

2015

ANNUAL REPORT

Md. Jasimuddin-SECRETARY

78B-DDA Flat, Mata Sundari Road, New
Delhi, Pin-110002, M-9810839895

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**SOCIETY FOR INNOVATIVE RURAL
DEVELOPMENT(SIRD)**

3/31/2015



ORGANIZATION AT A GLANCE-SIRD

1	Name of the organization	SOCIETY FOR INNOVATIVE RURAL DEVELOPMENT
2.	Office Address	78B-DDA Flat Mata Sundari Road, New Delhi-110002
2.1	Branch Address	1) Vill+ P.O- Bamongram, P.S- Kaliachak, Dist.-Malda, West Bengal Pin-732206, Ph-09932771403 2) Koilabazar, Rajmahal, District:-Sahibganj, Jharkhand, Pin- 816108 , M-09955953377,
3	Chief Important Contact Number	Md. Jasimuddin- Secretary 011-23210628, M-9810839895
4	Status of the Organization	A Non-Government Voluntary Social Organization, Register under Society Registration Act 1860 Govt. of
5	Area Operation	All India
6	Date of Establishment	2008.
7	Date of Registration	11 th December 2008
8	Registration No.	S/64079
9	80G No	DEL-SE23803-18042012/55
10	12A	DEL-SR22013-18042012/41
11	F.C.R.A. Regd. No & Date	Applied for
12.	Name of the Bank	Axis Bank Shop -2A&2B, Khan Market, New Delhi-110003 Phone No-011-24699373/6 Bank Account No:- SB-912010031128367 IFSC NO-UTIB0000120, MICR NO-110211016
12.1		ICICI BANK 3/17a, Asaf Ali Road, New Delhi-110002 Bank Account No:- SB- 235301000103 IFSC NO-ICIC0002353 MICR Code: 110229220
12.2		ICICI BANK E-1, Videocon Towers, Jhandewalan Extension, Rani Jhansi Road, New Delhi- 110055 Ph. No-011- 42499763, 09999105590 Bank Account No:- SB- 135401000807 IFSC NO-ICIC0001354
13	E-mail No	iew_association@yahoo.co.in jhw_cls@yahoo.com
13.1	Website	www.sirdngo.org
14	Total Member	9 Member
15	Pan No	AAEAS1248P

16	Auditor Name	MOIN-UL-HAQ Chartered Accountants OfficeNo-201. Building No-5096, Main Bazar Phar Ganj, New Delhi-55, Ph-01123580076		
17	Three years Income & Expenditure	Years	Income	Expenditure
		2014-15	12,20,350/-	12,20,350/-
		2013-14	13,25,391/-	13,25,391/-
		2012-13	9,04,876/-	9,04,876/-
18.	NGO Partnership System Unique No	DL/2009/0019274		

SIRD

PREFACE

This year should go down into the history of **SOCIETY FOR INNOVATIVE RURAL DEVELOPMENT** as a landmark having felt the need for change in order to remain relevant, we chose to go through an organization development and institution strengthening process. It took us through a brief state of transition and then right into total transformation.

This year will always be remembered for its land mark achievements for the **SOCIETY FOR INNOVATIVE RURAL DEVELOPMENT**. We were able to accomplish many of our objectives and targets which we sat a year before.

Revisiting the Vision and Mission, we came up with a new identity future, whose core content is developed around the concepts of Secular, Independent, Dynamic and Professional Development Organization with its role focusing on support - Financial and Non-financial and implementation in special circumstances.

Collectively reflecting on our future we articulated our desire future, seeing Society For Innovative Rural Development as a well-sustained, credible institution with committed professionals working down to the grass-root level, an institution with clarity in program, perspective and focus in planning, monitoring and evaluation, an institution with coordination and co-operation with stakeholders and networking at various levels, a vibrant organization with dynamic leadership and governance, technically sound in coping with latest trends and bringing holistic change in society as a catalyst, an organization promoting solidarity, justice and peace.

However already within the year, we have covered a lot of ground towards that destination, There has been a decisive restructuring of Governing and Executive structure making them more democratic, representative and accountable with proper perspective and accountable with proper perspective and approaches to programs. New Human Resources and Administration Department, Documentation Cell and Finance Resource Mobilization Cell are already in place. The process of Decentralization and Delegation on of powers has been carried forward. Efforts to improve Management Systems have resulted in the development of Finance Manual, Programme Manual Gender.

