

# **ANNUAL REPORT**

**2018-19**

**SOCIAL WELFARE ASSOCIATION FOR  
POOR AND NOBLE ACTIVITIES**

**(SWAPNA)**

**Correspondence Address**

**At/Po- Sankarma, Via- Remed**

**Dist- Sambalpur-768006**

**Registered office**

**At- Kandabindha**

**Via- Gadasila**

**Dist- Dhenkanal, Odisha**

## FROM THE DESK OF DIRECTOR...

SWAPNA, dedicated for the wellbeing of the downtrodden communities for their upliftment through their own hidden capabilities by educating them towards the same and especially establishing a good rapport and further continued the same till the fulfillment of the desired goal. The volunteers emphasized to establish rapport with the community and educating them for their own development through various Govt. sponsored developmental actions meant for them. Simultaneously educating them for their role and responsibilities towards constructing the nation to achieve the MDG-2020.

In implementing development programmes of **SWAPNA**, especially among a population with developmental indicators being in the bottom part of list in national context; it is imperative that advantage of technology is adopted in all implementation, planning, monitoring and evaluations. It makes the work more effective and penetrative.

We, the **SWAPNA** family acknowledge with sincere thanks the contribution of all our patrons, all institutions and individuals those have contributed substantially or slightly to the cause for which the institution was established. But for their support, it could not have been possible to complete the decades plus journey of ours.

We for and on behalf of **SWAPNA** too expect the same cooperation and generous support from our target audience and other concerned as usual.

*Sd/-*

*Director, SWAPNA*

## **FROM DUSK TO DAWN ...**

In pursuance of its objectives, SWAPNA has implemented projects and programmes pertaining to the development of women and child, SC/ST/Youth, youth and adolescent issues, nutritional deficiency for malnourished children, women empowerment and protection, livelihoods programmes for upliftment of the above community, financial inclusion and literacy etc.

**SWAPNA** working for the above communities with a dream to empower their hidden qualities especially for the communities we work for by creating an enabling environment to provide them with basic amenities like food, shelter. Besides this to upgrade their level of livelihood providing them with basic infrastructure, building up their capabilities, enhance their knowledge and attitude towards mainstreaming and acquire for them with minimum facilities for their sustainable development.

We believe in sustainable development. Hence to eradicate the ill effect upon the downtrodden communities like education, health, livelihood, women empowerment, drug abuse and its effect, elderly care, youth empowerment with skill building, Income enhancement programme etc. was implemented by the organization so that the level of development was simultaneously grown up basing on the development indicators

### **Location:**

The Registered Office of SWAPNA is located at village Kandabindha of Dhenkanal district. Initially the youth volunteers constraint their welfare activities locally and gradually the leaders take the challenge and wide spread the activities through out the state and choose the mostly backward districts of western odisha namely, Sambalpur, Jharsuguda, Sundergarh, Boudh, Sonepur. To easily operate the activities the operational office is situated as selected by the Management is at, At/Po-Sankarra Via-Remed, Sambalpur district.

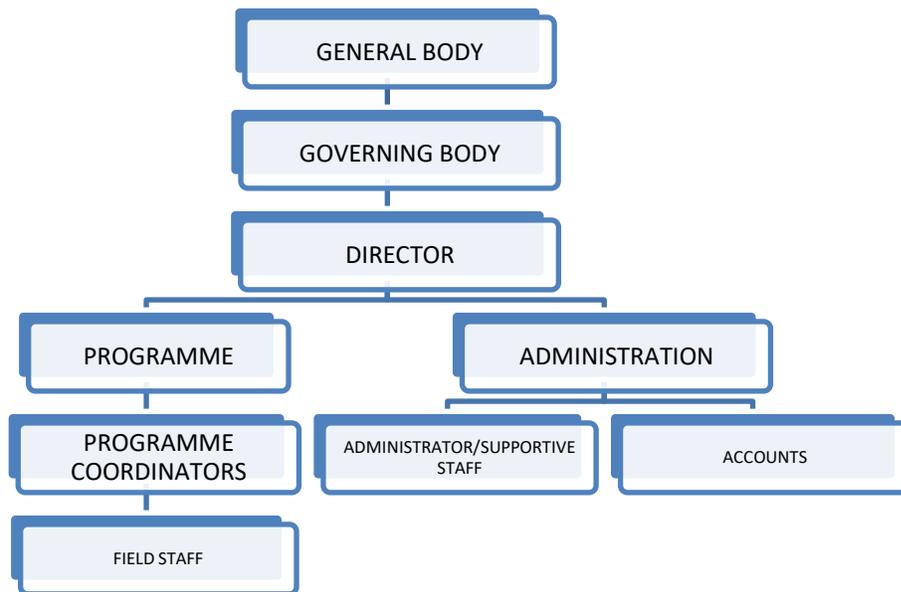
### **Legal Entity:**

SWAPNA- Registered under Indian Societies Registration Act XXI of 1860 with a valid registration no. bearing

