

Annual report-2022-23



From the desk of the secretary.....

It is immense pleasure for me to furnish the annual report for the period of 2022-23 of Velugu Association an organization working for the cause of the Adivasi and other marginalized communities of 7 mandals in Srikakulam and Parvathipuram Manayam districts of Andhra Pradesh. This year became a remarkable year that we are able to reach the unreached, after the pandemic COVID situation. This year we could be able to achieve good results only because of thumping support from the members of the governing board, community with whom we are working, funding partners, like-minded institutions, elected representatives more over the local government extension officers. In the entire success of the organization is centered on our sincere and committed efforts of all the team members in implementing the different project activities as per the project plan both at the office and field level and the affirmative response of the target members. Regular review of the activity plan and the implementing strategy made us aware of the deadlocks and helped us in developing re-plan in achieving the desired results.

During this year we focused more on realization of forest rights act, we enabled the community with information and knowledge on the process of claims to the authorities particularly for the Individual forest rights, community forest rights/habitat rights. The active involvement of the forest rights committee made possible to find out the left out at the village level. At the same time we also spotlight on uploading IFRs in the Giribhoomi portal. We took special efforts on NTFP value addition by establishing processing units and cold storage at the community level through the Mutual aided cooperative societies. Concentration was also given on organic farming methods, in the process we trained the farmers on preparation of the manure and pest control techniques with the support of the experts from local Krushi Vigyan Kendra and used the methodology in agriculture and horticulture fields. This method is widely accepted by our focused group and understands the importance. The same process is also in use for millet cultivation in our project area.

In this period we could be able to establish linkage with the local extension officers particularly with the agriculture, horticulture, IKP-ITDA, Mandal level officers and able to access the services properly, with proper coordination and networking we are able to access 150 working days for the remote villages under MGNREGS programmer, which restricted the periodic migration of the target community in the off session. Like that we have entered a mutual agreement for construction of collection centers for the community with horticulture department and Digital Green Foundation to share the construction cost between the project partners (Bread for the world).

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Annual report-2022-23

I want to thank all of our Board members, Advisors and donors who have stood with us through these tough times, been hands on and so supportive. I would also like to express gratitude to Bread for the world, our Goodwill project partner and our partners who have given us the opportunity to continue to work together for the well-being of our target community i.e. the Adivasis and the most marginalized sections of the society. The entire team at Velugu Association has worked very hard despite these unusual circumstances and the home environment not being conducive to work.

B. Sanjeeva Rao

Secretary



Annual report-2022-23

About the organization

Velugu Association (VA) started its activities in the year 1989 with few likeminded individuals with long standing work experience with deprived sections of the community, having its head quarter at Kotturu of Srikakulam district of Andhra Pradesh. It is registered with registered of societies under societies act and working with the most underprivileged community i.e. Adivasis in 6 Mandals of the district with a special focus on livelihoods development through Natural Resource Management particularly the land, water and forest. VA believes that the “development is in the hands of the community with home we work, the role of the organization is a genuine facilitator”, community has the capacity to manage the implications, at this point needs proper guidance and facilitation. Being a responsive socio-economic development organization of the society our prime focus is to share information on the development and welfare activities on the Government organizations and build capacities of the community/community institutions by providing knowledge.

Velugu Association strongly believes on right based approach, in the process we facilitate the community to claim their legitimate rights as guaranteed by the constitution. With support of funding partners from national and international level we could able to reach the unreached communities in the district. During this 2 decades of development journey Velugu Association established partnership with national and international level organizations. We worked for the cause of the communities with the support of Bread for the World, Germany, ITC Kolkata, Both ENDS, Digital Green foundation with different project specifications. Promoted farmers producers cooperatives, forest rights committees, village development committees with special focus on women, children and people with special needs. We work on environmental issues and to realize the rights and choices of the Adivasi community.

The founders

A group of members with long standing work experience in social service sector came together and formed Velugu Association (VA) with its headquarters at Kotturu of srikakulam district, Andhra Pradesh. Mr. K. Santa Rao serving as president of VA and working as a teacher in Government sector, Mrs. BidikaHymavati serving as vice-presidentof VA, Mr. BanalaSanjeeva Rao associated with VA as secretary, Mr. BeveraNaryaana Rao associated with VA as Treasurer of the organization. There are other board members from different background meticulously associated with the organization activities and working committedly and sincerely for the cause of the target community.

