


ANNUAL ACTIVITY REPORT

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FOR THE YEAR 2023-2024

CARD

**CITIZENS ASSOCIATION FOR
RURAL DEVELOPMENT**

Shakti Nagar, 7th Lane Extn, Berhampur, (Ganjam), Odisha, India

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C.A.R.D

ANNUAL ACTIVITY REPORT 2023-2024



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From the Desk of the Chief Functionary.....

It gives me immense satisfaction to bring out the report of activities that were undertaken in the past year, i.e. during the year 2022-23. Citizens Association for Rural Development CARD is a leading voluntary organization working for the betterment of the society, especially those belonging to the marginalized section of the society. During the past one decade the organization as a community-based organization tried to contribute its bit for the development of rural Odisha, especially in the underdeveloped area of the state.

The year 2023-24 was a fruitful year for the organization in which it undertook many new programmes and projects. New partnerships were forged. While undertaking the activities care was taken to cover the uncovered and under-served areas.

I take this opportunity to thank the people and organizations that were associated with CARD for undertaking the programmes successfully. At the outset express my sincere thanks to the District Collectors of Ganjam and Gajapati for their active co-operative in implementing the projects. I am also thankful to various District and Block-level officials who helped the organization in carrying out its activities. I also thank our donors who reposed their faith in us. Many organizations and people came forward to help the activities of the organization in time of crisis. The organization is thankful to them. Last, but not least, the small but dedicated staff of the organization deserves a special mention for without their active co-operation the organization would not have achieved this result. I am thankful to them.

Having said that, I expect all these people and organizations will continue to extend their helping hand to the organization in the future also.

Suresh Chandra Sahu
Chief functionary

INTRODUCTION:

The state of Odisha is in the eye of the storm and is a talking point at the national level for its acute and poverty conditions. Since independence, things have little changed, especially for the poor and the downtrodden. Even though several schemes and programmes are implemented for the welfare of the poor and marginalized. But somehow due to systemic failure the fruits have not reached to the targeted beneficiaries. Due to the huge size of the country and problems of inaccessibility and largely due to lack of awareness, marginalized sections of the society do not demand their due rights. Realizing the need to make the people aware a group of young people with similar thought process came together in the backward areas of Ganjam district, which is one of the most backward regions in the state. This group of likeminded workers tried their best to ensure the right entitlements to the people and tried to take the fruits of technology to the people. Later, this small forum was registered as a voluntary organization under relevant acts to enable it to receive funds from various quarters.

LEGAL STATUS

- ✓ The Organization has been Registered under Societies Registration Act, 1860 in 1991 with valid registration no. GJM1490-44/91 Dated 06.06.1991.
- ✓ Registered under Foreign Contribution Regulation Act (FCRA) 1976 and Registration No. 104910047 valid up to 30.06.2027.
- ✓ Registered under 12 (A) valid up to 2026-27.
- ✓ Registered under 80G valid up to 2024-25.
- ✓ Registered under RPWD Act 2016 valid up to 2023-24.
- ✓ Registered under NGO Darpan under NITI Aayog Unique ID No. OR/2016/0109622
- ✓ Registered under CSR Registration No. CSR00013326.

VISION OF CARD:

CARD's vision is to find practical solutions for Social, Educational & Cultural as well as Awareness, Training, Economic Development, Promotion of Health Services, Social harmony and Self-dignity.

MISSION OF CARD:

To empower the people through training and capacity building so that they can demand their due rights from the authorities without any fear or favour.

OBJECTIVES:

Some of the important objectives which are close to the heart of CARD are-

- To create an environment so that every person can have access to health for leading a healthy life.
- To provide assistance to rural poor and work for the welfare of the disadvantaged sections of the society like the scheduled castes, scheduled tribes, backward castes, minorities, and women.
- To carry on development of activities in social, economic, educational, health, agricultural and other allied fields for the welfare of the weaker section of the society in general and physically challenged persons in particular.
- To take care of the disadvantaged sections of the society like the street children, orphans, destitute, senior citizens, physically challenged people, child labor, sex-workers, bonded laborers etc.

- To eradicate social evils like dowry system, child marriage, wife beating, atrocities against women etc.
- To take up the case of social defense such as prevention of drug abuse, promotion of prohibition.
- To take up women welfare activities for sustainable development of rural & urban women
- To take up income generation programmes for the rural or /and urban poor.
- To try to alleviate poverty and try to bring a qualitative change in the life of urban and rural poor.
- To use and promote science and technology for bringing all round development in the rural parts of the state.
- To take up capacity building/training of ASHA, ANM, PRIs, SHG, AWW, Adolescent & CBOs

GEOGRAPHICAL AREA OF OPERATION:

At present the organization is working in the two districts of Ganjam and Gajapati in Odisha. Though the organisation has its operation the blocks of Kukudakhandi, Rangeilunda, Digapahandi, Chikiti, Jagannthprasad, Surada, Shergada, Hinjilicut and Patrapur block have been identified as the focused areas of activities. The programme of the organisation is spread across 354 villages covering more than 57 GPs along with urban slum areas of Berhampur under Ganjam district. Similarly, CARD is also active in Mohana, R.Udayagiri & Nuagarah Block of Gajapati district. It is working and covers a little more than 152 villages in the district of Gajapati.

TARGETGROUP

Though the organization works for all the sections of the society the following groups of people are regarded as special target groups by the organization.

- Small & Marginal Farmers
- SCs, STs and OBCs
- Migrant Labour
- Women and Children
- Youths and Adolescents
- Physically and Mentally Challenged
- Rural Artisans
- Senior Citizens

COREVALUES

- ❖ Democratic functioning
- ❖ Hardworking
- ❖ Highly professional
- ❖ Secular in character
- ❖ Collective responsibility

FOCUS AREASOFINTERVENTION

- * Community Health* Education * Environment * Women & Child Development
- *Protection of Child Labour * Natural Resources Management* Social Security
- *Social Research* Science& Technology* Action Research * Agriculture
- * Nutrition & Food Security* Rehabilitation of CBR of PWDs
- *Livelihood*Training* Income Generation* Capacity Building*

THE ORGANISATION IS PROUD TO BE ASSOCIATED WITH

- Ministry of Health & FW, Govt. of Odisha / India
- Forest & Environment Department, Govt. of Odisha
- NHM Odisha, Health & F.W Govt. of Odisha.
- Social security and empowerment of PWD (SSEPD) Govt. of Odisha
- Odisha Bio-Diversity Board, Bhubaneswar
- Deaf Child Worldwide (DCW) U.K.
- National Urban health Mission.
- ATMA, Agricultural Deptt., Ganjam district
- Zilla Swasthya Samiti, Ganjam
- Zilla Swasthya Samiti, Gajapati
- Water & Sanitation Mission, Odisha

HUMAN RESOURCES

The organisation is fortunate to have an inter-disciplinary team of professionals to implement all the programmes efficiently. At present the organisation has employed 46 full-time staff, 10 parttime staff. Besides, it has more than 10 volunteers to work for it as and when called for.

AWARDS AND RECOGNITION RECEIVED

Name of the Award / Recognition	Year	Given by
Prakruti Mitra Award	1992-93	Govt. of Odisha, Deptt. of Forest & Environment.
Bharat Gourav Award	2008-09	India International Friendship Society New Delhi.
Lifetime social Development award	2010-11	Health & education development association New Delhi.
Excellence Award	2013-14	Outstanding achievements in chosen field of activity
Kaya Kalpa Award	2018-19 to 2021-22	Provide health service to slum community & cleanness & surrounding UPHC and proper management of Urban UPHC Baikuntha Nagar Berhampur under PPP mode.
National Quality Assurance Certification (NQAS) Award from Health & Family Welfare Govt. of India	2021-22	Ministry of Health & Family Welfare Govt. of India for Quality health service to slum community & General public and cleanness of surrounding UPHC and proper management of Urban UPHC Baikuntha Nagar Berhampur.

THE ORGANIZATION IS MEMBER OF THE FOLLOWING FORUMS

- Member of Zilla Swasthya Samity Ganjam.
- Member of Rogi Kalyan Samity District City Hospital Berhampur.
- District Advisory committee member of PC and PNDDT.
- Member of Dist. Task Force Committee.
- Odisha Volunteer Health Association Bhubaneswar.
- DLCC, Ganjam & Gajapati.
- District network Ganjam & Gajapati.
- Credibility Alliance.
- Mission deaf inclusion (MDI).
- City Health Society.

