



Hope

is a good thing,
and the last thing
ever lost.

Raising hopes and nurturing communities of Odisha since 2018.



In a
World

full of suffering,
it is also full of the overcoming of it.

About us

PCI India, with its presence in 17 states, has reached over 17 million population through effective community-driven solutions for positive & enduring impact.

Registered in India in the year 1998, PCI India thrives to create a happy, healthy, safe & sustainable world for all.

Our interventions are intended to transform the lives of communities whilst solving complex social issues, by partnering with Government Departments, private sectors, and development organizations.

PCI India functions through 4 core development verticals and 2 cross-sectional verticals.

CORE VERTICALS

- Climate Action
- Health & Nutrition
- Women's Economic Empowerment & Livelihoods
- Gender, Diversity, Equity, Inclusion and Social Norms

CROSS-SECTIONAL VERTICALS

- BODH – Behavioral Outcomes and Decision Heuristics
- PCI Research

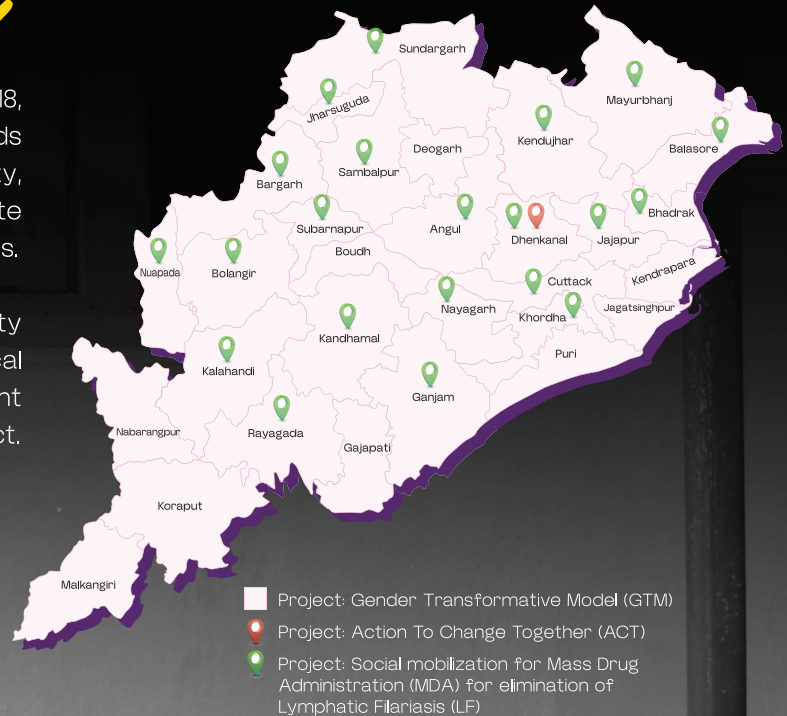


PCI in Odisha

PCI India has its footprint in Odisha since 2018, empowering communities in Odisha towards holistic health and socio-economic equity, fostering resilience against diseases, climate impacts, and promoting sustainable livelihoods.

PCI India has its presence across thirty districts of Odisha through its technical assistance / partnership with government departments and enriched community connect.

Our Reach



Partnering Odisha Livelihoods Mission (OLM)

- Empowerment of women is one of the key development initiatives of Government of Odisha that helps women to achieve economic independence and social justice through strengthened women self-help groups (WSHGs), transforming to community institutions.
- One of the significant impacts of of OLM, under the department of Mission Shakti has been in uplifting women in rural Odisha and providing them access to the facilities and opportunities provided by the government. As on date, 6 lakh WSHGs have onboarded in OLM's program. Through the promotion of sustainable livelihoods and WSHGs formation, the department has empowered rural women by creating a platform for them to actively participate in decision-making processes and gain control over their economic and social lives.
- PCI India has been an active partner in the transformative journey of the OLM as a Technical Support Agency.
- Team PCI in Odisha, has been providing technical assistance in implementation of the Gender Transformative Model (GTM), that aimed at reducing vulnerabilities of rural women through awareness generation and access to social entitlements using the self-help group network of women (WSHGs) since 2019 with support from Gates Foundation.



