

Network for Enterprise Enhancement & Development Support



sustainable development organization



Network for Enterprise Enhancement and Development Support (NEEDS) is a professionally managed committed NGO active in community capacity building and issue based networking. The primary focus of NEEDS is on the problems of the poor in their struggle to obtain a life of justice and dignity. Environment stabilization, food security and

empowerment of the community for self-governance are the most important components of its mission. Gender equity, natural resource management, and livelihood security are our primary areas of concern.

❑ **Vision**

“Create value-based communities of dignified and informed citizens”

[Comprising the erstwhile marginalized and the oppressed from the perennially unresponsive regions in place with pride”]

❑ **Food Security Mission**

“Sustainable household food and nutrition security of marginalized, especially women & children, Dalits and tribes, while considering equity and human rights”

❑ **Reproductive Sexual health (Population & Development) Mission**

“Reduce under-five mortality rate, the maternal mortality ratio and Reverse the spread of HIV/AIDS while intervening on young people’s reproductive sexual health”

❑ **Livelihood mission**

“Impact livelihood of marginalized households”

❑ **Child Protection Mission**

“All children will learn, grow and develop to realize their full potential”

They are then designed in to various programmatic interventions, broadly defined as:

Integrated health and nutrition management (adolescent, women and children focus)

- + Adolescent sexual Reproductive health, safe motherhood, child health, water and sanitation
- + Sustainable Agriculture and Natural Resource Management/Watershed development
- + Women SHG and Micro Credit promotion
- + Livelihood enhancement, restoration and management [farm & non-farm based]
- + Networking, Partnership and Cooperation, Local Institutions Building and Policy advocacy
- + Information Technology and on communication strategy
- + Land alienation and women right
- + Local Governance



Team Strength

Confluence of like-minded professionals from various fields of socio-economic activities committed to the cause poverty and sufferings.



The Strength lies in the mutually complimentary competencies of the members of the said team in achieving on the field; remarkable community-centric results through a well defined Organogram where the Mission - of maximizing livelihood security and minimizing vulnerability of the marginalized are backed with focused Sectoral Goals and well defined Strategies.

Reproductive and Child Health

NEEDS is directly implementing the program on Adolescent reproductive and sexual health [ARSH] in two block of Deoghar district. Till 2007 March we have 60 teen centers and youth clubs of the age group of 13-23. they are taking initiative to improve on their own life skills, helping community in improving service delivery of reproductive health services. Optimum participation from community is focused by involving religious leaders and other opinion makers. In this process NEEDS facilitated in evolving a grassroots organizations network to scale up ARSH program in santhalpargana region. This group is known as DISHA [development intervention in sexual health of adolescent].

DISHA network is operational in Deoghar, Pakur, Jamtara and Giridih districts.

This particular group is working on RH needs of tribal communities. This group does not focus on sterilization among tribal community rather working on safe sex, temporary methods of fertility control issues. DISHA focuses on HIV/AIDS prevention, reduction in early marriage and delayed pregnancy issues.

Empowerment of adolescents is focused through their life skill enhancement and creation of teen centres.



DISHA is attempting in developing a regional policy document for which some 28 workshops are conducted and 717 adolescents are consulted. On the basis of this knowledge base the group has developed a ILS [internal learning system module] for the knowledge transfer and knowledge assessment of the adolescent. ILS is a total pictorial module even to be utilized with any language and illiterate groups or individuals.

DISHA understands

That the adolescents need a special attention, guidance and environment to grow and develop into healthy human beings so that they are empowered to take decisions about their life including reproductive health related decisions.

Program Goal

Improvement in the reproductive sexual health status of adolescent of Santhal Parganas region.

The objective of the consortia is to build up the capacity of the growing DISHA consortium of NGO's in Santhal Parganas region on ARSH issue. DISHA's intervention primarily focuses on the following:

- ✚ Development of effective communication tool.
- ✚ Building up an appropriate environment at target Blocks on Reproductive Sexual Health issues.
- ✚ Effective Information Dissemination.
- ✚ Behavior Change
- ✚ Strengthening of NGO's capacity in Adolescent Reproductive Sexual Health issues



- ✦ Create district and regional level impact on ARSH through program intervention with adolescent and other critical stakeholders

