



*People's Cultural Centre (PECUC)*  
(A Centre for People's Empowerment and Sustainable Development)

## Annual Report (2023-24)



**Registered Office:**

VIIM-13, Sailashree Vihar, Bhubaneswar-751021, Odisha, India

**Coordination Office:**

Plot No-63, Phase-II, Indraprastha, Pokhariput, Bhubaneswar-751020, Odisha, India

Website: [www.pecuc.org](http://www.pecuc.org)

Facebook: @PecucOdisha, Twitter: @pecuc1, LinkedIn: People's Cultural Centre

Instagram: @pecucodisha, Youtube: PECUC Odisha

***From Chairman's Desk:***



I feel honoured and elated to recapitulate its journey of long 34 years as well as its plans for future. PECUC is relentlessly working to touch every aspect of human life from livelihood to environment irrespective of caste, culture, gender and geographical area. Our deep dive into the socio-cultural and emotional aspects of the most vulnerable groups, like the elderly, women, and especially children, has enabled us to reach the rarest issues and discover innovative solutions to them. We have not synchronized our interventions only to the traditional sectors rather it has gone far beyond to entertain people to make them vibrant. The Community Radio 'Radio Samparka' at Nischintakoili, Cuttack, legendary 'Sisumela' and theatres have added glaze and glamour to our activities. Radio Samaprk - Community Radio Station being a child of 2 years only, it has been awarded the Best Performer (CR) prize in 2022, and felicitated by the District Administration on the Republic Day, 2023. Recently a 'DISHA recovery for drug addicts' has been inaugurated in the District of Cuttack and is taking up.

Of course amidst all challenges, collectively we contribute and share the enjoyment. Our learned Board of Management and our dedicated and honest coworkers are our strength. Maintaining the status quo beyond is our biggest challenge and affinity for people especially for children is our greatest weakness. We are not alone in our journey. The entire community, governmental agencies, donor agencies and you all are with us. We are blessed with your cooperation and support

BE WITH US,

WE CAN CHANGE THE WORLD.

*Minakhi Panda*

**Dr. Minakhi Panda**  
**Chairman,**  
**People's Cultural Centre (PECUC)**

***From Secretary's Desk:***



**Dear Members and Supporters,**

I am pleased to present the Annual Report for 2023–24 of the People's Cultural Centre (PECUC). This past year has been marked by challenges and successes, but through resilience and dedication, we've continued our mission of cultural enrichment, social cohesion, and community empowerment. Despite global challenges, we have remained steadfast in our commitment to promoting children's rights & wellbeing, gender equality, environmental protection, fostering green activities, food security, youth empowerment, disaster response& preparedness along with supporting vulnerable communities at the time of need.

Our initiatives have touched countless lives, striving towards a more just, inclusive, and sustainable society. We owe our accomplishments to the hard work of our team, volunteers, partners, and supporters. Their passion and dedication have been the driving force behind our impact. In this report, a detailed overview of our activities, achievements, and financial performance covered. Moving forward, we remain committed to innovation, collaboration, and inclusivity as we address the evolving needs of our communities.

On behalf of the Board of Management, staff, and members PECUC, I extend heartfelt gratitude to all who have supported our mission. Your generosity and solidarity have been instrumental in our success. As we look to the future, let's renew our commitment to creating a culturally vibrant and environmentally sustainable world for generations to come.

Thank you sincerely,

**Ranjan Kumar Mohanty**  
**Secretary People's Cultural Centre (PECUC]**

**People's Cultural Centre (PECUC)** is a child rights focused organization founded in 1990. Since the last three decades, PECUC has been continuously working for children, their parents, Grandparents, families & communities to empower & enable them to lead a life of dignity. PECUC has implemented more than 179 projects and programmes in 30 districts of Odisha, 4 districts of Delhi and facilitated various campaigns at country level under different themes, such as Child Rights, Women Empowerment, Livelihood, Health, Hygiene and Sanitation, Rights of the Older Persons, Emergency Management & Climate Change Mitigation and Adaptation, Governance & Democracy, Youth Empowerment and Persons with Disabilities, directly and in partnership with civil society organisations, communities, Government and National, International organisations.

**Our Vision:** A world in which peace, justice and equality prevails, where people participate and have a say in their social and economic well-being by exercising their rights to a life of dignity, respecting cultural and natural diversity.

**Our Mission:** Our mission is to empower and enable children, young people, women, the elderly, other vulnerable and marginalized communities to participate powerfully in their overall development and to create and strengthen peoples' institutions that ensure, sustain and promote their wellbeing, security, inclusive development and a life of dignity.

**Areas of operation: State of Odisha & Country level**

**Vision 2030 (Our Strategic plan):** PECUC would continue to focus primarily on child rights during 2021-2030. While working at the community level PECUC has learnt that the realisation of child rights and the well-being of children cannot be thought of in isolation and that their parents, grandparents, families and communities need to be protected and strengthened. Hence, PECUC has prioritized to focus on the issues relating to Child Rights, Women Empowerment, Health & Sanitation, Emergency Management & Climate Change Mitigation & Adaptation, livelihood, Governance & Democracy, Youth Empowerment, Persons with Disabilities and Rights of the Older Persons these years.

## KHORDHA

### Surakshya: Empowering adolescents, young women, young people for improving access to Education and Sexual Reproductive Health & Rights

Project implemented by PECUC in collaboration with the Adoptionscentrum

**Operational Area:** 8 villages of Baliantha Block, 4 Villages of Bolgarh Block ,3 slums including Kela Sahi, Bhaktamadhunagar and Mahakaleswar slum of Ward-62 of Bhubaneswar Municipal Corporation, Khordha District

**Target Population:** Direct- 1275 Indirect - 4350

#### Achievements:

- Formation of 15 adolescent groups with 222 members; 457 adolescents and youth gained knowledge on gender equity, online safety, SRHR, and life skills.
- Supported 62 adolescents in passing the 10th Board exam and opting for higher studies; 453 children and adolescents continue their education.
- Facilitated 695 adolescent girls in taking Iron Folic tablets and 411 accessing the Khushi Scheme, with improved menstrual care; 311 child immunizations conducted.
- 131 adolescents received gender training, 122 contributed to wall and E-Magazines, and 222 children received health services and counseling.
- 70 adolescents, 86 young women, and 58 youth participated in Gramsabha; 15 young women groups with 291 members established.
- Trained 49 young women on SRHR, HIV/AIDS, and domestic violence; sensitized 372 women on sexual and reproductive health.
- 291 young women reached through educational activities on SRHR, gender equality, and leadership; 22 couples participated in gender training.
- Young women group members intervened in 63 domestic violence cases, solving 32.





