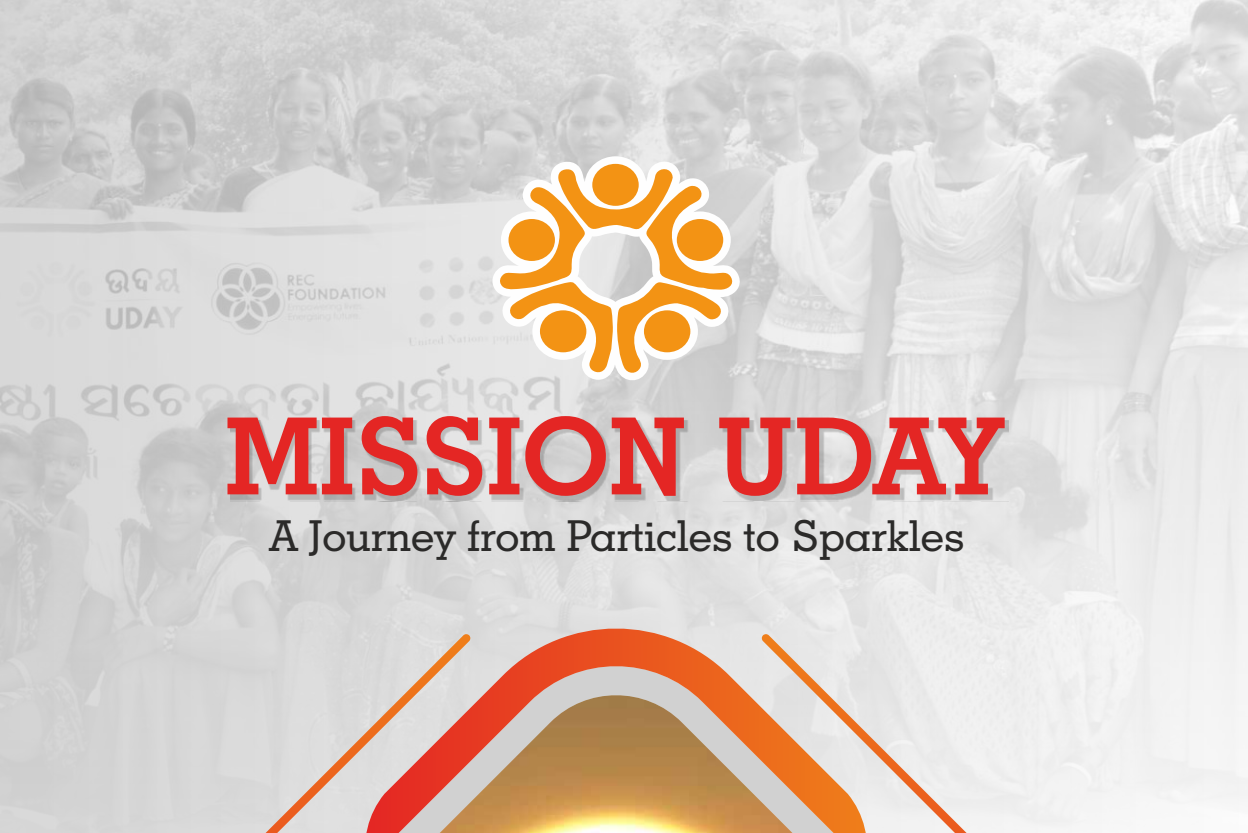




MISSION UDAY

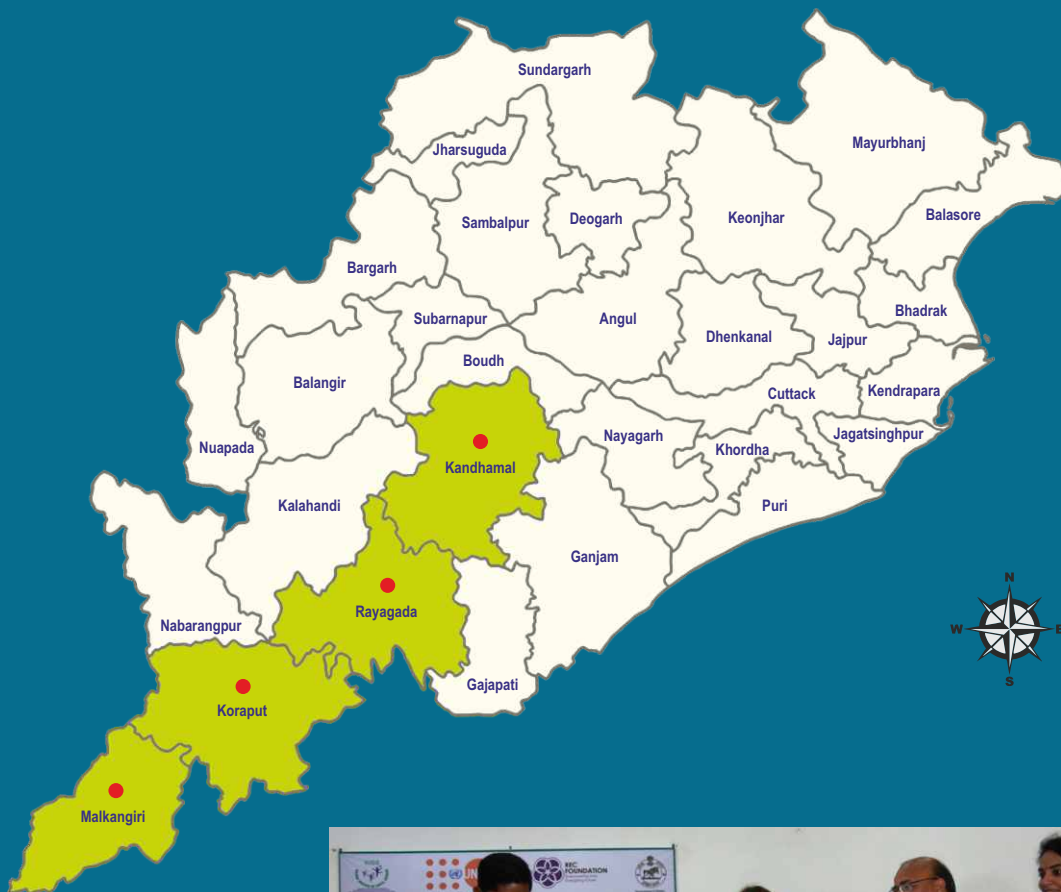
A Journey from Particles to Sparkles



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Achievement

Sl. No	Key Activities/Indicators	Output
1	District level meetings with key stakeholders for program review and planning	06
2	Youth from indigenous community trained on leadership and active citizenship	1522
3	Community Awareness Programme (CAP) organized on issues of Education, Reproductive health and Government Schemes and programs	2774
4	Social Action Projects undertaken by youth	164
5	Youth linked to livelihood based skilled development programmes	2056
6	Beneficiaries linked to social security schemes	324
7	Households benefitted under different housing schemes	95
8	People enrolled in pension schemes	229
9	Rural tribal youth Entrepreneur developed	50
10	Digital literacy training for youth from indigenous communities	500
11	Youth from Naxal affected areas availed benefits of government or private sector programmes	972
12	Training of trained youth volunteers on COVID – 19 and COVID- Immunization	215
13	Youth Change Makers became PRI representatives	05
14	Total communities reached out during the intervention	1243

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FOREWORD

A small land base, low agricultural productivity and low incomes have led to rising indebtedness, trapping tribal into a vicious circle of exploitation. The life of the tribal is increasingly vulnerable due to a persistent lack of assured entitlements to their resource base. This has led to social discontent and unrest which provide fertile ground for extremist activities and violent protests.

