

THE CHETANA

Annual Report 2020-21

FROM DIRECTOR'S DESK.....



Starting its journey from early 1989, The CHETANA acted as a catalyst of participatory inclusive development and a torch bearer for poor deprived community at large. As a frontline Civil Society Organisation we undertook community driven activities building linkages and collaborations with different stakeholders including funding agencies, district and state administration, local governance, other NGOs and likeminded individuals.

The year 2020-21 witnessed unprecedented pandemic called Covid-19 all across the world which stood in front of us as a challenge to save lives and livelihood. The CHETANA continued all its regular efforts with utmost care and precautions. As the Corona pandemic played its havoc from March 2020 and further imposition of lockdown, awareness on covid appropriate behavior as well as rendering support to community in identification and isolation of suspected cases to break the chain was paramount significance for all of us. Though regular activities of the organization continued within the Covid-19 protocol, The Chetana mobilized its volunteers to aid and support Government interventions and to create awareness in different villages. The Annual Report-2020-21 gives us a brief narration of activities conducted.

We acknowledge with our heartfelt thanks, the contribution of each and every agency, stake holders, volunteers whose support and contribution enabled us to face the challenges smoothly and continue our works for the larger welfare of the people.

Sd/-

Director
THE CHETANA

Introduction

The CHETANA is a not-for-profit, non-governmental organization located in Dhenkanal district of Odisha, India. The organisation strives to address the key problems, priority needs of poor and weaker sections being more concerned about senior citizens, women, youths, children, wage labourers, small and marginal farmers, schedule castes, schedule tribes and other disadvantaged groups. 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 40 highly skilled professional personnel, The CHETANA runs a number of programs. 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. The major focus in all intervention is a participatory approach so that the people/ community can own and manage the outcome of our interventions.

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 2020-2021

Covid-19 has caused major disruptions the world over. The ongoing pandemic is already affecting many aspects of our daily life and will undoubtedly force rearrangements on our work approach. In these unprecedented times when COVID-19 continues to spread and to impact almost every individual and organization across the world directly or indirectly, we are also deeply affected now and it is not yet clear what the current pandemic situation holds in future. However, the CHETANA strives to balance the scale between panic and carelessness. In such pandemic situation, our workers and volunteers rendered their services always focusing Covid-19 protocol and Covid-19 appropriate behavior. The briefs of activities organized are given under.

SENIOR CITIZENS' HOMES FOR ELDERLY WOMEN:

The CHETANA is running “Senior Citizens' Homes for Elderly Women” at Chudakhiakateni in Dhenkanal district where 50(Fifty) elderly women from different part of the district were provided free accommodation, food, clothing, shelter, vocational training, health services, counseling, recreational support etc. The programme is supported by the Ministry of Social Justice & Empowerment, Government of India. For rendering effective services to the inmate beneficiaries, counselor, part time doctor and centre superintendent etc have been appointed. The officials from the local line department are monitoring the progress of the activities and the program is running smoothly. All the services were provided during the pandemic period without any interruption.

PHYSIOTHERAPY CLINICS FOR OLDER PERSONS:

A Physiotherapy centre for the older persons has been opened at Dhenkanal town in the year 2011-12 and continued its services that includes healing practices to the patients suffering from different endemic and health hazards. The centre continued its services during the year 2020-21 with temporary closure for around three months for lockdown and a total 782 older patients having the worst case of health hazards were provided free clinical and physical therapeutic services during the reporting period. Apart from this, village level awareness on Covid-19 and its risk for older persons were organized where field level assessment organized for screening different older patients having the severe health hazards and advices given accordingly.

MOBILE MEDICAL UNIT FOR OLDER PERSONS:

Keeping in focus the health needs of senior citizens and older persons living in remote inaccessible areas, The Chetana is running one mobile health unit called “ Mobile Medical Unit for Older Person” in the year 2015-16 in Gondia & Bhuban block of Dhenkanal district. Although for lockdown imposed in the state in most part of the year, the medical unit could ply to some remote areas, screened health status of older persons, sensitized family members to care the elder persons during Covid-19 situation. Masks were distributed along with medicines to the ill older persons. 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. The year 2020-21, total 15 locations and 198 older persons were covered.

RESPONSE TO COVID-19 PANDEMIC:

As we all continue the fight against the COVID-19 pandemic during the year 2020-21, the isolation, lockdown, and suppressed economic activity have hurt families adversely impacting the most vulnerable and disadvantaged people in our project areas. In many villages, people lost their livelihoods. THE CHETANA continue to work hard to prevent COVID-19 spread in communities through WASH intervention and organized 28 Hand washing demonstrations. There are three precautionary measures advised by Govt. like Regular Hand Washing, Use of Mask and Social Distance. Our volunteers created awareness and distributed 50,000 cotton made masks in different villages. We ramped up our efforts to help ensure that vulnerable communities have adequate resources and clear guidance on their use. Following the guidelines by the Government we have been taking appropriate and proactive steps to protect people and communities.

OLD AGE HOME (Senior Citizen Home):

The Chetana opened one Senior Citizen Home in as previously known "The Old Age Home" at Hemsarpada of Angul district since 1st January 2020. The Home had admitted 25 poor economically distressed older people who were uncared and deserted by the family. The inmates are provided residential facility with free fooding, recreation and health care. During the year 2020-21, as Covid-19 surged utmost care were given to inmates and regular watch with Covid appropriate behavior was promoted. 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 Chetana has a well functional Rural Library Centre located at Chudakhiakateni in Gondia block, Dhenkanal district, which promotes literary pursuits and enhances knowledge of the community people in rural areas of the locality. The Raja Rammohun Roy Library Foundation, Kolkata has sponsored the Library Centre. 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. Due to Covid-19, the library was opened for limited period and maximum attention was given for social distancing while reading books.

