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G. Praveen Kumar
President

Foreword ::

Our concept is “What we can give to the world is the most important than what we have received from the world.” As I am working in rural and tribal villages, I witness that there are some poor children, aged, illiterate girls, widows and under poverty line, who really stand in need of liberation from the clutches of Poverty, illiteracy and in equality. I came from a rural background and was the victim of these vulnerable and pathetic situation of poverty in my childhood. Basing on my own struggled for existence I experience the depth of poverty in the society. My desire is to serve the deserved poor people. In this scenario of the society, I entered into the “**Mydukur Social Service Society**” to render social service for the better living standard of the poor people irrespective of Creed, Caste, Religion and Region. I strongly believe that every contribution made by a person, can make a change in the world. We want to be a change maker for the poor and the poorest by uplifting them from below poverty. Our Organization main aim is to reach the weaker sections (Dalit and Tribal Communities which are marginalized in the society) to alleviate poverty, illiteracy and gender inequality and restore the human dignity to weaker sections of the society.



ABOUT

The **Mydukur Social Service Society**, Mydukur is a Non Governmental Voluntary Organization established in the year 1984 and was registered under the Societies Registration Act XXI of 1860 on 12th day of April 1984 with bearing **Regd. No. 105/1984**. It is working in remote areas of Chapadu and Mydukur Mandals of Y.S.R. Kadapa District in Andhra Pradesh, India. The Society was also registered under Foreign Contribution (Regulation) Act, 2010 with bearing **FCRA No. 010160059** and also under 'Section 12A & 80G of Income tax Act 1961. The Society was enrolled in NGO DARPAN and obtained the registration Unique ID :: **AP/2017/0155480**.

The Society works in one of the mostly backward district of Andhra Pradesh where more than 50% of the population is rural and tribal people who, due to their isolation and lack of awareness, have been cut off from the mainstream of society and deprived of the basic amenities of life. We work in 15 villages in 05 Gram Panchayats of Mydukur & Chapadu Mandals of Y.S.R. Kadapa District, Andhra Pradesh reaching out to 3800 households. We plan our activities based on analysis of the socio-economic contexts and the community dynamics of the area, with emphasis on community empowerment. Our programmes are unique in the sense as it is basically directed towards involving Community Based Organizations in every aspect including project planning, implementation, monitoring and management.

OUR VISION :

To build such a self-reliant society, free from hunger and exploitation, where everyone irrespective of caste, creed, sex and language have right to dignified means of livelihood and through collective action ensure socio-economic justice and ecological balance.

OUR MISSION :

To facilitate and strengthen vibrant people's organizations at different levels of society that will protect, utilize, control and manage local resources and through collective action, ensure dynamic socio-economic change for sustainable development by advocating for proper governance and bring women, children, tribals and downtrodden, to the mainstream of the society.

OBJECTIVES OF “MSSS” :

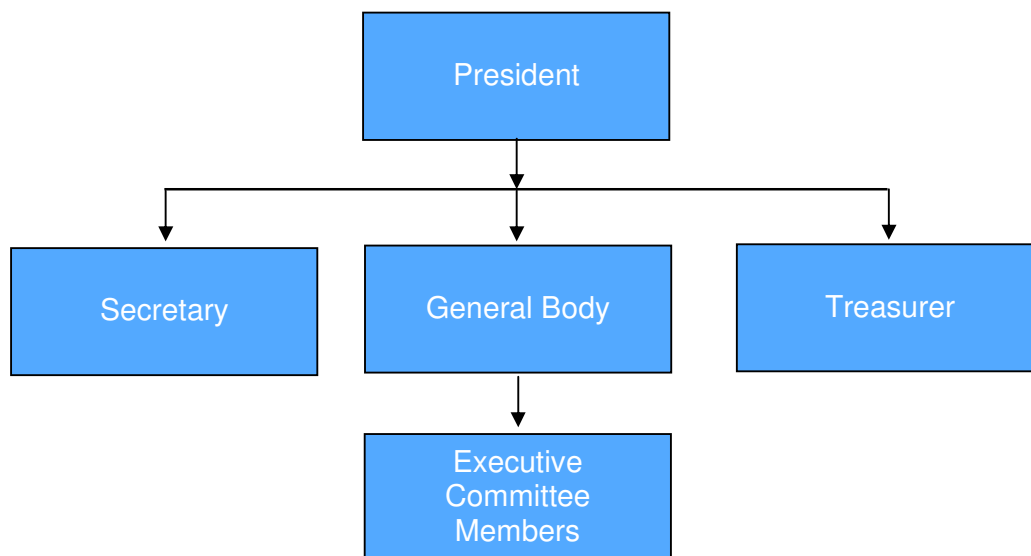
- The Society is a voluntary social service organization works to bring social awareness and development among the under privileged sections of the society, irrespective of caste, creed, religion, and language etc., to establish equality and social justice.
- The Society contributes its efforts, skills, techniques and strategies to develop communities at the basis of society involving a combination of social, economical, cultural educational, health etc., development oriented activities to make the women cooperative, self reliant and independent.
- The Society will provide encouragement and guidance to interested children and groups to have deep understanding of the complex problems of development, humanity and social justice and of the functioning of the society in which they live. To have a clear vision of the type of society they want built by realistic plan of action with proper strategies and techniques.

