

Annual Report

2013-2014

**SANGA MITHRA DEVELOPMENT ASSOCIATION
(SAMIDA)**

Admn Office

**Pedashaikalialem Village, Kokkirapalli Post, Yellamanchili Mandal,
Visakhapatnam District, Andhra Pradesh-531055.**

Project Office

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Brief note of the SAMIDA

Sanga Mithra Development Association (SAMIDA) is a development support organization working for the poor and disadvantaged people to working in 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 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 programs for sustainable livelihood of vulnerable 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. 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 un-reach 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.

Our major focuses are Health, Education and improve the livelihoods to the target community in all sectors. With this context we are coverage the following activities with deferent donors and institutes.

Activities coverage area:- Visakhapatnam & Vizayanagaram Districts.

Activities undertaken during the period 2013-2014

Target intervention project for high risk group community (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 10 mandals (Narsipatnam, Nathavaram, Golugonda, Yellamanchili, S.Rayavaram, Nakkapalli, Payakaraopeta, Kotauratla, Makavarapalem, Rolugunta) in Visakhapatnam District, Andhra Pradesh with covering of 1215 High risk group people. The main components dealt in this project are

- Counseling support
- RMC (Regular Medical Checkup)
- 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.
- Capacity building to the target community
- Positive follow up
- Linkage with government schemes to the target community

We are conducted the word AIDS day event in narsipatnam, Yellamanchili, Raolugunta and Payakaraopeta mandals. In this activity we are organized the public rally's in the above all places and we are conducted the meeting in the area hospital.

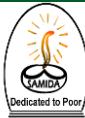


We are organized the national festival with the staff and community members at the office premises.



We are organized 3days Peer Educators training program with the support of STRC-Hyderabad,





We are organized the Stakeholders meeting with ICTC counselors and we are giving the gifts those who are having good performance in their regular work.



We are organized the women's day event with the community members. In the event we have special guests Smt P.Vanaja, Regional Director Central Board for the Workers Education (CBWE) and Smt Arunasree Educational officer CBWE



We are organized the sex workers day event with the target community.



We are organize the International Candlelight Day event with the community.



We are conducted the mass campaign and awareness on importance of the condom usage to control HIV/AIDs.



SLEEP (Sustainable Livelihoods Enhancement & Enterprise promotion) Activities.

This project was supported by the HIVOS-RGVN for improving the livelihoods to the vegetable growing women farmers in the target area. In this project we are covered 500 women vegetable growing farmers in 9 villages in 3 mandals in the Visakhapatnam District (Singavaram, G.Bheemavaram, Theeda, Katchallapalem in **Kasimkota Mandal**, and Thotakuraalem in **Ravikamatham Mandal** and also Papayyapalem, Butchannapalem, Mamidipalem and Appandorapalem villages in **Makavarapalem mandal**).

In this program we are done a base line data collection for the women farmers in the target area, and we are already conducted the village level meetings and activity base training programs in last 12 months. And also we conduct the crape base output survey in the village vise in the target area. Mainly we are concentrating to increase the livelihoods to the vegetable growers in the selected villages through the producer cooperative organization. With this connection we are already identified the group leaders in the village level with in the 28 RMGs.

In the process we are farm in the Raith mithra groups in the target villages and identifies the group leaders and give the orientation to the leaders for the producer cooperative organization. And also we are creating awareness through the various training programs and capacity building activities.

Some of the activities carried out during this year under SLEEP project

Creating awareness to the target members with the Joint Director Horticulture Sri Prabhakar, and Assistant Director Horticulture Sri B.V.Ramana Visakhapatnam.



We are organized the one day orientation on Institution building for the target community. In the Meeting participated Sri N.Govindarao Program coordinator RGVN-DST and Joint Director Horticulture Sri Prabhakar,



We are organizing a training program on organic fertilizers and pesticides preservation process in vegetable cultivation. And vermin compost preparation and benefits of the vermin compost in Vegetable cultivation.





We are participated the value chain analysis work shop conducted by the RGVN-BBSR in Visakhapatnam on October 2013.



Interaction with the group leaders for the Institution Building purpose Sri N.Govinda rao RGVN



Chief Executive Officer Raithu Bazar Hyderabad Govt of Andhra Pradesh was visited to our SLEEP project operational village fields and also interact with veg cultivation farmers regarding their marketing problems.



Facilitate a meeting with CEO raithu bazar and other horticulture department officials for linkages marketing facilities to the target community. And issue the ID cards to marketing linkages in the raithu bazars.



