PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

















ANNUAL REPORT 2025 - 2026





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Honourable Minister for Medical and Family Welfare, **Thiru. Ma. Subramanian,** presenting the State-Level Award (Second Place) to Dr. I. Ambalavanan, Director of PDI, and Ms. K. Subha, Project Manager, PDI, Salem, in the distinguished presence of Ms. R. Seethalakshmi, I.A.S., Project Director, TANSACS



Mr L. Vincent Chandar, President of PDI, delivering the inaugural address at the World AIDS Day programme organized by the Department of Sociology and Social Work, Periyar University, Salem.



Dr. S. Suba, Professor, Department of Women's Studies, Bharathidasan University, addressing the audience on the International Day for the Elimination of Violence against Women in Tiruchirappalli

PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

ANNUAL REPORT

2025 - 2026

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SOCIETY REGISTRATION NO & YEAR: 133/1998

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

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

State Bank of India,
Koothur Branch,
Tiruchy.

State Bank of India,
Srirengapalayam Branch,
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State Bank of India,
Main Branch, Hospital Road,
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AUDITOR

Mr. Roy John Thomas
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Donations to PDI are exempted U/s 80 G (5) (vi) of the Income Tax Vide CITNotifications C.No.6162 (E) 81/cit – 2007 – 2008/Try.Dt.02.08.2008
FCRA Number : **076040339** Valid till **30.09.2028**
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EXECUTIVE COMMITTEE MEMBERS
(As of March 2026)

S.NO	Name	Designation
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

ABBREVIATIONS

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

PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

THE MISSION:

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

THE VISION:

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

MAIN OBJECTIVES:

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

Dear Readers, Partners, and Well-Wishers,

We are delighted to present our Annual Activities and Financial Report for the period of April 2025 to March 2026. This document reflects our steadfast commitment to transparency, offering a comprehensive overview of the progress, outcomes, and impact achieved across all our projects over the past year.

Our work in empowering marginalized communities is made possible through strong partnerships and shared vision. We extend our sincere gratitude to our donor partners for their unwavering support and trust in our mission. We are equally grateful to our Executive Committee for their strategic guidance, governance, and constant mentorship, which keep us aligned with our core goals.

A special note of appreciation goes to our dedicated staff and field teams, whose resilience, hard work, and passion turn our mission into impactful reality every day. Most importantly, we honour the community members and local leaders who actively partner with us in planning and execution; their participation ensures our programs remain meaningful and sustainable.

Your insights and feedback remain vital to our continuous growth and effectiveness. We invite you to read through this report, reflect on these shared achievements, and join us in advancing our collective purpose.

Warm regards,

DR. I. AMBALAVANAN

Chief Functionary,

People's Development Initiatives (PDI)

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SUPPORT PROGRAMME FOR SANITATION WORKERS AND OTHER VULNERABLE POPULATION

MAY 2025 TO MARCH 2026

Project Initiation, Team Recruitment, and Community Mobilization

In January 2025, People's Development Initiatives (PDI) submitted a strategic proposal to the Azim Premji Foundation. Following a thorough evaluation process - which included on-site assessments by the Foundation's Technical and Finance teams in March, the project received formal approval, and operations officially commenced in May 2025. To ensure high-impact implementation, PDI conducted a targeted recruitment drive through professional networks and digital platforms. An expert selection panel convened on April 24, 2025, featuring key leadership and external stakeholders, including Ms. Pushpalatha (District Supervisor, DAPCU, Tiruchirappalli) and Ms. Seethalakshmi (Educationist and Executive Committee Member, PDI).

With the project team on-boarded, field operations launched across the target slums on May 2, 2025. As a foundational step, the team facilitated participatory social mapping exercises involving local residents, successfully completing maps for all fifteen target slums Following this, a comprehensive household survey was carried out from June to October 2025 to map community demographics and establish the baseline target population, detailed in the report.

Target Beneficiaries

The project serves a total of 2,589 individuals, focusing on sanitation workers, vulnerable labour populations, and their families. The demographic breakdown across the 15 target areas is detailed in the tables below.

Table: 1. Sanitation Workers Population in the Target Slums

S.No	Name of the Area	Male	Female	TG	Total
1.	Ambedkar Nagar	4	17	0	21
2.	Dharanallur	47	161	0	208
3.	Dharmanathapuram	0	16	0	16
4.	Drainage Road	1	5	0	6
5.	Jailpettai	2	35	0	37
6.	Kajapettai	9	52	0	61

7.	Nehru Nagar	7	16	0	23
8.	Padhuvai Nagar	39	40	0	79
9.	R.S.Road	5	20	0	25
10.	Rajiv Gandhi Nagar	3	15	0	18
11.	Ramamoorthy Nagar	1	29	0	30
12.	Sathiyamoorthy Nagar	80	104	3	187
13.	Sengulam Colony 1	90	96	0	186
14.	Sengulam Colony 2	46	46	0	92
15.	Stalin Nagar	6	13	0	19
	Total	**340**	**665**	**3**	**1008**

Table: 2, Vulnerable Workers Population in the Target Slums

S.No	Name of the Area	Male	Female	TG	Total
1.	Ambedkar Nagar	46	31	0	71
2.	Dharanallur	455	58	0	513
3.	Dharmanathapuram	103	7	0	110
4.	Drainage Road	35	8	1	44
5.	Jailpettai	82	23	0	105
6.	Kajapettai	124	25	1	150
7.	Nehru Nagar	16	2	0	18
8.	Padhuvai Nagar	62	9	0	71
9.	R.S.Road	48	16	0	64
10.	Rajiv Gandhi Nagar	22	0	0	22
11.	Ramamoorthy Nagar	118	32	1	151
12.	Sathiyamoorthy Nagar	103	21	0	124
13.	Sengulam Colony 1	82	7	1	90
14.	Sengulam Colony 2	37	3	1	41
15.	Stalin Nagar	1	0	0	1
	Total	**1334**	**242**	**5**	**1581**

Between July and August 2025, the project team conducted comprehensive Focus Group Discussions across 15 target slums to assess the socio-economic, health, and livelihood conditions of sanitation workers and other vulnerable workers. The study revealed a severe economic divide between permanent staff and other contract workers, compounded by universal indebtedness to high-interest private lenders. Widespread alcoholism among men significantly escalates domestic and financial instability, compelling women to step forward as primary household decision-makers. Despite these economic hardships, families demonstrate remarkable resilience, heavily prioritizing their children's education and securing loans for higher degrees to break multi-generational cycles of forced entry into sanitation work.

Living conditions across these long-settled, multi-generational communities highlight critical structural challenges. While a significant percentage of families own homes built over generations, the vast majority lack legal land titles (Patta), leaving them in precarious housing situations on government-owned land. Furthermore, occupational health risks remain high due to neglected safety gear usage and a lack of social protection benefits for contract labor, with low participation in formal welfare schemes despite widespread possession of basic identification like Aadhaar and Ration cards.

Field Operations

The project is executed by a dedicated multi-disciplinary team comprising a Project Manager, two Programme Coordinators, six Community Development Workers (CDW), a Documentation Officer, and an Accountant. The CDWs serve as the primary community liaison, conducting routine household visits to assess livelihood needs, identify skill training requirements, and assist residents in accessing government welfare schemes. To ensure targeted impact, responsibilities are divided between two specialized Programme Coordinators: one leads government scheme linkages and youth skill training enrolment, while the other oversees community health initiatives, including medical camps, de-addiction programs, and disability welfare services.



Mr M. Kannan,
Programme Manager,
Guiding Monthly Staff review and planning.

Leadership, monitoring, and quality assurance are embedded across all operational levels. The Project Manager conducts regular field visits to offer supportive supervision and keep team activities aligned with project objectives. At the governance level, the Director guides strategic planning, oversees timely execution, engages directly with community stakeholders, and ensures overall program quality. Meanwhile, the Documentation Officer manages data integrity by collecting weekly and monthly field reports, meticulously cross-verifying figures against daily activity records.



Ground-Level Engagement: Dr. I. Ambalavanan, Director, PDI interacting with community members at Nehru Nagar to review ongoing livelihood programmes and gather local feedback

Field Activities - Welfare Schemes

The project team initiates each working day with structured household visits, designed to foster direct interaction and identify the specific needs of community members. These sessions focus on building rapport while documenting vital socio-demographic data, occupational categories, and living conditions.

A primary objective is to assess the utilization of government welfare schemes - such as Prime Minister Life Insurance, Chief Minister Health Insurance, Old Age and Widow Pensions, and essential identification like Aadhaar cards. Our findings indicate that a significant majority of eligible individuals remain unenrolled due to a lack of awareness or the absence of technical assistance to navigate the application process.

Achievement

While project operations commenced in May 2025, the initial four months (May to August) were dedicated to intensive social mapping, Focus Group Discussions (FGD), and a comprehensive household baseline survey. Direct facilitation for government welfare scheme enrolment began in September 2025; consequently, the figures presented reflect a partial reporting period of active implementation.

During the initial baseline survey, the field team focused primarily on identifying basic government identity documentation, such as Ration and national identity cards. However, through sustained rapport building and personalized household engagement in subsequent months, the team uncovered a much broader range of individuals and family welfare needs.

Key highlights from the reporting period include:

- A total of 2,517 individuals were identified with specific social security, healthcare, or livelihood needs.
- The team successfully facilitated scheme applications for 1,686 individuals, achieving a 67% application submission rate against identified needs.
- The team continues to actively follow up on and resolve the 831 pending applications to ensure complete scheme coverage.
- Total Beneficiaries Facilitated: A total of 1,686 individuals received direct assistance with scheme applications, comprising 1,048 members from vulnerable population groups and 638 sanitation workers.
- To date, 1,487 individuals have successfully secured tangible government welfare measures, obtaining essential identity documents (such as ration cards), THADCO development benefits, and various official government certificates.

Welfare of Differently - Abled



A proud recipient sitting on the vehicle provided through the government assistance programme

The project places a high priority on ensuring that differently-abled individuals can access their entitled government benefits and rehabilitation services. Through comprehensive household surveys, the team successfully identified 130 individuals with disabilities (62 male and 68 female) within the project area. To ensure targeted assistance, community development workers conducted individual home visits to assess each person's specific needs. Following these assessments, the team provided end-to-end technical assistance - from documentation to final submission at the District Differently-Abled Rehabilitation Office.

To date, 44 individuals (16 male and 28 female) have received assistance with their formal applications. Of these processed applications, 32 individuals (14 males and 18 females) have already successfully received their required equipment or services.

Community Health

To enhance healthcare access for the target population, the project executes two main initiatives: conducting local health camps and organizing de-addiction camps for alcohol and drug abuse, which include a structured follow-up and referral system. Both initiatives operate through strategic partnerships with private hospitals and a non-governmental de-addiction centre.



Promoting Healthcare Accessibility : The Skin Camp in progress at Dharanallur, providing specialized dermatological consultations and free care to local community members

In collaboration with key institutions - including Eye Foundation, Joseph Eye Hospital, Kaveri Medical Centre, SRM Medical College and Research Hospital, Harshamithra Cancer Hospital, and Dermiiz Skin and Hair Clinic in Tiruchirappalli - the project organized a total of seven specialized medical camps during this period. These included three general health camps, two eye-care camps, one cancer screening camp, and one dermatology screening camp, together serving a total of 652 individuals.

