



**VIJAYAVAHINI
CHARITABLE FOUNDATION**

Supported by **TATA TRUSTS**



ANNUAL REPORT



2022-23

www.vijayavahini.org

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**VIJAYAVAHINI
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OVERVIEW



Our Vision

Make a sustainable difference in the quality of life of rural and tribal communities.



Our Mission

Improve the quality of life of rural and tribal households and bring them out of poverty, irreversibly.



Overview of Interventions

Vijayavahini Charitable Trust (VCF) is a Section 8 Company established on May 31st, 2017, with our registered office in Vijayawada, Andhra Pradesh. Set up by the Tata Trusts, VCF set out to implement its developmental interventions in the Indian states of Andhra Pradesh, Telangana, among others. We are a non-profit organisation with a focus on poor and marginalised sections of society.

From its very inception, VCF has focused on multiple thematic areas strategically designed towards improving the lives and livelihoods of communities, which is to:



Ensure safe drinking water, personal hygiene and sanitation



Develop skills and establish lucrative livelihoods



Improve Primary Healthcare and Geriatric Care



Promote crafts



Improve nutritional levels of vulnerable groups (children, pregnant and lactating women)

NOTE FROM THE DIRECTOR



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From its inception, Vijayavahini Charitable Foundation (VCF) has been driven by a deep commitment to creating meaningful change. Our work on the ground has always been a labor of love, and over the past year, we have significantly expanded our developmental footprint in rural, tribal, and marginalized areas of Andhra Pradesh. With the generous support of Tata Trusts and other donor agencies, VCF has achieved remarkable progress, including the successful scale-up of our programs in the intervention villages.

In the area of nutrition, we remained steadfast in promoting dietary diversity among Pregnant and Lactating Women (PLW) and children under the age of two. Additionally, VCF has embraced and amplified the Jal Jeevan Mission in 106 villages, following numerous pilots on water quality in support of the state government. In Kadapa district, we continued our on-ground efforts to

achieve safe sanitation, striving to create Open Defecation Free (ODF) villages.

Our Craft Ecosystem Strengthening Program in the Venkatagiri cluster continues to transform the lives of craftsmen and women, empowering them to become artisan entrepreneurs. The livelihoods program in tribal areas has had a profound impact on its beneficiaries, improving their economic stability and quality of life.

None of this would have been possible without the unwavering dedication of our staff, volunteers, and the leaders who guide us at the helm of the organization. The year has not been without its challenges, but our collective commitment to overcoming these obstacles has yielded significant rewards for the communities we serve.

With immense gratitude, I extend my sincere thanks to our staff, community members, government functionaries, and dedicated donors for their unconditional support. As we look ahead, we aim to build on our successes and continue to enhance the quality of life for those we serve.

Sincerely,

Divyang Waghela

LIVELIHOODS



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Maa Thota

The Issue

Although the tribal communities have transitioned from forest dependence to farming for sustenance, they continue to follow traditional practices, and lack access to essential information as well as technical skills. These communities are vulnerable to the risks associated with climate change that adversely impacts their lifestyle. They do not possess market linkages crucial for livelihood success, resulting in significant challenges:

- Under-utilisation of agricultural land
- Total lack of access to formal credit
- Limited opportunities for livelihood diversification
- Lack of collective action for holistic development



Strategic Intervention

In consideration of the nature and complexities of the issues at hand, the Maa Thota project was set up to enable tribal communities to achieve self-sufficiency and improve their overall quality of life. It operates in Rajavommangi Mandal of Alluri Sitarama Raju District in Andhra Pradesh, and takes the form of the Tribal Development Fund (TDF) program by NABARD. This program specifically focuses on the Rajavommangi Mandal of the ASR District and promotes sustainable livelihoods, as well as socio-economic and institutional development for tribal families. By implementing the TDF program, the project aims to



Maa Thota Cultivates Hope

Borra Naga Ratnam from Tallapalem village hails from the Konda Reddy tribe. Of her three children, two earn a living engaged in agriculture and livestock rearing. It was a few years ago that she expressed her interest and intent in developing an orchard under Maa Thota, in the 1-acre fallow land of their 5-acre plot. She has taken all the prescribed measures and maintained the intervention with fencing, tree guards, observing plant health, protection and irrigation through the pot method. A couple of years that followed the intervention, the results were plain to see – the cashew came to flowering stage, jafra yielded 2 quintals which fetched as much as Rs. 10,000 to 15,000 in the market. Her story is merely one among numerous journeys that evidence the success of Maa Thota, offering hope to other rural women from the area whose resources are limited.

address the challenges faced by these communities, thus forging pathways toward their holistic development. The intervention involves is geared toward improving lives by developing a thriving agricultural community and preserving the environment; it involves actions such as:

- Developing small orchards for tribal farmers to create assets that generate sustainable incomes.
- Water resource development and soil conservation to establish critical irrigation sources for the growth of fruit, plantation crops, and forest plants on 1 acre; eventually expanding to cover 1000 acres.
- Diversifying livelihoods and enhance income through multi-layered interventions on-farm and off-farm.
- Promoting a collective approach by fostering collaboration by encouraging the formation of cooperatives and producer organizations.
- Resource-sharing and joint marketing efforts

