

PACE ORGANISATION

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

ANNUAL ACTIVITIES REPORT FOR 2016-17

I. Preface

PACE, as a developmental organization has completed its 16 years journey in the field of social development, standing there with the disadvantaged & underprivileged section towards building an equal and just society. It is our great pleasure to share PACE's Annual report for the year 2016-17 on behalf of the friends and well wishers of PACE team to shape their commitment to serve the poor and marginalized in the form of building an organization 'PACE' that has changed many lives. We believe that along the year the Organisation has grown with more people getting associated bringing their experience, expertise, commitment and dedication. The experiences of hardship and challenges have renewed PACE's own commitment and dedication to the cause. As development is considered a never ending process PACE believes that there is a long way to go.

II. Basic details of the organization

Name of the Organization	Progressive Action for Community Emancipation (PACE)				
Contact Person	V.S.Reddy- Secretary Mo: 09849484143				
Address	# 15-50, Sreeramulu Street Madanapalle-517325, Chittoor (Dist) A.P. 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

This Year PACE has ventured into some more new projects and extended its services to some new areas. During the year of reporting, the following prominent programmes are implemented. 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 the activities are given below.

1. Pilot Project on Depositor Education and Awareness

The Reserve Bank of India had invited application from the non-government organisations (NGOs) to conduct awareness related programmes from the Depositor Education and Awareness Fund Scheme, and keeping this into consideration they registered themselves with such institutes. PACE as per the mandate given by the RBI, decided to conduct awareness workshops in five cities of the State of Andhra Pradesh. The programmes organized by PACE



witnessed the participation of consumers from rural as well urban, representatives from the RBI along with different banks and media. Various bank officials served as resource persons and provided valuable information and important guidelines regarding safe and secured banking. All the programmes drew adequate participation from customers, bankers and media as well. The details of the Programmes under this fund are given below.

S.No.	Location and Venue	Date	No.of participants	Category	Remarks
1	CLRC Building, Madanapalle, Chittoor District, A.P	22-06-2016	48	Urban	Town Level Workshop
2	Hotel Bhima's Residency, Tirupati, Chittoor District, A.P	06-07-2016	52	Urban	Regional Level Workshop
3	CLRC Building, Mulakalacheruvu, Chittoor District, A.P	06-08-2016	51	Semi Urban	Block Level Workshop
4	Stree Shakthi Bhavan, Kurabalakota, Chittoor District, A.P	07-01-2016	53	Semi Urban	Block Level Workshop

2. Free Medical Camps.

PACE in association with PHDRDF, New Delhi and Power grid, has simultaneously successfully organized on 15 May 2016 both general and specialized health camps for the rural peoples of following 8 locations in Andhra Pradesh and Karnataka. Our PACE Coordinated and mobilized human Resources (Technical and Nontechnical persons) for the Free Medical & Health Camps. A general camp team comprises of general physician, pharmacist and assistant. A specialized health camp has a team of specialized doctors like dentists, ophthalmologists, gynecologist, orthopaedic besides general physician, pharmacist and assistant.



The health camps ensuring diagnosis, treatment and referrals for general ailments, Eye care, dental care, gynaecological conditions and ophthalmic diseases are carried out. These camps also focus on preventive health care program through Information, Education and Communication and Behavior Change Communication activities among the community and distributed Medicines.

S.No	Location	State
1	Gooty-Kurnool Road, GOOTY-515 402, Anantapur District	Andhra Pradesh
2	Chinnakampalli-Vill. & PO, Kadapa-516003.	Andhra Pradesh
3	Mile Stone No.23, Kurnool-Nandyal, Highway, Oravakal Village & Mandal, Kurnool Dist,	Andhra Pradesh
4	Tallapalli Village, Macherla Mandal, Guntur District-522 426	Andhra Pradesh
5	Jetlakonduru, Bandepalle, Post, Manubolu (Mandal), Nellore-524 405	Andhra Pradesh
6	Nunna Post, Nuzvid Road, Vijayawada-521 212	Andhra Pradesh
7	Sector 10, kkunagaram, Visakhapatnam-530 032	Andhra Pradesh
8	Near 8 km. stone, Raichur, Belgaum, Road, Askihal Village, Raichur-584101, (Karnataka)	Karnataka

3. 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 2 Gramapanchayaths in Andhra Pradesh.



S.No	Name of the BMC/ Grama Panchayat	Mandal	District
1	Gopalakrishnapuram	Puttur	Chittoor
2	Mamandur	Renigunta	Chittoor

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.

4. Entrepreneur Development Programmes

Socio-economic empowerment has now become an integrated concept of growth and poverty elimination and has been of paramount concern for the overall development of the Country. PACE has been working for quite some time for the development of Handicrafts in rural and backward areas of the country and has undertaken several initiatives for improvement of the economy of these areas in various places. The activities undertaken include the projects in entrepreneurship development, etc.