- Linked 79 pregnant women to the Mamata Scheme; 190 young women use contraceptive methods; 14 high-risk women referred to hospitals.
- Supported 36 family planning operations, 64 institutional deliveries, and 263 maternal immunizations.
- 427 families practice kitchen gardening; 15 Ecosavers youth networks established with 237 members, 46 received ecology and waste management training.
- 50 youth participated in a State consultation on environment and ecology; 74 youth opted for higher studies through career counseling.
- 1262 community members educated on environmental protection and waste management; 140 trees planted, and 43 vermicomposts created.
- Conducted 25 cleanliness drives and cleaned 21 tube wells.
- 70 duty bearers trained on adolescent SRHR; 118 GKS members trained on SRHR; 30 teachers trained in counseling, SRHR, and online safety.
- Formed 16 GPCPC and 40 VLCWPC & BLCPC; stopped 6 child marriages.
- Facilitated 121 linkages to various government schemes; 107 youth and adolescents participated in programs organized by various agencies



### Model Village Initiatives

PECUC implemented the project Model Village Initiatives with support from HCCB Pvt. Ltd.

**Operational area:** 7 villages of NAC Khordha; Kumarabasta village of Khordha Block and Tirumal village of Jatni Block

**Target Population:** 31851

#### Achievements:

- 310 children regularly attended Sradha Bhawan in 8 villages.
- Counselling 1620 children and parents across 7 villages.
- Conducted 71 health awareness meetings in 9 villages, attended by 1260 women, youth, and children.
- Facilitated immunization of 543 children through 62 vaccination programs in 7 villages.
- Facilitated 54 VHND/UHND programs, benefiting 55 pregnant women under the MAMTA Yojana.
- 2459 adolescent girls and women took iron-folic tablets in 7 villages.
- 258 pregnant women were immunized in 7 villages with team support.
- Conducted 16 awareness meetings on safe drinking water; 500 households now boil water.
- 1700 students in 6 schools access safe and clean water.
- 1100 people have safe drinking water from open wells, repaired tube wells, and bore wells in 5 villages.
- 52 Women SHGs with 514 members are functional; 282 meetings held with 2600 women attending.
- Group incomes range from Rs. 1500 to Rs. 3000 per month.
- 550 households promoted kitchen gardening in 7 villages.



### Mechanised DSR under the sub-Scheme "Promotion of Improved Package of Practices 2023-24"

PECUC implemented the project 'Mechanised Direct Seeded Rice (DSR)' in collaboration with Block Agriculture Office, Bolgarh with support from Chief District Agriculture Office, Khordha

**Target Area:** 11 Villages in 10 GP of Bolagarh Block, Khordha District

**Target Beneficiaries:** 55 Hectar land cultivated through mechanized DSR system covering 78 farmers (General -35 hectar, SC – 20 hectar)

**Training for Progressive Farmers:** A total of 120 farmers participated in the training program focused on Mechanized Direct Seeded Rice (DSR). These farmers received government support of Rs. 7000 per hectare, disbursed in two installments. Three training sessions were conducted, engaging more than 120 farmers in total. Additionally, field demonstrations were organized to validate the effectiveness of the techniques taught.



The team from PECUC attended two district-level meetings to further enhance their knowledge and collaboration efforts. As a result of implementing the training techniques, farmers successfully harvested rice and observed a significant increase in yield, ranging from 1.5 quintals to 2 quintals per hectare.

### Enhancing Irrigation Uses for Rabi and Summer Crops

PECUC implemented this project with support from Chief District Agriculture Office, Khordha, under Mahanadi Delta stage-1 & 11

**Target Area:** Baliana Block

**Target Population:** 16 GP of Baliana block

- This Project was implemented at 16 GP of Baliana Block.
- Two nos. Block Level programme organized and 55 Krushaka Sathi, BAO, ABAO, VAW participated this programme.
- Two Days awareness on MAKING Summer Crop using Mahanadi Delta water in 16 GP of Baliana Block and 2250 farmers join in this awareness campaign
- Paddy cultivation in 154 hectors& Mung dal in 680 hectors
- 7 village agriculture field visit



### Building a Child friendly Environment at school by developing School infrastructure and creating a green environment

PECUC implemented this project with support from Charities Aid Foundation America (CAF)

**Project Location:** Govt. Up School, Jagannathpur, At/Po- Jagannathpur, GP- Jagannathpur, Block- Baliana, Dist- Khordha

**Beneficiaries:** Student - 101 (Boys-47, Girls-54), Class – I to VII, No. of Teacher – 6

**Achievements:**

- 4 nos of dustbins were supported to the school including 2 blue bins and 2 green bins. Green bins for biodegradable products and blue bins for non biodegradable products.
- Distribution of dustbins in presence of school authority, Local Panchayat functionaries, Education dept local officials, School Management Committee members, PECUC representatives, children and they are installed in strategic locations throughout the school, Clear signage indicating the types of waste to be disposed of in each bin is also provided.
- Teachers, staff, and students receive training on proper waste segregation and disposal practices. Awareness campaigns conducted to educate the school community about the importance of waste management and the role of dustbins in maintaining a clean and healthy environment.



### ASHA-Alternative Source of Help and Action

ASHA, a concept introduced by PECUC, fosters the self-help capacity of the elderly to achieve socio-economic security. It focuses on empowering older people to lead a happy and dignified life. 12 Elderly Self-Help Groups (ESGPs) The annual savings of these 12 groups is INR 2,45,000. International day for older person was organized on 1<sup>st</sup> October at Gohal village of Baliana block on 1<sup>st</sup> October 2023 and 21 older persons including 11 older women and 10 old men received cloth support.



### Plantation

Plantation program was organised at Pratapshasan Girl's High School, Balakati, Baliana Block, with the support of Rotary Club Bhubaneswar Unique. On this occasion, 50 fruit trees were planted in the school premises. Baliana Block Education Officer Pragya Parmita Jena, Child Development Project Officer Ms. Khulna Sahu, Rotarian Arya Kumari Manigarahi, Head of Rotary Bhubaneswar Unique, Rotarian Dibyanjan Dash, Arjuna Award Winner Rotarian Minty Mahapatra, Anuradha Mohanty, Executive Director, PECUC, Kadambini Das, Assistant Teacher of the school and Vinod Kumar Sahu, Assistant Teacher, were present.





## International Women's Day

International Women's Day celebration was organised at Baliana Block Panchayat Samiti Conference hall on 8<sup>th</sup> March 2024 by PECUC in collaboration with Rotary Club of Bhubaneswar Unique. Anuradha Mohanty, Executive Director, PECUC, Dr. Minakhi Panda, Chairman, PECUC addressed the women on this occasion. Among other Ms. Basanti Khatua, Chairman, Panchayat Samiti, Lilesh Swain, GPEO, Baliana, Rotarian Arya Panigrahi, President, Rotary Club of Bhubaneswar Unique, Rotarian Minati Mohapatra, Arjun Awardee, Saudamini Mohanty, President, Baliana Block Padmabati Mission Shakti Mahasangha also spoke on this occasion. In this occasion awards were given to Ms. Basanti Khatua, Chairman, Panchayat Samiti, Ms. Pragyan Paramita Jena, BEO, Ms. Khulana Sahoo, CDPO, Ms. Bhabani Kumari Mahapata, Head Mistress, Baliana Nodal High School, Ms. Sasmita Mallick, Sarapanch, Kakarudrapur GP, Ms. Kabita Nayak, Sub-Inspector, PS, Baliana, Ms. Sadhwi Sarmistha, Counselor, CHC, Balakati, Ms. Sushree Sangita Nayak, AWW, Bhingarpur, Ms. Mamata Mallick, ASHA Worker, Kanchilo/Tiranpada, and Women SHG Federation, Jayadev GP, Baliana Block for their outstanding contribution in their line of work. More 112 women including Women SHG Group Members, AWW, teacher, ASHA worker, MAS members, media personnel of Baliana Block participated in this programme. This day was also celebrated in all operational areas of PECUC.



