



AWARD
(Association for Welfare Active Rural Development)
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ANNUAL REPORT 2023-2024

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Introduction:

AWARD, a grassroots non-profit social service organization established in 2005 under the Societies Registration Act 35 of 2001, was created in response to widespread issues such as illiteracy, ignorance, poor health, agricultural crises, cultural challenges, and malnutrition in underdeveloped regions of Guntur, Prakasam, East Godavari, West Godavari, and Nellore Districts. With no profit motives, AWARD is dedicated to tackling these challenges by equipping individuals with the skills and knowledge needed to become professionals capable of providing high-quality services. The organization aims for sustainable development through partnerships with community-based organizations and Farmer Producer Organizations (FPOs).

Vision & Objectives:

AWARD is founded on the belief that India's strength depends on its villages and thus a developed nation should come through the protection, progress and enhancement of its farmland and rural communities. The socio-economic transformation of India may be achieved through the agricultural sector, rather than at its expense.

AWARD works to promote and nurture self-reliant Community-Based Organizations and promote sustainable livelihoods of small and marginal farmers, landless agricultural labour, women, and children by upholding local resources, natural resources, sustainable agriculture, and ecological balance in rural Andhra Pradesh. The overall goal of the organization is to empower the rural poor. Our focus is on the development of small and marginal farming communities and women's development in Andhra Pradesh, South India.

Operational area and target population:

| Projects | Financial literacy camps |
|--|---|
| Guntur, Bapatla, SPSR Nellore and Prakasam | Srikakulam, Vizianagaram, Parvathipuram Manyam, Alluri Sitharama Raju, Visakhapatnam, Anakapalli, Kakinada, Konaseema, East Godavari, West Godavari, Eluru, Krishna, NTR, Guntur, Palnadu, Bapatla, Prakasam , Sri Potti Sriramulu Nellore, Annamayya, Tirupati and Chittoor districts of Andhra Pradesh. Hassan and Kodagu districts in Karnataka |

Key areas:

- *Financial literacy programs*
- *Sustainable Agriculture*
- *Natural Resource Management*
- *Gender and women empowerment*
- *Children and Youth*
- *Promotion of Farmer clubs*
- *Organizing entrepreneurship training programs.*
- *Promotion of FPOs*
- *Campaigns and public involvement programs on water campaigns.*

Main Objectives of the organization:

1. To educate the youth and women, through literacy awareness programs, cultural activities, and inter-village sports and to organize them into society to undertake development action.
2. To undertake activities and developmental schemes of Government and quasi-government and Local Government Bodies for the overall development of the poor.
3. To set up training centres, educational institutions, research, planning and evaluation programs.
4. To take up Thrift and Credit Programs for rural women to create a habit of saving from their earnings.
5. To promote self-help economic development projects including agricultural and irrigation projects for improving food production and to help small and marginal farmers, rural artisans and A.G.Labourers by providing them integrated services and facilities for increasing employment.
6. To educate and provide technical assistance for improved agricultural methods and promote modern farming methods.
7. To provide educational and vocational training to promote self-employment.
8. To provide awareness programs on Natural resources management, Agricultural developments & HIV/AIDS for school children & PLHS
9. To assist the rural farmers in maintaining the sustainable agriculture techniques of farming.
10. To undertake projects related to Integrated Natural Resources Management

Implemented programmes

During the 2022-23 financial year AWARD organization has taken up the following social development activities in various project operational areas with various target groups. The following activities were taken up.

1. Implementation of the ZBNF.
2. Digital Financial Literacy awareness campaigns with the support of CGGB, DCCB, GDCCB, NDCCB, RBI, ITC, Guntur, Union Bank of India, APGB, Saptagiri Grameena Bank and SST NGO.
3. Analytical survey on turmeric crops in Guntur and Palnadu districts.
4. Exposure visits to FPO farmers
5. Promotion of farmer-producer organizations
6. MEDP on Mushroom cultivation and LEDP on Maggam work.
7. Skill development programme on Pottery.
8. FLAPs with the support of RBI
9. Awareness programme on eradication of drugs.
10. Farmers survey with the support of ITC.
11. Awareness programmes on climate change and Career development.
12. Awareness programmes on Village development programme.
13. NABARD TDF project
14. RIDO - Aadhar Housing Health Care Camp

Our funding agencies.

