

Q1: APRIL 2022 - JUNE 2022

PADALA CHARITABLE TRUST

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



Quarterly newsletter of the activities done in the Q1 of FY 2022-23



A NOTE FROM THE TEAM

Padala Charitable Trust says hello (PCT).

Usually, academic years end in March-April, which also happens to be the beginning of the fiscal year. Since the majority of PCT's efforts revolve around students, our marathon slows down after March. We make use of this lacuna to halt, evaluate, and then revise our projects as necessary. The months of April to June are used for planning, designing, and rejuvenation. We continuously assess our skill gaps and implement capacity-building programs to overcome them. We allocated both human and financial resources for the next projects. Now, we are more ready than ever to hit the ground running when the schools reopen.

Through our offline and online programs, we were able to make a significant effect even during this summer break. In recognition of World Menstrual Hygiene Day on May 28, we run a 28-day community mobilization campaign as an official partner of WASH United Global. By working together with Care India and ITDA Paderu, we were able to educate women about menstrual hygiene, in even the most isolated tribal region. We will establish a full-fledged project in the ASR District in this new financial year to reach out to more tribal women and girls.

The pandemic is almost over, but the problems it caused haven't! There's a chance that another financial crisis is coming. Even in these challenging circumstances, we are able to connect with our beneficiaries and provide assistance as needed. Without the help of our donor group, supporters, and well-wishers, this would not have been even conceivable. PCT is fortunate to be affiliated with such a group of people. We assure you that we will keep working to meet the goals of sustainable development. Thank You all.

- Vamsi Krishna, Executive Director, PCT.

Recognition

IN THE Q1 2022-23

Sumit Kumar, I.A.S.
Collector & District Magistrate



Collector's Office,
Alluri Sitharama Raju District
Paderu - 531 024

APPRECIATION LETTER

District administration is thankful to the entire team of Padala trust for creating awareness about menstruation hygiene and other health related issues.

Your assistance in this regard will create further awareness at ground level.

We express our gratitude for following team members.

- 1 Padmavathi Giduthuri
Swechha Trainer
- 2 Maha Lakshmi Mutyala
Swechha Trainer
- 3 Devi Prasanna Tirumalaraju
Swechha Trainer
- 4 Rajya Lakshmi Sundara
Swechha Trainer
- 5 Vamsi Krishna Kadali
Executive Director
- 6 Surya Prasad Padala
Founder & CEO


02/06/22
Collector & District Magistrate,
Alluri Sitharama Raju District.

PCT Received an appreciation letter from **Sumith Kumar Gandhi, IAS**. The district collector of Alluri Seetarama Raju District, for creating awareness on Menstrual hygiene, health, and safe practices for the women of remotest tribal areas. Please read on to know more about this initiative of us in the page number 5.

Official Partnership with WASH United Global

The MH Day partnership brings together >850 partner organisations. Click on the tabs to see partners in alphabetical order.

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Padala Charitable Trust (PCT) has been doing many activities in accordance with Menstrual Hygiene Day, since 2019. MH Day 2022 is special for us because, we have been recognized as one of the official partners of MH Day, 2022 by the international NGO **WASH United**.



KEY EVENTS OF THIS QUARTER

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Menstrual education in Tribal areas
Breaking the geographical barriers



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MENstruation Rally
A unique all-men rally to emphasize the role of MEN in menstruation

3

Community mobilization
Menstrual Hygiene, Safe Disposal, and sexual health awareness to a local community of women



