

ANNUAL REPORT

2022-23



INSTITUTE OF DEVELOPMENT ALTERNATIVES (IDEA)

**Regd. Off :VI-M-56, SailashreeVihar,
Bhubaneswar-751021, Odisha**

**B.O. : At/Po-Gadramunda, Via-Khariar,
Dist-Nuapada, Pin-766107, Odisha
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PREFACE :

I am privileged to put forth the Annual Report of our organization for the year ending March '2023 which will give insight to the details of activities / interventions undertaken with resounding success in various fronts for the wholesome development and welfare of the neglected and deprived mass living in utter poverty and despair in Nuapada, Cuttack, Nabarangapur & Kalahandi districts of Odisha.

This report in the form of a small booklet will undoubtedly be of great help for the persons and agencies associated with us for evaluating our performance. Further, this will also help the associate agencies, the Government officials and professionals and professional social workers to know us and to assist for necessary suggestion, guidance and advice.

The untiring and committed work force of our organization along with the respected members through their genuine effort and application have contributed to the success of the different activities of the organization, which has not only strengthened our experience for working in rural areas but also helped us to come closer to the common people for evaluating their needs and devising timely & need based assistance.

I take this opportunity to appeal the sponsoring agencies, general public and all those associated with us in various ways to extend their whole hearted support and cooperation which will encourage us to work for the neglected, disadvantaged and deprived sections of the society with renewed vigor.

Secretary

IDEAL AT A GLANCE

Institute of Development Alternatives (IDEAL) was incepted in 2006 at Bhubaneswar by a group of experienced social worker with a raw motivation of doing something for the society. Humble beginning as it had, it was engaged in making the people around more empowered by creating awareness on issues pertaining to their livelihood, health and social rights during its nascent days. Initially, these activities were carried out with the funds generated through informal donation. Later on, the organization started receiving grants-in-aid from government to intensify the programmes. As it grew up with its experience and acquired knowledge, the outfit gradually expanded in terms of activity as well as locale.

01. Name : Institute of Development Alternatives (IDEAL)

02. Address : **Registered Office :**
VI-M-56, Sailashree Vihar, Bhubaneswar-751021, Odisha
Branch Office (1)
At-Gadramunda, Po-Chindaguda, Via-Khariar, Dist-Nuapada, Pin-766107, Odisha
Branch Office (2)
At/Po-Umerkote, Dist-Nabarangapur, Odisha

03. Legal Status : • Registered under Societies Regn. Act (No. XXI of 1860)
• Registered under JJ Act

04. Project Area :

State	District	Block
Odisha	Khordha	All blocks
	Cuttack	All Blocks
	Nuapada	All blocks
	Nabarangapur	All blocks

05. Target Groups : Women, Children, Child Laborers, Disabled, Senior Citizens, Alcoholic & Substance Drug Addicts, SC, ST, Farmers, Transgender, LCPs, Beggars, Destitute etc.

06. Contact Person : Ratnakar Samal

07. Human Resources :

Full Time	Part Time	Voluntary Basis	Total
16	06	08	30

08. Resources : IDEAL has a no. of well-furnished offices viz. Registered Office at Bhubaneswar, Branch Offices at Gadramunda, of Nuapada district, Umerkote of Nabarangapur district. All the offices are having modern accommodation with requisite assets, telephone, internet and conveyance facilities along with highly qualified trained and experienced human

resources to smoothly and successfully implement its activities.

09 Management : IDEAL has a General Body consisting of 8 members and an Executive Board consisting of 6 members. The term of the Governing Body is for three years.

10 Vision:

To contribute to a world which recognizes, respects and values the socio-economic, political, legal and environmental aspirations of marginalized and vulnerable communities, particularly women and children, on an equality basis that promotes a sustainable, equitable prosperous and peaceful society.

