



# Padala Charitable Trust (PCT)

## News Letter

Quarter 2, (Jul – Sep 2021)

### FOUNDER'S DESK

PCT Newsletter is an attempt to keep our donors, supporters and well-wishers informed of the progress we are making in various projects we have scheduled in a particular financial year.

Awareness is Life is what we strongly believe at PCT. The good sign in the recent past is, the importance of education for children is felt by all stakeholders in the system and the number of children outside the schools has dropped significantly. However, quality of education and awareness in adolescent children about various important aspects are still part of the major concerns we all should be worried about. We have been focusing lately on multiplying our impact by training large women groups with the help of corporates and government agencies in both AP and TS states.

Girl Child Education Project is something that we are really proud of for helping many girls by providing access to higher education.

Thanks to all our supporters and well-wishers who are always part of our journey.

Thank you all!

- Surya Prasad  
Founder & CEO

### Multiplying the impact- Training women leaders in rural parts

This year, PCT collaborated with **SPMS (Sri Padmavathi Mahila Sangham)**, a renowned NGO working with women self-help groups for the past few decades. Through this collaboration, PCT conducted reproductive health and adolescent girl child health awareness to women leaders of 10 Villages in the state of Telangana. As a continuation to this first phase training that happened in March, a second phase of training was conducted from 16th to 18th September. A wide range of topics such as, understanding adolescence, emotional changes during adolescence, child marriages – unwanted pregnancy, Child Sexual Abuse & exploitation, importance of Women`s health, menstrual cup, Breast cancer, Cervical cancer, Sexually Transmitted Diseases, menopause, hysterectomy were discussed in a completely interactive way with help of activities and stories. We received great feedback from the participants, as well as the training organizers. Now these 24 women will be mentored and monitored by PCT, as they return to their villages and spread the same awareness there. Impact multiplied by 10 times. The CSR wing of **WELSPUN** industries is also a part of this collaboration. That`s not it. SPMS also requested PCT to conduct a similar training to other women in the Chittoor District of Andhra Pradesh state.



## MoU with the Govt. of AP to reach 20,000 girls

Andhra Pradesh Social Welfare Residential Education Institutions Society, shortly called as APSWREIS has been a long-term associate of PCT. Since 2019, we have been training the students and the teaching staff in 3 main aspects viz., Life Skills, Adolescent Health and Career guidance offered in the name of SSS program. Recently we have conducted Adolescent Girl Health Awareness programme (Swechha) for around 1000 girl students studying in four different schools in Srikakulam district. All these schools are under the canopy of APSWREIS and BC Welfare department of Andhra Pradesh. The joint collectors of the district personally saw the impact we could make through our sessions. As a result, PCT signed up an MoU with the district administration to reach 10,000 girl students in Srikakulam district. We are also in the process of reaching another 10,000 girls in Visakhapatnam district.





## Girl Child Education

We can see several girls with academic excellence who are not able to pursue higher education due to the family's poor financial position. PCT usually gets yearlong scholarship applications from many students. Some of them are from poor and meritorious girl students. We carefully evaluate the need and eligibility of such applications and place the requests of such eligible, meritorious girl students on our website. This year, we have selected 35 students so far. These students belong to different fields of education like Medicine, Horticulture, Engineering, Pharmacy, Nursing, Intermediate. For all the girl students, the total yearly support required will be around fifteen lakhs. We have prepared a detailed profile for each student and placed them on our website. <https://pct-india.org/appeals/>

Our support just does not stop at providing scholarship for the girls. We take complete care of the girls right from career guidance, college admission guidance, hostel accommodation and even emotional support at times. We also appoint senior students as mentors to these students. For some girls who are the children of single parents, we personally drop them off at college, buy them stationery and bicycles just like parents would do. This way, they will feel loved and nurtured and can concentrate better on studies.

There are more girls like these waiting in the queue for help, so that they can pursue their dream of higher education and bring their family out of poverty. Please write to [pct2050@gmail.com](mailto:pct2050@gmail.com) for more details.



## Project Bharosa – Vocational skills and Livelihood

Project Bharosa is sub sect of project Vaaradhi which was started to ensure employment to Vaaradhi Students, its Alumni and Vaaradhi families. Under this project, vocational training, guidance, mentoring, marketing and financial support will be given our Vaaradhi children and their family members to set up small scale businesses. The main reason to start this project is that some of our Vaaradhi students, especially girl students discontinue their education due to different situations. Despite the assured financial support, only some of them will be able to resume their education. As a result, those students neither pursue their education nor do they have enough skills to be employed. In some families, single mothers will also stay unemployed. Keeping this in mind, PCT decided to support such students and families through project Bharosa. As a pilot activity, we began where the Project Vaaradhi has taken its roots. In the Yeleswaram village of East Godavari district, one of our Alumni, Mother Teresa and her mother came forward to set up a small business of their own. We suggested them the idea of **candle making**. After initial research and training, the student and her mother agreed to start this small venture. We spoke with a raw material supplier and distributor and bought all the required equipment. This will be treated as a loan and the student has to pay this in installments after she starts seeing profits. Right now, they are working daily and making candles. We hope they will become self-sustainable very soon.



