

**Progressive Action for Community Emancipation (PACE)**  
**15/50 SREERAMULU STREET, MADANAPALLE-517325 CHITTOOR (DIST) A.P**

**ANNUAL ACTIVITIES REPORT FOR 2018-19**

**PREFACE**

PACE is a not-for-profit organisation working in Andhra Pradesh and Telangana States for over 17 years, focusing on alleviating poverty through different types of development and welfare programmes. This journey of Seventeen years, with ups and downs, has been a huge learning experience. In the last year, most of our work focussed on reaching the unreached communities of our target area. Our



programmes continued to reach out to marginalized communities in the poor and remote places, to make a positive impact in their lives and livelihoods. 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.

<b>Name of the Organization</b>	<b>Progressive Action for Community Emancipation (PACE)</b>				
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<b>Registration details</b>	<b>S.No</b>	<b>Act of Registration</b>	<b>Regn.No</b>	<b>Date</b>	<b>Place</b>
	1	Society's Registration Act XXI of 1860	100/2001	13-03-2001	Chittoor, A.P
	2	NITI Aayog NGO DARPAN	AP/2009/0018356	2009	New Delhi
	3	U/S 12A of I.T Act 1961	F.No.Hqrs/87/CIT/TPT/2004-05	31-01-2005	CIT, Tirupati
	4	U/S 80G of I.T Act 1961	F.No.H.Qurs.I (71) CIT/ TPT/2010-11	30-11-2010	CIT, Tirupati
	5	FCRA	010140452	17-12-2013	New Delhi
	6	PAN	AAAAP3822E		Mumbai
7	TAN	HYDP07150D	11-05-2011	Pune	

## I. Basic details of the organization

## II. DETAILED ACTIVITY REPORT:-

During the year, we worked closely with national and state governments to implement our programmes. Without their support and guidance, we would not have been able to make our programmes successful. We express our gratitude to our Donors and Supporters. The list of our key supporters are given below.

1. Reserve Bank of India
2. NABARD
3. State Bank of India
4. Syndicate Bank
5. National Commission for Women
6. A.P.State Biodiversity Board
7. AP MEPMA
8. Our EC Members
9. Individual Donors

The details of the activities are given below.

### Activities

1. Pilot project on Centre for Financial Literacy
2. Depositor Education and Awareness Fund Scheme
3. One day Seminar on Role of Women in Environmental Sustainability
4. Shelter for Urban Homeless
5. Preparation of Biodiversity Registers
6. Consumer Empowerment activities
7. Preparation of IEC material
8. Women Empowerment Activities
9. Plantation Programme
10. Handicrafts promotion activities
11. Medical and Health related programmes
12. SwacchBharath Programme
13. Youth Empowerment programmes
14. Old age people welfare activities

### 1. Pilot project on Centre for Financial Literacy

The **Reserve Bank of India** and **NABARD** launched a financial literacy drive in **80** blocks in **Nine states** on a pilot basis to educate people on e-transactions, formal sector borrowings and insurance purchases. PACE Organization is one of six non-profits empanelled by the RBI to implement the pilot project. PACE Organization set up



and manage 10 centers until 2020, five in Nellore District (Andhra Pradesh) in association with **Syndicate Bank**; five in Vikarabad (Telangana) with **State Bank of India**; PACE and its sponsor banks will reach out to 10 Blocks over the next three years.

The PACE 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. PACE has been committed to strengthening the financial capabilities of socially and economically disadvantaged communities since 2001. Through these **Money Wise** centres, PACE wants to minimize every household's financial vulnerability. We have introduced Digital Financial Literacy Vehicle to spread awareness and knowledge about finance, digital literacy among financial illiterates.

PACE believe that promoting good financial practices in the community, creating an enabling environment, and developing a network of trained financial inclusion experts are crucial to driving inclusion at the last mile locations of the CFLs are given below.

