



Strategic Plan

**Ekta's
STRATEGIC
PLAN
2020-25**



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Forwarding



Strategic plan for Ekta is not just plan of thinking but rather renewed commitment with a redefined our plan & strategy for better competitive advantages with various stakeholders. This would provide a clear vision for all the collaborators & partners of Ekta in understanding the new paradigm shift in development, placing people at the future journey of all the processes.

The strategic plan is carefully developed through a consultative process with external experts and various level with an object of sustainable outcomes in a context that is both challenging and provoking. The new plan is bridged between the lessons learnt in the past and future prospective with the values of the organization.

Ekta's 5 years strategic plan was developed in July & August 2020, through a series of consultation and planning exercises with the core management team, field staffs, founding members & community members. The process was facilitated by Mr. Ramkrishna Surdeo, development consultant & Co facilitator Mr. Amit Kumar Nayak as external expert. The five years strategic plan was approved by Ekta's board and will be reviewed every year to monitor the progress towards achieving the plan's target & goal.

It is our pleasant duty to appreciate and thank each and every one who contributed in the designing and development of this strategic plan. We hope and believe that this plan will give us a focused direction and the way forward. May we invite each and every one to make this dream a reality ?

Jagannath Mishra,
Secretary



Ekta requested me to facilitate a process for developing a Strategic plan for the organisation in the month of May, 2020. I thought of making it a participatory exercise for the stake holders of the organisation and to mobilise their contribution through critical thinking about the future concern of the organisation. I designed a strategy of extensive consultation at the following four stages –

1. Consultation with the key leaders of the organisation
2. Consultation with the team leaders of various projects of Ekta
3. Consultation with community leaders from different thematic areas
4. Consultation with the Board Members of Ekta

The purpose was not only to benefit from their rich and diverse thinking and their strategies on different issues but also to build their ownership and commitment behind the ideas so generated.

The Board Members of Ekta approved the plan & document for its logical implementation in their meeting held on 30th July, 2020. I enjoyed facilitating this participatory process with the excellent support of Mr. Amit Kumar Nayak, as a Co-facilitator.

No plan is cast in stone. The context changes, the horizon shifts with time, and new challenges appear that were not necessarily anticipated at the time the Plan was drawn up. A realistic plan is always revised in the light of these changes. Ekta needs to keep improving on this plan keeping in mind the changing contexts & development dynamics of the region.

Ramakrishna Surdeo,
Trainer in development

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Developing Strategic Plan

Ekta's five years strategic plan was developed in August and September 2020, through a series of meetings and planning exercises with the core management team of Ekta, led by Mr. Jagannath Mishra, Secretary of the board. The process was facilitated by Mr. R.K. Surdeo, Development Consultant, Bhubaneswar.

The five years strategic plan was approved by Ekta's board on 30th July, 2020 and will be reviewed every six months to track progress towards achieving the plan's targets and goals.

About Ekta

Ekta is a registered non-profit organization which began its journey in 1994 in the districts of Koraput, Rayagada, Bolangir & few part of coastal districts of Odisha, India with its focus on Sustainable Livelihood, Good Governance, Community Health Management, Women & Child Rights, Disability Inclusive Development, Climate Change & Disaster Risk Management with most vulnerable target populations such as Adivasi, Dalit, Women, Children, Persons with Disabilities, Carers, Female Sex Workers & Transgender Communities.

VISION

Dreaming of a just, equitable & sustainable society where vulnerable can lead a healthy & dignified live without any discrimination by fulfilling their basic necessities, enjoying their rights & discharge their duties.

MISSION

Ekta plays a role of a catalyst and adopts participatory approach for advancing the cause of the vulnerable, creating opportunity and building up their capacity.

Keynote for Future Prospective

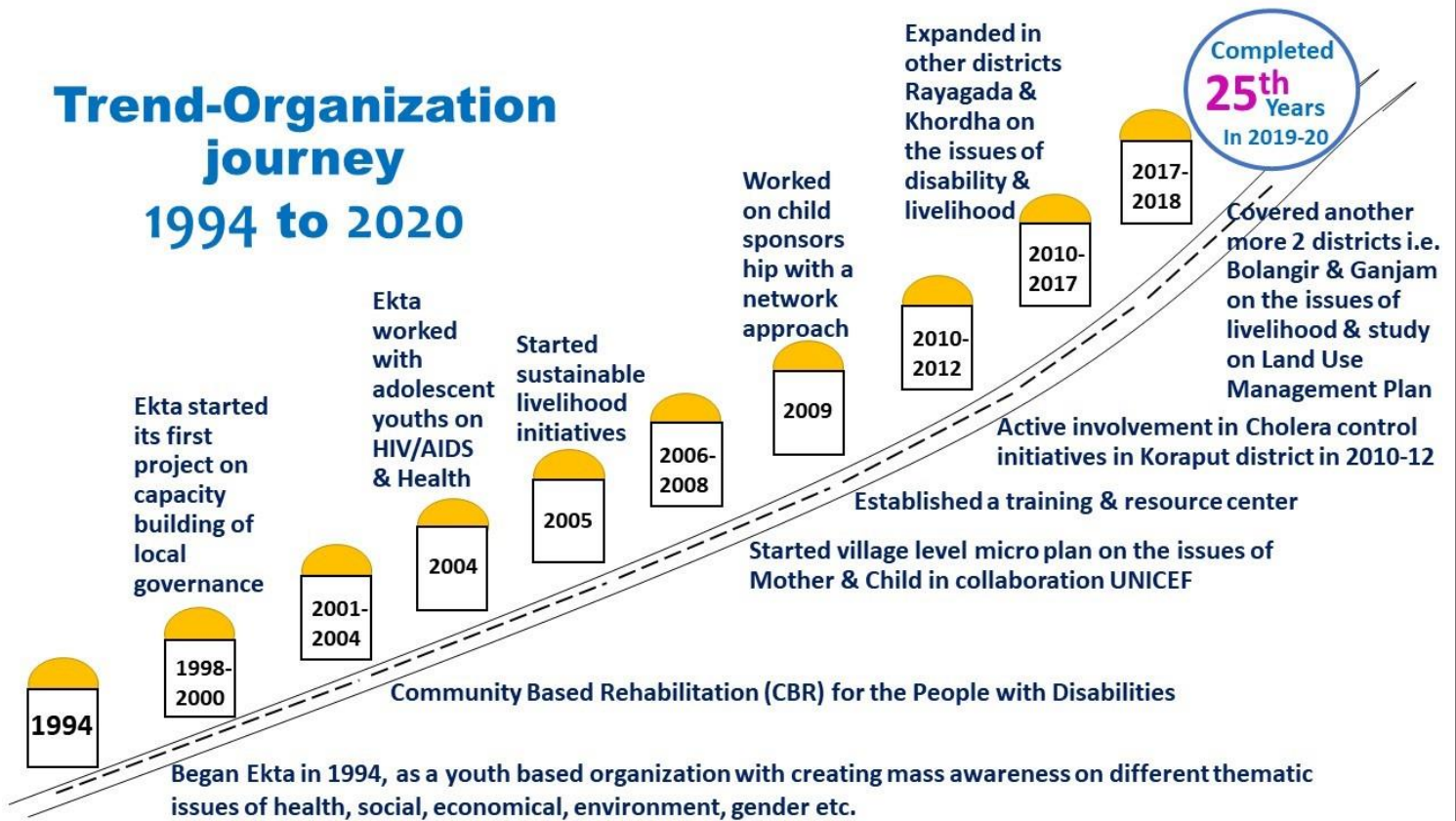
Ekta came into existence out of people's expectation and sufferings in a rural & remote villages of Koraput district, Odisha state in the year 1994 by a group of likeminded dedicated and committed youths of the locality concerned to the causes of people's vulnerability. The organization initially started in few of selected villages on livelihood, income generating activities, awareness generation on different issues through different medium in the rural & tribal population of the district.

