

Annual Report

2023-2024

THE CHETANA

**AT-BALLAV, PO-BAINSLIA, VIA-MAHIMAGADI,
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FROM DIRECTOR'S DESK.....

The Chetana being a front line CSO in Dhenkanal district of Odisha actively playing the role of a catalyst of participatory inclusive development in the rural and under served areas focusing on socio-economic issues affecting lives of poor and women since 1989. During the year of its operation the organization undertook community driven activities like Prevention of Drug addiction for local youths, homes to senior elderly women, mobile dispensary and the like building linkages and collaborations with different stakeholders including funding agencies, district and state administration, local governance, other NGOs and likeminded individuals. The regular activities along with continuation programmes implemented with full swing and volunteers committed back to their regular actions at community level.

The Annual Report 2023-2024 presents a brief narration of activities conducted during the reporting year and I on behalf of the organization seek comments, ideas and innovations from different stakeholders and people to strengthen our commitment and efforts in years to come.

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, and 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 operation area of THE CHETANA spreads across the state of Odisha though presently activities of the organization are being concentrated at Dhenkanal district. Apart from Dhenkanal we have expanded our operational area to neighboring Angul and Jharsuguda districts. The organization 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.

ACTIVITIES CONDUCTED DURING THE YEAR 2023-24

During the year 2023-24 was found to be a bit challenging and the organization successfully rebuilt the confidence among the people and bring them back to the normal life. THE CHETANA through its volunteers sensitized and mobilized the people to come forward and participate in the mainstream process of community development and the regular activities carried out and continuation programs implemented during the reporting period. The briefs of activities organized are given under.

1. LIVELIHOOD PROGRAMME FOR PTG

In Odisha the largest number of PTGs found among all the States of India. There are 13 PTGs namely, Bonda, Birhor, Chuktia Bhunjia, Didayi, Dongria Kondh, Hill Kharia, Juang, Kutia Kondh, Lanjia Saora, Lodha, Mankirdia, Paudi Bhuyan and Saora living across the length and breadth of the State with an enriched cultural mosaic of their own. Out of 13 PTGs PAUDI BHUYAN a hill dwelling section of the Bhuyan tribe inhabit the Bhuyan Pirhas of Keonjhar, Sundargarh and Dhenkanal districts and speak Oriya as their mother tongue. Most of them resort to shifting cultivators but depend on forest produce. They are known for their special Changu dance. They are no doubt deprived, vulnerable and technoeconomically backward. Considering the traditional occupation of these PTGs like Broom making, Mat making, Basketry, Litchi cultivation and Tussar rearing, The Chetana identified 20 families in Kankadahad and Pallahara block (Undivided Dhenkanal) to upgrade their skill and provide them health care services during the reporting period.

2. AIDS AWARENESS PROGRAMME

On 1st December 2023, the WORLD AIDS DAY was observed by the Chetana through its volunteers and local students in Block Head Quarter of both Bhuban and Gondia blocks of Dhenkanal. Rally of students with placards and public meetings were organized to sensitise the people on the menace of HIV and AIDS and the "Dos" and "Don't Dos" to get away from this deadly disease.

3. AWARENESS ON REPRODUCTIVE AND CHILD HEALTH

The Govt. of India through National Health Mission is focusing on Maternal and Child Health and different care services are provided through the grassroot workers like ASHA, AWW and ANM. The goal is to reduce the MMR and IMR in the state. Though MMR in the state got drastic reduction, IMR is still a challenge. Lack of Health education, timely access to services as well as quality of services are rudimentary factors. THE CHETANA organized sensitization programme for ASHA and AWW in November 2023 and also facilitated transport of pregnant women for institutional delivery in Karamul and Bainsia Gram Panchayata during the reporting period. Through its village level volunteers the organization keep track of pregnant, lactating mothers and children under one year age and mobilise all for better utilization of exiting services.

4. MOBILE DISPENSARY FOR SCHEDULED TRIBES AND OLDER:

In the operation area of THE CHETANA, the STs and other older persons face health challenges for inaccessible health facilities and mostly they are deprived of health care for either communication problem or for monetary crunch. The ST concentrated areas are generally located in remote inaccessible locations. Besides poor knowledge on facilities and health care is also like adding fuel to fire. On this back drop THE CHETANA is running one Mobile Dispensary for STs & Older Persons from the year 2015-16 covering sensitive locations in Gondia, Kankadahad & Bhuban block of Dhenkanal district. Under the project, the health care personnel visited to some remote areas, screened health status of STs and other older persons, sensitized family members minimum health care at family level. Looking at the sickness and health complications medicines to the ill persons were provided free of cost. 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 STs and older persons. The year 2023-24, total 42 locations and 6547 STs and older persons were covered.

5. PHYSIOTHERAPY CLINICS FOR OLDER PERSONS:

A Physiotherapy centre for the older persons has been opened at Dhenkanal town since the year 2011-12 and continued its services that include healing practices to the patients suffering from different endemic and health hazards. The centre continued its services during the year 2023-24 and a total 658 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 care for older persons and field level assessment organized for screening different older patients having the severe health hazards and advices given accordingly.

