



ANNUAL REPORT 2022-23

Zenial Urban and Rural Development Society

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ZENIAL URBAN AND RURAL DEVELOPMENT SOCIETY

Annual Activity Report 2022-23

Introduction of Society

Registered as Society Act 21,1860 Non-profit Institute on 21/10/2008. Its main objective is to provide contribution in the field of rural development, education and science and promotion of all schemes of women-child development, Child labor education, governance - development in the field of agriculture, environment, health and panchayati raj and provide vocational training to the youth. And to promote employment. The work of the society was held in Bhadohi, Mirzapur, Varanasi this financial year. The organization has been working in the field of social activities from self-source and donation since its inception and has established proper monitoring system and networking with various NGOs working in the same field . Organization has implemented so many projects of varying sizes.

Our vision

Inter dependent and self-sufficient for one person to own hidden inside the internal energy with which we will continue to encourage the development. As long as they do not become completely self-sufficient.

Our Mission

We will work tirelessly for the day when urban or rural poor people will be educated, self-employed and financially strong due to the pious work done by the organization. Everyone will move towards building a new world.

Objectives of the Organization

The organization is committed to strengthen their capabilities to improve the quality of life of the people and enhance their ability that would come from education, access of good health services/ practices, and active involvement in productive works. Other objectives of the organization are:-

1. Help to construct of low cost latrine under Swachh Bharat Anhiyan.
2. Helping and enlightening aged persons and other poor rural/urban people to improve their health hygiene and nutrition.
3. Creating awareness in rural masses about self-reliance with a focus to poor women.
4. Developing villages of the area in and around its area of operation.



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5. Ensuring safe drinking water and sanitation to rural masses.
6. Imparting training „in all the fields of achieve self-sufficiency by doing vocational training courses.
7. Providing health care in the area.
8. Providing education facilities both in formal and non-formal mode of education.
9. Education rural areas in non-conventional sources of energies.
10. Bringing out information Education and communication materials as to create awareness in rural areas.
11. Opening, strengthening and boosting the Gram Udyog in rural areas.
12. Providing free vocational training and linkup with employment/self -employment.
13. Formation of SHG groups.
14. Welfare of Older person.

De-addiction of Alcohol & Necotine

Our organization Zenial Urban and Rural Development Society conducted alcohol and nicotine de-addiction campaign in many rural and urban areas of the district and explained to the people that it is very important for the youth to follow the right steps for progress. Today's youth tries to give themselves a royal life by drinking gutkha, bidi and alcohol, but drugs cannot make life better, drugs are a waste of life. That's why the organization tried to make the society drug free by making everyone aware about the harm caused by drugs. Apart from this, the organization organized stage programs related to alcohol and de-addiction, put up banners at various places and also got paintings done on the walls about the harm caused by alcohol and nicotine, so that people can be aware about de-addiction.




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SHG Training Program

Self Help Group Welfare Program Scheme for Women has been launched in Mirzapur district through Zenial Urban and Rural Development Society, with the aim of empowering women through the formation of small groups. These groups usually consist of 10 to 20 women from similar socio-economic backgrounds who come together to save regularly and mutually agree to contribute to a common fund. The money collected is used to provide financial assistance in the form of loans to the group members for various income-generating activities, skill development program or other welfare initiatives. The key features of the SHG welfare program for women in Mirzapur district may include: Formation of Self Help Groups: Women from the local community are encouraged to form self-help groups while being supported by government agencies, NGOs or other relevant organizations.

Savings and Loans: Members of SHGs pool their savings on a regular basis, which forms the basis for providing loans to group members who need financial assistance. These savings also help create a corpus for the group's activities.

