coalition for Tobacco-Free Odisha on May 31, 2023.

The webinar was moderated by Mr. Stuti Ranjan Pradhan, president of the ECOSAVERS youth network. Mr. Ranjan Kumar Mohanty, Secretary, PECUC, said that one life is lost every minute due to tobacco consumption. There are over 4000 harmful chemicals present in the cigarette, which affect not only the user but also others in the surroundings. Now, tobacco is a big threat to the safety of the environment. Hence, to have a healthy environment, a total ban on tobacco is needed, as is increasing the age of sale of products to people from 18 to 21 years. Mr. Deepak Mishra, an environmental expert, said that if the cultivation of tobacco is replaced with food crops, then 10–12 million people can be supplied with food. The cultivation of tobacco leaves is not only spoiling the fertility of the soil but also causing groundwater depletion. 5% of the total deforestation is caused globally due to tobacco cultivation. The e-cigarette is becoming a major threat to the marine environment. Dr. S.K. Swain, NCD State Nodal Officer, Govt. of Odisha, said that 95% of non-communicable diseases (NCDs) are caused by tobacco consumption. 63% of NCD deaths are due to tobacco consumption alone. He stressed extensive sensitization to keep the children away from tobacco from a very young age. Anuradha Mohanty, Executive Director, PECUC, expressed that, looking at the severity of tobacco consumption, COTPA should be strictly implemented along with mass sensitization. Participants from different parts of Odisha shared their ideas and raised their concerns in the webinar..



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#### **State Level Workshop on Online Safety:**

A state-level workshop with CSOs, duty bearers, and stakeholders on child protection and online safety was organised at the Institute of Engineers in Bhubaneswar on December 21, 2022. Ms. Anuradha Mohanty, Executive Director, PECUC, gave the welcome address and shared the purpose of this workshop. During this workshop, two technical sessions were held on the topics "cyber safety, virtual crime, and cyber security" and "keeping children safe online," and these sessions were taken up by Dr. Rabindra Narayan Behera, a cyber expert, and Mr. Pritikanta Panda, a programme manager at OSCPS, respectively. Among others, Ms. Ruby Rout, Country Director, Adoptions Centre, Mr. Ranjan Kumar Mohanty, Secretary PECUC, Usharani Behera of BGVS, and Mr. Khyamakar Swain of BHAL also spoke on this occasion. 85 participants, including



CSOs, teachers, DCPOs and CDPOs of different districts, ICDS supervisors, women PRIS, and women SHG leaders, participated in this workshop..

**44-day campaign to end child labour:** The 44 Days campaign to end child labour was launched by PECUC from April 30th, National Anti-Child Labour Day, to June 12<sup>th</sup>, World Day against Child Labour. This campaign provides a platform to create massive awareness among the masses against child labour.

#### Objectives

- To sensitise, activate, and engage key stakeholders and create an enabling environment that will strengthen the existing systems for protection of children from exploitation and lead towards a child labour-free Odisha.
- To educate the public and broaden awareness and understanding about the nature of child labour exploitation in Odisha.

**Activities** - Social Media Campaign, Awareness through Community Radio, Awareness Meeting, Poster Making Competition, Rally, Cycle Rally, Human Chain, Messaging, including video messaging, Signature Campaign, Wall Painting/Wall Magazine, Door-to-Door Awareness Campaign, Participation in a 15-day campaign and mobile van campaign against child labour organised by the Labour and ESI Dept., Govt. of Odisha; participation in different programmes organised by the government, non-government organisations, and international agencies

#### Outreach:

- More than 2000 people from 300 villages in Kendujhar, Khordha, Cuttack, and Baleswar districts were made aware of the child labour issue.
- Children, youth, women, community members, and local stakeholders like CPC members, AWW, SHG members, PRI members, PECUC staff, and volunteers actively participated in the 44-day campaign.

The campaign was also a part of a 15-day campaign launched by the Govt. of Odisha, Labour Dept., Child Labour Cell. PECUC also organised this campaign as a part of the call for the celebration of Elimination of Child Labour Week from June 12<sup>th</sup> to June 20<sup>th</sup> by the National Commission for Protection of Child Rights (NCPCR).

#### **World Day against Child Labour:**

On the occasion of World Day Against Child Labour and the culmination of a 44-day campaign against child labour, a mass convention was organised on June 12, 2022, at Satyabhamapur GP Conference Hall by PECUC. 99 participants, including sarpanchs, PS members, CRCCs, AWW, SHG group members, ASHA workers, and ward members, participated in this programme.

