

2019

Annual Progress Report



DEHATI GRAMOTHAN VIKAS SAMITI (DGVS)
B-1/96, Veneer Khand, First floor, Gomti Nagar, Lucknow

INTRODUCTION

Dehati Gramothan Vikas Samiti (DGVS) is a leading Voluntary Organization established in the State Uttar Pradesh at district Hamirpur in the State of Uttar Pradesh with its headquarters at B-1/96, Vineet Khand, First floor, Gomti Nagar, Lucknow, Uttar Pradesh. The organization has the legal entity as a society incorporated under Society Registration Act 1860 vide registration No. 998 on 13th August, 1986 granted by Registrar of Societies Firms and Chits, Jhansi, Uttar Pradesh. This registration being renewed from time to time and the current validity is up to 12th August, 2021. A group of likeminded social activists dedicated for the welfare of mankind particularly for the deprived and disadvantaged sections of the society took the initiative for the formation of the organization. The organization is also been granted necessary exemption under section 12 A & 80 G of the Income Tax Act 1961.

The organization has been providing support to the disadvantaged sections by encouraging their active participation in all level so as to develop a self-reliant society with a focus on socio-economic empowerment of the community especially women as decision makers in the development process.

DGVS has been working with the existing government system, community groups and stakeholders for than three decades on issues confronting the most disadvantaged and marginalized sections of the society. On the basis of its learning the society is in a continuous process of evolving strategy which is contextually relevant, sustainable, replicable and achievable. The organization has been succeeded in developing linkages between various projects and working in an integrated manner towards achieving the desired results. Since last 33 years the organization has implemented number of projects of various nature include:

- women empowerment and child welfare,
- old age welfare
- health care and family welfare,
- environment conservation,
- water and sanitation,
- ravine stabilization, Road safety and drivers training,
- training and employment oriented programmes for women and youths with emphasis on minorities and backward castes,
- cottage and handicraft development,
- programmes for sustainable agriculture, survey,
- studies and campaigns for holistic development of rural areas and non-formal education to school dropouts and non-school going children so that they are able to join the mainstream of development.

DGVS has been intervening in the Panchayats especially focusing to Budhelkhand region, as all the developmental plans are being initiated and implemented in panchayat level. Cross cutting strategies to improve the health and nutrition status of the poorest and marginalized communities has remain a crucial are of work for this year. The spotlight has continued to be on quality health care, nutrition, water and sanitation, improving maternal and child health, reducing maternal and child mortalities, elimination of various communicable diseases and up-gradation of health determinants have been prioritized. Our work has witnessed enhancement in the participation of

rural community, especially women in public health management through village Health, Sanitation and Nutrition committees.

PRINCIPLE OF THE ORGANIZATION:

We are committed to actively work for the sustainable development of the less privileged and marginalized sections of the community through appropriate strategies in fields like primary education, community mobilization, income generation, health care including maternal and child health, hygiene and sanitation, rural micro credit and empowerment activities. We believe in supporting all such causes that help the marginalized and deprived people.

VISION AND MISSION OF THE ORGANIZATION:

The Vision of the organization is to improve the standard of living of people with a focus to poor and disadvantaged sections of the society living in rural areas. The mission is shifting gender relations and attitudes towards the empowerment of women and girls, enabling inclusive governance by focusing on women and girls, promoting accountability. Strengthening systems by allowing the fulfilment of rights and entitlements in the areas of health care, education, water and sanitation, environment conservation, agriculture promotion and social protection.

CORE VALUES OF THE ORGANIZATION

- Community focus,
- Integrity (Honest and transparency)
- Probity (maintaining accountability and fairness)
- Professionalism
- Excellence
- Collaboration (team spirit, healthy work environment)

GEOGRAPHICAL AREAS OF ACTIVITIES

The organization is actively working in more than 50 blocks in district Lalitpur, Mahoba, Chitrakoot, Mainpuri, Hamirpur, Jhansi, Banda, Kanpur, Mathura, Farrukhabad, Agra and Allahabad districts in the State Uttar Pradesh covering more than 500 villages. It has taken up various developmental programmes for ravine stabilization, maternal and child health care, water and sanitation, environment conservation, prevention and control of communicable diseases, women empowerment activities. It is a matter of credit for the organization that its activities through various programmes have reached thousands of people particularly of the weaker sections of the rural and urban areas and made commendable changes in their living conditions. This has been made possible by the community-led development programmes and networking of NGOs working in the related areas besides various other factors put in by the organization.

