



PEOPLE'S DEVELOPMENT INITIATIVES (PDI)



**ANNUAL REPORT
2022 - 2023**



Annual General Body Meeting 2022





PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

ANNUAL REPORT

2022 - 2023

No.26, D/16, Rajarajan Nagar, Krishnamurthy Nagar North Extension,
Tiruchirapalli - 620 021. Ph: 0431-2352059
E-mail : pditnho@gmail.com Web: www.pditn.org

**PEOPLE'S DEVELOPMENT INITIATIVES [PDI]
DATE OF REGISTRATION : 27.07.1998
SOCIETY REGISTRATION NO & YEAR: 133/1998**

1. People's Development Initiatives [PDI]

[Registered Office]
No.32, Kajiyar Street,
Beemanagar,
Tiruchy – 620001
Website: www.pditn.org

2. People's Development Initiatives [WEP & WSC]

No.26, D/16, Rajarajan Nagar,
Krishnamurthy Nagar North Extension,
K.K.Nagar, Tiruchy – 620021
Ph: 0431 – 2352059
E-mail : pditnho@gmail.com

3. People's Development Initiatives [TI]

No.2016, Palaniyappa Nagar,
BikshandarKovil,
Manachanallur (Tk)
Trichy – 621 216
Ph: 0431 – 2592115
E-mail : pdicpcc@gmail.com

4. People's Development Initiatives [TI & FIPP]

No.49/8 A, Opp to Ramakrishna Park,
Ramakrishna Road,
Salem-636 007
E-mail: pditisalem@gmail.com

5. People's Development Initiatives(PDI)

9/41, 1st Street, Mangalapuram,
Medical College Road,
Thanjavur-613007.
E-mail:pditj2012@gmail.com

6. People's Development Initiatives(PDI)

No: 14, St. Francis Xavier Street,
Near Govt. Hospital
Karaikal – 609602
E-mail:contact@pditn.org

**People's Development Initiatives is an
'Organization with Special Consultative Status with
the Economic and Social Council since 2014'**

BANKERS

Indian Overseas Bank Ltd,
Cantonment Branch, Madurai Road,
Trichy- 620 001.

State Bank of India,
Koothur Branch,
Tiruchy.

State Bank of India,
Srirengapalayam Branch,
Salem.

State Bank of India,
Main Branch, Hospital Road,
Thanjavur.

AUDITOR

Mr. Roy John Thomas
Chartered Accountant,
Trichy – 620 001

Donations to PDI are exempted U/s 80 G (5) (vi) of the Income Tax Vide
CITNotifications C.No.6162 (E) 81/cit – 2007 – 2008/Try.Dt.02.08.2008

EXECUTIVE COMMITTEE MEMBERS

S.NO	Name	Designation
1	Mr.N.Gopinath	President
2	Mr.A.Senthivelu	Secretary
3	Ms.J.Kavitha	Treasurer
4	Ms.Lalitha	EC Member
5	Mr.L.Vincent Chander	EC Member
6	Ms.J.Jaigeetha	EC Member
7	Ms. R. Seethalakshmi	EC Member

CONTENTS

S.No.	Particulars	Page No.
1.	Targeted Intervention Programme - Thanjavur	1
2.	Female Infanticide Prevention Programme - Salem	6
3.	Skill Advancement Centre for Women - Karaikal	11
4.	Targeted Intervention Programme - Salem	13
5.	Women Empowerment Programme - Tiruchirapalli	18
6.	Targeted Intervention Programme - Tiruchirapalli	24
7.	Nutritional Support Programme - Tiruchirapalli	31

ABBREVIATIONS

ANC	:	Ante Natal Care
AIDS	:	Acquired Immuno Deficiency Syndrome
ART	:	Anti Retroviral Therapy
A&R	:	Animator & Representative
BCC	:	Behavior Change Communication
CBO	:	Community Based Organization
DAPCU	:	District AIDS Prevention and Control Unit
DIC	:	Drop – in - Centre
DRP	:	District Resource Person
DOTS	:	Direct Observed Treatment Short course
EDD	:	Expected Date of Delivery
FIPP	:	Female Infanticide Prevention Programme
FSW	:	Female Sex Worker
GH	:	Government Hospital
HIV	:	Human Immuno Virus
HRG	:	High Risk Group
ICTC	:	Integrated Counseling and Testing Centre
IGP	:	Income Generation Programme
IPC	:	Inter Personal Communication
LSE	:	Life Skill Education
M&E	:	Monitoring & Evaluation
NACO	:	National AIDS Control Organization
NACP	:	National AIDS Control Policy
NGO	:	Non Government Organization
ORW	:	Out Reach Worker
OVC	:	Orphan and Vulnerable Children
PDI	:	People’s Development Initiatives
PE	:	Peer Educator
PLHIV	:	People Living with HIV
PMC	:	Periodical Medical Checkup
PNC	:	Post Natal Care
RMC	:	Regular Medical Checkup
SACS	:	State AIDS Control Society
SHG	:	Self Help Group
STI	:	Sexually Transmitted Infection
TANSACS	:	Tamilnadu State AIDS Control Society
TB	:	Tuberculosis
TI	:	Targeted Intervention

PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

THE MISSION:

To recognize the inherent capacities existing among the marginalized and supporting and building on them to herald the beginning of a new life where people can make their own choices.

THE VISION:

To overcome economic, legal, social and gender inequalities and facilitate the process of “People Gaining Control over their Lives”.

MAIN OBJECTIVES:

- ◆ To uplift the weaker-sections of the society in rural and urban areas, through comprehensive Community Development programmes.
- ◆ To enhance the literacy status of the women through the functional literacy programmes and also to undertake programmes to improve the school
- ◆ To develop and implement the community based health care programmes for women, supported by a referral service and to provide medical relief to the poor, distressed, mentally and physically challenged persons.
- ◆ To undertake basic Research programmes on problems related to the development of the downtrodden of the society.
- ◆ To enhance income levels of women and unemployed youths through income generation programme.
- ◆ To encourage the youth groups to take initiatives on their own for the development of their community.
- ◆ To create environmental awareness to protect, preserve and promote Eco-environment balance for harmonious living with nature.

Dear Esteemed Readers and Supporters,

I want to express my sincere gratitude to each of you who have dedicated your valuable time to peruse our Annual Report for the year 2021-2022 and provide us with your insightful feedback.

Your comments have been instrumental in fortifying our initiatives and strengthening our connection with the communities we serve. It is my privilege to share with you our Annual Progress Report and Audited Financial Statements.

Throughout the reporting period, our dedicated team members worked diligently, and their unwavering commitment deserves our wholehearted appreciation. On behalf of the Executive Committee, I extend my profound thanks to our exceptional team for their outstanding efforts.

This report offers a comprehensive overview of the activities undertaken within each project from April 2022 to March 2023. We eagerly await your valuable comments and insights, which will help us, improve our efficiency and continue our mission to reach those who remain underserved.

Your constructive feedback and guidance are eagerly anticipated.

Warm regards,

I. Ambalavanan

Chief Functionary, PDI

PDI Annual Report - April 2022 to March 2023

Targeted Intervention Program among MSMs/ Transgender in Thanjavur District

April 2022 – March 2023

Background of the Project



Staff Review and Planning Meeting at the Project Office in Thanjavur

PDI has been implementing a community STI/HIV/AIDS Prevention Program among the high risk group including males having sex with males (MSM) and Transgender, since April 2007 in Thanjavur District with the support of Tamilnadu AIDS Initiatives (TAI) and Voluntary Health Services (VHS), Chennai. As per the policy, the project was transitioned to the government and now the project is being supported by Tamilnadu AIDS Control Society, (TANSACS) from April 2012.

Present report details the activities carried out during April 2022 to March 2023.

The project covers 1112 (MSM 982, TG 130) High Risk Population. The staff team includes one Program Manager, one Monitoring and Evaluation assistant cum accountant, one ANM/counselor, five Outreach Workers, and, twenty Peer Educators from the core group population. Peer Educators provide services such as educating their peers on STI/HIV/AIDS, distribute condom and lubricant, and refer their peers to STI Clinics and motivate them to undergo for HIV Test in ICTCs (Integrated Counseling and Testing Centres) once in six months

The major objective of the Program is to bring behavior change among the MSMs and transgender, particularly with focus on disease prevention and quality of life, thereby enhancing their ability to avoid unsafe sexual practices. The project also works to increase the health-seeking behavior of the key population and to reduce the burden of sexually transmitted infections. The project is being implemented in fourteen blocks of Thanjavur district, namely, Thanjavur, Thiruvaiyaru, Budhalur, Papanasam, Ammapettai, Kumbakonam, Pattukottai, Peravurani, Orathanadu, Thiruidaimaruthur, Thirupananthal, Sethupachatiram, Madhukur, and Thiruvonam.

