

ANNUAL REPORT

2024-25



INSTITUTE OF DEVELOPMENT ALTERNATIVES (IDEAL)

Regd. Off : VI-M-56, Sailashree Vihar, Bhubaneswar-751021, Odisha
Admn. Office : Sector-3/73, Niladri Vihar, Via-Khariar,
Dist-Nuapada, Pin-766107, Odisha
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PREFACE :

Another year has gone by and I am privileged to present the Annual Report for the year 2024-25 which is by and large been a successful one in the history of the organization. The report 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, Khordha, Malkanagiri & Cuttack 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 workers with a raw motivation of contributing in the development of the society particularly addressing the key issues hindering the developmental process of affecting 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
Admn Office :
Plot No.S-3/73. Niladri Vihar, Bhubaneswar-751021, Odisha
Branch Office (1)
At/Po-Gadramunda, Via/Ps-Khariar, Dist-Nuapada, Pin-766107, Odisha
Branch Office (2)
At/Po-Badabharandi, Dist-Nabarangapur, Odisha

03. Legal Status :

- Registered under Societies Regn. Act (No. XXI of 1860)
- Registered under NGO Darpan
- Registered under JJ Act, 2015
- Registered under IT Act 139A (PAN)
- Registered under section 80G of IT Act of 1961
- Registered under section 12A of IT Act of 1961
- Registered under TAN of IT Act of 1961
- Registered under CSR

04. Project Area :

	State	District	Block
Odisha		Khordha	All blocks
		Cuttack	All blocks
		Nuapada	All blocks
		Nabarangapur	All blocks
Jharkhand		Gumla	All blocks
		Lohardaga	All blocks
Chhattisgarh	Mahasamund	All blocks	

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

06. Contact Person : Ratnakar Samal, Secretary, Mob: 9937646442

07. Human Resources : **Full Time Part Time Voluntary Basis Total**

	Full Time	Part Time	Voluntary Basis	Total
	29	10	08	47

08. Resources : IDEAL has a no. of well-furnished offices viz. Registered Office & administrative Office at Bhubaneswar, Branch Offices at Gadravunda, of Nuapada district, Umerkote of Nabarangapur district, Lohardaga of Jharkhand district & Mahasamund of Chhattisgarh district. All the offices are having modern accommodation with requisite assets, telephone, and 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.

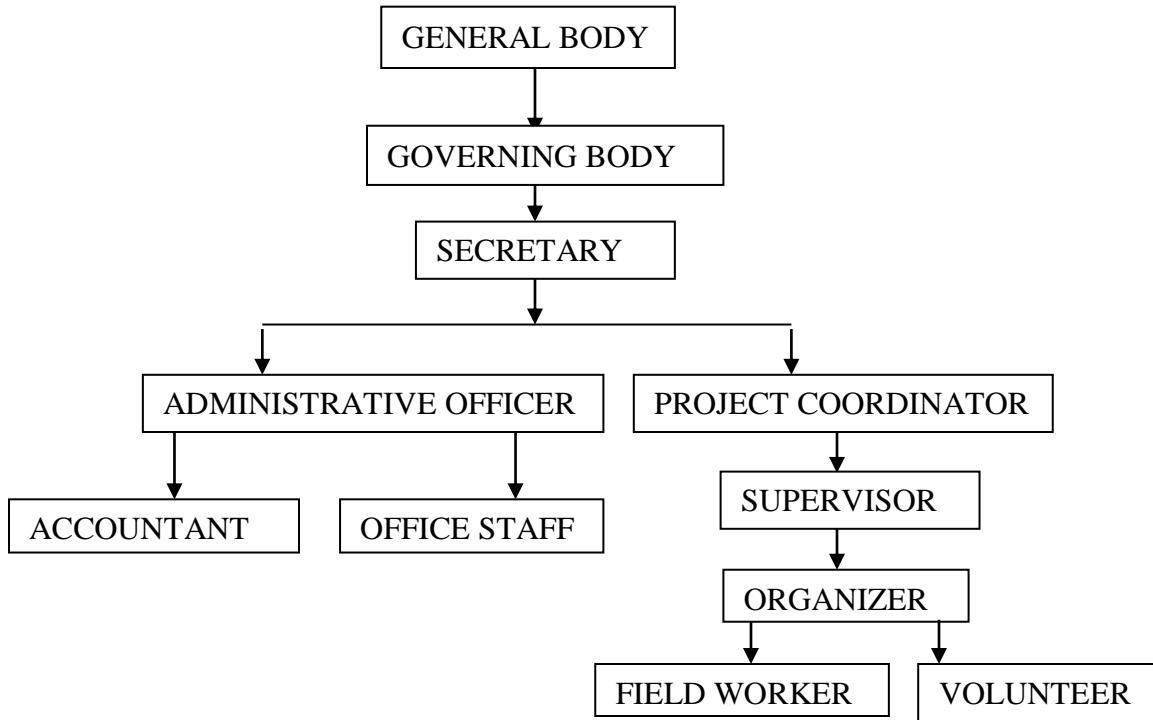
11. Mission :