Across all camps, the project reached a total of 598 adults (132 males and 466 females) and 54 children (13 males and 41 females), bringing overall community participation to 145 males and 507 females beneficiaries.

A vital strength of these camps was the integrated referral and follow-up system, which ensured continuous, long-term care for high-risk individuals. Following the Eye Camps, forty-one participants (19 males and 22 females) were referred for cataract surgery, with three women having already completed their procedures. Similarly, the Cancer Screening Camp resulted in twenty-three women being referred for advanced diagnostic evaluations, with one female already receiving follow-up treatment. By directly connecting initial screenings to life-saving medical interventions, this structured pathway continues to bridge critical healthcare gaps for the community's most vulnerable members.

De-addiction Camps against alcohol and substance abuse



Anti-Alcohol Awareness and De-Addiction Motivation Programme at Satyamoorthy Nagar

To enhance community engagement, community development workers and volunteers organized evening de-addiction camps across target areas. Over the course of twelve months, 22 camps were conducted across fifteen locations in partnership with the Kajamalai Ladies Association, an NGO supported by the Central Social Welfare Board. During these two-hour sessions, the De-addiction Center Coordinator educated community members on the dangers of substance abuse and outlined available treatment options. Programme Coordinators and Community Development Workers from PDI facilitated outreach, mobilization, and follow-up efforts to support individuals seeking admission to the treatment facility.

Following each awareness meeting, project staff conducted targeted counseling sessions with the spouses and mothers of individuals struggling with alcoholism, explaining the treatment timeline and associated costs. These sessions successfully reached 738 community members (236 males and 501 females) across the 22 events, with significantly higher attendance among women, who directly face the hardships associated with addiction in their families. Through these efforts, the project identified 24 severely affected individuals; following focused counselling for the participants and their families, six individuals successfully completed treatment and achieved recovery.

Skill Training Programmes for the Youth and Women

To tackle unemployment and underemployment among youth and women, the project delivers targeted vocational training interventions. Community development workers first identify candidates in need through door-to-door household surveys. The project coordinator

then conducts personalized motivational counseling and briefs selected candidates on available skill development paths. To offer a wide range of opportunities, the project maintains strong partnerships with 23 specialized vocational training institutes, referring unskilled individuals to programs aligned with their career goals.



Skill Building in Action: Participants engaged in practical training at the Sewing Training Centre

During this reporting period, 233 individuals were referred for vocational training. The program achieved significant success in fostering economic independence, enabling 71 women to transition into self-employment in tailoring and Aari embroidery. This group comprises 48 former homemakers and 20 women who upgraded from basic domestic stitching to professional tailoring. These new entrepreneurs now generate steady daily incomes between Rs.150 and Rs.200, with high performers securing commercial showroom contracts for children's wear that yield up to Rs.300 per day. Furthermore, seven women established home-based Aari work units, successfully transitioning from unpaid domestic roles to active income generation.

In addition to self-employment, two graduates secured full-time private sector positions - one at a photo studio and another as billing staff in a departmental store - after completing Desktop Publishing courses. Another 22 graduates are actively seeking employment, with 19 of them applying for free sewing machines through the District Social Welfare Board. Out of the 82 trainees who were actively pursuing coursework, 52 recently completed their training at the PDI tailoring centre, leaving 30 participants currently in progress. Across the 195 individuals who have either completed or are currently undergoing training, 37 self-funded their program fees. Finally, through the advocacy of the staff team, 10 women who completed tailoring training in the Dharmanathapuram settlement received free tailoring machines from the local Member of Legislative Assembly.

Gender Sensitization Meeting

Organizing gender sensitization meetings among girls and women serves as a key project initiative designed to raise awareness on gender equality and identify victims of gender-based violence. Community development workers coordinate these activities by gathering girls and women in accessible community spaces, where the project coordinator facilitates the sessions. To build internal capacity, a specialized training on gender issues was held for

the staff team on the 13th and 15th, led by Dr. S. Suba, Professor in the Department of Women's Studies, Bharathidasan University, alongside Research Scholar Ms. Jeyanthi. Their sessions covered foundational gender concepts, the Domestic Violence Act, legal rights such as women's property inheritance laws, and available support mechanisms. Following this training, the coordinator actively began facilitating community-level sessions.



Gender Sensitization Meeting at Ambedkar Nagar, empowering community members with knowledge on social equality

Gender sensitization meetings were conducted with girls and women to promote gender equality awareness and identify individuals requiring support for gender-based violence. To ensure a safe and open space for dialogue, community development workers mobilized small groups of approximately 10 to 15 participants per session.

The sessions comprehensively addressed key topics, including the distinction between biological sex and socially constructed gender roles, the development of gender expectations during childhood, and the importance of equal opportunities in education and employment. Furthermore, discussions focused on encouraging the shared distribution of domestic responsibilities, preventing domestic and sexual violence, and educating participants on personal boundaries, body autonomy, and "Good Touch and Bad Touch" awareness for children, while providing direct guidance on accessible support resources and emergency helplines.

During the reporting period, the programme successfully organized 75 awareness sessions across 15 habitations, engaging 848 women and girls alongside 29 boys who voluntarily participated, signalling a promising rise in community interest around gender equity. Beyond group sessions, the programme provided targeted, intensive individual counseling to six women facing severe domestic crises, including referring one survivor seeking legal separation to the District Legal Aid Cell, where formal proceedings are now underway.

These counseling sessions surfaced pervasive systemic challenges, including financial abandonment, dowry harassment, infidelity, and extreme spousal control - such as prohibiting women from securing paid employment or contacting their birth families. Compounded by routine violence fuelled by suspicion and jealousy, these findings reinforce the vital need for sustained intervention and legal support.

Youth for Sanitation



Youth for Sanitation members undertaking a neighbourhood clean-up drive at Dharmanathapuram

The Youth for Sanitation Club functions as a dedicated community platform for young people aged 15-35 residing in sanitation-worker and vulnerable-worker settlements. Operating entirely on a volunteer basis, members actively drive initiatives focused on neighbourhood development, public health, sanitation, and social welfare access.

The club operates across 15 target habitations, comprising a total membership of 342 youth, including 223 female and 119 male members. Groups typically consist of 20 to 25 members who convene twice a month to coordinate local activities. To foster shared responsibility and sustained engagement, the platform follows a collaborative leadership model where office bearers rotate every two years.

The club operates on a service-oriented, apolitical framework that guarantees equal participation across genders while remaining completely free of caste or religious barriers. Its core activities center on peer-led sanitation and hygiene promotion, alongside providing practical assistance to local families navigating welfare applications. Additionally, members regularly support community health camps, assist in facilitating neighbourhood meetings, and motivate sanitation workers to consistently adopt essential workplace safety measures.

To foster unity and collective ownership, the 'Sugathara Pongal' initiative encouraged residents to pool small contributions to prepare and share traditional Pongal together. Held on 13-14 January 2026 across five habitations, the event successfully mobilized 95 participants, strengthening community bonds and civic participation.

Women members of the Youth for Sanitation (YS) Clubs spearheaded International Women's Day events in Satyamurthy Nagar and Dharanallur on 12 and 18 March 2026. Engaging 40 local women, the celebrations featured prize distributions and participation gifts to recognize community contributions and motivate ongoing involvement in club activities.

Demonstrating proactive leadership, seven female volunteers in Dharmanathapuram took immediate action on 7 February 2026 to resolve a pressing public health hazard. The team drained stagnant sewage water surrounding a primary drinking-water pipeline, thoroughly sanitized the area with bleaching powder, and coordinated arrangements to restore safe water access for the neighbourhood.

FEMALE FOETICIDE PREVENTION PROGRAMME (FFPP) - SALEM

APRIL 2025 TO MARCH 2026

Background of the Project

Since September 2007, People's Development Initiatives (PDI), in collaboration with Implicadas, has been working to combat female infanticide and foeticide in Salem District. The initiative initially focused on four prioritized blocks - Tharamangalam, Omalur, Konganapuram, and Edapadi - with the dual objectives of eliminating the practice and fostering gender sensitivity among parents.

The project team, comprising four field staff and two counsellors, concentrated on community sensitization, ante-natal counselling, and skill development for women. These interventions sought to challenge entrenched social norms and empower families to value the girl child. By 2017, the project concluded its activities in the initial blocks, having laid a strong foundation for attitudinal change.



Dr. I. Ambalavanan, Director, PDI, engaging with a community member during a field visit to evaluate service delivery and ground-level outreach.

Recognizing the persistence of female foeticide in neighbouring areas, PDI and Implicadas extended their intervention to four additional blocks - Athur, Vazhapadi, Kadaiyampatti, and Kolathur - between 2018 and 2023. This expansion reflected the organizations' commitment to sustaining momentum and addressing emerging pockets of vulnerability.

In early 2024, the project further broadened its scope to include Nangavalli, Mahudanchavadi, Aiyothiyapattinam, and Gangavalli. Prior to initiating activities, the project staff undertook comprehensive assessments, engaging with government officials, administrative departments, community leaders, and frontline workers. These consultations helped identify the most pressing needs and informed the design of context-specific intervention strategies, ensuring that the programme remained responsive and impactful.

Sex Ratios:

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

Collecting the List of Ante-Natal Mothers

The project tracks antenatal mothers across four designated blocks, maintaining a centralized database to facilitate structured follow-ups. Counsellors and outreach workers conduct regular home visits throughout each pregnancy up until delivery. For families who give birth to a female child, support and health monitoring continue for 18 months postpartum.



Personalized outreach in action-field staff guides an antenatal mother through project introduction and follow-up enrolment

During this reporting period

- 2,259 total antenatal mothers were enrolled and placed under active follow-up.
- 547 of these mothers were identified as "at-risk" due to having one or more existing daughters, receiving prioritized home-based counselling.
- Older blocks continue to receive follow-up monitoring through our network of community volunteers.

Inter Personal Communication

Field workers actively engaged with antenatal mothers to emphasize the critical role of comprehensive medical care during pregnancy. Interactive education sessions focused on key areas, including maternal nutrition, proper hygiene practices, and gender equality - with a dedicated emphasis on preventing female foeticide. During the reporting period ending March 2026, field workers successfully conducted 2,699 interaction sessions.



Interactive sessions focused on essential maternal health, proper hygiene practices, and advancing gender equality-standing strong together to protect every girl's future

Counseling Services to the Women at Risk

During targeted field visits and interpersonal communication (IPC) sessions, field staff proactively screen and identify pregnant women experiencing physical health issues, emotional distress, or social vulnerabilities - specifically focusing on "mothers at risk," defined as expectant women who already have one or more daughters and may face gender-based or social pressures - facilitating direct and timely referrals to specialized counselling services.



Guiding expectant mothers toward a safe delivery: Ms. Rekha, Counsellor, providing personalized advice on ante-natal care, proper nutrition, and essential maternal

The counselling programme delivers comprehensive, structured guidance tailored to both expectant mothers and their spouses. Counsellors address critical areas including psychosocial support, gender sensitivity, and equal value for the girl child, maternal nutrition, and joint decision-making for safe institutional delivery. Emphasizing couples-based counselling ensures active spousal involvement, alleviating family pressures, fostering emotional well-being, and creating a supportive home environment during the ante-natal period.