In order to redress this situation to alleviate the suffering of tribal communities and to remove obstacles to their development, different constitutional amendments have been introduced. But lack of necessary involvement of the people from tribal communities in the development planning resulted in their poor participation. Factors assessed to be responsible are of many folds like non-availability of provision of such exclusive services / benefits for the tribal in these districts as they are inaccessible. Secondly, understanding of tribal about the schemes / provisions is very poor due to illiteracy / poor education, lack of awareness and ignorance factors. Shyness and fear of approaching officials, in this regard, may also be considered contributing factors for having poor access to various benefiting schematic services. Apart from these child marriage, teenage pregnancies, and low awareness on sexual and reproductive health issues, discontinue education, engage in menial livelihoods or migrate to other places as unskilled laborers are some major issues they are facing. Though there are many factors that are responsible for this, still “isolative presence” considered to be one of the key factors for their backwardness.

Mission Uday was implemented in the most vulnerable 38 tribal dominated blocks of Koraput, Malkanagiri, Rayagada and Kandhamal districts with core vision to build capacities of youth volunteers from most conflict inflicted districts and nurture their capacity through training and mentoring support, enabling young people to take up social issues affecting their community, positively influence peers and help connect their communities to various welfare programmes and opportunities and transforming them from isolative presence to join the mainstream. We are going to brief 4 long years (2018-2021) of activities in this document.

PMU- UDAY-KISS

Acknowledgement

Youth Volunteers are innovative and flexible and ensure greater participation of the community. We acknowledge their effort to make Mission UDAY a success in four intervention districts.

We are also thankful to district administration of Rayagada, Koraput, Malkangiri and Kandhamal for their support and suggestion to involve these change makers in the community level activities implemented by the administration.

We would also thank the Regional Coordinator, District Coordinators and Cluster Coordinators for their onsite guidance and supervision for successful implementation of the program.

We would extend our sincere thanks and gratitude to Dr. Prashanta Kumar Routray, Chief Executive Officer, KISS for his overall guidance and supervision for successful rolling out of the program.

The Mission could not be completed without the technical guidance and co-operation from Mr. Mohammad Nadeem Noor, State Head of Office, UNFPA, Odisha. We owe our sincere regards to him.

We are extremely grateful to Dr. Achyuta Samanta, Hon'ble Member of Parliament and Founder of KISS & KIIT for giving us the opportunity to work with KISS as part of this innovative project.

PMU-UDAY-KISS

ABBREVIATIONS

AIDs	: Acquired Immune Deficiency syndrome
ARSH	: Adolescent Reproductive and Sexual Health
ASHA	: Accredited Social Health Activist
AWW	: Anganwadi Workers
BYV	: Biju Yuva Vahini
HIV	: Human Immunodeficiency Virus
IEC	: Information Education and Communication
KISS	: Kalinga Institute of Social Sciences
LSE	: Life Skills Education
LWE	: Left Wing Extremist
NGO	: Non-Governmental Organization
OLM	: Odisha Livelihoods Mission
PDS	: Public Distribution System
PMJDY	: Pradhan Mantri Jana Dhan Yojana
PMU	: Project Management Unit
PRIs	: Panchayati Raj Institutions
RTI	: Reproductive Tract Infections
SC	: Schedule Caste
ST	: Schedule Tribe
SHGs	: Self Help Groups
SPO	: State Programme Officer
SRH	: Sexual and Reproductive Health
STI	: Sexually Transmitted Infections
UNFPA	: United Nations Population Fund
RC	: Regional Coordinator
DC	: District Coordinator
CC	: Cluster Coordinator
CAP	: Community Awareness Program
SAP	: Social Action Project
YRC	: Youth Resource Centre

a. THE GENESIS

Around 40% of our population belongs to disadvantaged community which represents 22.85% ST and 17.13% SC. In Odisha there are 62 tribal communities out of which 13 are primitive tribes which are categorized as “Particularly vulnerable tribal groups”. Many tribal areas characteristically suffer from inaccessibility making the region rather excluded, but are beset with the strength of separate social identity of its population that is predominantly inhabited by tribal. These areas suffer from geographical isolation, difficult terrain, poor connectivity, low social and economic development, and lack of local level employment opportunities. The youth face major challenges like child marriage, teenage pregnancies, and low awareness on sexual and reproductive health issues, discontinue education, engage in menial livelihoods or migrate to other places as unskilled laborers as a result inhibits economic development and causes a sense of relative deprivation among the population. These factors contribute to the risk of exploitation of the youth which includes the risk of joining LWE. Around 18 districts are beset with conflicts in Odisha, commonly known as Left Wing Extremism (LWE) areas which are a challenging problem in Malkangiri, Koraput, Rayagada and Kandhamal. Special interventions are planned for penetrating appropriate knowledge and skills in such areas, thus contributing towards harmonious development through Mission Uday. The prime objective of the Mission Uday is to build capacities of youth volunteers from most conflict inflicted districts and build them as change makers. These change makers can influence their peers in the community; make them aware about the schemes and programmes of Govt. which can provide them opportunities of decent livelihood; and generate awareness regarding core life skills and bringing the youth to the mainstream of society.



b. BACKGROUND

Kalinga Institute of Social Sciences (KISS) is a residential school provides free education to over 30,000 children from tribal communities from Kindergarden to Post Graduation. It introduced the life skills education programme for the first time in Odisha in collaboration with United Nations Population Fund from 2009, which was later scaled up to the government residential schools. Based on the impact created through life skills education program, UNFPA further extended their support and partnered with KISS and REC foundation to implement Mission UDAY project with an aim to create young change makers in the most vulnerable 38 tribal dominated blocks of Koraput, Malkanagiri, Rayagada and Kandhamal districts from 2018 to 2021.