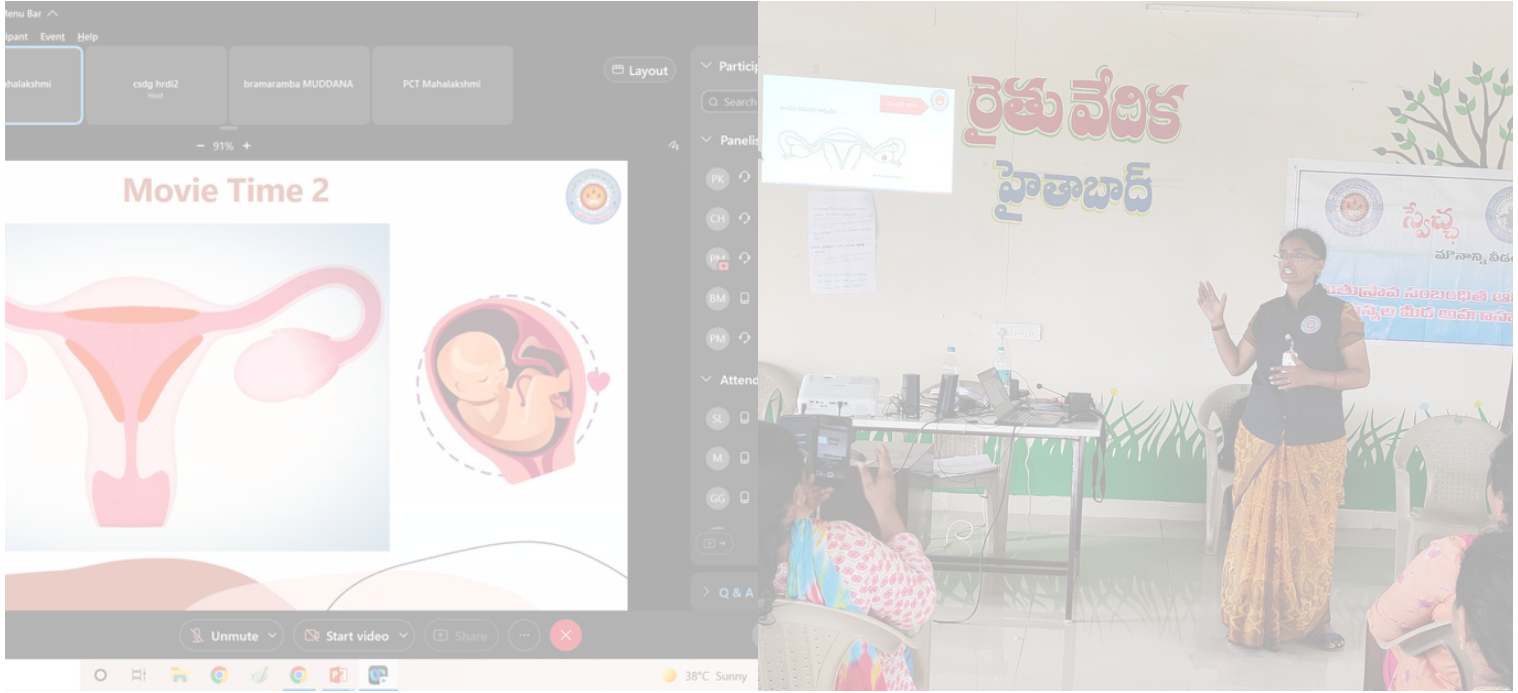
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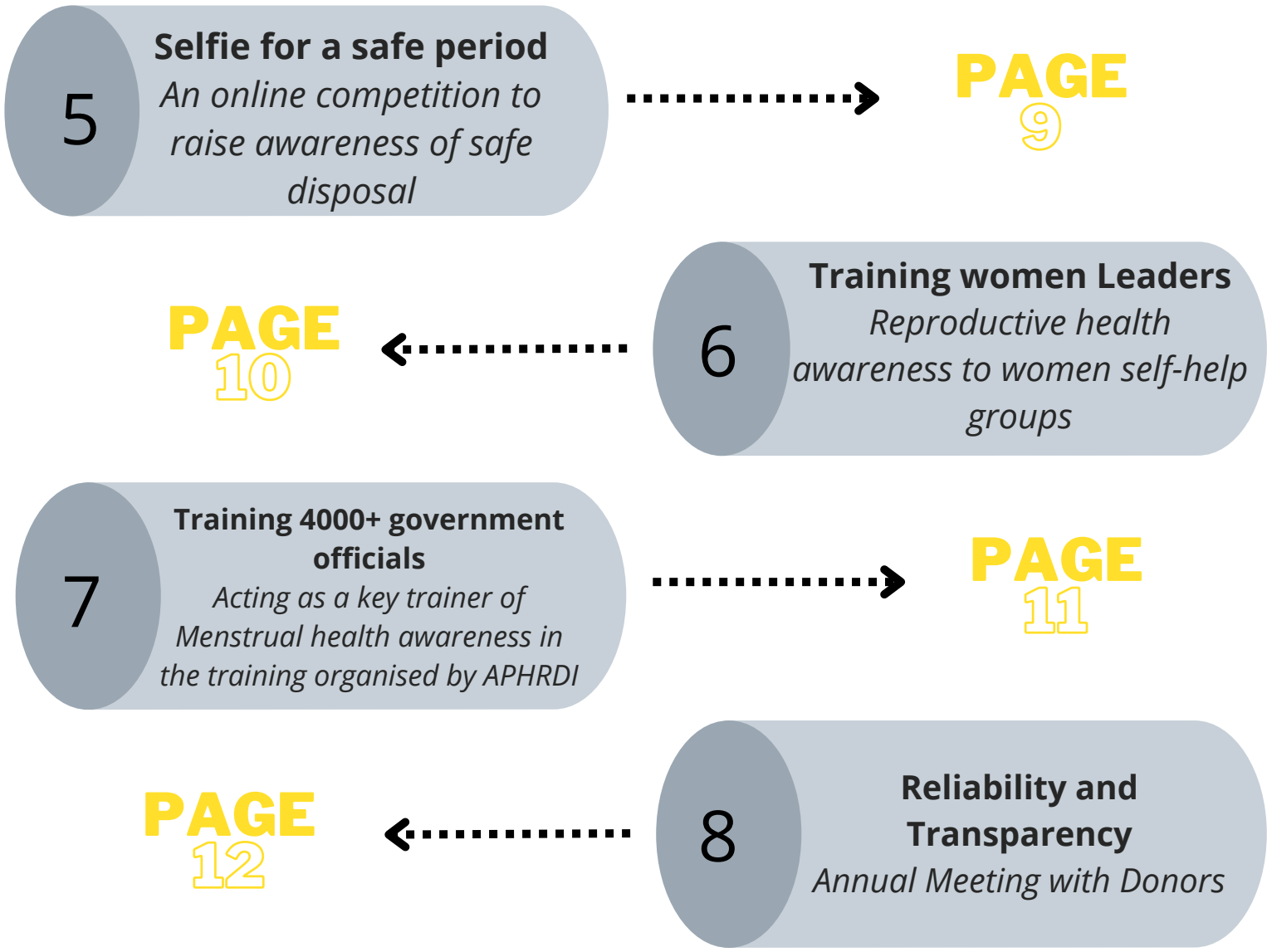


