



# ANNUAL ACTIVITIES REPORT

# 2019

**SOCIAL WELFARE ASSOCIATION  
FOR POOR AND NOBLE ACTIVITIES  
(SWAPNA),  
KANDABINDHA, GADASILA,  
DHENKANAL, ODISHA**

ADMIN OFFICE:  
AT: SANKARAMA,  
VIA: REMED  
DIST.:SAMBALPUR-  
768006

## FROM THE DESK OF DIRECTOR...

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 complete the decades plus journey of ours.

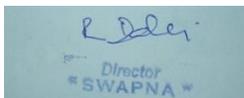
We, also thankful to the various Departments/Ministries of both central and state Government and their apex bodies from bottom to top level and make our Endeavour towards achieving the desired goal of the organization.

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

This Annual Report is the testimony of our humble achievements and dedication.

Sd/-

Director, SWAPNA



## FOREWORD ...

**SWAPNA** is an outcome of an effort to address social issues, a need to empower the vulnerable part of the community; especially women and children, poverty stricken population living in remote, tribal areas, forest dwellers, artisans etc in Sambalpur district of Odisha. Established in a span of ten years, SWAPNA within this span of its interventions has implemented programmes to enhance the quality of lives of such persons, strengthening their respective financial capacity, emerging as a collective in different formats; SHGs, JLGs and be able to create assets to address their needs at own level. Since last 20 years SWAPNA has been tirelessly working with the community in the field of sustainable livelihood and literacy for the downtrodden and vulnerable community.

In pursuance of its objectives, SWAPNA has implemented projects and programmes pertaining to women and child development, Geriatric care, addressed youth and adolescent issues, nutrition issues, women empowerment and protection, address livelihoods issues, financial inclusion and literacy etc.

### Location:

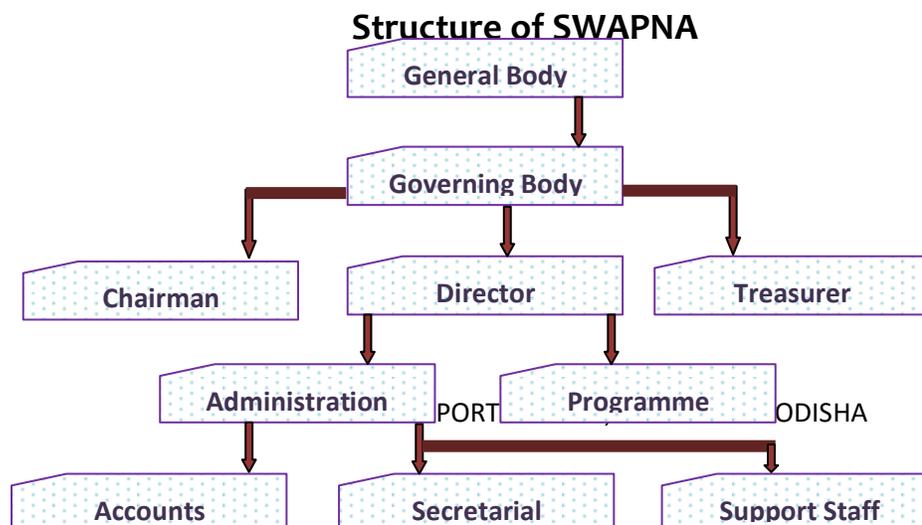
The Registered-cum- Head Office of SWAPNA is located at Kandabindha village of Dhenkanal district while the operational office is situated At/Po- Sankarma Via-Remed, Sambalpur district, a partly tribal and forest covered region in western parts of Odisha as the major focus of the organization is on the western Odisha. The organization is working in different interior and inaccessible regions of Sambalpur, Jharsuguda, Deogarh and Sundergarh districts of Odisha. Besides this SWAPNA put its foot print at the coastal Jajpur district as well to enhance its operational area.

### Legal Entity:

SWAPNA- Registered under Society Registration Act XXI of 1860

Permanent Account Number with Income Tax Department

Unique ID number generated from NGO—PS through NITI AYOGA



# REFLECTION OVER ACTIVITIES OF SWAPNA FOR THE YEAR

2019-20

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. Geriatric Care
6. Other Social Developmental actions.

## **DETAILS OF ACTIVITIES:**

### 1. Health and family welfare activities:

#### A. PROMOTION OF AYUSH ACTIVITIES:

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.

The organization SWAPNA from time to time generates massive awareness among the common men regarding promotion of ayurveda, unani, siddha, yoga and homeopathy. Yoga and naturopathy are considered to be the life saver elements of life. The massive awareness was spread regarding promotion of yoga and naturopathy at different villages and GPs in Patrapur and Sambalpur blocks under Sambalpur district 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.



