

# Annual Activity Report 2013-14

Institute of Rural Development  
and Management Studies  
**(IRDMS)**





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## **2013-14**



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**Institute of Rural Development and Management Studies  
(IRDMS)**

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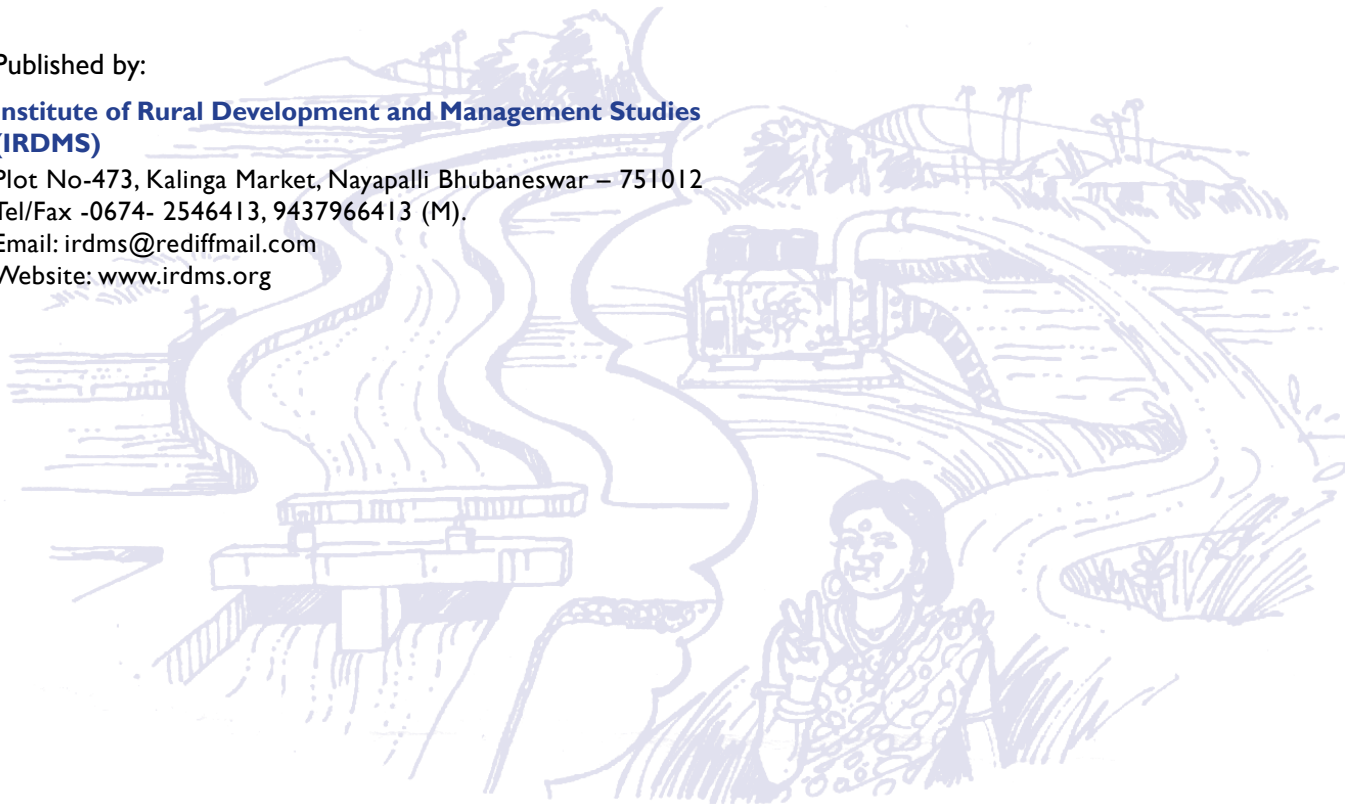
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IRDMS






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## Abbreviations



AIDS	Acquired Immuno Deficiency Syndrome
ANC	Antenatal Care
ANM	Auxiliary Nurse Midwife
AWBI	Animal Welfare Board of India
BCC	Behavioural Change Communication
CBD	Community Based Development
CBOs	Community Based Organisations
DPR	Detailed Project Report
EDP	Electronic Data Processing
FCRA	Foreign Contribution Regulation Act
FNGO	Field NGO
FSW	Female Sex Worker
Hect.	Hectares
HIV	Human Immuno Virus
IDUs	Injection Drug Users
IEC	Information Education & Communication
MSW	Male Sex Worker
NABARD	National Bank for Agriculture and Rural Development
NACO	National AIDS Control Organization
NGO	Non-Govt. Organisations
NRHM	National Rural Health Mission
O & M	Operation & Maintenance
OBCs	Other Backward Groups
ODMM	Odisha Disaster Mitigation Mission
OIIAWMIP	Orissa Integrated Irrigated Agriculture and Water Management Investment Programme
OPD	Out Patient Department
OSACS	Odisha State Aids Control Society
OSDMA	Odisha State Disaster Mitigation Authority
OTELP	Odisha Tribal Empowerment & Livelihood Programme
PLHAs	People Living with HIV AIDS
PNC	Prenatal Care
PPs	Pani Panchayats
PRI	Panchayati Raj Institutions
RCH	Reproductive Child Health
RDI	Rural Development Institute
RKVY	Rajiv Kisan Vikash Yojana
RTI	Reproductive Tract Infection / Right to Information
SCs	Scheduled Caste
SHG	Self Help Group
STD	Sexually Transmitted Diseases
STI	Sexually Transmitted Infections
STs	Scheduled Tribe
TB	Tuberculosis
UNWFP	United Nations World Food Programme
VDCs	Village Development Committees



## From the Desk of the Secretary...

It is my great pleasure to bring out the Annual Activities Report of **Institute of Rural Development & Management Studies (IRDMS), Bhubaneswar** for the year 2013-14. During the year the organization undertook several programmes for its target group who are mainly the poor and marginalized sections of society.

