

# SAMĀCHARĀ

ANNUAL NEWSLETTER

2010 – 2011





# SAMĀCHĀRA

(Newsletter from Srujanavani)

---

Srujanavani is a non-profit organization working in the fields of Child education, integrated rural and urban community development projects, calamity relief, and medical support to deeper rural and tribal areas, supporting the old and the challenged, etc. We believe that a change we want to see in the society starts from us and hence our primary focus is molding socially responsible citizens. This change in every member percolates to the society as service to fellow humans. It was officially founded on September 26<sup>th</sup> 1996 as Cops India and in time the name has been changed to Srujanavani. Today, Srujanavani is a registered non-profit organization and all the donations to Srujanavani are **tax exempt under section 80G**.

This newsletter is our attempt to keep our donors, beneficiaries, well wishers and friends informed about our activities on a regular basis. In this issue, are included the details about the cloth distribution, Slate distribution at Sreekaram schools, School Construction at Boddurevu, DIFFUSION training at ISB, Republic day celebrations and Visits by YOUSEE founder & VIGYAN VIHAR delegates

## Medical and Health Awareness Camps:

### **June 2010:**

During the monsoon season, rains bring with them various seasonal diseases like malaria, dengue and other such viral fevers. This is more prevalent in rural Andhra Pradesh and sadly some of these villages do not get timely medical help. If not attended to in time, these can lead to an endemic and the villages might have to suffer very badly. Keeping this in mind, Srujanavani in association with RAVA Group and Dhathri Group, has conducted a free medical camp on 22<sup>nd</sup> June 2010 at Sankaram Panchayat, Madugula Mandal of Visakhapatnam, Andhra Pradesh. These villages were chosen as they are not in reach of any medical facilities like Emergency Medical Response Initiative (EMR.I), popularly known as the 108 service, run by the Government. This is partly due to poor road access from the main Panchayath (a main village with which nearby small satellite villages are grouped for local governance). Also, rains make this place inaccessible by road transport during the monsoon season. Our volunteers and Dr. Ranga Rao, the doctor who volunteered for this medical camp, had to walk about eight kilometers to reach this place. The fact that no organization has ever been here, speaks for the remoteness of these villages. Srujanavani was assisted by Dr. Ranga Rao, a reputed doctor from Apollo Hospitals, Visakhapatnam, in medically examining the patients and prescribing necessary medicines.

**Villages covered:** Rayapalem, China Boddurevu, Ramachandrapuram, Goppuru, Thadivalasa, Rajannapeta, Mamidipalle and Boddurevu of Sankaram Panchayat

**Beneficiaries:** Through this activity, we have extended aid to around 150 patients suffering from different health ailments like malaria, dengue and other viral fevers, malnutrition, eye infection, ear infections and skin diseases. Prior to the medical camp, Srujanavani volunteers have collected medicines worth Rs.2000 as charity from various sources like medical shops, doctors and medical representatives. A few other necessary medicines were purchased.



## September 2010:

The south-west monsoons have hit Andhra Pradesh with a fury and brought disturbances in all respects. Due to the excessive torrential rains many villages lying on the riverbank and many low lying areas have been inundated. Some tribal areas where the water streams over flow between villages lie out the reach of any Medical Assistance offered by Government. Here the health conditions end up in hapless state.

A free Homeo vaccine and medicines distribution camp was conducted on 12th Sep, 2010 at Shankaram Panchayat, Madugula Mandal (Visakha Dist), Andhra Pradesh. Our volunteers and the doctors bravely crossed the water streams flowing at a depth of 3-4 feet and walked few kilometers to reach the villages. To reach one of the villages we have to take a boat to cross Uraka gadda reservoir which was furiously flowing at a depth of 9-10 feet.