The convention was inaugurated with the lighting of the lamp by the guests. Ms. Anuradha Mohanty, Executive Director of PECUC, gave the welcome address and shared the purpose of this programme. Mr. Rajan Kumar Mohanty, Chairperson, NACG EVAC, India, and Secretary PECUC, in his key note address, described the provisions of the child labour law and said child labour is a punishable offence, and if the offence is repeated, then a higher fine will be imposed on the violator of



the law. Subasini Das, ABEO, Baliana, said the eradication of child labour is possible by bringing all children to school. Strict rules should be followed, and it should be ensured that all children between the ages of 6 and 14 are in the school. Mr. Santosh Sethy, PHEO, Baliana, said we all should work together to eradicate child labour from society. We all should be vigilant about child labour in our area. Sarpanchs of different panchayats, i.e., Ms. Rasmita Bhoi, Satyabhamapur GP Mr. Hrushikesh Parta of Benupur Panchayat, Mr. Bhagaban Behera of Purohitpur Panchayat, Mr. Durjyadhan Mallick of Puranpradhan Panchayat, Mr. Sradheya Patra of Puranpradhan Panchayat, Ms. Rasmita Sahoo of Bainchua Panchayat, Ms. Ramanata Nayak, Umadeibrahmapur Panchayat, Mamata Mahari, Panchayat Samiti Members, Purranapradhan, Ranjan Kumar Mahapatra, PS Member Umadeibrahmapur, Maoranjan Sahoohitpur, Nomini of Kakarudrapur Mililata Behera, and CRCCS Parikhita Sahu They all promised to work towards making their respective villages child labour-free. On this occasion, a short film on child labour was released by guests (link: [https://youtu.be/oZ6N\\_qy7u4s](https://youtu.be/oZ6N_qy7u4s)). Ms. Upama Mohanty, Balianat Block Coordinator of PECUC, gave the vote of thanks. Mr. Jyotishankar Mohanty, Ms. Alpana Das, Ms. Itishree, and Dr. Sumitra Mohanty of PECUC facilitated this programme.

#### **33rd CHILDREN FESTIVAL - SISUMELA-2022- 18th Nov to 20th Nov 2022**

Every year, PECUC organises "PECUC Sisumela" on November 14th, Children's Day, and it continues until November 20th, Universal Children's Day. But this year, the 33rd PECUC Sisumela was inaugurated on November 18 at Ekamrahaat, Amphetheatre, Bhubaneswar, and concluded on November 20, 2022. Thousands of children participated in the various competitions organised during this period. Pilanka Akhaya programme, a special musical night dedicated to legendary singer, lyricist, and music director Akshaya Mohanty, was organised on November 17, 2022, at Ekamrahaat, Amphetheatre, Bhubaneswar.



#### Objectives:

- A platform to create awareness about ending violence against children.
- To build an environment for improving the mental health situation of children and adolescents in the post-COVID-19 pandemic situation.
- To encourage children's meaningful participation in sharing their perspectives, potentials, and creativity; to acquire skills; to build competencies; to gain confidence; and to develop capacities for civic engagement.

#### Programmes and Activities:

**Inaugural Function:** November 18 - **Competitions [online]:**

Creative competitions among children online (Sisu, sub-junior, junior, senior, and super senior). Children are encouraged to participate in any event of their choice. Elocution was held online.

#### Competition Offline:

Fine art, fancy dress, song, and rhymes, Odissi Dance, Modern Dance (Sisu and Sub-Junior), Baby of the Year, Modern Dance Competition

**Cultural Programme:** 18th to 20th every day evening at 7 PM

**Valedictory Function, Awards, and Prize Distribution:** November 20th, Universal Child Rights Day



The inaugural ceremony of the 33<sup>rd</sup> PECUC Sisumela was held at Ekamrahaat Ampetheatre, Unit-3, Bhubaneswar, on November 18, 2022. Mr. Pradosh Kumar Pattnaik, president of the PECUC Sisumela committee, presided over the inaugural function. Mr. Ranjan Kumar Mohanty, Secretary of PECUC, gave the welcome address and shared information about PECUC Sisumela.

