



# PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

# ANNUAL REPORT 2024 - 2025



*PDI's Senior Management and General Body review the past year's performance, discuss audited financial statements, and finalize the strategic plan for the upcoming fiscal year during the Annual General Meeting in Tiruchirapalli on September 29, 2024.*





# **PEOPLE'S DEVELOPMENT INITIATIVES (PDI)**

**2024 - 2025**

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

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*Dear Readers and Patrons,*

*We are pleased to present the Annual Activities and Financial Report detailing our work from April 2024 to March 2025. This report comprehensively documents the progress and outcomes of every project, ensuring full transparency.*

*We wish to take this opportunity to acknowledge and sincerely thank our donor partners for their unwavering support, which is fundamental to our ability to serve marginalized communities. Our gratitude extends to the Executive Committee for providing the strategic motivation, mentorship, and guidance that drives us toward our Vision. We offer special recognition to our entire staff team for their commitment and tireless efforts in translating our mission into action.*

*Furthermore, we honour the contributions of our community members for their vital involvement in planning, execution, and for fostering a collaborative environment for our field team.*

*Your valuable feedback is always cherished and anticipated. We trust you will find this report informative and encourage you to take the time to read and reflect upon our shared accomplishments.*

*Kind regards,*

**I. Ambalavanan**

*Chief Functionary, PDI*

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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-110001

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

**State Bank of India,**  
Koothur Branch,  
Tiruchy.

**State Bank of India,**  
Suramangalam Branch,  
Salem

**State Bank of India,**  
District Court Branch,  
Thanjavur.

**AUDITOR**

**Mr. Roy John Thomas**  
Chartered Accountant,  
Tiruchy - 620 001

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

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## **EXECUTIVE COMMITTEE MEMBERS**

<b>S.NO</b>	<b>Name</b>	<b>Designation</b>
1	Mr.L. Vincent Chander	President
2	Mr.A.Senthivelu	Secretary
3	Ms.J.Kavitha	Treasurer
4	Ms.J.Jaigeetha	EC Member
5	Ms. R. Seethalakshmi	EC Member
6	Dr. A. Lalitha	EC Member
7	Dr. S. Subha	EC Member

## **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.

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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

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# TARGETED INTERVENTION (TI) PROGRAMME AMONG FEMALE SEX WORKERS / MSMS / TRANSGENDER / IDUS SALEM DISTRICT - APRIL 2024 TO MARCH 2025

April 2024 to March 2025

## Background of the Project

The Targeted Intervention Programme (TI), spearheaded by PDI (People's Development Initiatives), has actively combated HIV/AIDS in Salem District since its launch in July 2004. Initially focused on 2,000 Male Sex Workers (MSMs) - a group encompassing Transgender individuals, Kothis, and DDs - the program was first supported by the Tamilnadu AIDS Initiative (TAI) and Voluntary Health Services (VHS), Chennai. A major shift occurred on July 1, 2012, when the project successfully transitioned to the Tamilnadu State AIDS Control Society (TANSACS). Following this transition, TANSACS redefined the operational boundaries in September 2012. PDI's current working area expanded to include four blocks - Ayothiyapattinam, Kadaiyampatty, Panamarathupatti, and Yercaud - along with the Corporation of Salem. This expanded scope targets a population that now includes 482 Female Sex Workers (FSWs), 1,155 MSMs, 202 Transgender individuals, and 43 Injecting Drug Users (IDUs). Since its inception, PDI has remained dedicated to these vulnerable communities, employing outreach, referrals for treatment, and resource provision to achieve a cumulative success in preventing HIV/AIDS among 1,882 individuals. The dedicated team managing the programme includes a Programme Manager, five Outreach Workers, one Monitoring & Evaluation (M&E) cum Accountant, and one Counselor. This core staff is significantly strengthened by 24 trained Peer Educators who provide essential grassroots services, such as educating their peers on STI/HIV/AIDS, distributing condoms and lubricants, and facilitating referrals to STI Clinics. The Programmer's overarching objective is to achieve behavior change among high-risk individuals through dialogue-based communication to prevent STI/HIV/AIDS, empower them to avoid unsafe sexual practices, enhance health-seeking behavior to reduce STI burden, mitigate issues related to vulnerability, and promote community collectivization and strengthening.

## Activities

### Behavior Change Communication

Effective communication is essential for driving behaviour change, especially in the context of adopting safer sexual practices. The project utilizes personalized one-on-one and group interactions to help individuals overcome challenges and establish sustainable routines. By emphasizing the importance of safe sexual practices, the project aims to reduce the prevalence of Sexually Transmitted Infections (STIs) and improve overall health



S. Manimegalai, PDI, communicating for Behavior Change

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outcomes. Moreover, encouraging individuals to advocate for their own needs and access government benefits contributes to a more equitable and supportive society. Through these 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 has been successful, reaching 1,882 individuals in March 2025, which includes the newly identified 362 new target populations between April 2024 and March 2025. Significantly, the majority of these interactions have taken place through virtual platforms, underscoring the necessity of leveraging digital tools for effective communication. The core activities carried out to achieve behavior change include dialogue-based interpersonal communication through peer-led one-to-one and group interactions, as well as specialized counselling on STI, HIV/AIDS prevention, and other related issues.

### **Peer Educator Review and Induction Training**



Empowering the front line: PDI Programme Manager K. Subha prepares Peer Educators to effectively mobilize communities and overcome behavioral barriers for programme success

The project's strategy places a high value on peer-to-peer support and mentorship, recognizing the efficacy of Peer Educators in inspiring and guiding positive behavioral changes. By assigning them to directly interact with target populations, the project effectively leverages their shared experiences and expertise.

These educators play a vital role in disseminating disease prevention information.

The outreach staff contributes significantly to this effort by conducting regular training sessions and facilitating review meetings. This year, 48 review and planning meetings were held to maintain program quality and address challenges. Furthermore, the team has expanded with the

addition of three new Peer Educators, who have successfully undergone four induction trainings. Ongoing refresher training programs are essential to ensure all Peer Educators remain equipped with the latest knowledge and skills required to effectively deliver crucial prevention messages.

## STI Performance Chart for April-2024 to March-2025

S.No	Activity	April 2024 to March 2025	
1	No. of Individual Key Population Contacted through Interpersonal communication	FSW – 482 MSM -1155 TG – 202 IDU – 43	
2	No. of New Identification	362	
3	No. of Sessions	48777	
4	Group Interaction	Meetings – 134 Participants – 1545	
5	Counseling	Preventive	1741
		Other	38
6	Condom Demonstration & Re Demonstration	110	
7	Commodities Distribution	Free Condom – 266120 Social Marketing through Retailers – 5400 Lubes - 29432 Needle / Syringes - 4039	
8	Total Number of ART Registered	92	

### Demand Generation Activities

The project employs monthly group meetings in the field as a key strategy for demand generation. These gatherings serve as valuable platforms for directly identifying the specific needs and challenges faced by the target population, which in turn allows the project to be tailored to their unique circumstances.

These meetings are conducted once a month and involve the active collaboration of outreach workers and peer educators. Each session typically engages 15 to 20 participants from the target population. During the reporting period, a total of 87 group meetings were successfully held, resulting in the participation of 1,059 target people.

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## STI Care Services

The project leverages Government Primary Health Centres (PHCs), particularly those with Non-Communicable Disease (NCD) epidemiologic units, to offer comprehensive Sexually Transmitted Infection (STI) care services to the target population. These units are equipped to provide a full spectrum of services, including prevention counselling, testing, and treatment for both infected and uninfected individuals with presumptive treatment. Additionally, they offer vital services like cervical cancer screening and treatment.



A. Manimegalai (PDI) delivers one-on-one Behavior Change Communication (BCC) and counseling, emphasizing confidentiality and positive health outcomes at the STI clinic.

The programme actively encourages the target population to seek these services regularly through RMC (Regular Medical Check-up) every three months. This approach emphasizes preventative measures and proactive disease management. This year, the programme successfully on-boarded 362 new individuals into care. Furthermore, an impressive 1,841 out of the existing 1,882 target population participated in RMC, demonstrating a strong commitment to their health and the success of the project's push for routine check-ups.

Period	No. attended RMC	Percentage
1 <sup>st</sup> Quarter (Apr'24 to Jun'24)	1642 out of 1854	89%
2 <sup>nd</sup> Quarter (Jul'24 to Sep'24)	1829 out of 1890	97%
3 <sup>rd</sup> Quarter (Oct'24 to Dec'24)	1693 out of 1881	90%
4 <sup>th</sup> Quarter (Jan'25 to Mar'25)	1683 out of 1882	89%

## Committee Meetings

Community mobilization is a cornerstone of the targeted intervention project, aiming to ensure the program's long-term sustainability even after the project's official withdrawal. The project actively works to mobilize core community members to take ownership of the activities.

To achieve this goal, several committees have been formed with active community member involvement:

- Project Management Committee
- DIC (Drop-in Centre) Management Committee
- Condom Monitoring Committee
- STI Management Committee
- PLHIV (People Living with HIV) Committee
- Welfare Committee

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These structures successfully bring the community closer to the programme's activities. The project team actively mentors and guides committee members, essentially "handholding" them to learn the day-to-day operations. This capacity building allows the community to troubleshoot issues and provide guidance for the effective, long-term implementation of the programme activities. During the reported period, a total of four such meetings were conducted.

### **HIV Testing**

To ensure comprehensive HIV prevention and early detection, all target individuals within the project who are not already diagnosed with HIV are encouraged to undergo regular HIV testing every six months. This consistency helps monitor HIV status and ensures timely intervention if necessary.