Environmental awareness campaign:- SAMIDA was conducted the awareness camps on Bio-Diversity Conservation under National Environmental Awareness Campaign (NEAC) with the support Ministry of Environment Forest Government of India through the Deccan Development Society (DDS) Hyderabad. We are associated with DDS since 2004 for the NEAC program. In the program we are conducted 10 village public meetings and rallies in the operational areas. In the program we are creating awareness on BIO Diversity conservation and importance of the bio diversity and protect of the bio diversity practices. We are creating awareness on traditional practices all sectors especially food and agriculture and heath practices.

In this event SAMIDA was conducting the village vise awareness camps and rallies.



Some of the photos related NEAC campaign





Special survey activity for the Out of School Children in the Yellamanchili Educational division

Rajeev Vidya Mission is working on Education to school children especially focusing on absorbing the school age children in the schools by way of establishing special schools, RSTC, Bridge schools based on the needs of the children. This year the mission has been given the survey to the NGO's those are closely moving in the villages to get the accurate data and to find out the reasons for dropouts. In that purview SAMIDA is also one of the NGOs selected for survey in this year by the RVM. SAMIDA has conducted survey in 14 Mandals and Anakapalli municipality total 38 wards covering of 344 GPs and, 135 habitations and 38 wards by interacting different stakeholders those are actively participating in the village activities. The questionnaire was used given by RVM and ensured all the areas and trained the volunteers to get accurate data and information. The details of the findings are given below.

Objective of the survey

- To get accurate data of the out of school going children
- To find out the reasons for the drop outs from the schools
- To find out the alternative solutions for the problems

Methodology adopted:

Random survey was conducted by way of conducting FGD with involving the key stakeholders those are involved actively in the village activities. It was also confirmed with secondary data based on the records at schools, Anganwadi centers and other sources.

Name of the Mandals covered:

14 mandals in Yellamanchili division.(Payakaraopeta, Nakkapalli, S.Rayavaram, Rambelli, Yellamanchili, Kotauratla, Makavarapalem, Rolugunta, Ravikamatham, Butchayyapeta, Chodavaram, Narsipatnam, Nathavaram and Golugonda mandals).

No of municipalities covered:- 1 (Anakapalli) Total wards-38

Stake holders involved:

Key persons comprising of village elders, SHG representatives, Anganwadi teachers, ANM, youth group members, SMC member Sarpanch of the village and AASHA worker. The questionnaire was used given by the RVM. The survey was conducted through volunteers who have been proficiently trained before the survey by the experienced trainers through SAMIDA. Before going to the survey our team was participate in the mandal level HMs introduction meeting in 14 mandals. The meeting was organized by the Mandal Educational Officers (MEO) regarding the survey information and importance of the survey.

**Secondary data sources:**

After obtaining the primary data from the key persons through FGD (based on questionnaire) it was also ensured with the data available of school records, Anganwadi School (after mainstreaming process)

Key findings:-

Migration: Migration is one of the major reasons for the children dropouts, as the drought is very high and the calamities are combatting in series of the process which affects the farmers lives very badly, eventually the normal agriculture (small) farmer also going as laborer and by habituating the process going for construction works and other industrial works for nearest places. Especially in the fishermen community it was very predominant as the families are migrating for a longer time of up to six months else also which makes them to take their children also with them. Consequently the children were getting dropouts.

Financial problems: The economic problems of the families compel their children to stop from the studies. One is if the children in studying 8th or 9th class he is the productive age and he is engaging in the industrial works or any other constructive works for smaller wages which ruins not only the child life but creating opportunity to access vices by the child in the early childhood. Though many of the activists and other officials tried to convey the message, but all the efforts are in vein. However the process is initiated to communicate the message not to engage the school going children in any kind of labor work to the nearest factories and industries.

The status of the identified OSC children data.

S.No	Name of the mandal	No of GPs	No of Habitations	No of OSC (6 to 14 years)		
				Boys	Girls	Total
1	Payakaraopeta	24	10	58	66	124
2	Nakkapalli	32	6	66	57	123
3	S.Rayavaram	28	1	17	9	26
4	Rambelli	28	16	8	8	16
5	Yellamanchili	16	3	2	2	4
6	Kotauratla	24	18	23	12	35
7	Nathavaram	27	33	108	106	214
8	Golugonda	24	32	7	2	9
9	Narsipatnam	9	12	2	7	9
10	Rolugunta	21	26	7	4	11
11	Ravikamatham	24	23	21	14	35
12	Makavarapalem	25	22	26	25	51
13	Butchayyapeta	32	3	53	34	87
14	Chodavaram	30	16	3	0	3
15	Anakapalli Municipality	38 wards		8	10	18
	Total	344	135	409	356	765