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 (CNCP) are those who, due to various reasons, require special assistance and support to ensure their well-being and development. This includes children experiencing neglect, abuse, exploitation, or living in situations that put them at risk. The Juvenile Justice (Care and Protection of Children) Act, 2015 in India defines a child in need of care and protection as one who is found working in violation of labor laws, begging, or living on the street. The act also covers children without family support, those forced into labor, abused, trafficked, or affected by substance abuse or conflict.



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 implementation since 1st October'2013.

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

The project is taking steps for educating the community regarding the various services under the Scheme. (Under "Community Education" section of the Scheme, the following steps have been taken:

SWACHHTA HI SEWA PROGRAMME

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, organizing sensitization



program on cleanliness among the children with resource persons from outside, steps for providing clean and safe drinking water at the Open Shelter, the children to spread the message etc.

SENIOR CITIZEN'S HOME FOR 50 ELDERLY PERSONS

The traditional Indian society with an age-old joint family system has been instrumental in safeguarding the social and economic security of the elderly people. The traditional norms and values of Indian society also laid stress on showing respect and providing care for the elderly. However with the emerging prevalence of nuclear family set-ups in recent years, the elderly are being exposed to emotional, physical and financial insecurity endangering their living. Negligence, torture, discrimination etc. is very common now and being reported every day in newspapers. There are innumerable such cases remaining unreported from the rural areas leading to deaths due to negligence, starvation. It has now become very common.



To minimize the problem and provide shelter and other integrated care facilities to the destitute senior citizens in need Govt. of India, Ministry of Social Justice & Empowerment has been running the project "Maintenance of Senior Citizen's Home".



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 Gadramunda 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 applied for GIA from Govt. of India, Ministry of Social Justice & Empowerment to sustain the project on long term basis.

DISTRICT DE-ADDICTION CENTRE

There is a worldwide consensus that misuse of narcotics and psychoactive substances is on the rise and India is no exception to this. Drug abuse in India is prevalent. Polydrug use is now a well-established pattern of drug misuse. To complement the effects of preferred drugs, users select a substitute from a range of drugs.

Addiction of drug is regarded as a disease. Drug abuse prevents a person to have a normal & healthy functioning of an organ in the body, both have serious harmful effects, and both are, in many cases, preventable and treatable. If left untreated, they can last a lifetime and may lead to death. It inflicts irreparable damage to the physical and psychological condition of the human being leading to serious health disorders, social disharmony and law & order problems. To control the drug abuse and trafficking the Govt. of India has framed some laws and time & again adopting various other measures.

In order to address the above problem IDEAL has been running the District De-addiction Centre at Lohardaga of Jharkhand district since last three years. The center has 15 bedded drug de-addiction centre along with Outreach & Drop in Centre for prevention of substance abuse among the youths and Community based Peer led Intervention for prevention of substance abuse among the adolescents.



During the year 180 nos. of drug addicts were treated and made them drug free along with 45 nos. of youths were treated for substance addiction. Also 600 adolescents were sensitized against substance abuse.

DRUG ABUSE PREVENTION CENTRE

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.



Considering the far reaching impact of drug abuse on the society our organization has been taking effective steps for reducing drug abuse and demand.

We have been managing a drug Abuse Prevention Centre at Khariar in Nuapada district of Odisha since 2022-23. The project is being managed from own resources of the organization.

Integrated services including awareness generation against the ill effects of different types of drugs, identification of addicts, motivational counseling for de-toxification, counseling sessions, after care services, work place rehabilitation and social re-integration, therapeutic services like Yoga Therapy, Group Therapy, Relaxation Therapy etc. are being undertaken with the help of trained and qualified manpower to reduce the drug abuse.

During the year 180 nos. of indoor addicts were treated successfully and re-integrated with the society.

