



*Annual Report-2011-2012*

# **Sanga Mithra Development Association (SAMIDA)**

## **Annual Report - 2011-2012**



### ***Contact Address***

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***Our Slogan – Dedicated to Poor***



## **GENESIS:**

Sanga Mitra Development Society (SAMIDA) was founded during the year 2001 by energetic youngsters who were trained by Gandhi Peace Centre (GPC) and Gandhi Peace Foundation (GPF) on Gandhian Thought and philosophy viz Gram Swaraj concept for rural development. These youth went to villages and mobilized youth and socially and economically marginalized sections of poor towards constructive rural development activities. After working for several years as volunteers at grassroots and gaining adequate experience in planning and implementing poverty alleviation programmes, they initiated SAMIDA a voluntary organization to give an institutional back up to their endeavors.

These youngsters are namely Mr D. Veerabhadra Rao, Mr P. Ramana and Mr Ch. Srinivasa Rao. Mr D. Veerabhadra Rao has been working extensively and arduously with rural communities ever since SAMIDA was established and playing a pivotal role in evolving it as robust institution. Mr Ch. Srinivasa Rao who is the Chairman of SAMIDA had undergone one year rigorous training on Gandhian Studies at Institute of Gandhian Studies (IGS), Sevagram Ashram, Wardha, Maharashtra where Mahatma Gandhiji stayed and led independence struggle. He was also trained at Banwasi Seva Ashram founded by renowned Gandhian Sri Prem Bhai at Banaras, Uttar Pradesh. He is instrumental in shaping the institution on the ideals of **Gandhian philosophy** for rural reconstruction work. Such was the origin of the organization SAMIDA, which literally means (Telugu) serving '**VULNERABLE**', and thus SAMIDA is committed for the amelioration of vulnerable communities living in the rural India and **DEDICATED TO POOR**.

## **MISSION**

- Promotion of women Self Help Groups (SHGs) for savings, and accessing micro credit for micro enterprise and entrepreneurship development and federation of such SHGs into MACS cooperatives
- Formation of Small Farmer Producer Organizations (SFPOs) for different agriculture commodities
- Promotion of cooperatives/business enterprises among artisans of various products
- Promotion of community health projects namely child nutrition, maternal care, disability welfare, sanitation, personal health and hygiene, HIV/AIDS prevention, cure, support services
- Other development initiatives – such as youth development, tribal welfare, women empowerment and dalit rights and entitlement, indigenous people development activities etc.,

## **CORE VALUES**

- Concern for poor.
- Honesty and Integrity.
- Gender Equity.
- Transparency & Accountability.
- Quality & Commitment.

***Our Slogan – Dedicated to Poor***



## **APPROACH**

- Organize poor/ Community in to small groups/Institutions.
- Support & Nature.
- Mobile Resources.
- Enable them as sustainable entities.
- Advocate for replication and scale up.
- Withdraw.

## **Our Strengths:**

Good governance; Strong advisors, strong mentors who worked with national and international NGOs; Committed staff; well established systems; well articulated policy papers, approach papers for the select themes in which we work; strong and accountable financial accounting and financial management systems (both manual and automated – MIS software).

## **PHILOSOPHY**

We believe in Gandhiji's ideology for constructive rural development. We repose our faith in the concepts advocated by Mahatma Gandhiji Father of the Nation such as **GRAM SWARAJ** (Village Self-Rule/Reliance) and **SARVODAYA** (Welfare of All). We are truthful our thoughts and deeds. We strive to build our nation.

## **Brief History of the SAMIDA:**

**Sanga Mithra Development association (SAMIDA)** is a development support organization working for the poor and disadvantaged people to working in Rolugunta, Narsipatnam, Makavarapalem, Ravikamatham, Yellamanchalli, Nakkapalli, S. Rayavaram, Hukumpeta, Dhumbriguda, Arukuvally and Ananthageri Mndals of the Visakhapatnam District, A.P. The legal entity of the SAMIDA is registered under societies registration act XXI of 1860 in 2001 in Visakhapatnam - District. The registered The SAMIDA undertake constructive and useful programmes for the removal of poverty by encouraging moral, cultural, educational, social and economic well –being of the society, standards of living through involving of the all categories of people through collectively voluntary action. SAMIDA organizations focusing on a more holistic development with an emphasis on participatory development and empowerment of poor, particularly women and other socially disadvantaged communities in the target area. At present the SAMIDA focus in the health, education economic and social up-liftment of deprived communities and also implementing income generation and capacity building programmes for sustainable livelihood of venerable communities.