18.5% of state population represents youth aged between 15 to 24 years. They have many pressing health, education, economic, and social needs. Youth-focused interventions for the vulnerable groups of society in improving health, reducing poverty will help to increase development indicators. This will provide overall benefits to society. Focusing on these outcomes, identification of training needs, development of standardized training module was decided after consultation with youth. Young people were trained from some of the most interior and hard to reach regions of the state that are under the influence of Naxal groups.

c. OBJECTIVE

- Reduce vulnerabilities of young people from tribal communities and mainstream them through training and mentoring programmes.
- Create a cadre of tribal youth leaders who would be change agents in their respective communities, engaging in social issues and helping them to take advantage of welfare programmes.
- Develop a model for youth engagement in conflict affected areas.

2

Identifying the need of change makers: they set examples

The well-known phenomenon of tribal disadvantage in Odisha requires constant monitoring to ensure diligent attention to equitable scope for them to be in mainstream. Relative isolation from the mainstream population associated with widespread economic and educational backwardness and difficulty in accessing information and benefits of different government schemes and programmes expose young boys and girls to exploitation and risk-taking behavior including risk of joining armed left-wing extremist groups. The situation needs greater attention in above mentioned four tribal dominated southern districts and primary background of Mission UDAY where the need of change-maker have been highly vital as he/she would focus on solving community problems for the greater good. The change agents like Mithulia focuses on the social and economic development of their communities and have addressed common issues that tribal face on a day-to-day basis.

All the change-makers of Mission Uday were personally connected to the issue they want to solve. Each of the case studies of includes a story describing the personal experiences that led them to tackle a particular problem, and many live within the community where they are co-creating solutions like one of our change-maker Mithulia Ghasarlia of Kangraguda Village in Koraput district.

The village Kangraguda is a native land for Kandh and Paraja tribe is an inaccessible area located in the remote, hilly terrains. Access to market, better health services and information services is hard to reach in the community. Being isolated physically and socially, the inhabitants follow very much rigid socio-cultural practice. Radhamani, a native of this village got her periods at the age of 15, her parents decided to get her married to her uncle's son who is 16 year old and stopped her education. Radhamani did not want to get married and wanted to



study further. She requested her parents to give her another 4-5 years so that she could complete her education and left unheard. Her mother, aunt and grandmother supported the myth about "getting a girl married early can lead to a good life" is being passed on since generations.

But, Radhamani took the help of Mithulia Ghasarlia, a UDAY volunteer in her village to challenge this myth. With support from Mithulia, she reached out to the village watch dog committee and wanted the committee to convince her parents not to get her married at the age of 15. The committee then sent ASHA and Anganwadi workers to visit Radhamani's home and educate her parents about the ill effects and consequences of child marriage. With the pressure of watch dog committee and regular visits by the ASHA and Anganwadi workers along with clear instruction from the watch dog committee that legal action could be initiated against them, her family finally decided to cancel her marriage and allowed her to pursue higher education.

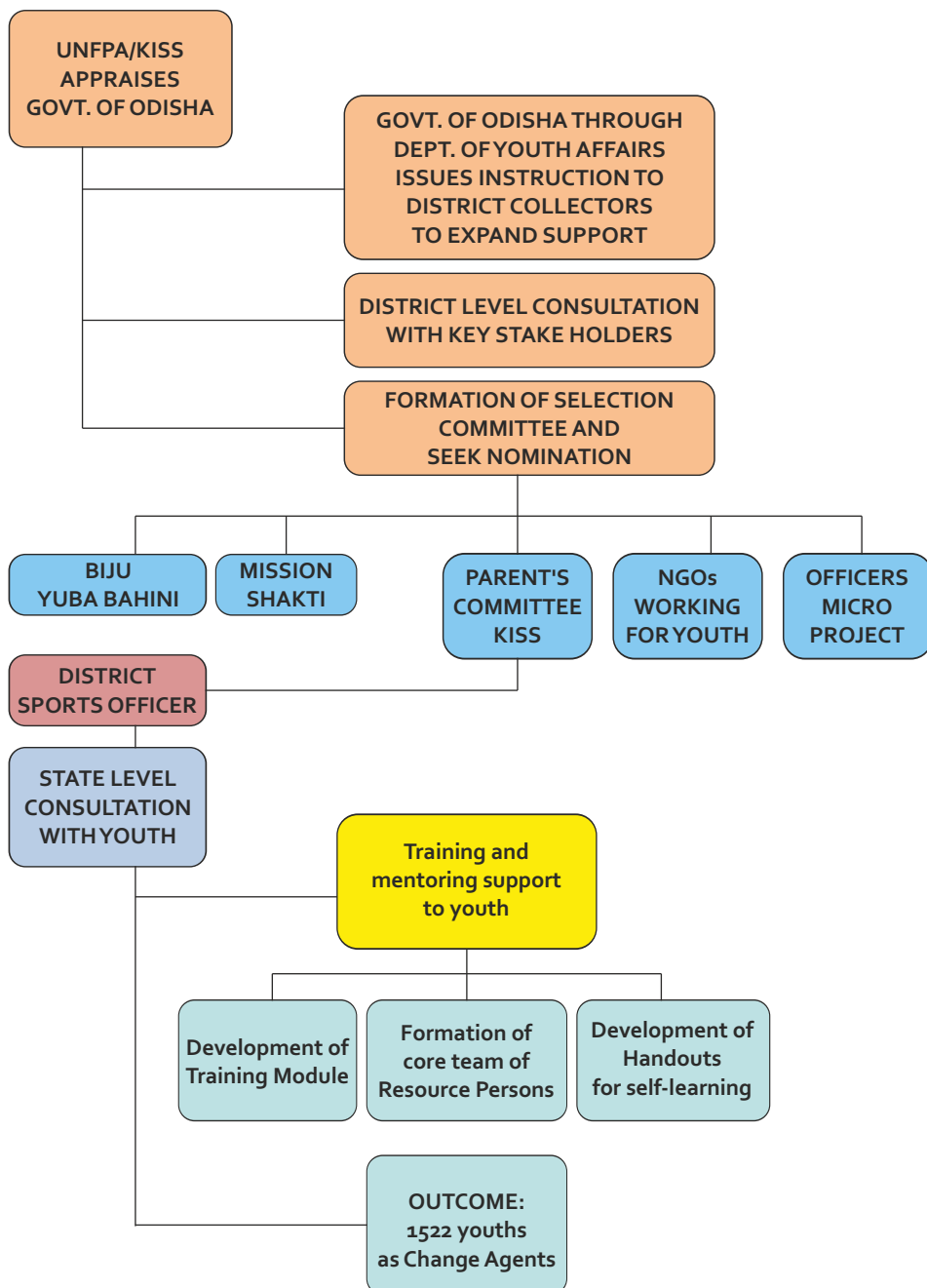
"I am glad to see the change in my parents, this movement has not just stopped my marriage but it gave me an opportunity to live my life, complete my studies, fulfill my dream and take my own decision of when to get married", says Radhamani.