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MH Day Online campaign
28-Day Online awareness campaign about Menstrual Hygiene



KEY EVENTS OF THIS QUARTER



Menstrual education in Tribal areas

Breaking the geographical barriers



Over the past 7 years, PCT has been providing key awareness in the areas of adolescent health through a flagship program called Swechha – Break the Silence. We have been able to reach thousands of Participants, especially girls and women till now. We constantly search for like-minded organisations and individuals to work with. In the past, we have worked in collaboration with Sri. Sumith Kumar, IAS in various districts. When he was in the capacity of the Municipal Commissioner, Rajamahendravaram, PCT conducted a mega Swechha session for 1000 school girls at once. We have also conducted school-wise Swechha sessions for more than 1000 girls in the Srikakulam district when Sri. Sumith Kumar was the collector of the district. He has seen the impact we were able to make through our Swechha program. When he assumed the position of the District Collector of the newly formed, ASR district, Andhra Pradesh, he invited PCT to be a part of his vision to educate the tribal youth and women about MHM and related issues. PCT readily agreed to be a part of it and train various levels of stakeholders in MHM. Care India foundation has been working in the same area for the past several years on different development issues. At the request of the Hon'ble collector, Care India agreed to collaborate on this one as a financial supporter and mentor. We began the journey by training the GMSKs across all the 11 Mandals of the ASR District. Watch about this new project in this short video clip here. <https://www.youtube.com/watch?v=XBZgQxMcgEo>

Celebrating World Menstrual Hygiene Day, 28th May, 2022

MENstruation rally

Activity 1: A unique all men rally to emphasize on the role of MEN in menstruation

Putting MEN in menstruation, emphasizing on their crucial role in being empathetic towards women, Padala Charitable Trust has successfully organized an all MEN, unique MENstruation Rally on 28th May 2022. The rally was organized, celebrating Menstrual Hygiene Day - Global. The 28 Day awareness campaign came to a grand ending with this rally. Grateful to everyone who followed and supported us throughout the campaign.



