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ITC MISSION SUNEHRA KAL

Community Development Programme

Krishnagiri & Virudhunagar Districts
Tamil Nadu



Annual Report FY: 2022-23

Submitted By:

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Introduction:

First up all, we the DRDCT owe our heartfelt thanks to ITC Ltd-MSK Division for its continuous supports to implement the ***Community Development Program*** Activities (***CDP***) activities till date in Krishnagiri, Virudhunagar districts, Tamil Nadu state from the financial year 2014-15. As like past years, this financial year also is a milestone for ITC Ltd-MSK Division and as well as for DRDCT. The ***"Community Development Program with special reference to create ODF villages in our core areas"*** carried out in two districts during this financial year 2022-23 also over welcomed by the beneficiaries, Government officials and village Panchyath Presidents. Now we can sure that most of the villagers belong to our core villages in all these two districts are well known about ITC Ltd., and its MSK-CSR activities.

DRDCT has evolved over a period of time, ever since it was partnered with ITC Ltd.'s CSR program. The outreach we have made among the regions we have worked has given us rich experience. Since 2005, we have implemented Community development programmes, Vocational skill development trainings, Wealth out of Waste, a waste management project and majorly Natural resource management – soil moisture conservation among the horticultural and agricultural farmers.

Operational Areas of FY 2022-23:

In this financial year 2022-23 we have been worked in two districts (***Krishnagiri & Virudhunagar***) of Tamil Nadu state. Our core villages are nearby ITC's business areas. Core villages in 10-15 Kms distance from ATC Ltd., Hosur, Krishnagiri District and 15 Kms from vendor matches of MAB, Sivakasi Virudhunagar District.

This year we have implemented our CDP project activities in 14 village hamlets (5 village panchayaths) in Virudhunagar District, 6 hamlets (3 village panchayaths) in Krishnagiri District and 2 villages (2 village panchayaths) in Pudukottai District. We are have field offices at Sivakasi, Virudhunagar District, Hosur in Krishnagiri District and registered office in Nagercoil, Kanniyakumari District.

The below table shows our core villages/Panchyaths/ Blocks where we implemented our Community Development programs;

Sl. No.	Districts	Blocks	Panchayaths	Villages	
1	Virudhunagar	Sivakasi*		NRK Colony, Vishwanatham	
			Erichanatham	E. Pudhupatti	
				Ambedkar Colony	
			Aanaikuttam	Aanaikuutam	
			Thiruthangal	Thiruthangal	
			Sivakasi	Thai-Sei Nala viduthi	
			Sengamalapatti	Sengamalapatti	
2	Krishnagiri	Hosur*	Mathigiri	Kudirepalayam	
				Itchangur	Gooliganapalli
				Chennachandram	Marasandram
				Sevaganapalli	Kothapalli
				Achettipalli	Edapalli
				Achettipalli	Achettipalli

Activities Proposed as per the project Proposal for FY: 2022-23

Proposed activity	Planned Coverage (numbers)	Expected outcome at the end of year	Expected outcome at the end of Project period
Promotion of village level institutions	10 in Virudhungar and 10 in Krishnagiri Districts	25 Sanitation committees will be promoted	<ul style="list-style-type: none"> ○ Community understands the importance of Sanitation and implements appropriate measures to address the issues ○ Increased awareness on Women and child

			health
Health & Sanitation Camps	3 camps in Virudhunagar, 3 camps in Krishnagiri	The major health issues among the village will be identified and addressed	The women will have increased awareness on women specific diseases and preventive actions.
Anganwadi's renovation	10 Anganwadi's will be renovated with new indoor child friendly play materials 5- Krishnagiri 5- Virudhunagar	Anganwadis will be renovated as Child friendly	Good attendance at the Anganwadi and nil dropouts
Mothers Club	5 clubs in Virudhunagar and 5 in Krishnagiri will be formed	10 active mothers clubs at the project villages	Mothers of children attending Anganwadis will be well educated on nutritional food and reproductive health.