In the meantime, Ekta has already completed 25 glorious, challenging, successful and memorable years of journey & added many more feathers in its cap in the social and development sectors! When it first began, the organization was known for creating awareness among the community on various issues through folk medium, now it has broadened its activities in the spheres of women & child issues, community based inclusive development of the persons with disabilities, HIV/AIDS – Prevention, care and support, promotion of agriculture in dry & waste lands, education for all especially of girl children, women empowerment, sustainable livelihood, promoting and strengthening of community based organizations, promotion of good governance, clean energy & climate change, disaster preparedness and management among others.

After long working experiences in different districts of Odisha state and play the role of a catalyst of the vulnerable communities of rural & tribal population but now, we have thought to more focus towards Ekta as a facilitating agency to self-sustain of our community right holders to promote sustainable agriculture practices with different entrepreneurship venture.

Organization background

Trend-Organization journey 1994 to 2020



VALUES

We work within the true spirit of democratic principles of the organization & Indian Constitution

We respect & adhere to gender equality & equity

We believe in people's participation in all community works

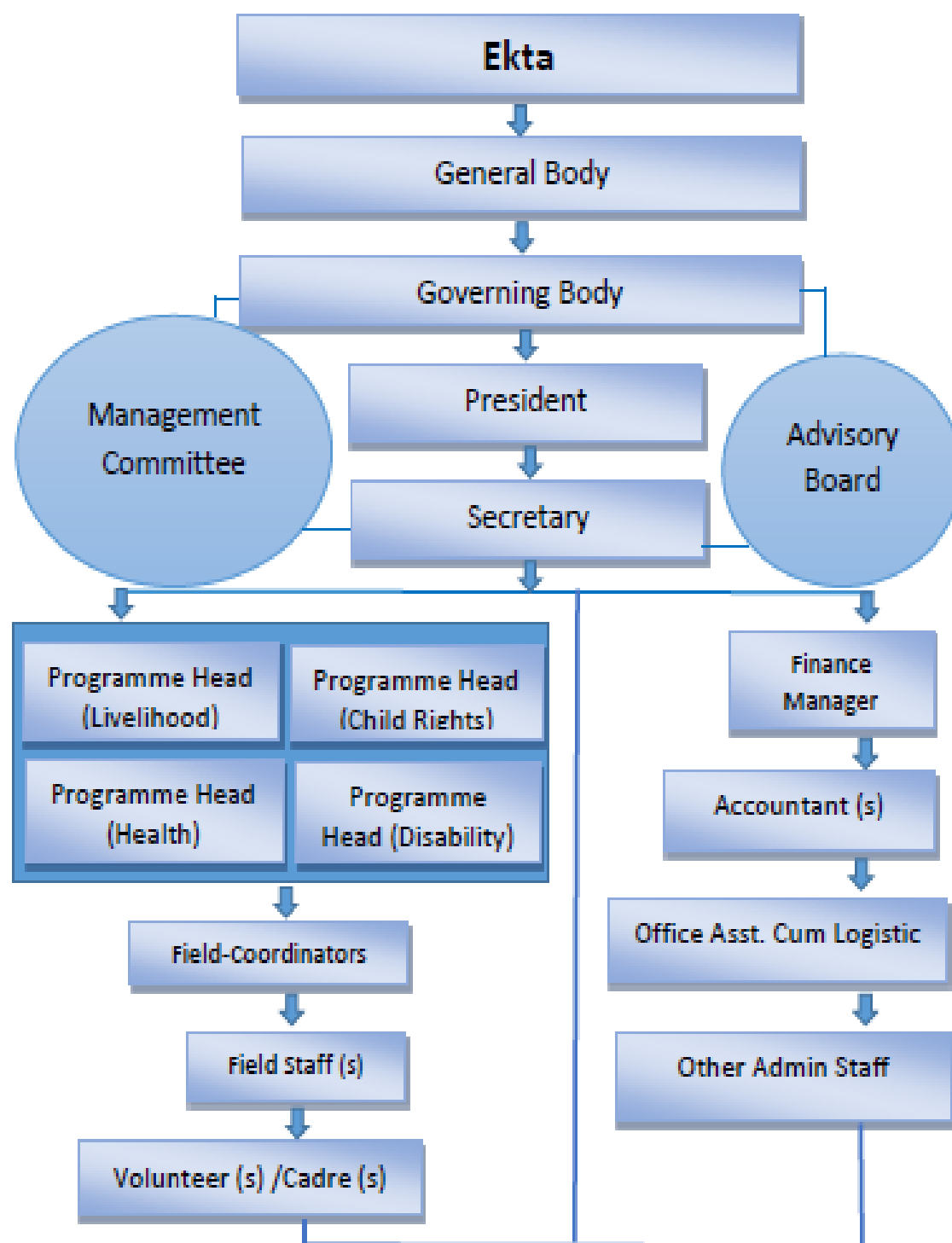
We ensure honesty, transparency, accountability and impartiality in all our works

We give stress on Adivasi and other disadvantaged sections especially of children, women & aged of the society with special focus on Person with disability

We are committed to the cause and the organization

We put utmost importance to the people's custom, tradition, practices, culture, resources, manpower, skill, knowledge, experiences and techniques etc.

Organogram of Ekta



Governance : *Profile of Board members at Ekta*



Mr. Durga Prasad Mohanty
President of the Board

An eminent lawyer & social activist with 25 years' experience in development sectors and one of the founding member of Ekta



Ms. Sunita Dalei
Vice-President of the Board

A woman activist with 16 years of experience in the fields of Women and Child rights



Mr. Jagannath Mishra
Secretary of the Board

A Social activist with 25 years of experience in the fields of development sector and one of the founding member of Ekta who take care of the day-to-day operations of the organization



Ms. Padmalaxmi Patra
Joint-Secretary of the Board

A women activist with 5 years of experience in the development fields



Ms. K. Sai Laxmi
Treasurer of the Board

An experienced person from Finance Management background with 10 years working experience in development areas



Mr. Gurudev Majhi
Member of the Board

A community level leading farmer with lots of working experience in the field of agriculture. Also 10 years experience in development fields