General Information

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Annual report-2022-23

Name of the Organization	:	Velugu Association
		At: Mahasingi
		Po: Kotturu
Address	:	Mandal: kotturu
		District: Srikakulam, Andhra Pradesh, INDIA
Telephone	:	+91 8946 258841
E mail ID	:	sanjevivelugu@gmail.com
		sanjevivelugu@yahoo.co.in
Point Person /Designation	:	Mr. Sanjeeva Rao/Secretary
Contact No.	:	91 9440283837
Nature of the report	:	Organizational Annual report
Period of the report	:	April 2022to March 2023

Vision, Mission and Goal of Velugu Association

Vision: Establishing a society characterized by equity and sustainability, wherein the community resides in a state of harmonious coexistence and dignity, this endeavor entails the pursuit of social justice, economic fairness, and environmental sustainability, with the overarching aim of fostering inclusive development. The vision is to cultivate an environment where every community member has the opportunity to prosper, emphasizing both mutual harmony and a dignified quality of life.

Mission: Strengthen community led development initiatives to achieve constructive social, economic and environmental change in the rural pockets of Srikakulam, and ParvathipuramManayam district and its adjourned areas of Andhra Pradesh.

Goal: Enable the empowerment of rural communities by augmenting the capacities of both individuals and institutions. This involves providing education on the judicious utilization of services, opportunities, and existing resources, thereby fostering selfrealization and encouraging collective action among community members.

Ethos:

Enable the empowerment of rural communities by augmenting the capacities of both individuals and institutions. This involves providing education on the judicious utilization of services, opportunities, and

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Annual report-2022-23

existing resources, thereby fostering self-realization and encouraging collective action among community members.

Values and culture:

The values that have guided Velugu Association as an organization, helped us make decisions in the most challenging situations and navigate through the phenomenon of violence and abuse are:

1. **Respect:** We respect our-selves, express our opinions, suggestions and feelings with dignity. We listen to and welcome diverse perspectives and have a deep regard for others even when their beliefs are different from our own.
2. **Accountability:** We deliver what we have promised. We take responsibility for our own actions and outcomes. We are responsible for ourselves, the organization and all internal and external stakeholders.
3. **Transparency:** We are transparent about our values and policies, our failures and mistakes and openly share our ideas and knowledge with all internal and external stakeholders.
4. **Integrity:** We value being honest and true to ourselves and being authentic and consistent in our behavior, actions and words.
5. **Quality Driven Excellence:** We strive to become better than we are today by challenging assumptions, demonstrating agility and being thoughtful. We are forever learners and relentless in the pursuit of maintaining quality and evolving creative, innovative and effective solutions.
6. **Passion:** We are a passionate group of people who are not afraid to be hopeful, demonstrate enthusiasm and stand by our belief of an abuse-free world for children.
7. **Perseverance:** We believe everyone who takes an idea and makes it into something meaningful does it through hard work, tirelessness and diligence. We stay undeterred as we navigate through the phenomenon of violence and abuse un-damped by discouragement, opposition or failure.
8. **Empathy:** We work towards creating a caring environment internally and externally – we connect, listen, think and respond deliberately by understanding diverse perspectives and circumstances.
9. **Compassion:** We make an effort to know our external stakeholders and act on that knowledge with positive intent to support them in their journey of healing.
10. **Fairness:** We put in the effort, time and resource required to take just and equitable decisions for all internal and external stakeholders.
11. **Trust:** We have faith in human potential – both in being able to initiate change and to be resilient in the face of adversity.

Key Domains

- Social Mobilization and community empowerment with major focus on tribal empowerment
- Environmental protection and conservation Forest ,Land and Water
- Right based approach
- Effective Accountability and Governance issues
- Advocacy for achieving tribal rights and entitlements

Objectives:

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Annual report-2022-23

- To create a sense of cooperation, integration, and unity among the target people, by promoting and strengthening community structures at different levels.
- To improve the livelihood base of the tribal community by sustainable use of available resources such as land, water, and forest.
- To enhancing the reach of State and Union Government Schemes and filling the critical gaps of service deficient in tribal areas.
- To develops the capacity of frontline workers of the community to meet their obligations and encourages rights holders to claim their legitimate rights.
- To create a scene of cooperation integration and unity among the target community and facilitate for participation, accountability, gender non-discrimination and equality, empowerment, and legality.
- To provide wider scope to safeguard the cultural practices and heritage of the target community and to arouse the people to work for the welfare of the fellow community
- To help the social groups and individuals in acquire knowledge on control of pollution, environmental degradation and involve them in the process of restoration.
- To conserve and promote extinctive plants, empower people of all classes, levels, and areas to conserve biological diversities, with a special focus on creating assured livelihood options.