Location wise achievements against targets:

Krishnagiri District:

Anganwadi Renovation:

To ensure the maximum number of attendance of infants and maximum use of Anganwadi nutrition centre by the pregnant mothers, we are renovating the Anganwadis in our core villages. Through this renovation works, we are doing physical repairs of the old buildings, providing infrastructure, IEC materials, play toys, protected water and proper urinals and toilets.

To ensure the quality and maintain the Anganwadis after the renovations done, we are promoting mothers committees in all the villages. The mothers committees will have its office bearers such as President, Secretary and Treasurer like SHG models. The members of the committee will be the parents of Anganwadi children and pregnant mothers those who attend the Anganwadi nutrition centre. They will also monitor and supervise the Anganwadi renovation works which will be carried out from our project. Up to FY: 2022-23, we have promoted 32 mothers committees.



A renovated Anganwadi building at Kudirepalayam village

This financial year, **there are 6 Anganwadis are renovated** in Hosur block and before that we have promoted 6 Anganwadi mothers committee to ensure 100 percent backend support. There are **121 children and 56 mothers were benefitted** by this Anganwadi renovation program.

The following describes about the Anganwadi renovation details in Krishnagiri District;

Sl.No	Name of the Anganwadi	Village	Panchayath	Block	District	Children
1	ICDS, Gooliganapalli	Gooliganapalli	Itchangur	Hosur	Krishnagiri	17
2	ICDS, Marasandram	Marasandram	Chennasandram	Hosur	Krishnagiri	21
3	ICDS, Kothapalli	Kothapalli	Sevaganapalli	Hosur	Krishnagiri	23
4	ICDS, Achettipalli	Achettipalli	Achettipalli	Hosur	Krishnagiri	20
5	ICDS, Edapalli	Edapalli	Achettipalli	Hosur	Krishnagiri	21
6	ICDS, Kudirepalayam	Kudirepalayam	Mathigiri	Hosur	Krishnagiri	19

Health/Sanitation Camps:

We have conducted 3 number of health & sanitation awareness camps in Hosur block during this financial year. There are 197 members from mothers committee; around 110 people from general public were eagerly participated in the campaigns. Self-hygiene, using of toilets, how to use the toilets, how to maintain the surroundings clean and how to live healthy life etc., were taught in the program. As a part of this program, competition on health & sanitation, healthy environment were conducted and the winners (children) were given with prizes.



Photo of a health camp conducted in Hosur Block, Krishnagiri District

Virudhunagar District:

Virudhunagar District is vast one and we are working in two adjoining blocks namely Sivakasi and Vembakottai. Earlier we worked in Virudhunagar block also. The ITCs vendor matches are spreading over the entire districts of Virudhunagar and Kovilpatti block of Tuticorin District. This year also we have implemented our CDP activities in Sivakasi Block. But our main focussed area is Sivakasi block because it has high density of ITC vendor factories in and around of Sivakasi Corporation.

Anganwadi Renovation:

This year we have done renovation work for 4 Anganwadis which are serving to scheduled caste communities (Children/Mother). We have done this activity in four villages of two village panchayaths. Through this Anganwadi activity, there are 240 were benefitted (Children + Mothers (ANC&PNC)).

