

“SEVA” SOCIAL EDUCATION AND VOLUNTARY ACTION.

ANNUAL REPORT 2015-16

About “SEVA”

“SEVA” Social Education and Voluntary Action is a Nonprofit Organization. It is committed to bring lasting changes in the lives of disadvantaged communities. We believe in building capacities and assets to advance their standard of life. Entitlement and access are critical to create an environment that promotes change. SEVA believes in the capacities of individuals for self determination. SEVA supports communities with know-how and skills in the selected areas of social and economic improvement. Progress in agriculture, education, environment and skill development are critical to progress. SEVA continues to focus on rights of children, women, Dalits, Tribals and other marginalized sections of the society. SEVA interface with agencies of national and international repute to realize its vision for a just and humane world.

Founder

U. Raja Rao, the founder of SEVA strived to provide quality services to the disadvantaged sections of Society. He became known in the NGO circles and Government and his efforts helped him to bag the best NGO award in the year 1998. SEVA continues to receive awards and appreciations from the local administration and government for the services to the community.

Vision

“SEVA envisage a social order in which the poor have the ability to safeguard their rights and access to assets to advance their life and protect natural resources.”

Mission

To bring sustainable development by organizing and building capacities of the disadvantaged communities

Core Values

- Transparency
- Accountability
- Learning by Doing
- Sustainability
- Value Addition & Quality

Objectives :

1. To initiate action, research and developmental programmes among at the integrated community development with a special focus on Landless poor. Women and Socially deprived weaker sections.
2. To take-up development programmes for the social-economic upliftment of the Urban poor mainly slum dwellers.
3. To initiate need based programmes with a view to organize street children rag pickers etc., for they're over all personality development and develop them as constructive citizens. The programmes include care protection relief and rehabilitation.
4. To initiate development programmes for the welfare and development of workers involved in hazardous occupations like tanning etc.
5. To take-up capacity building programmes keeping in mind the comprehensive development of physically and mentally handicapped.
6. To provide health, nutrition, housing, education etc basic needs to the poorest of the poor by pulling resources from within and outside the community including the state programmes.
7. To take up education programmes with a view awaken masses on socially destructive practices and organize them to take up positive action programmes.
8. To take up environmental science and technological awareness and educational programmes among the farmers women, children, youth etc., groups and attempt to get them involved in Environmental protection and promotion work.
9. To develop skills of people by conducting, arranging in field and centralized training programmes on like agriculture. Animal Husbandry, health, cottage industries, thrift, entrepreneurship development etc
10. To take up suitable activities for the relief of the people in case of flood, drought, earthquakes, fire accidents etc., natural calamities and social calamities like community tension and accident.
11. To initiate women development programmes particularly to provide education and growth opportunity, which will strengthen the socio-economic status of the women in the society.
12. To raise subscription, fees donations, hundies, admission / registration fees etc from individuals / groups / MFIs and to onlend to individuals / groups / MFIs and other association of person in villages / urban areas in India, particularly in Tamilnadu / Andhra Pradesh / Kerala / Karnataka, formed for activities under taken for the economics (farm and non-form / income generating), social, educational upliftment of its members.
13. Borrow / receive / raise loans / grants / equity and other financial assistance from central / State Financial Institution, Nationalized / Schedule Banks, other Government / non government agencies, both within India and abroad, for attainment of its objectives, With or without Security of the movable / immovable properties of individuals / society / groups , by way of mortgage, hypothecation , lien pledge of its funds placed in fixed deposits , or in any form as required by the lending institution .
14. The director and / or secretary / (any other office bearer) may (severally) be empowered to sign all contracts, agreements, deeds, bonds, etc., and all other documents required to be executed for raising financial assistance and offer security, for and on behalf of the society
15. To initiate any other in furtherance of objectives of the society as and when decided upon by the governing body of the society.