Our partner organizations

- Bread For the World Germany
- ITC/MSK Kolkata
- Digital Green foundation, India
- Both ENDS

Glimpse of the year 2022-23

Institution building: Strong and efficient institutions are vital to the development of well-functioning government organizations and strong societies. The term “institution building” encompasses the creation, support, development, and strengthening of community organizations and institutions. To address critical community issues designing and managing public structures and making well use of public funds community institutions are very important particularly in the socio economic empowerment of the deprived sections of the society. It is therefore evident that institutions determine the degree to which the environment is conducive to cooperation and increased social capital. Inclusive and participatory institutions not only increase the flow of information but also help to pool resources to reduce the risk and ensure substantial levels of wealth.



As per the need of the situation and the community Velugu Association form and strengthen the community institution in its operation area. We have a strong faith on the capacities of the community and

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Annual report-2022-23

focus has been given on exercising the rights and choices of the particular beneficiaries. In the process we form and strengthen women groups, community action groups, forest rights committees, farmers groups and its federations in the name of farmer's producer's organizations. Till date we formed 4 FPOs and enrolled with 2529 members where 1722 male and 807 female members. 253 forest rights committees are actively working for the community and enabling the eligible members to receive FRA claims. 126 community action



groups are in place to address community issues before the competent authorities. Velugu Association organizes orientation camps time to time to enhance the working skills of the members. Organized exposure visits to the frontline leaders to gain more knowledge on the management of the particular group and to share the ideas with other groups; it is one type of cross learning for the community members. Distributed handouts in local language on different schemes and programmes of the government, roles and responsibilities of the leaders and groups, process of gramasabha, forest rights act -2009 etc.

Natural resource management: Natural resources are needed to be managed to maintain balance in the ecosystem. All components of the environment are related to each other. An imbalance caused due to the over-consumption of these resources will disrupt this balance, affecting all kinds of life forms directly or indirectly related to it. Natural resources are used to make food, fuel and raw materials for the production of goods. All of the food that people eat comes from plants or animals. Coming to the Adivasi community, their livelihoods are closely connected with land, water and forest. In the present scenario the natural resources are gradually degrading, there is a need to concentrate more on the management of the Natural resources.



Velugu Association working on sustainable livelihood development of the Adivasi communities. In the process more devotion given on soil moisture retention through SMC works, horticulture plantation and intercropping, minimization of podu/shifted cultivation, use of organic farming methods, renovation of traditional water bodies, plantation etc. With the support of MGNREGS programme are able to develop different SMC half-moon structures such as trenches, guard walls/protection walls, stay guard trenches, percolation pits in high water runoff and soil erosion areas. With our lobby and advocacy efforts we could able to enable the target community with 150 working days under MGNREGS programmer. 56 acres of forest land has been planted under mass seed showing activities with 48 commented youth involved in seed collection and seed showing from 3 villages. 156 farmers adopted organic farming methods in agriculture and horticulture. 136 acres of horticulture plantation made in 26 villages with 112 farmers. 65 acres of millet cultivation promoted in 12 villages by 68 farmers and used organic methods.

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Annual report-2022-23

Rights and entitlements: The forest rights act -2009 become a boon for the traditional forest dwellers. In this period we facilitated all eligible community members to access the individual forest rights(IFR), community forest rights(CFR), to expedite the process we formed and strengthened the Forest Rights Committees(FRC) and oriented on their roles, responsibilities and the law time to time. At the same time we are also aware the members and the CBOs on importance of gramasabha in realization of IFR and CFR. We are also developed linkage between the stakeholders and the target community for realization of forest rights. The FRCs played very significant role at the village level as well as in the facilitation and follow-up process in realizing the claims. With our coordination, cooperation, lobby and advocacy support the community members able to achieve the following



- 23 habitat rights claims are submitted to the authorities in the prescribed format and appropriate process all are in the Sub-divisional level committee for consideration (SDLC).
- 718 families of 52 villages submitted applications to receive D-Pattas (revenue documents) for 826 acres, out of which D pattas received for 67 acres.
- 111 families of 36 villages received Individual forest rights for 171 acres under forest rights act.
- 2 villagers received community forest rights
- 1526 acres of land (IFR and D-Pattaland) uploaded in the giribhoomi portal.
- 10530 working days generated for 109 members through NTFP primary and secondary level value addition, agriculture activities and horticulture activities.
- Organized mass campaign to stop oil palm and bit cotton plantation in the project area
- Organized interaction session at district level with the revenue, forest and other stakeholders for early settlement of FRA claims.