During the period of reporting several new programmes were undertaken mainly in the uncovered areas of the states and many poor and marginalized people were brought under the project coverage. New partnerships were forged and new ideas were implemented.

Though we achieved many new frontiers there were some problems too. We took every care to address these problems in the proper perspective. The process of preparation of this report gave us an opportunity to look back at our weaknesses. We will surely take care of these weaknesses in future.

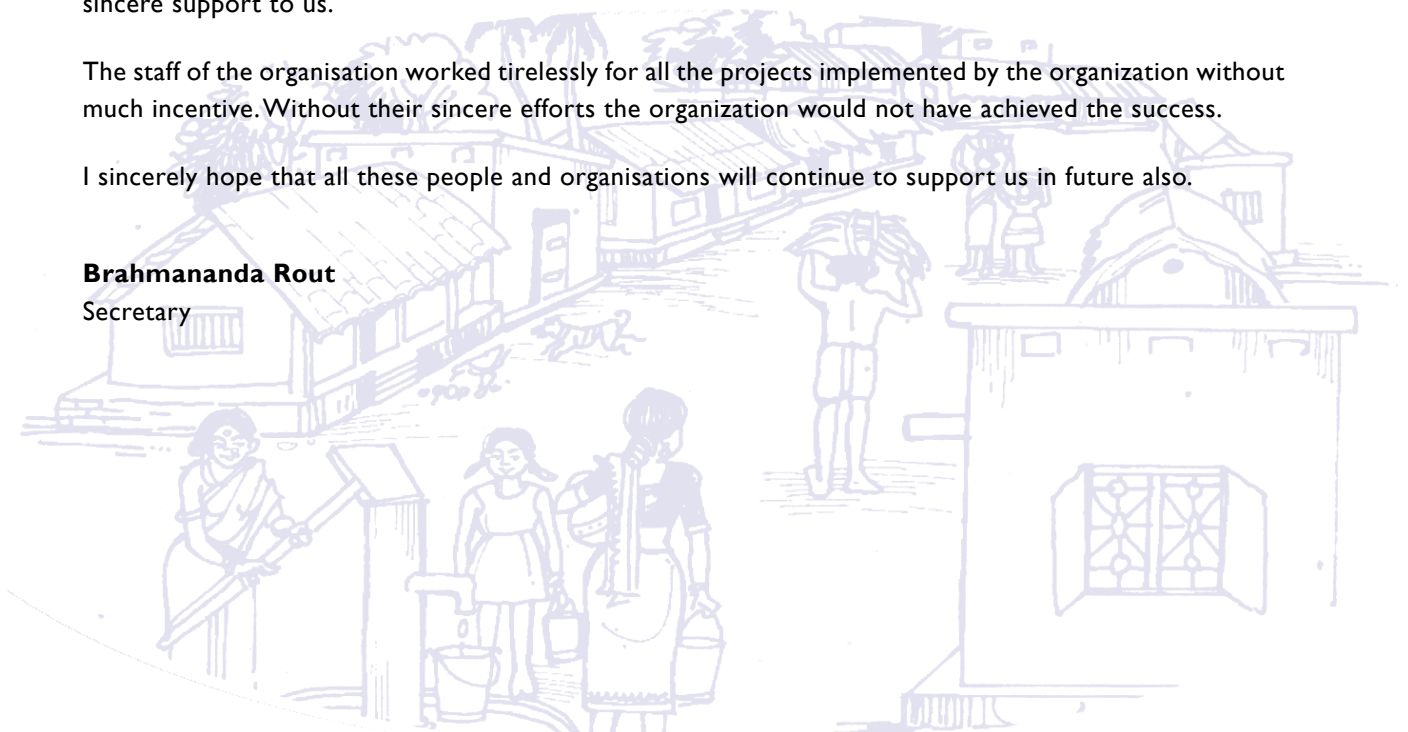
In the journey of development many organizations and like-minded people contributed immensely for the growth of the organization. I take this opportunity to express my sincere thanks to all of them. At the outset I express my sincere thanks to the district collectors of Nabarangpur, Bargarh, Jagatsinghpur, Sambalpur, Khurda and Mayurbhanj who provided all kinds of support whenever asked for. The district and Block level officials also provided all kind of assistance in executing our projects. I sincerely thank them.

I am thankful to our donors and supporting agencies who have stood by us and reposed their faith on the organisation. I am thankful to NACO-OSACS, UNWFP, World Bank, Ministry of Forest & Environment, Ministry of Health & Family Welfare, NRHM Odisha, OTELP, Mahanadi Coal Fields Ltd. for providing their sincere support to us.

The staff of the organisation worked tirelessly for all the projects implemented by the organization without much incentive. Without their sincere efforts the organization would not have achieved the success.

I sincerely hope that all these people and organisations will continue to support us in future also.

**Brahmananda Rout**  
Secretary





# IRDMS - A BRIEF PROFILE

## GENESIS OF THE ORGANISATION

**Institute of Rural Development & Management Studies (IRDMS)**, started by a group of young people who had been working actively in the social sector for a significant period of time on a volunteering mode. In the absence of much resource this group of youths tried to empower the people so that they can raise their voice to get their entitlements from the authorities. But the youths were heartened by the spontaneous response from the people. As a result of this response and request of the people to make it more diverse and more effective it was decided to formalize this group and give it a legal status. Later this forum was given appropriate legal status as per the law of land.

## LEGAL STATUS

- ❑ The organisation is registered under the Society Registration Act, 1860 (Act of XXI) and the valid registration no. is 6946-622/95-96 having re-registered at IGR with valid no. of 23059/66
- ❑ IRDMS is also registered under the FCRA 1976 with valid registration no. 104830087
- ❑ IRDMS is registered U/s 12 (AA) of Income Tax Act, 1961 vide order no. 116/01-02
- ❑ The organisation is also recognized by AWBI (Ministry of Environment & Forests, Govt. of India) vide its order no. OR 029/2002.
- ❑ PAN No. AAAT13690L

### VISION STATEMENT

**IRDMS** envisions an equitable and sustainable society where people live in peace and dignity.

### MISSION STATEMENT

To promote processes which are sustainable, socially inclusive and gender equitable, to enable critical masses of poor and marginalised rural people of communities to achieve a dignified quality of life.

