PROFILE OF R.E.A.D.

RURAL EDUCATIONAL ACTIVITIES FOR DEVELOPMENT (READ)

Prepared

By

Ms. Manjulata Sahu, MSW.

Executive Secretary
PROFILE

Name of the organization: Rural Educational Activities for Development (READ)

Status of organization: Non-profit, Secular, voluntary organization.

Registration details: Registered under societies registration Act. XXI of 1860. Registration No: 3 of 1993-94. FCRA No: 104910098. PAN No: AAA TR 9762Q.

Income Tax Exemption: 12AA

Registration No:

Inception of the organization: 1992

Name & designation of the chief functionary: Mrs. Manjulata Sahu (MSW), Executive Secretary.

Geographical target Area: District No: 3. (Rayagada, Gajapati & Ganjam of southern Orissa, India).

Block No: 4 (Ramanaguda, Mohana Chatrapur & Rangeilunda).

G.Ps. No: 14 (Fourteen)


Partners: Local Communities, Membership fees, Individual donation from well wishers, Government, NGOs & INGOs.

What READ is:
Rural Educational Activities for Development (READ) is a civil society organization working for the cause of the Adivasis and Dalits since 24 years now. READ was formed by few like-minded individuals to bridge the gap between development and the marginalized communities that they deeply felt for. The organization was seen as a vehicle for realizing their dreams for a peaceful and just society especially for people who generally get pushed to the margins of development. In their home state Odisha, these populations were the Adivasis (ST) and the Dalits (SC) who have been at the sidelines for decades. It is registered with the Government of India under the society registration Act in the year 1993.

READ has been working with the people of 50 villages in the districts Rayagada, Ganjam and Gajapati with a focus on women, marginalized farmers and youth within the Dalits and Adivasis communities. READ has approximately 12 staff members within the organisation directly
supported by All We Can. READ has an Board of Governors which is responsible for developing policies and directions for the organisation and arrange annual auditing of the organisation.

**Focus area:**
READ focuses its work in the state of Orissa, India and concentrate in 3 Districts of southern part of Orissa state at present namely Rayagada, Ganjam & Gajapati. READ emphasizes to Dalit & Tribal group of the locality, mainly to women, children & youth.

**Vision of READ:**
READ’s vision is to create a peaceful, just and an equal society where Adivasis, Dalits and marginalized communities are empowered to live a life of dignity and quality.

**Mission:**
READ strives to fulfill its mission by empowering the marginalized communities, capacitating them to recognize and access their rights, building peoples collectives at local and larger levels, strengthening local leadership & local governance institutions for enabling participatory development, pro people policies and realization of rights, entitlements and justice working together with community leadership, likeminded organizations and relevant stakeholders.

**Five years strategic Goal of READ:**
READ’s goal is to facilitate the processes of social inclusion, equitable development by enabling community voices through collectivization and influencing policy development and implementation so that the most marginalized, vulnerable and socially excluded communities (particularly women, SC and ST) in the state of Odisha enjoy quality and dignified life by realizing their rights, entitlement and justice.

**Objective of READ:**
1. Promoting gender justice, promoting and protecting rights and entitlements of women (particularly SC and ST women) with dignity, social inclusion and participation of women in all spheres of life for an empowered, inclusive and violence free just society.

2. Promoting sustainable agriculture and livelihood options to improve food security, food production, quality nutrition and better employment as well sustainable income generation sources for the poor marginalized and excluded communities in the state.

3. Promoting and protecting the rights and entitlements of the scheduled caste and scheduled tribe communities, particularly the women by collectivizing and empowering community voices, sensitizing policy makers and forging partnerships towards collective action among CBOs and Civil Society Organizations to effectively address the issues affecting the lives of women and children, both at grassroots and policy level.
4. Equipping READ for efficient and effective functioning to become a centre of excellence on women empowerment, Access to rights and entitlements of SC and ST as well as strengthening livelihood in a systemic, transparent and accountable work culture.

**READ’s Theory of Change:**

READ believes that people themselves positive change in their lives with support and facilitation by other stakeholders. This kind of change will sustain and owned by the communities. READ’s approach includes collectivization and catalyzing those who are struggling with poverty, exclusion and injustice are capacitated to build their own institutions taking initiatives for structural and behavioural change. By this they will be able to achieve and enjoy their rights and overcome injustices. Forging partners with those who are duty bearers and engaged in facilitating change at the community level will accelerate this change process to create impact at a scale.