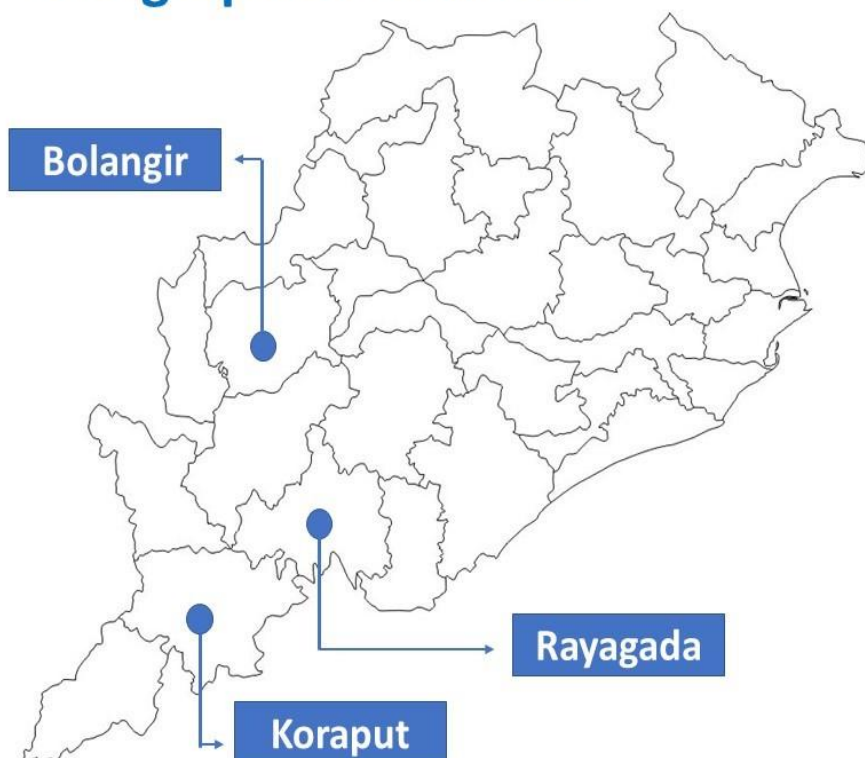
Ms. Jayashree Patnaik
Member of the Board

A Social activist with 15 years of experience in the fields of Mother & Child health, nutrition & health in different national level developmental organizations

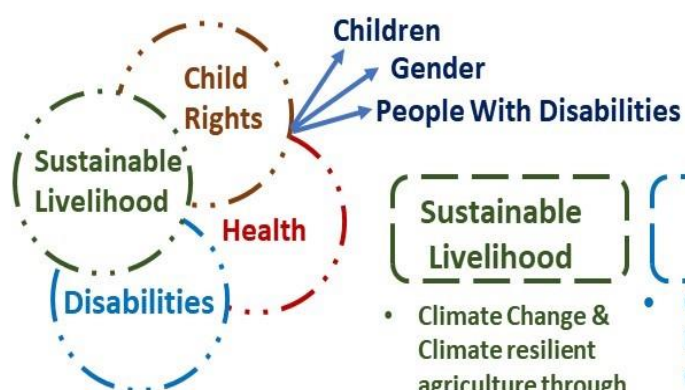
The board members of Ekta meet quarterly in a year & bring together different areas of expertise

- ✓ Wide knowledge on resource mobilization
- ✓ Strong network with government, bilateral, national and international agencies.
- ✓ Knowledge of best accounting practices
- ✓ Team building and programmatic fine tuning capabilities
- ✓ Knowledge on sustainable livelihood, community health management, inclusive development of the people with disabilities & children, disaster, local self-governance, planning, monitoring and evaluation
- ✓ Legal expertise, especially how to handle cases of children in different circumstances

Geographies of works



- Ekta's 5 year focus will be on intensify its work in its existing districts of Odisha as there is scope to do and achieve a lot more in these areas
- Districts worked in 2020
 - Koraput
 - Rayagada
 - Bolangir
- Blocks worked in 2020
 - Koraput
 - Dasmantpur
 - Borigumma
 - Kotpad
 - Boipariguda
 - Laxmipur
 - Semiliguda
 - Pottangi
 - Kashipur
 - Bolangir
 - Khoprakhola
 - Patnagada



Ekta is a learning based organization from the very beginning & it will be continued till further

Our Target Population

- ✓ Children
- ✓ Women (FSW, Tribal, Dalit, Single headed)
- ✓ Adivasi & Dalit
- ✓ People with Disabilities & their care givers

All the 4 thematic interventions through empowering local governance with the involvement of various community based peoples' organizations

Sustainable Livelihood

- Climate Change & Climate resilient agriculture through natural farming
- Nutrition based livelihood
- Livestock promotion
- Small business activities
- Clean energy

Disabilities

- Community based inclusive development for PWDs through DPOs/Carers group/
- Therapeutic service through both institution base & community base
- Livelihood support
- Address health issues of both PWDs & their carers
- Rights & entitlement
- Social inclusion

Health

- Strengthening Community health system in rural outreach pockets
- Target intervention- HIV/AIDS.
- Referral & linkage services
- Capacity building of grassroots Health Service Providers through our training centre.
- Networking & Coordination
- Immunization & COVID-19

Child Rights

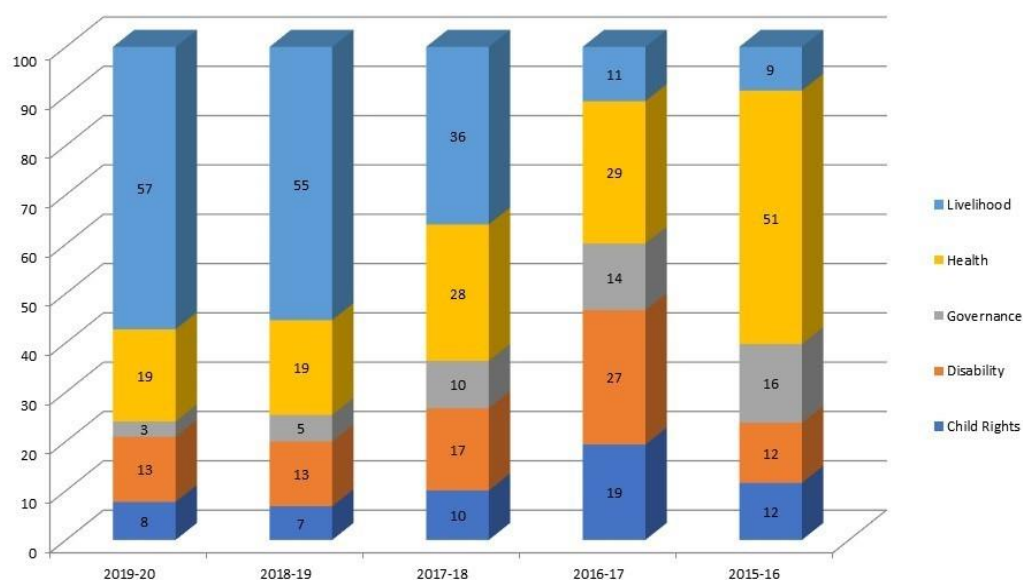
- Rescue children from difficult situations (trafficking, abuse, early marriage, child labour, and orphan)
- Promotion of cultural learning for the children
- Address issues of children with disabilities.
- Education support for the needy children
- Crèche support