In SAMIDA the organizational board consists of 9 members' executive committee. The board comprises of the eminent persons of the district. SAMIDA Board provides guidance and direction to the organization. The board helps the organization develop relationship with other organizations and monitors programme execution. In SAMIDA Board, since the board members are from vicinity they provide more time for the organizational matters. The board consists of the local members. Perhaps that provides the organization to review the performance time to time. The Secretary of the board is highly experienced and groomed many young professionals in the district. The staff and board understand the broad focus of the mission and vision and are well articulated. Programme planning and implementation reflects the vision of the organization. SAMIDA implements several community development programs, which are centered on the savings and credit programme of the organization. This provides them a platform. Planning takes place in a participatory manner. All the staff members involve in the planning process and Secretary provides required guidance during the planning meetings.

The area doesn't confine to particular sections it spreads its activities to various vulnerable communities among - children, women and physically and mentally challenged communities mainly as a response to their situations. People especially - socially, economically backward and other vulnerable groups like tribes; women, children, minorities etc. are not in a position to unreach their rights and entitlements even after 60 years of Independence in India. Most of these people are economically poor and still exists below poverty line. Comparatively the socio-economic conditions were declining in the target area in day by day. The schedule casts, schedule tribes and other backward class of the population of the children and women are discriminated in many ways and exploited. The existing resources - social, human, economic and natural are exploited. Enhancing the quality of life of poor in urban, rural and tribal contexts is very important. Poor are the most hit populations in village, especially the women and children are the worst effected due to the changing climatic and economic situations.

A special attention is required to safeguard/protect the women and children from the deleterious effects of the changing scenarios. GDPs of the nations are increasing due to the globalization phenomenon, but the fruits of the economic developments are not reached to the poor. The Government is the biggest donor, has the major responsibility to take care of the welfare of the poor in the country. Due to red-tapism and bureaucracy coupled with inefficacy in the implementation of existing programmes, poor are not able to access the government support. Looking at the above scenario, SAMIDA was initiated by likeminded professionals from different walks of life to bring in change in the attitudes of governments, to provide required direct and indirect support to the vulnerable communities in rural, urban and tribal contexts. We thrive for the just, equity and equality for the vulnerable section of the communities.



### **VISION**

To realize the Gandhian dream of rural reconstruction by ensuring complete participation of the people in the development process with enhanced knowledge, skills and right thinking by wealthy society.

### **OUR VALUES**

Accountability and transparency  
Gender equality  
Secularism  
Respect Human values and Human rights  
Democratic functioning



### **GOAL**

To facilitate the process of empowerment of women and deprived communities in the society by reducing their vulnerabilities, liberating them from oppression and exploitation.

### **MISSION**

To provide skills, knowledge and techniques to increase the capacities of people in rural areas and urban slums in order to enjoy their rights and choices and control the environment, resources and power by strengthening their institutional base.