STI-Related Services



The vulnerability to sexually transmitted infections is relatively higher to the key population as they are very active in both casual and commercial sexual activities. Even though majority of them get educated on consistent and correct condom usage, they are motivated to undergo STI test once in three months. The project team has good rapport with the STI Clinics and ICTCs in all government centres and refers the identified persons to the STI clinics.

Mr. Baskar, Technical Specialist, and Mr. Karuppiah, Programme Officer, Technical Support Unit, mentoring the staff team to strategize for the expansion of STI partner treatment initiatives

During this reporting year, from April to June 2022, 1170 (MSM 1067, TG103) individuals visited the STI Clinics; from July to Sept. 1137 (MSM 1041, TG 96) individuals; from October to Dec., 1019 (MSM 913, TG106) individuals; and, from Jan. to March 2023, 923 (MSM 840, TG 83) individuals visited STI Clinics. Thirty individuals got treatment for Syphilis. 309 (MSM 268, TG41) individuals who were identified newly and enrolled in the project got presumptive treatment in the STI clinics. They were motivated for regular medical checkups once in three months for STIs. The peer educators take the responsibility of motivating their peers to undergo regular medical checkups.



Community Based Screening for HIV

Each community member is expected to visit STI clinic once in three months in the specific time. The peer educators take effort to ensure the periodic visit of community members to STI Clinics in time. Besides, they are also expected to visit ICTCs once in six months to undergo HIV Test. The peer educators motivate their peers for their regular referral to ICTC Centres, attached to government hospitals. During the period, 592 (MSM 544, TG48) individual community members had undergone HIV testing twice through ICTCs attached to government hospitals. 815 (MSM 720, TG 95) individual community members visited the ICTCs once a year. The project identified four PLHIVs. Efforts were taken to register the infected key population to ART centre and they are regularly being followed up.

Peer Education



Ms. Thenmozhi, Project Manager, Leads and Empowers Peer Educators during In-House Training Program

Peer education plays an important role in bringing behavior change among the core group members, through interpersonal communication. Peer Educators in this project are the change-agents of their own peers, particularly changing the unsafe behavior of key population into safer behavior. The peer educators are being selected by the peers themselves with the

guidance of staff team. Peer-Educator plays a vital role in outreaching the activities. Block Level, Drop-in-Centre Level and the Project Level review meetings were regularly conducted

by the project team to review their activities and to motivate them for further strengthening of the activities. The peer Educators were well capacitated on micro-level planning. The review meetings helped the project team to find out the gaps in their services, to identify the risk behavior and plan for their peers. During the reporting period, twenty Peer Educators were attached to the Program who attended 21 review meetings at Thanjavur Project office.

Advocacy meetings



The core group population has social contacts which are supposed to be very influential, can positively, or negatively influence the project activities with the primary target audience, namely, core group population. They are the vital stakeholders of the project who are responsible for the effective implementation of Targeted Intervention Program for the core group population..

Strengthening Safe Practices: Advocacy Meeting with Retailers to Promote Social Marketing of Condoms in Thanjavur

The project organized advocacy meeting with Retailer to help the staff for mobilizing MSMs / Transgender to distribute the Priced Condom. The other stakeholders including auto-drivers, Retailer and lodge boys are also invited to the stakeholders meeting to be oriented on the different program activities and its intended objectives. The stakeholder meetings give them a clear picture on program activities and help the project team to get their support. The project motivates the stakeholders to get involved in the program activities through organizing advocacy meetings when and where required. At Pattukottai on 27 July 2022, an advocacy meeting has been organized for the secondary stakeholders including pimps, brokers, auto drivers, and the lodge boys.

If we take the MSM and Transgender, the Jamath Leaders have greater influence on the decision made by the individual target community. As they are elderly people of the community, they have the ascribed status of controlling the peer group members. Such secondary stakeholders have greater



Ms. Thenmozhi and Ms. Priyanka deep in discussion, Strategizing advocacy issues with community leaders

role in creation of enabling environment and held responsible for the effective implementation of the program. An advocacy meeting was organised for the Jamath Leaders at Manojipatti, on 28th August 2022. On 30th January 2023, an advocacy meeting for Retail Shop-keepers was organised at the project office to motivate them to sell priced condoms in their shops. The shop-keepers who have their shops in and around the hotspots were selectively invited. They were also motivated to place the condoms visibly in their shops.

Demand Generation Meeting

The key populations along with the peer educator meet at the hotspot to discuss their issues particularly on the basic facts of HIV. The peer educators with the help of Outreach Workers facilitate the meeting. Communication materials focusing on STI/HIV awareness, addressing violence, and promoting quality of life were used during the hotspot level meeting. The meetings were useful to make the community to access the service of the project without fail. Ten to fifteen people will be gathered in every hotspot meeting. During the reporting period, 78 Demand Generation Meetings were facilitated in which 1112 (MSM 982, TG 130) key population attended.

Drop in Centre



Review Meeting at Drop in Centre

Drop in Centre Level and the Project Level review meetings were regularly conducted by the project team to review their activities and to motivate them for further strengthening of the activities. The peer educators were well capacitated on micro level planning. The review meetings

helped the project team to find out the gaps in their services, to identify the risk behavior and plan for their peers. During the reporting period, twenty trained Peer Educators were attached to the program who attended twenty-four review meetings at Thanjavur Project office.

Community Mobilization

The project takes continuous efforts to mobilize the core group population to sustain the program activities even after the withdrawal of the project. Hence, it also organizes community events twice a year to provide a platform to them to meet each other. An opportunity is also given to them to showcase their talents through sports events and cultural activities.

Community Event

On 25th August 2022, the community event program was organised at MNV Mahal, Pattukottai. Ms. Rajeswari, District Social Welfare



Community Event - Pattukottai

Officer, Thanjavur District, presided over the program. Dr. Anbazhagan, Chief Medical Officer, Government Hospital, Pattukottai was invited as chief guest. The counselors of ICTC and STI and lab technicians also attended the program. General Health Camp was also organised in association with Meenakshi Mission Hospital, Thanjavur where 120 community members were screened for general health check up. Covid Vaccine also administered with the support of SATTHI.



Dr. Anjukam Boopathi, Deputy Mayor of Thanjavur City Corporation, addressing the Key Population at a Community Event

On 2nd March 2023, the Community Event Program was organised at Besant Lodge, Thanjavur in which nearly one hundred community members participated and demonstrated their talents through cultural programs. Her Worshipful Deputy Mayor, Dr. Anjukam Boopathi, M.B.B.S., M.D., in her presidential address, greeted the community members and listed out the welfare measures taken by the Government. Dr. I. Ambalavanan, Director, PDI briefed about the objectives of the program. Mr. Karupaiya, Program Officer, Technical Support Unit, felicitated the participants. Ms. Alamelu, Director, Rural Self Employment and Training Centre of Indian Overseas Bank, Thanjavur explained the different Vocational Training Programs offered in their centre and motivated community members to attend the training programs.

World AIDS Day 2022

The project has observed World AIDS Day on 2nd December 2022 at Maharnombuchavadi Urban Health Post. His Worshipful Mayor, Mr. Sun Ramanathan presided in the presence of Ms. Jenifer Arul Mary, District Program Manager (I/C), briefed the gathering about 'Equalize' the theme for the World AIDS Day 2022. She asked the participants to gear up the activities to remove the inequalities, thereby equalize the essential services for HIV to all including the Core Group Population. Ms. Thenmozhi, Program Manager, led "Oath Taking" to ensure everyone's role in equalizing the HIV services. Dr. Subash Gandhi, City Health Officer, Thanjavur City Corporation and the City Corporation Ward Councilors including Mr. Jaisathish, Ms. Stella



The Honorable Mayor, Mr. Sun Ramanathan, of the Thanjavur City Corporation, along with councilors taking the pledge on World AIDS Day Programme

Nesamani, Mr. Kesavan, Mr. Lenin, Ms. Vanitha, and Ms. Senthil made the program memorable with their participation.

Social Protection Scheme

The project assists the core group population to access the government services such as ration cards, old age pension, and Transgender Identity cards. During the reporting period, fifty-three transgender were assisted to get their identification cards, eighteen transgender could get their ration cards, four of them got the old age pension, and six were assisted to open their savings accounts in the banks.

FEMALE INFANTICIDE PREVENTION PROGRAM (FIPP) – Salem April 2022 to March 2023

Background of the Project

PDI with the support of IMPLICADAS had been working in four prioritized Blocks namely Tharamangalam, Omallur, Konganapuram, and Idapadi of Salem District since September 2007. It is a program that aims at eliminating the practice of Killing Female Child and bringing attitudinal change among the parents to be Gender Sensitized to bring up their girl child with due recognition. The staff team comprises of 6 Field Officers and two Counselors. The goal of the project is to sensitize the whole of the population in the identified four blocks to be Gender Sensitized and to protect the girl child from infanticide. The project takes efforts to sensitize the community in general and the family members of antenatal women in particular on the importance of girl children. The project counselors counsel the antenatal mothers to solve their issues to protect their female children from being killed by a member of their own family. It brings attitudinal change among the spouses and the in-laws of the mothers at risk to protect the female infant. The field level staff educates the women in Self Help Groups on gender issues. The youth population in the target blocks is trained on gender issues and on the life skills. The project organizes skill training programs on various trades to the women and motivates them to become self-employed.