Major Activities

- **Plantation and Orchard Development:** Plantation of Cashew, *Jafra* and *Karonda* was carried out in an additional (to the previous reporting year) 600 acres. Orchards were established in 1 acre of Maa Thota with a focus on fruit crop plantations and intercropping in 1000 acres. Core Crop-1: Cashew (63 nos.); Core Crop-2: Jafra (60 nos.); Intercropping: Moringa (108 nos.); and border plantation: Karonda (250 nos).
- **Soil and Water Conservation:** We implemented measures for soil and water conservation, including the development and efficient utilization of water resources. Hydrogeological surveys were conducted to assess the availability of groundwater, which led us to dig open wells to support critical irrigation. Subsequently, Village Development Committees (VDCs) facilitated the formation of water groups to manage water resources.
- **Capacity Building and Exposure Visits:** Training and capacity-building programs were conducted to enhance the skills and knowledge of the tribal communities, enabling them to effectively participate in project activities. Enterprising youth were trained on beekeeping at KVK Pandirimamidi; wall writings on the Package of Practices for cashew cultivation were carried out in project villages, and pump operators were trained on deep cleaning of overhead tanks to improve water sanitation, hygiene practices, and the importance of periodic cleaning of tanks. The team established a nursery at Vanakarai village, Rajavommangi Mandal, to support plantations taken up in Maa thota plots. Farmers were also trained in plant management practices.
- **Women Development and Measures to Mitigate Drudgery:** We took on implement measures aimed at empowering women and reducing their workload in various manner, such as introducing labour-saving technologies and promoting gender equality.

Highlights



Additional **600** acres of Cashew, Jafra and Karonda planted.



Water resource development to support critical irrigation taken up on **247** acres.



Soil conservation work in **191** acres.

- **On-Farm and Non-Farm Income-Generation:** We promoted both on-farm and non-farm income-generating activities to diversify the livelihood options for tribal families, thereby increasing their overall income and economic stability.
- **Non-Farm Micro-Enterprises for Landless Labourers and Women:** We established non-farm micro-enterprises specifically targeting landless labourers and women, creating opportunities for income generation and entrepreneurship.
- **Institution Building:** We strengthened community institutions and upheld their active participation in decision-making processes, enabling sustainable development and self-governance within the tribal communities. Meetings were held with members of VDCs, Mandal Committees, and the Project Steering Committee to discuss project progress, plantations, filling the gaps and action plans.

Climate Smart Agriculture



The Issue

The newly formed Alluri Sita Ramaraju (ASR) District in Andhra Pradesh, situated in the Eastern Ghats region bordering Odisha, faces multiple challenges. With sparsely populated terrain, the district has an average of 78 people per km² (remarkably lower than the national and state averages, of 464 per km² and 308 per km², respectively). While the undulating topography, degraded soils, and tropical climate pose severe obstacles for the tribal population to engage in successful crop cultivation; left wing extremism only exacerbates issues.

The Chintapalli cluster stands out for its substantial cultivation of turmeric, black pepper and coffee. The turmeric produced here is renowned for its exceptionally high *Curcumin* content, offering significant potential to command a high market price. Whereas, in the Rajavommangi cluster, Cashew is a major crop cultivated by tribal farmers in addition Paddy, Jafra and Cotton. Despite the market potential of these distinctive agricultural products, there exist unresolved issues (such as abysmal productivity levels and constrained market access); further, in the ASR district other obstacles hinder the realization of their full value and market proposition. In response to this economic backwardness, NITI Ayog has designated it as one among the 112 Aspirational Districts in India.

Our Strategic Intervention

With the vision to enable agricultural development through a cluster-based approach, we engage closely with farmers to:

- Raise the annual incomes of 10,000 tribal households to at least Rs. 1 lakh per annum at the end of 5 years.
- Develop Farmers Producer Organizations (FPOs) into profitable institutions and enable their sustainability through effectively governed community institutions. Promote women as service providers and entrepreneurs.

- Promote women as service providers and entrepreneurs.
- Introduce climate-smart technology to community members.

Major Activities

- **Training & Capacity Building:** we have conducting training programs for farmers on the Package of Practices to enhance crop productivity. There was an orientation cum capacity building session facilitated for team members of the project. Farmers were trained on value additions for Moringa and Palmyra. Training on plant management practices in coffee was held in Palada village belonging to the Chintapalli cluster. In the Rajavommangi cluster farmers were trained on the cultivation of sesame as a second crop after paddy. In collaboration with APCNF (Andhra Pradesh Community managed Natural Farming), we also conducted 8 Training Sessions for 202 Farmers, on bio-pesticide repellents to control the tea mosquito bug in cashew orchards.
- **Field Demos & PoPs:** we organised a number of field demonstrations to encourage the adoption of established best practices. We introduced technological solutions to reduce drudgery and improve post-harvest practices.
- **Meetings & Site Visits:** The Tribal Livelihood Program (Climate Smart Agriculture in Andhra Pradesh) has been sanctioned by Tata Education and Development Trust. Technical experts visited the project location to provide inputs on better cultivation practices related to cashew, turmeric and coffee. Preliminary meetings were organized with community members to understand their challenges and bring them on board the proposed project activities.
- **Village Mapping:** This exercise was conducted in 46 villages, through the DELTA app, to capture details about landholding, crop extent, village-level production, existing FPGs and potential CRPs.
- **Celebration of International Women's Day:** n both Chitapalli and Rajavommangi clusters.

Highlights



349 farmers trained through **15** programs



Collaborative meetings with **7** institutions and government bodies



Village mapping carried out in **88** villages



Diverse Crops, Strong Communities

Having engaged in the cultivation of coffee and paddy for years, Mr. Janakian Satyanaranaya of Gondipakalu village found that income for this was no longer sufficient to support his family. Determined, he was on the look out to substantiate his income, and made forays into intercropping pepper into his existing plot - his story begins with a single pepper plant. At first unfamiliar with the practices, prompt guidance from VCF was instrumental. By the time the 4th year rolled around, he was harvesting 3 kilos. With regular monitoring and suggestions for improvement, he also innovated unique methods to harvest water and waste from his household. In all, he was able to increase his income from Rs. 19,200 to Rs. 23,250 p.a. His story went on to inspire other farmers in his village to take up black pepper cultivation. Today, he guides others; which has not only increased their overall income but also diversified their crops, reduced dependence on a single crop and contributed to the community's economic development.