## **GOVERNANCE**

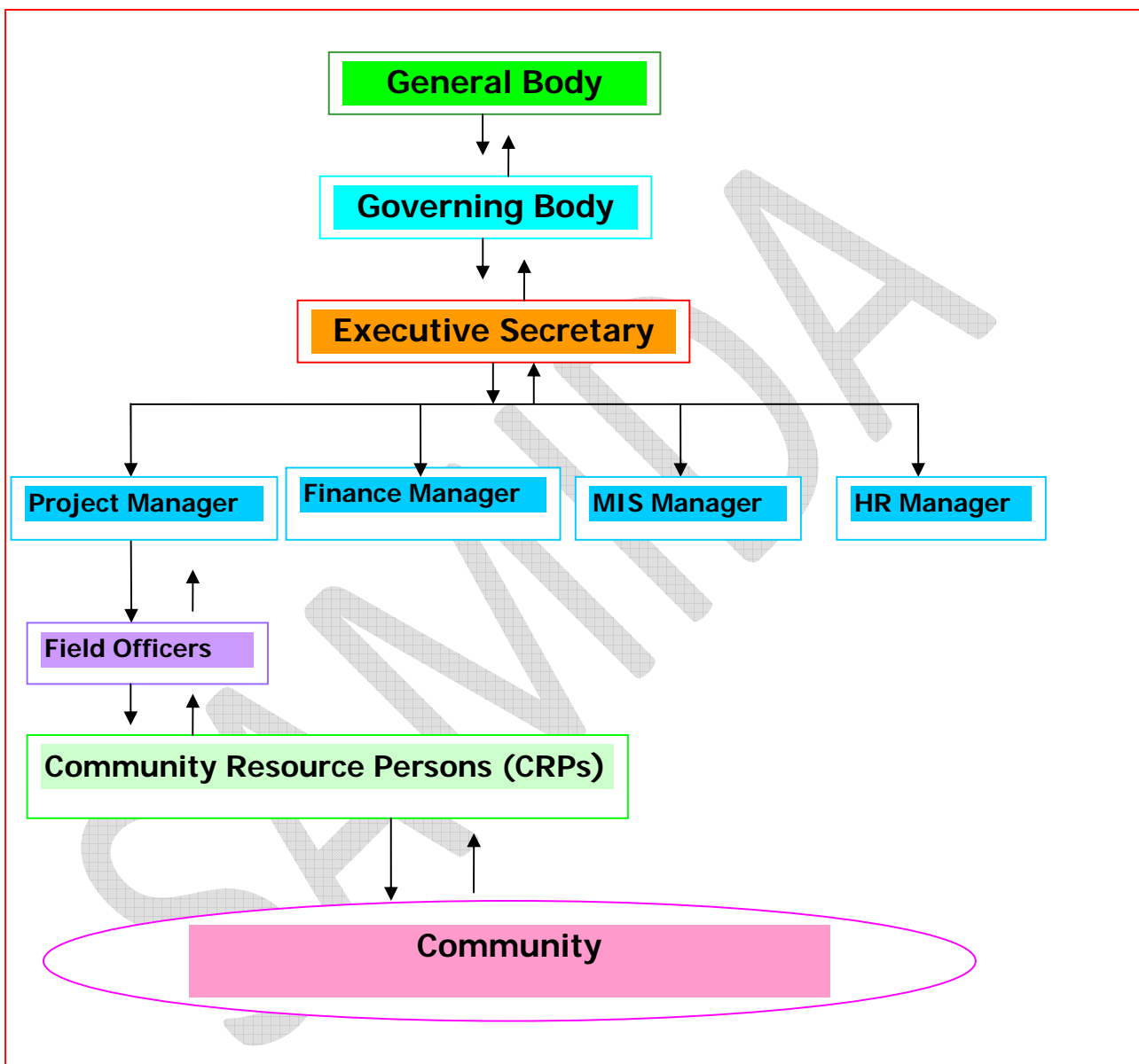
- SAMIDA was promoted by an experienced teacher community who are committed to give the best students to this society.
- The Governance consists of 9 members Board from amongst the 30 member General Body. SAMIDA Board drives the organization with a great amount of clarity of Vision and Mission.
- We are driven by our Core Values. Governance is very strong in the Organization.
- We promote accountability, participation and facilitate democratic decision making in all our efforts.
- The 9 member of Board is accountable for the General body. Every year we have a General Body meeting. The General Body empowered the 9 member Board and this in turn promoted office bearers to undertake the day to day functions of the Organization.
- The Office Bearers are President, Vice President, Secretary, Joint Secretary and a Treasurer.
- No one in the Board has relationship with the other members.
- Entire Board comprises of committed, non controversial, non political and non sectarian members from the Society.
- The Organization is also staked with an excellent drive with highly skilled professionals from myriad sectors like health, education, Agriculture and Rural development.
- Five member ***technical advisors*** act as special invitees on the Board and providing required techno managerial guidance to the Organization

- **PROGRAMME MANAGEMENT**

- The Secretary/Executive Secretary of the Organisation with the recruited professional staff undertakes the day to day management of the project activities of the Organisation with the support of well trained staff.
- 25 Articulated staff comprising with Doctors, Legal experts, Agriculturists, Engineers and Post Graduates in Social Work, Rural Development, Sociology and Economics background.