Secretary
SOCIETY FOR INNOVATIVE RURAL DEVELOPMENT

FROM THE DESK OF THE SECRETARY

At the first outset I convey my greeting and good wishes to you all on behalf of our organization. The organization has completed four years on the way to render various welfare activities to serve the rural poor people in our operational areas on countrywide. Before going to describe the, welfare measures taken by the organization we have to see the economical as well as social status of the people of our operational area. Most of the people are living here from hand to mouth and solely depend upon agricultural works and some of them are engaged in different allied jobs. They have compelled to organize the lion share of their earning to arrange their bread and minimum clothing and they are unable to meet their basic needs of their life. Due to poverty they are gradually lagging behind in the field of education, health, culture i.e. in the every field of life. Our organization deeply think over the matter and come forward to light a candle of education in order to remove the darkness of illiteracy, to arrange nutritious foods and medicine for their good health in order to establish a sound mind in them as we know a sound mind live in a sound body, to feed them the hungry, to arrange clothes for the poor and needy etc. We are getting remarkable response from the community for suitable development which will certainly help us to reach our expected target. Thanks a lot to our members who have donated their valuable contributions and assistance. Hope more and more participation, co-operation, advice; contribution will be by organization in coming future.

I now present before you the annual Report of Society's activities for the year ending 31st March 2015.

Secretary
Society for Innovative Rural Development

ORGANIZATIONAL OVERVIEW

Society for Innovative Rural Development is a Voluntary Non-profitable Organization registered under the Societies Registration Act, 1860 with the Reg. No. **S/64079, Income Tax Act 80G & 12A Registration** and it has been working on National basis to prevent social evils so as to attain social integration. The Organization is striving to promote the rural development of the society and to promote the social justice as provision and distribution of comprehensive education, Women Empowerment, community health and development, mother, and child care. The Organization is providing services to all irrespective of caste, color, creed, sex, or any such other narrow sectarian considerations.

OUR EFFORTS - OUR CONCERN

Since inception, the NGO has been working in those areas / bastis where government or other Organizations are not been able to give much attention or to provide basic needs. We concern and want to give strong foundation to the community people of weaker sections of the society: Children, women, SC, ST & Backward classes in the field of Health, Education, Environment, Sustainable Development and Women Empowerment through people participation and collective initiative.

In our target areas, **Society for Innovative Development**, has tried to provide welfare services e.g. Elementary Education(Special emphasis on Girl Child), Health care, female foeticide awareness and prevention Campaigns, Social & Legal protection and Economic Empowerment for those who are not getting access to it and living in Slum / Unauthorized bastis of Delhi. Keeping these circumstances in view, we have emphasized the community Participation through community organization by involving children, women, and youth and also to make them aware, educate and sensitize at large to small portion of the Target area. At Basti level, the Organization has implemented Committees of Women, Children & Youth.

We believe in supporting children in their own environment and social context, with respect and solidarity, and without any reference to gender, race, caste, or religion. The organization educates and creates awareness among people about the deprivations and sufferings of children. They also raise funds to support action and advocacy on behalf of children who have no means of defending themselves against poverty, oppression, abandonment, or discrimination.

We are also committed to empowering children: ensuring survival, supporting children in times of need, protecting children from exploitation, actively promoting children's agency, and participation.

Organisation's Mission

Our movement is to improve the quality of life of individual in the society with special drive for women and children ensuring empowerment so that they can understand and change their socio-economic, political realities through education, health care,analyzing, finalizing, information dissemination and capacity building for the self-reliant of individual

Vision of the Organization

A world where individuals have dignity and self respect and people respect each other without the barriers of poverty, gender, caste and religion. Beside this, whole development (socio, eco, political & spiritual) should be necessary for better development of whole society. Our main aim has been to convert the individual dreams into a collective consciousness through community convergence and participatory approach with the tools of self as well as social awareness.

"If We Can Dream It We Can Do It."

We know that the path we've chosen is long and arduous yet our morale is on a high, we don't claim that we'll change the whole society, but through our honesty, education and hard work we might just succeed in making some difference.

The major activities undertaken by the Society during the year 2013-14 as follows.