### **The project achieved following testing coverage during the reporting year:**

- " 96% of the target population underwent HIV testing. The provided data indicates that 1,882 individuals were in the program, and 1,812 were tested, the remaining 92 individuals (4% of the original target population) were identified as People Living with HIV (PLHIV) prior to the testing period.
- " A total of 1,642 individuals were tested for HIV twice, demonstrating strong adherence to the six-month monitoring schedule.
- " However, 170 individuals underwent only a single HIV test, highlighting the need for continued efforts to encourage consistent, bi-annual testing.
- " Crucially, 22 individuals were newly diagnosed with HIV during the reporting year and were promptly initiated on antiretroviral therapy (ART) treatment. This success underscores the value of the regular testing strategy in facilitating early care.



Through field visits, Ms.K.Dhivyapria, Counsellor, provides personalized monitoring and motivation, driving a higher rate of scheduled healthcare utilization among target beneficiaries.

### **Drop-in-Centre (DIC) Meeting**

Throughout the reporting year, a total of 47 DIC meetings were held, fostering engagement and participation from 486 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.

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## Community Event

On March 21, 2025, a Community Event programme was held at Omalur GH. The event featured a distinguished panel of medical professionals, including Dr. Hellankumar, MBBS, Omalur GH, Ms. Agnusmery, Nurse, Ms. Kavitha, ICTC-Counsellor, Omalur GH, Ms. Priyadharshini, Lab



A moment to cherish: The Omalur Community Event served as a dynamic opportunity to bring together partners, beneficiaries, and local leaders, reinforcing unified commitment to our shared goals.

Technician, Omalur GH, Mr. Ashok Kumar, STS-NTEP, Omalur GH, and Ms. Amsavalli, LT-NTEP, Omalur GH. The event offered a range of services, including STI/HIV/AIDS and TB screenings. A total of 90 individuals from the target population participated and benefited from these valuable services.

## Health Camps

A medical camp was held on November 9th, 2024 at GMKMCH in Salem. Mr. Moorthy, Counselor, GMKMCH, Ms. Kamala, Counselor, GMKMCH, Mr. Kamalakannan, Lab Technician, GMKMCH, and Mrs. Anitha, STD Counselor, Salem participated. Sixty-Five individuals from the target population attended. HIV, RPR, and RMC tests were conducted.



On the ground in Kadaiyampatty: Our team diligently conducting vital health screenings and Behavior Change Communication (BCC) interventions during the Health Camp.

Another medical camp was organized on March 19th, 2025 at Kadaiyampatti PHC, Kadaiyampatti. Ms. Reena, Counsellor, Kadaiyampatti and Ms. Merry, Lab Technician, Kadaiyampatti participated. The camp offered HIV, Syphilis, STI and TB tests. Fifty individuals were participated.

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## Advocacy Meeting

- On August 26, 2024, an advocacy meeting was conducted to the Pimp, Brokers and Lodge boys at Project Office. Ms. Subha, Project Manager, PDI explained the activities of Targeted Intervention Programme and briefed on service available at the project. The participants were assured that their identity will be very confidential and they were encouraged to access the services of the project.



Dr. L. Arunachalam, MD (STD), District Programme Manager, DAPCU, personally advocates for the Intensified Campaign – 2024, encouraging active participation from the auto driver community in combating HIV/AIDS and STIs.

- In line with the "Intensified Campaign - 2024" objective to amplify HIV/AIDS and STI awareness among key populations, an advocacy meeting was convened on September 17, 2024, at the Salem New Bus Stand. This strategic engagement targeted the auto driver community and included active participation from PDI, SATVT, and SWTVT representatives. The event was graced by key dignitaries, including Dr. L. Arunachalam (District Programme Manager i/c, DAPCU) and Ms. Jagajothi (ICTC-Counselor, Kannankurichi PHC), alongside influential leaders from the District Auto Driver Coordination Workers Welfare Association: Mr.G. Selvaraj, Mr.R. Shanmugam, Mr.E.R. Senthilkumar, and Mr.N. Gopi. A significant outcome of the meeting was the development of a targeted outreach strategy. This plan focuses on conducting activities in identified auto driver 'hotspots' to directly engage with individuals, fostering behavioral change, and actively encouraging them to seek regular HIV testing and complete treatment services.
- On February 16, 2025, an advocacy meeting was conducted to the Police at SATVT office. Mr.A. Napolian, Inspector of Police, Pallapatti Police Station was the guest of honor. Ms. Subha, Project Manager briefed the activities of TI Programme, Ms. Pooja explained the activities of CBO. The discussions were on the issues faced by TGs in the hotspots through various power structures, safety concerns, HRGs used drugs and their access to health care. Mr.A. Napolian said the Government has made many concessions and reservations for Transgender people.

## Grievance Day 2025

On March 7th, 2025, a Grievance Day was conducted exclusively for the Transgender by the District Collectorate, Salem. Ms. Brindhadevi, District Collector, Salem and Ms. Karthika, District Social Welfare officer conducted it. Officials from various government departments attended the meeting. TI NGOs and Transgender were participated and submitted their petitions.

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- On December 1, 2024, a 'World AIDS Day' awareness campaign held at Salem Old Bus Stand. Dr.L. Arunachalam, MBBS, MD (STD), District Programme Manager, DAPCU opens the awareness stall of PDI. Everyone pledged to "Take the rights path" and "End HIV/AIDS by respecting the personal rights of every individual". At this event, awareness was created among the public by presenting IEC and Red Ribbon.

- On December 2, 2024, 'World AIDS Day - 2024' was observed by the Salem District AIDS Prevention and Control Unit (DAPCU). At this event, Dr. Devi Meenal, Dean, the Government Mohan Kumaramangalam Hospital presented the People's Development Initiatives (PDI) with an award and a certificate of appreciation for their excellent work in Salem District.



"Take the Rights Path": Hundreds gathered at the Salem Old Bus Stand for the World AIDS Day 2024 campaign, collectively pledging to End HIV/AIDS by respecting the personal rights of every individual.

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## **Women Empowerment Programme in Tiruchirapalli Urban Slums Activity Report – April 2024 to March 2025**

### **Women Empowerment Initiatives Orientation to Self Help Groups**

To facilitate the empowerment and organized function of women in the community, five Self-Help Group (SHG) orientation programs were successfully conducted during this reporting period. These critical training sessions took place in the slums of Udayanpatti, Pandiyan Street, Kavibarathi Nagar, Ramamurthy Nagar, and Kuppankulam. The initiative focused on providing the foundational knowledge necessary for establishing sustainable and compliant SHGs.

A total of 61 women participated in the orientation, receiving comprehensive instruction on both operational and governance procedures. The core of the curriculum covered the detailed procedure for officially establishing an SHG and critical aspects of documentation, including the correct way to maintain the Resolution Register and the importance of enacting essential, statutory resolutions.

Furthermore, participants were thoroughly trained in sound financial management practices. This segment included instruction on the entire process for opening a group bank account and the best methods for maintaining accurate SHG accounts. The training concluded with a clear definition of the roles, responsibilities, and selection criteria for the key leadership positions: the Animator and the Representative. The successful completion of these programs ensures that future SHGs are formed correctly, operate transparently, and maintain financial literacy from the outset.

### **New SHG Formation**

During the reporting period, our initiative achieved significant expansion with the formation of three new Self-Help Groups (SHGs) across Kavibharathi Nagar and Udayanpatti. To ensure these groups were financially independent and compliant from the start, bank accounts were successfully opened for all three at the Tiruchirapalli District Central Cooperative (TDCC) Bank, utilizing the services of the Tennur and Sundar Nagar branches.

Overall, the program now boasts a robust network of 50 active SHGs, representing a substantial membership of 666 women. This collective effort has resulted in impressive financial growth, with the total cumulative savings across all groups reaching Rs. 63,59,700/- (Rupees Sixty-Three Lakh, Fifty-Nine Thousand, and Seven Hundred). During the reporting period, three Self-Help Groups (SHGs) successfully secured credit linkage through the Tiruchirapalli District Central Cooperative (TDCC) Bank, Palakkarai branch. The total amount disbursed under this linkage was Rs. 8,00,000/- (Eight Lakh Rupees).



Ms. M. Jesintha, PDI offering personalized counseling

## Counseling

The PDI staff provided crucial individual counseling services to four women during this period. The focus of all counseling sessions was addressing domestic issues and marital conflicts with their spouses. These vital support sessions were conducted across the targeted areas of C Block, Udayanpatti, and Jailpettai.

## Student Placement Programme and Community Engagement

PDI continued its collaboration with the Master of Social Work (MSW) departments from colleges in Tiruchirapalli and Thanjavur, facilitating essential experiential learning for their students through multi-week field placements. As part of their curriculum, these students organize various community events in association with our institution. Project staff serve as the Agency Supervisor or Mentor, providing essential guidance and support to help the students organize programmes effectively, in coordination with their respective college faculties.



Providing essential medical services to the residents of Chinnasamy Nagar at Kanaka School, thanks to the dedicated team from CSI Mission General Hospital.



Students and staff from PDI and Department of Social Work, Bishop Heber College join forces in Kajapettai to educate residents and children on vital safety measures and the use of emergency response apps.

