

# PROJECT PROFILE

1. Title of the Project:

**AWARENESS GENERATION PROGRAMME FOR THE WOMEN**

2. Aims and objects :

1. To increase the awareness of the women in respect of social Economical, Environmental, political, legal, medical health and hygiene aspects with a view to build their confidence to solve the problems and to tackle the evils as they face in their daily life.
2. To ensure the protection of women rights and to assist them for discharging their duties and responsibilities as an organ of family as well as the society.
3. To focus on the problems of the women as they face in their daily life and also to enlighten the cases of atrocities and offenses against women those are normally remain concealed of the victims are compelled to bear with such events on them due to different social, economical and political reasons for giving assistance, support, rehabilitation and shelter from the organizational level.
4. To generate and uplift social activists, moderators, leaders among the women and to organize the women for increasing their inter dependences as their problem solving devices.
5. To build women groups, self help groups, mahila mandal, other Women organizations for the self development of the women.
6. To generate and grown up an inbuilt system to prevention of the cases of women atrocities in the local area.
7. To channelize, forward, send and pursue the cases of family disputes not solve at the grass root level to the family counseling centre managing by the organization itself for their sympathetic mutual and hygienic outside the court.
8. To form a core group in each block of Kakdwip Sub-division under the South 24 Parganas district for dissemination of information and knowledge to the grass root level co-ordination of the group activities of women, collection of information from the field and transmission to the central control and follow-up the entire process.
9. To arrange for the general education for un-schools and dropped-out women and also the legal literacy of the women.
10. To build consciousness of the community specially among men in respect of women issues.

3. **Area to be covered:** All blocks of South 24 Parganas District.
4. **The Beneficiaries :** Women are the beneficiaries of the project as a whole. Special attention is to be given to the victims of the cases of women atrocities within the family, in the place of work and in the society and also to helpless women.
5. **Project Period :** The project period will be consecutive years.
6. **Approach :**
- i) **Development of core group of social activities, natural leaders of women and organization by imparting education and training for increasing basis functional and legal knowledge.**
  - ii) **Conducting of awareness generation programme for the female workers and active beneficiaries.**
  - iii) **conducting of intensive awareness generation programme for the common people in respect of women issues using folk media group, publicity campaign video show distribution of literature, conducting village meetings, seminars etc. and developing the personal contact with the target women.**
  - iv) **Increasing of the capability of social activities and leaders of collecting information from the field and reporting cases on regular basis by giving proper training in this respect.**
  - v) **Meeting of the social activities and animators on a shorter interval to discuss the problems and to find out the solution thereof.**
7. **Strategy :**
- i. **Identification of vulnerable groups.**
  - ii. **Identification of women activities and leaders intending to provides their services voluntarily.**
  - iii. **Organizing of awareness generation camps**
  - iv. **Organizing of training programmes for women activities and leaders**
  - v. **Arranging for proper education vulnerable groups**
  - vi. **Giving of major thrust on the source of generating the problems of and the origin of the scope of atrocities against women**
  - vii. **By increasing awareness of the women and the common people**
  - viii. **By increasing the activities of the plinth level women organizations, social activities and women leaders.**

- ix. By mobilizing the role and interference of press, panchayet bodies labour organization notice personnel govt. officials etc.
- x. By generating a process of collecting information on regular basis and
- xi. By keeping close contact with the target group
- xii. Generating in built system of prevention of women atrocities and solution of women problems at the grass root level.

**8. Methodologies :**

- i) Conducting of the primary survey of the project area
- ii) Identification of the major problems and issues in that area
- iii) Identification of social activities and natural leaders among women
- iv) Development of core groups of social activities and natural larders imparting proper education, training and guidance.
- v) Conducting of extensive survey of the project area with the help of core groups.
- vi) Organizing of awareness generation camps
- vii) Organizing of legal literacy courses
- viii) Organizing of awareness generation programmes by adapting various other methods like conducting of village meetings, seminars, exhibition in the local village fairs, publicity campaign, video show, folk culture etc.
- ix) Monthly meeting of the social activities and active animators to
- x) Frequent meeting of the core groups
- xi) Organizing counseling programmes

**9. Estimated Project :**

First Year                      Rs.1,01,12,000.00

**Total Rs.1,01,12,000.00**

**(Rs. One crore One lakh and Twelve Thousand only)**

<b>10. Target of Achievement:</b>	(i)	Prevention of the cases of women atrocities	100%
	(ii)	Cases of family disputes to be reduced to	50%
	(iii)	Solution of family disputes at grass root level	75%
	(iv)	Women awareness and education	100%
	(v)	Establishment of women rights	100%
	(vi)	Development of the social life of the women	50%
	(vii)	Enforcement of the social acceptance of the women	100%

