



# DECADE OF LEARNING...

**PEOPLE'S CULTURAL CENTRE,**

**Registered Office :** VII-M-13, SailashreeVihar,  
Bhubaneswar- 751021,Odisha, India,

**Coordination Office :** Plot No -63, Phase -2,Indraprashta,  
Pokhariput, Bhubaneswar -751020,Odisha ,India

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## *PECUC*

***1990 - Journey Onwards.... .***



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## **FOREWARD**

**Ms Anupama Champatiray.**  
**Chairperson**  
**PECUC.**

*PECUC began its operation in Orissa almost ten years back. Initially this was a synchronal effort of the young energy in the organization & in the process organizes number of mass awareness camps. This with the passage of time & learning from the field experiences shifted its paradigm towards more holistic & sustainable program. It was indisputable to us that participatory approaches during the planning, implementation & monitoring of all programmes can make the effort success & achieve the set target. Since our inception we have organise various developmental & welfare activities which felt essential to the poor mass of Orissa.*

*Currently PECUC is rendering its services through out the Orissa with its active Field Projects in 4 district with appropriate & most needed activity to that very area. The State authorities & other NGOs who were with us for the same cause always supported our objective. Our continued negotiations with State govt. for clearer access rights and support to community helped us a lot towards our objective fulfillment.*

*This document tries to reinforce the learning & happenings in the Field as well focuses on our future strategies. This aim to acquaint our stakeholders, Planners & supporters about the onset, Evolution & a translucent future direction PECUC intends to go.*

*I would like to wish success to my staffs for their sincere efforts to destine our cause. Our units constantly engaged in exploring appropriate institutional arrangements, which is a vital component for the sustenance of every initiative.*

*My commendation goes to Secretary of PECUC Mr. R.K. Mohanty and Directors and Board members, for their valuable guidance and support to bring PECUC to its present stage. Under banner of which with no of activities we strive to ease and relief thousands of destitute in Orissa*

*Wishing all the Success to PECUC in every walk of life.*

*Thanks*

**(Ms Anupama Champatiray)**

**RANJAN KUMAR MOHANTY**

**SECRETARY-CUM-CHIEF EXECUTIVE  
PECUC, BHUBANESWAR-21..**

## **Acknowledgements**

PECUC is a strong bond of confidence, respect & candor between the community & us. With our integrated package of services we perpetually aim to give colours to the gloomy lives of impoverished in Orissa. Our activities are unique & holistic in its implementation & replication. Our field experiences educated us to lay out more coherent programmes to the requirements of local people. This note of acknowledgement contemplates to draw around all those without whom our efforts would have never fulfilled the target.

We are obliged to our target communities, who have given us an opportunity to share with their development.

Our deep sense of gratitude to our donors, & technical support agencies for providing the support & guidance to undertake the challenges to uplift the marginalised sections of our society & safe guard their rights.

On behalf of PECUC I would also like to express our gratitude to Govt. of India, Govt. of Orissa District Administration, of our target districts & concern local self-government functionaries for their support & involvement to strengthen our endeavours.

Our sincere thanks to the media including local & National Newspapers, Magazines Doordarshan, All India Radio, & other Electronics Media for their support & cooperation by giving our programmes an wide range of coverage & helping us to reach to the crores of people.

Our profound indebtedness to Ms. Meeta Jaruhar, the mastermind of this unique document for sharing her knowledge, experience & time for compiling our learning's in the last decade of the last millenium. Our thanks to Mr. Nihar Ranjan Patra for sharing his artistic skill & aesthetic sense to make colorful to this document.

Our thanks to all our NGO partners, who have given us opportunity to undertake lobby, advocacy & networking at different levels on different issues.

My sincere thanks to Mr. Srikant Paikray, Dr. Achutananda Pattnaik & Dr. Dillip Srichandan, former Chairpersons of PECUC for their meaningful leadership during their tenure of Chairmanship.

I owe my hearty thanks to Ms. Anupama Champatiray, Chairperson PECUC, all the Board of Management Members, & members of the PECUC for their active support, Co-operation & involvement, in promoting PECUC as a People's organisation.

My sincere thanks to all my colleagues, all the staff members & Volunteers of PECUC, for their sincere, committed and strenuous, efforts, meeting all challenges, opportunities & hurdles for fostering the objects and establishing the credibility of PECUC.

My special thanks to Anuradha, Ganeswar, Ratna, Jyotisankar, Pranakrushna, ChitaRanjan, Utpal, Pradeep, Satya, Prahallad, Annada, Pratap, Prasanta Parija, Hemanta, Himansubala, Sarat, Sanjat, Arun, Upama, Bramhananda, Baishnab & Krushna for their sincere effort in the preparation of the document.

Apart from this many individuals, networks corporate sectors, institutions & organisations have supported us in different means at different time & stages. It is more than customary as my part to record my deep sense of indebtedness to them.

**With warm regards**

**(R.K.Mohanty)**

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## A DECADE OF LEARNING...

Inception of people's cultural center in the year of 1992 can be said to be a **move** directed towards the present day's augmenting inequality, insecurity, vulnerability, depravedness and other such factors which gradually shattering the life support systems of a common man, at an alarming rate. The genesis of the organization can be traced as a socio – culture apex body, which provide a wide platform for young energy who are pioneer of PECUC. Joined their hands with a determination to destine their dedicated efforts for betterment of present day's rural area. The Organization has progress since then with a range of community based activities viz. Community organization, Women Organization, Self Help Group Promotion, Working for the cause and care of the elderly, Relief Distribution & rehabilitation, Disaster Preparedness, Child Labour elimination, Women and Child development, Drug Counselling and De-Addiction, Environment Protection and Plantation, Tribal development, Health Care and environmental sanitation, Watershed etc.

Earlier days campaign, folk arts, rallies, seminars, cultural program which aimed to evoke & aware people with the trap of vicious factors of underdevelopment later boiled down to well knitted, concretely & critically designed plan and implementation. By us “ **this shift consider as a logical response to our progressive and clear understanding of crucial fundamental principle and premises which have grown with the experiences over the years** “. When we began it was clear; no doubt how provoking & brainstorming our cultural programmes were our task would not be accomplished without helping people to combat with their basic needs & demands. For a sustainable approach in this regard people empowerment {socio, political & economical etc} is a vital component. The other basic changes in our perception of task was the realization though overall village development is needed but emphasis should be laid more to those section which in the name of caste creed, age and sex has been deprived of their basic human rights. All these learning from the solid field experience enables us to give a meaningful vision & mission to PECUC and helped us to crystallized our focus group and areas of intervention.



## ORGANISATION

### Vision of PECUC:

**A world in which Peace, Justice and equality prevails. Individuals and community, live in dignity and harmony respecting cultural and natural diversity. A world in which, people participate and have a say in their social and economic well being prosperity and exercise their rights to a life of dignity.**

### Mission:

**Our mission is to empower and enable people especially children, women, the aged and others disadvantaged in society, to participate powerfully in their holistic development. Our mission is to create and strengthen peoples' institutions that sustain, promote and fulfill their development needs and rights to a life of dignity.**

## OBJECTIVES

- Development of a society for promotion of people's culture, implementation of programmes of welfare and development for the commons with emphasis on socially deprived categories like SC, ST, OBC, women, children, aged and persons with disabilities.
- Designing and implementation of programmes of advocacy research, documentation and publication culture, welfare and development and promotion issue based networking.
- Implementation of programme of rural development, health and sanitation, training and education, child rights, disaster mitigation, natural resource management, awareness generation, rehabilitation of special need groups including child and women labourers, victims of crime, drug and exploitation, programmes of social defence, environment protection, youth development, promotion of science and technology and allied activities.
- Establishment and management of training and educational institutions, home for children, women, aged, person with disabilities, health care units, de addiction centres, documentation units, khadi and village industries, self help groups, production and marketing unit and such other centre and units.
- Implementation of programmes of culture, welfare and development in collaboration with individual and agencies of local, national and international levels.
- Organisation of programme of sports , culture and national integration and encourage people participation in all spheres of welfare and development.
- Conduction of programme of literacy, training of farmers , consumer protection , civil rights protection , development of audio visual programs, peace and humanism and other groups in maladjusted social life.

## LEGAL STATUS

- A **Society Registration:** 17th July, 1990, No – 2917 – 166, Registered under the Rules and Provisions of the Society's Registration Act XXI of 1860, State of Orissa.
- B **FC(R) A Registration**  
Registered under the Foreign Contribution Regulation Act, 1976, dated 18th December 1995, no. 105020140

C. Registered under section 12 A & 80 G of Income Tax Act of 1960.

## APPROACH:

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

## FOCUS GROUP: -

WOMEN  
CHILDREN  
ELDERLY  
Other disadvantage group

## PROJECT REACH



### *Operational Area*

*Odisha Present Grassroot Level Interventios – KendujharDistrict, KhordhaDistrict(Includes Bhubaneswar),BalasoreDistrict, KendrapadaDistrict, Cuttack District ,Ganjam Policy Advocacy ,Networking, Campaigns – State of Odisha and National level*

## LIVELIHOOD PROMOTION:

### MICRO FINANCE AND INCOME GENERATION PROGRAMME:

Microfinance is commonly understood to refer to programmes meant for providing credit for self-employment to the poor. It is basically a small financial service provided to the people who work in agriculture, fishing and herding etc. both at the urban and rural settings. It has succeeded in making a dent in poverty through both institutional and non institutional agencies. PECUC however was involved in this programme with an aim to launch this programme as an important vehicle through which the informal self help groups propagated could be linked to the formal banking institutions. More over the indigenous local institution would be formalised and could serve as a means towards the holistic development of the rural areas.

PECUC has developed a *Micro Finance Cell* in the year 1999 with an aim to extend its support to more no. of needy people. At present 1536 no. of people coming from both the sexes have been supported under this programme. Different micro enterprises have been supported by PECUC micro finance cell with cent percent recovery rate . Need based trade activities like terracota, fishing, agricultural activity, goatery, minor forest produce marketing, rice processing,, pisciculture, pottery, weaving, mushroom cultivation and other different small trades have been supported by PECUC since the inception of the cell.

I was working as a landless labour. Days long hard labour gets me nothing except insult & growing indebtedness. My small family was not even to get two square meal a day. Thanks to PECUC staff who identified me. They talk to me tapped my need & interest for small business & lend me RS 2,500/- under Credit for Small business activity. Out of this money I started a sweet stall My business is running well & I am able to keep my words by regular repayment of the installment.

### Watershed development program:

Technical survey cum study was conducted on “watershed planning” with the technical support from **AFPRO** Action for food production, having expertise in watershed integrated development planning The report brings out

- The general characteristic of the catchment area
- Socio economic profile of the area
- Infrastructure facilities
- Planned objectives & proposed programmes
- Agriculture , Livestock development & management system
- Household need assessments through participatory approach of data collection like PRA

Above data reflected the degradation of natural resources at an alarming rate. This led many problem specially to poor( small, marginal, landless) to cater their basic need of life. Any developmental intervention will go futile unless the people around this area are not assured of the food security. This indeed a long term processes but can be certainly achieved by strategic planning and meeting their

immediate needs. To start we identified micro watershed catchment area and drafted a micro action plan with the community treating all category of land needed for it. This is planned to be scaled up in future on the basis of its implementation on the smaller patch of land of village KOTHAGHAR & PICHILIBEDHA of Keonjhar District. Water technology Centre for Eastern Region Government of India has launched a research programme on rainfed agriculture with watershed concept at DUMURIA village of Keonjhar in which PECUC is actively involved in each stage playing the facilitator role significantly.