STRUCTURE OF CARD ORGANISATION, BERHAMPUR			
GENERAL BODY			
EXECUTIVE BODY			
PRESIDENT-CUM-DIRECTOR			
TREASURER			
PROJECT DIRECTOR	PROGRAMME OFFICER	PROJECT	ESTABLISHMENT
ACCOUNTANT	PROJECT CO-ORDINATOR	AROGYA PLUS (MHU) IN MOHANA BLOCK OF GAJAPATI & SURADA BLOCK OF GANJAM DIST.	REGD.OFFICE, BERHAMPUR
OFFICE ASSISTANT	TRAINING CO-ORDINATOR	MANAGEMENT OF 2 Nos. URBAN PHC, BERHAMPUR	TRAINING CENTRE G.JAGANNATHPUR
MANAGEMENT INFORMATION SYSTEM (MIS)	MO IC & Ay. DOCTOR	MANAGEMENT OF PHC (NEW) P.GOVINDAPUR	FIELD OFFICE, AT- SURODA, Ganjam
	STAFF NURSE/ ANM	URBAN MHU IN SLUM AREAS OF BERHAMPUR	FIELD OFFICE AT-CHANDIPUT, GAJAPATI
	PHARMACIST	MALARIA PREVENTION & CONTROL PROGRAMME	FIELD OFFICE AT-CHANDRAGIRI DIST-GAJAPATI
	FIELD WORKER	AGRICULTURAL PROMOTION	
	VOLUNTEERS	COMMUNITY PROCESS IN SLUM AREAS	
	PEOPLES REPRESENTATIVE	WATER & SANITATION	
		ACCESS TO PRE & PRIMARY EDUCATION DEVELOPMENT FOR DEAF CHILDREN	
		REHABILITATIVE & THERAPEUTIC SERVICES TO PERSON WITH INTELLECTUAL DISABILITIES	
		PROTECTION OF EARLY MARRIAGE OF ADOLESCENTS	
		BIO-DIVERSITY COMMITTEE MANAGEMENT PROGRAMME	
		CAPACITY BUILDING TRAINING OF ASHA, UNEMPLOYMENT YOUTHS & MAS MEMBERS	

ACTIVITIES UNDERTAKEN DURING THE YEAR 2023-24

During the reporting period the organization undertook several programmes to reach the objective of the organization. While implementing the projects care was taken to put more emphasis on the process of empowerment so that they can take the development agenda further. During the reporting period the organization has undertaken the several programmes for the target group. A brief profile of activities undertaken during the period is provided below.

HEALTH PROGRAMMES

Activities of Arogya Plus (MHU) in SURODA BLOCK of Ganjam District

Our organization CARD implementing the Arogya + (MHU) under PPP mode in inaccessible area of 5GPs under CHC Badagada in Suroda block of Ganjam district.

Primarily addresses the needs of multiple health services like provision of RCH services, School Health Services, Family Planning Services along with the curative services as provisioned. IEC and social mobilization campaigns on the issues of health, sanitation and nutrition are integrated under the initiative through the Arogya+ (MHU). The whole effort is on Public Private Partnership (PPP) Mode under NHM.

Project area

Sl. No.	Block	PHC/CHC	G.P.
1.	Suroda (PPP)	Badagada	Gajalbadi, Gohha, Asurabandha, Hukuma & Bhagabanpur

Steering committee meeting of Arogya Plus

CARD was organized local steering committee meeting of Arogya Plus at CHC Suroda Conference Hall under chairmanship of MOI/C CHC Badagada. All Sarpanch, ANMs, CRCC, BPM & President of 4GKS in project area attended the programme. Formation of local steering committee for implementation of Arogya Plus MHU programme PPP mode in 5GPs under Suroda block of Ganjam.



The steering committee guides and monitors various activities being undertaken under the project area as per monthly micro plan. One Sarpanch on rotation basis will act as chairman of the local steering committee on quarterly basis. Annual schedule for the same will be approved by ZSS Ganjam.

Curative



The mobile health units were organized health checkup camp in different villages of project area. According to the monthly action plan they arrange 44 points in different village. The team of MHU also conducted the school level health checkup for school students to check up their health and distributed medicines to the students. They also referred serious patients to nearby PHC / CHC.

RCH Service & awareness

CARD has effectively raised awareness and provided comprehensive MNRCH+A services. These services include early registration for pregnant women within three months of conception, ensuring three ANC check-ups, offering minor surgical procedures, promoting institutional delivery and referrals for completed pregnancies, emphasizing immunization, treating childhood illnesses, and providing adolescent care. The adolescent care component encompasses lifestyle education, counseling, and minor treatments.

Eligible couple sensitization meeting

The CARD MHU conducted an effective sensitization meeting on E.C. to educate eligible couples about RTI/STI, safe sex practices, and family planning methods, including tubectomy, vasectomy, OCP, and condoms. The meeting also highlighted the benefits of the JSY scheme. Attendees included both doctors and ANMs, who actively participated in the sensitization process and distributed condoms and oral pills. Additionally, eligible couples were informed about the birth gap method.



Disease control programme

The MHU staff played a crucial role in disease control by identifying malaria cases through RDK testing and providing treatment to positive individuals. Additionally, they identified TB cases and referred them to PHCs for further management and follow-up. Leprosy cases were also referred to nearby PHCs for appropriate care. These efforts demonstrate the MHU's commitment to combating prevalent diseases in the community.

Strengthening of GKS



CARD conducted the GKS sensitization programme through MHU. They sensitize to conduct regular meetings of GKS for proper utilization of GKS untied fund, Aim & objective of GKS, Preparation of village health & water sanitation plan and water plan and water sanitation, maintenance of swasthya kantha. Role & responsibility of GKS president, AWW cum convener and ASHAs for smooth implementing the GKS programme. People are aware on GKS & get the health information, hygiene of water & sanitation & cleanness of village & proper maintenance of swasthya kantha.

Strengthening of VHND

The MHU staff plays a vital role in facilitating UHND programs. By ensuring ANC check-ups, immunization, breastfeeding counseling, family planning guidance, PNC care, nutrition education, and newborn care, the MHU staff contributes significantly to improving maternal and child health outcomes.



Their efforts are further supported by the presence of ANMs, AWWs, mothers, and children, creating a comprehensive network of care.

Immunization camp



The ANMs played a crucial role in the routine immunization camp by facilitating the immunization process. They administered vaccines to infants and children and provided necessary tablets and TT to pregnant women. The MHU staff actively motivated mothers to participate in and support the immunization camp, ensuring the success of this vital public health initiative.

IEC Campaign:

Information, Education, and Communication (IEC) plays a pivotal role in the dissemination of crucial health information, particularly in rural areas. CARD has effectively utilized need-based IEC materials to raise awareness on key health initiatives such as Janani Suraksha Yojana (JSY), Janani Express, Village Health and Nutrition Days (VHND), Gaon Kalyan Samitis (GKS), and routine immunization drives. To address common health challenges like malaria and diarrhea prevention, CARD regularly develops and distributes wall writings, posters, pamphlets, and booklets tailored to the needs of the community. These materials are strategically disseminated to the target groups, ensuring ongoing education and awareness on critical health issues, thereby fostering better community health outcomes in rural and underserved areas.

ACTIVITIES OF AROGYA+ (MHU) IN MOHANA BLOCK OF GAJAPATI DISTRICT

Our organization, CARD, is implementing the Arogya+ (Mobile Health Unit - MHU) under a Public-Private Partnership (PPP) model in the inaccessible areas of five Gram Panchayats under CHC Mohana Block in Gajapati district. The initiative primarily addresses a wide range of health services, including Reproductive and Child Health (RCH) services, School Health Services, Family Planning services, and other curative care. Additionally, Information, Education, and Communication (IEC) and social mobilization campaigns focusing on health, sanitation, and nutrition are integrated into the program. The effort aims to enhance healthcare access through a comprehensive, community-focused approach under the National Health Mission (NHM).

Project area

Sl. No.	Block	PHC/CHC	G.P.
1.	Mohana(PPP)	Mohana	Paniganda, Mandimera, Guluba, Dengaskhal & Alliganda

Steering committee meeting of Arogya Plus

A local steering committee meeting for the Arogya+ MHU program was organized at the CHC Mohana Conference Hall under the chairmanship of the Medical Officer in Charge (MO I/C) of CHC Mohana. The meeting was attended by all Sarpanches, ANMs, CRCC, BPM, and Presidents of four Gaon Kalyan Samitis (GKS) from the project area. The formation of this steering committee is critical for the implementation of the Arogya+ MHU program under the Public Private Partnership (PPP) model across five Gram Panchayats in Mohana block, Gajapati district.



The committee is tasked with guiding and monitoring project activities, aligned with the monthly micro-plans. Additionally, it was decided that one Sarpanch would serve as the chairperson of the local steering committee on a rotational, quarterly basis, with an annual schedule approved by the Zilla Swasthya Samiti (ZSS), Gajapati, and communicated to the partner NGO for smooth execution.

Curative

Mobile Health Units (MHUs) organized comprehensive health check-up camps across various villages in the project area, in alignment with the monthly action plan. A total of 44 health service points were established in different villages, ensuring accessibility to essential healthcare.



The MHU team also conducted school-level health check-ups, assessing the health of students and distributing necessary medicines to promote child wellness. Additionally, serious cases were promptly referred to nearby Primary Health Centers (PHCs) or Community Health Centers (CHCs) for further treatment. This initiative significantly improved healthcare delivery in remote areas, focusing on preventive care, early diagnosis, and timely medical intervention.

RCH Service & awareness



CARD has been actively promoting MNRCH+A services through various outreach health camps, ensuring timely registration within the first 3 months of pregnancy and conducting 3 Antenatal Checkups (ANC) for expecting mothers. The initiative also addresses minor surgical procedures and promotes the Institutional Delivery (ID) system, referring complicated pregnancy cases for advanced care. Additionally, the program emphasizes immunization, treatment of childhood illnesses, and adolescent care, including life skills education, counseling, and minor treatments. These health camps are led by a dedicated team, including Dr. Sibaram Panda (MO I/C), Durgadatta Swain (Pharmacist), Sumati Gouda (Staff Nurse), and the Project Coordinator of HWC-PHC (New), P. Govindapur, ensuring that comprehensive healthcare reaches the community efficiently.

