PADALA CHARITABLE TRUST

80G Certified | FCRA - 010170337 | NITI Aayog ID - AP/2018/0189057 | CSR - CSR00025749



Annual newsletter of the activities done in the FY 2021-22















FOUNDER'S DESK

Surya Prasad Padala, Founder and CEO, PCT.

Writing a foreword to PCT newsletter is always exciting and equally challenging. As always we have been unlearning and relearning so much from the children, parents, teachers, school leaders and individuals working in various CSOs.

The very idea of 'Awareness is Life' is something that keeps us moving and we strive hard to reach out to as many children as possible.

Our partnerships with international organizations such as WASH United, government institutes such as APHRDI, APSWREIS, APREIS and corporations like Welspun prove our consistent efforts in the area of adolescent health education in schools and colleges.

Last but not least, we cannot thank enough our donor group, supporters and well-wishers. PCT is blessed to have such a group of people to be associated with.

We promise you that our journey will continue towards achieving sustainable development goals. Thank You all!

WHAT'S INSIDE

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- 2) Highlights of the FY 2021-22
- 3) A glimpse at Q4 (Jan '22 - March '22)
- 4) Important events of the last 3 quarters

Recognition & Awards



PCT Transparency - PCT has been awarded GuideStar India Transparency Key for 2022:

GuideStar India is India's largest and most reliable online information repository with 11000+ NGOs. We have been awarded the prestigious GuideStar India Transparency Key award for 2022 and have joined India's largest pool of credible NGOs after undergoing a rigorous due diligence process. GuideStar India's Transparency Key is the Foundation Level certification indicating that the organisation has filed annual income tax returns as a tax-exempt entity and has shared the same in the public domain. To view our profile at GuideStar India, please visit this site



Dated : 24-03-2022

NOTE - THIS LETTER IS ONLY AN APPROVAL FOR REGISTRATION OF THE ENTITIES FOR UNDERTAKING CSR ACTIVITIES.

10, PADALA CHARITABLE TRUST , 1-344 RAJIV NAGAR 2 RAYUDUPALEM,NEAR CTC CHURCH,KAKINADA,AP04,AP,533005

PAN : AABTP0258Q

Subject: In Reference to Registration of Entities for undertaking CSR activities Reference: Your application dated 24-03-2022 (SRN-T90473042)

Sir/Madam

With reference to the above, it is informed that the entity has been registered for undertaking CSR activities and the Registration number is CSR00025749. Please refer the registration number for any further communication.



ROC-DELHI

PCT got the approval to receive CSR funds

Padala Charitable Trust now has MCA's (Ministry of Corporate Affairs) approval for CSR registration. So, we now officially can accept funding from Companies through Corporate Social Responsibility (CSR). Another milestone for us. Thanks to all our supporters and well-wishers as always!



HIGHLIGHTS OF THIS YEAR

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Saving lives

Caring for the medical needs
of underprivileged children







#Express_MENstruation









HIGHLIGHTS OF THIS YEAR

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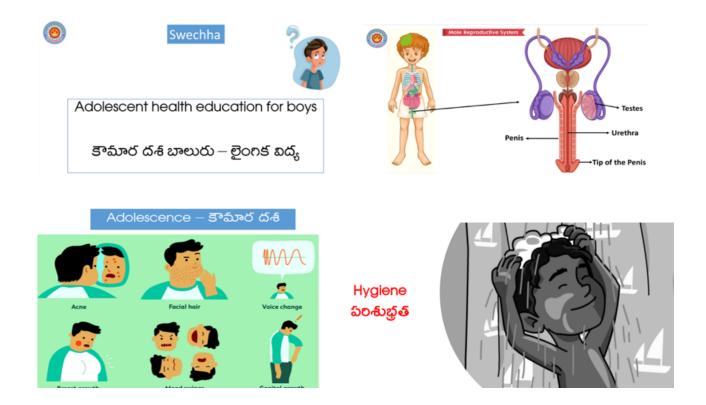
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Educating women
Reproductive health
awareness to women self help
groups

Adolescent health education for boys

Breaking another barrier of silence



It has been only a couple of decades since NGOs and individuals started actively involving in creating awareness about reproductive health. Majority of these programmes are targeted at women and adolescent girls, as there is a dire need for action in that aspect. However, educating boys regarding their own physical and emotional changes during adolescence and about the same changes in their female counterparts has been neglected. As of now, very few organisations are working on educating boys and girls equally. PCT took it as a challenge to educate adolescent boys of ages 14 to 18 about reproductive health - hygiene, gender sensitization, bullying, attraction during teenage, sexually transmitted diseases, and substance abuse. Watch this this short video about new project in clip here. https://youtu.be/mRkMFWwwPAw

Collaboration with the govt. residential schools

Filling the awareness gaps

















This quarter, we have entered into an MoU with Andhra Pradesh Residential Education Institutions Society (APREIS) Andhra Pradesh Social Welfare Residential Education Institutions Society (APSWREIS). Both of them are the premier organisations to start a well-planned residential school education in our state. Identifying certain gaps in the current system and with an aim to bridge those gaps, PCT has been providing key awareness in the areas of life skills, career planning and adolescent health through a flagship programme called SSS. PCT wanted to work with APREIS and APSWREIS to reach nearly 50,000 children studying in these school in the AY 2022-23. As a part of that plan, we implemented our flagship SSS projects in various districts as a pilot for the year 2021-22 reaching 4000+ students.