CURRENT PROGRAMMES

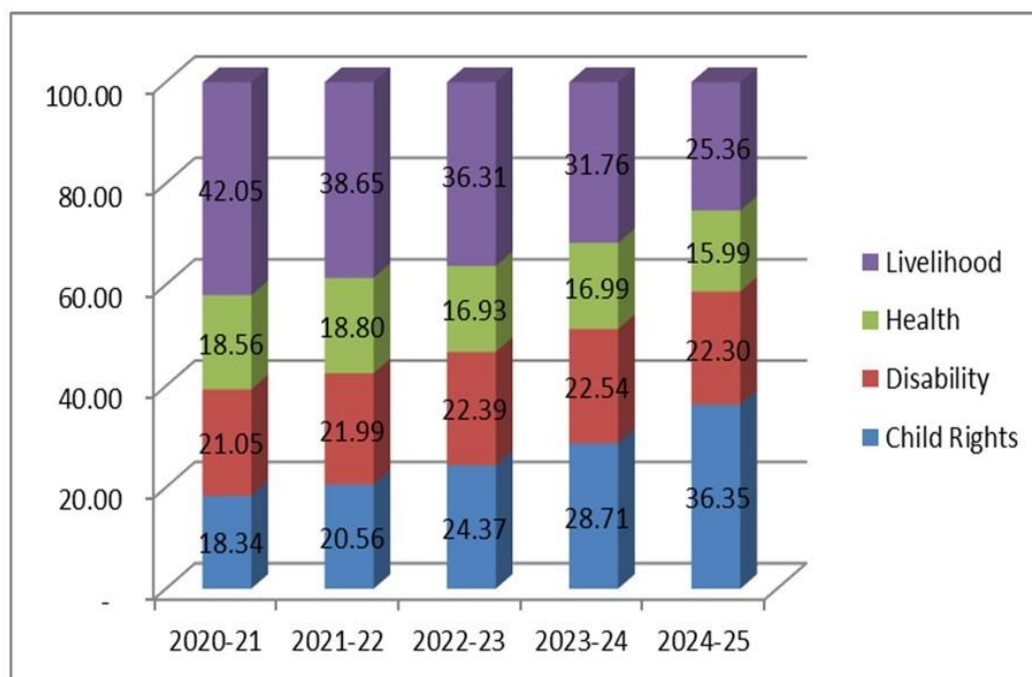
| FOCUS AREAS | PROGRAMMES | OPERATIONAL AREAS | PARTNERSHIP |
|---|--|---|--|
|  <p>Child Rights</p> | <ul style="list-style-type: none"> ✓ CHILDLINE (1098) service for children with difficulties situation ✓ Address early marriage issues ✓ Cultural learning for school going & out of school children | <ul style="list-style-type: none"> • 5 blocks of Koraput district • Whole Koraput district • 8 schools of Dasmantpur block in Koraput district | <ul style="list-style-type: none"> ○ CHILDLINE India Foundation ○ Action aid & UNICEF ○ CPF/Bread for the world |
|  <p>Disability</p> | <ul style="list-style-type: none"> ✓ Therapeutic intervention for Children with intellectual disabilities ✓ Voice for person with disabilities and carers ✓ Mental health programme | <ul style="list-style-type: none"> • Whole Koraput district • 112 villages of Koraput district • 112 villages of Koraput district | <ul style="list-style-type: none"> ○ Department of Social Security & Empowerment of Person with disabilities, Govt. of Odisha ○ Rangoonwala Foundation (India) Trust, Mumbai ○ LLL Foundation |
|  <p>Livelihood & Nutrition</p> | <ul style="list-style-type: none"> ✓ Sustainable livelihood through natural farming & livestock promotion ✓ Livelihood and Nutrition ✓ Promotion of pulses in dry land ✓ Research & promotion of cactus as fodder & check the soil erosion | <ul style="list-style-type: none"> • 50 villages of Koraput district • Kasipur block of Rayagada district • Koraput & Rayagada districts • Koraput & Rayagada districts | <ul style="list-style-type: none"> ○ Bread for the world ○ Indo Global Social Service Society (IGSSS) ○ International Centre for Agriculture Research in Dry land Area (ICARDA) and Government of India |
|  <p>Health</p> | <ul style="list-style-type: none"> ✓ Target Intervention on HIV/AIDS for female sex worker and Migrant labour ✓ Immunization & COVID-19 ✓ Mobile Health Units under Arogya Plus Program ✓ Capacity building of ASHA (Health Workers) | <ul style="list-style-type: none"> • Koraput district • Koraput district • Out reach area of Boipariguda and Pottangi blocks • 4 blocks of Koraput district | <ul style="list-style-type: none"> ○ Odisha State AIDS Control Society (OSACS) ○ Voluntary Health Association of India & UNICEF ○ District Health Department & District Mineral Fund, Koraput ○ District Health Department |

Finance Overview

Last five years overview



Resource forecast for coming five years



DIFFERENT CONSULTATIONS FOR DEVELOPING THE STRATEGIC PLAN

Consultation with Board Members



KEY ISSUES IN DIFFERENT THEMATIC AREAS

Key Issues

- ☐ Present Climatic condition & loss of biodiversity affect agricultural sectors
- ☐ Irregular rainfall
- ☐ Soil erosion
- ☐ Most of perennial sources gradually dry due to industrialization, mines & deforestation
- ☐ No proper market linkage for surplus produces
- ☐ Lack up coordination & convergence approaches between govt. line departments
- ☐ Women farmers are not recognized as farmers
- ☐ Largely affected marketing system due to COVID-19
- ☐ Not availability of quality seeds & agricultural materials due to COVID situation
- ☐ High investment & low income from agriculture sectors

Needs identified for Intervention

- ☐ Revival & further promotion of traditional/natural farming system focussing more on zero budget natural farming
- ☐ Need to more focus cluster approach (Pulses – Millet - Vegetable with livestock promotion)
- ☐ Create demonstration fields (Learning, documentation, replication & adaptability)
- ☐ Use low cost local available resources inputs for farming.
- ☐ Promotion of nutritional based livelihood
- ☐ Natural resource management- value addition & marketing
- ☐ Maximum land use & proper management to ensure livelihood
- ☐ Promotion of Entrepreneurship
- ☐ Middle man interference in marketing structure
- ☐ Climate change
- ☐ Time to time changes in Agricultural policies

Challenges



KEY ISSUES IN DIFFERENT THEMATIC AREAS

Key Issues

- ☐ Increased stigma & discrimination due to COVID-19 situation
- ☐ Increased mental health problem in rural & tribal population after loss of employment daily wages & economic shocking due to COVID-19
- ☐ Poor health facilities & deliverance of services in rural & remote areas.
- ☐ Collapse of health system due to the system diverted to address COVID issues & the health system not addressed basic health problem & chronic diseases especially in outreach pockets.
- ☐ Attitudinal problems of health professional & grassroots level health service providers

Challenges

Needs identified for Intervention

- ☐ Networking with government & other agencies
- ☐ Reduce stigma & discrimination due to COVID through awareness/BCC/IPC
- ☐ Facilitate for preventive measures in all of our operational areas
- ☐ Enhanced capacity of grassroots health service providers through our training centre
- ☐ Facilitate for availing proper health insurance schemes & facilities
- ☐ Address different health related issues with proper and effective uses of technology in remote and outreach pockets



KEY ISSUES IN DIFFERENT THEMATIC AREAS

Key Issues

- ☐ Poor implementation of rights & acts.
- ☐ Social & institutional barriers (attitude and behaviour)
- ☐ No/Poor accessibility in public & private sector
- ☐ More isolation of PwDs due to this COVID pandemic
- ☐ Lack of awareness & will power to use 5% developmental funds of PwDs in local governance
- ☐ Issues of people with disabilities- no development priorities & agenda for government
- ☐ No or low involvement of PwDs & their carers in local self-governance
- ☐ No implementation of inclusive education in formal schools.
- ☐ PwDs & their carers are one of the most marginalized sections in rural tribal areas.