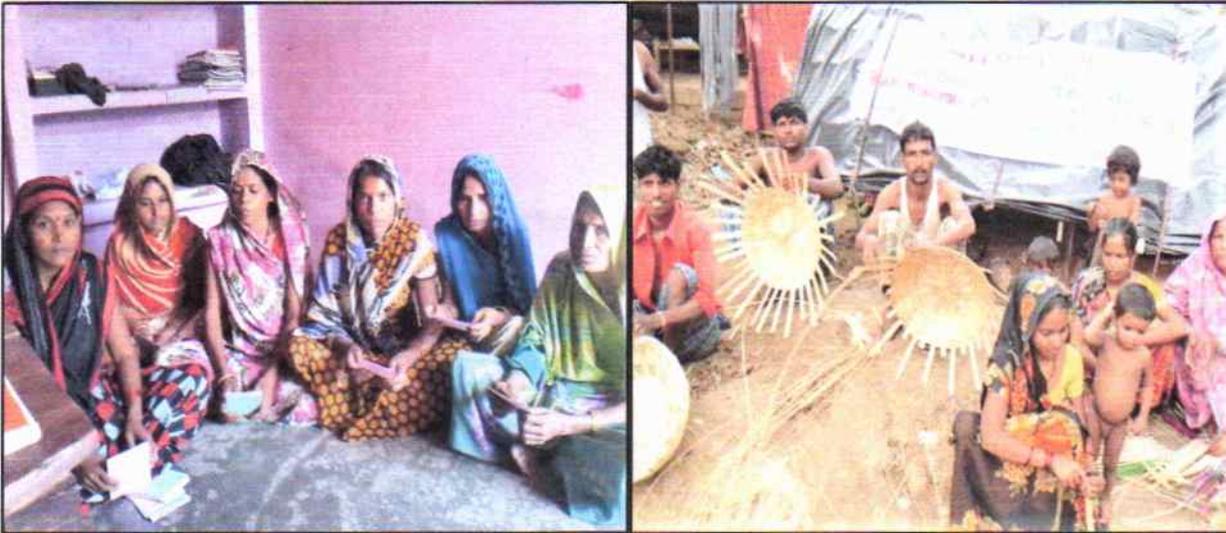
Skill development: The program may include provision of training and skill development to enhance women's entrepreneurial capabilities, enabling them to generate sustainable livelihoods. Access to government schemes: SHGs can serve as a platform through which women can access government welfare schemes and program aimed at their socio-economic upliftment.

Social empowerment: Beyond economic empowerment, SHGs often serve as spaces for women to come together, share experiences, support each other, and collectively address social issues affecting their lives.



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Raw Material for Training Program

Our organization Zenial Urban and Rural Development Society organized various training programs in this financial year, which includes sewing, embroidery and computer training programs. Various types of training materials are required to run these training programs. Training materials are all types of materials that are an essential part of any training program or activity that involves the acquisition and retention of learning. These include training materials, written documents, manuals or handbooks, video presentations and online training courses related to sewing, embroidery and computers.



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Women Awareness and Child Welfare Program

Under the Women and Child Welfare Program, along with making women and children aware, facilities for their development and training are provided so that women and children can be helped in their all-round development. The programs run by the organization for the welfare of women and children include arranging education for them, teaching them new skills to make them self-reliant, so that they can earn their livelihood themselves and do not depend on anyone else.



