



Annual Report 2021

| Society for Rural and Eco Development

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President Note

On behalf of SRED, I thank all the supporters, Individuals, donors, Donor organizations the Government of Andhra Pradesh, and Government of India for supporting SRED during 2021.

We express our thankfulness to the Government officers & Donor agencies including the Shri.Veerapandian Garu IAS District Collector, Kurnool Govt of AP, Shri.Gandham Chandrudu Garu IAS District Collector, Ananthapuram Govt. of AP. Shri. Sudhir Kumar Jannwar Garu, Chief General Manager (CGM), NABARD AP, Shri A.Parthav aGaru AGM-NABARD, Kurnool AP, Shri GS Naveen Kumar Garu IAS, Project Director APSACS Vijawadada AP, Mr Rao Garu Project officer APSACS Kurnool, Shri Balaji Garu, Municipal Commissioner Kurnool, Shri Gangi Reddy Garu, Municipal Commissioner Gooty, Srmt Vijaya Lakshmi Garu Municipal Commissioner Ananthapur. Shri Nalini Mohani Garu IFS Member Secretary, State Bio Diversity Board Guntur. Mr Shareef, Freelance consultant, Miss Padma Freelance consultant. All other partner NGOs for their support to SRED for Implementation of programs for the benefit of poor (farmers, widows, children indistress, children at risk, girls children, adultcents, and marginalized)

Our special thanks to Mr.K Lokanath Reddy Secretary of SRED, Mr. A.Obulapathi Treasurer of SRED, & other GB and Executive Committee members of SRED, All the staff of SRED, Communities, My Family (My Wife Indira, Son Bageerath Reddy Daughter)Core team Shri. Sheshanna ,Mr Muneer Ahamad, Padma, Sunitha, Lalitha, Sudhakar and Mr Deva Das.

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A.Damodar Reddy
President & CEO(SRED)
15th Mar 2022

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Acronyms

SUH	: Shelter for Urban Homeless
JLG	: Joint Liability Group
LEDP	: Livelihood Enterprise Development Programme
APSACS	: Andhra Pradesh State Aids Control Society
BCC	: Behavior Change Communication
HIV	: Human Immunodeficiency Virus
AIDS	: Acquired immunodeficiency syndrome
FSW	: Female Sex Worker's
CBO's	: Community Based Organisations
FPO	: Farmers Producers Organisation
NABARD	: National Bank for Agriculture and Rural Development
RO	: Regional Office
FCRA	: Foreign Contribution Regulation Act
NGO	: Non-Government Organization
CSR	: Corporate Social Responsibility
SRED	: Society for Rural and Eco Development
MEPMA	: Mission for Elimination of Poverty Municipality Area
SF	: Small Farmers
MF	: Marginal Farmers
POPI	: Producer Organization promoting Institution
NBFC	: Non Banking Financing Company

1. Introduction

Introduction: Society for Rural and Eco Development (SRED) is a Non-Governmental Organization (NGO) registered under society's registration Act 796 of 1860, in the year 1996. It is also registered under Foreign Contribution Regulation Act(FCRA).It has income tax exemption under section 12A and 80G. It has registration under NGO Darpan and also registered under Ministry of CSR.

SRED is working on different thematically areas Social, Health, Education and Environment The Main motto of the organization is to see the transformation of the lives of the people who are suffering with issues of Hunger, poverty, migration and sickness with **“transformation of life through Participation”**

Vision: SRED Vision is Enhance living standards to the target communities through exploring livelihoods programmes.

Mission:

- To facilitate the process of empowerment of rural women living below poverty line through awareness and service inputs
- To ensure occupational mobility which provides additional income and improved social status to rural women.
- To promote animal husbandry among the rural communities as a source of sustainable income
- To cater to the needs and welfare of domestic/agricultural/animals involved in the occupational needs of the communities that we are associated with.
- To provide medical and Health facilities to all the living beings in our target area which include human beings as well as animals

Executive Committee of SRED

S N	Name	Designation
1	A.Damodar Reddy	President
2	K. Loknath Reddy	Secretary
3	Obulapathi	Treasurer
4	N Jakiya Rafi	Member
5	B K Shiva Kumar	Member
6	A.Uma Devi	Member
7	T.Lalitha	Member

As the President of SRED I am very happy to report a very brief narration of workdoneorprojectsimplementedduringtheyear2021.