## OBJECTIVES

The detailed objectives of the organisation are enumerated in the Memorandum of Association. Some of the objectives which are dear to the organisation are –

- ❖ To empower the poor and the marginalized to enable them to look after their own development
- ❖ To make the women aware regarding their due rights



- ❖ To work for the welfare of the children and ensure their rights
- ❖ To work for increasing livelihood options for the poor and marginalized
- ❖ To train the unemployed youths in vocational and skill training for better job opportunities
- ❖ To provide quality health services to the under-served
- ❖ To provide quality an affordable education to the poor children
- ❖ To ensure rights of the *dalits & adivasis* through a process of empowerment

## STRATEGY

**IRDMS** adopts a strategy of empowerment where the stakeholders are treated as equal partners not just recipients of grants and aids.

## STRENGTH

The real strength of the organization is the people and stakeholders who have extended their unqualified support to the organization in every respect.

## CORE VALUES

- ❖ Professional
- ❖ Secular
- ❖ Democratic
- ❖ Gender-sensitive
- ❖ *Sincere to the cause*
- ❖ *Committed to the values*

## GEOGRAPHICAL AREA OF OPERATION

In comparatively a short period of time the organisation has spread its activities to a large geographical area. At present the activities of the organisation is spread over more than 600 villages across seven districts of the state of Odisha. The following table will give a rough idea regarding the extent of activities of IRDMS.

District	No. of Blocks	No. of G.P.s	No. of Villages	No. of Beneficiaries
Jagatsinghpur and Cuttack	6	56	422	15800
Sambalpur	1	Municipal Area		300
Bargarh	2	2	22	1550
Nabarangpur	2	17	69	12635
Angul	2	2	15	3800
<b>Total</b>	<b>13</b>	<b>77</b>	<b>528</b>	<b>34085</b>

## TARGET GROUP

- ❖ Women & Destitute
- ❖ Small and marginal farmers
- ❖ Senior Citizens
- ❖ Children
- ❖ SCs, STs, OBCs
- ❖ Rural Artisans
- ❖ Youth
- ❖ Physically Challenged
- ❖ Child Labours





## CURRENT PRIORITY AREAS

The organization has outlined the following activities as its priority areas for the next couple of years

<b>Health</b>	<b>Education</b>	<b>Environment</b>	<b>Watershed Management</b>
<b>Women &amp; Child Development</b>	<b>Agriculture</b>	<b>Training &amp; Capacity Building</b>	
<b>Natural Resources Management</b>	<b>Action Research</b>	<b>Food Security &amp; Nutrition</b>	
<b>Income Generation</b>	<b>Research</b>		
<b>Labour</b>			

## HUMAN RESOURCES

**IRDMS** has a small but dedicated band of professionals who are implementing all the activities of the organisation efficiently. From time to time the staff of the organisation are provided training both inside and outside the organisation to enable them to contribute more positively

## WE ARE PROUD TO BE ASSOCIATED WITH

- ❖ Ministry of Environment and Forests, Govt. of India
- ❖ Ministry of Health & Family Welfare, Govt. of India
- ❖ OTELP, Govt. of Odisha
- ❖ Ministry of Water Resources, Govt. of Odisha
- ❖ Planning & Co-ordination Dept., Govt. of Odisha
- ❖ Orissa State AIDS Control Society, Bhubaneswar
- ❖ National AIDS Control Society, New Delhi
- ❖ Stitching Lilane Funds, Netherlands
- ❖ ECLOF, Switzerland

- ❖ Asha Stansford, US
- ❖ I% Development Fund, Geneva
- ❖ NRHM Orissa
- ❖ MJSJ Coal Limited
- ❖ Mahanadi Coal Fields Ltd, Govt. of India
- ❖ UNWFP
- ❖ World Bank
- ❖ Essar Steel
- ❖ RKVY
- ❖ RDI
- ❖ NABARD



## NETWORKING

It is important to work as a team for achieving any desired results, especially in the field of community development. **IRDMS** is part of the following Networks/Forums to achieve its long-term objectives.

- ❖ ODMM
- ❖ OSDMA
- ❖ ONN on HIV/AIDS
- ❖ Consortium on Sexual Reproductive Health
- ❖ PHOS, Belgian Network on Disability
- ❖ Women Power Connect