INFRASTRUCTURE SETUP AND MANAGEMENT STRUCTURE OF THE ORGANIZATION

The organization's infrastructural setup is very strong for implementing developmental programmes successfully. It has a well-established State office in Lucknow and other camp offices possessing qualified and experienced staff and technical experts to implement developmental programmes throughout the programme locations. The affairs of the Society are being run by a board consisting of **7 members. The office bearers are the Chairman, Vice Chairman, Secretary, Treasurer and the remaining 3 are committee members.** The board meets regularly on quarterly basis. The board members, besides playing advisory role in the organization, are also involved with thematic areas of the organization. The board passes necessary resolution before submitting programmes and projects for approval to the donor departments/agencies. In matters of recruitment and appointments, procurement of equipment and materials and monitoring financial and programme matters the board exercises necessary control, supervision and direction for achieving optimum results.

FINANCIAL MANAGEMENT

As far as financial management is concerned, the organization is guided by transparency in operations. Computerized accounting system is in place and tally software is implemented for accounting purposes. Monthly financial statement is prepared to monitor the financial status of each project. All the accounts (Cash book and ledgers) are maintained on daily basis. For different projects, separate books of accounts, records are maintained and the same are audited by an external auditor. Its annual accounts maintained in computerized environment are audited by Chartered Accountant and annual reports are also made every year. The organization has bank accounts in nationalized banks and further need based bank accounts are opened and operated by the organization. Periodical reports are generated for MIS purpose and submitted to project sanctioning authorities as per guidelines.

RAPPORT AND LIAISON OF THE ORGANIZATION

The organization maintains good rapport and liaison with various government departments at all levels who have been always helping the organization in implementing programmes. It also continues to maintain good liaison with all the funding organizations who have supported the organizations not only in the past but also under the ongoing programmes. Further at the grass root level also close coordination is maintained with PRIs, CBOs, Social activists, community leaders etc.

ANNUAL GENERALBODY MEETING – 2018-19

AGM

The 32nd Annual General Body Meeting of DGVS. was conducted at its Head Quarters at Lucknow. Shri Praveen Kumar, Chairman of the organization, chaired the meeting which was attended by most of the general body and committee members of the organization. The Chairman in his welcome address briefly highlighted about the organization's humanitarian activities, achievements and its role in the society. He also exhorted the members to actively involved in various activities so that the achievements are made possible with more vigor and enthusiasm.

Subsequent to the above, copies of the audited statement accounts and annual were distributed among the members, following which the Secretary, Shri Pradeep Kumar Mishra has highlighted various activities undertaken during the previous year and the programme that are likely to be taken up during the current financial year. Members expressed general satisfaction about the activities of the society and some of the members raised queries in regard to implementation of certain programmes. The queries have been explained to the satisfaction of the concerned members.

In his concluding remark the Secretary made special appeal that while the society is craving for better humanitarian activities, the reach of the organization in many field have not been commensurate particularly due to insufficiency of financial resource in spite of the financial assistance received by the organization. In order to cater to the growing number of would be beneficiaries, he asked the members to work hard for generating more resources in times to come. The Secretary also made appreciation of the commendable done by the project staff and the society management, and expressed special thanks to the donors and granting agencies for their timely support and aid without which the achievements would not have been so much possible. The Secretary wrap up the meeting with thanks to the members for spending their valuable time and offering their suggestions. The members expressed their thanks to the chair and dispersed.