The distributed Homeo vaccines and medicines are to prevent and cure from different kinds of fevers. The Vaccines are Arsinikam album-30 and Variolenum-200. Srujanavani was assisted by Dr. K.Ramesh, a reputed doctor from Navaneeth Avagreen, Thrulawada, Anandapuram Mandal, Visakha Dist. and Dr. Sarala (B.H.M.S) from Visakhapatnam for the medical examination of the patients and to prescribe those Medicines.



Srujanavani Volunteers along with the village volunteers have participated with a lot of energy to provide vaccination and distribute medicines. This activity extended aid to around 700 people.

### **Inauguration of Free Tuition Center (Aug' 10):**

“Education is the panacea for all problems.” In line of addressing this major area, we identified “Pydimamba Colony” at Kancharapalem after surveying 3 slum areas in the city of Visakhapatnam and started a tuition centre. The free tuition centre is a daily one and a half hour class program for the students of 1st to 5th standards in the colony. There are about 30 children participating in this program. We have appointed a tutor, Ms. Nagamani, who brings with her the experience as a teacher at Kancharapalem government school. At our tuition centre teacher helps the students with their regular class works, creates interest in education through reading interesting books, playing games, teaching basic values and social conduct to the students.



### **School Construction at Boddurevu (Jan-Feb' 11):**

The students at the SREEKARAM (Srujanavani Alternate School) at Boddurevu are in festive celebrations as their school got a permanent structure. The activities of Srujanavani are being observed closely by external world and this was proved by the approach of employees of KENEXA who expressed their interest in supporting the cause for improving the lives of poor and downtrodden in this remote village. This interaction has taken the shape of

constructing a school. The leaders of this activity are Mr..Gyani and Mr..Guptha, under who team members has strived hard to motivate and convince the villagers to participate in school construction. Mr..Gyani who stayed in the village during the construction has fallen sick due to Jaundice and Mr..Guptha has taken up the responsibility, stayed back in the village to ensure the construction completed within the committed date to the sponsors.



In-charge Tarak and local Villagers.



The executive office has taken the challenge to inspire the villagers to volunteer for work without any remuneration. This was made possible by the committed IRDP (Integrated Rural Development Program) and education wing members who under the blazing sun held the shovel and mined the hard soil.

KENEXA team distributed 400 sweet packets to the villagers and they visited the canal over there. They did the whitewash for a wall of the school.



Guptha thanked KENEXA team and announced four of the villagers as a committee of school.

The villagers have joined slowly one after another to volunteer and this is not the result of just one day but a sustained effort.

The construction of school has completed with commendable collective effort and it was inaugurated on Feb 19 2011 in the presence of employees from KENEXA, MPTC of Sankaram & MR.P mandal, our founder Ravi Kumar, Vizag





The attendees of the inauguration were overjoyed to see the happy faces of SREEKARAM students.

### **Slates and Books Distribution in Sreekaram Schools (Jan' 11):**

TMAD ( To Make A Difference - [www.tmad.org](http://www.tmad.org)) has sponsored Slates and books to the students in our SREEKARAM Schools in Rajapalem and Boddurevu villages. The faces of children has glow for the fact that they can practice their letters without much trouble from now on. Total 70 slates were distributed to the students in both the schools. This made villagers also happy to see the smile on their children face.



### **SALPG Donation to LOYOLA Oldage Home (Mar' 11):**

As another act of trust and belief on our activities, the CSR wing of SALPG (South Asia Liquid Petroleum Gas Company) has accepted our request for funding to build a Sick room in Loyola Oldage home. The SALPG officials have granted 1.5 L for the renovation and to build a Sick room in the oldage home. Our

CARE team members Atchuta Rao and Ramaraju has closely monitored the activities and ensured completion within the agreed end date.



The inauguration of the Sick room was done on Mar 15th in the presence of SALPG Officials COO A.R.Biswas, H.R Managaer V.Srinidevi, Founder of Loyola Oldage Home Mr.. Mani Prakasha Rao, Our President A.V.Chandrasekhar, T.Ramakrishna, Ramaraju, Atchuta Rao.