MSSS believe that children must be given constant and continuous encouragement to participate in the developmental activities. Children can play a passive role in the social action, but we believe that children must be released to play their pivotal role as good citizens. We motivate children to participate in the developmental activities by conducting vocational training and non-formal educational classes.

MANAGEMENT :

The responsibilities of Management are on the Executive Body of the Society and its staff. The Executive Body consists of 11 members with varied backgrounds such as social work, academic, administrative, accounts and medical. The chief executive of the society is the President. The Society has its own rules and regulations that are helpful in administration.

ORGANISATION STRUCTURE



PHILOSOPHY AND IDEOLOGY :

MSSS is particular that the possibility of developments is only through the active participation of the people. Motivation and awareness building are the important approaches of the organization in enlightening the people. The organization's role in the development process is to guide people along with initial economic support to make people self-reliant and self-sufficient. Dependency nature will be discouraged at the initial stages by careful observation and canalization. The root causes of exploitation and backwardness are ignorance, poverty, unemployment and oppression.

CONCLUSION :

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BANK DETAILS**For Foreign Donations**

Account Holder	:	MYDUKUR SOCIAL SERVICE SOCIETY
Name of the Bank	:	State Bank of India
Account Number	:	40112958130
Branch	:	New Delhi Main Branch
Branch Code	:	00691
IFSC Code	:	SBIN000691
Swift Code	:	SBININBB104
Address	:	FCRA Cell, 4 th Floor, State Bank of India, New Delhi Main Branch, 11, Sansad Marg, New Delhi – 110 001.

For Indian Donations

Account Holder	:	MYDUKUR SOCIAL SERVICE SOCIETY
Name of the Bank	:	UNION BANK OF INDIA, E-ANDHRA BANK
Account Number	:	104010100002014
Branch	:	Mydukur
Branch Code	:	10401
IFSC Code	:	UBIN0810401
MICR Code	:	516026016
Address	:	12/16-1-D Krishna Complex Sai Baba Cloth Market Street, Mydukur – 516 172, Y.S.R. Kadapa District, Andhra Pradesh, India.

Gallery

VOCATIONAL TRAININGS :

To enhance the capacity of deprived women to develop and improve life through skill development in order to play their desired role in their family and society.



Tailoring Training Class



Skill Training Tailoring



Distribution of Course Completed Certificate

WOMEN AND CHILD PROGRAMME :

Support to victimized, destitute and deprived women for their rehabilitation. Protection to women who are victims of family and social violence. Eradicate harmful social practices against women. Provide skills and competencies to women that shall give them employability



COVID - 19 :

The project aims at creating awareness about the corona virus among the peoples of this country. It has been observed that still many peoples are aware of the fatal effects of corona, hence they should be educated so that they can look after their family. Currently even after lock down many peoples are found on road without any reason.



Distribution of Masks & Sanitizers



WOMEN'S DAY CELEBRATION :

The objective of Women's Day is to express love and gratitude towards women's' contribution to our lives and society. It honours the power and struggles of women who have broken all barriers and reached the pinnacle of success in every sphere of life. Today, women across the globe actively participate in politics, education, social work, corporate, sports, IT, research & development, innovation and diverse fields, and have left their footprints.



NATIONAL FESTIVALS & CELEBRATIONS :

To aware the school children and the youth on National Integration the **MSSS** regularly implementing the National festivals like Independence Day, Republic Day, Dr. Ambedkar Jayanthi, Children's Day and other National days were celebrated. The games and sports were conducted in this connection in schools and prizes distributed to participated students.



LITERACY PROGRAMME :

To provide all the educational requirements to the disadvantaged children to continue their studies without problems.



YOUTH WELFARE PROGRAMMES :

Creating opportunities for youth to discover and express their abilities and skills by empowering them in their decision making.



SUPPLY OF NUTRITION PROGRAMME :

To provide supplementary nutrition food, medical care and pre-primary education to the poor children.