We are very much thankful to our funding agencies who are sanctioning great projects for the benefit of rural poor, women and farming communities.

| S.No | Name of the funding agency | Implementing programme |
|------|--|---|
| 1. | NABARD | ZBNF project, FPOs, MEDP, CAT, LEDP, Skill development programme. |
| 2. | Reserve Bank of India | DEA fund programmes and CFL projects |
| 3. | CGGB, Guntur | Digital financial literacy programmes |
| 4. | DCCBs of Guntur, Prakasam and SPSR Nellore | Digital financial literacy programmes |
| 5. | Union Bank of India | Digital financial literacy programmes |
| 6. | Individual donors | Skill Training and waste management programmes. |
| 7. | Saptagiri Grameena Bank | Digital financial literacy programmes |
| 8. | Andhra Pragati Grameena bank | Digital financial literacy programmes |

| | | |
|------------|-------------------|---|
| 9. | Abhaya Foundation | Digital financial literacy programmes |
| 10. | ITC | Farmers survey |
| 11. | SARDS NGO | Awareness programmes on Village development |
| 12. | TRIGEO | Health and Climate |
| 13. | RIDO NGO | Health camp |
| 14. | Local donors | Natural farming, Career development, Health, Climate change awareness, Support to TB victims, |

ZBNF Implementation Project:

ZBNF project is an ongoing project sanctioned by NABARD during the 2019-20 year to AWARD NGO. The project period was 3 years for implementation. 3 years completed by the end of March 2023. The progress of the project is as follows by the end of March 2023.

Objectives of the project:

- ❖ Transform 100 farmers practicing chemical farming into ZBNF practitioners.
- ❖ Reduce cultivation costs and achieve sustainable, incremental income growth for farmers.
- ❖ Convert 100 acres to ZBNF, aiming for a 20% increase in productivity on this land.
- ❖ Offer technical support and guidance to 635 members via a common service center.
- ❖ Achieve a 26% reduction in input costs previously spent on chemical inputs.
- ❖ Generate an additional 10% income by growing multiple crops per season.
- ❖ Introduce intercropping systems, significantly enhancing agro-ecology and agro-biodiversity, with farmers cultivating their saplings in mini shade nets.
- ❖ ZBNF reduces investment needs and improves post-harvest techniques, enhancing quality and pricing, adding value to increase profits, minimizing waste, and managing risks. It also contributes to better soil health and fertility.

The following activities have been carried out in the project.

- ❖ We have gathered comprehensive data on 100 farmers through a baseline survey, which includes family details, tenant farming status, primary crops, additional income sources, soil structure, current agricultural practices, and extra income details.
- ❖ These 100 selected farmers received orientation through various training sessions, exposure visits, and farmer field schools focusing on Zero Budget Natural Farming (ZBNF) practices, involving agriculture scientists and ZBNF experts.

- ❖ As a result of the ZBNF farming impact, an additional 65 farmers have joined the project and begun practising ZBNF.
- ❖ We established a common service centre in Narsaraopet, which covers a quarter of the project area, to ensure easy accessibility for target farmers. Project scientists and technical assistants provide services to farmers, including answering phone calls, demonstrating plots, clarifying doubts, and conducting field visits as needed.
- ❖ A total of 354 farmers have benefitted from the common service centre, receiving suggestions, and 123 farmers have visited the demonstration plot. Farmers from outside the project area and from our FPO villages are also utilizing the centre's services.
- ❖ A toll-free number was provided to farmers, through which 354 calls were received from 116 farmers, extending our services further.
- ❖ We developed a website for the ZBNF project, updating data regularly on the portal.
- ❖ A production center was set up at Kotappakonda for making Kashyams and Dravanams.
- ❖ We partnered with Attalur FPO and Usha Natural Products unit for supplying other inputs like Ghana Jeevamrutam, Agnastram, and Dasaparni Kashyam, providing all necessary inputs as needed.
- ❖ We prepared and distributed booklets, pocketbooks, and pamphlets on ZBNF practices, including the preparation of cow-based inputs and kashayas.
- ❖ Information on ZBNF was widely publicized through wall writings in all villages.
- ❖ 18 varieties of pulses and millets were distributed to 110 farmers for pre-monsoon dry cultivation.