Celebrating World Menstrual Hygiene Day, 28th May, 2022

Community Mobilization

Activity 2: Menstrual Hygiene, Safe Disposal, and sexual health awareness to a local community of women

Padala Charitable Trust (PCT) as a part of its community mobilization activities for MH Day 2022, conducted a menstrual hygiene awareness session for the women belonging to BPL families. These families are in the area of **Avanthinagar, Timmapuram Grama Panchayathi, Kakinada Rural**. Most of the women here are daily wage labourers. Most of them are unaware of safe menstrual health practices. As a part of that neighborhood, PCT is committed to bringing change in the awareness levels of this group of women. We went to each and every home and requested them to participate in a survey. Only 40 women out of 100 gave their consent. With the help of google forms, we have asked them a series of questions and noted down their responses related to key areas like Menstruation, related taboos, and myths, hygiene practices, Sexually Transmitted Infections (STIs) etc.,

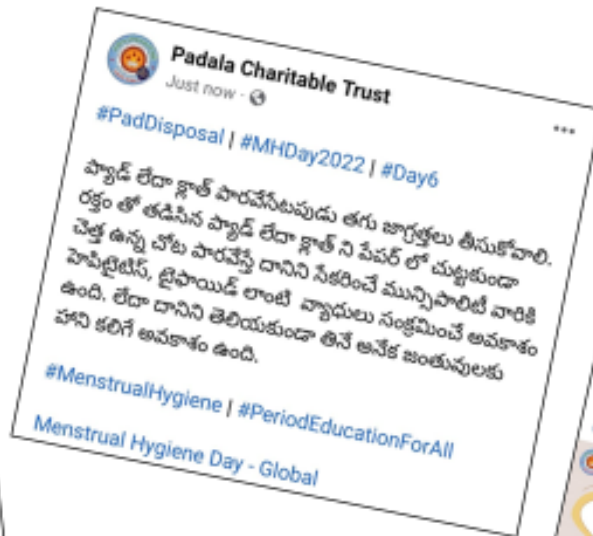


Celebrating World Menstrual Hygiene Day, 28th May, 2022

Online awareness

Activity 3: 28-Day Online awareness campaign about Menstrual Hygiene

Through these small, readable, easy-to-understand articles and video clips, we have created awareness about various aspects of menstrual hygiene and health. These posts were shared and viewed widely on our FB page, Instagram & Whatsapp circles with a daily reach of over 2000, for 28 continuous days.



Celebrating World Menstrual Hygiene Day, 28th May, 2022

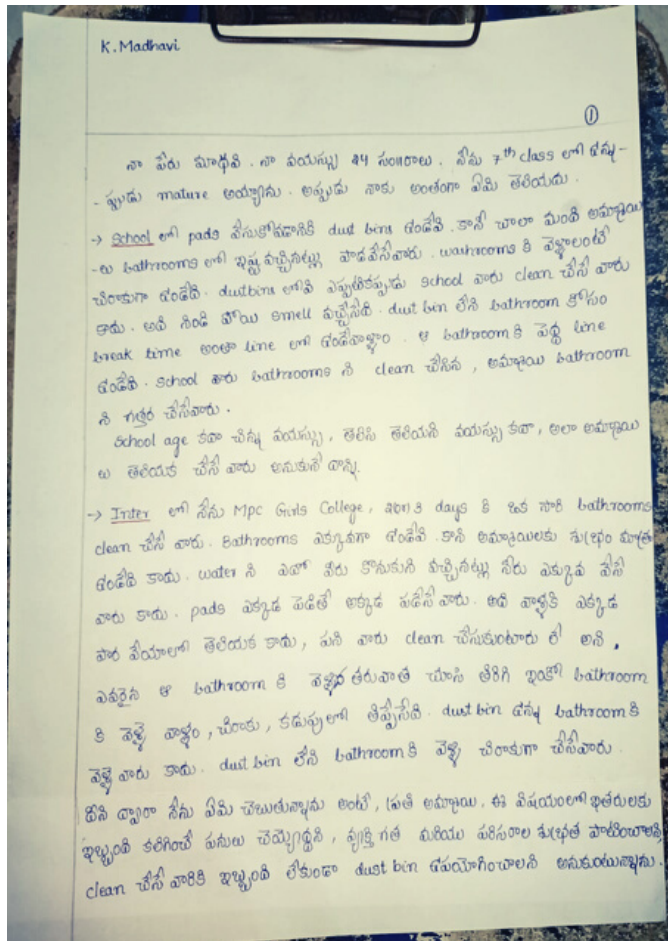
Selfie for A Safe Period online competition

Activity 4: An online competition to raise awareness on safe disposal

Celebrating World Menstrual Hygiene Day, Padala Charitable Trust has conducted an online competition called Selfie for A Safe Period. The participants have taken a selfie with their disposal system and the sanitary products they use & Sent us the selfies and shared their experiences in the form of an essay. We have received many entries from various places across AP & Telangana. A total of 14 winners have been shortlisted from all the entries.