NUTRITION



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YES! To Poshan

The Issue

Maternal and child malnutrition is a serious public health issue in Andhra Pradesh. The National Family Health Survey (NFHS-5) of 2019 demonstrated that in Andhra Pradesh, among children under 5 years of age, 31.2% were stunted, 16.1% were wasted, 29.6 % were underweight and severely wasted children were 6.0 %. As for women aged 15 - 49 years in the state, NFHS-5 showed that 14.8% had a below-normal Body Mass Index and 60% (whether pregnant / non-pregnant) were anaemic. The implications of under nutrition amongst women and children means limited potential in matters of education and livelihoods. There are long-term, even lifelong, consequences on cognitive health with the hypothesis that childhood malnutrition leads to an increased incidence of Non-Communicable Diseases.



Strategic Intervention

Currently, Behavioral Change efforts are concentrated to during POSHAN Maah (Nutrition Month) celebrated annually in September and POSHAN Pakhwada (Nutrition Fortnight) celebrated annually in March, led by the Integrated Child Development Services (ICDS) and National Health Mission (NHM). However, YES! To POSHAN seeks to demonstrate the need for a scalable BCC model on diet diversity, which can be implemented throughout the year. Drawing on approaches studied and documented by various organizations, the idea is to adapt and modify these strategies for implementation in the project districts.

The program aims to address the challenges of limited and inappropriate diet amongst women and children through a planned Behavioural Change Communications campaign, and thus contribute to the POSHAN Abhiyaan. The primary objectives are to:

- Promote diet diversity among Pregnant and Lactating Women (PLW) and children under the age of 5 years in the Anakapalli and NTR districts of Andhra Pradesh.
- Sustainably increase diet diversity for 50% of PLW to greater than five food groups.
- Sustainably increasing age-appropriate feeding and diet diversity for 50% of children under five years of age in the project

By ensuring diet diversity, the program aims to prevent wasting and stunting in children and address hidden hunger, particularly anemia, among both children and pregnant and lactating women (PLW). This comprehensive approach is expected to contribute to the reduction of Severe Acute Malnutrition (SAM) in children and maternal mortality among women.

Major Activities

- **Curated Recipe Book:** was developed in collaboration with the Department of Home Science. It contained 29 nutritious food recipes to promote diet diversification among pregnant women, lactating mothers and children up to the age of 2 years old. Interestingly, these recipes were developed based on the respective locally available food groups and contexts of geographies from baseline findings.
- **Anganwadi Centre Transformation:** 5 AWCs were developed to be showcased as models to increase enrolment in centres and for improved delivery of ICDS services.
- **Nutri Gardens:** community mobilisation aligned towards established nutri-gardens in backyards to popularize the concept at the household level. We have provisioned a variety of seeds to women who indicated interested and built their capacity in terms of productivity techniques for better yield. The produce from these gardens are being used by families to meet their dietary requirements.
- **Capacity-building & Trainings:** were conducted for more than 100 Anganwadi, ASHA and ANM workers on various components of diet diversity, growth monitoring, 1000 days of care, immunization among other pertinent maternal and child nutrition topics.

Highlights



4,793

women trained
on diet diversity



240+ households started
a homestead plantation
in their backyards



2,100

children underwent
growth monitoring



242 nutri-gardens have
been cultivated in all
35 programme villages



1,150 home
visits completed



2,000+ people mobilized
and educated through
awareness events



- **Home visits:** were undertaken to help bridge the gap between beneficiaries and the Integrated Child Development Services (ICDS) system to ensure effective service delivery and provide first-hand counselling to mothers who cannot otherwise afford such services. These have oriented mothers on Infant and Young Child Feeding (IYCF) practices, while the team specially focused on families of underweight children and provided requisite counselling to mothers. The visits are carried out with the objective of counselling vulnerable mothers and their children for holistic development.
- **Janandolan Events:** like National Nutrition Month and Poshan Pakhwada were organised to disseminate knowledge regarding 1000 days of care and diet diversity.

Growing Gardens, Nurturing Nutrition

In Velvadam, Andhra Pradesh, a 28-year-old Regina diversified her family's diet by cultivating a garden that has now spread throughout the village. She learned about growing a nutri-garden, designed to produce a variety of nutritious fruits and vegetables. As part of the Yes to Poshan program, Tata Trusts provided seeds and training on various techniques of growing high-yield organic gardens. With newfound knowledge, she planted leafy vegetables, spinach, and bottle guards. Soon, there was fresh produce to be harvested daily, in bringing diversity to the family's meals, their overall health improved. As a lactating mother, it was important to get the right nutrients and growing her own vegetables guaranteed nutrition. Inspired, she began to share her knowledge and soon her neighbours too started to tend to their own gardens. What started as a small patch of land in Regina's backyard is today a large-scale initiative of nutri-gardens in 100 households and 5 villages of the program.

CRAFTS



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Antaran Program - Charka to Market

The Issue

We are a country that epitomizes a rich tradition and practice of handloom artistry, yet, a significant part of rural India – weavers – have been hit hard by the industrial revolution. From the absence of effective policy support combined with the fragmented nature of the sector, many problems arose. According to the Handloom Census, approximately 67 per cent of the weavers still earn less than Rs.5,000 a month, which is less than the amount that an unskilled worker earns as per the minimum wage rule. A number of government policies have attempted to revive the sector since independence; with limited success. With steadily eroding agency, they are rendered economically backward and the future of this sector hangs in the balance, a reality worsened by the fact that weavers are unable to pass on their craft to their next generation.

