

# ORGANIZATIONAL PROFILE



*In Pursuit of Empowerment through Community Action*

**KASHBA YOUTH**

**At/ Po: Egra, Dist: Purba Medinipur, West Bengal,  
India-721429**

**E.Mail- [apcrvti@gmail.com](mailto:apcrvti@gmail.com)**

## VITAL INFORMATION ON KASHBA YOUTH

- 1. Name of the Organization** : KASHBA YOUTH
- 2. Address of the Organization** : At/ Po: Egra, Dist: Purba Medinipur, West Bengal,  
India-721429,E.Mail- apcrvti@gmail.com
- 3. Legal status** : Registered with W.B. Societies Registration Act -XXVI of 1961
- a. Registration No** : . Registration No: S/67859 of 1991-92,  
**Date of Registration** : Dated-06-06-1991.
- b. FCRA No.** : 147040528.  
**Date of FCRA Registration** : 29-09-2005
- c. Income Tax Registration** : a)Under Section 12A / 80G of Indian Income Tax Act  
b)Under Section 35(1) (iii) of Indian Income Tax Act  
by which all donation to KASHBA YOUTH are exempted.
- 4. Name of the Contact Person** : Dr. Ambikesh Manna,  
**Designation** : Secretary, KASHBA YOUTH

**5. Area of Operation**

Distrit / Block	Villages
<b>Purba Medinipur</b>	
• Egra-I	46
• Egra-II	31
• Patashpur-I	18
• Patashpur-II	22
• Bhagwanpur-I	09
<b>Paschim Medinipur</b>	0
• Kharagpur-I	11
• Kharagpur-II	10
<b>Balasore</b>	0
• Balasore Sadar	28
• Basta	09
• Jaleswar	15
• Bhograi	12
<b>TOTAL</b>	<b>211</b>

**6. Staff Position & Number**

Staff Categories	Male	Female	Total
Professional	03	02	05
Para Professional	05	02	07
Support Staff	02	01	03
Village Workers	12	14	26

**7. Target Groups**

- : • Youth, Women & Children  
• Socio-economically Deprived Communities: SC, ST, OBC  
• Victims of Natural Disaster  
• Victims of Societal Discrimination

**8. Main Areas of Activities****: EDUCATION & TRAINING PROGRAM**

- Vocational Training for Youth & Women
- Computer Training for Youth & Women
- Skill Development Training Program
- Free Coaching Program for Socio-economically Deprived
- Vocational Training for Disabled Students

**TRAINING PROGRAM ON ENTREPRENEURSHIP DEVELOPMENT**

- Training on Farming Sector Development
- Training on Rural Enterprise Development

**STUDY AND RESEARCH**

- Survey of Resource: Harvestable & Usable Products
- Village level Survey & Selection of Beneficiaries through PRA/PLA
- Management Scheduling & Involvement of Experts & Resource Persons
- Program Implementation in Agro-horticulture & Allied Activities
- Program Implementation in Farming Sector Development
- Program Implementation in Rural Enterprise Development
- Program Implementation in Rural Development
- Program Implementation in Healthcare Services & Nutrition Sector

**WOMEN EMPOWERMENT & GENDER EQUITY**

- Awareness Generation on Women Empowerment
- Promotion of Women SHG
- Capacity Building Training for Women SHG members
- Skill Promotion Training of Women SHG members
- Entrepreneurship Dev. Program for Food Processing Industries

**SOCIAL WELFARE PROGRAM**

- Special Minority Welfare
- Disabled Care
- Family Counseling
- Old-age Care

**HEALTHCARE AND HYGIENE PROGRAM**

- Health Camps
- Campaign Against HIV/AIDS
- Charitable Dispensary
- Campaign Against Tobacco
- Ambulance for Rural Poor

**ENVIRONMENT PROMOTION PROGRAM**

- Nursery & Plantation
- Environmental Awareness Campaign(Seminar/Rally)

**CULTURAL PROGRAM**

- Music & Dance School
- Art & Craft School

**SCIENCE & TECHNOLOGY FOR RURAL DEVELOPMENT**

- Awareness on Science & Rural Technology
- Demonstration of Sustainable Models
- Agriculture Promotion Program

**YOUTH DEVELOPMENT, SPORTS & GAMES**

# **KASHBA YOUTH PROFILE**

## **1. ORIGIN AND GROWTH**

**KASHBA YOUTH** is a pioneer social development organization in the southern part of West Bengal and northern part of Orissa working throughout Paschim Medinipur and Purba Medinipur district and Balasore district of Orissa for the poor, backward, minority and Scheduled Caste and Scheduled tribe dalit communities. The organization was registered in the year 1991 as a non-profit, non-political, non-government organization under West Bengal Societies Registration Act XXVI of 1961 and since then concentrating on basic social and economic development issues such as education, health, empowerment, entrepreneurship development and environment.

Later on the society was registered with F.C.R. Act under Ministry of Home Affairs of Government of India. The organization was also approved for Tax exemption under Section 35(1)(iii), 12A & 80G of Income Tax Act, 1961 under Ministry of Finance, Govt. of India and well set to take of major program intervention in national and inter-state developmental issues.

Over the years it has been realized that promotion of education, conscientization and capacity building of rural youth is the key to youth empowerment. Since then it has been working for promotion of awareness, research, functional education, vocational training as well as economic development of the people at the grass root level, especially for those are remaining in poverty and backwardness. It has been associated and affiliated with all such organizations, associations and government programs such as National Council of Vocational Training (NCVT), Dept. of Technical Education & Training, Govt. of West Bengal and Ministry of Youth Affairs & Sports, Govt. of India, National Bank for Agriculture and Rural Development (NABARD) to promote vocational education, training and skill development among youth and women for their sustainable livelihood and socio-economic development of the target area.

