

PACE ORGANISATION

15/50 SREERAMULU STREET, MADANAPALLE-517325 CHITTOOR (DIST) A.P

ANNUAL ACTIVITIES REPORT FOR 2017-18

I. Preface

It's a privilege to be able to share our annual report for the year 2017-18 with you. Reflecting on 17 years of PACE's journey, it is with great satisfaction and humility, 2017-18 has been a very exciting year for PACE. We have under taken a new challenging programme to promote Financial Literacy in Andhra Pradesh and Telangana. With the support of our donors, partners, volunteers and other stakeholders, we were able to achieve significant success. The team of PACE would like to thank all the partners without whom this journey could never happen. We would like to retain the institutional space – of creativity and critical reflection that we have built with a lot of effort - as we move forward into 2018- 19, with many dreams in our eyes.

II. Basic details of PACE

Name of the Organization	Progressive Action for Community Emancipation (PACE)				
Contact Person	Mr.V.S.Reddy - Secretary Mobile +91.9849484143				
Address	# 15-50, Sreeramulu Street Madanapalle-517325, Chittoor (Dist) Andhra Pradesh, India Website : www.pacengo.org Email: vsreddympl@gmail.com & pacempl@yahoo.com				
Registration details	S.No	Act of Registration	Regn.No	Date	Place
	1	Society's Registration Act XXI of 1860	100/2001	13-03-2001	Chittoor
	2	U/S 12A of I.T Act 1961	F.No.Hqrs/87/CIT/TPT/2004-05	31-01-2005	CIT, Tirupati
	3	U/S 80G of I.T Act 1961	F.No.H.Qurs.I (71) CIT/TPT/2010-11	30-11-2010	CIT, Tirupati
	4	FCRA	010140452	17-12-2013	New Delhi
	5	PAN	AAAAP3822E		Mumbai
6	TAN	HYDP07150D	11-05-2011	Pune	

III. Detailed Activity Report

Our PACE as was done in the past, is credited for conducting a number of different well planned activities that received due recognition from all concerned. Giving special importance, as usual to the development of human resources, our organization undertook a number of socially useful and beneficial programmes. The focus of each program has been the weaker sections, poor and indigent. The details of our programmes are given below.

1. Pilot Project on Centre for Financial Literacy

Financial literacy is important because it benefits not only the consumers, but also the financial system and the economy. Financial literacy causes consumers to behave in a particular way, and develop

particular attitudes concerning money. Financial literacy is becoming increasingly important, and not just for investors. It is becoming essential for the average family trying to decide how to balance its budget, buy a home, fund the children's education and ensure an income when they retire. Financial literacy has been recognized as an integral component and imperative of financial inclusion process as it enables the people to make informed choices with regard to financial services- savings, credit, insurance, payment services and pension.



In spreading the financial literacy across the country, RBI has recognized the challenge of reaching out to all segments of population particularly the unorganized sector and felt the need for adopting multi stakeholder approach in spreading financial literacy. In view of this situation, it has been decided by RBI to engage with development NGOs Foundations to run block level Centres for Financial Literacy (CFL) on pilot basis in select backward districts with five blocks in each district. **PACE Organization is one of six NGO empanelled by the RBI to implement the pilot project on Centre for Financial Literacy in our country.** The non-profits, with the support of sponsor banks, are to set up the centers in 80 blocks across India.

Under this project PACE Organization has launched 10 'Money-Wise Centres for Financial Literacy' in Andhra Pradesh and Telangana States. The centers, set up under the Reserve Bank of India's Pilot project to drive financial literacy and inclusion, are located at the block level to facilitate greater access. PACE Organization will set up and manage 10 centers until 2020-five in Nellore District (Andhra Pradesh) in association with NABARD and Syndicate Bank and another five in Vikarabad (Telangana) with NABARD and State Bank of India; PACE and its sponsored banks will reach out to 10 Blocks over the next three years.



The centers have been designed to raise financial awareness, promote good financial practices, and drive sustainable change in behavior, ultimately resulting in informed financial choices and greater sense of control over one's finances. The centers will use a combination of educational videos, experiential learning and financial planning tools to drive home key messages and benefits of using formal financial services.