Valid Permanent Account Number with Income Tax Department of Govt. of India bearing No.

Unique ID number generated from NGO—PS through NITI AYOGA

## Structure of SWAPNA



## REFLECTION OVER ACTIVITIES OF SWAPNA FOR THE YEAR

2018-19

Considering our activities we have fractioned our activities into different parts which was as follows;

1. Health and family welfare activities
2. Women empowerment and promotional activities
3. Developmental activities for promotion of handicrafts
4. Skill development and Economic enhancement programme
5. Youth welfare activities
6. Other Social Developmental actions.

### **DETAILS OF ACTIVITIES:**

#### 1. Health and family welfare activities:

##### **A. COMMUNITY HEALTH PROGRAM:**

Like the preceding years this year SWAPNA organized different IEC activity towards promotion of Indian systems of medicine with emphasis to Ayurveda, Yoga, Unani, Siddha and Homeopathy. Apparently student's competition, convention of the AYUSH Practitioners, youth rallies and workshop amongst the health practitioners are organized to

host different activities relating to sustainability of community health. A local workshop was organized at Sambalpur district towards promotion of Local Health Traditions (LHT). Yoga in primary school have been initiated in 11 rural schools under kuchinda Block of Sambalpur district. The organization is proposing to expand the scope of activity during the ensuing year subject to availability of financial assistance from Ministry of Health & Family Welfare, Government of India, New Delhi.

**B. AWARENESS CAMP ON MALARIA/AIDS/TB/CANCER/LEPROSY:**

Aims at reducing the existing prevalence of malaria, the organisation organized 7 malaria eradication awareness camp at Dhanakauda block under Sambalpur district for the field workers of different NGOs. In the camp the participants are awakened regarding use of insecticide treated bed nets, indoor residual spraying, cultivation of larvivorous fish and administration of malaria does soon after they become vulnerable due to affected by malaria. The resource persons, doctors, para-medical professionals and health service providers sensitized the participants about the do's and don'ts to prevent malaria.

**C. YOGA & NATUROPATHY TREATMENT CENTRE:**

Promoting yoga and naturopathy, and AYUSH, SWAPNA as a leading NGO spread awareness and conducting Yoga Camps with the financial support of Ministry of AYUSH and the programme was held at Nodal UP School, Beheramal, Jharsuguda in this financial year. 50 participants in and around the city came to learn Yoga from the professional Yoga Guru. Massive campaign and advertisement have been made to attend the same. The major activities was practising the yoga therapy by the Yoga Guru and continue it for 10 day. Besides this the district was covered by means of street play, one act play, distribution of leaflets and posters etc. Apart we have also running one Yoga training Center at Sambalpur district since last two years.

**D. DRUG ABUSE PREVENTION / DRUG DE ADDICTION CENTRE**

The SWAPNA in association with local CBOs/NGOs and local community has been running a project to take major steps for preventive and rehabilitative services to the drug addicts, Injecting drug users, narcotic drug addicts and persons abused with alcohol and other forms of drug. Through this program the organization has been set up a 10 bedded drug de-addiction centre at Sarbahal of Jharsuguda district There were 25 drug addict being admitted in the centre.. Through this program massive awareness is spread among the youth masses regarding the ill effects of consuming drug and other intoxicants. Through this program other than awareness, counseling, referral, linkage, and drug de-addiction services attention is being paid for complete de-addiction and community based rehabilitation of the drug addicted persons. During the year we have registered 254 number of IPD cases relating to drug addiction out of which 68 cases settled and the addicted persons mainstreamed in to the society. Regular counseling, family counseling, home visit with follow up visits done for the addicted persons.