TechCamp Grand Challenges activity

SAMIDA was under take the TechCamp grand challenges activity for the women formers. In this project we are undertaken the following activities. We are keen to develop or adopt an IT based tool for managing the marketing as well as financial management of the producer organization. The software product is partially developed in our organizing using Microsoft tools like C sharp dot net platform. The tool development needs to be completed with an expert in the IT tools development and the same need to be implemented among the producer groups. The intervention helps the scaling up the producer groups. We want to implement a Management Information Systems solution which provides comprehensive solutions for a complete data management of Community Based Organizations. We have a standalone solution developed to some extent in house with the support of few experts strong in Microsoft technologies.

The solution name is Infomiz. Membership details in SHGs and their apex institutions: this section of the tool consists of the nature of membership Share capital contribution, Savings and Credit management at the SHG level, Loan management at the SHG internal lending, Demand Collection Balance management, portfolio management etc. Insurance management, book keeping at the SHG level, SHG complete transaction can be managed with NABARD standards, At the apex level, Infomiz consists of focusing on all the cash and bank transitions along with the standard book keeping. The tool needs to be improvised in some of the areas of trade account management. Since SAMIDA members are basically the vegetable farmers, it is important to improve Infomiz by including important modules like market information etc.

These are the steps to the progress of the project.

Software installation with required modifications will be done in the first month; appropriate formats for data collection will be completed and also Field testing will be completed by filling the data and required reports templates will be developed.

Data sheets will be keyed in to the software.

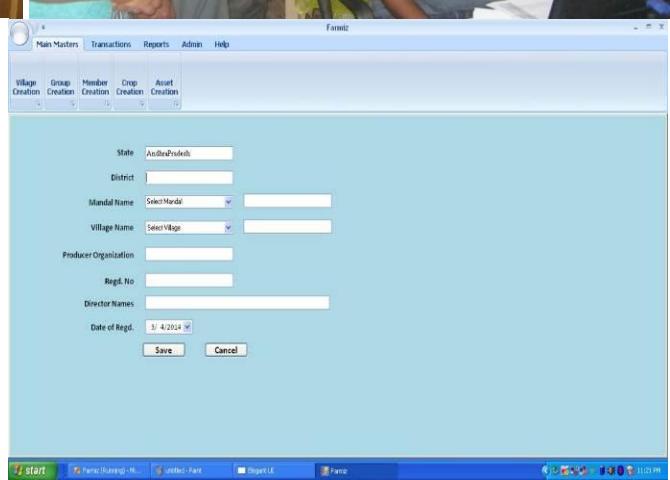
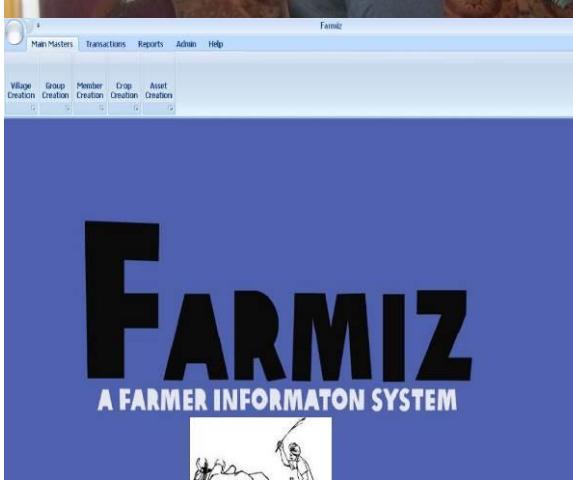
100 farmers' data will be keyed in during the third month.

Various reports will generate and analytical reports developed. 200 more farmers along with the previous months 100 farmers reports generated shared to the farmers, errors rectifications done in the software.

200 more farmers data collected, completed and errors rectifications done and testing of the code completed in the 5th month, Reports for all the 500 farmers generated, report on the implementation of the projects developed and uploaded to the SAMIDA website about the project success.

Some of the photos related the project

Awareness on the Base line data collection to the volunteers and base line data computerization and awareness on the data analyses and report generation from the IT solution regarding the farmers information and their products.





MGNREGS program

SAMIDA was involved in MGNREGA activities in 9 mandals through the Andhra Pradesh NGOs alliance (APNA) representing by the Peoples Monitoring Committee (PMC) Hyderabad. In this activity we are creating awareness on MGNREGA and facilitate the problems of the wage seekers in the operational area. And also we are involved in Srama Shakthi Sangala Federations farming and strengthening activities in 4 mandals. That is Yellamenchili, S.Rayavaram, Rolugunta and Hukumpeta Mandals in Visakhapatnam District. We are creating awareness on importance of the federations to the wage seekers.

