

NEWELL ORGANIZATION

# Annual Report

Year 2008-09

NEWELL is registered social development organization working in Telengana region of Andhra Pradesh. The major activities of the organization include women empowerment, child welfare, livelihood promotion, awareness generation, rural development, strengthening of women self help groups, environmental awareness, Health and HIV/AIDS awareness and control programs. Whereas during the year 2007 & 08 the organization has focused on the following activities:

### **Awareness Campaigns**

**AIDS awareness:** To sensitise the youth about the serious consequences of HIV/AIDS. Awareness programmes were conducted at slum areas Alwal and neighbourhood high schools, specially focussing on the adolescents, who are very much prone to get infected with the virus. The awareness programmes were carried out through the medium of theatre shows, interactive session with the doctors, and personal counselling. The programme witnessed participation of 1200 community members and children grossly covering 25 urban slums and 10 high schools.

**Educational Awareness:** Awareness programmes on importance were conducted in the slums, targeting the illiterate youth and women, during the awareness programme participants were provided with valuable information regarding the necessity of being literate in the daily walks of life. Apart from this, awareness programmes were also organised at the slum with all the sections of the society, focusing on the social issues. The programmes have been outreached 200 illiterate young women across 12 slums of Bowenpally.

**Awareness on social issue:** The social conscious is also very necessary element in any societies development, to build an social

understanding between the community members, and to make them aware of the prevailing social evils, and to extract social responsibility among themselves. NEWELL in association few social activists had conducted a awareness programmes in Nalgonda and Hyderabad Districts

**Awareness Camps on Environment** : The awareness campaigns on Environment was conducted by the organization at Alwal, and Nalgonda Town through public meetings, seminars, essay writing and debate competitions and street plays and folk dances and songs etc.

### **Livelihood and Skill Development**

**Vocational Training:** As it was noticed that majority of young girls are illiterates and school dropouts, sitting at home ideally, assisting their mothers in day-to-day household chores and sometimes, get engaged themselves in working as casual labour in farm lands etc. and cannot able to get the actual remuneration for their hard work, to empower such girls and women, NEWELL organised many skill development activities in Cutting and Tailoring and Embroidery benefiting 1300 girls 5 villages. Apart from this NEWELL also offered few short terms training programme in Beautician, Food Processing Technology, Tailoring, Fashion Designing, Knitting, Soft toys Making etc benefiting as many as 1350 girls. After completion of the training programmes many of the girls were observed as instructors in the ongoing activities of NEWELL.

### **Youth Activities**

**Sports and Literary Competitions:** To bring the sportive spirit among the children and youth, competitions in indoor and outdoor

games were conducted, in which large number of children and youth participated. Literary competitions involving the school children were conducted, where 100 children participated in various competitions and won the prizes.

**Livelihood opportunities for youth:** Most of the young people in the slums either take up the work of their parents or continue the work that they had learnt as child labour. It is proposed to provide literacy to these young people and also create linkages and training in various income generation and vocational skill development either of the government or other agencies and institutions.

### **Women Activities**

**Women empowerment:** Poverty combined with their own illiteracy and ignorance that parents deny children development opportunities of school education. It therefore becomes mandatory to empower the family and the community members in a wide variety of ways. To begin with women members of the community will be formed in to Motherhood Committees on the lines of self-help group concept.

The committees will be responsible in addressing the issues concerning their immediate environment and community. In this regard they will be required to keep in regular contact with all government officials to provide effective linkages to government services and schemes. They will be mobilizing community members for the various programmes of the government and the project. During the year as many as 20 women Self Help Group were formed involving 600 rural women folks. These groups were not only

**Women health and Hygiene programme:** 10 women health groups are formed by now. In the three-day orientation program

conducted for the members of these programs the common problems of women such as anemia, dysmenorrhea, problems of menstruation, pelvic infections and personal hygiene were discussed. The gender discrimination, spacing, small family norms, safe delivery methods, preventive and curative aspects of common diseases have been part of the training program. Various programs and schemes of the government health delivery system have been the focal point of discussions. Social workers, doctors from the local PHCs, ANMs participated in the program.

These groups have actively participated in making the health camps a success. They have begun accessing the services of the PHCs and Government health care delivery system. They are establishing linkages between the members of the community and the health care delivery system.

### **Health Activities**

**Eye Check-up camp:** More than 50 Free Eye Check-up were conducted in the Rural villages of Hyderabad and Nalgonda Districts, locally collaborating with the village gram panchyats by involving Eye Care Society, during the eye check-up camps, the children and senior citizens of the community were provided with free spectacles by raising local resources from the influenced persons of the village

**Health Check-up camps :** During the last one years 30 General Health Check-up camps were conducted, in collaboration with network members of likeminded organisations working in the villages of Alwal slums and villages of Nalgonda District , through the involvement of Private medical practitioners from various corporate and privately managed hospitals benefiting 3,000 rural community members.

## Other Activities

**Nutrition Camps:** The programme is entitled through Andhra Pradesh State Women Development and Child Welfare Board, we allowed by free nutrition took to poor children and organised Balwadi Creche Schools in Balkampet slum

**Consumer Awareness Programme:** During the month of July the organization conducted consumer awareness programme for the benefit of consumers at Monda market, Bowenpally. The consumers were made cautious while buying goods from market while weighing the vegetables. 20 Volunteers took part to educate the consumers. The programme was conducted for two weeks. All the consumers felt very happy by conducting such programmes and asked us to conduct more such programmes.

**Programme against child labour:** During July Volunteers of Newell organization have visited various shops and outlets at Alwal of Malkajgiri mandal and protected the children from shops who were working as regular labour. Shop keepers have been warned if they continue to repeat the same mistake of giving employment to the children. Some of the children taken to join schools for continuation of education and convinced their parents not to send the children for working for the sake of money.