## **E. REPRODUCTIVE & CHILD HEALTH**

Reproductive health is a major concern for India. As major part of the India belongs to rural household and they have not avail adequate health facility due to their economical problem. Maternal Mortality Rate as well as Infant Mortality Rate in India was also the major thrust area to educate the mothers about their own health so also their children's health. To the concern SWAPNA takes measure and relating to the issue Mother and child health programme, Adoloscet health mela, Contraceptive usage for eligible couple's, Nutritional support for children etc. was the focused area of activities by the organization. During the reporting period 12 health check up camps especially for pregnant mothers, lactating mothers was organized. So also 7 nos of Adoloscet health mela, and 3 nos of camps on usage of contraceptive for eligible couples were organized by the organization.

## **F. HIV/AIDS AWARENESS**

SWAPNA also joined in the programme HIV/AIDS. As it is also a major health concern in the urban pocket and due to rapid growth of Industries in the area massive floating population came to this area to earn their daily bread. They were lived here without family and accessed to alcohol to mitigate to their mental and physical condition. /due to some alcoholic instances they were contacted with some female sex workers and contaminated with this dreadly virus unknowingly. To cope up the situation, massive awareness much more needed to this type of community for which SWAPNA organized 4 round of HIV/AIDS awareness camp where the Industry workers were the major target population and they were educated through this camp. Experienced professionals from this area were hired by the organization.

### **2. Women empowerment and promotional activities**

#### **A. WOMEN EMPOWERMENT THROUGH AWARENESS AND CAPACITY BUILDING:**

Women was the half of the society and they are the mostly deprived section of the community and also neglected in the society and family as well. They take the major role to construct the society and also build the family. If they got adequate education, and got empowered then they have the power to create such an enabling environment to build the society. Also in the society gender is a major factor to create discrimination for the society. Hece to keep this in mind women empowerment programmes was entrusted in the community so as to help the community to gap the discrimination. 7 round of such camps was organized by SWAPNA at different areas of Sambalpur and Jharsuguda Districts of Odisha to educate the women community.

## **B. TRAINING TO SC/ST/MINOR COMMUNITY WOMEN:**

To mainstreaming the minority, SC/ST women in to the pace of community development and to enhance their functional ability, leadership skill, crisis coping mechanism and livelihood options, we have organized thematic trainings for them in different 7 batches. So far 210 women have been trained and have been actively involved in different micro enterprising groups, grievance settlement groups and other grass root forums to end the atrocity and inequalities vested against them. In this context, SWAPNA organized 3 batches of skill training for the minority youth on the trade phenyl making, food processing and electronics. There were 75 youth from the minority community trained in Rameed block under Sambalpur district.

Aims at building the capacity, managerial ability, leadership skill, conflict resolution techniques and crisis coping mechanism among the minority women and girls we at SWAPNA organized 3 numbers of non-residential training camps at Budharaja and Sankarrma in Sambalpur district , of the block. We have covered total 75 women under the training. The resource persons from the local line department, civil society organizations, community based organizations and local schools were enlightened the participants about their role, responsibility and capacity building measures.

## **C. LIFE SKILL EDUCATION FOR ADOLESCENT**

Keeping in view providing life skill education to the adolescents we at SWAPNA organized a life skill education camp at Budharaja and Sankarrma in Sambalpur district in which 25 adolescents within the age group of 19 years covered. In the life skill education camps the adolescents were counseled on development of their personality, leadership skill, crisis coping mechanisms, practice of yoga and pranayam in their day to day life. The resource persons from the local line department were hired for the purpose. We had used different leaflet, book let, brochure and posters to enlighten the adolescents on the issue.

## **D. SHG PROMOTION & CAPACITY BUILDING**

As part of its women empowerment initiative, SWAPNA by the patronization of Local community based organizations has formulated, capacitated and linked the rural and urban women SHGs in Sambalpur district of Odisha. The program has been initiated since 10th January-2016. The target is to promote and stabilized 50 homogenous SHGs.. We will also take the initiatives to spread the program in different 15 wards of the urban local body of Sambalpur frequently.

The SWAPNA in association with the local community based organizations of Budharaja and Sankarrma in Sambalpur district organized a SHG capacity building training program in which 90 SHG leaders from different 30 SHGs participated. In the leadership training program the local line department officials sensitized the SHG members for management of small savings, pooling of external resource from different Financial institutions and Banks etc, record keeping procedure, maintenance of different stock registers, sales registers, profit register etc at the time of venturing

different income generating and entrepreneurship activities. They were also awaked about regular savings, thrift and credit program, internal lending and rendering of different social service activities.

