**Organizational Details, Profile and Experience**

VASAVYA MAHILA MANDALI (VMM) Founder President (1969 to 2018 August) is Mrs. Chennupati Vidya, Gandhian social worker and Former Member of Parliament and recipient of Jamnalal Bajaj Award in 2014.

VASAVYA MAHILA MANDALI (VMM), was established fifty-one years ago (1969) as a not-for-profit, secular, women-led Non-Government organization, based on Gandhian ideology, working for the development of the women, children and youth in the rural, tribal as well as urban areas of Andhra Pradesh, with a **Vision** is to “*Empower every woman, child and family by increasing happiness and ensuring a sustainable society with human values*”. Our **mission** is to –

* *Ensure the rights of women, youth and children*
* *Facilitate knowledge building of communities*
* *Promote entrepreneurship and financial sustainability of vulnerable families*
* *Increase capacity of the community based organizations (CBOS)*
* *Facilitate meaningful participation of women and youth in multi-level democratic decision making bodies*

**VMM Five Thematic Areas**:

1. Livelihoods: Micro credit and savings; social enterprise / Producer organisation promotion; and livelihood generation, skill development
2. Education: Non formal and formal Education, knowledge management.
3. Human rights: Violence and torture against women and girls; prevent child marriages, encourage and enable children to make their views known on the issues that affect them; and engage children in dialogue and exchange towards learning constructive ways of influencing the world around them and initiated social movement Mahila Mitra with Police for improving dignity and respect for women through community change makers and work for #NoSilenceForViolence;
4. Health and Nutrition: Water, sanitation and safe drinking water; Eye care; maternal and child health, HIV/AIDS, Tuberculosis, Diabetic, Hypertension, sexual reproductive health among adolescents & women; services for migrants; nutrition education, provision of supplementary nutrition; reducing food insecurity through improved food production and logistics.
5. Environment: Climate change initiatives and disaster management.

VMM is expertise in implementation of projects with 100% reaching the said targets with strategies changing according to the situation. VMM has best expertise team in developing tools and M&E for cross checking with finances. VMM has expertise staff in research, community reach, reporting and documentation. VMM at present there are 68 staff from different backgrounds.

VMM has experience in handling projects which were designed by the donor and also work towards needs of the community. VMM is having experience in ICT – Information Community through use of Technology. Use of social media platforms, community engagement in addressing the needs of community. Advocacy is the cross cutting strategy. VMM delivers messages through locally-accepted cultural activities; execute rights-based, participatory approaches; and engages hundreds of civil society, government, funding agency, and corporate stakeholders to maximize impact. VMM on board in many government institutions to share community voices. Innovation and adopting technology for dynamic community to address needs.

**Area of operation**: 13 districts of Andhra Pradesh,23 districts of Telangana and in one district in Orissa VMM is planning to extend and scale up its operations to other states in India.

**Legal status:**

VMM is registered with:

* Indian Societies Registration Act 1860 in 1975; vide number 237 of 1975 in Krishna district, Andhra Pradesh.
* Income tax under section 12A and 80G,
* FCRA vide number 010260028
* NITI AYOG vide number AP/2009/0020398

**Accreditation:**

* CSR Hub, Tata Institute of Social Sciences, under Ministry of Corporate Affairs Government of India
* Frontline AIDS, UK
* International Rehabilitation Centre for Torture, Denmark

**Financial status:** The annual turnover of the organization is INR2.93 crores for the financial year 2018-2019.

**Donors:** VMM has successfully implemented projects related to training and capacity building, research and documentation, policy advocacy, community mobilization and development through support from international and corporate donors Abbott Fund, DFID-UK grants, Global Fund through India HIV/AIDS Alliance / IL&FS, Children Investment Fund through Family Health International (FHI), International HIV/AIDS Alliance, T.B Alert, UNDP, UNICEF, US consulate, AHF India Cares, Clinton Foundation, Deutsche Bank Asia Foundation, state / central governments, US Consulate, World Bank, HCL Foundation, Sriram Foundation, Anudip Foundation and National Bank for Agriculture and Rural Development (NABARD).

