



PCVC

INTERNATIONAL FOUNDATION FOR CRIME PREVENTION AND VICTIM CARE

**ANNUAL REPORT
2021-2022**

www.pcvconline.org

TABLE OF CONTENTS

03 About PCVC

04 Crisis intervention and support services

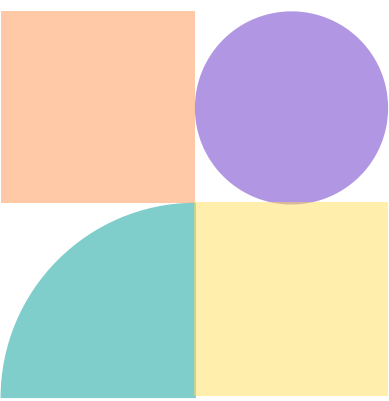
- Dhwani: National domestic violence hotline
- Vidiyal: Burn care and rehabilitation
- Astitva: Crisis emergency shelter
- Long-term psychosocial support
- Smiles: Support services for children

11 Strengthening network response

13 Outreach program-prevention initiatives

- Campaigns
- Redrawing resistance

16 Management Overview



ABOUT US

The International Foundation for Crime Prevention and Victim Care (PCVC) was founded in 2001 in Chennai, Tamil Nadu. We create and extend support services for women and queer persons affected by domestic and interpersonal violence. PCVC is a rights-based organisation that strongly believes in a survivor-centric approach. Clients drive the process and make all decisions regarding their life with the full and unconditional support of a team of social workers, psychologists and welfare officers.

Over the years, the organisation has evolved to provide both emergency support and long-term rehabilitative support and created a comprehensive model that takes women from a survivor to a thriver. Through our crisis intervention services, survivors have access to immediate information about interacting with the police, devising safety plans, leaving abusive homes, negotiating with families, legal and medical referrals and specialized services for children. Our long-term psycho-social and economic services help in creating a network of care by providing residential services for women and children, counselling and emotional support, financial support, education, skill-building and employment opportunities that will lead to economic freedom.

We are also building a robust prevention program with our outreach efforts in schools and colleges on healthy and violence-free relationships; sexual harassment prevention and redressal in workspaces and public spaces; institutional and community programs that work on changing the attitudes and mindsets of people regarding gender and violence.

The prime focus at PCVC is to ensure that we employ a gender-just, DV-informed, trauma-informed, rights-based lens to our work and create an enabling environment for clients that will facilitate more equal and just interactions with patriarchal family and societal structures and institutions for all of us to lead violence-free lives.

Crisis intervention and support services

DHWANI- NATIONAL DOMESTIC VIOLENCE HOTLINE

Dhwani-Voice for Change, National Domestic Violence Hotline is a 24-hour toll-free helpline. Dhwani has a team of professionally trained counselors (psychologists and social workers) who respond to crisis calls from women survivors of domestic violence, their families and caregivers, provide crisis counseling and offer range of services either by connecting them to direct services of PCVC or through referrals. This platform is supported by a robust case management system to facilitate in-depth case documentation and follow-ups with the callers and a comprehensive database for referral to stakeholders and actors such as lawyers, civil society organizations, hospitals and health centers, state run structures such as One Stop Crisis Centers (OSCs) etc.

Dhwani program activities 2021-22

- An IVRS system was integrated to assist callers choose their preferred language.
- On average, crisis counsellors spent 20 minutes on a crisis response call and one hour on a counselling session.
- Dhwani team in coordination with lawyers, one-stop centres (OSC), civil society organisations (CSO), and non-governmental organisations (NGO) responded to high-risk cases.
- The team provided counselling and safety planning services in-person and through phone and WhatsApp conversations for each client. The team advised the client on what must be done during the time of a crisis emergency and gave our helpline numbers.
- There was a noticeable increase in the number of referrals from police stations for couple counselling support. Testimonials from the police showed that support from PCVC helped them understand a case from both perspectives. They had also found the crisis support to be helpful for the survivors.
- There was a steady rise in calls during covid 19 pandemic since a lot of survivors faced abuse from family and intimate partners and couldn't leave their homes due to the lockdown.