### **3.Developmental activities for promotion of handicrafts**

#### **A. HIRING OF STALL AT JORANDA MAGHA MELA, DHENKANAL**

The organization in association with O/o the Development Commissioner (H) organized a handicraft stall programme at Joranda Magha Mela. There were 20 handicraft stalls arranged for display of goods and sale of handicraft products in the trade, Dhokra, Bamboo, Applique, Art textile, Brass metal, Terracotta. Mr. Harihar Jena, HPO, O/o the Development Commissioner (H) inaugurated the handicraft stall programme. The Branch Manager, SBI, Joranda attended the program being guest of Honour. The duration of the program was 7 days. The handicraft products derived a good sale amounting to Rs. 9 Lakhs. The organization is proposing to organize the program during the ensuing year.

#### **B. NATIONAL LEVEL EXHIBITION, AT ROURKELA:**

With the active collaboration and supportive supervision, during the current financial year the organization has been conducted the National level Handicrafts Exhibition held at Rourkela, which is the business city of western odisha and two neighbouring states population folating to this township for different purpose. The Exhibition, after approval begins on 16.02.2018 and continued till 25.02.2018 for 10 days duration. 50 nos. of stalls have been installed and distributed among the artisans those who are coming from the different states like Rajasthan, Delhi, Uttar Pradesh, West Bengal, Jammu & Kashmir so also from Odisha. Officials from District administration appreciate the activities of SWAPNA and the guests have been discussed on the praiseworthy steps of the organization. Also officials from the Ministry, and concerned Department have been supervised the entire activities and express their satisfaction over all the arrangements. Over a period of 10 days the artisans sale is around 15 lakhs.

#### **C. MARKET PROMOTIONAL EXP. ON ARTISANS:**

Aims at promoting sale of handicraft products of rural artisans SWAPNA regularly support the artisans to participate in different exhibitions/melas at different places of Sambalpur Gajapati, Chhatrapur by hiring some stalls for them. Besides this we also hiring one sales outlet at Berhampur located in the central part of the district to attract a large crowd of population. There are several products of handicraft items made out of brass and bel metal, dhokra casting, bamboo craft, .appliqué and patch work and horn craft items displayed for sale and market promotion. The mission behind setting of the handicraft sales outlet is to promote sale and development of handicraft products of the languishing crafts

#### **D. HANDICRAFTS PROMOTION (CLUSTER DEVELOPMENT)**

During this reporting year we took the initiative for promotion and development of Clusters taking rural artisans in Sambalpur, district. In first phase we got to promote and formation of artisan's SHG for their all round development relating to handicraft products.

#### **E. CRAFT TRAINING CENTRE**

The organization has organized a craft training for the traditional artisans of leather craft at Budharaja and Sankarra in Sambalpur district . There were 30 artisans covered under the 3 months duration of training course. The organization during post training stage offered proper backward and forward linkage for the self sustenance of the production activity.

#### **G. Providing Tool kits for Rural Artisans:**

To enhance the hidden quality of the rural artisans in Handicraft sector our organization focused on the development of the rural artisans. With the help of Ministry of Handicrafts, the organization provided tool kits for 50 rural artisans to carry on their hand made crafts and also participate in the so call craft bazaar programme from time to time. With this support they were also enhance their product preparation and sold them with melas, and other market areas..

Also by the active participation of our organization, we have provided 5000 Identity cards to the rural handicraft artisans for their future benefit and recognition with the Govt.

#### **4.Skill development and Economic enhancement programme**

#### **SKILL UP GRADATION PROGRAM/ SEEKHO AUR KAMAQ:**

The organization SWAPNA has organized a life skill education camp for the youth and adolescents in Sambalpur district. In the camp the resource faculties awaked the youth and adolescents about different crisis coping mechanisms, personality development aspects, leadership development skill and support services for enhancing the life skill of the youth and adolescents. The resource faculty from the local line department and other civil society awaked and trained the participants on the theme life skill education development. Apart thematic competition among the target audience organized to reflect their life skill.

