

THE CHETANA



Annual Report (2019-20)

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PROLOGUE

The CHETANA as a frontline Civil Society Organisation came in to existence during early 1989 and undertook community driven activities for sustainable inclusive development. The organisation focused on building linkages and developing collaborative projects with likeminded government and non-government organizations within the district, state as well as the organizations of national levels. Collaborations, networking, rapport building, linkage & referral, institution building and enhancing livelihoods or livelihood security are the key words that define The CHETANA's area of work year after year.

During the year 2019-20, the CHETANA continued its efforts initiated in the previous years and continued good relations with the beneficiaries, development partners, local administration and our other collaborators. The organization has made progressive move towards desired goals set in the bye-law. The present report elaborates the activities carried out in the year 2019-20.

We gratefully acknowledge the contribution of each and every agency, stake holders without whose contribution the above mentioned work could not have been accomplished. Last but not the least we convey our heartiest thanks to one and all who shown their interest for greater prosperity of the vulnerable sections in joining their hands with us for bringing an upward qualitative change in the standard of living and quality of life of the resource poor and vulnerable segments of the society .

Sd/-

Director
THE CHETANA

INTRODUCTION

The **CHETANA** is a not-for-profit, non-governmental organization based in Dhenkanal district of Odisha, India. It aims at facilitating the establishment of a just and healthy society in which the poorest of the poor have the power to attain a better quality of life with equal access to and control over resources. Since its inception The CHETANA has been committed to the implementation of social justice and the development of marginalized sections of society. It operates in the most remote and inaccessible areas of Central Odisha, where the land is tribally dominated and more than 80% of the population reside below the poverty line. Its development initiatives cover more than 5.2 million underprivileged persons, including women, children, small farmers, rural artisans, the elderly, the disabled, and the destitute. The CHETANA has developed an integrated strategy by combining direct service delivery with development support activities, such as research, advocacy and networking. With over 30 highly skilled professional personnel, The CHETANA runs a number of programs. In remote rural and tribal communities it initiates sustainable socio economic development, sets up structures to ensure safe drinking water, provides sexual & reproductive health education as well as other non-formal education to girls, ensures basic health needs, organizes income generation through micro credit, offers disaster management and mitigation, The CHETANA provides elderly care, support to people with disabilities, child care, assistance for people with HIV/AIDS, malaria prevention, local agricultural development, village infrastructure development and human rights promotion.

Our Mission

To empower the underprivileged by increasing their participation in the development process, ensuring proper utilization of resources within the community, raising the level of literacy and improving access to healthcare.

Strategy

The **CHETANA's** development initiatives are based on community participation. With a goal to enhance public participation in the planning, implementation, monitoring and evaluation of our programs, the strategic approach of the organisation consists of the following :

1. Public Education & Awareness
2. Development Counseling
3. Public Health & Awareness
4. Skill Training
5. Promotion & Usage of Local Resources
6. Networking
7. Research
8. Policy & Advocacy

Operational Area & Target Groups

The **CHETANA** focuses on rendering quality services for the marginalized people of Odisha. This group includes scheduled tribes, scheduled castes, destitute women, children and families from resource poor community, elderly persons, people with disabilities, small farmers, and persons who are unable to stand at their own feet. The activities of the organization are being concentrated at Dhenkanal district and apart from Dhenkanal we have expanded our operational area to neighboring Angul and Jharsuguda districts.

ACTIVITIES IN 2019-2020

MAINTENANCE OF SENIOR CITIZENS' HOMES FOR ELDERLY WOMEN:

With the financial assistance from the Ministry of Social Justice & Empowerment, Government of India, the Senior Citizens' Homes for elderly Women is functioning at Chudakhiakateni in Dhenkanal district. With an intake capacity of 50 beneficiaries, during the reporting period total 50 elderly women from different part of the district were provided free accommodation, food, clothing, shelter, vocational training, health services, counseling, recreational support etc. Out of 50 inmates provided services over the year 2019-20. For rendering effective services to the residents, counselor, part time doctor and centre superintendent has been appointed. The officials from the local line department are monitoring the progress of the activities and the program is running smoothly.

PHYSIOTHERAPY CLINICS FOR OLDER PERSONS:

With the objectives at providing complete healing practices to the patients suffering from different endemic and health hazards the organization, the Chetana had set up a Physiotherapy centre for the older persons at Dhenkanal town in the year 2011-12. The centre continued its services uninterrupted during the year 2019-20 and total 1127 older patients having the worst case of health hazards were provided free clinical and physical therapeutic services. Apart from this, 05 field level assessment camps organized for screening different older patients having the severe health hazards and the local SHG members, PRIs, AAW, ASHA were involved for disseminating the information as well as the objectives and activities of our physiotherapy centre.

MOBILE MEDICAL UNIT FOR OLDER PERSONS:

To address the health needs of senior citizens and older persons of Gondia block of Dhenkanal district, The Chetana running one mobile health unit called " Mobile Medical Unit for Older Person" in the year 2015-16 and continued its services during the year 2019-20. The organization has made arrangement for hiring annually one well equipped Medical Van with one part-time doctor and a staff nurse that visited different locations on weekly basis to provide health check up and instant care services to the needy older persons.