**Human Resource**: VMM employs qualified accountants and senior staff with post-graduate academic qualifications and managerial expertise ranging from human rights, NGO management, health communications, social work, sociology, psychology and medicine, and community based programmes and research projects that are managed by experienced teams with solid backgrounds. VMM works with 68 paid full time staff in addition to part time staff, 15 honorary advisors, and about 6000 unpaid community volunteers.

**Reach:** VMM over 50 (1969 to 2019) years of service in development has built 3638210 social capital in communities: Children (upto 18 years) Girls–604116, Boys–579620; Adults (above 19) Male – 1182290 and female – 1272184 in Andhra Pradesh, Telangana and Odisha.

**Member in government bodies and civil society organisations**

* Lead organizations AP Police for Mahila Mitra, social initiative for #NoSilenceForViolence
* Knowledge partner to Department of women and child development
* On the board to Andhra Pradesh state AIDS Control Society
* On the board of AIIMS Ethics committee and anti-ragging
* VMM is on the board of various organizations on sexual harassment at work place such as railways, postal, Vijayawada city police, AP Police CID Headquarters, AIIMS Mangalagiri, Women and child welfare department and more than 20 private and corporate houses.
* Member, World Society of Victimology from June 2018
* Dr Keerthi, National Working President, Country Women’s Association of India, Kolkata (March 2018-2021)
* Member, Andhra Pradesh State Executive Committee for All India Consumer Welfare Council (April 1019 to 2021)
* Executive Member, Crafts Council of Andhra Pradesh (2018 onwards)
* Member Girls Not Brides, UK
* Member, Global Stop TB partnership Geneva.

**Awards and recognitions:**

* “50 years of dedicated selfless social service NGO” by Telugu Book of Records (January 2020)
* Change Maker Award for Mahila Mitra from Save The Children, International NGO on 100 years celebrations on 27th September 2019.
* Best Women Producer Organization and felicitated at NABARD state Head Office on March 8, 2019
* Dr Keerthi, President received Sheinspires award from Annapurna International School of Film+Media, Hyderabad on International Women’s day 2019
* Dr Keerthi, President VMM received Working Women Achiever Award under the category “Phonix Women” by Ooruni Foundation, Chennai. 2019
* Dr Keerthi, of VMM Genius Book of Records, UK recognized as Change Maker in the area of promoting Mahila Mitra a social initiative with Vijayawada city police for triggering change. 2018
* Dr Keerthi, of VMM Wonder Book of Records Australia awarded her as Change Maker working for women empowerment2018
* Dr Keerthi, of VMM Golden Star World Records Forum, UK awarded 2018 as strong women stood for the cause of upholding women’s rights for dignity and safety.
* Dr Keerthi, of VMM Best Citizen Award by Vijayawada City Police, August 15, 2017 for the voluntary services rendered for safety and security of women by promoting Mahila Mitra
* Best organization for promotion of women entrepreneurs awarded by Global Achievers Foundation, New Delhi 24th September, 2016
* Chennupati Vidya President VMM is the recipient of: ICONIC MOTHER award from Government of Andhra Pradesh on the occasion of Senior Citizen’s day 01 October 2015
* Honoured by State Government on 8th March 2015 recognising the services for social, economic and health development of women;
* Recipient of Jamnalal Bajaj award 2014 for the development and welfare of women and children
* Ugadi Puraskar 2014 from Yanam Praja Swachanda seva samstha, Yanam, Pondicherry
* Honoured for outstanding work for women development 2014 by Andhra Pradesh state Women Commission, Hyderabad
* Recipient of Telugu Book of Records in 2014 and Roots Health Foundation award 2014 for outstanding work in health and nutrition.
* **VMM Social Media**
* [**www.vasavya.org**](http://www.vasavya.org)
* **https//www.facebook.com/vmmngo**
* **https//twitter.com/vmmngo**
* **https//www.instagram.com/vasavyamahilamandali/**
* **https//vmmstoriesblogspot.com/**
* **https//www.youtube.com/VasavyaMahilaMandaliNGO**
* **https//www.linkedin.com/in/vasavya-mahila-mandali**