Activities and Projects Implemented in 2021:

1. APSACS – FSW
2. Shelter for Urban Homeless (SUH)
3. Farmer Producers Organisations (FPO)
4. Joint Liability Groups (JLG's)
5. Livelihood Enterprises Development Programme (LEDP)

The abstract of the staff working in SRED Core programs:

S. N	Name of the Project	Area	No. of staff
1.	APSACS - FSW	Kurnool	23
2.	Shelter for Urban Homeless	Kurnool, Gooty and Anathapur	12
3.	Farmer Producers Organisations	Nandyal, Kurnool and Veldurthi	3
4	Grow Fund	Head office , Kurnool	05
5	CCX	Nandhyal Dist	01
6	Joint Liability groups	Dhone , Nandhyal , Kurnool	02
	Total Staff Members		46

Shelter for Urban Homeless:

The shelter for Urban Homeless (SUH) was started on Aug 2016, with the collaboration of MEPMA/Kurnool Municipal Corporation. The main intention of starting the shelter for urban homeless is to provide shelter for rural dwelling people who migrate to urban areas in search of employment and livelihood. It is part of National Urban Livelihood mission Programme. Currently we are working in 3 different areas of Kurnool & Ananthapur districts of Andhra Pradesh. At present in all the 3 shelters there are 50 people availing the access to shelter facility. We have been providing Breakfast and dinner and residential amenities to the residents in the shelter. We are also extending support to provide them Legal entitlements. Further the children are being joined in the schools for their better education.

Same activity is implemented by SRED in Ananthapur municipality and Gooty municipality and is well supported by MEPMA.

This project was started in August 2016, under Mission for elimination of poverty in municipal areas component of National urban livelihood mission. The purpose of this project was to ensure availability and access of urban homeless population to provide permanent shelters including basic infrastructure, including basic infrastructure facilities like water supply, sanitation, safety and security. SRED has started this project in Kurnool and Ananthapur districts. Presently SRED is handling 3 shelters in both the places with around 50 homeless people using this urban shelter. This Shelter for homeless project is the social,

economic development of urban poor, in a participative model. The urban homeless are the cheap labor survives many challenges like health, education, food, water.

The Shelter for Urban Homeless project activities is taken up both Kurnool and Gooty areas.

Joint liability groups (JLG) program

SRED formed 200 JLG groups .and for each and every group linkage of 1 lakh rupees has been given. The loan amount is utilized for their livelihood sustainable development with the support of NABARD, RO office,Hyderabad.

Livelihood entriprises development programme(LEDP)

The skill upgradation trainings are having limited impact on livelihood creation for SHG members. To create sustainable livelihoods among the SHG members and to get the benefit out of skill upgradation, a new scheme was launched titled Livelihood and Enterprise development Programme (LEDP). **SRED** has taken up the project, Livelihood and Enterprise development programme (LEDP) on 31.10.2019 , and is been implemented in different villages of Andhra Pradesh state, like, Nannur, Thadakanapalli, Loddipalli, Veldurthy, Dhone, Nandhyal, Peapully.

SRED has completed 3 LEDP programmes. Each program was designed for 45 days. Women were trained in making Multi food products, these products were sold in the market, which made them economically stable, in improving their financial status. 90 women were trained under the LEDP programme.

In the training woman were trained on making of dairy products like ghee, paneer, butter, sweet like dhoodhpeda etc, Women were also trained in preparation of sanitizers, phenyl, acid. They also made PPE kits, masks, pillow covers in the pandemic, and sold them which were financially helpful to them. this training has helped them receiving the financial support and to develop economically.

In the training the women were not only trained on preparing the food products but also on packing, storage, approaching the financial institutions, interacting with marketers and financial literacy.

The LEDP program was supported by NABARD.

APSACS FSW:

In 2010 , Society for Rural and Eco development, has taken up the project, Targeted Intervention supported by APSACS and NACO. The project activities are observed in 6 mandals, Kurnool, Kallur, Kodumur, Veldurthy, Gudur, and Krishnagiri mandals. SRED performs two core activities Female Sex Workers (FSW), and Men who have sex with Men (MSM). Currently 1760 FSW's are been identified and monitored, and 106 MSM's are been identified and monitored by the staff of SRED. The staff of 24 members works for this project through SRED. Two drop in centers are handled by SRED, 2 at Kurnool, 1 at Kodumur.

Till date around 19 sex workers are registered at ART center, their activities are monitored time to time.

ACTIVITIES:

The different activities performed by SRED under project are given below.

The identified FSW's and MSM's are taken for the Regular Medical Checkup's (RMC) for

every 3 months. FSW and MSM are taken for Rapid Plasma Resigns and Integrated Counselling and testing centers for every 6 months. The tests are taken up in Government General Hospital, Primary Health care centers, Urban primary health care centers and community based systems.