3

Project Unnathi

A unique Scholarship programme







We can see several students, especially 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 45 students. These students belong to different fields of education like Medicine, Horticulture, Engineering, Pharmacy, Nursing, Intermediate. For all the students, the total yearly support required will be around eighteen lakhs. We have prepared a detailed profile for each student and placed them on our website.

Our support just does not stop at providing scholarship for these students. We take complete care of these students right from career guidance, college admission guidance, hostel accommodation and even emotional and medical 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.

In the coming years, 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 for more details. https://pct-india.org/appeals/

We have conducted a scholarship distribution programme to all these students on March 4th this year. You may read more about the event here https://www.facebook.com/100006213197698/videos/373202237709546/

4 Saving lives

Caring for the medical needs of underprivileged children









Project Vaaradhi is one of the most unique initiatives we as an NGO are so proud of. 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. There are currently above 600 children in this Vaaradhi project.

Most of these children belong to remote villages and most of them are mal nourished. The single mothers or the guardians do not have any awareness on health. In case of any health issue, most of them approach the quacks present in the villages. Due to all these conditions, many children are devoid of quality healthcare. After introducing personal mentors to a group of every 40 to 50 children, we started identifying children suffering from many ailments, small or large.

This year, we have spent rupees around 2.5 lakhs for facilitating quality health care to nearly 100 Vaaradhi children. The support included consultation with general physicians and specialist doctors regarding a wide range of health problems, diagnostic tests, medication and sometimes surgeries to problems like tonsillitis, appendicitis, torsion of ovary. The most amazing thing here is that, we do just provide the financial care but, we personally attend the hospitals and leave only after the condition of the students get better. There are many incidents where our mentors have stayed at the hospital past mid night. Without a project like Vaaradhi, the health problems could have worsened and may even have become life threatening to some children. Thanks to the donors who have made this possible

Village cluster development

Sustainable development interventions in a remote village









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. Apart form these, we have been facilitating and financially supporting the manufacturing unit of organic fertilizers and pesticides.

Partnership with WASH United Global

Partnership with WASH United Global







Padala Charitable Trust (PCT) has been doing many activities in accordance with Menstrual Hygiene Day, since 2019. MH Day 2021 is special for us because, we have been recognized as one of the official partners of MH Day, 2021 by the international NGO **WASH United**. Our activities this time can be briefed down into these 3 parts.

- 1) Conducted open creative competition about periods. This competition is exclusively for men. Hence called #Express_MENstruation contest.
- 2) We have organized a robust 28-day online awareness campaign. We have reached over 2000 people daily through our campaign.
- 3) We have also organized an online live menstruation quiz competition for over 200 people at a time.

In collaboration with WASH United, PCT has reviewed the Telugu version Menstrual Hygiene Management Guide. This guide is already available in several national and international languages across the globe.

7 Advocacy

Proposing reforms in collaboration with UNICEF and AP Govt.



A one-day workshop was held on 30th March 2022 at Vijayawada. It was a GO- CSO Collaborative Action in Strengthening of WASH in Schools of AP. It was mainly organised in collaboration with UNICEF.

There were AMOs from across AP, about 60 NGO representatives from 13 districts of Andhra Pradesh. Higher officials from the education department of Andhra Pradesh, and representatives from organisations like SARDS, PORD, UNICEF and CEE have also attended.

PCT was invited to lead one of the sessions on Menstrual Hygiene Management. Taking the opportunity, PCT spoke about the gaps at the ground level that are to be bridged by both NGOs and GOs. The talk which was divided into 2 modules focused on the awareness that is needed to bring behavioral changes and the infrastructural changes that are to be made.

Talking about the need to create awareness about the emotional turbulence that adolescents undergo, we explained how including awareness on the psychological changes in adolescence can be of incredible benefit in improving the quality of life of the students and help them in understanding their own selves in a better way. We explained that apart from creating awareness about the physiological and psychological changes in adolescence, it is also necessary to teach them how to deal with those by creating awareness on Nutrition Management, Menstrual Hygiene, the Best Health Practices and early identification of Menstrual Disorders.