The project has come to an end by 2017. During the implementation of the program, it is learnt that the female infanticide and foeticide problems exist also in the adjacent blocks where there is a need for an intervention. Hence, it was proposed that PDI and Implicadas should start an intervention of the same kind in the adjacent blocks immediately after the withdrawal of the program in the older blocks. During the months of November and December, the staff started meeting the higher officials of Health and other Administrative Departments to discuss the magnitude of the problems in other blocks of Salem District. Followed by the discussions with the officials, staff and the key stakeholders including the community, it is decided to replicate Female Infanticide Prevention Program in the adjacent blocks where the child sex ratio is relatively poor.

During the month of December 2017, proposal has been developed to implement the Female Infanticide Prevention Program II in the newer blocks. The project has been initiated by the month of January 2018. The staff team consists of two Counselors and six Outreach staff. During January 2018, the entire staff team has been deputed to introduce the project to

the block level government departments including Block Development Office, Primary Health Centres, Anganwadi Workers, and other stakeholders working in the respective blocks. They also collected all the information including census details of the villages and block maps. The details and the maps are placed in appendix. Induction training has also been organized during 15th and 16th February 2018. Followed by the induction training, the staff started their activities in the villages allotted to them. During the Month of January 2018, they had executed the following: Visited seventy-one villages, interacted with the Block Development Officers, Village Administrative Officers, Panchayat Clerks, Anganwadi workers and Village Health Nurses. The major activities carried out in the project during the reporting period are as follows.

Collecting the List of Antenatal Mothers

The project collects the list of antenatal mothers in the selected four blocks. A database has been created with the information collected and the counselors also meet them regularly till the delivery of the child. In case of female children, they follow the family for eighteen months even after the delivery. During the reporting period, 3100 antenatal mothers were enrolled and are under follow up. Out of 3100 antenatal mothers, 640 were mothers with one or more number of girl children who are considered as mothers at risk by the project.

Inter Personal Communication

The Field Workers used to meet the entire antenatal mothers as per the list and educate them on the need for proper medical care from prenatal to postnatal period. To start with, the field workers educate the women on nutritional status, continue hygiene and health, and end the interaction with gender equality, particularly with greater emphasis against the female infanticide. 4184 interaction sessions held during the reporting period.



Empowering Antenatal Mothers through Effective Interpersonal Communication by Ms. Jegatheeswari

Counseling Services to the Women at Risk



Ms. Rekha's Compassionate Counseling Services at the Village Level

During the interpersonal communication, the Field Staff would take efforts to identify the women with the problems and refer them

for counseling to the counselors. The counselors would provide counseling services to the antenatal mothers and for their spouses on the identified issues. 484 new counseling and 436 follow-up counseling sessions were given to the mothers at risk.

Sensitization of General Population through Street Plays



Street Play, Vazhapadi Block

The project has formed a Street Play Troupe and they performed plays in the villages on gender issues, importance of education to women and against the practice of female infanticide. The general population was sensitized on the gender issues. During the reported period, street plays were performed in twenty-four villages and nearly 640 were reached with the messages.

SHGs for Mothers at Risk

The project has identified women with girl children and formed 66 Self Help Groups with a membership of 808

women. The mothers with girl children were given priority while forming the Self-Help Group. Their group savings is Rs.11, 57,200/- and during the reported period, six SHGs have been started.

Family Dialogues



Promoting Family Discussions against Child Sex Selection : Initiating Vital Dialogues

The mothers who are identified at risk are often under crisis and they feel hopeless as there is no one to support them. The problem can be from their family members, in such cases in order to support the mother at risk, family dialogues are conducted by the staff team. During the family dialogue sessions many issues including preference of male baby by husband and mother-in-law, restriction for family planning, poor health due to repeated deliveries and advising the husband to undergo family planning were addressed. The counselors along with the staff have met 160 families and conducted family dialogue to support the desperate women.



SHG Meeting in progress

Women Support Centre

During June 2009 a women support centre was formed in order to assist the women under crisis. The women support centre addresses the problems of the women who seek the external support. The team meets the women and sensitizes them on Domestic Violence Act 2005, the rights of women to inherit property, and on gender issues. Legal education sessions were organised in the village itself and 14 cases were taken by the team and were addressed. The women support centre provides legal guidance and counseling to the victims. The women support centre addressed the following types of issues:

- Family dispute
- Land dispute
- Guidance for educational loan
- Guidance for getting government welfare
- Guidance to get compensation for accidental death

Gender Clubs - SAMAM

The adolescent who hails from the target blocks in the age group of thirteen to twenty were trained on life skills and were formed as Gender Clubs. PDI has formed 59 Gender Clubs and these clubs are named as “SAMAM” which means Equal. The objective of forming Gender clubs is that these groups will serve as volunteers in the target area and the Gender Clubs are to raise the awareness level of youths on gender issues and to bring up them as Gender Sensitized Citizens. The project is now using them in preventing the practice of female infanticide in the handed over blocks.

Life Skill Education to the Adolescents and Youths



Equipping Adolescents through Life Skills Training, Sessions Led by Ms. Jegathambal

The Ten Life Skills are empathy, problem solving, interpersonal relationships, critical thinking, communication, creative thinking, management of stress, awareness of self, decision making, emotion management. These are being discussed in the sessions.

Trained staff conducted life skill education to 705 adolescents from the villages of the four blocks. Among them, 344 were boys and 361 were girls. The adolescent in the age group of thirteen to twenty were motivated to attend the training. Gender issues were also included in the life skill program and the adolescents were sensitized on key gender issues. The program is

conducted during the evening hours for two days and lasts for 4 hours.

Gender Sensitization to the Women in SHGs

The project organizes gender sensitization programs for the women in SHGs at the village level. The outreach workers organize the program for the SHGs operated by other NGOs also and the counselors facilitate the sessions. The counselors sensitize the women on their rights

and the need for achieving gender equality. The staff members were trained on how to facilitate the gender sensitization programs at the village level. During the reporting period, 529 women from 47 self-help groups were benefited by attending these programs.

Gender Sensitization to the Men

The project strongly believes that the men should be sensible on gender issues. They are the population who deprive the women in all the stages of life of women by justifying gender roles and adhere to norms prescribed by the society. In order to sensitize the men on gender issues and



Empowering Women in SHGs through Gender Sensitization

to make them aware of that all the socio-religious norms against women are only man-made. The staff team interacts with the men in the villages and organizes meetings for them. The counselor and the outreach worker facilitated the meetings for men in which 161 men attended.

International Day for the Elimination of Violence against Women – 25th November 2022



United to End Gender-based Violence in Vettaikaranur, Vazhapadi

This day spreads the message “Unite to End Violence against Women Campaign” (Nov.25 to Dec.9). The campaign concluded on 10th December that commemorates the International Human Rights Day. The campaign was organised in the villages including Bommampatty,



Working Toward the Elimination of Violence against Women in Kaveripuram, Kolathur

Denishpettai, Athanurpatti, Goolnayakenpatti, Tharapuram, Kothambadi, Iyyampudhur, Poosaripatti, Manjini, Mulakadu, Vettaikaranur, Kaveripuram, Kurukupatti. The staff team organised the community members in their villages and raised slogans against the domestic violence and child marriages. They also facilitated oath-taking among the villagers.

International Working Women’s Day – March 8th, 2023

The project regularly organizes programs on 8th March to observe International Working Women’s Day. On 8th March 2023, the project team has organised women’s day at Dhasamuthiram, Kadaiyampatti Block. PDI Staff and around one-hundred SHG women joined the rally. In this rally, they created awareness among the public about the progress of women, Importance of female education and gender equality were emphasized and oath was taken to work against child marriage, female foeticide and domestic violence.



International Women's Day 2023

Case Study



PDI is working in Kolathur, Viraalikadu Village to implement Female Infanticide Prevention Program. As a part of the program, PDI supplied seeds to the Anganwadi and one of the teachers of Anganwadi functioning at Kolathur planted the seedlings and seeds distributed by the project staff. The plants like brinjal, lady's finger, and greens were grown in Anganwadi. The teacher expressed that it is more helpful for the kids and antenatal

mothers as they supply fresh greens and vegetables from the Anganwadi centre.