(Pradeep Kumar Mishra)
Secretary

PROGRAMMES AND ACTIVITIES OF THE ORGANIZATION FOR THE FY-2018-19

OLD AGE WELFARE PROGRAMME

Old age welfare is another important initiative of the organization. In this direction DGVS has been implementing various welfare programme for poor and deprived older persons for the last many years. Old age welfare programmes offer older people a range of activities, providing shelter facilities, helping them to continue to live in their own home or with their family or career. These programmes are provides a welcoming, comfortable atmosphere to enjoy the variety of activities, development and practice of various skills, getting health care services and refreshment. Our dedicated staff and volunteers engaged are properly taking care of them and every year more than 500 senior citizens take advantage of the various programmes run by the organization.

- **OLD AGE HOME AT CHTRAKOOT**

The organization has been running an old age home situated at district Chitrakoot under for the last five years with the financial assistance of Department of Social welfare, Government of Uttar Pradesh. The home is taking care of older persons who have been discarded from their families or are wandering without any shelter, cloths, food, medicine etc. The organization, under the programme, this year too provided various facilities and services to the enrolled inmates. A total number 100 such poor inmates and caters to the surrounding districts and the home district Chitrakoot. The facilities provided include provision of shelter, food, cloth, periodical medical checkups of the inmates and provided facilities for organizing bhajan, keertan and Pooja and other recreational activities. Sufficient number of staff and other volunteers are also engaged for taking care of the home. This activity of the organization has been appreciated by respected people of the areas demands are pouring in for starting such old age homes in other districts also.

- **OLD AGE HOME AT ORAI (JALAUN)**

Another Old age home has been running in district Orai (Jalaun) with the support of Department of Social Welfare, Government of Uttar Pradesh. Apart from the staff, the home has been equipped with almost all the facilities that are normally required by the persons of old age. There is a panel of doctors and a meditation guru associated with the home to take care of the physical and spiritual health of the inmates."

This home is also taking care of older persons who have been discarded from their families or are wandering without any shelter, cloths, food, medicine etc. The organization, under the programme, this year too provided various facilities and services to the enrolled inmates. More than 100 such poor inmates and caters to the surrounding districts and the home district of Orai (Jalaun). The facilities provided include provision of shelter, food, cloth, periodical medical checkups of the inmates and provided facilities for organizing yoga, bhajan, internal games, gardening, exposure visits, prayer and other recreational activities. Sufficient number of staff

prevention and management of reproductive tract infections and STDs. The response of these programmes at all the places was encouraging.

CHILD WELFARE CAMPS:

Important activities under child welfare initiatives of the organization have focused on their health care and education. In line with the same during the year under review also the organization has conducted many child welfare activities including welfare of labour children, children immunization, education promotion activities for school dropout and out of school children etc.

PROMOTION OF NUTRITION AND HYGIENE - The organization is well aware of the problems of health, hygiene and nutrition of the women beneficiaries under the organization. Poverty is telling upon the health of these beneficiaries as well as members of their families. Primary motto of the beneficiaries is seen as earning for their livelihood whereas health related issues are given secondary importance or would be preferred to be ignored. The organization has been regularly counseling these beneficiaries about the need for balanced diet, nutrition, hygiene and sanitation to ward off communicable and chronic diseases.



HIV/AIDS AND OTHER GENETIC DISEASE AWARENESS AND ITS PREVENTION

HIV/AIDS and other genetic disease have been found spreading rapidly in slums of urban centers and rural areas also. A general study conducted by the organization has revealed that there has been lack of awareness in most of the cases and early diagnosis and treatment of the suspected cases have not been carried out. The victims turned to hospitals only when the stage became acute and survival is a question mark.

It has been found that the disease is spread among people of floating population such as migrant laborers, truckers, slum dwellers etc. The organization had conducted awareness cum motivation camps in these areas where large number of such suspected cases have been encouraged to attend. The programme also focused on the general public as to the methods of contracting these diseases, its diagnosis and the facilities of treatment that are available in nearby hospitals. The efforts have been to educate the people about the preventives steps to be taken for avoiding HIV and other infections.

WOMEN EMPOWERMENT PROGRAMME

Women empowerment and their sustainable livelihood is a focus of attention of the organization. It has through its various activities come to the conclusion that poverty and illiteracy are the basic causes affecting women empowerment. Once these basic issues are addressed, with the right training for skill/capacity building and creation of necessary awareness women empowerment will be gradually possible. The activities undertaken by the organization in this respect are as under.