R. Debi  
Director  
SWAPNA

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

Aims at reducing the existing prevalence of malaria, the organization organized 7 malaria radiation awareness camps 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. HEALTH DAY CELEBRATION:**

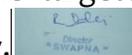
Due to rapid growth of industrialization, deforestation, massive use of vehicles, thermal power grid, and use of electronic items, Polythene bags etc. our mother earth becoming polluted day by day. As health is a major concern for the inhabitants of the operational districts, SWAPNA in association with the District Health Administration organise different programmes for health professionals as well as the target population to make more educative pertaining to their health and hygiene. As a part of this Health professional's workshop at Sambalpur, Rally and mass meeting with the help of Women SHG members at Laikera Jharsuguda , Observation of World Health Day at Brajarajnagar of Sundargarh was organised simultaneously on 7<sup>th</sup> of April by which the hired professionals delivered the related theme to the target audience.

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

**SWAPNA** in association with local CBOs/NGOs and local community has been working for the wellbeing of the persons those who were depending upon various narcotic drugs as well as affected with consuming regular alcohol which bring a different health hazard for the depending person while a much more impact was falling upon the family members. By use of the narcotic drugs and country specific alcohol social disturbances was also occurred and the effect of the same take the depended families in isolation which brings economical imbalance.

Taking this into consideration the organization took it a major objective and implement several programmes according to the area specific need of the target people. Various activities relating to the ill effect of drug, was organized with the support and cooperation of various stakeholders which was as follows:

- Implementing a 10 bedded drug de-addiction centre where the staff members were moved to the areas and organize mass meeting, identify the drug dependents, taken over counseling sessions both the user as well as the family members, provide clinical and institutional support for the drug dependent until his cure. This programme was implemented at Mayurdima village of Laikera block under Jharsuguda Revenue district and Reamal village of Deogarh District respectively where the targeted beneficiaries ill treated and provided both services as and when necessary.



- Similarly workshop, seminar, mass meeting, Rallies were also organized at different corners of the state where the target audience was educated and involved themselves with various activities related to elaborate the ill effect of drug dependents. These programmes was also implemented at Laikera and Kirmira Blocks of Jharsuguda District, Reamal and Tileibani block of Deogarh District, Brajarajnaragar and Hemgiri Blocks of Sundergarh District.
- Youth masses were very much affected with the above, and use of several narcotics among the young population is a major concern for the country. Keeping this into consideration the organization focused its actions to educate and aware the youth generation and the volunteers identify some hot spots in the area of operation to address the issue. Putting this into action a hotspot level committee was formed at different operational area by taking the PRI/ULB elected representatives, Village Opinion Leaders, Religious leaders, Teachers and other such like minded persons and specially launched the programme targeting both rural and urban youths. Small focus group meetings were organized in relation to the ill effect of drug usage and its impact on family and society was discussed and by this the organization derived peer leaders and with the help of such peer leaders the organization sustain the activities at both Sambalpur and Deogarh district.

## **E. HIV/AIDS AWARENESS**

In association with DAPCU, Sambalpur and active collaboration with HINDALCO, Hirakud the organization with its expertise man power educate the Industrial workers about the dreadly disease HIV/AIDS. For the purpose one day workshop for the officials was organized and then 5 nos. of awareness-cum-educative sessions was undertaken by the organization. The Resource persons were taught about the transmission process of the virus and after infection the position of the infected persons, their health problems, social stigma faced by the person, Health care facility availability in nearby areas. Routes of transmission, vulnerable community those who were likely to be infected and the basic usage of preventive measures i.e. use of condom. Also condom demonstration was also done and display by the resource person. Availability of affordable condoms for the weaker sections of the society etc. was discussed in the day long campaign process.

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

#### **A. WOMEN EMPOWERMENT , SHG PROMOTION & CAPACITY BUILDING:**

The organization from time to time organizes different workshop and seminar among the members in the SHGs to make them awaken regarding various recent developed plan, programs, policy and procedure being innovated by Govt. and NGOs for development and empowerment of the women & children, dalit and tribal , farmers & construction labourers and other downtrodden community people, women's participation in three tier panchayatiraj system, how women can collectively mitigate the adverse impacts of disasters, eradication of social evils, blind beliefs, dowry, female foeticide along with promotion of small family norms, spacing of child birth and population control, management of household

wastes and solid wastes, ban on use of polythene below 20 microns, cultivation of medicinal plants at the waste lands, back yard plantation and kitchen garden promotional activities. The community people are also awakened regarding environment pollution causes and the global warming process.

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 stabilize 150 homogenous SHGs.. We will also take the initiatives to spread the program in different wards of Sambalpur Municipal Corporation, Laikera Block of Jharsuguda District, Hemagiri Block of Sundargarh District, Reamal Block of Deogarh District.

**SWAPNA** was conducting field based capacity building programme for its formulated SHG members for different district in which 300 around SHG leaders from different 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.

#### **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 Balisankara block under Sundargarh 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 Sankarra in Sambalpur district covering Kuchinda and Jamankira block. We have covered total 98 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.

### **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. 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 floating to this township for different purpose. 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 artisan's sale is around 15 lakhs.