Skill Advancement Centre for Women, Karaikal

April 2022 to March 2023

PDI has been working in Karaikal from Dec.2005 and the Karaikal Program had been initiated by PDI from Dec.2005, as post-tsunami response. Till Dec.2007, PDI with the support of Impicadas, Vigo, Spain implemented Post-Tsunami Rehabilitation Program in thirteen villages. Considering the needs of the communities, PDI started implementing a comprehensive community development Program in the same thirteen villages and worked till 2011. The project at Karaikal has come to an end by June 2011. During 2007 to 2011, PDI had organized many vocational training programs for the women in selected thirteen villages. It realized the felt-needs of the community and started a Skill Training Centre in all the villages. Apart from this, the project had a Sewing Training Centre in all the villages during different periods of time. In each village, it had organized the sewing program for six



Ms. Ruby embarks on her self-employment journey, armed with new found skills and knowledge after completing her training

months. The sewing centre served to fulfil the needs of the illiterate young girls and women learn the skills at their village itself. In total, 177 women attended the sewing classes. Out of them, sixty-two women bought sewing machines under Income Generation Program to start sewing services at their homes.

PDI has managed Skill Advancement Centre for Women in Karaikal with the support of ONGC, Cauvery Asset, Karaikal. It was started by June 2017 and completed one year period by May 2018. Totally 57 women attended the sewing training in two batches. Thereafter, from January 2019, PDI got support from an individual donor Mr. Natarajan Subramanian, Director, IVTL Infoview Technologies Pvt Ltd, to continue the service of Skill Advancement Centre for Women in Karaikal from Jan to Dec 2019. In continuation to that, the management, IVTL Infoview Technologies Pvt Ltd, agreed to support the skill advancement centre through the CSR from Jan 2020 to January 2022. From February to November 2022, Vaken Technologies Pvt Ltd, supported the skill advancement centre through its CSR Scheme. From December 2022 to March 2023, the centre was supported by NOVA (Northern Virginia Thiruppugazh Group, which was started during the year 2018 by a small group of devotees under the guidance of Guruji Shri Shankar Iyer in Virginia, USA.).



The dedicated trainees on the momentous day of certificate distribution, August 5, 2022

During the reporting period, 45 women attended sewing training in two batches. Twenty-two women got sewing training during April to August 2022. During September 2022 to January 2023 twenty-three got trained. The first batch certificate distribution function was organized on 5th August 2022. Ms. Suguna, Training Officer, District Skill Development Officer, Karaikal, and Mr. Ravishankar, Women Protection Officer, Department of Women and Child Development, Karaikal were the chief guests. The second batch certificate distribution function was organized on

31st January 2023. Ms. Rajeswari, Deputy Director-Higher Secondary, Department of Education presided over the program and distributed certificates to the women completed their course.

During the reporting period, two new self-help groups were formed in Oduthurai and Keezhakasakku. Totally twenty-nine self-help groups are functioning. Eleven women were supported by loan amount through federation for their personal needs and they are regularly repaying the loan amount. Present balance in federation is Rs.1,07,047/-



Trainees Celebrating a Momentous Day at the Certificate Distribution Event on January 31, 2023

Targeted Intervention (TI) Program among Female Sex Workers / MSM/ Transgender in Salem District April 2022 to March 2023

Background of the Project



Ms. A. Manimekalai, the outreach worker, engaging in a dialogue with the peer educator to drive positive change in their community.

PDI had implemented the Targeted Intervention Program among the Male Sex Workers (MSWs) since July 2004 in Salem District with the support of Tamilnadu AIDS Initiative (TAI) and Voluntary Health Services (VHS) Chennai. The program was implemented among 2000 Male Sex Workers in Salem District. The MSMs include Transgender, Kothi, and Double Decker. On 1st July 2012 the project got transitioned to Tamilnadu State AIDS control Society (TANSACS). After transition TANSACS re-allocated the working area of the three TIs implemented by three different organizations at Salem during September 2012, and PDI started working in 4 blocks, namely, Ayothyapattinam, Kaadaiyampatty, Panaimarathupatti, Yercaud and Corporation of Salem with a population of 400 FSWs and 1209 (MSM-1058, Transgender-151) MSMs/Transgender.

The staff team comprises of a Program Manager, six Outreach workers, one M&E cum Accountant and one ANM/Counselor. There are 24 trained Peer Educators who do outreach services such as educating their peers on STI/HIV/AIDS, distribute condom and lubricant, and refer their peers to STI Clinics.

Objective

The objective of the Program is to

1. Bring behavior change among the sex workers focusing on prevention of STI, HIV/AIDS through dialogue based communication
2. Empower them to avoid unsafe sexual behavior
3. Enhancing health seeking behavior and reduce the burden of STIs among sex workers
4. Reduction of issues related to vulnerability
5. Promote community collectivization and strengthening

Activities

Behavior change communication

The main strategy of behavior change communication is to increase the quality of life of the community and enable them to say NO to unsafe sex. The main objectives are: changing the community's behaviour to ensure that they indulge in safe sex; creating demand for various project services and make them to access the health facilities available in government health



Ms. Gangamitra, the counselor, is passionately discussing the work plan with peer educator at his home.”

centres; and, encourage analytical thinking and problem solving among community so as to help them to overcome their barriers to HIV/STI risk reduction.

During the period from April 2022 to March 2023, 1609 (1209 MSMs and 400 FSWs.) core group populations were contacted individually through inter-personal communication. 296 individuals were newly identified, enrolled in the project with the support of Peer Educators and in Virtual Mode. Since the use of smart phones are increasing day by day, the community members use the virtual platform to identify new partners. 1212 were counseled for

disease prevention and 56 for other issues including emotional issues.

The important activities carried out in behavior change communication are:

- Dialogue based interpersonal communication through one to one and group interaction.
- Peer Educator promotion
- Counseling on STI, HIV/AIDS prevention and for other issues

The following activities were carried out during the reporting year.

S.No	Activity	April 2022 to March 2023
1	No. of Individual Key Population contacted through interpersonal communication	MSM -1209 FSW – 400
2	No. of new identification	296
3	No. of sessions	40241
4	Group interaction	Meetings – 72 Participants – 950
5	Counseling	Preventive: 1212 Other: 56
6	Condom Demonstration & Re Demonstration	110
7	Condom Distribution	Free Condom – 3,20,950 SMC – 4000
8	Total Number of ART Registrations	60

Peer Educator Review and Induction Training



The District Programme Manager and District Supervisor of DAPCU, reviewing the activities of Peer Educators at the PDI Project Office, ensuring community impact

Peer Educators play a vital role in taking messages to their peers. Twenty-four Peer Educators have been outreaching the activities. Cluster level review of Peer Educators and overall review cum training was conducted. Seventeen review and planning meetings were conducted. During the reporting period, seven peer educators were newly recruited and three induction trainings were conducted. The project organizes periodical in-house capacity building programs for the peer educators.

Demand Generation Meeting



A Demand Generation meeting is in progress, as community members come together to motivate one another to avail vital services

The Peer Educators were capacitated in such a way as to conduct group interactions at hotspot level with the support of ORWs. Fifteen to twenty community members generally participate in the meeting. 72 meetings were conducted in the hotspots and 950 communities participated in it.

STI Care Services

The HRGs were motivated to access the government STI facilities for ensuring that they are not infected and to get treated if infected. The female sex workers were encouraged to access the services in Non-Communicable Diseases facility of government Primary Health Centres so that they could also be screened for cervical cancer. 296 individuals enrolled as first visitors to the clinic and so far all the 1609 community have availed one time STI Care. 1589 individual HRG came for regular medical checkups (RMC) and the breakups are as follows:

Period	No. attended RMC	Percentage
1 st Quarter (Apr'22 to Jun'22)	1134 out of 1517	75%
2 nd Quarter (Jul'22 to Sep'22)	1335 out of 1525	88%
3 rd Quarter (Oct'22 to Dec'22)	1305 out of 1543	85%
4 th Quarter (Jan'23 to Mar'23)	1403 out of 1609	87%

HIV Testing



Ms. P. Manimekalai, Outreached Worker engaged in Community Based Screening for better health outcomes

All the eligible individuals of Core Group Population were motivated for HIV screening. During the reported period 1549 out of 1609 Communities were tested for HIV. This comes to around 96% of the ongoing community and the rest 4% are PLHAs. The enrolled community members are expected to visit ICTCs for HIV tests once in six months. During the reporting period, 1404 (FSW-378, MSM-929, Transgender-97) had tested twice in a year and 145 (FSW-20, MSM-86, Transgender-39) tested only once in a year.

Drop-in Centre (DIC) Meeting

The project is conducting DIC meeting twice in a month. Twenty-four regular meetings and twelve specific planning meetings were conducted during the reporting period. This activity is also helpful in making the Drop-in Centre lively, in mobilizing the community together, in enhancing their treatment-seeking behavior, and in identifying the hidden talents of the HRG.

Committee Meeting

The community mobilization towards making the program sustainable is an important activity of the targeted intervention project. The project takes efforts to mobilize the community of core group members to take up the Program on their own even after the withdrawal of the project activities.