WOMEN EMPOWERMENT CAMPS:

Rural women lack awareness of many matters external to their environment but which have a bearing on their living. Despite the governments and other agencies launched many welfare schemes for women's emancipation and advancement the same are not been availed of by rural women mainly awareness. Aware of the organization had under review awareness areas through which of its SHGs formed at been educated.

The activities details of the various for livelihood care initiatives, and leadership were also educated on legal awareness on many issues.



because of the lack of such state of affairs, during the year launched many programmes in rural thousands of women different places have

included provision of government schemes enhancement, health literacy promotion development. They

LEGAL AWARENESS FOR WOMEN

Laws and regulations for safe guarding the rights of women and promoting their empowerment is existing in our country. However, in many of the situations, women and girls are living in our society are generally not aware of the provisions of the laws or their rights nor are able to exercise these rights due to which empowerment of women is not taking place at which the government is expecting them. In rural areas it is further worse when these women are illiterate and ignorant about such rights legal protections. In this direction the organization has conducted legal Awareness Programme in district Bandha and Chitrkoot during the year under review also and in these camps more than 100 women from different areas were actively participated.

The camps has given focus on various topics under National Commission for Women to create awareness among the participants' legal awareness and protection of legal rights under various Acts leading to women's empowerment in society is the major one.

SKILL/VOCATIONAL TRAINING FOR WOMEN AND YOUTHS

Economic empowerment and livelihood enhancement of poor and deprived sections with a focus to un-employed women and youths is our one of the cardinal objectives. Therefore the organization has set up Vocational Training centers to achieve sustainable employment for them. Adequate publicity about the objectives and the activities at the centers was given in surrounding areas so that people of poor families interested in availing of the services are given priority. Women in large numbers interested in gainfully utilizing the ir time approached these centers and sought admission to the training programme. However, SHGs formed through the initiative of the programmes of the organization were given preference in admission. Un-employed youths were also given enrollment.



- **RUNNING OF VOCATIONAL TRAINING CENTERS:**

As in the previous years' it has conducted vocational training on different trades including Garments making, beautician course, making of handicraft items like Chikan embroidery garments, zari crafts etc.

During the year under review more than 500 women and youths in different locations under district Lucknow, Hamirpur, Bandha has benefited. Adequate number of trainers who are possessing sufficient experience on the above trades have engaged by the organization. After completion of the training the beneficiaries were given counseling as to the scope of opportunities for employment/self-employment, the marketing potential of their products, financial linkages etc.



- **SHG FORMATION AND CAPACITY BUILDING**



Like previous years, this year too, the organization has been worked for the unity of women by formation of their SHGs. Such SHGs can make many achievements anywhere, everywhere. During the year under review also a large number of women SHGs have been formed through the organization's initiative and they have been able to tackle many problems concerning women such as livelihood enhancement, literacy, health care, violence against women and self-defense. The newly formed SHGs were found lacking in capacities to manage their affairs and therefore the organization conducted capacity building training programmes at various locations in different districts. Through these programmes they were facilitated for credit, savings, backward and forward linkages, leadership development etc. They have been conducting regular meetings, taking up income generating activities, encouraging savings and thrifts, tying up with financial institutions for financing of their activities, internal loaning and sale of their products directly to buyers eliminating middlemen and money lenders. The organization has received encouraging response from the participants.

LITERACY AND EDUCATION PROMOTION

Promotion of literacy and education has been one of the prime focus of the organization as the development of people depends on the same. The organization over the years has been taking painstaking efforts in this direction and it is a matter of satisfaction that the organization has been able to establish and run many programmes in the district Lucknow and other districts under Bundhelkhd region of Uttar Pradesh.