RURAL SPORTS:

Rural Sports is a regular programme of The CHETANA. However due to local restrictions, all the planned sports programmes were cancelled for Covid-19. However, the local youth clubs were provided with sports equipments for both indoor and outdoor games.

INTEGRATED REHABILITATION CENTRE FOR ADDICTS:

The Integrated Rehabilitation Centre for Addicts (IRCA) located at Kolhua, PO. Bainsia of Dhenkanal is supported from Ministry of Social Justice & Empowerment, Govt. of India, This intervention is considered as a stepping stone in the social reform activities of the organization. The centre has 15 bedded facility equipped with necessary infrastructure and facilities providing multifaceted activities for prevention of alcoholism & substance abuse. During the reporting period only indoor services were provided for Covid-19. In 2020-21 total 138 persons were provided indoor services. To its credit 73 patients are now free from addiction. The organization also got referral and request from parents of few minor addicted for which District Administration was consulted for their services during the reporting period. Necessary steps being taken for the rehabilitation of relapsed cases in family/communities.

NURSERY RAISING & PLANTATION PROGRAM:

With the idea behind the tree **plantation activity of THE CHETANA**, we **constantly** propagate the message that **planting** the trees helps to maintain clear eco-friendly environment reduces pollution and improves the green ambience. During COVID-19, different Temporary Medical Centres were opened for migrant workers. THE CHETANA with the help of these migrant workers initiated plantation in schools.

OBSERVATION OF INTERNATIONAL WOMEN'S DAY:

Following Covid-19 guideline taking limited participation of 30 SHG leaders, THE CHETANA organized the International Women's day celebration where these women SGH leaders were sensitized to create awareness on Covid-19, demonstrate hand washing and ensure physical distancing at community level to break the chain of virus. Women are the true soldier during this pandemic. Even women SHG members were encouraged to stitch cotton mask for use by the public.

YOUTH LEADERSHIP DEVELOPMENT TRAINING:

During the year under report, THE CHETANA indentified and created a pool of youth volunteers in Bainsia Gram Panchayata to assist in its endeavor to contain the spread of corona virus. These youth volunteers were sensitized and encouraged 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 this pandemic, THE CHETANA organized a four batches of youth volunteers leadership training in different villages to work for awareness creation, identification of migrant workers, reporting of deviations to home quarantine and ensure village level compliance of Covid-19 guideline..

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 2020-21, 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:

Like previous year, THE CHETANA also organized one workshop in January 2021 to promote and restore traditional cultural heritage in Odisha, during the workshop, steps were taken to list out the different cultural practices, their status and the action points required to revitalize the same. Only 25 participants were covered for Covid-19 situation.

DEVELOPMENT & EMPOWERMENT OF ADOLESCENT:

During the year 2020-21, The Chetana organized life skill education and training programme for adolescents in groups to make them act as change agents in changing community life style during the pandemic. Four adolescent empowerment programmes were organized to empower them on hand washing, hand sanitization, social distancing and guiding their parents to use mask while going out. These programmes were organized during the pandemic period in August 2020 in Bainsia and Karamul Gram Panchayata of Gondia block of Dhenkanal district.

VOCATIONAL TRAINING FOR EDUCATED DISABLED:

Skill development is one of the major focus area of The Chetana and during the reporting period 2020-21 vocational training for the educated disables (orthopedically handicapped, and deaf & dumb) on trades like coir craft making, Garment making and candle making were continued. Unlike previous years each of these trades covered 10 trainees and the training imparted over a period 15 days only.

Trade	Location	No of beneficiaries
Garment Making	Gondia block of Dhenkanal	10
Paper Plate Making	Gondia block of Dhenkanal	10
Candle making	Sadar block of Dhenkanal	10
Total		30

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 Bainsia Gram Panchayata in November 2020. 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 20 farmers, 10 PRI members and 10 NGO activist and other leaders participated in the workshop. The Covid Guideline of use of mask and physical distancing was followed while organizing the meeting.

RURAL SANITATION PROGRAMME:

Rural Sanitation is one of the major focus of THE CHETANA. The volunteers were engaged to ensure the use of IHHL by the people in Bainsia Gram Panchayata. Cleanliness, hand sanitization and proper waste management was promoted in Bainsia Gram Panchayata during 2020-21

YOGA TRAINING:

The Chetana for promoting and popularizing yoga, organized yoga training in the TMC created at Bainsia High School for quarantine of outsiders during the Covid-19 pandemic. In these Yoga sessions, local youths, all migrant people under quarantine attended. During the year 2020-21, total 35 Yoga Sessions conducted.

RURAL CONSUMER AWARENESS:

The consumer awareness programme mostly focused on the exploitations by horders during the pandemic. THE CHETANA conducted awareness program for the rural consumers using IEC materials and leaflets only as no physical awareness programme was possible for Covid-19.

FOOD PROCESSING TRAINING PROGRAM:

Like previous year, The Chetana organized the food processing training for SHG women in Chuadakhikateni 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/Orissa 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

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