Challenges

Needs identified for Intervention

- ☐ Community based inclusive development of people with disabilities
- ☐ Rights, entitlement, social inclusion & appropriate rehabilitation
- ☐ Institution based services for physical & financial rehabilitation.
- ☐ Need based livelihood support & linkage with upgrade their existing skill & knowledge with market orientation
- ☐ Advocacy & lobby for appropriate aids, appliances, assistive devices & corrective surgery
- ☐ Doorstep /community level services in most outreach areas.
- ☐ Continued engagement of DPOs/Carers Group
- ☐ Limited voice
- ☐ Attitude problems of government institution/people



KEY ISSUES IN DIFFERENT THEMATIC AREAS

Key Issues

- ☐ Ineffective functioning of child protection committees in grassroot level
- ☐ Children are the worst affected in the pandemic situation
- ☐ Tribal children are more vulnerable
- ☐ Children are out of schools led them to engage in some or other child labours
- ☐ Language barriers alienate the tribal children from formal schooling
- ☐ SMC not functioning with effective manner
- ☐ MDM not implemented properly
- ☐ Instead of our all efforts still, the child marriage are happening.
- ☐ Sexual abuse still in residential school & complain committee not functioning in most of the schools
- ☐ No child participation in school, community & local governance systems

Challenges

Needs identified for Intervention

- ☐ Develop understanding on UNCRC/POCSO/Child Protection Act/Juvenile Justice Act among the different stakeholders especially among the community & local governance level
- ☐ Strengthening CBOs, People organization & community institutions
- ☐ Inclusive education, cultural learning, child participation & protection in formal schools
- ☐ Rescue children from different difficulties situation & address their issues
- ☐ Continue the campaign for STOP early marriage & back to schools through wide networking with government, CSO & other stakeholders.
- ☐ School drop out & child labour due to COVID-19
- ☐ Identity crises of tribal children
- ☐ Early marriage

Consultation with Community

We came to know many new things due to Ekta's intervention at our village. The staff members suggested us to continue agriculture in an organic manner and use local varieties of seeds in the farming. They provided us agriculture equipment's, seeds and organic fertilizers. I got an opportunity to go for exposure visit to Muniguda where, I saw different types of cultivation in an organic manner. I learned many things during the exposure and now I am trying to replicate these in my land. By participating in the meetings regularly I am getting new information about govt. provisions and entitlements. In the meeting, we also discuss our issues and prepare plan of action. Now our village committee is able to raise the issues at different platforms at GP, block and district level. I hope, Ekta will continue to work with us and guide on agriculture & livelihood for social development in the coming days.

Ramachandra Badanaik, VDC member, Mujanga GP, Dasmantpur block of Koraput District

I am Dhanurjaya Khora. My daughter Mamata Khora is 20 years old girl and having severe loco-motor disability. She is fully depending on the family for her day-to-day activities. We are not able go outside because of her. One day Ekta's staff came to my house, they made interaction with me and informed about the govt. schemes and provisions for my daughter. They organized meetings at our village and oriented us on the rights and entitlements of persons with disability. I started to attend the meeting and now I am aware of the provisions of govt. programs i.e. disability certificate, disability pension, food security provisions like Rice (35 kg) and housing. Now my daughter is having her disability certificate and getting pension. She is getting 25 kg rice every month and her name is also enlisted for housing facility. I hope she will get it very soon. I am very thankful to Ekta for all this support. I want Ekta to continue to work for the needs & rights of persons with disability.

Dhanuriava Khora. Carer. Mahadeibut GP of Koraput Block

"Ekta staffs come to our village regularly. They organized meetings with women and oriented on various subjects i.e. consumption of nutritious foods especially for pregnant women and lactating mothers, hand wash practices, drinking safe water and diet diversity. They also suggest us to improve our financial development by starting some small business through proper use of SHG's saving money". We want livelihood support from Ekta, they will help us to start a small business in the coming days, so that we will live our life happy with our family.

Sumitra Majhi, SHG Secretary and VDC member, Hardabhata, Kashipur block, Rayagada district

My name is Nilam Saunta, village Sargiguda, Panchayat Bandaguda of Borigumma block. I am associated with Ekta for last 2 years through ICARDA program. I am a farmer and I do cultivation of paddy, pulses and vegetables every year. Ekta provides support of different types of pulses seeds i.e. black gram, green gram, lentil, arhar to us. In our village, we formed a farmers committee. We organize meeting every month and discuss various issues related to agriculture and govt. programs & provisions. I harvested pulses last year, consumed it and sold the surplus in the market. We want Ekta will guide us on technical support and provide quality seeds to improve our village agriculture system

Nilam Saunta, member of Farmers Committee, Bandaguda GP, Borigumma block, Koraput District

"At the beginning, Ekta staffs came to our village and made village survey. They interacted and organized meetings with village people. Slowly, we came to know about the organization. The staffs orientated us on how to identify village level issues and prepare strategy and plan to solve it in a participatory way with support of Village Development Committee. They also sensitized us on how to improve present agriculture practices and behavior change towards consumption of nutritious foods. During the COVID period, they provided us food items, vegetable seeds and organic fertilizers. We cultivated them and now we are consuming these and also selling the surplus in the local market. This is a village of farmers. We request Ekta to help us with quality seeds. This will help us in our agriculture leadings to a happy life"

Mahadev Kulesika, VDC president, Photagada village, Kashipur Block of Rayagada District

I am Sangita Randhari, 25 years old woman. I am associated with Ekta through Target Intervention project. I was not aware about women rights and entitlements especially for the vulnerable categories. With the support of Ekta I participated in meetings & trainings regularly and I came to know about various entitlements. Now I am working for the rights and entitlements of the women who are in difficult situation in the society. I request to Ekta for make continue support to guide us for enhancing our knowledge and extend us livelihood support.

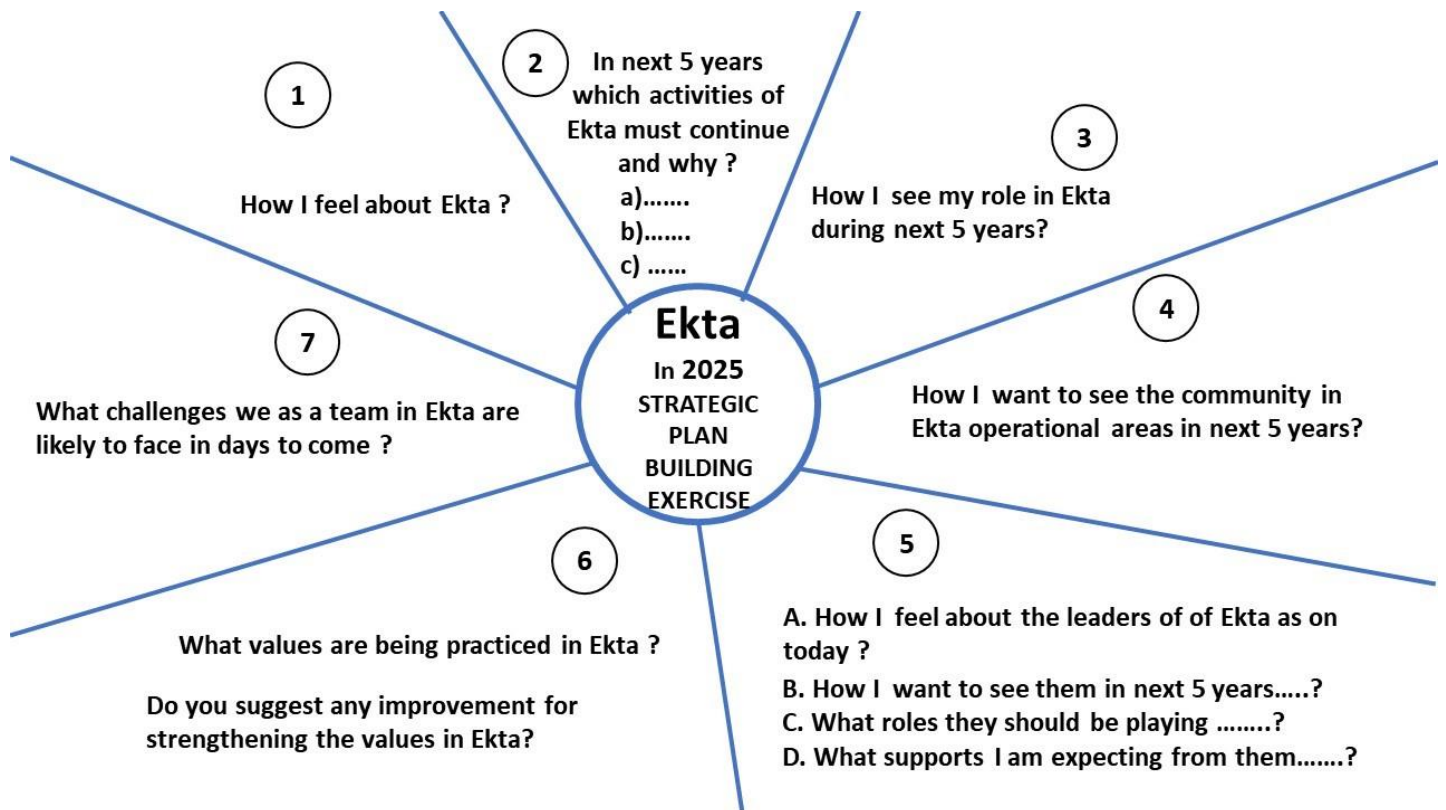
Sangita Randhari, Semiliguda Block of Koraput District