## VDMP- Village Disaster Management Plan

Implemented with support from District Disaster Management Authority  
Target Village –30 nos in the Baliana Block  
MoU signed

## KENDUJHAR

### EER-Education and Ecosystem Restoration - A Children and Women Centric Action

It is implemented by PECUC in collaboration with AEIN

**Operational Areas:** 25 villages in the Swampatna block of Keonjhar District.

#### Target Population:

- Direct and indirect beneficiaries, 4445 and 6500, respectively, HouseHold Covered: 3977

**Overall Objective:** Empowerment of children, women and youth through quality education, livelihood opportunities and environment protection in 25 villages of Patna Block, Kendujhar District, Odisha, India

#### Achievements:

- 537 children from 25 Shradha Bhawans, including 141 slow learners and 1 child laborer, were mainstreamed to school. Additionally, 148 children aged 6-14 were enrolled in schools across 25 villages.
- 25 Sishusabhas with 578 members held 1100 meetings. Members received training on child rights, mainstreamed 6 dropouts, planted 50 trees, and participated in community activities like Gramsabha, Surabhi Programme, and Science Exhibition.
- Sishusabhas observed World Water Day, Earth Day, Environment Day, and other significant days.
- Child reporter Subhasri Mahanta wrote a report on drinking water for her village.
- 38 Anganwadi workers attended training, and 73 institutional deliveries were supported. Jaanch committees monitored AWC activities.
- 25 SMCs with 475 members conducted 250 meetings, leading school repairs, kitchen garden promotion, and health camp organization.
- 25 SHGs with 264 members saved INR 1.7 million and linked to Mission Shakti. 41 SHG members received reproductive health training, and 50 women farmers participated in a seed exchange.
- Three domestic violence cases were resolved. SHGs initiated community actions like solar water system repair, cleaning drives, and school enrolment motivation.
- 237 women participated in International Women's Day rallies. 77 SHGs engaged in millet cultivation, poultry farming, and organic kitchen gardening.



- 106 pregnant women received support services. 25 VLCPCs held 115 meetings and prevented one child marriage. A CPC member intervened to provide medical care to a child.
- 506 convergence and linkage instances were achieved across various schemes, including MGNREGA, PMAY, and Mamata Yojana.
- 25 Eco-savers youth networks with 364 members engaged in Earth Day, Water Day, and Environment Day activities. They planted 600 fruit-bearing trees and 395 additional trees, constructed local water structures, and led environmental initiatives like forest protection and waste management.
- Eco-savers fined an individual for illegal tree cutting, used wastewater for kitchen gardens, and cleaned village wells and ponds

### **CCIIENE-Child centered initiative for Improving Education, Nutrition and Environment in Keonjhar District,Odisha**

It is implemented by PECUC in collaboration with AEIN

**Operational Area:** 19 villages of Patna block and 6 villages of Ghatagaon block of Keonjhar District

**Target Beneficiaries:** 3000 (Children, Women, Youth, AWW, ASHA, Teachers, SMC members, CPC members and family members), Indirect- 10500

#### **Achievements:**

- 25 Sisusabha formed with 535 children in 25 nos of schools, 50 group meetings
- 25 Youth Group formed with 320 members
- Baseline Survey – Secondary data collection and entry, FGD complete in 15 villages
- 2 days staff capacity building programme organised at PECUC Conference Hall. All the project staff attended the training
- International Women's Day, World Water Day observed in the field
- 15 nos VLCWPC reconstituted in 15 villages

### **AADI-Action for Ability Development and Inclusion**

Therapeutic & Rehabilitative Services for Children with Intellectual Disabilities, Supported by SSEPD Dept., Govt. of Odisha.

**Operational area:** Patna block of Keonjhar district; **No. of children:**50 (B-28, G-22) – CP -33 nos & MR – 17 nos

#### **Major achievements:**

- 50 children with intellectual disabilities are enrolled at the center, receiving occupational, speech, physical, behavioral, and yoga therapies. A team of special educators, a physiotherapist, a counselor, a caretaker, and a Project In-Charge provide these services.
- Focuses on self-care activities like bathing, grooming, dressing, and feeding, using games like flashcards and puzzles.
- Enhances communication skills, language development, and speech articulation.
- Improves mobility and sensory integration. Community therapy camps are organized for outreach.
- Aims to improve both physical and mental well-being.
- The therapy team regularly visits children's homes to provide therapy and counsel parents and family members.
- The community, parents, and families are sensitized to the special needs of these children, promoting improvement through proper care and patience.
- The introduction of indoor games has led to higher attendance at the center.
- Papun Munda, a 3-year-old child from Badanuagaon, received therapy at the center and is now able to sit, a milestone he had not reached before

### **Village Disaster Management Plan (VDMP)**

Implemented with support from District Disaster management Authority of Keonjhar

**Target Village:** 58 villages - 12 GP and 54 villages of Ghatagaon block and One GP and 4 villages of Saharapada Block  
Block level orientation in both the blocks and 5 nos of GP level of orientation is completed in the Keonjhar district

**ASHA- Alternative Source of Help and Action:** This programme of PECUC was implemented in 12 villages of three Panchayats of Patna block covering 1126 elderly people. There are 75 SHGs and 8 village level federations are functional with one functional district level federation. The members have an amount of INR 57875 this year as savings.



## CUTTACK

### Radio Sampark 89.6, At: Murudabad, PO:Pithapada,Nischintakoiliin Cuttack district

Community Radio station -Radio Sampark 89.6, an initiative of the People's Cultural Centre [PECUC], has been a cornerstone of community engagement and empowerment since its inception in 2021. As a not-for-profit voluntary development organisation, PECUC aims to educate and inform communities about issues impacting their daily lives, disseminate government schemes and programmes, and to promote local culture, values, and talent. With a reach extending to over 2.5 lakh people, Radio Sampark 89.6 caters to diverse segments of society, including children, women, farmers, youth, and older persons. Its programming, spanning nine segments such as children, women, farmers, youth, older persons, devotion, literature, and development, addresses a wide array of themes, including women empowerment, healthcare, sustainable farming, and youth empowerment. Through educational, interesting, and entertaining programmes, Radio Sampark 89.6 strengthens community ties and raises awareness of common values, challenges, and solutions.



Mr. Ranjan Kumar Mohanty, felicitated as Head Radio Sampark on the occasion of 75<sup>th</sup> Republic Day by Cuttack District administration and received Manapatra from Minister Revenue and Disaster management, School and Mass Education, Odisha in presence of District Magistrate and collector, DCP and many dignitaries at Barabati Stadium, Cuttack.

