



PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

ANNUAL REPORT 2023 - 2024



www.pditn.org



We, at the board of PDI, along with the staff team and community members, are deeply saddened by the passing of **Mr. N. Gopinath** on July 30, 2024. Serving as President of PDI from 2003 to 2024, he dedicated his life to the betterment of our communities, guiding us with unwavering commitment to their welfare. His legacy will continue to inspire us in our mission."



The images presented here offer a glimpse into the dedication and leadership exhibited by the late N. Gopinath during board meetings and staff reviews



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SOCIETY REGISTRATION NO & YEAR: 133/1998**

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

BANKERS

State Bank of India,
New Delhi Main Branch, FCRA Cell,
New Delhi - 110 001

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

State Bank of India,
Koothur Branch,
Tiruchy.

State Bank of India,
Srirenagalayam Branch,
Salem.

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

AUDITOR

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EXECUTIVE COMMITTEE MEMBERS
(As of March 2024)

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

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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 Friends and Patrons,

We are delighted to present the annual report for the fiscal year 2023-2024. As in previous years, our dedicated staff, peer educators, and volunteers have tirelessly worked towards the goals set forth by PDI. We extend our sincere gratitude to each individual who has supported PDI in its mission.

We would also like to express our appreciation to the board members for their invaluable time, insightful suggestions, and unwavering support. Their guidance has been instrumental in shaping the direction of our organization.

We invite you to review this annual report and share your valuable feedback. Your input is essential in helping us continue to make a positive impact.

Thank you for your continued support.

Sincerely,
I. Ambalavanan,
Director, PDI

Targeted Intervention Programme for HIV/AIDS Prevention in Tiruchirapalli District April 2023 to March 2024

PDI has been implementing a Targeted Intervention Program in selected blocks of Tiruchirapalli District since October 2009, with support from the Tamil Nadu State AIDS Control Society (TANSACS), Chennai. This programme is focused on seven blocks, including Uppiliyapuram, Thuraiyur, Thottiyam, Thathaiyangarpettai, Musiri, Mannachanallur, and Pullambadi.

The primary objective of this program is to educate and promote safe sex practices among the core group population, which includes Female Sex Workers and MSMs/Transgender individuals. Additionally, the programme aims to encourage these individuals to seek treatment for STIs and test for HIV, in government hospitals. Another key goal is to enhance the quality of life for the core group population, thereby reducing their risk of HIV infection. The project focuses on both disease prevention and improving the well-being of the target group.



Mr. Muthukumar, Project Manager
on-site with a peer educator

The project team consists of one project manager, one counselor, one Accountant Cum Monitoring Evaluation Assistant, seven outreach workers, and fifteen peer educators. This program targets approximately 793 male sex workers, 1448 female sex workers, and a significant number of transgender individuals.

Peer educators are the backbone of this project, acting as change agents for their communities. They work directly with key populations, particularly female sex workers, MSMs (Men who have Sex with Men), and transgender individuals, to encourage safer sexual practices and reduce HIV/AIDS risk.

Peer Education

These peer educators are chosen by their peers themselves, with guidance from the project staff. This ensures trust and facilitates open communication. Their role is crucial in outreach activities, connecting with individuals within the target groups. To ensure effectiveness, the project team conducts regular review meetings at the block level, drop-in center level, and project level. These meetings serve two key purposes:

- **Review and Feedback:** They provide a platform to review peer educator activities, identify areas for improvement, and offer motivation for continued progress.
- **Capacity Building:** Peer educators receive training on micro-level planning, allowing them to tailor their outreach efforts to specific needs.

These review meetings have a significant impact on the program. They help identify gaps in services, understand risk behaviors within the target groups, and inform future outreach strategies. In the period from April 2023 to March 2024, the program actively engaged fifteen peer-educators. These individuals participated in 22 review meetings held weekly at the project office and block levels.



Peer educators gathering for a productive monthly review and planning meeting

Recognizing the need to reach a broader audience, the project team uses popular mobile applications to identify new unreached High Risk Group populations. This resulted in a significant increase in programme reach. Peer educators were able to successfully identify and recruit 51 individuals engaging in same-sex relationships/ GAYS. Additionally, through the use of these new tools, the program registered a total of 417 individuals, including those in high-risk situations such as frequently using rented accommodation, brothels, and those in contact with brokers. In total, during the reporting period, 468 individuals got registered with the project.

All project services are delivered directly to the target population with the support of these peer educators. Currently, the project has 15 peer educators: 10 Female Sex Workers (FSW), 4 Men who have Sex with Men (MSM), and 1 Transgender (TG) individual. Notably, all of these peer educators underwent a three-day intensive HIV/AIDS training conducted by Kshamta Kendra from February 5th to 7th, 2024, organized by the Tamil Nadu State AIDS Control Society at Femina Hotel Tiruchirapalli. They also participate in monthly meetings to share their experiences and receive ongoing support.

Interpersonal and Group Communication Sessions

To foster positive behavior change, peer educators and field workers engage with individuals and groups within the target population. These interactions involve:

- **Providing HIV/AIDS information:** Sharing essential knowledge about HIV/AIDS, its transmission, and prevention.
- **Condom distribution and education:** Distributing condoms and providing guidance on proper use and addressing barriers to condom use. The staff and the peer educators demonstrate the correct condom usage and motivate the community members to re-demonstrate the correct usage.
- **Promoting testing and treatment:** Informing individuals about available testing and treatment services at government hospitals.

During the reporting period, the program facilitated 2,120 interpersonal communication sessions, providing direct support and information to individuals within the target population. In addition, 71 group meetings were organized to address service delivery challenges collectively. These meetings empowered the target population to work together and find solutions, ultimately improving program effectiveness. Besides, the 27 Drop-in Centre level meetings and 70 Demand Generation Meetings have also been facilitated to make the programme to reach more individual HRGs.

Counseling and Support Services

The project provides counseling and support services depending upon the needs of the target population it offers a comprehensive programme. The project counselor meets with



A supportive environment: Mr. Kittu, Counselor providing counseling services

individuals at high risk of HIV/STI/VDRL infection, those facing challenges with treatment access, newly diagnosed individuals, those seeking behavioral change support, and partners of people living with HIV. The counselor assesses their physical and mental health, provides counseling, and refers them to appropriate resources. The counseling session's emphasis on focus on treatment adherence, viral load testing, treatment guidelines for new diagnoses, nutritional advice, and the importance of partner testing and treatment. The 2023-2024 counseling programme provided 606 BCC counseling sessions, 22 STI-related counseling sessions, 91 psychological counseling sessions, 171 positive prevention counseling sessions, and 243 pre/posttest counseling sessions.

Referral Services for STI/HIV/Tuberculosis

The Project Team actively encourages all members of the target population to undergo HIV testing. Each block has an integrated counseling and testing center (ICTC) at the primary health center, and our team has built strong relationships with the ICTC staff. To track the health of the target population, new individuals receive comprehensive testing, including presumptive treatment. Regular testing is also conducted for those already registered: HIV/VDRL tests every six months, STI tests every three months, tuberculosis tests as needed, and cervical cancer and hepatitis B tests annually. All these tests are provided free of charge at local government hospitals and primary health centers. Individuals diagnosed with any infection receive full treatment at these facilities.

To address the health needs of the entire community, our project prioritizes testing and support for the partners of individuals living with HIV. Every six months, we conduct HIV/VDRL tests on husbands, live-in partners, children, and sexual partners of our target population. Those diagnosed with HIV or other sexually transmitted infections receive comprehensive treatment and ongoing counseling to manage their health and reduce the risk of transmission.