During this reporting period, several significant programmes were successfully conducted by the placed students. Student J. Rithika (II MSW, Bishop Heber College, Tiruchy) organized a General Medical Camp at Kanaka School, Chinnasamy Nagar, in collaboration with CSI Mission General Hospital, Tiruchy. This camp successfully served 125 people (20 Male, 32 Female, and 33 Children), and was facilitated by Dr. R. Rajkumar of CSI Mission General Hospital. Separately, students G. Bhuvaneshwari (II MSW) and Ms. Sobiya (Government Arts and Science College, Orathanadu, Thanjavur) organized a Community Organization programme on 'Women Empowerment' at Kuppankulam, which saw the

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participation of 30 people. Ms. M. Revathi, Senior Counsellor at the One Stop Centre, Tiruchy, facilitated the session, detailing the benefits of SHG formation, skill development, and the path to entrepreneurship and financial development for women. Student J. Rithika (II MSW, Bishop Heber College, Tiruchy) also conducted a Participatory Rural Appraisal (PRA) activity in Jailpettai as part of her fieldwork.



Natural Solutions: Building skills for business! This workshop provided practical, hands-on instruction in preparing herbal hair oil, offering participants a path toward income generation.

On September 24, 2024, PDI and the Department of Social Work, Bishop Heber College, Tiruchirapalli, jointly hosted an awareness program on juvenile delinquency for the public and children in the Kajapettai Vembadi Mariamman Temple area. Graced by Ms. Vasumathi, Inspector, ACTU, the session was designed to educate attendees about juvenile delinquency and promote the use of police assistance technology. Key topics included raising awareness of the issue and instructing participants on how to download and utilize the 'Kaval Udhavi' and 'Kavalan' apps for emergency

safety. Prof. Sam Deva Asir, Bishop Heber College, and J. Jaibaby, Consultant of the Women's Support Centre, PDI, were also present at the event, which was successfully organized by the collaborating students and PDI staff.

The following day, September 25, 2024, PDI partnered with the Botany Department of Seethalakshmi Ramaswamy College to organize a one-day training workshop on herbal hair oil preparation. This valuable skill-building opportunity was attended by women from urban slums, who benefited from the hands-on instruction. The event was presided over by Dr. Alli, Principal of Seethalakshmi Ramaswamy College. The Botany Department faculty provided comprehensive training: Professor Hemalatha welcomed the participants, Professor Deva Sundari provided a detailed explanation and demonstration of the preparation process, Professor Thilagavathi elaborated on the benefits of the herbs used, and Professor Nithya conducted a practical demonstration. The workshop concluded with a vote of thanks from Professor Deva Sundari.

### **Observation of International Day for Elimination of Violence against Women**

The International Day for the Elimination of Violence against Women was formally observed on 25th November at Bishop Heber College, Tiruchy. The program featured a detailed discussion of critical issues faced by women, including sexual harassment, child abuse, spousal abuse, and child marriage. Crucially, participants received awareness training on effective coping mechanisms and the legal frameworks available to fight against these forms of violence.

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The session was facilitated by a distinguished panel:

- Dr. D. Laura Dameris Chellajothi, Associate Professor, Department of English, Bharathidasan University.
- Lt. Dr. F. Carter Premraj, Head of the Department of Social Work, Bishop Heber College, Tiruchy.
- Ms. J. Jaibaby, Consultant, Women Support Centre, PDI, Tiruchy.

A total of 124 members participated in this crucial awareness program.

### **International Women's Day 2025: Celebrating SHG Achievements**



Celebrating grassroots success: Dr. N. Manimekalai (Director, Centre for Women's Development Studies, New Delhi) and Ms. Sugantha Priscilla (Senior Consultant, IIHS) recognize one of PDI's high-performing SHGs on World Women's Day 2025.

On International Women's Day 2025, the People's Development Initiatives (PDI) proudly hosted a significant event to formally recognize the substantial achievements of its Self-Help Groups (SHGs). The ceremony was held at the Community Hall in Kajapettai, Tiruchirapalli, and served as a platform to honour the unwavering dedication of the SHG members. During the event, PDI awarded certificates to top performers, specifically highlighting their remarkable progress and tangible contributions to both community development and self-reliance throughout the reporting year.

The program was significantly enriched by the participation and strategic input of several distinguished guests. Dr. N. Manimekalai, Director of the Centre for Women's Development Studies, New Delhi, delivered expert insights, addressing the critical factors involved in navigating successful women's entrepreneurial journeys. Following her, Ms. Sugantha Priscilla, Senior Consultant at IIHS, shared an inspiring and informed perspective on advancing women's empowerment strategies within the broader context of sustainable development. Furthermore, Council-

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lor Rizwanahameed provided encouraging remarks, emphasizing the organizational objective of motivating women to step outside their comfort zones and fully unlock their economic and social potential.

### **Success Stories: Economic Empowerment through SHGs**

These case studies demonstrate how participation in PDI-supported Self-Help Groups (SHGs) and access to both internal debt and external credit linkage have enabled women to initiate income-generating activities, thereby improving their economic stability and supporting their families.

#### **1. Soundarya (Chinnasamy Nagar): From Homemaker to Tailor**

Soundarya, 32, a resident of Chinnasamy Nagar with two school-going daughters, transformed her personal finances through the SHG. With Rs. 10,500/- in savings and a Rs. 20,000/- bank loan secured from TDCC Palakkarai, she purchased a sewing machine. She successfully started a tailoring business from her home, stitching chudithars and blouses. She now consistently earns a daily profit of at least Rs. 300/-, which significantly covers her household expenses.



#### **2. Sathyavathi (Pandiyan Street): Local Entrepreneurship**

Sathyavathi, 52, a member of the Sigaram SHG in Pandiyan Street, utilized an internal loan of Rs. 10,000/- from the group. She invested this capital to launch a successful idly batter selling business in her locality. With two high school-aged sons, her new income source provides crucial financial support.



#### **3. Parvathi (Andakondan): Diversified Business Model**

Parvathi, 42, a member of the Iswaryam SHG in Andakondan, received an internal loan of Rs. 15,000/-. With support from her husband, she wisely invested the loan to start a dual business - selling idly batter and running a flower shop in her area. The income generated from these businesses is successfully contributing to her daily household expenses



#### **4. Rajammal (Kavibharathi Nagar): Investing in Education**



Rajammal, 45, a member of the Thamarai Women SHG in Kavibharathi Nagar (whose husband is a coolie), accessed her group's resources. With Rs. 12,000/- in savings and an internal loan of Rs. 20,000/-, she bought a grinder to start an idly and dosa batter business from her home. Her daily profit of Rs. 300/- is vital, as it not only covers household expenses but also provides essential educational support for her daughter, who is pursuing a UG degree.

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## 5. Chellammal (Jailpettai): Vegetable Vending

Chellammal, 58, a widow residing in Jailpettai, is a member of the Vidivelli Women SHG. Leveraging the group's external connection, she secured a Rs. 15,000/- bank loan from TDCC, Palakkarai. She used this capital to start a vegetable vending business in her area. Earning a daily profit of Rs. 250/-, her income helps sustain her daily household expenses.



### **Empowering Women Entrepreneurs: Income Generation Programme**

The People's Development Initiatives (PDI) Women's Income Generation Programme successfully launched an initiative dedicated to fostering self-reliance and economic stability among marginalized women from slum areas. Held at the Udayam Training Centre, this event represents a major step in promoting enterprise development.

#### Strategic Partnership and Investment

This transformative program was made possible through the generous corporate social responsibility (CSR) support and sponsorship of Capco, a Wipro Company.

- **Financial Contribution:** Capco made a significant investment of Rs. 392,550/- to procure essential start-up tools and equipment under its Corporate Social Responsibility Scheme.
- **Beneficiaries:** Approximately 30 women entrepreneurs received free, tailored toolkits, enabling them to launch their own micro-businesses. These participants represented ten diverse neighbourhoods, including Dharanallur, Uppuparai, Jailpettai, Sengulam Colony, Indira Nagar, Bells Ground, Kalnayakan Street, Karuvattupettai, Ramamurthy Nagar, and Dharmanathapuram.



Keynote speaker Ms. Lilli Grace, Deputy Superintendent of Police (Economic Offences Wing), motivated beneficiaries alongside Zonal Chairperson Ms. Durga Devi and Ward 53 Councilor Ms. Kalaiselvi (Tiruchirapalli Corporation). They collaborated with Dr. Ambalavanan (PDI) to distribute toolkits, prioritizing self-reliance and success..

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The distributed toolkits were carefully selected to match the women's chosen entrepreneurial ventures, maximizing their potential for immediate income generation. The supplies included equipment for:

- Sewing and Tailoring (Sewing machines, fabrics)
- Food Service (Flour mills, utensils for idli shops, grocery items)
- Personal Services (Beauty parlor supplies)
- Digital Services (Computer equipment for e-services)
- Mobile Vending (Handcarts)



### **Keynote and Leadership Engagement**

The event underscored the importance of women's economic empowerment through the participation of key civic and organizational leaders:

- **Inspirational Keynote:** Ms. Lilli Grace, Deputy Superintendent of Police for Economic Offences, Tiruchirapalli, delivered the keynote address, stressing the immense potential and inner strength of women to achieve remarkable success.
- **Motivation:** Dr. Ambalavanan, Director of PDI, encouraged beneficiaries to embrace self-confidence and prioritize financial independence.
- **Dignitary Support:** Ms. Durga Devi, Zonal Chairperson of Tiruchirapalli Corporation, and Ms. Kalaiselvi, Ward Councilor of Ward 53, demonstrated strong community backing by assisting in the official toolkit distribution.