Role of DISHA

DISHA is primarily focusing on the following aspects

- ✦ Building Capacity within the organization themselves to advance their mission & achieve their goals.
- ✦ Hand Holding of partners organizations
- ✦ Mobilization of resources and technical assistance
- ✦ Technical Support (Training) needed to successfully implement and complete projects
- ✦ Monitoring of projects and programs through peer group efforts and in a social auditing process in which community shall be involved
- ✦ Help NGOs of Deoghar district to work in a consortia mode for effective results and creating impact on ARSH at district level

Major components of interventions include the following:

- ✦ Promoting teen circles of girls and boys
- ✦ Develop peer educators to combat myths and misconception on RSH issues
- ✦ Educate 10-19 age group in reproductive sexual health through school interventions at community level interventions for non school going adolescents
- ✦ HIV/AIDS education and awareness campaign focusing on youth and migrant community, beside adolescents
- ✦ Sensitize religious leaders and other opinion makers over the issues of RSH and ARSH
- ✦ Contraceptive education including the issues of safe sex and fertility control



- ✦ Adolescents basic health and hygiene, genital hygiene and sanitation issues

Santhalpargana require an intensive intervention in ARSH issues to build up ARSH environments at large scale, our initial intervention of 3 years have been found successful for scaling up such interventions



Training on reproductive health with youths



Youth Club Members designing posters



Members of teen circle group



Safe Motherhood and Child Survival

NEEDS is working on the grounds of Safe Motherhood and child survival with the goal of **catalyzing sustainable improvement of maternal and newborn health status through effective community action.**

The main objectives of our safe motherhood program are to:

- Significantly increase individual, household and community action that directly and indirectly improves maternal and newborn health.
- Enhance systems and institutional capabilities for sustained improvement in maternal and newborn health care services and health status



The activities undertaken are as follows:

- ◆ Creating prototype models of service deliver involving
- ◆ Capacity building of community level institutions formed
- ◆ Accelerate Government Health Service Delivery- through community based advocacy
- ◆ Capacity building of health team/ community based health service providers
- ◆ Develop access to health services by marginalized through micro insurance facilities focusing on RH issues
- ◆ Integration of HVI/AIDS with regular RCH program

We are striving to reduce MMR, IMR, improve on safe delivery conditions, reduction in protein energy malnutrition, improving on health seeking behavior of individuals, families and community, creating village level institutions and promoting health volunteers, reducing the HIV/AIDS risk and creating local knowledge base in order to make community reduce risk of most common diseases of the area.



Our approach is to accelerate Govt. health service delivery through facilitating and mobilizing stakeholders at various stage.

We are having a MoU with Jharkhand Health Society, Government of Jharkhand for VHC promotion and work in close cooperation with district team.

Creating livelihood opportunity of marginalized

NEEDS being a "Social Entrepreneur" organization, has felt time and again to form an institution to support its livelihood enhancement mission through improving the access of credit by the population difficult to reach. This gave birth to new organization called *AJIWIK*A for providing micro-finance support to the clients.



Providing loan to the SHG Members

At present *AJIWIK*A is involved in micro Credit, insurance and money transfer for its target clients. The promoter of *AJIWIK*A is NEEDS.

Vision

Create impact on poverty by increasing access to financial services by marginalized

Mission

Reach un reached with financial service packages suitable to intended Cliental profile constantly and sustainably"

Objective

To promote development work by providing technical assistance, managerial skill, access to financial services to the people un-reached by the formal financial system, for livelihood opportunity enhancement and poverty eradication; to undertake different activities for rural and urban slum development to improve the socio- economic life of the poor and downtrodden; to provide

assistance to individuals, institutions, corporate body, public or local authorities for rural development and employment generation activities.

Area of work

Currently we are operating in **Deoghar**, Jamtara and Hazaribagh District of Jharkhand and Banka District of Bihar. Presently it is serving to 3200 individuals and has directly linked 256 Self Help Groups.

Our mission is to serve 100000 families in next 5 years with an investment of INR1500 million. We are also working on to be an NBSE by the end of 2007 financial year.

We are exclusively working with women groups as primary client and our experience so far reveals that right interventions can create tremendous impact on life and livelihood of marginalized. We



One of the beneficiaries taken loan from Ajiwika

are working on SHG model and exploring gramim model for further designing of the product. We have successfully demonstrated livelihood models with ultra poor families.

We have now independent office for MFI operations known as *AJIWIK*A [*ajiwika* stands for **livelihood**]

Rural Technology Park: A Livelihood Institute

The livelihood intervention of NEEDS exist to impact on livelihood of marginalized towards a productive and sustained in a self-help framework.



