

# ANNUAL REPORT

2022-2023



## ASSOCIATION FOR SOCIAL HEALTH ADVANCEMENT (ASHA)

AT - SANAKHUDI, PO- MATHANI, BLOCK- BASTA,  
DISTRICT -BALASORE , PIN - 756029 ( Odisha )

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## **SECRETARY'S VOICE:-**

*"If you recall the faces and griefs of the downtrodden, helpless and vulnerable segments of the society then be a candle and lighten the corner where you are"*



**(AMAR KUMAR PAL, SECRETARY, ASHA)**

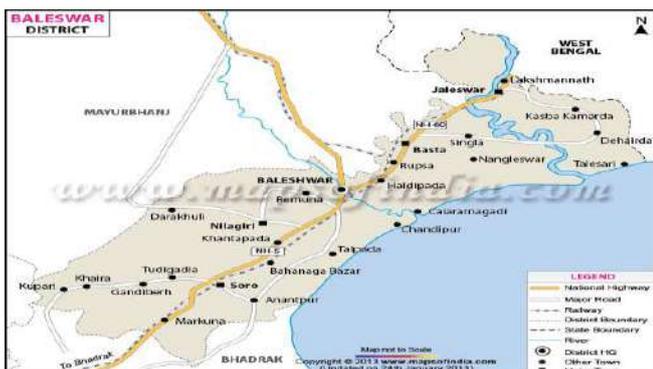
ASHA ( Association for Social Health Advancement ) is the Twenty three community service year of 2000-2001 . It is a focus years of activity ushering the pace of community development. Our mission and vision in some extent has been widened. During the year we have taken up some innovative and reinovative activities. Our structures and institutional arrangements have been strengthened and expertise within the organization has got recognition. People's organizations fostered by community level has been increased and we have made progress towards self-sufficiency and sustainability.

Over and above, we appreciate the commitment and endeavors of the staffs of the organization, and thank a lot to the community people of our operational area, civil society organizations, District administration, and line departments for their timely support and cooperation.

We believe that together we will make a difference, keeping the view we promise to march ahead towards greater social prosperity that leads to women empowerment, holistic and integrated development of the resource poor communities, promotion of universal brotherhood, communal harmony and national integration. This Annual Report is the testimony of our humble achievements for the year 2022-23. As a team of social activists we always want tremendous upward change in the standard of living and quality of life of the most jeopardized, neglected and down trodden mass.

The vision statement of ASHA still holds, and continues to guide our involvement and programming. In the changed economic environment where the private sector is playing a more significant role their involvement in the development process is natural especially in the areas of livelihoods development. ASHA has thus expanded the scope of its work to also play roles with private sector initiatives. The shape that these interventions will take will still take some time to evolve.

As our Annual Report points out each year of the period April 2022 to March 2023 has been yet another eventful year. We welcome you to share our experiences through this report and look forward to your comments and suggestions.



# ASSOCIATION FOR SOCIAL HEALTH ADVANCEMENT (ASHA)

## BRIEF HISTORY OF THE ORGANISATION

**ASHA (Association for Social Health Advancement)** being a grassroots interlinked civil society came in to existence during 2000. The Organisation has been incorporated under SR Act, 1860(XXI of 1860). The mission of the organisation is to improve the standard of living and quality of life of the rural and tribal community with emphasis to health, literacy, family welfare, entrepreneurship development, livelihood promotion, Skill development, leadership development with focus to land, environment, water and forest, livestock and human resources.

The objective is to improve the standard of living and quality of life of the resources poor with emphasis to scheduled caste, scheduled tribe, women, rural, assistance, migrant labour ,construction workers, youth and adolescence, women under difficult Circumstances, children remaining under the clutches of vicious circle, physically challenged persons and children with disability etc.

### **Vision:**

ASHA aspires for a society that is just , participatory, sustainable, free from exploitation discrimination with quality where individual and groups have power to control their own lives in harmonious independence with nature.

### **Mission:**

Organize and empower the deprived marginalized especially STs enhancing leadership promoting CBOs (Community Based Organisation) through facilitation towards self reliance enable them to access and control over natural.

### **Strategies :**

ASHA's work comprise of 3 strategies:-

- ❖ Capacity Building of staff and Community.
- ❖ Focus on agriculture & women empowerment.
- ❖ Focus on Divyangjan Sector like HI, Autism, Cerebral Palsy, Mental Retardation, etc.
- ❖ Working for Elderly people to provide a safe and secure environment to Senior Citizens.

### **Goal:**

The Culture of silence by the deprived mass poor class is to be broken through awareness and unity with a holistic approach which secures power to the powerless majority leading to classless society.