**Core values:**

- **READ is a secular organization, independent of political parties and committed to the equality of opportunities for all, irrespective of gender, caste, creed, ethnic and other social differences in its policy and programmes.**
- **READ believes in ensuring that community remains at the core of programming, delivery and performance assessment by valuing people’s rights to participation. Honesty, Sincerity, Transparency and Accountability towards program implementation, Management Board, communities and supporting agencies is underlying principles.**
- **READ follows non-violence, cooperation for just society, Belongingness, Care, Share, Openness and believing in those, whom READ is serving.**
- **READ promotes Self-confidence, trust worthiness and collectiveness, Self-actualization, integration and decentralization in its functioning and management processes.**
  - **READ believes and ensures that social inclusion and gender differences are taken into account at all levels in policies, programmes and behaviours and strengthen processes of social inclusion.**
  - **READ believes in partnering with those who are engaged in the process of women’s and children’s empowerment from state, market and civil society at local, national and international level. Forging partnership with all stakeholders to inspiring dialogues from bottom up, promoting consultations and consensus and engaging diverse stakeholder’s commitment and ownership in its programme and interventions.**
  - **READ is committed to adhering to organizational values, being fair, impartial and objective in decision making and demonstrating transparency and accountability in organizational behaviours to diverse stakeholders as well as delivering high quality results in a manner accountable to stakeholders.**

**READ believes in:**

- Being transparent to all the stakeholders
- Driving one’s commitment
- Strengthening Community participation and being guided by the voice of the people
- Undertaking specific efforts towards institutional networking for sustained efforts
- Democratic function starts from the level of the organization
- Convergent partnership with donors/sponsors maximizes the benefits being brought to the community
- **Only community leadership can bring real, needed and lasting positive change**

**READ identity and reach:**
READ is a Voluntary Organization, working for more than two decades directly with community, particularly with women, children and farmers of scheduled caste and scheduled tribes, who are struggling with poverty, social exclusion and gender injustice across 3 districts of Odisha and mobilizing and campaigning to challenge the structural causes. READ’s geographically works in the SC and ST dominated districts – Rayagada and Gajapati which, have as high as 55.76% of STs & 56.61% of ST women and 50.78% overall STs and 51.17% of ST women respectively. The geographical spread of the organization includes 3 districts, 5 blocks, 15 GPs and 167 villages in Ganjam, Gajapati and Rayagada districts of Odisha.

**Target Group**
Our main focus groups are the people belonging to Tribal, Dalit and OBC communities. Among these communities the poorest are given priority. We mainly focus to the women, children, youth & marginal farmers of the communities.

**Programme Area**
READ is presently working in 15 Gram Panchayats in 5 Blocks of Rayagada, Gajapati, and Ganjam Districts of Southern Orissa.

**Staffs of READ:**
Total workers full time staff – 25 persons
Total Male staffs – 9 persons
Total Female staffs – 16 persons

**Area coverage Map of READ**

![Area coverage Map of READ](image-url)
### Total population READ covers:

<table>
<thead>
<tr>
<th>Name of District</th>
<th># of Blocks</th>
<th># of GP</th>
<th># of villages</th>
<th>Total households</th>
<th>Total population</th>
<th>Direct Beneficiary</th>
<th>Indirect beneficiary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>F</td>
<td>Total</td>
</tr>
<tr>
<td>Ganjam</td>
<td>2</td>
<td>8</td>
<td>50</td>
<td>11749</td>
<td>23132</td>
<td>22842</td>
<td>45974</td>
</tr>
<tr>
<td>Gajapati</td>
<td>2</td>
<td>4</td>
<td>67</td>
<td>3200</td>
<td>7055</td>
<td>9195</td>
<td>16250</td>
</tr>
<tr>
<td>Rayagada</td>
<td>1</td>
<td>3</td>
<td>50</td>
<td>2137</td>
<td>5391</td>
<td>5514</td>
<td>10905</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>15</td>
<td>167</td>
<td>17049</td>
<td>35578</td>
<td>37551</td>
<td>73129</td>
</tr>
</tbody>
</table>

### Community Based Organization promoted by READ:

<table>
<thead>
<tr>
<th></th>
<th>COMMUNITY LEVEL</th>
<th>GP. LEVEL</th>
<th>BLOCK LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total women SHGs</td>
<td>Total Widows SHGs</td>
<td>Total Famers committees</td>
<td>Health committees</td>
</tr>
<tr>
<td></td>
<td>72</td>
<td>80</td>
<td>50</td>
</tr>
</tbody>
</table>
Current programmes and focuses area of READ:

Livelihood Programme:

READ believes that only with development in Agriculture and related livelihoods will contribute to holistic development. READ believe the essence of empowerment is a fulfilling livelihood enabling each individual to care for him / her and family.

