

What does "Chetna Vikas" mean?

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 and to empower them to strive and advocate for 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.

Founding:
Chetna Vikas is a registered non-profit NGO that was founded in 1985.

Geography: Chetna Vikas works in the rural regions of India's Jharkhand State. Specifically, the organization works in more than 450 rural villages of Deoghar and Dumka Districts.

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

Objectives: Chetna Vikas strives: 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 thereby to reduce gender inequalities; to promote agriculture activities for food and livelihood security; to develop entrepreneurial skills for youth; to create awareness of pro-poor, rights-focused government programs and to ensure benefit of these; to enable local self-governance; to empower NGOs and CBOs to undertake development initiatives; to organize and assist people's organization and advocacy.



Empowering

the poor, disabled and disenfranchised
in rural India



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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 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.

What is "sarvodaya"?

"Sarvodaya" is a combination of two Sanskrit roots: *sarva* (all) and *udaya* (uplift); thus meaning "the uplift of all", or as Gandhi defined it, "the welfare of all". Chetna Vikas uses this reference specifically to indicate their devotion to and support of the Gandhian social ideal of sarvodaya, encompassing the dignity of labor, an equitable distribution of wealth, communal self-sufficiency and individual freedom.

Programs

ActionAid

Chetna Vikas partnered with ActionAid for 10 years to create sustainable and holistic change in 24 villages of Dumka District, Jharkhand. In this area, there was an urgent need to intervene in human rights and livelihood issues that held the rural communities in a cycle of poverty and oppression. The program goal was to develop and capacitate the target communities to overcome problems of economy, agriculture, deforestation, infrastructure, standard of living, gender inequality, health, education and tribal governance.

CARE

Chetna Vikas partners with CARE India to ameliorate the poor nutrition and health that is widespread among vulnerable families. Specifically, through CARE India's Reproductive and Child Health, Nutrition and HIV/AIDS program, the Integrated Nutrition and Health Project has been implemented in 17 districts of Jharkhand. The program goal is to facilitate national programs and community capacities to address a wide range of reproductive health, child health, nutrition and HIV/AIDS challenges.

CBR - Community-Based Rehabilitation

Chetna Vikas partners with CBR Forum Bangalore to improve the opportunities and quality of life of disabled persons in rural villages throughout Deoghar and Mohanpur Blocks of Deoghar District. The program goals are: to create networks between disabled persons, their families, communities, and key health, education, vocational and social services actors; and to promote mainstreaming and inclusion of the disabled in government programmes for full participation, equality of opportunity, and realization of their rights.

CCF - Christian Children's Fund

Chetna Vikas partners with CCF to improve overall health, sanitation, nutrition, education and livelihood conditions and opportunities for children and vulnerable families in 27 rural villages of Dumka District, Jharkhand. The program goals are: to provide health and nutrition services and education to children under 6, mothers, pregnant / nursing women; to improve educational facilities, to promote livelihoods and agriculture; and to facilitate community organization and local self-governance.

CEDPA - Centre for Development and Population Activities

Chetna Vikas partners with CEDPA Washington DC in order to increase the quality and skill of maternal and newborn care in Dumka District's rural communities. The program goals are: to increase the use of skilled birth attendants at facility and community levels; to increase the use of low cost, low technology interventions; to establish the provision of early care by community health workers; to educate villagers about maternal / newborn health; and to mobilize communities to demand skilled birth attendants.

PACS - Poorest Areas Civil Society

Chetna Vikas partnered with five Indian civil society organizations for five years to generate awareness of legal rights and responsibilities in 144 impoverished communities across Dumka and Deoghar Districts. The program goal was to raise awareness about the legal provisions of the National Rural Employment Guarantee Act (NREGA) and the Right to Information (RTI) Act and to increase the target communities' capacity to utilize the NREGA and RTI for optimal personal and social development.

RCH - Reproductive and Child Health

Chetna Vikas partners with CCF-India in a sub-project of the overall CCF agenda to target problems of health and sanitation in tribally dominated, rural areas, especially for pregnant women and young children. The sub-program goals are: to improve women's reproductive health; to promote immunization; to reduce child marriage; to ensure safe deliveries by trained birthing attendants; to reduce infant mortality; to increase the use of contraceptives; and to create adolescent awareness of health and hygiene.

Sahiya Selection and Training

Chetna Vikas partners with the Department of Health and Family Welfare to select and train female community health workers (called "Sahiyas") throughout Mohanpur, Deoghar, Devipur and Madhupur Blocks of Deoghar District. The program goal is to ensure village-level, participatory assistants for government health workers, thereby facilitating the broader Jharkhand Government objective to provide immunizations (especially for pregnant women and children) and to reduce infant mortality in all rural communities.

Watershed Development

Chetna Vikas partnered with the District Rural Development Agency for five years to give new life to Deoghar's rain-fed agriculture using the "watershed approach" in drought-prone areas with less than 30% irrigation and more than 50% arable land. The program goal was to create sustainable agricultural production that would eradicate poverty, increase the standard of living, create employment, and improve the overall welfare of the rural population dependant on the geographical land area.