The following table shows the number of referrals made during the reporting period,

S.No	Indicator	FSW	MSM	TG	Total
1	Total Number of HIV Tested Single Time	1352	711	105	2168
2	Total Number of HIV Tested Two Times	675	284	38	997
3	Total Number of Positive Identification and Treated	1	3	1	5
4	Total Number of STI Screening Single Time	120	73	21	214
5	Total Number of STI Screening Two Times	174	126	27	327
6	Total Number of STI Screening Three Times	651	320	30	1001
7	Total Number of STI Screening Four Times	610	240	29	879
8	No of STI Infected Identification	18	7	0	25
9	Total Number of VDRL Tested Single Time	679	372	46	1097

10	Total Number of VDRL Tested Two Times	787	371	59	1217
11	Total Number VDRL of Positive Identification and Treated	2	19	6	27
12	No of TB Screenings	570	340	0	910
13	No of NCD Screening	615	357	0	972
14	No of Hepatitis B Screening	1000	550	44	1594
15	No of Hepatitis C Screening	236	50	0	286
16	No of Partner Identification	72	39	10	121
17	No of Partner Tested for HIV/VDRL	33	6	1	40

Condom Promotion and Accessibility



Mr. Rajesh, outreach worker,
Promoting social marketing of condoms in Thuraiyur

The project encourages safe sex practices among the target population, with the prioritization of consistent and correct condom use. Peer educators and field workers insist the message with every individual that belongs to HRG population. The project conducts a comprehensive condom demand analysis in key areas every three months. Based on this

analysis, free condoms provided by the Tamil Nadu State AIDS Control Society are distributed directly and mostly through the peer educators to the target population, ensuring sufficient supply. Social marketing of condoms also plays crucial role in condom promotion to inculcate the habit of purchasing priced condoms from the local shops as a sustainable plan to increase the accessibility to condoms by the community. The staff team persuaded many local petty shop owners located nearer to the hotspots to sell priced condoms. These shops offer condoms at affordable prices, making safe sex practices more readily available.

In one year period from April 2023 to March 2024, the total free condom demand across the seven blocks was 672,534, while the distribution reached 335,437, leaving a gap of 337,097. Despite 41 outlets selling priced condoms, total sales amounted to Rs 6,550/-

Advocacy Initiatives

To better understand and address the needs of the target population, we conducted community engagement meetings. These gatherings brought together community members, stakeholders, and project staff to discuss challenges, share information, and develop solutions.

On June 15th and 17th, 2023, meetings in Musiri and Manachanallur focused on identifying new target individuals and conducting HIV testing. A separate community



Discussing important issues: advocacy meeting with Secondary Target Audience

engagement meeting was held with secondary target groups, such as brokers, auto drivers, and Jamaath leaders, to increase awareness and support. A total of 19 secondary target individuals attended the meetings.

On September 29th, 2023, a meeting at the Manachanallur Union Office involved social welfare extension officers, women's welfare officers, and community members to discuss barriers to accessing social welfare programs and provide training on relevant government schemes. A total of 29 community members attended the meetings.

On March 9th, 2024, a legal awareness workshop was conducted at the project office in No. 1 Toll Gate, providing training on the basic rights of the target population to approximately twenty-five individuals. This has been facilitated by Advocate Ms. Jayanthi Mala in association with District Legal Aid Authorities.



Building stronger communities: Advocacy meeting in Mannachanallur



Strengthening communities: Legal awareness training in partnership with District Legal Aid Authority

Community Mobilization



Bringing people together: community event in Thottiyam Union Office. Dr. Vinoth, Medical Officer at Thottiyam Government Hospital, and Ms. Pushpam, Counselor at Musiri Government Hospital, attended the event

With the objective of strengthening community engagement and address specific needs, the project has been implementing several initiatives. These include regular community events for gatherings and specialized committees focused on sexually transmitted infections (STIs), condom use, domestic violence, and disclosure, information, and consent (DIC).

A community event was held on September 23, 2023, at the Thottiyam Union Office meeting hall. Special guests included Dr. Vinoth, Medical Officer at Thottiyam Government Hospital, and Ms Pushpam, Counselor at Musiri Government Hospital, along with tuberculosis program staff and mobile medical unit staff. A total of 113 target individuals and community development workers attended the event. At the end of the event, HIV/VDRL/TB tests were conducted.

MsAarthi, a Community Leader of transgender and peer educator from Manachanallur Block, organized a community event on March 12, 2024, specifically for the LGBTQ+ community. Approximately 134 individuals attended, with 54 undergoing comprehensive medical check-ups, including HIV and VDRL testing, provided by healthcare professionals from Manachanallur Government Hospital.

Details of Government Welfare Schemes Benefited

S.No	Benefit	Number of Beneficiaries
1	Transgender Welfare ID	66
2	Aadhaar Address Update	13
3	Income Generation Program Application	13
4	Widow Pension	2
5	Transgender Welfare Pension	3
6	PAN Card Assistance	30
7	Ration Card Assistance	17
8	Community Certificate Assistance	3
9	Self-Employment Assistance	19
10	Voter ID Assistance	5
11	Self-Help Group (SHG) Formation	3
12	Muthra Loan Assistance	1
13	Health Insurance Assistance	5
14	Government Free Land Scheme Assistance	15
15	Mahalir Urimai Thogai (Women's Rights Scheme) Assistance	17
16	Tamil Nadu Labour Welfare Board Registration	1
17	E-Service Training	25
18	Indian Overseas Bank Beautician Training	12
	Total	250

To support economic empowerment, the project conducted a one-day beauty business training session on July 21, 2023, for approximately 25 interested individuals. The training covered essential steps and tasks for starting a beauty business.

Additionally, on November 1, 2023, we recommended 12 transgender individuals and target women for a beauty training program offered by the Indian Overseas Bank. These individuals have successfully completed the training and are now equipped with new skills to pursue entrepreneurial opportunities.

World AIDS Day 2023

PDI Commemorates World AIDS Day in Thuraiyur

On December 1st, 2023, PDI organized a meeting at the Thuraiyur Union Office to mark World AIDS Day. The event brought together a diverse group of stakeholders, including local officials, government representatives, project staff, PLHIVs (people living with HIV), and community members.



United against stigma : Oath-taking on World AIDS Day 2023

Participants discussed HIV/AIDS awareness, prevention, and the importance of combating stigma and discrimination. Ms Selvarani, Chairperson of the Thuraiyur Municipality, presided over the event. Transgender activist Ms.Lavanya led the oath-taking ceremony, and Mr.Sethuraman, Counselor at the Integrated Counseling and Testing Center in Thuraiyur, also participated. Approximately one hundred transgender and marginalized women attended the event. Dr. I. Ambalavanan, Director of PDI, commended the staff team for their efforts in reaching out to underserved populations, including the LGBTQ+ community. Mr A. Muthukumar coordinated the World AIDS Day events.

Evaluation

Every two years, an external evaluation is conducted to assess the effectiveness of the programs implemented with the support of the Tamil Nadu State AIDS Control Society (TANSACS). This evaluation involves a team of external experts who conduct a thorough assessment of the programme's implementation.



Ensuring program effectiveness: evaluators in the field

The most recent evaluation was carried out on February 27, 28, and 29, 2024, at PDI TI Project office. Mr Dominic Edwin, the lead evaluator, and Mr Hemachandran, the Co-evaluator, conducted the evaluation. They interacted with the target population in the program's implementation areas to gather feedback on the program, the benefits they have received, and the overall program implementation. Additionally, they assessed the functioning of treatment centers, the performance of peer educators, field workers, and financial transactions through both direct and indirect methods. A comprehensive report was prepared based on the findings and submitted to TANSACS. An auditor also visited the office on the third day of the evaluation, to evaluate the financial performance of the project.

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

PDI is a 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 had contributed their donations to PDI through Benevity. With their support, PDI facilitates support group meeting to the children with their parents at the office. 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 soya bean, rice flakes, and peanut sweet balls. Followed by discussion with them, the meeting will end with a good lunch.



Dr. Suba, Ms Pushpalatha, Dr. Ambalavanan, and Mr. Muthukumar meeting with Children Affected and Infected with HIV

PDI hosted a special Diwali celebration on November 4, 2023, at the Amoga Sri Kalyana Mandapam in Uthamarkoil. Twenty-five children affected and infected in Tiruchirappalli received gifts, including new clothes, food items, and nutritious supplements.

The event was graced by the presence of Dr. Suba, Professor of Women's Studies at Bharathidasan University, and Ms Pushpalatha, District Supervisor at DAPCU. We express our deep gratitude to Mr David and his daughter, Ms Deborah Mercylin, for their generous sponsorship, which made this Diwali celebration for children affected by HIV a memorable success. PDI takes this opportunity to express its heartfelt thanks to Mr Suresh Kumar, Owner of Amogasri Kalyana Mandapam, who gave this hall rent-free to organize the programme.