The inmates of the Oldage home were happy to know that there are listening ears for their problems and helping hands to make them feel better.



## **Youth Awareness Program at Aditya College, Gopalapatnam (Aug' 10):**

In line with our Youth Awareness Program (YAP) to spread the message of Responsibility of Youth in nation building and service we conducted YAP for ADITYA Degree College, Gopalapatnam on 10th August, 2010. We addressed around 200 students in three sessions. During our sessions we have received a lot of views from the students on how we can shape our nation for a better future and the role of youth in achieving it. Students also appreciated the approach of nation building through serving the society by various programs like saving environment, education for the poor, village development programs, etc and enrolled to participate in many future activities.

The session further continued with discussing various aspects of personality and character development. All the students were very much motivated by the approach of the program, viz., the aim of education must be the formation of character and not just acquisition of knowledge.



## **Appraisal by VIGYAN VIHAR Delegates (Jan' 11):**

As an initiative to appraise the existing structure, policies and priorities of the Organization by noted Social Service veterans and NGOs for refinement and transparency, Srujanavani has requested prominent Social worker Mr..Dusi Ramakrishna for a visit to our Organization.

Ramakrsihna is a veteran in the field of Social work and education field for more than 40 years. He started as an RSS activist in early youth with a motive to establish a school imparting better education. He rejected all the job offers he received after his degree and made his dream true with the support of RSS. Later he built a team to sustain his initiatives and to scale them. Today, the school he started has turned to an education hub of 11 institutes with both free and paid services. Currently he works as the head of the institute for no salary and has an able wife who supports and takes part in all his activities.

Other delegates Mr.. M.Ramakrishna, Mr..Vijay Kumar, Mr.. Balakrishna from Vigyan Vihar have also joined to visit our Organization on Jan 4th 2011.

Advise on our policies and path :

He stressed on the importance of a non-paid whole-timer (Honorary whole-timer) in an Organization, with more influence on the decisions being made. Regarding IRDP (Integrated Rural Development Program), he suggested choosing villages based on nativity or where one has relation, to concentrate only on a couple of villages and to work intensively by involving all the villagers. Villages should be identified based on need which is a relative aspect and should be screened based on its needs, our strengths and network. He also introduced us about another NGO called, Vande Mataram foundation, Warangal. This NGO has impressed many by working on just two factors i.e Education & Values. Today they are covering nearly 500 villages.

Was impressed by our concept of whole-timer where the existing members are identified and were encouraged to acquire all the essential skill set to lead others.

After interacting with Mr.. Dusi Ramakrishna , we felt the need to meet such personalities from time to time personally or in small gatherings. Though some of the suggestions were already in practice in Srujanavani, we felt the need to give more impetus to implement them, like in family relations etc.

### **CSEB Training at Auroville (Feb' 11):**

Our member Mr.. Shaik Basheer has attended a weeklong training at Auroville Earth Institute on CSEB (Compressed Stabilized Earth Blocks).

Auroville is a small village 200 Km from Chennai near Pondicherry; Tamil Nadu formed 40 years ago. Their main basis for the formation is on the ideology of Sri Aurobindo. At present around 2000 residents from some 40 nations living in Auroville. Auroville is meant to be a universal town where men and women of all countries are able to live in peace and progressive harmony, above all creeds, all politics and all nationalities. The purpose of Auroville is to realize human unity.

**Philosophy:** "Man is a transitional being, he is not final. Evolution is not finished; reason is neither the last word nor the reasoning animal the supreme figure of Nature," observes Sri Aurobindo. "There is something that he is not yet which he has to be; he is reaching always towards the something yet unrealized; his whole life and nature is a preparation, an endeavor of Nature towards what is beyond him."