The guests of the inaugural ceremony were Ananta Narayan Jena, Member Odisha Legislative Assembly; Ms. Sulochana Das, Mayor Bhubaneswar Municipality; Ms. Mandakini Kar, Chairperson, Odisha State Protection for Child Rights; Radhika Srivastava, Advocacy, Communications, and Partnership Specialist of UNICEF; Ms. Minakhi Panda, Chairperson PECUC; and Anshika Routray, PECUC's Goodwill Ambassador for Promotion of the Right of the Children to Play, spoke on the occasion. Ms. Anuradha Mohanty, Executive Director of PECUC, gave the vote of thanks and gave information about the children's festival. On this occasion the first edition of "Mo Katha Suno" a book prepared by child reporter with support from UNICEF was released by the child reporter Subhenu Sekhar Das and Ipsita Mohanty along with the guests. The valedictory function was held on 20<sup>th</sup> Nov 2022 at Ekamrahaat Ampetheatre, Unit-3, Bhubaneswar. Hon'ble Justice Sanju Panda, Former Chief Justice of Odisha High Court was the chief guest of the evening. This programme was presided over by President, Sisumela Committee Pradosh Kumar Pattnaik and Ranjan Kumar Mohanty, Secretary, PECUC gave the introductory note. Among other Dr. Minakhi Panda, chairperson PECUC, Ms. Ruby Rout, Country Director, Adoptionscentrum, Madhumita Das, Consultant WCD, Bandita Das, Eminent Singer and Anuradha Biswal, Olympian also spoke on this occasion. Vote of Thanks was given by Anuradha Mohanty, Executive Director PECUC.

The guests of the 19<sup>th</sup> Nov evening were Pritikanta Panda, Programme Manager, Odisha State Child Protection Society, Kasturi Mohapatra, Former Chairperson, Odisha State Commission for Protection of Child Right, Madhabanand Behura, Senior Journalist & Dr. Purunima Pradhan, Gynecologist. Various eminent personalities from the different fields joined as Judges for the competition. Among others, 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, Jaayashree Jyotirmayee 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, Sharat Pani, Musician, Manas Ranjan Nayak, Designer, Sisir Kumar Bahinipati, Sushree Shailani Suman and Manoranjan Mishra took active participation in the programme.

### Pilanka Akshya:

On 17th November a special musical night “Pilanka Akshaya” was organized as a tribute to the Legendary Singer, Lyricist & Music Director Late Akshaya Mohanty and other eminent odia singers at Ekamrahaat Amphitheatre. In a unique way children paid homage to the Icons of Odia Music. Eminent Singer and Former Director of All India Radio Dr. Sudha Mishra, Eminent Singer Ms. Bandita Das were the guest of the evening. They threw lights on the different aspects of the life of the legendary Singer. Among other Mrs. Anuradha Mohanty, Executive Director, PECUC also spoke and paid her homage to the Legendary Singer. Ms. Minakshi Panda, Chairman, PECUC presided over the ceremony. Mr. Ranjan Kumar Mohanty, Secretary PECUC announced the name of the winner of the Pilanka Akshaya Samman Award 2022. Singer of the young generation Tanushree Jena honoured with prestigious ‘Pilanka Akshaya Samman 2022’.



**Annual Awards for Children:** On this occasion children and adults personalities were honoured with many prestigious annual awards for their outstanding achievements in different fields. Child Artist Trisha Patro of Bhubaneswar received “Dr. Sarat Chandra Pujari Memorial Award 2022” for acting, Saswati Narayani Acharjya of Bhubaneswar received “Prafulla Chandra Das Memorial Sisu Prativa Award 2022” for all round achievement, Omprakash Sahoo of Kendrapada received “Baji Rout Memorial Award 2022” for bravery and courageous activity, Kirti Behera of Bhubaneswar was given “Prananath Pattnaik Memorial Award 2022” for social work, change maker and leader Lisha Digal of Kandhamal received “Adaramoni Boral Memorial Award 2022” for her leadership, G. M. Alakananda received “Sushama Mohapatra Memorial Sports Award 2022” for her achievement in the field of sports and Adyasha Arohi received “Baby of the Year 2022” award



**Annual Award for Adults:** Senior Journalist Birendra Narayan Mishra was honoured with prestigious “Swarup Jena Memorial Award 2022” for outstanding contribution in the field of journalism, where as “Abani Baral Memorial Award 2022” to Madhab Biswal for his contribution in the field of teaching, “Sisusathi Award 2022” to Sasmita Swain for outstanding contribution in the field of children literature, “Dr. P. C. Dash Memorial Sisu Adhikar Surakshya Award 2022” to Dr. Narayan Chandra Pati for his social work, Rasmita Sahoo, Sarapanch Bainchua of Balianta block was given “Aradhana Nanda Smaraki Samman 2022” for her outstanding work as a people’s representative for women and child. Winners of the modern dance competition also received prize today.

Cultural programme was performed by children of KTT Dance Group, Dasa Abatara Natya Sala, Vicky Dance Group, Dibya Jyoti Smruti Pitha, children from Capital High School, Unit 3, Dasaabatara Natya Sala, Dibya Jyoti Smruti Pitha cultural troupe, Little Star & Kwitty Kid dance group on this occasion.