1415

New calls to the hotline

81%

of calls were from Tamil Nadu

9693

Follow up calls

6

languages - English, Tamil, Hindi, Telegu, Kanada and Malayalam

VIDIYAL - BURN CARE AND REHABILITATION

Vidiyal is a flagship PCVC initiative that serves women burn survivors of domestic violence. The project is the first of its kind to understand the role domestic violence plays in the incidence of burns amongst women in India and incorporates DV-informed, trauma-informed psycho-social care along with physiological care. The intervention starts at the burns ward at Kilpauk Medical College, Chennai and 4 other district government hospitals by providing psychosocial counselling, hygiene and nutrition services, and after discharge from the hospital the services are continued at PCVC'S Recovery and healing center (RHC), where trained social workers, physiotherapist, wound care specialists, provides physical and psychosocial intervention for recovery from wound and rebuilding their lives.

Vidiyal program activities 2021-22

- With the continued impact of the COVID-19 pandemic and the subsequent increase in domestic violence that has been documented, it was imperative for our services to scale-up and meet the challenge of ensuring that no survivor is left without support.
- Support to burn survivors across several districts of Tamil Nadu during COVID-19 by providing nutrition supplements, hygiene kit and virtual psychosocial support services.
- The physical and psychosocial interventions such as individual counselling, art-based therapy, group sessions were conducted through virtual platforms and as the COVID-19 situation got better was shifted to in person.
- Virtual physiotherapy: Physiotherapy is vital for the speedy recovery of burn injuries and improve mobility. During the pandemic, the team thought of ways for clients to continue physical exercise and for this reason developed and identified ways to ensure physical activity was not disrupted. The team analyzed and curated several exercises using household items such as windowpanes, door handles etc.
- The major change in this reporting period is that in Vellore and Madurai district hospitals, PCVC has been able to connect with clients through our Nodal stakeholders who make in-person visits to the hospitals.
- Weekly meetings with hospital staff and nodal coordinators, through which action plans are discussed and follow ups done consistently.
- With lockdown restrictions being lifted, the Recovery and Healing Centre (RHC) moved to a separate, bigger space to better serve and accommodate burn survivors.

- The recruitment of a physiotherapist, a social worker and a counsellor in the physical and psycho-social care verticals helped the team meet the specific and timely needs of clients.
- Home visits resumed while following strict COVID-19 protocols. Clients in Chennai and other districts were visited based on priority. Extensive travel became a possibility following the third COVID-19 wave, resulting in a multi fold increase in visits to homes and hospitals for in-person service delivery.
- Support was provided through PCVC's legal consultant when survivors needed legal support during their recovery.
- Art-based therapy was introduced as a group intervention for caregivers at KMC to offer a safe space to unburden themselves. Apart from burns wards in several district hospitals in Tamilnadu, burn survivors approached PCVC for burn-care services through the Dhvani hotline and the 181 government helpline for women.
- MOUs were signed with Vellore Government Hospital and Chengalpattu Government Hospital. A nurse supported by PCVC was appointed at Chengalpattu Government Hospital. The nurse serves PCVC's point of contact at this hospital and supports the provision of several direct services to burn survivors admitted to the hospital.
- Clients across hospitals in many districts were provided with protein and iron-rich nutrition supplements after careful assessment and coordination with the respective hospital staff. Clean drinking water and hygiene essentials such as disposable bed sheets and gowns were provided at KMC hospital.



162 Burns Clients



1551 Nutrition kits

68

Home visits

ASTITVA - EMERGENCY CRISIS SHELTER

Women and queer survivors in crisis situations who need a safe place to stay are accommodated at Astitva, PCVC's shelter home, or referred to other shelters in their city based on need and access. Vetri Padi is PCVC's extended stay shelter where survivors working towards economic independence can stay and pursue vocational training and employment opportunities until they are financially stable. Shelter support provides much-needed respite to survivors and their children to get counselling support, legal, medical and mental health referrals and consider their options in a safe and secure environment.