2. Depositor Education and Awareness Programme

Last year our PACE organized 4 programmes under Pilot project of DEA Fund scheme of Reserve Bank of India. Extension of project in continuation of the pilot phase, DEA Fund Committee decided to further sanction a Phase II. After the successful completion of pilot, the organization has been considered for conducting further programmes. The extension of programmes has been sanctioned for year one need to be conducted in each quarter of three months as per proposal. In this year of Phase II, Six programmes in the first quarter and Six programmes in the Second quarter were successfully organized. The list of programmes of 2 quarters is detailed below.



Details of programmes under 1st Quarter

S.No	Date	Venue	Category	No. of Participants
1	01-06-2017	Community Hall, Indiramma colony, Kalikiri Chittoor District Andhra Pradesh	Rural	56
2	05-06-2017	Training hall, RHGBMSS Rayachoty, YSR District Andhra Pradesh	Urban	62
3	07-06-2017	CLRC Building Mulakalacheruvu, Chittoor District Andhra Pradesh	Semi Urban	53
4	12-06-2017	Gurramkonda, Chittoor District Andhra Pradesh	Semi Urban	55
5	16-06-2017	Mittapalle, C.T.M Village, Madanapalle Mandal, Chittoor District Andhra Pradesh	Rural	56
6	21-06-2017	MEPMA Training hall, Punganur, Chittoor District Andhra Pradesh	Urban	58
		Total		340

Details of programmes under 2nd Quarter

S.No	Date	Venue	Category	No. of Participants
1	09-10-2017	Mulakavaripalle, Kurabalakota Chittoor District Andhra Pradesh	Rural	57
2	16-10-2017	Desai Function hall, Madanapalle, Chittoor District Andhra Pradesh	Urban	65
3	12-10-2017	Mulakalacheruvu, Chittoor District Andhra Pradesh	Semi Urban	50
4	25-10-2017	Jawahar Knowledge Centre, Kadiri, Anantapuramu District Andhra Pradesh	Urban	60
5	30-10-2017	Khandriga Village, Gurramkonda, Chittoor District, Andhra Pradesh	Rural	60
6	08-11-2017	Stree Shakthi Bhavan, K.V.Palle, Chittoor District, Andhra Pradesh	Semi Urban	65
		Total		357

The above programme witnessed the participation of consumers from rural as well urban, representatives from the **RBI** along with media. Various bank officials served as resource persons and provided valuable information and important guidelines regarding safe and secured banking.

3. Earth Day Celebrations

Our Organization has been doing its bit in protection of valuable natural resources and protection of environment at local level for the past a few years. We therefore consider ourselves fortunate for getting an encouraging chance to involve in implementing Earth day Celebrations 2017, so kindly granted by Ministry of Earth Sciences, Government of India, New Delhi. We wish to utilize this opportunity to express our grateful felicitations for awarding for the above said Programme to our society, considered a prestigious one.



Programme Implementation:

The proposed activities were conducted as per the following schedule.

S.No.	Program	Date	Time	Place
1	Registration	17-04-2017 to 19-04-2017	10.00 A.M to 1.00 P.M &2.00 P.M to 5.00 P.M	PACE Organization, Madanapalle
2	Drawing/painting competition	20-04-2017	11.00 A.M to 1.00 Noon	Sri Gnanambica Degree College, Madanapalle- 517325
3	Awareness camp and Prizes Distribution	22-04-2017	10.00 A.M to 1.00 P.M	Sri Gnanambica Degree College, Madanapalle- 517325

3. Workshop on Role of women in Biodiversity Conservation for Environment Sustainability

Our organization shall remain grateful to the National Commission for Women for their kind orders sanctioning the workshop on Role of women in Biodiversity Conservation for Environment Sustainability

Objectives of the workshop:

- ➔ To provide women participants with a basic knowledge and understanding of the environment, the biodiversity and their interrelationship with humans.
- ➔ To promote awareness and a sensibility in participants about the environment, the biodiversity and its problems.