READ Agriculture & Livelihood’s core objective is to empower every man and woman in farming households to overcome poverty through improved and innovative farming techniques, process and practices.

READ Agriculture & Livelihood goal:

- Ensure every agrarian family (cultivators, livestock forest dwellers) will be empowered with the capability of increasing their income at twice the rate of national economic growth
- Increase land under cultivation for enhanced productivity through innovative direct and investments in agriculture based livelihood programmes
- Work towards livestock improvement and introduction of horticulture
- Ensure easy access to farm credits and financial inclusion
- Provide technical support for crop management

Introduction of Second Crops and Cash Crops: READ have provided farmers with the seeds, plants, irrigation systems and tools to introduce second crops across 50 villages. So far, READ has overseen the cultivation of crops like vegetable, cotton, sunflower, pulses, paddy and cashew nut over 1500 acres of land.

Innovative Farming Techniques: READ is helping farmers with the technical-know-how and support required for grafting improved varieties of cashew and mango trees to generate higher value produce. So far, READ have grafted over 19000 cashew, coconut & mango trees. In the next five years READ plan to graft 100,000 trees.

READ has promoted horticulture development amongst small and marginal farmers. Currently there are 400 farmers who have adopted horticulture. In the next five years READ plans to reach out to 2,000 farmers.

SRI (System of Rice Intensification) Technique: An innovative technique leading to improved yields with lower input costs. READ have skilled up to 400 farmers and are practicing SRI system of cultivation. In the next five years READ will scale up this programme to 2000 farmers.

Vermin-composting: READ have initiated vermin-composting, an organic farming technique, to increase land productivity and enhance income. READ has provided trainings and replicating among 400 farmers. The farmers are slowly initiating preparing vermin compost. In the next five years READ will reach out to 2000 farmers.

Farmer Collectives & Co-operatives: To enable collective buying, selling and knowledge sharing, READ have formed and promoted 3 GP level Farmers Committees at present. The goal is
to form and promote in entire 12 GPs of Ramanaguda Block of Rayagada District, Odisha in the next 5 years.

**Women Empowerment**

Two major initiatives taken by READ with regard to the empowerment of women are the formation of various Self-Help Groups (SHG’s) and the initiation of the Women SHGs Federation at the Gram Panchayat level.

**Empowerment of Widows:**
READ has been working with the widows who are most vulnerable after the death of their husbands and live a miserable life in the society. The widows are treated as ill-fated in the community and discriminated at all social functions and gatherings. Despite of their family burden the persecution of in-law families supplement to the despondent life of the widows. Therefore READ has initiated to organize the widows of the community and are forming SHGs and SHGs Federation. Through these SHGs and SHGs Federation the widows will undertake different development activities for their sustainable dignified life. This process will gradually bring smile and happiness in their lives.

The following are the core principles that apply to all READ’s micro-finance programs
- Serve the poorest clients, with a focus on women
- Promote solidarity and group guarantees
- Savings Mobilization
- Support capacity building/training
- Increase productive assets
- Promote sustainable income generation programme.
- Enhance leadership quality to access equal rights and dignity.

**Education**
India has the largest number of illiterate people in the world - around 268 million, a staggering 35% who cannot read or write. Less than half of India’s children between the age of 6 and 14 go to school. One in every four girls in Rural India drops out of school before reaching the eight standards.

The core objective of READ, Education is creating centres of excellence in rural India by working with school leadership, teachers and the community to transform existing schools.

**READ Education goal:**
- Ensure every child goes to school until 10th Standard and is up to Grade Level
- Empower children with enhanced earning capabilities and provide an opportunity to work in a vocation of their choice
- Empower school leadership and schoolteachers with strong motivational training and exposure to best practices & where necessary the materials to deliver quality learning to students
- Create a socially and environmentally conscious new generation that acts as a catalyst for change.
Training programme: READ are planning to conduct Teacher Training programmes using techniques like classroom management, positive disciplining, multiple-intelligence and much more. In the next five years READ has planned to cover minimum 500 teachers from 4 Block of READ operational area.

Leadership Training: READ focus strongly on leadership and professional skill development for Village Education Committee members, local leaders and School Teachers to be effective administrators and to lead by example. READ is emphasizing to develop quality education and better management of the institutions so that the children can ensure joyful learning and enhance livelihoods and creating socially and environmentally conscious citizens.

Children fare: Focusing on children’s happiness and creativity READ organizes children fare every year during summer vacation. Where the children are provided classes through different games, competitions etc. READ believes in joyful education which will encourage the rural children to attend regular school and stop school dropouts.