RESPIRE CARE & CONTINUOUS CARE FOR OLDER PERSONS:

The respite care home for the neglected, deserted older persons opened at Joranda under Gondia block of Dhenkanal district addressed suffering from different chronic illness and mild disability of older persons and provided services like free health care with nutritional food intake, supplementing the need of continuous nursing and other such facilities free of cost in the year 2019-20. The organization mobilized support of local medical staff to provide referral support to the persons although the services are being rendered by the appointed physicians, Para-medical staffs, counselors and other subordinate staffs. During the reporting year, total 253 such patients in need of respite care were admitted in the center.

OLD AGE HOME:

The Old Age Home of THE CHETANA is functioning at Jharsuguda district head quarter since 1-4-2012. The older persons from poorer families who are uncared and deserted by the family are provided residential facility with free fooding, recreation and health care. During the year 2019-20, total 25 inmates have been admitted in the home and most of these are poor, BPL & distressed categories. The Home is functioning as per the fixed daily routine. All the inmates are getting free boarding, lodging and clothing, recreational facilities. Besides, weekly health checks up & treatment is conducted by the part time Doctor & Nurse.

PUBLIC LIBRARY SERVICES:

The Rural Library Centre located at Chudakhiakateni in Gondia block, Dhenkanal district promotes literary pursuits and enhances knowledge of the community people in rural areas of the locality. The said Centre of learning is sponsored by Raja Rammohun Roy Library Foundation, Kolkata. The library is enriched with more than 7180 books which include books of history, culture, children's literature, Novel, periodicals etc. in Odia , English & Hindi languages. Magazines and news papers in English & odia languages are subscribed for documentation purpose. Besides, one documentation cell has been developed and equipped with qualitative rare books & palm leaf manuscripts. The students/ non-students, organisation staff and the general public are using the services of the library uninterruptedly. More than 359 youth and local people registered as visitors to the library over 2019-2020.

RURAL SPORTS:

As a continuation programme, The CHETANA organized Cricket tournament at Ballav in which 08 local teams participated. Apart, a foot ball tournament was also organized at Bainsia in which 12 foot ball teams participated. The District level and Block level sports persons were invited as guests of honour to grace the program.

INTEGRATED REHABILITATION CENTRE FOR ADDICTS:

With the support from Ministry of Social Justice & Empowerment, Govt. of India, The Chetana is implementing a project named The Integrated Rehabilitation Centre for Addicts (IRCA) at Kolhua PO. Bainsia of Dhenkanal which is considered as a stepping stone in the social reform activities of the organization. The centre is a 15 bedded facility equipped with necessary infrastructure and facilities providing multifaceted activities for prevention of alcoholism & substance abuse. During the reporting period both outdoor and indoor services were provided. In 2019-20 total 463 persons were registered in out door and 164 provided indoor services. To its credit 82 patients are now free from addiction. Necessary steps being taken for the rehabilitation of relapsed cases in family/communities. Besides, in its outreach activities awareness camps organized in different locations of Dhenkanal district focusing on drug abuse, its prevention and drug abuse related problems including HIV and AIDS.

NURSERY RAISING & PLANTATION PROGRAM:

On the eve of World Earth Day on 22nd April 2019, THE CHETANA organized a celebration meeting at Bainsia Gram Panchayat Office where youths were oriented on global warming and the role of youths in making earth green and clean. On this occasion, total 5000 species were planted across the village Ballav, Khankar, Chudakhiakateni and Kolhua of Gondia block by the local youths. The nursery raising activity on horticultural plants continued in Chaudakhiakateni.

OBSERVATION OF INTERNATIONAL WOMEN'S DAY:

On the eve of International Women's day, The Chetana also organized one workshop at Kolhua under Gondia Block focusing on women empowerment and the workshop was attended by 89 women from different community based organizations, SHG leaders, women PRI members. The workshop was facilitated by Mr. Nabin Pati, Social Activist. The workshop was followed by Pada Yatra with placards and slogans.

YOUTH LEADERSHIP DEVELOPMENT TRAINING:

Aiming at encouraging the youth to identify themselves with the needs and aspirations of the poor and deprived sections of the community and to work with them in situation of concrete realities, THE CHETANA organized a two day long youth leadership training camp at Bainsia Gram Panchayata of Gondia block i.e. from 12th-13th, October 2019. Total 78 youth both male and female from villages like

Bainsia, Ballav, Kanka, Kathapal & Khankar participated.. The training programme provided opportunities for youths to learn on community living and to work in adverse field situations. The District level line department officials and senior social workers and professionals imparted training to the youth.

AWARENESS ON WOMEN AND CHILD LABOUR:

Keeping in view the plight of women labourers, a one day sensitization programme for women labourers was organized at Gondia block head quarter in Dhenkanal district on 07/01/2020. Total 49 women labour participated and got sensitized on their rights and protective laws. During the year 2019-20, The Chetana also organized five Awareness campaign involving members of community based organizations, SHGs, PRIs, local line department for sensitize the general public about the ill effects of child labour and women labour and to capacitate the vulnerable women and children to assert their legitimate rights, duties and responsibilities to build the Nation.