**Targeted Intervention (TI) Programme among
Female Sex Workers / MSM/ Transgender / IDU
Salem District - April 2023 to March 2024**

Background of the Project



**Ms. Subha, project manager,
engaging with the community, Salem**

PDI had implemented the Targeted Intervention Programme among the Male Sex Workers (MSMs) since July 2004 in Salem District with the support of Tamil Nadu AIDS Initiative (TAI) and Voluntary Health Services (VHS) Chennai. The programme 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 Tamil Nadu 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, Kadaiyampatty, Panaimarathupatti, Yercaud and Corporation of Salem with a population of 453 FSWs, 1371 (MSM-1188, Transgender-183) MSMs/Transgender and 11 IDUs. Since its inception in July 2004, PDI has been at the forefront of combating HIV/AIDS in Salem. Initially supported by TAI and VHS, the program transitioned to TNSACS in 2012, expanding its reach and scope.

PDI's efforts have primarily focused on vulnerable populations, including female sex workers (FSWs), men who have sex with men (MSMs), transgender individuals (TGs), and injecting drug users (IDUs). Through outreach programs, education campaigns, and resource provision, PDI has successfully prevented HIV/AIDS among 1,835 individuals within its target population.

The staff team comprises a Programme Manager, six Outreach Workers, one M&E cum Accountant and one 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 objectives of the Programme are to

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

Activities

Behaviour Change Communication

Effective communication is essential for facilitating behavior change, particularly in the context of adopting safer sexual practices. Personalized one-to-one and group interactions can help individuals overcome challenges and establish sustainable routines.



Ms. Manimekalai, outreach worker, connecting with community members to provide support

By emphasizing the importance of safe sexual practices, the project aims to reduce the prevalence of Sexually Transmitted Infections and improve overall health outcomes. Moreover, encouraging individuals to advocate for their own needs and access government benefits contributes to a more equitable and supportive society.

Through targeted communication efforts, the project seeks to empower individuals to overcome obstacles, protect themselves, and make informed decisions about their health and well-being.

The project's outreach efforts have been successful, with 1835 individuals reached in April 2023 and 352 new target populations identified during April 2023 to March 2024. The majority of these interactions have occurred through virtual platforms, highlighting the importance of leveraging digital tools for effective communication.

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 other issues.

Peer Educator Review and Induction Training

The project's reliance on peer educators showcases the value of peer-to-peer support and mentorship. By assigning peer educators to directly interact with target populations, the project can leverage their experiences and expertise to inspire and guide positive behavioral changes.



Building capacity: peer educator training

Peer educators play a vital role in disseminating disease prevention information to target populations. The outreach staff also contribute significantly by conducting training sessions and facilitating regular review meetings.

Twenty-two review and planning meetings have been held this year. The team has expanded with the addition of seven new peer educators, who have undergone five induction trainings. Ongoing refresher training programmes is essential to ensure that peer educators remain equipped with the latest knowledge and skills to effectively deliver prevention messages.

The following activities were carried out during the reporting year.

S.No	Activity	April 2023 to March 2024	
1	No. of Individual Key Population Contacted through Interpersonal communication	FSW – 453 MSM -1188 TG – 183 IDU – 11	
2	No. of New Identification	352	
3	No. of Sessions	42927	
4	Group Interaction	Meetings – 89 Participants – 985	
5	Counseling	Preventive	1356
		Other	43
6	Condom Demonstration & Re Demonstration	170	
7	Commodities Distribution	Free Condom - 186532 Priced Condoms - 5200 Lubricants - 36994 Needle / Syringes - 80	
8	Total Number of ART Registered	71	

Demand Generation Activities

- These group meetings serve as valuable platforms for identifying the specific needs and challenges faced by the target population, thereby enabling the project to be tailored to their unique circumstances.



Strengthening outreach: group interactions to promote service access

- These meetings are held once a month in the field, with the active involvement of outreach workers and peer educators. Each meeting typically involves 15 to 20 participants from the target population.
- During the reporting period, a total of 89 group meetings have been held, resulting in the participation of 985 target people.

STI Care Services

Government primary health centers, specifically those with NCD (Non-Communicable Disease) epidemiologic units, offer comprehensive services to address the needs of the target population. These units are equipped to treat Sexually Transmitted Infections (STIs), providing prevention education, testing, and treatment for both infected and uninfected individuals. Additionally, they offer cervical cancer screening and treatment services.



Counseling services to encourage regular medical check-ups

The programme actively encourages the target population to seek these services regularly (every three months) through RMC (Regular Medical Check-up). This approach emphasizes preventative measures and disease management through routine checkups. This year, the programme successfully served 352 new individuals, and encouragingly, 1802 out of the existing 1835 target population participated in RMC, demonstrating a strong commitment to their health.

Period	No attended RMC	Percentage
1 st Quarter (Apr'23 to Jun'23)	1138 out of 1645	69%
2 nd Quarter (Jul'23 to Sep'23)	1614 out of 1731	93%
3 rd Quarter (Oct'23 to Dec'23)	1594 out of 1772	90%
4 th Quarter (Jan'24 to Mar'24)	1758 out of 1835	96%

Committee Meetings

The Community Mobilization towards making the programme 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 programme on their own even after the withdrawal of the project activities

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

The above-mentioned committees have been formed by involving community as members in the committees. These committees bring the community closer to the programme activities and the project team handheld them to learn the day to day activities of the project team for troubleshooting and to give guidance for effective implementation of the programme activities. Four such meetings were conducted during the reported period

HIV Testing

To ensure comprehensive HIV prevention and early detection, all target individuals within the project, except those already diagnosed with HIV, should undergo regular HIV testing. These tests should be conducted every six months, to monitor HIV status and facilitate timely intervention if necessary.

- During the reporting year, a remarkable 96% of the target population, consisting of 1835 individuals out of 1764, underwent HIV testing. The remaining 4% of the target population, or 71 individuals, were identified as people living with HIV (PLHIV).
- Of those tested, 1514 individuals were tested for HIV twice, demonstrating a strong commitment to regular monitoring. However, 264 individuals only underwent a single HIV test, highlighting the need for continued efforts to encourage consistent testing.
- During the reporting year, 14 individuals were newly identified with HIV and were promptly initiated on antiretroviral therapy (ART) treatment.

Drop-in-Centre (DIC) Meeting

Throughout the reporting year, a total of 43 DIC meetings were held, fostering engagement and participation from 409 target individuals. These monthly meetings serve as valuable platforms for strengthening community bonds, providing access to essential services and support, and facilitating open dialogue and expression among the target population.



Drop-in centre meeting in progress

Community Event

- A comprehensive Community Event programme was held on September 20, 2023, at the Salem Corporation Kalaignar Hall in Salem Fort. The event featured a distinguished panel of medical professionals, including Dr.S. Ganapathy (Deputy Director, District Tuberculosis Unit Salem), Dr.P. Aravind (Primary Health Center Kannankurichi), Ms. Jegajothi (ICTC Counselor, Kannankurichi), Ms. Kavitha (Counselor, Omalur GH), and Ms. Anitha (Counselor, GMKMCH Salem). The event offered a range of services, including STI/HIV/AIDS and TB screenings, membership drives, and a mobile camp equipped to conduct X-rays for TB detection. A total of 195 individuals from the target population participated and benefited from these valuable services.
- On December 1, 2023, a significant Community Event programme focused on World AIDS Day was held at the Salem Municipal Hanging Park Hall. Led by a distinguished panel of medical professionals, including Dr. S. Ganapathi, (Deputy Director, District Tuberculosis

Unit Salem) DrSSoundammal, Deputy Director of Health Services, Dr.L. Arunachalam, District Programme Manager, DAPCU, Salem, the event aimed to raise awareness about HIV/AIDS. A poignant candlelight vigil honoring those lost to the disease was attended by over 250 individuals from the target population.

