

**SOCIETY FOR SOCIAL TRANSFORMATION (SST)**  
**(Reg.No.314 of 2007)**  
**D.No.46/162, BUDHAWARPET, KURNOOL-518002**

**ANNUAL REPORT for the year 2018 - 19**

**Introduction:**

The General Body Meeting of SST held on April 08, 2019, reviewed the progress & results and approved the annual activity report for the year 2018-19. The following are the activities under taken and progress/results achieved during the year. We have conducted the following programs with kind support of our EC members as well as local service motive persons and philanthropists. We obtained financial assistance from Reserve Bank of India, Mumbai; National Commission for Women, New Delhi; Shamdasani Foundation, Hong Kong; CWF-Ministry of Consumer Affairs, New Delhi etc.

**1.Financial Support to Meritorious Poor Students:**

With the financial support from former B.A students of Silver Jubilee Government Degree College, Kurnool, where our Director Mr.V.Anjaneyulu studied, we initiated “M.K.Ramakrishnan Memorial Merit Scholarship” in the memory of Sri M.K.Ramakrishnan, Former Principal of Silver Jubilee Government Degree College to encourage and support the present Meritorious Students of B.A Course. As part of it during this year on 06/06/2018, we have spent Rs.40000/- on this program and we have awarded the following awards:

- Topper in BA Entrance Examination: Rs.10000/-
- Topper in BA 1<sup>st</sup> year Examination: Rs.10000/-
- Topper in BA 2<sup>nd</sup> year Examination: Rs.10000/-
- Topper in BA 3<sup>rd</sup> year Examination: Rs.10000/-

We also distributed educational material worth of Rs.7000/- to poor students at Municipal High Scholl, Yerraburuju, Kurnool.

**2. Distribution of Basic Material Needs to Destitute Old Age Women:**

We have conducted “Distribution of clothing & groceries to Destitute Old Age Persons” with the kind support from The Shamdasani Foundation, Hong Kongong on 01/06/2018 at Amma Vriddashramam, Maddur Nagar, Kurnool, Kurnool Mandal, Kurnool District, Andhra Pradesh, India. Guests participated in the Program are: Mr.V.Anjaneyulu, Director-SST NGO; Mr.A.V.Ramanaiah, State Resource Person; Mr.A.Madhu Babu, Advocate; Mr. Kommupalem Srinivas, Rights Activist; Mrs.Bagyamma, President, Amma Vriddashramam etc.We distributed Clothing (Saris) to 18 Females and Groceries (Rice, Dhal, Oil, Spices) to 18 Females in the old age home. We spent Rs. 32298/- towards this program.

**3. Depositor Education And Awareness Workshops:**

We have conducted Depositor Education and Awareness Workshops in collaboration with Reserve bank of India, Mumbai. An amount of Rs. 9, 11,060/- was spent on this program. 3<sup>rd</sup> quarter programs were conducted from 01/06/2018 to 21/06/2018 in 10 villages of Alampur, Undavally, Manopadu, Rajoli, Waddepalli Mandals of Jogulamba Gadwal District of Telangana State and 5 villages of Kurnool Mandal of Kurnool District, Andhra Pradesh. 4<sup>th</sup> quarter programs were conducted from 18/12/2018 to 12/01/2019 in 6 villages of Orvakal Mandal and 5 Villages of Veldurthy Mandal of Kurnool District, Andhra Pradesh. We educated and spread awareness among the excluded sections of the society about benefits of financial literacy, information about various financial products available on various channels explaining the procedure / formalities, RBI Guidelines on KYC, Opening of Accounts, Loans, Deposits, Jandhan accounts, Financial

transactions, Social security insurance schemes, RBI Initiatives on Consumer protection, Banking Ombudsman, Charter of Consumer Rights, Customer Rights Policy, Complaint Redressal Mechanisms etc. 4 resource persons from our organization and guest speakers from banks & local government participated in the workshops. 1150 participants like SHGs Women, Social Workers/NGOs, Youth Volunteers, and Businessmen/Farmers etc. benefitted from the program. Participants' awareness levels on financial literacy, various financial products available on various channels, financial services procedure/formalities, opening of accounts etc. increased. Capacities of participants /depositors on financial literacy including safe and secure banking enhanced. Participants' awareness levels on RBI guidelines/regulations on KYC, opening of accounts, loans, deposits, jandhan accounts, financial transactions, social security insurance schemes etc. increased. Knowledge of financial consumers on RBI initiatives on consumer protection, banking ombudsman, charter of consumer rights, customer rights policy, complaint redressal mechanisms etc. enhanced.