- Project Management Committee
- DIC (Drop-in-Centre) Management Committee
- Condom Monitoring Committee
- Crisis Response Committee
- STI Management Committee
- PLHIV Committee

The above mentioned committees have been formed by involving community as members in the committees. These committees bring the community closer to the program activities and the project team handhold them to learn the day to day activities of the project team. The committee members meet once in three months to help the project team for troubleshooting and to give guidance for effective implementation of the program activities. Four such meetings were conducted during the reported period.

Community Event

On 24th August 2022, “Community Get-together 2022” was held at District Mahamai Office, Masinayakkanpatti, of Ayothypattinam. Mr. Sirajudeen, Block Development Officer - Ayothypattinam, Dr. Shanmugapriya, Medical Officer, Govt. Primary Health Centre,

Masinayakkanpatti, Dr. Karthick, Dentist, Karipatti PHC, Ms. Priya, Counselor, and Ms. Shentamil Selvi, Lab Technician, Karipatti attended the program. Mr. Sathish, Manager, Aravind Eye Hospital, Salem co-ordinated the Eye Camp. 163 MSM, Transgender and marginalized women participated in the event. The participants got HIV/RPR/RMC, eye checkup, dental checkup, sugar and blood pressure examinations.



Eye Camp and Community Event :
A day of vision and unity



Championing Career Advancement:
Advocacy in Action

On 22nd August 2022, advocacy meeting was conducted with PLHIV and District Industrial Centre at Project office. Mr. Nagaraj, Assistant Project Manager, District Industrial Centre, Salem was the guest of honor. The objective of meeting was career opportunity for PLHIVs. In this meeting, the grant and loan amounts for each industry were discussed. He also briefed about educational qualification and documents required to be submitted with the loan application. Nineteen PLHIVs also participated in the meeting.

On 14th October 2022, an advocacy meeting was conducted with DAPCU-Salem and TI-NGOs at Employment Office, Gorimedu, Salem. Dr. S.Mani, Deputy Director, Employment Office, Mr. Nallathambi, District Supervisor, DAPCU, Salem, Ms. Usha Nandhini, Junior Employment Officer, and Ms. Caroline Mary, Director, Jennys Educational and Charitable Trust, interacted with the participants, oriented on available skill training programs and opportunities for self employment. The objective of the meeting was to provide skill training and self-employment for the Transgender. Participants were from PDI, SWTVT and SATVT and MSMs / Transgenders.

World AIDS Day



“Equalizing Services for All Vulnerable Populations:
A World AIDS Day Oath to Leave No One Behind

On 1st December 2022, “World AIDS Day 2022” was observed. An awareness program was organised at Lorry Market on 24th December 2022. The program was inaugurated by Mr. Nallathambi, District Supervisor, DAPCU, Salem District. The staff team along with community members imparted awareness on HIV/AIDs to the general public. The general public also has taken oath on the

World AIDS Day theme - “Equalize” the services to all the vulnerable population.

National Voluntary Blood Donation Day-2022



Dean of Mohan Kumaramangalam Government Hospital Commends PDI for Outstanding Dedication in Mobilizing Blood Donors Amidst the Challenging COVID Pandemic. Ms. Subha, Project Manager, Receives Certificate of Appreciation

On 29th December 2022, “National Voluntary Blood Donation Day 2022” was organised at Government Mohan Kumaramangalam Hospital, Salem. On this occasion, Dr. R.Mani, Dean, Govt. Mohan Kumaramangalam Hospital, Salem praised our ‘People’s Development Initiatives’ for mobilizing and motivating blood donors to donate blood

during the covid pandemic situation by organizing a special Blood Donation Camp. Fifty individuals donated blood during the camp. The dean presented a certificate of appreciation to PDI.

WOMEN EMPOWERMENT PROGRAM – II

Women Empowerment Initiatives

SHG Orientation

During the reporting period, nine SHG orientation programs were organized in Pakkali Street, Periyar Nagar, C Block, Chinnasamy Nagar, Kajapettai, Kuppankulam, Ramamurthy Nagar, Sathya Nagar and Andakondan slums. 109 women attended the orientation meetings and got oriented on the procedure for formation of Self Help Group, how to maintain the Resolution Register, what are all the basic and essential resolutions need to be made, procedure to open a bank account and how to maintain the SHG accounts, and who can be Animator & Representative.

Formation of New Self Help Groups

During the reporting period, five new SHGs were formed in Jailpettai, Chinnasamy Nagar, C Block, Kuppankulam, Sathya Nagar, and Ramamurthy Nagar; the bank accounts opened for the newly formed groups in TDCC bank, Palakarai branch, TDCC bank, Thennur branch, Canara Bank, Sangliyandapuram branch, and Central Bank of India, Cantonment branch. Totally 41 SHGs are functioning with a membership of 554 women and the total savings amounts to Rs.47,43,600/-

SHG Credit Linkage

During the reporting period, nine Self Help Groups have got credit linkage with the TDCC (Tiruchirapalli District Central Cooperative Bank) Sundar Nagar, TDCC Thennur, Central Bank of India, Cantonment and TDCC Palakarai Trichy, amounting to Rs.18,40,000/-

Counseling

During the reporting period, twenty women were counseled for their domestic violence issues and other issues with their spouses and in-laws. Women from Kuppankulam, Samathuva Nagar, Andakondan, Jailpet, Ramamurthy Nagar, Periyar Nagar, and Chokalingapuram accessed the project for counseling services.

Awareness Program

- During the reporting period, “Cancer and Its Consequences” Program at Kuppankulam was organized by a student V. Vijayalakshmi, II MSW, Cauvery College for Women, Tiruchy in which thirty women participated. Dr. S. M. Kalaimani, MS., DGO, Senior Consultant, Gynecologist, Iswarya Hospitals facilitated the discussions.
- During the reporting period, Community Program on Good Touch and Bad Touch for Children was conducted by a student Ms. P. Ashika, I MSW, Holy Cross College, Tiruchy at Ramamurthy Nagar and thirty-five children participated. This program was facilitated by Mr. J. Karan Louis MSW, M. Phil., Community Mental Health Worker, Athma Hospital. In this program discussion was made about that how the children have to behave with strangers, relations, neighbours and they must play in public places only and must learn some self-defense art to protect themselves from others.
- During the reporting period, Community Program on Menstrual Hygiene was conducted by students Ms. B. Sivaranjani and Ms V. Veerapriya II MSW, Cauvery College for Women, Tiruchy at Kuppankulam and thirty women participated. This program was facilitated by Dr. M. Kavimani, Asst. Professor, Department of Physics, Cauvery College for Women. The Speaker explained how to be hygienic at the menstrual time, usage of napkins & menstrual cup, and also on the general problems of women, white discharge, uterus cancer etc.



A Sensitive Conversation with Children: Mr. J. Karan Louis, Community Health Worker at Athma Hospital, addressing a crucial topic with care and empathy at Ramamurthy Nagar.



Mr. R. Prasath, Assistant Professor of English at Bishop Heber College, leading a discussion on the significance of education and effective communication skill development among children at Chinnasamy Nagar

- During the reporting period, Community Program on Importance of Education was conducted by a student Ms. S. Immaculate Rosy II MSW, Bishop Heber College, Tiruchy at Chinnasamy Nagar and forty children participated. This program was facilitated by Mr. R. Prasath, Asst. Professor of English, Bishop Heber College, Tiruchy. In this Program discussion was about the importance of education to children, to develop the communication skill as well as one's mother tongue; advice was also given to children to study well and grow up as leaders to our nation.
- During the reporting period, Community Program on Health and Hygiene was conducted by a student Ms. P. Ashika I MSW, Holy Cross College, Tiruchy at Ramamurthy Nagar and thirty people participated. This program was facilitated by Mr. Francis Xavier, Program Head, CHAT Central diocese.

Health Camp

During the reporting period, an Eye-screening Camp at Jailpet was organized by student F. Catherine Sharon Beulah, II MSW Trainee, Bishop Heber College, Tiruchy in collaboration with Maxivision Super Specialty Eye Hospitals, Tiruchy and totally 108 people (Male-39, Female-69) participated.

Other Programs

During the reporting period, Participatory Rural Appraisal (PRA) was conducted by student Ms. Catherin Sharon Beulah II MSW, Bishop Heber College, Tiruchy at Jailpet and ten people participated.

International Elimination of Violence Day against Women

During the reporting period, International Elimination of Violence Day against Women observed at Jailpet, Pandiyan Street, and Kajapet. Ms. Jesintha, Program Officer facilitated the program and totally 52 members participated. In this program we discussed the sexual education to children, mobile usage to youths, if any other issues at school that must be reported to parents and domestic violence against women such as violent behavior at in-laws family and harassment by husband etc.