Name of the State	District	Blocks				
Andhra Pradesh	Nellore	Bucchireddypalem	Kadavalur	Kovvur	Kavali	Jaladanki
Telangana	Vikarabad	Darur	Nawabpet	Pudur	Kotipally	Doma

The details of the programmes organized up to 31-03-2019 are given in the following table

Name of the State	District	No.of programmes	No.of beneficiaries
Andhra Pradesh	SPSR Nellore	224	11356
Telangana	Vikarabad		

## 2. Depositor Education and Awareness Fund Scheme

The RBI has established the 'Depositor Education and Awareness Fund (DEA Fund) Scheme 2014'. The Fund was created by taking over inoperative deposit accounts which have not been claimed or operated for 10 years or more or any deposit or any amount remaining unclaimed for more than 10 years lying with various banks in India. The Fund shall be utilized for promotion of depositors' interest and for such other purposes which may be necessary for the promotion of depositors' interests as specified by RBI from time to time.





Our PACE is empanelled with **Reserve Bank of India (RBI)**, under DEA Fund scheme in the year 2015. Our organization has taking up activities relating to promoting bank depositor's education and awareness and also taking up depositor's education programme, organizing workshops, seminars, etc. The planned Programmes Organized systematically and immense enthusiasm shown by the Participants. The street plays are performed in local dialects and easy to understand. Each performance is crafted and highlighted to teach a variety of topics that range from the importance of having a bank account, to how credit cards are used, to how educational loans can be taken out. RBI Officers and Retired Bank Officials, NGOs were participated in the programmes The details of the programmes are given below.

### 3. One day Seminar on Role of Women in Environmental Sustainability

Our PACE organized in partnership with National Commission for Women a Regional Workshop on "Role of Women in Environmental Sustainability" at Madanapalle on 20-04-2018 The workshop was attended by 100 representatives from NGOs, Academicians, Students, Women Leaders, media and researchers etc.,



#### Objectives of the Workshop

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Date			
13-08-2018	Eswara Madanapalle District		
14-08-2018	Kotthamadur District		
16-08-2018	Sharada Madanapalle District		
17-08-2018	Dandur Madanapalle District		
20-08-2018	CPDO Hall, Madanapalle, Chittoor District	Urban	54
21-08-2018	CPDO Hall, Madanapalle, Chittoor District	Urban	66
	<b>Total</b>		<b>370</b>



pants with a basic knowledge and understanding of the environment and interrelationship with humans.

- ➔ To promote awareness and a sensibility in participants about the environment, 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.

### **Recommendations to increase role of women in Environmental Conservation**

- (a) Proper utilization and use of domestic waste after converting them in to compost (organic manure).
- (b) More attention and practice in conserving Energy/Fuel/Power.
- (c) Avoiding opening and closing of Refrigerator more times, to reduce release of Chlorofluorocarbon (CFC).(If Refrigerator is used)
- (d) Personally avoiding use of Plastic ware to a maximum extent.
- (e) Promote the use of items made of Natural Resources.
- (f) Making it a point to tell and discuss with others about the health of environment and Natural Resources.
- (g) Avoiding wastage of precious Natural Resources more especially water and fuel.
- (h) Promoting kitchen gardens (Backyard farming) and use of bio-manures.
- (i) Motivating and ensuring the proper utilization of Natural Resources (Environment) by children and other family members.
- (j) Making sure that her family becomes and known as Eco-Friendly family.
- (k) Celebrating family functions like birthdays, wedding days etc., by taking up plantation in their area.



### **Recommendations to increase Women's knowledge regarding environmental issues and utilized better.**

- a. Knowledge of women can be increased on sustainable basis by organizing valuable and specific Trainings on CARBON FOOT PRINTS and by jointly managing and maintaining the common purpose community area, gardens, water harvesting, sanitation etc.,
- b. Setting up of Community Radios in Remote places/ areas, so as to increase their knowledge by specific and special programme.
- c. Importing knowledge on local/ Indigenous seeds preservation, treatment and use.
- d. Knowledge and aware women to endeavour to look out and participate in environment related programmes to update their knowledge and to know the latest.



In the discussion that followed various issues covered at the workshop the participants deeply introspected them. The workshop ended with Mr.S. Kadhavali thanking participants, Resource persons and NCW for supporting the event, Desai Function hall management for extending its facilities and the PACE Team and its interns for organising the programme.