- **LITERACY PROMOTION ACTIVITIES AMONG RURAL WOMEN**

Promotion of literacy has been one of the continuing programmes of the organization. Thus, the organization concentrates for literacy promotion activities of the beneficiaries enrolled in

various programmes particularly in respect of SHGs, trainees of vocational training programme etc. for the last several years. The organization has been conducting literacy classes at various centers. Functional literacy is given importance and once the proficiency is achieved, it is observed that the beneficiaries themselves take the interest to improve their proficiency of reading and writing. With this effort the beneficiaries are able to take maximum mileage out of the various other programmes for which they are one way or the other enrolled. The organization engaged suitable instructors and volunteers for motivating the beneficiaries and attending the literacy classes. These efforts have been appreciated by social activists and prominent persons of the respective areas. Several new education promotional programmes are in the pipeline and the same shall be implemented by the organization during the coming financial years.

- **EDUCATION PROMOTION FOR SCHOOL DROPOUTS AND OUT OF SCHOOL CHILDREN**

The organization has conducted regular study in different villages could found a large number of children who are either school dropouts or non-school going but are engaged in one or the other child labour. Most of the children covered during this study have revealed their willingness to go back to school provided the attitude of their parents are changed to become positive. Further they also do not have the means to meet the expenses of education. This way large number of children get dropped out of schools or remain out of the school system. This is an ill-advisable tendency. The organization has been trying its best to reverse this trend. During the year under review it had conducted various motivational camps in localities of poor and deprived sections of people. The volunteers of the organization interacted with their parents and motivated them by explaining the many advantages of sending children to schools and discouraging them from engaging children in labour. In order to further encourage the parents the organization provided them free of cost school education kits consisting of school uniforms, bags, books and stationeries. Further the concerned authorities of the school were approached and persuaded for advocacy support to the said children. All these efforts received encouraging response from parents, children as well as the school authorities.

- **WELFARE PROGRAMME FOR SC, ST, MINORITIES AND OTHER SOCIALLY IGNORED SECTIONS**

The organization's another important focus is on the welfare of socially excluded sections of the society including SC, ST and Minority categories of people. In this connection it has taken up several activities. The main emphasis of the programme was to generate awareness among these section about their rights and entitlements. During these programmes hundreds of persons from the Backward category and Minority community participated and they were told about various programmes being run by different government departments and other development agencies. It has also made special provision for admission of such categories in different vocational training, literacy and health care services undertaken by this organization. The programmes could properly guide and counsel for the various governmental schemes for the benefit of such category people.

- **SAFE DRINKING WATER AND SANITATION AWARENESS PROGRAMME**

For the last many year the organization has also been devoting attention to the field of safe drinking water, Sanitation and hygiene activities. It is a fact that in rural areas, people generally pay least attention to conservation of water or the pollution caused to water or water bodies. Indiscriminate running of tube well is an abuse in the rural areas. People are prone to use contaminated water for drinking purpose regardless of the harm it might cause. The organization therefore has been launching awareness programmes for the benefit of people to prevent water pollution and conservation of ground water. Emphasis is also laid for rain water harvesting and the method of recharging ground water with the help of experts in this field.

As far as sanitation in rural areas is concerned the less said the better. People have been made aware of the negative aspects of open toilet practice widely prevalent in the rural areas. The organization has deputed its volunteers to various places in the rural areas who have advised to

the people to switch over to low cost latrines which could be constructed with not much expense. Emphasis was also laid for keeping the common nalas and surroundings neat and clean to avoid outbreak and spread of communicable diseases.

- **PROMOTION OF INDIAN CULTURE AND HERITAGE AND AWARENESS GENERATION THROUGH CULTURAL PROGRAMME**

Organizing cultural programmes was another aspects of the organization for propagating Indian culture and heritage. Many dances, musical programmes and plays were conducted on many occasions during the year under review. Special effort was made to design these programmes. A team of artists was contracted for the purpose, several rounds of discussions were held with them for the purpose of articulating the social maladies and directing the cultural programmes so that when these programmes were finally staged, the attention of the public was easily caught. The organization took special care in fixing the venues of the cultural programmes where the targeted audience could be easily mobilized and necessary work for mobilization was also done prior to staging of these cultural programmes. Wherever the programmes were conducted, the response from the public was very encouraging as the social maladies were central themes of the plays and the message was easily sent home.