Our Project

Gender Transformative Model (GTM)

The Gender Transformative Model (GTM) is a pioneering initiative aimed at addressing gender-based inequities and empowering women at the grassroots level. It is a comprehensive approach dedicated to promoting gender equality and social inclusion. It leverages community-driven interventions to shift deeply ingrained social norms, improve access to entitlements, and reduce vulnerabilities such as Gender Based Violence (GBV).

The program operates within an Ecological Framework to ensure multi-level interventions involving individuals, communities, and systems. Through a blend of strategic interventions, GTM addresses the root causes of gender disparities, fostering a more equitable and inclusive society.

The program has introduced and strengthened the **Gender Facilitation Centre (GFC)** as a model at the **Gram Panchayat Level Federation (GPLF)** to extend counselling and referral services to women who are in distress & vulnerable situations.

GFC also facilitates the entire process of self-awareness and knowledge building among WSHGs, through Gender Self Learning Program (GSLP) being rolled out in a cascade mode with the support of community support staffs of OLM. GSLP is a capacity-building initiative aimed at enabling ease of access to entitlements and schemes through convergence with line departments and supports collective voices against gender-based violence through strengthened community institutions i.e. Gender Forum and Social Action Committee, and facilitates system's engagement through joint monitoring, review and use of technology for data driven decision making. More than 75000 cases have been registered via these GFCs since 2019.

These GFCs are managed by Gender-Community Resource Person (G-CRP), who provides counselling and referral services to the rural women with utmost privacy and care. The GFCs have emerged as a safe space for women at the Gram Panchayat level, to break the culture of silence against ill-treatment, violence and discrimination.

In 2019, PCI India partnered with the Odisha Livelihoods Mission to pilot the Gender Transformative Model (GTM) program in Deogarh and Jagatsinghpur districts of Odisha. Since its inception, the GTM has successfully scaled up across all 30 districts in the state, making significant strides in promoting gender equality, economic empowerment, and social inclusion. This expansion reflects effectiveness of the model and strong commitment of stakeholders to transform communities throughout Odisha.

The GFCs are a safe space for women at the Gram Panchayat level, to break the culture of silence against ill-treatment, violence and discrimination. As high as 80% of the women participated in the process evaluation study in 2022 shared that they were comfortable in approaching the GFCs and over 77% considered GFCs to be an important source of support for them. (Source: IDInsight 2022)

GTM MIS

EmpowerHer

App Developed by PCI INDIA



EASY TO USE

- Available on Play store for easy access & download
- Multilingual Support for question/option labels

WORK ANYTIME

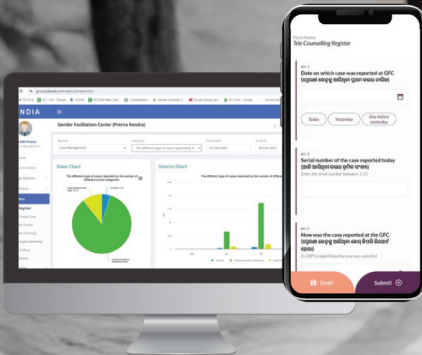
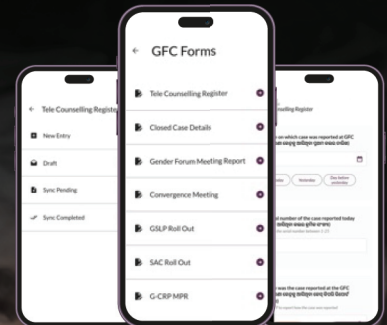
- Supports offline data entry and storage
- Real time data entry and sync

WORK EASIER

- Allows G-CRPs to update information on GTM activities in their respective Gram Panchayats

DATA PROTECTION

- EmpowerHer app incorporates robust data protection measures, including encryption and access controls, to ensure the confidentiality and integrity of sensitive information