## **2. LEGAL STATUS**

KASHBA YOUTH is registered under:

1. West Bengal Societies Registration Act XXVI 1961.
2. Foreign Contribution Registration Act of 1976 with Ministry of Home Affairs, Government of India.
3. Under Section 12A / 80G of Indian Income Tax Act by which all donation to KASHBA YOUTH are exempted.
4. Under Section 35(1) (iii) of Indian Income Tax Act by which all donation to KASHBA YOUTH are exempted.

### **3.1. MISSION**

The mission of KASHBA YOUTH is “to empower poor and weaker sections of the society through Education, enlightenment, participation and organization building for the establishment of a self reliant, self sufficient and just society”.

### **3.2. VISION**

The vision of **KASHBA YOUTH** is:

- Enlightenment through knowledge, information, awareness
- Empowerment through knowledge, consciousness about rights and grassroots actions
- Development through participation, local level planning and shared responsibility
- Growth by realizing the inherent potentials of individual and communities
- And finally to sustain the development process with transparency, accountability

## **4. APPROACH ON DEVELOPMENT**

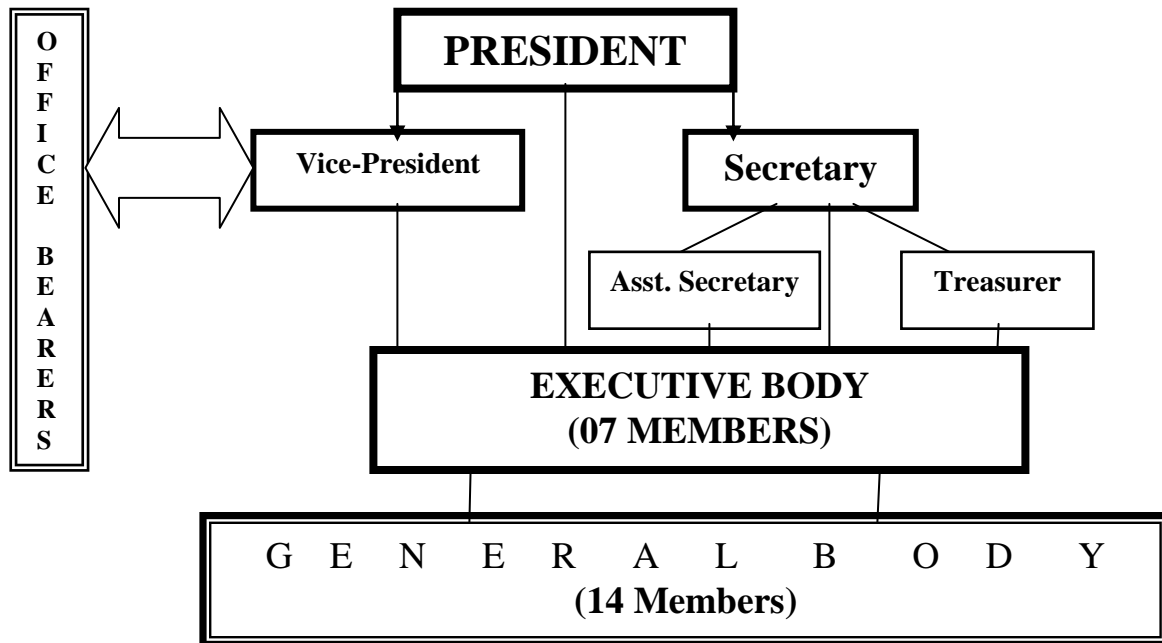
KASHBA YOUTH pursues a developmental approach that is based on people’s enlightenment, empowerment, Micro-level Planning and people’s action. Particular emphasis is always given for facilitating the social and economic empowerment of poor, weaker sections; disadvantaged groups and communities who are otherwise marginalized in the society.

- Education, conceitization and motivation of rural and disadvantaged people who are capable of taking charge of their own development as active partners of development
- Promotion of local institution, Organizations, Groups and establishment of pro-active and demand driven recipient structure at the grassroots
- Enhancement of skill & knowledge base of local people and local institutions and building their capacities for self- reliant development
- Micro-level peoples Planning through PRA and Micro-planning with active peoples participation
- Introduction of innovative technology and up gradation of traditional technologies with emphasis on people centered innovation and application

## 5. GOVERNANCE OF KASHBA YOUTH

KASHBA YOUTH is a democratic organization with a two-tire set-up constituting of General Body and Executive Body. The General Body comprises of fourteen members out of which seven are Executive Body members elected once in every 3 years. President is the honorary head of the organization and Secretary is the Chief Functionary. The organogram of KASHBA YOUTH is as follows:

### ORGANOGRAM OF KASHBA YOUTH



President is the honorary head of the organization, whereas the Secretary is the executive head who acts under the guidance of executive council. He is responsible for the day-to-day functioning of the organization. He has the power to direct, coordinate, supervise and facilitate the activities of the organization. He also looks after the financial management and responsible for all acts of omission and commission. The Executive Secretary is assisted by the Secretary in regards to office administration, HRD & personnel management and financial management of the organization.

## 6. ORGANIZATIONAL RESOURCES

### i) Human Resources

The KASHBA YOUTH has a committed work-force to look after the day today activities of the organization and various programs in the field.

The human resource of KASHBA YOUTH involves people and professionals from different sources i.e. EB, Regular staff, part-time staff and honorary resource persons. As per the job responsibility, the current staff members of KASHBA YOUTH are divided in to four set of workers i.e. Office Staff, Professional Staff, Para-Professionals and Field Workers.

The number of different category of staff is as follows:

- Office Staff : 06
- Professional Staff : 08
- Para Professionals : 12
- Field Workers : 34

Besides the field workers all other staffs are computer literate and follow computerized monitoring of project progress and success indicators.