My nephew, Mahesh Bhatra (15 Years) is living with me after he lost his parent. When he completed his 10th class, we could not take his admission in the college due to our financial problems. That time CHILDLINE Ekta team stood with us and supported us. They once visited my village and counselled me. They suggested me to appear before Child Welfare Committee (CWC), Koraput and explain your difficulties for educational support for my nephew. As per their suggestion, I appeared before CWC, Koraput. CWC heard my plea and supported my nephew to take admission at ITI, Ambaguda for his higher study. Now my nephew is attending his class regularly. He has also availed stipend facility of Rs 2000/- per month as he belongs to Schedule Tribe community. He is studying good at ITI. I am very thankful to CHILDLINE Ekta for their support to my nephew. Ekta can also support many other children like my nephew.

Jagabandhu Bhatra, Sadranga GP, Kotpad block of Koraput District

Ekta's staff come to our village and organize meetings and trainings. They provided agriculture equipment, seeds and organic fertilizers to us. They supported us to levelling the forest land for planting different forest species and fruits bearing tree. We are now able to prepare organize fertilizer like egg tonic, fish tonic by use of local available materials. Now, we are also able to go Panchayat and Block office to address our issues due to trainings and orientations of Ekta. Our people are now getting benefits from different govt. schemes, programs and entitlements.

Mati Golary, VDC member and SHG President, Mujang, Dasmantpur block



CONSULTATION WITH STAFF MEMBERS

A Strategic plan building exercise was organized by Ekta for its staff members at their Training Centre at Duruguda on 31st August, 2020. During the program, the participants were asked to answer the above questions and the following is their responses;

Q1. How I feel about Ekta ?

The staff members of Ekta were expressed their feelings about the organization which are as follows



- It is an organization with family like environment
- Decision taken in a democratic way
- Equal opportunity is provided to all for learning and sharing
- No barrier between the management and staff
- Scope for the innovation and independence in work
- Supportive staff members
- Need to explore and document the key achievements and success stories.

Q2. In next 5 years which activities of Ekta must continue and why ?

The participants suggested the following list of activities which Ekta must continue in the next 10 years.

Nutrition for Women and Children
Disability and Carers Inclusive Development
Strengthen Farmers Producer Groups
Livelihood, Food Diversity and Governance
Child Rights and Education
Health Related Interventions

Q3. How I see my role in Ekta In next 5 years ?

I want to develop my skill and become a good trainer on traditional farming system.
I will use my expertise both for the community people and my co-workers

| | | |
|--|---|---|
| To lead the organization for fund mobilizing, dealing with stakeholders, funding agencies and also support project staffs towards achieving the project goal and objectives. | Facilitate to develop a strong Farmers Producer Organization (FPO) and develop myself as a good resource person | Facilitate to develop the organization as a role model in the field of Disability and Carers inclusive development. |
| To improve financial policy and structure of the organization and provide handholding support to other CBOs for development of financial documentation. | I will facilitate to develop a vocational skill transformation centre based on local available the resources and demands. | I will Increase my skill on documentation and further utilise it in the betterment of the organization. |
| Provide handholding support for the improvement of documentation, resource & study to the project staffs. | | |

Q4. How I want to see the community in Ekta's operational areas in next 5 years ?

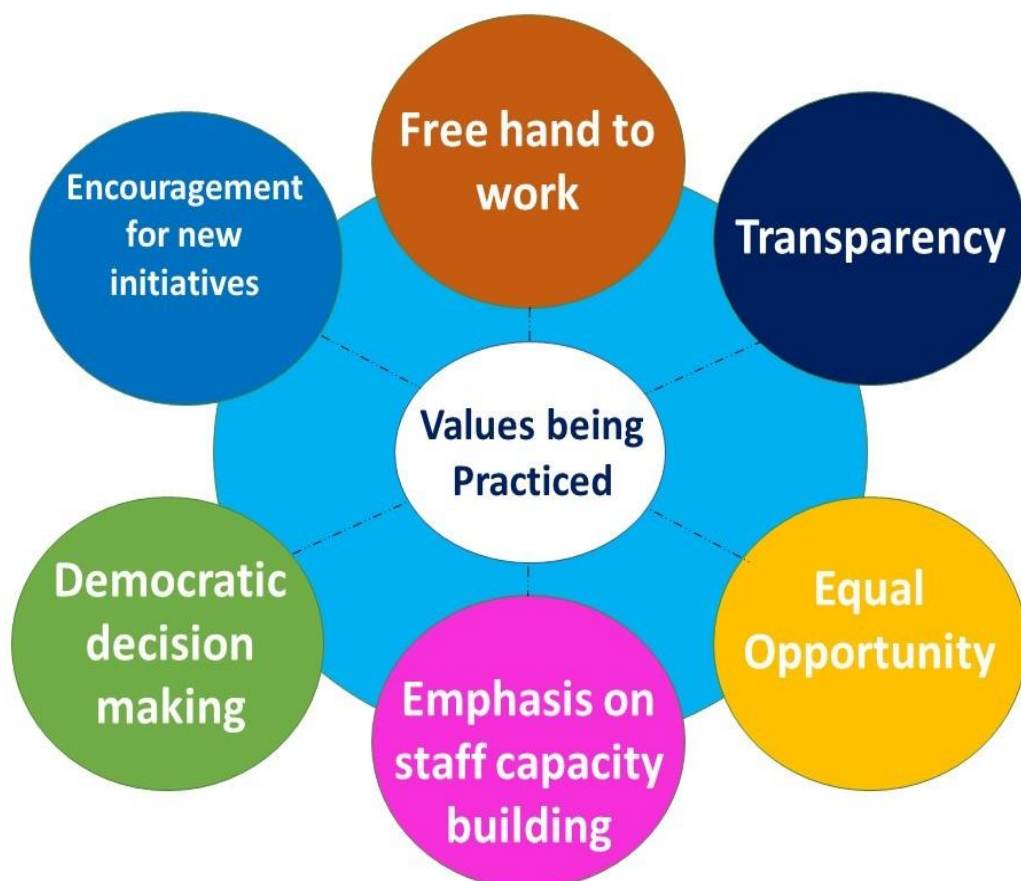
Community in next 5 years

- Community will be aware on their rights and entitlements so that they can solve their problems by themselves.
- Create models in each thematic area at the community level.
- Increase community involvement and increase ownership over the organization and project.
- Community will improve their social, economical, cultural and political strength along while continuing their traditional practices and believes systems.
- Community based organizations to be formed in every villages where the members will represent from every category of the society where they successfully address their issues in various platforms.