Educating women

Reproductive health awareness to women self help groups







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. That `s not it. SPMS also requested PCT to conduct a similar training to other women in the Chittoor District of Andhra Pradesh state.

JANUARY 2022 TO MARCH 2022







Vaaradhi Phase 3 distribution

Vaaradhi is the single largest project of PCT, that has benefited 1,254 orphan/ semi orphan children till now. Currently there are around 600 children under this project in 3 districts & 20 Mandals of Andhra Pradesh state. Every year, children enrolled in this project will receive stationery required for their schooling, Sanitary pads for matured girl students, nutritious snacks, regular health, medical check-ups, counselling and emotional support to both children and the care takers. This whole material distribution and counselling will be done in 3 phases. During the months of July & August 2021, we have conducted the first phase of distribution, gave Nutritious snacks, and got the children screened for basic health problems. During November and December 2021, we have conducted the second phase of distribution. During the second phase, with the help of qualified health professionals, we have done the blood grouping and haemoglobin tests to each student. Cases that need medical attention have been referred to physicians. In the third phase distribution, we have conducted one to one Career guidance sessions to the 10th class students and cleared their doubts.

JANUARY 2022 TO MARCH 2022



PCT has started from the scratch and the foundations of this organisation will always be the learnings we have had over the years. Every new project is designed based on the needs or gaps we identify in the current education system. It is equally important for us to share the knowledge and our experiences with all the stakeholders of this education system. As a part of that, PCT's founder Mr. Surya Prasad Padala takes part in the interactions with various organisations and people. This year, he shared his views in these following events.

- 1) Scholarship distribution programme by Padma Pujitha Foundation.
- 2) Live Radio event on the 91st episode of (Education: Present Past Future)- on the first ever Global Telugu Radio (TORi)
- 3) Interaction with polytechnic students in Andhra Polytechnic College, Kakinada.





Collaboration with a fellow NGO - Educate Forward Charity

This year we collaborated with a fellow NGO called Educate Forward Charity (EFC). In collaboration with them, we have been providing lakhs of rupees worth scholarships to meritorious & underprivileged students. We are also assisting them with a school infrastructure development project in Guntur district. We would want to do more projects jointly. Hence, we conducted our flagship SSS project as a pilot in 2 schools, in Guntur district

JANUARY 2022 TO MARCH 2022









Empowering awareness sessions @ Remote villages of Vizag district

PCT has a long term association with Padma Pujitha Foundation (PPF). PPF has begun its journey as a non-profit form the Vizag district and has been requesting PCT to be a part of their activities in the area of Vizag district. As a part of that, we have implemented our SSS project in the 2 government schools as a pilot. The response we received from the students and the teachers is overwhelming. The PPF team is very happy about it and they want us to implement a full fledged programme in these schools in the next AY.





Career Guidance Sessions @ government schools to 500+ students

Self sustainability has become a necessity for even Non-profits that run on donations. During the conditions that raised during the pandemic, many NGOs and NPOs faced financial crisis due to lack of funds. PCT took this as a challenge and aimed to become self-sustainable through its own projects. As a part of that, we have conducted our well designed career guidance sessions to the 10th class students in 5 government schools in and around Kakinada. Satya Charitable Trust has sponsored this programme. 10 Career planner booklets to each school have been given.

JANUARY 2022 TO MARCH 2022







CLAY - Career guidance and Life skills Assistance to Youth is a 3- year long programme designed to equip the under-graduation students with the required skills and knowledge to face the competitive world in a better way. CLAY programme has successfully completed its 3 year duration in SCHVPM Govt Degree college, Ganapavaram for the past 2 years. The final Session of CLAY, has happened on 28th March, 2022. During the session, the students participated in a detailed discussion about an important life skill called Empathy. This skill will help them become better human beings and maintain good relationships with the people around, as they begin to attain more responsibility towards their own life and family. Direct and skill based employment opportunities were shown.







Surprise visit to our beloved school

As a part of our collaboration with APREIS, we have implemented our SSS project in APRS, Minority girls Guntur. Moved the school, bν peculiar conditions the girls facing, we wanted to be of as much as help as we can for them. On 12th March, we have visited the school along with some volunteers who belong to minority communities. They interacted with the girls and stood as live examples for them to be inspired.

APRIL 2021 TO DECEMBER 2021



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.





Project Vaaradhi – Continuous support assured

The pandemic has wrecked many families and severely damaged the earning capacities of the already marginalized communities. Many people had nothing to do but to hopefully wait for some form of external help. Some of our students are skilled and brave enough to call us and seek our help amidst their crisis. We took this as a special mission to help the families in severe need during these tough times. We provided groceries, medical & financial support to the needy families. The biggest help we could give is the emotional assurance as fellow human beings. We are in constant touch with them and continuously monitoring their well-being.