Strategic Intervention

'Venkatagiri Cluster Ecosystem and Market Access'

The goal is to create entrepreneur-led micro-enterprises with the vision to achieve seminal changes in craft development, beginning with a comprehensive program to revive the handloom sector, re-energize weavers in particular younger generations. The intervention will revive the sector across the value chain viz. pre-loom, on-loom and post-loom; the mission is:

- To transform traditional crafts through a multi-dimensional approach for technical design.
- To develop enterprise and market that strengthens a craft-based livelihood.
- To create awareness by conveying ground stories of Indian handloom and handicrafts.
- To bring due recognition and returns to traditional artisans for their unique skills.



The team intends to work with the Venkatagiri Cluster in Andhra Pradesh over a period of 5 years to build the desired individual and group infrastructure. Having undergone rigorous, need-based incubation and design education, graduate weavers from the cohort will be directly linked with buyers.

The program design adopts an ecosystem-based approach and builds on the core strengths of handloom textile viz-a-viz natural fibers, preferably hand spun; and, naturally dyed and unique designs in shorter warp lengths. Envisioned as a 5-year program through incubation and design centers for handloom development in Venkatagiri, the work will be pivoted to facilitate education and business development hubs for artisans, enabling them to be designer weavers. In this manner, we hope to build a regional community of micro-entrepreneurs across the handloom value chain.

Major Activities

- **Knowledge Building:** We have delivered education for artisans regarding the essentials of marketing, inventory management and costing as part of entrepreneurship course work. Also, inculcated skills related to design trends and business communications essential for direct market interactions.
- **Personalized Business Plans:** We have mapped access for the artisans in terms of production capacity, stock, business mode and such, devising personalized business plans for each entrepreneur.
- **Exposure Visits:** have been organized to centers of learning and knowledge sharing such as Kalakshetra, Sankalpa Art Village, multiple museum visits, Weavers Service Centre, NHDC, other clusters etc. These have achieved multiple purposes from raw material procurement to design and technical upgradations, Government scheme linkages and market access for artisans.
- **Participation in Exhibitions and Customer Meets:** across the country, ranging from New Delhi to Chennai, to establish new craft connects with crafts councils, organizations like Microsoft, Taj Khazana and understanding the latest market needs.
- **Business Partnerships:** We have forged new business partnerships with esteemed and established brands such as Nalli's, Hastkala, Kalanjali, Taneira, Purvi Doshi and Reliance Swadesh. We receive and fulfil orders from them on a regular basis, this has enabled artisans to co-ordinate production and handle business dealings to take forward these connects without team handholding.
- **Development of Individualized Branding Collaterals:** have been completed according to product specifications of each artisan entrepreneur. These catalogs were developed primarily for the central team to pitch to buyers for domestic and international markets.
- **Support to Innovation and Design:** We have developed innovative design collections to cater to different fashion seasons to optimize the business cycle. Amongst various product diversifications, the first corporate gifting frame



introduced in the cluster. To tackle the quality issues faced by artisans while procuring raw material, a yarn bank of ago free dyed warps was set up in trending colors.

- **Strengthening the Supply Chain:** with a business connect by the Antaran, our ground team has facilitated the production and planning of raw materials, procurement and processing, quality assurance and other supports needs of the artisans for an order of 1,500 pieces of printed sarees on handloom fabric from Tata Power.
- **Documentation:** We have initiated the Venkatagiri Revival project to document and recreate the lost weaving tradition of fine cotton Jamdani; we also conduct R & D for sampling these pieces for pitches.
- **Strengthening Institutional Ties:** We liaised with government officials for the benefit of the cluster, forming linkages with organizations like Weavers Service Centre, Handloom Commission, Silk Board and AAPCO to avail services like Weavers ID Card, Pehchaan Cards, Silk Mark and Handloom Mar for the artisans.

Highlights



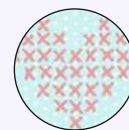
26

micro-enterprises
nurtured



164

samples developed



5 design

collections developed



164 educational
sessions facilitated



367

artisans enrolled



Received the Merit Award on Independence Day, 2022 by the State Minister of Irrigation, District Collector and Magistrate SPSR Nellore for the program's contribution to the Venkatagiri Cluster.



Artisan entrepreneur Mr. Patnam Subramanyam received the 'Lalitha Prasad Sandman' Award from the Crafts Council of Telangana.

A Master Artisan's Touch of Gold

Walking into the home of Lakka Srinivasulu, you are confronted by a man in his late 50s sitting on the loom that fills the entirety of his living room. He is a master jamdani weaver famed across South India for his craftsmanship in design, weaving, and the exquisite jamdani. He is also proficient in the techniques of jaala and jacquard weaving, he took his skills up notches by learning digital design and card punching, now most of Venkatagiri depends on his designs. You will find that most of the intricate patterns that decorate the pattern sarees of Venkatagiri are on his system, and these designs have been a source of income boost for them as well.

Even with such an illustrious career and many contributions to the craft, a master artisan like Lakka Srinivasulu struggles to get recognition and a market for his products, his practice took a hit especially during COVID - it was at this point he connected with VCF's program. Through the various marketing channels, he secured access to customers ready to buy his products, had opportunities to present his work during Antaran exhibitions across the country and essentially set up his own platform on social media. Finally, he could share his craft bringing him customers from around the world, the likes of patrons like Nita Ambani.

When asked how he sustains this zeal to learn, he says that he does not even consider what he does as work but rather as art, and when you make art, you want to do more, and the learning is life-long. This perseverance has earned him the National Award.