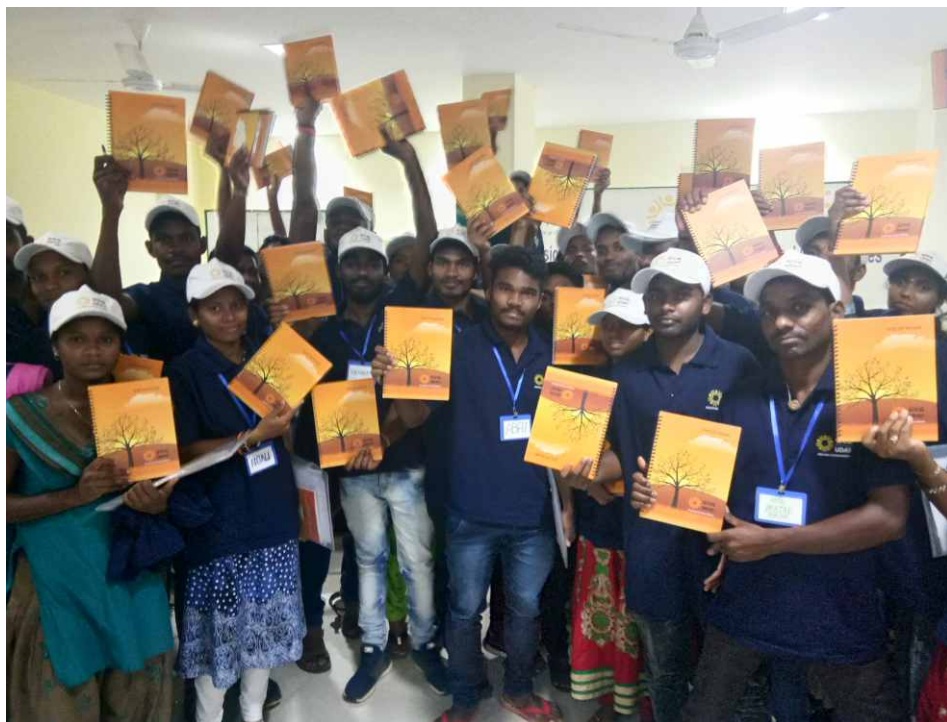
"Girls need to get ready for marriage once they reach their puberty. Besides, they are expected to learn to cook, take responsibility of family and siblings and get prepared to settle in at their in-laws house once they get married. Due to this, most of the girls have to drop their studies in between as they are told that "Marriage" is the sole destination of a girl", says this youth volunteer from the village.

"There is no manual for ground realities. We have been facing this situation since years and now able to propagate the message that girls have not done any crime that they have to get married without their consent and wish, and they have the rights to live with dignity and choice." adds Mithulia Ghasarlia, UDAY Volunteer.

3

Reaffirm support and linkage

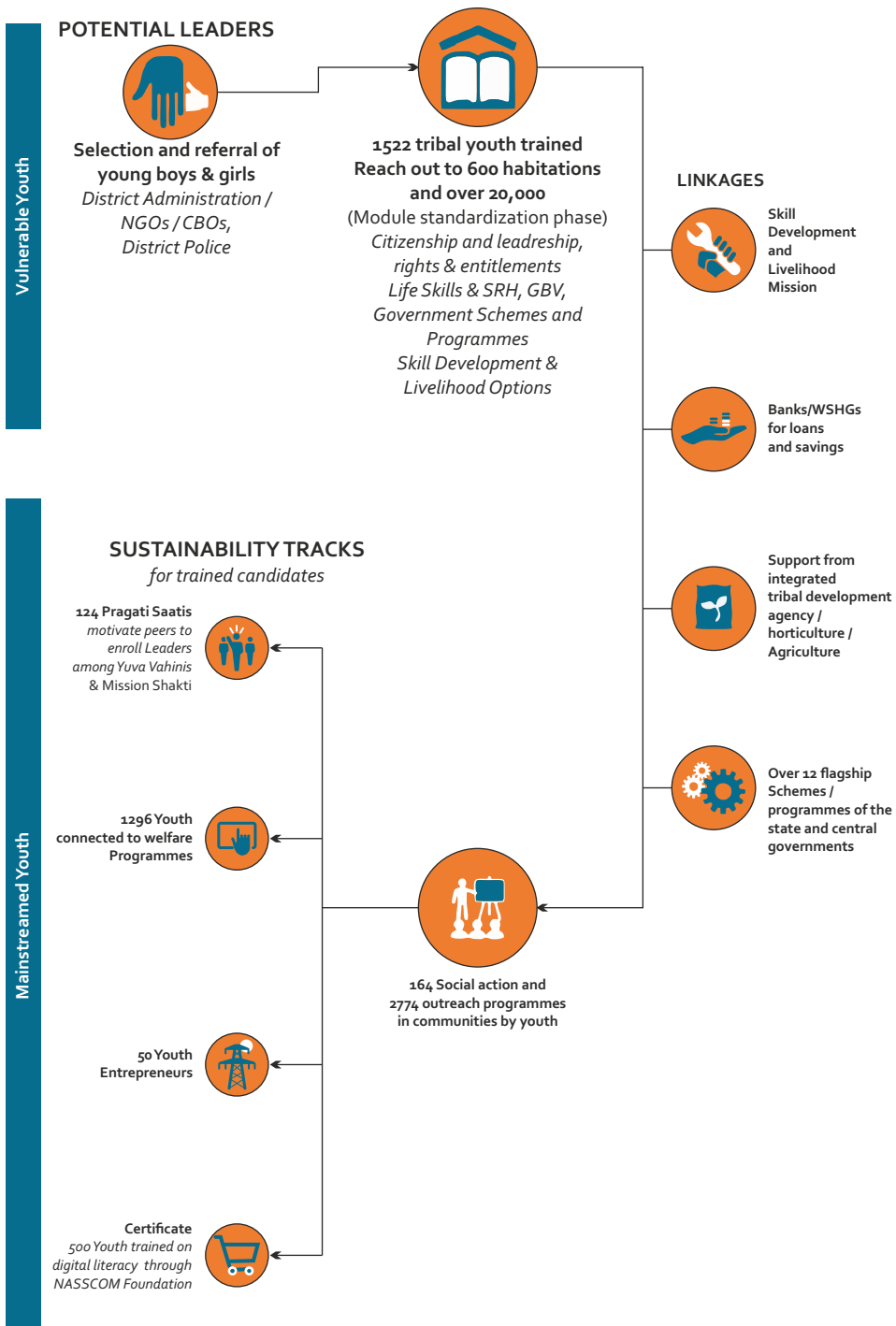




Mapping of backward blocks and panchayats from selected districts was completed in consultation with district administration of four intervention districts. Blocks were identified based on development indicators and vulnerabilities of communities, particularly young people. Besides, percentage of tribal population, LWE affected regions, literacy rates and accessibility was parameters for selection of districts and blocks.