Culture and education:

Adivasis have a vast knowledge of traditional medicines, and treat illnesses using herbs, roots and tree barks. They are peace-loving, nature-loving, happy people. They used to hunt small animals and collect food from the forest. Tribes in India are characterized by distinct lifestyle and are outside of caste system. Although considered uncivilized and primitive, Adivasis were usually not held to be intrinsically impure by surrounding populations. They take woods from the forests and prepare their food, prepare ornaments and decorative articles from leaves and flowers, baskets of bamboo, plates from leaves etc., and sell



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Annual report-2022-23

these in the market to earn their living. The influence of the westernization the community adopted changes in the living styles and culture, which become a big of Adivasi identity. In order to keep the traditions and culture alive we organized trainings, motivation camps for the youth to transform the skills and knowledge from the elderly persons to the younger generation.

In this period we enable the target community to organize cultural events like AgamPanduga(traditional function where a few number of adivasi villagers perform rituals collectively in a centrally located place)

We have organized sharing sessions between elderly people and youth to share knowledge on different rituals, traditional events, use of herbal plants, village customary systems and structures etc.

We are also organized tutors/instructors in the formal schools to teach the students in local (Adivasi) language for better understanding of the topics and lessons in the primary level.



Trained the adivasi youth to play and prepare traditional musical instruments. They are also supported by the project to procure musical instruments and to buy the required materials. The main purpose is to retain the traditional tribal practices and culture in the society.

We are also given emphasis on restoration of adivasi art and culture, in the process we identified committed and sincere youth from the target community and trained on tribal art. They are now earning good remuneration by painting tribal art.

Coordination and networking:

Velugu Association strongly believes on coordination and networking, the process of organizing people or groups so that they work together properly, well and made the things possible. The harmonious functioning of all the parts that involved in the process for effective results. Coordination is defined as the working together of various organizations or groups of society in a proper manner to produce appropriate reaction to a stimulus is called as coordination. Coordination is achieved by different mechanisms in the society for the cause of the community. Keeping the large benefit of the Adivasi community in cognizance VA established linkage/networking with likeminded organization such as NTFP-EP, Adivasi Mitra welfare society, ALERT, Key stone foundation and work on policy level issues at the state and national level. In this period we had discussion with ministry of tribal welfare at national level and state level for early disposal of FRA claims.



Strengthening local governance

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Annual report-2022-23

Local self-government can be best explained as an exercise in Democratic decentralization. Local self-government has the two core guiding principles i.e. Decentralization and grassroots empowerment. It is under the 73rd and 74th constitutional amendment. There are primarily two types of local self-governments. One is the Panchayat self-government for rural areas and the second is the /Notified Area Council (NAC)Municipal/corporation self-government for urban areas,the main form of local self-government in Indian villages is the Panchayat.

The local self-governmental institutions are the best centers for imparting democratic thoughts and education. People prefer democracy because they want to live in an environment of equality and liberty. In local self-government, the members have close and intimate contact with the local people. The government giving more emphasis on implementation of development activities as well as the welfare activities through the local self-governance, in this connection VA like to strengthen the local bodied is the Gram Panchayat for effective functioning and reach of the services as well as the programmes to the community members.

In this period we organized trainings for the ward members, Sarpanches and other active members of the Gram Panchayats on their roles and responsibilities, importance of village secretariat, government schemes and programmes time to time. We facilitated to develop 2 GP level plans by using PRA tools and submitted to the authorities.



We have organized two interface meetings with local extension officers and the community for early disposal of community grievances.

Health and hygiene

Health refers to a state of complete physical, mental, and social well-being, not merely the absence of disease or infirmity. Hygiene, on the other hand, encompasses practices that promote cleanliness, prevent the spread of diseases, and maintain a healthy environment. We can say health is wealth. In this connection Velugu Association also focus on health and hygiene of the target members. we aware the community on the available health services of the government and asked them to make use of it to different level meetings and trainings.

Our publications

During this period we published booklets in the local language on

- Forest Rights Act
- Roles and responsibilities of PRI Members
- Process of organizing Grama Sabha
- Tribal rights and Women rights

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Annual report-2022-23

- Organic pest control methods
- Success stories

Our awards

- Our organization has been awarded as best service organization in the district during Independence Day celebrations at the district level.
- Our organization has been chosen as member organization in the district level vigilance committee.

Coronial call

We invite all likeminded individuals, institutions of the globe to lend a helping hand in the journey of development of the most deprived, undermined, socio-economically backward community and to carry out the objectives of the organization.

Our sincere thanks

We are very thankful to the community members, who are with us and supported wholeheartedly in implementing project activities. We extend our deepest gratuities to funding partners for extending support for put into action of different project activities. We are grateful to all the extension officers, elected representatives, leaders of village/area/mandal level CBO leaders for their support and pro-active involvement in realizing the government programmes and services. We appreciate the efforts of the project team, management and administrative squad for their support to stand this organization in this position.

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