## Small deeds can change lives!

Anjaneyulu from the Kattamuru village of Peddapuram Mandal, East Godavari district is a physically challenged person. He has this long-standing dream of establishing his own grocery store, atleast on a small scale. However, his financial conditions only let him down. He has been searching for someone who could help him financially and emotionally. Somehow, he came to know about PCT. After speaking with him, we provided him Rs. 15000 financial aid. However, he was not able to procure permissions for establishing a grocery store. Without getting discouraged, Anjaneyulu started selling broom sticks on his two-wheeler. Now he is earning Rs. 500 to 1000 a day. He is confident about paying back the amount he received from PCT soon.





### Distributing nutritional supplements & School stationery to hundreds of needy children – Project Vaaradhi

Project Vaaradhi selects children who are orphans or semi orphans from rural/urban government schools. It is designed to empower this section of underprivileged children by providing 360° care until they complete education. For the year 2020-21, we have selected around 320 such children into project vaaradhi. Including the old students, a total of nearly 650 children will be under our care and close monitor for the next 3-4 years until they complete their secondary education. Our team has travelled hundreds of kilometres to the remotest villages & urban slums amidst the pandemic, to select the poorest of the poor students into this project. During this quarter we have travelled to all those villages and met all those children individually. During the distribution, we have given dates, nutrition bars, ensure nutrition powder, to each student. In addition, every girl student was provided with sanitary pads and Swechha handouts. All the distribution was done following strict Covid safety protocols.



### Child marriages – Making difference, one girl child at a time:

Despite many efforts from NGOs, teachers and the Government, many parents in rural areas, succumb to financial, societal and family pressures and marry off their daughters at an early age. Such girls who are forced to get married, have to struggle a lot later in life, as they will be devoid of skills or the capacity to deal with health, family and financial complications that arise due such hasty marriages. PCT stays in close contact with such vulnerable girl children and continuously educates the families about the ill effects of child marriages. There are many instances in the past where we had to rescue several girl children from forced child marriages. Recently, we had to deal with several hard situations to get some girls out of child marriage and to stop some even before occurrence. Still several child marriages occur without coming to our notice. Several systems have to change in order to bring a complete change in this.

### Tracking and supporting Vaaradhi rolled out students

Under project Vaaradhi, students happen to be in our care for 3-4 years until the completion of their 10th standards. This year we spoke to 116 of our Vaaradhi students who completed their 10th standard in 2021. We are happy to inform that almost every one of them is sure about pursuing higher education. We have prepared a detailed questionnaire and asked the students about their goals, family conditions, health conditions and the support they are seeking. We noted down the names of the neediest and did the necessary follow ups. Some of them are even included in the aforementioned Girl Child Education project. With the help of these calls, we were able to stop several child marriages too. Down below is a snapshot of results for a question about the students` willingness to pursue higher education.



10 వ తరగతి తర్వాత ఏం చదవాలి అని అనుకుంటున్నారు ?

Agriculture Diploma courses	2
I T	4
IIIT	2
Intermediate	86
Polytechnic	9
ఇంకా నిర్ణయం తీసుకోలేదు	6
ఏదైనా పని చేసుకుంటూ డిప్లెన్స్ లో ఇంటర్మీడియట్ చదవాలి అనుకోవటం (AP Open School Intermediate)	4
చదువు ఆపేసి ఏదైనా పని నేర్చుకోవాలి అనుకోవటం	1
పైవేవి కాదు (Others)	2

**Grand Total**

**Count of  
1. Name  
of the  
students**

**116**





### Village Cluster Development – Project MVM

In 2021 we took up a village cluster development project in a village called AK Mallavaram, East Godavari district. The project`s key focus areas are empowerment of women through employment generation and empowerment of youth through skill development. Over the last two quarters, we have achieved a good amount of success in these two areas. We also parallelly did many awareness programmes in the village regarding adolescent health and women reproductive health. This quarter, we have established a computer training center in the village. Over 40 students have been trained in the computer basics like MS office so far. Two libraries having books related to various competitive exams and personality development are also established. 20 women have also been undergone basic tailoring training. Out of those, we have given sewing machines to 5 women on loan. These 5 women will repay the amount incurred for sewing machines in easy installments.



## Mentoring the second level leadership

We Are with You Charitable Trust (WAY CT): A young team of around 10 engineering students has participated in our summer internship. At that time, they were budding social workers and volunteers. They used to run an unregistered NGO called SSF. The internship has immensely helped them to understand some basic things of designing impactful social programmes. After the internship, the young team became more organised and built a team. They now have a registered NGO called WAYCT with hundreds of volunteers situated in 3 states. They are now implementing around 9 socially relevant projects on a non-profit basis. PCT will always be proud that it has been able to guide, support financially and mentor such a group of committed young minds from the very beginning. As WAYCT is celebrating 3 years of its inception, on 6<sup>th</sup> of October, Mr. Surya Prasad Padala, Founder and CEO of PCT attended the meeting as a chief guest and motivated the young people. We are also trying up with these young people for reaching more children and women.



Thanks to Our  
Supporters



### Padala Charitable Trust

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76800 83399; 73311 23064; [pct2050@gmail.com](mailto:pct2050@gmail.com)

For More Info

Website: <https://pct-india.org/>

Blog: <https://bit.ly/2MFt1Q9>

Facebook: <https://bit.ly/37anLOG>

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