Eligible couple sensitization meeting

CARD's Mobile Health Unit (MHU) conducted an Eligible Couple (EC) Sensitization Meeting, where couples were informed about RTI/STI prevention, safe sex, and family planning methods like tubectomy, vasectomy, oral contraceptives (OCP), and condom use. The benefits of Janani Suraksha Yojana (JSY) were also highlighted.



The doctor and ANM present distributed condoms and oral pills, while emphasizing birth spacing methods. Dr. Raj Kishore Panda served as the resource person, guiding the participants through the session.

Disease control programme

MHU staff identified malaria cases during the camp using the Rapid Diagnostic Kit (RDK), provided primary treatment, and referred patients to the nearby CHC for further care. The team also identified TB cases, referred them to the CHC, and conducted follow-up checks. Additionally, leprosy cases were identified and referred to the CHC for appropriate treatment.

Strengthening of GKS



CARD conducted a GKS sensitization program through the Mobile Health Unit (MHU) to promote regular GKS meetings for proper utilization of untied funds. The program focused on the aim and objectives of GKS, preparation of village health and water sanitation plans, and maintaining Swasthya Kantha. The roles and responsibilities of the GKS president, AWW (convener), and ASHAs were discussed for smooth implementation of the GKS program. The community became aware of GKS, gaining knowledge on health, water sanitation, village cleanliness, and proper upkeep of Swasthya Kantha

Strengthening of VHND



The MHU staff facilitated Village Health and Nutrition Day (VHND) to strengthen maternal and child health services through regular immunization, antenatal check-ups, and growth monitoring. Health education sessions focused on nutrition, breastfeeding, and family planning. They coordinated with ASHAs, Anganwadi Workers, and ANMs for effective service delivery to mother and adolescent girls. The program also promoted hygiene, sanitation, and addressed community health issues.

Immunization camp

The ANM attended the routine immunization camp, facilitating immunization for infants and children while administering essential supplements and TT injections to pregnant women. They ensured the proper delivery of vaccines and health services to protect vulnerable groups. MHU staff played a key role by motivating mothers to participate and supporting the smooth functioning of the immunization camp. Their efforts contributed to raising awareness on the importance of vaccination and maternal health care. This strengthened community trust in the health system and improved overall immunization coverage.



IEC Campaign:

Information, Education, and Communication (IEC) plays a vital role in spreading health information in rural areas, focusing on programs like JSY, Janani Express, VHND, GKS, and routine immunization. Materials such as wall writings, posters, pamphlets, and booklets were regularly developed and distributed to the target groups. This increased community awareness and participation in health programs. Consequently, it led to improved maternal and child health outcomes and better utilization of healthcare services.

URBAN HEALTH PROGRAMME UNDER MNRCH+A IN SLUM AREAS OF BERHAMPUR SENSITIZATION OF MAS & WKS



Our organization, CARD, is implementing the Urban Slum Health Program across 43 slum areas under Berhampur Municipal Corporation. We have formed 42 Mahila Arogya Samitis (MAS) and 6 Ward Kalyan Samitis (WKS), raising awareness among ASHAs, AWWs, SHG leaders, and schoolteachers on the objectives of these groups, under the leadership of the local corporator. The program focuses on sensitizing the community on annual planning, sanitation, street cleanliness, and health care practices. MAS members are educated on safe drinking water, maternal and adolescent health, and sanitation, with special attention to pregnant and lactating women. Additionally, referral services are provided for critical patients, ensuring they receive timely treatment at nearby hospitals.

Sensitization meeting on MNRCH+A for SHGs / Balika Mandal

CARD conducted sensitization meetings with SHGs and Balika Mandals in the Berhampur urban slum area, focusing on promoting a healthy lifestyle. The sessions emphasized the importance of proper nutrition, hygiene, and regular health check-ups for women and adolescent girls. Participants were educated on reproductive health, menstrual hygiene, and the benefits of clean water and



sanitation. These efforts aimed to empower them to make informed health choices, leading to improved well-being in their communities.

Immunization

CARD facilitated immunization sessions, ensuring infants received timely vaccines as part of the child survival strategy. In collaboration with health workers, AWWs, and ASHAs, the program was scheduled at various locations in the urban slums. Special attention was given to reaching dropout children, ensuring comprehensive immunization coverage. This coordinated effort helped improve child health and reduced the risk of preventable diseases in under-served communities.



RTI/STI screening & treatment camp



CARD volunteers conducted a survey in slum areas and identified adolescents and suspected RTI/STI cases. In collaboration with the Urban Health and Nutrition Day (UHND), a counseling session was organized for adolescent girls, led by an ANM, who identified suspected cases. A dedicated RTI/STI camp was held at the CARD Training Centre, attended by Dr. Sailabala Panda, who counseled 113 adolescents and pregnant women on RTI/STI symptoms and menstrual hygiene. Dr. Panda also treated identified cases, provided free medicines, and referred critical cases to the District Headquarters Hospital (DHH). Additionally, ANMs counseled the girls on early marriage, use of contraception, and AIDS prevention and control.

MANAGEMENT OF PHC (NEW) AT P. GOVINDAPUR MOHANA GAJAPATI



The Primary Health Center (New) at Govindapur in Gajapati district has been managed by CARD for the past eight years, serving a population of 13,110 across 76 villages and four sub-centers. Our commitment to delivering quality health services is evident in our monthly action plans, which include outreach services to the community. We also ensure that patients receive free medicine, enhancing

access to essential healthcare for all. Additionally, we actively engage with 38 Grama Kalyan Samitis (GKS) to strengthen community health initiatives.

Human Resource

Sl. No.	Name of Person	Designation
1	Dr. Siba Ram Panda	MBBS Doctor, MO/IC
2	Dr. Puspallata Panda	Ayush Doctor
3	Sumati Gouda	Staff Nurse
4	Puspanjali Altia	A.N.M

5	Sanjay Kumar Behera	LT
6	Durgadutta Swain	Pharmacist
7	Sanjay Kumar Behera	Attended
8	Sasanka Nayak	Project Associate
9	Sunil Kumar Mallik	Project Coordinator SSP

- 24-Hour Emergency/Casualty Services: Immediate medical assistance is available round the clock for emergencies.
- Outpatient Department (OPD) Services: OPD services for patients are provided as per the timings specified by the State Government.
- Non-Communicable Diseases Management: Services focused on prevention, diagnosis, and treatment of non-communicable diseases such as diabetes, hypertension, and cardiovascular diseases.
- Specialist Services: Access to consultations with medical specialists for more complex health issues.
- Essential Medicines Availability: Providing essential medicines according to the State Government Drug Policy, ensuring free medicines are available to patients.
- 24-Hour Delivery Services: Continuous support for maternal care and childbirth services.
- Outreach Services: Implementation of National Health Programs, including Information, Education, and Communication (IEC) activities, through medical camps, health camps, and adolescent-friendly services. Emergency services during outbreaks of communicable diseases are also offered.
- Laboratory Services: Conducting tests for blood sugar, urine analysis, hemoglobin levels (Hb%), pregnancy, and malaria using slides and Rapid Diagnostic Kits (RDK). Medical staff are available to provide medications and refer serious cases for further investigations.
- Herbal Medicine Garden and Biomedical Waste Management: Promoting the use of herbal medicine and ensuring proper biomedical waste disposal practices.
- COVID-19 Vaccination: Administering COVID-19 vaccines to individuals aged 18 and above, alongside awareness campaigns on mask-wearing, hand hygiene, and social distancing, particularly in urban slum communities.
- Community Engagement: Strengthening health programs by conducting sector-level meetings with Gram Kalyan Samiti (GKS), Village Health and Nutrition Days (VHND), Jan Andolan Samiti (JAS), and ASHA workers to improve community health initiatives.
- Kangaroo Mother Care (KMC) Orientation: Providing orientation and training on Kangaroo Mother Care practices to ASHA workers, Anganwadi Workers (AWWs), Health Workers (HWF), and community members to promote neonatal care.



Out-reach health services

To create awareness and provide MNRCH+A services like registration within 3 months of pregnancy, 3 ANC checkups, minor surgical, promotion of I.D. Referral of completed pregnancy, promotion of immunization, treatment of childhood illness, adolescent care such as life skill education, counselling and minor treatment through outreach health camps and treatment to patients by Dr. Sibaram Panda, MO I/C, Durgadatta Swain Pharmacist, Sumati Gouda Staff Nurse, & Project Coordinator of HWC-PHC(N) P.Govindapur.

Awareness to SHG /mothers for sensitization on family planning, immunization, Breast feeding to weaning mother



IEC Campaign:

IEC (Information, Education, and Communication) is crucial for disseminating health information in rural areas. Initiatives like Janani Suraksha Yojana (JSY), Janani Express, Village Health and Nutrition Days (VHND), and routine immunization raise awareness about health issues such as malaria and diarrhea prevention. Appropriate materials, including wall writings, posters, pamphlets, and booklets, are regularly developed and distributed to the target group. These resources aim to enhance community knowledge and promote healthy practices. Overall, IEC significantly contributes to improving public health outcomes.

JAS meeting of PHC(New)

CARD organized a Jana Arogya Samity meeting chaired by Zilla Parishad Chairman Anita Rani Behera, attended by key stakeholders, including medical officers and local leaders. The committee focused on the development of PHC (New), P. Govindpur, discussing improvements in infrastructure, recruitment of medical personnel, and the enhancement of healthcare services. Priorities included ensuring access to clean drinking water, sanitation, and essential medicines to



Elevate patient care. Collaborative efforts were emphasized to implement preventive healthcare programs for the local community's well-being.