- ✓ To Organize the weaker section of the society specially tribes irrespective of religion and sex promoting education, health , social culture economic standards of living.
- ✓ The co- operate , collaborate and coordinate with Govt. and non-Govt. agencies at the state national and international level that are intended for the profit of weaker sections.
- ✓ To educate the people through IEC (International Electro technical Commission) on utilization of indigenous knowledge, rural skills and natural research through proper communication methods electronic, TV and radio Media.
- ✓ To cooperate with other national and international organisation in tackling rural problems pertaining specially to environment, agriculture , cottage and small scale industries.

## INFRASTRUCTURE OF THE ORGANIZATION:-

The ASHA organization is having the following infrastructure and facilities:-

- ✓ A rented building about 3000 sq. ft RCC building and 6200 sq. ft own RCC building with training hall, bathroom, office room etc, At- Sanakhudi, Block- Basta under Balasore district.
- ✓ Both office in training hall, for seventy participants accommodation guest room etc
- ✓ Office computer with printer with internet connection by OTG.
- ✓ Office well equipped library having 1200-1400 books documentation section, data bank, resource room, IEC materials, training kits store etc.
- ✓ Office of the organization is having training materials and equipments.

## **1. GENESIS OF THE ORGANISATION :-**

*ASSOCIATION FOR SOCIAL HEALTH ADVANCEMENT (ASHA) is a development organization strive to show the way to enhance and improve the quality of rural youths, conscious citizens and academicians committed for the cause of rural poor and facilitates them in different innovative programmes to realise their potential for sustainable growth deprived within their own society. It is formed in the year of 2000 and formally registered under societies registration act. as a non-political , non-religious and non-profit development organisation in the year 2002. It aims at the youth playing a critical role in development of the deprived and downtrodden people of the society. It is priorities, scale, relevance, effectiveness, have been continuously passed through process of regular feedback and critical self-appraisal. It would help people to be self-reliant, self-sufficient and involve in gainful employment which is very important for socio economic development.*

### **2.A. MISSION STATEMENT:-**

*The overall mission of ASHA is multi sector development of the society with emphasis on disadvantaged sections of the community, such as orphans, persons with disabilities, women destitute, SC/ST and elder neglected persons. The organization since 2000 has been imparting different Entrepreneurship development training to the non-student, rural PwDs, farmers, Women through their respective SHGs, handicraft artisans and small entrepreneurs.*

### **B. VISION:-**

*To become a world leading organization in rural health and social care, in the field of education research, training, recruitment and best practice.*

## **3. ORGANISATIONAL STRUCTURE:-**

*The Organisation is a democratic institution with 15 General body members and 07 governing body members. All are educated and spirited social workers with conviction to do some noble work for the society. Over the last six years Association for Social Health Advancement (ASHA) has played pioneering role to enhance and improve the quality of learning, quality of life of poor and facilitates them in different innovative programmes to realize their own society. Since its inception, its priorities, scale, relevance and effectiveness have been continuously assessed through a process of regular feedback and critical self-appraisal. It would help people to be self-reliant, self-sufficient and involve in gainful employment, which is very important for socio-economic development.*

## **4. AREA OF OPERATION :-**

*The geographical area of operation of ASHA spreads over 4 northern blocks of Balasore district. These blocks are Basta, Baliapal, Jalesware and Bhogarai. All the blocks are situated in the close vicinity of the Bay of Bengal and have estuarine flood prone areas across the Subarnarekha. Maximum people / families are belongs to farmer family, in this area heavy flood like “FONI, BULBUL, HUDHUD, FILINE, AMPHAN , TITILI, YASH” and also many more super cyclone are destroyed their day to day life. The area is extremely affected by flood every year and has multifaceted problems affecting the life of common men and resource poor farmer and fishermen communities.*

## **5. ACTIVITIES DURING THE YEAR :-**

### **5.1. ENTREPRENEURSHIP DEVELOPMENT TRAINING :-**



*Entrepreneurship development for self employment is one of the priority agenda of ASHA. In collaboration with Gram Panchayat Officer, ASHA has organised entrepreneurship development training for youths and women. They belong to various SHGs and got loans from banks. They were trained in different aspects of the entrepreneurship relating to finance management, record keeping, forward and backward linkages for running their units smoothly and proper marketing of the goods produced by them..*

## 5.2 CULTURAL PROGRAMME :-

It is the most important activity of the organization that can change a society in a spiritual manner. Most of the physical worker can relax their hard labour through this cultural programme in some extent. It can put impact in mind also. So keeping this in mind our volunteers have arranged cultural programme in Gram Panchayat Level so that most of the rural backward people can get this opportunity of enjoyment. It is also a media to disseminate various social issue based information for the local people.