A central priority of the intervention is providing intensified, empathetic counselling to these identified mothers at risk to safeguard their mental and physical health, build resilience, and ensure positive health outcomes. Reflecting this dedicated focus, counsellors successfully provided initial comprehensive assessments and individual care plans to 419 newly identified mothers at risk. Furthermore, 432 follow-up counselling sessions were conducted to offer continuous guidance, monitor family dynamics, and reinforce sustained emotional and social support throughout the gestational cycle.

Sensitization of General Population through Street plays:

To enhance community outreach and awareness, the project established a dedicated local Street Play Troupe to deliver impactful, culturally resonant folk theatre across target communities. The troupe performed interactive street plays addressing crucial social themes, including gender equality, the empowerment of women through education, and the prevention of female infanticide. These performances effectively engaged and sensitized the broader public, challenging entrenched social norms and fostering community-level dialogue on gender-based issues. During the reporting period, the troupe conducted street plays across 8 target villages, successfully reaching and sensitizing an estimated 347 community members with these vital social messages.

Self Help Groups for Women



"Empowering women through collective action: Members actively participating in an ongoing Self-Help Group meeting to discuss savings, community initiatives, and economic independence

To strengthen economic self-reliance and build collective resilience among vulnerable households, the project prioritized mothers with girl children during community mobilization, successfully organizing 870 women into 71 dedicated Self-Help Groups (SHGs).

By centering membership on mothers raising daughters, these groups serve as both micro-finance networks and safe community platforms to promote gender equity, financial independence, and mutual social support. Through regular savings discipline, the members have accumulated a total group capital of Rs.14, 85,200, which enhances their financial security and reduces socio-economic vulnerabilities. During the current reporting period, no new SHGs were formed, as project efforts focused primarily on consolidating, mentoring, and strengthening the operational sustainability of the existing 71 groups.

Family Dialogue

Many mothers-at-risk face severe emotional isolation and socio-domestic pressures within their households, often stemming from a lack of empathetic family support. To directly address these underlying dynamics, the project facilitated structured Family Dialogue Sessions, bringing together expectant mothers, husbands, and key household decision-makers to foster open communication, relieve intra-familial tensions, and establish a supportive domestic environment.



Ms. Oviyapriya, Counsellor, facilitating a family dialogue session to encourage open communication, mutual support, and healthy relationships

These mediation sessions systematically focused on several critical challenges, including de-escalating pressure from husbands and mothers-in-law regarding the preference for male children while promoting the equal value of daughters. Counsellors worked with families to overcome restrictive barriers to voluntary family planning, highlight the severe physical toll that frequent, closely spaced pregnancies inflict on maternal health, and encourage husbands to embrace shared paternal responsibility in caregiving and reproductive choices.

During the reporting period, the project successfully conducted family dialogue sessions across 97 households. By directly engaging key influencers within the home, these sessions mediated deep-seated conflicts, strengthened domestic support networks, and delivered crucial guidance and psychosocial support to women experiencing distress.

Family Planning

Following counseling sessions and family dialogues, mothers at risk were motivated to adopt family planning methods. During the reporting period, 115 family planning procedures were completed. During the reporting period, family planning methods were adopted by 115 mothers at risk, including 102 mothers with sons and 13 mothers with daughters. By directly engaging key influencers within the household, these sessions also helped eligible mothers - specifically those with two daughters undergoing sterilization - apply for government welfare schemes. Families with planned children can better distribute resources toward healthcare, nutrition, and education equally regardless of gender, while empowering individuals with reproductive knowledge ensures equal participation of both partners in family decisions.

Women Support Centre

In June 2009, the Women Support Centre was established to provide dedicated assistance to women in crisis. The Centre brought together an advocate, a feminist journalist, and the Project Leader of the Female Infanticide Prevention Programme. The advocate conducted village-level legal education sessions, focusing on the Domestic Violence Act-2005, women's property inheritance rights, and broader gender justice issues. Through its integrated approach, the Centre offered comprehensive legal guidance and counselling to victims, addressing diverse concerns such as domestic violence by spouses, land disputes, and access to government welfare measures. It also supported women in applying for educational loans, thereby strengthening their pathways to empowerment and resilience.

Gender Clubs - SAMAM

The project established 39 "SAMAM" (meaning "Equal") Gender Clubs for adolescents aged 13-20 across the target blocks. Following comprehensive life-skills training, these club members serve as local volunteers dedicated to raising awareness on gender issues and fostering gender-sensitized citizens. Currently, the project leverages these youth groups to help prevent female infanticide in the assigned blocks.



Strong girls, brighter futures:
Gender Clubs in action

Life Skill Education to the Adolescents and Youths

The project implemented a comprehensive Life Skills Education programme for 364 adolescents and youth (205 boys and 159 girls) aged 13 to 20 across four target blocks. Delivered by trained staff over two four-hour evening sessions, the programme integrated gender-focused discussions to sensitize participants to key gender issues while building ten core competencies:



Beyond the classroom: equipping young minds with the essential skills to navigate life with confidence

- Self-Awareness & Empathy
- Critical & Creative Thinking
- Decision-Making & Problem-Solving
- Effective Communication & Interpersonal Relationships
- Stress & Emotion Management

Activities - April 2025 to March 2026

Sl.No	Activities	April 2025 to March 2026
1	Enrolled Antenatal Mothers	2259
1(a)	At Risk Mothers	547
2	(1to1) Gender Issues	859
3	(1to1) Nutrition	1232
4	(1to1) Vaccination	608
5	(1to1) Postnatal Mother	1032
6	Referral to Treatment	177
7	Counseling	419 - New 432 - Follow up
8	Gender Sensitization (SHG)	50 SHG / 350 women
9	Family Dialogue	97
10	SHG A/C opened	Nil
11	Life Skill Education	41 Groups / 364 Adolescents (205 boys and 159 girls)
12	Street Play	8 Villages / 347 Participants
13	Gender Club	39 Groups were formed / 321 Adolescents (156 boys and 165 girls)
14	Gender Sensitization to the Men	38 Groups / 256 Men
15	Family Planning	115 (102 boys and 13 girls)

Gender Sensitization to the Women in SHGs

The project conducted village-level gender sensitization sessions for Self-Help Group (SHG) members, including groups managed by other NGOs. Facilitated by trained counsellors, these programmes educated women on their fundamental rights and the importance of gender equality. During the reporting period, 350 women across 50 SHGs actively participated in the sensitization meetings.

Gender Sensitization to the Men

The project strongly emphasizes engaging men to foster meaningful gender equality. Recognizing that traditional social and cultural norms often restrict women's rights and opportunities, project staff conduct targeted outreach to help men critically evaluate these constructs. Facilitated by outreach workers and counsellors, these sessions raise awareness about gender issues and promote shared responsibility. During the reporting period, 256 men participated in these village-level meetings.



Breaking stereotypes and fostering respect: empowering young men to lead by example

World Environment Day 2025

On June 5, 2025, PDI commemorated World Environment Day by organizing sapling distribution events across two project areas, distributing a total of 200 tree saplings:



Planting seeds of hope and sustainability: sapling distribution in full swing on World Environment Day

- Veerakkal (Nangavalli Block): Presided over by Mrs. Kalavathi, Block Development Manager, where 100 saplings were distributed to over 80 participants, including Self-Help Group (SHG) members, expectant mothers, and local villagers.
- Mettupatti (Ayothyapattinam Block): Presided over by Mr. Vetriselvan, Village Panchayat Assistant, where 100 saplings were distributed to over 70 local community members, pregnant women, and SHG participants.

International Day for the Elimination of Violence against Women - 25th November 2025

From November 25 to December 11, 2025, PDI executed a high-impact 16-Day Campaign for the Elimination of Violence against Women across 29 target villages. The campaign mobilized local communities against domestic violence and child marriage through interactive awareness sessions and public pledge ceremonies, where residents committed to eradicating these practices. Project staff directly engaged thousands of community members throughout the 16-day initiative.



Voices rising, hands joined - ending violence, empowering women

Participating Villages (29): Ayothiyapattinam, Gangavalli, Periyasorakai, Yegapuram, Mettupatti, Surapalli, Ahanaiyampatti, Velagoundampalayam, Vellalagundam, Thappakuttai, Samatiyur, Naduvallur, Kandarkulamanikkam, Karipatti, Veerakkal, Ahaniyampatti Pudhur, Thoramangalam, Minnampalli, Kapparathampatti, Vellappan Kovil, Othiyathur, Kutathupatti, Kannantheri, Nattamangalam, Pasakuttai, Samathuvapuram, Koodamalai, Perumapalayam, and Indiranagar.

International Women's Day - March 8th 2026

To mark International Women's Day, the project organized community celebrations across the Nangavalli and Gangavalli blocks on March 9, 2026. The events brought together local leaders, educators, youth, and community members to promote women's rights, gender equality, and safety through public pledge ceremonies.



United in celebration, committed to equality

- Nangavalli Block (Karikkapatti Lake Area): Presided over by Mr. Gokul, Secretary of Karikkapatti, the gathering focused on eradicating female foeticide and infanticide, preventing child marriage, and eliminating sexual assault. Attending residents took a collective public pledge to protect and uphold the dignity of women and children in their locality.
- Gangavalli Block (Sathyam Educational Institutions): Organized with local educators and youth, key attendees included Mrs. Anbarasi (Teacher, Sathyam Educational Institutions), project staff, and female students. Discussions focused on advancing girl-child education, gender equality, and preventing gender-based violence. The session concluded with participants taking a solemn pledge to advocate for these social reforms.

Gender Sensitization Training to Staff Team

The capacity-building series commenced with a two-day workshop on core gender concepts on February 10-11, facilitated by external expert Ms. Maria Reimondez. The sessions equipped project staff with a foundational gender framework and practical techniques for facilitating community-level sensitization meetings. To apply their learning, the team conducted a live field demonstration in Minnampally village under Ms. Maria's direct observation. Following structured feedback and mentorship, the staff refined their facilitation approach and committed to incorporating her insights into all subsequent community sessions.

Life Skills Orientation

Following the gender capacity - building training, a two-day workshop on Life Skills Orientation and Refresher Training was conducted at the project office on March 27-28. Facilitated by Ms. Subha, the interactive sessions adopted a highly participatory approach. Staff members engaged with core life-skills concepts and demonstrated their application through tailored role-plays for each skill set. This experiential methodology ensured the team deeply internalized the framework, equipping them to effectively mentor community members.

Street Theatre and Community Mobilization

To strengthen community outreach and field mobilization strategies, a specialized street play training workshop was held on May 26-27, 2026. Facilitated by master trainer Mr. Kannan, the sessions introduced project staff to the core dynamics of street performance through practical, live play rehearsals. Participants received real-time coaching on posture, expression, and dialogue delivery. Additionally, Mr. Kannan led dedicated music sessions focused on traditional and topical songs, equipping the team to effectively capture and maintain audience engagement during field campaigns.

TARGETED INTERVENTION (TI) PROGRAMME AMONG FEMALE SEX WORKERS / MSMS / TRANSGENDER / IDUs - SALEM DISTRICT

APRIL 2025 TO MARCH 2026

Background of the Project

Since July 2004, People's Development Initiatives (PDI) has been implementing the Targeted Intervention (TI) Programme among Men who have Sex with Men (MSMs) in Salem District, with the support of the Tamilnadu AIDS Initiative (TAI) and Voluntary Health Services (VHS), Chennai. The programme initially reached approximately 2,000 MSMs, including Transgender persons and Gays.