#### **4. Research on School Dropouts among Girls**

We have conducted Research Study on Understanding and Addressing School Dropouts among Girls in Kurnool District of Andhra Pradesh from 26<sup>th</sup> March, 2018 to 25<sup>th</sup> September, 2018 in association with National Commission for Women, New Delhi. The purpose of the study is to understand the reasons and factors that influence the girls drop out from schools. It also aimed to address the issue of girls drop out with suitable suggestions and recommendations. This Study examined and investigated the influence of school based factors, teachers' attitude towards girls, societal-parental-attitudinal-socioeconomic environment, and distance from home to school factors on school dropout among girls. It also recommended measures that can be adopted to curb the problem of girls drop out and suggested Interventions necessary for improving retention and reducing absenteeism among girls at different levels.

The study was conducted with 1200 Sample Population in 240 Schools X 5 Representatives from Teachers, Parents, SMCs Members, PRIs, School Dropout Girls. The study was undertaken in 24 Mandals namely 1. Dhone, 2. Gudur, 3. Kallur, 4. Kodumur, 5. Kurnool, 6. Krishnagiri, 7. Veldurthy, 8. Peapully, 9. Koilakuntla, 10. Banaganepalli, 11. Nandyal, 12. Mahanandi, 13. Gadivemula, 14. Dornipadu, 15. Kolimigundla, 16. Owk, 17. Pattikonda, 18. Devanakonda, 19. Gonegandla, 20. Yemmiganur, 21. Adoni, 22. Aspari, 23. Mantralayam, 24. Alur. The advisors for the study were Dr. Mansoor Rehman, Asst. Professor in Economics, KVR College, Kurnool; Dr. Jahan Ara, HoD, Library and Information Science, Silver Jubilee College, Kurnool; Dr. Khaleel Pasha, HoD, Osmania College, Kurnool; Mr. V. Anjaneyulu, Project Coordinator; Mr. A. V. Ramanaiah, Research Officer; Mr. Kommupalem Srinivas, Advisor, SST. An amount of Rs. 536350/- was spent towards this research study program.

#### **5. Financial Literacy including Digital Mode:**

We have conducted 'Financial Literacy including Digital Mode / Financial Protection Consumers' in collaboration with Consumer Welfare Fund, Minis Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs, New Delhi. We have Conducted Survey and Pre-Publicity, Identified 20 Mandals during August, 2018. We have prepared and printed 1000 Booklets and Pamphlets in Telugu Language on Financial Literacy including Digital Mode / Financial Protection Consumers. During the year, we have organized full day consumer awareness workshops, Distributed IEC Material and conducted Kalajatha Programs in 10 Mandals namely Midthur, Pagidala Gadivemula, Nandikotkur, Veldurthy, Dhone, Krishnagiri, Peapully, Kurnool and Kallur Mandals during December, 2018 to February[, 2019. 542 participants like Women, Youth, Farmers, Artisans, Business People etc. were educated on Financial Literacy. The results were: Participants Awareness levels on financial literacy, various financial products available on various channels, financial services procedure/formalities, etc. increased; Capacities of participants on financial literacy including safe and secure banking, insurance, mutual funds, e-commerce enhanced; Participants

Awareness levels on Finance inclusion, KYC, Opening of Accounts, Loans, Deposits, Jandhan accounts, Financial transactions, Social security insurance schemes etc. increased; Participants Knowledge on Consumer protection, Banking Ombudsman, Charter of Consumer Rights, Customer Rights Policy. Consumer Forums, Complaint Redressal Mechanisms etc. enhanced; Participants awakened on Fraudulent Financial companies, Multi level Marketing, Chit Fund Companies, unrecognized NBFIs etc. The resource persons were Mr.V.Anjaneyulu, Director & Trainer; Mr.A.V.Ramanaiah, State level Trainer; Mr. Kommupalem Srinivas, Consumer Rights Activists; Mr.Madhu Babu, Advocate. We also involved local community leaders, officials and bankers in the programs as guest speakers. During the year an amount of Rs. 246060/- was spent towards this program.

#### **6. Consumer Education Programs:**

We have conducted Consumer Rights Awareness Camps in 3 high schools and 2 Colleges on 29/06/2018 & 30/06/2018 at Kurnool Municipal Corporation. 375 students, teachers and lecturers participated in the programs. We Educated on Various Rights of Consumers, Consumer Redressal Mechanism, and Consumer Forums etc. We also educated them on telecom consumer rights and TRAI guidelines and consumer redressal systems. We have spent Rs. 18450/- for this programs with donations from individual philanthropists and members contributions.