**List of Anganwadis renovated in FY: 2022-23 at Sivakasi Block of Virudhunagar District,
Tamil Nadu**

Sl.No.	Name of the Anganwadi	Village	Panchayath	Block	Benefitted
1	ICDS, E. Pudupatti	E. Pudupatti	Erichanatham	Sivakasi	24
2	ICDS, Ambedkar Colony	E. Pudupatti	Erichanatham	Sivakasi	27
3	ICDS, Anaikutam	Anaikuttam	Anuppankulam	Sivakasi	37
4	ICDS, Thiruthangal	Thiruthangal	Thiruthangal	Sivakasi	61
5	ICDS, Thai-Sei Nala viduthi	Sivakasi	Sivakasi	Sivakasi	54
6	ICDS, Sengamalapatti	Sengamalapatti	Sengamalapatti	Sivakasi	37



A newly renovated Anganwadi at Erichanatha Village-Ambethakar Colony, Sivakasi Block



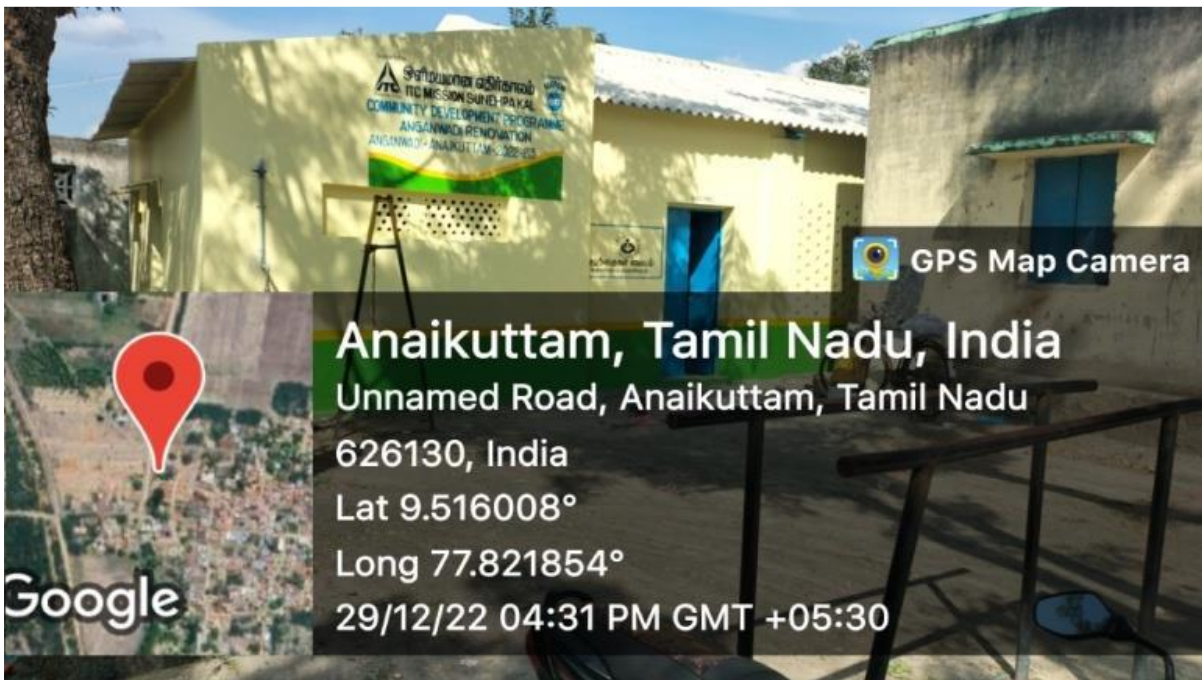
A newly renovated Anganwadi at Erichanatha Village-E.Puthupatti, Sivakasi Block



***A newly renovated Anganwadi at Thiruthangal Village-Selirayamman Anganwadi,
Sivakasi Block***



A newly renovated Anganwadi at Sivakasi -Tahi Sei Nalaviduthi, Sivakasi Block



A newly renovated Anganwadi at Anaikuttam Village -Anikuttam, Sivakasi Block



A newly renovated Anganwadi at Sengamalapatti Village -Sengamalapatti, Sivakasi Block

Conclusion:

We the DRDCT are always thankful to ITC's MSK division for its marvellous support and partnering with us. Our travel with ITC MSK is very long up to 17 years and still we are very eager and willing to implement ITCs CSR activities in any district of Tamil Nadu state.