Distribution of condoms to FSW and MSM in practicing safe sex method. As a part of Behaviour Change, Auxillary Nurse Mid-wife counsels the targeted groups to practice safe sex methods, a demo is given on usage of condoms.

For MSM, along with the condoms, loops are also distributed. TB screening is done for High Risk groups (HRG's) for every 3 months. Social marketing condoms are sold to the HRG's to make them practice the safe sex methods in the coming days.

The team 24 members work for the TI project, in 6 different mandals. 1 Project Manager, 1 Monitoring and Evaluation cum Accountant, 1 ANM, 16 Peer Educators (PE), 4 Outreach Workers (ORW).

90 HRG's are identified and are monitored under 1 PE, there are 16 PE's working for TI. An ORW monitors the work done by 4 PE's. On a whole the ORW monitors 360 high risk group members.

Major activities – 6 components.

1. HIV counseling and Testing services.
2. Condom promotion.
3. Behavior change communication
4. Linkage with ART centers
5. HIV-TB co ordination
6. Community out reach
7. Advocacy

Weekly and monthly meetings are conducted on Demand generation activities in all the 6 mandals.

The advocacy meetings are conducted with participation of lawyers, police, other higher officials if needed

Activities of Society for Rural and Eco-Development: The Communication Consultant will be primarily responsible for the development, implementation and evaluation of behavior change communication (BCC) programs for an HIV/AIDS prevention, care and support and stigma reduction program at the State Level. We will play a critical role in leading the development, design and management of communication programs to reduce the impact of HIV/AIDS among the bridge populations, Most of the Target areas adjacent to the Street Based which is high accessible to sex work. These target areas are not only soliciting point and accessible to street based sex workers but also for the people in slums and villages of adjacent were attracted by the work at target areas. Those most at risk of infection. We will work very closely with program teams, state, and local collaborating partners including SACS, and local NGOs, people living with HIV/AIDS, research agencies, and others to carry out the objectives of the Society.

Project Goal: They Halt and Reverse the epidemic in Kurnool, Kallur, kodumur
, Krishnagiri & Veldurthi are the working mandals .Division in among the 1400 sex workers
by 2021. |

Activities of the APSACS programme:

1. Community out reaching
2. Referral and Linkage
3. Condom Promotion
4. STI case management
5. Community Mobilization
6. Community Capacity building and Formation of CBO,s
7. Creating and enabling environment
8. Advocacy and Lobbying.

APSACS / NACO: SRED – TI PROJECT:

Society for Rural and Eco Development, Targeted Intervention project was started in the year..... . This project is supported by APSACS / NACO. The project focuses on Target interventions, HIV prevention and care programmes to high-risk populations like Female Sex Workers (FSW's), Male having Sex with Male (MSM's) and Trans Genders (TG's). SRED – TI is currently working with 1680 Sex Workers. Of them 1627 are FSW's, 53 are MSM's, Zero Trans Genders.

S.no	Typology Wise	Total
1	FSW	1627
2	MSM	53
3	TG	0
	Total	1680

SRED – TI mainly works on the 6 different components, viz.

Behaviour Change Communication: This component involves understanding and assessment of individuals and group practices or behaviour which can cause HIV infection. Activities are taken up to address the risk of infection through peer counselling, counselling through counsellors. The Peers, Outreach workers lead activities under this component through one-to-one sessions and one to group sessions. SRED TI team has conducted behaviour change sessions for FSW, MSM and TG's. the sessions were conducted in both the ways, i.e one - one and one to group, For FSW's 1627, 1-1 sessions were conducted. For MSM's 53 1-1 sessions were conducted, as there are no TG's, no sessions were conducted. For 1450 FSW's 1- group sessions were conducted, and for 53 MSM's 1- group session was conducted. So far we have achieved 70%, of behavior change communication of the HRG's.

Typology	BCC Sessions	Total
FSWS	1-1	1627
	1-G	1450
MSMs	1-1	53
	1-G	53
TGs	1-1	0
	1-G	0

Management of STI's: This component is aimed at improving the access to STI services both symptomatic and asymptomatic which is high among High-risk groups. The STI services taken up by SRED are STI treatment, Regular Medical check-up, Syphilis screening. For FSW's 02 STI treatment, 1627 Regular medical checkups, 100 Syphilis screening tests were taken up. For MSM's 53 STI treatment, 53 Regular Medical checkups, 5 Syphilis screening tests were taken up.