During the project period, district level consultations were organized for establishment of a medium to network and confirm support and linkages with participation of key stakeholders from the government, non-government agencies, and members from media and youths from the project areas. Objectives of the project and the process was explained to district level govt. officials, representative youths from 38 intervention blocks, Block Coordinators of Biju Yuba Vahini, members of KISS Parent Committees, NGOs & media persons. We could get support in rolling out the program; finalize modalities for nomination and selection of youth and to identify nodal officer from the govt. side for coordination.

UDAY - creating change makers in tribal communities



4

Preparing Change Makers: The Challenges for stakeholders

The major focus of **mapping of Gram panchayats** was to identify most conflict affected areas of 38 blocks of 4 districts. To reach out to youths from the left-out panchayats, Cluster and District Coordinators coordinated with Biju Yuva Vahini, KISS parents Committee, NGOs, WSHGs and the Police for nomination of youth for State level training.

Sensitizations cum Screening Workshops were organized to nominate and select youth volunteers for state level training. There were two criteria for selection 1- age: 18 to 35; and 2 Education Class VIII or more and interest in social service. All nomination is directed to District Sports Officer for final selection of youths for state level training. A total number of 1522 youths got selected for State Level Training during the project period of 2018 to 2021.

District level consultations were organized to apprise the key stakeholders regarding project objectives, achievements of the project from time to time and look for their support in forthcoming activities. The involvement of youth volunteers or change makers in other developmental work of district administration was an important topic of discussion in the consultation programme.



District level stake-holder meeting

Youth were trained to create awareness about persistent problems and act as agents of change. Change makers' profound knowledge about the community adopts a culturally sensitive approach to bring the desired change. Such approach builds a trustworthy relationship with the people. This was fundamental to prepare and educate the youths on the expected outcomes of our intervention.

Major Challenges faced during implementation:

1	<i>The acceptance to any program by the tribal communities takes a longer time as they have a very rigid socio-cultural norm. One of the major challenges was to adopt the required sensitivity while expecting an anticipated change.</i>
2	<i>Despite successful program implementation, we encountered in sustaining their results due to lack of follow-up. Follow –up relation with the district level officials and civil society could not be maintained after the consultation meeting. Reporting from the field has been inadequate, irregular and inconsistent.</i>
3	<i>The inconsistency in funding was another constraint against smooth running of the programmes.</i>
4	<i>COVID-19 pandemic restricted formal sensitization and screening meeting. Activities like district level consultation, formal launch of extension of program were also delayed. Residential training of youth was organized at district level instead of state level due to COVID-19. This became a challenge to achieve the target set by Mission Uday.</i>
5	<i>KISS Parents' Committee was the major medium of identifying youth for Mission Uday. Negligible number of volunteers nominated through linkages with civil society and Govt. organization.</i>
6	<i>There was need of Standard training program for tribal rural entrepreneurs with employability skill development program for the youth. During conduction of digital literacy training program for the youth some areas were inaccessible virtually.</i>

5

Major activities to Support/empower Change Makers

Lack of formal or informal training and capacity building measures, trade based orientation, vocational inputs, market oriented capacity building to take up certain market driven opportunities etc. are contributing to poor socio-economic status,. Lack of awareness and ignorance identify them as a separate section within the community leading to poor development participation and allied isolation.

To eradicate the root cause of isolation and diversion to extremist activities Mission Uday emphasized upon building capacity and thus penetrating basic knowledge and awareness among youth volunteers through its training programme at state level every year. During pandemic the mentors virtually conducted the training programme. The evaluation of youth volunteers was done through pre and post assessment of training programme.

a. Capacity Building of Change-Makers

Residential Training program at state level organized for the youth volunteers each year. Resource persons were engaged to facilitate sessions and imparted lessons on:

10 core Life Skills, Sexual and Reproductive Health and myths associated with it, Child marriage and teen age pregnancy, Conception, Contraception, RTI/STI/HIV/AIDs, Leadership skills and community mobilization, Communication Skill and Social entrepreneurship

Apart from the above thematic areas the youth volunteers were imparted knowledge regarding anemia and related nutritional issues, substance misuse, infrastructure schemes, health schemes, social security schemes, safe migration, forest rights, skill development, livelihood options,

agriculture, animal husbandry, forest product, digital literacy, financial literacy and COVID – 19 to disseminate the knowledge and skill in their own community through CAP and SAP.

This training programme comprised of activity based sessions, classroom teaching audio visuals, case studies and exposure visit. A database of trained volunteers created and shared with district administration. The process of linking the youth with different livelihood option was also elaborated. During the project period from 2018 to 2021, a total number of 1522 of youth volunteers were transformed into Change Makers provided with a recognition kit consisting of a 'T-Shirt', cap, bag pack, notebook, pen, daily diary and handouts-“Pathan Patra for participants” with UDAY logo imprinted on it.

Out of 1522, 124 change makers were selected based on their communication skills, leadership quality and potentiality to influence peers for higher level training programme to undertake social action projects and to orient on various social issues and welfare activities which they can undertake in their respective communities. They were provided with periodic monitoring and support visit provided by the project Unit during implementation of Social Action Project in their community.



Community awareness programme

b. Livelihood Support

The existing livelihood means like agriculture, animal husbandry etc. were further strengthened and capitalized upon by making it profitable through various inputs like capacity building on management practices, development of skill and potentials through Mission Uday. Youth volunteers of Mission Uday and people from most vulnerable communities were supported and linked with different skill development and livelihood programmes. *2056 youths from four intervention districts were linked to different skill development and livelihood programme.*

For skill development, livelihood opportunities, financial assistance and others, the youths were linked to different Government and private sectors. This is one of major achievement that 50 youth (43 male and 7 female) have started their own business as rural entrepreneurs and improved their skills on keeping a record of the accounts, good understanding of the local market and built good relationships with the distributors.

c. Skill Enhancement

Contact and mentoring sessions were arranged for reorientation of youth to enhance their skill, restructuring of programme activities as per need. Issues and challenges faced by volunteers during implementation of CAP and SAP were addressed.

Review and planning meetings focused on periodic review and planning of the training of youth, evaluation of progress, identify gaps and required guidance for community awareness programme and social action projects carried out by youth volunteers at field level.

The certified digital literacy training for 500 tribal youth of four intervention districts were initiated in collaboration with Common Service Centre (CSE) of Ministry of information Technology and NASSCOM Foundation. The digital training involved both online and offline method with hands-on activities and experiments on how to bridge the gap of digital skill knowledge, coverage of topics such as use of desktop, Laptop, smart phones, its features, basic of Ms Word, Social

media, online banking, e-commerce and safety and security while using digital platforms. Digital Literacy was proved to be vital for the remote tribal youth to enhance their livelihood as well as for education. This training was implemented on Digisakhsar portal.