Dr. I. Ambalavanan, Director, PDI, interacts directly with a community member to assess ground-level service delivery during a field visit.

On 1st July 2012, the project transitioned to the Tamilnadu State AIDS Control Society (TANSACS). Following this transition, TANSACS reallocated the operational areas of three TI projects in Salem during September 2012. PDI was assigned responsibility for four blocks - Ayothyapattinam, Kadaiyampatty, Panamarathupatti, Yercaud, and the Salem Corporation - covering a target population of 509 Female Sex Workers (FSWs), 1,113 MSMs, 226 Transgender persons, and 86 Injecting Drug Users (IDUs).

From its inception, PDI has been at the forefront of combating HIV/AIDS. Initially supported by TAI and VHS, and later expanded under TANSACS, the programme has consistently broadened its scope to address diverse vulnerable populations. Its interventions have focused on FSWs, MSMs, Transgender individuals, and IDUs, delivering outreach services, awareness campaigns, and resource provision. Through these efforts, PDI has successfully reached and supported 1,934 individuals within the target groups, contributing significantly to HIV/AIDS prevention.

The project is managed by a team comprising a Programme Manager, five Outreach Workers, one M&E cum Accountant, and one Counsellor. In addition, 14 trained Peer Educators play a pivotal role in community outreach. They educate peers on STI/HIV/AIDS

prevention, distribute condoms and lubricants, and facilitate referrals to STI clinics. This peer-led approach has strengthened trust, improved service uptake, and enhanced the overall effectiveness of the intervention.

Objective

The objective of the programme is to bring about sustained behaviour change among sex workers, MSMs, IDUs and Transgender by focusing on the prevention of STI and HIV/AIDS through inter-personal communication. It seeks to empower individuals to avoid unsafe sexual practices, while simultaneously enhancing health-seeking behaviour to reduce the burden of STIs within the community. In addition, the programme aims at the reduction of vulnerability-related issues that heighten risk, and places strong emphasis on promoting community collectivization and strengthening, thereby fostering solidarity, resilience, and improved access to health and social support systems.

Behaviour Change Communication

Effective communication plays a pivotal role in driving behaviour change, especially in the adoption of safer sexual practices. By employing personalized one-on-one interactions and group discussions, individuals are better equipped to overcome challenges and establish sustainable routines that support healthier lifestyles. These approaches not only emphasize the importance of safe sexual behaviour but also foster confidence and self-advocacy, enabling individuals to access government benefits and contribute to a more equitable society.



Interpersonal communication session promoting proactive health-seeking behaviour during a field interaction

The project's communication strategies are designed to empower vulnerable population to protect themselves, make informed decisions, and strengthen their overall well-being. Through targeted outreach, the initiative has achieved significant reach, engaging 1,934 individuals till March 2026 and identifying 376 new target populations between April 2025 and March 2026. Notably, the majority of these interactions were facilitated through virtual platforms, underscoring the growing importance of digital tools in extending programme impact and accessibility.

Key activities under behaviour change communication include interpersonal communication through one-to-one and group interactions, peer educator promotion, and counselling on STI/HIV prevention and related issues. Together, these interventions form a comprehensive framework that addresses immediate health concerns while laying the foundation for long-term behavioural transformation and community resilience.



Field-level counseling session in progress to build community trust and health awareness

Peer Educator Reviews and Trainings

Peer educators are the backbone of the project, serving as trusted messengers who bridge the gap between the programme and the community. Their lived experiences and close connections with target populations make them uniquely positioned to inspire behaviour change and promote safer practices. They play a crucial role in disseminating accurate information on STI/HIV prevention, guiding individuals toward healthier choices, and fostering confidence to access services. Regular trainings and review meetings strengthen their skills, ensuring they remain updated and effective in their outreach. Ultimately, peer educators are indispensable to the project's success, driving both individual empowerment and collective resilience.



K. Subha, Project Manager, facilitating a Review and Planning Meeting with Peer Educators to evaluate outcomes and set goals for community outreach

They not only disseminate vital information on disease prevention but also play a practical role in ensuring safer practices by encouraging community members to collect condoms directly from them. Beyond awareness, they accompany peers to treatment centers and regular health check-ups, providing both emotional support and logistical assistance. This hands-on involvement strengthens trust, reduces barriers to accessing services, and fosters a culture of collective responsibility. In essence, peer educators embody the bridge between knowledge and action, making health interventions more accessible, relatable, and sustainable. The outreach staffs also contribute significantly by conducting training sessions and facilitating regular review meetings.

Twenty - four review and planning meetings have been held this year at field level as well as project office level. Ongoing refresher training programmes is essential to ensure that peer educators remain equipped with the latest knowledge and skills to effectively deliver prevention messages.

Demand Generation Activities

- These group meetings serve as valuable platforms for identifying the specific needs and challenges faced by the target population, thereby enabling the project to be tailored to their unique circumstances.
- These meetings are held once a month in the field, with the active involvement of outreach workers and peer educators. Each meeting typically involves 15 to 20 participants from the target population.
- During the reporting period, a total of 96 group meetings has been held, resulting in the participation of 1348 target people.

The following activities were carried out during the reporting year.

S.No	Activity	April 2025 to March 2026	
1	No. of Individual Key Population Contacted through Interpersonal communication	FSW – 509 MSM -1113 TG – 226 IDU – 86	
2	No. of New Identification	376	
3	No. of Sessions	48757	
4	Group Interaction	Meetings – 96 Participants – 1348	
5	Counseling	Preventive	1519
		Other	26
6	Condom Demonstration & Re Demonstration	136	
7	Commodities Distribution	Free Condom – 336340 Social Marketing through Retailers – 5100 Lubes - 36580 Needle / Syringes - 7908	
8	Total Number of ART Registered	105	

STI Care Services

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

The Programme actively encourages the target population to seek these services regularly (every three months) through RMC (Regular Medical Check-up). This approach emphasizes preventative measures and disease management through routine check-ups. This year, the programme successfully served 376 new individuals, and encouragingly, 1908 out of the existing 1934 target population participated in RMC, demonstrating a strong commitment to their health.



Interacting with community members to support and encourage regular visits to the RMC facility

Period	No attended RMC	Percentage
1st Quarter (Apr'25 to Jun'25)	1440 out of 1872	77%
2nd Quarter (Jul'25 to Sep'25)	1754 out of 1864	94%
3rd Quarter (Oct'25 to Dec'25)	1437 out of 1904	75%
4th Quarter (Jan'26 to Mar'26)	1885 out of 1934	97%

Committee Meeting

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

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

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

HIV Testing

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



Bringing healthcare directly to the community. Highlights from our mobile HIV testing and awareness camp at Suramangalam

- During the reporting year, an impressive 95% of the target population-amounting to 1,934 individuals (including 4 identified as HIV-positive)-underwent HIV testing. The remaining 5% of the target population, representing 105 individuals cumulatively, had already been identified as people living with HIV (PLHIV).
- Of those tested, 1637 individuals were tested for HIV twice, demonstrating a strong commitment to regular monitoring. However, 206 individuals only underwent a single HIV test, highlighting the need for continued efforts to encourage consistent testing.
- During the reporting year, 14 individuals were newly diagnosed with HIV and were promptly initiated on antiretroviral therapy (ART) treatment.

Drop-in-Centre (DIC) Meeting

Throughout the reporting year, a total of 36 DIC meetings were held, fostering engagement and participation from 367 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.

Community Event

On March 09, 2026, a Community Event programme was held at N.G.G.O Association Building, Salem. The event featured a distinguished panel of medical professionals, including Mr. Moorthy, ICTC-Counsellor, GMKMCH, Mr. Kamalakannan, LT, GMKMCH, Mrs. Anitha, STD-Counsellor, GMKMCH. The event offered a range of services, including STI/HIV/AIDS and Spouse/Partner testing motivation. A total of 96 individuals from the target population participated and benefited from these valuable services.



Happiness and wellness, shared together.

Health Camps

- A medical camp was held on September 11th, 2025 at SATVT Office, Kuranguchavadi. Mr. Dhamodharan, CPM, DAPCU, Mr. Chandrasekaran, CPO, DAPCU, Dr. Gopi, Agarwal Eye Hospital, Ms. Pooja, President-SATVT, Ms. Vasanthi, President-SWTVT, Mrs. Jayabharathi, ICTC-Counsellor, Dhadhagapatti PHC, Mrs. Devi, LT, Dhadhagapatti PHC, Mobile ICTC Team and PDI, SATVT, SWTVT staffs were Participated. Eye Check-up, BP, Sugar, HIV, RPR and RMC tests were conducted.
- Another medical camp was held on 13.12.2025 at Suramangalam Good shed, Salem. Mr. Subramanian, Counselor, Mobile ICTC, Mrs.Anitha, STD Counselor, Salem participated. Fifty-two individuals from the target population attended. HIV, RPR, and RMC tests were conducted.
- Following 'World AIDS Day 2025' a medical camp was organized on December 4th, 2025 at Old Bus Stand, Salem. Mr. Subramanian, Counsellor, Mobile ICTC and Folk Media team participated. The camp offered HIV/Syphilis tests. 73 HRGs and General public participated.

Advocacy Meetings with Police

On June 2, 2025, and September 28, 2025, two advocacy meetings were organized with the Police at Annam Mandapam, Salem. Mr. S. Chandramohan, Inspector of Police, Pallapatti Police Station, served as the Guest of Honour. Ms. Pooja presented the activities of the Community-Based Organization (CBO), while Ms.K.Subha, Project Manager, PDI TI project briefed participants on the Targeted Intervention (TI) Programme.



Key stakeholders, community leaders, and Police Personnel gather for an advocacy meeting to address critical issues, and build sustainable pathways for local action.

The discussions focused on challenges faced by transgender persons in hotspots, including safety concerns, the influence of power structures, and issues related to drug use among high-risk groups (HRGs) and their access to healthcare. Mr.S.Chandramohan highlighted that the Government has introduced several concessions and reservations to support transgender people.

Advocacy with Network Operators, Pimps, and Brokers

On February 28, 2026, an advocacy meeting was held at the Salem ART Centre, GMKMCH, with network operators, pimps, and brokers. Ms. K.Subha, Project Manager, PDI, explained the activities of the TI Programme and outlined the services available through the project. The discussion emphasized the need to identify new IDs on social media platforms, provide awareness on STI/HIV/AIDS, and facilitate testing and treatment. It was noted that HIV prevalence is higher among this group. Participants were assured of strict confidentiality regarding their identity and were encouraged to access project services.



Advocacy in Action: Ms. K. Subha, Project Manager leads an advocacy meeting with network operators, pimps, and brokers at the Salem ART Centre (GMKMCH)

Advocacy on Stigma and Discrimination

On March 26, 2026, an advocacy meeting was convened at the PDI TI Office to address stigma and discrimination faced by People Living with HIV (PLHIV) and to ensure equitable access to services. Representatives including Mr. Nagarajan, President of SNP+, along with members from PDI and SWTVT, participated. The meeting's objectives were to combat stigma, safeguard equal rights, strengthen access to services, ensure legal protection under the HIV/AIDS Act 2017, and reinforce community support mechanisms.