PROMOTION OF INDIGENOUS CULTURE:

In order to promote and restore traditional cultural heritage in Odisha, The Chetana organized one workshop to list out the different cultural practices, their status and the action points required to revitalize the same. In the workshop academics, cultural artistes and researchers, NGO representatives attended. The Chetana also initiated some steps during 2019-20. The tribal communities are well recognized for their specific folk art and cultural practices. But acculturation and migration of tribal families leads to disintegration and thereby extinction of these art and cultural practices.

DEVELOPMENT & EMPOWERMENT OF ADOLESCENT:

During the year 2019-20, The Chetana organized life skill education and training programme for adolescent girls in Gondia block of Dhenkanal district. The programme was conducted from 24th-25th August 2019. Total 40 adolescent girls were covered in this week long programme. The resource persons while offering education to out of the school adolescent girls counseled about reproductive sexual health, pre-cautions to be taken during puberty, management of anemia, menstrual hygiene, complexities during anemia and the safe use of napkins.

VOCATIONAL TRAINING FOR EDUCATED DISABLED:

Skill development is one of the major focus area of The Chetana and during the reporting period 2019-20 vocational training for the educated disables (orthopedically handicapped, and deaf & dumb) on trades like coir craft making, Garment making and candle making were continued. Like previous years each of these trades covered 30 trainees and the training imparted over a period of 2 months each.

Trade	Location	No of beneficiaries
Garment Making	Gondia block of Dhenkanal	30
Paper Plate Making	Gondia block of Dhenkanal	30
Candle making	Sadar block of Dhenkanal	30
Total		90

WORKSHOP ON LAND AND WATER MANAGEMENT:

The Chetana also organized one workshop on Land and Water Management by Local Initiatives taking representation of local farmers and PRI members in Gondia block of Dhenkanal district on 14th November 2019. The workshop was attended by some social activists and community leaders besides farmers and youths. Resource persons highlighted different aspects of land and water management

and discussed the role of farmers and community for in situ management process. Total 35 farmers, 18 PRI members and 06 NGO activist and other leaders participated in the workshop.

RURAL SANITATION PROGRAMME:

The Chetana being associated with the SWATCH BHARAT Mission (Grameen), constructed 299 IHHL with collaboration with RWS&S, Dhenkanal. These IHHLs has been constructed in Jamunakote Gram Panchayatas under Bhuban Block and Bainsia Gram Panchayata under Gondia block.

YOGA TRAINING:

The Chetana for promoting and popularizing yoga, organized yoga training in the CHETANA Training Hall located at Chudakhiakateni on regular basis. In these Yoga sessions, local youths, students, and elders attended. During the year 2019-20, total coverage of Yoga practitioners are given under.

The organization engaged regular Yoga Instructor to facilitate the sessions daily.

Sl.no	Category	Nos
1	Student	143
2	Youth	111
3	Elder	193
Total		447

RURAL CONSUMER AWARENESS:

THE CHETANA conducted awareness program for the rural consumers to enable them to get their rights. It has conducted total 02 consumer awareness camps & pada yatra in Gondia block of Dhenkanal district during 2019-20. IEC materials has also been developed and distributed among the larger audience with the aim to educate and aware the rural consumers.

FOOD PROCESSING TRAINING PROGRAM:

The Chetana organized a food processing training for SHG women in Chuadakhiakateni training hall. The training on micro trades like, manufacturing of Jam, Jelly, Sauce, Pickle and other food craft items were provided to 30 women beneficiaries. This is an income generating venture of the SHGs being initiated by the organization towards economic empowerment of the women. The duration of the program was one month and efficient master trainers imparted training to the SHGs.

OUR DONORS:

- Ministry of Environment & Forests
- Ministry of Health & Family Welfare, Govt. of India
- Ministry of Women & Child Development, Govt. of India
- United Nations Development Program (UNDP)
- National Rural Health Mission (NRHM)
- Indian Council for Child Welfare/Oriasa State Council for Child Welfare
- Central Social Welfare Board/State Social Welfare Board
- Raja Rammohun Roy Library Foundation
- Ministry of Culture, Govt. of India
- Council for Advancement of People's Action & Rural Technology (CAPART)
- National Commission for Women
- Ministry of Social Justice & Empowerment, Govt. of India
- PSS Central Institute of Vocational Education, Shyamla Hills, Bhopal
- Ministry of Ayush, Govt. of India
- District Social Security Office.

THE CHETANA IS ASSOCIATED WITH:

- Nehru Yuva Kendra, Dhenkanal
- Life Member of India Water Partnership (IWP)/ Global Water Partnership (GWP)
- Member of Nation Alliance of Women (NAWO) Orissa Chapter
- Member of NGO Coordination Cell, & also Block NGO Coordinator, Dhenkanal
- Member White Ribbon Alliance, Dhenkanal Chapter

**DIRECTOR
THE CHETANA**

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