1. TRIBAL WELFARE PROGRAMME
2. CONSUMER WELFARE PROGRAMME
3. CULTURE DEVELOPMENT PROGRAMME
4. LEGAL AWARENESS PROGRAMME
5. EARTH DAY CELEBRATION & ENVIRONMENTAL PROTECTION
6. BOOK FAIR & SEMINAR/WORKSHOP
7. BLANKET DISTRIBUTION PROGRAMME
8. VOCATIONAL TRAINING (TAILORING) PROGRAMME
9. WATER & SANITATION PROGRAMME
10. FREE COMPUTER EDUCATION
11. HEALTH CLINIC & CAMPS
12. ROAD SAFETY AWARENESS PROGRAMME
13. S H G DEVELOPMENT & MAHILA PANCHAYAT
14. WOMAN & CHILD DEVELOPMENT PROGRAMME
15. SPORTS & GAME
16. SOLAR ENERGY RENEWAL WORKSHOP
17. ADULT & PRIMARY EDUCATION PROGRAMME

1. TRIBAL WELFARE PROGRAMME

One day Rural Development Awareness workshop on guidance behalf of various Tribal and Backward area development various Schemes of State Govt. or Central Govt. and Non-Government and counseling for the Tribal populace of the region has been organized on the above the mentioned dated 21 May 2014 at Singhidalan, Rajmahal, 150 no participants has been participated and the tribal representatives have been participated in the O.B.C., SC& Tribal Welfare Programme .

The organization has been contacted about the Scheme of Rajiv Gandhi Shilpi Swasthya Bima Yojana by resource person that what is the Rajiv Gandhi Shilpi Swasthya Bima Yojana?, as well as details how can get it and what provides health care facilities and covers death and disability due to accident to the artisans.

2. CONSUMER WELFARE PROGRAMME

As a part of the consumers welfare programme, the Association organized two days workshop cum awareness programme on consumer's law at **Dist. Malda, West Bengal**. More than 100 youths including girls representing from different clubs, schools, local women and students participated in the 2(two) days programme. Lawyers and volunteers delivered lectures on different consumer's law of the country. The Organization put up Seminars on Traditional Art & Culture in the respective Districts of West Bengal where the Organization got a clutch.

3. CULTURE DEVELOPMENT PROGRAMME

Society for Innovative Rural Development works to promote high value of humanity, brotherhood, peace, and harmony among people through cultural development activities. It works to create an environment of communal harmony and national integration in its working areas. In this context several activities like Kavi –Sammelan, Mushayara, Independence Day Celebration, Republic Day Celebration, Cultural Shows in Evening, Performance of Folk Music and Dance, Stage and Street Plays. Society for Innovative Rural Development Annual Day Celebration is being organized in the working areas. Sometimes Society organizes cultural programme to promote peace



messages. Society also organizes cultural events among children and adolescents to make them understand the diversity in culture in the country at Nai Moza High School, Schoolpara, Sujapur, Malda, West Bengal. We conduct awareness talks among students on the relevance and significance of different festivals of all religions. It creates a harmonious atmosphere among students as start knowing the importance and significance of the religions, which he/she does not belong.

4. LEGAL AWARENESS PROGRAMME

Women Rights and Girl Child Awareness Programme: As part of its advocacy programme, Society for Innovative Rural Development works to make people aware about the rights of Tribal Women and Girl Child. These activities are being organized at Rajmahal (Town Hall) **Sahibjang district, Jharkhand**. 200 beneficiaries came for the Legal awareness Programme. Punch line being this campaign is that every woman has rights to live with dignity and every child has right to education.



5. EARTH DAY CELEBRATION & ENVIRONMENTAL PROTECTION

On dated, 22nd April, 2015, community member of Sahebganj celebrate The Earth Day. Function organizes between 100 members of the community. In the function community women member, school kids & vocational training member participate in the programme. Initially Project Coordinator, briefly focus on the importance of Earth day, with the values of air, water & soil in day to day life. With civilization and progress of industrial sector, human being imbalance the control of nature. By deforestation, level of air pollution & soil erosion getting increase. As a result, climate change became big issue today. Most of the developed country thinker, focuses on reason & effect of climate change. Today focus put on tree plantation & knowledge of water conservation process. After the awareness programme, a drawing competition organizes between the kids. Kids draw sketches, after the philosophy. A plantation programme organizes in arid zone with the help of kids. Total about 10 plants rooted on the occasion of Earth day. After the



painting competition programme little refreshment distributed between the listeners.

6. BOOK FAIR & SEMINAR/WORKSHOP

Society for Innovative Rural Development organized a Book Fair and Seminar Connected with book promotional activities in District Malda of West Bengal. Our objective this Seminar to popularize the books and reading habits among the common people specially students, young generation, teachers, professors To create curiosity among the common people about famous writers books through this fair & seminar, Promotion of publishing industry in the region. Improve the literacy skill among the common people specially students, young generation, teachers, professors etc through this book fair.