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## Targeted Intervention Programme among MSMs/ Transgender in Thanjavur District - April 2024 – March 2025

### Background of the Project



Ms. Thenmozhi meets with a health beneficiary in Old Bus Stand, Thanjavur, ensuring essential care reaches every community member.

PDI (People’s Development Initiatives) has been implementing a community-based STI/HIV/AIDS Prevention program among the high-risk group, which includes Men who have Sex with Men (MSM) and Transgender individuals, in Thanjavur District since April 2007. The project was initially supported by the Tamilnadu AIDS Initiatives (TAI) and Voluntary Health Services (VHS), Chennai. In accordance with government policy, the project transitioned and has been supported by the Tamilnadu AIDS Control Society (TANSACS) since April 2012. This current report details the activities carried out during the period of April 2024 to March 2025.

The project currently operates across fourteen blocks of the district, including Thanjavur, Thiruvaiyaru, Budhalur, Papanasam, Ammapettai, Kumbakonam, Pattukottai, Peravurani, Orathanadu, Thiruvudaimaruthur, Thiruppananthal, Sethubachathiram, Thiruvonam and Maddukkur. It covers 1,485 High-Risk individuals (MSM 1,257 and Transgender 228). The core team comprises a Programme Manager, a Monitoring and Evaluation Assistant cum Accountant, an ANM/Counsellor, and five Outreach Workers. This staff is significantly supported by Twelve Peer Educators from the core group community, who are vital for effective community outreach.

The primary objective of the program is to bring about behavior change among the MSMs and Transgender individuals, focusing specifically on disease prevention and improving their quality of life, thereby enhancing their capacity to avoid unsafe sexual practices. The project also works to increase the health-seeking behavior of this key population and reduce the burden of sexually transmitted infections. The Peer Educators deliver key services by educating their peers on STI/HIV/AIDS, distributing condoms and lubricants, referring their peers to STI Clinics, and motivating them to undergo mandatory HIV testing at Integrated Counselling and Testing Centres (ICTCs) once every six months.

### STI-related Services

Since all target individuals are vulnerable to Sexually Transmitted Infections (STIs), they are required to undergo a full medical check-up every three months, even if they are asymptomatic. The project team maintains good relations with the STI Clinics and ICTCs (Integrated Counselling and Testing Centres) in all



Bringing essential services to the forefront: Our staff and peer educators in action during a health camp, providing crucial screenings and health awareness to the local community

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government centres and facilitates the referral of identified individuals to STI Clinics. 62 people received treatment for Syphilis. 166 newly identified and enrolled individuals (MSM 124, TG 42) received presumptive treatment at the STI Clinics. They were encouraged to undergo regular medical check-ups for STIs every three months.

Peer Educators take responsibility for encouraging their target population to undergo regular medical check-ups. It is expected that every target individual will visit the STI Clinic once every three months at a specific time, and the ICTC once every six months for HIV testing. Peer Educators bring the target population to the ICTC centres linked with government hospitals for HIV testing. During this period, 1036 individual target people (MSM 913, TG 123) underwent HIV testing twice through the ICTCs attached to government hospitals. The project has identified 7 PLHIVs (People Living with HIV) and efforts are being made to register the affected key populations at the ART (Antiretroviral Therapy) centre, where they continue to be monitored.

## Peer Education

The Peer Educator must be a member of the hotspot and belong to the same community (MSM, TG). They work alongside the Outreach Staff in planning and service delivery. The Peer Educator is responsible for identifying target individuals and people at risk who require services through their network. They explain the necessity of medical check-ups and motivate them to use condoms. Peer Educators are also responsible for fulfilling their service requirements with the project staff. They play a key role in preparing monthly and weekly action plans at the hotspot level and in distributing the necessary condoms and jelly (lubricant). Twenty-four review meetings were held at the Thanjavur project office.



Peer educators gather at the project office to review progress, share insights, and finalize the action plan for the next month.

Review meetings for the twelve trained Peer Educators are held twice a month at the project office. These meetings are continually conducted to review the organization's activities and motivate the Peer Educators to further strengthen their performance. The Peer Educators plan their work through micro-planning. The service review meetings helped the project team identify gaps in their services, recognize risky behaviours, and plan future activities for their target populations. During the reporting period, 24 review meetings were held at the Thanjavur project office, with the Peer Educators participating.

## Demand Generation Meeting

Target individuals and Peer Educators gather at the hotspots to discuss their problems, specifically the basic facts about HIV. Peer Educators, with the assistance of the Outreach Staff, facilitate these meetings. These hotspot-level meetings were useful for the community to regularly access the project's services, which focus on STI/HIV awareness, violence reduction, and improving the quality of life. Between ten and fifteen people usually gather at each hotspot meeting. During the reporting period, 86 meetings were facilitated, with 1485 target individuals participating (MSM 1257, TG 228).



Manojipatti Hotspot Meeting: Peer Educators facilitate a crucial session, discussing HIV facts and linking target individuals to project services for awareness and violence reduction.

## Reporting Period: April 2024 to March 2025

S. No	Activities	April-2024 to March-2025
1	No. of new identification	MSM= 124, TG=42
2	Ongoing	MSM=1257, TG=228
3	Total no. of STI Clinic Accesses	1 <sup>st</sup> Q MSM=997, TG=152 (79%) 2 <sup>nd</sup> Q MSM=946, TG=163 (76%) 3 <sup>rd</sup> Q MSM=1001, TG=115 (77%) 4 <sup>th</sup> Q MSM=1108, TG=194 (88%)
4	Total no. of HIV testing	1 <sup>st</sup> Q MSM=1152, TG =175 (95%) 2 <sup>nd</sup> Q MSM=913, TG=123 (73%)
5	Total no. of Counseling	MSM=1359, TG=222
	Counseling Break-up	Most common issues : MSM=861,TG=112
		Never tested : MSM=15,TG=3
		Overdue counseling : MSM=483,TG=83
	Positive HRGs counseling : MSM=78,TG=24	
6	Total no. of condom distribution	MSM=136579, TG=30344
7	Total no. of syphilis testing	1 <sup>st</sup> Q MSM=1266, TG=204 (94%) 2 <sup>nd</sup> Q MSM =1116, TG=151 (92%)
8	Total no. of HIV Infected	MSM=51, TG=10
9	Total no. of ART Registered	MSM=51, TG=10
10	Regular contact	MSM=1146,TG=187

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## Advocacy Meeting

Advocacy meetings are a crucial component of the program, strategically facilitated to secure the support of key stakeholders and ensure the smooth and effective implementation of the programme. By engaging influential individuals and organizations, the project aims to foster an environment conducive to service delivery, community acceptance, and the long-term sustainability of intervention efforts.

On June 21, 2024, an important advocacy meeting for Transgender individuals in Thanjavur District was held at the District Collector's Office. The meeting saw participation from key stakeholders, including Ms. R. T. Latha, District Social Welfare Officer, Ms. Th. Jennifer Arul Mary, District Programme Manager (In-charge), PDI officials, and Peer Educators. The central focus of the discussion was welfare benefits for Transgender individuals, which included schemes such as the Transgender Pension Scheme, Insurance Scheme, entrepreneurship training, and individual business loans. Additionally, procedures for applying for essential identity documents - Aadhaar, Identity Card, Family Card, and Voter ID - were reviewed. The District Social Welfare Officer provided a comprehensive explanation of these vital schemes to the attendees.

A second significant advocacy meeting took place on February 26, 2025, which was held in the presence of influential Jamaat Leaders: Ms. R. M. Nalini Nayak, Ms. K. Saranya Nayak, and Ms. R. Ragini. The event was attended by 13 Transgender individuals. Discussions primarily covered the enrolment of new target individuals into the program, the necessity of medical check-ups, information on social welfare schemes, and promoting the consistent usage of



Advocacy meeting held on February 26, 2025, with influential Jamaat Leaders: Ms. R. M. Nalini Nayak, Ms. K. Saranya Nayak, and Ms. R. Ragini, fostering community-level change.

condoms and jelly (lubricant). Furthermore, details about self-employment training offered through IOB Bank were shared. The meeting concluded by highlighting the considerable contributions of the Nayak - Community Leaders in supporting all these initiatives

Finally, an advocacy meeting specifically for Lodge Boys was conducted at the PDI office on February 28, 2025. Participants included Lodge Boys from both the Thanjavur New and Old Bus Stands. Key topics addressed included the sale and distribution of free condoms, detailed information on the modes of transmission and prevention of HIV and STIs through condom use, and strategies for ensuring the placement of condoms within lodges. The project successfully integrated the twelve trained Peer Educators who participated in this meeting into the project's activities.

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## Community Events

The project conducted a Block-wise events across the region in September 2024. These events took place in Thanjavur (September 9th and 29th), Pattukottai (September 20th), Kumbakonam (September 17th), and Thiruvaiyaru (September 13th). A substantial total of 270 members from the target population participated in these programmes. The events were also attended by PDI staff and Peer Educators, highlighting the collaborative nature of the mobilization effort.



His Worshipful Mayor Sun. Ramanathan of Thanjavur City Corporation presided over the key event, demonstrating institutional support for our efforts.