2. DIGITAL FINANCIAL LITERACY PROGRAMMES ON FINANCIAL LITERACY:

Part of the Financial Literacy Awareness Programme, AWARD organized village-level Digital Financial literacy programmes (DFLAPs) through Kalajatha Programs with the support of different banks in Andhra Pradesh. The details are as follows.

| S.No | Name of the bank | Number conducted | Programmes conducted |
|-------------|--|-------------------------|--|
| 1 | Chaitanya Godavari Grameena Bank | 520 | Guntur, West Godavari and East Godavari districts |
| 2 | Guntur District Cooperative Central Bank | 500 | Guntur district |
| 3 | SPSR Nellore District Cooperative Central Bank | 210 | SPSR Nellore District |
| 4 | Prakasam District Central Cooperative Bank | 85 | Prakasam and Bapatla District |
| 5 | Union Bank of India | 250 | Nellore, Prakasam, Guntur, and Vijayawada regions. |
| 6 | Reserve Bank of India | 3 | |

| | | | |
|----------|------------------------------|-------------|---------------------------------|
| 7 | Saptagiri Grameena Bank | 15 | Chittoor and Krishna districts. |
| 8 | State Bank of India | 4 | Guntur district |
| 9 | Andhra Pragati Grameena Bank | 32 | Prakasam district |
| | Total | 1619 | |

Objectives of the Programme:

The Financial Literacy Awareness Program is designed to educate farmers, SHG women, entrepreneurs, and senior citizens about financial services and various products. It covers topics such as savings, bank accounts, deposits, loans, digital transactions (net banking, phone banking, IMPS, NEFT, RTGS, UPI payments), CIBIL scores, and social security schemes like PMJJBY, PMSBY, and APY. Cybercrime prevention is given special emphasis. In total, 3,512 programs were conducted across different districts, with 3,68,000 participants

Method of FLCs organizing

- Conducted a program with 25 teams comprising 125 artists, creating distinct DFLAP videos for each bank based on their specific inputs.
- Engaged a TATA AC vehicle, decorated with banners and posters on all four sides displaying financial literacy messages, and branded it as a Financial Literacy Mobile Van.
- Raised awareness in village habitats for at least 3 hours using audio and video visuals.
- Educated the public through videos and audio on Digital Financial Literacy, covering topics such as KYC, Loan recovery, Credit rating, and the Banking Ombudsman.
- Explained the benefits of Rupay cards, online banking, micro-ATMs, POS machines, mobile banking, UPI, USSD CODE (*99#), and mobile wallets for cashless transactions.
- Displayed banners with messages like "DIGITAL FINANCIAL LITERACY AWARENESS CAMP" and "GOING DIGITAL CAMP" sponsored by NABARD.
- Featured the NABARD logo on banners with the acknowledgement "Supported Under FIF managed by NABARD."
- Program attended by Manager/In-charge, Manager, FLC counsellors, and bank officials who offered messages and suggestions to the public.
- Distributed pamphlets during the program and publicity efforts.
- Organized all programs in the evening to accommodate villagers' schedules.
- Involved village Sachivalayam officials, FLC counsellors, DRDA officials, DWCRAs animators, PAC members, and other village-level personnel in the program.