స్కూల్ డేస్ లో అయితే పాడ్స్ పారేయడానికి డస్ట్ బిన్స్ కాదు కదా, కనీసం బాత్ రూమ్ లోకి వెళ్ళడానికి కూడా వీలుండేది కాదు. బాత్రూం కి బయటి టాయిలెట్ కి వెళ్లే వాళ్ళు. ఏ 3 నెలలకో, 6 నెలలకో ఒకసారి స్కూల్ లో ఏదైనా Inspection ఉందంటే బాత్రూమ్స్ క్లీన్ చేసే వాళ్ళు. అలాంటిది అక్కడ పీరియడ్స్ అయితే pad change చేసుకోవడం అనేది ఉపహించలేని విషయం.



Training women Leaders

Reproductive health awareness to women self help groups

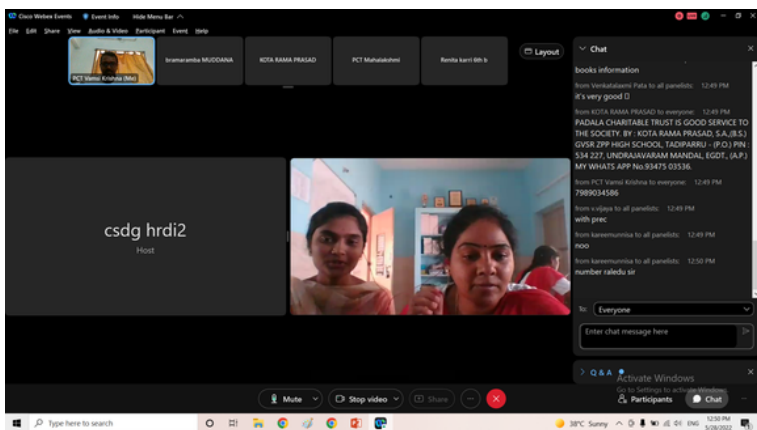
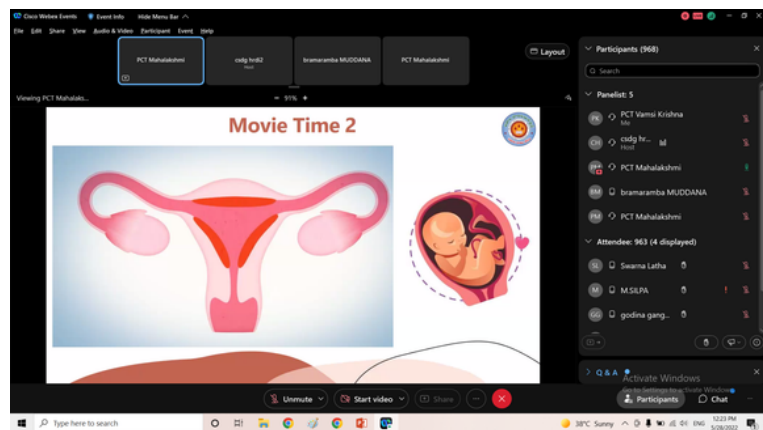
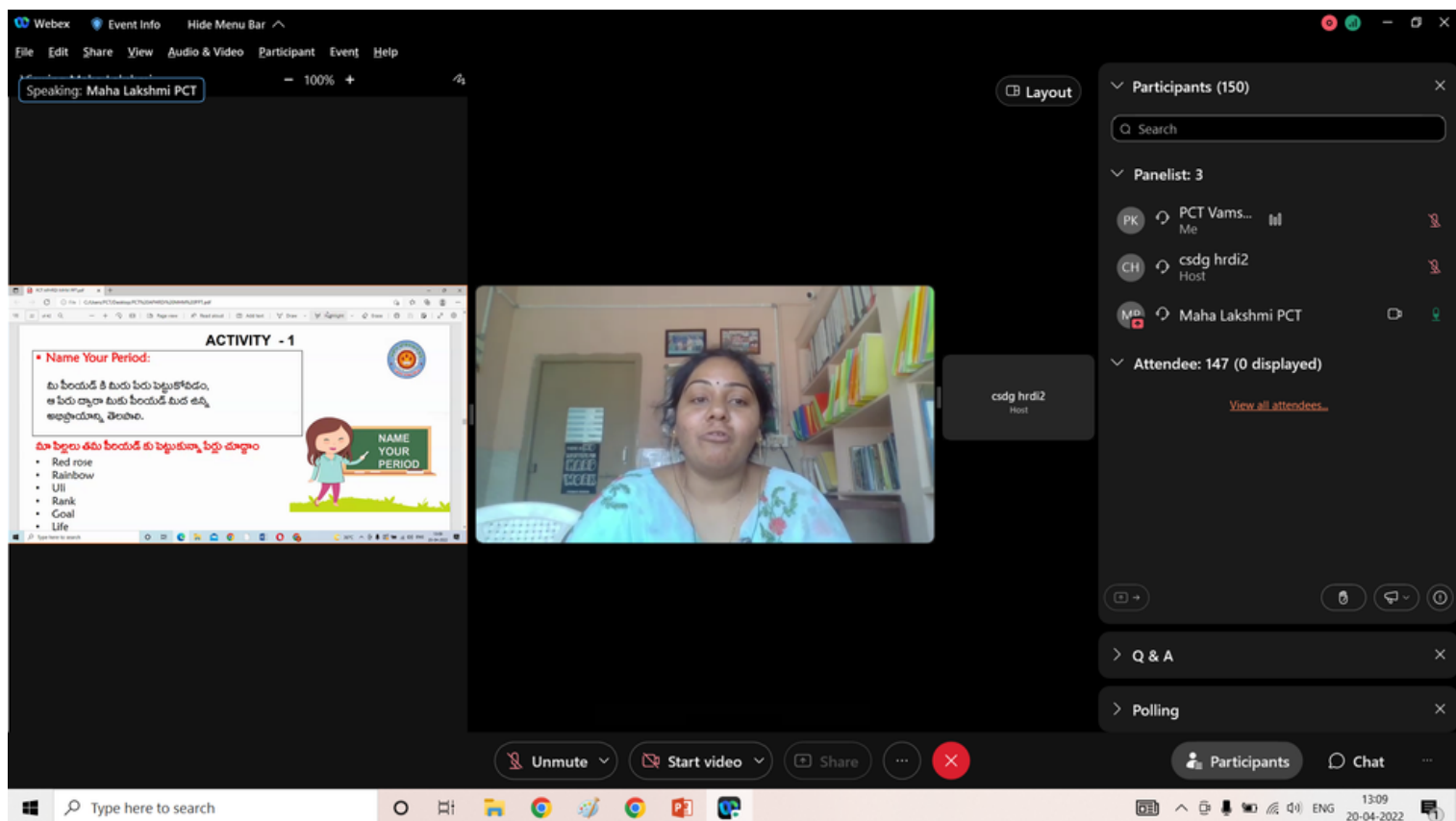
Last year, PCT collaborated with SPMS (Sri Padmavathi Mahila Sangham), a renowned NGO working with women self help groups for the past few decades. Through this collaboration, PCT conducted reproductive health and adolescent girl child health awareness to women leaders of tens of Villages in the states of AP & Telangana. As a continuation to this collaboration, PCT conducted training to another group of women from Shabadh and Chevella Mandals of Telangana state from 27th June to 29th June. 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 Infections, 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 16 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!