Health Camps

- A medical camp was held on December 6, 2023, at Aringnar Anna Hospital. Dr. P.N. Revathi, MBBS, Medical Officer, presided over the event. Ms. Mahalakshmi, Counselor, and Ms. Hajira, Lab Technician were also present. The camp offered HIV, STI and TB tests. Forty individuals participated.



Promoting wellness: health camp

- Another medical camp was organized on February 23, 2024 at GMKMCH in Salem. The camp targeted a specific population. Mr. Moorthy, Counselor, GMKMCH, Mr. Rajendran, Lab Technician, GMKMCH, and Mrs. Anitha, STD Counselor, Salem participated. Seventy individuals from the target population attended. HIV, RPR, and RMC tests were conducted.

Advocacy Meeting

On August 7, 2023, an advocacy meeting was held at the Salem AravanigalTAI VizhuthagalTrust Office. Representatives from SATVT, SWTVT and SNP attended. The meeting focused on promoting ART (Antiretroviral Therapy) among MSM (Men who have Sex with Men), GFSW (Girls and Women in Sex Work), and other vulnerable populations.



Advocacy meeting to strengthen collaboration and achieve shared goals

A plan was developed to conduct outreach activities in specific “hotspots” where these individuals frequently congregate. The goal was to engage with them directly and encourage them to seek regular HIV testing and treatment.

Evaluation

An evaluation for the project was conducted from February 12th to 14th, 2024. The evaluation team was led by MrSijothomas and included MrShajith, MrSiva Mahindra Gobi Financial Consultant. DrI.Ambalavanan, Project Director, PDI, Mr. L.Vincent Chander, EC Member, PDI also took part during the evaluation. The evaluation took place at the TI office and involved interviews with project staff and prototype staff.

The team reviewed various aspects of the project, including ART, DAPCU, ICTC, STI Clinic and Stakeholders performance. Field visits were conducted to verify documentation, performance metrics, and account records. The evaluation included interactions with FSWs, MSMs, TGs and IDUs.



The evaluation team meets with Mr. L. Vincent Chandar, Member, Executive Committee, PDI and Dr. I. Ambalavanan to discuss the latest developments in the PDI

World AIDS Day 2023

- On December 1, 2023, Salem hosted events to commemorate World AIDS Day. Transgender individuals participated in a public awareness campaign on Five Roads, featuring henna drawings and red ribbon installations. Over forty transgender people joined the event.
- Additionally, a World AIDS Day camp was held at the Lorry Market, Lei Bazaar area. IEC distribution and HIV testing was conducted, and public awareness was raised. The event was attended by the stakeholders including Mr. Murthy, Counselor, GMKMCH (Government Mohan Kumaramangalam Medical College Hospital, Salem).



World AIDS Day 2023 – Five Roads, Salem

Key activities in community engagement include:

- Facilitating regular meetings for community members to discuss issues, share experiences, and develop collective strategies for advocacy.
- Collaborating with local NGOs/CBOs and government bodies to strengthen support networks and access to resources.
- Organizing events like the World AIDS Day Camp to raise awareness and foster community solidarity.

Conclusion

The Targeted Intervention Programme for Female Sex Workers, MSMs, and Transgender Individuals in Salem District plays a crucial role in addressing the health needs of these vulnerable populations. Through comprehensive outreach, education, and community engagement, the programme aims to reduce the incidence of STIs and HIV/AIDS and empower individuals.

Female Foeticide Prevention Programme (FFPP) – Salem April 2023 to March 2024

Background of the Project

PDI, in collaboration with IMPLICADAS, has been working to address female infanticide and feticide in Salem District since September 2007. Initially focused on four prioritized blocks -Tharamangalam, Omallur, Konganapuram, and Edapadithe-project aimed to eliminate the practice and foster gender sensitivity among parents.



Dr. Ila Ambalavanan engaging with a new mother during his field visit, exploring the program's transformative impact on postnatal care

The project's team comprised six field staff and two counselors. Their efforts centered on community sensitization, ante-natal counseling, and skill development for women. By 2017, the project had concluded its activities in these initial blocks. Recognizing the ongoing prevalence of female feticide in adjacent areas, PDI and IMPLICADAS expanded their intervention to four new blocks: Athur, Vazhapadi, Kadaiyampatty, and Kolathur. This expansion continued from 2018 to 2023.

To further address the issue, the project initiated activities in Nangavalli, Magudanchavadi, Ayothyapattinam, and Gangavalli in early 2024. Prior to this, staff conducted comprehensive assessments, meeting with health officials, administrative departments, community leaders, and frontline workers in these areas to identify the most pressing needs and determine suitable intervention strategies.

Sex Ratios

S.No	Block Name	2021-2022		2022-2023	
		Sex Ratio	0-6 Children	Sex Ratio	0-6 Children
1.	Nangavalli	935	936	906	981
2.	Mahudanchavadi	962	883	912	911
3.	Gangavalli	1002	906	975	881
4.	Aiyothiyapatanam	989	934	991	960

Collecting the List of Ante-Natal Mothers

The project has been collecting the list of anti-natal mothers in the selected four blocks. A data base 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 period even after the delivery. During the reporting period, 2426 ante-natal mothers were enrolled and are under follow up. Out of 2426 ante-natal mothers, 598 were mothers with one or more number of girl children who are considered as mothers at risk by the project. The project team is following the ante-natal mothers of older blocks with the help of volunteers.



Ms. Jegatheswari, Field Worker, engaging with an expectant mother to provide vital support and care

Inter-Personal Communication

Field workers actively engaged with ante-natal mothers, educating them about the importance of comprehensive medical care throughout the pre-natal and post-natal periods. The sessions covered nutritional status, hygiene practices, and gender equality, with a particular focus on preventing female feticide. A total of 3,520 interaction sessions were conducted during the reporting period till December 2023.



Ms. Poongodi, Field Worker, facilitating a community interpersonal session

Counseling Services to the Women at Risk

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 ante-natal mothers and for their husbands on the identified issues. 517 new counseling and 458 counseling sessions were given to mothers at risk.



Ms. Jegathambal, Counselor, offering guidance to a mother in the field

Sensitization of General Population through Street plays

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 12 villages and nearly 1054 were reached with the messages.



Street plays captivating the village audience with engaging performances

SHGs for Mother at Risk

The project has identified women with girl children and formed 68 Self-Help Groups with the membership of 832 women. The Mothers with Girl Children were given priority while forming the Self-Help Group. Their group savings is Rs.13,93,800/- and during the reported period 2 SHGs have been started.



Ms. Rekha, Counselor, leading a Gender Sensitization Meeting with women from Self-Help Groups

Family Dialogue Sessions

Many mothers at risk faced significant challenges and felt isolated due to a lack of support. To address these issues, the project conducted family dialogue sessions. These sessions focused on various concerns, including:

- **Preference for Male Children:** Addressing the pressure from husbands and mothers-in-law to have a male child.
- **Family Planning Restrictions:** Discussing barriers to family planning.
- **Poor Maternal Health:** Addressing health concerns arising from frequent pregnancies.
- **Promoting Paternal Responsibility:** Encouraging husbands to participate in family planning.



Engaging in meaningful dialogue with family members to challenge and change attitudes towards the preference for male children, promoting equality and understanding

In total, the project conducted family dialogue sessions with 148 families, offering support and guidance to these women in distress.

Women Support Centre

In June 2009, the Women Support Center was established to provide assistance to women in crisis. The center comprised an advocate, a feminist journalist, and the project leader of the Female Infanticide Prevention Program. The advocate conducted legal education sessions in villages, focusing on the Domestic Violence Act 2005, women’s property inheritance rights, and gender issues. The team successfully addressed three legal cases.

The Women Support Center offered comprehensive legal guidance and counseling to victims, addressing a range of issues including: Domestic Violence by the spouses, Land disputes, guiding them to the government welfare measures and to apply for educational loan.

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 57 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.