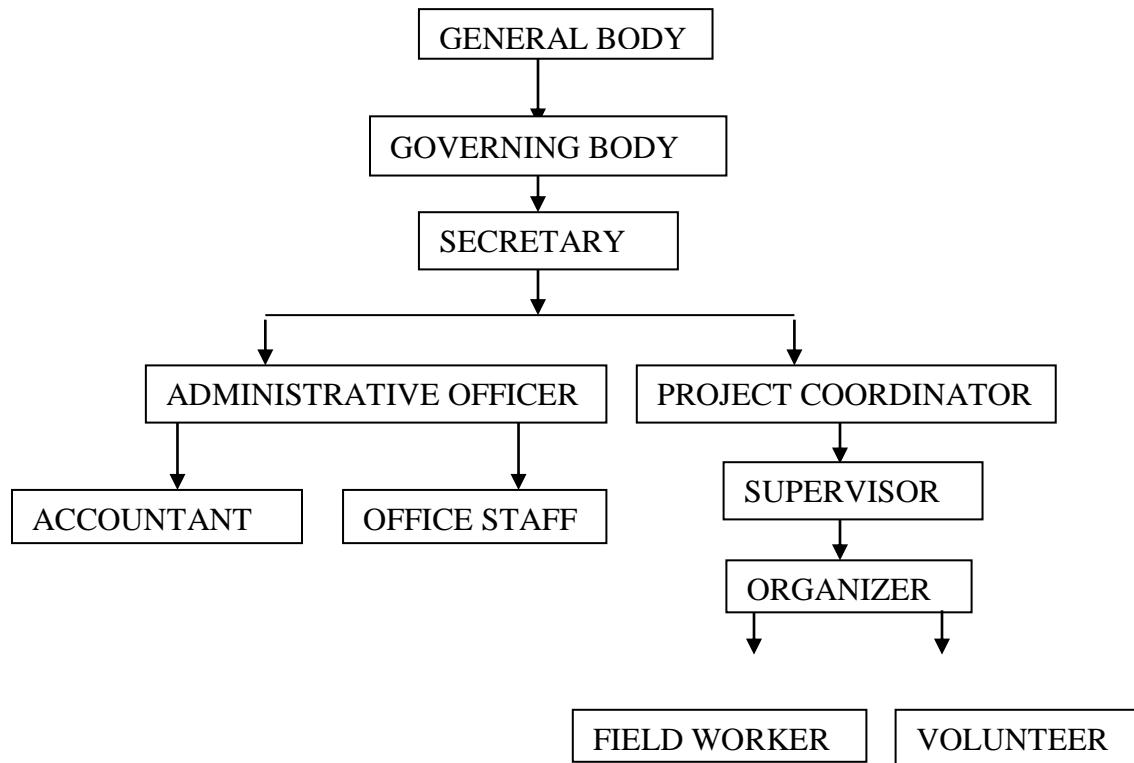
11. Mission :

IDEAL endeavors to empower and improve the quality of life of the marginalized and vulnerable communities in the least developed parts of Odisha through welfare, participatory research and development, capacity building, promotion of best practices and partnership building, advocacy, and by launching sustainable and replicable innovative projects

12. Goal :

Promoting equitable & sustainable growth with protection of rights of the people of Odisha

13. Organization structure



THEMATIC AREA OF INTERVENTION

- Welfare of children in distress
- Welfare of Senior Citizens
- Welfare of disabled
- Welfare of SC/ST
- Healthcare
- Consumer Welfare
- Livelihood
- Skill Development
- Promotion of Agriculture
- Women Empowerment
- Environment
- Local Governance
- Social Defense
- Public Awareness

CORE VALUES

- ❖ Secular in character
- ❖ Committed to the work
- ❖ Integrity by nature
- ❖ Loyalty to the community
- ❖ Dedication for the task
- ❖ Service beyond self
- ❖ Respect for human rights
- ❖ Responsibility
- ❖ Cooperation beyond borders
- ❖ Accountability
- ❖ Truthfulness
- ❖ Transparency
- ❖ Voluntarism

STRENGTH

The people and the stakeholders who have extended unconditional support to the organization in every respect.

APPROACH

The organization believes the model of social development where the beneficiaries are treated as the part and parcel of the organization around which the whole developmental process revolves as opposed to the charity model in which the beneficiaries are treated as mere recipients of charities and aids.

ACTIVITIES

OPEN SHELTER FOR CHILDREN

Children in need of care and protection is defined as a child who meets certain criteria, including being found without a home or means of subsistence, engaging in illegal labor, living on the streets or begging, residing with an abusive guardian, being at risk of drug abuse or trafficking, facing unconscionable exploitation, suffering from incurable diseases or disabilities, being a victim of armed conflict or natural disasters, or being at risk of early marriage.



implementation since 1st October'2013.