A significant Target Population Gathering and Cultural Program was later organized on March 28, 2025, starting at 10:00 AM. This key event was presided over by His Worshipful Mayor Sun. Ramanathan of Thanjavur City Corporation. The programme included a detailed Project Explanation delivered by Dr. I. Ambalavanan, Director, PDI, Distinguished guests included Ms Jennifer Arul Mary, Project Manager of the District AIDS Control Unit (DAPCU), and Ms. R. T. Latha, District Social Welfare Officer from the Social Welfare Department, both of whom delivered special addresses. The successful execution of the event was a combined effort involving Counsellors and Lab Technicians from Vallam, PDI staff, Peer Educators, and representatives of the target population. To promote engagement and provide encouragement, competitions were held for the participants, and prizes were distributed. Ms S. Thenmozhi, Project Manager, PDI, was responsible for coordinating the overall event.

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## World AIDS Day 2024

On December 1, 2024, People's Development Initiatives (PDI) marked World AIDS Day by organizing a powerful awareness and pledge event at the Thanjavur Railway Junction, centered on the theme "TAKE THE RIGHTS PATH." The event successfully engaged Railway Police personnel, emphasizing the importance of their role in awareness. It was presided over by Ms. V. Shanti, Inspector of Police, and saw strong participation from department leaders, including M. Ramanathan (Sub-Inspector of Police) and Special Sub-Inspectors B. Vinayagamorthy, D. Isai Arasan, and G. Annadurai, along with over twenty additional police personnel. The collaborative effort, which also included PDI officials and Peer Educators, successfully reinforced the community's commitment to HIV/AIDS awareness and rights.



World AIDS Day 2024: "TAKE THE RIGHTS PATH" PDI marked December 1st with a powerful awareness and pledge event at the Thanjavur Railway Junction. Presided over by Ms. V. Shanti, Inspector of Police, the program successfully engaged Railway Police personnel and department leaders, underscoring their critical role in promoting awareness.

## Social Protection Scheme

The reporting period saw significant achievements under the Social Protection Scheme aimed at improving access to essential services for the target population. Specifically, 97 Transgender individuals were successfully issued their official Identity Cards. Furthermore, support was provided for healthcare and financial inclusion: 14 Medical Insurance Cards were distributed, and the process for obtaining personal identification was supported through the submission of 39 Aadhaar Card applications. In terms of financial access, 14 Bank Accounts were opened for members of the target population, and financial assistance/subsidy was successfully facilitated for 5 Transgender individuals. Additionally, the scheme ensured mobility for those in need by obtaining Free Bus Passes for two PLHIV (People Living with HIV).



Demonstrating strong institutional support, a beneficiary receives their vital TG Card from Ms. B. Latha, District Social Welfare Officer, Thanjavur, and ensuring access to essential government schemes and official recognition.

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## Targeted Intervention among MSMs, Transgender, and Female Sex Workers in Tiruchirapalli District. April 2024 to March 2025

### Project Description and Summary of Activities



Mr. A. Muthukumar, Programme Manager, facilitates a staff review meeting at the project office, ensuring consistent quality and strategic project execution.

This project, supported by the **Tamil Nadu State AIDS Control Society (TANSACS)**, has been operational since October 2009 in the Tiruchirapalli district, covering seven block areas: Thuraiyur, Uppiliyapuram, Thathaiyangarpettai, Musiri, Thottiyam, Manachanallur, and Pullambadi.

The project currently serves approximately 601 Male Sex Workers (MSM), 1223 Female Sex Workers (FSW), and 64 Transgender (TG). The project is managed by a team consisting of a Project Manager, a Counsellor, an Accountant & Evaluator, six Field Workers, and fifteen Peer Educators (PE).

### The activities implemented through this project include:

- o Identifying people and providing services through new technologies.
- o Identifying, training, and deploying Peer Educators.
- o Providing basic information on HIV/AIDS.
- o Distributing free condoms as required.
- o Providing counselling.
- o Referring clients to nearby government hospitals for HIV/STI/VDRL/TB/NCD/Hepatitis-B treatments at regular intervals.
- o Referring partners of the target population for treatment.
- o Creating a conducive environment in all possible ways to promote positive behaviour change.
- o Mobilizing the target population.
- o Collaborating with all government departments to help the community access necessary benefits and documents.
- o Performing project analysis.
- o Facilitating access to government welfare schemes to ensure the education of the target population's children is not interrupted.

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## New Registration and Peer Educators

Efforts were made to increase and strengthen new registrations in the last financial year. Field workers received refresher training on using new technological applications including web based online applications to identify new target individuals. Subsequently, target individuals using mobile applications were identified, and those who showed interest were selected as Peer Educators. Through them, approximately 205 new individuals engaging in same-sex relationships were identified. In addition, a total of 213 individuals who frequently use rental homes, brothels, and are in direct contact through brokers were identified and registered using new



The monthly peer educator planning meeting at the project office ensures a collaborative review of performance and the strategic alignment of activities for maximum impact in the coming month.



Ensuring data integrity, PDI Outreach Worker Mr. Rajesh reviews and collects activity records directly from a peer educator.

applications and through strengthened outreach work.

Peer Educators play a vital role in the project. Individuals selected are those who frequently visit their primary work areas, have a public service orientation, and have achieved positive behavior change. They are encouraged to work in their respective areas, serving as a bridge between the target population and the office. All project services are delivered directly to the target population through the Peer Educators. Currently, there are 15 Peer Educators in the project: FSW-10, MSM-4, and TG-1. All have received three days of basic HIV/AIDS Peer Educator training conducted by Samathakendra Training Institute through TANSACS. They also attend monthly review meetings at the office and submit reports of their activities.

## Individual and Group Interactions

To promote positive behaviour change within the target community, Peer Educators and Field Workers engage with individuals, both one-on-one and in groups, across the project areas. Their work involves providing essential HIV/AIDS information, condom distribution, discussions on proper use and addressing barriers, and detailing available testing and treatment methods at government hospitals.



Ms. Chithra, Outreach Worker, meeting with an individual beneficiary to provide support and information

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During the reporting period, 1,807 individual interactions were conducted (1,164 with Female Sex Workers (FSWs) and 572 with Men who have Sex with Men (MSMs)). Referrals for pending testing were provided to each individual in a timely manner.

Additionally, hotspot level consultation meetings are held to identify and resolve specific service delivery barriers in high-priority hotspots. These meetings bring the community together to collaborate on solutions. Of the total target population (1,888), 1,682 individuals (1,130 FSWs and 552 MSMs) were maintained in regular contact (at least once per month) by the project team or Peer Educators. Seventy-one hotspot-level meetings were conducted to assess local demands.

### Condom Usage

To boost and sustain condom usage among the target population, Peer Educators and Field Workers receive formal training. They conduct quarterly analyses of key areas to accurately forecast condom demand. To meet this need, free, TANSACS-provided condoms are distributed directly to the target population. During the reporting period, 391,909 free condoms were supplied. Furthermore, 9,400 priced condoms were sold through forty-one strategically located outlets in designated hotspots. Staff and Peer Educators proactively identify and motivate local retailers to stock priced condoms, thereby increasing overall accessibility. All personnel are also trained in strategies to overcome barriers to condom use. To ensure continuous availability, low-cost condoms are also sold through shops in key areas that maintain a strong rapport with the target community, further promoting consistent condom use.



Social marketing in action—making condoms easily available and accessible by stocking them in local petty shops



Mr. Kittu in Thathaiyengarpettai Block: Providing essential partner notification, testing, and treatment services directly to the community

### Counseling

The Counsellor maintains a proactive schedule, visiting key project areas four days a week to provide essential counselling and clarify treatment doubts. This direct outreach targets high-priority groups, including individuals at high risk for HIV, STI, and VDRL infection, those with compliance issues or who are unable to attend treatment, newly registered clients, individuals needing Behaviour Modification Counselling (BCC) during STI treatment, and partners of people living with HIV. Beyond these field sessions, the Counsellor meets individually with all 51 target individuals living with HIV (PLHIV) monthly

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to provide comprehensive support covering treatment adherence, scheduling of viral load testing, management of new infections, dietary advice, and the crucial importance of partner treatment. By identifying and Mr. Kittu in Thathaiyangarpettai Block: Providing essential partner notification, testing, and treatment services directly to the community addressing physical and mental health issues and ensuring prompt referrals, the Counsellor plays a key role; in fact, Positive Prevention Counselling and BCC are prioritized as central to the prevention strategy. During the reporting period (April 2024 to March 2025), a substantial 1,784 counselling sessions were successfully delivered.

### **HIV/STI/VDRL/TB Screening and Referral Treatment**

The programme maintains close monitoring of the target population through a structured screening and treatment regimen. All new entrants receive presumptive treatment concurrent with comprehensive testing. For registered individuals, HIV/VDRL testing is mandatory biannually (every six months), and STI testing is conducted quarterly (every three months). Additional health screenings are provided based on need, including TB, Hepatitis infection, and annual Cervical Cancer screening. Critically, all testing is conducted free of cost at convenient government hospitals and Primary Health Centres, where individuals diagnosed with any infection also receive complete treatment until they are cured.