- **ORGANIZING WORKSHOPS, SEMINAR AND DEBATES FOR AWARENESS BUILDING**

As part of its humanitarian efforts, the organization has been working for the welfare of poor and deprived sections in society. While implementing such programmes in rural areas the organization has found lack of **women safety and empowerment with a focus to socially ignored sections including Minority women** and cognizance about their **rights and entitlements, human right violations** are major constraints in the proper development of women in these areas. Poor environmental, infrastructure and developmental conditions along with improper sanitation and hygiene is affecting the rural population very badly. Lack of health care facilities and negligence of the rural population towards the meager health care facilities available in their localities vitiates the healthy atmosphere of the rural mass. In order to address these problems the organization has conducted many workshops and seminars with the active participation of rural people and the organization has always taken care to bring important personalities of the areas and subject experts and they addressed the audience sharing their views and motivating the participants to derive advantage of welfare schemes of the government and other agencies.

RURAL DEVELOPMENT/ AGRICULTURE AND HORTICULTURE PROMOTION

- **RURAL DEVELOPMENT INITIATIVES:** It is a well-known fact that in rural areas of the State of Uttar Pradesh there are a large sections of poor and deprived people who are facing isolation on account of their poor socioeconomic circumstances. The people are somehow leading their lives and facing many hurdles in their day to day life. Among the difficulties observed, lack of safe drinking water, poor infrastructure facilities including sanitation, cleanliness, proper health care, electricity etc., are major issues. Women and girls are the major victims for these facilities. In this context the organization for last many taking keen interest in various rural infrastructural development initiatives in many places through awareness generation activities and Shramdhan programme for overcoming such poor state of affairs. This year also it has taken up IEC activities among the rural people and conducted Shramdhan activities which including cleaning of ponds, wells and other water bodies, road maintenance etc. in the villages under many blocks under the programe districts. There were a good comment and appreciation from the general public towards the organization for conducting such humanitarian activities and desired to conduct the same in times to come.

and other volunteers are also engaged for taking care of the home. This activity of the organization has been appreciated by respected people of the areas demands are pouring in for starting such old age homes in other districts also.

- **OLD AGE HOME AT LALITPUR**

The third Old age home has been running by the organization is at district Lalitpur. This home is also taking care of older persons by providing facilities and services to more than 100 inmates for shelter, food, cloth, periodical medical checkups of the inmates and provided facilities for organizing yoga, bhajan, internal games, gardening, exposure visits, prayer and other recreational activities. Sufficient number of staff and other volunteers are also engaged for taking care of the home. This activity of the organization has been appreciated by respected people of the areas demands are pouring in for starting such old age homes in other districts also.

HEALTH AND FAMILY WELFARE

Health care and family welfare is another focus areas since its inception. In this sector maternal and child health care is one of the major target for the last many years. In this context we have carried several programmes in rural and slum areas of urban centers. This year too it has witnessed and has involved in more such activities and holding health care programmes among large people of the lower strata of the society. Some of such activities can be briefly mentioned as under:

HEALTH CARE CAMPS:

It is generally observed that people of rural areas are found many health problems on account of malnutrition, improper diet and chronic ailment of one or the other kind which has not been given medical attention due to ignorance, negligence or financial constraints. The organization therefore had conducted many health care camps. During these programs the agency has been observed that there is prevalence of general apathy and negligence in the health of mothers and children, due to which medical attention is not sought until it is too late. The organization has been aware of this problem and has been relentlessly striving to not only educate the people but also doing whatever is possible within its resources, for the last many years.



General publicity and a sustained campaign were carried out in the localities of the targeted beneficiaries about these programmes. The effort was encouraging as it enabled a large section of beneficiaries to turn out for the programmes. The organization with the help of the medical administration, engaged doctors, ASHAs and paramedical staff for this purpose. Necessary arrangements were made at the respective venues for the convenience of the beneficiaries. The facilities offered included antenatal checkups, TT immunizations, and immunization of children in the age group of 0-5 years. General counseling and wherever required individual attention was paid for anemia control, safe and institutional deliveries, promotion of small family norms through sterilization, spacing of children through use of contraceptives,