Activities – April 2023 to March 2024

S.No	Activities	April 2023 to March 2024
1	Enrolled Antenatal Mothers	2426
1(a)	At Risk Mothers	598
2	(1to1) Gender Issues	1205
3	(1to1) Nutrition	1204
4	(1to1) Vaccination	600
5	(1to1) Health & Hygiene	511
6	(1to1) Postnatal Mother	1401
7	Referral to Treatment	209
8	Counseling	517 - New 458 - Follow up
9	Gender Sensitization (SHG)	51 SHG / 553 women
10	Family Dialogue	148
11	SHG A/C opened	2 SHG / 24 Members
12	Life Skills Education	58 Groups / 667 Adolescents
13	Street Play	12 Villages / 1054 Participants
14	Gender Club	57 Groups were formed
15	Gender Sensitization to the Men	40 Groups / 259 Men

Life Skills Education for Adolescents and Youth

The project implemented a comprehensive life skills education program for adolescents and youth, focusing on ten essential skills including the life skills program focused on empathy, problem-solving, interpersonal relationships, critical thinking, communication, creative thinking, stress management, self-awareness, decision making, and emotion management.



Empowering youth and adolescents through Life Skills Education, fostering confidence and essential skills for a brighter future

Trained staff conducted these sessions for 667 adolescents (313 boys and 354 girls) aged 13 to 20 from the four target blocks. The programme incorporated gender-focused discussions to sensitize adolescents on key gender issues. Each session lasted four hours, conducted over two evenings.

Gender Sensitization for Women in SHGs

The project organized gender sensitization programs for women in Self-Help Groups (SHGs) at the village level. These programs extended to SHGs operated by other NGOs, with counselors facilitating the sessions. The counselors educated women about their rights and the importance of achieving gender equality. Staff members received training on conducting these gender sensitization programs. During the reporting period, a total of 553 women from 51 SHGs participated in these beneficial programmes.

Gender Sensitization for Men

The project recognized the crucial role of men in promoting gender equality. Men often perpetuate gender stereotypes and discriminatory norms, limiting women's opportunities throughout their lives. To address this, the project focused on sensitizing men on gender issues and challenging harmful societal norms. The staff team engaged with men in villages, organizing dedicated meetings. Counselors and outreach workers facilitated these sessions, which were attended by 259 men.

International Day for the Elimination of Violence against Women Campaign

The project commemorated the International Day for the Elimination of Violence against Women (November 25 - December 9, 2023) through a comprehensive campaign in multiple villages.



On the International Day for the Elimination of Violence, women unite in a powerful pledge to combat violence in all its forms

The campaign focused on raising awareness about domestic violence and child marriage in the following villages: Atthanur, Poosaripatti, Masilampalayam, Pungavadiputhur, Tharapuram, Somampatti, Koolamedu, Kangiyapuram,

Singipuram, Chithirapattiputhur, Chelliyampalayam, Ammampalayam, Viralickadu, Moolakadu, Pommiyampatti, Thookiyampalayam, Nadupatti, Chinnathiruppathi, Arasanatham, Ramanayakkanpalayam, Iyyamputhur, Denishpet, Semmandapatti, and Muthampatti.

The staff team actively engaged with community members, promoting awareness and facilitating oath-taking ceremonies to pledge commitment to ending domestic violence and child marriage.

International Women's Day 2024

On March 8, 2023, the project team organized a commemorative event to mark International Women's Day in Vazhapadi and Athanurpatti. PDI staff and approximately 100 women from local self-help groups participated in a rally. During the rally, participants raised awareness about women's achievements, the importance of female education and gender equality, and took an oath to combat child marriage, female feticide, and domestic violence.



Commemorating International Women's Day with a rally, where we unite our voices for equality, empowerment, and meaningful change!

Case studies

Gayathri, a 28-year-old pregnant woman from Kothambadi, was facing challenges accessing quality healthcare. With the support of PDI staff, she received essential prenatal care, including nutritional advice and vaccination information. Despite societal pressures to have a male child, Gayathri was educated about gender equality and the importance of maternal and child health. With the staff's guidance, she successfully delivered a healthy baby girl and underwent family planning. By addressing both healthcare needs and gender-related issues, PDI played a crucial role in improving Gayathri's well-being and empowering her to make informed decisions.

Jeeva, a 24-year-old pregnant woman from Mettupatti, was facing challenges accessing quality healthcare and navigating societal pressures regarding gender. With the support of PDI staff, she received essential prenatal care, including nutritional advice and vaccination information. Despite traditional expectations for a male child, Jeeva was educated about gender equality and the importance of maternal and child health. With the staff's guidance, she successfully delivered a healthy baby girl and underwent family planning. By addressing both healthcare needs and gender-related issues,

Targeted Intervention Programme - Thanjavur (April 2023 - March 2024)

Project Overview

People’s Development Initiatives (PDI) has been implementing a community-based STI/HIV/AIDS prevention Programme in Thanjavur District since April 2007. Initially supported by Tamil Nadu AIDS Initiatives (TAI), Voluntary Health Services (VHS), Chennai, the project transitioned to government support under the Tamil Nadu AIDS Control Society (TANSAC) in April 2012. The project serves 1,373 high-risk individuals (1193 MSM, 180 TG) in 14 blocks of Thanjavur district. The staff team consists of one Programme Manager, one Monitoring and Evaluation Assistant cum Accountant, one counselor, five Outreach Workers, and twelve Peer Educators from the core group population.



Ms. Thenmozhi, Project Manager, engaging with a community member to discuss the importance of preventive health

Programme Objectives

- Promote behavior change among MSMs and Transgender individuals, emphasizing disease prevention and quality of life.
- Increase health-seeking behavior among the key population.
- Reduce the burden of sexually transmitted infections.



Ms. Shanmugapriya, outreach worker, conducting a community-based screening test

Key Activities and Achievements

STI Services:

Key population is at higher STI risk due to frequent sexual activity. Hence, all the population identified with High-Risk Behaviour still gets tested once in every three months. Project team has good rapport with STI Clinics and refers individuals for early identification and treatment. During this period,

- 64 cases of syphilis were diagnosed and treated. And the number of individuals Regularly Visited for Medical Checkups were as follows.

Period	MSM	TG
April 23to June23(1 st Quarter)	625	117
July23toSeptember23(2 nd Quarter)	781	111
October23toNovember23 (Quarter)	746	110
January 24to March 24(4 th Quarter)	725	97

- 267 individuals (203 MSM, 64 TG) were newly identified with STIs and enrolled in presumptive treatment programmes.
- 1317 individuals (1148 MSM, 169 TG) were referred to ICTC centers for HIV testing, resulting in 13 new HIV diagnoses and enrollments in ART care.
- The following table shows the number of individuals visited ICTC centres twice a year during April 2023 to March 2024.

Quarter	MSM	TG
April 23 to September 23	441	110
October 23 to March 24	1088	185

Peer Education

Peer education plays a pivotal role in fostering behavioral change among the core group members through interpersonal communication. In this project, Peer Educators act as change agents within their own peer groups, effectively transforming unsafe behaviors into safer practices. These peer educators are selected by their peers themselves, with guidance from the staff team.



Monthly review and planning meeting for Peer Educators, focusing on progress, strategies, and goals



Dr. Ila Ambalavanan, Project Director of PDI, conducting a field-level review with peer educators at the Thiruvaiyaru Government Hospital Campus

Peer Educators are instrumental in expanding the project's reach and impact. Regular review meetings at the Block-, Drop-in-Center-, and Project-levels are conducted to assess their activities and provide ongoing motivation. The peer educators are well-equipped with micro-level planning skills. These review meetings enable the project team to identify gaps in services, pinpoint risk behaviors, and develop tailored plans for their peers.

- Twelve new peer educators were added to the team, enhancing its capacity to reach more individuals.
- Peer educators actively promoted condom use within their networks and facilitated one-on-one meetings with individuals.
- They regularly informed the target population about the importance of regular medical check-ups and conducted weekly and monthly hotspot visits.
- Additionally, they played a vital role in distributing condoms and lubricant, serving as a constant reminder of the need for medical check-ups.
- Twenty - four meetings conducted in TI office.

Advocacy

The secondary target population exerts significant influence on the primary target audience. Their support is crucial for the successful implementation of the Targeted Intervention Programme. By actively involving stakeholders, the project aims to create a more effective and sustainable program. Other stakeholders, including auto-drivers, lodge boys, and retailers,

were also invited to the meeting to familiarize them with the Programme's activities and objectives. These stakeholder meetings provide a clear understanding of the Programme's goals and facilitate the project team in obtaining their support. The project motivates stakeholders to actively participate in programme activities by organizing advocacy meetings when and where necessary. During the reporting period, three such advocacy meetings were held in the target area.