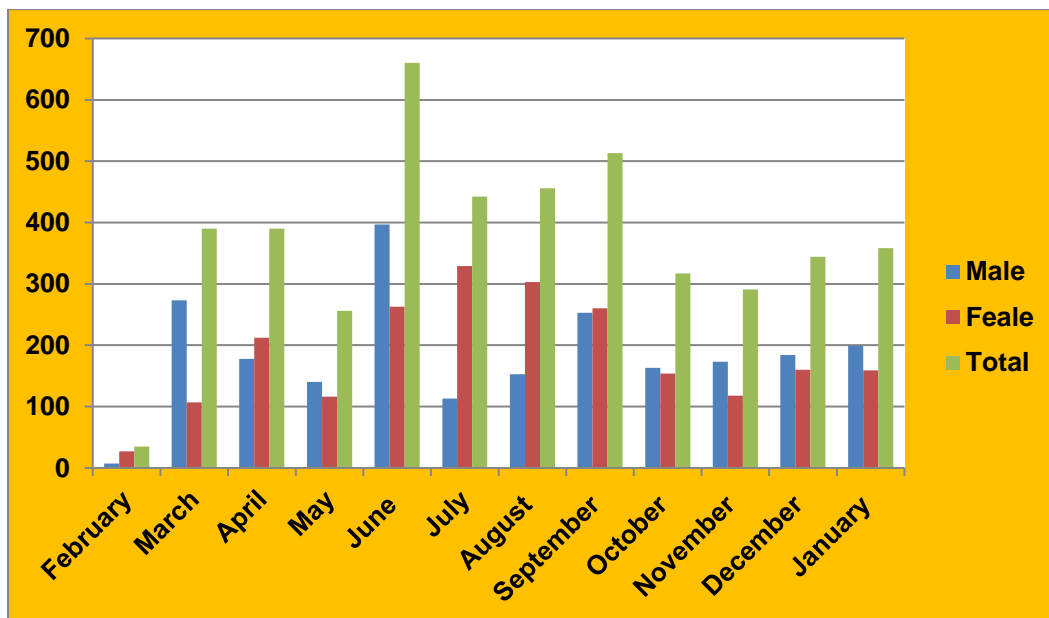
- ➔ To encourage participants to value the environment and consider it important in order to inspire participation in the process of improving and protecting the environment for the betterment of their own socioeconomic conditions.
- ➔ To provide people with skills to identify, predict, prevent and solve environmental problems and to make them capable of utilizing limited resources in a sustainable way and of coping with unexpected vulnerabilities.
- ➔ To provide individuals and communities with the opportunities to actively participate in solving environmental problems and to make educated decisions about biodiversity conservation and Sustainable Development.



The workshop organized on 06-04-2017 at Desai Function Hall. 102 participants attended the event. Dr. Desai Thippa Reddy, Member of Legislative Assembly (MLA) was the chief guest at the inaugural function, Mr. Kodavali Sivaprasad, Municipal Chairman, Madanapalle Presided over the inaugural function and the other elite guests attended the function. Eminent speakers from different reputed institutions/Organization were attending the workshop and presented their valuable subjects.

4. Operation & Maintenance of Shelter for urban Homeless

PACE Organization is successfully running a Shelter for urban Homeless at Madanapalle with the support of NULM, MEPMA and Municipality Madanapalle. The programme works on the basic idea of a providing the basic facilities upfront for the vulnerable and marginalized sections of the society and systematically working on capacitating the stakeholders to improve their social and economic status. The sustainability angle of the program is a key feature and a core element on which the entire programme works. Since its inception the gist of inmates are given below.



5. Preparation of Peoples Biodiversity Registers:

National Biodiversity Authority (NBA) has been working in close collaboration with State Biodiversity Boards (SBBs), research/educational institutions, State Governments and civil society organizations to provide technical support for the constitution of BMCs and preparation of PBRs.

In collaboration with A.P. State Biodiversity Board our PACE has been undertaken a programme of Preparation of Peoples Biodiversity Registers in the following 6 Gram panchayaths in Andhra Pradesh.



S.No	Name of the BMC/ Grama Panchayat	Mandal	District
1	Kappalli	Ramasamudram	Chittoor
2	Tekurupeta	Porumamilla	YSR Kadapa
3	Kalavapalli	Gopavaram	YSR Kadapa
4	RS Gajulapalli	Mahanandi	Kurnool
5	Narayanapuram	Bandiathmakuru	Kurnool
6	Bandakindapalli	Udayagiri	SPSR Nellore

The Register will contain comprehensive information on the local biological resources, their medicinal or any other use or any other traditional knowledge associated with them. PBR should serve as a component of the knowledge base for conservation, sustainable use and equitable sharing of benefits of biodiversity and it should also be used in maintenance and prudent management of ecosystems such as forests, rivers, lakes, grasslands, ponds etc. This will then enhance the public awareness of the significance of conservation, sustainable use and equitable sharing of benefits of biodiversity and to catalyze grass roots action.