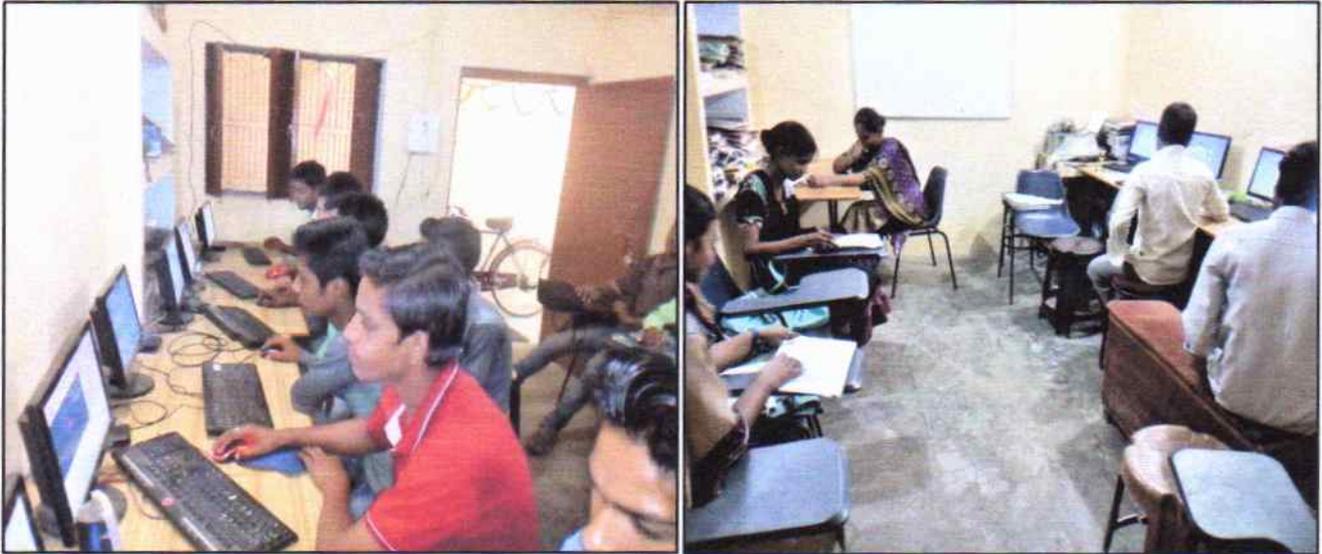
Vocational Training Program

The vocational training program run by Zenial Urban and Rural Development Society is conducted in many areas of Mirzapur district, under which many unemployed people have been trained, so that they can be able to earn their livelihood, for this the program is being run by the organization. Under this, many beneficiaries were benefited under the program like mobile repairing, computer training, weaving etc. and this program is carried out by the organization to every corner of the district so that more and more people can get the benefit. Vocational training is an instructional program that prepares you for occupations that require specialized skills.



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Beggar Welfare Program

Zenial Urban and Rural Development Society is a non-governmental organization that aims to improve the lives of marginalized and disadvantaged communities in Mirzapur district. One of their major initiatives is a welfare program for beggars, designed to uplift individuals who are often ignored and stigmatized by society. Every effort is being made by the organization's workers and supporters to make Mirzapur district free of beggary. For this, free food items, clothing as well as a scheme has been made for the welfare of the poor, helpless and beggars. Free medical camps so that their daily needs can be met. Through widespread support and community participation, the program seeks to break the cycle of poverty and exclusion, providing hope and a path to a better future. Society's welfare program for beggars is a holistic approach to address the complex issues faced by beggars. By focusing on rehabilitation, skill development and social integration, the program not only provides immediate relief but also paves the way for long-term empowerment and independence.

Consumer Awareness Program

Zenial Urban and Rural Development Society explains that consumer awareness is nothing but the act of ensuring that the buyers or consumers are aware of the information about the product, goods, services and consumer rights. Consumer awareness is important so that buyers can take right decisions and make the right choice at the right time. It should not be ignored if the goods or services purchased are of poor quality or found in small quantities. Consumers need to be educated about the quality and price of the product.

Education for Child, Girls & Youth



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Zenial Urban and Rural Development Society is always conscious about the education of slum and street children in Mirzapur district, which is formal education. Education helps the child, girl and youth to become independent, develop a sense of responsibility and become productive members of the society. It is considered as one of the most important investments in the country's human capital, and is a key factor in the growth and development of any nation. It helps create a more equitable society and enables individuals and communities to be more involved in the decision-making process, thus contributing to the overall development of the nation. It also plays a vital role in the overall development of the child's personality, and helps shape the child's attitude towards life. It provides a platform for children and youth to explore and discover their potential, and encourages them to strive for excellence and provides free financial assistance to economically weaker children through the departments of our organization. It also provides books, copies, dresses and other educational materials so that poor children can easily access education.



