

PROJECT PROPOSAL

I. GENERAL INFORMATION:

- a. Title of the Project: Promotion of Small Family Norm in Rural India
- b. Location : Baliapal Community Development Block
- c. Name and address :Mr.Rajendra Kumar Rana
Of the applicant Coordinating Member

Alternative for Rural Movement (ARM)

At/Po.-Baliapal

Dist- Balasore

Orissa 756 026

II. LEGAL HOLDER :

- a. Name and address : Alternative for Rural Movement (ARM)
Of the organisation At/Po.-Baliapal

Dist- Balasore

Orissa 756 026

- b. **Legal Status:** The Alternative for Rural Movement is
Registered under the following Indian acts.

| Sl.No. | Registration Act. | Registration No. | Date of Registration |
|--------|-------------------|------------------|----------------------|
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| 1. | Indian Societies Registration Act. XXI of 1860 | BLS 2723-681 | 16.12.89 |
| 2. | Foreign Contribution Regulation Act. 1976 | 104820036 | 17.06.92 |
| 3. | Income Tax Act (12A) | Judl/37/12A/96-97/17041 | 30.09.96 |
| 4. | Income Tax Act(80G) | CIT/CTC/Tech/80 (G)500/2010-11/7053.59 | 28.02. 2011 |

III. BACKGROUND INFORMATION:

a. Brief description of the Organisation :

Mission, vision and general strategy:

Mission: Realisation of an equitable social order through motivation, facilitation and self-activity among backward rural women and children in the sphere of health, education, economy, rural leadership and participation in democratic governance in society.

Vision: To find out an alternative strategy of social intervention for gender equity, human rights and pilot the NGO movement in the state for an egalitarian society

Strategy: ARM has shifted from its past strategy of development and welfare approach to rights based approach for empowerment of rural poor, especially of women and children. The new strategy of ARM is to organize and bring the neglected oppressed and exploited rural areas, especially women and children in the mainstream of social living of civil society and sensitize them about their rights, enable them to participate in decision making, contribute and benefit from the

planned development of their community through self help and enjoying human rights.

CORE VALUES OF ARM:

- Unity in Diversity
- Dedication towards commitments
- Down to top rights based approach
- Gender equity
- Justice and peace
- Community participation
- Social inclusion of vulnerable communities
- Self Help

Contact Person: Mr. Rajendra Kumar Rana

Co-ordinating Member

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Characteristics and nature of organization

Year of Establishment: 1989

Identify and nature: NGO, working partner and also Operating Partner of Balasore Social Service Society, the welfare wing of the Roman Catholic Diocese at Balasore, Orissa, India.

History of the Organisation:

After formation of the organization the members felt the immediate needs in drawing development planning with peoples, participatory approach, community mobilization, volunteers team building, conducting in-depth survey and need assessments. So some potential members had undergone various trainings in reputed institutions and up-graded capacity in community interventions. To start with ARM identified most backward 5 villages of Scheduled Caste and Tribal People and initiated awareness generation programmes on various issues for encouraging community involvement to eradicate the course of illiteracy, elimination of superstitions and social evil etc. In the middle of the ninety's ARM gradually spreaded its areas of operation in fifty remote backward villages. During that period of journey various national and international agencies had extended their kind support and assistance to ARM. Despite various constraints ARM is successful to initiate an alternative path for socio economic development of rural poor. However, in the changing global scenario, it is needed to nurture the people's movement towards sustainable development in all respects. Presently 156 dedicated volunteers, 54 staff personnel and 11 general body members are striving to reach the target destination of rural prosperity, development of quality in life of rural poor, gender equity and mainstreaming of the vulnerable communities into the civil society. In this critical journey 270 rural women's Self Help Groups, 625 Micro Entrepreneur Groups, 56 Village Health Committees, 8 small and marginal farmers clubs of the locality have been associated very closely and actively with ARM.

List of collaborating agencies:

Action Children Aid, Denmark, Catholic Relief Services, USA, MISEREOR, Germany, Trickle Up Program, USA, Karl Kubel Stiftung, Germany/European Commission, Church's Auxiliary for Social Action (CASA), Kolkata, NABARD, Bhubaneswar, CEVA, Ghaziabad and Kolkata, Balasore Social Service Society, Balasore, Department of Horticulture, Balasore, Department of fisheries, Balasore and UCO Bank , Baliapal branch.