7. BLANKIT DISTRIBUTION PROGRAMME

The year many homeless die in the freezing winters in South Delhi(Khadar art-III) and one blanket will help a lot for them to survive in the colder night of the winter. On the first day of 100 People – Society for Innovative Rural Development organized the Blanket Distribution Programme at Khadar art-III, Sarita Vihar, Delhi. All the members of Society actively participated in the Blanket Distribution program and donated the warm blankets and old clothes to poor and needy including many children's. All the members of the Society are very excited from the successful of the first event (Blanket Distribution).



8. VOCATIONAL TRAINING (TAILORING) PROGRAMME

Society for Innovative Rural Development has been running Cutting & Tailoring Training for young women and adolescents. There centers are being run in which 100(Rajmahal-60 & Bamongram-40) trainees are getting training. Organization has very efficient and qualified vocational instructors who are giving training to the beneficiaries. Vocation Training for women are being organized to make them self reliant



through initiating their own small



the organize at Bamongram, Malda District.

business. For this skill development of the beneficiaries is very important and necessary. If women are financially independent, she can look after the wellbeing of her entire family. Keeping this in mind, vocational training for women was started by the organization. Gradually vocational training run by Society for Innovative Rural Development has started receiving good and warm response from the beneficiaries' side. Now days it is a successful and self sustain programme of

9. WATER & SANITATION PROGRAMME

Society for Innovative Rural Development has organized 7 days water & sanitation awareness programme at Various Public School, Experts from different institutions, Chief Medical Officer Hospital. Government and Non-Governmental especially from Public Health Engineering, Sanitation is the hygienic means of promoting health through prevention of human contact with the hazards of wastes. Hazards can be physical, microbiological, biological, or chemical agents of disease. Wastes that can cause health problems are human and animal feces, solid wastes, domestic wastewater (sewage, sullage, and greywater), industrial wastes, and agricultural wastes. Hygienic means of prevention can be by using engineering solutions (e.g. sewerage and wastewater treatment), simple technologies (e.g. latrines, septic tanks), or even by personal hygiene practices (e.g. simple hand washing with soap).

Access to improved water and sanitation facilities does not, on its own, necessarily lead to improved health. There is now very clear evidence showing the importance of hygienic behavior, in particular hand-washing with soap at critical times: after defecating and before eating or preparing food. Hand-washing with soap can significantly reduce the incidence of diarrhoea, which is the second leading cause of death amongst children under five years old. In fact, recent studies suggest that regular hand-washing with soap at critical times can reduce the number of diarrhea bouts by almost 50 per cent.

The Organization put up several Water and Sanitation Workshops and Campaigns at Koilabazar, Sahebganj, Jharkhand, to motivate the youth Community to adhere strong hygienic behaviors thereof to assist in the development of the society.

10. FREE COMPUTER EDUCATION



The Association has been conducting computer training course with the miscellaneous funds of the society on compactor educations and information technology to almost 100 Beneficiaries by expert staffs of the organization. The management group of **Society for Innovative Rural Development** expressed their concern amidst most enchanting cheers to concentrate their entire purpose for implementing the

most outstanding and spectacular concept of starting free computer education for the year from its own fund at Mata Sundari Road, New Delhi

11. HEALTH CLINIC & CAMPS

Free Health Clinic / OPD are conducted once in a week wherein a qualified Doctor examines the patients who come from the catchment area. A popular programme, these clinics attracts nearly eighty patients every week. Medicines are procured from Jharkahnd Health Service and given to the patients. Free Health Camps are also held once a month in the catchment areas to help those patients who are unable to visit the centre. A team of Doctors which normally includes Gynecologist, Pediatrician, and General Physician are part of these Health Camps. Normally over



two hundred patients avail the facility of these camps. Free medicines are also given in the camps. **Health:** A total of 2 HEALTH CAMPS were organized in the community. The aim of the health camps was to provide health services free of cost to the people in the community. In each of these camps a general physician,

gynecologist, and pediatrician attended the patients. 500 beneficiaries availed the health services. 300 women patients were attended by the gynecologist and 200 children were attended by the child specialist. In every camp health education was given to the patients on various topics like cleanliness, family planning etc. Every Saturday a Health Clinic was organized in which a general physician provide services to the persons suffering from ailments.

12. ROAD SAFETY AWARENESS PROGRAMME

Society for Innovative Rural Development, organizes road safety awareness programme for children, women and others. People, in search of livelihood, migrate to the cities from the target areas where it works. In villages people are not so aware about the traffic rules and road safety norms. It found very important to make people aware about the road safety norms. Keeping this in mind Road Safety Awareness Programme started in the rural and urban working areas. 35 camps and orientation sessions have been organized so far during the reporting year.