#### 4. Shelter for Urban Homeless

Homelessness in urban centers is a major issue that arrests the growth and development of the lowest economic strata in our society. The homeless population of urban area prefers to sleep beside these facilities, along with the roadside or under a flyover, bridge, Bus-stands, Railway stations etc.,



The government runs Shelter for Urban Homeless (SUH) in various Municipalities. Providing shelter to homeless is a temporary solution and improving their quality of life. In Andhra Pradesh the Shelters operation and maintenance entrusted to NGOs by APMEPMA. In Madanapalle Municipality, The SUH is run by our PACE Organization since the year 2017, that works for the cause of urban poverty and homelessness in Madanapalle area.

The homeless population worries about sleeping beside strangers, bodies packed with bodies, stealing, and molestation and so on being rampant issues. Though men and women sleep in different shelters, the shelters share a compound. Women feel safer to stay on the roads because the shelters hardly protect them from men leering, peeping, stalking, molesting or raping women.

#### 5. Preparation of People's Biodiversity Registers

People's Biodiversity Register (PBR) is a need of the time. Considered an area for experts, traditionally, only 'knowledgeable people' conducted biodiversity surveys for its documentation and assessment. With the help of such survey reports, governments designed policies. Whether unknowingly or consciously, local communities were left out of this process.



The impacts are startling: degradation and loss of our rich biodiversity. We realise, more than ever before, that to conserve and grow our biodiversity heritage, we need the active engagement of those who best understand and live with it – the local communities whose lives are woven together with their natural surroundings.

The PBR is an effort to actively involve this crucial stakeholder, the local people, in owning, documenting and protecting the traditionally percolated knowledge of biodiversity. Supported by legislation – the Biological Diversity Act, 2002 – the PBR promotes formation of a Biodiversity Management Committee (BMC) in each local governing body.

BMCs are expected to conserve and promote the local biodiversity, through an approved process. The act also factors in local livelihoods, insisting on the sustainable utilisation and equitable sharing of benefits arising from commercial utilisation of the natural resources.

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



S.No.	Name of the GP	Name of the Mandal	Name of the District
1	Kappalli	Ramasamudram	Chittoor
2	Tekurupeta	Porumamilla	YSR Kadapa
3	Kalavapalli	Gopavaram	YSR Kadapa
4	R.S.Gajulapalli	Mahanandi Mandal	Kurnool
5	Narayanapuram	Bandi Athmakur	Kurnool
6	Bandakindapalle	Udayagiri	SPSR Nellore

### **Process adopted for Preparation of PBRs by PACE**

Step	Activity	Purpose
1	Preparatory workshop on project with Technical Support Group Members and other Staff	<ul style="list-style-type: none"> <li>➤ Understanding of objectives of the study along with focus areas.</li> <li>➤ To ensure and obtain required cooperation from TSG.</li> <li>➤ Preparation of Time schedule and work plan</li> </ul>
2	Village visits	<ul style="list-style-type: none"> <li>➤ Establishing rapport with BMC and GP members and make contacts with other key people in the Village</li> </ul>