#### **SKILLING INDIA (INTERVENTION OF SKILL TRAINING UNDER PMKVY)**

Aims at creating Employability among the non-student unemployed rural and tribal youth, SWAPNA always gives emphasis. During the year 2016-17, under skill training program, 23 youth covered under Mobile repairing training, 15 youth covered under Auto rickshaw repairing training, 30 youth trained on home decorative, 20 adolescent girls trained on beautician, 15 youths trained on Electronics/ electrical gadgets repairing and another 10 youth trained on self employed tailor. The training

duration varied from 30-45 days, trained and efficient master trainers imparted training to the trainees at different training locations arranged by SWAPNA.

Over and above, extending financial services to the non-bankable poor in the rural areas, SWAPNA gives special attention to its micro entrepreneurship development programme. The programme is carried out under SHG mode. As the women covered under the SHG promotion activities are generally rural and the educational level is low, training to carry out a sensitive issue like handling finance is imperative. In consideration of this SWAPNA imparted training to the SHG leaders on some basic aspects of financial dealings such as basic book keeping, safe keeping of money, record keeping of lending activities etc. During the year we have successfully conducted 10 MEDPs through the support of NABARD, R.O. Bhubaneswar in four trades Bamboo Craft, Leaf plate making, Tailoring Agarbatti making and Mushroom Cultivation. The training was imparted in batched containing 15-20 women and endured for 3 days.

## **INCOME GENERATION PROGRAM**

Aims at providing gainful employment to the rural women having no means of employment we have organized a vocational training course on the trade Phenyl making and readymade dress making. The location of the vocational training centres was at SWAPNA in Sambalpur blocks, Sambalpur district. The dividend out of sale proceeds are reserved for organizing different welfare activities. The organization maintains proper books of accounts and maintains transparency at all level in organizing the program smoothly.

### **5.Youth welfare activities**

#### **A. ENTREPRENEURSHIP DEVELOPMENT**

Aims at providing gainful employment to the youth during the period of their non-employment we have organized an Entrepreneurship development training program at SWAPNA in Sambalpur block under Sambalpur district. The duration of the EDP (Entrepreneurship Development Training Program) was three months. Through this training we covered 30 unemployed youths of Sambalpur block. The District Industries Centre, Sambalpur and ATMA, Sambalpur officials trained to the youths on different activities leads to self employment. The managers of the local banks awaked the youths about different bankable schemes.

## **6. Other Social Developmental actions.**

### **A. DISSEMINATION OF FOLK ART & CULTURE:**

The SWAPNA organized important Tribal Folk Art and Culture Program on continuation basis at different Panchayat level and Block levels for popularization of traditional tribal art, crafts, costumes and their culture. The program was covered to 8 nos. of identified G.Ps in Dhanakauda & Rengali Block of Sambalpur Dist., Kirmira & Lakhanpur Blocks of Jarsuguda district. Block level workshop on important tribal cultural matters was organized at Block in which 26 nos. old tribal Gurus and eminent artists were participated and traditional costumes, ornaments ere demonstrated at there with themes. At the G.P level, tribal cultural programs were organized with competition involving different cultural groups for promotion and spread of tribal culture at all levels in the society. Apart from that, leaflets and informative packages were also distributed to the public, other cultural groups, artists and Medias for observing the importance of traditional tribal culture along with abolition of social evils, traditional customs, blind belief.

### **B. SUSTAINABLE ENVIRONMENT EDUCATION PROGRAM:**

A good share of its resources has been utilizing towards the promotion of sustainable environmental educational activities to educate & equip the local masses with scopes for promotion and sustenance of local forest. Now a day environmental pollution is major fact in everywhere. People do not have common knowledge regarding environmental factor. So realizing this fact our organization regularly conducted many awareness programs in the shape of a public meeting, street play and rally in which the participants disseminated updated information regarding promotion of clean and green environment, plantation of different species at private & public barren, waste lands as well as solid and liquid household wastes management etc. Awareness was also spread regarding ban on use of polythene below 20 microns. The environment education program has been spread at different schools and educational institutions in Sambalpur district. In the backdrop, different social mobilization, IEC/BCC campaign, counseling and consultancy, inter face discussion and applied action activities are being geared up at different 30 villages in Sambalpur block under Sambalpur district by SWAPNA.

### **C. DISABILITY REHABILITATION PROGRAM:**

SWAPNA organization gives importance on the physically challenged persons in our operational area. These peoples are always deprived of many opportunities available for them by different line departments from Govt. and private agencies. We only organized many awareness/sensitization program for them how to get their minimum opportunities

available for them. And they can live in a better way of lifestyle just as mainstream line peoples. During the year the organization has arranged a disability assessment camp at Budharaja in Sambalpur district in which 43 disabled persons checked their health to identify their disability and vulnerability. After assessment of their disability the organization deployed them to SAMARTHYA office for their e-enrollment to avail identity card and travelling passes.