13. S H G DEVELOPMENT & MAHILA PANCHAYAT

The process of creating a Self Help Group [SHG] begins with the formation of a group comprise of 10-20 women .This group will be the platform for their own development where they can take decision for their own growth and development. The Organization has formed SHG's at Dist. Sahebganj, Jharkhand and they are linked with adjacent Banks for their financial dealings. Each SHG is a recognized body that enables the group members to undertake financial transactions, leverage development resources more effectively, and enter in to agreements. SHG's are trained to manage various developmental activities such as: sanitation, water, health, education, fish farming, and forestry. The activities, expenses, and people's contributions are publicly displayed, thus maintaining transparency.

Traditionally, women are not involved in the family as well as village decision making process. A key to the capacity building of women is to ensure that they have a voice and are involved in taking decisions that will impact the lives of the people in the villages. This initiates with the establishment of small Self Help Groups [SHG's]. The objective behind this is to help women increase their savings and access small credits, but gradually this evolves in to a platform where women speak out and gain confidence, enabling them to raise their opine in village meetings and become active participants in the village development process. Women often play a larger role in building support for proper monitoring of Government and other services such as: education, plantation, child care programmes, literacy programme, sanitation and village cleanliness etc. Society for Innovative Rural Development, works towards building women capacities through various means such as class room trainings,

workshops, and practical on field trainings. Capacity building process includes Gender sensitization, health training, and training on panchayat raj institutions, public speaking, and leadership skill development among other things.

14. WOMAN & CHILD DEVELOPMENT PROGRAMME

The society has organized various camps for the welfare of women & children in various Bamongram villages and town of the Malda districts. The Chairman of the society in his speech speaks out the value of women & Child in the community. He also described various rules for protecting the rights of woman is a matter of great concern. The society has taken a number of initiatives aimed at improving the quality of life of the rural women. One major area of concern is the Mortality rate causing at the time of delivery.



15. SPORTS & GAME

Organized one day cricket match competition (tournament) between 10 teams come from various places of Bamongram, Malda dist. West Bengal. In the programme this society took the best position but all the teams were given consolation prizes. This Programme mainly for the encouragement to the cricket players and satisfaction for the cricket fan

16. SOLAR ENERGY RENEWAL WORKSHOP

A two days Workshop, Dated 27-28th February 2015 organize at Rajmahal, Sahebganj , on the subject of Solar Energy Renewal and Govt. Scheme for implemented for energy renewal program for Rural concern people. In the workshop, demonstration displays between the villagers how to use motor system for their irrigation facility and solar shadow works and about its mentainance. In the work shop five technical person called for demonstrate its application and its mentainance. For workshop arranged 24 plate two batteries, Solar Shadow, 5 pumps of 5 different HP and electrification of system. Total 124 beneficiaries participated in the program.

Thermal Energy: Solar thermal energy involves harnessing solar power for practical applications from solar heating to electrical power generation. Solar thermal collectors, such as solar hot water panels, are commonly used to generate solar hot water for domestic and light industrial applications. This energy system is also used in architecture and building design to control heating and ventilation in both active solar and passive solar designs.

17. ADULT & PRIMARY EDUCATION PROGRAMME

On a larger scale, access to education is a necessary condition for a country's economic and social development. Literacy Campaign for Sahebganj community facilitates access to education to all the youth located in that area and the Organization established its own education centres, in areas where normal Govt. schools exist. Society for Innovative Rural Development, works to strengthen the existing schools and to motivate the family to send their children for a sound Academic career.

Environment Building is an extremely important part of the literacy campaigns, where mass mobilization takes place through a multifaceted communication strategy, which creates the right environment and enthusiasm for teaching-learning activities. The success of a literacy campaign depends to a large extent, on the effectiveness with which all sections of society are mobilized.



The basic objective of the environment building stage is to generate a demand for literacy. Its momentum has to be sustained - it must not merely precede the campaign, but pervade it throughout. Environment building includes:

- **Mobilizing public opinion**
- **Creating community participation**
- **Sensitizing educated sections of the community and recruiting them as volunteers**
- **Mobilizing and motivating non-literate people to become literate**

The Organization adopted certain strategies to conduct the Literacy Campaign in a better way so as to assist the community **Sahibganj, Jharkhand** for constructing a good future for their children.

The organization has been conducting crash course for class I to v students developing body language for their personality development. The organization providing free spoken English tips and formula to the students by the trained & expert person of the organization. Mr. Musuk Saikh (Treasurer of SIRD) has delivered his positive direction and commitment to student