With a view to address the problems of these children and bring them to the main stream of the society for a secure and bright future our organization is managing the project “Open Shelter for Children” with financial assistance under “Mission Vatsalya” Scheme of Ministry of Women Child Development, Govt. of India in partnership with Women & Child Development Deptt., Govt. of Odisha. The said project is now located at - Gadramunda under Khariar block of Nuapada district of Odisha and under

The project is aimed at providing support to the children in need of care and protection (CNCP) after rescuing them from their present vulnerable life situation to a safe environment, to guide these children away from high risk and socially deviant behaviors, to provide opportunities for education and develop their potential and talent, to enhance life-skills and reduce their vulnerabilities to exploitation, to reintegrate these children into families, alternative care and community.



The project has facilities for providing institutional care to 25 children with integrated care & protection services like child friendly shelter, child specific nutritious food, healthcare, recreational facilities for their all-round growth & development. To supplement the activities of the Shelter Home the project has three

contact points at three locations such as Sinapalli, Khariar & Komna for identifying such children in need of care & protection and providing them day care services.

The project is taking steps for educating the community regarding the various services under the Scheme “Vatsalya” so that the children in need of care & protection can get benefit under the scheme.

SWACHHTA HI SEWA PROGRAMME

Aim of the Swachhta Hi Seva is to create mobilization of masses in rural areas to clean the legacy waste and organize various activities for solid waste management. Swachhta is important for a healthy environment and physical well-being. It is also essential for everyone to learn about good hygiene, cleanliness, and sanitation practices. This programme is being organized in the Open Shelter Home each year since the start of the programme.



During the year Various activities were taken up by the children and staff of the Open Shelter Home to keep the Home and its environment clean and hygienic which includes maintaining cleanliness in the Home and its environment, maintaining personal hygiene, organizing competitions of swachhta & cleanliness among the children to spread the message etc.

SENIOR CITIZEN'S HOME FOR 50 ELDERLY PERSONS

Old age is a phase of life that brings with it several physical, emotional, and social changes. While some seniors are fortunate enough to have a strong support system, others may not have the same privilege. In such cases, assisted living facilities or old age homes provide a safe and secure environment for senior citizens to live comfortably. Here are the top six reasons why we need old age homes in India.

Old women who are single, abandoned or widowed face multiple barriers due to illiteracy, malnourishment, abuse, ill-health, lack of housing and exclusion from economic benefits. Senior citizens in India face a number of challenges, but the situation is worse in case of elderly women. Elderly women face bias and discrimination throughout their life but they never raise their voice against it.



To address such social injustice and provide these disadvantaged sections of society a place for their social, emotional well-being, our organization has been running a Senior Citizen's Home for elderly women at Gadrampunda under Khariar block of Nuapada district with its own resources. 50 nos. of destitute women senior citizens including widows are being provided with residential rehabilitation service which includes lodging, boarding, healthcare, recreational and assistance for productive activities.

We have been managing it from our own resources since 2018-19 and in the process of availing GIA from Govt. of India, Ministry of Social Justice & Empowerment to sustain the project on long term basis.

DISTRICT DE-ADDICTION PROGARMME

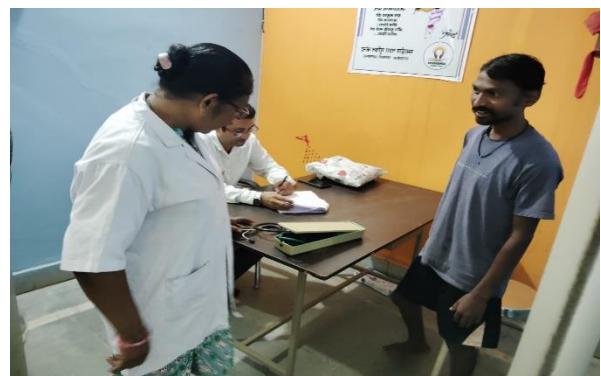
Drug abuse is a complex phenomenon, which has various social, cultural, biological, geographical, historical and economic aspects. The disintegration of the old joint family system, absence of parental love and care in modern families where both parents are working, decline of old religious and moral values etc. lead to a rise in the number of drug addicts who take drugs to escape hard realities of life. Drug use, misuse or abuse is also primarily due to the nature of the drug abused, the personality of the individual and the addict's immediate environment. The processes of industrialization, urbanization and migration have led to loosening of the traditional methods of social control rendering an individual vulnerable to the stresses and strains of modern life. The fast-changing social milieu, among other factors, is mainly contributing to the proliferation of drug abuse, both of traditional and of new psychoactive substances. The introduction of synthetic drugs and intravenous drug use leading to HIV/AIDS has added a new dimension to the problem, especially in the Northeast states of the country.