The impact of the programme

| Sl.no | Particulars | Number |
|----------|--|--------|
| 1 | No. of persons attended to the programme | 313950 |
| 2 | No. of persons taken PMSBY | 28432 |

| | | |
|-----------|---|-------|
| 3 | No. of persons taken PMJJBY | 33852 |
| 4 | No. of persons taken PMAPY | 20333 |
| 5 | Opened Jandhan accounts | 62552 |
| 6 | No. of Mobile Number Seeding request applications received : | 95342 |
| 7 | The number of AADHAR Seeding request applications received : | 89450 |
| 8 | No. of Applications received for Internet and Mobile Banking facilities : | 58863 |
| 9 | No. of customers have downloaded and activated the Banking App or BHIM App: | 51500 |
| 10 | No. of Rupay Debit Cards/ KCC Cards have been issued/ activated to the customers: | 44752 |

1. PROMOTION OF FARMER PRODUCER ORGANISATIONS :

AWARD promoted three Farmer Producer Organizations (FPOs) in the Guntur district and one in the Nellore district from 2019-20, supported by NABARD. These FPOs are registered under the Companies Act and MACs Act.

| S.No | Name of the FPO | District | Member ship | Share capital mobilised in Rs. | Remarks |
|-------------|--------------------------|-----------------|--------------------|---------------------------------------|---|
| 1 | SAHAJAMITRA FPCL | Guntur | 605 | 605000 | Promoted with the support of NABARD under PODF |
| 2 | KUSUMA FPCL | Palnadu | 555 | 555000 | |
| 3 | ANANATASAGARAM FPCL | Nellore | 468 | 468000 | |
| 4 | KANDLAKUNTA HYDENCY FPCL | Palnadu | 118 | 1118000 | Promoted in the part of ZBNF implementation supported by NABARD |

Business activities worth Rs. 10 lakhs were initiated at each Farmer Producer Organization (FPO), with comprehensive capacity-building programs and training for farmers. The orientation covered the roles of the Board of Directors (BODs), produce aggregation, banking coordination, credit flow, borrowing procedures, produce marketing, value addition, and processing. FPOs were expanded to promote technology transfer, seed village concepts, agricultural extension services, and collective procurement. The Horticulture department approved "Collection Centres" for three FPOs and completed the construction.

2. Micro Entrepreneurship Development Program

AWARD conducted 1 Micro Entrepreneurship Development Program on “Mushroom cultivation” to the matured SHG women at Murikipudi village of Palnadu district with the financial assistance of NABARD. A total of 30 women beneficiaries were trained through MEDP. This training program covered Mushroom cultivation, Marketing, value-added products and processing of the Mushrooms. Also taught about Bank linkages, Marketing, Preparation of accounts, Strategies for developing marketing and Developing business plans. Sri KRD Karthik, DDM NABARD, DRDA officials, and marketing persons attended and appreciated the AWARD efforts. A lot of impact is created by the training and the trainees are setting up the units.

3. Livelihood Entrepreneurship Development Programs:

AWARD conducted 1 Livelihood Entrepreneurship Development Program on “Maggam Work” to the matured SHG women at Pamidipadu Agraharam, Vengala Reddy colony villages of Narasaraopet Mandal, Palnadu District and Vippera reddy Palem village of Rompicherla Mandal, Palnadu District with the financial assistance of NABARD. A total of 30 women beneficiaries were trained through LEDP. This training program covered embroidery work



on sarees, blouses, ladies' dresses, and other embroidery works. Also taught about Bank linkages, Marketing, Preparation of accounts, Strategies for developing marketing and Developing business plans. Sri KRD Karthik, DDM NABARD, and marketing persons attended and appreciated the AWARD efforts. A lot of impact is created by the training and the trainees are setting up the units.

4. Exposure Visit (CAT)Program:

NABARD has sanctioned the “Capacity Building for Adoption of Technology (CAT) programme” exposure visit to 30 FPO farmers in Guntur and Nellore districts. We make

the visit to help the farmers learn the best practices, te



chnology usage, cultivation methods and processes, and marketing strategies of farmers in Vegetable cultivation and Processing. The visited places are the Center for Excellence, Kuppam and Southern Machinery Testing Center, Garladinne Anantapuram. During the visit, the farmers have visited the known about latest technologies of vegetable cultivation and Agri machinery.