Water Sanitation and Hygiene



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Integrated Water Resource and Quality Management Program

The Issue

Several states of Andhra Pradesh are riddled with severe ground water quality issues, caused by growing water demand and deteriorating water quality. To illustrate, we take the example of Mycherlapalem, a farming village about six kilometers (kms) from Chodavaram in Anaparthi District. Comprising 239 households. Here, there is a 20 KL overhead storage reservoir providing both drinking and domestic water. The more dangerous issues, however, lie in blind belief in superstitions. For instance, the villagers here refuse to change the bore nor use RO water believing that Mother Ganga is boundless, and does no harm; many go so far as to worship the functional taps. Wastage is caused by the frequent overflow of the OHSR. Since local water lacked chlorination, people had to travel up to a 1 km to access hand pumps and purchase filtered water.



Strategic Intervention

The Jal Jeevan Mission (JJM) is a program of the Union Government which aims to provide safe and adequate drinking water through individual household tap connections to all households by 2024. There is a community-driven approach focussed on rural India. The Rural Water Supply & Sanitation department of Gollapudi in Krishna District in tandem with VCF, Tata Trusts are on a mission to provide Functional Household Tap Connections (FHTCs) to thousands of rural households. As part of its role, VCF operates as an Implementation Supporting Agency (ISA) at the district level; and, supports the RWS & S Department at the state level. Further, VCF supports JJM at the state level as a PMU and as an ISA in 2 districts, providing FHTC across 106 villages by developing infrastructure for piped water supply in villages, which ensures the provision of 55 LPCDs.

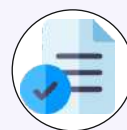
Major Activities

- **Community Managed Implementation:** Demonstrations of an effective and sustainable community managed implementation model of drinking water supply schemes for 22,500 households across 106 villages in three blocks of two districts in Andhra Pradesh.
- **Systemic Improvements:** Test and document innovations to improve rural water supply system technology. A state-level workshop on water quality monitoring, surveillance and grey water management was organized and attended by 137 members including the Superintended Engineers, District Engineers, Chemists, Implementation Support Agencies, and Development Organizations.
- **Implementation of JJM:** Support to and strengthening of the implementation of the JJM in the chosen geographies. We ensured continued follow up with civil contractors for providing FHTC connections to Households to provide access to safe drinking water. Dhaara smart bulk flow meters were installed in two villages – Chodavaram Mandal and Anakapalle – on a pilot basis. An in-line chlorination based on ORP sensor has been installed in Mycherlapalem, Chodavaram and Anakapalle mandals.
- **Institutional Strengthening:** Formation and strengthening of the Village Level Water and Sanitation Committee (VWSC). We ensured smooth running of the program by collecting regular water tariff and community contributions from the community, depositing it in VWSC Bank accounts.

Highlights



80% of households (HHs) pay water tax and **78%** of households treat the water prior to consumption.



7,480 FHTCs provided



252 capacity building conducted for VWSCs and community members



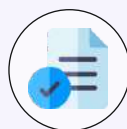
106 VWSCs formed in **106** Villages



1,147 trained in various WaSH components



249 engineers from across various states trained on Internet of Things (IoT), JJM and budgeting.



93% of HHs covered as part of the FHTC endline survey receive **55** LPCD of water.



Community contributions to the tune of INR 2,28,000/- were collected and deposited in the VWSC bank accounts of **4** villages in Chodavaram.

- **Capacity Building & Trainings:** Organization of community trainings and capacity building programs for water quality, conservation, treatment, and its hygienic utilization for better sanitation and health. Training members of rural households, Village Service Providers, Gram Panchayat officials, Frontline Health Workers, Anganwadi Workers and school children on various aspects of WaSH. We also conducted 5 water quality and monitoring trainings per village, with a focus on women. Additionally, SBCC campaigns were underway and we conducted O & M trainings for VWSC / GP officials. Women trained by VCF evaluated water quality in all 32 villages using Field Test Kits (FTKs), checking for nine essential water quality parameters including pH, Alkalinity, Iron, Fluoride, Hardness, Residual Chlorine, TDS, and Coliforms.
- **Exposure Visits:** conducted for VWSC members to enhance cross-learning experiences.
- **Home Visits:** 10% of households were assessed through FHTCs across 3 mandals; with 93 households' data collected through the power app.

Highlights



VCF was awarded a Certificate of Merit from the District Collector and Magistrate NTR District for its contribution to the Jal Jeevan Mission on Independence Day 2022.

Thirst Quenched, Worries No More

In the village of Seemunapalli of Chodavaram Mandal, there lives a woman named Sharagadam Kanthamma aged 72 years, living with her family of five. As part of JJM, her house was provided with a tap connection which brought unprecedented improvements to their lives. They can now have access to 250 to 300 litres of quality water every day, when before they were plagued by insecurity. Her family had to spend 3 hours a day fetching water from street taps and hand-pumps, which was time-consuming and tiring. With a reliable water supply for drinking and domestic purposes, their lives are comfortable. With the FHTC, she no longer is subject to daily struggle, she is grateful for the positive change and improved quality of life.

Safe Drinking Water Program

To further address complexities and challenges related to potable water, this intervention set out to ensure safe drinking water and to reduce water borne diseases.