World AIDS Day 2025

On December 1, 2025, the Department of Sociology and Social Work, Periyar University observed World AIDS Day 2025 at the university campus. The event was chaired by Dr. T. Sundar Raj, Professor and Head, and inaugurated by Professor Dr. C. Gopalakrishnan. Distinguished guests included Mr. L. Vincent Chandar, President of PDI, and Ms. K. Subha, Project Manager, TI Programme. In his inaugural address, Dr. Sundar Raj emphasized the importance of creating awareness about HIV/AIDS among students, highlighting it as an essential step in prevention and social responsibility. Delivering



Pledging for Awareness: Students and dignitaries take the World AIDS Day oath at Periyar University during the joint PDI-Department of Sociology and Social Work event on December 1, 2025.

the presidential address, Mr. L. Vincent Chandar urged the students to take active responsibility, stating: "You, the students of today, must create an HIV/AIDS-free society by the year 2030."

Following the formal proceedings, Ms.K. Subha conducted awareness sessions for more than 100 students, focusing on HIV transmission, prevention strategies, and the role of youth in building a stigma-free society.

PDI Honoured at 'World AIDS Day 2025' Event by TANSACS

On December 12, 2025, during the World AIDS Day 2025 event organized by the Tamil Nadu State AIDS Control Society (TANSACS), Chennai, the Core Group Composite Intervention Project implemented by People's Development Initiatives (PDI) in Salem District was recognized as the Second-Best Project at the State Level.



Honourable Minister for Medical and Family Welfare, Thiru. Ma.Subramanian, presents an award to Dr. I. Ambalavanan, Director of PDI, and Ms. K. Subha, Project Manager, in the distinguished presence of TANSACS Project Director Ms. R. Seethalakshmi, I.A.S.

The award was presented by the Honourable Minister Thiru. Ma. Subramanian, Minister for Medical and Family Welfare, to Dr. I. Ambalavanan, Director of PDI, and Ms. K. Subha, Project Manager. The ceremony took place in the esteemed presence of Ms. R. Seethalakshmi, I.A.S., Project Director, TANSACS.

Evaluation

An evaluation for the project was conducted from February 20th to 22nd 2026. The evaluation team was led by Mr. Paul Jayaraj, Lead Evaluator and included Mr. Suresh, Co-Evaluator and Mr. Karthi, Financial Consultant. The evaluation took place at the TI office and involved interviews with project staff and prototype staff.

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

WOMEN EMPOWERMENT PROGRAMME, TIRUCHIRAPPALLI

APRIL 2025 TO MARCH 2026

The Women Empowerment Programme is a strategic initiative dedicated to fostering self-reliance and economic independence among women in the urban slums of Tiruchirappalli, supported by Implicadas. By focusing on the formation of Self-Help Groups (SHGs), financial integration, and social advocacy, the programme has successfully created a platform for collective action and sustainable livelihood development across 12 targeted communities.

The programme is currently active in twelve slum areas of Tiruchirappalli, namely Keela Krishnan Kovil Street - Keelapudur, V.M. Pettai, Pakkali Street, Chinnasamy Nagar, Aazhvarthoppu, Puthu Mariyamman Kovil Street in Thennur, Karuvattupettai along E.B Road, Kollankulam, Indra Nagar, Saveriyar Kovil Street, and Anthoniyar Kovil Street in Varaganeri.

Through its presence in these diverse communities, the Women Empowerment Programme continues to strengthen women's collective voice, enhance access to financial resources, and promote social change, laying the foundation for long-term economic independence and gender equity.

Capacity Building & Orientation

Over the reporting period, the project delivered 15 orientation sessions in two phases (7 and 8 sessions), training 293 women in Self-Help Group (SHG) operations. The sessions built leadership and governance capacity by training participants in step-by-step SHG formation, resolution register maintenance, bank account management, transparent financial record-keeping, and defined leadership roles for Animators and Representatives to ensure sustainable group management.



Participants gather after completing an orientation session on Self-Help Group (SHG) formation, bank linkages, and financial literacy.

A major milestone this year was the successful transition from financial literacy training to formal banking integration, culminating in the establishment and account linkage of seven new Self-Help Groups (SHGs).

Across target areas, three groups - Mullai, Sevvarali, and Thendral SHGs (Keela Krishnan Kovil Street) - opened accounts at the IOB Iruthayapuram branch, while Red Rose SHG (Krishnan Kovil Street) linked with IOB Cantonment. Additionally, Vanavil SHG (Varaganeri) and Thulasi SHG (Jailpet) secured accounts with TDCC Bank, and Pournami SHG (Beema Nagar, Pakkali Street) established banking services at PNB Palakkarai. These linkages provide women with essential financial infrastructure for savings, credit building, and sustainable economic self-reliance.

Credit Linkage :

Demonstrating progress toward economic self-reliance, two SHGs from Jailpettai successfully secured bank loan linkages through the TDCC Bank (Palakkarai branch) during the reporting period. Thulasi SHG received Rs.3,36,000 and Thendral SHG was awarded Rs.3,12,000, injecting a cumulative total of Rs.6,48,000 in micro-credit directly to community women for economic development.



PDI team member Ms. Tamilselvi accompanies the SHG Animator and Representative to the Cooperative Bank to facilitate account linkages and credit access.

Academic Partnerships & Student Internships

PDI continues its long-standing partnership with the Department of Social Work at Bishop Heber College, Tiruchirappalli, hosting MSW interns to support field-level development activities. During the reporting period, student interns planned and executed targeted community interventions as part of their field curriculum:

- Women Empowerment (Jailpettai): Spearheaded by MSW intern Ms. Phibakor Suting, this specialized session focused on youth protection and women's empowerment. The program was facilitated by Dr. Karuthan, Assistant Professor of Social Work at National College, Tiruchirappalli.
- Juvenile Delinquency & Youth Welfare (Karuvattupettai): Led by a team of MSW interns - Ashebo K. Wotsa, M. Kavya Shree, P. Kewin Kharrish, A. Nandhini, and Nishani - this initiative brought together 30 community members. Facilitated by Mr. A. Vijay Krishnan, Founder and

Managing Trustee of the Generous Foundation, the interactive session bridged academic insights with field realities to emphasize supportive home and neighbourhood environments.





Highlights from the vibrant community programs organized and led by our dedicated interns to drive local outreach, awareness, and positive social change.

International Day for the Elimination of Violence against Women

On November 25, 2025, the project commemorated the International Day for the Elimination of Violence against Women at S.J. Mahal, Sangiliyandapuram, bringing together 112 participants. The session featured an expert panel comprising Ms. Azeem (Inspector of Police, Ariyamangalam) and Dr. S.Suba (Professor, Department of Women's Studies, Bharathidasan University, Tiruchirappalli), combining frontline legal enforcement expertise with academic insights on gender-based violence.



Ms. Azeem, Inspector of Police (Ariyamangalam), speaks on the vital legal and social dimensions of domestic abuse and sexual harassment during our International Day for the Elimination of Violence against Women observation.

Discussions addressed critical legal and social dimensions of domestic abuse, sexual harassment, and child marriage. Rather than focusing solely on theoretical awareness, the facilitators prioritized practical legal literacy - equipping women with actionable knowledge on navigating the judicial system, exercising statutory rights, and accessing police protection to serve as self-advocates for community safety.

TARGETED INTERVENTION (TI) PROGRAMME AMONG FEMALE SEX WORKERS / MSMs / TRANSGENDER - TIRUCHIRAPPALLI DISTRICT

APRIL 2025 TO MARCH 2026

Project Summary and Overview of Activities

With support from the Tamil Nadu State AIDS Control Society (TANSACS), this project is implemented across seven blocks in Tiruchirappalli District: Thuraiyur, Uppiliyapuram, Thottiyam, Musiri, Thathaiyangarpettai, Mannachanallur, and Pullambadi. Last year, the project reached a community base of 642 Male Sex Workers (MSMs), 1,308 Female Sex Workers (FSWs), and 87 Transgender (TG) individuals.



Dr. I. Ambalavanan, Director, PDI, assessing field progress and community reach alongside staff and peer educators.

The field team comprises one Program Manager, one Counsellor, one Accountant / Monitoring and Evaluation, six Outreach Workers (ORWs), and 15 Peer Educators (PEs).

Key Objectives and Core Activities

- Identifying target populations using digital tools and mobile platforms.
- Selecting and providing structured training to Peer Educators for effective field execution.
- Disseminating foundational HIV/AIDS awareness on a scheduled basis.
- Supplying free condoms directly based on local demand.
- Offering ongoing individual, behavioural, and psychological counselling.
- Referring community members to government hospitals for HIV, STI, VDRL, TB, NCD, and Hepatitis B/C screening.
- Identifying sexual partners of key populations for screening and treatment.
- Creating supportive, stigma-free environments to encourage behaviour change.
- Organizing community gatherings to strengthen solidarity and life skills.

- ❖ Facilitating access to essential social security schemes and identity documents.
- ❖ Conducting regular reviews for quality assurance.
- ❖ Ensuring eligible beneficiaries access state welfare benefits.

New Registration



Mr A. Muthukumar, Project Manager, reviewing and planning key activities during the monthly review meeting.

In addition to identifying High-Risk Populations in the field through peer educators, outreach workers received training on using mobile applications to identify new key population members operating through digital networks. Through these tools, interested community members were selected as Peer Educators. The team successfully registered 524 new individuals: 203 MSM, 25 Transgender individuals, and 296 individuals reached through direct contacts, rented houses, and brokers.

During the 2025-2026 reporting period, the project significantly surpassed its baseline TANSACS target of 1,850 individuals (1,200 FSW, 600 MSM, and 50 Transgender) by reaching 2,037 key population members, comprising 1,308 FSW, 642 MSM, and 87 TG.

Building on this progress, the project set a 20% new registration target for 2025-2026, aiming to enrol 370 new individuals (240 FSW, 120 MSM, and 10 TG). Exceeding expectations once again, the team reached 524 new registrations within the year - comprising 296 FSW, 203 MSM, and 25 TG - driven primarily by tech-enabled outreach and peer educator networks.

Peer Educator (PE) Roles & Activities



Regular review meetings double as motivational forums, empowering peer educators to refine their approach and elevate performance in the field

Peer Educators are central to programme operations. They are active, public-spirited individuals selected from key hotspots who have demonstrated positive behaviour change. PEs serve as a bridge between the community and the office, delivering services directly to peers.

The active PE team consists of 15 members (10 FSWs, 4 MSMs, and 1 TG). All 15 PEs completed a 3-day refresher training organized by TANSACS via the Samthakendra Training Institute at Gandhigram Health and Family Welfare Training Institute, Dindigul (March

16-18, 2026). PEs also attend monthly review meetings at the head office to report their progress. The project is being implemented across seven blocks, covering a total of 129 hotspots, which included twenty-four newly identified hotspots during the reporting period. To ensure smooth field coordination and ongoing community engagement, the team conducted fourteen Peer Educator (PE) meetings.

One-on-One and Group Awareness Meetings

To encourage safer behaviours, Outreach Workers and Peer Educators meet community members individually or in groups at least once every 15 days. They deliver basic HIV/AIDS information, supply condoms, address usage barriers, and educate peers on available testing at government hospitals. Monthly group discussions are organized in key areas to identify operational challenges, resolve field issues, and reinforce peer support networks.