Legal Status

Registration Details	:Registered under the Andhra Pradesh (Telangana Areas) Public Societies Registration Act Of 1350 Fasli (Act I of 1350 F.)
Registration No. & Date	: No. 4244, Dt. 18 th December 1992
Registratikon Renewal Date	: 18-02-2016
Income Tax 12 A No	: Hqrs-II/12A/80G/30/93-94 Dt: 28-03-1994
PAN IT	: AADTS8434R
FCRA Details	: 010360048 Dt. 5/8/1996
E.S.I. Code Number	: 52000484190000999
E.S.I. Sub Code	: 62520484190010999
E.P.F., Code Number	: NZWGL 1019744000
Service Tax Code Number	: AADTS8434RD001
Labour License	: AP-05-23-002-01581 Dated 08-09-2015
National Level Membership, Network with Various NGOs and Funding Agencies.	
Guide Star India Registration	: GSN No. 5150
In corporation with Ministry of Corporate Affairs	:

Operational Area

State : **ANDHRA PRADESH STATE (Tribal & Upland area)**
Districts : West Godavari , Krishna and Guntur Districts
Mandals : 30 Mandals (Blocks)
Villages : 400 Villages
Communities : SC, ST,BC, Minorities and Deprived sections
Beneficiaries : Farmers, Women, Children , Aged and Youth.

State : **TELANGANA STATE (Tribal & Upland area)**
Districts : Karimnagar and Warangal and Khammam Districts
Mandals : 15 Mandals (Blocks)
Villages : 225 Villages
Communities : SC, ST,BC,Minorities and Deprived sections
Beneficiaries : Farmers, Women, Children , Aged and Youth.

Partner Donors

SDC/IC
CENTER FOR WORLD SOLIDARIY
CENTER FOR SUSTAINABLE AGRICULTURE
CENTER FOR SUNSTAINABLE AGRICULTURE
CARE- International (India)
SPICES BOARD OF INDIA
NABARD (NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT)
SHM/DEPT. OF HORTICULTURE
EESAP, D.D.S, NYK, DM&HO, ADULT EDUCATION, WOMEN & CHILD WELFARE
DEPT.,
DEPT. OF AGRICULTURE, NCLP, GOVT. & OTHER AGENCIES.

SWACHA BHARAT PROGRAMME :

“SWACHH BHARATH MISSION”

SWACHH BHARATH MASS AWARENESS CAMPAIGN

Supported by: **NABARD**- HYDERABAD

SEVA organized **SWACHH BHARATH MASS AWARENESS CAMPAIGN** on 26.04.2015 at Chintalapudi Major Gram Panchayati, West Godavari District with the support of NABARD. The following Department Heads and Officers attended the Programme:

- Sri. B.V.S.RAMAPRABHU, AGM-NABARD, West Godavari District.
- Sri. T.M.E MICHEL RAJU, MRO, Chintalapudi.
- Sri. RAJAGOPAL. MDO. Chintalapudi.
- Sri. RAMARAO, MEO, Chintalapudi.
- Smt. T. LAKSHMI . EXCISE SI. Chintalapudi.
- Sri. M.JAGADESHWARAO, Sarpanch, Chintalapudi.
- Smt. B.APARNA, MPTC, Chintalapudi.
- Smt. M.SUNDARAMMA, MPTC, Chintalapudi.
- Smt. D.BABY KRIPABAYAMMA, MPTC, Chintalapudi.
- Sri. N.RAMAKRISHNA, Society President, Chintalapudi.
- Smt. SOUNDARYA, Health Department, Chintalapudi.
- Sri. U.RAJA RAO, CEO SEVA Organization.
- Mr. G.PRAKASH, Coordinator SEVA Organization.
- Sri. VENKATARAO, Executive Officer, Chintalapudi

SEVA has organized the Following programmes of **SWACHH BHARATH MASS AWARENESS CAMPAIGN** :

Rally from old bus stand to new bus stand chintalapudi. Sri. B.V.S.RAMAPRABHU, AGM-NABARD -West Godavari District Flagged off the Rally from old bus stand chintalapudi, 450 Students from all local schools, teachers, above 100 general public, SHG Members, farmer clubs members, health workers, NGO representatives and Anganwadi workers participated in the Rally.

The Rally created awareness among the public through placards slogans on necessity of dumping waste only in dust bins, avoiding spitting on walls, usage of toilets, Avoid writings on

currency Notes, save energy to save earth and . Keep villages clean. Avoid usage of plastic carry bags etc,

The campaign was covered with mike announcement on awareness of cleanliness in the village. The pamphlets were distributed to the public.