Sector level review meeting like registration of PW, ANC & PNC, institutional delivery status and motivation to adolescent

A sector-level meeting was held at PHC (New) P. Govindapur, chaired by Dr. Sibaram Panda, MO I/C. Key participants included ASHA, AWW, ANM, and health workers. The meeting covered immunization activities, birth and death reporting, and disease control programs like malaria and tuberculosis. The status of Village Health and Nutrition Day (VHND) was reviewed, with a



focus on pregnant women, antenatal and postnatal care, and institutional deliveries. Dr. Panda urged regular participation of ASHA, AWW, and ANM in VHND and immunization sessions to improve health service outcomes.

Monthly staff review meeting 6 Nos.

CARD held a monthly review and planning meeting at HWC-PHC, P. Govindapur, attended by the Medical Officer in Charge (MO I/C), Ayush Doctor, Health Worker (HWF), Pharmacist, Laboratory Technician (L.T.), and Program Coordinator (PC). The meeting aimed to assess ongoing health initiatives, discuss challenges, and strategize improvements in service delivery for the community.



The President of CARD reviewed the monthly health activities and discussed on status of OPD, IPD, outreach health service to community and IEC activities on MNRCH+A programme and advise to PC and ANM for motivation the village people and involvement of health personnel, ICDS, PRIs, ASHA and SHGs for smooth implementation the PHC(New).

Supervision and monitoring by District & State Health authority.



The visit by the District and State Health teams to our PHC (N) P. Govindapur resulted in a thorough monitoring and supervision process. They verified key documents, including the OPD register, laboratory testing reports, drug distribution registers, stock books, and financial records, as well as outreach health program activities. Overall, the interaction with all staff members fostered a collaborative

environment and reinforced the commitment to quality healthcare delivery.

Orientation training to ASHA & GKS members on malaria

CARD conducted a comprehensive training session for ASHA (Accredited Social Health Activists) and GKS (Gram Kalyan Samiti) members on malaria prevention and control. The training covered the signs and symptoms of malaria, effective treatment methods, and preventive measures such as mosquito net usage and impregnation techniques. Participants also learned about the mosquito life cycle and strategies to reduce breeding sites. Government schemes for malaria prevention were discussed, emphasizing the roles and responsibilities of ASHA and GKS members. This initiative aimed to empower community health workers to effectively combat malaria in their areas.



Cultural programme

CARD has been dedicated to the preservation of tribal culture, exemplified by a vibrant cultural program held at the Mohana Block headquarters. This event not only celebrated tribal heritage but also served as a platform for raising awareness



among rural communities about critical health issues such as HIV/AIDS, tuberculosis eradication, and malaria prevention. Through these initiatives, CARD aims to empower tribal populations and enhance public health consciousness in the region.

Workshop on sensitization of family planning NSV/CV camps

CARD conducted a block-level sensitization workshop on family planning programs for NSV (No-Scalpel Vasectomy) and CV (Contraceptive Vaginal) camps at the Block Conference Hall in Mohana, Gajapati district. The event was attended by key stakeholders, including the Block Chairman, BDO, CDPO, BEE, BPM, Sarpanch, PRI members, AWW, ICDS Supervisor, President of GKS, ASHA, and representatives from NGOs and CBOs. Mr. Bainsidhar



Khosla, Block Development Officer of Mohana, highlighted that the 2011 census indicated a population of approximately 150,000 in the block. He emphasized the minimal recovery time required for male sterilization compared to tubectomy, encouraging PRI representatives and participants to promote NSV in the community. The workshop effectively raised awareness about NSV and led some participants to commit to mobilizing community support. Feedback from several Sarpanch indicated a desire for similar workshops at the Gram Panchayat level.

Programme on HIV/AIDS



The HIV/AIDS awareness program organized by CARD emphasized the importance of prevention as the only effective way to combat the disease. A public meeting and rally were conducted in Rangeilunda block, involving ASHA and AWWs who displayed informational materials. Resource persons called for a concerted effort to control the infection and prevent its spread to the general population. Additional

training and workshops were held in Kukudakhandi and Rangeilunda blocks to further promote awareness and understanding.

Management of Urban (PHC) for slum area of Berhampur



CARD manages two urban PHC programs in Baikuntha Nagar and RedCross S.N.T Road Berhampur to provide primary healthcare services to slum populations. Key activities include OPD services (30,473 patients from April 1 to March 31, 2023), emergency response for communicable diseases, noncommunicable disease care, MNRCH+A services, various diagnostic tests, ANC and PNC checkups, counseling, free medicine distribution, family planning programs, PMSMY services, outreach health camps, and medical officer visits to UHND and immunization points.

New Services:

- Telemedicine consultations: Providing remote medical advice to patients.
- Mental health services: Offering counseling and support for mental health issues.
- Elderly care: Providing specialized care and support for elderly patients.
- Home healthcare: Offering medical services in patients' homes.
- Dental care: Providing basic dental checkups and treatments.
- Physiotherapy: Offering physical therapy services for rehabilitation.
- Yoga and meditation classes: Promoting wellness and stress reduction.

Existing Services:

- OPD services
- Emergency response for communicable diseases
- Noncommunicable disease care
- MNRCH+A services
- Diagnostic tests (blood, hemoglobin, urine, pregnancy, sugar, malaria, HIV)
- ANC and PNC checkups
- Counseling
- Free medicine distribution
- Family planning programs
- PMSMY services
- Outreach health camps
- Medical officer visits to UHND and immunization points

**Urban MHU (Mobile Health Unit) in slum areas of Berhampur**

CARD's urban mobile health unit (MHU) in Berhampur, Odisha, provides comprehensive healthcare services to slum communities. The MHU offers MNRCH+A, family planning, and curative services while also conducting IEC and social mobilization campaigns on health, sanitation, and nutrition. This initiative is implemented under the National Urban Health Mission (NUHM) Public Private Partnership (PPP) model.

Project area

Sl.	Area	DHH	Ward
1.	Berhampur	City hospital	40 nos. of Berhampur Municipal Corporation (BeMC)

Health checkup camp

The mobile health units conducted health check-up camps in various slum areas of Berhampur Municipal Corporation. As per the monthly action plan, they established 44 points in different wards for health screenings and distributed necessary medications. Patients requiring specialized care were referred to nearby City Hospital and MKCG Berhampur.

RCH Service & awareness

CARD implemented awareness programs and provided MNRCH+A services, including early registration, ANC checkups, minor surgery, referrals for completed pregnancies, immunization promotion, childhood illness treatment, and adolescent care. These services encompassed lifestyle education, counseling, and minor treatments to enhance overall health and well-being.

Eligible couple sensitization meeting

CARD's Mobile Health Unit (MHU) conducted a sensitization meeting for eligible couples, focusing on various aspects of reproductive health. Participants were educated about reproductive tract infections (RTI) and sexually transmitted infections (STI), the importance of safe sex practices, and different family planning methods such as tubectomy, vasectomy, oral contraceptive pills (OCP), and condom use. The meeting also highlighted the benefits of the Janani Suraksha Yojana (JSY) scheme. A doctor and an ANM attended the session, distributing condoms and oral pills to the participants. Couples were further sensitized on birth spacing methods and ANtra to promote healthy family planning practices.

Disease control programme

The MHU staff diligently conducted RDK tests to identify malaria cases and provided prompt treatment to those diagnosed positive. Additionally, suspected TB cases were referred to nearby PHCs for further evaluation and follow-up, ensuring continuity of care. Leprosy cases were also referred to appropriate PHCs for timely management and treatment.

Strengthening of UHND



The MHU staff facilitate UHND. The main objective of this programme to ensure ANC check-up, immunization, counselling the mothers on breast feeding, family planning, PNC care, nutrition, newborn care etc. MHU staff also support the presence of ANM, AWW as well as mother & child.

Immunization camp

The ANM attended the routine immunization camp and facilitated the immunization. They immunize the infant and children and give the proper tablets and TT to pregnant women. MHU staff motivated the mothers to support Immunization camp.



IEC Campaign:



(IEC) plays a crucial role in disseminating health information, especially in slum areas. Need-based IEC materials on topics like Janani Suraksha Yojana (JSY), Urban Health and Nutrition Day (UHND), routine immunization, water and sanitation, and the prevention of diseases such as malaria and dengue are regularly developed. Pamphlets, booklets, and other materials are tailored to the needs of the community. These resources are distributed to the target group on a regular basis, ensuring awareness and access to critical health services. This approach empowers communities with knowledge to improve their health and well-being.

Sensitization to adolescents on health & hygienics and protection of early marriage.

CARD conducted district level sensitization workshop on addressing the adolescent pregnancy programme in Ganjam district. Medical Officer, CDPO, ABDO & SEO attended the workshop. CDMO, ADMO (FW) & DPM attend as guests of honour in the workshop. Dr. S.Behuria and Rudra Prasad Pradhan attended as a resource person. Block level sensitization programme on adolescent programme conducted at Kukudakhandi, Rangeilunda, Digapahandhi, Chikiti, Sanakhemundi and Patrapur invited ICDS Supervisor, AWW, PRI members, SHG leader & ANM



to the workshop. BDO, MO I/C, CDPO & DPO UNFPA attended as a guest cum resource person. Mr. Suresh Chandra Sahu President cum Director of CARD presented the block level status of early marriage of adolescents within age of 15 to 18 years for more than 40% adolescents are married before 18 years. So, discuss about protection of early marriage and those who are already married adopt gap method through contraceptives and counseling the newly married eligible couples on use of contraceptives for delay pregnancy.