5. Skill Development Program:

AWARD organized a Skill development program with the financial support of NABARD on pottery activity to 30 unemployed youth at Salapadu village of Chebrolu Mandal, Guntur district. During the training, we have provided training in preparation of Drinking Glasses, Drinking glasses/Tumblers, Bowls, Idols, Money saving Items (Hundies). All the members are setting up the units and earning an additional income@ of Rs. 5000/- per month.

6. Khadi and Village Industries Commission (KVIC) Pottery:

The Association for Welfare Active Rural Development (AWARD) organized a skill development program with financial support from the Khadi and Village Industries Commission (KVIC) focusing on pottery activities for 40 unem



ployed youth in Salapadu and Kollipara villages of the Guntur district. During the training, participants were taught to prepare items such as drinking glasses, tumblers, bowls, and idols. Upon completing the training, KVIC provided power wheels to the trainees.

The Khadi and Village Industries Commission (KVIC) aims to create employment opportunities and contribute to the growth of the Indian economy. Their interest rate subsidy scheme promotes rural entrepreneurship by providing financial assistance to individuals engaged in traditional industries.

7. Other awareness programmes are conducted with the support of funding agencies.

| Sl.No | Name of the programmes | Funding Agency | Details of the programme |
|-------|---|-------------------|---|
| 1 | Awareness Programme on Eradication of Drugs | IRPWA | With the financial support of the IRPWA NGO, we conducted awareness camps in the Visakhapatnam metropolitan city on the usage of drugs and their negative impacts. We engaged a vehicle and decorated it with banners providing information about the negative effects of drug usage and how to access counselling. A total of 15 camps were conducted for students, farmers, and the general public. |
| 2 | Climate change awareness programmes | Individual donors | An awareness program on climate change was conducted in the Palnadu, Guntur, and Bapatla districts, where 12 camps were organized with the help of individual donors. |

| | | | |
|---|---|-------------------|---|
| | | | These camps aimed to educate local communities about the impacts of climate change, promote sustainable practices, and encourage active participation in environmental conservation efforts. renewable energy sources, water conservation techniques, and sustainable agriculture methods, |
| 3 | Career development programmes | Individual donors | Career development awareness programs were conducted for students, covering core life skills such as child rights, goal setting, career guidance, self-awareness, empathy, critical thinking, creative thinking, decision-making, problem-solving, effective communication, personality development, and interpersonal relationships. A total of 25 camps were held, with 900 students participating and developing positive behaviour and attitudes. |
| 4 | Awareness programmes on Village development | SARDS | With the financial support of the SARDS NGO, a series of 20 awareness camps were conducted to promote village development. The focus was on crucial aspects such as safe drinking water, sanitation, personal hygiene, and overall health. These camps were organized with a mobile vehicle, which was decorated with informative banners. These efforts aimed to uplift the rural community, enhance their quality of life, and create a sustainable environment for future generations. |

8. NABARD – TDF Project:

In 2022-23, NABARD sanctioned a Tribal Development Fund project to the AWARD NGO. Spanning six years, the project is set in Nakarikallu and Rajupalem mandals. It aims to benefit 478 tribal families across nine villages within these mandals. This

comprehensive initiative focuses on the development of orchids, fruit plants, and livelihood promotion. The primary objective is to establish sustainable livelihoods for Scheduled Tribe families by enhancing orchid cultivation, water resources, and natural resource management activities.



9. RBI – DEA Fund:

Reserve Bank of India (RBI) has sanctioned 3 number of pilot Financial literacy programmes to Association for Welfare Active Rural Development (AWARD) with the grant amount of Rs. 1,40,100.00 under DEA fund. We have conducted the FLPs in workshop mode with involving the participa



nts in the workshop. Experienced and expertise resource persons handled the sessions and convey the topic through Interactive lectures, Power point presentations, Kalajatha programmes, Audio/Video and Question and answers methods. Total 168 members were befitted through the programmes. Out of 168 47 members are enrolled in to social security schemes and opened new accounts for them.