Training on COVID 19 and COVID Immunization for 215 youth volunteers through virtual mode by which youth reached out their peers through social media on the pandemic to a larger population

Strengthening skill development centre and setting up Youth Resource Centre (YRC) at Kandhamal

The centre is equipped with computer, photo copier and resource materials on life skills and SRH. Community members especially youths are getting information about YRC by the trained volunteers. Accessing information on Sexual Reproductive Health, Life skills, Employment and livelihood opportunities and government welfare schemes is helping them lead their life in a better direction. Enrollment of young people in skill development and vocational training is assisted through this centre.

6

Dealing and grooming with pandemic (COVID-19) : Change

Dealing with pandemic

We immediately expanded our work to include activities against the spread of COVID-19, promoting education and hygiene and mitigating the socio-economic impacts associated with lockdowns with an aim to build capacity of these volunteers on COVID – 19 through virtual platform and in turn they could reach out to their peers and relatives in sharing this information.

We reached 30,000 people across 259 remote villages through the trained youths in creating awareness. Our youth volunteers were supporting front line workers, to bridge the information gap, outreach materials like posters, leaflets and songs in local dialects were developed and distributed. With persistence, mobilization and spreading information

through interactive ways, villagers started practicing proper sanitation measures like hand sanitization, use of mask, social distancing, home quarantine etc. With the support of AWWs, ASHAs and PRIs 331 community awareness programmes were organized by 319 youth volunteers on COVID – 19. The COVID – 19 awareness campaigns were based on sensitization on the use of masks, regular hand washing and maintaining physical distancing, creating awareness on government quarantine facilities, care and support provided at the quarantine centres, engagement of SHGs and assist in production and distribution of masks. They also took the support of local Influencers (Gram Pradhan, religious /tribal leaders) and engage them to disseminate correct information.



Virtual Training of trained youth volunteers having smart phones and internet access on COVID- Immunization to 215 youth was imparted which included with male female ratio of 119:96. They reached out to their peers through social media to spread information about the pandemic thus indirectly approached a larger population.

The youth volunteers informed their community people about available vaccine and its importance to fight with Covid-19, eligibility criteria to take COVID vaccine, registration process, and required documents, steps of vaccination, do's and don'ts, myths regarding vaccine etc.

It was a great achievement that all 520 youth volunteers were vaccinated before training. More than 60 youths in villages were vaccinated with initiative taken by our youth volunteers.

Grooming with pandemic

Though it was lockdown throughout the state and inter-district travelling was very difficult. But we did not stop and started finding out the alternative and effective method to reach our goal of Mission Uday. It was decided to organise planned activities in a virtual platform in consultation with district administration. Total 800 youth got selected through a process of selection with the support of the committee headed by District Sports Officer for training during pandemic.



Reorientation of Master Trainer's workshop was organized virtually for adding on inputs to their skill on lesson delivery, using virtual platform for youth training, sessions on COVID-19 and digital literacy. Induction training of new youth volunteers was organized on virtual platform for the volunteers with smart phone and internet accessibility. Orientation on internet browsing and zoom app was introduced to the participants.

State Level Training Programmes for youth volunteers was organized on virtual mode. The imparting knowledge on thematic areas on virtual mode was in deed a challenging task for the project team, but through pre and post assessment it was very much clear that the volunteers were keen to learn and the trainers made the programme very much lively. Apart from the above training programmes, Digital literacy training, review and planning meeting, contact and mentoring session were also organised on digital platform.

Despite the fact that there was delay in funding, shortage of time period to achieve the target, strict guidelines of Govt. to avoid crowds, total lock down throughout the state, youth volunteers of team Uday took it as a challenge to prove their learning and efficacy to reach their target and achieve their goal. Out of total 2774 Community Awareness Programmes by the volunteers, 1522 CAPs were organized during pandemic.

a. Measuring Impact in Communities

Community Awareness Programme

Youth volunteers of intervention districts have organized community awareness programmes involving PRIs, SHGs and youths of the locality. They disseminated information on thematic areas of SRH covered topics like menstrual hygiene, symptoms of RTI/STI and HIV/AIDS, safe migration, COVID-19, substance use, Govt. schemes like pension, insurance, health, infrastructure, PDS, Mamata, Labour Rights, importance of 'Palli sabha' etc., CAP on Animal husbandry included immunization of birds and animals. They raised awareness on blood donation through blood donation camps. Total eight numbers of Blood donation camp organized by our Koraput & Malkanagiri UDAY Volunteers with the support of District Hospital- 438 units of Blood were collected.

The youths who left Extremist groups, shared their experience in their communities and thus bring attitudinal change among the people. Social development focusing on harmful and wasteful habits like alcoholism and substance use were addressed through CAPs. Different methodologies like group discussion, rally, role play, door to door campaign were adopted. Total 2774 CAPs were organized by 1522 youth volunteers during the project period. More than 66000 people reached through CAPs.



Community awareness programme on SRH & Menstrual hygiene

Social Action Project

Young change agents focused on individual livelihood programmes which have strengthened their business skills, built their knowledge on market scan, as well as helped them to earn and contribute to their household income. It is remarkable that six youths who have left naxalism and joined our program were awarded social action projects to ensure better livelihood for them and their families.



Through the SAP, 324 beneficiaries who were completely ignorant about govt. schemes successfully linked to different social security schemes of the government (Pension Yojana, Indira Aawas Yojana). It was remarkable that total 4579 community members were identified and listed out by the change makers of Uday project who are eligible for different government schemes but not able to get the benefits for different reasons. 86 watch dog / vibrant committees formed to keep vigil on Child Marriage. Under Safe Migration Social action project our change agents have reached out to more than 500 community members and 103 community members have been counseled and connected in different skill development program.

SOCIAL ACTION PROJECTS AT GLANCE



GOVERNMENT SCHEMES - 14 TYV

Creating awareness on different Govt schemes, Accessing Pension schemes & engaging youth in different skill development program.

Social security

- 229 members linked and getting MPY.
- 95 members have received Biju Pacca Ghar
- 800 beneficiaries identified
- 6832 households covered through creating awareness on different government program available.
- 4579 beneficiaries submitted their documents and in process of getting different schemes as per their eligibility.

Skill Development

- 1522 youth linked in different Livelihood & skill developed programmes
- 741 households enrolled in "Mo Bagicha" schemes under the OLM
- 816 youths are getting stipend
- 68 youth engaged in OLM
- 2 youths are working in SBI customer service point



PROMOTION OF SAFE MIGRATION - 6 TYV

- 500 youth oriented for safe migration
- 100 youths are registered as per Panchayat
- 103 youths are counseled



CHILD MARRIAGE - 23 TYV

- 86 committee formed covering 88 villages and reporting about child marriage.
- One committee stopped child marriage of 14 years girls



PREVENTION OF SUBSTANCE MISUSE - 8 TYV

Youth against Tabaco

- Young people are taking initiative to reduce Tabaco
- SHG members have taken imitative to stop selling liquor.