National TB control programme



Tuberculosis has been a major health concern for a long time, causing significant mortality in the region, where over a third of the population is infected. Recognizing this, CARD has actively supported government efforts to control this highly contagious disease. In collaboration with the District Health Administration and Lepa Society, the program is being implemented in eight GPs of Kukudakhadi Block in Ganjam district. The program involves various activities to address the issue.

Malaria control programme

The entire Ganjam district is a malaria-endemic area. The district reports one of the highest cases of malaria fever. Though people suffer from this disease year after year there seems to be very little awareness to prevent it. Many a times the disease becomes fatal.



CARD is trying to convince the people of Kukudakhadi block that through a little care the disease can be largely controlled. The people are urged to keep their surroundings clean, and they are advised to use a mosquito net. The people were also advised to use local methods like treating the house with smoke from jhuna, dry cow dung and dry neem leaves which are quite effective in driving the mosquito. Supported by Ministry of Health and family Welfare, Govt. of India and the District Health Administration a programme was undertaken to provide medicated mosquito nets to the people under the Bed Net Impregnation Programme through the District Vector-Borne Disease Control Society, Ganjam. Under the programme impregnated mosquito nets were provided to 524 BPL and 754 APL households. The programme was undertaken in eight malaria-endemic G.P.s of Kukudakhadi Block in Ganjam district. This small step has resulted in drastic reduction of malaria fever in these areas. The organization plans to cover more areas under the project.

MOBILE MEDICARE UNIT (MMU) & PHYSIOTHERAPY CLINIC FOR SENIOR CITIZENS AT IIC BUILDING PALLURU HILL OF GANJAM DISTRICT.



CARD is implementing a Mobile Medicare Unit (MMU) and Physiotherapy Clinic for Senior Citizens in Kukudakhundi and Rangeilunda blocks of Ganjam District. This initiative provides essential healthcare and physiotherapy services directly to elderly and ensuring improved access to medical care and enhancing their quality of life. Through targeted interventions, CARD aims to promote better health outcomes and mobility among the senior population in these underserved areas. the main objectives are

- To provide recognition and opportunities to senior citizens to contribute and thereby feel useful and encouraged to the society.
- To Improve the quality of life of senior citizens and the community at large by encouraging productive and active ageing.
- Conducted screening camp of senior citizens, identified & screening of senior citizens with the support of Sarpanch, ICDS worker and ASHA Karmee.

CAPACITY BUILDING TRAINING TO ASHA WORKER



Accredited Social Health Activist- ASHA the hope of the National Health Mission to act as the Community activists to reduce IMR & MMR of Odisha state particularly in the Ganjam & Gajapati district with high MMR & IMR the need to increase the institutional health seeking behavior in particularly institutional delivery is the best recommended practice to reduce the IMR & MMR through ANC & PNC, Improve the transport and communication facilities for 108 & 102 encourage to institutional delivery, National health mission (NHM) also support to introduction of cash benefit under Janani Surkhya Yojana & Mamata Scheme has able to serve the aspects of affordability, the other social cultural aspects are planned to the addressed by ASHAs.

CARD as a leading NGO assigned with the responsibility to impart field 6th & 7th moduleround-4 training & training of ASHA (NCD) population based screening on non-communicable disease to 961 nos. of ASHAs in Mohana, R.Udayagri & Nuagada Block of Gajapati district & 581 nos. of ASHA in Aska, Hinjilicut & Kukudakhundi block of Ganjam district.



The training was based on post-natal and neo natal child care with the support of Zilla Swasthya Samiti, Gajapati & Ganjam district

Environment Awareness Programme



Citizens Association for Rural Development (CARD) is organizing an Environment Awareness Programme in rural areas of Kukudakhandi Block. The initiative aims to raise awareness about environmental conservation and climate change through workshops, village meetings, Padayatra, door-to-door motivation, and school competitions. Volunteers actively engage communities, distributing leaflets and promoting the importance of tree plantation to combat climate change. Additionally, CARD is raising nurseries and distributing seedlings to villagers, encouraging sustainable plantation efforts. These activities are designed to foster environmental stewardship and build resilience against climate change impacts.

Observation of Various Community Events

Active community participation is crucial for ensuring efficient healthcare delivery, yet it is often overlooked in health administration. To address this gap and inform people about the importance of good health and available government services, CARD organized a series of community events. These events aimed to raise awareness, promote health education, and encourage greater engagement with public healthcare systems. Through interactive sessions, workshops, and local outreach efforts, the program successfully fostered a deeper understanding of health services and the critical role communities play in accessing and improving them.

WORLD HEALTH DAY

World Health Day was observed at Berhampur to high light the importance of maintaining good health. A rally was organized By CARD with participation of AWW, ASHA, SHG member and Volunteer of the organization. The objective of the programme was to attract the attention of general public to make them aware of their duty to keep good health.



WORLD POPULATION DAY



India is facing the problem of population explosion which need surgent attention. As an organisation working in the field of women and child health, CARD conducts the

awareness programme regarding their reproductive rights. In order to highlight the importance of family planning, the organisation observed the World Population Day and also CARD Organized a rally with the collaboration of ZSS.

WORLD BREAST FEEDING WEEK



Mother's milk provides the optimal nutrition for newborns, particularly in the early stages of life. To emphasize the importance of exclusive breastfeeding, CARD observed World Breastfeeding Week. During the week, organization workers and volunteers ensured that newborns received the benefits of breastfeeding by visiting homes and encouraging lactating mothers to practice exclusive breastfeeding for at least six months. A range of activities, including rallies, public meetings, and poster exhibitions, were organized to raise awareness about the critical health advantages of breastfeeding for both mother and child.

WOMAN'S DAY



CARD observed International Women's Day in the slum area of Berhampur, organizing a sensitization meeting focused on the violation of women's rights and the protection of the girl child. The event was graced by the Chief District Medical Officer (CDMO) of Ganjam as the Chief Guest, along with ADMO (FW), Deputy MEIO, and DCPO as guests of honor. The CDMO emphasized the importance of protecting women and girls from trafficking and rights violations, while the ADMO highlighted the significance of breastfeeding and raising awareness against gender-based violence. The event aimed to empower women and advocate for their rights.

GENDER DISPARITY IN GIRL CHILD EDUCATION PROGRAMME (DAP) IN 12 VILLAGES UNDER RANGEILUNDA BLOCK OF GANJAM DISTRICT



CARD Organization identified the 400 nos. of village girls belong from labour class family they are not able to buy their education material like school bag, geometric box, notebook, dictionary etc. so our organization decided to select the girl child in some criteria like she belongs from SC/ST family/ BPL family, she has the interest on continuing the study. CARD

conducted sensitization meeting in 12 nos. schools Involving students of 12 nos. village and sensitized the adolescent girls on health & hygienic, value of education, need of education and encourage them to continue their study. According to their need support them schoolbag, geometric box & textbook. District Inspector of schools attend the programme and thanks to CARD organization for support of reading material, tuition fees for dropout & poor girls going to regular school and sensitize the parents and VEC members.

WOMEN EMPOWERMENT PROGRAMME

Process of women empowerment, the organization has formed and strengthened women self-help groups in the operational area of the district. The organization is trying to link some of these groups to formal financial institutions like banks for credit offtake. As of the end of the financial year 2014-2015, CARD has promoted more than 30 groups who after proper training and capacity-building are working at various levels of efficiency. The parent of disability is also formed self-help group and starting income generating programme to support their children. CARD provide vocational training like coir product & mushroom cultivation which they are selling in local market.

PROGRAMME ON WOMEN ATROCITIES

Women in the rural areas are one of the most disadvantaged groups. Due to a high level of ignorance and high level of illiteracy they are exploited by society and the family members. Gender-based violence and domestic violence perpetrated against the women is common. Due to ignorance of law and lack of bias the victims most often do not resort to legal protection. In order to address the issue CARD organized a district level seminar to make the women aware of the legal and constitutional protection available to address such atrocities. District officials, police and judicial officials explained the women who are victims of domestic, gender and caste-based atrocities how to take recourse to legal options in case of such violations. Similarly, two Block level workshops were organized in Digapahandi & Rangeilunda Block headquarters to educate the women regarding the legal remedies available in case of violation of their rights. More than 260 women, mostly belonging to the marginalized section attended the programme. In this occasion we have invited Mr. Gopal Chandra Satapathy Advocate attend as a chief guest and speak about legal rights of women and Dr. Subhadra Mangu as a guest of honour and speak about health problem of women and self-protection.

PROGRAMME ON LIVELIHOOD



CARD operates in some of the most underdeveloped areas of Ganjam and Gajapati districts, where widespread poverty persists. The majority of the population relies heavily on agriculture and related activities for their livelihood, with farming largely dependent on rain-fed systems. As a result, erratic or insufficient rainfall often leads to the looming threat of drought. To address this challenge, CARD is actively working to provide alternative livelihood opportunities by introducing modern techniques and methods. As part of this initiative,

various programs were implemented to enhance and diversify income sources, ensuring greater economic resilience for the communities.