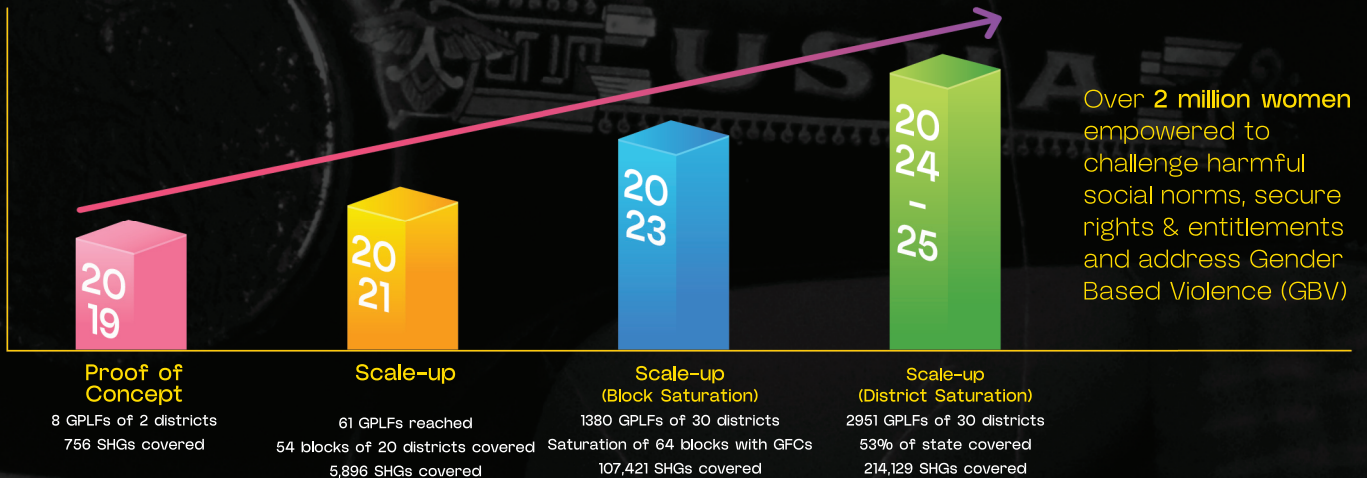
Dashboard Reports linked to EmpowerHer

- Data synchronization
- Automated analytics
- Real-time insights
- Decision support



Coverage of the initiative

The GTM model has gradually been scaled-up by the OLM in the last four years. 53% of the state to be covered in FY 2024-25.



Intervention Strategy



Gender Forum Meetings / Social Action Committee (SAC)

Strengthening Local Capacity through Gender Forum Meetings and Social Action Committee



Convergence / Monitoring

System's Engagement through joint monitoring and review on a monthly basis and convergence - at GP, Block, District & State Level with the line departments



Gender Facilitation Centres

Facilitating ease of access to information, resources and entitlements through Gender Facilitation Centres



Awareness Building

Enhancing awareness, knowledge and solidarity among WSHGs women through Gender Self Learning Program and Community Events



Management Information System

Dedicated MIS for Gender Program with Informative real time dashboard for Data driven decision making for program related activities



The GTM program has not only helped the rural women to fight against gender discrimination and resolve their problems, but also has triggered a shift in regressive social and gender norms prevalent in the geography. The project is currently operational in 30 districts in Odisha.

Key Outputs of the Program

Increased Knowledge and Agency:

Women gain knowledge about their rights, enabling them to advocate for themselves and others

- 870+ ToT Programs organized on GSLP
- 10,057 CRP-CMs trained on GSLP
- 1,10,499 SHGs trained on GSLP
- 11,15,292 SHG women trained on GSLP

Improved Access to Social Security Entitlements (SSE):

Women experienced greater access to social entitlements and legal support, helping them secure a better future for themselves and their families

- Overall SSE cases reported at GFCs increased from 82% to 90%
- 69,581 SSE cases have been reported at GFCs, and 31,578 (45%) cases have been successfully resolved by Jan'25

Reduced Gender-Based Violence:

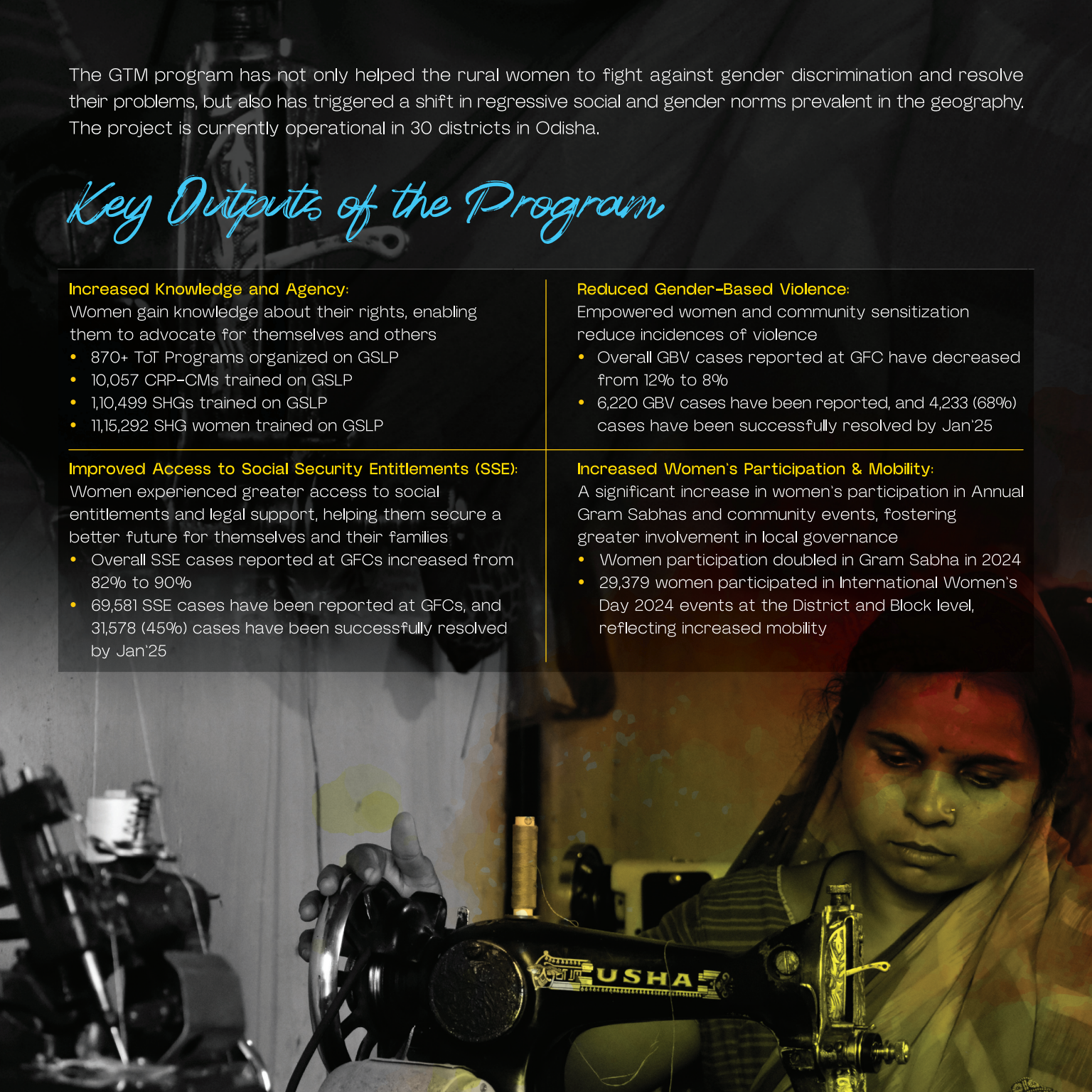
Empowered women and community sensitization reduce incidences of violence

- Overall GBV cases reported at GFC have decreased from 12% to 8%
- 6,220 GBV cases have been reported, and 4,233 (68%) cases have been successfully resolved by Jan'25

Increased Women's Participation & Mobility:

A significant increase in women's participation in Annual Gram Sabhas and community events, fostering greater involvement in local governance

- Women participation doubled in Gram Sabha in 2024
- 29,379 women participated in International Women's Day 2024 events at the District and Block level, reflecting increased mobility



Our Project

Action To Change Together (ACT)