S.NO	Tests Done	FSW	MSM	TG
1	STI treatment	02	53	0
2	Regular Medical Checkups	1627	53	0
3	Syphilis Screening	100	5	0

Condom Promotion: TI programme ensures safe practices by providing choices and options of easy accessibility and availability of condoms. They are supplied through peers, outreach workers and social marketing. The social marketing is supported through, Direct budget provision under TI and through appointment of social marketing agencies. SRED has implemented promotion of condoms through different channels like making availability of condoms at HRG communities and Hotspots. The annual achievement achieved in condom promotion is 75%.

Referrals and Linkages: The organization has established good linkages and rapport building with ICTC, CHC, DSRC, ART, CCC, RNTCP, FICTC and DLN to improve the Referrals and Linkages. The good rapport building skills have supported in attaining 65% of achievement.

Community Mobilization: NACO is involved in Community based Organisation in programme management. SRED has developed the capacity and ownership of community agenda through conducting different programmes, like Rallies, Public Meetings, Awareness stalls, College visits and organizing meeting with Lorry associations. SRED has shown 2 rally meetings, 2 public meetings, 10 awareness stalls, 4 college visits, and 2 lorry association meetings.

Enabling Environment through Structural Interventions: This component focuses on creating the environment, facilitating the access to information, services to high-risk groups. SRED TI has organised different programmes like 2 rally meetings, 2 public meetings, 10 awareness stalls, 4 college visits, and 2 lorry association meetings.

Capacity Building Trainings: Capacity building training was conducted to the SRED TI staff and Peer Educators, under APSACS project. 03 staff trainings were conducted, 12 PE trainings were conducted.

Farmers producers organization programs

We have implemented 3 FPO's .1.Nandyala dairy FPO, 2. Kurnool FPO , 3.Veldurthi FPO.

- 1. Nandyala dairy FPO** - it is registered under company act. This FPO is only for the dairy farmers. there are 400 members in this FPO . collection of share capital amount of the FPO is Rs. 4,40,000/- . There are 10 board members for this FPO. Nandhyala FPO is implementing so many activities like selling of cattle feed, milk procurement and selling, and supporting the local dairy farmers by helping them in the form of loans ,govt schemes etc.,with the support of NABARD, RO office , Hyderabad.

The Nandhyal Dairy Farmers Producer Company Limited, located at Nerawada (v), Nandhyal Dist, was sanctioned to Society for Rural and Eco Development on 29-08-2019. The member size for the FPO is 500, small and marginal farmers in the village were 502. Women FPO were 200 in number. This FPO covers 5 villages in the nandhyal dist. There are 2 tenant farmers. This FPO is supported by the supporting Government agency. They hold a bank account in KDCC bank, Nandhyal branch, holding an account number of 131320100014252. The sanctioned amount was Rs 1144000/-.

The producer organization promoting institution (POPI) in Kurnool district is Society for Rural and Eco Development. SRED is a non- profit organization, with a full time professional CEO, who is professionally qualified holding a post graduate degree. The staff are paid and also trained professionally. SRED has a separate office premises, with good infrastructure like adequate

Computers, furnitures, etc. The lending agency Non- Banking Finance Company (NBFC), Samunnati Finance company, has availed the loan amount of Rs 500000/-.

For the financial year 2020-2021, the authorized capital was Rs 1500000/-, the share capital was the amount Rs 292000/-, the reserves of amount Rs 5604/-, the income was Rs 951550/-, the expenditure was Rs 944910/-, the turnover was Rs 951550/-.

All the FPO activities like selling of cattle feed, milk procurement and selling, and supporting the local dairy farmers by helping them in the form of loans, government schemes etc are taken up and supported under NABARD.

- 2. Kurnool dairy FPO** - it is registered under company act. This FPO is only for the dairy farmers. There are 430 members in this FPO .collection of share capital amount of the FPO is Rs. 4,73,000/- . There are 10 board members for this FPO. Kurnool FPO is implementing so many activities like selling of cattle feed , milk procurement and selling, and supporting the local dairy farmers by helping them in the form of loans ,govt schemes etc., with the support of NABARD, RO office , Hyderabad.

The Kurnool Farmers Producers Company Limited, located at Chinnatekur (v), Kurnool (Dist), Andhra Pradesh was sanctioned to SRED organization on 29th Oct, 2019 under the commodity- DAIRY.. There are 500 members under Kurnool FPO. The number of Small/ Marginal farmers is 498 members. Off the present number of members working, 346 are the women FPO's. We have 03 tenant farmers working as FPO's. There are 7 FPO's in one district. The registration details, U01111AP2020PTC115068, Dated : 22 July 2020 and the GST details, Goods and service tax (GST) ,GST: 37AAICK1840RIZY are mentioned. The equity mobilized was 501000.