Scientists from WTCER are developing micro level strategy for proper management of land and water resources of this village. Apart from the field project PECUC is also involved in imparting training, motivational camps for watershed management. *At present, PECUC is involved in preparing a micro planning for 20 villages of Patna Block of Keonjhar district for integrated development through Watershed Approach..*

## **Agricultural Development Research and Training Center (ADRTC)**

One of the milestones in the process of ensuring livelihood support to more no. of people, an institutional based training cum research center was established by PECUC in the year 2000 with an objective of development of

- ❖ Agro technology centre for promotion of sustainable agricultural practice in conditions of fluctuating agro – climate.
- ❖ Take up research and development of farming practices, transfer of technology to farmers and promotion of agricultural production.
- ❖ Development of research models, documentation on agricultural practices, training of farmers, NGOs, extension workers, public information kits etc.
- ❖ Promotion of sustainable agriculture through organic farming, integrated pest management, bio fertiliser production technology etc.
- ❖ Research and production of low cost agricultural equipment, food processing and preservation systems and agri product management by small farmers with commercial viability.

Initially the center was started with organising few training programme for the NGOs on nursery raising, and gradually it started initiating few demonstrated agricultural practices

The center has so far conducted several training both at the center and at village level so as to have replicative effects of its field projects. Among the different training programmes organised by PECUC Organic Farming, Integrated pest management, Dairy Management, Pisciculture, Bee keeping, Kitchen garden, mushroom cultivation are worth mentioning.

The center also demonstrates different viable and economical methods of pisciculture, dairy farming, mushroom cultivation, floriculture, medicinal and herbal plant promotion, tissue culture banana cultivation and other seasonal food grains and vegetable farming.

## Action for Food Security , ORISSA. ( AFFSO)

To ensure the food security problem in Orissa, this network on leading NGOs was started in the year 1998 with PECUC being its coordinating agency and as the permanent convenor. The very existence of this forum came in to being due to the various problems visualized by the leading NGOs of Orissa. Lack of clarity in development of agriculture, lack of opportunity of grassroot NGOs to develop their skill, absence of common understanding, absence of a common platform for sharing ideas and expertise in the development and allied sector, lack of coordination among the NGOs to influence the policy level decision etc were identified as the bottleneck of the food security problem in Orissa. To address all these problems, AFFSO was launched with an objective

- ◆ To promote appropriate technology for agricultural development
- ◆ To enhance the skill and knowledge base of member organisations on agriculture and allied aspects.
- ◆ To make avenue for proper management of natural resources.
- ◆ To create opportunity for promotion and upgradation of livestock.
- ◆ To act as a pressure group for policy intervention in the field of agriculture and allied aspects.

A workshop on "**Food Security - Problems & Perspective in Orissa Context**" was organised by AFFSO in association with PECUC and AFFRO at Bhubaneswar. Eminent scientist, experts, different resource agencies, beaucrats, NGOs participated in this workshop. In an another workshop organised by AFFSO and PECUC, a draft **Recommendation on the National Agricultural Policy** was presented to the Ministry of Agriculture Govt. of India.

### Ensuring Food Security through FOOD for WORK programme at Baliana.

After cyclone immediate packages of relief no doubt helped the people but their rehabilitation was a serious concern in front of us as the cyclone washed out the normal social settings & all the assets a community possesses. Lower caste & class was the most vulnerable & needy of this disaster. Therefore their rehabilitation seeks two major components of livelihood ensuring food and employment security. Thus food for work was initiated in few of the villages. In collaboration with OVHA in **Dhamilo village of Baliana Block**, construction of a pond was done respectively. The reason for the construction of pond was the lack of water facility in the villages & existing caste hierarchy, which restrict the ST/SC population of Village Dhamilo to fetch water from the nearby villages. The pond of 100ft'x 80ft x 60ft' solve the problem of village and also assure their food security for time being. And at the end of the day they were given 2kg of rice, 200grams of dal & 150 ml of oil per head. Women group of the village took the entire responsibility of the distribution of ration. A total of 1128 mandays created by this programme.

## Live stock Promotion:

Livestock is secondary means of livelihood in rural Orissa. At the time of crisis they are sold out to meet the basic requirement of life and hence treated as assets. PECUC was able to distribute cows to 60 beneficiaries and goat and sheep to 916 no. of beneficiaries. To start poultry activity 200 chicks have been provided to one of the beneficiary. Apart from this, training on livestock management and animal health care was conducted. Economic and nutritious feeding and preservation of green fodder to make it available all through the year (mainly in summer) was a major component of dairy management training provided to the farmers.

## Drought Mitigation:

PECUC started the drought mitigation programme in the Bolangir district with an objective to ensure food security by promoting watershed structures and thereby ensuring sustainable agriculture. A team of social researchers made an observation visit to the affected area and found out the causes of deforestation to be lack of watershed structures, runoff water and lack of knowledge and care among the villagers on watersheds. The team thought of an intervention mainly in three blocks i.e Bangamunda, Khaparakhole and Belapara , which blocks are dominated by tribal and have high rate of migration, child selling and reported starvation deaths.

At the initial stage, a baseline survey was done and further socio-economic study of older persons of Belapara block was conducted. A continuous rapport with the community has been established and centered planning process has been initiated for better implementation of the programme. An yearly action plan has been formulated keeping in view the social environment of the village community.

## Child Development programmes

*"Babies are necessary to grown-ups. A new baby is like the beginning of all things--wonder, hope, a dream of possibilities. In a world that is cutting down its trees to build highways, losing its earth to concrete ... babies are almost the only remaining link with nature, with the natural world of living things from which we spring." (Eda J. Le Shan)*

## Children festival

Children are the greatest gift of God & tiny buds of the society. In order to gather the children in the State, to develop their creativity & potentialities to imbibe them with the spirit of peace and unity as well as celebrate the Children's Day i.e 14<sup>th</sup> November, every year PECUC celebrates SISHUMELA for the children of Orissa State for one week since 1990. Various competitions (both educational & cultural) , rally , seminars, marathons for peace & integration from Dhauli Shantistoop with Peace Torch , sports & games are being conducted in which around 10,000 children participated every year ( both school going, non school going and children less than five years). The occasion is also graced by many eminent personalities every year.



On the occasion of SISHUMELA, Eastern Zonal Children Cultural Festival also been organised since 1993 in which cultural programmes are being conducted which was supported by EZCC, Calcutta. Child artist from various states like West Bengal, Bihar, Manipur, Assam & Orissa participated in different years.

Apart from this, to keep check on basic health as HEALTH IS WEALTH, exhibition on child health by Orissa Voluntary Health Association also marked the occasion in the year 1997- 2000 Several eminent personalities and children are also accoladed by PECUC by their outstanding performance / contributions in the various fields on the very day of Sishu Mela every year.

### **CHILD LABOUR ELIMINATION:**

Child labour includes children prematurely leading adult lives, working with or without wages, under conditions damaging to their physical, mental, social, emotional & spiritual development, denying them their basic rights to education , health & development . Any child out of school is a potential child labourer. Child labour is the worst form of child right violation .

PECUC is committed to the eradication of child labour through building public opinion, highlighting violation inflicted upon child labourers and promoting justice through fact finding and public interest litigation, advocacy, lobbying & monitoring regional, national & international developments & moreover by developing successful alternative strategy to eradicate child labour.

PECUC is also actively involved with **Campaign Against Child Labour (CACL)**, a nationwide network committed for the eradication of child labour, as one of the founder members of its Orissa chapter since 1992 & has taken the responsibility of coordinating agency in the state since the last part of 1999.

Believing to give a full stop to this heinous evil of the society i.e child labour, PECUC with support from **TDH, German** marched forward to fight for the eradication of child labour. In the process PECUC also joined its hand with UNICEF to strengthen the campaign for protection of child right and eradication of child labour in the state. All the activities of PECUC are designed to work directly for the cause of children and also strengthen ourselves with the advocacy and networking, so that this can be paid attention by the policy makers . All this were targeted towards

*“ TO BRING THE WORKING CHILDREN TO THE MAINSTREAM BY PROVIDING EDUCATIONAL, CULTURAL & RECREATIONAL FACILITIES & PROTECTING THEIR RIGHTS”*

To understand the multifaceted of the problem we conducted baseline surveys, pilot project, directed narrative case studies from victims (in Khurda, Puri, Keonjhar, Cuttack, Anugul, Balasore and Bolangir) for legal interventions. Several seminar workshops, rally, campaign, celebration of International day on child labour were arranged and celebrated grandiosely in the presence of eminent personalities and the victims. One youth camp with 52 young volunteers for 10 days was organized by PECUC. A joint action has been initiated to eliminate child labour in Bhubaneswar Municipality Corporation in which PECUC has taken major role along with CPSW, VIKASHDHARA, SWARUP, CCWD and other local NGOs of Orissa. In the campaign these young volunteers set for a cycle rally everyday raising the slogans for the cause, passing by the main areas of the capital and also organize meetings to aware the people with the sad condition of child labour, in the various points. Later several eminent personalities join with the campaign. These speakers stressed the need of mass sensitization, free and compulsory education for all,

creation of more mandays with the political will to prevent and eliminate the child labour from the present context.

*A study on child labour situation in Bhubaneswar and identification of more than 15,000 child labour jointly with the member organisation of CACL & PECUC alone could identify more than 4,600-child labour in Bhubaneswar Municipal Corporation area.*

## CACL – Orissa - Outline of the Activities

CACL is a National level network with PECUC being its coordinating agency. It has 450 registered member organisation in 24 districts in Orissa.

- ◆ Coordination – restructuring the whole process
- ◆ CRC process – Prepare the civil society on the status of the children
- ◆ PRI workshops – to sensitise the PRIs on CRC and child labour issues.
- ◆ Campaign for education as a fundamental right – a move to amend the constitution
- ◆ Lobby & advocacy – to apprise the authorities about the situation
- ◆ Children’s Parliament on child right – mock parliament was organised to demand education as a fundamental right and to sensitise the general masses.
- ◆ Sishu Mahasabha formation
- ◆ Documentation – audio and video documentation on different issues
- ◆ Child labour free village.

### DISTRICT COMMITTEE ON CHILD LABOUR:

For the identification of child labour and follow up activities in Khurda district, a committee has been formed. District Magistrate is selected as the chairman along with the other government officials in crucial roles. PECUC has been nominated as a nodal NGO for the purpose.