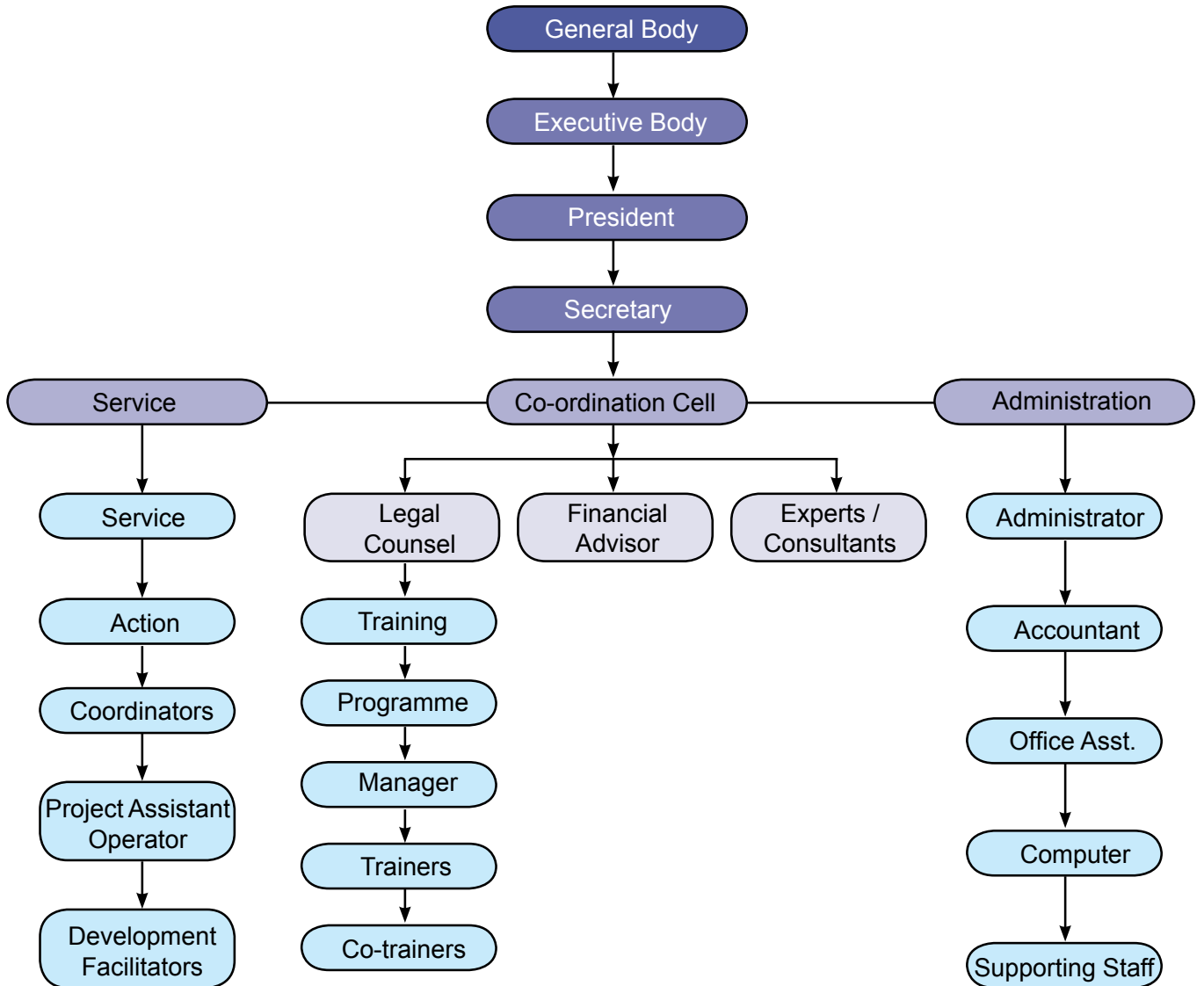
## MANAGEMENT STRUCTURE OF IRDMS

**IRDMS** is a democratically governed institution which is based on democratic principles of equality and accountability. The General Body is the supreme decision-making body of the organisation which meets at least once a year and major policy decisions are taken at this forum. For day-to-day functioning of the organisation a small Governing Body is elected by the General Body for a fixed term. Besides, the General Body also elects the various office bearers who are accountable to the General Body. Secretary is the Chief Functionary of the organisation who manages the affairs of the organisation in good faith in the best interest of the organisation.





## ORGANOGRAM



## ACTIVITIES 2013-14

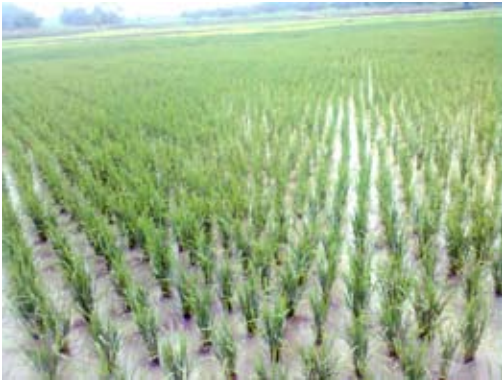


IRDMS undertook several programmes during the year. While the good works of the previous year were continued a few new programmes were also introduced. The organization also explored into new horizons of socio-economic research. A brief profile of activities that were undertaken during the year is given below.



# LIVELIHOOD PROGRAMMES

## A. Strengthening & Empowering Pani Panchayats



The Indian economy is largely agrarian and about three fourths of the entire population depends upon agriculture and related activities directly or indirectly. The case of Odisha is no different. But unfortunately most of the agricultural operations in the state depends entirely upon monsoon as less than one-third of the total arable land. So the farmers in the state are highly vulnerable to erratic and scanty rainfall. Over the past few years the govt of Odisha has been trying to promote irrigation through various models to enhance livelihood in the state.

For promotion of agricultural productivity through over ground irrigation Dept. of Water Resources Govt. of Odisha is implementing Orissa Integrated Irrigated Agriculture and Water Management Investment Programme (OIIAMIP) which primarily aims to enhance the agricultural and incomes by realizing the full development potential of irrigation infrastructure and CAD work, setting up sustainable management systems for irrigation schemes, improving the livelihood of the poor and putting into operation effective processes and mechanisms based on a sound policy and institutional framework where Pani Panchayats (PPs) are developed as cohesive platforms to establish linkages with input delivery, technical support, product marketing and post harvest activities in six major and minor irrigation system in the state. **IRDMS** is privileged to be part of this programme for strengthening the PPs so that the farmers are able to access to equitable water for irrigation.





### Goal of the Project

To facilitate formation, mobilization and institutional strengthening of fifty two PPs in the Taladanda Major Irrigation Systems.

Some of the activities under the project are -

- ❖ Planning, Implementing and monitoring rehabilitation and O & M of minor and sub-minor canals of the sub-projects.
- ❖ Planning, Implementing and monitoring construction and O & M of CAD works and on-farm water management, including equitable water distribution and progressive transfer of these facilities for operation, and maintenance to PPs
- ❖ Planning, Implementing and monitoring of agriculture, associated post-harvest operations (such as marketing and processing) and livelihood enhancement of the users, and
- ❖ Increasing participation of women and economically vulnerable sectors of the community.