Road Safety Advocacy Program

The "Road Safety Advocacy Program" by Zenial Urban and Rural Development Society refers to an initiative aimed at promoting awareness and implementing measures to



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enhance safety on roads, especially in both urban and rural areas. The details are as follows:

Awareness Campaign: Campaigns are conducted to educate the public about road safety practices, including safe driving habits, pedestrian protection and the importance of wearing seat belts and helmets.

Policy Advocacy: Advocating or working with local governments to enact and implement road safety policies and regulations such as speed limits, signage and infrastructure improvements.

Community Engagement: Engaging with local communities to involve them in promoting road safety, potentially through workshops, training sessions and participation in local safety initiatives.

Partnerships and Collaborations: Collaborating with other organizations, businesses and stakeholders to leverage resources and expertise in promoting road safety.

Overall, the Road Safety Advocacy Program by Genial Society Urban and Rural Development Society aims to reduce road crashes, injuries and deaths by addressing both behavioral and infrastructural aspects of road safety in diverse settings, from urban roads to rural roads.

Health Checkup and Awareness Program

Our organization supports the health check-up camp program organized by Zenial Urban and Rural Development Society. Health programs are conducted at various locations in Mirzapur district under which free medicines are distributed along with counselling to all the people of the lower class and economically weaker section of the organization, so that free services can be provided to the needy. **Health Check-up:** Organizing medical camps or clinics where residents can get basic health assessments such as blood pressure check, blood sugar check, BMI measurement and general health counselling. These check-ups help in early identification of health problems and encourage people to seek proper medical care.

Check-up Program: Checking for common diseases prevalent in the area such as tuberculosis, malaria, hepatitis and other communicable diseases. This helps in timely detection and treatment of the disease, thereby reducing the overall disease burden in the community.

Awareness Campaign: The community is educated about various health related topics such as hygiene practices, nutrition, family planning, vaccination and the importance of regular medical check-ups. This is done through workshops, seminars, posters, leaflets and community meetings.



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Health education: Providing information about lifestyle diseases such as diabetes, hypertension, and cardiovascular diseases, including prevention methods such as dietary management, regular exercise, and stress reduction techniques.

Referral services: Linking individuals with health problems to appropriate healthcare providers or facilities for further diagnosis and treatment beyond the scope of the program.

Plantation and Environment Program

Our organization the Environment and Tree Plantation Program by Zenial Urban and Rural Development Society in Mirzapur district promotes environmental conservation and enhances greenery in local communities. The initiative includes tree planting drives, environmental awareness campaigns and educational workshops on the importance of trees and sustainable practices. By involving community members, especially the youth, the program seeks to foster a sense of responsibility towards the environment, combat deforestation and contribute to a healthy ecosystem. Through these efforts, the aim is to mitigate climate change, improve air quality and create a greener, more sustainable future for all. Through its Environment and Tree Plantation Program, the NGO is committed to promoting a culture of environmental awareness and action

Old Age Welfare Program

Our organization, in collaboration with the departments of Zenial Urban and Rural Development Society in Mirzapur district, the old age welfare program generally includes various provisions aimed at supporting the elderly population. It also provides food, shelter, health and other needy materials, which are detailed as follows:-

Provision of nutritious food: Distributing cooked food or food supplies to meet the nutritional requirements of elderly persons.

Affordable housing: Facilities or schemes providing affordable and suitable housing for the elderly, including senior citizen housing complexes providing living facilities.

Medical services: Providing access to healthcare facilities, including hospitals, clinics and primary health centers for regular checkup, medical treatment and emergency care.

Preventive healthcare: Promoting preventive measures such as health education, awareness and vaccination campaigns, health checkups and wellness programs.