		<ul style="list-style-type: none"> <li>➤ To get information about general layout of the community (location of specific groups/other infrastructure facilities/presence or absence of water sources /other useful general data concerning social groups)</li> </ul>
<b>3</b>	Desk Research	<ul style="list-style-type: none"> <li>➤ Data available with A.P.S.B.B (Model PBR)</li> <li>➤ Data from other sources such as public portals and other related agencies</li> </ul>
<b>4</b>	Consultations with line departments concerned and other institutions	To compile secondary information of the Village, people, customs, natural resources etc.,
<b>5</b>	Grama sabha/Orientation Awareness Programmes through Kalajatha (Folk arts) and Lectures	Familiarizing community members with provisions of Biological Diversity Act, the concept of PBR and possible advantages to the local stakeholders.
<b>6</b>	Participatory Rural Appraisal (PRA) mapping of the landscape in the study area	<ul style="list-style-type: none"> <li>➤ Confirming people's interest to be engaged in the PBR process.</li> <li>➤ Delineation of user groups and identification of knowledgeable individuals</li> <li>➤ Preparing an inventory of locally known life forms and traditional practices.</li> <li>➤ Documentation of occurrence of focal species, trends of change in populations and patterns of management of these species.</li> </ul>
<b>7</b>	Involving Educational Institutes and other Organizations (Specially Sociology and Science related Students)	<ul style="list-style-type: none"> <li>➤ To collect required data and other information through prescribed formats</li> <li>➤ Documentation of ecological setting.</li> </ul>
<b>8</b>	Interviews with Village Elders	<ul style="list-style-type: none"> <li>➤ Documentation of local geographic, social and economic setting.</li> <li>➤ Identification of local issues</li> <li>➤ Identification of species and habitats pertinent to focal issues.</li> <li>➤ Local people recommendations</li> </ul>
<b>9</b>	Interaction with Local healers and Traditional Knowledge holders	<ul style="list-style-type: none"> <li>➤ Documentation of local knowledge of habitats and of focal species.</li> <li>➤ Documentation of current and desired patterns of management of habitats and focal species</li> </ul>
<b>10</b>	Post filed visit workshop/meeting with TSG	<ul style="list-style-type: none"> <li>➤ Simultaneous compilation of scientific/ technical information available</li> <li>➤ To processing the information according to APSBDB reporting formats.</li> </ul>
<b>11</b>	Preparation of PBR	Submission of Interim/Draft Report to APSBDB for review
<b>12</b>	Reporting	After receiving the feedback from the Board we



## 6. Consumer Empowerment Activities

Our PACE is dedicated to protecting the interest of consumers in all walks of life. As a consumer, it is really important to understand your rights. If one can understand the rights, then they will feel more confident to stand up for



themselves when things go wrong. Unless they are very familiar with the law, they may be easily confused by terms like 'statutory right' or 'express warranty' or 'guarantee'. In our experience, it is not just consumers who may be confused by words like these, but also retailers, service providers and manufacturers too. We focus on programs for consumer protection. 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 these 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. Our PACE has been spreading the message on consumer awareness and rights of the consumers in Chittoor District of Andhra Pradesh. Financial literacy campaign gave us an opportunity to talk to people in more than 100 villages and make them aware of misleading offers, especially in investments' and mutual funds.

## 7. Preparation of IEC material

PACE is implementing various programs under aegis of Government and other agencies. As there is dire need to inform and educate people regarding these programs, as well as various social issues. To produce and develop IEC



material our PACE headed by Mr. V.S.Reddy and supported by Government, NGOs, staff, media persons, artist, photographers, propagandist and other field staff. In this year PACE has produced and developed IEC material on the following subjects.

- Financial Literacy and Financial Inclusion
- Consumer Rights
- Biodiversity Conservation
- Environment
- Health issues

## 8. Women Empowerment

PACE goal is to build the capacity of low income women in income generating activities so that they are able to participate and make decisions at the household levels and the community at large. Building entrepreneurship skills among the women and encouraging the women to work in groups so as to save and be loanable. We do this by need assessed trainings, the women in entrepreneurship skills and encourage them to save as a group then we train them on how to manage their savings and lending activities.



Enhancing adult learning and skills development so that the women are able to negotiate, participate and make informed decisions in all aspects of their social, political and economic lives. We do know that low levels of education is the major hindrance to empowerment of women and therefore we use participatory methods to enhance literacy levels and include in financial sector among the women so that they are able to engage in their businesses and also make decisions that benefit their families. We hope through our strategic activities women empowerment is possible with the cooperation of Government, and other likeminded NGOs and other agencies concerned.

## 9. Plantation programme & Swacch Bharath

PACE Organization is continuously striving to protect the Environment , by educating people to live a healthy lifestyle. As the most essential components of human life are Clean



Air, Pure Water, Good Health, Education and Energy. Plantation of trees is one of our important activity. The motive of this initiative is to bring residents of a different areas under one umbrella for a green cause and make them understand the importance of going green in our daily life. We organize various social and environmental activities to support Swacch Bharath movement for all age groups such as Tree plantation, society clean-up drives, old household stuff collection drive, Presentations, Workshops and other lots of activities on Going Green.