Our Strategic Intervention

Catering specifically to that section of people which currently do not have access to safe and purified drinking water at affordable prices, we set up Water Treatment Plants in backward, high salinity and water stressed areas. Subsequently, these systems could provide safe drinking water to the affected areas on a self-sustainable basis. The project's model includes user charges of supply of treated water to the community, thereby recovering the operation and maintenance costs for running the plants; which will be eventually be handed over to the Village Community. The key objectives of this intervention are to:

- Transfer the operations and maintenance of water plants to the Village Water Sanitation Committees on a self-sustainable basis.
- Provide handholding and technical support to the VWSCs for running community water plants over a duration of 6 months following the handover.
- Build the capacity of VDCs to independently operate and maintain the community water plant on a self-sustainable basis.



Handover of drinking water plants to the Gram Panchayats

Major Activities

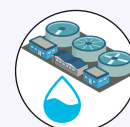
- **Implementation Related to the Water Plants:** Based on water scarcity analysis and requirements on ground, 9 water plants were installed and successfully commissioned each in corresponding GPs. Some 3000 beneficiary enrolments were completed and in pursuit of long-term sustainability, a user fee of 35 paise per litre was collected from card transactions and disbursal. These collections were used for plant operations, technical expenses, and maintenance. The installations and commissions were done in the following villages – Mallampudi, Matlam, Interu, Nandigama, Chinnapandraka, Kruthivenu, Nagannacheruvu, Arthamuru and Endapalli.
- **Awareness through BCC / IEC Campaigns:** To ensure sustainability of new interventions is a perpetual challenge, and promoting awareness among rural people is the crucial. We have been following a pro-active approach in conducting IEC / BCC activities about Swasthaneer initiatives and the use of purified drinking water among communities prior to the opening of the plants. We conducted awareness camps by collaborating with village committees and local government institutions for better outreach.
- **Operations, Technicalities and Maintenance:** Periodical maintenance checks and technical rectifications are crucial. While all the water plants are designed to be operational 24*7, handling technical errors of the water plants became crucial. Dedicated manpower on ground and solving technical issues was neatly handled as was evident in all the water plants – without exception – were effectively operated and maintained.

- **Handover of Water Plants on a Self-Sustainable Model:** Provision of drinking water being a prime responsibility of the GP, they must work with the Village Development Committees to monitor operations of the plant on a self-sustainable basis. Initially, we committed to training VDC members and even nominated plant operators for each respective VDC, to oversee the technicalities and operations of the water plants. Accordingly, VCF came forward to handover all the running water plants to the Villages and further the VDCs ensuring operations and maintenance over time. We completed handover in the following villages – Mallampudi, Matlam, Interu, Nandigama, Chinnapandraka, Kruthivenu, Nagannacheruvu, Arthamuru and Endampalli.
- **Meetings and Exposure Visits:** were held with VDCs on plant handovers. VDC members paid a visit to the VDC and received a detailed training on plant operations for which external experts from INREM and Byrraju were involved.
- **Program Closure:** All the water plans are in successful operation by the VDCs, in the care of the Plant Operators nominated. New IOT systems were installed by the VDCs based on the needs of each plant. All technical issues are being handled by the VDCs, while a few innovations in the plants were taken up to increase outreach such as like bulk sales. In the Yendapalli water plant, an entrepreneur was engaged to encourage the bulk water supply to nearby villages. Similarly, in all the other water plants, various innovative methods are adopted by the respective VDCs to increase the efficiency of the water plants.

Highlights



Capacity building of Water Plant operators and Village committees on Operations and Maintenance of water plants on a self-sustainable basis.



9 Drinking Water Purification Plants handed over to the village committees.



The drinking water program has been successfully closed and all the water plants are being operated by respective village committees.



Handover of drinking water plants to the gram Panchayats

Open Defecation Free Program

The Issue

Poverty and an impoverished quality of life stem from poor sanitation and hygiene, among other things. As per the World Bank, in 2013, one out of every 3 persons had no access to a toilet and the annual economic loss resulting from the lack of sanitation facilities was estimated to be USD 260 billion. Yet, from Sub-Saharan Africa to South Asia – communities struggle to address and solve for this issue, which also hampers human productivity and economic growth.

Our Strategic Intervention

As part of the Agenda 2030, the heads of the Nations at the UN General Assembly 2015 made a commitment towards ensuring universal access to clean drinking water and sanitation facilities for every person by 2030. Historically, India's strategy has focused on the construction of individual sanitary latrines and converting dry latrines to low-cost sanitary latrines in rural segments. Delivered by a slew of government schemes, the priorities have now shifted from latrine construction to Socio-Behavioral Changes; considering that these are habits deeply ingrained in cultures and communities.





In India, specifically, the Swachh Bharath Mission (SBM) was launched in 2014. On a mission to attain the status of 'Clean India' by 2nd October 2019, by which time if targets were met, the nation would be declared Open Defecation Free, or ODF. The Ministries of Drinking Water and Sanitation and Urban Development had the administrative jurisdiction of the Rural and Urban Areas respectively. Rural sanitation coverage has increased from 38.70%, tabulated at the very start of the Swachh Bharath Mission in 2014 to 63.73% as of 2017. As many as 8.96 crore toilets have been built since, with 5.34 lakh villages and 25 states/UTs having achieved ODF status.

In consideration of these goals, the key objectives of our strategic intervention are:

- Access to IHHLs for 40 HHs
- Facilitated the communities to become Open Defecation Free (ODF) and lead a better quality of life.
- Improved health for a better future as well as higher productivity leading to greater economic growth.

Major Activities

- **Baseline Study:** was conducted and identified 40 beneficiaries, across 6 villages of YSR Kadapa District, for whom toilets would be constructed; done so at the convenience of the beneficiaries.
- **Construction of Latrines and Supply of Materials:** Local vendors such as civil contractors were identified to initiate the supply of materials for the implementation process. Work orders were released to the identified civil contractors, and IHHLs were constructed as per the convenience of the beneficiaries.
- **Awareness Communication:** IEC and BCC materials were put to use, promoting awareness and, in turn, behavioural changes.
- **Regular Monitoring Visits:** were conducted by the technical team to ensure quality of work in progress.

