



Organizational Profile

The name “Chetna Vikas” is Hindi for “development awareness”. As such, the name of the organization represents the dual goal: (1) to increase awareness of the poor, disabled and disenfranchised so they are empowered to strive and advocate for their own development; and (2) to increase the relevance and impact of development itself, such that it operates with awareness, sensitivity and an appropriate, participatory methodology in rural communities. Chetna Vikas is...



empowering the poor, disabled and disenfranchised in rural India

Vision: Chetna Vikas envisions a progressive and sustainable rural India, wherein all people live peacefully and with dignity, enjoying social, political and economic equality as well as the right to livelihood, to freedom of expression, and to equal opportunity for public participation.

Mission: Chetna Vikas’ mission is to empower the poor, disabled and disenfranchised in rural regions of Jharkhand State to achieve the Gandhian principle of “sarvodaya” (universal uplift). To this end, Chetna Vikas employs rights-based, people-centered, grassroots and participatory methods: to eliminate socio-economic inequality; to promote health, nutrition and well-being; to facilitate self-reliance; to enable local self-governance; to ensure natural resource management; and to promote people’s advocacy.

Strategies:

- To promote awareness of health, hygiene and nutrition among rural masses.
- To facilitate holistic well-being and development of women and children.
- To educate women about their rights and reduce gender inequalities.
- To promote agriculture activities for food and livelihood security.
- To develop entrepreneurial skills for youth self-employment.
- To create awareness of pro-poor, rights-focused government programs and policies and to ensure benefit of these.
- To enable local self-governance and active participation of all stakeholders.
- To empower NGOs and CBOs to undertake development initiatives.
- To organize and assist people’s organization and advocacy.



Factsheet

Founding: Founded in 1985, Chetna Vikas is a non-profit, non-governmental organization, registered under the Societies Registration Act and Foreign Contribution Regulation Act. The organization was founded under the leadership of Mr. Kumar Ranjan, motivated by the Bihar movement and Gandhian ideology.

Focus: Chetna Vikas promotes environmentally sound, sustainable, agro-based livelihood and income-generation activities through the facilitation of self-help groups (SHGs) within vulnerable communities.

Goal: The organizational objective is to strengthen people's organization, advocacy and awareness, and to equip them with adequate infrastructure and technical knowledge so they can undertake and sustain their own development initiatives.

Geography: Chetna Vikas works in the rural regions of Jharkhand, India; specifically, in more than 450 villages of Jharkhand's Deoghar and Dumka Districts. Currently, there are plans to extend organizational activities to Pakur District.

Beneficiaries: The organization supports tribal, economically disadvantaged, and rights-deprived sections of society, with particular emphasis on subsistence farmers, women, children, and the disabled.

Values: The motivating force behind all Chetna Vikas activities is Gandhian ideology as it pertains to the alleviation of human suffering and injustice, and the development of vulnerable people.

Methodology: Chetna Vikas work is always based on the expressed need of a vulnerable community, and only after the need / request has been voiced by the community itself. Once a request is made, Chetna Vikas holds a meeting with the villagers and also refers to secondary data and the opinions of stakeholders. On this basis, it is determined if a project proposal is feasible. If so, the proposal is prepared and forwarded to potential funding organizations. If funding is secured, then the project plan and activities are prepared with the input and assistance of beneficiaries in the village. Project activities are determined on the basis of local situation analysis and micro-planning. Projects are implemented by a Project Team and internally monitored by a Monitoring Cell. The Monitoring Cell is comprised of the Secretary, the Project Manager, and village representatives, and possibly representatives from the funding organization). The Cell sits in the central village of the project area, examining each aspect of project delivery and offering guidance for better performance. Once project activities have been implemented, the village beneficiaries of the project are assisted to fulfill any additional requests / demands they may have through their own efforts (e.g. labor contribution and leveraging government resources).