In this week long children festival help and cooperation was provided by Rotary Club RCB Unique, Floraldralosa Barn, AEIN, Herbage Herbals, IMFA, Priyadarshini, Canara Bank etc.

**Jivika Stall:**

The SHG groups created as a part of implementation of Project- "Sustainable livelihood for Fani Affected Women of Baliana Block" participated in 25<sup>th</sup> Kalinga Book Exhibition, at Exhibition ground. A stall "JIVIKA" was opened and managed by them from 28<sup>th</sup> October to 6<sup>th</sup> November 2022. 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, and so on. It was quite appreciated by the visitors, and they sold terracotta products for Rs 12000/-, sarees for Rs 40,000, products from the badi group for Rs 25, 000/-, and vegetables for Rs 30,000/- at the exhibition.

**International Women's Day Celebration:**

The International Women's Day celebrated at Jagannathpur Panchayat Conference Hall on 8<sup>th</sup> March 2023. 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. Basanti Khatua, Chairman, Baliana Block, Jilla Parishad member of 16<sup>th</sup> No Zone Maheswar Das, Ms. Suchitra Parida, IIC, Pahala, Sarapanch Biswajit Bhoi, MBK Tanushree Das & GRS Bijayalaxmi Srichandan.



More than 100 women including SHG group member, CRP, Krusi Mitra, Prani Mitra, teachers, ASHA workers were present. Awards were given to successful women of different fields. The Awardee were Lina Sahoo, Teacher, Satyabhamapur High School, Binapani Bhoi, AWW, Baligundi village, Namita Sahoo, ASHA worker, Andilo village and Women SHG federation of Jagannathpur Panchayat. Besides women's day also observed in all PECUC's operational area of Keonjhar, Baleswar, Khordha Municipality & BMC slum.

**Ecosavers Youth Network:**

PECUC promoted 141 Ecosavers Youth Network with 2219 members in its different operational areas for preservation and conservation of Environment and Ecology.

This year another 15 groups in Khordha district were created, increasing the group from 141 to 156 with 2399 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, and many such activities. During this period, re-election of state core team member was held Mr. jagatjyoti



Sahoo, Keonjhar and Pabitra Sahoo, Kendrapada was elected as Vice President, Stiti Prangya Behera, Baliana, Jagannath Behera, Baliana, Subhas Chandra Mahanta, Patna, Ipsita Mohanty, Bhograi, Subrat Khatua, Bhograi, Sunita Rout, BBSR Block, Soumya Ranjan Patra, BMC, Bhubaneswar, Shakti Prasanna Pradhan, Nimapada, Debabrata Podh, Sonapur, Umashankar Jena, Sambalpur, Shishupal Biswal, Bargarh, Chinmayee Jena, Khordha, Sibupradha, Madampur, Khordha were selected as members. Mr. Stuti Ranjan Pradhan elected as State President of Ecosavers- The Youth Network. Youth leaders Mr. Stuti Ranjan Pradhan and Diptimayee Mahanta of Keonjhar participated youth focused ToT on Tobacco Control on 17th May at Delhi.

**Library:** PECUC's library contains 5890 books

## NATIONAL LEVEL PROGRAMMES

### Child Protection Workforce Capacity Building to End Child Sexual Abuse in India

PECUC, the National Secretariat of NACG EVAC India in six districts of Odisha and in four districts of Delhi implemented the project titled "Child Protection Workforce Capacity Building to end Child Sexual Abuse" in Odisha and Delhi with the support of BMZ and WVG.

#### **National Children Consultation at Bhubaneswar**

A two days National Consultation of Children for Ending Child Sexual Abuse and exploitation was inaugurated at CYSD, Bhubaneswar on 24<sup>th</sup> Nov 2022. This consultation was organized by People's cultural centre [PECUC] in cooperation with National Action Coordination Group for Ending Violence against Children (NACG EVAC) India. 65 Children from 12 different states like Bihar, West Bengal, Tamilnadu, Andhra Pradesh, Assam, Uttarakhand, Jharkhand, Gujarat, Maharashtra, Odisha, Delhi. UP, Haryana participating in this consultation. Ms. Mandakini Kar, Chairperson, OSCPCR, Odisha joined as chief guest for the Inaugural session. Ranjan Kumar Mohanty, Chairperson NACG EVAC India chaired the inaugural Session and gave a brief introduction about the work NACG EVAC India & present situation children are facing. Among other Ms. Aditi Kaur, Child Participation Thematic Head NACG EVAC India, , Prakash Rath, Convenor, NACG EVAC, Odisha Chapter spoke on this occasion. Ms. Anuradha Mohanty, Executive Director, PECUC gave the Vote of Thanks.