Astitva program activities 2021-22:

- The team provided independent living kits containing essentials to clients moving out of the shelter to support them in setting up their home. Based on the client's needs, the kit included items such as cot, mattress, pillow, bucket, chair, stove and kitchen utensils.
- Communicative English and soft skills training was conducted for clients as part of the 'Wings of Joy' program by the CSR team of Accenture. Employability skills training was held for different groups of clients. PCVC collaborated with Impact Sourcing, on job placements for residential and non-residential clients.
- Clients from the shelter were accompanied to an urban forest to reconnect with nature and build a sense of community. They were also taken on a staycation to a resort where they engaged in fun activities and art based sessions.
- Greening of the shelter premises was undertaken in collaboration with Nizhal, a social trust that works on afforestation in the city. Plant saplings and grow bags were bought and terrace gardening was set up. A gazebo was installed on the terrace for shelter clients to be able to spend their leisure time in a refreshing space.
- Expansion of shelter space: COVID-19 pandemic led to the expansion of space for quarantine, so as to keep shelter options open for clients who wanted to leave and to ensure safety and well-being of staff and clients. Robust COVID -19 protocols were put in place and followed vigilantly to ensure reduced exposure and risk.
- The pandemic raised concerns about the safety and well-being of both employees and clients. Given the front-line nature of the work, staff and clients were equipped with safety kits consisting sanitizers, N95 and surgical masks to ensure safety. Travel allowances and covid medical support were instituted to support staff and clients to use alternate means of travel other than public transport and take care of them should they test positive.

- The COVID-19 pandemic and floods in the months of November and December had a strong impact on survivors of violence who were single parents and predominantly employed in the informal service sector. To reduce their fear and anxiety, groceries and health and hygiene kits were given to PCVC'S non-residential long-term clients to ensure that they were safe and nourished during the pandemic. It gave many of them the stability to focus on searching for employment again.
- A staff member from the shelter team attended a 6-day course on Queer Affirmative Counselling Practice (QACP) which was aimed at building capacity to respond to specific needs and challenges of LGBTQIA+ persons.



130 New Clients



456 Grocery kits

LONG-TERM PSYCHOSOCIAL SUPPORT

Once the emergency situation has passed, clients are shifted to long - term intervention support. Here, the counsellors provide a safe and respectful space for survivors of gender-based violence to recuperate and plan their next steps. Their choices and feelings are respected and upheld, and the dignity of the survivor is of utmost importance. Survivors are provided with space and time to decide what they want to do and are provided with resources and opportunities to work towards their goals. Counsellor creates an individual service plan (ISP) to support clients to articulate their goals and take steps towards attaining them. They focus on education and employment opportunities and work to establish financial security. This is a critical part of the long-term intervention so that clients don't feel compelled to return to the abusive situation because of financial dependence.

Program activities 2021-22:

- Sixty-nine clients were supported through long-term psychosocial interventions over the year.
- Individualized service planning was done for each client to understand their history and assess their needs, wants and goals. Following a quick assessment, clients were provided with legal, counselling, educational, and/or employment support as required.
- With the informed consent of the client, family counselling sessions were held when they wished for it or when their family members reached out. Clients were given individual counselling during their stay at the shelter. They were also engaged in group sessions and activities during their stay.
- Follow-up interactions were done with clients after they moved out of the shelter. Home visits were also done to ensure their safety and well-being. Nizhal meetings which functioned as in-person support group sessions for queer clients were facilitated

1347

Individual
counselling
session

3255

Follow up
interactions

8

Home visits

SMILES- SUPPORT SERVICES FOR CHILDREN

Child survivors of domestic violence were provided with counselling, art and play therapy, development programs, peer support groups, referrals to child psychologists and financial support to pursue formal education.