## SAMIDA ORGANOGRAM







**Collaboration with different donors of SAMIDA**

S.No	Name of the agency	Activity
2	Andhra Pradesh State AIDS control Society (APSACS), Hyderabad.	Target intervention project
5	Rastriya Grameen Vikas Nidhi (RGVN), Bhuvaneswar	Livelihood promotion activities
6	Public Health Foundation of India (PHFI), New Delhi	Mental health awareness campaign.
7	Environmental Equity & Justice partnership (EEJP), New Delhi	Solid waste Management.
8	Rural Water Supply (RWS) Visakhapatnam	Total Sanitation Campaigning in the Nakkapalli and Rolugunta Mandals
10	Ministry of Environment forest, New Delhi and Deccan Development Society, Hyderabad	National Environmental awareness campaign (NEAC)
11	Rural Development Agency, Hyderabad	Awareness and training program on MGNREGA program
12	Rajeev Vidya Mission/SSA, Visakhapatnam.	Mainstreaming of the dropout children.
13	National Child Labour welfare, Minister of labour welfare, New Delhi	Child labour eradication program.
14	District Water Management Agency- (DWMA) Visakhapatnam	Awareness and training program on MGNREGA program

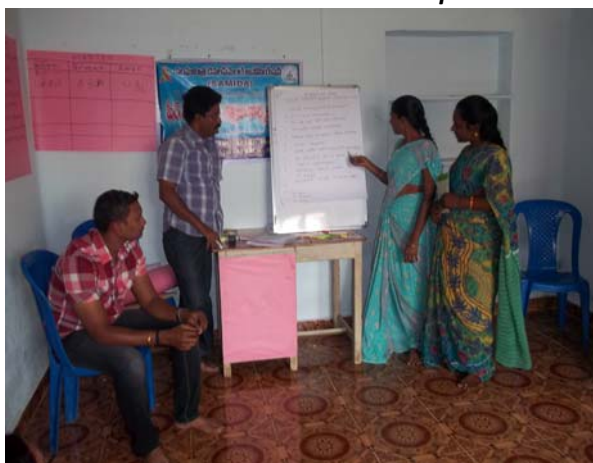
**Activities undertaken during the 2011-2012 year.**

**Target intervention project for female sex workers and also MSM supported By the APSACS-Hyderabad:**

SAMIDA is implementing the target intervention project supported by APSACS, Hyderabad by covering of 9 mandals covering of 1025 High risk group people. The main components dealt in this project are

- Counseling support
- RMC (Regular Medical Check up)
- STI treatment
- ICTC services
- Condom distribution and social marketing.
- Convergence with DLO, DAPCU, and other line depts.
- Advocacy and lobbying
- Crisis management and support services to HRGs.





1. Sex workers day.
2. Peer Educators Training program
3. Community event in Visakhapatnam.
4. AIDs Day Rally at Nakkapalli.

**Livelihood promotion for rural women:** SAMIDA has provided livelihood promotion activities under Income generation program issued economic support for petty business activities like vegetable vending and dairy development activities with the support of RGVN, Bhuvaneswar. Under this project covered 975 families and enhanced quality of life of all the beneficiaries.





**Awareness campaign for mental health:** People have less awareness over mental health and no one understands between mental retardation and mental illness. Mental retardation is by birth normally no medicine or cure for the same and where is mental ill health occurs in the middle of the life due to various reasons like over stress, deep pondering, high tension or any other reasons and it is temporary in nature and medicine is available. Due to lack of this people (care takers) are also neglecting the mental health patients, which increases the stigma and eventually increasing the intensity of the pressure of the patient. With the support of PHFI (Public Health Foundation of India), a pilot awareness campaign was conducted at Vizianagaram district by identifying two places of Bobbili and Cheepurupalli with coverage of 75 children and created awareness and made plat form to ventilate their feelings and posed out their problems and also made convergence with Mental health care hospital, Visakhapatnam to avail the health services.

**Major achievements in this project:**

- Created awareness among the people (care takers) on mental health or illness.
- Reduced stigma on mental health and its symptoms.
- Training was given to the care takers over the behaviour of the mental illness patients and precautions to be taken.
- Mass awareness was made through IEC materials like pamphlets, banners in the main centres to focus the public attention towards this issue.
- Convergence with medical officers of mental health care hospital, Visakhapatnam.
- Accessed the people to avail the better services within their sphere.