### ii) Financial Resources

The main source of finance for KASHBA YOUTH has been the member's contribution in the form of annual fees, grants-in aid for various developmental projects and different economic programs undertaken by the organization for its institutional sustenance. Over the years, besides arranging fund from various agencies like; Ministry of Labour & Employment, GOI, West Bengal State Council of Technical Education & Training, (WBSCTE&T), Govt. Of West Bengal, National Bank for Agriculture and Rural Development (NABARD), Kolkata, Ministry of Sports and Youth Affairs, Govt. of India & Govt. of West Bengal, Ministry of Food Processing Industries and horticulture, Govt. of West Bengal, Ministry of Communication & Info. Technology, Govt. of India and National Council for Vocational Training, (NCVT), DGE&T, Govt. of India. Besides, KASHBA YOUTH has consciously made self sustaining economic initiatives such as organic farming, diary, mushroom cultivation, poultry and pisciculture in rural areas of Purba Medinipur and Paschim Medinipur. As per as the income from these initiatives are concerned, last year the income from those sources was Rs. 31,98,520, which was 27.80% of the total income of the year. It has been a conscious effort to raise adequate amount of fund from organization's own income generating activities which can meet the administrative overhead of the organization.

### iii) Infrastructure

**KASHBA YOUTH** has got one of the best offices in the district so far as the NGO sector is concerned. It has 7500Sq. feet well furnished office with separate sections for administration, Accounts, Program, Information & Publication along with a Committee Hall for Staff interaction and meeting. Besides, it has two training Hall of 800sq. feet each to provide training to rural youths, women SHG members and Community Health Volunteers. It has two computers, one is for the administration and accounts section and the other is for project database, monitoring and documentation.

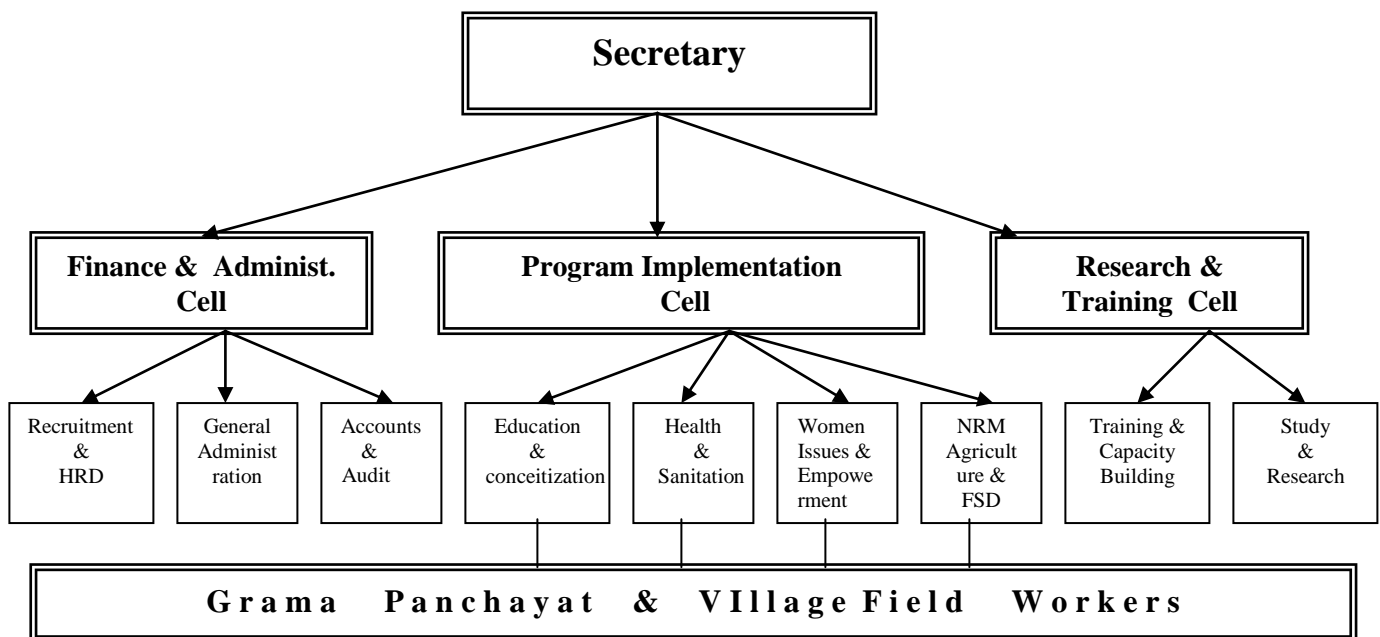
KASHBA YOUTH has 03 vehicles such as 2 bikes and one four-wheel Vehicle on permanent rental basis. The four-wheeler is normally used either to cover long distances or to visit remote tribal areas where the bad road conditions impair mobility by bikes.

## 7. MANAGEMENT SYSTEMS

### 7.1. Operational Methodology

The strategic management of the Organization and its different programs are looked after by the Executive Council through its Office Bearers; President and Secretary. The Executive Committee meets in every 3 months and approves all programs, budget and expenses. On behalf of the Executive Body the Secretary looks after the day to day activities of the organization supported by the office bearers, office staff, program staff and program advisors. For smooth functioning of the organization there are three Cells within the organization viz. Program Implementation Cell, Study & Consultancy Cell, Finance & Administration Cell. Each Cell is being looked after by one coordinator. Whereas, the Secretary is the coordinator of Financial and Administration Cell, the other two Cells are looked after by Professional Staff recruited by the organization. All the coordinators are directly accountable to the Secretary in performing their responsibilities.