## 5.3 SWACHH BHARAT MISSION-GRAMIN (SBM-G):-

ASHA Organisation organise Swachh Bharat Mission-Gramin (SBM-G) Programme in different Gram Panchayat under Basta Block of Balasore District like- Dudhahansa, Mathani ,Baharda ,Routpada & Basachakurai G.P under Basta Block and also In this programme Mr. Gyanaranranjan Sahoo (B.D.O. Basta),Mr. Ajay Kumar Dehuri (ABDO Basta) Mr. Laxmi Kanta Dora (D.L.C. BLS) , local Sarpanch and other officer participate with Local area SHG members, school students. This programme sponsored by Govt. of India & State Govt. . In this programme conducting a rally programme with placard and slogan of Swachh Bharat Mission-Gramin (SBM-G) in this village with SHG members, School students of said village and said programme organise on date 02.10.2022.



## 5.4. ENVIRONMENT AWARENESS PROGRAMME :-

Promotion of better environment and conservation of ecology is one of the major priorities of ASHA. To maintain environmental balance main emphasis has been given on forestation. In the environment programmed the organisation meeting to aware people to work for the cause to save the world..



As the coastal belt is experiencing heavier losses due to degradation of environment. For this organisation planted large number of trees jointly with Forest Department. And to stop deforestation the organisation organized environment awareness camp, mass rally, pestering, distribution of leaflets are being held time to aware people about the ill effects of deforestation, dirtiness, living unhygienic way etc. This programme was taken by the organisation in the month of September 2017 under the guidance of the Chairman of the organisation..

**5.5 DISABLED EDUCATION AND CARE: -**

One of the major organisational agenda of ASHA is education, care and rehabilitation of physically challenged and handicapped people mainly the children. It has residential educational programme named as **LAXMI BASANTI SPECIAL SCHOOL FOR HANDICAPPED CHILDREN**. This year 80 disabled children are being provided with residential accommodation, boarding and education in the school. They belong to poor parents who are unable to impart proper care and education to their disable wards. All the students are deaf and dumb. The total school is being run by public donations from charitable donations from the people of the locality.



Mr. Amar Kumar Pal (Principal)



Mrs. Aparajita Senapati (vice- Principal )

The school is registered and recognised under PWD Act 1995 under SSEPD of Government of Odisha and undertook the schooling under the supervision of qualified teachers. The school is a centre of excellence for the children in distress.



(NETAJI JAYANTI)



( INTERNATIONAL disability day )

*It acts as a resource institution to guide the disabled children for their physical, mental, social, psychological and spiritual development. It not only helps them with a suitable shelter but also at the same time, it takes due care of them for providing them proper educational facilities. There are 21 staff members in the school. Of them 11 are teachers trained in educating the children with disabilities and other 10 are non-teaching staffs.*

#### **5.6. NON-FORMAL EDUCATION AND NURSERY SCHOOL:**

*Quality education is being provided to small children belonging to poorer class wards who are agricultural labourers. They have to go out for work leaving their children in the house. ASHA has accomplished a great effort of educating not less than 381 children by undertaking a continuous programme on Non-formal Education for the last 13 years. ASHA has initiated 2nos. of Creche Centres in SC/ST pockets of Mathani and Basuchakurai G.P. Small kids of working mothers ( between 5yrs to 7yrs ) are enrolled and given Pre-Nursery education. After completing education up to standard 1 they are enrolled to formal schooling system.*



*(District Level Art Competitions)*

#### **5.7. VOCATIONAL TRAINING TO UNEMPLOYED YOUTHS:-**

*Vocationalisation of education is one of the agenda of ASHA to provide life skill education to the adolescent girls and boys. It undertook vocational training on tailoring, embroidery, wool knitting and applique craft for 65 girls who are school dropout. This creates opportunity for self employment for unemployed youths, girls and also house-wife to improve their living standards and minimize the unemployment position in the society. A part of the vocational training is supported by our organisation (ASHA) the other part is being compiled from public contribution and minimal tuition fees collected for the purpose.*



#### **5.8. HEALTH CARE FOR THE POOR:-**

*The operational area of ASHA being part of the coastal Balasore is the breeding ground of filarial mosquitoes for which there are high occurrences filarial in the district. ASHA collaborated with the district health authorities for the eradication of Filarial in the district. It has organised various I E C programmes involving school children, youth and women thus creating awareness to take precautionary actions against Filaria. Special Filarial check-up camps were organized in 8 G.P. headquarters and blood samples of more than 200 patients were checked. Patients with the diseases were provided with free medicines from the organization.*

Malaria is the most common disease in Balasore. Mainly in the forested western periphery of Basta block adjoining to Mayurbhanj district. During the year ASHA undertook an intensive awareness campaigns for the eradication of Malaria through people's participation.



Various work-shops, seminars and rallies had been organised with the active support of Basta PHC, Basta, Balasore. Beside that

### **5.9 YOGA & EXERCISE:-**

The system of YOGA is a practice, and this practice is nothing but the conduct of our life in our day to day manoeuvring of facts, in the light of the Nature of things or we may say in the light of the structure of the universe.