**National Consultation at Bhubaneswar :** A two days National Consultation for Ending Child Sexual Abuse and exploitation was inaugurated at Hotel Excellency, Bhubaneswar on 26th Nov. 2022. This consultation was organized by People's Cultural Centre (PECUC) in cooperation with National Action Coordination Group for Ending Violence against Children (NACG EVAC) India. 150 nos of delegates from 25 different states and Union Territories from both Govt. and Non Govt. Organisation participated in this National Consultation. **Former Acting Chief Justice of Odisha High Court Dr. Sanju Panda** was the Chief Guest in the National Consultation.



**Ms. Mandakini Kar, Chairperson, Odisha State Commission for Protection of Child Rights (OSCPCR)** joined in the inaugural session and briefed about the activities of the Government. Ranjan Kumar Mohanty, Chairperson, NACG EVAC presided over the inaugural session and gave a brief note about the activities of NACG EVAC India doing for child protection. Child delegates Jiva, Dibya, Aslam, Aryan and Soumya presented the recommendation of children which was prepared by 65 children representatives from 12 different states in the national consultation of children organised on 24<sup>th</sup> and 25<sup>th</sup> Nov. Vote of thanks was given by Sanjay Misha, Treasurer, NACG EVAC India. A panel discussion of children was also organized after the inaugural session by taking the children from 10 different states and it was moderated by Milonee Mishra of Odisha. **Sj Tusharkanti Behera, Minister of State, Home, Electronics and Information Technology, Sports and youth services** joined as the Chief Guest in the valedictory session of the National Consultation and said generating awareness among the parents especially in the rural area, strengthening child protection mechanism in the school, handholding from the Govt. side can help in curbing the child sexual abuse and exploitation. **Sj Priyank Kanoongo, Chairperson, National Commission For protection of**



**Child Rights** joined consultation virtually and said rights of the children cannot be suppressed and they should be given opportunity to put forward their issues. **Mr. Santhanagopalan R, IAS, Commissioner cum Secretary, labour and ESI Dept. Govt. of Odisha** said that children at work are more vulnerable to Child sexual abuse and exploitation and we have to work together to make india child labour and child sexual abuse free. **Sj Ranjan Kumar Mohanty, Secretary PECUC & Chairperson, NACG EVAC India** presided over the valedictory session summed the deliberation of national consultations. Success stories were shared by the representatives of both the Govt. and non Govt. agencies i.e. Sanjay Kumar, Chairperson, CWC, Nalanda, Parul Seth, Director, Shaisav, Ms, Anuradha Mohanty, Executive Director, PECUC, Arun Shrama, DCPO, Delhi, Dr. Gayatri Devi, Special Public Prosecutor, Koraput, Adbdhesh Yadav, CEO, SPID, Delhi, Ubachak Mohanty, Secretary, MIHU. Deliberation on the topic of laws to end child sexual abuse and exploitation, opportunities and lacunas in enforcement of POCSO Act, JJCP Act was made by the dignitaries like Kesali Apparao, Chairperson Andhrapradesh SCPCR, K. Naganna Gowda, Chairperson Karnataka SCPCR, Ananya Chakraborty Chatterjee, Advisor, West Bengal, SCPCR, Shashanka Sekhar, Former member, DCPCR, Advocate Supreme Court of India and Head, Centre for Research and Advocacy for Child Rights and Persons with Disability & Kasturi Mohapatra, Former Chairperson OSCPCR and SSEPD. This session was chaired by Mr. Sanjay Gupta, Vice Chair, NACG EVAC India. Vote of thanks was moved by Anuradha Mohanty, Executive Director, PECUC.



#### Achievements:

- 2879 children increased knowledge on life skill education to prevent Child Sexual abuse and exploitations (boys-1130, girls-1749) through 36 trainings.
- 1862 Child Protection Committee members (male- 583, female- 1279) were reached through 36 trainings and were trained on their roles and function with regard to management and coordination, monitoring, reporting and legal compliances pertaining to CSAE and their accountability.
- 390 Police Personnel including IICs, SJPOs and CWPOs (male 240, female 150) were trained on child protection laws and the SOP to deal with child sexual abuse cases.
- 478 Doctors and Medical Practitioners (male-225, female 253) were trained on reporting and referral mechanism on child sexual abuse.
- 1832 teachers and School Management Committee Members participated in the training program (male- 951, female-881) reached through 36 trainings and gained knowledge on their role to prevent gender-based discrimination, child right, child sexual abuse and child marriage.
- 1050 media representatives (171 women and 847 men) were sensitized on the importance of media in covering the news on child sexual abuse cases with sensitivity and in confirmation to the legal directions.
- 958 district level government officers (598 women and 360 men) were sensitized on inter-sectoral linkage and implementation of POCSO and JJ Act for protection of children from child sexual abuse and exploitation.
- 937 district level officials (592 women and 345 men) participated in the follow up meeting to review mapping child vulnerability, developing action plan, reporting and the tools to measure them.
- 684 persons (288 women and 396 men) representing various departments of the government as well as from NGOs and SHGs participated in the consultation to strengthen the collective action against child sexual abuse.