Director  
SWAPNA

### **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

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

### **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 under skill training program, 54 youth covered under Mobile repairing training, 15 youth covered under Auto rickshaw repairing training, 30 youth trained on home decorative, 30 adolescent girls trained on beautician, 25 youths trained on Electronics/ electrical gadgets repairing and another 20 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. GERIATRIC CARE:

### D. INTEGRATED PROGRAMME FOR OLDER PERSONS :

The organization SWAPNA in association with Ministry of Social Justice and Empowerment, Govt. of India, New Delhi implemented an Integrated programme for the older persons in Jharsuguda district. The centre situated at Mayurdima (Aitapali) a centrally located area of Laikera Block where at present 25 older persons from different parts of 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. For rendering effective services to the resident's counselor, vocational training instructor, part time doctor and centre superintendent has been appointed by the organization. Officials of District Administration visit the centre from time to time and provide necessary suggestions for the effective management of the centre. As a part of this activity, the regular staffs like the centre superintendent, the Multi task supervisors, ANM of the centre and the cook provided the basic training about the operation of the centre by RRTC of the state from time to time. Also RRTC during their visit provide effective suggestions for smooth implementation of the programme.

Keeping this in view and considering the issues pertaining to the senior citizens at the society, the organization feel better to implement such above mentioned centres at different corners of the state. Basing on the preliminary survey the management of the organization decided to open a 50 bedded elderly women's home at Kirmira of Jharsuguda District. Similar services was also provided at the centre and the staff members took care of smooth management of the centre.

Besides, another two numbers of such centres for the welfare of older persons specifically women those who were neglected by the community and feel alone at family was provided similar services at Sundargarh and Jajpur Districts respectively. The dedicated staff members involved themselves actively to provide better services for these elder women's and does feel them alone at all. 50 numbers of elderly women from different parts of the districts were admitted at the centre and provided such facilities as envisaged in the guideline of the Ministry of Social Justice and Empowerment, Govt. of India. The District administration also pay their kind visits to the centre and provide suggestions for the upgradation of the centre by availing financial assistance from Govt. of India.



R. Doley  
Director  
SWAPNA

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

### **A. 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 2019-20 there were 50 SC/OBC/Minority category students covered in which the teaching faculty offered them teaching for facing different competitive jobs like Banks, Postal, OPSC, RRB,. 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.

### **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.

### **C. PROMOTION OF RURAL SPORTS:**

During the year the organisation was also involved the rural sports activities by implementing Rural Sports Competition at Gadasila Gram Panchayat of Dhenkanal District. Different village level youth organisations from across the Gram Panchayat level called upon for the purpose and togethered at a centrally located place where the organisation planned well before for the events to be undertaken. Special professionals was also hired by the implementing organisation to manage different activities under the programme. This programme specially aims for promotion of rural sports and games with national integration among the youth mass at village level. As they have neglected to attend such competitions at various level, we have build up their capacity and enhance there stamina and empower them to participate at different big competitions.



Director  
SWAPNA

#### **D. DISABILITY REHABILITATION PROGRAM:**

SWAPNA emphasizes on the “DIVYANGA” 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. During the year the organization has arranged sensitize sessions for the development of these Divyang’s at various level. During the District level assessment camps, we inform such persons from the community and helping them to attend such camps to avail their rights and priviledges meant for them from time to time. In due course 67 divyang’s got their Certificates, 12 persons got the priviledge of getting concession during travel.

#### **E. Distribution of Tool Kits for the Handicraft Artisans:**

The organization focused its activities for the development of rural artisans in Handicraft sector. Many more programmes implemented for them by the active collaboration of the Handicrafts Department. For the upliftment of the poor rural artisans and to prepare their finished products in a well manner different tool kits needs for them. Due to their socio-economic conditions they were not able to purchase the same for which they cannot prepare finished products like others. Hence special tool kits distribution progamme was organized by SWAPNA at Chaunrpur village of Dhanakauda Block under Sambalpur District. O/o DC, Handicrafts, Ministry of Textile, Govt. of India support the whole activities.

#### **F. CONSUMER AWARENESS PROGRAM:**

India is famous for having largest consumer market in the world and in famous for corruption, harassment and exploitation at different levels due to lack of awareness, low level of education and inability on the part of the enforcement officers of different consumer right provisions. Consumer awareness not only helps in sensitizing the people but also mobilize the larger community demand for endorsing consumer rights and their entitlements. **SWAPNA** organized consumer awareness program in 3 gram panchayats conducting public meetings distributing leaflets, and pictorial posters. These consumer awareness programs were attended by different PRI members, SHG leaders and village development committee members of Sambalpur block, Sambalpur district.

#### **G. 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 taining 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.

#### **H. 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.

#### **I. 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 Deogarh-Sambalpur NH near Sindurpank Chowk of Sambalpur district 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.

#### **J. 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.

## **J 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 Sankarrma in Sambalpur district which may be replicable to other adjacent GPs subsequently.

**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 Dimiripanka 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.



Director  
SWAPNA

## CONCLUSION :

While concluding the annual report of SWAPNA, we remind the untouched needs that threaten the life of many. Lock 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

Director

SWAPNA