S. No	Indicator	FSW	MSM	TG	Total
1	Total Number of HIV Tested Single Time	334	245	29	608
2	Total Number of HIV Tested Twice Time	1025	461	59	1545
3	Total Number of Positive Identification and Treated	0	4	0	4
4	Total Number of STI Screening Single Time	207	136	16	359
5	Total Number of STI Screening Twice Time	82	97	16	195
6	Total Number of STI Screening Three Time	185	145	21	351
7	Total Number of STI Screening Four Time	972	374	44	1390
8	No of STI Infected Identification	18	7	1	26
9	Total Number of VDRL Tested Single Time	374	253	27	654
10	Total Number of VDRL Tested Twice Time	985	446	66	1497
11	Total Number VDRL of Positive Identification and Treated	3	48	7	58
12	No. of TB Screenings	634	493	31	1158
13	No. of NCD Screening	730	350	29	1109
14	No. of Hepatitis B Screening	980	576	37	1593
15	No. of Hepatitis C Screening	114	60	33	207
16	No. of Partner Identification	27	65	7	99
17	No. of Partner Tested for HIV/VDRL	19	59	7	85

## Partner Treatment

This initiative represents a highly effective and ethical public health strategy focused on partner notification and preventive care for individuals living with HIV. By conducting mandatory biannual testing (HIV/VDRL) for spouses, partners, and children of the target individuals, the programme achieves several critical outcomes. The primary goals are early detection of new infections in partners, ensuring they receive prompt and complete treatment, and providing comprehensive education to teach risk reduction methods. These follow-up meetings are essential for empowering both the index client and their contacts to prevent further spread.



Dr. Ila. Ambalavanan, Director, PDI, takes time to listen to the concerns and feedback of community members during a visit to the Thuraiyur Bus Stand.

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## Advocacy Meetings and Creating an Enabling Environment

Key stakeholders - the secondary target audience - are identified and convened through periodical advocacy meetings. They are given a comprehensive understanding of the project's scope and the target population's specific challenges. This critical alignment of expertise and situational context is then leveraged to effectively generate and implement issue resolutions.

On August 10, 2024, the project successfully executed advocacy meeting in the Samayapuram area. This meeting convened approximately 15 key secondary stakeholders, including brokers, auto drivers, and Jamath leaders, who are in close contact with the target population. The central objective was to leverage the participants' influential community roles for active case finding, thereby accelerating the identification of new target individuals and previously undetected HIV infections. This strategic effort effectively utilized the critical alignment of local expertise and community access to expand the project's outreach network and enhance early detection mechanisms.

On September 21, 2024, a crucial training session was conducted at the Thuraiyur Union Office meeting hall, engaging 13 transgender individuals with the representatives from the Social Welfare Department. The session was designed to be a comprehensive discussion focused on overcoming barriers to social welfare scheme delivery faced by the target population. Key components included detailed information on schemes implemented by the Social Welfare Department and the necessity of ensuring access and prioritization for the transgender community.

To enhance community knowledge of their basic entitlements, two advocacy meetings on legal awareness were conducted on March 24 and March 26, 2025, in Musiri and at No.1 Tollgate project offices. A total of 27 target individuals participated in the sessions. The primary focus was educating participants on their basic rights and providing detailed information about the services available through the Social Welfare Department. This initiative successfully increased the community's awareness of government schemes and their right to access crucial social security support.

### World AIDS Day Observance and Pledge

In December, the project organized two distinct public awareness events to observe World AIDS Day. The first, held on December 4, 2024, was a significant mobilization involving approximately 100 people at Mahalakshmi Nursing College, where students, staff, and PDI personnel participated in taking the World AIDS Day pledge. Building on this momentum, a second awareness event was conducted on December 16, 2024, in the Musiri Town Panchayat area, specifically



A powerful sight as 100 individuals at Mahalakshmi Nursing College take the World AIDS Day pledge on December 4, 2024, guided by staff and PDI personnel

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engaging about 30 essential workers, including sanitation workers, staff, and PDI personnel, who also took the pledge. By organizing events in diverse settings, the project successfully broadened the message of awareness, prevention, and non-discrimination to both academic and municipal employee communities.

### Community Events

The project successfully utilized large-scale Community Gathering Events to both foster community cohesion and deliver 1 health services. The first event, held on September 28, 2024, at the Jai Shri Mahal in Thuraiyur, saw the participation of 163 target individuals alongside key local stakeholders, including the District Social Welfare Officer, medical personnel from government hospitals, and community leaders. After showcasing their talents, attendees benefited from a facilitated health camp where HIV, VDRL, and TB testing were conducted.



163 target individuals convened at the Jai Shri Mahal in Thuraiyur. The event was strengthened by the presence of key stakeholders, including the government medical personnel, and local community leaders, showcasing powerful multi-sector collaboration.



Ms. Pushpalatha, District Supervisor, DAPCU, addressing community members during the event organized at the Musiri Panchayat Union Office. Essential dialogue for local development and awareness.

The second event was organized on March 22, 2025, at the Panchayat Union Office in Musiri, bringing together approximately 160 target individuals. This gathering was graced by special guests, including the Assistant Doctor for Non-Communicable Diseases (NCD), and resulted in comprehensive medical examinations and HIV/VDRL testing conducted by attending government hospital staff. These events effectively combine social support and talent exhibition with essential health diagnostics, maximizing engagement for clinical access

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## Details of Government Social Welfare Schemes Provided

During the 2024–2025 period, the project significantly focused on improving the target community's livelihood by facilitating access to governmental support. This was achieved by systematically identifying eligible individuals and submitting their applications for various government welfare schemes directly through the project office. This sustained effort ensured that community members could successfully secure their entitlements, directly contributing to their economic stability and overall well-being.

S.No	Name of the Benefit	No. of Beneficiaries
1	Transgender Welfare ID	10
2	Aadhaar Modification	23
3	Income Generation Programme through TG Welfare Portal	5
4	Widow Pension	6
5	TG Welfare Pension	3
6	PAN Card	27
7	Ration Card	15
8	Community Certificate	13
9	Self-Employment	11
10	Voter ID	21
11	Muthra Loan	2
12	Health Insurance	3
13	Govt. Free Land Scheme	10
14	Mahalir Urimai Thogai	15
15	Tamil Nadu Labour Welfare Board Registration	5
	<b>Total Beneficiary</b>	<b>169</b>

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## Nutrition Support Program for Children Infected and Affected by HIV in Tiruchirapalli District

PDI is a registered nonprofit organization that provides vital support to children affected and infected by HIV/AIDS, with donations received primarily through Benevity, a leading platform for workplace giving and grant management. With the financial contributions of various philanthropists and individual donors, PDI facilitates regular support group meetings at their office for these children, accompanied by their parents or guardians. During these sessions, the children receive a valuable nutritional kit comprising items like green gram, Chenna, dates, rice, white soya bean, rice flakes, and peanut sweet balls, followed by a discussion with the attendees, and the meeting concludes with a good lunch. Apart from the support group meetings two other programmes were taken place during the reporting period.

- June 1, 2024: School bags and educational equipment, along with the monthly distribution of nutritious food, were provided to children attending school and college.
- October 26, 2024 (Diwali Festival Event): A special event was held at the No.1 Tollgate project office to celebrate the Diwali festival. Children received new clothes, rice, sweets, savouries, and nutritious pulses and grains. The event was attended by prominent figures, including Dr. Manivannan (ART Medical Officer), the District Project Manager, and Mrs. Pushpalatha (District Supervisor). We extend our sincere thanks to Mr. David for fully sponsoring the materials for this joyous event.



A special celebration was held at the No.1 Tollgate project office to bring joy to children (infected and affected by HIV). The children received new clothes, festive sweets, savories, and nutritious provisions. Gifts were graciously distributed by Dr. Manivannan (ART Medical Officer/DAPCU, Tiruchy). Dr. Ila. Ambalavanan and Mr. A. Muthukumar from PDI were also present to share in the festivities.

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## **FEMALE FOETICIDE PREVENTION PROGRAMME (FFPP) – Salem**

### **April 2024 to March 2025**

#### **Background of the Project**

The People’s Development Initiative (PDI), in partnership with IMPLICADAS, Spain has actively worked to combat female infanticide and feticide in Salem District, Tamil Nadu, since September 2007.

The initial phase, running until 2017, targeted four high-priority blocks: Tharamangalam, Omalur, Konganapuram, and Edapadi. The project’s core objective was to eliminate these practices and cultivate gender sensitivity among parents. The team, composed of six field staff and two counsellors, employed a comprehensive strategy centered on community sensitization, ante-natal Counseling, and skills development for women.

Recognizing the persistent nature of female feticide in adjacent areas, PDI and IMPLICADAS strategically expanded their intervention between 2018 and 2023. This second phase focused on four new blocks: Athur, Vazhapadi, Kadaiyampatti, and Kolathur.

To sustain and broaden the impact, the project initiated activities in a third set of blocks - Nangavalli, Mahudanchavadi, Ayothiyapattinam, and Gangavalli - in early 2024. Prior to this, staff conducted comprehensive assessments, engaging with local officials, administrative departments, community leaders, and frontline workers to precisely identify pressing needs and determine effective intervention strategies.

#### **Identification and Follow-up of Ante-Natal Mothers**

The project systematically collects and maintains a database of Ante-Natal Mothers (ANMs) across the four selected intervention blocks. This initial data collection allows for the creation of a comprehensive monitoring list. Project counsellors provide regular, sustained support to these mothers from the point of enrolment until delivery. If the child is a female, the project extends its support and monitoring for an additional eighteen months post-delivery.

During the reporting period, 1,994 ANMs were successfully enrolled and placed under continuous follow-up.



Ms. Jegathiswari from PDI interacting with an Antenatal Care (ANC) mother to successfully enroll her into the program, providing essential support and linkages during her pregnancy.

- Of the total enrolment, 515 mothers were classified as “at-risk” because they currently have one or more female children. These families receive intensified support and monitoring.
- The project team utilizes a network of volunteers to ensure effective follow-up with ANMs residing in the project’s older intervention blocks.

### Interpersonal Communication

The project’s field workers conducted targeted educational sessions for Ante-Natal Mothers (ANMs), providing crucial information necessary for a healthy pregnancy. The strategy was to integrate essential health education with focused social messaging.