## STUDY & RESEARCH

### Rapid Assessment of Trafficking of Children for Labour in Odisha and Telangana:

Supported by: (CRS)

A study was conducted by People's Cultural Centre (PECUC) in Odisha and Telangana, aimed to know the issue of trafficking of children for labor, in the source and destination states. A report dissemination workshop "In Solidarity Against Child Trafficking- CSO Meet for Sharing Knowledge and Strategies to Combat Child Trafficking" was organised at IIC, New Delhi on 19<sup>th</sup> April 2023 for sharing the findings of the study.

### Civil Society Report on Status of the Rights of the Children and CRC implementation in Eastern Region States

Supported by: Terre des hommes [Germany]; A study on the status of the rights of the children and CRC implementation in the Eastern Region, which includes the states of Odisha, West Bengal, Chhattisgarh, Jharkhand, Bihar, Andaman, and Nicobar Islands, was undertaken by PECUC.

## 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.



### Meeting of Child & Youth delegates to Regional Consultation on Children & Young People Forum on Ending Child Labour:

The Meeting was organised by NACG EVAC India, SAIVAC and SACG. The purpose of the meeting was to select one child from India to speak on child labour at regional consultation on ending child labour on 13th Aug'2022.. Mr. Ranjan Kumar Mohanty, Chairperson, NACG EVAC, India gave the welcome address. The meeting was facilitated by Aditi Kaur. 13 youth delegates attended this meeting. Mr.P. Joseph Victor Raj gave information about Regional Consultation and criteria for selection of young delegates.

### South Asia Regional Online Conference on Children and Digital Environment

This programme was organized by the SAIEVAC Regional Secretariat and the NACGs in partnership with ECPAT International on 21st Sept 2022. NACG partners from south Asia countries and children's representatives were presented in the conference from south Asia. The purpose of the conference was to know and discuss regarding online crime, problems and how to aware children to protect themselves from cyber-crime. Presented dignitaries were Dr. Rinchen Chopel, Director General of SAIEVAC, NACG chairperson from India, Pakistan, Bangladesh and Nepal. All child delegates share their views on online safety and also what Govt. should do to mitigate the cyber-crime. 10 child delegates from different parts of India participated and shared their views.



**Consultation on Child Labour Policy - 3rd August 2022, IHC New Delhi** - "Consultation on Child Labour Policy in India" is planned for 3<sup>rd</sup> August 2022 at Magnolia, IHC, New Delhi.

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

### Social Media Campaign of PECUC:

PECUC is very much active on its social media handles – twitter (185 followers), LinkedIn, Instagram, Youtube (430 subscriber), especially the facebook page of PECUC Odisha has reached 10398 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., Labour and ESI Department, Govt of Odisha, 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, Panchayati Raj and Drinking Water Dept., Govt. of Odisha, Business houses & individual donors.

**Salary Level along with gender break up**

Salary Range	Male Staff	Female Staff	Total Staff
> 10000	4	5	9
10001-20000	10	5	15
20001-30000	4	2	6
30001-40000	1	1	2
40000-50000	2	0	2

**Governance**

PECUC is being formed, managed, administered, governed & functioning by its own written constitution approved by its General Body & registered with the Registrar of Societies. The General Body is the highest policy making Body which meets annually to frame the overall policies. The General Body has 11 members Board of Management which has been authorized by the general body to aid and advise the workforce functioning under the leadership of Secretary. The Board of Management meets on a quarterly basis to review the overall functioning of the organization.