PACE has organized two Entrepreneur Development Programmes at Madanapalle and Kadiri towns under the aegis of NIMSME, Hyderabad. The programmes inaugurated by Sri Srinath, Assistant Director, Handicrafts, Tirupati. The programme aims to reduce the drudgery of people in their daily lives belonging to rural and backward areas of the country, facilitate new avenues of employment generation and income generating activities. The programme envisages skill up-gradation of handicrafts artisans and Women Micro Entrepreneurs with an emphasis on:

- Improving the life skills of the participants
- Increasing the employment potential through the application of appropriate technologies utilizing local resources
- Upgrading the traditional skills
- Improving rural sanitation and health care

5. Operation & Maintenance of Shelter for Urban Homeless

The National Urban Housing & Habitat Policy (NUHHP), 2007 aims at promoting sustainable development of habitat in the country with a view to ensuring equitable supply of land, shelter and services at affordable prices to all sections of the society. However, the most vulnerable of these are the urban homeless. The Urban homeless persons contribute to the economy of the cities and thus the nation as cheap labour in the informal sector; yet they live with no shelter or social security protection. The urban

homeless survive with many challenges like no access to elementary public services such as health, education, food, water and sanitation. National Urban Livelihoods Mission (NULM) aims at providing permanent shelter equipped with essential services to the urban homeless in a phased manner under the Scheme of Shelter for Urban Homeless (SUH).



PACE is operating & managing Shelter for Urban homeless at Madanapalle with the support of A.P.MEPMA and Municipality, Madanapalle from 28-02-2017. Shelter for urban homeless is a home for the homeless people. PACE has rescued those homeless people from the footpath, station, temples, pavements of the town. The details of inmates of the Shelter for Urban Homeless are given below.

S.No	Month	No. of Inmates		Total
		Male	Female	
1	February	07	28	35
2	March	273	107	380
	Total	280	135	415

6. Financial Literacy:

PACE successfully organized **Financial Literacy workshop** in 2 places of Madanapalle area, Chittoor district, Andhra Pradesh with our own funds. We started these programme with the arrangement of workshops, identification of locations for workshop and secure the presence of experts and villagers.



We tried our best to impart them and understand their interaction with their world in which they are living. Our primary objectives were to make them aware of **financial literacy** which is the initial step of financial comprehension and strengthen their way of earning and spending patterns. We also tried to enlighten them about the convenient services/ products that will help them further in taking sagacious and profound decision about their fiscal related problems. Almost every programme delivered in folk language. About 300 to 350 villagers who attended the program were given basic lesson in savings for life-cycle needs and investments, Life insurance instruments for securing their family, balanced financial planning, importance of financial awareness and accessing financial products & services. PACE focused

to educate villagers to understanding of how to use credit, manage money and savings, minimize financial risk and drive long- term benefits of savings.

Methodology – We did our best to make the local audience understand the value of **financial literacy**, its concepts and taught them to take better decisions and to be economically secured. Our team members were regularly involved with all their efforts for successful implementation of this programme. We also took help from the local NGOs on Financial Literacy.

7. Street Children Rehabilitation Programme

PACE run this project aimed at reducing the number of children who live in the street. We take preventive actions with vulnerable populations, to improve our support for children living on the street. These actions are conducted in Madanapalle.

The principal aim of our actions is to re-establish ties between a child and his family and community, while providing children with psycho-social support and educational or professional integration.

Children for whom rehabilitation is not possible are provided with support from appropriate bodies, in order to develop their resilience and construct a future. We also recommend support for single-parent families, which are usually headed by women. Women are more often faced with economic hardship and social isolation. In the field, our actions provide support for approximately 23 children in this year.



8. Plantation Programme

Globally, forest cover is one-third less than what it once was and global deforestation continues at 13 million hectares per year. This indiscriminate felling of trees threatens the environmental health and sustainability of communities in rural and urban milieu. Social forestry needs to be undertaken on a large scale to reverse the ill effects of deforestation and restore the ecological balance. It will also contribute towards creating a carbon sink and increasing green cover.

PACE's Tree Plantation Program is a response to the substantial climate change and sustainability challenges, like water supply and biodiversity loss. Through proactive environmental advocacy, the program has catalyzed tree plantation in Madanapalle, with the active partnership of local NGOs. It strongly encourages the plantation of indigenous trees and plants that are advantageous to the local ecosystem.



9. Promotion of Handicrafts

Artisans in India suffer from lack of stable & continuous work opportunities throughout the year, which leads to poverty and also issues of product standardization and quality control. PACE is a not-for-profit focused on enhancing livelihoods of artisans and craft persons working on eco friendly handicrafts in Rayalaseema area. We provide market linkages and various trainings to artisans. Our focus areas are as follows:



- Enrollment of identified artisans in to different **Insurances** sponsored by Gol.
- **enable structured, long-term support** through engaging various organizations with a structured 'patron' program with handicrafts
- provide a **marketing platform** for artisan groups that cannot afford to manage an independent online and offline retail presence
- **design development** to enhance functionality of the product, appeal to a wider audience and provide customized gifting solutions
- **promote education and awareness** of crafts through interactive programs.