Mr. Rajesh, Outreach Worker, and a Peer Educator promoting treatment - seeking behaviour during a hotspot outreach session in Thuraiyur

Condom Promotion & Distribution

Every three months, field staff map condom demand across hotspots. Free condoms supplied by TANSACS are distributed directly to key populations based on these assessments. Staff also address usage barriers through practical demonstrations. To prevent shortages, low-cost condoms are made available at local shops and outlets frequented by the community.



Promoting commercial condoms through social marketing at a hotspot petty shop, bringing accessible prevention directly to high-risk communities.

Over the course of the year, the project mapped a total annual free condom demand of 589,244 units across target groups, comprising 381,216 for FSWs, 185,504 for MSMs, and 22,524 for TGs. To meet this requirement, the project distributed 514,288 free condoms in total, reaching 334,494 FSWs, 160,537 MSMs, and 19,257 TGs. Additionally, to ensure continuous accessibility, the program established 61 active social marketing outlets, through which 6,200 commercial condoms were sold.

Counselling Services



Strengthening community support: Field-based counseling services make emotional care accessible, fostering well-being and promoting overall health

The Project Counsellor spends four days a week in high-risk hotspots, prioritizing newly identified individuals, people struggling with treatment adherence, STI patients, and partners of People Living with HIV (PLHIV). The counsellor addresses physical and psychological challenges and facilitates medical referrals. For the fifty-eight target individuals living with HIV, the counsellor conducts monthly one-on-one visits to monitor treatment progress, schedule viral load tests, guide lifestyle and nutritional practices, and emphasize partner testing.

The counselling services provided under the programme reflect a diverse range of interventions tailored to the needs of different populations. Behaviour Change Communication (BCC) formed the largest component, with a total of 797 sessions conducted. This highlights the emphasis placed on promoting safer practices, awareness, and long-term behavioural shifts among the target groups.

STI-related counselling was comparatively limited, with only nine sessions recorded. While smaller in number, these sessions are critical in addressing specific infections, treatment adherence, and reducing transmission risks. Alongside this, nineteen sessions of psychological counselling were delivered, focusing on mental health support, coping strategies, and emotional well-being for individuals facing stigma or personal challenges.

Positive Prevention Counselling accounted for seventy-five sessions, underscoring efforts to empower people living with HIV to adopt preventive measures, maintain treatment adherence, and reduce onward transmission. Finally, 333 sessions of pre- and post-test counselling were conducted, ensuring that individuals undergoing HIV testing received appropriate guidance, emotional support, and linkage to care services.

Clinical Screening & Health Referrals

To maintain ongoing health monitoring, newly identified individuals receive clinical assessments and standard baseline screenings. Enrolled members undergo bi-annual HIV and VDRL tests, quarterly STI screenings, TB screening for symptomatic individuals, annual cervical cancer screening for women, and Hepatitis B/C testing. All services and treatments are provided free of charge through local Government Hospitals and Primary Health Centres (PHCs).

S.No	Indicator	FSW	MSM	TG	TOTAL
1	Total Number of STI Screening First Quarter	1150	572	60	1782
2	Total Number of STI Screening Scand Quarter	1163	585	68	1816
3	Total Number of STI Screening Third Quarter	1118	518	64	1700
4	Total Number of STI Screening Fourth Quarter	1323	637	82	2042
5	STI Cases Identified & Treated	20	8	0	28

S.No	Clinical Indicator	FSW	MSM	TG	TOTAL
1	HIV Tested First Half year	1109	567	70	1746
2	HIV Tested Second Half year	1241	622	81	1944
3	HIV Positive Identified & Linked to ART	3	5	0	8

S.No	Clinical Indicator	FSW	MSM	TG	TOTAL
1	VDRL Tested First Half yearly	1170	579	74	1823
2	VDRL Tested Scand Half yearly	1291	642	88	2021
3	VDRL Positive Identified & Treated	7	42	3	52

Partner Treatment Programme



Mr Rajendran, Cluster Prevention Officer (TNSACS), strategizes with peer educators and staff at Thottiyam to strengthen partner treatment initiatives and enhance community HIV/STI prevention efforts

To prevent re-infection and protect family wellbeing, spouses, cohabiting partners, children, and sexual contacts of key population members living with HIV receive bi-annual HIV and VDRL testing. Identified positive cases are linked to comprehensive treatment and preventive education. During the reporting period, a total of 258 partners were identified, reflecting the outreach and engagement efforts undertaken by the programme. Importantly, all of these partners were subsequently tested for HIV and VDRL, ensuring comprehensive coverage and immediate linkage to appropriate services where required. This complete alignment between identification and testing demonstrates both efficiency and commitment to safeguarding community health.

Advocacy Meetings & Building an Enabling Environment

Advocacy meetings were convened to bring together local stakeholders, brokers, network operators, and transport workers with the objective of addressing operational barriers, reducing stigma, and strengthening community support. On November 20, 2025, in Thuraiyur, a meeting was held with secondary stakeholders and sex work network contacts to deliberate on HIV prevalence, outreach responsibilities, new registrations, and testing requirements. This was followed by an advocacy session on November 21, 2025, in Musiri, attended by 20 stakeholders including brokers and auto-drivers engaged in network-based sex work. The session focused on promoting early HIV/VDRL detection, facilitating registration, and improving access to health services, thereby reinforcing the collective commitment to prevention and care.



Secondary stakeholders and sex work network contacts discussing HIV prevalence, outreach, and testing requirements at Thuraiyur Government Hospital alongside ICTC Counsellor Mr. Sethuraman and STI Counsellor Ms. Kavitha.

World AIDS Day Events 2025

On December 1, 2025, at Tiruchirappalli Railway Junction, a World AIDS Day orientation was organized for Railway Protection Force (RPF) personnel. The session covered key aspects of HIV transmission, treatment pathways, project services, and livelihood support for transgender communities. At the conclusion of the programme, the participants took an oath to strengthen their commitment to HIV prevention and to actively work against stigma and discrimination.



On World AIDS Day (December 1, 2025), Railway Protection Force (RPF) personnel at Tiruchirappalli Railway Junction participated in an orientation session and took an oath to champion HIV prevention and end stigma and discrimination

Community Mobilization Events

Bi-annual community gatherings serve as vibrant platforms for bringing together over one hundred new and ongoing beneficiaries. These events not only showcase talents but also strengthen peer solidarity and provide opportunities to discuss health services in an inclusive environment. They highlight the community's resilience and creativity while integrating essential health interventions.



Guest dignitaries Mr. P. Saravanan (Former Panchayat President), Mrs. Vimal Arockiamary (Cluster Programme Manager), Mrs. Pushpalatha (ICTC Supervisor), and Mr. Rajendran (Cluster Prevention Officer) felicitation and presenting awards to the cooking competition winners celebrating transgender talent

On December 12, 2025, the first gathering was held at Samayapuram Wedding Hall. The highlight of the day was a cooking competition that celebrated transgender talent, with prizes awarded to the winners. Distinguished guests included Mr. P. Saravanan (Former Panchayat President), Mrs. Vimal Arockiamary (Cluster Programme Manager), Mrs. Pushpalatha (ICTC Supervisor), Mr. Rajendran (Cluster Prevention Officer), and staff from the Mobile Medical Unit. The event was attended by 90 community members and field staff. Importantly, on-site screenings for HIV, VDRL, and TB were conducted, ensuring that the gathering combined cultural celebration with preventive health care.



Community members participate in integrated health screenings at the Thuraiyur event, reflecting a dual commitment to accessible healthcare and social upliftment.

The second gathering took place on January 30, 2026, at Jai Shree Garden Hall, Thuraiyur. This event drew 132 community members along with field staff, reflecting the growing participation and enthusiasm. Guest speakers included Mr. Suresh Kumar (Founder, Thai Temple), Mr. Rajeshwaran (REACH Project), Mrs. Vimal Arockiamary (Cluster Programme Manager), Mrs. Pushpalatha (ICTC Supervisor), Mr. Rajendran (Cluster Prevention Officer), and Mobile Medical Unit staff. Following the programme, integrated health screenings were carried out, reinforcing the commitment to community health alongside social empowerment.

External Evaluation

February 23-25, 2026: TANSACS conducted a comprehensive 2-year programmatic audit (2024-2025 & 2025-2026) evaluating PDI's field operations, clinical linkages, outreach records, peer educator activities, and government welfare enrolments. The review team included Lead Evaluator Ms. Swetha, Deputy Evaluator Mr Shajith., and Financial Auditor Mr. Seenaiya.

Staff Capacity Building & Trainings

- 05-07 June 2025: Programmatic Population Size Estimation (PMPSE) *Trainer/Facilitator:* TANSACS Chennai Location : ANM Training Centre, Chennai

- 07 August 2025: Spa, Massage Parlour Outreach Strengthening (SMP) *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 15-16 September 2025: Index Training for Peer Educators *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 13-14 October 2025: SOCH System Strengthening *Trainer/Facilitator:* DISHA Trichy Location: SRM Medical College
- 09-10 December 2025: HIV Sentinel Surveillance (HSS) Training *Trainer/Facilitator:* TANSACS & ICMR Location: Hotel Vijay Park, Chennai
- 19-21 January 2026: Refresher Training for M&E Staff *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 21-24 January 2026: Refresher Training for Project Managers *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 02-04 February 2026: Refresher Training for Outreach Workers (ORW) *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 17-19 February 2026: Refresher Training for Counsellors *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul
- 16-18 March 2026: Refresher Training for Peer Educators (PE) *Trainer/Facilitator:* Samthakendra Location: Gandhigram, Dindigul

Government Social Welfare Linkages (2025-2026)

To promote sustainable livelihoods, PDI assisted eligible community members in applying for and securing essential government identity documents and social welfare schemes.

- Transgender Welfare Board Identity Cards - 47
- Address Change Support - 12
- Revenue / Income Certificates - 16
- PAN Cards Issued - 16
- Retrofitted Vehicles for Differently Abled - 1
- Voter ID Cards Issued - 5
- Educational Scholarships - 3
- TNPSE Applications - 2
- Gazette Name Change Transfers - 1
- Ration Cards Issued - 33
- New Bank Account Openings - 6
- College Admissions Secured - 3
- MSME / Udyam Registrations - 19
- Kalaignar Magalir Urimai Thogai Scheme - 28
- Tamil Nadu Labour Welfare Board Registrations - 1
- e-Shram Cards - 3
- Transgender Free Housing Applications Submitted - 26

Total Beneficiaries : 222

NUTRITIONAL SUPPORT PROGRAMME FOR CHILDREN INFECTED AND AFFECTED BY HIV

TIRUCHIRAPPALLI DISTRICT

PDI continues to extend vital support to children living with and affected by HIV in Tiruchirappalli District. This programme is sustained through the generosity of individual donors and contributions via Benevity Causes portal. The initiative ensures that children receive both nutritional assistance and educational support, while also fostering inclusion through cultural celebrations.