### **6.0 WOMEN AWARENESS PROGRAMME:-**

Women discrimination and victimization is a social taboo. Dowry is a burden on the society irrespective of caste and class. The women groups organised by and its volunteers initiated a movement against the social evil like dowry and related atrocities against women. They organised debates, seminars and padayatras on the issue. They also identified 15 such cases of women victimization during the year and settled the issue with the in-laws household without dragging them to the Law enforcing authority.



## 6.1. PROMOTION OF WOMEN S.H.G. :-

To encourage rural women to enable them to stipulate cooperative societies and generally to undertaken such measures as will help in the creation and assertion of local leadership. ASHA has become pioneer in promoting women S.H.G. in Basta block. The growth of the women self-help groups has facilitated the economic empowerment process of the women in the operational area.

As many as 80 women SHGs are formed in 10 G.P.s These women SHGs collect monthly contribution from the members and provide loan on nominal interest to the needy members, in case they require financial assistance. Bank linkage has been done for more than 30 SHGs. They also provide assistance to members for taking up various IGP activities, such as Tailoring, Mushroom Cultivation, Fisheries, homestead vegetable gardening, Badi and Papad making.



## 6.2. PHYSIOTHERAPEUTIC SERVICES:-

The Organisation has setup a new venture this year i.e. Therapeutic Centre in different Districts such as **ASHA** Physio Therapeutic Centre in Basta , **SAKSHAM** Physio Therapeutic Centre Bhograi & **SAHAYA** Physio Therapeutic Centre in Soro Block under Balasore District, **SAHARA** Physio Therapeutic Centre in Daringbadi Block under Kandhamal Dist., **ASHA** Physio Therapeutic Centre in Lakhnpur block under Jharshuguda Dist and **ALINA ALISHA** Physio Therapeutic Centre in Rasgovindpur block under Mayurbhanj Dist. Which provides Occupational Therapy, Speech Therapy etc, to the disabled person and needy.



**ALINA ALISHA** Physio Therapeutic Centre  
**Rasgovindpur (Mayurbhanj)**



**SAHARA** Physio Therapeutic Centre  
**Daringbadi (Kandhamal)**



**ASHA** Physio Therapeutic Centre  
*Basta (Balasore)*



**ASHA** Physio Therapeutic Centre  
*Lakanpur (Jharsuguda)*



**SAHAYA** Physio Therapeutic Centre - *Soro (Balasore)*



**SAKSHAM** Physio Therapeutic Centre - *Bhograi (Balasore)*  
*(World Physiotherapy Day)*



## 6.2.1 Programme for Senior Citizens:-

### OLD AGE HOME FOR SENIOR CITIZENS:- (World Senior Citizens Day 21<sup>st</sup> August)

The organisation has setup a new venture this year i.e. Old Age Home for Senior Citizens in different Districts such as **SAATHI** and **SAHARA** Old Age Home in Basta and Bhograi Block respectively under Balasore District as well as **ASHA** Old Age Home in Phulbani Block under Kandhamal District ,

From 21<sup>st</sup> August 2020 ASHA working for the Elderly people continuously till now. The project (Old age Home) aims to create a home away from home where senior citizens can live with dignity and receive the care and support they deserve. The main objective of the program is to provide recognition and opportunity to senior citizens to contribute and thereby feel useful to the society to improve the quality of life of the Senior Citizens by encouraging productive and active ageing through the Non-Governmental Organizations.

**SAATHI, SAHARA** and **ASHA** Old age home for senior citizens project will aimed at reaching out to provide healthcare to older persons above 60 years of age as well as the communities they live in – in the operational areas- who have limited or no access to healthcare either due to poor services by the existing healthcare facilities or because affordability issues due to lack of financial resources or other physical / mobility reasons. Also ensures that at least 50% beneficiaries belong to economically weaker sections (EWS) of the society.

The Old age home for senior citizens is a proven intervention in delivering health care to vulnerable and unreached sections of the society; it overcomes barriers that the elderly and vulnerable sections encounter in accessing for free services.



## 6.2.2 PHYSIOTHERAPY CLINICS FOR SENIOR CITIZENS:-

To create an ecosystem where all Indians can age gracefully and live a life of dignity, with focus on concerted and synergized action on the existing and emerging needs of the Senior Citizens.

The main objective of the program is to provide recognition and opportunity to senior citizens to contribute and thereby feel useful to the society to improve the quality of life of the Senior Citizens by encouraging productive and active ageing through the Non-Governmental Organizations.

6.3- PHOTO GALLERY -



OBSERVED THE INDIPENDANCE DAY AT ASHA CAMPOUS.



TEACHER'S DAY OBSERVED BY "ASHA"



(Annual Function in School)



(Samvardhana Utsav)



(New Year Diary Distribution ceremony)