The training consists two parts 1. Test of soil for suitability of CSEB production. 2. Manufacture of CSEB with the machine. These blocks are made with 95 % naturally available soil and 5% cement as stabilizer. A certain composition soil is required for good blocks. Not all soils are suitable. These are



compressed with a machine using moulds of choice shapes and are kept for two days in shade and cured for 4 weeks. CSEB is twice as stronger than country fired bricks, 30% cheaper for finished wall, 10 times less energy consumption, and most importantly 13 times less pollutant than country fired bricks (CFB).

This training is a part of an initiative to acquire the knowledge and expertise on the cost effective and nature friendly construction procedures for all the Srujanavani projects. We are also scheduled to attend other necessary trainings at Auroville.

#### **DIFFUSION Training at ISB (Nov' 10):**

Our members B. Sreekanth (CFO) and K. Durga Kumar has attended Diffusion 2010 workshop at Indian School of Business, Hyderabad from Nov 27-28 2010. This 2-day workshop imparted business skills to help make greater scalable impact, which includes:

#### **Concepts in Finance & Accounting, Marketing, IT and Fund Raising:**

- Ø To leverage business skills in managing and scaling up Social Enterprises.
- Ø Developing macro perspective and not to be constrained by functional limitations.
- Ø Identifying strategic solutions to the problems faced by organizations.

## More Activities:

### Environment Day



On the eve of 36th Environment day on 5th June our members conducted an awareness campaign collecting the oath signatures of people towards conservation of natural resources on earth. The program was scheduled to be organized in two sessions – one in the morning starting 6am and going until 10am and the second went from 4 pm to 7pm. The event was organized at a busy location in Visakhapatnam – the RK beach. The main purpose of this program is to create environmental awareness among the citizens of Visakhapatnam and if convinced of this noble cause, a signature endorsing the cause is requested.

Further, the signee commits to implement at least one of the following in a daily routine.

1. Save Water
2. Save electricity

3. Reduce the usage of plastics
4. Planting and protecting more trees
5. Save Fuel

We have received overwhelming response to the



activity and there was support from various sections of the society, senior citizens, youth, students, employees to name a few have supported the cause. This was also a very rewarding activity for us, as all the group members have taken “save water” as the theme of the year. Starting this year, Srujanavani has made a vow that all the members will make every effort to conserve water and reduce the daily water usage, there by contributing our bit to alleviate the water scarcity.

## Independence Day Celebrations

The Independence Day celebrations went on high note this year at Rayapalem and Peddabodredu schools along with the Free Tuition center. At Rayapalem village, national flag was hoisted by Mr.. Goppannadora (Village Head) and garland to Bharathamatha (Mother India) by Mr.s. Bhavani (Community Health Worker).



At Peddaboddarevu village, national flag was hoisted by Mr.. Kannayadora (Village Head).



At the Tuition center Flag hoisting was done by our Chief guest Mr.. Malla Vijaya Prasad (MLA). After the flag hoisting, patriotic songs were sung by the school children in their wee little sweet voices and this was absolute delight. Following which games were conducted at both villages, like running, musical chair, etc and prizes were given away to the winners. The happiness and joy of celebrations were seen on every face.

The school teachers from the villages and colony members have helped in making all the preparation for the grand event of our nation. School and the tuition children, their parents and other villagers participated in the celebrations joyfully.

## **Winter Cloth Distribution** fl B c j D % \$ ₹

The seasonal activity of Cloth Distribution during winter has been carried out with much vigor this year under the activity coordinator K.Jagadish. The team has identified seven routes from Simhachalam to O.H.P.O in Visakhapatnam. The activity started at 08:30 PM on Nov 28th from VASUDHA house where the team leaders collected their clothes, broachers'.



routes were surveyed for 2 days, for better estimation and understanding.



Totally 328 pairs of cloths were distributed in this activity reaching out to 300+ beneficiaries which lasted until 11:30 PM.

This year, the team made this a better one in terms of planning and execution. Identified

The number of participants has gone up to 32 and also included company colleagues, family members of the members and students.

## **Republic Day Celebrations**

Srujanavani has celebrated 62nd Republic Day of India in its head office with lot of enthusiasm, rededicating for the cause of humanity. Members were made to understand the importance of Constitution and the true meaning of being Republic.