Smiles- Program activities:

- Follow-up with the children and their mothers to ensure their safety and well-being was done periodically.
- Group sessions on various topics were conducted.
- Grocery and health kits were provided to alleviate the pressure of the pandemic.
- Three girls received their second dose of the CoVID-19 vaccine with PCVC intervention with Greaten Chennai Corporation. Support was provided to mothers who wanted to get vaccinated.
- Three girls were given digital tablets for educational support.
- On the occasion of Diwali, food packets were shared with the children and young adults.
- Seven girls participated in a personality development program facilitated by a volunteer group from Verizon. They also attended a creative graphic design workshop by Alleyamma Mathew.
- Yearly annual trip - Twelve girls participated. They were taken on a weekend trip to a beach resort. Younger children attended “Storybook Winter”, a three-day workshop with books, fun activities, snacks, food and goodies.

Strengthening network responses

PCVC remains dedicated towards providing quality and comprehensive services to women and LGBTQ individuals who are in situation of domestic/intimate/family violence. PCVC identified Nodal agencies at state and district level to handle cases in their respective zones, thereby increasing number of organizations available for support. The purpose of this is to ensure that there are more specialist domestic violence organizations that are created to serve the need.

PCVC's nodal network was leveraged for crisis response, community engagement and prevention initiatives outside Chennai. Nodal partner agencies - CREED in Cuddalore, ORD in Vellore, Good Shepherd in Coimbatore and Arogya Agam in Theni - were trained to function as outreach partners in their respective districts. They sensitised prison residents, children, teachers, SHG members, farmworkers, young men and trans persons about gender-based violence, built trust, handed out PCVC brochures, shared information about support services and handled questions from participants.

Program activities:

- An in-person survivor network meeting was organised in coordination with the Organization for Rural Development (ORD) for twenty clients in Vellore.
- In Vellore and Madurai government hospitals, PCVC was able to connect with clients through nodal network partners who visited the hospitals twice a week to provide direct physical and psychosocial interventions. PCVC's hospital team followed up with clients virtually on the other days.
- CREED in Cuddalore, ORD in Vellore and Good Shepherd in Coimbatore continued functioning as nodal partners to spearhead domestic violence services in their respective zones. Following a field visit to meet committees and discuss case-handling, outreach and community interventions, Arogya Agam, a Theni-based NGO that works on health, development and human rights was signed on as a nodal network partner this year.
- Among others, Organization for Rural Development, Vellore facilitated sensitisation sessions for Vellore prison residents. CREED - Cuddalore supported and provided services to Cuddalore and Pondicherry clients referred by PCVC. The team at PCVC was consistent in providing financial support for the same. Other nodal stakeholders provided contacts and referrals to aid in client support.

- Iyarkai Trust, a stakeholder from Salem, reached out to PCVC to coordinate support for a migrant family that had been severely affected by a gas cylinder explosion. PCVC worked with the organisation to network with hospitals and provide support with nutrition, wound care and food.
- At an event organised by the U.S. Consulate General Chennai for students undergoing their English Access Microscholarship Program, the team engaged with 100 school students from Vaniyambadi Muslim Educational Society (VMES) in workshops on gender and violence.
- A discussion on domestic violence and gender-based violence was organised for 15 police officers from All Women Police Stations (AWPS) in the North Chennai Zone and a collaborative working model was set up with PCVC to respond to domestic violence cases from the area.



Outreach program- prevention initiatives

Adapting to the second and third waves of CoVID-19 in India and an outbreak of cases at PCVC, the team followed a hybrid approach to violence prevention initiatives. Digital avenues such as YouTube and Google advertisements were explored for helpline visibility while on-ground campaigns based on public art interventions were implemented to strengthen engagement in Chennai.

Program activities 2021-22:

- PCVC's reach on social media had an exponential growth with an almost three-fold increase in followers compared to the previous period.
- The official YouTube channel had an excellent engagement in October due to it being Domestic Violence awareness month.
- The channel gained 104 subscribers in a month - a third of the total subscribers at that point.
- Four videos had crossed 15,000 views for the first time since the inception of the channel in 2017. 'The Mirror - a short film on domestic violence' had crossed 21,000 views by the end of the month. This led to YouTube videos becoming a new source of calls to the Dhvani hotline.
- As part of internal capacity building, two staff members working on outreach, engagement and communications attended 'Safe and Fair', a workshop series on enhancing online engagement with survivors of violence against women and online visibility of service providers facilitated by UN Women and Quilt.AI.