Uniting Voices: Empowering Women in Kajapettai to End Violence, guided by Ms. Jaibaby, Programme Officer

International Working Women's Day 2023

On March 8th 2023 the International Working Women's Day 2023 was observed by PDI at Cauvery College for Women, Tiruchy. Around 120 SHG members and 60 students from Cauvery College have participated in the program. Dr V.S. Elizabeth, Vice Chancellor of the Tamil Nadu National Law University (TNNLU), Trichy, Dr. N. Manimekalai, Department of Women Studies, Bharathidasan University and Ms. Sujatha, Principal, Cauvery College for Women, chaired the program. Six best performing Self Help Groups from different target slums were awarded.



Dr. V.S. Elizabeth, Vice Chancellor of Tamil Nadu National Law University Inspires with Her Presidential Address, Joined by Dr. N. Manimekalai of Bharathidasan University and Ms. Sujatha, Principal of Cauvery College for Women



International Women's Day 2023 - Celebrating the Inspiring Participants

Summer Camp



During the reporting period a three-day residential summer camp program was organized to the Supplementary children from our slums and villages at K.A.P.Viswanatham Primary School, Thillai Nagar, Trichy. Seventy-five children from slums participated in the summer camp. The following classes were conducted to the children in the summer camp like yoga, drawing, handiwork, wall-hangings, hand craft class, hand writing class, paper flowers and woolen thread doll.

The Summer camp Program was inaugurated by Adv. Jayanthi Rani, Former Member, Tamilnadu Child Welfare Committee and Ms. Suganthi M.Phil., Holy Cross College; Tiruchy was the special invitee of the program.



Inaugural Moment: Dr. J. Suganthi, Principal of E.V.R. Government Arts and Science College, Tiruchy, Unveils the Camp, Accompanied by Ms. M. Nithya, District Social Welfare Officer from the Social Welfare Department, Tiruchy, as the Special Guest

Case Study



Omsakthi aged 35 years is residing at Ramamurthy Nagar. Her husband is a daily wage earner. She has one son in 6th Standard. She is one of the members of Women Self Help group which works through PDI. Her savings amount in SHG is Rs. 3600/-. She got internal credit of Rs. 10,000/- from SHG. From this internal credit, she bought a sewing machine. She sews all the clothes for her family herself. Also, she is earning income by sewing clothes for people in the neighborhood. From this business she

gets a daily profit of Rs. 300/-. The income from her work is supporting her family.

Case Study

Alponse aged 30 years is residing at Keezhapudur. Her husband is a daily wage earner. They have one daughter and one son. Her daughter is studying in 10thstd and her son is studying in 8th std. She is one of the members of Jothi Women Self Help Group which works through PDI. Her savings amount in SHG is Rs. 3500/-. Her SHG got a loan of Rs. 1,80,000/- from TDCC Bank. The loan amount of each member is Rs.15,000/-. She runs a tailoring shop in her house. From this business, she gets a daily profit of Rs. 500/-. The income from her business is supporting betterment of her family. She expressed her gratitude to PDI for its support in forming and functioning of self-help groups.



Case Study



Fathima 36 years is residing at Jailpettai. Her husband is a daily wage earner. They have two daughters, studying in 1st std and LKG. She is one of the members of Vidivelli Women Self Help Group which is functioning at Jailpettai through PDI. She is the Animator of SHG and her savings amount in SHG is Rs. 8000/-. She got Rs.15,000/- as internal loan and got a grinder to start selling idly flour. Daily she is earning Rs.250/- and she thanked PDI for initiating the group.

Targeted Intervention Program among Female Sex Workers / MSM/ Transgender in Tiruchirapalli District April 2022 to March 2023

Background of the Project



Mr. L. Vincent Chandar, Executive Committee Member,
Leads Discussion with the Staff Team, Joined by
Dr. I. Ambalavanan, Director of PDI

PDI has been implementing Targeted Intervention Program in selected seven blocks of Tiruchirappalli District, since October 2009 which is supported by Tamilnadu State AIDS Control Society (TANSACS), Chennai. The project team currently works with 1384 Female Sex Workers (FSWs) and 717 male MSMs. This project is being implemented in seven blocks including Uppiliyapuram, Thuraiyur, Thottiyam, Thathayngarpettai, Musiri, Manachanallur, and Pullambadi. The major objective of this project is to

educate and to bring behavior change towards practicing safe sex among the core group population, namely, female sex workers and MSMs / Transgender and motivate them to undertake treatment for STIs in the Government Hospitals. Another important objective of the program is to improve the quality of life of the Core Group Population and thereby reduce the risk of getting infected. Hence, the project works for disease prevention as well as takes effort to improve the quality of life of the target group. The staff team consists of one project manager, one counselor, one monitoring and evaluation officer, seven outreach workers and monitoring evaluator cum accountant. Besides, 28 Community Peer Educators are working at the field level to strengthen the outreach activities of the project.

Major Objectives of the Program

- To bring behavior change to practice safe sex among the FSW, MSMs and transgender
- To prevent and control HIV among the core group population
- To focus on disease prevention and quality of life
- To enhance their power to avoid unsafe sexual practices
- To amplify the health-seeking behavior of the core group population
- To reduce the burden of sexually transmitted infections

Peer Education



Mr. Muthukumar, Project Manager, Collaborates with Peer Educators to Strengthen Outreach Services

Peer Educators in this project are the change-agents of their own peers, particularly changing the unsafe behavior of key populations into safer behavior. The peer educators are being selected by the peers themselves with the guidance of a staff team. Peer educators play a vital role in outreaching the activities. Block Level, Drop in Centre Level and the Project Level review meetings were regularly conducted by the project team to review their activities and to motivate them for further

strengthening of the activities. The peer educators were well capacitated on micro-level planning. The review meetings helped the project team to find out the gaps in their services, to identify the risk behavior and plan for their peers. For the period from April 2022 to March 2023, twenty-eight Peer Educators were attached to the program who attended 22 review meetings at Project office Tollgate and block level conducted every Friday.

ICTC Referral Services and Care for the PLHIVs



Community-Based HIV Screening at Manachanallur

The Project Team takes efforts to refer every member of the core group population to undergo HIV tests to know their status. In each block, there is one ICTC (Integrated Counselling and Testing Centre) attached to the Primary Health Centre and the staff team, established good rapport with them. During the reporting Period, 260 FSWs and 170 MSMs visited ICTC centers one time in a year, though they need to undergo HIV tests twice in a year. However, 1124 FSWs and 547 MSMs have visited ICTCs twice in a year. The cumulative number of identified HIV positives right from the beginning of the project among the target

population is thirty-six. The staff team identified seven new Positives during the reporting period. The Project takes special care of the people living with HIV among the group population.

The project has greater emphasis on positive prevention to avoid any further transmission of HIV to their spouses or to their partners. Special messages on positive prevention are being given to them through interpersonal communication sessions and through regular counselling sessions. Emotional support through counselling and nursing care through Government hospitals is also being provided by the Project.

STI-related Services



Mr. Rabbindran, Programme Officer from the Technical Support Unit (TSU), Engages in Discussions with Staff and Peer Educators at the Musiri Bus Stand

The Program staff and the peer educators facilitate inter-personal communications sessions and group meetings regularly in the hotspots where the core population gathers to meet their peers and also to solicit their clients. The interactive sessions usually end with bringing about behavior change among the key population towards treatment seeking behavior for their STIs. The project team has good rapport with the ICTCs and STI Clinics in all Government centres and refers the identified persons to the STIclinics. The community members are expected to visit the

hospitals, once in every three months to undergo regular medical checkups for STIs. The peer educators take the responsibility of motivating their peers to undergo regular medical checkups. Besides regular referral to ICTC Centers, periodical screening for HIV was conducted at government hospitals.

The Project Team takes efforts to refer every member of the core group population to undergo VDRL tests to know their status. In each block, there is one ICTC (Integrated Counseling and Testing Centre) attached to the Primary Health Centre and the staff team established good rapport with them. During the reporting period, 383 FSWs and 187 MSMs visited STI centres one time in a year, though they need to undergo VDRL tests twice a year. However, 986 FSWs and 526 MSMs have visited ICTCs twice a year. In total, FSWs and MSMs have undergone VDRL tests once in six months. Identified eleven new Positives during the reporting period.

Other Referral Services April-2022 to March-2023

Sr no	Period	FSW	MSM	TOTAL
1	Tested for TB (Individuals)	242	128	370
2	NCD Screening (Individuals)	199	90	289
3	Testing for Hep "B" (Individuals)	223	141	364

Condom Promotion Activities

Condom promotion is an important strategy ensuring the safe sex practice among the core group. The core group members were insisted on the need for correct and consistent usage of condoms during the interpersonal communication and group sessions. They were also trained on how to use condoms correctly. The project had distributed about 5,98,833 free condoms to the target community. Thirty-seven non-traditional outlets identified by the project sell priced condoms under Social Marketing. 1380 pieces of priced condoms have been sold by the non-traditional outlets promoted by the project. Traditionally, the pharmacies or the medical stores sell condoms in their outlets. The project motivated petty shops and grocery shops located in and around the hotspots to sell condoms and they are called non-traditional outlets.