Additional expertise is drawn from other members of the organization and from the Advisory Council as and when required by any specific cell. The day-to-day operational management of the organizational activities of KASHBA YOUTH are as follows:





## 7.2. Inter Organizational Coordination

For all practical purposes the in-charge of each Cell and professional staff of the organisation operate as an informal core team and look after the day today planning and program implementation.

They meet once in a month (and as and when necessary) along with the Executive President and Secretary and review the activities of the preceding month and plan for the subsequent month.

The office of KASHBA YOUTH is situated at Kashaba Egra in Egra Municipality which is the Sub-divisional HQ of Egra Sub-division of Purba Medinipur district. The main is divided in to two wings: program office and administrative office. The program office primarily looks into the physical implementation of the project in specific project villages. The administrative office deals with general administration, accounts, project formulation, fund generation, documentation, studies, consultancies, overall planning & monitoring. Professionals from central office visit project areas every week and personnel from field office also keep on reporting to central office in a rotational way i.e. one person every week.

## 7.3. Management Information Systems

Information, database and reports generated in the process of internal monitoring activity forms the basis of the MIS of the organization. Information from the field and of different programs flow from concerned field staff and semi-professionals to the Coordinators of different Cells. From those Cells it flows to the Secretary who present it to the executive council in every three months.

For analysis of those information and decision making the monthly meeting is the opportunity for direct interaction among all the staff, in-charge Coordinator of each Cell and the Secretary. Mid term evaluations on programs and projects are a regular feature of the organization. Every programs whether funded or non-funded are assessed half yearly and annually by each Cell and presented to the Executive Council and General Body.

## 7.4. Internal Monitoring Systems

KASHBA YOUTH has well knit internal monitoring system with Secretary monitoring the overall performance of the programs and documentation and the President monitoring the financial and administrative affairs of the organization. The Coordinator of each Cell primarily looks after the internal monitoring of various activities of their respective Cells separately. The following systems are mainly being followed at different levels of the organization:

Programs	Financial
<ul style="list-style-type: none"> <li>• Daily dairy by each staff</li> </ul>	- Daily Disbursement Register maintained by Accountant signed by the Secretary who is discharge of Accounts & Administration

<ul style="list-style-type: none"> <li>• Weekly meeting by each Cell</li>   <li>• Monthly meeting by all staff of KASHBA YOUTH</li>   <li>• Specific periodic Monitoring by each Cell</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly Accounts Statement of the for all the projects/ programs prepared, signed by Secretary : the in-charge of Finance</li>   <li>- Quarterly Accounts Statement of all the projects / programs reviewed by Chartered Accountants and presented to the Executive Body</li>   <li>- Annual Accounts Statement of the for all the projects / programs and of the organization prepared by Chartered Accountants and signed by the in-charge, Finance and &amp; Executive Secretary which is put for the approval of the General Body</li> </ul>
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The monthly review and planning meetings of all the staff are the most important means of the internal monitoring system of the organisation. In such meetings, usually conducted in the 1<sup>st</sup> week of every month all the project staffs along with Coordinators of all Cells discuss out the project-wise progress, achievements, failures, constraints and re-strategize the programs for the ensuing month. This gives a unique opportunity to rectify any fault before it is too late.

## **8. MAJOR ACTIVITIES / PROGRAMS IMPLEMENTED IN FIVE YEARS**

Over the years KASHBA YOUTH has undertaken different activities towards achievements of its mission. Its main focus has remain the enrichment of human capital and institution building in the grassroots for the participatory and demand driven development of the poor and weaker sections of the community. The major programs undertaken, results achieved and impacts perceived in various sectors during the year are analyzed in the following broad heads:

### **8.1. EDUCATION & TRAINING PROGRAM**

#### **8.1.1. Vocational Training for Youth & Women**

Vocationalization of education is one of the prime thrust to provide livelihood education for sustainable livelihood to youth and women belonging to poor and deprived communities. KASHBA YOUTH has initiated computer literacy and education program for women and youth of deprived communities. Besides, it has also continuing the health sanitary inspector training as continuing vocational education under the aegis of APC Roy Vocational Training Institute Such vocational courses are approved by relevant accredited national institutions such as:

1. Computer Operator & Programming Assistant (COPA) – Recognized by NCVT, GoI
2. Health Sanitary Inspector (HSI)- Recognized by NCVT, GoI
3. Computer Maintenance and Application & IT- Affiliated to West Bengal State Council Of Technical Education , Govt. of WB
4. Computer Hardware - Affiliated to West Bengal State Council Of Technical Education ,



### 8.1.2. Skill Development Training Program

KASHBA YOUTH has been trying to explore those local skills and develop such skills with improved technology and methods for sustainable livelihood. Directorate of Employment, Government. Of West Bengal has sponsored the Skill Development training program to upgrade the skill of youths and women in various vocational trades. Various skill development training programs undertaken in last five years are as follows:

- Food Processing & Food Preservation
- Handicrafts: coir craft, sabai craft, bamboo and cane craft
- Tailoring and Embroidery
- Beautician and Boutique Management
- Agarbati making Food Processing



Youths of SC/ST and Minority community were given specialized coaching for competitive examinations for for different employment opportunities in Government, Private & Corporate Sectors. During the year Pre-examination 720 youth belonging to different weaker section categories were given free coaching for different category of job categories such as: General Services (Staff Selection, Bank, Railway & Public Sector etc.), Technical (Medical & Engineering) Defense Services (NDA & CDS). More than 64% of the students succeeded in competitive exams and got employment.



#### 4.1.5. Vocational Training for Disabled Students

KASHBA YOUTH has identified more than 1500 physically challenged persons among whom 328 are matriculate. Most of the physically challenged persons are unemployed and considered as burden. Kashba Youth has organized vocational training for such persons for their rehabilitation and economic empowerment. They have been provided vocational training in tailoring & embroidery computer education, Agarbati making, mushroom cultivation, coir craft and handicraft.