This year (January 2023 – December 2023) the Board of management meeting was held on different dates i.e. 30.12.2023, 29.09.2023, 30.06.2023 & 31.03.2023

**Board of Management:**

Sr. No.	Name	Age	Gender	Occupation	Position in the Board	Total amount paid in last financial year (Rs.)	Form of payment Salary/Consultancy/Honorarium/Sitting Fees/other(Specify)
1	Dr. Minakshi Panda		Female	Retd. Lecturer in Political Science Deptt.	Chairman	NA	NA
2	Mr. Ranjan Ku. Mohanty	62	Male	Social Work	Secretary	NA	NA
3	Mrs. Ratna Dash	52	Female	Development Professional	Treasurer	NA	NA
4	Ms. Bandita Das	59	Female	Singer and Social Worker	Joint Secretary	NA	NA
5	Prof. Prabir Kumar Pattnaik	74	Male	Professor SoA University	Director	NA	NA
6	Dr. Snehaprava Samantara	73	Female	Odishi Dancer, Solo Performer & Teacher, Retd. Principal, Utkal Sangeet Mahavidyalaya	Director	NA	NA
7	Mrs Anuradha Biswal ( Olympian)	50	Female	Assistant Manager (Sports) National Aluminium Company Limited (NALCO)	Director	NA	NA
8	Dr. Ashokananda Dhar		Male	Horticulture Specialist, BDA	Member	NA	NA
9	Sj. Pradosh Pattnaik	77	Male	Retd. Editor, The Samaj (Odia Daily)	Member, Communication Expert	NA	NA
10	Ms. Ahuti Baral	60	Female	Retd. Principal, DIET	Member	NA	NA
11	Ms. Sharmila Sahoo		Female	Teacher	Member	NA	NA

**NB: There is no blood relation among Board Members**

## PEOPLE'S CULTURAL CENTRE

Regd. Office: VII-M-13, Sallashree Vihar, Bhubaneswar-751021

Communication Office: Plot No. 63, Phase-II, Apollo Indraprastha, Pokhariput, Bhubaneswar-751020

BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2023

	SCHEDULE	FY 2022-23
<b>SOURCES OF FUND</b>		
<b>I.FUND BALANCES:</b>		
General Fund	[01]	63,24,859.82
		12,97,522.00
<b>II. LOANS:</b>		
Opening Balance		
<b>TOTAL Rs.</b>	<b>[ I+II ]</b>	<b>76,22,381.82</b>
<b>APPLICATION OF FUND</b>		
<b>I.FIXED ASSETS</b>		
Gross Block	[02]	43,86,258.80
Add: Addition		2,15,000.00
Less: Accumulated Depreciation		7,59,482.57
<b>Net Block</b>		<b>38,41,776.23</b>
<b>II.CURRENT ASSETS, LOANS &amp; ADVANCES:</b>		
a. Loans & Advances	[03]	40,000.00
b. Cash & Bank Balance	[04]	37,40,605.59
c. Grant Receivable		39,14,644.00
	<b>A</b>	<b>76,95,249.59</b>
<b>Less: CURRENT LIABILITIES &amp; PROVISIONS:</b>		
Current Payables	[05]	39,14,644.00
	<b>B</b>	<b>39,14,644.00</b>
<b>NET CURRENT ASSETS</b>	<b>[ A - B ]</b>	<b>37,80,605.59</b>
<b>TOTAL Rs.</b>	<b>[I+II]</b>	<b>76,22,381.82</b>

Significant Accounting Policies and Notes to Accounts [13]

The schedules referred to above form an integral part of the Balance Sheet.

As per our report of even date Form 10B Attached

For &amp; on behalf:

S. Sahoo &amp; Co.

Chartered Accountants

FRN: 322952E



CA Menka Sahoo, ACA, FAFD, DISA

Partner

MM No. 552513

Place: New Delhi

Date:

UDIN:

Ratna Dash

Treasurer

Treasurer  
People's Cultural Centre  
(PECUC)

For &amp; on behalf:

People's Culture Centre (PECUC)

Ranjan Kumar Mohanty

Secretary Secretary

People's Cultural Centre

(PECUC)

Laxmidhar Sahoo

Manager Finance

People's Cultural Centre (PECUC)  
Bhubaneswar

## PEOPLE'S CULTURAL CENTRE

Regd. Office: VII-M-13, Sallashree Vihar, Bhubaneswar-751021

Communication Office: Plot No. 63, Phase-II, Apollo Indraprastha, Pokhariput, Bhubaneswar-751020

INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD FROM 1ST APRIL 2022 TO 31ST MARCH 2023		
	SCHEDULE	FY 2022-23
<b>I. INCOME</b>		
Grant Received	[06]	3,75,28,895.65
Donation Received u/s 80G	[07]	3,68,561.00
Interest Income	[08]	2,43,422.00
Other Income	[09]	2,800.00
Grant in Aid Receivable	[13]	39,14,644.00
<b>TOTAL</b>		<b>4,20,58,322.65</b>
<b>II. EXPENDITURE</b>		
<b>Relief of the Poor</b>		
Programme Expenses	[10]	3,81,93,832.00
Administrative Expenses	[11]	32,29,632.30
Depreciation	[02]	7,59,482.57
<b>TOTAL</b>		<b>4,21,82,946.87</b>
<b>III. EXCESS OF EXPENDITURE OVER INCOME</b>	<b>[II - I]</b>	<b>1,24,624.22</b>

Significant Accounting Policies and Notes to Accounts

[13]

The schedules referred to above form an integral part of the Income & Expenditure A/c.