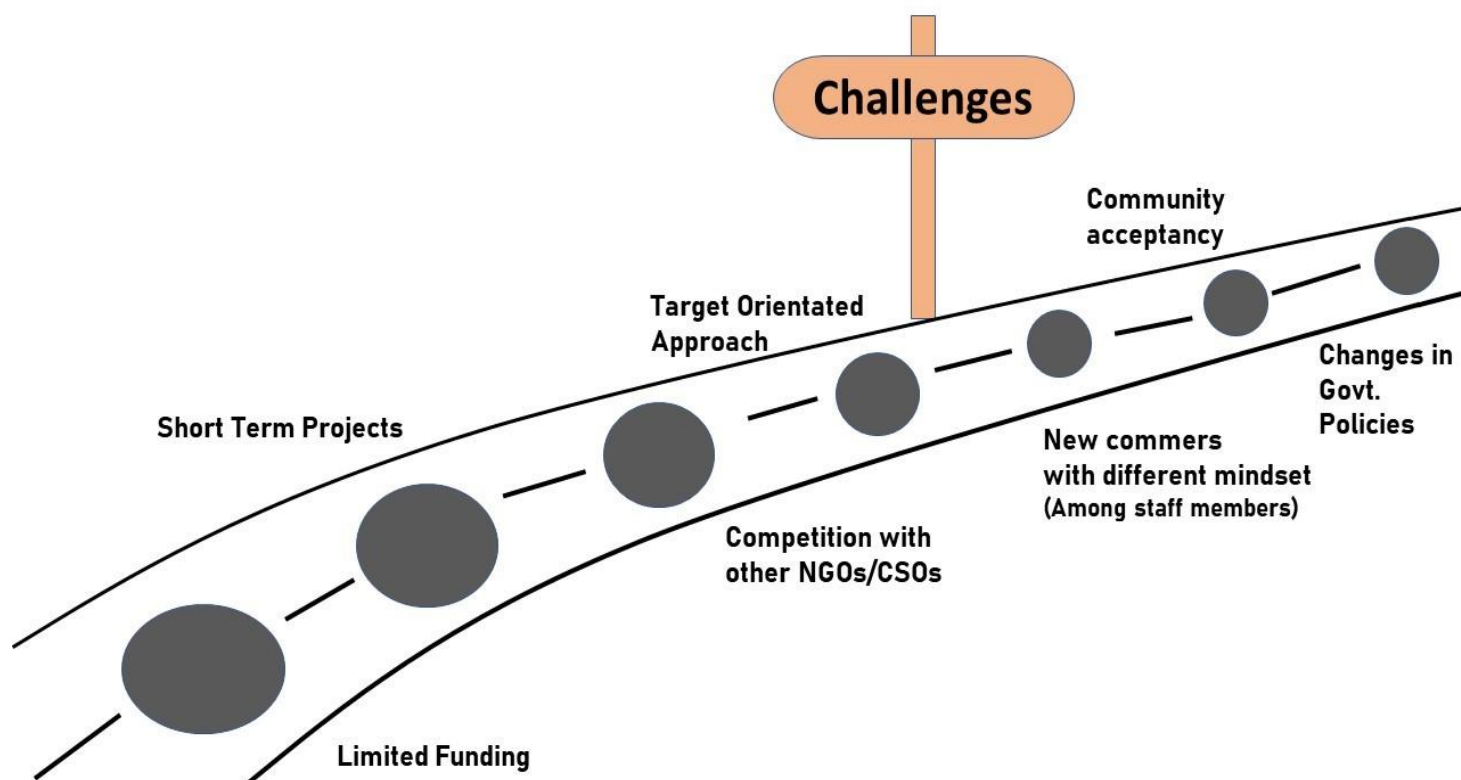
Q5. How I feel about the leaders of Ekta as on data? How I want to see them in next 5 years ? What roles they should be playing ? And What support I am expecting from them ?

| A | B | C | D |
|--|--|--|---|
| Leaders of Ekta as on date? | How I want to see them in next 5 years? | What role they should be playing ? | What supports I am expecting ? |
| <ul style="list-style-type: none"> • They are cooperative and supporting to each other • Hard workers and committed to their assignment and their responsibilities • Respect others suggestions and feedbacks • Decision taken in democratic way | <ul style="list-style-type: none"> • The leaders will be involved in fund mobilization and organization development • Strengthen the value systems and role model for others | <ul style="list-style-type: none"> • Facilitator and resource for the organization • Source of inspiration | <ul style="list-style-type: none"> • Transfer their skills, experiences, expertise and guide to others |

Q6. What values are being practiced in Ekta ? Do you suggest any improvement for strengthening the values in Ekta ?



Q7. What challenges we as a team in Ekta are likely to face in days to come ?



SWOT Analysis



Strengths

- Equal opportunity to all staff
- Availability of human resources (experiences, competent & resourceful)
- Unity in between the staffs
- Good working relations with the supporting agencies
- Disability inclusive development focus
- Expertise and experiences on health & child rights
- Staff's involvement in organization development processes
- Building and infrastructure
- Active participation and support from the board members
- Community driven project interventions
- Integrated accounting system
- Organization are having various policies
- Good and cordial working relations at all levels
- Having its own identity in social development sectors
- Working for and with the most vulnerable sections in outreached pockets
- Handle the situations effectively with existing processes
- Good qualitative works
- Documentation
- Regular capacity building initiatives for its staffs



Improvement areas

- Over burden of the works to few staffs
- Minimum uses of available resources (assets)
- Lack of proper liaison with Govt. officials
- Poor process documentation
- Absence of robust social security measures for the staffs
- Missing of rotation of leadership roles
- Late in information sharing
- Excess dependency on external funding – donor driven
- Need of regular staff performance appraisal
- Working on so many issues by less focused
- Delay in decision making processes
- Less highlight of the organization's achievements
- Need based trainings missing
- Job insecurity especially for the staffs



Opportunities

- Proper and effective uses of existing knowledge, experiences and expertise
- Uses of infrastructure and human resources
- Streamlining of financial management system and procedures
- Branding Ekta in disability as well as child rights sectors
- Explore other sectors besides existing and ongoing interventions
- Extend working areas/districts with more outreached
- Streamline the focus interventions
- Effective uses of various platforms for organization's achievements
- Need to gain more knowledge where lacking
- Capacity building initiatives for all staffs catering to the needs and expectations of the times, situations and target communities with whom the organization has been currently engaging
- Inclusion of experienced people from cross sections of the society in the board with rotation of leadership
- Equal opportunities for both male and female at all levels
- More focus to be needed for process documentation
- Priority to be given on agriculture and allied sectors



Threats

- Any new Govt. policies that hampers the developmental perspectives of the organization
- Priority of the supporting agencies changed with the times and situations
- Influence of political parties and vested interest groups in Community level programmes