### **CHILD SUPPORT CENTER – “SHRADHA” ( Means Love and Affection)** **“Mainstreaming in to formal education system”**

The problem of child labour & exploitation on children is very much acute in the PECUC’s operational area, which are mostly dominated by tribals, dalit & other socioeconomic backward community. Against such backdrop, PECUC has established **Child Support Center (CSCs)** in its operational area. This process was launched during 95 – 96 by establishing four CSCs in Baliana. Now PECUC have 30 Child support centers in 2001. These centers were named as **CHILD DEVELOPMENT CENTER – SHRADHA BHAWAN**. The overall aim of these CSCs is *to protect, propagate, and promote the rights of the child.*



## What Does SHRADHA BHAWAN offer

- Serve as a resource center for the children, be it working, school going & non-school going children. Those are coming to Shradha Bhawan are free to utilise the existing resources for their development.
- Providing joyful learning for the preparatory & non-school going children & bridge course for the child development.
- Supplementary education for school going children as well as availability of the sports & play materials of the Shradha Bhawan, both outdoor & indoor games to all.
- Regular health check up (every month) with the support of local PHCS, interested professionals, organising immunization camps etc.
- Information, guidance & advocacy for child development & promotion of participation of community, PRIs & other related agencies/individuals, strengthening VECs.
- Provides counselling to parents, employers, formal schoolteachers, PRIs & the community as a whole.
- Formation & strengthening parent group to promote self help capacity with focus on mothers group.

### **SHRADHA BHAWAN – A SUCCESS STORY**

- Total 30 Child Development Centers are operational
- Total children enrolled – 1810
- Children enrolled in formal school – 677
- Massive campaign through street theatre, audio/visual aids village level group meetings, workshop/seminars, poster and leaflet campaigning, rally, padayatra etc.
- The Balasore field unit of PECUC could rescue 11 child labourer from the construction sites who were seriously tortured at their worksite and placed them in their families during 96 –97. Bhubaneswar and Baliana field unit of PECUC has launched the campaign & putting their regular effort to locate the child labour in the brick kiln situated on the river banks of Balinata & Bhubaneswar.
- An enrollment drive campaign was conducted in the Baliana Block in the year 98 – 99 in which 158 children were admitted in the formal school out of which 92 children were working in different sectors i.e construction, brick making, agriculture etc.
- Competition among the child labour was organised every year to explore their potentialities & creativity.
- Writer's workshop on child labour was held and a compiled book published named as **“Dhusara Swapna”**
- A 10 days camp for elimination of child labour was organised in which 52 volunteers from different NGOs were participated, in which the cycle rally, street corner meeting, group discussion was organised.

## Campaign for Elimination of Child Labour(CECL)

To intensify & strengthen the campaign for elimination of child labour through out the state of Orissa, PECUC has undertaken multifarious activities with support from TDH, Germany & in collaboration with CACL member organisation. To strengthen the campaign, **5 Regional Councils and 24 District Committees** have been formed which are operational at different levels.

### District level PRI Workshop

District level PRI workshops were organised to sensitise the PRIs on CRC & child labour issue. District workshops were followed by a broad-based Child Right Protection Committee in each district. The workshop was organised in 21 districts of Orissa.

### Legal Advocacy Cell

A seminar was organised on **Laws and Policies relating to Child Labour** in collaboration with PG Dept of Law, Utkal University. In this programme, legal experts, lawyers academicians and NGOs participated. A legal advocacy cell was constituted on this occasion.

### Campaign for Education as a Fundamental right

District level rallies has been conducted & state level rallies and demonstration in front of Raj Bhaban(Governor's House) was organised by the children demanding education to be the fundamental right . 1500 children from different district participated in this programme. Later a delegation met Hon'ble Governor of Orissa & discussed the situation of child labour in Orissa.

### Legal Interventions in child right violations or crime against children

Mamata an 11 year old girl child labour was burnt and murdered. Our team visited the spot & met Collector, SP with an appeal letter of demanding justice to Mamta's parents as well as proper and immediate action of the culprit and PIL filed.

- Reshma, a 12 year old girl raped while working in brick kiln. Our team visited the spot, met the concerned authority & the culprit was arrested.
- Ramsingh Munda, a 10 year old boy working as a domestic servant at Saradpada in Mayurbhanj District. He was caused to death as because instead of his daily work of cowshed, he was catching fish with his employer's son. He was killed by the attack of a hard substance at the left skull. The fact-finding team of CECL visited the spot & explored the cause. A cognized case was registered against the employer.
- Kamali Mahalik a 13 year old girl child who was working as a maidservant of Raghunath Swain of Keshpur, Po- Manupur of Remuna Block of Balasore district. Kamali while working in the cowshed feeding the cows, she has been raped by one of the causin of Raghunath.

The girls father gave a complain at the district office & the fact finding team inquired & found that the girl has been severely raped. A FIR has been lodged & the team also gave an appeal to the collector, S.P, DIG of Balasore demanding action against the culprit. A case has also been filed in the district court.

- Chabirani Padhi, a 14 year girl child labour working as domestic labour in Kajurpada block of Ganjam district was raped by one of the staff of her employer's office. The fact finding team reached the site and demanded for immediate arrest of the culprit.
- Sashmita a 14 year old girl child working as a domestic child labour at Baladhuan village of Keonjhar district was severely beaten by the ANM who was staying there on rent. She murdered the child and on the same night she took her to the graveyard. The fact finding team reached on the spot and demanded for immediate action against the culprit. A case has been registered against the culprit in the Keonjhar court.

## **Girl Child Labour Convention**

A State level convention of the girl child was organised on 30th April 2000 on the occasion of **International No Labour Day**. A rally of around 1500 girl child labour marched on the street of the capital city of Orissa. The main slogan of the rally was “ *education is my birth right*”. Various competitions were held among the children & also they were given an ample scope to deliver their experiences as well as their creativeness.

## **Eastern Region Consultation on “Civil Society on Status of Child”**

Eastern Regional consultation on convention on the Right of Child – Country Report 2000 – “Civil Society Report on Status of the Child “ was organised in collaboration with UNICEF. NGOs, academic institution, health researchers, women, child right activists, social workers & intellectuals from Orissa, Bihar & West Bengal participated to develop a field based status of India.

## **Memorandum to 2<sup>nd</sup> National Commission on Labour**

Understanding that the Second National Commission on Labour has been constituted to hear views from civil society, specifically trade unions and associations of organised and unorganized workers and employers to suggest measures on marginalisation of existing laws relating to labour. In the organised sector evolving Umbrella Legislation for ensuring a minimum level of protection to the workers in the unorganized sector, CECL submitted information, proposals and recommendation to the 2<sup>nd</sup> National Commission of Labour on Child Right in Orissa, employment of children etc.

## **Children Parliament on Child Rights**

Children’s mock parliament was organised to educate all the children about their fundamental right & on demanding education as a fundamental right & to sensitise the general mass on the child right. 500 children from different districts of Orissa participated in the children’s Parliament. The children’s parliament was started with the question, answer session which was followed with the zero hours.

## **CENTER FOR RIGHTS OF THE CHILD (CRC)**

PECUC has established a CENTER FOR RIGHTS OF THE CHILDREN (CRC) as a central cell during the last part of 2000 aiming at protection, promotion & propagation of child rights with focus on elimination of child labour & prevention of child trafficking. This center is now in the infant stage & planning has been done to develop it as a resource center on child rights.

## **Campaign Against Child Trafficking:**

*A Campaign against child Trafficking has been initiated. In its first phase, a plan has been developed for the assessment of the situation of child trafficking in Orissa. A dossier on Child Trafficking has been prepared to keep an update of the news & happenings of child trafficking cases through out the State.*

# COMMUNITY HEALTH

*"It is health that is real wealth and not pieces of gold and silver."  
(Mohandas Gandhi)*

In the race to secure basic amenities for life, health is most neglected concern in the third world countries. Our approach is to not only inculcate healthy practices among community but also aimed towards the behavioural change for its sustenance. Women and children are most vulnerable victims of health hazards. Therefore our major emphasis is to help this section of population and also empower them to develop ownership for the health related support so that instead of *providing services they should demand for it.*

## Reproductive child Health (RCH)

Despite of many constitutional provisions, huge investment, the women folk are not only struggling for basic amenities of life but their access to health compliance, education, counselling, timely referral etc. is also limited. All these factors cumulated to make the scenario of women and child health more dismal. Infant mortality rate in Orissa stands to be 113/1000 which is higher than the national indicator, where as MMR is 337/1000. To improve the quality of life in these areas and to exhilarate the use of family planning methods, a strong services supported by the active involvement of the community is needed. PECUC, in collaboration with AKSS and Ministry of Health and family Welfare Govt. of India initiated this process to accentuate the RCH status in the area

### Objectives

- ◆ To improve the RCH status of mother and child
- ◆ To promote sustainable community action ;for improving reproductive health choices and improving women health status
- ◆ To mobilize the community through IEC, advocacy, training with the focus on adolescent girls

## Strategy Adopted

### Establishment of RCH committee

This is a village level committee which prime function is to monitor the activities and cooperate with the implementation of projects in villages. This committee consists of 10 members both male and female, duly nominated in the village level meetings.

### Young Women Information Centre

#### OTHER HIGHLIGHTS OF THE PROGRAMME:

- ◆ 3 RCH committees were established with 30 members.
- ◆ 3 women information centers are delivering services to pregnant women.
- ◆ Different training imparted to
  - 10 community based distributors
  - 320 adolescent boys and girls
  - 110 women group members
  - 20 staff and volunteers
- ◆ Referral services given to 342 patients
- ◆ Effort made to register cent percent pregnancy, birth and death cases.
- ◆ Data base on couple adopting family planning methods
- ◆ Strive towards complete immunization
- ◆ Celebration of RCH week with 192 participants.
- ◆ Contraceptive distributed to 43 couples
- ◆ Regular health camps to aware people on RCH related issues

Working in the three villages presently, this informs the women about the necessary measures to be kept for maintenance of their reproductive health. Family planning methods, birth intervals, post natal and antenatal care, breast-feeding, immunization, STD etc are the major focus of the information center.

## **Counseling**

Indian scenario restricts women to come out openly and seek solution for their reproductive problems. Looking into this aspect, home visit of the health worker is one of the important and regular activities of the project. This approach enables us to counsel more than 777 person and help them to come out of their problems.

## **PECUC's effort in ensuring community health by organising camps for varied purpose:-**

Since the inception of PECUC, we have been engaged in organising different camps benefiting several thousands of people for different purpose. A major success came to us when we established a health clinic named **SEVA HEALTH CLINIC** during 1990 – 1993 in Sailashreevihar. During that period there was no health service facilities for the poor and destitute available in the locality PECUC took initiative and open a health clinic for the inhabitants and provided them diagnostic and referral services.

### **Other community health measures taken by PECUC**

- ❖ Blood donation camp
- ❖ Eye donation camp in collaboration with Indian Red Cross and with the participation of NSS volunteers.
- ❖ Survey for Leprosy detection at Pahala, Balianta
- ❖ Disable detection camp with the association of Dist. Administration at Pahala , Balianta
- ❖ Immunisation camp at the all the operational area of PECUC. 1615 children immunized in the camp and more than 3000 children sent to hospital, PHC for immunization schedule.
- ❖ To revive the Indian Traditional system of medicine two training programme was conducted and different medicinal plants like Harida, Bahada, Neem, Ashoka etc. were distributed in all the operational area.