### Programme Area Coverage

No. of Districts Covered	- Two (Cuttack and Jagatsinghpur)
No. of Blocks	- Six in the two districts
No. of Pani Panchayats	- Fifty two
No. of GPs	- 56
No. of villages	- 422

### Quantitative Achievement

- ❖ Baseline surveys and Institutional Assessment conducted for all the fifty-two PPs regarding the existing status of the PPs
- ❖ Micro-plan for 49 PPs prepared and submitted to the Dept. of Water Resources for further action for rehabilitation of irrigation infrastructure
- ❖ Capacity-building training to more than 600 Executive Members and Office bearers on organizational management, account keeping etc.





- ❖ Training on improved agricultural practices to more than 2000 farmers
- ❖ Field demonstration on line transplantation on more than 600 hecets. of land
- ❖ Introduction of bio-fertilizer and integrated pest management by more than 1200 farmers
- ❖ Facilitation of election to various PPs
- ❖ Exposure visit of more than 300 farmers and Executive Members to agricultural institutes and farms
- ❖ Facilitation for construction and rehabilitation of field canals covering more than 2,000 hect.

### **Outcome of the Project Intervention**

The programme had a very good impact on the target group and was able to increase the quality of life of the farmers in the project area. The following outcome were observed as part of the programme.

- ❖ The farmers had better access to irrigated water for at least kharif crop
- ❖ The farmers were empowered and better informed about their rights and duties under the Pani Panchayat Act and Rules
- ❖ The farmers had access to modern methods of farming
- ❖ The yield in paddy increased by about 20% after introduction of line transplantation
- ❖ Farmers were amenable to introduce bio-fertilizer and bio-pesticide in farming practices
- ❖ Consumption of fertilizer came down due to rational usage of fertilizer
- ❖ The farmers bodies like PPs met more often to discuss their problems and take action
- ❖ The poor and landless farmers had alternative access to livelihood
- ❖ The farmers had access to irrigation water and there was equitable distribution of water through rehabilitation of irrigation infrastructure



## B. Programme on Watershed Development



People and their environment are interdependent. Any change in the surrounding environment directly affects the people living therein. A degraded environment results in a degraded quality of life of the people. Thus efforts to reduce poverty and improve the standard of living of the people must aim at improving the environment they live in. The environment does not recognize people determined administrative boundaries. A watershed provides a natural environmental unit for planning a developmental initiative. IRDMS has been working for conservation and development of watershed in the district of Nabarangpur. We are privileged to work on watershed development supported by three separate programmes viz. OTELP, OTELP plus and NABARD. A brief overview of these programmes are given below.

### Orissa Tribal Empowerment & Livelihoods Project (OTELP)

Orissa Tribal Empowerment & Livelihoods Project (OTELP) is a specialized programme of the Govt. of Odisha aimed at improving quality of life of the tribal people living in the state through natural resources. The stated objective of the programme is *“to ensure that livelihoods and food security of poor tribal households are sustainable improved through promoting a more efficient equitable self-managed and sustainable exploitation of the Natural Resources at their disposal and through off farm/ non-farm enterprise development”*.

IRDMS is privileged to work in this project as a field NGO (FNGO). It is working in Papadahandi block for OTELP and in Dabugaon block for OTELP plus. Similarly, the organization is also fortunate to work on development of watershed supported by NABARD in Dabugaon block. All these programmes are being undertaken in Nabarangpur district.



**Objectives of the Programme:**

The major objectives of the project is to ensure that the livelihoods and security of poor tribal households are sustainably improved through promoting a more-efficient, equitable, self-managed and sustainable exploitation of the natural resources at their disposal and through off-farm/non-farm enterprise development.

**Programme Coverage Area**

Coverage	OTELP	OTELP Plus	NABARD
Block	Papadahandi	Dabugaon	Papadahandi
No. of Micro Watersheds	10	18	02
No. of GPs Covered	6	12	1
No. of Villages Covered	17	52	4
Area of Land Covered (Hect.)	5123	9000	1300
No. of Households Covered	3200	7600	240

**Major Activities under the Programme**

IRDMS undertook various programmes to reach the objective of improving the quality of life of the target group through management of natural resources. The following programmes were being undertaken during the reporting period.

- ❖ Capacity building of various people-based organizations and women SHGs through training
- ❖ Skill training on water conservation like treatment of degraded land, gully plugging, contour bunding, field bunding, construction of suitable water harvesting structure etc.,
- ❖ Introduction of new agricultural methods for improved farming
- ❖ Introduction less water-intensive crops
- ❖ Providing alternative off-farm and non-farm livelihood system to the landless and marginal farmers
- ❖ Construction of infrastructure like drinking water system, irrigation system etc. for easier access to water
- ❖ Monitor the basic food entitlements of tribal households and ensure their access to public food supplies
- ❖ Strengthen the institutional capacity of government agencies, PRIs, NGOs and civil society to work effectively for participatory poverty reduction with tribal communities.





## Quantitative Achievement under the Programme

The organization has been working in the three projects (OTELP, OTELP Plus and NABARD) for varied time span. So the achievement also varies from project to project basis. A brief snapshot is provided below regarding the achievement in these projects during the reporting period.

## Outcome of the Project

The project is primarily aimed at highly marginalized community like scheduled tribes (STs) who have a very small base of livelihood. The following qualitative outcome could be achieved as part of the programme.