#### 4.2. TRAINING PROGRAM ON ENTREPRENEURSHIP DEVELOPMENT

Considering the need for entrepreneurship development in rural areas KASHBA YOUTH has identified the following Farming Sector and Non-Farming Sector activities in which the rural youth and women are trained and supported for enterprise development at their household level. Such enterprise development activities are as follows:

- Improvement of Household Tank: Scientific Pisciculture of mixed species & Duckery for natural aeration and duck litter as fish feed
- Improvement of livestock: duckery and poultry- duck litters will be fish feed and poultry litters will be organic manure for the bio-intensive agriculture including cow-dung manure
- Improvement of Agri-horticulture: Organic farming of seasonal / annual and permanent agricultural and horticultural crops with cow-dung manure, poultry litter manure and compost and vermi-wash manure and bio-pesticides / insecticides
- Agro-based Household level Product Processing & Marketing- women SHGs will take up drying, processing / grinding and packaging of agricultural produce dhania/ chilly/zeera powder etc

To achieve the desired result in farming system development KASHBA YOUTH had organized the following training programs capacitating the farming community in different aspects of the farming System development.



a) Nursery Raising: at 15 locations of 5 Blocks of Paschim Medinipur In each training 15 candidates of which half were women, in total 225 persons trained



b) Vermi- Compost Preparation: 20 training programmes of 5-6 week's duration were conducted in different parts of Purba and Paschim Medinipur. 400 persons trained.



d) Mini- Dairy Development: 8 trainings covering 160 women were organized and linked to banks for household dairy development.



e) Pisciculture in Household Ponds and community Tanks: 15 trainings were organized in 9 Blocks involving about 600 beneficiaries



f) Poultry Farming for Egg & Broiler Production: 30 training in 10 blocks covering 900 beneficiaries who are linked to banks for poultry development

KASHBA YOUTH being an academic and development support organization has always emphasized on operational research as a means to explore viable methods for the benefit of disadvantaged sections and rural poor. Hence it has undertaken a series of survey, study and action research programs. The purpose of such study and research program is to garner knowledge from the field, explore indigenous knowledge and skill of the people and develop operational strategy for effective and successful project implementation. KASHBA YOUTH has a competent team of resource persons to conduct such studies. There are 06 in-house Research Officers, 10 Research Assistant to conduct the studies. Further there are around twenty experts in various research and training institutions that are actively associated in such studies and research as part time resource persons. The team of researchers are being supported by hundreds of field workers and volunteers who undertake field level implementation and provide field level feedback to enrich the results of the study. Details of such operational study and research undertaken by the KASHBAYOUTH are illustrated below.

- Survey of Resource & identification of Harvestable & Usable products
- Village level Survey & Selection of Beneficiaries through PRA/PLA

- Management Scheduling & Involvement of Experts & Resource Persons
- Program Implementation in Agro-horticulture & Allied Activities
- Program Implementation in Farming Sector Development
- Program Implementation in Rural Enterprise Development
- Program Implementation in Rural Development
- Program Implementation in Healthcare Services & Nutrition Sector

#### 4.4. SOCIAL WELFARE PROGRAM

##### 4.4.1. Special Minority Welfare

Within the operational area of KASHBA YOUTH there are 26 villages and 14 slums under municipality inhabited by muslim minority community. Those habitations are inhabited by poor people without basic amenities. KASHBA YOUTH has taken up special programs for their health and hygiene care, education, vocational training. Besides, KASHBA YOUTH in its vocational training program extended special attention for cent percent admission to minority youth and women and provide them skill training for livelihood sustenance.

##### 4.4.2. Disabled Care



During last five years KASHBA YOUTH has identified 1628 physically challenged persons. They are blind, hearing impaired, polio affected persons. In its vocational training centres at Kashba Egra it has organized a special training on sabai rope making, coir craft and handicraft involving more than 1075 physically challenged persons. 424 physically challenged person are trained in computer training who are engaged in DTP centres / cyber café or self employed with their own DTP centres.

##### 4.4.3. Family Counseling

Violence within the family has become an emerging issue. Women are always in the receiving end. The problem has become a menace due to alcoholism, wife beating and violence against women, dowry torture and dowry death. All class of people are suffering due to such break down of families.



KASHBA YOUTH has realized such problem as one of its priority area of intervention and organized Family Counseling Program by its women workers every month. The notable advocate of our area Mr. Girin Acharya extends his legal service voluntarily in every month. Legal aid support is also provided to the women suffering from cruel torture from the male counterpart.

## 4.9. WOMEN EMPOWERMENT & GENDER EQUITY

### 4.9.1. Awareness Generation on Women Empowerment

KASHBA YOUTH has organized a series of awareness generation camps at different locations with support from NABARD involving the rural women and SHG group members. Such camps were aimed at building leadership capacity among SHG leaders and members for their leadership development and institutional strengthening which is most important for their sustenance and economic development of rural women. The specific objective of the workshop was:



- To raise awareness on women rights and their role in Self Help Group (SHG)
- To reorient them on the aim, objectives and activities of women SHGs
- To develop leadership qualities among SHG office bearers and members and empower them through their unity and leadership
- To sensitize them on social issues with specific emphasis on discrimination
- To develop skills in SHG record keeping and financial transactions
- To aware regarding various government / non-government schemes, schematic details on eligibility criteria, subsidies, credit linkages for small enterprise by rural women

KASHBA YOUTH has been pioneer in organizing women Self Help Groups throughout the Egra-1 and Egra-11 block of Purba Medinipur district. During the year more than 150 new SHGs were formed. The SHG promotion activities were given an organized shape through formation of a SHG federation in GP level and block level. The growth of the women self- help groups has facilitated the economic empowerment process of the women in more than 100 operational villages of its operational area. Various capacity building programs and skill development programs were undertaken for the sustainable livelihood of rural women.