## **Interactions with Other Organizations:**

As part of the Srujanavani collaboration with other non-government organizations (NGOs) in the area, our members have multiple NGO's to learn new ways and experience different approaches to make us better.

### **Visit to Shodhana (May' 10)**

Shodhana is an NGO that works on pre-school education in the district of Vizianagaram. It was founded by Shri.P.D.Kameshwara Rao. These pre-school centers are called "Baala Badi", which can be translated as "kids school". They have developed a curriculum consisting of various games, songs and rhymes. All these were built internally by the staff. Their TLM (teaching learning material) is of low cost and is made with easily available material. Children from the age group of 2.5 yrs to 5 yrs are taken into the system and sent to primary schools as first standard children after completion of course. Children learn through educational games and models that make learning interesting. Here teachers play a significant role and their enthusiasm and patience make a marked difference in the kids' interest to learn. They have twenty-four Baala Badi centers around Vizianagaram with a total staff of sixty-four, among which ten are coordinators, resource persons and trainers; rest being teachers. Also, Andhra Pradesh governments Integrated Child Development Scheme (ICDS) teachers are being trained at these centers.

We are very fortunate that the Baala Badi management could summon children during summer for a demonstration to visiting Srujanavani team. We were delighted to see those tender faces exhibiting all their learning simply by songs, games and rhymes; moreover, children are very happy to have come to school than enjoying their holidays. We are sure that it won't fail to make a responsible citizen in a democratic society as every child was treated equally. Inspired by this, we are looking into the possibilities of incorporating similar educational models for the primary students of the alternate school run by Srujanavani in Madugula area.

### **Visit to Samata (Jun' 10)**

One of our members (Mr..Nifan) has visited this Organization working on the elimination of urban problems. This NGO is located near R.K Beach, Maharanipecta of Visakhapatnam. They are currently working to alleviate the water crisis being faced by the people of Visakhapatnam. They are conducting a signature campaign in and around the city. It has been observed that there is growing water problem. For example, there is only alternate day water supply in some areas and in others there is water supply, only once every three days. Members of Samata are going to inner corners of the city and campaigning

to bring awareness to the local people while at the same time trying to convince the government that drinking water is more important than supplying water to industries.

### **Visit by YOUSEE Founder (Nov' 10):**

Srujanavani has a visit paid by founder of a likeminded organization but with a unique concept. Mr.. Gunarajan founder of yousee.in (UCDS : United Care Development Services) an MBA graduate and who worked 7 years with BASICS (Basic support for Institutionalizing Child care). Later in 2009 he founded UCDS. He has spent some valuable time with our members explaining the unique concept of YOUSEE.

**What is YOUSEE (UC):** A new initiative in the development sector might be only one in the world to adopt this unique concept. They contribute to the society in the way many organizations are doing but the difference is their results and the funding strategy. They will approach an organization or approached by an organization which is doing service in their pre-defined sectors like Education, Health, Financial Inclusion and Environmental services. They will start working by making an agreement. They provide finances for the joint project. And they teach their partner how to evaluate the progress of the project, their core area of expertise which is the backbone for this entire concept. Then they will prepare reports in detail about the project accomplishments and deliverables. These certificates/reports will be sold to the individual donors and corporate.



**Why:** We know the huge potential of the donor base is still untapped just because of the trust deficiency on the NGOs. So UC made this "post pay" method to show the development sector how to survive through the trust deficit times. Many projects will create some impact on the societies the NGOs are serving but most of them are failing to evaluate the impact. Quantifying the inputs and methods being



adopted is done but here exists a large gap in impact quantification. UC's techniques for quantification are solid and apt. So the certificates UC issues are filled with this critical information.

### **Meet with EAS.Sarma (Nov' 10):**

Our member Mr.. Durga Kumar has met Mr.. EAS Sarma a retired IAS officer, currently running NGO "Forum for Better Visakha" and more active in social activism by using RTI.