It creates a platform under one roof for technology developers to display / demonstrate and transfer their **technologies as module/package**, RTP plays a critical role in technology modulation and demonstration. We are creating prototype models that are cost effective and operational in terms of

technical and financial feasibility.

Development Strategies of NEEDS

RTP have taken a challenge in transforming one block as poverty free [out from phenomena of poverty]. Technology management packages are developed to support the adoption process

Goal (Long-Term)

Empowered people deliver with their capacity of technology and self help process to effectively help in eliminating the phenomenon of poverty

Program Goal

Improved access of technological solutions by the marginalized, which could be ably and amicably create livelihood opportunities.

Activities

SHG Promotion

NEEDS has promoted over 450 SHGs in three blocks i.e. Sarwan, Palajori and Chandan blocks. These SHGs are key to development interventions while working on gender and equity issues.



SHG Meeting

Agriculture activities:

Under this program area NEEDS have started focusing on seed production and seedling development to maintain high quality seed availability to farmers in time. Focus is on truth full level seed production of paddy for SRI technology based cultivation, potato seeds and few vegetables that has a local demand.

Beside, improvement in production and productivity is our primary concern. NEEDS have started 2 Agriculture business centers to help farmers to access best possible solutions through information and services.

System of Rice Intensification

SRI is a revolutionary intervention which can create larger impact in the food security level of rice producing farmers, particularly tribal population. Our success in SRI has been recognized by DST/Gol and we have been asked to promote the technology through coordinated project in entire tribal belt of India



SRI Plants

SRI Technology uses

- Less external inputs
- Less seed (3 kg/acre)
- Fewer plants per unit area (25 x 25 cm)
- Less chemical fertilizer
- More organic manures and less pesticides

Horticulture Promotion

Horticulture has a promising potentiality is shifting livelihood pattern of the state. NEEDS is the partner of horticulture mission of the state and playing a critical role for the district of deoghar to bring it in horticulture map of the state. NEEDS has signed a MoU with Government of Jharkhand at this effect. Following activities are on set under the mission:

- *Mango garden /orchard*
- *Floriculture*
- *Spices*
- *Multi tier*
- *Vermi compost promotion*
- *Agro Business Centre*



Mission would continue till 2012. The performance of NEEDS has been rated as one of the best in the state as per the monitoring report of NHM/Gol. NEEDS will be implementing this activity till 2012 with area coverage of about 1000 hectare per year which sums up to approximately 7000 hectare.

Vermi Composting:

Vermicomposting has been a very lucrative business for the ultra poor people. These ultra poor families are earning an income of Rs. 1000 to 3000 per month. Vermicompost has the following benefits.

- ◆ *Low cost and farmer friendly in situ technology*
- ◆ *Vermicompost is soil enriching and environment friendly, it improves soil texture, soil water retention capacity, it provides*
- ◆ *This is a natural process that quickly converts organic matters into viable nutrient-rich manure.*

- ◆ *Can be well managed by women as the same is not much labour intensive*

Small animal promotion: Poultry Farming and Goat rearing

Poultry is a common meat consumed by the large community. There is a good demand for poultry birds around Deoghar, Gridih, Dhanbad, Bokaro, Dumka, and Banka. Seeing these potential of market and as an activity for poor people, poultry has been selected as a livelihood source.



NEEDS is currently working on formation of 2 poultry cooperatives and one goat rearing cooperative involving over 1100 marginal families i.e. Chandan block of banka in Bihar and sarwan block of Deoghar in Jharkhand.

Food Processing

NEEDS have standardized various processing technologies which has potential market. Organic process has been adopted to ensure premium products.

We are promoting horticulture cooperative to for controlled farming in an organically package of practices.

Our current products are:

- Tomato puree and sauces
- Chili sauces, Red Chili chutney
- Mango RTS, Pickles of mango and Jackfruit
- Turmeric powder,
- Bel squash



Information & Communication Technology

Goal

Every household of the poorest regions sufficiently empowered to live a joyful life with all their entitlements realized in an Informed Society.

E-Village

NEEDS have already put in place 6 E-Villages (ICT kiosks) in 5 different districts in Jharkhand state. E-Village stands for "Empowered Village". These kiosks are operated by the local communities and a local language (Hindi) based informative software (named, **Apni Baat**) has been developed for these knowledge centers.