### 4.9.3. Capacity Building Training for Women SHG Members

KASHBA YOUTH has organized three training programs for the capacity building of women SHG members and their leaders. The purpose of the training program is institution building in SHG management for the proper management of the SHG and their rural enterprise contributing towards the sustainability of the program. Various basic and fundamental issues relating to the functioning of SHGs were being covered in the training such as:



- Aim & Objectives of SHG
- Record keeping and Bank Linkages
- Concept of Good Leadership
- Communication and leadership
- Role & Responsibility of SHG Leaders
- Identification of Problems in SHG Management
- Solutions to various problems of SHG management

#### 4.9.4. Skill-upgradation Training of Women SHG members

KASHBA YOUTH has organized a series of skill training programs for the skill development and up-gradation of existing skills of women SHG members. The details of various skill up-gradation training program conducted by KASHBA YOUTH during the year 2011-2012 are as follows:

<ul style="list-style-type: none"> <li>• Mushroom Cultivation and Mushroom Preservation</li> <li>• Backyard Poultry</li> <li>• Dairy Development</li> <li>• Integrated Organic Farming with Kitchen Gardening</li> </ul>	<ul style="list-style-type: none"> <li>• Floriculture &amp; Horticulture</li> <li>• Appliqué Craft and Handicraft Items</li> <li>• Agarbati Making</li> </ul>
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#### 4.5. HEALTHCARE AND HYGIENE PROGRAM

##### 4.5.1. Health Camps

KASHBA YOUTH has taken initiative to make such needful healthcare accessible to needy persons. It has taken up a variety of healthcare camps in collaboration with local consulting doctors and Sub-divisional Hospital of Egra and provided healthcare in remote unreached areas. It has organized 42 health camps at different locations of Purba Mrdinipur and Paschim Medinipur district and provided basic healthcare facilities for more than 5000 rural people.



Various health camps organized in different topics are as follows:

- Hepatitis & Typhoid Immunization Camps- 8 nos.
- Mother & Child Health Check-up Camps- 16 nos.
- Awareness Camp on Traditional Medicine (Ayurveda & Homeopathy)-5 nos.
- Seminar on AIDs & HIV- 2 nos.



### 4.5.2. Campaign Against HIV/AIDS



KASHBA YOUTH is committed to save the people from the dreadful HIV/AIDS. It has organized campaign against the dreadful disease by raising awareness among the people of its operational area. The target group covered under such campaign program are truck workers, labourers and vulnerable women who remain in slum areas of Egra Municipality. It has organized hamlet level meetings, trained community level workers and celebrated International AIDS Control Day. In such occasions it has organized rally, competitions and street plays and disseminate message against the HIV infections. In this context KASHBA YOUTH in collaboration with State AIDS Control Society distribute condoms to vulnerable target population. It also collaborated the Sub-Divisional Health officials in Family Health Awareness campaign and disseminate the message of AIDS control to all households of its operational area.

### 4.5.3. Charitable Dispensary



The homeopathic charitable dispensary is a continuing program of KASHBA YOUTH which is at Dubda in Egra II block and at Sarrang in Egra I block. The clinic provides primary healthcare at the local level in such remote areas where proper healthcare is not accessible to the common people. Two qualified homeopath Dr. R. L. Karmohapatra and Dr. N.D. Pahari are looking after the dispensary supported by the nurse and technicians. During the last five year 63,160 persons visited the dispensary during the year and get requisite treatment. As many as 16,345 patients were referred to sub-divisional HQ hospital. 13,942 women got complete RCH care and institutional delivery facility at the dispensary.

#### 4.5.5. Ambulance for Rural Poor



A number of villages in coastal areas of Egra block is not accessible. The health infrastructure in such areas are also very poor. KASHBA YOUTH has organized community managed ambulatory services to enhance the accessibility of proper healthcare to poor people of the area. It has maintained one ambulance at its head office and provides the service on demand from the villages to various PHCs and Sub-divisional Hospital. During the year it has assisted more than 774 cases in emergency and commuted needy patients to the sub-divisional headquarter hospital.

#### 4.6. ENVIRONMENT PROMOTION PROGRAM

The forest cover in Paschim Medinipur is under threat due to indiscriminate deforestation. More over the sal forest is under pressure for heavy plucking of leaves for plate and cup making. Similarly Purba Medinipur being a coastal district forest coverage in district is incredibly low, less than 5% which is far below than the state average. There is a great need to preserve and protect its forest and environment. KASHBA YOUTH has put its priority to protect the Natural Forest and undertake farm forestry to meet the local need of the people. It has formed 72 forest protection committees in two districts and guided them to protect the sal forest in Paschim Medinipur and coastal casurina and mangrove forest in Purba Medinipur along the coast line of Bay of Bengal.



KASHBA YOUTH has established a central nursery at its Egra to raise seedlings of different trees for plantation. The purpose of the program is to avail enough seedlings for farm forestry. During last five years more than 300,000 seedlings were raised in different varieties such as: cashew, casurina, eucalyptus, sesoo, gambhari and other economic trees. Such seedlings were planted in rural areas by villagers as farm forestry program.

KASHBA YOUTH has also organized various meetings and seminars among the youth and school children in the eve of the World environment Day to spread the message of environment preservation to counter the effects of global warming. It has organized rally (padayatra) and school and college level seminars on the issues of global warming and need for environment conservation and plantation.

## 4.7. CULTURAL PROGRAM

### 4.7.1. Music & Dance School

KASHBA YOUTH is organizing Sarrang Kala Bikash Kendra to uphold value based education by orienting the young minds for Indian culture and art forms. The Kala Bikash Kendra has all infrastructure and music equipments to impart training in quality performing arts. There are five music teachers and two dance teachers to manage the school and impart education in Hindustani classical music and dance especially in Bharatnatyam, Oddissi and Chhau.