### Second anniversary of Community Radio Station – Radio Sampark

The second anniversary of Community Radio Station – Radio Sampark was celebrated in the premises of Radio Sampark on 26th Dec 2023 in Nischintakoili block. On this occasion a meeting was held. The meeting was presided over by Retired Professor Fakir Charan Naik. Ranjan Kumar Mohanty, Head, Radio Sampark gave the welcome speech and shared the main objective of Radio Sampark. Dr. Pratikant Panda, Program Manager, Odisha State Child Protection Society, joined as chief guest lauded the initiative of Radio Sampark and advised everyone to work for the betterment of this Community Radio Station. Among others, Sheikh Abdullah Safiq, President, Odisha Community Radio Association, M. A. Shah Ansari, Former President, India Community Radio Association, Dr. Minakshi Panda, Chairperson, PECUC, Arvind Sahu, Agriculture Specialist, Agriculture Department, Ramanath Sahu, Retired Professor, Subhadra Mahatab College and Senior Citizen Pranakrishna Das also spoke on this occasion. Anuradha Mohanty, Executive Director, gave the vote of thanks. On this occasion, the YouTube Channel of Radio Sampark “SamparkStation” was inaugurated by Ms. Shushree Shailani Suman, Content Strategist of Radio Sampark. Marking this event N. A. Shah Ansari was felicitated for his contribution to Community Radio, Dr. Pritikanta Panda felicitated for Child protection and Sound Recordist Pintu Mishra was also felicitated for his contribution for providing technical support to the community radio stations of Odisha. In this event, Sudheer Kumar Kar, Anita Kar, Rajalshmi Sahu performed song that was recorded for the first time in Radio Sampark. A poet meet was also organized with the support Swapneswar Sahitya Sansad, in which over 22 poets recited their poems on “winter”. Prominent poets like poet Gautam Charan Jena, poet Satchidananda Mishra, Dr. Kulangar (Dr. Pritikant Panda), poet Sushma Nathsharma, poet Karthik Chandra Das. Poet Dr. Prabhabati Panda, Poet Dr. Baijayanthi Mishra, Poet Dr. Prabha Patnaik, Poet Pramod Kumar Das also participated in this poet meet.



### Gender Based Violence- (Sept 2022 –June 2023)

**Supported by:** SMART

**Area of operation:** 7 villages of the Nischintakoili block

**Achievements:**

- Seven women's groups with 176 members are active.
- 91 women's group meetings were conducted with 1,756 participants, and 2,871 community members were



sensitized by group members.

- 15 narrowcast sessions were held with 371 participants, including 57 youths (M-17, F-40), 284 adults (M-117, F-167), and 30 children.
- 83 outreach programs were conducted, involving 7,488 participants: 1,800 youth (M-719, F-1081), 3,953 adults (M-1841, F-2112), and 8,386 children.
- 5 episodes on gender-based violence were broadcast on community radio.
- An endline survey was conducted with 140 respondents.
- 14 social media posts were made.
- 13 cases of gender-based violence were resolved.
- A stakeholder consultation was held at Panchayat Samiti Conference Hall, Nischintakoili Block, on 23rd May 2023, with 158 participants, including Sarpanch, Ward Members, Panchayat Samiti Members, AWW, ASHA workers, Women SHG leaders, women group members, and representatives from Government departments.

### Gender Based Violence "Hinsa Ku No" - (Aug 2023 - Aug 2026)

**Supported by:** SMART

**Area of operation:** 4 villages of the Nischintakoili block

**Achievements:**

- 4 women's groups with 81 members are active.
- 101 meetings were conducted with 2,020 participants.
- 9 narrowcast sessions involved 298 participants, including children.
- 1,485 community members were sensitized through door-to-door outreach programs.
- 8 episodes on gender-based violence were broadcast on community radio.
- A baseline survey was conducted with 50 respondents.
- 45 social media posts were made.
- 8 cases of gender-based violence were reported



### International Yoga Day -2023 (May 14th -21st June)

**Supported by:** Commonwealth Educational Media Centre for Asia (CEMCA)

**Area of Operation:** Nischintakoili block

**Achievements:**

- 188 nos of people registered and received Yoga Certificate
- 150 people participated in IYD 2023
- 8 nos of narrowcasting in the community involving 94 participants (M-41, F-53) including children, youth, women and other community people
- 36 nos of posting in social media both in facebook and twitter
- 7 jingles & 4 episodes (interview with Yoga experts, Yoga Guru, Yoga Teacher and Community Response) prepared and broadcasted by Radio Sampark along with 2 jingles and 14 episodes on Yoga shared by CEMCA



### Campaign on Lymphatic Filariasis (1st Feb to 15th Feb 2024)

**Supported by:** SMART; **Area:** Nischintakoili Block

**Achievements:**

- 5 promos created and broadcasted by February 15.
- 10 RJ links created and broadcasted.
- 15 episodes aired on the radio.
- Outreach activities in 32 villages, 11 schools, 2 colleges, and 15 SHGs reached 7,009 people, including door-to-door awareness.
- 80 interviews/feedback calls conducted with diverse individuals including ADMO, Block Vice Chairman, PRI members, health workers, students, teachers, doctors, women group members, and SHG leaders.
- 90 social media posts made



## Har Ghar Tiranga and Meri Mati Mera Desh

This project implemented with support from Govt. of India

**Target Area:** Nischintakoili block

### Achievements:

- Radio Sampark 89.6 MHz implemented the "Har Ghar Tiranga" and "Meri Mati Mera Desh" projects in Nischintakoili block, Cuttack, Odisha.
- From August 10 to 27, 2023, jingles for both campaigns were broadcasted 3 times in the morning and evening each day.
- Five episodes were produced and aired during this period.
- A selfie embracing the "Panch Pran" pledge with mitti was uploaded to yuva.gov.in, earning a certificate for Radio Sampark.
- On August 15, an event at Pithapada Primary School involved 100 participants, including children, teachers, community members, and Radio Sampark team members.
- Interviews with teachers and children were recorded and broadcasted.
- Various small events were organized where community members took the "Panch Pran" pledge and shared messages.
- 58 social media posts were made throughout the campaign.
- An interview with the family of Amar Saheed Gopinath Maharana was conducted.
- A short episode on renowned freedom fighter Sjt. Makar Das, who passed away on August 22, was broadcasted