## **Awareness on AIDS/HIV/Sexual health**

Social taboos and structure has made sexual health as a ‘ Black Box’ in the Indian scenario. Limited knowledge and hesitation of women regarding this has worsened the case by increasing rate genital and other sexual diseases. It is with awareness of Aids and HIV. A campaign was organised to sensitise people regarding symptoms, causes and referral for AIDS/ HIV and sexual health. Special attention was given on the materials and communication tools, which can hold the interest of participants as well as designed in local dialects for easy percolation and acceptance of the message. A total of 799 persons were covered under different training programme organised with the collaboration of CINI, Calcutta, State Resource Centre, OVHA etc. Around 6000 people were made aware by extension media like street theater, meetings, audio and video shows.

## ASHRA DRUG COUNSELLING – AWARENESS & ASSISTANCE CENTER

Lethal effect of drug addiction destroys the mental, physical balances of human beings. And overall create havoc in the social life. Sad part of it that presents it took a form of fashion and gradually engulfing the creativity as well as the immunity of the individual. PECUC in its initial days did a survey in response to combat increasing threat drug addiction and alcoholism. Few orientations training seminars & workshop was organized with its frequent follow-ups. Idea experiences of the target groups as well the high-risk group were the matter of prime concern. All of them like college students, NSS officers/ Volunteers etc had broaden our horizon of knowledge. Henceforth a communication team, consisting Street plays, rally, songs, elocution & placards, brochures were injected as our one of the efforts for the groundwork. Panchayati Raj department of Orissa & other local business communities financially assisted some of these.

Later with the passage of time and learning through experiences his program gains its momentum.

“ASHRA” – a ray of hope set up by PECUC in the year 1995 in BALASORE, in order to help and rehabilitate all the drug victims of the area. It functions in collaboration with Government of India and Ministry of Social Justice and Empowerment at present.

**ASHRA:** Through its guiding & counseling & awareness activities strives to achieve following objectives:

- ❖ To provide services such as identification, treatment, counselling, follow up & rehabilitation, awareness, education for prevention & prohibition of drug abuses and alcoholism.
- ❖ Advocacy for prohibition and prevention of drug abuses
- ❖ Mass awareness through mass media activities
- ❖ Survey for collection of data about endemic areas / places Survey on availability of kinds of drugs
- ❖ Enrolling victims for counseling & outdoor treatment & referral services.
- ❖ Search for and understand the reasons of addiction if any.
- ❖ Provide scope and Coordinate with the agencies for diversion of mind & rehabilitation of addicted persons
- ❖ To watch and arrange constant touch with de-addicts for counseling an follow ups
- ❖ To involve community particularly parents, employers, teachers, youths & concerned citizen to fight against drug abuse in cities towns, villages, mostly in school colleges, youth clubs & community centres.

The centre has a group of trained professional to provide these services

- ❖ Identification
- ❖ Counseling services
  - Individual
  - Group
  - Family
  - Behavioral therapy
- ❖ Medical/ Referral treatment
- ❖ Formation of Nishamukti Bahini
- ❖ Awareness program & campaign
- ❖ Observation days
- ❖ Seminars/ Workshops/ Training
- ❖ Competition/ awards & prizes
- ❖ Follow up



*The case of Matal Majhi of Jhampura, Kashimpur, Badapal GP , Remuna , Balasore – got cured after the intervention of ASHRA team.*

*Matal was found lying on the veranda of his hut when cut by ASHRA team. He complained of chronic stomach and chest pain for the last 10 years. After the initial diagnosis it was revealed that the case was the addiction of drugs like opium and country liquor. ASHRA team took up the case, but the victim didn't show any interest in the counselling. Then with the help of other family members he was taken to meet the physician. When his condition did not show any improvement he was taken to the district medical for treatment. After a thorough medical check up and 25 day long treatment, he recovered from the acute pain. The ASHRA team now visits him regularly and he has shown interest in his treatment and other household work.*

### Nishamukti Bahini:

To encourage and increase the community participation ASHRA formed 18 numbers of Nishamukti Bahini in different areas. The members of Nishamukti Bahini are taking oath not to take drugs in their life & mobilize the community towards drug free society. The members of Nishamukti Bahini both males & females are performing vital role in holding campaigns and also identifying the addicts and counsel them to avail the services and visit the centers.

### OUR ACHIEVEMENTS:

- 2756 cases are identified out of which 1881 cases are provided with treatment. 184 serious cases are referred to hospital, de addiction centres, clinics, yoga therapy centers etc.
- Emphasis on counseling as moral boost is essential for the rehabilitation. 2392 no. of cases counselled through Group counseling, Individual counseling, Family counseling and Behavioral therapy .
- Regular follow up by visiting home of the victims
- 95-awareness meeting organized with the active involvement of Nishamukti Bahini in different villages for different target groups: Community, parents teachers, students, club members etc. Local educational institutions are also involved in the entire process. Posters, leaflets, Brochures have been distributed with the messages in order to aware and mobilize the communities against the drug abuse.
- Street plays were also organised at different villages.

## **WOMEN EMPOWERMENT**

*"Anyone who knows anything of history knows that great social changes are impossible without feminine upheaval. Social progress can be measured exactly by the social position of the fair sex, the ugly ones included." (Karl Marx)*

History witnessed decision powers are polarized among those who have control over resources. Resources here not merely restricted to economic but all those sources, which make an individual to be independent & stand on his own. WOMEN; another half of the population always laid their devices, housekeeping, cooking child rearing and many more such activities without which we cannot survive for a day. And all these chores tremendously demand one's energy and resources. As all this do not directly

add to the income, so many looked down them as a NON PRODUCTIVE work. Hence denied deprived & totally depended on their lords:- sometimes in the roles of father , husband , brother & son

## Promotion of women organization

### GENDER ROLES: EMPOWERMENT THROUGH INCOME GENERATION ACTIVITIES

. Living in this scenario PECUC stressed on... Can we plan for needs of low income households generally or is it necessary to plan for the women in their own right? This is very simple questions but provides the basis for the development of the gender planning, as a new planning discipline with a specific focus on the issue of gender. It also allows us to recognize that woman and men have different position within the household and control over resources, they not only play different and changing role in the society, but also often have different needs. It is this, role and needs differentiation that provides the underlying “ Conceptual rationale for Gender planning and defying its long-term goal as the emancipation of the women”. Our fundamental planning principles therefore derive from the needs to disagreerate household and families on the basis of gender, when identifying planning needs. PECUC strategize its effort to enable women in its operational areas and to aim a change where, though having different roles but women ensures to get equal rights and privilege with their other half : MEN.

This was experimented in Pahala & Jaggannathpur panchayat of Balinta block , Khurda district is very nearer to capital city in one side and Cuttack, the commercial town in another side. The socio economic conditions of the inhabitants of the locality are such worse that one can not visualize. The condition of women folk knew no bound. 62% of the women are illiterate, sex ratio is 883 females per one thousand males. Women are not organised and limited to their works. Generally they do not participate in the development activity. PECUC when intervned in the area visualizing the need of the hour, gave priority to built up among the women folk and also to educate them. Then the women of different villages came forward to organize themselves. In preliminary phase in a meeting of women representatives of all the villages it was decided to form “ NARI SAKTI” 15 narisakti village committees were formed.

After few months it was decided again that the economic empowerment is essential along with socio political empowerment to bring the women to the mainstream of developmental process. Again representative’s NARISAKTI from each village discussed the matter vividly and hence started the concept of Self-Help Group. The members started saving in the group and after 6 to 8 months. Group started credit transactions among themselves to with stand with exigencies. Now the groups are in the process of identifying trades for developing micro enterprise and inter-linking with financial/funding institutions. Remarkable changes have been observed. Women unaware of their right and confined to their homes have come forward to solve their own problem as well as the problems of their families and villages. More so they were sensitised about different laws and other legal aspects which was discussed in the group meetings.. Even the groups decided to file cases against the atrocities on women are also been filed in the State Mahila Commission. Out of four cases filed, the group has got the degree in one

### Achievements

- ◆ 127 women SHGs formed
- ◆ Rs.6,18,000 /- savings mobilised
- ◆ 13,315 women sensitized on different aspects of development issues.
- ◆ 2764 women self help group members sensitized on saving and credit process.
- ◆ 1014 women linked with micro credit programme.
- ◆ The recovery percentage of the micro credit activity is



case. The women groups also fought for the forestland in which cultivation was done. A FIR was lodged & the culprit was punished by the women group.

### **Highlights from the field**

#### **Keonjhar Unit**

- Fourteen self-help groups have been formed and strengthened to regular group meeting .All the groups have been exposed to saving and credit activities.
- Income generation activities have been introduced through small business like leaf plate making, rice processing, betel shop, grocery shop, goatery, tolo ( mahua , a kind of flower used for local beverage making) collection Rastriya Gramin Vikash Nidhi(RGVN) which has been repaid.

#### **Balianta Unit**

- 115 SHG formed and strengthened 7 groups are linked with NABARD through Puri Gramya bank to start small business like dry fish vending, vegetable vending, rice processing, tailoring, cloth shop and for other agriculture purposes.
- Total on lending through the group was Rs.50, 000/- that has been repaid.
- A food processing unit has been introduce in the area

Narisakti now immediately reach and help women of their locality and nearby in distress. They are also fighting against atrocities and injustice and lodged cases before the State Commission for Women. This active group also arranges literacy campaigns. Participation of women in Panchayati Raj Institutions has significantly increased . In addition to this we are also encouraging women to undergo vocational training for tailoring, stitching and repairing of TV/video etc.. 128 women undergone such trainings.

### **TRAININGS for Capacity building:**

To capacitate womenfolk so that for awareness and to increase their negotiation with the external world training are arranged by us.

#### ➤ **Women & Law**

A training camp for two days was organised by PECUC to aware women regarding different legal aspect which they face in their day to day life.

#### ➤ **Training on Documentation of SHG**

To orient the SHG group members on the need, relevance and process for effective documentation of the entire process, this training was conducted. The course was designed so that group get well acquainted with the process of filing, maintaining cashbook, ledger, loan agreement format, loan register and other such necessary information.

#### ➤ **Training on Mother & Child Care**

Health awareness training camps on mother and child care was organized at Pahala field office in two phases – women who are trained regarding essential measures for child care like nutritious food safe motherhood , immunization , breast feeding etc.

### **Other training programmes at a glance**

- Livestock Promotion & Management
- Pisciculture
- Mushroom cultivation
- Bee keeping
- Bamboo craft
- Micro credit
- Thrift & credit management
- Leadership
- Poultry management training
- Kitchen garden promotion
- Dairy Management training
- Food Processing
- Applique work

PECUC also facilitated the marketing linkages for the women groups by way of participating in different exhibition and displaying the rural product to the urban buyers. In this connection PECUC Participated in many exhibition organised by different marketing organisations. The following are worth mentioning.