#### **D. OLD AGE HOME:**

The organization SWAPNA out of its own contribution has been managing a multi service centre for the older persons in Jharsuguda district. At present 25 older persons from different parts of in this district are accommodating in the multi service centre. Free accommodation, food, clothing, shelter, vocational training, health services, counseling, recreational support are being provided to the residents of the centre. The expenses are being met through the corpus fund of the organization, .For rendering effective services to the resident's counselor, vocational training instructor, part time doctor and centre superintendent has been appointed by the organization. Besides, another old age home is being maintained at Sarbahal in Jharsuguda district.

#### **E. STAFF TRAINING**

The staffs and volunteers those who were working for the cause of the development of people are required refreshment. Hence keeping this in mind the organization has been planned to organize a five days staff orientation training programme followed up with a three days refresher training for our staff. Different development programmes of the Govt. sponsored schemes elaborately discussed among the members and hand outs also distributed keeping in view that they were not face any problem while interacting with the community regarding this. Govt. officials as well as social trainers have been hired for the purpose and the organization conducted an effective training for their personnels.

#### **F. OBSERVANCES**

SWAPNA observes/celebrates different local, regional, national and international days of importance. Those days includes, organization's foundation day, international women's day, world breast feeding day, world no-tobacco day, world environment day, world literacy day, world population day, National consumer day, National youth day, National disaster preparedness day, National leprosy eradication day, National polio and malaria eradication day and other such memorable days having paramount importance. During those days, different drawing & painting, quiz, essay and debate competitions, padayatra, rally, workshop, seminar, symposia and conferences etc among the students, non-student rural & tribal youth, adolescents, SHG women, farmers and rural artisans etc. are organized. The competitors are rewarded by invited guests and resource persons.

Like preceding year our organisation organized one month Yoga program starting from 21<sup>st</sup> May and ending with 22<sup>nd</sup>. June every year declared as International Yoga Day 2016. On this

day we have organised mass Yoga action program comprising minimum 50 nos, of participants coming from different corners from Sambalpur district to success this noble program with the organising support from the local community based organisations, Zilla Swasthya Samiti, Sambalpur and the line departments, local community based organisations of Sambalpur helped us a lot in organising the program smoothly.

### **G. ROAD SAETY AWARENESS CAMPAIGN:**

Road safety awareness and education campaign was organised on the eve of National Road Safety week and the organisation conduct the same accordingly. One mass rally was organised by the school & college students and make a human chain at Ainthapali chowk of Sambalpur to make aware the pedestrians as well as the truck, Bus, Lorry, auto association members, drivers and other support staffs of their level to enable themselves about the knowledge of various laws pertaining towards road safety.

### **H. SUSTAINABLE AGRICULTURE**

We have been creating awareness amongst the farmers and farm based workers on sustainable agriculture with focus on agriculture intensification programme (AIP). During the programme at Sadar block, Sambalpur district we disseminated the information on use of S&T based agricultural equipments, promotion and popularization of country composts, use of manures, cow dung, fly leaves and other perishable solid wastes by converting those in to composting manures. The district level agriculture and horticulture officials awakened the farmers about different farm based commercial crops and cash crops as well as the central and state government sponsored agricultural packages, insurances, loans and subsidies applicable for the small & marginal farmers.

The program on Agriculture development through traditional methods of farming was organized at Budharaja and Sankarrma in Sambalpur district . The Dy Director Agriculture, Sambalpur and other support staffs transferred their knowledge to the farmers on different improved techniques of farming. There was a local level federation formed and the federation will think up to strengthen the local federation in long run.

### **I. CAMPAIGN AGAINST CHILD LABOUR**

We have constructed 5 vermin compost at Sambalpur block under Sambalpur district. The mission was to gallop the existing farming practice with adopting indigenous knowledge and system of farming. The local progressive farmers expressed their experiences and gave valuable thought for promotion of vermin compost in the area.