## "Disha" - Recovery Centre for Drug Addicts

**Supported by:** Department of Social Security & Empowerment of Persons with Disabilities, Govt. of Odisha

**Target Population:** Drug addicts

### Achievements:

- **Inauguration:** The "DISHA" Recovery Centre for Drug Addicts was inaugurated at Dahaliabag, Cuttack, on 22nd February 2024. Mayor of Cuttack inaugurated centre in presence of Mr. Manoj Kumar Rath, District Social Security Officer (DSSO) of Cuttack, and Mr. Lalatendu Mahapatra, Deputy Director of the Information and Public Relation Department, Dr. Meenakshi Panda, Chairman of PECUC, Ranjan Kumar Mohanty, Secretary, PECUC, Anuradha Mohanty, Executive Director, PECUC, local community leaders and teachers
- **Donation received:** One Almirah (Tejesh Das 11 year old boy ), fridge (Benu Charana & Rajani Rani Pradhan) and washing machine (Late Damodar Panda, Minakshi Panda), 30 Mosquito net by Rotary club of Unique BBSR for patients offered for this noble cause.
- **Formats** - Various formats developed for medical treatment process, counseling etc.
- **IEC Materials:** 1 leaflet developed and distributed through news papers, colleges, market places etc.
- **Social Media Campaign:** One post developed about the centre shared in facebook , X and whatsapp groups .
- **Promo on the broadcasted in Radio Sampark:** Community Radio Station at Murudabad, Nischintakoili of PECUC
- **Counseling Services:** 18 nos of patients
- **Skill Training:** 8 nos of person received skill training on computer
- **Personality Development Training:** 2 nos of patients received behavioral communication and interpersonal skills training
- **Community Awareness Campaign:** 3 nos of community awareness campaign organised in the month of March



## KENDRAPADA

**Farmer group initiatives:** With the facilitation of PECUC, farming communities in the flood affected areas of Kendrapara block have been functioning since 2009. 47 farmer groups are functional under a federation of farmers as a self-motivated people's initiative. The federation leaders give direction to groups in getting organised and availing themselves of the benefits of programmes of agriculture and horticulture departments, local banks, and insurance, as well as disaster risk reduction initiatives.

**Community-Based Disaster Preparedness & Risk Reduction:** A team of volunteers from PECUC who are trained in first aid and search and rescue are still working, demonstrating in the community, and imparting training to youths and children. A review of the school safety plan was held in 12 schools.



**Ecosavers Youth Network Initiatives:** With the facilitation of PECUC youth group are actively functioning and are taking various initiatives like village cleaning, waste management, organic kitchen garden, plantation etc to protect and preserve environment.

## BALESWAR

### Village Disaster Management Plan

Implemented with support from District Disaster Management Authority of Baleswar

Target Village- 30 villages (Jaleswar Block) in Baleswar

#### Achievements:

- One block level orientation
- GPDMP formation in 5 GPs of Jaleswar blocks (Nampa, Bartana, Khuluda, R R pur, Katsahi)
- VDMP formation in 10 villages including Ampunja, Jayatijangam, Kamarda (Nampa GP), Medinpur, Sahapur, (Khuluda GP), Sankasida, Akbarpur, Kasida, Kharida, Sulsanda (Bartana GP)

### Model School- Building a Sustainable Future- support for school infrastructure and environment protection

**Supported by:** Analog Device Pvt .Ltd

**Target School -** D.N Nodal U.P School, Nahara, Bhograi, Baleswar

Target Beneficiaries: 147 (Boys-86, Girls-61)

#### Achievements:

- Outdoor play equipment installed to increase school attendance rate of children and to create a child friendly environment at school
- 6 nos of dustbins supported to facilitate the management of waste and waste segregation

## RAYAGADA & NABRANGPUR

### Suraksha- Preventing child trafficking for labour by strengthening family, community and institutions-

(September/2023 to August/2024)

Implemented in collaboration with CRS

**Target Area:** Tadama GP of Rayagada block of Rayagada District and Dengaguda

GP of Papadahandi block of Nabrangpur district

**Target Population:** 1597 nos of Household of Dengaguda GP & 1153 HH of

Tadama GP

#### Achievements:

- **48 village awareness meetings** were conducted across 26 villages, involving PRI members, AWWs, ASHAs, village heads, and SHG members. Key attendees included 2 Sarpanchs, 2 Samity Members, 26 ASHAs, and 26 AWWs in two Panchayats.
- **5 staff members** were trained in child rights, protection laws (CLPRA, JJ Act), child trafficking, child marriage, GPCPC/VLCWPC, GPDP, and Mission Bastalya through two training phases (October and December 2023).
- PECUC's Secretary and Executive Director discussed with SIRD and Panchayati Raj Dept. officials on developing a training manual for creating child-friendly Panchayats.
- **1500 IEC materials** on PLCPV, VLCWPC, and CLPRA Act in Odia were developed, printed, and distributed.
- **2 PLCPCs** were reconstituted (one in Tadama GP, Rayagada, and one in Dengaguda GP, Nabrangpur), with 2 PLCPC meetings organized.
- **14 VLCWPCs** in Tadama GP and **5 VLCWPCs** in Dengaguda GP were reconstituted, with meetings held in Chintaliguda (Tadama GP) and Khutuguda (Dengaguda GP).
- **2 PLCPC trainings** were held in Tadama GP and Dengaguda GP with 48 and 38 participants, respectively.
- **2 district-level workshops** were organized in Rayagada (60 participants) and Nabrangpur (52 participants)



## STATE LEVEL PROGRAMMES

### Visit of British Deputy High Commissioner to East and Northeast Dr. Andrew Fleming to PECUC's Office at Bhubaneswar

Dr. Andrew Fleming, British Deputy High Commissioner to East and Northeast visited People's Cultural Centre (PECUC)'s Coordination Office at Bhubaneswar, along with team Ms. Ajita Menon, Political Head and Ms. Swarnamayee Sathpathy, Assistant Communication Events Visit Officer of British Deputy High Commission. Ranjan Kumar Mohanty, Secretary, PECUC, extended a warm welcome to Dr. Fleming and his team, providing a brief introduction to the organization's work. During the visit, Dr. Fleming then interacted with a small group of children and youths and listened to their story as change maker for environment protection, good practices child labour elimination, education, prevention of child marriage etc. Dr. Fleming praised them for their work and advised them to be kind and generous to others and treat others with the same respect they would expect in return. Anuradha Mohanty, Executive Director of PECUC gave the vote of thanks.



**Masoom's Support a Child Programme:** The Masoom-Support a Child programme is a unique programme of PECUC to support poor and needy children. One 16 years old, 9<sup>th</sup> grade dropout girl Mamta Bhoi of Raigurubasudeipur village of Baliana block was identified and recommended to receive support of Rs. 20000/- from Bijak Pattnayak Memorial Foundation for continuing his education on September 19, 2023, at Swasti Premium, Jayadev Vihar, Bhubaneswar. She was also motivated to join school and she is now continuing her education.

### Women's Empowerment: Promotion of Self-Help Groups

PECUC has accelerated women's empowerment by forming and strengthening SHGs, crucial for economic empowerment and shifting gender dynamics. These efforts aim to alleviate poverty, enhance women's economic stability, and increase their participation in decision-making. PECUC has established 467 SHGs across Khordha, Keonjhar, and Balasore districts, involving 5,542 women with savings of Rs. 20,884,619. Additionally, 51 young women's groups with 728 members were formed to safeguard reproductive rights, and 11 Nari Shakti Mahila Groups with 257 members in Nischintakoili block focused on raising awareness about gender-based violence. Key initiatives included reviving traditional foods, promoting local food and organic gardening, organizing sports, and conducting training and capacity-building for women

### 44 Days Campaign to End Child Labour

The 44 Days campaign to end child labour was launched by PECUC from April 30th, to June 12th, World Day against Child Labour. This campaign provides a platform to create massive awareness among the masses against child labour.