PROMOTION OF SHG & MICRO ENTERPRISE

Self-Help Group refers to self-governed, peer controlled, informal group of people with same socio-economic background and having a desire to collectively perform for common purposes. Here poor people voluntarily come together to save whatever amount they can save conveniently out of their earnings, to mutually agree to contribute to a common fund and to lend to the members for meeting their productive and emergent needs.



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 12 nos. of Capacity Building Programmes were organized in Nuapada districts of Odisha. Till the end of the reporting year IDEAL has 64 nos. of active SHGs involving 1054 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.

INCOME GENERATION PROGRAMME

Skills have become an integral part of boosting capabilities and enhancing employment opportunities which are instrumental in building the economy and improving the society. The importance of advanced skill sets and quality resources has increased tremendously in the last decade. Unfortunately, India has just little over 3 percent of its workforce which is formally trained, whereas China has over 80 percent.



In order to reduce the gap between skilled and unskilled manpower IDEAL has lent is helping hand by contributing its own resources. 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.

With a view to solve this critical issues, IDEAL has been managing a no. of activities like Goat rearing, Dairy, Computer application, Tailoring, Rexin Bag making, Food Processing, Mobile Repairing, Agarbati making etc. at Khariar under Nuapada district of Odisha. Through these activities the unemployed youths from tribal communities including some of PTGs are being provided skill training and back up assistance for their gainful employment. 200 nos. of unemployed youths especially ladies were trained during the year in various trades as above and then engaged in the production center managed by the organization to gain such practical knowledge and some seed money for starting their own production units.

TRAINING CUM PRODUCTION CENTRE IN TAILORING :

India's youth today is facing a serious problem in unemployment and underemployment. There are many causes for this, some of which include — dropping out of high school, needing to support one's family at an early age, lack of quality education, lack of information on the job market, and, most importantly, not possessing the basic skills required by employers today. It would benefit students if they are encouraged to join skilling programmes. It gives them clarity about their means of livelihood, much needed confidence, and a direct career boost.

IDEAL has been actively contributing by arranging skill development programmes for the unemployed youths in Tailoring which has been one of the evergreen trade. IDEAL has been running a Training cum Production center in Tailoring/Readymade garment making since long. During the year 215 nos. of youths of both sexes were trained with marketable skill and provided with back up assistance for starting their own production units for their economic self-sustenance. Some of the beneficiaries were employed in the TPC managed by our organization & earned Rs.6000/- per month by working part time.

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 Subarnapur district of Odisha with a view to provide them sustainable source of livelihood.

During the current year 64 nos. of such youths were identified and provided with skill training in Soft Toys making along with marketing skill at the training center of our organization located at Kusupangi under Cuttack 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.

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 has been taking proactive steps to help the farmers in arranging skill training in food processing skill and during the year on report 64 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 pampad 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.

PROMOTION OF SUSTAINABLE AGRICULTURE

Sustainable agriculture seeks to sustain farmers, resources and communities by promoting farming practices and methods that are profitable, environmentally sound and good for communities. Sustainable agriculture fits into and complements modern agriculture. It rewards the true values of producers and their products. It draws and learns from organic farming. It works on farms and ranches large and small, harnessing new technologies and renewing the best practices of the past.

The organization from its experience realized that lack of skill, knowledge, attitude in modern farming & lack of awareness are the problems which mostly affect their production. IDEAL, working in Khariar block of Nuapada 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 Boden & Komna block of Nuapada 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

Libraries have always been at the heart of the communities they serve. They are accessible and safe spaces, providing access to huge resources of information and knowledge. There are an estimated 315,000 public libraries in the world, 73 per cent of them in developing and transitioning countries. The public library transcends national and cultural boundaries -- no matter where you are in the world, they are an essential part of creating and maintaining an educated and literate population.

Our organization has been managing a Library at Khariar under Nuapada district of Odisha. More than 9962 books, magazines, journals along with competitive books for various professional and technical courses and daily newspapers 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

The stunning architectures, history, dialects, vibrant art music and dance forms make Odisha ever sprightly state of India. Odisha, the battleground for the famous Kalinga war fought by Ashoka the Great, lies on the country's east coast. Being a part of the rich culture of Odisha, its

music is also as much charming and colorful. Odissi music is more two thousand five hundred years old and comprises several categories. Of these, the five broad ones are Tribal Music, Folk music, Light Music, Light-Classical Music and Classical Music. Anyone who is trying to understand the culture of Odisha must take into account its music, which essentially forms a part of its legacy.

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 eight 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

In spite of various welfare initiatives targeted for the women living in difficulty, 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 34 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.