LIVELIHOOD OPTIONS - 92 TYV

Poultry Farm - 75 TYV | Fishery - 05 TYV |
Tailoring - 02 TYV | Banking- 01 TYV |
Goat Farming - 09 TYV

- 72 TYV have started earning profits and contributing to their household incomes.
- All of them Linked with Bank and SHGs in the to avail loan and expand the business
- One female TYV open hotel in their location.
- Three Female TYV have started their own tailoring shop.



NUTRITION - 04 TYV

Nutrition and safe motherhood- 1000 days life cycle approach on motherhood

- Ensure 100 % institutional delivery in their community.
- 100% ANC & PNC checkups and Immunization for new born child.
- Awareness generation on safe motherhood
- Working with front line health executives and Beju Maa, the transgender community.



SRH & MENSTRUAL HYGIENE PROMOTION - 17 TYV

Awareness generation

- Reusable sanitary napkin promotion
- Reduce absenteeism of girls during period.
- Accessible services through anganwadi centres

TYV- TRAINED YOUTH VOLIUNTER

b. Life changes with Change Makers

1. Happy Period: Dignity for Girls and Women



"Attending the training at Bhubaneswar was a distant dream for me as girls are not even allowed to move out of the village. Girls and young women need to hide themselves in dark corners of home when they have periods such that no one can touch them and no men can see them. Besides, they would not be allowed to sit and dine with other family members or move freely and lead a normal life during periods,"

says Rina Adakatia from Pandei village of Pottangi block of Koraput district shares her journey as a youth volunteer of Mission UDAY.

This is a common challenge faced by adolescent girls and young women in Pandei village which deprives girls from attending school during periods and dropped out of school when they were in seventh or eighth grade. While undergoing the residential induction training at Kalinga Institute of Social Sciences (KISS), Bhubaneswar under Mission Uday project, Rina got to know about sexual reproductive health and rights (SRHR) as well as menstrual health management (MHM). After returning back to her village, she discussed about these issues with girls and young women and realized that there are many deep-seated myths and taboos around "periods" prevalent in her community.

She advocated for eradication of Taboo around periods. She strategically engaged with the older women first, who mostly incultated the rules in the community and then, simultaneously created awareness among her peers and supported them in discontinuing the age-old practices of isolation "periods". With support from the ASHA and Anganwadi workers who played crucial roles in educating girls and women, Rina could reach out to each and every girl and woman in the reproductive age. She discussed about SRHR and MHM in a series of SHG meetings and also organized exclusive meetings in which adolescent girls and young women from the village participated in large numbers. She developed pictorial IEC materials which were extensively used in these meetings for effective communication, messaging and helped retention of messages by the participants. Such efforts created a safe space for girls and women to discuss their SRH issues and seek guidance and support from ASHA.

"I could relate to it as girls including me are kept in a closed room for almost 10 days during menstruation. I repeatedly discussed the issue with girls and women in my village but hardly any one took me seriously. It was then I took a decision to work strategically towards it and bring change in my community."

Rina is happy that the situation of girls is changing for good in her community. She is a local hero and a change maker for her friends.

2. Journey of Salami to BANK MADAM:

Toyaput village of Laxmipur Block is one of the Naxal affected areas of Koraput district. Salami Sashankar aged about 27 lives with her parents and a sibling. She completed her graduation and was looking employment opportunities. In the year 2019, she came to know about mission UDAY and joined as a volunteer. She says the objective of Mission Uday inspired her to be a part of this project. Seeing her passion towards work she was given the task to study the Government Schemes in detail and pass on the information to the community.



Through this project she has created awareness programs on how to avail the benefits of different schemes that have been designed for the most vulnerable and marginalized. After her graduation, Salami joined Livelihood Mission in December 2018, where she worked directly with the Self-help groups and strengthened their skills and showed them avenues to engage in different livelihood programs. In 2019, she was selected as Business correspondent agent of SBI, Laxmipur Branch. During the COVID – 19 pandemic, she reached out to people from more than 20 tribal hamlets adjoining Toyaput Village for providing banking services to the customers at their door step from her tiny workstation. Salami says, "I am grateful to KISS, UNFPA and REC Foundation for strengthening my knowledge on "Financial Literacy" during the 10 days training at Bhubaneswar. It not only enhanced my knowledge but, also helped me do my job more efficiently. The money I received from MISSION UDAY for my social action project helped me to contribute a little to buy my laptop."

Voices from the community:

Para Muska (53) says *"Bank is 10 kms away from my home. I was unable to withdraw money from my bank due to non-available of transportation. I had*

received money under KAALIA and PMJDY Schemes, but was feeling absolutely helpless as I couldn't withdraw the money. Bank Madam, Salami brought the banking service to my doorstep. I am thankful to her."

Lachi Hikaka (70) says *"Due to lockdown I was unable to withdraw money which I had received from Madhubabu pension Yojana and KAALIA. I am thankful to Bank Madam for bringing the bank to me".*

3. Journey of Bhima Kendruka– Back from the margins



Bhima Kendruka, aged 36 lives with his four family members in kankadaput village of Narayanpatana block in Koraput district of Odisha. After his studies, he could not get any decent livelihood option. The feeling of rejection and disappointment, made him trapped by a friend to join the Andhra Pradesh wing of Naxal forces in 2002. Finally, in 2012 Bhima surrendered to Andhra Pradesh police and rejected the Naxal movement once for all. His urge for a sustainable and positive change in his community brought him to Mission Uday's training program. During the trainings

Bhima was focused to learn and contribute back to his community. He has been associated with various awareness programs in his community ranging from ending child marriage, improving the quality of education, linking government schemes for livelihood opportunities amongst others. He has been able to bring substantial improvement in his community. The life of Bhima due to less knowledge on livelihood options led him to join the Naxal movement became only reason for him to dedicate his life to improve the lives of the youth in his community. He is giving free teaching to the children of his village in his free time, so that they can grow up to become change agents in their communities.

4. Creating awareness, eliminating middleman and connecting community with government programmes and schemes

"During the course of the training I realized people in my village were paying commission to a middleman / broker to avail benefits which they were entitled to. Some had paid to get an IAY house, some had paid for job cards," says Jitendra Khilo of Khariput Block of Malkangiri.

Jitendra a youth Volunteer of Mission Uday found that villagers in his community were being exploited by the middlemen who demanded as much as Rs. 2000 to

Rs.4000 for connecting them to government schemes. The villagers lost their money and at times did not receive any benefit as promised. During the training, Jitendra learnt about the schemes and came to know that the government does not charge any registration fees. He organized a community meeting and sensitized his community members about their rights, entitlements and provisions under some of the schemes. The booklet he had received at the training was his prized possession that he used to create awareness amongst his community about the various government schemes and programmes and with his efforts 21 villagers have received labor cards without paying any commission. Such changes in community can bring unexpected transformation in the life of inhabitants.