6. Plantation and Swachh Bharath Programme

Apart from awareness generation the organization has also taken up Plantation activity in the month of June, July the plantation program organized in Madanapalle Town and Madanapalle Rural Mandal. The elite people of our area were participated in the programmes. As a part of this activity 351 plants have been planted on the roadside, on the bunds of tanks, school, Grampanchayat etc. Apart from this 133 fruit bearing plants have been distributed amongst the communities for kitchen gardening.



The impact of the program is good as the community has taken up the responsibility of caring the plants. Most enthusiastic were children of different age groups. Native plants species such as Neem, and Pipal were selected considering the soil type, availability of water and other factors affecting the growth of a plant, in order to get maximum survival rate.

7. Swacch Bharath Awareness

The Awareness on Swacch Bharath program was launched to strengthen the conducting awareness on WASH in government schools for girls and boys, PACE aimed to fundamentally change and improve the attitudes, habits and behaviors of the community, community's awareness and capacities towards WASH. Besides we have organized banner Campaign in Madanapalle to create awareness on waste management towards general public.

8. Consumer Awareness Programme

Our NGO has been spreading the message on consumer awareness and rights of the consumers in many villages in Madanapalle area. This campaign is an unfunded initiative of PACE, in our effort to educate the consumers about their rights. The market is constantly being flooded with new products and services, making it difficult for consumers to choose the right products. Consumer awareness is about asking questions, to learn the specifics of a product or service. It is about comparing products and services from different sellers to learn more information. It is about having the freedom to choose what best suits consumer needs and will not harm the consumer. Consumers are not without rights and consumer awareness is about advancing these rights.

Consumers do not have to silently accept substandard quality products, poor service, billing errors, late deliveries and unordered merchandise. Consumers have the right to speak up and voice their dissatisfaction. If problems cannot be resolved with the seller, they can seek recourse from state and local consumer protection offices. Companies take advantage of the consumers' ignorance or reluctance to ask questions about the product or to take action in case of defect/ deficiency in the goods or the services and their fore the seller or company continue to cheat the people. Of late, we have been asking people to raise their voices against such malpractices and ask for the right value of their money.

9. Skill Development programme to Women

Women and girls in our drought prone rea are trapped in a cycle of poverty due to a lack of diverse education and skill-building opportunities. Girls are often pulled out of school to take over household responsibilities and many never have the chance to go back. Even in cases where they complete their education, they aren't given the opportunity to work.

PACE hopes to bridge this opportunity gap by providing Skill Development and Vocational Training Programmes across India to help these girls and young women become more employable, gain access to a variety of



opportunities and attain financial independence. PACE provides dynamic skill programs that equip participants with market-ready technical skills and the soft and personal skills that are required to find and define a rewarding career.

10. Old age persons Welfare programmes

It is true that family ties in India are very strong and an overwhelming majority lives with their sons or is supported by them. However, some areas of concern in the situation of older person's have emerged. Consequently, the position of large number older persons has become vulnerable due to which they cannot take for granted that their children will be able to look after them when they need care in old age. In this context, PCSW has incorporated the concerns of older persons in its programme agenda since inception. PACE had organized a couple of programmes like –

- Providing them facilities of health check-up by specialists,
- Distribution of cloths and Bed sheets.
- Frequently providing Food

11. Youth and Child development Programmes

We have organized a awareness programme on Anti Tobacco to youth of Madanapalle, the programme was inaugurated by Dr.Desai Thippa Reddy by lighting of camp. In his address he welcomed the participants and urged them to work whole heartedly for implementing the Anti Tobacco Act in letter and spirit. Main idea of conducting this programme was to make young minds aware of the harmful and addictive effects of tobacco products. On their users and spread a message against starting smoking and tobacco use and in case of users to wean them away from the habit lest it takes dangerous turns. We have conducted Essay Writing Competition on Anti Tobacco to students and distributed prizes to winners.