In the formal introduction of our organization, he was impressed by our model, age and direction. In over all discussion he has given following suggestions:

1. EDUCATION: Suggested us to meet "Sodhana" NGO founder PDK Rao, his close aide and wanted us to think on their model. (We have already visited this NGO).
2. HEALTH: Suggested us to emulate a great effort by a couple in Jamkade (MP), who are doctors by profession in USA came back to India, settled there and started a different model of Health Care suitable for rural back ground. They built Para medical staff from the locality itself thus the making villages free from more than 80% of the disease causing practices. He personally knows that couple and assured for a liaison with them.
3. RTI: As a veteran in this field he suggested us make use of RTI and to ask questions in such a way that it could bring out all the facts and figures. To organize camps in villages, know about existing problems and to create awareness.
4. Jaipur Foot: Offered to introduce us with many Jaipur Foot camp organizers, so that we can help any handicapped persons in villages we work.

### **Help to Vishal Pradhan (Jan' 11):**

Mr..Vishal Pradhan a Program Leader at PRATHAM, with which we are associated with, has been diagnosed with Oral Cancer. PRATHAM is an NGO working on education for underprivileged children in Gujarat. Through our interactions in last few years we know how much selfless person, Vishal is. Our group members have come forward to help this wonderful person who has dedicated his life for the society's well being. We have donated Rs 30,000 for the treatment of Vishal and we pray the all merciful god to bless this man who is bringing better life for the child labor in Surat, Gujarat.

## PARICHAYA

We provided info on VASUDHA and its inmates as an initiative to make our donors and sympathizers more information about our major activities. Just as a recap.

VASUDHA is a home for kids who were neglected or has no one to take care of. VASUDHA, embedded with all the qualities of a normal home, committed to provide better life in terms of not only food, shelter, clothing, care, education but to bring them joy inculcating attitude & necessary skills, with greater love & affection. The physical & emotional needs of children is taken care by mother (the care taker), whereas intellectual guidance is provided by father (Srujanavani members). In VASUDHA, the kids will not lead the life with the feeling of orphan or semi orphan as in a usual Orphanage, but with a feel of joy, love, and above all with the confidence and sense of security as every other child in a normal home. None at VASUDHA is an Orphan. Currently this lovely house homes 4 kids who were rescued from their troublesome situations.

### Support Us:

Support various causes like helping a needy child for education, medical facilities in a remote village and many more by your financial contributions.

Please deposit all your donations for the charity activities in our account mentioned below:

Account Name	SRUJANAVANI Voluntary Association
Account No	00000030212556306
Bank Name:	State Bank of India
Branch:	Gopalapatnam, Visakhapatnam
MICR :	530002010
IFSC :	SBIN0003169
Account Type	Saving account

Please send a mail to our CFO at [info@srujanavani.org](mailto:info@srujanavani.org) after each of your deposit in our account

D f c a c h Y ' l g Å

You can now know more about our recent activities and stay updated through our social networking portals.

Follow us on Facebook @ [www.facebook.com/srujanavani](http://www.facebook.com/srujanavani)

Tweet Us and know about our latest updates @ [twitter.com/Srujanavani\\_NGO](http://twitter.com/Srujanavani_NGO)



## Srujanavani Voluntary Association

### 3 ways YOU can promote us...

 Tell your friends to...  
BECOME A FAN OF SRUJANAVANI @  
<http://www.facebook.com/srujanavani>

 Tell your friends to...  
FOLLOW SRUJANAVANI @  
[http://twitter.com/Srujanavani\\_NGO](http://twitter.com/Srujanavani_NGO)

 Tell your friends to...  
LEARN MORE ABOUT SRUJANAVANI @  
[www.srujanavani.org](http://www.srujanavani.org)

---

THE MOST IMPORTANT THING YOU CAN DO IS  
**INFORM** TO DO THE SAME !