Training 4000+ government officials

Acting as a key trainer of Menstrual health awareness in the training organised by APHRDI

More than 4000 government officials of various districts of AP have been part of the one-day capacity-building program on Menstrual Education. PCT's Swechha conducted the session on 'MHM-Best Practices'. This session was organized by APHRDI (Andhra Pradesh Human Resource Development Institute), Bapatla. PCT was requested to be a resource organization for APHRDI.



Reliability and Transparency

Annual Meeting with Donors

In order to build trust and maintain transparency, we constantly update our donors and sponsors with detailed project reports and other documentation. Last year, we adopted the practice of requesting our donors to be present in a video conference and directly interact with the ground-level implementing team of various projects. Through this, the ground-level team explains to the donors the basic project details, current status, financials of the project, and ground-level difficulties faced during the implementation of the project. The donors could also get a clearer picture of the project and its implementation, ask various questions, and get their doubts clarified. We also receive valuable suggestions and inputs from the donors. We even met some donors directly by going to their villages. As mentioned above, the ground-level team working in all these projects explained the status of the projects and the previous year`s impact we have made, with the help of various statistics and experiences.



PCT PARTNER ORGANISATIONS

Collaboration is a Process not an Event

Government Organisations



Corporate Organisations



International Organisations



Local NGOs



NRI Based NGOs



Padala Charitable Trust (PCT)



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Fb - <https://www.facebook.com/pct2050>

Youtube link: <https://bit.ly/36H9p9i>