INTEGRATED DEVELOPMENT OF THE MARGINALIZED COMMUNITY



Mohana Block in Gajapati district is plagued by severe poverty, with marginalized communities, particularly Dalits and Adivasis, struggling to secure even two meals a day. The infertile, upland terrain yields inadequate agricultural income, forcing many to migrate in search of work. To combat this, CARD implemented a livelihood enhancement program in Merapalli and Sikulipadar Gram Panchayats. This initiative focused on empowering communities through the formation and strengthening of Self-Help Groups (SHGs), providing capacity-building and leadership training to ensure sustainability. As an alternative livelihood, vocational training in trades like buffet plate making and leaf plate stitching was offered, along with initial support in the form of machinery, raw materials, and marketing assistance. Today, these groups have achieved self-sufficiency, establishing resilient micro-enterprises that provide steady income and reduce the need for migration.

ACCESS TO PRE & PRIMARY EDUCATION FOR DEAF CHILDREN

Our organization CARD implementing: Inclusive development of deaf children through community empowerment and strengthening of parents' programme in Kukudakhandi and Rangeilunda block. The CBR team is working for 50 DC and 129 DYP supported by Deaf Child Worldwide (DCW) U.K. Our organization conducted the following activities is.

Clinical Assessment



CARD organized clinical assessment camp at CARD training center for 99 hearing impaired children. Mr. Bauribandhu Nayak audiologist was testing the ear through audiometer. 66 nos. children test their ear in two

batches. Through the test, we know the degree of disability, whether it increases or not and for some children, if the treatment is needed, it refers near hospital for treatment.

DYP member meeting.

CARD staff established five Deaf Youth Participation (DYP) groups across five clusters, with the primary aim of identifying issues faced by deaf young individuals and advocating for their rights. These clubs actively collect comprehensive information on the availability of necessary resources and government facilities to address these challenges. Additionally, they assess the skills of DYP members and plan income-generating programs accordingly. Many DYP participants are enrolled in various vocational institutions and successfully securing



employment. Furthermore, CARD conducted sensitization meetings for adolescents to educate deaf young individuals about health and hygiene, prevention of RTI/STI, and the importance of protecting against early marriage.

Community sensitization meeting



CARD organized cluster-wise sensitization meetings across 12 Gram Panchayats in Gukurahundi Block and 31 Gram Panchayats in Rangeilunda Block. These meetings aimed to educate the community and parents of deaf children about various aspects of disability, including its types, causes, and prevention. Participants discussed the challenges faced by deaf children in families, schools, and communities, as well as the provisions available through government facilities. The sessions highlighted the importance of inclusive education, the need for deaf-friendly schools, and the significance of sign language for effective communication. Topics such as adapted materials, child rights, and disability rights were also covered. Following these



meetings, CARD staff received strong support from the community, facilitating the effective implementation of programs in the project area

Parents sensitization meeting

CARD established seven Parents' Associations to support Deaf Children (DC) and Deaf Youth Participants (DYP). These associations hold monthly meetings to address the issues faced by their children and to plan advocacy efforts on various challenges. Community-Based Rehabilitation (CBR) staff provide sensitization on disability rights, relevant laws, and strategies for integrating their children into mainstream society while fostering self-dependence through education. Additionally, the CBR team educates parents about the causes of disabilities and preventive measures. Parents also engage with teachers and Anganwadi Workers (AWW) to strengthen inclusive education, advocating for specialized educational materials tailored for deaf children.



Deaf awareness with ICDS workers, teachers & peer group ISL training

CARD organization conducted deaf awareness meeting with ICDS & health workers. Here they discussed on following topics.

- Caused & prevention of disability.
- Type of disability.

- How to deaf friendly to AWW center
- How to teach through sign.
- Information of DDRC.
- Use of hearing aid from pre-school level.
- Preparation of TLM with the support of parents



The ICDS workers assured to support the programme and joining the deaf child in pre-school and give special attention to deaf child. Health workers also assured to counseling the mothers in VHND on causes and prevention of disability.

ISL training to DC parents & deaf youths Service provide to DCW programme



CARD conducted training programme for the parents of Deaf children which is based on Indian sign language, how to educate their children, how to fight the rights of their deaf children. They also formed Ganjam Pratidwani to advocacy and fight for the rights of their children. The parents and deaf children are exposed visit to DDRC, TCTD, VRC and collected information from the institution. So, in future the DYPs are joining in the institution and became self-dependence.

TRAINING TO COMMUNITY RESOURCE GROUP (CRG) AND RESOURCE PARENTS' GROUP (RPG)

The CRG and RPG groups are giving technical support to Deaf children. CARD gives training to the group on deaf teaching methodology, communication and deaf awareness. So that CBR workers give home-based support to the deaf once in a week and other days the CRG and the RPG members support the child. The CRG members also started Fun and learning Centre for the deaf child to develop their academic skill. In the Centre both deaf children and their peers are attending.

SUMMER CAMP AND WINTER CAMP

CARD organized four camps throughout the year, aimed at achieving several key objectives. These camps provided an opportunity for participants to live together and engage in meaningful conversations, fostering a sense of community. Attendees learned new skills while also identifying their individual talents. The program



focused on developing social skills and effective communication, promoting a sense of independence among the participants. Additionally, the camps aimed to enhance self-confidence and encourage Deaf Children (DC) to take active roles in their personal growth and development.

PREPARE ADOPTED MATERIALS FOR DEAF CHILDREN WITH THE SUPPORT OF DCW

CARD team prepared adapted educational materials with the support of DCW for deaf children in classes 1 to 5. These materials are designed to be deaf-friendly, featuring an abundance of images and minimal text to enhance comprehension. This approach allows deaf children to access topics more easily, ensuring that they can grasp essential concepts clearly. By focusing on visual learning, these adaptations promote a more inclusive educational environment, fostering better understanding and engagement among deaf students.

TRAINING ON SAFEGUARDING

A training session was conducted by the Deaf Child Worldwide (DCW) to enhance the protection of deaf children. In the first phase, the training was delivered online to the Director and Board members, focusing on foundational knowledge. The second phase involved training 13 staff members, covering crucial topics such as types of abuse, child rights, safeguarding policies, the reporting process, the Disability Act, and the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD). Additionally, the participants received training on child protection mechanisms and the various departments working for child welfare and protection. This comprehensive training aimed to strengthen the organization's approach to safeguarding deaf children

THERAPEUTIC & REHABILITATIVE SERVICES FOR PERSONS WITH INTELLECTUAL DISABILITIES

Our organization CARD support to therapeutics services to MR & CP and multiple disability for 51 nos. Beneficiaries of Kukudakhandi & Rangeilunda block and urban slum areas of Berhampur, provided following services to beneficiaries from 2017 to continue supported by SSEPD, Govt. of Odisha

THE MAIN ACTIVITIES OF THE PROGRAMME

- Aware the parents on disabilities rights and facilities
- Parents are giving therapy in their home.
- Provide Health checkup to MR & CP children by Dr. Sukanti Mishra & Staff nurses of UPHC Baikuntha Nagar, Berhampur
- 2 nos. Parents agree to give quality aids and appliances to their children after counselling by the therapist.
- Children are developed in strength and mobility, changes in posture etc.
- Flexibility the body part of the children which were tightness.
- Confidence of parents developed. So the parents regularly attend the therapy center.
- Giving functional literacy to the children & improved hand function.



- Capacity building need for project personnel for effective management and phasing out the project activities
- Follow up the plan by the CBR worker on rehabilitation of individual PWDs.
- Increasing the responsibility of the parents and care givers to play a major role in the rehabilitation/ inclusion process.
- Capacities building need for individual person / child with disabilities through regular home-based rehabilitation/ integration interventions.
- Create awareness among the parents to enroll in regular schools for promoting inclusion in education.
- Strengthening of parents group to support their child.
- Promote effective community and parent’s participation in the sharing of information with coordination of line departments.
- Improve the monitoring and evaluate process for its efficiency and effectiveness



AGRICULTURAL PROMOTION TO FARMERS

CARD conducted three sensitization programs for farmers in Patrapur, Chikiti, and Rangeilunda blocks of Ganjam district, focusing on the RKVY scheme with crops like maize, millets, and SRI (System of Rice Intensification). Additional sessions were held to promote maize and millets in three Gram Panchayats under Mohana block of Gajapati district.



The District Agriculture Officer (DAO) attended, providing orientation on agricultural livelihood support services and value addition techniques. As a result, farmers gained essential knowledge, leading to increased crop yields and improved livelihoods. This initiative fostered a sense of community collaboration, encouraging the adoption of sustainable farming practices.

BIO-DIVERSITY PROGRAMME

CARD formed the bio-diversity management committee in 110 nos. GP in Ganjam district and 40 nos. GP in Gajapati district with support of Odisha Bio-Diversity Board, Bhubaneswar. Before formation of committee sensitize for aim & objective of Odisha Bio-diversity Board and regular conduct the meeting secretary (local forester) with consent of president and invited all the committee members. This year CARD also sensitized the committee members on the



theme of Biodiversity conservation: Present Day for Action. The programme was conducted the workshop. During this workshop detailed discussions were held on Household Solid Waste Management. Various activities like poster campaign competitions, demonstration of solid waste management was organized. The resource persons who attended the workshop how the people can protect their own environment through small steps like avoiding use of polythene bags, decomposing the solid waste generated from the households etc. The guests who attended the seminar included meetings Dr. B.K.Panda, P.K. Udgata academicians and NGO activists are attending the meeting. This year card also prepared 3nos. Peoples biodiversity register (PBR) in Ganjam and Gajapati district.