Propelled by funding from Bharathi Cements Corporation Private Limited, VCF took up Sanitation program in villages of YSR Kadapa District to address poor sanitation in the region. This project aims to meet the sanitation needs and also to impart behaviour change in sanitation practices among the House Holds through Awareness, Door to Door motivation, IEC, BCC & CLTS activities. VCF took up construction of 40 toilets. The toilets were constructed in 6 villages where there is need of individual Household Latrines. The program benefitted these households in provision of access to toilets and avoiding of open defecation in the villages.

HEALTH



**VIJAYAVAHINI
CHARITABLE FOUNDATION**
Supported by TATA TRUSTS

Non-communicable Disease (NCD) Program

The Issue

Government of India's flagship program - Ayushman Bharat falling under the

Comprehensive Primary Health Care (CPHC) scheme operates on the basic tenets of universal access to primary health care at an affordable cost for all citizens. Ensuring healthcare is equitable and of impeccable quality means that it has brought brought the NCDs into focus, impressed the need for Population Based Screening (PBS) and providing Continuum of Care to those diagnosed.

The program screens individuals in the age group of 30 years and above, for 5 common non-communicable (NCDs) diseases – such as hypertension, diabetes, oral, breast and cervical cancers – with referrals to secondary and tertiary level public hospitals for diagnosis, treatment and management.

Key Objectives of the Intervention

- Employing technology as an enabler for early detection and management of NCDs amongst the target population
- Capacity building of healthcare professionals at all levels in technology to digitally transform the government the Primary Health Care system
- Facilitate structuring of health policy and governance to improve healthcare related to NCDs
- Improved health seeking behavior and lifestyle in the population by facilitating PBS and opportunity screenings
- Follow up of NCD patient on adherence to medicines and treatments ensuring 'Continuum of Care'

India being a populous country, the data generated in PBS is huge, there emerges a pertinent need for a robust IT system to gather program specific data for planning, implementing, supervising, and monitoring the program activities. The CPHC NCD IT System was developed to support the activities of the NPCDCS program and related information need at all levels. The expected outputs of the intervention are:

- 20 crore citizens over the age of 30 years to be screened for NCDs.
- 1 crore new patients with NCDs will be referred to appropriate health care facilities.
- 50,000 ANMs / doctors / paramedical personnel to be trained in using our I.T. solution.
- Early detection and management of NCDs among the target population.
- Better health-seeking behavior and lifestyles of the population in project areas.
- Better policy and governance for future treatment facilities in healthcare related to NCDs

Major Activities

- **Pilot:** We undertook a pilot to upscale the intervention in 3 major states (West Bengal, Tamil Nadu and Gujarat) that were using their own NCD IT platforms and in the union territories of Daman & Diu and Dadra & Nagar Haveli. Well performing states (Karnataka, Maharashtra, Odisha and Rajasthan) continued to provide considerable achievements in digitization of data; they shifted focus from screening of individuals, to ensuring continuum of care.

- The Trusts' Application:** the ASHA Application was launched followed by the release of the CPHC ANM application that was compatible with smartphones. There was a surge of possible end-users in the field, from ANMs to CHOs and ASHAs, who required capacity building, technical and hand holding support. Tata Trusts took it upon itself to train, retrain and resolve technical issues reported as per the cascade model of training. Training was provided to District Program Management Unit officials such as District Program Coordinators (DPCs), District Program Managers (DPMs) and Financial and Logistics Consultants (FLCOs); including direct hands-on trainings to the end users with continued pro-active support in the state. Government stakeholders were supposed to establish monitoring systems too. CPHC NCD - ABDM Health ID under Ayushman Bharat Digital Health Mission was introduced after a pilot on "Unique Health ID" (ABHA Health ID) conducted in the Andaman & Nicobar Islands and Chandigarh. This has now been successfully rolled out in states/UTs throughout the country.
- Diagnoses:** Based on digitized records, 12,56,443 individuals were diagnosed with at least one of the common five NCDs targeted under NPCDCS. Further, 12,20,924 individuals were recorded to have been put under treatment.
- Capacity Building:** State and district NCD teams were provided with capacity building support, so that they could independently carry on activities to serve the end users along with the provision of basic trouble shooting support. There was a move towards establishment of the "cascade model" of training, that is indeed our best practice.
- Ongoing Monitoring:** In various states, the Tata Trusts teams helped key stakeholders (Government counterparts) in monitoring their performance via daily updates on the achievements. Each month the Tata Trusts team shares the progress with state and district authorities, which has enabled them to routinely review the program and thus track and improve performance.
- IT Systems:** India being a populous country, the data generated in PBS is huge, there emerges a pertinent need for a robust IT system to gather program specific data for planning, implementing, supervising, and monitoring the program activities. The CPHC NCD IT System was developed to support the activities of the NPCDCS program and related information need at all levels.

Highlights



4,98,00,590

enrolments of individuals from all age groups in the CPHC NCD IT system, pan- India



2,07,46,949

individuals screened for the first time and their records digitized



18,86,086

individuals referred to PHC/CHCs for further examination, diagnosis and treatment



39

districts covered



22,073

health professionals trained on the CPHC NCF IT System

Stories of Success

Bomma Narsagoud gender: Male, age: 52 working as toddy tappers with salary of 5000/month.

Suffering with low back pain from last 2 days and raised Glucose levels, which is 229mg/dl, with a history of Diabetic and hypertension since 1year. For check-up and treatment, he need to travel around 50 km for dietician and general medicine, which he cannot afford private hospital expenses.