172

"I am Dhvani" awareness sessions were conducted

603

participants signed up to be changemakers

5462

Participants were sensitised to gender-based violence

2500+

followers by March on Instagram

Campaigns:

- As part of 16 Days of Activism, PCVC staff members put on mascot costumes depicting a phone and engaged the crowd at malls and parks in conversations about domestic violence and shared resources.
- PCVC and Tamil Nadu Domestic Workers Welfare Trust joined hands during the campaign to raise awareness through a series of 'I am Dhwani' sessions in Perumbakkam, Chennai. Discussions on gender-neutral parenting and the association of certain images with gender struck a chord with many participants.
- From November 25 to December 10, the team ran an outreach campaign on Instagram in addition to on-ground activities and press coverage. An average of 3 posts around the theme of 'Resistance' were uploaded each day. PCVC's art exhibition 'Redrawing Resistance' was launched as part of the campaign. Over 900 followers were gained during this campaign.
- 'Ezhundhu Vaa', a commissioned song based on poems by survivors was launched by Singer Dhee on the last day of the campaign.
- #BeABetterPartnerThisYear: A new year campaign on healthy relationships targeting male partners was carried out on social media. A series of twelve posts on resolutions that men can take to be better partners were shared through the month of January. This series was followed by two listicles on things for male partners to watch out for and work in relationships that were circulated widely.
- March - Women's Month: A public art installation on domestic violence was set up at venues with high footfall in March. The art installation took the form of a parked auto-rickshaw containing photographs, a short video and a hanging art piece honouring survivors and victims of violence.
- #SupportYourDaughter was launched as a campaign on social media to mark women's month and initiate a conversation with parents on the importance of supporting their daughter and their choices. This was done through text posts on ways to support daughters and video posts covering the journey of supportive parents who supported their children in getting out of abusive relationships.

- Redrawing Resistance: An art-based workshop curated and co-founded by PCVC to showcase paintings, photography, poetry and videos from survivors and their family from south Asia. This intervention helps survivor's express trauma and violence endured through art and find solace and healing during the process.



- #ShutUpPannadhinga (#Don'tShutUp) was finalised as the central theme of the 2021-22 edition of Redrawing Resistance. The team organised a series of art therapy workshops around the theme in September 2021 with survivors of violence and allies. Artwork from the 2021 edition of Redrawing Resistance was launched as a virtual exhibit on PCVC's website in December.



- Auto Art Installation: A travelling art exhibit with pictures of artwork from 'Redrawing Resistance' was set up in March 2022 and taken to public places in Chennai like Central Railway Station and Anna University for interaction with passersby in March. Designed by SNS Arts Development Consultancy, the art installation took the form of a stationary auto-rickshaw placed inside an enclosure with metal bars. The roof of the auto-rickshaw carried pictures of artwork by survivors as part of Redrawing Resistance. A video about art as an intervention and form of therapy was played for participants upon entering the auto-rickshaw, followed by an unveiling of art in honour of lives lost to domestic violence.



Management overview

BOARD OF DIRECTORS

Name	Designation
Dr Prasanna Gettu	Founder and Chairperson/Managing Trustee
Sandhya Sridhar	Board Member
Sethu Lakshmi	Board Member
Usharani Sampathkumar	Board Member
Bysani Chandrashekar Kanakavalli	Board Member
B S Sreenag	Board Member
Ritu Sahi	Board Member

Employees/consultants from April 2021 to March 2022:

- Total number of employees as on 31 March 2022: 27
- Total number of consultants as on 31 March 2022: 1

Policies followed at PCVC

- [p1_pvc_code of conduct and ethics](#)
- [p2_pvc_administrative & financial policy](#)
- [p3_pvc_personnel policy_2020-2021](#)
- [p4_pvc_sexual harassment policy](#)
- [p5_pvc_anti fraud policy](#)
- [p6_pvc_procurement policy](#)
- [p7_pvc_IT policy](#)
- [p8_pvc_anti sea policy](#)