NIRANTARA CLASSIC PROGRAMME



Participating in the Nirantara Classic program by Dhvani Foundation has brought numerous benefits to our organization, CARD. Key members, including our accountant, leader, fundraising officers, and coordinator, attended the training, which enhanced our overall organizational efficiency.

We revised important policies such as POSH, safeguarding, HR, finance, and procurement policies. All staff members and the governing body were informed about these updates, and we now review these policies quarterly during staff meetings, ensuring continuous adherence and improvement.

Our fundraising manager gained valuable insights into conducting a SWOT analysis, engaging with funding agencies, and effectively preparing and presenting project proposals. This has strengthened our fundraising capabilities, allowing us to approach new opportunities with confidence.

The finance officer benefited significantly from learning about finance management, using Tally for accounting, understanding finance and procurement policies, and gaining knowledge about taxes crucial to our organization's compliance.

Furthermore, Dhvani Foundation introduced us to GUNJAN, a software designed to ensure secure and flexible data management. Our staff received training and a demo of the software, which has greatly improved our data preservation and accessibility.

Incorporating these learnings has led to a more organized, compliant, and forward-looking CARD, enabling us to continue our mission more effectively.

SAMAHITA PROJECT

The SAMAHITA Project, launched on March 1, 2024, in Ganjam district, aims to enhance the capacities of Civil Society Organizations (CSOs) by fostering inclusion for gender and disability in governance. Supported by Humanity & Inclusion (HI) and EKTA Koraput, implemented by CARD Organization, Berhampur, the project operates in 27 Gram Panchayats across Rangeilunda and Kukudakhandi blocks, impacting 2,142 people. Target groups include Persons with Disabilities (PWD), caregivers, youth groups, and fisherwomen self-help groups (SHGs). Key activities involve capacity assessments, inclusive governance training, and coaching support for community facilitators. Annual advocacy events are held to share evidence-based good practices on gender and disability inclusion at local, district, and state levels. Main Activity is Baseline & Capacity assessment of 850 CSO to prepare capacity building plans, Develop accessible training materials, Identify 25 Master Trainer on inclusive local governance & planning, Conduct training for 850 downstream CSO on intersectionality & inclusive local governance, Support 50 Community facilitators to provide coaching, need based training.

MENTAL HEALTH TRAINING

Thirteen staff members from CARD received training on mental health issues with the support of Basic Needs India. The training covered key components such as identifying common mental health disorders like anxiety, depression, and schizophrenia, understanding early signs and symptoms, promoting community-based mental health support, and developing strategies for stigma reduction. It also focused on providing psychosocial support, effective communication techniques for counseling, and enhancing referral systems to link individuals with appropriate health services. Mr. Rajaram sir gave training to the hearing and deaf role model with the support of an interpreter. CARD also identified 300 mental ill ness persons through survey from kukudakhandi and Rangeilunda block and identified their causes.

BLOCK LEVEL WORKSHOP ON WATER AND SANITATION PROGRAMME



Our organization CARD, Berhampur conducted 2nos.preparatorymeeting/block level workshop for NRDWAW (National Rural Drinking Water Awareness) at Kukudakhandi & Sheragada block. Total 60 nos. participants i.e. concerned BDO, ABDO, CDPO, BPO, BEO, J.E, RWSS, BC, CC, Sarpanch, ASHA, AWW & NGO CARD participated in the meeting. Concerned block development officer attended in the workshop and in the above cited workshop topic were discussed on must conduct block level competition for 150 school students on drawing, debate & slogan of water & sanitation scheme and must organize the movement of Jal & Parimal Ratha (1week) by the CARD NGO with the help of concerned 2nos. SEMs in each block for create awareness campaigning in all GPs of Sheragada, Hinjilicut and Kukudakhandi block. BDOs were decided & finalized the village/GP discussed among with the Sarpanch & SANJOG Deptt. for door to door visit for household survey by AWWs and selected the places to create awareness by street play/theatre display. The preparation coordination meeting was closed with the vote of thanks by project coordinator CARD-NGO.

PROTECTION OF CHILD LABOUR:

Our organization CARD is working as survey and protection of child labour under Mohana Block of Gajapati district & slum areas of Berhampur of Ganjam, Odisha. Our organization is organizing the programme of fundamental rights of the children, the right to free primary education and the need to prohibit employment O.C. children those are reflected in the constitution of India. The Directive Principles of the constitution bear the commitment of our nation. The welfare of the children is given opportunities and facilities to develop in health manner and in conditions of freedom and dignity of childhood and projected against exploitation of child our organization also extended and formation child right Group in school level.

AWARENESS & PREVENTION ON DRUG ABUSE FOR YOUTHS

CARD conducted an awareness and prevention program on drug abuse for youth at the CARD training center in Lochapada, Berhampur. Resource persons Sri Lokanath Mohanty and Dr. Siba Ram Panda highlighted that alcohol and drug abuse remain significant health issues, emphasizing that drug use is also a crime. The program focused on essential factors for effective prevention, such as addressing multiple risk and protective factors, providing age-appropriate information, and equipping young people with the skills to recognize and resist peer pressure to use drugs. It also included comprehensive training in personal and social skills, interactive methods, and local folk media utilizing familiar language and audiovisual content. To ensure safety, participants maintained social distance and were provided with masks and sanitizers. More than 30 youths participated in this impactful initiative.

ROAD SAFETY AND TRAFFIC AWARENESS PROGRAMME

In comparison to the last ten years the number of vehicles in the area's growth is nearly two times. It is possible because of economic liberalization. In this way, vehicles are growing day by day. So, in this way an accident takes place at five minutes interval in the country. It is happening for lack of traffic signal in this regard we awareness and developed road. Drivers careless driving is another reason for road accidents in many cases. If all the people are aware of the traffic rules at last 50% (Fifty percent) of accidents can be avoided for the above awareness, CARD Organization is organizing such type of awareness among the people every year.

NATIONAL ENVIRONMENT AWARENESS ON CLIMATE CHANGE

Our organization conduct the National awareness programme on climate change at Grampanchayat Conference Hall Markandi, aware to fisherman community preparedness to disaster management of climate change is vital for fostering collective action and promoting sustainability. It involves educating citizens about the science and impacts of climate change while encouraging environmentally friendly practices. Through community engagement, policy advocacy, and effective communication, governments and organizations can inspire individuals to take action, such as participating in local sustainability initiatives. Engaging youth in these efforts is particularly important, as they will inherit the consequences of today's decisions. By raising awareness and understanding, we empower communities to advocate for meaningful change, ultimately contributing to a healthier planet for future generations.

MASS DRUG ADMINISTRATION (MDA) PROGRAMME



Our organization CARD conduct the community mobilization in 4 blocks of Ganjam district for distribution and use of medicine of DEC and albendazole, alvormaxin to community. The Mass Drug Administration (MDA) program is a public health strategy aimed at controlling or eliminating specific infectious diseases, particularly in vulnerable populations. It involves the administration of medications to large groups of people, regardless of their infection status, to reduce the prevalence of diseases with support of ASHA, ANM, PRIs and Volunteers with support of ZSS Ganjam. Such as: Neglected Tropical Diseases (NTDs): Conditions like lymphatic filariasis, schistosomiasis, and soil-transmitted helminthiasis.

CELEBRATION OF IMPORTANT DAYS:

Like every year International Women Day was observed by CARD with more than 500 participants from various women groups from the entire district. The occasion was utilized to make the women aware regarding various rights that have been provided by the government. CARD also observed World Aids Day, Disability Day, consumer rights to spread the message through online of preventing this dreaded virus.

Besides the following important days were observed keeping in mind their importance.

1. National Youth Day (12th January)
2. Republic Day (26th January)
3. International Women's Day (8th March)
4. Consumers' Rights Day (15th March)
5. Utkal Divas (1st April)
6. Utkal Divas (1st April)
7. World Health Day(7thApril)
8. International Labour Day (1st May)
9. World Environment Day (5th June)
10. World Population Day (11th July)
11. World Breast Feeding Day (1st to 7thAugust)
12. International Youth Day (12th August)
13. Independence Day (15th August)
14. Gandhi Jayanti (2nd October)
15. World AIDS Day (1st December)
16. World Disable Day (3rd December)
17. World Human Rights Day (10th December)
18. World deaf week (24th to 30th September)

EXTERNAL & EVALUATION

Dr. Raghunath Pati & their team Evaluation consultant visit our urban PHC Red Cross SNT Road Berhampur and interact with MOI/C, Pharmacist, Staff Nurse, Laboratory Technician (LT), Data

Asst. cum Accountant (DAA). He also discussed with patient on health service of UPHC and verified OPD registers, NIDAN, NCD, HIMS, Laboratory testing register, RKS meeting register along with cash book, ledger, voucher, passbook and other relevant document of urban PHC and outreach health programme The monitoring team visited the slum areas and discussed with ANM, ASHA, AWW, MAS members of slum areas of Berhampur, regarding quality health service of Urban PHC.

TRAINING AND CAPACITY BUILDING

From time to time the organization sends its professionals to various organizations and agencies to undergo training and capacity-building programmes. During their porting period the professionals of the organization attended the following programmes.