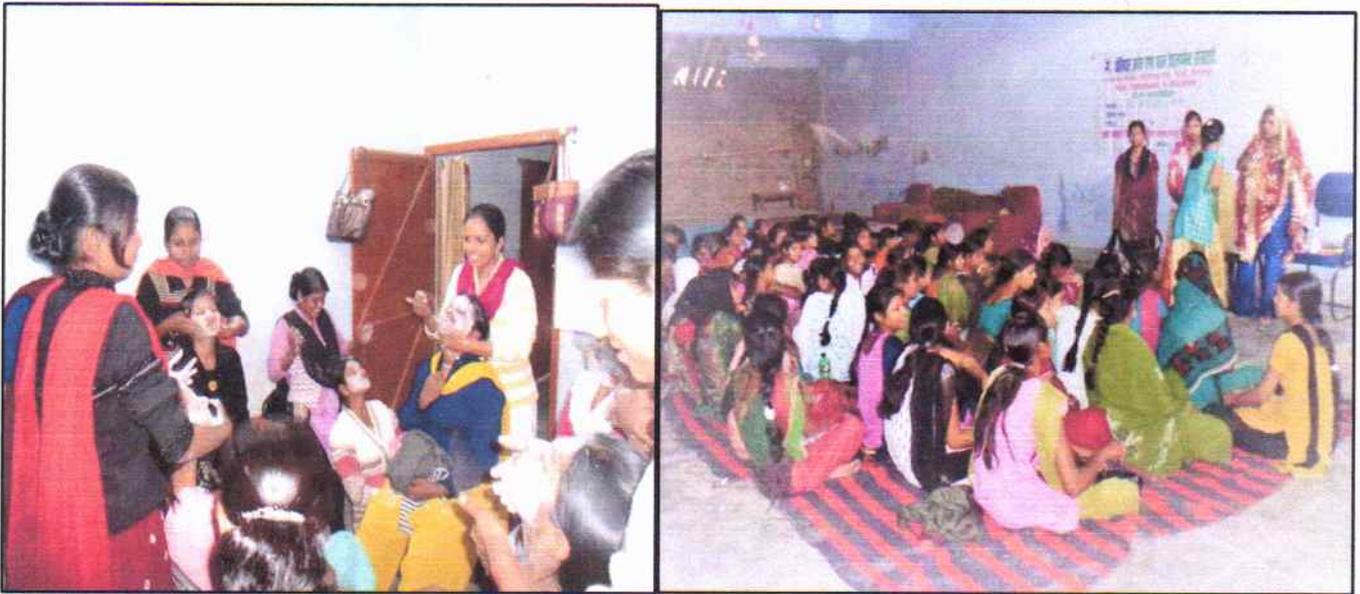
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Social support: Community-based programs promoting social interaction and engagement among the elderly population, including providing recreational activities, support groups and counseling services.