Telangana Tele-Medicine Services-Telemedicine with support of TATA TRUSTS. Telemedicine is the delivery of health care anywhere in the Telangana State by combining communication technology with medical expertise. To Use Telemedicine as a part of Normal Practice and Establishes a virtual relationship between patient and doctor, can also access of electronic records. Telemedicine make possible to connect specialist doctor from HUB to PHC level to avail the specialty services by using video consultant, which can save time of transport and expenses

GLOSSARY



**VIJAYAVAHINI
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- AP – Andhra Pradesh
- APFPS – About AP Food Processing Society
- APSCSCL – Andhra Pradesh State Civil Supplies Corporation Limited
- AWC – Anganwadi Centres
- BCC – Behavioural Change Communication
- BCCPL – Bharati Cement corporation Pvt Ltd
- CEO – Chief Executive Officer
- CLTS – Community Led Total Sanitation
- GoI – Government of India
- HHs – Households
- ICDS – Integrated Child Development Services
- IEC – Information Education Communication
- IHHL – Individual House Hold Latrine
- ISA – Implementation Support Agency
- NABARD – National Board for Agricultural and Rural Development
- NFHS – National Family Health Survey
- NHM – National Health Mission
- NID – National Institute of Design
- NIFT – National Institute of Fashion Technology
- ODF – Open Defecation Free
- PDS – Public Distribution System
- PLW – Pregnant and Lactating Women
- PoPs – Package of Practices
- POSHAN – Prime Ministers Overarching Scheme for Holistic Nutrition
- PPC – Primary Processing Centre
- LPCD – Litre per Capita Demand
- JJM – Jal Jeeva Mission
- RWS & S – Rural Water Supply and Sanitation
- FHTC – Functional Household Tap Connection
- PMU – Project Management Unit
- RO – Reverse Osmosis
- KMS – Kilometres
- KL – Kilolitre
- BCC – Behaviour Change Communication
- SDTT – Sir Dorabji Tata Trust
- INREM – India Natural Resource Economics and Management.
- TDF – Tribal Development Fund
- VCEM – Venkatagiri Cluster Ecosystem and Market Access
- VCF – Vijayavahini Charitable Foundation
- VDCs – Village Development Committee
- IOT – Internet of Things
- VWSC – Village Water Sanitation Committee

FINANCIAL STATEMENTS



**VIJAYAVAHINI
CHARITABLE FOUNDATION**
Supported by TATA TRUSTS

VIJAYAVAHINI CHARITABLE FOUNDATION

Balance Sheet as at 31.03.2023

Amount in Rs '000

Sl.No	PARTICULARS	As at 31.03.2023	As at 31.03.2022
I	<u>EQUITY AND LIABILITIES</u>		
1	Shareholders' Funds		
	(a) Share capital	11	11
	(b) Reserves and surplus	2,279	1,780
		-	-
2	NON-CURRENT LIABILITIES	-	-
	Other Non-Current Liabilities	-	-
	(a) Grants For Capital Assets	2,920	18,599
		-	-
3	CURRENT LIABILITIES	-	-
		-	-
	(a) Other current liabilities	81,827	96,281
	(b) Short-term provisions	180	1,152
	(c) Trade Payables	-	-
	(i) Total outstanding dues of MSME	1,162	687
	(ii) Total outstanding dues of Creditors other	984	3,282
	TOTAL	89,363	1,21,792
II.	<u>ASSETS</u>		
		-	-
	NON-CURRENT ASSETS	-	-
1	(a) Property, Plant and Equipment	2,422	16,631
	(b) Intangible Assets	497	1,968
		-	-
2	CURRENT ASSETS	-	-
	(a) Cash and cash equivalents	78,886	98,621
	(b) Short-term loans and advances	5,878	2,270
	(c) Other current assets	1,680	2,302
	TOTAL	89,363	1,21,792

VIJAYAVAHINI CHARITABLE FOUNDATION

Income and Expenditure Account for the year ended 31-03-2023

Amount in Rs '000

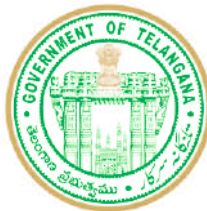
Sl.No	Particulars	As at 31.03.2023	As at 31.03.2022
	<u>INCOME:</u>		
I.	REVENUE FROM OPERATIONS		
	(a) Amount Appropriated out of Earmarked Grants	79,966	1,10,930
	(b) Amount Amortized from Capital Grants	16,306	3,982
	(c) Donations Received	-	-
II	OTHER INCOME	-	-
	(a) Other Income	633	182
		-	-
III	TOTAL INCOME	96,905	1,15,095
	<u>EXPENSES:</u>		
	(a) Program Cost	69,061	92,145
	(b) Administrative Cost	11,040	20,082
	(c) Depreciation and amortisation expenses	16,306	3,982
		-	-
IV	TOTAL EXPENSES	96,407	1,16,209
V	Excess of Income over Expenditure before exceptional and extraordinary items and tax (III-IV)	498	-1,115
VI	Exceptional items	-	-
VII	Excess of Income over Expenditure before extraordinary items and tax (V - VI)	498	-1,115
VIII	Extraordinary Items	-	-
IX	Excess of Income over Expenditure before tax (VII- VIII)	498	-1,115
X	Tax expense:	-	-
	(1) Current tax	-	-
	(2) Deferred tax	-	-
		-	-
XI	Excess of Income over Expenditure for the period (IX-X)	498	-1,115

PARTNERS



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TATA TRUSTS



NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT



THE INDIA NUTRITION INITIATIVE
AN INITIATIVE OF TATA TRUSTS



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