The **Meeting** was organized at New Bus stand premises and Sri. B.V.S.RAMAPRABHU, AGM-NABARD, West Godavari District explained about the SWACHH Bharath Mission, the programmes are supported by NABARD focusing the importance of clean villages and keeping surroundings clean. He also stated that we should motivate our neighbors to be a part of Swachh Bharath and making our surroundings clean and be healthy. And other participant officers are also addressed the public about the importance of Swachh Bharath.



Pledge was administered by Sri. T.M.E. MICHEL RAJU, MRO- Chintalapudi to the huge gathering.



Cleaning was done at the new bus stand premises includes sweeping and cleaning, removal of garbage and waste of the surroundings.



Finally the **Bleaching** of the surrounding of new bus stand is done. After the programme refreshments are served to the participants.

LEADERSHIP DEVELOPMENT PROGRAMME :

Leadership Development Programme organized at Market Yard, Nuzuveedu , Krishna Dist. There are 50 farmers from 14 Farmers clubs are attended in the Training Programme. Sri N. Madhu Murthy Garu DDM, Krishna Dist. Ms. Anitha Agri. Officer, and other department officers are participated in the training programme . The farmers were provided the information about Govt. subsidy programmes, regular conducting of farmers clubs meetings, Books updation, various information about the Horticulture, agriculture and other related information. The group discussion was also conducted to train the farmers to talk about the problems in the field as well as in the village.

FARMERS CLUB PROGRAMME

FARMERS CLUBS : Farmers Clubs promoted

Sl.No	District	No. of Villages/Clubs	No. of Farmers
1	Warangal	35	1225
2	Krishna	41	710
3	West Godavari	179	3347
	TOTAL:	255	5282

The farmers club programme initiated from 2009 at Warangal, Krishna and West Godavari Districts of Andhra Pradesh.

There are 255 village farmers covered under this programme. The programme is supported by NABARD, Hyderabad. There are Base Level Orientation Programme and Meet with Expert Programme were conducted at village and field level with the co-operation of local agriculture and horticulture officers and with the animal husbandry department were provided technical support to conduct Animal Health Camps and awareness, agriculture information like cropping system, Govt. subsidy programmes, insurance etc., was imparted to the farmers during the meetings.

The farmer clubs are functioning by doing savings, conducting monthly meetings, innovating local officers, and participating in Govt. Programmes.

Farmers Club Major Out Come:

- Savings and internal lending
- Minimizing of Pesticides and Fertilisers
- Selection of Quality Seeds
- Use of Vermi Compost and manure
- Following Soil Testing in their field
- Co-operation to the bankers to collect overdue loan amounts
- Co-operating to the village people to open a bank accounts
- Mass Controlling of rats in their field
- Availing of subsidi loans like Dairy, Goat, Poultry, Godowns etc.,
- Strengthening of Institutional Development like monthly meeting, Monthly saving, Book keeping, Magazines, News Paper maintenance.
- Economic Activity like Fertilizer Shop
- Hiring of agriculture implements
- Inviting and involving local scientists and Govt. officers to the field
- Knowledge gaining through the exposure visits
- Promotion of organic and Sustainable agriculture practices
- Village Community Based Activities like road laying, cleaning, plantation.
- Organising National Festivals and involving all the villagers.
- Conducting of animal health camps
- Conducting of Health Camps in the villages
- Promotion of drinking water facility like water plants
- Most of the farmers got awarded as a progressive farmers in the district
- Promotion of Seed village concept and total village kitchen garden concept
- Use of literature like magazines and information from SMS
- Preparation of different Kashayalu, Panchakavya, amrutha japam etc.,

MEDP PROGRAMME :-

***MEDP TRAINING ON CASHEWNUT PROCESSING
TO
SHG WOMEN***

Supported by: **NABARD**- HYDERABAD

“SEVA” implementing Agency in West Godavari District under NABARD organized 6 days **MEDP Training on CASHEWNUT Processing to SHG Women** on 23.02.2015 to 28.02.2015 at Jeelugumilli. The programme focus was to develop the processing skills to tribal women’s. The Training started by the warm welcome given by Mr.Bhaskar, Coordinator SEVA .The Training was started by following members:

- Sri. B.V.S.RAMAPRABHU, AGM-NABARD, West Godavari District.
- Sri.V. K. Baseen, Manager- Vijaya Bank-Jeelugumilli
- Sri. U.Raja Rao, CEO SEVA Organization.
- Mr.G.Prakash, Program Coordinator- SEVA Organization
- Mr.Vishnu , Trainer- Janagareddygudem
- Mrs.M.Aruna, Trainer- Janagareddygudem
- Ms.Swapna Kumari , PO Secretary
- Ms.P.Pandu, VDC Secretary- Ankanagudem
- Mr.B. Lakshman Rao, MAA Thota Project Committee President.
- Mrs.Mudiyam Malleswari, SHG Leader-Datlavarigudem
- Mrs.Karam Parvathy, SHG Leader-Datlavarigudem

30 Tribal women’s of Jeelugumilli participated in this training Programme.

Sri. U.Raja Rao, CEO SEVA explained briefly about the Training its need and how it can help the participants for better improvement of their livelihood. And also explained about the financial literacy and importance of having Bank zero accounts for the individual and benefits of having saving accounts, insurance schemes available, Accident insurance up to Rs. 100,000., Importance of social security, How to approach the bank etc.,

Sri. B.V.S.RAMAPRABHU, AGM-NABARD, West Godavari District interacted with the participants and explained about the following:

- Need of training.
- Benefits of the training.
- Process of training.
- Marketing skills.



Sri.V. K. Baseen, Manager- Vijaya Bank-Jeelugumilli interacted with the participants and assured to give needed support from the Bank. He also appreciated for loan paid by the members.

- Day one Machinery observation. The participants are explained about the different machines used for cashew nut processing. The complete process of Cashewnut has been explained.



- Second Day the training was on the Shelling -SEED Cutting Exercise: Shelling is the removal of dry roasted shell. Training given by using a hand operated deshelling machine for removing the shell. One has to use this machine by both feet and hands for operating the machine. The nuts are to be fed one by one between two blades shaped to fit the contour of the cashew nut which are adjusted by means of a foot pedal

depending on the size of the nut. Once the nut is cut to the depth of the shell and held in position between the blades, a hand lever is pressed to pry open the shell of the nut into two parts. At that time both hand and foot operations are released simultaneously and the halves fall into a chute. The pressure exerted by both the foot and the hands should be so regulated as to cut only the shell part and not the kernel. This can be acquired only after sufficient experience on the machine. The two halves are picked up by another worker. It is important when shelling the nut that the kernel is not broken as whole nuts command a higher price in the market.

* Ash is applied to the hands to prevent damage to the hands and kernel.

- Third Day training on peeling process: This process is the removal of testa (seed coat) from the kernel (nut) training is given to the participants. Peeling is done using a sharp knife or needles made. Care has to be taken while removing the testa. If kernels are scratched more it results in poor quality kernels.
- Fourth day training was on grading process. The participants are given training on the different types of grading of nuts like, Whole nuts, half nuts and pieces of nuts. Etc., grading the different sizes and according to color is also been explained.
- Fifth Day the participants are given training on the Packing methods. As per the grading done the packing needs to be carried out separately. Packing of cashew nuts 100 gms, 200gms 1/2 kgs, 1 kgs etc., are done by the participants.
- Sixth the final day of the training the participants are given training on the Marketing Skills. The participants are motivated to do direct marketing.

Conclusion :

By this training Programme the participants at the end of the six day all were trained in cashew nut processing and they all expressed that they are very happy to be trained and conveyed thanks to SEVA and NABARD for giving them this opportunity by which they can improve their income for better livelihood.

APSIDC-LI PROJECT :-

APSIDC-LI – Krishna District.

The Project is implementing in 09 villages. There are 09 Lift Irrigation Schemes are implemented with the financial assistance of Andhra Pradesh State Irrigation Development Corporation.

Main Objective:

- Ayacut Development and Agriculture livelihood support
- Effective functioning of the committee for the scheme sustainable

COMMITTEE :- Each village we have formed committees for smooth functioning of LI Schemes in the villages and Sub Committee are formed in the schemes.

Community Social Engineering (C.S.E) :- We have appointed Community Social Engineering Coordinator who is regularly visits the field and will have interaction with the farmers and the committee members and he will discharge the duties as per the guidelines from the executive engineer and social engineering coordinator respectively.