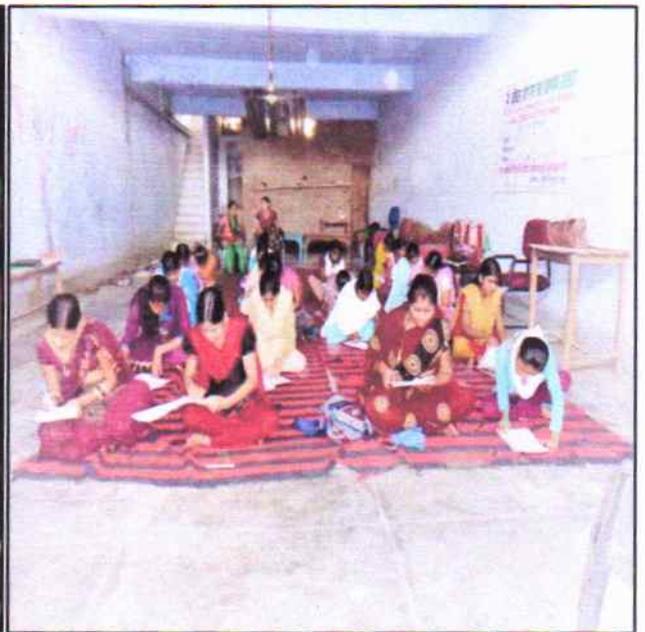
Skill Development For Women

The “Skills Training Program” initiated by our organization, Genial Urban and Rural Development Society in Mirzapur district, possibly refers to an educational initiative that aims to equip individuals with practical skills that are in demand in the job market. A skills training program is a structured educational effort designed to provide participants with knowledge of specific skills required for employment or entrepreneurship in a particular industry or region, such as sewing, embroidery, beautification, and sewing. These programs typically provide practical training, theoretical instruction, and often include hands-on experience or internships to enable participants to develop competence in the targeted skill set. The primary objective is to enhance the employability or entrepreneurial potential of individuals, thereby contributing to economic empowerment and social development. The Society program in Mirzapur district possibly focuses on addressing specific needs and opportunities within the region, with the aim of empowering local individuals with relevant skills to enhance their livelihoods and contribute to the economic development of the community.



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Sport Program For Adolescent and Youth

Like every year, this year too the departments of Genial Urban and Rural Development Society focus on creating sports programs with the goal of promoting physical, mental and social development for adolescents and youth in the area of Mirzapur district.

Objectives:

Physical Fitness: To improve physical fitness, coordination and overall health through regular sports activities.



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Mental Wellness: To improve mental health by reducing stress, anxiety and depression through physical activity.

Skill Development: To develop sports-related skills, teamwork, discipline and leadership qualities.

Social Integration: To promote social interaction, inclusion and community building among urban and rural youth.

Physical Fitness: Fitness sessions including exercises, drills and routines to improve endurance, strength and flexibility and nutritional advice and wellness programs to promote healthy lifestyles.

Competitions and Events:

- Organizing local, regional and national level sports competitions to encourage participation and showcase talents.
- Organizing sports festivals and community events to celebrate achievements and promote community spirit.

Education and Awareness:

- Providing educational sessions on the importance of sports and physical activity. Raising awareness about career opportunities in sports and related fields. Community Engagement:
- Encouraging community involvement through volunteer programs and partnerships with local organizations.
- Creating platforms for parents and guardians to get involved and support their children's sports activities.

Minority Welfare Program

Minority welfare programs in Mirzapur district, like many sectors, generally involve a number of initiatives and policies aimed at improving the socio-economic and educational conditions of minority communities. These programs are usually funded by the government, with the help of our non-governmental organizations, scholarships, economic empowerment, health and wellness, infrastructure development, social welfare, etc.

SHG Formation & Operation

Self Help Groups are small, voluntary groups, usually consisting of women, who come together for the purpose of addressing their common issues, including economic, social and cultural challenges. The primary focus of SHGs is to promote savings and credit among their members, foster self-reliance and improve the socio-economic



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conditions of the group members. Our organization Zenith Urban and Rural Society provides an overview of the formation and operation of SHGs: **Formation of SHGs**

- SHGs are usually formed in rural and semi-urban areas. Community organizers identify potential members, often targeting marginalized and economically disadvantaged individuals.
- Awareness programs are conducted to educate potential members about the benefits of forming SHGs.

Organization of SHGs:

- SHGs hold regular meetings, often weekly or bi-weekly, where members discuss issues, plan activities and make collective decisions.
- Consistent attendance is encouraged to maintain group solidarity and participation. Members contribute a certain amount of savings during each meeting.
- The collected savings form a group fund. The collected savings are used to provide small loans to members for various purposes, such as income-generating activities, emergencies, and personal needs. Interest rates are usually lower than those offered by moneylenders.
- The loan is repaid with interest over an agreed period, and repayment is discussed at the meetings.
- The proceedings of each meeting, including decisions made and actions taken, are documented.
- SHGs often open savings accounts in local banks to deposit their group savings. This develops links with formal financial institutions.
- Beyond financial activities, SHGs often engage in social and community development initiatives, such as health awareness programs, education, sanitation projects, and advocacy for women's rights.

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