

Annual Report

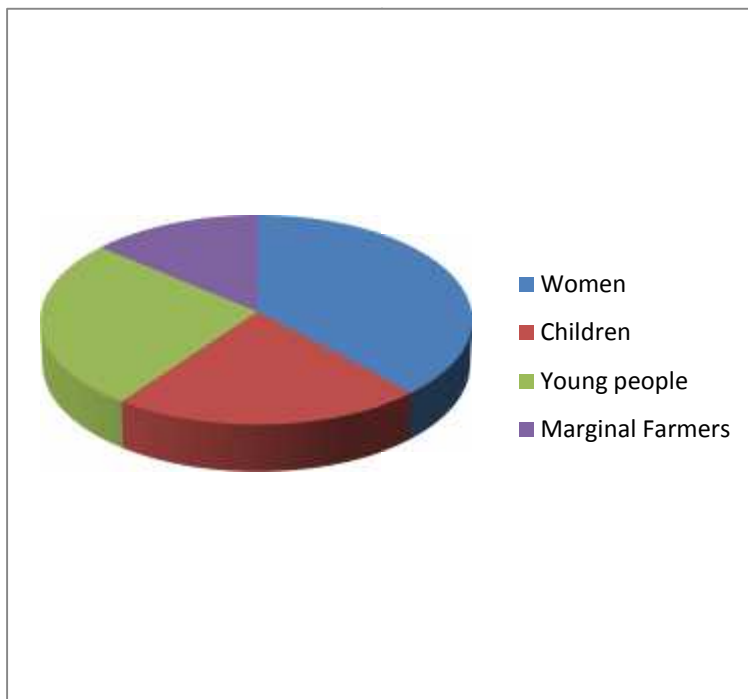
2009-10

NEWELL ORGANIZATION



Reflections:

The year 2009 has witnessed a significant phase of interventions towards creating a greater impact on the lives of the poor and marginalized communities across the project areas. The major accomplishments during the year were towards creating livelihood opportunities for the deprived young women, whereas interactions and awareness programmes on social, health and legal issues has significantly promoted.



The interventions were remarkably promoted higher community participation, together providing a space to the organization for taking up the interventions in a sustainable model. The major activities which have been created a larger impact across the targeted cross-section communities. Programmes such as demonstrations on low cost nutrition to women, especially

the lactating mothers, Farm aid and appliances advancement training to the marginal farmers, campaigning environment protection, training and skill building activities towards generating livelihood opportunities for the young people etc have not only provided them benefits but also strengthened the organization and its team in various aspects to further strengthen its interventions in the due course of time.

Though the organization has received lot of appreciation, and support from the communities but witnessed challenges in mobilizing the communities towards a common platform to address the issues vulnerable and deprived communities. However the organization has successfully managed the challenges and has foreseen a development phase in implementation of the activities.

Activities at a Glance

Livelihood and Skill Development:

Health Checkup camps: Health is a significant aspect of human development, but many of the poor and deprived sections of the communities are miserably lacks opportunities of proper health care, in this context the organization has organized a health Check-up camps across the urban slums of Alwal during the months of June – May 2009. Dr. Satya Lakshmi, In-charge of Nature Cure Hospital, Balkampet has rendered its support to outreach the larger communities in the area. The health camps consist of Routine Health Check-ups, diagnosis and referral services to the Ayurveda. The professionals were also educated women participants on hygiene, sanitation and nutritional supplements for healthy living. The activities have so far outreached over 2000 communities grossly covering 22 slums in Alwal and its surrounding mandals.

Awareness on HIV/AIDS: During the month of August, the organization has conducted a Red Ribbon Campaign to create awareness among the youth on the prevalence and protection from the deadly AIDS. The volunteers of the organization have done a door to door awareness and counseling process by providing them adequate information on the preventative measures. As a result of the interventions the organization has able to outreach 1200 community members.

Low Cost Nutrition Programme:

Nutrition food is very much essential for growing children and the women. An awareness programme on Nutrition Food and its benefits was conducted in the month of August, at Bhudevi Nagar, Lothukunta of Ranga Reddy district. A practical demonstration programme regarding



the benefit of nutrition food. The benefits of micro oven food and its uses explained to the women. Preparation of varieties of salads, fruits and vegetable cereals and their benefits

were elaborated to the participants. Mrs. Vijayalakshmi, a prominent nutritionist, was attended the programme and gave her valuable advises on nutrition food.

Consumer Awareness Programmes : In the process of creating awareness among the communities on consumer rights, Monthly consumer awareness meetings have been organized at the slums. The programs focused on the standardization marking by Indian Standard Services (ISI), Maximum Retail Price (MRP), Local Taxes, (LT) and AGMARK etc. Apart this information on complaint mechanisms and procedures for violation of the standardization law to the consumer courts and forums has also been provided to the communities. So far over 3500 community members have been outreached through the interventions.

Women's day celebrations &

Training Programmes: On the eve of women day celebration, a training programme in Arts/Crafts and paper bags preparation was conducted for a week at Trimulgherry, Secunderabad. 18 children and 16 women have undergone the training. The faculty



members Mrs. K. Ramalakshmi and Mrs. P.S. Lakshmi extended their services towards the training. All the participants were awarded with a certificate. Later a competition was conducted to encourage the participants and the winners were awarded with certificates and prizes.

Women & Child Welfare Activities: The organization has frequently supported the orphan Children's and Aged Women's Homes, through carrying various activities to encourage the functionaries of the home. In this process the organization has distributed snacks, clothes and stationary items for the children as well as the adult women at the homes. Apart from this recreational activities have also been organized. So far 1350 women and children have been outreached through the interventions.