The core educational components included:

- Guidance on comprehensive medical care throughout pregnancy.
- Instruction on nutritional requirements and hygiene.
- In-depth discussions on gender equality and the prevention of female feticide.

This direct, pro-active engagement aims to safeguard the female child while improving maternal health outcomes.

The project team recorded a significant output, completing 2,718 direct interaction sessions with ANMs during the reporting period ending in March 2025.



Ms. Poongodi facilitating a vital Interpersonal Communication (IPC) session with a mother during a programme follow-up visit.

### Counseling Services to the Women at Risk



Ms. Rekha, Counsellor, providing supportive counseling to women regarding the societal and ethical issues associated with sex selection, promoting informed and healthy choices.

The program’s success begins with the proactive identification of women experiencing challenges. Field Staff utilize interpersonal communication during their routine interactions to systematically identify ante-natal mothers at risk. Once identified, staff initiate a direct, timely referral process to counsellors. This step is crucial to ensuring women transition smoothly from initial identification to receiving professional support.

Project counsellors deliver targeted and confidential services to the at-risk ante-natal mothers, with Counseling often extended to their husbands as well. The focus is on providing support and guidance to resolve specific issues and risk factors identified during the referral. The Counseling services have demonstrated significant

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engagement, having initiated 362 new Counseling cases during the reporting period. Furthermore, a total of 389 follow-up counseling sessions were delivered to mothers at risk. These metrics illustrate the program's capacity to not only induct new clients into care but also to provide ongoing support necessary for addressing complex or persistent risk factors.

### **Sensitization of General Population through Street plays**

To drive essential social change, the project established a trained Street Play Troupe. The troupe successfully performed engaging plays across various villages, focusing on critical issues such as gender equity, the value of female education, and the elimination of female infanticide. These performances served as a highly effective method for sensitizing the general population to complex gender issues. During the reporting period, the troupe's efforts reached an estimated 575 individuals through performances conducted in eight target villages.



Successful village outreach through street theatre! The troupe delivered powerful messages on gender equity, female education, and the elimination of female foeticide. Art driving social reform.

### **SHGs for Mother at Risk**

The project strategically formed Self-Help Groups (SHGs) to empower and support women, with priority given to mothers with girl children as a direct intervention to foster gender equality and financial stability. This targeted approach has resulted in the successful establishment of 71 SHGs, uniting a substantial membership of 870 women. The financial stability of the groups is robust, evidenced by a collective savings total of Rs. 14, 59,200/-. Furthermore, the program expanded its reach by launching three new SHGs during this reported period.

### **Family Dialogue**

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

- Preference of Male Children: Addressing the pressure from husband and mother-in-law to have a male child.



Ms. Rekha leads a key family dialogue session in Mahudanchavadi Block. This intervention is crucial for mitigating challenges and securing familial support as the Mother at Risk prepares to welcome her second baby, irrespective of the child's sex.

- Family Planning Restriction: 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.

In total, the project conducted family dialogue sessions with 59 families, offering support and guidance to these women in distress.

### 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 32 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.



A key component of PDI's strategy is the creation of 32 Gender Clubs. Pictured here is a meeting of the “SAMAM” (Equal) club, where participants gather to learn, discuss, and advocate for gender equity, working to translate the club's name into reality.

### Activities – April 2024 to March 2025

S.No	Activities	April 2024 to March 2025
1	Enrolled Antenatal Mothers	1994
1(a)	At Risk Mothers	515
2	IPC on Gender Issues	835
3	IPC on Nutrition	1276
4	IPC on Vaccination	607
5	IPC with Postnatal Mother	563
6	Referral to Treatment	170
7	Counseling	362 - New 389 - Follow up
8	Gender Sensitization (SHG)	33 SHG / 320 women
9	Family Dialogue	59
10	SHG A/C opened	3 SHG / 38 Members
11	Life Skill Education	36 Groups / 439 Adolescents
12	Street Play	8 Villages / 575 Participants
13	Gender Club	32 Groups were formed
14	Gender Sensitization to the Men	14 Groups / 91 Men

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## Life Skill Education to the Adolescents and Youths

The project implemented a robust and comprehensive Life Skills Education Programme designed to empower adolescents and youth aged 13 to 20 from the four target blocks. This strategic intervention focused on developing ten essential skills critical for personal and social development, including:

- **Social & Emotional Skills:** Empathy, Interpersonal Relationships, Awareness of Self, and Emotion Management.
- **Cognitive Skills:** Problem Solving, Critical Thinking, Creative Thinking, and Decision Making.
- **Communication & Coping Skills:** Communication and Management of Stress.

Trained staff successfully delivered these high-impact sessions to 439 adolescents (comprising 203 boys and 236 girls). The program deliberately incorporated gender-focused discussions throughout the curriculum to actively sensitize participants on key gender issues, promoting equality and respect. The training was structured for maximum accessibility, with each intensive session lasting four hours and conveniently conducted over two evenings.

## Gender Sensitization to the Women in SHGs

The project scaled its efforts to promote gender equality by organizing extensive gender sensitization programmes specifically for women in Self-Help Groups (SHGs) at the village level. Critically, this outreach was strategic, extending beyond our own established groups to include SHGs operated by other Non-Governmental Organizations (NGOs), thereby maximizing community impact.

These high-impact sessions were facilitated by project counsellors, who leveraged their expertise to educate the women about their fundamental rights and the vital importance of achieving gender equality within the home and community. To ensure the quality and sustainability of this outreach, staff members received dedicated training to effectively conduct these programs.



Ms. Jegathambal leads a session in Gangavalli Block as part of the comprehensive Life Skills Education Programme



A group of men in Nangavalli Block participate in a sensitization session designed to cultivate a gender sensible and supportive environment within their families and communities.

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During the reporting period, these beneficial programmes successfully engaged 320 women across 33 self-help groups, representing a significant achievement in community-level awareness and empowerment.

### **Gender Sensitization to the Men**

The project holds a strong conviction that meaningful gender equity requires the active participation and sensitization of men, who often uphold restrictive gender roles and societal norms that deprive women of their rights at all stages of life. The core objective of this initiative is to shift male perspectives by exposing the socio-cultural norms against women as purely man-made constructs, thereby encouraging a more equitable outlook.

To achieve this challenging goal, the staff team, consisting of the counsellor and outreach worker, conducts direct engagement and facilitates focused meetings for men within the villages. These interactions are strategically designed to raise awareness on core gender issues. This vital program successfully organized and delivered sensitization meetings in the reporting period, with a robust attendance of 259 men actively participating in the sessions.

### **International Day for the Elimination of Violence against Women – 25<sup>th</sup> November 2024**

The project executed a comprehensive, high-impact campaign to commemorate the International Day for the Elimination of Violence against Women (observed from November 25th to December 10th, 2024). This strategic 16-day campaign was mobilized across 29 villages to raise critical awareness and mobilize communities against two pressing issues: domestic violence and child marriage. The extensive list of participating villages included: Ramanadhapuram, Periyasorakai, Kannantheri, Vellalagundam, Soorapalli, Naduvalur, Mettupatti, Veerakkal, Thoramangalam, Ahanaiyampatti, Sundamettur, Minnampalli, A. Pudhur, Chelliyampalayam, Katampatti, 74-Krishnapuram, Kanagagiri, Pallapatti Katukottai, Karikapatti, Mettupatti Pudhur, Kapparathampatti, Othiyathur, Koodamalai, Ahavadathur, Thappakuttai, Jalakandapuram, Kullampatti, Sanarapatti, and Kondaiyampalli.



Highlighting the 16-day campaign across 29 villages, this procession raises critical awareness about domestic violence and child marriage. The campaign serves as a crucial step toward community mobilization for ending gender-based violence.

The staff team actively engaged with thousands of community members, utilizing awareness-raising activities to underscore the severity of these forms of violence. A key component of the campaign was facilitating oath-taking ceremonies, where residents publicly pledged their commitment to ending domestic violence and eradicating child marriage.

## World Environment Day 2024

On June 5th, 2024, the project successfully organized the observance of World Environment Day in Soorapalli village within the Nangavalli block. This initiative directly promoted environmental stewardship and conservation at the household level. The event's highlight was the distribution of 100 fruit saplings - specifically pomegranate, gooseberry, and orange - to women participants, encouraging them to plant and nurture the trees in their homes. This effort was significantly bolstered by the participation of local leadership, with Mr. Mariappan, President of the Soorapalli Village Panchayat, graciously distributing the saplings to the women.



In observance of World Environment Day (June 5, 2024) in Soorapalli village, women participants received 100 fruit saplings—including pomegranate, gooseberry, and orange. This initiative encourages these women to take ownership of environmental stewardship and conservation by planting and nurturing the trees in their homes.

## International Working Women's Day – March 8<sup>th</sup> 2025

The project successfully organised International Women's Day (March 8, 2025), organizing a significant event at Periyasorakai, Nangavalli. The celebration underscored the project's dedication to gender equity and featured strong representation from key partners and leadership.

The event was honoured by the presence of prominent figures, including Ms. Kalavathi, Regional Operations Manager of the Tamil Nadu State Rural Livelihoods Organization, and Ms. Kulandhiammal, PLF. Ms. Subha, Project Manager for PDI, addressed the audience, speaking on the importance of Women's Day and highlighting the project's impact and achievements. The celebration culminated in a strong display of collective commitment, as all attendees participated in reciting the International Women's Day pledge.