As per our report of even date Form 10B Attached

For & on behalf:  
S. Sahoo & Co.  
Chartered Accountants  
FRN: 322952E



CA Menka Sahoo, ACA, FAFD, DISA  
Partner  
MM No. 552513

Place: New Delhi  
Date:  
UDIN:

*Ratna Dash*  
Ratna Dash  
Treasurer  
Treasurer  
People's Cultural Centre  
(PECUC)

For & on behalf:  
People's Culture Centre (PECUC)

Ranjan Kumar Mohanty  
Secretary Secretary  
People's Cultural Centre  
(PECUC)

*Laxmidhar Sahoo*  
Laxmidhar Sahoo  
Manager Finance  
Manager Finance  
Peoples Cultural Centre (PECUC)  
Bhubaneswar

## PEOPLE'S CULTURAL CENTRE

Regd. Office: VII-M-13, Sallashree Vihar, Bhubaneswar-751021

Communication Office: Plot No. 63, Phase-II, Apollo Indraprastha, Polchariput, Bhubaneswar-751020

RECEIPTS & PAYMENT ACCOUNT FOR THE PERIOD FROM 1ST APRIL, 2022 TO 31ST MARCH 2023		
	SCHEDULE	FY 2022-23
<b>RECEIPTS</b>		
Opening Balance :		
Cash in Hand		311.00
Cash at Bank		70,20,080.24
Grant Received	[12]	3,75,28,895.65
Donation Received u/s 80G	[07]	3,68,561.00
Interest Income	[08]	2,43,422.00
Other Receipt(Membership Fees)	[09]	2,800.00
<b>TOTAL Rs.</b>		<b>4,51,64,069.89</b>
<b>PAYMENT</b>		
Programme Expenses	[10]	3,81,93,832.00
Administrative Expenses	[11]	32,29,632.30
Non Recurring Expense	[02]	-
0		
Closing Balance		
Cash in Hand	[04]	37,40,605.59
Cash at Bank		
<b>TOTAL Rs.</b>		<b>4,51,64,069.89</b>

[13]

Significant Accounting Policies and Notes to Accounts  
The schedules referred to above form an integral part of the Receipts & Payment A/c.  
As per our report of even date Form 10B Attached

For & on behalf:  
S. Sahoo & Co.  
Chartered Accountants  
FRN: 322952E

CA Menka Sahoo, ACA, FAFD, DISA  
Partner  
MM No. 552513  
Place: New Delhi  
Date:  
UDIN:



For & on behalf:  
People's Culture Centre (PECUC)

*Ranjan Kumar Mohanty*  
Ranjan Kumar Mohanty  
Secretary Secretary  
People's Cultural Centre  
(PECUC)  
*Laxmidhar Sahoo*  
Laxmidhar Sahoo  
Manager Finance  
Peoples Cultural Centre (PECUC)  
Bhubaneswar

*Ratna Dash*  
Ratna Dash  
Treasurer  
People's Cultural Centre  
(PECUC)



Secretary PECUC participated in the Zonal Meet Consultation with State and Stakeholders on 13th April at Loksabha Bhawan, Bhubaneswar



Ranjan Kumar Mohanty ,Secretary Received International Excellence Award by Kiteskraft Productions on 25th February 2023 for PECUC



Executive Director, PECUC, participated in the partnership meeting of WHH at Mandu, Madhya Pradesh in August 2022



Executive Director of PECUC, participated in the partnership meeting of Terre Des Hommes, Help for Children in Need Programme at Balasore



Head Radio Sampark and Secretary PECUC and Executive Director at 9<sup>th</sup> International Radio Fair, organized at Bhubaneswar from 11<sup>th</sup> to 13<sup>th</sup> of February



PECUC got recognition for outstanding performance on GBV project of SMART at Radio Festival organized at IIC, New Delhi





Treasurer PECUC Attended Odisha Media Summit organised by Young India and UNICEF at Konark and Radio Sampark Received Best Performer Certificate for Completing the Project Successfully in Time






### Social Media

 @Pecuc0disha,

 @pecuc1

 People's Cultural Centre

 @pecucodisha,  PECUC Odisha