### 4.7.2. Art & Craft School

For the promotion of local art and craft of the area an Art and Craft School is run by KASHBA YOUTH at Kasba Egra. There are 66 children admitted and provided guidance by five art and craft teachers. The courses covered are drawing, painting and crafts. The children are also given instructions for preparing artistic goods from sabai, mat grass and bamboos using local materials.

## 4.8. SCIENCE & TECHNOLOGY FOR RURAL DEVELOPMENT

### 4.8.1. Awareness on Science & Rural Technology

A series of seminar was organized at the Conference Hall of KASHBA YOUTH to update the rural farmers regarding the simple technologies of organic farming which they can adopt and utilize for their livelihood opportunities. 600 farmers from 20 Gram Panchayats of Purba Medinipur and Paschim Medinipur have attended the Seminar and eminent scientists and academicians from KVK, Kalyani deliberated their speech on the subject. Officials from District Agriculture Dept, Animal Husbandry Dept. and Fisheries Department have demonstrated sustainable technology models which can be adopted and replicated in the area.

## 4.8.2. Demonstration of Sustainable Models

Corresponding to the awareness program on rural technology a number of farmers clubs are formed to bring the technology into action. The farmer clubs are formed as per the guideline of NABARD and various demonstrations conducted through the farmers club are as follows:



SRI Model of Paddy cultivation



Organic farming



Oilseed Cultivation



Fish Farming

Over the years KASHBA YOUTH has gained experiences mixed with Achievements and Failures. The major failures are the gap between the mandate and achievements. As an organization it has not even reached the threshold level in achieving its organizational mission of “Establishment of a just world based on social justice, knowledge, self-reliance and freedom from hunger through people’s participation and sustainable development.” It has never enriched all the human capital residing its operational area to can take charge of their own development. Such failures are due a multitude of problems, discrepancies and lacunas which KASHBA YOUTH is striving sincerely to eliminate by itself and with the help of its partner support agencies. All such problems which are the major challenges for the future days are:

- Dependence on irregular funding due to time bound and project oriented fund flow
- Scarcity of well-experienced professional & technical staff due to high cost of professional staff
- Insufficient regular back up supports to sustain highly qualified technical and professional staff.

- Lack of infrastructural support for continuous technical and professional training and capacity building for village level institution / NGO members
- Lack of organizational resources for in-house Human Resources Development

## **12. SERVICES THE ORGANISATION CAN OFFER**

With a more than a decade long experience in development and thrust on ‘training and community organization’ KASHBA YOUTH is a unique organization in Balasore District which can offer value oriented services to the Support Agencies, NGOs, CBOs, SHGs, and individuals who are genuinely interested in capacity building for development. The range of services KASHBA YOUTH can offer to/for its clients in development are:

- ☞ Conduct Research, Studies, Appraisal, and Documentation on subjects related to Issue Based Development, Integrated Development and Natural Resources Management
- ☞ Survey, assessment, stakeholder analysis, PRA (Participatory Rural Appraisal) and micro-planning.
- ☞ Participatory micro and macro level planning.
- ☞ Design and development of ‘Community Institutions’: Water User Groups, NTFP (Non-Timber Forest Produce) User Cooperatives, Farmer’s Cooperatives, SHGs
- ☞ Training & Capacity building of NGO workers, PRI members & Local Government staff on PRA, NRM, Sustainable Forest Management and Integrated Watershed Development
- ☞ Implementation / monitoring of development projects on turn key basis.
- ☞ EDP (Entrepreneurship Development Program) & Micro-enterprise development, cooperatives and marketing.
- ☞ Appraisal, evaluation and impact assessment: social, financial and environmental.
- ☞ Socio-economic and ecological research related to identification of development needs, developing monitoring parameters and impact analysis.
- ☞ Consultancy on Technology Identification, Technology Development and Technology Demonstration

In principle all such services are provided only to grass-root NGOs satisfying the broad mandate of KASHBA YOUTH. Services are provided on payment primarily to meet the basic expenses of the organisation. However the conditions are flexible considering the need, interest and ability of the client organization to pay.

### **13. SUPPORT REQUIRED BY THE ORGANIZATION**

KASHBA YOUTH is in need of support from likeminded organizations to overcome those challenges which stand on the way of achieving its long term mission. It needs long-term organizational and program support for translating its vision and mission in to action through a highly motivated team of professionals. Specific support required by the organization in different subjects is as follows:

#### **Infrastructural**

- Permanent Training Hall for regular and continuous training of CBOs, workers of Grassroot NGOs, office bearers of Women SHG, PRI members and unemployed youths who like to pursue a career in rural/social development
- Audio-visual Aids: Audio, video, overhead projectors, slide projectors etc. for smooth execution of various training programs
- Computerization of KASHBA YOUTH Head Office and Field offices for database management & effective program monitoring
- Equipment for videography for process documents of project development process and experiences on different types of participation
- Support for at least 4 nos. of two-wheelers and one four wheel vehicle for easy and reliable travel facilities to reach remote program areas of Balasore and Mayurbhanj where public transport facilities are not at all available

#### **Human Resource Development**

- Long term / corpus support for maintaining a core team of professionals as the permanent resource team available for the continuous training program
- Annual support for HRD development (education, training & exposure) to the core team and other staff members for orienting them in contemporary/dynamic developmental concepts and practices

#### **Program**

- Program support for regular and continuous training and capacity building of CBOs, workers of Grassroot NGOs, office bearers of Women SHG, PRI members and unemployed youths
- Program support for creation of innovative and alternative development models which can be replicated in a wider context and which will be the training ground for a divers group of trainees as mentioned above