APSIDC – LIFT IRRIGATION SCHEME – Support Organisation

KRISHNA DISTRICTS	CLUSTER	MANDALS	NO. OF VILLAGES/ SCHEMES	NO. OF AYACUT ACRES	NO. OF FARMERS	CORPUS FUND CREAD
01	01	03	09	8,496	6420	Rs.56,59,000/-

Major outcome:

- Maintenance of scheme by the farmers society
- Creation and Collection of corpus fund
- Insurance to the crews and farmers
- Institutional Development like monthly meetings and transparency
- Book keeping and auditing

- Annual Maintenance Contract (AMC) Commissioned schemes
- Water distribution to the all farmers under the scheme
- Celebration of APSIDC Day and National Festivals
- Improvement of Ayacut
- Repairs and maintenance of machinery
- Maintenance of document like ayacut map and other scheme details
- Trainings to the scheme society office bearers, crews and farmers
- Display of social audit boards containing scheme information
- Awareness to the farmers on sustainable agriculture practices, water management and crop rotation

PROMOTION OF FARMER PRODUCER ORGANISATIONS (FPO'S) :-

The Farmer Producer Organisations established in 2 areas one is Cashewnut Producer Organisation at Jeelugumelli Mandal West Godavari Dist. With 500 Tribal farmers and another one is Vegetables Producer Organisations at M Nagulapalli Dwaraka Tirumala Mandal, West Godavari District. The FPO's are registered under the Company's Act of 2013 and the membership fee and Share capital amount is collected by the members. The FPOs are started marketing their produces for higher rates and providing market channels and also they are providing Seed s, Pesticides and Fertilisers, subsidy rates from the local Govt. departments. The FPO's are provided awareness and capacity building, trainings and Orientation to the members and board of directors. This programme is supported by NABARD.

FINANCIAL LITERACY PROGRAMME :

The programme is supported by NABARD and this programme components are awareness through the Kalajatha, Distribution of pamphlets, Conducting rallies, Organising Mass meetings, Survey, Quiz competitions. The programme aim is to make the House holds in the villages to open an Bank Account for all the members in the house and use bank services like Savings, Deposits, Loans, Insurance etc., This Programme is organizing at 50 villages 2 mandals in West Godavari District of Andhra Pradesh.

TRIBAL DEVELOPMENT FUND (TDF) PROJECT :-

This programme is implementing with Tribal families. The major activities of the programme are promotion of Seri-culture and Horticulture Crops including integrated approach of the 530 Tribal Families in 25 villages in West Godavari District of Andhra Pradesh. This programme with support of NABARD. Hyd.

SMART VILLAGE PROGRAMME :-

There are 07 villages programme based adoption was taken at Lingapalem mandal, West Godavari Dist. Of Andhra Pradesh. The villages are covered 100% illiteracy, 75% Toilets, 100% O accounts Jana Dhan accounts , 75% ODF 100% immunization and also road laying, tree plantation, etc., is doing at village level with the support of local people.

INTERNATIONAL WOMENS DAY PROGRAMME :-

On the occasion of International Womens Day, “SEVA” organized a programme at Adult Education Office, Eluru with the co-operation of Women and Child Development Agency.

The following topics were covered in the programme.

- Women discrimination in the Society.
- Women empowerment.
- Girl child education and its priority.
- Women - atrocities.
- Women - Harassments.

The RANGOLI Competitions were conducted at the programme. Prizes were distributed to the winners. All the participants in the competition were given participatory prizes.

Mr Chandra Shekar, Project Director, Women and Child Development Agency, Mr Naveen Kumar, Deputy Director, Adult Education, Z.F. Nalini Raj Garu, Executive Director, “SEVA” organized the programme. Ms. Karuna, President- Adarsha Mahila Mandali, Mr Thanda Sarangapani, Advocate, local leaders and about 250 women participated in the programme.

ORGANIC FARMING AWARENESS PROGRAMME :-

Organic Farming Awareness Programme organized at Eluru. The following topics are explained to the farmers in the awareness programme.