Community Mobilization

The project takes efforts to mobilize the community of core group members to take up the program on their own to sustain the program activities, even after the withdrawal of the project activities. Community mobilization is being done to make the program sustainable. The project has mobilized the community and formed two community based organizations, namely, Velicham Trust for female sex workers and Sesa Trust for MSM community. The Velicham Trust is very active in solving the issues of the community during the crisis. The board members of the registered trust were selected democratically by the members themselves. They do advocacy activities with the government officials, health care providers and other important stakeholders. Various committees like DIC management committee, condom management committee, STI/ICTC management committee, and crisis response committee have been formed by involving the community as members in the committees. The committee members meet once in three months to help the project team for troubleshooting and also to give guidance for effective implementation of the program activities. In order to collectivize the community members and to provide them a platform to show their talents, once in six months, the project organizes community events conducted for various places.

Community Events



On 26th August 2022, an event was organized in the S.Kannanoor Town Panchayat Marriage Hall. 171 Members actively participated in the event. G.P. Saravanan, President, S.Kannanoor Town Panchayat, Samayapuram, Dr. S.M.Manivannan, District Program Manager I/C and ART medical Officer, Trichy, Dr. Sheela, Medical Officer, Manachanallur Government Hospital. Mrs. J.Akalya, Director, IOB-RSETI, Trichy, and Mrs. P.Pushpalatha District

Community Event:
A Platform for Uniting Together, S. Kannanoor

Supervisor, DAPCU, attended the Program as special guests. General Health camps for Medical Checkup, and Tuberculosis Screening, have also been organized along with the event.



Community Event: Showcasing Local Talents, Uppiliyapuram

On 18th March 2023, another event was organized at Meeting Hall, Primary Health Centre, Uppiliyapuram, in which 113 members attended. Dr. Sampath, Block Medical Officer, Uppiliyapuram, Mrs. R.Sasikala Chair person, Uppiliyapuram Municipality, Mrs. P.Pushpalatha District Supervisor, DAPCU, attended as special invitees. Community Leader Mrs. Lavanya, and

Mrs. Nivenyasri, graced the program with their presence. Health camps for general medical checkup, and tuberculosis screening, have also been organized along with the event.

Advocacy Meeting

The core group population is being influenced by different stakeholders including Jamath leaders, auto drivers, pimps, and lodge boys. They are the vital stakeholders of the project who are responsible for the effective implementation of targeted intervention programs for the core group population. If we take the MSM, and Transgender, the Jamath leaders have greater influence to take control over them. As they are elderly people of the community, they have the ascribed status of controlling the peer group members. Such secondary stakeholders have a greater role in creating an enabling environment and are held responsible for the effective implementation of the program. The project organized advocacy meeting with the pimps and brokers, Jamath leaders to help the staff for mobilizing FSW, MSMs, and Transgender. The other stakeholders including auto drivers, lodge boys, and pimps are also invited to the stakeholders meeting. They were oriented on the different program activities and its intended objectives. The stakeholder meetings gave them a clear picture on program activities and help the project team to persuade their support. The service providers including the various Govt. Department officials, physicians, and counsellors also have a greater role in disease prevention and control of HIV. The meetings with the physicians and the ICTC counselors' team are being organized for smooth referral services. The project motivated the stakeholders to get involved in the program activities through organizing the six meetings during the reporting period.

On 22nd June 2022, an advocacy meeting has been organised at Kadaiveethi Shopping Complex, Samayapuram. Sixteen Secondary Target Audience including, broker, network operator, lodge boys, and lodge manager, attended the meeting. The meeting facilitated the interactions between the core group population and the secondary target audience to understand the issues related to high risk groups.

Advocacy initiatives were taken with the members of Manachanallur Block Health Assembly on 12th December at Sirugambur Primary Health Centre. Dr. Mathivanan facilitated the discussions with staff of various government departments. The project manager emphasized

the need for giving importance to HIV prevention and prioritizing the needs of PLHIVs while the government departments deliver various welfare measures

The Government issues free bus pass to the PLHIVs for their travel from their residence to Government Hospitals to get Anti Retroviral Drugs. An advocacy meeting with the drivers and conductors of the government transport corporation at Bus Depot, Manachanallur, was organised on 13th December 2022. They were orientated on the importance of the measure by the government to help the poor PLHIVs for their transportation to get medicines in time. They were also requested to treat them as any other passenger in the bus.



Advocacy Session with Government Bus Drivers and Conductors in Manachanallur

World AIDS Day 2022



Ms. Kalaiselvi, Chairperson of Musiri Municipality, Leads Oath-Taking Ceremony on World AIDS Day, Joined by Municipal Councilors and Staff

On 1stDecember 2022, the project observed World AIDS Day Program at Musiri Municipal Office. The Municipal Councilors participated in the program. Ms Kalaiselvi, Chairperson, Musiri Municipality, presided over the program. The staff working in the Municipal office, the councilors, and the staff of ICTCs took oath to recognize and address the inequalities

which are holding back progress in ending AIDS; and equalize access to essential HIV services particularly for children and key populations and their partners - men who have sex with men, transgender people.

Demand Generation Meetings

The key populations along with the peer educators meet at the hotspot to discuss their issues particularly on the basic facts of HIV. The peer educators with the help of outreach workers facilitate the meeting. Communication materials focusing on STI/HIV awareness, addressing violence and promoting quality of life were used during the hotspot level meeting. The meetings are useful to make the community accessing the service of the project without fail. Ten to fifteen community members will be gathered in every demand generation meeting. The major objective of this activity is to introduce the program components to the newly identified community members. Hence, preference is given to new members to attend the



Mr. Rajesh, Outreach Worker, Leads a Demand Generation Meeting in Thathayngarpettai

The project team guides the core group population to access the basic government services including the social protection schemes. During the reporting period, 53 community members got Transgender Identity Card. The core group population is also guided to get Voter IDs, open accounts in banks, applying for ration cards Transgender Welfare pension, apply for PAN cards, and other social welfare measures.

meeting. However, the community members who already accessed the services do attend the program too. During the reporting period, sixty-seven demand generation meetings were facilitated in different hotspots.

Enrollment in Social Protection Schemes



Joyful Transgender Recipients Celebrate Their Chief Minister Insurance Scheme Cards

Nutritional Support Program for children Infected with and Affected by HIV in Tiruchirappalli District

PDI is registered nonprofit organization with Benevity, a global leader in online work place, giving, and matching and volunteering and integrated grand management solutions. PDI receives donation from different philanthropists as part of their work place giving. PDI has received support to guide the children affected and infected by HIV/AIDS. A few of individual donors and NASSCOM foundation contributed their donations to PDI through Benevity. With their support, PDI facilitates support group meeting to the children with their parents at the office. During the reporting period, three such meetings were held during July, October, December-2022. The support group meeting for the children affected and infected by HIV are being organized at office in which the children along with their parents or guardians participate. In general, the children will get nutritional kit which includes, green gram, Chenna, dates, rice, white soyabean, rice flakes, and peanut sweet balls. Followed by discussion with them, the meeting will end with a good lunch.



Dr. Lakshmi, Joint Director of Health Services, Tiruchirappalli District, Leads the Program, Distributing Clothes and Gifts to Children Living with HIV. Joined by Ms. Pushpalatha, District Supervisor of the District AIDS Prevention and Control Unit, and Dr. I. Ambalavanan, Director of PDI.

On 21st October 2022, the project organised a support group meeting to the PLHIVs and their children at Uthamarkovil. Dr. Lakshmi, Joint Director of health services, Tiruchirappalli District presided the Program and distributed clothes and gifts to the PLHIV children. Ms. Pushpalatha, District Supervisor, District AIDS Prevention, and Control unit, also attended the program. Around forty children celebrated Deepawali with the staff team. Ms. Debora Mercylin contributed the clothes, sweets, and meals to the children as her donation.

Save Mom Project - Tiruchirapalli

Project Period: 1st May to 31st July 2022



Ms. Jaibaby, Programme Officer, PDI, Conducting Antenatal Mother Screening

The Save Mom Project was implemented by People's Development Initiatives (PDI) with the financial and technical support of JIOVIO Pvt. Ltd. The aim of the project is to support the antenatal mothers with checking of basic vitals at their door steps and referral to the assigned doctor for further consultation or treatment.