Nurturing futures through holistic support : Children infected and affected by HIV receive school bags, essential educational supplies, and monthly nutrition kits to support their learning and well-being

Key Highlights (2025-2026):

- May 29, 2025 - Educational and Nutritional Support: School and college students were provided with school bags, essential educational materials, and monthly nutrition kits to strengthen both learning and health outcomes.
- October 18, 2025 - Deepavali Festival Distribution: A festive distribution event was organized at the No. 1 Tollgate project office. Children received new clothes, rice, sweets, snacks, and high-protein pulses. The event was graced by Mrs. Vimal Arockiamary (Cluster Programme Manager), Mrs. Pushpalatha (ICTC Supervisor), and Mr. Rajendran (Cluster Prevention Officer). PDI extends heartfelt gratitude to Mr. David for his generous material support, which made this child welfare initiative possible.

- March 28, 2026 - Monthly Nutrition Distribution: Nutritional grains and pulses were distributed to 25 children, ensuring continued dietary support and improved health resilience.

Across these initiatives, 32 children were happy to receive their support, benefitting from improved nutritional security, educational preparedness, and joyful participation in cultural activities. The programme reflects the collective commitment of donors, partners, and community stakeholders to safeguard the well-being of vulnerable children.

TARGETED INTERVENTION PROGRAMME AMONG MSMs/ TRANSGENDER IN THANJAVUR DISTRICT

APRIL 2025 - MARCH 2026

Preface

Since April 2007, PDI has delivered a targeted STI/HIV/AIDS prevention programme for high-risk populations - specifically Men who have Sex with Men (MSM) and Transgender (TG) individuals - across 14 blocks in Tamil Nadu's Thanjavur District. Originally supported by Tamilnadu AIDS Initiatives (TAI) and Voluntary Health Services (VHS), Chennai, the project transitioned to government support under the Tamilnadu State AIDS Control Society (TANSAC) in April 2012. This report details program activities from April 2025 through March 2026.



Dr. I. Ambalavanan and Ms. Thenmozhi (Project Manager) discuss the reach and efficacy of project outreach services with Outreach Worker Mr. Bala and a community member at the Government Hospital, Kumbakonam

The program serves 1,579 key population members (1,330 MSM and 249 TG). A frontline team - comprising a Project Manager, M&E Assistant/Accountant, ANM/ Counsellor, five Outreach Workers, and 12 Peer Educators from the core community - drives field implementation. Staff provide peer education, distribute condoms and lubricants, manage STI clinic referrals, and motivate beneficiaries to undergo bi-annual HIV testing at Integrated Counselling and Testing Centres (ICTCs).



Ms. Thenmozhi, Project Manager, leads her team in reviewing key performance indicators and mapping out monthly field activities

The initiative aims to promote safer sexual practices, reduce STI rates, and improve overall quality of life by empowering community members, fostering health-seeking behaviours, and mitigating high-risk sexual practices across the district.

STI - Related Services & Clinical Interventions

Due to the vulnerability of target populations (Men who have Sex with Men - MSM, and Transgender individuals - TG) to Sexually Transmitted Infections (STIs), Regular quarterly Medical Check-ups are essential, regardless of whether they have received prior counselling. The project team maintains supportive linkages with STI Clinics and Integrated Counselling and Testing Centres (ICTCs) across all government facilities to refer identified individuals for clinical care.

Quarterly STI Clinic Visits (April 2025 - March 2026)

- April - June 2025: 1,128 Visits (MSM: 971, TG: 157)
- July - September 2025: 1,028 Visits (MSM: 898, TG: 130)
- October - December 2025: 861 Visits (MSM: 750, TG: 111)
- January - March 2026: 934 Visits (MSM: 787, TG: 147)

Clinical Outcomes & Referrals

During the reporting period, comprehensive STI clinical interventions were delivered to key population members through government healthcare facilities. A total of 152 newly identified and registered individuals, comprising 115 MSM and 37 Transgender individuals, received presumptive STI treatment at government clinics, while 60 individuals were provided targeted treatment for syphilis. Peer educators actively encouraged community members to maintain routine medical check-ups, leading to 1,256 key population individuals (1,064 MSM and 192 TG) undergoing bi-annual HIV testing through hospital-linked Integrated Counselling and Testing Centres (ICTCs). Through these routine screenings, six individuals were identified as People Living with HIV (PLHIV); all were successfully registered at Antiretroviral Therapy (ART) centres and continue to receive sustained follow-up care and support.



Ms.Swapna, Counsellor, provides client counseling to emphasize the importance of regular medical check-ups and ongoing health monitoring

Peer Education & Community Outreach

Peer Educators (PEs) are selected directly from target communities - including Men Who Have Sex with Men (MSM) and Transgender (TG) populations - to foster deep community trust and facilitate effective outreach. Working alongside field teams, PEs leverage their peer networks to identify high-risk individuals, deliver direct counselling on regular medical check-ups, and promote consistent condom use.

In their daily operations, PEs bridge critical gaps in service delivery by formulating weekly and monthly hotspot action plans. These strategies ensure the uninterrupted distribution of essential prevention commodities, including condoms and lubricants, directly to community members in high-risk locations while keeping the project on track to meet assigned service targets.



Field-level joint visit in Kumbakonam, strengthening local peer-led outreach and programme delivery

To support these ongoing operations, the project team conducted 24 bi-monthly review meetings for its 12 trained Peer Educators during the reporting year. These meetings serve as a key platform for evaluating performance, analysing behavioural risk patterns, refining micro-planning, and designing strategic interventions tailored to the community's evolving needs. The PEs effectively use various virtual applications and digital platforms to reach community members and provide information and support services. Through the use of these virtual applications, HIV-positive cases, Syphilis-positive cases, and symptomatic individuals are identified at an early stage, enabling timely referral and treatment.



Peer educators gather at the project office for their monthly review, engaging in micro-level planning to optimize field activities

Advocacy Meetings

Advocacy meetings serve as a vital institutional mechanism for fostering multi-stakeholder dialogue and driving systemic change within target communities. By bringing together community members, key project staff, district administrators, and law enforcement officials, these sessions create a safe platform to address critical rights, safety, and health-related challenges. They play a pivotal role in eliminating social stigma, safeguarding rights, and ensuring barrier-free access to essential healthcare and government welfare initiatives. Furthermore, these collaborative platforms empower marginalized populations by streamlining direct access to legal entitlements, identity documentation, and alternative livelihood opportunities. Ultimately, through sustained advocacy, the initiative bridges operational gaps between grassroots community needs and formal administrative decision-making processes.

On September 13, 2025, a Stakeholder Advocacy Meeting was convened at the PDI Office in Thanjavur, specifically engaging lodge staff and lodge boys working around the

New and Old Bus Stand areas. Discussions centred on expanding the availability of both free and commercial condoms, raising awareness about modes of STI/HIV transmission and preventive barrier methods, and establishing designated condom placement points within local lodges to enhance accessibility.

On January 30, 2026, an advocacy meeting was held at the Kumbakonam. Auto drivers operating in that area participated in the meeting. Additionally, Counselor Mrs. Shanthi from the Integrated Counseling and Testing Centre (ICTC / Nambikkai Maiyam) and Counselor Mrs. Nalini from the STI Clinc (Sugavazhvu Maiyam) attended the event.



Ms. Nalini from the STI Clinic interacting with auto drivers to build strong community support and protection networks

Demand Generation Meetings

Demand Generation Meetings serve as a critical community-level strategy to empower key populations with essential knowledge on prevention, address ground-level challenges, and build sustained engagement with program services. By transforming local hotspots into active learning spaces, these interactive sessions create a safe and supportive environment for open discussion, reducing barriers to healthcare access and enhancing self-advocacy among vulnerable groups.

During the reporting period, Peer Educators and outreach workers successfully facilitated 83 hotspot-level meetings, mobilizing a total of 1,579 key population individuals (comprising 1,330 MSM and 249 Transgender individuals). It helps the team to identify new High-Risk Groups (HRGs) within the local area and ensure consistent accessibility to condoms and lubricants, Peer Educators and outreach workers implement a structured outreach strategy. Leveraging micro-mapping techniques, Peer Educators continuously canvas local hotspots to engage newly arriving or previously unreached community members (MSM and TG).

By establishing a regular, trusted presence in these environments, they build essential rapport, assess individual needs, and provide immediate risk-reduction counselling. Concurrently, they manage routine distribution channels - including hotspot-level stocks and strategic placement points - to guarantee an uninterrupted, confidential supply of condoms and water-based lubricants, effectively lowering barriers to safe-sex practices across the target population.

Community Events

To foster community solidarity, promote health awareness, and showcase local talent, the project organized a series of dynamic cultural events and skill competitions across Pattukkottai, Kumbakonam, and Thanjavur districts. Conducted by project staff alongside Peer Educators, these gatherings served as vital platforms for community mobilization and health advocacy among target population members.

The initiative kicked off in Pattukkottai on June 29, 2025. Presided over by STI Medical Officer Dr. M. Muthuarasi, the event featured dedicated health awareness sessions delivered by Counsellors Mrs. C. Sona and Mrs. A. Rasiya. Over 100 community members actively participated in lively music, dance, and talent competitions, with prizes awarded to top performers by the guests of honour.



Strengthening community bonds through culture: Pattukottai residents actively showcased their talents in music, dance, and performance, with top participants honoured by special guests during a memorable community event

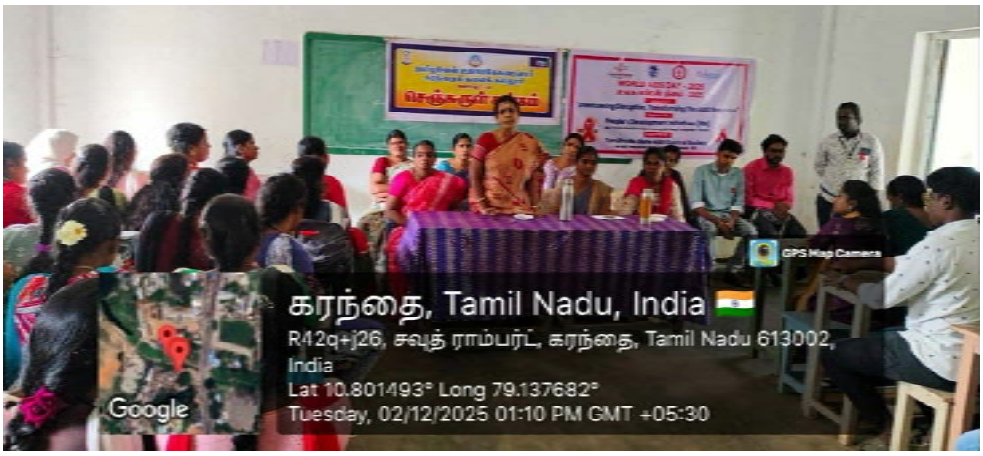
The momentum continued in Kumbakonam on September 27, 2025, under the leadership of STI Medical Officer Dr. M. P. Divyabharathi and Counsellor Mrs. P. Shanthi. Drawing a crowd of over 120 participants, this gathering seamlessly blended entertaining cultural performances and competitive activities with messaging designed to reinforce key health prevention practices.

Community events were also held in the Thanjavur district across Manoj Patti and Vallam on January 13 and March 27, 2026. Bringing together 250 community members, these sessions were strongly supported by Jamaath leaders R. M. Nalini Nayak and K. Saranya Nayak. The events celebrated local cohesion through interactive talent contests, vibrant cultural presentations, and prize distribution ceremonies collaboratively executed by the project staff and Peer Educators.