An advocacy meeting focused on transgender welfare

Three advocacy meetings were held to address the needs of the target population and promote their well-being. On August 22, 2023 a meeting was held in Manojpatti to advocate for the target population. Over twenty transgender women participated, chaired by Thanjavur District Nayak R.M.Nalini and K.Saranya Nayak. Key discussions included increasing new registration, continuing medical treatment, and the need for HIV and STI testing. Ms Thenmozhi, Project Manager, PDI also discussed social security welfare schemes, condom jelly, and free self-employment training through IOB Bank.

On September 29, 2023 a meeting was held in Thanjavur under the leadership of Ms. Anurabu Natarajamani, District Social Welfare Officer. Village health officers from all 14 blocks and the outreach team attended. The meeting focused on social protection programmes for transgender individuals, the role of social village welfare officers, and applying for social welfare projects.



An advocacy meeting with grassroots-level government staff, working together to promote initiatives and support for our communities

On November 30, 2023 a support and presentation meeting was held at the Thanjavur District Collector's Office, chaired by Ms Anurabu Natarajamani (District Social Welfare Officer), M. Madan, Ms Jenifer Arulmary, District Programme Manager, (DAPCU, Thanjavur), PDI staff, Peer Educators, and Police Inspector Mr Ravimathy. The meeting focused on transgender welfare, with the police inspector encouraging individuals to avoid trouble, quit harmful practices, and take advantage of available welfare schemes. Identification cards were also scanned at the Social Welfare Office.

Demand Generation Meetings

Demand generation meetings were organized at various hotspots to address the specific needs of the key populations. Peer



Demand generation meeting at the hotspot level led by Ms. Priyanka, Outreach Worker

Educators, supported by Outreach Workers, facilitated these meetings. Communication materials focusing on STI/HIV awareness, addressing violence, and promoting quality of life were utilized during these meetings. These meetings played a crucial role in encouraging community members to access the project's services consistently. Approximately ten to fifteen individuals attended each hotspot meeting. During this reporting period, 88 Demand Generation Meetings were held at 20 hotspots (MSM 1210, TG 305)

Social Safety Schemes

The project has significantly improved the lives of transgender individuals by providing them with essential documents, financial security, and opportunities for employment and education.

Key Achievements

- 124 transgender individuals received identity cards.
- 55 obtained medical insurance cards.
- 35 acquired Aadhar cards.
- 5 opened bank accounts.
- 5 secured private job opportunities.
- 30 participated in self-employment training.
- 15 obtained voter ID cards.
- 7 filed income tax returns.
- 22 applied for bank loans.



Ms. Jennifer Arulmary, District Programme Manager of the District AIDS Prevention and Control Unit in Thanjavur, distributing nutritional supplements to people living with HIV, ensuring essential support for health and well-being

Community Mobilization

The project is committed to mobilizing the core group population to ensure the sustainability of program activities beyond project withdrawal. To facilitate this, the project organizes community events twice a year, providing a platform for individuals to connect with each other. These events also offer opportunities for participants to showcase their talents through sports and cultural activities. Two community events were held to bring together the target population and celebrate the project's achievements.

A gathering was held at Thendral Wedding Mahal in Kumbakonam, on September 22, 2023. Dr. I. Ambalavanan, Project Director of PDI, presented on the project. Honorable Mayor Dr. K. Saravanan and Dr. M. P. Divyabharathi, STI department, presided over the event. Mr Swaminathan from the Leprosy Unit and Mrs. Pa. Shanthi, Counselor also addressed the participants. Over 100 people attended, enjoying dancing, singing, competitions, and prize distribution by special guests. PDI Officers and peer educators organized the program.

An event was held in Manojpatti. On 10th March 2024 where Jamaath leader Ms R.M Nalini Nayak and Ms R.Ragini were present. 264 individual HRG populations participated in the event. The event featured dancing, singing, competitions, and prize distribution by Ms Nayak. PDI officers and Peer educators coordinated the program.



A vibrant community event dedicated to joy and healthy living

World AIDS Day 2023

World AIDS Day was commemorated at Thanjavur Railway Station. Awareness about HIV/AIDS was raised among the general public. Mr Mannar, D. Pavithran, Railway Safety Inspector, RPF, Mr. A. Jaqir Hussain, Railway Station Inspector, Mr Jayakumar, Pro-Investigator, PDI staff, peer educators, the target population, and the general public joined forces to pledge their commitment to eradicating HIV/AIDS. A booklet (IEC) was distributed to the general public, and a signature drive was held. Over 200 members of the general public participated..



World AIDS Day 2023: Taking a united stand at the Railway Junction in Thanjavur with an oath to raise awareness

Evaluation of Thanjavur Targeted Intervention Programme

The Tamil Nadu AIDS Control Society (TNSACS) conducted a three-day participatory evaluation of projects it supports in Thanjavur. A three-person team, comprising a Lead Evaluator, Co-evaluator, and a financial expert, assessed both the technical and financial aspects of the program.

From October 24th to 26th, the evaluation team, consisting of Mr Sijo Thomas (Lead Evaluator), Mr Shajith (Co-evaluator), and Mr Shivamani (Audit Assistant), visited various locations within Thanjavur, including hotspots, government hospitals, primary health centers, ART centers, ICTCs, STI clinics, and condom retailers. They interacted with staff, peer educators, secondary stakeholders, medical officers, counselors, lab technicians, and community leaders. The team also engaged in in-depth discussions with district officials, such as the District Programme Manager and the District Social Welfare Officer.

Conclusion

The Targeted Intervention Program in Thanjavur has made significant strides in addressing STI/HIV/AIDS among high-risk populations. Through comprehensive services, advocacy efforts, and community engagement, the project has contributed to improved health outcomes and social well-being for MSM and transgender individuals in the region.

Women Empowerment Programme (WEP) in Tiruchirapalli April 2023 to March 2024

PDI, in partnership with IMPLICADAS, Vigo, Spain, has been implementing comprehensive Women Empowerment Initiatives in twenty-three slums of Tiruchirapalli City. This collaborative effort aims to address the unique challenges faced by women in urban areas and promote gender equality through a gender-based development approach.

Key Focus Areas:

- **Economic Empowerment:** Providing vocational training, microfinance, and livelihood support to women.
- **Education and Health:** Enhancing access to education and healthcare services for women and girls.
- **Community Leadership:** Developing women's leadership skills and fostering their participation in community decision-making.
- **Advocacy and Awareness:** Raising awareness about women's rights and addressing gender-based violence.

Key Activities and Achievements

SHG Orientation and Formation:

- **Eight Orientation Programmes:** Conducted in slums like Anthakondan, Jailpet, and Kuppankulam, reaching a total of 96 women.
- **Training Topics:** Covered SHG formation, resolution registers, bank accounts, finance management, and animator roles.
- **Six New SHGs:** Established in C Block, Chinnasamy Nagar, Jailpet, and Woraiyur, with bank accounts opened at branches of TDCC Bank.
- **Current SHGs:** A total of 47 active SHGs with 626 members and savings of Rs. 56, 24,700.



Empowered women from Self-Help Groups (SHGs)
launching their enterprises

SHG Credit Linkage:

- **Nine SHGs Linked:** Successfully secured credit from TDCC Bank branches in Thennur, Thendral Nagar, and Palakarai.
- **Total Credit:** Secured a total of Rs. 32, 00,000 in credit linkages with banks.

Counseling Services for Women in Need

PDI staff facilitated nine counseling sessions during the reporting period to address domestic issues faced by women in various slums, including Kuppankulam, Periyar Nagar, Ramamurthy Nagar, Sathya Nagar, Jailpet, Chinnasamy Nagar, Chokalingapuram, and Andakondan.

Common concerns raised by the women included:

- **Suspicion of Infidelity:** Women expressed concerns about their husbands' suspected infidelity.
- **Physical Abuse:** Women reported instances of physical abuse, often linked to their husbands' alcohol consumption.