10. TriGeo Technologies:

The TriGeo technologies has been approved our action plan and sanctioned the project to organize the awareness campaigns on sustainable agriculture, Water & sanitations and health programmes. We have organized the 34 camps covering 3600 members on sustainable Agriculture Practices and seasonal deceases. Conducted 2 health camps at remote villages through mobile medical Units.



11. NABARD – Crafts & Looms:

NABARD, Andhra Pradesh Regional Office (APRO), in association with the NGO Association for Welfare Active Rural Development (AWARD), organized a seven-day exhibition

from

September 19 to 25, 2023, at Bandlamudi Gardens, Guntur. The primary objective was to expand and enhance



marketing facilities for rural artisans and to upscale their creative marketing abilities. NABARD sanctioned a grant of ₹13.52 lakh for the event. While 36 stalls were initially approved, the agency arranged 41 stalls (40 indoor and one outdoor) to meet the artisans' needs, providing good accommodation and food.

The exhibition was inaugurated by Sri M.R. Gopal, CGM, APRO, NABARD, and Sri Chiranjiv Chowdary, Principal Secretary to Government, Marketing and Cooperation, Agriculture and Cooperation. Notable guests included Smt G.Rajakumari, IAS, Joint Collector and Additional District Magistrate, Guntur; Sri M.S.R.Chandra Murthy, DGM, NABARD, Amaravathi cell, Vijayawada; Sri T.Kameswara Rao, Chairman, CGGB, Guntur; Sri R.Seetaramanjaneyulu, Chairman, DCCB, Guntur; Sri G.Sarath Babu, DDM, NABARD, Guntur; and Sri R.Mahimal Reddy, LDM, Guntur.

The exhibition showcased a variety of items, highlighting the region's rich and diverse craftsmanship. Displayed items included Mangalagiri Handlooms, Dharmavaram Pattu and cotton sarees, Etikoppaka toys, Uppada Handloom sarees, Madhavaram Handloom, wooden crafts, thread jewellery, natural food products, Venkatagiri sarees, jute-based handicrafts, and jute fabric bags. Other featured items included millet food products, Kondapalli toys, Narayanpet sarees, leather lamp shades, Ikkat handlooms, cotton sarees, shirts, lungies, silk sarees, dress materials, artificial jewellery, wooden cutlery, printing sarees, garment products, sanitary pads, jute bags and mirror handbags, macrame items, soft toys, lippen art, jaggery powder and honey value-added products, herbal products, cushion pillows, lace products, agarbathi, dhoop sticks, Pochampally sarees, bed sheets, dress materials, block printing sarees, and pottery items. The event successfully provided a platform for rural artisans to showcase and sell their products, thereby improving their livelihoods and expanding their market reach.

12. NABARD SHG Mela:

NABARD, Andhra Pradesh Regional Office (APRO), in association with the NGO Association for Welfare Active Rural Development (AWARD), organized a 5-day exhibition from March 7 to 11, 2024, at Majeti Ram Kalyana Mandapam, Guntur. The primary objective was to expand and enhance marketing facilities for rural artisans and upscale their creative marketing abilities. NABARD sanctioned a grant of ₹5,43,500 for the event, which utilized two large halls with parking, AC facilities, and high footfall. Extensive publicity and campaigning attracted artisans from various villages in Andhra Pradesh. The event featured 25 stalls, with free accommodation,

food, and transportation expenses provided to the artisans. The exhibition was inaugurated by Sri M.R.Gopal, CGM, APRO, NABARD, and attended by Dr. R. Saradha Jayalakshmi Devi, Vice Chancellor, ANGRAU; Smt G. Rajakumari, IAS, Joint Collector and Additional District Magistrate, Guntur; Sri SD. Jawahar, DGM, Union Bank, Ongole; Sri G. Sarath Babu, DDM, NABARD, Guntur; and Sri R. Mahimal Reddy, LDM, Guntur.