5. *Ushabati Kutruka : Mission Uday gives wings to their dreams*

Twenty three years old Ushabati Kutruka lives with her parents and three other siblings in Kakara Maska village of Bisam Cuttack block of Rayagada district. Her mother works in the SHGs, where they prepare the supplementary food provided to the Anganwadi children. Her mother being the only source of income for their family, it was really difficult to run the household expenditure.



While continuing her gradation she started looking for a job opportunity to help her mother in family income. She was informed about Mission UDAY by her friend and joined the seven days residential training at Rayagada. During the training, the scope of digital literacy program was introduced to them and she joined the programme. Post completion of the training she started doing online transactions herself, exploring different job opportunities through websites. She successfully found a job of Customer service executive at Mukta A2 cinemas, Rayagada. Now she is getting salary of 9,000/- with additional benefits.

Ushabati has an aim to open her own restaurant in the district head quarter and have started exploring the opportunities by using internet. Ushabati has become a role model for many young women in her village who are now pursuing skill development courses and for building up their career.

6. *Binati Pidikaka : Simple living, high thinking*



Binati Pidikaka, is 22 years old, resident of Pinda village of Bissmkatak block of Rayagada. She lives with her parents and three other siblings. She is the eldest daughter to her parents. Agriculture is the main source of their family and her father is the only breadwinner for all of them. With that limited source of income her father has supported for all of their studies, as he always wanted all his children should complete their graduation and inspiration for their peers and other community.

Binita is the first post graduate students in their village and entire siblings. After completion of her graduation from Rayagada, she got a chance to continue her post-graduation in political science in Kalinga Institute of Social Sciences (KISS). Binita got to know about Mission UDAY program from her friend and joined the residential training in 2020 at Rayagada. She has learned about Government schemes, e- governance which she has never learned from her Curriculum being a student of political science. She has developed her communication skill/public speaking at the end of the training. Post completion of training Binita, identified issues of her community like-child marriage, girl students drop out / female literacy and lack of accessibility of Government schemes. She has organized eight community awareness programs in eight villages in her panchayat, which has enhanced her skills and knowledge which later helped her new journey of being the leader of people.

Binita has got the opportunity to serve her community and got nominated to contest the election as sarpancha. Binita says ;*Mission Uday program taught me life skills, enhance my knowledge and which helped me to build the rapport in other 20 villages during her election campaign to all 28 villages of her panchayat. Mission Uday program has given an opportunity to build relationship with the PRIs, influential person of the village, youth and other peers which helped me in building my career as a community leader. , which truly helpful for my new career and made me more confident and suitable for the position I am electing for.*

I will be thankful to UNFPA, India for designing this volunteer/youth engagement program at community level, and KISS for implementing this program efficiently and identifying the youth in need and build their desired skill.

Binita too believe with the ideology of our founder Dr. Achyuta Samanant sir: "Simple living, high thinking can take you to any success you desired for"

7

They will never stop

Mission UDAY describes “change maker” in a very creative and dynamic manner so that it is easier to build shared community, create assets that can help anyone become a change maker, and measure progress towards nurturing and motivating others. Our young change-makers are initiating creative action to solve a social problem. We at Mission UDAY provide them a roadmap for making transformative difference. As it is evident from achievement and impact of Mission UDAY, it can be a viable means for strengthening tribal livelihood with appropriate operational approach thus reducing their vulnerability to join extremist groups. The existing chain of youth volunteers can be supported and strengthened further in relevant areas.



Exposure visit of Youth Volunteers

A paradigm shift in the approach seems more essential especially in the intervened project districts i.e. from welfare approach to development approach. Social inclusion in a development paradigm is the top priority in

these districts with regard to tribal development on equity norms which has ultimately helped in strengthening the overall process and contributing towards SDGs. This contribution has resulted in the field of good health and wellbeing (3), quality education (4), gender equality (5), clean water and sanitation (7) and decent work and economic growth (8).

Our young change makers are social architects. They build new social structures or optimize existing ones. They are influencers and skill catalyzer who can guide how community people learn and make decisions. There is another level of impact beyond providing direct services, known as systems change that involves creating change at an even greater scale, and addressing the root issues that cause persistent problems. Our five change makers those became PRI representatives will continue to lead for change in their communities.

They are and will continue to generate awareness by celebrating Vigilance Awareness Week, Road Safety Week, arranging blood donation camps with support of district administration. They are also taking the initiative to link other youths to different skill development programme from their communities. We are proud to make little difference in their lives. But our catalyst's journey does not stop here. A change maker keeps trying until they have made a transformation. They will never stop.



Awareness programme on Govt. Schemes

8

Social Media Posts & Press Release



KISS - Kalinga Institute of Social Sciences
34 mins • 🌐

In continuation of celebrating **#MHDDay2020** we appreciate the efforts of our UDAY volunteers in various tribal districts. The team maintained social distancing and ensured the distribution of sanitary pads while spreading awareness on practicing good menstrual hygiene.
UNFPA #unfpaindia #RECFoundation

UNFPA India
8 hrs • 🌐

You can tell from the expressions of Lake Sikaka's parents that their daughter is an important part of their family.

If you have a daughter without whom your family is incomplete, let her know
#SheCounts!

#SWOP2020

UNFPA India updated their cover photo.
12 hrs • 🌐

You, Smruti Sathi and 6 others

Like Comment Share

Achyuta Samanta is at **Odisha**.
Jun 28 at 19:22 • 🌐

Kudos Santosh! Necessity is the mother of invention and innovation and your effort at innovation will bolster our fight against COVID19.

Youth of today has tremendous potential to build a better tomorrow with their passion, innovation and disruption.

#OdishaFightsCorona
#IndiaFightsCorona

Achyuta Samanta
6,959 Tweets

Tweets Tweets & replies Media Likes

Achyuta Samanta @achy... · 1h
Drawing from the positive experiences and changes brought into the lives of young boys and girls that was witnessed in the remote tribal communities in last three years, **#MissionUDAY** expanded to remaining 15 blocks of Rayagada, Koraput and Malkangiri districts...

KISS - Kalinga Institute of Social Sciences

Achyuta Samanta
6,959 Tweets

Tweets Tweets & replies Media Likes

I extend my sincere thanks and gratitude to REC Pvt. Ltd, REC Foundation & UNFPA-India for supporting us to develop life skills, leadership..

2 46 72

Achyuta Samanta @achy... · 1h
& active citizenship among tribal youth to be changemakers in remote tribal communities of Odisha.
@RECLIndia
@UNFPAIndia

Achyuta Samanta
@achyuta_samanta

👏 **Yashoda Pandey - Winner of V-Award 2020 by UN Volunteers, stopped 80 child marriages**

👏 **Sarita Kolka - Project Uday Volunteer, Heads Child Marriage Protection Committee in Raygada**

#KanyaKiran

Achyuta Samanta