In order to address the drug abuse problem and keep the society free from drug abuse related menace IDEAL has been managing a District De-addiction Programme at Kutmu under Lohardaga block of Lohardaga district, Jharkhand. The project has 15 bedded facility for drug de-addiction programme, prevention of substance abuse among the youths through outreach & drop in facility along with community based peer led intervention for prevention of substance abuse among the adolescents. During the year 180 addicts were de-addicted along with 500 adolescents were provided prevention service through peers. The programme is being sponsored by IDEAL by itself. Efforts are on to avail assistance from Govt. of India, Ministry of SJ & E.

DRUG ABUSE PREVENTION CENTRE

Drug (substance) abuse has become a worldwide menace. No part of the world is free from the curse of drug addiction. Drug abuse has emerged as a serious concern, adversely affecting the physical and socio-economic well-being of the country. It has enormous presence on public health across various sections of society. The epidemic of drug abuse in younger generation has assumed alarming dimensions in India. The stress and strain of the modern-day life



has rendered the individual more vulnerable to the problem of substance abuse. Addiction to alcohol/drugs not only affects the individual involved, but also the family and society at large.

There is effort at Govt. & Private level to curb the menace and our organization is also one of the extending its helping hand in prevention of abuse of drug in Nuapada district of Odisha. We have been running a drug deaddiction centre at Khariar in Nuapada district. Services like awareness creation, identification of addicts, motivational counselling, admission for treatment, counselling, detoxification, including all the therapies are being adopted for de-addiction of the person physically & mentally. During the year 216 patients have been provided treatment & 202 of them are now maintaining drug free life.

PROMOTION OF SHG & MICRO ENTERPRISE

As a social welfare organization promoting equal rights & social justice among all, we are actively involving women from economically in different activities which will empower them economically and socially so that they can become an active partner of social change & development.

In order to equip the rural poor women the platform to avail finance from the formal financial institutions for starting their MED, IDEAL has thus been promoting SHGs in Khariar block of Nuapada district & Banki Dompara block of Cuttack district. The main objective is to involve the poor ladies in SHGs and assist them by starting their micro enterprises to lead them a life free from shackles of poverty & exploitation. During the year 56 nos. of members were provided credit assistance from private financial institutions for starting their self employment units. They are now self reliant and their quality of life have improved. Our endeavor of assisting these women will continue unabated.



During the year efforts were made to strengthen the existing SHGs by linking them with various skill training programmes and assisting them to have their micro enterprises. Also 10 nos. of Capacity Building Programmes were organized in Nuapada districts of Odisha. Till the end of the reporting year IDEAL has 62 nos. of active SHGs involving 1020 nos. of poor and ambitious ladies hailing from 32 villages of Nuapada district.

Efforts are being made for convergence of welfare schemes of Govt. to further enhance their earning potential and quality of living.

ROAD SAFETY AWARENESS PROGRAMME

Road safety education is as essential as any other basic skills of survival. It is most desirable for all of us to provide road safety information for road users to encourage safer road use behaviour among current and prospective road users and reduce the number of people killed and injured on our roads every year.

Road safety campaigns are an important way to spread awareness among people about road safety measures and rules. The results of road safety campaigns depend however, first of all, on the manner of communication to road users. We are all well aware that most of the road accident occur due to the fault of the drivers and we can easily reduce such mishaps by educating the people about the road safety rules, safe driving principles etc.

Our organization has been organizing such Road safety programmes regularly since last sixyears. During the year two educative programmes were organized at Komna of Nuapada district & another at Khasiput of Cuttack district of Odisha. During the programme 80 nos. of drivers were educated about the road safety rules and safe driving principles.

INCOME GENERATION PROGRAMME

Considering the youth population of our country the skilled work force is very low thus the growth engine of our country not moving fast as required. In order to fill up the gap in the skilled human resources our Government is taking various initiatives in this direction. As we know that the youth must acquire necessary knowledge and skills to contribute towards nation-building. Development programmes and their allied industries should develop the capability to cross-train the youth and build a culture of learning.