**Environmental awareness campaigns solid waste management intervention:** awareness campaigns were conducted on environmental issues with the support of Minister of environment, forest, Govt. of India. With the support of EEJP (Environment Equity and justice Partnership) SAMIDA conducts pilot intervention project on solid waste management under this creating awareness to households of Anankapalli Municipality on bio degradable material and disposed the wastes which are causing pollution to the environment. Training was given to the people on the waste segregation. It was also planned to form a cooperative society for sustainability of the activity. This is ongoing activity at present.



- 1 & 2 House hold dust bins distribution for waste sagrigation purpose.
- 3 & 4 Ward level awareness on solid waste management in the Anakapalli Municipality.





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SAMIDA was participated in MGNREGA Program in 9 mandals. We are attending the mandal level, District level and state level review meetings for the information sharing purpose and review of the program implementation in grass route level. SAMIDA also conducting training programs and orientation on MGNREG Act. And also the SAMIDA was conducting the 625 Srama Shakthi Sangas Trainings in the target mandal (9 Mandals). SAMIDA was conducted the work time motion study in the Pulaparthi and Etikoppaka Villages in Yellamanchili Mandal Vsakhapatnam Distict for the Increase the Wages to the wage seekers.



**Our Slogan – Dedicated to Poor**





We are promoting and Implemented Education development purpose Out of school children mainstreaming program. We are started a special training center residential at Nakkapalli mandal. Through this program supported by the Rajeev Vidhya Mission –Visakhapatnam. In this program we are covered 60 children in Nakkapalli Mandal.



**Mandal Resource person (RVM) and Prof Sri Viswaeswara rao Andhra Uiversity Visakhapatnam was visited our RSTC center at Nakkapalli.**

SAMIDA was running the child labour eradication project in the Rolugunta Village. We are promoting Education development purpose a child labour school children mainstreaming program. We are started a non residential special training center. Through this program supported by the National Child Lobour Eradication project –Visakhapatnam. In this program we are covered 40 children.



We are conducting World child labour eradication day at Rolugunta Village with our NCLP children. And we are providing the vocational training in embroidering to the NCLP children in the center.



Environment protection and National Environment Awareness Campaign program (NEAC) 2011-2012. The theme was **Forests base Sustainable Livelihoods** to hike the ecological levels in this area. In addition to that, the deforestation activities suffered the people for walks miles together to collect palm leaves for constructing shelters traditionally, hill grass and fodder for feeding purposes for milch Cattle's, goats, sheep's even. The community main occupation has become milk procurement and selling in the local dairy, market and hotels etc per Rs. 30/- liter now a days, the feeding has become more costlier and so the farmer's are not feeling comfort for milk procurement and selling in the local markets are not profitable to the farmer's and most of them are gave up the profession and settle as wage employees in local or migrating to other places for earning, which ever employment they may secure there. In the program SAMIDA was conducted the 20 village level awareness programs and rally was conducted in the target area. And also we are conducted the filling activities in the target area. The funds was supported by the Deccan Development Society and Minister of Environment –Forest Govt of Indi.



**Village level awareness programs for the National Environmental Awareness camps and rally and Kala Jata programs in the target Villages.**





**TSC** Total sanitation campaign is a comprehensive program to ensure sanitation facilities in rural areas with broader goal to eradicate the practice of open defecation. Open defecation is the major problem, which causes for spread of diarrihea. To curb this problem Government of India launched the TSC (Total Sanitation Campaign) covering all the villages of India.

In the campaign part in Visakhapatnam district of Andhra Pradesh too has initiated by RWS department with the support of NGOs and commenced the work of awareness on sanitation issues. In that part SAMIDA has taken 7 panchayats to cover the total sanitation campaign

***Objectives of the program:***

- ❖ To bring improvement in Quality of life in rural areas.
- ❖ Accelerate sanitation coverage.
- ❖ Educate villagers about the importance of cleanliness.
- ❖ To reduce water and sanitation related diseases.
- ❖ To demonstrate that their lives can be changed.
- ❖ To cover all schools & Anganwadis with sanitation facilities.
- ❖ Make common lands of villages free from human defecation.
- ❖ To promote hygienic behavior in the rural population.



CEO Zillaparishath shri Veera reddy Visited the village level sanitation promotion meeting and village visits, & mandal level review meeting with MPDO and other spatial officers in Nakkapalli



### **General Awareness Camps.**

We are conducting the Rural base preparation of the child protection plan with rural children with the collaborating Andhra University Visakhapatnam. Prof Sri Visweswararao Department of Social work Andhra University at Nakkapalli. In this workshop we are covered 10 rural mandals of Visakhapatnam District.