- ❖ The women have been empowered to demand their due rights and entitlements from the authorities
- ❖ The target households have alternative and/or enhanced access to water for irrigation as well as drinking purpose
- ❖ There is a direct enhancement of household income level through additional economic activities
- ❖ The Village Development Committees (VDCs) have become pro-active in taking decisions
- ❖ Quality of land fertility has increased due to treatment of land and water conservation
- ❖ The water table has increased making water availability easier
- ❖ The district and local governance system has been more sensitized to the cause of poor and marginalized
- ❖ Introduction of alternative crops to the mono-cropping paddy has resulted in better farm income for the households
- ❖ The target group are now better informed regarding the importance of conserving and using judiciously natural resources



KBK Administrator Dr. Taradutta, IAS and Mrs. Yamini Sarangi, Collector, Nabarangpur visited OTELP project villages





### C. Land Rights to the Marginalized

Many of the the marginalized section of society like dalits and adivasis do not have access to land either for farming or even for building their homes. As an organization working for the welfare of the poor and marginalized the IRDMS collaborated with RDI, Bhubaneswar, a specialized agency on land rights to bestow land rights to the poorest of the poor. As part of the programme the organization launched a massive campaign on the issue. Activities like public rallies, sensitization workshops, advocacy meetings etc. were held for the purpose. During the year with the active participation of all stakeholders the organization was able to provide *patta* (land registration) to more than 1000 households in Nabarangpur district. All these households were landless and did not have a dwelling place. Post this activities they have been able to live with dignity in their own homes.



### D. Aged Care Support

To provide help and psychological support to the neglected older persons, IRDMS has started a day care centre on the auspicious occasion of Gandhi Jayanti, 2nd October, 2013. Chhayamani Devi Day Care Centre at Baharana GP of Balikuda Block of Jagatsinghpur District has 50 aged persons, both male and female from the nearby villages. They are provided with free lunch and health care services as a routine. Besides recreation materials (musical instruments, radio, newspapers, holy books etc). For their peace & pleasure, the organization conducts excursion visits to holy places once a year and also facilitate them in accessing their other entitlements. Organisation is also planning some useful productive activities for the inmates, so that it can provide livelihoods support to old people.

# PROGRAMME ON HEALTH

The state of Odisha is rather infamous for clocking one of the highest Infant and Maternal Mortality rates in the entire country. The state is also plagued with various bottlenecks like trained manpower and health infrastructure. So the organization is also working in the field of health with the objective of providing quality health services to the people in its operational area mainly in the difficult and inaccessible areas. During the reporting period the following health programmes were undertaken.

## A. Programme on HIV/AIDS



HIV/AIDS has threatened to take the shape of an epidemic. There are evidences to show that the dreaded infection has already found its way to the general population in some areas. This is quite alarming and every action must be taken to contain the dreaded infection as there is no curative therapy to this infection. The infection can be avoided through precautionary measures. IRDMS is working with Odisha State AIDS Control Society (OSACS) and National AIDS Control Organization (NACO) to work among the high-risk groups to control HIV/AIDS.

### Programme Coverage

District	Programme Area	Target Group	No. of People covered
Jagatsinghpur	Kujanga and Paradeep Municipality	FSW/MSW	400
Sambalpur	Sambalpur, Burla and Hirakud Municipalities	IDUs	200

### Objective of the Programme

The main objective of the programme is to create awareness on HIV/AIDS and provide quality services to the high risk groups.



## Programme Approach

The project adopted an integrated approach for addressing the menace of the infection. The following approaches were undertaken as part of this programme.

- ❖ STD Care
- ❖ Condom Promotion
- ❖ Enabling Environment building
- ❖ Behaviour Change Communication and
- ❖ Care and support for People living with HIV/AIDS (PLHAs)

## Activities Undertaken

During the reporting period various activities relating to awareness creation and providing of quality services were provided to the target group. The following programmes were undertaken during the year.

- ❖ Awareness Generation: Awareness generation is the most important tool to create necessary environment to make the high risk group understand that there is no alternative but to take precautionary actions for prevention of the infection. Innovative IEC materials and campaign tools were used to create a conducive environment so that the high risk groups are able to understand risks and take required precautionary actions for prevention of HIV/AIDS.
- ❖ Treatment & Care: It is very important to monitor the spread of HIV among the high risk groups. So the project undertook regular blood check up for the target group for HIV infections. In case of any confirmed case of the infection necessary treatments including ART and counselling services are provided to them.
- ❖ STD/RTI Care : Sexually transmitted diseases are an opportunistic infection and HIV can be transmitted through these infections which includes TB. So the organization is providing STD/RTI care to all the target group and linking them up with district STD clinics.
- ❖ Promotion of Condoms: Indisciplined and unprotected sexual behaviour is one of the main reasons for faster transmission of HIV. So the organization is promoting safe sexual activities through usage of condom which is very effective not only to prevent HIV infection but also STD/RTI.

## Quantitative Achievement

Services Provided	Jagatsinghpur	Sambalpur	Total
STD Care	305	234	554
Condoms Distributed	68,348	22,587	90,935
Syringes Distributed		34,487	34,487
Needles Distributed		18,267	18,267
People covered through BCC		10,258	10,258
Persons Counseled	647	957	1,604
Blood Test Conducted	80%	100%	



## B. Urban Health Programme



The poor living in the slums are devoid of quality health care. Besides, they are condemned to live in a very unsanitary condition. In the slums and poorer sections of urban areas it is the women and children who are the worst sufferers in terms of access to healthcare. In order to address this specific problem IRDMS is working with the NRHM Odisha for providing quality healthcare to those living in urban slums.

### Objective of the Programme

To provide quality healthcare services, especially reproductive and child healthcare in the urban slums of Paradeep Municipality.