- Crop rotation, Inter crop, mulching, pruning, grading
- Soil Testing and use of Bio-fertilisers and pesticides according to the soil health cards.
- The farmer has benefitted the expenditure on Pesticides and Fertilizers that they have not used in the field.
- Good variety of seed selection
- Preparation of Jeevamrutham & Kashayalu
- Used bio-fertilizers and pesticides by provided the land fertile improved
- Certification of the organic farming area
- Use of local prepared kashayalu and panchakavya, amrutha jalam etc.,
- Improved the quality of crop
- There is good scope for organic products
- Horticulture Dept. recognized to provide give some assistance for marketing Of the crops.
- Farmers are happy to continue the organic farming methods
- Farmers are making vermi compost in their individual field
- Farmers learned to maintain grading of the crops

PROGRAMME FOR ELDERS :-

There are 60 elders were provided clothes at Community Hall, Patha Chintalapudi village, Chintalapudi mandal, West Godavari Dist.

HEALTH CHECK-UP ,HEALTH AWARENESS PROGRAMME AIDS AWARENESS PROGRAMME :-

Health Check-up and Health Awareness programme was organized at 10 villages in Chintalapudi mandal , West Godavari Dist. The medicines were provided to the poor patients, and health check up was done by the eminent doctors. The gathering was addressed about the Health Awareness on communicable diseases, AIDS awareness, regular follow up of Pregnant women and children about their monthly check up and immunization, cleanliness and use of Nutritional local available food.

HUMAN RIGHTS,GIRLS CHILDREN ISSUES, & DOMESTIC VIOLENCE AWARENESS PROGRAMME :-

The awareness meetings were organized at Tribal area of Jeelugumelli mandal, in 5 villages. The villagers made awareness about the compulsory education, minimum wages, available health benefits, Awareness on SC, ST Act and other various acts about the women rights.

WATER AWARENESS PROGRAMME :-

The Awareness Programme organized at T Narsapur and Jeelugumelli mandals of West Godavari Dist. The farmers are made awareness about the soak pits which are subsidized amount is provided by the Govt. and NREG programme for every household. The pamphlets were distributed to the each and every house in 50 villages of 02 mandals in West Godavari Dist. There are 310 soak pits were constructed.

CAREER GUIDANCE & VOCATIONAL GUIDANCE AWARENESS PROGRAMME :-

The programme was organized at ZP High School, Jeelugumelli. The local officers were participated in the programme. The students were made awareness on various opportunities in private sector and public sector and various courses technical and non-technical courses after completing 10th class and also the students were made awareness on selecting subjects and courses as per the interest of the students and the employment availability in the Govt. departments and private sector.

KALAJATHA ,TRAININGS, AWARENESS ON GOVT. SCHEMES :-

The organization has organized Kalajatha programmes at village level and conducted training programmes to the Youth and women and farmers about the Govt. Schemes like subsidy loans, NABARD programmes, Agriculture subsidies, various Insurances, Literacy programme, Anganwadi benefits, Pensions, and other Govt. Schemes.

ANIMAL HEALTH CAMP:-

The organized has 05 Animal Camps are organized at 05 villages with support of Animal Health Dept., There were 3090 animals were examined and provided medicines to the animals and also the farmers are made awareness about the animal health care particularly at the time of change of seasons and feeding of fodder and other Govt. Schemes regarding animal development.

DIGITAL SURVEY :-

The Digital Survey on Land Records online updation has done at 04 mandals of West Godavari Dist. Of Andhra Pradesh.

NGO NETWORK PROGRAMME :-

40 NGO's are formed as Network at District Level in West Godavari Dist. Of Andhra Pradesh. The Network aim is to strengthen the NGOs among themselves and associate with Govt. Schemes to carry out the programmes to the rural people.

VISITORS :- During the year the following officials visited the organisation

1. Sri BVS. Rama Prabhu Garu DDM, NABARD, West Godavari Dist.
2. Sri Subramanyeshwar Rao Garu Lead Bank Manager, West Godavari Dist.
3. Sri M. Srinivas, Project Director, MEPMA, Eluru
4. Sri Hari Chandra Prasad Garu , Dist. Employment Officer, Eluru
5. Mr. Suhas Nair Garu, Monitoring Co-ordinator, KKS
6. Ms. Rama Lakshmi Garu, AGM, NABARD, RO, Hyd.

U. RAJA RAO
SECRETARY
“SEVA”
WEST GODAVARI DIST.