The exhibition showcased a wide range of products, including Mangalagiri Handlooms, Dharmavaram Pattu and cotton sarees, Kondapalli toys, Uppada Handloom sarees, Madhavaram Handloom creations, wooden crafts, thread jewellery, natural food products, Narayanpet sarees, jute-based handicrafts and jute fabric bags, millet food items, Ikkat handlooms, cotton clothing, silk sarees and dress materials, artificial jewelry, wooden cutlery, printing sarees, soft toys, jaggery powder, honey value-added products, herbal goods, agarbathi, dhoop sticks, Pochampally sarees, and block printing sarees. This diverse range catered to the varied preferences of consumers, offering them a one-stop shopping experience for unique and high-quality artisanal products.

Convergence activities, and marketing strategies.

1. Women development programme (Individual donors):

AWARD conducted a Skill Training program on Tailoring for 120 participants in Barampeta, Murikipudi, and Martur villages of Palnadu and Bapatla districts, with the assistance of AWARD executive body members and local donors. The primary goal of the training was to enhance participants' skills and capacities in tailoring, including the creation of various garments and the establishment of units. Trainers were educated on the benefits of training, such as increased employee productivity, reduced turnover,

improved job satisfaction, aid in the recruiting process, and decreased need for employee supervision.

Natural Farming :

AWARD, in partnership with NGOs, introduced the Natural Farming initiative for sustainable agriculture. The main objective is to advocate for agricultural practices that rely on natural crop growth, eliminating the use of chemical fertilizers and pesticides while promoting effective agronomic techniques. During the initiative, 12 training sessions and 5 Kalajatha events were organized, educating 950 farmers about the principles of Natural Farming. Additionally, 75 farmers received technical guidance on cultivation practices, along with awareness sessions on horticulture, vegetable farming, millet, and pulses. Details are given below.

2. Career Development Programmes:

The AWARD organization organized five life skills education sessions for 10th-grade students. These sessions covered essential life skills like understanding child rights, setting goals, career guidance, self-awareness, empathy, critical and creative thinking, decision-making, problem-solving, effective communication, personality development, and building interpersonal relationships. As a result, 190 students participated and showed positive behaviour and attitude changes. These programs aimed to enhance students' self-sufficiency and skills, fostering the adoption of positive behaviours and attitudes.

| Sl.no | District | Mandal | Number of villages | Number of farmers |
|-------|----------|--------------|--------------------|-------------------|
| 1 | Prakasam | Martur | 5 | 21 |
| 2 | | Yaddanapudi | 3 | 10 |
| 3 | Guntur | Narsaraopet | 5 | 19 |
| 4 | | Nakarikal | 2 | 13 |
| 5 | | Ipur | 2 | 12 |
| | | Total | 17 | 75 |

2. IMPACT-MONITORING AND EVALUATION – MEASURES FOR QUALITATIVE IMPROVEMENT

The organization's programs and initiatives are meeting performance expectations, with management consistently employing monitoring and evaluation processes to improve service quality for target groups. Project efforts are concentrated in Guntur,

Prakasam, and Nellore districts, with plans to expand into eight districts, including Chittoor, Nellore, and others. Future goals involve extending activities to neighbouring districts in Andhra Pradesh to support marginalized groups like impoverished women, youth, and disadvantaged individuals, regardless of their caste or community. We expect to secure the necessary funding from various sources, including NABARD, NRIs, and government organizations/banks, to ensure systematic and high-quality implementation of activities. The Executive Body is wholly committed to serving the intended groups with dedication and sincerity.

PERSPECTIVE PLANS FOR 2023-24

Plans for the year 2023-24 include the development of new policies, innovative programs, and activities to benefit target groups. These initiatives are aimed at improving various aspects of the target groups' welfare. This report does not include additional details about these plans and their implementation.

CONCLUSION:

AWARD has been dedicated to assisting the specific communities within its operational area by executing tailored programs and initiatives in response to their needs. As the organization continues to expand, the Executive Body is ready to undertake appropriate measures to carry out a range of socio-economic development endeavours aimed at enhancing the well-being of the identified target groups, aligning with the outlined objectives.

Submitted by



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