- Support for special programs on women issues: Women Empowerment, Campaign Against Women Trafficking, Women's Rights, Participatory RCH Management, SHG linked Thrift and Credit Management, EDP and Women focused IGP
- Model programs of integrated land and water management: Watershed Development, Farming System Development, Natural Resource Management with specific emphasis on Participatory Forest Management

## **15. FUTURE PLAN OF THE ORGANIZATION**

KASHBA YOUTH has undertaken a 3-day organizational appraisal workshop on 2001 attended by In-house members of KASHBA YOUTH, well-wishers and professional friends of the organisation which has prepared a Organizational Perspective Plan for the next Five Years. As per the Organizational Perspective Plan, KASHBA YOUTH recognizes, in the context of globalization and privatization in India, NGO sector is one of the most important sector, which will play vital role in providing basic human services to the civil society. It plans to develop itself as a unique organization in the district to build the capacity CBOs, workers of Grassroot NGOs, office bearers of Women SHG, PRI members and unemployed youths who like to pursue a career in rural/social development. It like to build these part of the human capital of the society whose role is of great value in protecting the deprived, weak and the poor and build them as a force taking charge of their own development. Hence, with this vision and mission of KASHBA YOUTH, the following activities are planned for the future:

### **a. Development of Resource Centres for Community Organization & Training**

The Development of Resource Centre is the learning and training support wing of KASHBA YOUTH primarily meant for the capacity building of the VLOs, CBOs and grassroot NGOs. With a series of structured training on participatory development, institution building and NRM it will facilitate the enhancement of the knowledge base & skills of those agencies and facilitate the development of such social management systems so that the people, participate in the development process and finally manage the development process by themselves following the values of the sustainability, gender equity, poverty eradication & ecological sensitivity.

The following training programs are conceived at this stage to be undertaken by the Centre:

- Rural Leadership Development, People's Participation and Local Institution Development
- Participatory Resource Appraisal (PRA), Microplanning, Logical Framework Approach (LFA) and Goal Oriented Project Planning (GOPP)
- Women's Development and Empowerment
- Women's SHG and Management of IGP
- Sustainable Natural Resources Management: Concept, Approach, Process and Components

- Integrated Watershed Development
- Cooperatives, Cooperative Federations & Companies; Laws, Rules & Regulations for the organisation of Rural producers

#### **b. Demonstration of Appropriate Models on Sustainable Natural Resources Management**

Demonstration programs are focused at the promotion of viable organizational and technological models as well as evolution of appropriate operational mechanism for resource use, which would take in to account people's need and priorities to ensure sustainable production of goods and services for livelihood sustenance and compatible bio-diversity conservation. It involves :

- Program support for creation of innovative and alternative development models which can be replicated in a wider context and which will be the training ground for a divers group of trainees as mentioned above
- Support for special programs on women issues: Women Empowerment, Campaign Against Women Trafficking, Women's Rights, Participatory RCH Management, SHG linked Thrift and Credit Management, EDP and Women focused IGP
- Model programs of integrated land and water management: Watershed Development, Farming System Development, Natural Resource Management with specific emphasis on Participatory Forest Management

#### **c. Policy Advocacy for Empowerment of Rural Poor**

KASHBA YOUTH plan to be the member of all the progressive and pro-people Networks of the district and state to be a partner of the Pressure Group for pro-people policy advocacy. Policy advocacy involves the strategic dimension of KASHBA YOUTH's all other actions and meant for promoting and facilitating supportive policy environment for social development with equity, sustainability and gender sensitivity. It includes actions such as:

- Federating and Networking at different levels; regional, district, state and national level for people's right over access and control over resources including forest and CPR
- Policy analysis with the people to reflect popular opinion in policy formulation
- Campaign for pro-people policies, program and operationalization of people oriented programs

#### **d. Research, Studies and Documentation**

There are a number of pro-people and progressive laws and administrative regulations that influence the life and properties of people, rights and duties, access and control over different type of resources. There are laws which could adequately support various components of the participatory development process as well as safeguard the rights and properties of poor and weaker sections.



Simply they are not made simple and available to the common man in local languages. KASHBA YOUTH makes it a mandate to study, collect and compile all those polices and laws and make simple and available to the people living in remote and rural areas.

At the same time there are also gaps. There are some old / previous rules and regulations which are not accordingly modified as per the operational requirements of the changing policy and legal framework. As a result there are contradictions within and in between various laws that adversely effect people's right, role and responsibility in actively participating in the decentralized development process. Studies will review, assess and documents all such laws and administrative regulations and identify those which are supportive and conducive for to the weaker and poor, those which are inadequate and restricting to the poorer sections and the inconsistencies and contradiction between different laws / policies or within a particular law and their operational constraints. This would facilitate wider dialogue over the issue and add to the pro-people policy advocacy.

## **16. NETWORKING AND NGO SOLIDARITY**

To ensure forceful advocacy and lobbying KASHBA YOUTH emphasises on NGO solidarity at different levels. KASHBA YOUTH due to its long and consistent presence in Egra Sub-division is the convenor of Sub-divisional NGO Coordination Committee. It plays the pioneer role in the district Women Forum of Purba Medinipur and at the moment the convenorship of the Forum is hold by the e Secretary of KASHBA YOUTH. Besides it is the proud partner of many district and State level Forums such as:

- Member, National Alliance of Women (NAOW)
- Member, All India People Since Network (AIPSN)
- Member of Sate level Forum of NGOs implementing NFE Program (FONIA)
- Member, Women Task-force, Kolkata
- AGAMEE ORISSA, Forum for Creative & Progressive People's Network
- Member, Orissa Disaster Mitigation Mission (ODMM)
- People's Health Assembly (PHA)
- Member, Oissa Jangal Manch, Bhubaneswar

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