These counseling sessions provided a safe space for women to share their experiences, seek support, and explore potential solutions to their challenges. The counseling services offered by PDI played a crucial role in empowering women to cope with domestic violence and build healthier relationships.

Community Organization Programmes

During the reporting period, students from various colleges including Departments of Social work of Bishop Heber College, Holy Cross College, Bharathidasan University, Tiruchirapalli, Hindu College, Nagercoil, and Alagappa University, Karaikudi were actively engaged in community organization programmes across Tiruchirapalli. These initiatives focused on critical issues such as environmental sanitation, gender sensitization, child safety, and health awareness.



Raising awareness on sanitation and environmental sustainability at Jailpettai

Key Programme Areas:

- **Environmental Sanitation:** Programmes in Jailpettai and Mahalakshmiapuram promoted self-hygiene and environmental cleanliness, contributing to a healthier community.
- **Gender Sensitization:** A programme in Jailpettai empowered women by educating them about gender equality and their rights, fostering a more inclusive society.
- **Child Safety:** A programme in Jailpettai taught children vital safety skills, including safe touch and how to interact with others, protecting them from potential harm.
- **Health Awareness:** A programme in Ramamurthy Nagar raised awareness about breast and uterine cancers, encouraging early detection and prevention.

These community-driven initiatives not only addressed pressing social issues but also provided valuable learning experiences for the participating students. By working together with local communities, the students had the opportunities to learn the lives of underprivileged women of slums through their field work exercises.

Recent initiatives in the target slums have sought to promote social justice and equality.



Empowering Women: A transformative program at Ramamurthy Nagar

- **Transgender Rights:** A programme in Tiruchirapalli highlighted the discrimination faced by transgender individuals and emphasized the importance of respecting their rights.
- **Women's Rights:** A workshop in Kuppankulam educated women about their legal protections and the measures in place to prevent violence against them.
- **Legal Awareness:** A camp in Ramamurthy Nagar provided essential information about legal rights and protections for all citizens.
- **Women's Empowerment:** A programme in Mudukkupatti discussed the benefits of forming Self Help Groups (SHGs) as a means for women to achieve financial independence and empowerment.

These programmes collectively contribute to a more inclusive and equitable society.

Community Health Initiatives: Medical Camps

To address the healthcare needs of the community, several medical camps were organized during this period. These camps offered a range of essential services, including general medical check-ups and eye care.

- **General Medical Check-ups:** Two camps were held in Kavibharathi Nagar and Kanaga School, Chinnasamy Nagar. A total of 145 individuals benefited from these camps, receiving comprehensive medical assessments and consultations.
- **Eye Care Services:** An eye camp was conducted in Andakondan Ankanvadi. This initiative provided eye examinations and treatments to 75 people, helping to improve their vision and overall well-being.



General health screening at Kavibharathi Nagar, providing essential health services and promoting well-being for the community



Providing essential eye care services at Andakondan

These medical camps played a vital role in enhancing the health and quality of life for the community by providing accessible and affordable healthcare services.

Summer Camp 2023

A three-day residential summer camp was held from May 25 to 27, 2023, at K.A.P Viswanatham Primary School in Thillainagar, Tiruchirapalli. Approximately 84 children, including 42 girls and 42 boys, from various underprivileged communities participated in the camp. The children engaged in a variety of creative activities, including painting, coloring, drawing, handicrafts, toy making, photo frame creation, pot painting, wall hanging, origami, and mind games. Ms Nithya, District Social Welfare Officer, and Advocate Ms U. Nirmala Rani, President of the Tamil Nadu Women's Legal Forum, graced the inaugural program as chief guests.



Happy faces at the summer camp, where children are enjoying fun activities, making memories, and embracing the joy of learning!

Observing International Day for the Elimination of Violence against Women

PDI in association with Department of Social Work, Bishop Heber College marked International Day for the Elimination of Violence Against Women with a dedicated programme on November 25, 2023, at Seminar Hall, Department of Social Work. Ms J. Christy Subathra, Correspondent of CREA Matriculation Higher Secondary School, Nagamangalam, Tiruchirapalli and Advocate V. Rengarajan, District Secretary of Tamil NaduMurpokkuEzhuthalarKalaingargal Sangam, Tiruchirapalli, led the event. A total of 152 individuals participated. Ms Jesintha, coordinated the programme.

Ms J. Jaibaby, programme officer, PDI conducted similar programs in Jailpet and Chinnasamy Nagar, with a combined total of 38 participants. These programs addressed pressing issues faced by women, including sexual harassment, child abuse, domestic violence, and child marriage. Participants were informed about coping strategies and the legal avenues available to combat these challenges.



Ms. J. Christy Subathra sensitizing participants on the International Day for the Elimination of Violence Against Women, fostering awareness and advocacy for a violence-free society

Observance of International Working Women’s Day 2024

On March 8, 2024, People’s Development Initiatives (PDI) celebrated International Women’s Day with a vibrant event at Seethalakshmi Ramaswamy College for Women (SRC), Tiruchirapalli. Over 430 participants, including 80 Self Help Group (SHG) members and 350 students from SRC College, gathered to honor the achievements of women in the workforce. The event was chaired by Ms Vasuki, Principal of SRC College for Women, and Ms Maheswari, Professor at the same college. Eight outstanding Self Help Groups from various target slums were recognized for their exceptional contributions to economic empowerment and community development. The event served as a platform to inspire and celebrate the power of women’s leadership and collaboration.



Celebrating International Women’s Day by honoring eight outstanding Self-Help Groups from various target slums, recognized for their exceptional contributions to economic empowerment and community

Case Studies

Malathi, a 33-year-old member of the Mullai Women Self Help Group, has transformed her life through entrepreneurship. With support from PDI, she obtained a loan to purchase a sewing machine and started a tailoring business from her home. Through her hard work and dedication, Malathi has not only increased her family's income but has also gained financial independence. Her success story is a testament to the power of women's empowerment and the positive impact of self-help groups.



Reeta, a 35-year-old member of the Udhayam Women Self Help Group, has transformed her life through entrepreneurship. With support from PDI, she obtained a loan to start a business selling sarees, churidhars, and nighties. Reeta secured a bank loan of Rs. 20,000/- to support her entrepreneurial venture. Reeta started a business selling sarees, churidhars, and nighties to her neighbors and surrounding areas. Through her hard

work and dedication, Reeta has not only increased her family's income but has also empowered herself financially. Her success story is a testament to the power of women's empowerment and the positive impact of self-help groups.

Skill Advancement Centre for Women – Karaikal

April 2023 to March 2024

Preface

PDI has been a driving force for community development in Karaikal since December 2005, initiating various programs to address the region's needs. Following the 2005 tsunami, PDI implemented a comprehensive rehabilitation program in thirteen villages, supported by Implicadas, Vigo, Spain. To further empower the community, PDI established Skill Training Centers in all thirteen villages, providing women with vocational training. Sewing programs were offered in each village for six months, catering to the needs of illiterate young girls and women. A total of 177 women participated in these sewing classes, and 62 of them successfully started their own home-based sewing businesses using sewing machines purchased under the Income Generation Program.

PDI's Skill Advancement Centre for Women in Karaikal has been instrumental in providing women with essential skills and opportunities. The centre has been supported by various organizations, including ONGC, Cauvery Asset, Karaikal, GH Induction India Pvt. Limited, IVTL Infovview Technologies Pvt Ltd, Vaken Technologies Pvt Ltd, and NOVA (Northern Virginia Thiruppugazh Group).

From April 2023 to March 2024, the centre was managed with funds generously donated through the Benevity Causes portal. This support has enabled the centre to continue providing valuable training and resources to women in the community. This initiative has not only empowered individuals but has also contributed to the overall economic development of the community.

Sewing Training Program

The Skill Advancement Centre for Women successfully conducted two sewing training programs during the reporting period. A total of 48 women participated in these programs, with 27 women completing the first batch and 21 women completing the second batch.

Certificate Distribution:

Two separate certificate distribution ceremonies were held to honor the achievements of the participants:

First Batch: The ceremony took place on July 6, 2023, with Ms Sai Geetharani from the Cooperative Department, Karaikal and Mr Ravishankar, the Women Protection Officer, Karaikal as chief guests.