APRIL 2021 TO DECEMBER 2021





Reset button for a new life - Vocational training & resuming formal education

Although project Vaaradhi is mainly intended to support student`s education and other needs up to 10th class, most of the times the support is extended beyond even after they pass out of the high school. Many of our students, even after a long time after pausing their education, request for our help to learn a skill or pursue an academic course. PCT considers their requests in order to enable them to become financially independent. This year, we provided vocational skill training (Tailoring & dress making) and infrastructural facility (New tailoring units) to above 10 of our Vaaradhi alumni & other students. This helps them to become financially independent.

Financial support and guidance have been provided to many students who wanted to get back on their feet by resuming their formal education through distance & regular modes.

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. This year, 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.

APRIL 2021 TO DECEMBER 2021







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 6th of October, 2021 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.



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 started repaying back the amount he received from PCT installments.

APRIL 2021 TO DECEMBER 2021





Help a 22 year old orphan student to get his kidney transplantation

The story of Ganesh - Hundreds of people coming online together to save one life.

Mr. Ganesh was adopted by PCT as a part of Project Vaaradhi in 2013, when he was studying 9th class in in Yeleswaram Govt. High School, Yeleswaram Mandal. He has great interest towards education. He is now aged 22 & is an orphan who lost his family during his childhood.

He is a bright student and scored above 90% in his 12th standard. He dreamt of becoming a doctor. However, things did not turn around as expected. He was diagnosed with CKD (Chronic Kidney Disease), simply put, a complete Kidney Failure, in 2017. He has been undergoing dialysis thrice a week. On 10th June, 2021, we heard from Pinnacle Hospitals, Visakahapatnam that they have found a suitable kidney for Ganesh, available through Jeevandan Scheme.

The operation was estimated to cost above Rs. 7 lakhs in total. The expensive medication and diagnostic tests will incur an additional 20 to 30 thousand Rupees of expenses every month, excluding the regular maintenance. In short, we need support Ganesh for his surgery cost and other needs for atleast 1 year after his surgery, for which we will need a minimum of Rs. 10 Lakhs, given that no complications arise after the surgery. Supporting Ganesh for such a huge amount is way beyond anyone's capabilities. Hence, we have appealed to people through social media, to help gather the required funding. We used Whatsapp, Facebook and crowd funding sites like Milaap extensively. The campaign was a huge success. From 10th June to 17th June, with the help of all the kind-hearted people, we were able to gather around Rs. 12.3 Lakhs. The surgery was done successfully on 10th June and Ganesh was discharged on 23rd June. The surgery, pre- and post-surgery processes have incurred a total expense of Rs. 7 Lakhs. The remaining amount will be used for Ganesh's monthly maintenance and medical expenses.

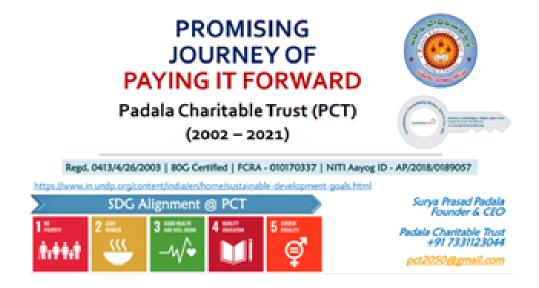
https://youtu.be/HA983VLj2Ok

You may want to read..

PCT`s 19 years of journey and road ahead:

In this first quarter, we have published a detailed document that throws light at our major milestones and the impact we have been able to make over the years. Please take a look at PCT`s journey here at this link.

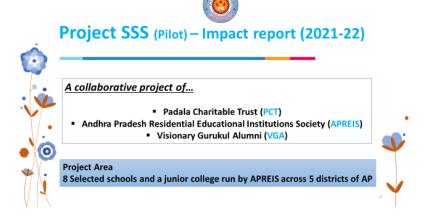
https://pct-india.org/wp-content/uploads/2021/05/PCT-Journey-2002-2021-1.pdf



Impact report of our flagship SSS project:

What an NGO can achieve in 3 months when it works with the support of the government. Our journey with the 9 schools of APREIS during the our SSS pilot project implementation has been carefully documented with a lot of stories, experiences and interesting statistics. Please take a look at it in this link.

https://drive.google.com/file/d/11vSjCO5cUtsdhxy49Tfgz3tXYamstGfK/view?usp=drivesdk



PCT PARTNER ORGANISATIONS

Collaboration is a Process not an Event

Government Organisations





Government of Andhro Pradesh

Department of School Education

va Shiksha Abhiva

























Local NGOs





(Gort of Andhra Pradesh)























International Organisations







NRI Based NGOs















Padala Charitable Trust (PCT)



Regd. No: 0413/4/26/2003 PAN: AABTP0258Q

80G Certified | FCRA - 010170337 | NITI Aayog ID -

AP/2018/0189057 | CSR - CSR00025749

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