**11. Course Content for Distribution of Literature :**

- i) Indian legal system
- ii) Women and family laws
- iii) Drug laws and alcoholism
- iv) Judicial system
- v) Women and criminal laws
- vi) Legal aid and laws relating to consumers
- vii) Women in custody
- viii) Labour laws relating to women
- ix) Environmental laws
- x) Human rights commission and national women's commission
- xi) Women and society
- xii) Women and politics
- xiii) Women's organizations
- xiv) National integration
- xv) Women and economy
- xvi) Role of women in health and family welfare
- xvii) Role of women in social change

**12. Monitoring :**

In-built system of regular monitoring the process will be developed. The regular information collected from the members of the core group will be analyzed by the central control of the project. A team of 9 to members consisting of secretary of the organization, co-coordinator of the project. One of the Counselor of family counseling centre. Representatives of sub-divisional level govt. authority. Health authority and police authority one representative of reputed women organization of the sub-division one lawyer one eminent social reformer will be formed to analyses the information found or obtained from various sources. By making comparison with the standard fixed for the purpose the adverse and favourable situation will be ascertained. The team will suggest suitable remedial action to be taken to get the desired result.

**13. Monitoring Indicators:**

Activity	Indicators
Training	<ul style="list-style-type: none"> <li>➤ Quality of Training</li> <li>➤ Number of trained member of core group</li> </ul>
Education	Level of knowledge on the basis of course contents
Awareness Campaign	<ul style="list-style-type: none"> <li>➤ Number of awareness campaign conducted</li> <li>➤ Number of women aware</li> <li>➤ Level of awareness</li> </ul>
IEC Activities	<ul style="list-style-type: none"> <li>➤ No. of performances</li> <li>➤ Area covered</li> <li>➤ Level of public awareness</li> <li>➤ No. of happening of the incidences</li> </ul>
Social Mobilization level	<ul style="list-style-type: none"> <li>➤ No. of meeting, discussion held</li> <li>➤ No. of persons connected</li> <li>➤ Press coverage about the activities</li> <li>➤ Support of the affected group</li> </ul>

# AWARENESS GENERATION PROGRAMME FOR THE WOMEN BUDGET ESTIMATES

Sl. No.	Particulars of Expenditure	First years Expenditure Rs.	Second years Expenditure Rs.
<b>A.</b>	<b>NON-RECURRING EXPENDITURE</b>	<b>5,50,000.00</b>	
	1. Office furniture and equipments		
	<b>Total non-recurring expenditure</b>	<b>5,50,000.00</b>	<b>Nil</b>
<b>B.</b>	<b>RECURRING EXPENDITURE</b>		
1.	Cost of conducting primary survey of project area and development of core group	3,50,000.00	
2.	Educational material: Preparation of posters, printing of literature, preparation of Video C.D. preparation of display chart, Audio visual chart etc.	18,00,000.00	
3.	Training of core groups (10 days residential training) 100 members in a year in 5 batches @Rs.80,000/- in each training.	4,00,000.00	
4.	Cost of organizing of awareness generation camps including expensive survey of project area and with follow-up programmes (7 days durational camp) 100 programmes each year @Rs.55,000/- each.	55,000.00	
5.	Building of public awareness directly though by Video Show and folk culture.	3,50,000.00	
6.	<b>Administrative Expenses:</b>		
	(a) Pay and honorarium		
	i. Pay of one co-coordinator@Rs.12000/- p.m. x 12 months x 1	1,44,000.00	
	ii. Pay of one Accountant @Rs.8000/- p.m. x 12 months x 1	96,000.00	
	iii. Pay of two office clerk @Rs.6000/- p.m. x 12 months x 2	1,04,000.00	
	iv. Pay of five project supervisors @Rs.7000/- p.m. x 12 months x 5	4,20,000.00	
	v. Pay of one Office peon@Rs.5000/- p.m. x 12 months	60,000.00	
	vi. Pay of one Sweeper@Rs.4000/- p.m. x 12 months	48,000.00	
	<b>Rent of Administrative office building</b>		
	@Rs.7500/- p.m. x 12 months	96,000.00	
	(c) Electricity charge @Rs.4000/- p.m.	48,000.00	
	(d) Travelling expenses @Rs.8000/-p.m.	96,000.00	
	(e) Printing, Stationary and other contingency	50,000.00	
	<b>Total Recurring Expenditure</b>	<b>95,62,000.00</b>	
	<b>TOTAL COST OF PROJECT (Yearly) i.e. A + B</b>	<b>1,01,12,000.00</b>	