#### Outreach:

- More than 2500 people from 300 villages in Kendujhar, Khordha, Cuttack, and Baleswar districts were made aware of the child labour issue.
- Children, youth, women, community members, and local stakeholders like CPC members, AWW, SHG members, PRI members, PECUC staff, and volunteers actively participated in the 44-day campaign.

### Project Name: Improving Public Health by Reducing Tobacco Use

**Supported by:** CTFK

**Operational Area:** Odisha

**Target Population:** Direct-4974 Indirect – More than 1 lakh

#### Achievements:

- **5 constituency-level consultations** were held with 1,369 participants.
- **463 youths** were sensitized through tobacco control workshops and committed to becoming youth ambassadors.
- **90 young ambassadors** advocated for strengthening COTPA at a youth parliament attended by MPs, MLAs, health officials, and media, gaining



mainstream media attention.

- On **31st May 2023**, World No Tobacco Day, the Ministry of Health & Family Welfare notified the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution) Amendment Rules, 2023, mandating anti-tobacco health warnings and spots on OTT platforms.

## World No Tobacco Day

Tobacco poses a significant threat to public health, causing approximately 1.35 million deaths annually in India. To combat this, People's Cultural Centre (PECUC), in collaboration with the Royal College of Science and Technology, organized a student and youth convention on "World No Tobacco Day" at the Royal College, Rasulgarh, Bhubaneswar, with over 500 participants.

Ranjan Kumar Mohanty, Secretary of PECUC, highlighted the key aspects of COTPA

and urged the youth to lead the fight for a tobacco-free society. Dr. Bishnu Mohan

Mohanty, Chairman of the Royal College, advised participants to avoid tobacco and contribute to this goal. Anuradha Mohanty, Executive Director of PECUC, emphasized the vital role of youth, while Satyashiv Rath, Project Coordinator, discussed the health risks associated with tobacco use. Participants, including students and young people, took an oath to refrain from tobacco.



Youth and student volunteers, along with traffic volunteers, managed traffic while wearing T-shirts with "World No Tobacco Day" messages. This event was organized in collaboration with the Health and Family Welfare Department of the Government of Odisha, the Commissionerate Police of Cuttack-Bhubaneswar, and PECUC. PECUC's operational areas saw rallies, messaging, paintings, and meetings involving youth, women, and children to raise awareness and promote a tobacco-free society.

## 34th CHILDREN FESTIVAL - SISUMELA-2023 - 14th Nov to 20th Nov 2023

PECUC organised 34<sup>th</sup> PECUC Sisumela on November 14th, Children's Day, and it concluded on November 20th, Universal Children's Day. Thousands of children participated in the various competitions organised during this period. Pilanka Akhaya programme, a special musical night dedicated to legendary singer, lyricist, and music director Akshaya Mohanty, was organised on November 17, 2023, at Ekamrahaat, Amphetheatre, Bhubaneswar.



### Programmes:

1. Inaugural Function—14th November
2. Competitions at Ekamrahaat Ampetheatre - Creative competitions among Children (Sisu, Sub Junior, Junior, Senior & Super senior), Children's are encouraged to participate in any event of their choice according to their category. Elocution competition was held online.
1. Pilanka Akshaya- Music festival- songs of late Akshaya Mohanty, most popular renowned Singer, lyricist, and Music Director in the voice of Children on the occasion of his death Anniversary on 17th November 2023.
2. Cultural Programme by Children—14th to 20th November 2023, every evening at 7PM
3. Valedictory Function & Annual Awards & Prize distribution— 20th November – Universal Child Rights Day





The inaugural ceremony of the 34th PECUC Sisumela (Children's Festival) was held at Ekamrahaat Amphitheatre, Bhubaneswar. Ms. Sulata Deo, MP, Rajya Sabha, attended as the chief guest. Other dignitaries included Mr. Anant Narayan Jena (MLA, Bhubaneswar Central), Bhubaneswar Mayor Sulochana Das, Mr. Pritikanta Panda (Programme Manager, OSCPS), and Ms. Arya Panigrahi (President, Rotary Club of Unique, Bhubaneswar). The event was presided over by Mr. Pradosh Kumar Pattnaik, President of the PECUC Sisumela Committee, with Mr. Ranjan Kumar Mohanty, Secretary of PECUC, delivering the welcome address. Ms. Minakhi Panda, Chairperson of PECUC, also spoke at the event. Notable speakers included child artist Suhana Kar, Ms. Kalpana Jena (Bronze Medal Winner at the Berlin Special Olympics for cycling), and Miss Ariditta Chakravorty (Silver Medal Winner in the 400-meter running race). Ms. Anuradha Mohanty, Executive Director of PECUC, gave the vote of thanks. Throughout the festival, guests included Pradeep Kumar Biswal, IAS (Retd.), Odia Cine Artist Samarpita Das, artist Debarchan Mishra, Dr. Puranima Pradhan, and others from various fields.

The valedictory function on 20th November 2024 featured Justice Dr. D.P. Choudhury, Former Judge of the Odisha High Court, as the chief guest. Other attendees included Subodh Chandra Acharya (Joint Director, Odia Language, Literature, and Culture Dept., Govt. of Odisha), Sasmita Nanda, Ruby Biswal (Members, OSCPCR), Dr. N. Tirumal Nayak, IAS (Labour Commissioner, Odisha), Niranjana Sahoo, IAS (Retd.), and Manna Biswas (Child Protection Specialist, UNICEF). The vote of thanks was given by Ms. Anuradha Mohanty, and the event was anchored by child hosts Soumya Priyadarshi, Diya Kiran, Arushi Adwika, and Harshali Dora

**Pilanka Akshaya:** The 'Pilanka Akshaya' evening was celebrated on 17th November as a tribute to the legendary singer, lyricist, and music director Akshaya Mohanty during the 34th PECUC Sisumela. The Amphitheatre of Ekamrahaat echoed with his timeless melodies, sung by children. Young singer Saswati Narayani Acharya was honored with the prestigious Pilanka Akshaya Samman 2023. Eminent singers Laxmikant Palit, Bibhu Das, and Bandita Das were guests of honor. Notable attendees included Chhabi Mahali (Member, OSCPCR), Madhumita Das (Consultant, WCD), Dr. Narayan Pati (CEO, Chetna), Rotarian Dibyaranjan Das, and Subrat Pati (Secretary, Community Radio Association, Odisha). Dr. Minakshi Panda (Chairman, PECUC), Mr. Ranjan Kumar Mohanty (Secretary, PECUC), and Mrs. Anuradha Mohanty (Executive Director, PECUC) also spoke at the event. The program was anchored by Diya Kiran.