- EZCC , Delhi & Madras
- TDH – 25<sup>th</sup> Anniversary , Delhi
- Tribal fair – Bhubaneswar
- Khurda Mahostav – Khurda
- Konark Festival - Konark

### **Federation of women SHGs**

Aimed at strengthening the self help capacity of women, developing better understanding, cooperation and information sharing and information sharing within the women groups, creating pressure group at grass-root, developing a self management system, PECUC has initiated the process of federating women groups at block and panchayat level.

### **Disaster Response**

*Elemental forces keep no calendar and nature's relentless fury is always unpredictable.*

*The case of Orissa has been no different. In order to cope with catastrophic aftermath of calamities, basically the NGOs, embarked upon to start the relief work with little knowledge of what relief material was required to be provided, where to get it and how to get it across to the place of need. In fact Orissa was not prepared for the 1999 super Cyclone that wrought heavy damage on the livelihood system on the coastal people of the State.*

In India the majority of cyclone storms originate in the Bay of Bengal. According to historical records, the average number is 4-8 a years, of which three strike land over the country. The eastern states of West Bengal, Orissa, Andhra Pradesh and Tamilnadu are the most likely to be affected. There are two

predominant time of the year during which the conditions are favorable to cyclone formation. These are on the months of May to June and October to November, which coincided with onset and retreat of the monsoon.

Orissa is endemic to natural calamities like flood, cyclone, drought. . The Super Cyclone which lashed at the coasts of Orissa at a speed of 350 km. per hour on the wee hours of Friday, the 29th October, 1999 left thousands of people and livestock dead, hundred of thousands of human beings and cattle wounded, houses flattened to the ground and Millions of hectares of crops destroyed in no time. About 19 million people in 126 blocks and 44 Urban local bodies in 14 districts have been severely affected by Super Cyclone accompanied by heavy rain and flood. The agricultural prosperous districts of Ganjam, Khurda, Puri, Cuttack, Jagatsinghpur and Kendrapada have been demonstrated due to the cyclones whereas the districts of Jajpur, Bhadrak, Keonjhar and Balasore have been affected by unprecedented flood.

PECUC since its inception has tried its best to reach the flood and cyclone victims at different times, at different places with food relief, medical team, cloths etc. The super cyclone gave us the opportunity to serve the mankind of our operation area in Baliana block of Khurda and Remuna block of Balasore district.

### **RESCUE ,RELIEF & REHABILITATION PROGRAM FOR SUPER CYCLONE VICTIMS:-**

This was new venture as well as challenge for us when super cyclone struck and shattered the lives and resources of Orissa during 1999. Before the cyclone reduced the intensity, PECUC could reach the affected victims in Baliana block & outskirts villages of Bhubaneswar with its resource team. The volunteers, staffs who were within the affected villages, immediately started providing moral support to the affected people and shifted them to safe places when cyclone was still in its peak. In this process of relief and rescue , PECUC floated a task force which consisted of its staff & volunteers to address the need of the hour. Simultaneously , we started lobbying with the govt., district Administration & the local authority to start the relief operation immediately. After a rapid assessment of the situation, PECUC jumped in to a massive relief operation in the 83 villages of Baliana Block with the timely support from Bhubaneswar Municipal Corporation, District Administration, Khurda, ODMM, Cocern World Wide, HelpAge International, HelpAge India , Terre Des Homes(Germany), Andhra Police, OVHA, VHAI etc. Apart from it, PECUC extended its support to 3 villages of Remuna block of Balasore district and two GPs of Nischintakoili block of Cuttack district also. In this process, school children, individuals, corporate houses and some other national level NGOs wholeheartedly extended their support to the cyclone victims through PECUC.

### **Emergency Response**

Immediate relief measures were taken with an objective to prevent death and physical deterioration/destitution of the people, enable resumption of normalcy, and encourage the village community in making a concerted and continuous effort to fight a common misfortune and boosting public morale. The relief support was extended to women, children, older population and other needy and destitute. The programme started with the distribution of immediate food, new and old clothes, medicinal support, bleaching powder and halogen tablets ensuring food security and the community sanitation.

Immediate relief response was followed by a more structured and strategic intervention helping the victims by way of provision of food, blanket, polythene, agricultural seeds and kitchen garden, setting up temporary school. repairing of traditional houses for the older persons, provision of basic amenities, daily use household utensil etc.

A meager amount of support of Rs.1,000/- was given to the 40 distressed adopted grans for rebuilding their houses.

With the support of **Concern World Wide** , PECUC identified 6,700 cyclone affected families from different categories i.e. SC, ST, Land less labourer, small farmers, Distressed widow / handicapped, Daily labours, Agricultural labourers, Marginal and small farmers as its target group for relief operation of 15kg of rice and 2 Kg of dal which was spreaded in almost all gram panchayats of Baliana Block. Apart from the above Polytheen, blankets and vegetable seeds were distributed to 8139 affected people.

To provide the basic requirements and moral support to the elder population, a thorough survey of the entire affected area was done and 130 days feeding (22.5 Kg Rice, 3 Kg dal, 1 Ltr Oil, 1 Kg salt) along with household utensils( 19 items) and materials for housing repairing was given with the support of **HelpAge India**.

Affect of the super cyclone was more prevalent among the distressed children. Parents being affected similarly were not in a position to support their ward both mentally and physically. Added to this, loss of study materials, damaged school buildings made PECUC to establish 20 temporary schools. This was taken up with an intention to provide education and stop the child dropouts and prohibit them from getting involved in to labour work. With the support of **Terre Des Hommes**, (Germany,India Programmes) these child support centers enrolled 894 children out of which 196 were sent to mainstream educational institutions.

To revive the agricultural loss caused due to the cyclone, PECUC took up supporting promotion of kitchen garden and distributed paddy and other vegetable seeds. A total of 4019 beneficiaries were supported under this programme.

PECUC adopted PRA as a methodology to locate the right person for our assistance. Apart from catering them with the above-mentioned provision, various awareness, motivational meeting were held to rebuild and develop confidence and strength with an objective to give moral boost to the people to survive.

## **Relief Measures taken by PECUC – A Glance**

- Ration/Relief - 21, 638 persons( the rations distributed were rice, flat rice, dal ,oil, salt, bread, biscuit, Jaggery, sugar, spices etc.
- 130 days food support to 1280 older person
- 6,700 women were supported with food relief for their families
- Daily usage.( lantern, umbrella, mosquito net , mat etc) and clothes was provided to 4,280 people
- New and old cloths were distributed to 7980 persons.
- Polythene sheets distributed to 4457 cyclone affected victims
- 2720 blankets were provided to the needy people.
- Paddy and vegetable seed was supported to 3861 affected victims. 3000 papaya saplings were also distributed to promote kitchen garden.
- 517 older persons were supported for traditional house repairing.
- Medicines to check the spreading of endemic disease were given to 13,000 people.
- Bleaching powder and halogen tablets was distributed to ensure safe drinking water.
- Cash support of Rs.40,000/- was given to 40 destitute older person for repairing of their houses.
- 894 traumatised children counselled and provided a joyful learning environment. 196 children were streamlined to formal schooling institutions.

### **The success of PECUC in this programme was due to the following factors.**

- 100 volunteers and 15 full time professionals were engaged in this operation.
- Materials collected from different sources including Concern World Wide were being distributed without any duplication as well as in a participatory way.
- PECUC has met the establishment expenses from its own fund.
- People's committee has been formed and the need of the beneficiaries has been identified. The committees are named as “ People's Committee for Relief and Rehabilitation of cyclone victims”. Other than the beneficiaries, the PRI functionaries, village leaders, local authorities, youth club members, Mahila Sammit members, SHGs, Banks, Health Centers were also involved in the committees.
- PECUC has tried its best to encourage and ensure people's participation at each level. More over transportation of materials from Pahala center to each sub centers was being done by the beneficiaries / panchayats/ women forums.
- PECUC has played the role of an intermediary among the local authority, beneficiaries and donor agencies. It has become able to keep regular touch with all the stakeholders.
- Being a member of Orissa Disaster Mitigation Mission (ODMM) it has contributed a lot during the post cyclone situation.

## **Reconstruction & Rehabilitation Leading to Horizontal Development.**

Keeping in pace with the paradigm shift from emergency relief towards a sustained reconstruction and rehabilitation measures, PECUC started with a more comprehensive need assessment for its developmental activities. The aim of rehabilitation activities was to assist the affected people to return to normality and also help them in their long-term socio-economic development. It was at that point of time very crucial to determine for how long the emergency or the emergency relief operation will be continued keeping in view the extent of havoc caused by the cyclone and the tidal surge. PECUC, considering the relief to rehabilitation and to development continuum, structured its reconstruction plan, which included longer term hazard reduction and mitigation so that future vulnerability to cyclones is diminished. For this programme PECUC joined hands with **HelpAge India, HelpAge International, Concern World Wide, Terre Des Homes (Germany India Programmes), DRDA, Khurda, OVHA/ VHAI** for Baliana Block and **Swiss Development Corporation (SDC), Action for Food Production (AFPRO)** for three villages of Remuna Block of Balasore.

PECUC devised its composite action plan for the rehabilitation for older person, women & children, small and marginal farmers, destitute and other such vulnerable communities with an objective

- To restore and regenerate the normal livelihood of super cyclone victims
- To provide economic security to older person's family
- To construct shelter houses for the needy elderly
- To reduce malnutrition among children
- To raise nurseries for preparation of seedlings for plantation in the area.
- To revive the traditional occupations of the affected victims by way of providing financial support to start income augmenting activities.
- To restore the agricultural activities and preparing farmers to face the emerging situation..
- To restore the normal education and prevent the dropouts in schools and restrict children from taking recourse in labor. To construct school in the affected area.
- To promote the self help capacity of the affected people by way of developing community organisations and providing them different skill development trainings.
- To build the capacity of NGOs, PRI functionaries' etc. through training programmes.
- To restore, protect and enrich the environment for ecological balance through nursery raising and massive plantation.

## **Rehabilitation measures taken by PECUC to ensure a paradigm shift leading to longer term development of the cyclone affected area.**

- School Reconstruction – 5
- Trauma Counselling – 1199 children
- Shradha Child Support Center – 30
- No. of children sent back to school – 514
- Nutrition feeding to children -1554
- Total children enrolled in Shradha CSC –1554
- Fisherman supported with boat and net – 343
- Livestock support – 926
- Traditional house repairing – 500
- Construction of low cost houses – 55
- Masson training given to 17 beneficiaries
- Capacity building programme for women , farmers, fisherman, elderly, staff, volunteers, PRI functionaries etc. – 7418 persons.
- 434 no. of awareness meetings was organised
- 1390 person have been supported under livelihood restoration programme.
- Farmers Development Forums named as “Krusaka Bikasha Mancha” have been formed at the village level.
- Support in terms of paddy seeds, fertilisers , pesticides, vegetable and Rabi crop seeds etc were given to 10,997 farmers for restoration of agricultural activities.
- Plantation for eco-restoration – 4,19,750
- 6 nurseries were developed and plats were distributed for the community plantation.
- A video cassette has been prepared on CYCLONE –99 with the collaboration of HelpAge India.