(i) Training cum Production Centre in Soft Toy Making :

Talent is innate, but skills are acquired. Skill training focuses on identifying, training and nurturing talent, in any desired field. The social emphasis on scholastic achievement leaves little room for appreciating the diversity of talent that could make a qualitative difference to the potential of the skilled workforce. This is even more relevant in the case of artisans and craftspeople who continue their legacy, irrespective of their individual talent and capabilities. Hence skilled human being is always in demand as they are capable of doing something perfectly than others.

Considering the above fact IDEAL has been equipping certain sections of society especially semi educated women belonging to BPL families with soft skill like soft toys making for their economic self sustenance. Soft toys making has universal demand due to its marketability and diversified use. These toys are accepted by all age groups and can be marketed easily. Therefore the organization has been proactively promoting this activity among the unemployed youths from Nuapada district of Odisha with a view to provide them sustainable source of livelihood.

Like the last year this year also 90 nos. of youths were identified from the above category and provided training in Soft Toys making along with marketing skill at the training center of our organization located at Khariar under Nuapada district of Odisha. Then most of the trained youths have started their own production units with our back up services like arranging micro finance, assisting in marketing of finished products for establishing their IGP.

(iii) Food Processing training cum production center:

As we all know that ours is a country predominantly resided by farmers. Farming is the main source of our livelihood. But due the lack of technological interventions, value addition initiatives most of our produce is either sold at throw away process or wasted thus. Ultimately the farmers gain nothing despite their hard work and effort. In order to strengthen the backbone of our farmers we should take proactive steps like making arrangements for value addition of the produces and creating markets for the same so that the farmers will get better return and socioeconomic status of the farmers will increase.

IDEAL thus decided to train the farmers in food processing and during the year on report 100 farmers hailing from Nuapada district were trained in food processing & preservation technique which included processing of grams, preservation technique of food grains, fruits, vegetable, preparation of different types of cakes, pickles, spices, sauces, Body papad etc.

Such an initiative has not only helped in proper utilization of the surplus produce but also helped in strengthening the economic status of the farmers.

(iv) Promoting Self Help Group & MED

A self-help group (SHG) is a village-based financial intermediary committee usually composed of 10–20 local women or men. Most self-help groups are located in India, though SHGs can be found in other countries, especially in South Asia and Southeast Asia.

Members also make small regular savings contributions over a few months until there is enough money in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of micro-credit.

It has been observed that through SHG movement the poor women with no resources have been able to improve their socio-economic status through micro credit induced MED. SHGs have been quite successful in our country especially rural areas. IDEAL has been promoting SHGs and subsequent promotion of MED among the members for their economic empowerment. We are organizing various Capacity building programmes for the SHGs in Nuapada districts of Odisha since long. Such a programme has proved that ladies folk of the society can lend in a big way by supplementing the income source of the family by the initiative.

IDEAL has so far formed 175 nos. of SHGs in Khariar, Sinapali blocks of Nuapada district respectively. These SHGs are now involved in various economic activities with our assistance and helping in increasing their family income and also strengthening rural economy.

1. EDUCATING THE RURAL MASS :

PROMOTION OF SUSTAINABLE AGRICULTURE

Agriculture is the mainstay of our economy and IDEAL is giving special emphasis to promote sustainable agriculture in its area of operation like the districts of Nuapada, Cuttack, Kalahandi. As it strongly endorses the practice of lab-to-land in agriculture, it has been a part of Government's initiative in **technology dissemination, participatory planning, value addition, demonstrative**



farming and marketing of produces. Apart from it, it has put effort in empowerment of farming community and capacity building of farmers.

IDEAL, working in Khariar block of Nuapara district found that lack of skill in modern farming & lack of awareness are the two problems which mostly affect their production.

During the year four nos. of skill training programmes in modern sustainable agriculture were organized in Sinapalli block of Nuapara district of Odisha with the help of agricultural experts. During the training they were educated regarding sustainable agriculture including precision farming, Good Agricultural Practice, Integrated Pest Management, Integrated Nutrient Management etc with extensive use of mechanized tools and high yielding variety of seeds to optimize the production. They were also educated on various welfare schemes of the Govt. for the benefit of the farmers.