OBJECTIVES:

- ❖ To develop and upgrade capacity and skills of village women groups of vulnerable communities through self help initiative for livelihood and food security
- ❖ To develop leadership quality, decision making power and self governance strength among rural women's organizations and other peoples' organizations of most deprived and exploited communities for establishment of their human rights
- ❖ To sensitize rural people in general and women folk in particular about various social and economic issues and to identify alternative for rural movement in the context of globalization and for a prosperous sustainable future
- ❖ To enhance opportunities for children at risks and difficult circumstances to access the basic amenities and rights to childhood development and their mainstreaming in the civil society
- ❖ To incorporate rural women and children of all vulnerable communities as potential change agents in the struggles to bring a social change by strengthening their empowerment process

Major activities of ARM

- Empowerment & mainstreaming of backward rural youth, women, divorcees, destitute and dalits through promotion of SHGs, women rights, gender equity and legal assistance.
- Awareness and action on mother and child health, reproductive child health ,nutritional care, immunization, family planning, HIV/AIDS control, Public health management through traditional system of herbal medicine cum Primary Health Care.
- Socio economic development of poor and vulnerable rural youth, women folk through credit and savings, vocational self employment and micro enterprise promotion.
- Joyful primary education of poor and dropout rural children with emphasis on sports, culture, arts/craft and science activities
- Mainstreaming, empowerment and economic self employment of risked rural girls against illiteracy, child labour, gender abuse, girl trafficking and HIV/AIDS threats
- Concerted community effort for Environment and sanitation improvement through social forestry plantation, bio promotion of local flora and fauna, organic farming, waste utilization and recycling, household toilet installation, drinking water provision, natural resource utilization and sustainable energy promotion.
- Focused development of specific backward sections like indigenous people, coastal fishermen communities as well as

Scheduled Caste (SC) & Scheduled Tribes (ST) for their livelihood progress and prosperity

- Introduction and popularization of organic farming, bio composting, bio control and herbal garden among the backward village communities along with self employment training on post harvest technology, value addition, agro processing & agri business management
- Promotion of Consumer rights and Protection of Consumer interest against social exploitation through awareness, education and legal action
- Developmental partnership ,expertise and resource exchange ,Networking & consultancy for empowerment, strengthening and mainstreaming of grass root level under equipped people's forums & community Based Organization
- Maintaining an organizational resource centre, developmental information data base and imparting information technology training for the development stakeholders of the district
- Community based disaster management drive through disaster preparedness ,disaster risk mitigation ,relief and rehabilitation, infrastructure promotion with emphasis on disaster taskforce groups organization and Village Development Committee (VDC) strengthening and empowerment
- Food security and employment of disaster affected/ vulnerable rural communities through village approach roads ,construction of irrigation channels ,embankments and water harvesting structures ,shelter support ,high rise platforms under Food for Community Development (FFCD) & Cash for Work (CFW) programmes.

Target area of implementation:26 villages in Asti,Baiganbadia & Bishnupur Gram Panchayat of Balasore district.

Long-term Objectives of the project:

To maintain small family norm for socio economic development of the backward rural people of Balasore district.

Short-term Objectives:

- To make aware eligible couple of backward communities about family planning measures
- To reach out the temporary family planning devices at the door step of backward rural community

- To provide opportunity for NSV & tubectomy operation for the target eligible couples.
- To check rapid population growth

Activities:

- Organise village level awareness meeting on small family norm.
- Development of IEC materials on family planning
- IEC campaign on different methods of family planning
- Opening of Community Based Depot (CBD) for immediate access of family planning devices to eligible couple.
- Organise NSV/Tubectomy operation camps in different places for permanent family planning.

Methodology proposed:

- Involvement of different stakeholders & community people in the planning & implementation process
- Work in close cooperation with Govt. Health System
- Participatory methods in each & every programme.
- Involvement of local volunteers in project implementation

Qualitative and quantitative benefits envisaged:

Qualitative:

- Awareness level of common people will be high
- Change in behavior of rural people
- Check of population growth
- People will get access to different family planning devices/methods
- Strengthening of Govt. Health system
- Socio economic growth of poor family
- Implementation of different Govt. family planning schemes

Quantitative:

- 52 nos. of awareness meetings organized

- 156. of BCC sessions conducted
- 6000 nos. of IEC materials developed
- 26 nos. of campaign conducted
- 16000 nos. of family planning devices distributed to Eligible Couples
- 10 no. of NSV/Tubectomy operation camps organized.

Monitoring and Evaluation

Monitoring and evaluation are essential components of the project. Internal monitoring is proposed to be undertaken by the project staff. It is proposed to have monthly review meeting to monitor the progress of the project in terms of its different components. The technique of financial sanction and release of funds will be used to assess the progress of the project. The external monitoring is expected to be carried out by the support agency, at frequent intervals convenient to it. Mid-course corrections, if found necessary on the monitoring, will be made in consultation with the approval of the donor agency.

Budget

| Sl.No | Particulars | Amount |
|--------------|---|---------------|
| 1 | Organisation of Awareness Camps @ USD 10 per camp X 52 camps | 520 |
| 2. | Development of IEC Materials @ USD12 / 20 materials X 300 | 3600 |
| 3 | IEC Campaign @ USD 15 / campaign X 26 | 390 |
| 4. | Establishment of Community Based Depot @ USD 70 per depot X 26 | 1820 |
| 5. | Organisation of NSV/Tubectomy operation camps @USD 100 / camp X 10 | 1000 |
| | Total | 7330 |

Seven thousand three hundred thirty Dollar only

RAJENDRA KUMAR RANA
Coordinating Member