We have already entered in to a partnership with Mission 2007 of Swaminathan Foundation initiative and also setup a Village Resource Center (VRC) in partnership with ISRO/Gol in our Block-Hub Center at Rural Technology Park.

Services available in these ICT centers:

- Facilitating marginalized to access their entitlement
- Extending financial service information and tips for linkages
- Imparting computer training to tribal school-going children and tribal women in local languages
- Using knowledge based documentary films on livelihood, health, gender and entitlement issues
- Providing technological solution to entrepreneurs/ SHGs



Farmers attending video conference in VRC



Computer training in E-village Center

Literacy Village Program

We have also initiated a model of communication through the use of ICT. We have selected one adolescent from each family of one of the local villages, called Dusmariya, having 100 population, preferably girls, within 15-19 years to develop a series of story for her value identification through the family. The end objective of this communication process would be to build the sensitization on ARSH issues. The entire process is very interactive and visual based with own life and surroundings, learners has found it interesting and their interest has been sustained.



SHG members watching movie in e-village

Bodh-i: (An Improved Decision Making Tool for poverty impact)

We are planning to develop a decision making tool (Bodh-i), which will serve as a prototype system to demonstrate the significance of decision making through IT tools to make the process accurate and biased less beside facilitate prompt decision making. This will make the entire system transparent and pro poor. Information sharing on antipoverty program, their selection criteria and application of criteria including process of selecting right beneficiaries will become effective and known to people in subject through village knowledge centers.

Software / Tools developed

Developed tailor made system to meet the local need i.e.

- ✦ Apni Baat - is a software provides solutions to local issues
- ✦ Hunger Monitoring Tool for the community on Food Safetynet Program
- ✦ Calorie Deficiency Tool – To monitor the calorie deficiency of families
- ✦ SHG MIS System for the SHG federation
- ✦ MIS tool on Safe motherhood & Child survival which is maintaining a village level database in Family Planning / Contraceptives, Child Growth, Immunization, Ante Natal Checkup, Intra Natal Checkup & Delivery issues.

Child Protection

Every child out of school is a potential child labour. Education till age 14 years is not a professional education rather it is a basic need to help a child grow and acquire life skills to deal with challenges of life at its full potential.

Program Goal

All children will learn, grow and develop to realize their full potential.

Current activities

- Community based Education Centre for children living in difficult conditions i.e. platform children, children working in hotels, motels, garage, children at worksite such as bidi making, brick kiln etc
- Networking with Women SHGs and CBOs to improve on child enrollment and retention in local Government schools.
- Establishing 2 community based computer education and empowerment of children.
- Capacitating Civil Society Organizations and develop GO-NGO partnership in child protection in the state of Jharkhand
- Developing ICT materials, Documentary audio visual aids, train and develop street corner play troops all in local language and with
- Reference to local circumstances for effective education and mass sensitization program.



Recently NEEDS has been selected as **Mother NGO** for child labour by the state of Jharkhand. Following responsibilities are assigned to us:

- Develop NGO partnership in the state to work in cooperation with JEPC [Jharkhand Education Project Council]
- Identify difficult to reach children/children living in difficult situation in cooperation with district administration and NGO partnership
- Organize and co-ordinate resources
- Provide platform to share experiences, identify issues
- Develop collaborative interventions
- Facilitate project development process and project approval process in cooperation and liaison with district and state government
- Ensure capacity building of NGOs and sensitization of district level stakeholders
- Monitor project performance and extend inputs
- Create innovations and develop prototype models of child protection and child education
- Provide inputs for the quality improvements in education curriculum and modules



From 2000 onwards NEEDS became more stable. It made a mark in Santhal Pargana through its high standard of service. Along with the network partners its outreach has increased to 27,000 families. Livelihood enhancement remained its core activity and poorest of the poor the primary target group. It continued its action research in the villages to develop appropriate processes to reach the poorest. NEEDS promoted women's self-help groups as the base for community organization. NEEDS later took a strategic move ahead and set up an institution called 'Rural Technology Park'.

"Our grassroots experience enriched us with the lesson that health and nutrition are two major areas where immediate attention is required till the livelihood prototypes get stable. So we believe that movement on food and nutritional security cannot be restricted within people's 'accessibility'. Rather, it should cover people's 'food utilization' or consumption pattern, also," says Murari Choudhury, the Executive Director & founder of NEEDS.





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