## **Community based disaster preparedness**

Disaster Preparedness needs to be the way of life in such communities, which are prone to natural disaster. A certain amount of preparedness level is a pre requisite if they have to survive the aftermath of different catastrophes. There is a urgent need to build the capacity and capability of the local communities by empowering them with coping capacities and increasing their self – confidence through recognition and increase of their knowledge, practice and values so that this falls in line with the developmental activities. As disaster preparedness is of prime importance in reducing the load on disaster relief it should be considered an integral aspect of development policy and planning. There is, thus a need to promote and strengthen human and institutional capacity building for coping with natural disasters by way of disaster preparedness, as preventive measures are most effective when they have participation at all levels. Involvement of community in all facets of disaster management becomes imperative and there fore, the need for a holistic approach for community based disaster preparedness was thought of by PECUC.

Field units of PECUC are prone to disasters including cyclone, drought, flood , sunstroke and fire etc., Realizing the growing need among the village communities to be better prepared to face the frequent cyclone/floods, PECUC initiated community level disaster preparedness training in the cyclone ravaged villages of Baliana and Remuna block . The community was mobilized to prepare their own contingency plan to safe guard lives, livelihoods and property. Besides it also defined the roles and

responsibilities of the entire community i.e. the individual, families, community leaders, village authorities etc.

The community level training for disaster preparedness involved five stages in which the community leaders, NGO volunteers, govt. officials, UN volunteers, PRI functionaries participated.

#### **Other highlights of the programme.**

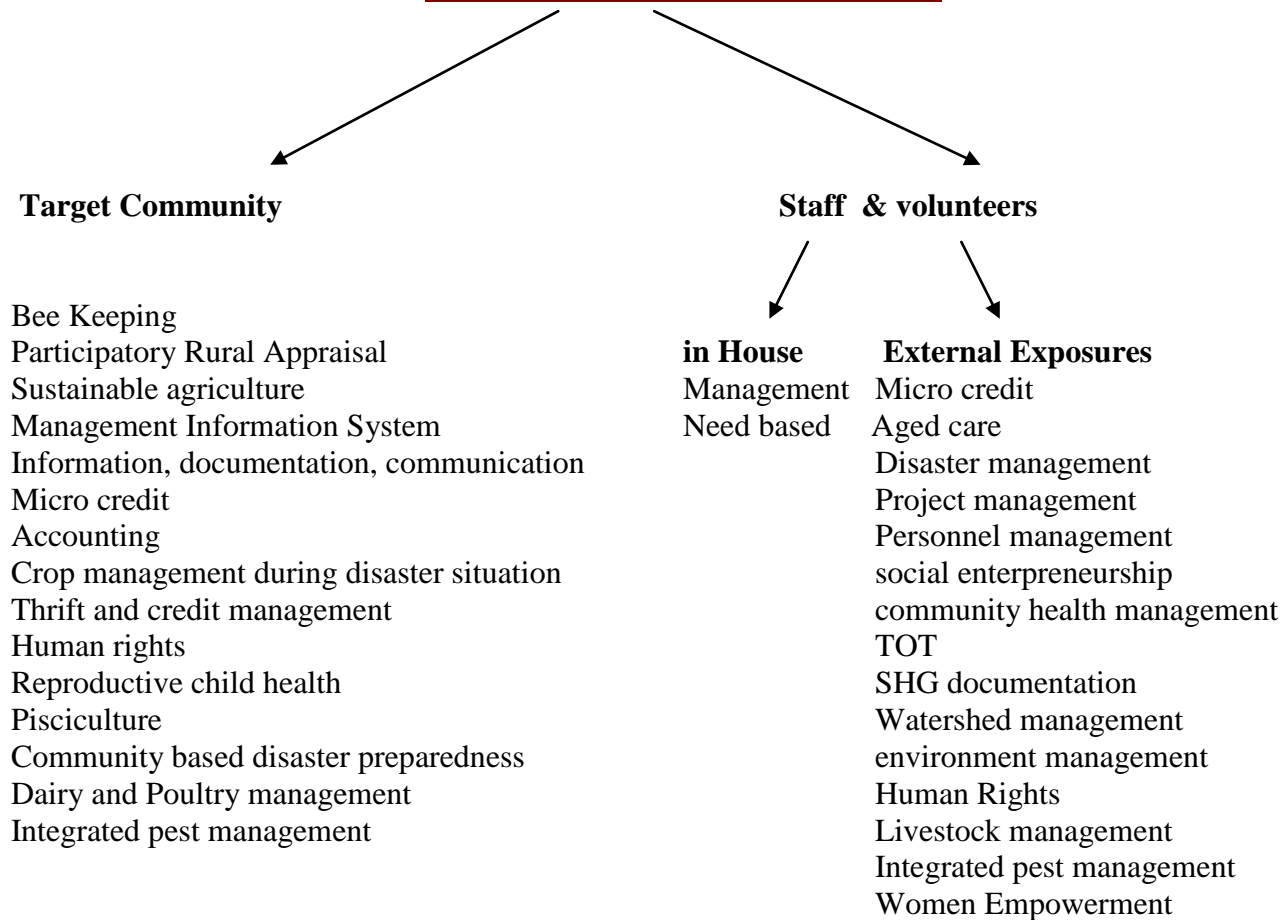
- PECUC organised 3 Block level training which were followed by panchayati level workshops.
- A workshop was organised on heat sunstroke management Posters and leaflets regarding sunstroke was distributed to the general public.
- 19 sunstroke shelter were established by PECUC in different places.
- Contingency plan for Benupur village/GP developed and the same is in process for other villages.

## **Capacity Building**

*Capacity Building has been placed at the core of the PECUC's strategy as the fundamental mechanism to facilitate change, because it is the people who make program happen. In spite of this helps to bring diverse group to a common platform of understanding & to design such tool, which will effectively spread the intended messages. Capacity Building programme of PECUC broadly can be divided in to two parts.*



## Building the capacities of



**For the external training programmes our staffs were deputed to** Viswa Yuva Kendra, CEERA, National Law School of India University Banglore, AFPRO, SAARA, HelpAge India, National Labour Institute (Noida) , Concern World Wide, CYSD, CENDERET( XIM), Gopabandhu Academy of Administration, Utkal University, OVHA, Health and Family Welfare Dept., Sports & Youth Service dept.

Apart from the above, the following training programmes are organise by us keeping in view the need of the society

- Training for Watershed Development
- Leadership development
- Training on "Women & Law", Gender & Development
- Village level awareness campaigns highlighting Forest protection, Plantation, sanitation, Immunization
- Mother & child Care , Women SHG group formation promotion of Bio intensive kitchen gardens are some of the prime thrust area
- Campaign on Pulse polio
- Child right Campaigns

- Campaigns against drug abuse
- Campaign for consumer right protection
- Training on HIV/AIDS prevention
- Panchayati Raj training

## Promotion and protection of environment.

Orissa was once paradise with the green cover & statistical evidence support forest to be third major resource of the state. Gradual passage of time had witnessed depletion of the natural resource at threatening rate. Thousands many reasons were responsible for the augmenting environment insecurity like inconsiderate Govt. policies, risk and lack of assurance of its primary users from the surroundings, Need & greed for industrialization & commercialization & lot more. Looking this aspect we begin our initial step to restore and check the deterioration of the natural resources.

### Efforts to address protection and restoration of the Environment

#### ▪ Block Plantation

PECUC in its effort to ensure clean and healthy environment initiated city plantation programme in the year 1994. Since then we have planted 17,000 saplings on an area of 47 acres with the active support of Bhubaneswar Development Authority. Another plantation programme was taken up on the Barunei Hill with the collaboration of Forest and Environment Dept. in which 2000 saplings were planted on an area of 5 acres. Around 7 lakh saplings both for fruit and fodder / fuel have been distributed and plantation in the village courtyard, schools, temples, community land and the urban houseyards, institutions, wastelands was encouraged.

#### ▪ Save Chilika Campaign – 1994

Chilika is one of the biggest water reservoirs in the state.

This attracts a number of migrant birds and animals throughout the year and also serves as the mating ground for no. of animals. It is predominantly inhabited by fisherman, refugees' etc. Environmental pollution has not left Chilika resulting in a severe imbalance in socio economic and ecological front. PECUC intervened with packages of capacity building and mass awareness programme in 29 nearby villages of Chilika for saline water treatment and sanitation. A campaign was organised with special emphasis on 'Save Chilika and Protect Migrant Birds from Cruelty'. The broad objectives of this was

- to generate awareness about the ecosystem of Chilika
- Interrelation between different components of ecosystem.

A mass meeting was organised with the participation of local people, youth organisation, school and college students and NSS volunteers and deliberation on Chilika and protection of the lake and the residents of it was made. In this programme 5000 people participated with the presence of the senior members of PECUC.

#### Workshop on women and Environment law – 1998.

A state level workshop on women and environment is a collaborated effort of PECUC and CEERA, NLSIU Bangalore. The theme of the workshop was to make every stakeholder aware of the present situation of environment and come up with concrete measures towards its protection. Participants were selected individuals from community, various civil society organisations, Govt. officials and also representatives of educational institutions. The workshop was made fruitful by the contribution of 108 participants.

## Save Chandaka campaign – 1993

The check the depletion of thick forest of Chandaka, mass awareness programmes like padyatra, rally, workshop, street plays were organised in 25 places of Chandaka area. PECUC has also conducted a preliminary study reinforcing causes of degradation of forest. This helped us to launch a pilot project (SAVE CHANDAKA)

## National Environment Awareness Campaign:

NEAC is a regular activity of our programme in which environmental concern is addressed. This forum bring together every section of community and help us to analyse the problem and come up with apropos solution. As a part of the programme, workshops were organised on “Medicinal Plants in Protecting Environment”, "Conservation & Plantation", "Waste Management", "Women & Environment" and "Safe Drinking Water" etc. A street theater was also organised on this occasion by PECUC street theater group.

## Total literacy campaign

Survey was initially conducted to get acquainted with the status & the major hindrance for literacy. Capacity building & awareness generation program formed the foundation to give this campaign a full-fledged form. PECUC was awarded for Best performance on Literacy Awareness Programme through Street theater in the year 90 – 91 by Indian Adult Education Society, New Delhi.

### Success of the programme

- Johala village declared total literate in 94 – 95.
- PECUC nominated as executive committee member of the district Literacy Committee of Khurda District.
- A street play for literacy awareness named “Prayaschita” was telecasted in Door Darshan Kendra, Bhubaneswar by PECUC street theater team in 93 – 94.

## Aged Care

*“ Fruits sweeten only when they ripen and old age is one such fruit which has enriching taste experience to lead the world”*

Improved life expectancy has given rise to an increase in the number of persons above 60 years. In the beginning of the 20th Century, the number of persons aged 60 years and over were 19 million and today the figure stands at over 70 million. Of these, 5.5 million were males and 6.6 million were females. There has been an increase of 50 millions in the last fifty years. During the next 25 years an increase of 107 million is estimated. By 2025 their number will be 177.7 million.