**Annual Awards for Adults:** Prestigious annual awards of PECUC were given for outstanding performance in various fields. Senior Journalist S. Siba Mohanty was honoured with prestigious "Swarup Jena Memorial Award 2023" for outstanding contribution in the field of journalism, Retd. Teacher Surendra Kumar Pattnayak received "Abani Baral Memorial Award 2023" for his contribution in the field of teaching, S. Subha Narayan Satpathy was honoured with "Sisusathi Award 2023" for outstanding contribution for children's literature, S. Prasanna Kumar Mishra received "Dr. Prafulla Chandra Dash Memorial Sisu Adhikar Surakshya Award 2023" for his social work in the field of Child Rights & Women Sarpanch Ms. Ramalata Nayak was given "Aradhana Nanda Smaraki Samman 2023" for her leadership to protect children's right.

**Annual Awards for Children:** Many talented children also received awards on this occasion. "Dr. Sarat Chandra Pujari Memorial Award 2023" to Child Artist Tapas Kumar Sarangi for acting, "Dr. Prafulla Chandra Das Memorial Sisu Pratiba Award 2023" to Ms. Shifa Prizm for all round achievement, "Baji Rout Memorial Award 2023" to Ms. Sabitri Nayak for bravery and courageous activity, "Prananath Pattnaik Memorial Award 2023" to Ms. Rishita Samantaray for social work, "Adaramani Baral Memorial Award 2023" to Sasmita Bhoi for girl leadership, "Sushama Mohapatra Memorial Award 2023" to Priyankaree Muduli for outstanding achievement in the field of sports, Jayana Das was chosen for "Baby of the Year award 2023".

Colourful cultural programme was performed by children of Dasaabatara Natya Sala, Divya Jyoti Smruti Pitha cultural troupe, Lakshya Dance Group, Prakruti Adolescent Group of Kargil Slum, Pearly International School, Sunrise Ecosavers youth network of Kelasahi slum, little Star Dance group, Cultural Troupe of DM School, d Pratibha Adolescent Group of Barijanga, Kalingayana Trayo Trikam, Kwity Kid Group, Little Star, Nrutyashree and Nrutya Pratiba Dance group, Vickey, UDRA, Kokila, Capital High School, Hostel Troupe, Purunajhinti adolescent Group, Mahakaleswar, Chetana, Lakshya The 7 days programme was sponsored by Odia Literature, Language and Culture Department, of Govt of Odisha, Rotary Club of Bhubaneswar Unique, Herbal, Herbage, AEIN, IMFA, Canara Bank, Orange Wheel, Anita Saree House, Abhishek Garment, Priyadarshini Saree House.

**Observation of World Environment Day:** World Environment Day, observed on June 5, aims to raise awareness for environmental protection. This year's theme, "Beat Plastic Pollution," highlights the dangers of plastic pollution. To mark the occasion, Ecosavers Youth Network members organized a plastic cleanup at Khandagiri and Udayagiri Hills, a prominent tourist site. PECUC and Ecosavers Youth Network also hosted a webinar on the theme. Ranjan Kumar Mohanty, Secretary of PECUC, opened the session, while Stuti Ranjan Pradhan, State President of Ecosavers Youth Network, chaired the event. Environmentalist Deepak Kumar Mishra discussed strategies for managing plastic waste, and Rubi Rout emphasized the role of youth in driving behavioral change. Anuradha Mohanty, Executive Director, encouraged youth to be environmental leaders. Ecosavers members shared success stories, and Subhas Chandra Mahant of Kendujhar gave the vote of thanks. Various activities, including cleanups, tree planting, and awareness campaigns, were conducted by youth, children, and women in PECUC's operational areas to combat plastic pollution.



**Ecosavers Youth Network:** PECUC promoted 156 Ecosavers Youth Network with 2399 members in its different operational areas for protection of Environment. This year another 25 groups were created with 320 members in Keonjhar district, increasing the group from 156 to 181 with 2719 members. They are involved in various environmental related works like plantation, promotion of organic farming, promotion of organic kitchen gardening, cleaning activity, protection of natural resources, dustbin installation, preparation of bird nest to attract birds, water kiosks, awareness drive, road repairing, and many such activities.



**ECOSAVER'S Youth Network State level workshop:** A State-level workshop titled "Greening the Future: Youth Leadership in Environmental Protection" was held from September 30 to October 1 at YVDSS, Bhubaneswar, with 48 youth delegates from across Odisha. Ms. Chabi Mahali, Member of the Odisha State Commission for Protection of Child Rights (OSCPCR), praised the efforts of the youth network. Ranjan Kumar Mohanty, Secretary of PECUC, outlined the program's objectives, and Anuradha Mohanty, Executive Director of PECUC, facilitated the two-day event. Youth representatives shared success stories from the past year, including initiatives like plantation drives, check dam construction, village cleanups, plastic waste management, drain and pond cleaning, summer water kiosks, waste management, organic farming, and anti-tobacco campaigns. Dr. Ashok Kumar Sahu conducted training on leadership development, while environmentalist Deepak Kumar Mishra addressed climate change and the role of youth. A 15-member state-level core team for the Ecosavers Youth Network was elected, with Stutiranjana Pradhan as President, and Jyitaranjan Mahanta and Truptimayee Behera as Vice Presidents. Other core team members included Subrat Khatua, Subash Ch. Mahanta, Debendra Podha, Pratap Kumar Deo, Hapi Behera, Lizarani Pradhan, Debanisha Pattanayak, Manoranjan Sahoo, Sibhu Pradhan, Sasmita Bhoi, Miki Mallick, and Pabitra Sahoo.

**Jivika Stall:** SHG groups formed under the "Sustainable Livelihood for Fani-Affected Women of Baliantha Block" project participated in the 16th Kalinga Herbal Fair, held at Exhibition Ground from 5th to 11th Dec 2023. Supported by PECUC, the members managed a stall named "JIVIKA," showcasing their handmade products, including bamboo crafts, Badi, Papad, terracotta items, Pattachitra products, and cooked foods. The stall received positive feedback from visitors, with sales totaling Rs. 30,000.



**Plantation Drive Programme:** This year, 12015 trees were planted in house yards, community places, schools, and village forests by Ecosavers, women's groups, Sishusabha, VSS, PRIs, and community leaders in all operational areas of PECUC.

**Library:** PECUC library contains 529 books. PECUC donated 1200 nos of books & 2 bookshelves to St. Xavier School, Gatrout, Patna, near CRR Boundary wall, Cuttack

**Report on Status of the Rights of the Children in Eastern Region States:** Supported by: TDH  
A study on the status of the rights of the children in the Eastern Region, which includes the states of Odisha, West Bengal, Chhattisgarh, Jharkhand, Bihar, Andaman, and Nicobar Islands, was undertaken by PECUC. A study report was prepared and shared to partners for their feedback.