### Coverage

Area	-	Paradeep Municipal Area
Total Population Covered	-	20,155
Male	-	10,292
Female	-	9,863

### Activities Under the Programme

- (a) **OPD Service:** Doorstep quality health care services are provided to the target group through establishment of a clinic in the project area. This OPD Centre is manned by one allopathic doctor, two ANMs and one Pharmacist. Apart from regular check up, critical cases were referred to the higher medical centers to Paradeep, District Hq. Hospital and SCB Medical College, Cuttack.
- (b) **Reproductive Healthcare:** One of the mandates of the project is to provide necessary services on reproductive and



child healthcare. As part of this programme the young and expectant mothers in the target area are provided with RCH services like regular ante-natal care (ANC), post-natal care (PNC), regular immunization, basic lab services, required medicines, management of complications during pregnancy etc. Besides, the project is also trying to achieve maximum cases for institutional delivery. Besides, the project is also providing both permanent and temporary family planning as well as spacing options to the eligible couples.

- (c) **Outreach Services:** Apart from OPD services the project is also providing doorstep healthcare services through outreach health camps. The people are providing consultations as well as medicines during the check up. There were also RTI/STI screening camps organized in which the people were provided STD/RTI services. More complicated cases were referred for further follow up to the district headquarters hospital and to Cuttack.
- (d) **Awareness on Malaria and TB:** The state of Odisha is known as the malaria capital of the country due to a higher prevalence of malarial fever. So the organization took various steps to make the people aware regarding this fatal disease and how to take care of themselves. The organization also promoted impregnated mosquito nets to keep themselves safe from mosquito bites. Similarly, the organization also undertook a programme to screen suspected cases of TB and refer them to the DOTS centres for further follow up actions.
- (e) **Empowerment of Community:** The project also undertook various programmes to educate the people regarding the importance of keeping good health for self and family. Slum Health Committees were formed and strengthened. IEC materials were produced and distributed to the target group on good health behavior. The organization also undertook a programme to empower the adolescent girls on personal hygiene as well as menstrual hygiene.

Quantitative Achievement

Sl. No.	Name of the Service	Achievement
1.	ANC Registration	340
2.	No. of Patients Treated in OPD	5992
3.	Total no. of Referrals	282
4.	Total Immunization (Children)	849
5.	Total TT Immunization (Mother)	294
6.	Institutional Delivery	293
7.	Post Natal Care	293
8.	Outreach Health Camps Patients Treated	28 827
9.	STI/RTI Cases Identified and followed up	49
10.	Total No. of Family Planning	62
11.	Total CBD Formed	8
12.	Condom Distributed	5,200
13.	Impregnated Mosquito Nets distributed	9114
14.	Slum Development Committee Meetings	8 (279 participants)
15.	Leprosy Patients Identified	2
16.	Swasthya Kantha Erected	8





### C. Drug-De-addiction Centre

IRDMS is running a Drug-de-addiction Centre “MAMTA”, a Rehabilitation Centre for the Drug Addicts at Baharana GP of Balikuda Block of Jagatsinghpur District since December, 2013, to address alcoholism and substance abuse & its effects with components like medical care, addiction counseling, socio-psychological and yoga therapy, psychological management, outreach & crisis management. The centre has 15 bed facility and equipped with necessary infrastructure and technical hands functioning round the clock with the Medical Officer, Counselors, Social Worker, Staff Nurse, Peer Educator. The process of treatment in the centre is always attempted to be innovative.

Sl. No.	Name of the Service	Achievement
1.	Awareness Camps / Health Camps	10
2.	Indoor Service	54 clients
3.	Outdoor Service	335 clients
4.	Follow up through home visits, letters & phone calls	123 clients
5.	No. of Individual Counseling sessions conducted	225 nos.
6.	No. of Group Counseling sessions conducted	42 nos.
7.	No. of Family Counseling sessions conducted	108 nos.

### D. Programme on Malaria Control:

IRDMS continued with its programme on malaria control. During the year programmes like awareness building among the community, seeking immediate medical care in case of suspected malarial fever, undertaking a blood test, taking medical help promptly were undertaken. The volunteers of the organization educated the people, especially in the malaria-endemic Nabarangpur district how to take preventive action for keeping safe from mosquito bite. Similarly, in the slum areas of Paradeep and Bhubaneswar cities the organization educated the people to use mosquito nets and take preventive medicines. School awareness programmes were held to educate the children how to keep themselves safe from malarial fever.

## PROGRAMMES ON WOMEN EMPOWERMENT

Since the very inception IRDMS has been working in the field of women empowerment. We believe unless women are not given their due rights there cannot be real development. So the organization has been undertaking several programmes for empowering the women both economically and socio-politically. The following programmes were undertaken during the reporting period.

### A. Self-Help Movement and Micro-Finance Programme



Self-help movement, especially among the poor and marginalized sections of society has been quite successful in many parts of India including in the state of Odisha. IRDMS is a leading agency in the field of promoting women self-help groups micro-finance in the state. During the year the organization not only promoted many new groups but also provided them with the required training and capacity-building support.

#### **Objectives:**

The broad objective of the programme is to empower the women to take decisions at the family and community level and use economic empowerment as a tool to achieve the empowerment process.

#### **Activities Undertaken:**

- i. **Formation and Strengthening of SHGs:** IRDMS continued to form and strengthen new women SHGs to enable them to manage their own groups independently. During the past one year a training workshop was organized for the leaders of the SHGs (President, Secretary



and Treasurer) on accounts, book-keeping, developing business development plans, interacting with banks etc. More than 200 women SHG leaders were provided training in the districts of Sambalpur, Bargarh and Nabarangpur districts of the state.

- ii. **Micro-Finance and Micro-Enterprises:** IRDMS is running a micro-finance programme very successfully which has changed many lives in the rural Odisha. Supported by HDFC Bank, the organization has advanced loans to more than 300 women SHGs who have undertaken several micro-enterprises to enhance their socio-economic conditions. As a hand-holding support the organization provided technical training, marketing support and EDP to these groups to help them run their enterprises quite successfully.

### Outcome of the Programme:

The programme had a very good impact on the poor and marginalized women. The following impact could be seen from the programme.