Such an alarming growth of the silver generation has necessitated a meticulously designed intervention for the welfare of them. In the past older people were revered in most societies for their traditional knowledge and wisdom. This image has changed, and the general image of older now is of dependence, inability and inactivity. PECUC with the support of HelpAge India and HelpAge International came forward to break the ceild of this image in the year 1998 with a motto to make the community realize their potential and thereby enhance the dignity of the older person in the family and the community as well . PECUC started different programmes for the welfare of them likes -

## Adopt a gran

This is a unique programme, which links needy older people with individual and corporate sponsors.

Help in the form of food, clothing, medical care, bedding, articles of personal use and pocket money are provided to the adopted grans. PECUC started this programme in the year 1998 with 50 needy older persons in the Pahal panchayat of Baliana block of Khurda district. Apart from taking care of the basic needs of these older person, effort to make them rehabilitate in the community both socially and economically, different income initiating activities has been planned.

## Ophthalmic care

More than 12 million people in India are blind, 80% of them suffer from cataract related blindness which is curable. Every year 3 million more become due for such an operation. Most of the victims are poor elderly, living in the rural area, who have no access to eye care facilities. PECUC in its effort to render such services to neediest of the needy older person in its operational area, started conducting eye surgery camps during the initial years of its inception. District Blindness Control Society, Khurda and Keonjhar came forward to support this noble effort of PECUC . PECUC also collaborated with GUC to conduct cataract operation for the older persons in the year 1997 and finally graduated to take up an individual project from HelpAge India in the year 2000 for 100 ICCE operations.

*Budhirsingh Chakei , 78 , a resident of Pahala village of Baliana block is a beneficiary of AAG programme. Survived by bundles of difficulties in his small thatched house, the man was spotted by PECUC team for support as a adopted gran of HelpAge. Soon after the intervention of PECUC, Budhiram recovered from his miseries and explored is creativity of making broomstick out of palm leaves and tend to forget his miseries. But to is misfortune, the super cyclone devastated his only house and displaced him on the road. The darkness of despair, he could see a hope when PECUC team approached him with an immediate support for his house rebuilding. Foodstuff, clothes, medicine s , polythene etc . were also supplied to offset the ravage done by the cyclone. He now dreams of a new life, successful future and hope. Bdhi al ways says “the support of PECUC was like a boon for us which changed our lifesyle, not only me , there are many others who are getting affection and regained the dignity in their family”*

*Till date the PECUC has been successful in restoring the eyesight of 476 older persons.*

## Ensuring economic security for the elderly

Super Cyclone has shattered the socio-economic life of rural Orissa to a great extent. Older people are the most vulnerable victims of this tragedy. PECUC with its long experience of working with the older people learnt that dependency has to be reduced be it a small child or an older person. To restore the normal livelihood process, to reduce dependency , enhance the dignity of the older person in the community and to make them economically secure income generation activities was designed by us.

## ASHA

**ASHA stands for A – Alternative S – Source H – Help A – Action**

**Alternative Source for Help and Action - ASHA**

ASHA is an association of the older persons formed with a view to organize themselves and empowering them to participate in the process of decision making. The group was started with a view to ensure economic security of the older person, which helps older person to start some productive activities.

**Objectives: -**

- To promote self help capacity of the older person
- To ensure socio-economic security of the older persons
- To create self-confidence and sense of dignity among the elderly and thereby bringing them to the mainstream of development process.
- To create an atmosphere towards the positive attitude of ageing process & keeping physical and mental fitness.
- To critically aware the general masses on aged care, so that the older person can get proper respect and dignity in the family as well as in the community and thereby strengthening the family support system for the aged.
- To improve the quality of life of the older person by ensuring household food security and basic needs of the older person i.e fooding, clothing, nutrition, shelter and medical needs.
- To create a pressure group to ensure the rights of the older person.

*Babana Pradhan of village Paribasudeipur was living in a miserable condition being ill fed and ill clad. With his occasional work as a casual labour, somehow Babana and his wife used to survive. The affect of super cyclone was a no excuse for them. Within minutes all his belongings were shattered and he was dragged back to a state of sheer despair. It was during this time, PECUC started organising small older person's group to make them economically sustainable. Babana became a member of this association and by getting some loan through the group, he started a small sweet stall. Slowly, the effect of this older persons group became popular and it succeeded in resolving the age old conflict between the SC and the general caste people. The conflict was due to a Maa Mangala temple situated in the SC hamlet and caste barrier made the village in to two parts. After the formation of the ASHA group, PECUC tried to unite the village again by including few members from each of the fraction. They took small loans from the group to avoid their financial dependency on the money landers and incidentally landed up with meeting each other atleast once in a month. The conflict between the two factions than started diluting and people were seen going to the temple which was once boycotted. The relationship between the faction started getting warmer day by day. The ASHA group of the older person was not only seen as a process towards ensuring economic security for the older persons, but as an effective means of local governance also.*

First of all older persons more than 55 years of age and those who were engaged in different traditional occupation and have lost their equipment and occupations due to the super cyclone were identified & interested older persons were called for a group meeting at each village. A central meeting at PECUC's field office was organised in which discussion regarding the existing situation, need of older person, their priorities, different trades for restoration of livelihood, trade wise budget, repayment system etc. was discussed.

#### **ASHA fact sheet**

99 older person are supported through ASHA groups  
14 older persons groups were formed  
Total fund channeled through the groups –  
Rs.3,70,000/-

Recovery of the loan amount has already started.  
No. of New beneficiaries supported – 1  
Total internal savings – Rs. 8002/-  
Internal loan channeled through the groups –  
Rs.5,000/-

#### **Reason for the success of the ASHA**

- Homogenous groups
- Need based activities
- Capacity building training for the groups.
- Frequent interaction with project staff, regular meetings.

Small groups consisting of 10 to 20 members were formed and were trained regarding the managerial and operational functions. Emphasis was given on the selection of trade, budget preparation, repayment schedule etc.

The older persons were supported for different trades like palm leaf work, fishing, pottery, idol making, betel vine, weaving, carpentry, blacksmith coconut vending and other small trades

*European Commission has documented success of ASHA with the collaboration of HelpAge India reinforcing the details of income generation activities carried and*

*managed by older persons groups. Eminent Journalist Ms. Robin Faure from Contact Magazine , UK, documented the whole episode along with the assistance of Rajesh Bedi and Sudipta Mohanty (HelpAge India).*

### ***Advocacy & Networking***

Our liaisons for networking go with

- Campaign against Child Labour ( CACL- Orissa)
- Action for food security( AFFSO)
- Orissa Voluntary Health association ( OVHA)
- Forum for Environment Education.(FEEO)
- Orissa Disaster Mitigation Mission (ODMM)
- State committee for human rights



- Life & Forest Movement
- Khurda district Action Group (KAG)
- National network for Labour & development
- We also make sincere efforts to influence Government policies & programmes for the development
- Nominated as District level Committee for Child Labour Eradication , Rehabilitation & Literacy

## People's Organisation

*"Sometimes it is said that man cannot be trusted with the government of himself. Can he, then be trusted with the government of others? Or have we found angels in the form of kings to govern him? Let history answer this question." (Thomas Jefferson)*

The key to success and sustainability of any developmental, welfare project is the institutionalising the process i.e. developing ownership, belongingness, and accountability and ensure participation and stake of every section of the community. People's organisation, which ensures people's participation, is synonymous with to all above factors. It's the most indigenous form of community organisation, which is responsible for overall village development. This is the reason most of our effort is directed to build, strengthen and sometimes revive people organisation. And to enable them to run and see the packages of services designed for them by an external agency like us.

### **Farmers development forum**

Rural Indian economy is dependent on its agrarian status. Unfortunately this sector, though most important is very much neglected also. Lack of technical knowledge, support and large dependency on nature has made its condition unpredictable. In order to give the farmers, a choice, a platform to withstand the nature's vagaries, PECUC initiated the Farmer Development Forum. So far 59 FDFs have been formed and 1219 no. of farmers have been made aware of different essential requisite for agriculture. They are also made acquainted with the support being provided for agriculture sector by govt. and others.

### **Women self help groups( Nari sakti & Mahila Mnach):**

Nari Shakti is the committee of the village women. They are local animators and act like catalyst in the society. Their acceptability and wider range of interaction shown positive result in initiation of many programmes. They organise, counsell the village women on many social and economical activity. 27 no. of SHG has been started and also been linked to bigger financial institution is one of the achievement of this group.

## **Nishamukti Bahini:**

This is an initiative of PECUC to ensure a drug free society. The members of Nisha Mukti Bahini have taken oath not to take drugs in their life. All together 18 such groups have been formed with a total 356 members. They are all from the community and are committed to make their village drug and alcohol free. They counsel and refer cases to the health centers and also generate awareness regarding all this by different communication tools, campaign street theater etc.

## **ASHA :**

ASHA (Alternative Source of Help and Action) is associations of older persons formed with a view to organise themselves and empowering them to participate in the process of decision making. A total of 23 groups have been formed so far and 324 older persons have been enrolled in these groups. These groups have also taken up small income generation activities.

## **Fisherman self help group**

To organise the fisherman folks of the coastal villages, PECUC took this innovative step of level pond fishing forming the fisherman self help groups. The group are engaged in both deep river fishing and village. The profit accrued out of the business is shared equally amongst the members. 17 such groups are operational now with a total 343 members.

## **Village Development committees**

This is responsible to see village development activity and also ensure equal & total participation of every section of the community. This forum is represented by a member from all the caste /class of the village. This has also a representation from the women folk. In a nutshell this is an effort of PECUC to revive local governance system. A total 18 VDCs have been formed so far with a total membership of 343.

## **Youth Development Programme**

*"As a rule, the mind, residing in a body that has become weakened by pampering, is also weak, and where there is no strength of mind there can be no strength of soul." (Mohandas Gandhi)*

The creativeness and talent of the young generation are generally paid no attention in this economy driven society and hence get diluted or diverted. We identify such youth who have talents and passion for the upliftment of society and the Nation overall. This narration draws around few efforts laid by our youths .



## **National integration camp :**

This aspires for integrating young energy towards various developmental activities. 463 NSS volunteers, students and others have rendered their services for plantation, village sanitation, literacy and sensitising the community towards other best practices .

## **Work camp for plantation**

PECUC stepped towards to bring back the green glory of the State by integrating the stands of the local youth in a massive plantation campaign. Two camps were organised and plantation on 52 acres of land was taken up. PECUC took up rallies, padayatra and various panel discussions with a view to spread the message to the general masses.

## **Cultural programmes**

This aims towards exchange of cultural heritage and to inbuilt mutual respect for different facet of diverse culture across the state of India. Groups of artist from different parts of the country ( Manipur, Bihar, Assam, west Bengal etc) gathered to perform show on dance, Chorus, & Street theatres. 2312 no. of Street theatres have been performed till now & the troupe has also been accoladed with the various awards These initiatives is also supported by Governments & extended by the media like All India Radio & Doordarshan.