Strategic linkage with different agencies

Thematic Area

- ❑ Climate smart agriculture deploy products, technologies and processes (supply chains) to promote and commercialize climate-resilient agricultural practices, species and processes
- ❑ Collection of available agro products with proper value add & market linkage.
- ❑ To establish Food processing unit with surplus products (vegetable, pulses & millets) as Micro Small & Medium Enterprise (MSME)
- ❑ Institution building of CBOs (FPO, MSME & Other group)

Agency

- ✓ Ministry of Agriculture
- ✓ Department of Animal Husbandry
- ✓ National Horticulture Mission
- ✓ Food Processing unit-Ministry of Food Processing Industries
- ✓ MSME-Ministry of micro, Small & Medium Enterprise
- ✓ Food Processing unit-Ministry of Food Processing Industries

Focused Intervention

- ❑ Climate Smart Agriculture Deploy products, technologies and processes (supply chains) to promote and commercialize climate-resilient agricultural practices, species, and processes
- ❑ Collection of available agro products & NTFP with proper value adds & market linkage.
- ❑ To establish Food processing unit with surplus products (vegetable, pulses & millets) as Micro Small & Medium Enterprise (MSME)
- ❑ Institution building of CBOs (FPO, WFPO, MSME & Other group)

Strategy

Ekta to play a vital role as Common Facilitation Centre with partnership of different communities &

Promotion of Community Based Institution (Farmers Interest Group, Women Self Help Group, Farmers/Other Producer Groups & Existing MSME group) as an Entrepreneur & if required will federate them in different level

Ekta to promote existing & traditional practices of the community with priority of local available low cost resources

Promotion of local agro non agro products with value addition through processing, packaging & branding

Creating easy marketing platform & linkage establish with different market chain

More focus to women right holders & Women based Institutions

Geographic Coverage (Koraput District)

| Focus | Area | Remarks |
|-----------------------------|---|---|
| Vegetable Cluster | 50 villages of Dasmantpur block | We have existence with ongoing livelihood project since 3 years |
| Pulses Cluster | 180 villages of Koraput, Dasmantpur, Laxmipur, Jeypore, Borigumma and Kotpad blocks | We have already working under pulses project since last 2 years |
| Millet Cluster | 100 villages of Dasmantpur & Laxmipur blocks | We have small component to promote millet in our existing project but we can expand it to more areas in the same blocks |
| MSME Production Unit | At District Head Quarter, Koraput | We have a MSME women group & at presently, they have been producing Chattua & Spices in our training centre premises & we can expand production unit in the same campus in the coming days. |
| Nursery | Kusumguda, Koraput block | We have already developed nursery in 5 acre of land but it is just initiated since last 3 months. We have lots of opportunities to raise nursery for good quality |

Our existing experience, expertise and field coverage:

We have working experiences in nearly 1000 villages of Koraput, Rayagada & Bolangir districts in the state of Odisha since last 25 years in the field of livelihood & governance & the followings are details of our experience & expertise :

- Formed & promoted 100 of Village Development Committees (VDC) with their capacity building & also intervene through VDC for overall village development with focus of livelihood & good governance.
- We have developed nearly 100 above participatory village micro plans with livelihood aspect through VDC, Village Youth cadre & other institutions.
- We have developed village seed hub (VSH), Farmers group & Women Self Help group, 40 Disabled People Organization & 36 Carers Groups for their inclusive development.
- We have promoted different types of pulses with 3000 farmers in 600 acre dry land.
- We have a Producer group (Anchalika Grameen Mahila Udyog) with registered under MSME & this group produce clean cook stove, spices & Chattua.
- We have experience to promote multi cropping, nutrition garden, millet, traditional paddy in rural tribal population through use of both organic manure & pesticide.
- We have experience to produce and preserve both traditional & non-traditional seeds (Pulses, Millet, paddy & vegetable) in rural tribal population.
- We have trained staffs on Village micro plan, organic farming, pulses, millet, paddy, multi cropping & nutritional garden.

Approach



Child Rights:

In the history of human rights, the rights of children are the most ratified. The United Nations Convention on the Rights of the Child (UNCRC) defines **Child Rights** as the minimum entitlements and freedoms that should be afforded to every citizen below the age of 18 regardless of race, national origin, colour, gender, language, religion, opinions, origin, wealth, birth status, disability, or other characteristics.

These rights encompass freedom of children and their civil rights, family environment, necessary healthcare and welfare, education, leisure and cultural activities and special protection measures. The UNCRC outlines the fundamental human rights that should be afforded to children in four broad classifications that suitably cover all civil, political, social, economic and cultural rights of every child:

☐ Right to Survival:

- Right to be born
- Right to minimum standards of food, shelter and clothing
- Right to live with dignity
- Right to health care, to safe drinking water, nutritious food, a clean and safe environment, and information to help them stay healthy

☐ Right to Protection:

- Right to be protected from all sorts of violence
- Right to be protected from neglect
- Right to be protected from physical and sexual abuse
- Right to be protected from dangerous drugs

☐ Right to Participation:

- Right to freedom of opinion
- Right to freedom of expression
- Right to freedom of association
- Right to information
- Right to participate in any decision making that involves him/her directly or indirectly

☐ Right to Development:

- Right to education
- Right to learn
- Right to relax and play
- Right to all forms of development emotional, mental and physical

Our mission is to realise the rights of children in our operational area through securing proper implementation of the UN Convention on the Rights of the Child.

We will have achieved this mission when children's rights are:

- Protected by our laws
- Reflected in our policies
- Evidenced in wider society
- Integrated into our mind-sets

We identified four priority issues for the lifetime of the plan which were selected reflecting the interests of our members, gaps in the protection of children's rights, current opportunities for change, financial constraints and where the value and expertise of the organization is needed. We then embedded these within our all strategic objectives. The following issues are:

Child Rights-Key Issues

- Chronic poverty & hunger are direct & indirectly affect to children
- Children are culturally marginalized
- 2nd highest child marriage district of Odisha
- Ineffective functioning of child protection committees in grassroot level
- Children are the worst affected in the pandemic situation
- Tribal children are more vulnerable
- Children are out of schools led them to engage in some or other child labours
- Language barriers alienate the tribal children from formal schooling
- SMC not functioning with effective manner
- MDM not implemented properly
- Instead of our all efforts still, the child marriage are happening.
- Sexual abuse still in residential school & complain committee not functioning in most of the schools
- No child participation in school, community & local governance systems

Challenges: Need to be intervene

- Develop understanding on UNCRC/POCSO/Child Protection Act/Juvenile Justice Act among the different stakeholders especially among the community & local governance level
- Strengthening CBOs, People organization & community institutions
- Inclusive education, cultural learning, child participation & protection in formal schools
- Rescue children from different difficulties situation & address their issues
- More focus to girl children & children with intellectual disabilities.
- Continue the campaign for STOP early marriage & back to schools through wide networking with government, CSO & other stakeholders.

Building of Human Resource

We have work with different human resource from different sector & build their capacity as when required but we have planned to more focus on capacity building of human resources of the organization for smooth & better implementation of different projects & well functioning of organization in coming future.

Organization's policy orientation for management, staffs & board members

Thematic orientation with different scheme, policies & Act (Sustainable livelihood, nutrition, Child Right, Disability & governance)

Finance management & legal compliances for finance & admin staffs

Organization understanding on Gender equity & equality

Best use of social media & technology

Planning Monitoring & Resource Moilization

Organization Leadership & Management

Organization Development

Communication & process documentation



Team members of Ekta