And also we are participating state level review meeting with principal secretary Rural Development and Commissioner and other NEREGA related officials quarterly once and also we are participated district level review meeting with project director DWMA Visahapatnam. Our cluster resource persons are participates every month 3rd Wednesday in mandal level with federation leaders and manda level officials like APO, Technical assistants for their village level issues solvation purpose.

Central Board for Workers Education (CBWE) programs:

Program Teams:-

- 1. Rural awareness Camp (RAP),**
- 2. Special Training programme for the SC/ST**
- 3. Village level Awareness in MGNREGA**

SAMIDA was associated with the CBWE –Visakhapatnam. His is a wing of the Ministry of Labor Govt of India New Delhi. The CBWE was given the opportunity to conduct the awareness programs to grass rout level good working NGOS. In this regarding we are organized 10 awareness programs in the rural and tribal areas with the support of the CBWE.

Objective of the programs

- The main of objective of the program is to create the awareness to the rural people in all day to day activities and in all aspects.
- To create awareness on Women empowerment and Self Employment
- To create awareness on eradication of the Social evils
- To create awareness on the Immunization, Health, personal Hygiene & HIV/AIDS.
- To create awareness on the MGNREGA and Right to information Act.
- The main of objective of the programme is to create the Capacity building to the schedule caste people in the target area in all day to day activities and in all aspects.
- To create awareness on the tribal Rights.
- To create awareness on the Labour laws pertaining to the unorganized sector and social security
- To create awareness on various Govt welfare schemes exclusively schedule caste people.

Some of the photos related to CBWE activities



Income generation project (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. Under this project covered 1345 families covered for enhanced their income level and their quality of life of all the beneficiaries in the target area.

National Child Labor Project:- SAMIDA was running a NCLP-Center in Rolugunta Village & Mandal with 40 child labor children with the support of child labor eradication project. Through the project we are identified 40 children those who are drop out children in the formal school and also engaging the hazardous works in the fields. And also we are associate with the labor department for the better improvement to the centers. And also jointly conducting the rides for the child labor in different hotels and shops, motor repairing shops and other areas.

General Awareness Camps: We are conducted the general awareness programs on the following Issues in the target area.

1. Awareness on Water and sanitation & personal hygiene.
2. Awareness on the Right to Education Act.
3. Awareness on the Right to Information Act.
4. Awareness on Domestic violence Act



SAMIDA Collaborations with different donors in 2013 to 2014.

S.No	Name of the Supporting Agency	Support for the Activity	Amount
1.	Andhra Pradesh State AIDS control Society (APSACS), Hyderabad.	Target intervention project with High Risk Group	1358122.00
2.	Rastriya Grameen Vikas Nidhi (RGVN), Bhubaneswar.	Sustainable Livelihoods Enhancement Enterprise promotion with Vegetable producers.	397500.00
3.	Global India Fund- USA	TechCamp Grand Challenges Project (FCRA)	89818.00
4.	Rural Development Agency, Hyderabad	Awareness and trainings to wage seekers in MGNREGA program	38211.00
5.	Rajeev Vidya Mission/SSA, Visakhapatnam.	Mainstreaming of the dropout children.	178360.00
6.	Ministry of Environment forest, New Delhi and Deccan Development Society, Hyderabad	National Environmental awareness campaign (NEAC)	9600.00

Current Governing Board members of SAMIDA

S.No	Name of the office Bearers	Designation	Qualification
1.	Padala Ramana S/o Marayya	President	M.A
2.	Valumarka Shanmukha Rao S/o Jagarnadham	Vice-President	M.SC, M Phil
3.	Doddi Veerabhadra Rao S/o Ramulu	Secretary	M.A(Socio)
4.	Gatreddy Ganesh S/o Gowrinaidu	Treasurer	B.A
5.	Kunisetty Srinivasu S/o Krishnamma	Executive Member	M.A,B.L
6.	V.B.S.Koteswara Rao S/o Bhaskharao Rao	Executive Member	MBA
7.	Rokalla Vijaya Lakshmi W/o Raju	Executive Member	B.A
8.	Surampudi Satya Veni W/o B.Demudu	Executive Member	B.Com, MPH
9.	Yedla Rama Thulasi W/o Suribabu	Executive Member	SSC

D.Veerabhadra rao
Executive Secretary
SAMIDA