### **J. DISABILITY WELFARE AND EDUCATION**

In different 5 schools of Budharaja and Sankarrma in Sambalpur district we are implementing literacy program for the disable students. The organization offers free education and assistive devices to the disable students. During the year we have covered 35 students of this type and we projected to cover another 50 students during the next financial year. The survey work in this regard has been completed and the parent teachers meeting has also been completed. Apart we have also

constructed 1 resource room at the central part of the project area to supplement the reading and writing materials needs and organizing frequent discussion for enhancing the pace of the program .

## **M FREE COACHING FOR THE SC/OBC/MINORITY**

The organization out of its own contribution has opened a free coaching centre for the SC/OBC/Minority candidates. The mission behind opening the coaching centre was to offer the scope and environment of study for the poor & meritorious students so that they can compete themselves in different public and corporate sector jobs. During the year 2014-15 there were 25 SC/OBC/Minority category students covered in which the teaching faculty offered them teaching for facing different competitive jobs. The location of the coaching centre was at SWAPNA , Budharaja and Sankarra in Sambalpur district. Odisha. The centre offered free coaching to the candidates and no fee in any manner collected from the candidates.

## **N. RURAL SANITATION UNDER SWACHH BHARAT ABHIYAN**

The Government of India on the eve of Gandhi Jayantee, announced a new Swachh Bharat Mission, or Mission for a Sanitary India. The details of the Mission are currently under development. Under such circumstances, recalling the thought of GANDHIJI- “ACT LOCALLY AND THINK GLOBALLY “We at village Budharaja in Sambalpur block under Sambalpur district, Odisha recommend the following five principles to clean our environment, habitation and public places. Our mission is to drive the campaign in a large scale to involve the mass for promotion of cleaner, healthier and safer environment and improved sanitation in all villages of Budharaja and Sankarra in Sambalpur district which may be replicable to other adjacent GPs subsequently.

In this context, NGO SWAPNA in involving the village youth of village siddhapur in Sambalpur block initiated the SWACHH BHARAT ABHIYAN with effect from 30 September to 2<sup>nd</sup> October-2014 (on the eve of Gandhi Jayantee). After block level preparatory meeting, we have organised the GRAM Sabha as per standing norm. The Gram sabha held on Gandhi Jayantee. In the Gram sabha the participation took the oath to involve themselves for promotion of cleaner environment in their respective habitations. Subsequent up on this on different dates and villages we have organised mass campaign public motivation, mobilisation and sensitization activities at village in Sambalpur distt

**1. Reducing open defecation is the top priority.** Although there are many benefits of a cleaner India, it is open defecation which kills hundreds of thousands of children each year and limits the development of those who survive. Open defecation shall be the top priority of the Mission. In this context, we have organised sensitization activities at village Dimiripankal in Sambalpur block under Sambalpur district

**2. Achieving latrine use requires promoting behaviour change.** Information, education, and latrine use promotion shall be the cornerstones of any successful Mission to end open defecation. Officers shall not be asked how many latrines they constructed; instead, officers

shall be held to account for what they did to change minds and behaviour and to promote latrine use. In this campaign the block level officers, school teachers, students, Anganwadi workers, GRS, Ward members, Panchayat Executive Officer, other local line departments and community based organizations and civil society organizations were actively involved.

**3. Latrine use requires a ground staff.** Rural sanitation teams at the block and district level require a new, dedicated staff responsible only for behaviour change and promotion of latrine use, not for latrine construction. Officers shall be rewarded for trying and learning from new ideas, whether they succeed or fail.

**4. Learn from doing and learn from the best.** The Government shall lead a programme of learning from successes, failures, and challenges of attempts to change behaviour and to promote latrine use. The Mission shall learn from the experiences of the Pulse Polio campaign, from leaders in the field of marketing, and from experts on rural sanitation behaviour. Keeping in view for wide spreading the mission we at different village of Sambalpur involves the Yuvak Sangha Memebtrs, GRS, Ward members, ASHA Karmee, Anganwadi workers and grass root volunteers to motivate and sensitize the community people at large in different villages of Sadar block under Sambalpur district.

## **CONCLUSION :**

While concluding the annual report of SWAPNA, we remind the untouched needs that threaten the life of many. Lack of infrastructure and resource limited our activities to selective few numbers but we have faith upon all that the increasing rate of co-operation will certainly push us forward to achieve the objective and in the years to come we must target basic problems of the people in the operation area. Wishing the co-operation and necessary suggestion for improvement of our every activity.

Director  
SWAPNA