## **Leadership training**

Leadership is vital for the right direction of programme and to get desired result from them. Therefore we identify the leadership quality from the grassroot and shape them with no. of training programmes which inbuilt a perfect and sensible leadership in a youth. 1373 no. of youths have undergone through this training program & successfully & confidently running the various activities out in the field.

## **Development communication & Documentation**

### **❖ Study & Action Research**

- ◆ A study on Labor situation in Khurda District
- ◆ Socio- economic study situation of Dalits and other backward communities of Balinta Block of Khurda district
- ◆ Study on “ Child labor in domestic sector in Orissa
- ◆ Socio- economic situation of tribals,. Dalits & other backward communities of Patana block of Keonjhar district.
- ◆ Socio-economic study of two blocks of Bolangir district.
- ◆ Study on Child Labour Situation in Prawn sector
- ◆ Study on Child Labour situation in Bhubaneswar MNC.
- ◆ Study on status of women in Baliana and Remuna block.

## ❖ **Publication**

**Nabadiganta**- Oriya quarterly literary magazine

**Angikar**- Oriya quarterly Publication on Child rights

**Voice of the Children**- Annual bulletin.

**Dhusara swapana**-Compilation of stories, poems & features on child Labor

Newsletter, Reports, Leaflets, Brochures, Posters of the organisation

Posters on Sunstroke, Child labour & Drug abuse

Sisumela Souvenir (1990-93)

### **PECUC's Publication for the Farmers ( Farmer's Guide)**

- ◆ Bee keeping
- ◆ Mushroom cultivation
- ◆ Paddy cultivation
- ◆ Poultry Farming
- ◆ Fruit cultivation
- ◆ Kitchen Garden
- ◆ Dairy management

## **Development Communication**

- ◆ Street Theatre on different issues
- ◆ Documentary film on **Kanhu Charan** an eminent Novel writer of Orissa & telecasts in DoorDarshan Kendra, BBSR
- ◆ Documentary film on “ **Child labour in Brick Making Sector**”
- ◆ Video film for literacy campaign “**Prayaschit**”
- ◆ Documentary Film on “ The Super Cyclone”
- ◆ Audio cassettes produced by PECUC
  - ◆ Jala o Jivan in Oriya ( on water Sanitation)
  - ◆ Hum Panchi Hamari Udan ( on child right) – Hindi.
  - ◆ Ame Pakhi ame Udibu ( on child right) – Oriya
  - ◆ Prakruti O Paribesh ( on environment)

### **Performance in Doordarshan and All India Radio**

- ◆ **Prayaschita** – One act Play
- ◆ **Upagraha** – Dance Drama

- ◆ Group Folk Dance
- ◆ **Katha** – Drama on environment
- ◆ **Raja Asuchhi** – Musical feature

### **AWARDS AND ACHIEVEMENTS:**

- “**State youth Award**” – 95, by State Youth Welfare Board, Dept of Sports and Youth Service Govt. of Orissa.
- “**Prakruti Mitra**” – Award outstanding contribution for protection of environment by Dept. of Forest and Environment, Govt. of Orissa.
- **Special Memento** for excellent performance in street corner play for promoting Street Play by Indian Adult Education association New Delhi.
- Second position in **One Act Play competition** in Bhopal youth festival and first position in State Youth Festival , 1995
- PECUC has been honored by different non govt. concern

### **ASPIRATION FOR THE COMING DECADE:**

The last decade was a learning process for PECUC in which the organisation came across three phases of development i.e Phases of Initiation, Survival and of Phase of Growth. Keeping in pace, the development of the people, PECUC has built an image of “**Development Intervenor**”. In its role as a strategic development Intervenor, PECUC visualises the following actions to be initiated in the coming decade.

- Effective team reflection and planning process
- Qualitative orientation of team leaders
- Ongoing internal evaluation by external experts
- Rapid appraisal of staff performance & staff development
- Strengthening people’s leadership, promotion & participation
- Enhance documentation ability & action research
- Priority on sustainability of the programmes.
- Linkage with mainstream development agencies & PRIs
- Annual programme & activity planning
- Decentralise programme management & reporting
- Incorporate gender, disability & caste justice.
- Corporate level quality promotion and control systems improvement.

In order to achieve the above PECUC would strive to implement the following programme and act on certain issues.

## **ISSUES & PROGRAMMES:**

### **1. Disaster Mitigation, Rehabilitation & Resettlement :**

This would be done with a focus on Flood, Cyclone, drought & sunstroke, epidemics and pest attack. Different activities to ensure all these things would be taken up like, community based disaster preparedness, reconstruction of houses, schools, and community centers, socio economic support , agro horticulture ,irrigation , plantation, promotion seed bank, training for capacity building, research , documentation and networking etc.

### **2. Food Security & Natural Resource Management;**

The focus areas would be land and water management, agro horticulture, forestry and environment promotion, alternative livelihood etc. PECUC would strive to take up research and demonstration on appropriate agriculture Technology, promotion of Bio fertiliser and its application, integrated pest management and food processing center etc. to ensure food security .

### **3. Community Health and sanitation:**

The focus areas under this section would be health care for all, pollution control, RCH, Drug deaddiction and counselling, sexual health etc. The major activities that are to be initiated by PECUC would be disability prevention, population education & family life education, family nutritional gardens, cataract removal clinics, detection of AIDS & STD, TB & DTH, Leprosy , epidemic control & prevention, garbage disposal & waste mangement, training of health workers , strengthening Nishamukti Bahini etc.

### **4. Social Justice and Empowerment**

The issues to be addressed under this section would be Dalits and Tribals, Women & Youth, Human Rights, Social Exclusion etc. The activities visualised by PECUC in order to ensure all this is to start youth leadership training, capacity building training for PRIs, Women , National integration and cultural activities, research on human rights, advocacy & networking etc.

### **5. Policy Research , Advocacy & Development Communication:**

The main focus under this stream would revival of PEOPLE'S CULTURE and community communication. PECUC would strive to take up activities like production of books & documents on development, human rights culture and related issues, production of audio & video, community communication research, advocacy on rights of children, women, tribals, aged, disables , networking with CACL,OVHA, AFFSO etc.

### **6. Child rights & Basic Education**

The basic focus areas under tis would be child right promotion, child labour elimination, basic education for the children and action against child trafficking. PECUC in the coming decade would take up child right campaign, promote child development center, girl child empowerment, children's parliament, development of child labour free zones etc.

### **7. Age Care & Rehabilitation:**

PECUC would like to strengthen its activity more on this issue with a focus on rights of the aged, reduction of exploitation and deprivation of the elderly and rehabilitation of them in the society. The activities, which are thought of, are Human rights – research, advocacy & networking, self help groups for and income generation programme for the aged, capacity building and training for the aged, micro finance for the aged etc.

## A note of appreciation for our donors.

*On behalf of the thousands of needy and poor people we offer our heartiest thanks to our Donors whose support makes our work achievable and the achievements narrated in this document become possible because of their selfless, dedicated and timely contribution. It is our privilege to mention their names here.*

*Paradoxically enough, Orissa the paradise of amazing reserves of energy & natural resources is one of the poorest states in the country and no other state in Indian Union . and is adversely placed in the context of development in this state. Despite rich resources base reserves, the state is known for mass poverty & starvation, illiteracy, atrocities on women, high rates of disease, disabilities & death, low agricultural & industrial growth, food insecurity, unemployment, child labour practice, recurring natural disaster(flood, cyclone ,drought etc...), deprivation from rights and natural justice, social insecurity injustice and maladjustment and so on so forth. Further the demographic composition reveals the predominance of tribals and dalits, small peasants and other deprived categories.*

### Partners in the process of development

- Action for Food Production (AFPRO)
- Concern World Wide, Ireland
- CENDERET (Xavier Institute of Management, BBSR)
- CEERA ( National Law School of India Univaersity, Bangalore)
- HelpAge India
- HelpAge International, UK
- National Bank for Agriculture & Rural Development
- Rastriya Gramin Vikas Nidhi ( RGVN)
- Swiss Development Corporation ( SDC)
- Terre Des Hommes, Germany, India Programme
- UNICEF, Orissa

### GOVT. OF INDIA:

- Ministry of Social Justice & Empowerment/ Ministry of Welfare
- Central Social Welfare Board / SSWAB
- 
- Ministry of Human Resource Development
- Department of Youth Affairs & Sports
- Ministry of Environment
- Ministry of Food Processing
- Ministry of Health & Family Wel fare
- Eastern Zonal Cultural Centre ( EZCC, Calcutta)
- Water Technology Centre for Eastern Region (WTCER)
- Door Darshan Kendra, BBSR.
- All India Radio, Cuttack
- Department of Field Publicity

### GOVT. OF ORISSA:

- Bhubaneswar Development Authority
- Bhubaneswar Municipality
- Department of Forest & Environment
- Department of Culture
- Department of Sports & Youth Services
- Department of Health & Family Welfare
- Department of Women & Child Development
- Department of Panchayatiraj
- District Blind Control Society
- Orissa State Agro Industries Corporation
- State Youth Welfare Board
- Department of Information & Public Relation
- State Resource Centre
- DRDA, Khurda

### NODAL AGENCIES

- |                                      |                                |                               |
|--------------------------------------|--------------------------------|-------------------------------|
| <input type="checkbox"/> OVHA / VHAI | <input type="checkbox"/> SHEDS | <input type="checkbox"/> CPSW |
| <input type="checkbox"/> AKSS        | <input type="checkbox"/> GUC   | <input type="checkbox"/> FPAI |
| <input type="checkbox"/> RLHP        | <input type="checkbox"/> CINI  | <input type="checkbox"/> PSS  |

### OTHER COLLABORATORS

- Corporate Houses
- Business Houses
- Individual Donors
- Associations
- Community

*Interestingly in this paradox of poverty in plenty the input that is essential and requirement of participation of non govt. agencies with technical bent of mind is immense and the existence of such agencies is still inadequate ultimately leaving the state to suffer in despair. Further the state has a very few agencies to guide the activist and small NGOs with definite objectives, scientific approach, and effective implementation strategies. In this state of affairs PECUC has come forward to lead the movements as one of the forerunners.*

*“Develop the spirit of sacrifice. And sacrifice means self purification. Through it you will be serving yourselves, your country, and the world.”*

*Mahatma Gandhi*

*WE TAKE THIS OPPORTUNITY,  
ON BEHALF OF THE MILLIONS OF THE DESTITUTE, WOMEN, CHILD, ELDERLY AND DISABLE  
PERSON  
TO SOLICIT YOUR SUPPORT BY ASSOCIATING YOURSELF WITH THE CAUSE OF THESE  
PEOPLE.  
GENEROUS SUPPORT OF YOURS CAN MAKE THEIR LIVES LIVABLE!!!*



*WE INVITE PHILANTHROPIC HANDS TO SUPPORT US FOR THE NOBLE EFFORT!*

*NEITHER DESIRE NOR ASK FOR ANY REWARD. THE REWARD OF SERVICE IS  
REATER ZEAL FOR SERVICE*

*- MAHATMA GANDHI*

## **People's cultural center (PECUC)**

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