Second Batch: The ceremony took place on December 27, 2023, with Ms Vandarkuzhali from Avvaiyar Women's Arts College, Karaikal and Mr Ravishankar, the Women Protection Officer, Karaikal presiding over the program.



The proud trainees holding their certificates, celebrating their achievements and new skills



Self-Help Groups (SHGs) and Federation

During the reporting period, three new self-help groups were established in Vettaikarn Street, Tsunami Nagar, and Kasakudi. Fifteen women from these groups received loan support through the Mother Theresa Women Federation to address their personal needs. Currently, there are 30 self-help groups operational in the area. The federation's current balance stands at Rs. 1, 69,039/-.

International Women's Day 2024

On March 8, 2024, the project commemorated International Women's Day at the Government Primary School in Thomas Arul Thidal. The event was facilitated by the following distinguished guests:

- Thirumigu. Nalina, Professor, Avvaiyar Women's Arts College, Karaikal
- Thirumigu. Dhanalakshmi, All Women Police Station, Karaikal
- Thirumigu. Valarmathi, Headmistress, Government Primary School, Karaikal

Approximately ninety self-help group members participated in the celebration.

Overall, the Skill Advancement Centre for Women has made significant strides in providing vocational training and support to women in the community.



International Women's Day 2024, Karaikal

ACKNOWLEDGMENTS

We take this opportunity to thank our donor partners IMPLICADAS, Tamilnadu State AIDS Control Society (TANSACS), Benevity. INC/ UK online Giving Foundation, Nasscom Foundation, Ms. Sudha Iyengar, Ms.Elizabeth, Law University, Tiruchirappalli, Mr. Ragunath Chandran, Mr. Sivakumar, Ms. Sindhuja Thiyagarajan, Ms. Deborah Mercylin 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 31.03.2024**

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance:		Women Empowerment Programme	683205.22
Cash :	0	Female Infanticide Prevention Prg	683060.70
Bank :	751362.91	Skill Advancement Centre for Women	237785.00
Grant Received from Institutional Donors:		Targeted Intervention, Salem	2901308.00
Implicadas, Spain – WEP II	322049.60	Targeted Intervention, Tiruchy	3099665.00
Benevity.INC, Canada	170000.00	Targeted Intervention, Thanjavur	2699628.00
Implicadas, Spain – FIPP	682650.00	General Programme Expenses	629369.14
Advance Repaid	32130.00	Skill Advancement Centre for Women	49800.80
Advance by Project Director	266555.00	Advance to Staff	68000.00
Donations	303787.35		
TANSACS, Chennai – TI, Tiruchy	3072149.00	Bank Charges	20212.14
TANSACS, Chennai – TI, Thanjavur	2570668.00		
TANSACS, Chennai – TI, Salem	2901308.00		
Bank Interest	6441.00	Cash :	
		Bank :	7067.88
TOTAL	11079100.86		11079100.86

**PEOPLE'S DEVELOPMENT INITIATIVES [PDI]
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2024**

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Women Empowerment Programme	683205.22	Grant Received from Institutional Donors:	
Female Infanticide Prevention Prg	683060.70	Implicadas, Spain – WEP II	322049.60
Skill Advancement Centre for Women	237785.00	Benevity.INC, Canada	170000.00
Targeted Intervention, Salem	2901308.00	Implicadas, Spain – FIPP	682650.00
Targeted Intervention, Tiruchy	3099665.00	TANSACS, Chennai – TI, Salem	2793308.00
Targeted Intervention, Thanjavur	2433074.00	TANSACS, Chennai – TI, Thanjavur	2383386.00
General Programme Expenses	604846.56	Donations	356122.41
Skill Advancement Centre for Women	49800.80	TANSACS, Chennai – TI, Tiruchy	3054876.00
Advance to Staff		Bank Interest	6441.00
Bank Charges	20212.14		
Depreciation	18426.00	Excess Expenditure of Over Income	962551.01
TOTAL	10731383.42		10731383.42

**PEOPLE'S DEVELOPMENT INITIATIVES [PDI]
FIXED ASSETS AS ON 31.03.2024**

SNO	ASSETS	WDV AS ON 1.4.2023	DEPRECIATION	WDV AS ON 31.03.2024
FOREIGN CONTRIBUTION				
1	Machines	3350.45	503.00	2847.45
2	Furniture	51260.00	5126.00	46134.00
3	Computer	8560.00	3424.00	5136.00
4	Equipments	19081.00	2862.00	16219.00
GENERAL				
5	Furniture	31359.22	3136.00	28223.22
6	Equipments	569.00	850.00	4819.00
7	Electrical Fittings	463.00	69.00	394.00
8	Plant & Machinery	15762.00	2364.00	13398.00
9	Vehicle	611.00	92.00	519.00
	TOTAL	82251.45	18426.00	117689.22

International Women's Day - 2024



Summer Camp - 2023



தொட்டியத்தில் எச்.ஜி.வி. எய்ட்ஸ் விழிப்புணர்வு முகாம்

NGO summer camp for underprivileged children

தையல் பயிற்சி முடித்தவர்களுக்கு சான்றிதழ்

தொட்டியம், 29-ம் திகதி நடைபெற்ற மருத்துவ காச நோய் தடுப்பு முகாம் கட்டிடம் கட்டி திறப்பு செய்துள்ளார். தொட்டியம், 29-ம் திகதி நடைபெற்ற மருத்துவ காச நோய் தடுப்பு முகாம் கட்டிடம் கட்டி திறப்பு செய்துள்ளார். தொட்டியம், 29-ம் திகதி நடைபெற்ற மருத்துவ காச நோய் தடுப்பு முகாம் கட்டிடம் கட்டி திறப்பு செய்துள்ளார்.

தொட்டியம், 29-ம் திகதி நடைபெற்ற மருத்துவ காச நோய் தடுப்பு முகாம் கட்டிடம் கட்டி திறப்பு செய்துள்ளார். தொட்டியம், 29-ம் திகதி நடைபெற்ற மருத்துவ காச நோய் தடுப்பு முகாம் கட்டிடம் கட்டி திறப்பு செய்துள்ளார்.



Students at the summer camp in Tiruchy on Friday. MK ASHOK KUMAR

Tiruchy: A three-day residential camp for the district underprivileged children is under way at the KAP Viswamithan Memorial Primary School free of cost. Organised by the People's Development Initiatives, an NGO, the workshop that began on Thursday and will end on Saturday. The NGO has been conducting such camps for the past 19 years and this year 43 students aged between 10 and 15 years have enrolled for the camp. Students at the camp are taught drawing, basic spoken and written English, and outdoor games like badminton. In the evening, they are engaged in various cultural activities.

வாழும்படியில் உலக மகளிர் தினம் கொண்டாடம்



World Women's Day celebration in Vazhumpadi.

வாழும்படியில் உலக மகளிர் தினம் கொண்டாடம் நடைபெற்றது. இதில் கலந்துகொண்டவர்கள்...

தினத்தந்தி

திருச்சி, மே.27- சிறுவர்-சிறுமிகளுக்கான கோடை கால பயிற்சி முகாம் துவங்கியது. மக்கள் மேம்பாட்டு விவகாரம் இயக்குனர் அமல்பவானன் தலைமையில்...



Children participating in the summer camp.

சிறுவர்-சிறுமிகளுக்கான கோடை கால பயிற்சி முகாம் துவங்கியது. இதில் கலந்துகொண்டவர்கள்...

தையல் பயிற்சி முடித்தவர்களுக்கு சான்றிதழ்



Certificate distribution for the tailoring course.

தையல் பயிற்சி முடித்தவர்களுக்கு சான்றிதழ் வழங்கி பாராட்டு செய்துள்ளார். இதில் கலந்துகொண்டவர்கள்...

தொட்டியம் பகுதியில் ஹச்.ஜி. விழிப்புணர்வு முகாம் நடைபெற்றது



Health awareness camp in Thottiyam.

தொட்டியம் பகுதியில் ஹச்.ஜி. விழிப்புணர்வு முகாம் நடைபெற்றது. இதில் கலந்துகொண்டவர்கள்...