## NATIONAL LEVEL PROGRAMME

### National Consultation on Safeguarding Future: Protecting Youth from Tobacco with Members of Parliament:

A National Consultation on Safeguarding Future: Protecting Youth from Tobacco was organized on 30th January 2024, with Members of Parliament at Constitution club of India, New Delhi. Around 60 participants including 6 eminent members of parliament, youth ambassadors, representatives from civil society organisations, and representatives from Niti Ayog, representative from CTFK, Supreme Court Lawyer & oncologist were present during the consultation. The dignitaries were S. J. Muzibulla Khan, Members of Parliament, BJD, Rajya Sabha, Odisha, S. J. Sujeet Kumar, Members of Parliament, BJD, Rajya Sabha, Odisha, S. J. Mahesh Sahoo, Members of Parliament, BJD, Lok Sabha, Odisha, Smt. Sulata Deo, Members of Parliament, BJD, Rajya Sabha, Odisha, S. J. Niranjana Bishi, Members of Parliament, BJD, Rajya Sabha, Odisha, S. J. Bhubaneswar Kalita, Members of Parliament, BJP, Rajya Sabha, Assam & Dr. Ranjit Kar, Senior Surgical Oncologist, HCG Cancer Hospital, Cuttack.

## NETWORKING AND ALLIANCE BUILDING

### National Action and Coordination Group for Ending Violence Against Children (NACG EVAC),

**India:** NACG EVAC, India, is the Country Level Civil Society

Forum of South Asia Initiative to End violence Against Children (SAIEVAC), an Inter-Governmental apex body of SAARC. It brings together NGOs, Networks, Coalitions, Media, Children Forums, Academia and other civil society bodies to promote interaction, networking, advocacy, sharing of good practices and experience. NACG EVAC India is a country forum for collecting learning and sharing, and various capacity building etc. It links

the country's action with wider efforts of UN and International bodies. It has its operational areas at local, state & country level focusing on 5 critical thematic issues i.e. Child Sexual Abuse & Exploitation, Child Trafficking, Child Labour, Child Marriage and Corporal Punishment and 2 cross cutting issues, i.e. Child participation and Children with Disability. Its strength and effectiveness lie in nationwide membership and active community engagement.



Secretary PECUC attended Assam State Level Consultation on Prevention and Eradication of Child Labour in Assam by ASCPCR, NACG EVAC India and ILO on 20<sup>th</sup> Feb 2024.

State Level Consultation Prevention and Eradication of Child Labour in Odisha organised by NACG EVAC India on 24<sup>th</sup> Jan 2024 at Hotel Excellency.

In the inaugural ceremony the guests and dignitaries on the dais were Prasant Nanda, MP, M and E Officer, Asia Child labour project, ILO Ms Itishree Sahoo, Ranjan Ku Mohanty, Secretary, PECUC, Chairman OACR, Former Chairperson NACG EVAC India, Vikram Shrivastav, Technical Advisor, SAIVAC, Sanjay Gupta, Chairperson, NACG EVAC India, Prasant Ku Baliarsingh, Addl Labour commissioner, Kasturi Mohapatra, Editor, Utkal Prasanga

State Level Consultation Prevention and Eradication of Child labour in Assam was organised on 19<sup>th</sup> Feb 2024 at Gwahati Odisha by NACG EVAC, India. Ranjan Kumar Mohanty participated and shared his inputs.

## C20 G20 INDIA

The Civil20 (C20) is an official engagement group of the G20 that provides a platform for civil society organizations (CSOs) to share their non-governmental perspectives on issues being addressed by the G20. The C20 was launched in 2013 and aims to



ensure that world leaders consider the recommendations of organized civil society. The C20 Working Group on Gender Equality and Disability is a forum for civil society organisations to come together, examine and address the different dimensions of inequalities and disadvantages experienced by all people, including those with disabilities.

### State Consultation on Gender Equality and Disability (GED) under C20 G20 India

A State Level Consultation on Gender Equality and Disability was held on 20th May 2023 at Panthanivas, Bhubaneswar, under the C20 G20 India Programme. Organized by Bal Kalyan Sangh (BKS), Ranchi, in collaboration with People's Cultural Centre (PECUC) and supported by the Asia Foundation, the event brought together 74 participants, including CSOs, academicians, and media representatives from across Odisha. Mr. Ranjan Kumar Mohanty, Secretary of PECUC, welcomed attendees, outlined the workshop's purpose, and chaired the opening session. Shri Sanjay Kumar Mishra, Secretary of BKS, discussed the role of CSOs in promoting gender equality and disability rights, emphasizing that best practices would be shared with G20 groups. Ms. Nandita Baruah, Country Head of The Asia Foundation, joined online to highlight key thematic areas for promoting gender equality and combating gender-based violence. A panel discussion on "Intersectionality and Inclusivity: The Confluence of Gender Equality and Disability Rights in Empowering Marginalized Communities" was moderated by Prof. Dr. Narayan Chandra Pati of CHETNA. Speakers included Ms. Kasturi Mohapatra, Former Chairperson of OSCPCR, Dr. Subrat Dash, State Rehabilitation Officer (SSEPD, Odisha), Ms. Bisakha Bhanja, Gender Expert (NAWO), and Prof. Dr. Satya Mohapatra, Secretary of Margdarshi. Civil society organizations shared best practices and experiences during a session moderated by Prakash Rath of OLS. The event concluded with a vote of thanks from Ms. Anuradha Mohanty, Executive Director of PECUC



### Social Media Campaign

PECUC is very much active on its social media handles – twitter (348 followers), LinkedIn, Instagram, Youtube (443 subscriber), especially the facebook page of PECUC Odisha has reached more than 10398 followers. This year PECUC undertook various campaigns i.e. Campaign against child labour, Campaign on Child Rights, Campaign on harmful impact of Tobacco use, Campaign on Child Marriage, Child trafficking, Campaign on SDG etc. Many awareness and informative videos were uploaded to the Youtube channel of PECUC Odisha.

### Participation in various Programmes



Secretary PECUC participated in National Consultation on Preventing and Responding to Online Sexual Exploitation of Children organized at Chennai on 27<sup>th</sup> Sept 2023 by Children of India Foundation



Secretary PECUC addressed at G-20-C20 Regional Conference on Gender Equality and Disability at Ranchi on 26<sup>th</sup> May 2023



Executive director participated in Consultative Workshop on Developing District SDG Indicator Framework-Odisha

### Our Donors and Partners in this Journey

Aide a l'Enfance de l'Inde (AEIN), Adoptionscentrum, Analog Devices, Terre Des Hommes HCCB Pvt Ltd., CAFAmerica, Campaign for Tobacco Free Kids and Tobacco - Free Kids Action Fund, , CRS, Labour and ESI Department ,Govt of Odisha , Social Security and Empowerment of Persons with Disability (SSEPD) Dept., Orissa Scheduled Caste and Scheduled Tribe Development Finance Corporation Limited (OSFDC), Govt. of Odisha, Panchayati Raj and Drinking Water Dept., Govt. of Odisha , District Disaster Management Authority of Baleswar, Khordha, Keonjhar, Chief District Agriculture Office, Khordha, Commonwealth Educational Media Centre for Asia (CEMCA), SMART, Rotary Club of Bhubaneswar Unique, Business houses & individual donors.