The sanctioned amount as on the sanctioned date was Rs 1144000/-. The FPO is holding a bank account at KDCC bank, Krishna nagar branch, with an account number 131120100000087. The producer organization promoting institution (POPI) in Kurnool district is Society for Rural and Eco Development. SRED is a non-profit organization, with a full time professional CEO, who is professionally qualified holding a post graduate degree. The staff are paid and also trained professionally. SRED has a separate office premises, with good infrastructure like adequate computers, furniture , fixtures, etc. The organization holds more than 90% of the share capital contributed from the total members of organization.

The authorized capital received for the year 2020-2021 was Rs 1500000/-, the share capital was Rs 501000/-, the reserves are of Rs 6176/-, the income generated was Rs 200000/-, the expenditure was Rs 6948882/-, the profit before tax was Rs 7318/-, the profit after tax amount was Rs 6176/-, the turnover was Rs 476800/-.

All the FPO activities like selling of cattle feed, milk procurement and selling, and supporting the local dairy farmers by helping them in the form of loans, government schemes etc are taken up and supported under NABARD.

Veldurthi FPO - it is registered under company act. This FPO is only for the cotton and pulses farmers .there are 334 members in this FPO . collection of share capital amount of the FPO is Rs. 3,67,400/- . There are 10 board members for this FPO. Veldurthi FPO is implementing so many activities like selling of fertilizers, seeds and pesticides, and supporting the local farmers by helping them in the form of loans ,govt schemes etc.,. with the support of NABARD, RO office , Hyderabad.

SRED, Farmers producers Oraganisation was started in the year 2019 Initially Were the number of beneficiaries. In the annual year 2021 – 2022, FPO was taken up in Kurnool, Nandhyal, and Anantapur districts.

SRED has taken up the project Farmers producers Organisation in Veldurthy Mandal, Anantapur dist. The Member size of the FPO was 500. The small farmers and marginal farmers are 502 in number. Number of tenant farmers present in the village are 2. Of the member size of 500members, 180 members are women. This FPO covers 6 villages and one district. The producer organisation and promoting institution is Society for rural and Eco development (SRED), Kurnool. SRED is a non-profit organization. A full time, professional CEO is available. The CEO and other team members are graduates / post graduates and are also well trained. The organisation keeps its audited balance sheet, filing of annual returns, filings of the financial statements. The membership register, Meeting register, visit register, other stock register, sale registers are maintained by the FPO of organization. The total share capital was Rs. 504000/-, the annual turnover was RS 100000/- by the NGO. More than 90% of the members contribute to the share capital. All the board members of the organization are well trained. The decision making is done on the basis of the meeting, or after consulting the board of directors. The FPO is linked up with the retail markets to sell the production.

NABARD CAT Training Programme:

Capacity building for the adoption of Technology(CAT), was the programme taken up by SRED, under NABARD, APRO in the month of January 2022, the agenda was to visit Shreeja Mahila Milk Producer Company Ltd, and Shri Venkateshwara Veterinary university , Tirupati. A team of 25 small and Marginal dairy farmers were mobilized for the exposure visit to understand and to adopt the new technology in the dairy practices.

It was a 3 day training programme for the members. As a part of exposure visit the members were taken to Shree Mahila Milk Producer Company Ltd, where they have observed the Milk

pooling points, calculating the Fat percentage, how to price the milk based on the fat percentage. They also discussed about the animal food practices, and how animals should be treated to get more milk. A study material on dairy practices was provided to the members.

\As part of exposure visit, the members also visited Shri venkateshwara Veterinary University, where they were shown and explained about Marketing, Processing, and Quality control of milk fats.

MEDP program Under NABARD:

Society for Rural and Eco Development as a part Micro Enterprise Development Programme has organized a Training program on “Tailoring and Maggam works” in the month of January for 15 days. The training was given to 30 SHG women, identified by NGO. The women were trained by expert trainers.

Training was given on different tailoring and Maggam works like cutting and stitching of frocks, Punjabi dresses, bead stitching, chain stitching etc. As part of training women were also trained on Disaster management, financial literacy, Water and Sanitation.

The trained women were later formed into joint liability groups, supporting them financially in starting their own production units and in improving their socio economic status.