World AIDS Day Observance 2025

To mark World AIDS Day on December 1, 2025, the project organized an awareness initiative aligned with the global theme, "Overcoming disruption, transforming the AIDS response." Hosted in collaboration with institutional partner TUKS Arts College in Karanthai, Thanjavur, the event brought together leadership, faculty, and students to reinforce community health education and foster a supportive environment.

The programme commenced with a welcome address by Dr. S. Sornarekha, Assistant Professor of Tamil and Red Ribbon Club Coordinator, followed by key contributions from college dignitaries, including Principal Dr. R. Rajamani and Dr. C. Kanmani, Head of the Tamil Department, who later delivered the vote of thanks. Delivering the keynote address, Mrs. S. Thenmozhi, PDI Project Manager, led an insightful awareness talk focusing on practical preventative strategies and the ongoing fight against the epidemic.



PDI team, institutional partners, faculty, and students of TUKS Arts College, Karanthai, Thanjavur, gathered to observe World AIDS Day and promote community education

The initiative generated strong engagement across the institution, with department heads, faculty members, and students actively participating in the session. Demonstrating their collective commitment to social change, attendees concluded the event by taking an official pledge to end HIV/AIDS-related stigma and discrimination.

External Evaluation

February 26-28, 2026: TANSACS conducted a comprehensive 2-year programmatic audit (2024-2025 & 2025-2026) evaluating PDI's field operations, clinical linkages, outreach records, peer educator activities, and government welfare enrolments. The review team included Lead Evaluator Ms. Swetha, and Deputy Evaluator Mr Shajith.

Social Protection Schemes (Cumulative Achievements)

Welfare Intervention	Beneficiaries / Applications
Transgender Identity Cards Issued	66
Medical Insurance Cards Issued	11
Aadhar Card Applications Submitted	28
Bank Accounts Opened	10
Land *Pattas* Sanctioned (TG)	9

Programmatic Performance Indicators (April 2025 - March 2026)

S. No	Activity/Indicator	Total Breakdown
1	New Registrations	152 (MSM:115, TG:37)
2	Active Community Contact / Ongoing Outreach	1579 (MSM:1330,TG:249)
3	STI Clinic Visits	3951(MSM:3406, TG:545)
4	Total HIV Screenings Conducted	2706(MSM:2264, TG:442)
5	Total Counseling Sessions Delivered	1339(MSM:1774, TG:165)
5a	Breakdown: General/Common Issues	MSM:752, TG:97)
5b	Breakdown : Never Tested Before	MSM:11, TG: 0
5c	Breakdown : Overdue Follow-up Counselling	MSM:421, TG:58
5d	Breakdown : HIV- Positive HRG Counselling	MSM:67,TG:21
6	Total Condom Demand Assessed	336,377 (MSM:274,856, TG:61,521)
7	Total Condoms Distributed	298,005 (MSM:239,577,TG:58428)
8	Syphilis Screenings	2854 (MSM:2408, TG446)
9	Total Confirmed HIV Cases (Cumulative)	67 (MSM:54, TG:13)
10	ART Centre Registrations Completed	67 (MSM:54, TG:13)
11	Regular Follow-up Contacts Maintained	1459 (MSM:1246, TG:213)

SKILL ADVANCEMENT CENTRE FOR WOMEN, KARAIKAL

APRIL 2025- MARCH 2026

Since December 2005, People's Development Initiatives (PDI) has served as a dedicated catalyst for community development and social transformation across Karaikal. In the immediate aftermath of the devastating 2005 tsunami, PDI launched a comprehensive rehabilitation programme spanning thirteen local villages, supported by Implicadas, Vigo, Spain. Recognizing that sustainable recovery required long-term self-reliance, PDI established Skill Training Centres across all target communities, focusing on vocational empowerment for women. These initiatives delivered six-month tailoring courses specifically tailored for illiterate young girls and women, equipping 177 participants with foundational skills and enabling 62 women to launch successful home-based micro-enterprises through income-generation support.

Building on this foundational impact, PDI's ongoing efforts are anchored by the Skill Advancement Centre for Women in Karaikal. The Centre continues to expand access to practical vocational training, financial independence, and market-aligned economic opportunities. Over the years, this mission has been sustained through strong partnerships with corporate stakeholders, including ONGC (Cauvery Asset, Karaikal), GH Induction India Pvt. Limited, IVTL Info view Technologies Pvt. Ltd., Vaken Technologies Pvt. Ltd., and NOVA (Northern Virginia Thiruppugazh Group). Core operations from April 2025 through May 2026 were enabled by funding facilitated through the Benevity Causes Portal, ensuring uninterrupted community outreach.

Presently, the Centre's training initiatives are supported by ISC Global Solutions Private Limited, Chennai, under their Corporate Social Responsibility (CSR) program, extending support through May 2027. This continuous partnership empowers PDI to scale its interventions, strengthen local livelihoods, and champion inclusive economic development for women across the region.



First batch trainees displaying their certificates of completion during the distribution ceremony

During the reporting period, a total of 69 women completed vocational sewing training across three consecutive batches.

The first batch, comprising 23 participants, underwent training from January to May 2025. A certificate distribution ceremony was held on June 18, 2025, to honour their achievement, with Mrs. G. Krishnaveni, Programme Officer at the Department of Child Development (Karaikal), and Mrs. Chithra, representing the Annai Teresa Women Federation, attending as chief guests.

The second batch ran from June to October 2025, successfully training another 23 women. On October 15, 2025, a graduation ceremony was organized where Mrs.G. Dhanalakshmi, ASI at the All Women Police Station (Karaikal), and Mr. Ravishankar, Protection Officer at the Department of Women and Child Development (Karaikal), presided over the event and presented certificates to the successful candidates.



Trainees from the second vocational batch happily celebrate receiving their completion certificates after a successful training cycle

The third batch completed training between November 2025 and March 2026, equipping an additional 23 women with practical skills. The certification ceremony took place on March 23, 2026, under the leadership of Mrs. P. Ambikadevi, Principal of Avvaiyar Government College for Women (Karaikal), who delivered the keynote address and conferred certificates upon the graduates.



Mrs P. Ambikadevi, Principal of Avvaiyar Government College for Women (Karaikal), delivering the keynote address and conferring certificates upon the third batch of graduates, alongside Dr. I. Ambalavanan, Director of PDI, and Mr M. Kannan, Project Manager, PDI, Tiruchy



Members of the third training batch display their course completion certificates, accompanied by Lead Trainer Ms. Mohanpriya (extreme left) and Project Manager Ms. Lourdhu Mary (extreme right)

Alongside vocational training, community mobilization efforts expanded with the creation of a new self-help group in Keezhaoduthurai, bringing the total number of active groups to 31. During this period, ten women secured micro-loans through the federation to cover personal and household needs, maintaining a consistent repayment record. The federation's cumulative funds currently stand at a balance of Rs.1,53,555.

PEOPLE'S DEVELOPMENT INITIATIVES [PDI]

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31.03.2026

RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
Opening Balance:		Women Empowerment Programme	772772.22
Cash :		Female Infanticide Prevention Prg	863690.00
Bank :	1094309.34	Sanitation Workers Support Programme, Tiruchy	2333572.50
Grant Received from Institutional Donors:		Targeted Intervention, Salem	3033328.00
Implicadas, Spain – WEP II	945599.13	Targeted Intervention, Tiruchy	2679230.00
UK Online Giving Foundation	289710.17	Targeted Intervention, Thanjavur	2846182.00
Implicadas, Spain – FIPP	863690.00	General Programme Expenses	300500.00
Advance Repaid	17500.00	Skill Advancement Centre for Women	208700.00
Donations	305685.37	Advance to Staff	18000.00
Ms. Deborah Mercylin	25000.00	Bank Charges	16091.50
TANSACS, Chennai – TI, Tiruchy	2656082.00	Deepavali celebration for PLHIV Children	25000.00
TANSACS, Chennai – TI, Thanjavur	2424161.00		
TANSACS, Chennai – TI, Salem	2701728.00		
ISC Global Solutions Pvt. Ltd.,	233300.00		
Azim Premji Foundation, Bangalore	3082000.00		
Bank Interest	57972.80		
		Cash :	10043.50
		Bank :	1589628.09
TOTAL	**14696737.81**		**14696737.81**

PEOPLE'S DEVELOPMENT INITIATIVES [PDI]

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2026

EXPENDITURE	AMOUNT	INCOME	AMOUNT
Women Empowerment Programme	772772.22	Implicadas, Spain – WEP II	946845.00
Female Infanticide Prevention Prg	863690.00	UK Online Giving Foundation	289710.17
Sanitation Workers Support Programme, Tiruchy	2210547.5	Implicadas, Spain – FIPP	863690.00
Targeted Intervention, Salem	3033328.00	Donations	305685.37
Targeted Intervention, Tiruchy	2679230.00	Ms. Deborah Mercylin	25000.00
Targeted Intervention, Thanjavur	2846182.00	TANSACS, Chennai – TI, Tiruchy	2656082.00
General Programme Expenses	300500.00	TANSACS, Chennai – TI, Thanjavur	2424161.00
Skill Advancement Centre for Women	208700.00	TANSACS, Chennai – TI, Salem	2701728.00
Deepavali celebration for PLHIV Children	25000.00	ISO Global Solutions Pvt. Ltd.,	233300.00
		Azim Premji Foundation, Bangalore	3082000.00
Bank Charges	34653.06	Bank Interest	58661.80
Depriciation	62004.00		
Excess of Income Over Expenditure	550256.56		
	13586863.34		**13586863.34**

PEOPLE'S DEVELOPMENT INITIATIVES [PDI]

FIXED ASSETS AS ON 31.03.2026

SNO	ASSETS	WDV AS ON 1.4.2025	DEPRECIATION	WDV AS ON 31.03.2026
FOREIGN CONTRIBUTION				
1	Machines	2420.45	363.00	2057.45
2	Furniture	41521.00	4152.00	37369.00
3	Computer	3082.00	1233.00	1849.00
4	Equipments	13786.00	2068.00	11718.00
GENERAL CONTRIBUTION				
5	Furniture	25401.22	2540.00	22861.22
6	Equipments	4096.00	614.00	3482.00
7	Electrical Fittings	335.00	50.00	285.00
8	Plant & Machinery	11388.00	1708.00	9680.00
9	Vehicle	441.00	66.00	375.00
10	Computer	52275	20910.00	31365.00
11	Laptop	44200	17680.00	26520.00
	TOTAL	**198945.67**	**51384.00**	**147561.67**

Chartered Accountant,

Mr. Roy John Thomas

ACKNOWLEDGMENTS

We take this opportunity to thank our donor partners IMPLICADAS, TANSACS, Azim Premji Foundation, Benevity. INC/ UK online Giving Foundation, ISC Global Solutions Private Ltd., Ms. Sudha Iyengar, Mr. Sivakumar, Mr. Meenakshi Sundaram, Mr. K.K. Kannan, Ms. Sindhuja Thiyagarajan, Ms. Deborah Mercylin for their technical and financial assistance to PDI. We also record our thanks for the training capacity building support extended by the donor partners to all the staff of respective projects. It helped PDI and its staff in building their capacity and strengthen the activities.

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

"Photographs taken during the Annual General Meeting 2024-2025, held at the PDI Head Office in September 2025."

















Snapshots of Our Journey: 2025-2026



PEOPLE'S DEVELOPMENT INITIATIVES (PDI)

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