Private Tuition: It is realized that the rural poor students from remote villages unable continue their education and secure low marks in the exams. Thus the interest of the parents and children go down and they dropout from the schools. So READ has initiated private tuitions at community level to provide good and quality education. READ have started with 55 nos. of girl children at this moment. There are around 1000 children engaged in household works and those that have migrated out of state are about 82 children. However READ have been trying to accumulate and provide education along with various skill based trainings.

Health
India has the highest malnourished population in the world. In India, 46% of children under the age of 3 are malnourished and nearly half of infant deaths are related to malnutrition. Approximately 25% of global maternal deaths occur in India. It is evident that there are fundamental health issues that need to be urgently addressed, especially among rural communities where quality and accessibility of medical infrastructure is very limited.

At READ Health & Nutrition, we believe that every individual should be empowered to live a healthy & productive life. The core objective of READ Health & Nutrition is to ensure universal access to public and private health care services for its rural communities.

READ Health & Nutrition goal:
- Empower through community based health institutions
- Provide access for every family to public and private health care facilities for both primary and secondary healthcare
- Address all major ailments affecting our communities including anaemia, preventable bone-related disease, tuberculosis, diabetes, hypertension, mental health, visual and physical impairments, RTI/STI, cancer etc.
- Enhance maternal and child health care services including institutional deliveries and new born care

Anemia Management: More than 50 percent of India’s population is afflicted by anaemia, with infants, children and pregnant women being the most at-risk. We educate our communities on
appropriate nutrition & diet. READ has supplied vegetable seeds to 3800 families for creating Kitchen Gardens for dietary supplementation. Pregnant women and new born children are identified and facilitate to avail government health facilities. In the next five years, we plan 100% coverage for our entire community.

**Health check-up Camps:** Together with local health personnel and support READ conducts free health check-up camps in target communities. Despite of providing free medicines, health treatments, READ imparts different trainings and workshops on community health, sanitation, reproductive child and health care, sensitzation on HIV/AIDS etc.

**Organisational structure for READ:**

![Organisational structure diagram]

**Our strength:**
- Credibility among communities and local stakeholders
- Committed and competent leadership
- Multi tasking, committed and experience team
- Identity of the Organization and acceptance by stakeholders for working with women, Scheduled caste and tribes
- Reach to marginalized communities and remote areas
- Grassroots level experience of successful execution of various projects and championing issues related to SC and ST communities, particularly with women.
- Office infrastructure
- Strong and committed local cadre as well as learning opportunity for staff and access to leadership (less hierarchy)

Management system:
READ will be managed of its day today affairs in the following process and system

Policy level:
- All kind of policies have been prepared by READ level in order to expand its working operation with a collective process.
- Role and responsibilities of Staff members are carried out as per the plan and policy made by READ.
- The community planning has been prioritized in annual planning and policy adoption process of the organization.
- Proposed project planning is made in accordance with the guideline of prescribed policy paper & strategic planning developed by READ.

Administrations level:
- The responsible representatives of the organization under project management team are fully responsible and accountable for effective management of the project program.
- The responsible representatives of the organization along with appointed project team are carried out day today planning of work execution in accordance with the requirement with the project.
- All the required documents under project have been prepared by project team with guidance/instruction of READ organization.

Financial level:
- Any financial supports/aids come in the name of READ from the individual or institutional donor agencies have been managed by the READ organization.
- Budget of the project are disbursed to the responsible persons by Cheque/DD/Bank transfer for the implementation of the programs and the staff salary.
- The Cheque/DD/Bank transfer will be issued to the responsible persons based on the requisitions passed in the monthly action plan.
- The CBO leaders and READ management team will supervise, monitor over financial management and work execution of the project.
- Financial report along with activities report of the project has been prepared by the concerned project coordinators at field level and disseminates to READ for
financial preparation of the consolidated report and the same are being communicated to donor agencies for transparency and accountability. READ also shares the annual progress report along with annual financial audited statements to government department in concerned District and FCR department New Delhi.

The finance committee constituted with 3 representatives of READ has been committed and fully responsible over financial management and takes care of financial monitoring of the READ.

Funding Support:

READ is a grass root level organization working with the women, children, youth & marginalized farmers of Dalit, Tribal and other deprived communities of Orissa state, India. Though it has strong desired, and committed to reach more & more closer to the heart of the interior poor and marginalized people of the locality to hear them, understand their feelings, know their problems, identify their resources and facilitate people to realize them to resolve collectively by themselves. But due to limited fund we are unable to reach as much as we could. Therefore we request your kind benevolent support to stretch your hands to accomplish these noble causes.

Contact Details:

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Thanking you