- **AGRICULTURE AND HORTICULTURE DEVELOPMENT INITIATIVES**

The agriculture farmers and horticulture cultivators in the rural areas have hitherto been not prone to the development taking place in these sectors nor there any efforts in making them aware of the same resulting in a situation where the productivity is low and the cost of production is high. Because of these there is a tendency among farmers to leave the agricultural/horticulture field look for other sources of income. The organization would like to intervene and arrest their flow from Agricultural field and provide sustainable agriculture to the farmers which would generate remunerative income for them. The organization therefore introduced multiple crop system, concentrate on earmarking a ratio of land for producing commercial crops vis-a-vis other routine produce, and ***impart training for development of bio-compost, land development, provision of quality seeds at affordable prices and help the farmers to find buyers devoid of exploitation***. Likewise promotion of various horticulture products were also conducted among the cultivators and the trainers were provided with information about improving agricultural/horticulture production and in their area. Needless to mention that the funding of the training session was done from own resources of the organization.

- **CONSUMER WELFARE PROGRAMME**

The organization along with its welfare oriented activities is also working for Consumer welfare and protection of their rights. Various activities have been implemented in the previous years and the same are being run during the year under review also. Economic development has given room for production of more and more goods and services and consequently competition. Producers and suppliers these items are making promotion of campaigns through advertisement and other publicity efforts which quite often mislead and misguide the consumers. The quality of the items or services may not always match the claims made in promotional campaigns and the labels of the pickings with the result that either the consumer may be taken for a ride or the quality suffers. The enactment of consumer protection Act and setting up of consumer protection forums and commissions have created opportunities for the buyers of goods and services to lodge complaints and claim compensation which prior to these enactments was not possible. With this introduction of this opportunity consumers are equipped with the rights for obtaining redressal of grievances. In the cities and important towns people are generally aware of the consumer protection forums and their rights. However in the rural areas awareness is still found wanting. There is therefore need for educating the people about the salient features of the act and about the forums as also building up of social activist for helping the consumers fight for their rights.

In the above background during the year under review the organization focused the rural and slum areas of many districts for creating awareness about consumer rights and the procedure and forum for filing complaints and follow-up. The volunteers were deputed to these areas where community mobilization was conducted and IEC programmes were organized at strategic places for conveying the message to large section of people. The organization also identified social activist in these areas and guided them about proper procedure and follow-up about the complaints lodged at the consumer forums and the appeals to be filed against the orders of such forums. These efforts were well appreciated by the people in general.

- **ROAD SAFETY PROGRAMME**

DGVS undertook programmes for road safety and rules of the road by organizing workshops, drivers training and exhibitions with the help of traffic department at many districts. Road users were specifically told about the rules of the road, safety measures and

traffic symbols etc. and emphasized on them the need for adhering them to avoid accidents etc.

The road users were also explained its significance through sign boards, posters and pamphlets prepared for this purpose. Besides this the organization has helped in construction of link roads in rural areas of these districts with the active participation of community. It created awareness among the rural masses about utility of these roads and sought their cooperation in releasing the land for the road. While helping the department in construction of these link roads it took a special care for protecting the environment by doing plantation on both sides of the road so that longevity of the roads may be maintained and ecological balance preserved. It also helped the farmers in getting payment for the land acquired and redresses their grievances in this regard if any.

● **CELEBRATION OF NATIONAL FESTIVALS:**

During the year under review also the organization has celebrated important National Days in the office headquarters at Lucknow. Besides staff and volunteers, prominent people of the areas also joined the programme along with beneficiaries, students and other general public. The audience were apprised of the supreme sacrifices made by the freedom fighters and defense forces in protecting our mother land and it was also reminded that people should be more alert towards protection the unity and integrating of the country and do not in any way lend any help to forces which are trying to create differences of opinion, violence and terrorism which can only damage the social fabric of the society. Flag hosting, playing of national anthem and song, arranging cultural programmes highlighting our struggle, the role of martyrs etc was the major attractions. Programmes like quiz competitions, poster competitions etc., were conducted and the best entries have been adjudged and prize distribution was also conducted.

(PRADEEP KUMAR MISHRA)
Secretary