During the Project period from 1st May 2022 to 31st July 2022, the following activities were done,

- One General Health camp with the Kaveri Medical Centre, Trichy at Jailpettai Housing Board and totally 80 men and women were screened and examined.
- The following slums in the urban limit was covered to identify the AN Mothers:
 1. Kempstown
 2. Eda Street
 3. Kalpalayam
 4. Sengulam Colony
 5. Jailpettai
 6. Dharanallur
 7. Kalyanasundarapuram
 8. Pudhumariamman Koil Street
 9. Indra Nagar
 10. Karuvattupettai
 11. Viragupettai
 12. Boologanathar Koil street
 13. Kajapettai
 14. Jeevanagar
 15. Chinnasamy Nagar
 16. Ramamurthy Nagar
 17. Sathyamurthy Nagar
 18. Kollankulam
 19. Poosari Street
 20. Moolathoppu
 21. Ganesapuram
 22. Panjukidangu
 23. Kallaraimettu Street
 24. Pandamangalam
 25. Sholamanagar
 26. Kalnayakan Street
 27. Moovendar Nagar

- During May 2022, totally 100 antenatal mothers were identified and enrolled with the basic vitals checking
- During June 2022, 17 New antenatal mothers were identified and enrolled along with 83 follow up visit. Doctor follow-up was given to 15 AN mothers
- During July 2022, 19 New antenatal mothers were identified and enrolled along with 53 follow up visit and doctor Follow-up was given to 37 AN mothers.
- Total deliveries by the enrolled AN Mothers was 38.



Promoting Health and Wellness in Jailpettai: General Population Health Camp as Part of the Save Mom Project

ACKNOWLEDGMENTS

We take this opportunity to thank our donor partners IMPLICADAS, TANSACS, Benevity. INC/ UK online Giving Foundation, Nasscom Foundation, Infoview Technologies Pvt. Ltd., NOVA/ Angarai Foundation, USA, IIHS, Bangalore, Save Mom, Ms. Sudha Iyengar, Mr. Rangunath Chandran, Ms. Kavinmalar, Mr. Sivakumar, Ms. Sindhuja Thiyagarajan, Ms. Deborah Mercylin, Mr. Arulvasan for their technical and financial assistance to PDI. We also record our thanks for the training/ capacity building support extended by the donor partners to all the staff of respective projects. It helped PDI and its staff in building their capacity and strengthen the activities.

We also thank our individual/ corporate donors for their contributions.

**PEOPLE’S DEVELOPMENT INITIATIVES [PDI]
RECEIPTS AND PAYMENTS ACCOUNT FOR
THE YEAR ENDED 31.03.2023**

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance:		Women Empowerment Programme	416090.97
Cash :	0.00	Female Infanticide Prevention Prg	876200.00
Bank :	1593055.86	Skill Advancement Centre for Women	253400.00
Grant Received from Institutional Donors:		Targeted Intervention, Salem	2631119.29
Implicadas, Spain – WEP II	718537.11	Targeted Intervention, Tiruchy	2887782.00
Benevity.Inc, Canada	42111.89	Targeted Intervention, Thanjavur	1097159.00
Implicadas, Spain – FIPP	876200.00	General Programme Expenses	502560.26
Advance Repaid	49800.00	Short Term Support Centre	166984.95
Save Mom Pvt. Ltd	150000.00	Sanitary Workers Support Programme	11911.35
TANSACS, Chennai – TI, Tiruchy	2640550.00	Advance to Staff	73000.00
TANSACS, Chennai – TI, Thanjavur	782100.00	Save Mom Pvt. Ltd	150310.00
TANSACS, Chennai – TI, Salem	2426664.00	Bank Charges	1560.13
Donations	500895.00		
Bank Interest	29742.00	Cash :	3283.00
Skill Advancement Centre for Women	159785.00	Bank :	748079.91
TOTAL	9819440.86		9819440.86

**PEOPLE’S DEVELOPMENT INITIATIVES [PDI]
INCOME AND EXPENDITURE ACCOUNT FOR
THE YEAR ENDED 31.03.2023**

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Women Empowerment Programme	416090.97	Grant Received from Institutional Donors:	
Female Infanticide Prevention Prg	876200.00	Implicadas, Spain – WEP II	1294619.00
Skill Advancement Centre for Women	253400.00	Benevity.Inc, Canada	42111.89
Targeted Intervention, Salem	2631119.29	Donations	311795.00
Targeted Intervention, Tiruchy	2887782.00	Save Mom Pvt. Ltd	150000.00
Targeted Intervention, Thanjavur	1097159.00	TANSACS, Chennai – TI, Tiruchy	2640550.00
General Programme Expenses	502560.26	TANSACS, Chennai – TI, Thanjavur	782100.00
Short Term Support Centre	24999.95	TANSACS, Chennai – TI, Salem	2406534.00
Sanitary Workers Support Programme	11911.35	Bank Interest	30345.00
Save Mom Pvt. Ltd	135000.00		
Bank Charges	20307.75		
Depriciation	22816.00	Excess Expenditure of Over Income	1221291.68
TOTAL	8879346.57		8879346.57

**PEOPLE'S DEVELOPMENT INITIATIVES
FIXED ASSETS AS ON 31.03.2023**

SNO	ASSETS	WDV AS ON 1.4.2022	DEPRECIATION	WDV AS ON 31.03.2023
FOREIGN CONTRIBUTION				
1	Machines	3941.45	591.00	3350.45
2	Furniture	56956.00	5696.00	51260.00
3	Computer	14266.00	5706.00	8560.00
4	Equipments	22448.00	3367.00	19081.00
GENERAL				
5	Furniture	344843.22	3484.00	31359.22
6	Equipments	6669.00	1000.00	569.00
7	Electrical Fittings	545.00	82.00	463.00
8	Plant & Machinery	18544.00	2782.00	15762.00
9	Vehicle	719.00	108.00	611.00
	TOTAL	468931.67	22816.00	131015.67



**Summer Camp
for Children 2022**

Trichy NGO holds free skill training camp for poor kids

Times News Network



DRAWING ATTENTION: Children taking part in summer skill development programme at Thillai Nagar in Trichy city.

Trichy: Making summer training camps available for urban poor kids, a Trichy-based NGO on Thursday launched a three-day-long residential skill development programme for children from below poverty line (BPL) families in the city.

For the past two years, the skill development camp aimed at developing interpersonal skills and exposing children to arts and craft designing was not conducted due to the Covid-19 pandemic.

The city-based People's Development Initiative (PDI) said that a total of 87 boys and girls from 24 urban poor settlements were identified for the residential skill development-cum-summer camp at KAPV primary school in Thillai Nagar.

Around five resource persons are training the children to draw and paint, besides making craft and household decorative items from scraps. The children aged six to 14 years are studying in corporation schools and government-aided

Yoga classes at the camp are held in the over hours, while storytelling exercise to overcome fear is conducted in night. "Many children identified for the program were brought up by mothers. They cannot pay hefty fee sought for the summer camp. Through donors, we're creating a platform for the children to interact with children of similar age groups," P Arnan, project director, said.

The cost-free programme is inclusive of food which helps children to overcome the acute face-to-face interaction. "We are also providing smartphones and other facilities to the organisers said.



மா. சி. சிவசுந்தரன்

மா. சி. சிவசுந்தரன்

மா. சி. சிவசுந்தரன்

மா. சி. சிவசுந்தரன்

5.12.2022

விவகாள் திருச்சி

முனிசி நகராட்சியில்

சாய்ஸ் விழிப்புணர்வு உறுதிமொழி

முனிசி நகராட்சி தலைவர் கலைச்செல்வி சிவசுந்தரன் தலைமையில் நகராட்சி உறுப்பினர்கள், பணியாளர்கள், சாய்ஸ் திருச்சி விழிப்புணர்வு உறுதிமொழி எடுத்துக் கொள்ளும் நிகழ்ச்சியில் முனிசி அரசு



முனிசி நகராட்சி தலைவர் கலைச்செல்வி சிவசுந்தரன் தலைமையில் நகராட்சி உறுப்பினர்கள், பணியாளர்கள், சாய்ஸ் திருச்சி விழிப்புணர்வு உறுதிமொழி எடுத்துக் கொள்ளும் நிகழ்ச்சியில் முனிசி அரசு

87 kids take part in KAPV summer camp

JOSE K JOSEPH @Trichy

SEVERAL clubs and associations are currently organising summer camps for children and many of these camps with sessions on arts, personality development and health are beneficial. But, a camp at KAPV Primary School in



Saturday, has covered sessions on arts, yoga, and personal hygiene. Organisers said they used to get so many enquiries from slum dwellers about the camp. "Children of sanitation workers, daily labourers, and others from economically weaker sections are attending

attended the camp in the past. Apart from yoga, arts, and personal hygiene, we are also teaching them good touch-bad touch," said Jai Baby, coordinator of PDI. Many parents also appreciated the efforts in organising the camp and said it was a great relief for those who cannot

PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

No.26, D/16, Rajarajan Nagar, Krishnamurthy Nagar North Extension, Trichirapalli - 620 021. Ph: 0431-2352059

E-mail : pditnho@gmail.com Web: www.pditn.org