Administration: Chetna Vikas is governed by a General Body and a Governing Board. The General Body, which consists of 25 members, is the supreme body and has the right to amend by-laws of the organization. The meeting of the General Body is held once a year, but can be called again if required. The Governing Board consists of 11 members, including the President, Secretary and Treasurer (who are office bearers of the organization). The Governing Board meets twice per year as stipulated in the provisions of the organizational by-laws. At these meetings, members decide policy matters, discuss project progress, share project reports, and decide future courses of action. Mid-term meetings of the Governing Board can be called to make major decisions.

National affiliations:

- *Awahan:* A Santhan women's committee focused on women's rights and girl child atrocities.
- *NORMS:* A district-level network of 15 NGOs working in the area of natural resource management.
- *RRC-ASK:* A national-level network of 19 NGOs working in the area of capacity building and self-reliance.
- *Sangram:* A district-level network of 10 NGOs working in the area of basic human and community rights.
- *Viklangta Punarvash Manch:* A network of 14 NGOs working for the rehabilitation of handicapped persons.
- *Zila Swekshik Sanstha Manch:* A district-level NGO discussion forum focused on current, local issues and strategies for solution.



Donors and partners

ActionAid India

www.actionaidindia.org

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together. In India, Action Aid works with more than 300 civil society organizations and 12 million poor and excluded people in 24 states to address the root causes of poverty.

CARE India

www.careindia.org

CARE is one of the world's leading non-sectarian and non-governmental organizations fighting global poverty. CARE's mission in India is to facilitate lasting change in the well being and social position of vulnerable groups, especially women and girls, by helping them to become more aware of their rights and shape the course of their own development.

CBR Forum

www.cbrforum.in

Community Based Rehabilitation (CBR) Forum is a secular, non-profit organization working in partnership with over 70 development organizations across India. CBR Forum actively engages with Government, NGOs and people's movements to promote the rights of the disabled, especially those who are poor, children, women and/or living in slums.

CEDPA India

www.cedpa.org

The Centre for Development and Population Activities (CEDPA) is an international non-profit organization that improves the lives of women and girls in developing countries. Since 1987, CEDPA has worked hand-in-hand with women's leaders, community organizations and government ministries in India to give women and youth the tools to live healthier lives.

CCF-India

www.christianchildrensfund.org

Christian Children's Fund (CCF) is an international non-profit organization with more than 65 years experience in addressing the root causes of poverty. In India, CCF's comprehensive community development approach targets health, sanitation, nutrition, early childhood development, education, micro-enterprise development and economic status.

CCF-Germany (CCF Kinderhilfswerk)

www.ccf-kinderhilfswerk.de

Christian Children's Fund (CCF) Kinderhilfswerk (or CCF-Germany) is part of ChildFund Alliance – a global partnership for child development comprised of 11 international child sponsorship organizations. Member organizations have substantial experience creating sustainable, child-focused, development programs in areas where children are impacted by war, natural disaster, poverty and HIV/AIDS.

Development Alternatives Group, DFID

www.devalt.org

Development Alternatives is a non-profit organization engaged in research and action for sustainable development. The Poorest Areas Civil Society Programme (PACS) of the UK Government's Department for International Development (DFID) is jointly managed by



Development Alternatives and PriceWaterhouse Coopers. PACS is one of DFID's largest initiatives aimed at making small grants to NGOs.

DRDA Deoghar

www.crisp.nic.in/drdaenrich/

The District Rural Development Agency (DRDA) is a body of the Indian government that is responsible for development initiatives in all blocks and districts of Jharkhand State. Chetna Vikas partnered with DRDA Deoghar to implement a Watershed Development Project designed to give new life to India's rain-fed agriculture.

Jharkhand Health Society

www.mohfw.nic.in

The Jharkhand Health Society (JHS) was an initiative by the Jharkhand State Government to implement both general health and reproductive child health policies. The JHS was replaced in July 2005 by the National Rural Health Mission (NRHM), with a broader mission to improve the health care delivery system, especially for the benefit of the poor, women and children.

NABARD Ranchi

www.nabard.org

The National Bank for Agriculture and Rural Development (NABARD) is an apex Development Bank with a mandate to facilitate credit flow for promotion and development of agriculture, small-scale industries, cottage and village industries, handicrafts and other rural crafts. It also has the mandate to promote integrated and sustainable rural development and secure prosperity of rural areas.