6. DEVELOPMENT & EMPOWERMENT OF ADOLESCENT:

Like previous year, the organization organized life skill education and training programme for adolescent boys and girls in different groups in the period under report. Two camps were organized, each for seven days duration with focus on special needs and challenges of adolescent boys and girls. The resource persons facilitated solution to their challenges. The Life Skill education Training were participatory and topics were chosen according to the respective groups needs. Total 30 adolescent boys covered in Group-A in the month of September 2023 while Group-B covered 30 adolescent girls in December 2023. These programmes were organized Bainsia Gram Panchayata of Gondia block of Dhenkanal district.

7. OBSERVATION OF INTERNATIONAL WOMEN'S DAY:

THE CHETANA organized one workshop on 8th March 2024 to observe International Women's Day. The Theme of the workshop was "Invest in women: Accelerate progress". The workshop was organized in Bainsia and participated by SHG leaders, social activists and NGO representatives. The workshop deliberated the need for strengthening women power both in community development and decision making process. It is evident that women and girls face marginalization, injustice and discrimination, while the persistent epidemic of violence against women disgraces humanity. On this back drop the resource persons highlighted the Mission Shakti programme of Govt. of Odisha and its efforts in rudimental changes in lives of women and girls in Odisha.

8. PROMOTING VIOLENCE FREE LIVES OF WOMEN

A woman's right to live free from violence is upheld by international agreements such as the Convention on the Elimination of All Forms of Discrimination against Women and the 1993 UN Declaration on the Elimination of Violence against Women. Two rallies were carried out sensitise public to end violence against women in Gondia block. A banner of suggested steps was used by THE CHETANA which contains slogans like tell someone. If you are the victim or are witness to violence, tell someone. ...

- a. Take all violence and abuse seriously.
- b. Take a stand.
- c. Be an individual
- d. Take back the power
- e. Remember, putting others down doesn't raise you up.
- f. Be a friend

9. EMPLOYABLE SKILL TRAINING

- (A) **Food Processing:** During the year 2023-24, THE CHETANA organized one Food Processing Training for SHG women in Chuadakhikateni training hall. The training on manufacturing of Jam, Jelly, Sauce, Pickle and other food craft items were provided to 25 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 skilled master trainers imparted training to the SHGs.
- (B) **Garment Making:** Skill development is one of the major focus area of THE CHETANA and like previous years, during 2023-24 vocational training on Garment making for the educated disables (orthopedically handicapped, and deaf & dumb) provided. 15 identified trainees covered for six months.
- (C) **Computer Education:** Considering computer education as the way to promote digital literacy which is essential for promoting online safety and protecting against cyber threats, THE CHETANA organized a Computer Education-cum-Digital Literacy programme for local youths in Bainsia Gram Panchayata. The

programme was for one month organized in August 2023 covered 40 youths of different villages of the Gram Panchayata.

10. RURAL SPORTS:

Rural Sports is a regular programme of THE CHETANA. In collaboration with the local youth clubs, THE CHETANA organized one Volley Ball Tournament in Bainsia Play ground where six groups participated. Besides the organization also provided sports equipments for both indoor and outdoor games to Ballav Youth Club.

11. YOUTH LEADERSHIP DEVELOPMENT TRAINING:

During 2023-24, THE CHETANA identified and created a pool of youth volunteers in Bainsia as well as Joranda Gram Panchayatas and sensitized & encouraged them to engage themselves with the needs and aspirations of the poor and deprived sections of the community and to work with them in situation of calamities and pandemic. THE CHETANA organized two batches of youth volunteers' leadership training at Panchayata level for awareness creation on Govt. Schemes, peoples entitlements and rights and their role in monitoring service delivery. Total 60 youths were covered in these two batches of training.

12. NURSERY RAISING & PLANTATION PROGRAM:

Like previous year, in a response to global warming and climate changes, THE CHETANA promotes mass plantation through community people for which Nursery and distribution of sampling to the local households were carried out during the reporting period. Total 3000 plants were distributed and people were guided to care the plantation activities through volunteers.

13. YOGA TRAINING:

As a regular activity, THE CHETANA for promoting and popularizing yoga, organized yoga training in different villages of Karamul Gram Panchayata through its trained volunteers. Weekly yoga classes resumed in each village in the community halls. In these Yoga sessions, local youths, people of different age groups participates.

14. 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 are 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 since 2010. 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 and also representatives from Govt. of India are monitoring the progress of the activities and the program is running smoothly.

15. 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 since 2014. 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 logistics providing multifaceted activities for prevention of alcoholism & substance abuse. During the reporting period both indoor and outdoor services were provided. In 2023-24 total 180 persons were provided indoor services while 406 persons provided outdoor services. To its credit 33 patients are now free from addiction and declared as whole person recovery (WPR). Necessary steps being taken for the rehabilitation of relapsed cases in family/communities.

16. 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 Rammohan Roy Library Foundation, Kolkata has sponsored the Library Centre. The library is enriched with more than 7500 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.

17. PROMOTION OF INDIGENOUS CULTURE:

To promote and restore traditional cultural heritage in Odisha, THE CHETANA organized one workshop in 10th January 2024 in Chudakhiakateni under Gondia block. Local artistes, educationists, historians and traditional leaders participated where discussion on cultural practices and their status took place. A strategy was devised to list out the different cultural practices, their status and the action points required to revitalize the same. Total 20 selected participants covered in the day long deliberation and interaction.

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
- Social Security & Empowerment of Persons with Disabilities Department, Govt. of Odisha

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**