TRAINING FOR TOT STAFF OR CARD, BERHAMPUR

Sl. No.	Name	Designation	ToT	Date	Organized by ToT
1	Sunil Kumar Mallick	Project Coordinator	Swasthya Sampark	19 & 20.04.2023	NHM Odisha, Bhubaneswar
	Dr. Sibaram Panda	MO I/C PHC(N) P.Govindapur	Non communicable Deaseses NCD and MNRCH+A	25 & 26.05.2023	NHM Odisha, Bhubaneswar
	Dr. Puspalata Panda	MO Ayush PHC(N) P.Govindapur Mohana	Orientation training on JAS	27 & 24.04.2023	CDM & PHO Gajapati, Paralakhemundi
2	Suresh Chandra Sahu	President Cum Director	SAT assessment and line data collection	27 & 28.08.2023	Dhwani Foundation
3	Sasanka Nayak	Board Member	SAT assessment and line data collection	27 & 28.08.2023	Dhwani Foundation
4	Dr. Rajkishore Panda	MO Ayush MHU Arogya Plus Mohana	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam
5	Mahesh Sahu	Pharmacist MHU Arogya Plus Mohana	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam
6	Geeta Behera	ANM/ HWF MHU Arogya Plus Mohana	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam
7	Dr. Debiprasad Pattnaik	MO Ayush MHU Arogya Plus Surada	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam
8	Sanjit Kumar Sahu	Pharmacist MHU Arogya Plus Surada	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam
9	Sanjita Kumar Sahu	ANM/ HWF MHU Arogya Plus Surada	Training on revised guidelines on MHU/Arogya Plus	28 & 29.08.2023	Zilla Swasthya Samiti (ZSS) NTEP Ganjam

10	Anil Kumar Sahu	CFM	Compliance training	11 to 13 .10.2023	Dhwani Foundation
11	Suresh Chandra Sahu	President Cum Director	Compliance training on Master data collection completed, continued follow-up and hand holding	21, 22 & 26, 27. 10.2023	Dhwani Foundation
12	Anil Kumar Sahu	CFM	Compliance training	22 to 24.11.2023	Dhwani Foundation
13	Suresh Chandra Sahu	President Cum Director	Compliance training	29 & 30.11.2023	Dhwani Foundation
14	Anil Kumar Sahu	CFM	Compliance training & Finance & Accounting	20 to 22.12.2023	Dhwani Foundation
15	Suresh Chandra Sahu	President Cum Director	Compliance training & Finance & Accounting	28 to 29.12.2023	Dhwani Foundation
16	Anil Kumar Sahu	CFM	Finance & Accounting	23 to 25.01.2024	Dhwani Foundation
17	Dr. Puspallata Panda	MO Ayush PHC(N) P.Govindapur Mohana	Orientation training	29.01.2024	NHM Odisha, Bhubaneswar
18	Suresh Chandra Sahu	President Cum Director	Finance & Accounts training / Governance	12 to 13.02.2024	Dhwani Foundation
19	Sasanka Nayak	Board Member	Finance & Accounts training / Governance	12 to 13.02.2024	Dhwani Foundation
20	Anil Kumar Sahu	CFM	Finance & Accounts training / Governance	20 to 22.02.2024	Dhwani Foundation
21	Suresh Chandra Sahu	President Cum Director	Finance & Accounts training / Governance	28 to 29.03.2024	Dhwani Foundation
22	Sasanka Nayak	Board Member	Finance & Accounts training / Governance	28 to 29.03.2024	Dhwani Foundation

PROVIDE TRAINING /WORKSHOP & SEMINARS BY CARD ORGANIZATION

Sl. No	Place	Programme	Resource Person	Name of the participants
1	Block Conference Hall Kanisi, Rangeilunda Block	Communication skill through ISL Training	Mamata Kumari Satapathy, Pranati Panigrahy, Pradeep	ICDS Supervisor, AWW

			Kumar Sabat and CDPO Rangeilunda	
2	Block Conference Hall Kanisi, Kukudakhandi Block	Communication skill through ISL Training	Mamata Kumari Satapathy, Pranati Panigrahy, Pradeep Kumar Sabat and CDPO Kukudakhandi	ICDS Supervisor, AWW
3	Lanjia Gram Panchayat Conference Hall of Kukudakhandi Block	Skill building training on communication through ISL	Mamata Kumari Satapathy, Pranati Panigrahy, Pradeep Kumar Sabat	PRIs, AWW, ASHA, Village leader, Parents
4	Markandi Gram Panchayat Conference hall of Rangeilunda block	Skill building training on communication through ISL	Mamata Kumari Satapathy, Pranati Panigrahy, Pradeep Kumar Sabat and Siba Prasad Biswal	30 Nos. of CRG Members
5	UPHC Conference Hall Berhampur	Observation of World population Day on 11.07.2023	Dr. Pravakar Hota, Dr. P.C. Mahapatra Lambadar Digal CPM NUHM	ASHA, AWW, MAS Members & Beneficiaries
6	Block Conference Hall Kanisi	International deaf week	DSSO Ganjam, ADEO Berhampur, RBSK Manger, DSWO Ganjam,	Parents of Deaf Children, Teachers, AWW, CRG Members,
7	UPHC Conference Hall Berhampur	World Disability Day	DSSO Ganjam, ADEO Berhampur, RBSK Manger, DSWO Ganjam,	Parents of Deaf Children, Teachers, AWW, CRG Members and DYP

CARD RECEIVED AWARD

CARD has been recognized with several prestigious awards for its outstanding achievements. These accolades include the KAYAKALPA Award for the quality health service and cleanliness of the Urban Primary Health Center (UPHC) Baikuntha Nagar, Berhampur from Health F.W Deptt. Govt. of Odisha, the National Quality Assurance Certificate (NQAS) for excellence in providing quality health service from Ministry of Health & F.W. Deptt. Govt. of India, the Prakruti Mitra Award from Forest & Environment Deptt. Govt. of Odisha, a Lifetime Achievement Award from Health & education development association New Delhi. These honors reflect CARD's commitment to delivering high-quality services and promoting health and wellness in the community.

PERSONS VISITED

The organization feels privileged to have received many famous dignitaries and officials who have taken time off their busy schedule and visit the organization. During this visit they have given many words of advice which have worked as an elixir to achieve the goals and has determined us to work even harder. During the year the following persons have graced the organization on various occasions.

Sri Mrunal Kanti Das, OAS, Addl. Mission Director of NHM, Odisha.
 Smt. Chandra Sekhar Mallick Zilla Parisad, President, Gajapati
 Dr. Bijaya Kumara Panigrahy Director Health & FW Deptt. Govt of Odisha
 Mrs. Kalyani Das, DSSO, Ganjam
 Mr. Tapan Kumar Mishra IE coordinator, Ganjam
 Ms. Shampa Nath. Head of South Asia, DCW, UK
 Ms. ClaudineKate Harris, DCW, UK
 Ms. Shewly Das, Technical Advisor on Deafness, DCW
 Ms. Sukanya, Safe guarding Officers DCW, Miss. Ishla, DCW
 Mr. Arabinda, Founder of Dwhani Foundation
 S. Gopinath, Executive Director, Dhvani Foundation
 Dr. Pradeep Kumar Patra, CDM & PHO, Gajapati
 Dr. Uma Shankar Mishra, CDM & PHO, Ganjam
 Dr. R.Jagadish Pattnaik DMO, Ganjam
 Dr. Pramod Panda, ADUPHO (NUHM),
 Dr. M.N Alli ADM & PHO, Gajapati
 Mr. Sukant Kumar Mishra State Coordinator, NHM, Odisha.
 Ms. Anuja Behera State Project Coordinator, PPP Cell NHM
 Dr. Pratap Chandra Mahapatra (NHM), Odisha
 Mr. Shyam Sundar Tripathy, DPM Ganjam
 Ms. Soumyrani Gouda DPM Gajapati

FINANCIALSTATUSOFTHEYEAR 2023-24

Expenditure/Income – Rs. 2,30,57,063.00
 Receipt & Payment– Rs. 2,60,05,542.00
 Liabilities &Assets–Rs.72,25,257.00

LOOKING AHEAD

The year 2023-24 proved to be significant for CARD as it launched numerous impactful programs for its target groups. Despite many achievements, the organization encountered several challenges, with resource constraints being the most significant barrier to achieving its long-term goals. Limited assistance hindered the full implementation of the planned activities for the year. Consequently, CARD has resolved to seek financial support from various government and non-governmental sources to effectively execute all proposed programs. In the upcoming financial year, we aim to place greater emphasis on community health initiatives, including Reproductive and Child Health (RCH), management of HWC-Primary Health Centers (PHCs) and Urban PHCs, Arogya Plus (MHU) services in inaccessible areas, malaria prevention and control, addressing adolescent pregnancy, protecting against child marriage, urban slum health programs, primary education, water and sanitation efforts, rehabilitation for persons with disabilities, women's empowerment, tribal development, specialized programs for Scheduled Tribes, agricultural development, natural resource management, and capacity-building training for ASHA workers, Anganwadi Workers (AWWs), Member of Mahila Arogya Samiti, SHG and local governance representatives.

Chief functionary

**Citizens Association for Rural Development (CARD)
 Shakti Nagar, 7th Lane Extn., Berhampur, Dist.- Ganjam**