- ACT is an initiative to minimise the risks of Non-Communicable Diseases (NCDs) with a focus on Hypertension and Diabetes.
- PCI India is supporting Directorate of Health Services, Government of Odisha to create a community-based screening and referral model leveraging community institutions for health education, and to improve access to services and treatment offered by the government with the help of Siemens Healthineers.
- We leveraged the strength of women collectives created by OLM for:
 - ✓ health education on NCDs
 - ✓ established community level mechanisms for screening and referrals
 - ✓ follow-up with hypertension and diabetes suspects, and
 - ✓ improved referral and access to health services.
- The project achieved significant outcomes in raising awareness about hypertension and diabetes, accelerating screening, and promote healthy lifestyle changes in the community. Project was successful in improving people's knowledge about the sign and symptoms of disease, preventive measures, and the benefits of adopting healthy lifestyle. The NCD volunteers, supported by the project played a crucial role in awareness and screening. The volunteers will remain in community as a social capital and continue raising awareness in their locality.
- The project is currently being scaled-up in the remaining four blocks of Dhenkanal.





ACT phase I was implemented in 4 blocks – Bhuvan, Konkahad, Kamakhyanagar, Parjang and in phase II 4 new blocks – Hindol, Dhenkanal Sadar, Odapada, Gondia have been added.

In ACT phase I and Phase II, **110** NCD volunteers and **93** NCD volunteers have reached **56,857** and **56,898** households respectively with key messages of hypertension and diabetes.

A total of 2,40,132+ household members were provided with information on symptoms, consequences if remained untreated, possible preventions and treatment adherence messages related with hypertension and diabetes in house-to-house visits using digital communication tools.



More than **2.4 lakh** individuals age 30+ years were screened for Hypertension and diabetes.

in ACT I **36%** members were found **hypertension** suspects and **26% diabetes** suspects whereas in ACT II – **18% hypertension** and **13% diabetes** suspects found. More than **70,000** suspects in ACT 1 and **1,40,302** individuals in ACT II were referred to the nearest Government health facility for confirmation and 88% visited the facilities for further investigation.



To promote the healthy lifestyle practices related with diet, exercise, sleep and stress, PCI India organised more than **1000** lifestyle change sessions at sub-centre, aganwadi centres at the village level.

More than **15,000** people attended these sessions on lifestyle change sessions by practicing yoga, meditation, healthy eating practices etc.

Our Project

Social mobilization for Mass Drug Administration (MDA) for elimination of Lymphatic Filariasis (LF)

- The Government of India is committed to eliminate the disease by year 2027, three years ahead of the global elimination target of 2030. To achieve goal of elimination, it's imperative to achieve the 85% of drug consumption level consecutively for at least 2–3 years with <1% microfilaria rate in the population.
- PCI India provides technical support for Mass Drug Administration (MDA), MMDP services, night blood survey to the Department of Health & Family Welfare, Government of Odisha in 21 Lymphatic Filariasis (LF) endemic districts since January 2019 with the support of Gates Foundation. PCI has engaged 14 District Officers and one State Program Manager to support elimination of Lymphatic Filariasis. This Human resources capacitate the panchayat level mobilizers, SHG federations, NSS cadres and PRI personnel.
- To raise awareness around LF/MDA, and adherence with the anti-LF drugs in the community PCI India undertook a 4L approach: Leveraging all the existing platforms and channels; Linking with relevant key stakeholders, officials and departments; Layering key messages and call for action on the platforms and channels; and Mobilise key stakeholders at all Levels by activating village level functionaries of already existing platforms like women collectives, Leaders of Panchayati Raj Institutions (PRIs), teachers, students and NSS cadres etc, and ration dealers, etc.
- In collaboration with stakeholders across Odisha, PCI India's intensive social mobilisation efforts have catalysed widespread community awareness and participation in the fight against Lymphatic Filariasis, marking a pivotal step towards achieving disease elimination goals by 2027. As a result of the joint efforts of government, World Health Organisation (WHO), PCI India and other partners there was 70% to 78% of directly observed Treatment of anti LF drugs in 17 districts where campaign was conducted in last 4 rounds of MDA (Source: WHO Consequent Monitoring).







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Our Partners



Gates Foundation



World Health Organization

SIEMENS
Healthineers

“We invite You”

To Share

Our stories and help to promote women's empowerment

To Support

Our projects with your skills in training, advocacy, or research

To Partner

Collaborate with us to expand our impact and create a more inclusive society

To know more about us, please visit: <https://www.pciglobal.in/>

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