- ❖ The women became economically self independent
- ❖ They were free from the debt trap and do not have to depend upon the exploitative money lenders for credit
- ❖ At household level they can take part in decision making
- ❖ Due to increased availability of money they can spend money on healthcare
- ❖ Indebtedness has decreased significantly among the target group of the programme.

## B. Seminar Against Atrocities on Women

Over the past few years there has been a consistence rise on atrocities against women. Even though there a host of legal and constitutional provisions to protect women the women are largely not aware of these rights. IRDMS tried to educate the women by undertaking a one-day workshop at Bhubaneswar in which the participants were educated how to take advantages of these provisions. The resource persons educated the participants on Prevention of Domestic Violence against Women Act, Prevention of Sexual Violence at Workplace Act etc. The police and judiciary were urged to take strict action against the violators of women rights.

## C. Empowerment of Adolescent Girls

IRDMS has been working in the field of adolescent girls in its project area. As part of the programme the organization has promoted kishori clubs in the district of Nabarangpur and Sambalpur. The adolescent girls were also taught on menstrual hygiene and were provided life skill education. More than 200 young adolescent girls were covered under the programme.

# SURVEY AND RESEARCH

## Study on Pani Panchayats

The organization was privileged to be associated with the Dept. of Water Resources, Govt of Odisha to conduct an explorative study on the present condition of Pani Panchayats in two districts of Angul and Dhenkanal. As part of the assignment the research team made a detailed study on the existing status of about 69 Pani Panchayats coming under two major and two minor irrigation projects in the two districts. The study also aimed at undertaking an institutional assessment of all the Pani Panchayats. This study helped the Dept. of Water Resources to understand the problems faced by these Pani Panchayats so that suitable action programmes can be undertaken to strengthen them.







## AWARENESS PROGRAMMES

### A. Programme on Water and Sanitation

The organization continued its good work on water and sanitation. In order to discourage open defecation, IRDMS motivated people through innovative awareness programmes and IEC activities to stop open defecation and install household latrines in their houses. Similarly, the organization also educated the people to use safe drinking water. The organization has also put up piped drinking water in several villages of Nabarangpur district.



### B. Consumer Awareness and Protection

As a result of the economic liberalisation and increasing purchasing power of the people consumerism has taken a new dimension. With the increased purchasing power of the people many organisations and people have come forward to offer goods and services to the consumers. However, with the increase in business activities many unscrupulous elements have crept into the system who do not hesitate to dupe the consumers. As a result many consumers ended up being cheated by these dishonest businessmen.

IRDMS has been working in the field of consumer awareness for a long time. During the reporting period the following activities were undertaken.

- i. **School Consumer Awareness Programme:** IRDMS undertook a programme to imbibe awareness among the school children regarding their rights as consumers. The programme was conducted in the districts of Jagatsinghpur and Sambalpur. The children were involved in programmes like essay competitions, debate competitions on consumer rights. Under the programme more than 50 schools were involved. The teachers were also involved to pass on the message of consumer rights to the children regularly.
- ii. **Consumer Protection Workshop:** In order to protect the unsuspecting consumers from the abuse of the goods and service providers a one-day state-level workshop was organized at Bhubaneswar. In this workshop more than 100 participants from all over the state participated which included consumer rights activists, major service providers, legal experts etc. A review was done on the existing consumer laws and how consumers can save themselves from the exploitative service providers.
- iii. **Celebration of Consumer Rights Day:** Like every year IRDMS celebrated Consumers' Rights Day on 15<sup>th</sup> March 2014 to make the people aware regarding their rights as consumers. On this occasion state-level competitions among school and college students were held on consumer protection. A rally was also held to mark the occasion. At the end of the rally a public meeting with participation of top level govt. officials on consumer affairs participated.





### C. Youth Development and Exposure

Like every year **IRDMS** conducted a district-level youth camp at Nrusinghanath in Bargarh district in which the youths were engaged in extra-curricular activities and discussions on nation building. More than 45 youths from all over the district participated in the programme. The youths were also educated on various schemes and programmes aimed specifically at youths.

### D. Celebration of International Day for Older Persons

Senior citizens are one of the most neglected sections of society. There are cases where many older persons are dumped by their own family members as they are seen as burden by the younger generations. In order to make the people aware regarding the need for taking care of the older persons a State level workshop was organized on International Day for Older Persons on 1<sup>st</sup> October 2013 at Bhubaneswar. On this day a detailed discussion was held regarding the existing legal provisions on rights of the Older Persons and obligations of family members to respect the older persons. More than 60 social activists, govt. officials participated and deliberated on the issue.

## CELEBRATION OF IMPORTANT DAYS

Like every year the following important days were celebrated.

- |  |  |
|--|--|
| 1. National Youth Day (12 <sup>th</sup> January)     | 2. Republic Day (26 <sup>th</sup> January)             |
| 3. International Women’s Day (8 <sup>th</sup> March) | 4. Consumers’ Rights Day (15 <sup>th</sup> March)      |
| 5. Utkal Divas (1 <sup>st</sup> April)               | 6. World Health Day (7 <sup>th</sup> April)            |
| 7. May Day (1 <sup>st</sup> May)                     | 8. World Environment Day (5 <sup>th</sup> June)        |
| 9. Independence Day (15 <sup>th</sup> August)        | 10. Gandhi Jayanti (2 <sup>nd</sup> October)           |
| 11. World AIDS Day (1 <sup>st</sup> December)        | 12. World Human Rights Day (10 <sup>th</sup> December) |

## LOOKING AHEAD

The year 2013-14 was a remarkable year in the journey of social development of IRDMS. Several new programmes were undertaken and many new areas were covered under the programme. However, the organization also faced certain difficulties for implementing the planned programmes. One of the difficulties faced was of adequate finance. We would take proactive steps to mobilize finances in the coming years. We would focus on livelihood, health, natural resources management, women empowerment, HIV/AIDS and education in the coming days.

**Secretary  
IRDMS**



**ANNUAL ACTIVITY REPORT 2013-14**



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