- The organization was conducted 2 awareness camps on Right to Information Act-2005 in the target area.
- The organization was conducted on 3 water and sanitation awareness camps in the target area.
- The organization was conducted 2 youth awareness camps in Rolugunta and Yellamanchili Madals.
- The organization was conducted 2 awareness camps on Domestic Violence Act 2005.
- The organization was conducted 12 Camps for skill Development Camps for Women Total Participant 450 members for income generation purpose.
- The organization was conducted 12 awareness camps for motivation of SHG concept and strengthening of SHGs.

***Our Slogan – Dedicated to Poor***



**Funds mobilized during the year 2011-2012.**

S. No	Name of the agency	Activity	Amount
2	Andhra Pradesh State AIDS control Society (APSACS), Hyderabad.	Target intervention project	13,90,800/-
5	Rastriya Grameen Vikas Nidhi (RGVN), Bhuvaneswar	Livelihood promotion activities	3,80,000/-
6	Public Health Foundation of India (PHFI), New Delhi	Mental health awareness campaign.	1,10,000/-
7	Environmental Equity & Justice partnership (EEJP), New Delhi	Solid waste Management.	2,00,000/-
8	Rural Water Supply (RWS) Visakhapatnam	Total Sanitation Campaigning in the Nakkapalli and Rolugunta Mandals	42,000/-
10	Ministry of Environment forest, New Delhi and Deccan Development Society, Hyderabad	National Environmental awareness campaign (NEAC)	9,200/-
11	Rural Development Agency, Hyderabad	Awareness and training program on MGNREGA program	1,22,088/-
12	Rajeev Vidya Mission/SSA, Visakhapatnam.	Mainstreaming of the dropout children.	5,66,836/-
13	National Child Labour welfare, Minister of labour welfare, New Delhi	Child labour eradication program.	18,812/-
14	District Water Management Agency-(DWMA) Visakhapatnam	Awareness and training program on MGNREGA program	1,530/-
15	Donations for the members	General Awareness proframs	2,08,535/-
16	Bank Interest	General Awareness proframs	7,875/-



**Current Governing Board members of SAMIDA**

S. No	Name of the office Bearers	Designation	Qualification	Address
1.	CH.N.V.Srinivasarao S/o Nagarathaiah	President	MBA	Boinapalli, Near Monda Market, Sendarabad.
2.	Sri. P. Ramana S/o Marayya	Vice-President	M.A	Noothalaguntalapalem Village, Narasinghaballi Post, Kasimkota Mandal, Viskha dist - 531055
3.	D.Veerabhadra rao S/o Ramulu	Secretary	M.A (Sociology)	Pedashaikalipalem Village, Yellamanchili Mandal, VSP-Dt,531055
4.	Sri G. Ganesh S/o Gowrinaidu	Treasurer	MSW, ML, IRPM,	Garnikam Village, Ravikamatham Mnadal Visakha Dt – 531025
5.	Sri D.Srinivasarao S/o Rajabasavaiah	Executive Member	MSW,ML,IRPM	D.No-37-10-5/3,Ayyappa Nagar, Murali Nagar,Visakhapatnam -07
6.	V.B.S.S.Koteswara rao S/o Bhaskara rao	Executive Member	M.B.A	Flat No.201, Mani Enclave, Ramakrishna Stree,Vivekananda Nagar Colony, Kukatpally, Hyd.
7.	Sri. V.Shanmukha Rao S/o Jagarnadham	Executive Member	M.SC, M Phil	T-3, Lalitha Residency,D.No-48-13-2, Srinagar, Adithya Degree College Line,Visakhapatnam -16
8.	Mis K.Jyothsna Devi D/o Jayarao	Executive Member	B.C om, B.ed	B.C colany, Nakkapalli Village, Nakapalli Mandal, Visakhapatnam Dt.
9.	Smt.R.Vijaya Lakshmi W/o Raju	Executive Member	B.A	V.Sarabavaram (Village) Kothakota (SO) Rolugunta Md,Visakha -531114.

**D.Veerabhadra rao**  
**Executive Secretary**  
**SAMIDA**