The oath-taking ceremony organized in Nangavalli Block to commemorate World Women's Day 2025 (March 8th), symbolizing a deep-seated community commitment to gender equity and women's empowerment

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## **Staff Training**

To ensure the expertise of the field team, a focused, two-day staff training program was strategically conducted at the Project Office on April 11th and 12th, 2024. This essential professional development aimed to deepen the team's understanding of complex gender dynamics and societal roles, thus enhancing their effectiveness in community interventions. The comprehensive curriculum provided a solid theoretical foundation, covering the process of Social Gender Participation in terms of both its formation and structuring within society. The training further explored critical themes related to socialization and consequence. Sessions addressed the transmission of gender in childhood, analysed gender roles as two sets of rules, and discussed the consequences of gender on individual lives and community structures. Practical application was integrated through an activity titled "Different genders, Different times" to help staff contextualize these concepts. Finally, key issue advocacy was covered through discussions on Women and labour and Violence against women, empowering the team with the mandate "We are the alternative."

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## **Skill Advancement Centre for Women, Karaikal Annual Report – April 2024 - March 25**

PDI (People’s Development Initiatives) has been a vital driving force for community development in Karaikal since December 2005, initiating various programs to address the region’s needs.

### **Post-Tsunami Rehabilitation and Skill Building**

Following the devastating 2005 tsunami, PDI immediately implemented a comprehensive rehabilitation program across thirteen villages, supported by Implicadas, Vigo, Spain. To create sustainable empowerment, PDI established Skill Training Centers in all thirteen villages, focusing on vocational training for women. Six-month sewing programs were offered in each village, specifically catering to the needs of illiterate young girls and women. A total of 177 women participated in these initial sewing classes, with 62 of them successfully launching their own home-based sewing businesses using machines acquired through the Income Generation Program.

### **The Skill Advancement Centre for Women**

PDI’s work is currently anchored by the Skill Advancement Centre for Women in Karaikal, which provides essential skills and economic opportunities. This vital centre has received consistent support from various corporate partners, including ONGC, Cauvery Asset, Karaikal, GH Induction India Pvt. Limited, IVTL Infoview Technologies Pvt Ltd, Vaken Technologies Pvt Ltd, and NOVA (Northern Virginia Thiruppugazh Group).

Specifically, the centre’s operations from April 2024 to March 2025 were generously funded by donations received through the Benevity Causes Portal. This stable support has been instrumental in allowing the centre to continue its valuable training and contribute significantly to the overall economic development of the community.

### **Training Highlights (2024-2025)**

During the reporting period, 50 women attended the sewing training program in two separate batches. The first batch of twenty-five women received training from January to June 2024, and the second batch of twenty-five women was trained from July to December 2024.

The First Batch Certificate Distribution was held on June 24, 2024. The Chief Guests included Mr. R. Venkateshwaran, Assistant Director (Programme) of 100.3 Aakashvani, Ms. Valarmathi, Headmistress of the Government Primary School, and Mr. Ravishankar, Women Protection Officer, Department of Women and Child Development, Karaikal.



The Certificate Distribution Ceremony for the first graduating batch was held on June 24, 2024. Chief Guests included Mr. R. Venkateshwaran, Assistant Director, (100.3) Aakashvani, Karaikal, and Ms. Valarmathi (Headmistress, GPS). They are pictured here alongside Dr. Ila.Ambalavanan (Director, PDI), Ms. Jaibaby, Ms. Lourdu Mary, and Ms. Mohanapriya (PDI Staff), celebrating the success of the initiative.

The Second Batch Certificate Distribution was held on January 9, 2025. Dr. Kannagi, MD, DNB, (O&G), Medical Superintendent, Government Hospital, Karaikal, and Mr. Ravishankar presided over the program, distributing certificates to the women who successfully completed their courses.



Celebrating the graduation of the second batch. Dr. Kannagi (Medical Superintendent, Govt. Hospital, Karaikal) and Mr. Ravishankar (Women Protection Officer, Karaikal) presented the certificates, affirming the programme's importance. She is pictured with PDI Director Dr. Ila. Ambalavanan and staff members Ms. Lourdu Mary and Ms. Mohanapriya.

## Self-Help Group Progress

The focus on economic empowerment extends to microfinance. During this period, one new Self-Help Group (SHG) was formed in Vettaikararn Street, Tsunami, and Kasakudi. PDI now manages a total of thirty functioning Self-Help Groups. Furthermore, thirteen women were supported with loan amounts through the Mother Theresa Women Federation for their personal needs and have maintained a strong record of regular loan repayment. The current balance in the federation stands at Rs. 1,12,439/-.

**PEOPLE'S DEVELOPMENT INITIATIVES [PDI]**  
**RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31.03.2025**

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
<b>Opening Balance:</b>		Women Empowerment Programme	696164.28
<b>Cash :</b>	0	Female Infanticide Prevention Prg	875550.00
<b>Bank :</b>	7067.88	Skill Advancement Centre for Women	56496.00
<b>Grant Received from Institutional Donors:</b>		Targeted Intervention, Salem	2834372.86
Implicadas, Spain – WEP II	704540.00	Targeted Intervention, Tiruchy	3059003.00
Benevity.INC, Canada	56496.00	Targeted Intervention, Thanjavur	2751212.26
Implicadas, Spain – FIPP	875550.00	General Programme Expenses	279822.00
Advance Repaid	68000.00	Skill Advancement Centre for Women	7400.00
Donations	281050.00	Advance to Staff	17500.00
Ms. Deborah Mercylin	26000.00	Bank Charges	1618.14
TANSACS, Chennai – TI, Tiruchy	3401566.00	Advance Repaid to Project Director	218273.00
TANSACS, Chennai – TI, Thanjavur	3365288.00	TDS	150.00
TANSACS, Chennai – TI, Salem	3166763.00	CAPCO IGP Expenses	392550.00
Capco Technologies Pvt Ltd.,	392550.00	Deepavali celebration for PLHIV Children	26000.00
Bank Interest	1150.00	SACW Karaikal Expenses	35600.00
		<b>Cash :</b>	
		<b>Bank :</b>	1094309.34
<b>TOTAL</b>	<b>12346020.88</b>		<b>12346020.88</b>

**PEOPLE'S DEVELOPMENT INITIATIVES [PDI] INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2025**

<b>EXPENDITURE</b>	<b>AMOUNT</b>	<b>INCOME</b>	<b>AMOUNT</b>
Women Empowerment Programme	696164.28	Implicadas, Spain – WEP II	704540.00
Female Infanticide Prevention Prg	875550.00	Benevity.INC, Canada	56496.00
Skill Advancement Centre for Women	56496.00	Implicadas, Spain – FIPP	875550.00
Targeted Intervention, Salem	2834372.86	Donations	281050.00
Targeted Intervention, Tiruchy	3059003.00	Ms. Deborah Mercylin	26000.00
Targeted Intervention, Thanjavur	2751212.26	TANSACS, Chennai – TI, Tiruchy	3401566.00
Slum Welfare Expenses	51058.42	TANSACS, Chennai – TI, Thanjavur	3365288.00
General Programme Expenses	279822.00	TANSACS, Chennai – TI, Salem	3166763.00
Skill Advancement Centre for Women	7400.00	Capco Technologies Pvt. Ltd.,	392550.00
CAPCO IGP Expenses	392550.00		
TDS	150.00		
Bank Charges	1618.14		
Depreciation	15219.00		
Excess of Income Over Expenditure	1249187.04		
	<b>1226983.00</b>		<b>1226983.00</b>

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**PEOPLE'S DEVELOPMENT INITIATIVES**  
**FIXED ASSETS AS ON 31.03.2025**

SNO	ASSETS	WDV AS ON 1.4.2024	DEPRECIATION	WDV AS ON 31.03.2025
<b>FOREIGN CONTRIBUTION</b>				
1	Machines	2847.45	427.00	2420.45
2	Furniture	46134.00	4613.00	41521.00
3	Computer	5136.00	2054.00	3082.00
4	Equipments	16219.00	2433.00	13786.00
<b>GENERAL CONTRIBUTION</b>				
5	Furniture	28223.22	2822.00	25401.22
6	Equipments	4819.00	723.00	4096.00
7	Electrical Fittings	394.00	59.00	335.00
8	Plant & Machinery	13398.00	2010.00	11388.00
9	Vehicle	519.00	78.00	441.00
	<b>TOTAL</b>	<b>117689.67</b>	<b>15219.00</b>	<b>102470.67</b>

Chartered Accountant  
**Mr. Roy John Thomas**

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## **ACKNOWLEDGMENTS**

We take this opportunity to thank our donor partners IMPLICADAS, TANSACS, Benevity. INC/ UK online Giving Foundation and Nasscom Foundation, for their technical and financial assistance to PDI. We also thank our Individual Donors - Advocate Ms. Sudha Iyengar, Ms.Elizabeth, National Law University, Tiruchirappalli, Mr. Rangunath Chandran, Mr. Sivakumar, Ms. Sindhuja Thiyagarajan and Ms. Deborah Mercylin for their Contributions. 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.

# Empowering Journeys: Glimpses of 2024-2025





On December 2, 2024, the Salem District AIDS Prevention and Control Unit (DAPCU) observed World AIDS Day. Dr. Devi Meenal, Dean of the Government Mohan Kumaramangalam Hospital, presented People's Development Initiatives (PDI) with an award and certificate of appreciation for PDI's excellent work in Salem District. Ms. Suba, Project Manager is seen receiving the recognition from the dignitaries.



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