10. Youth Development Activities

PACE carries out its Integrated Youth Development Programme in Madanapalle area, for slum dwellers where it provides , awareness generation programmes on cleanliness, fuel conservation, health and hygiene, counseling sessions for young girls, and enlisting the women members of the families of the community to start an SHG for augmenting the familial income, getting drop out children of the project areas enlisted in age appropriate classes in government school. Apart from this, PACE also organizes remedial classes for the newly admitted children, and is conducting adult literacy classes in the Camps. PACE has organized 5 activities in its working area which have directly benefited more than 500 persons. All the activities of PACE are focused at the uplift of the socially and economically backward sections of society. The entire gamut of activities of these is carried on as a charitable service.



11. Old age people welfare programme

In spite of several Developmental and Welfare Programmes, PACE undertaken few programmes to the welfare of Old age persons. Because the condition of old age people is terrible particularly in rural areas and urban slums of Madanapalle area. They don't get respect from the younger people and are at the mercy of their children and relatives and are humiliated. Most people from this group are poor & underprivileged and face many problems for their survival. The economic crisis and inflation have increased their difficulties, as large numbers of families do not have means to support them. They have no access to health care and basic welfare needs. PACE has decided to extend possible assistance to keep the old people in comfort to some extent on humanitarian grounds. We have distributed Blankets, Cloths and other utility items to Old age peoples in need.

12. Awareness on PCPNDT

Lack of information, awareness & unfounded belief are major obstacles restricting rural communities to reap the benefits of the many programs/schemes/activities of the various departments/agencies under Govt. of India, Govt. of Delhi and other Non- Govt. funding agencies. PACE spread awareness in the schools and Villages time to time through counseling by our female staff on regular basis. The organization also distributes the leaflets in the community for awareness from time to time on this topic. Aim of these programs is to aware the youth and improvement in the birth rate of girl child. We conducted 3 awareness programmes to make the people aware about this problem , distributed leaflets in many areas in and around Madanapalle to educate the society-at-large. Our Secretary Mr. V.S.Reddy is Divisional Committee Member in PC & PNDT Committee. This has resulted in to direct benefit to around 200 persons.

13. Enrolment of Coir workers

The Coir Board through its establishments all over the country and/or through outsourcing of work will enroll coir workers in India under PMSBY. The prescribed performa for enrolment and the auto debit authorization duly filled in shall be obtained by Coir Board. The enrolment under the scheme will be made by the Board through the participating banks or the Public Sector General Insurance Company by paying the requisite premium. The RHGBMSS is a



Implementing agency of this scheme in Andhra Pradesh. PACE is consulting agency for this task on behalf of RHGBMSS and enrolled more than 3000 Coir workers under PMSBY with our field workers in SPSR Nellore and other palces in Andhra Pradesh.

14. Women Empowerment activities

PACE believes that Women empowerment is to educate and train women with the skills and confidence necessary to earn a livelihood and lead a healthy and dignified life. Education increases their self-confidence and enables them to find livelihood, and become a voice in the local policies that effect their lives. Education also empowers women to make life choices to improve not only their welfare and health, but also that of their family. When women have the authority to make their own decisions regarding the use of their resources, it is usually seen that, their families and communities also prosper. Our



PACE by organized programs in programmes in and around Madanapalle through our volunteers for empowering a new generation of women who are able to support themselves financially, participate in local governance, provide healthcare for their families and themselves, and, stand up for equality at home and in their communities.

15. Promotion of Organic farming and Natural Farming

The human role in climate change is indisputable as people down the ages have depleted natural resources and contributed to degradation of natural environments by cutting trees, polluting water bodies ,and upsetting the balance that exists because of the interdependency between the various natural resources. Hence, creating awareness among the concerned regarding mitigation and adaptations is the need of the hour. PACE has initiated 'climate proofing mitigation measures to make the rain fed farming viable by improving the productivity through location specific interventions. The programme has the following approaches:



- Organizing training and capacity building on tree based farming systems
- Organizing consultative workshops on climate change issues.
- Building on the local best practices of farmers in rain fed farming, both indigenous and exogenous, by documenting, standardizing and disseminating the information.
- Build the capacity of farmers in the areas of proven rainfed farming technologies, leadership development, and change in attitude of farmers towards rainfed farming that can lead to significant changes.

So for Progress achieved:

- Organised one day work shop on climate change present challenges with respect to agriculture,
- Organised Field exposures
- Regularly organizing awareness camps among the community and school children's in the event of world earth day.