Celebration of National Festivals: On the eve of Independence Day, the 15th August, 2009,



Competitions were conducted for the children in various games and sports and presented them with gifts and note books at Government School, Bollarum, and Secunderabad. Apart this flag hoisting has been done at the Mother Teresa Old Age Home and distributed food, clothes. The organization members spent time with the old age

people and made them to feel happy. Mrs. Ranjani, Nightingale, Ladies Lions club president attended the programme and served the poor people.

Environmental Awareness programme: On the eve of world environmental day, the 05th July, 2009 the organization conducted a seminar at Trimulgherry, Secunderabad. The organization exposed the need to grow more trees for the survival of human life on the planet. Prominent people were attended the programme and delivered lectures on the importance of environmental awareness programme on the planet. The organization members planted trees at Bolarum, Secunderabad to encourage the villagers and feel the necessity of growing plants to avoid pollution.

They expressed their views to plant more trees on the planet and avoid environmental pollution. Deforestation made the planet hot and compelled to change in seasons on the planet. Due to de-forestation the seasonal rains decreased and made the planet hot. If the situation continues in the same manner the survival of human life may not be possible on the planet in near future. The development in social life made the people to underestimate the importance of environmental awareness. Giving a thought on Global warming and need of growing more plants on this planet has become essential for survival of human life. Global warming and its effects on the human life have been elaborately discussed and necessary steps have been discussed by the eminent personalities who attended the programme. The affects of global warming is becoming hazardous to the life of human

beings. The programme has been participated by school children's and community members in large numbers.

Campaign against Child Labour: In the month of June and July the organization has launched a massive child labour eradication drive at Secunderabad and its surrounding areas. During the campaign the organization volunteers have visited various shops and outlets and informed them about the stringent laws for engaging children in work, distribution of IEC material on the Child Labour Act and its implications on the employer of children has been widely done. Identification of the Working children and counseling of their parents for withdrawing them from the work and mainstreaming to the school has been done. As a result of this 45 working children have been withdrawn from the school and mainstreamed into various neighbourhood government schools.

Family Counseling Programme: The organization has running a Family Counseling Services from its premises. During the year 22 cases have been resolved by the Center. Among the major cases, torture for more dowries, drinking habits of the husbands and illicit relationship have been reported and have successfully addressed.

Annual Organization Formation Day Celebration: One day training programme in paintings and Arts/Crafts competitions held for the teachers and children of Government school at Alwal, Secunderabad. 31 children and 05 women have attended for the programme. Participants were encouraged to improve their hidden skills and have been awarded with certificates and presentations.

Vocational Training Programme: Vocational trainings in tailoring and beautician courses have been conducted for the economically backward women. The 3 months intensive course have provided the trainee's practical oriented training with exposure visits to garment manufacturing units and beauty parlours. As a result of the training by the organization 12 women candidates have started their own units 7 in tailoring and 5 established their own boutiques.

Advanced Vocational Courses: The organization has organized advanced training programme in Fashion Designing and Tailoring for the young girls and women of Vergal Village. The training programme is equipped to train the participants to provide hands on

training to establish their own enterprises and live their life in dignified way. Focus on stitching and designing of blouses/dresses of women and school going children was given more importance as they come across these activities in day to day life. The women were provided with the raw material by the organization. A voluntary faculty member of the organization Mrs. Padmavathi conducted the programme successfully.

Readymade Garments Programme: A training programme on “Readymade Garments” was conducted during July, 2009 for girls and women at Trimulgherry for a period of 3 weeks. Around 15 participants were benefitted by the programme.

Food Processing Training Programme: A training programme called “FOOD PROCESSING PROGRAMME” was conducted during August, 2009 for women and girls. The courses on preparation of chocolates, juices, jams were conducted for health volunteers, play school teachers for 05 days at Trimulgherry, Secunderabad. rs.



Annapurna, renowned specialist in Food processing training, has conducted the programme.

Cultural Programme: On the eve of Independence Day, 15th August, 2009, cultural programmes were conducted for women and children at Gandhi Community hall, Trimulgherry. Remembered sacrificed heroes who died during war and who fought for the independence of India. Stage plays, Dramas, small skits were played by women and children to evoke integrate among the public and give their best for the society and country. Music competitions were conducted for folk dances and skilled musicians. This encouraged the participants to emerge their skills and interests in music. Gifts and certificates were presented to the participants. Eminent personalities of society vested their time to attend the programme and encouraged the participants.

Beautician course training programme: 14 Women candidates were trained in beautician course at Trimulgherry, Secunderabad during February, 2010 for three weeks. They have been educated thoroughly to open their own outlets. The course helped some of the students to open their own outlets and running them successfully. Some of the students are provided with suitable placement in various beauty parlours.

Agricultural training programme: An agricultural training programme for three days during February 2010 was conducted at an agricultural nursery of Kompally village of Ranga Reddy district on vermin compost and selecting the quality seeds for farming. Farmers of the Kompally and surrounding area have shown much enthusiasm and gave good response for the programme. An officer of Agricultural department from Kompally conducted the programme.

Handcrafts Training Programme on clay modeling: On 5th March 2010 a programme on Handcrafts was conducted at Alwal for encouraging the women explore their hidden skills and encourage them. The programme was conducted by the organization to encourage the women for getting regular income and promote eco friendly manufacturing.