Also we are promoting organic farming which is a holistic production management system based on basic principle of minimizing the use of external inputs and avoiding the use of synthetic fertilizers and pesticides to ensure sustainability of agriculture. Activities in this effort include:

- Awareness generation among farmers on the benefits of organic farming
- Imparting training to farmers on vermin-compost and other solid and liquid manures
- Demonstration of organic farming

The organization has worked for safeguarding the traditional knowledge of agriculture, particularly of tribal communities, relating to organic farming, preservation and processing of food for nutritional and medicinal purposes. People have realized the advantages of organic agriculture. It has increased farm productivity substantially.

PROMOTION OF RURAL LIBRARY

It has been observed that the rural areas are backward in education compared to the urban areas due to a no. of factors. One of the reasons is the absence of proper infrastructure. Therefore our organization realizing the problem has been managing a Library in rural area to promote quality education and create interest for reading among the people of all categories of the society without any discrimination with respect to caste, creed and religion.

Our organization has been managing a Library at Khariar under Nuapara district of Odisha. More than 9724 books, magazines, journals along with competitive books for various professional and technical courses and daily news papers for the benefit of people of all ages are readily available in the library. Different types of books like text books for students, novels, autobiographies, books on science & technology, literature, history, culture, stories, poems are available to suit all sections of the society.

The activity is a definite step in promoting positive atmosphere for the students, school drop outs, educationists in the rural areas.



PROMOTION OF TRADITIONAL CULTURE

Odisha has a unique **culture** and Odias call it Jagannath Sanskruti as most of them revolve around Lord Jagannath. The old customs and traditions bind the Odias. Odisha is a confluence of the Aryan, Dravidian and Adivasi cultures. Most festivals in the state bring out some part of these cultures and celebrate their **religion** by way of festivals which span out the entire year. There are festivals that are common, but the celebration remains unique to a region. Odisha has a glorious tradition of music. The figures or dancers and musicians carved on ancient temple walls, speak of Odisha's rich musical heritage. Odissi Music is a classical form consisting of all the necessary ingredients common to Hindustani and Karnatic Music. Odissi dance, is a synthesis of four classes of music, i.e., dhruvapada, chitrapada, chitrakala and panchal, described in two treatises namely, Sangita Sarani and Sangita Narayana written in the early 19th century. It owes much to Jayadev, the saint-poet, the great composer and illustrious master of classical music.

Realizing the importance of the cultural programmes our organization has been giving due emphasis to cultural activities since long. During the year a series of cultural programmes were organized at B. M. Pur under district in which folk groups performed different songs and dances. Various cultural programmes were organized which is now on the verge of extinction. The programme was enjoyed by thousands of people around the block. Considering the rich cultural heritage of Odisha which has enriched our lives, is on decline and heading towards extinction. Our organization has been taking proactive steps for restoring the traditional culture by organizing various cultural programme on regular basis. During the year six nos. of such programmes were organized in Khariar and Cuttack districts of Odisha.

GURU SHISHYA PARAMPARA

Under the above initiative young promising artists are being promoted by providing them training in various cultural activities like Pala, Daskatia, Odissi, Music etc. since last two years. During the year 8 nos. of Shishya and 2 nos. of Guru were involved in the programme involving Odissi & Pala. After getting necessary training the some of the shishya are performing in public events and earning their livelihood as professional artists.



WELFARE OF WOMEN IN DISTRESS

Notwithstanding the various initiatives by Government the women of our society are still facing discrimination at every stage of their lives. In order to make them equal in all aspects with the male counterparts various social organizations are taking desired steps in partnership with Government. Our organization has time and again identifying such women living in distress and providing them rehabilitation assistance through Govt. sponsored schemes run by NGOs in the concerned districts,. During the year 29 such women were identified and referred to the Jagruti Homes.

CONCLUSION

We have tried our best to achieve our goal through various activities with the help of our dedicated human resources. IDEAL, as a state level voluntary agency has been striving hard to meet our objectives with concerted efforts with limited assistance & resources within the limitation an on non-governmental organization. Efforts are on to strengthen the financial technical administration as well as professional capabilities of the organization and for which the whole hearted assistance & co-operation is needed from the funding agencies, Govt. & NGOs & general public.

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