#### **7 Cultural Programs - Burra Katha on Social Evils:**

Burra Katha is an oral storytelling technique in the Katha tradition, performed in villages of Andhra Pradesh and Telangana. The troupe consists of one main performer and two co-performers. It is a narrative entertainment that consists of prayers, solo drama, dance, songs, poems and jokes. We conducted Burra Katha Cultural programs in Gadivemula & Midthur on contemporary social issues like girl child marriages, child labour and environmental pollution. We conducted this program in 2 villages on 15/07/2018 with about 275 participants. We have spent Rs. 20550/- on this activity with donations from individual philanthropists and members contributions.

#### **8. Awareness on Agro-Met services to farmers:**

Growing uncertainties of weather and climate pose a major threat to food security and thus warrant for farmers empowerment of informed decision in agricultural risk management. The combination of long-term climate changes and the greater frequency of extreme weather events are also likely to have adverse impacts on the food production in the coming decades. To address the above mentioned issues of weather and climate on Indian agriculture and also to realize the present day needs of the farmers, we have conducted Awareness on Agro-Met services to farmers in Peapully, Dhone & Krishnagiri Mandal of Kurnool District on 22/12/2018 & 23/12/2018. We educated about 125 farmers on weather information based crop/livestock management strategies, availability of agro-met services. We have spent Rs. 23450/- on this activity with donations from individual philanthropists and members contributions.

#### **9. Eradication of Gender based Violence:**

Violence against women and girls is rooted in gender-based discrimination and social norms and gender stereotypes that perpetuate such violence. Given the devastating effect violence has on women, efforts have mainly focused on responses and services for survivors. However, the best way to end violence against women and girls is to prevent it from happening in the first place by addressing its root and structural causes. Prevention should start early in life, by educating and working with young boys and girls promoting respectful relationships and gender equality. Working with youth is a “best bet” for faster, sustained progress on preventing and eradicating gender-based violence. Hence, we have conducted awareness programs in 2 junior colleges for both boys and girls on 30/01/2019. About 150 boys and girls benefitted from these programs. We have spent

Rs. 16540/- on this activity with donations from individual philanthropists and members contributions.

#### **10. Jobs Skill Trainings:**

Many youth are lagging behind in job skills particularly of communicative English and computer proficiency. Hence, we have conducted job skill trainings in communicative English and computer proficiency to 50 youth at Kurnool. We have conducted this program for a period of 3 months during January-March, 2019 duly sponsoring them to the training institutes. They were able to get small jobs in private establishments and working as billing clerks and receptionists. We have spent Rs. 25600/- on this activity with donations from individual philanthropists and members contributions.

#### **11. Eradication of Hunger and Malnutrition:**

Hunger and malnutrition among women is the burning issue in rural areas. Hence, we have conducted awareness on income generation activities and health facilities in 2 villages namely Nannur & Ramallakota on 06/03/2019. We educated them on their social security schemes, livelihood opportunities, self employment schemes, financial assistance from various corporations & banks, effects of malnutrition, anemic health etc. About 185 women benefitted from this program. We have spent Rs. 33650/- on this activity with donations from individual philanthropists and members contributions.

#### **12 Health Education Program:**

Rural health particularly of women and child health is a big issue in our rural area. We have conducted health education programs in Veldurthy & Orvakal Mandals on 10/03/2019. We educated the women and children on immunization, child care, child mortality, maternal mortality, institutional deliveries, gynec issues, health facilities & health insurance schemes etc. About 125 women and children benefitted from this program. We have spent Rs. 16500/- on this activity with donations from individual philanthropists and members contributions.

#### **13. Seasonal Hostel for Children of Migrant Parents:**

Due to drought and poverty, many poor small farmers and agricultural labourers migrate to other places for work and livelihoods. Students also migrate along with their parents due to lack of care takers at homes and drop from schools. In order to control students drop outs and stop migration of children along with their parents, Government of Andhra Pradesh initiated seasonal hostel program. We have organized seasonal hostel for shelter and education of children of migrant parents. The center was organized at Kadivella Village of Yemmiganuri Mandal. We provided food, shelter and education to 50 migrant children. Their parents were migrated faraway places. We retained their children in the village by providing all the necessary facilities. Rajiv Vidya Mission/SSA, Kurnool has supported for this program. It started during December, 2018 and continue up to April, 2019. So far, about Rs.160000/- spent on this program.

#### **Conclusion:**

We have participated in state level seminars on education at Gadwal & Annatapur Districts. We also participated in workshop on shelter less at Vijayawada organized by IGSSS. We participated in capacity building of social organizations on Child Rights organized by Child Line India Foundation. We have participated in National Voters day, Republic day, international women's' day, earth day, anti tobacco day, world environmental day, international day of yoga, Independence day, world population day, world aids day, human rights day, national consumer day etc.

  
DIRECTOR

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