

Annual Progress Report 2014-2015

Institute of Social Development (ISD)



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Content

| S.N. | Particulars | Pages |
|------|--|-------|
| 1 | Introduction | 01 |
| 2 | Our Vision | 01 |
| 3 | Our Mission | 01 |
| 4 | Our Objectives | 01 |
| 5 | ISD Board and Staff Structure | 02 |
| 6 | Our Presence | 03 |
| 7 | What we do | |
| | A) Health | 04-05 |
| | B) Drinking Water and Environmental Sanitation | 06 |
| | C) Rural Development and awareness | 07-09 |
| | D) Livelihood Programme | 10 |
| | E) Data Entry | 10 |
| 8 | Collaborations | 11 |



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Institute of Social Development (ISD) is an Indian social organization registered under Indian Societies Registration Act 1860 on 18th August 2005 at Udhampur Singh Nagar district of Uttarakhand. Organization is actively act as a catalyst in the villages that faced the most difficulty accessing Government services and suffering from lack of health, livelihood, drinking water and sanitation facilities. The organization is working on improving mother and child health, environmental sensitization, drinking water and its management and women empowerment. ISD delivering knowledge to the farmers for healthy, nutritious and high yield agri products through its core experts group and promoting SHGs to adopt traditional trades for income generation.

Our vision

Healthy and productive human resources that contributes to Economic Growth and National Development.

Our mission

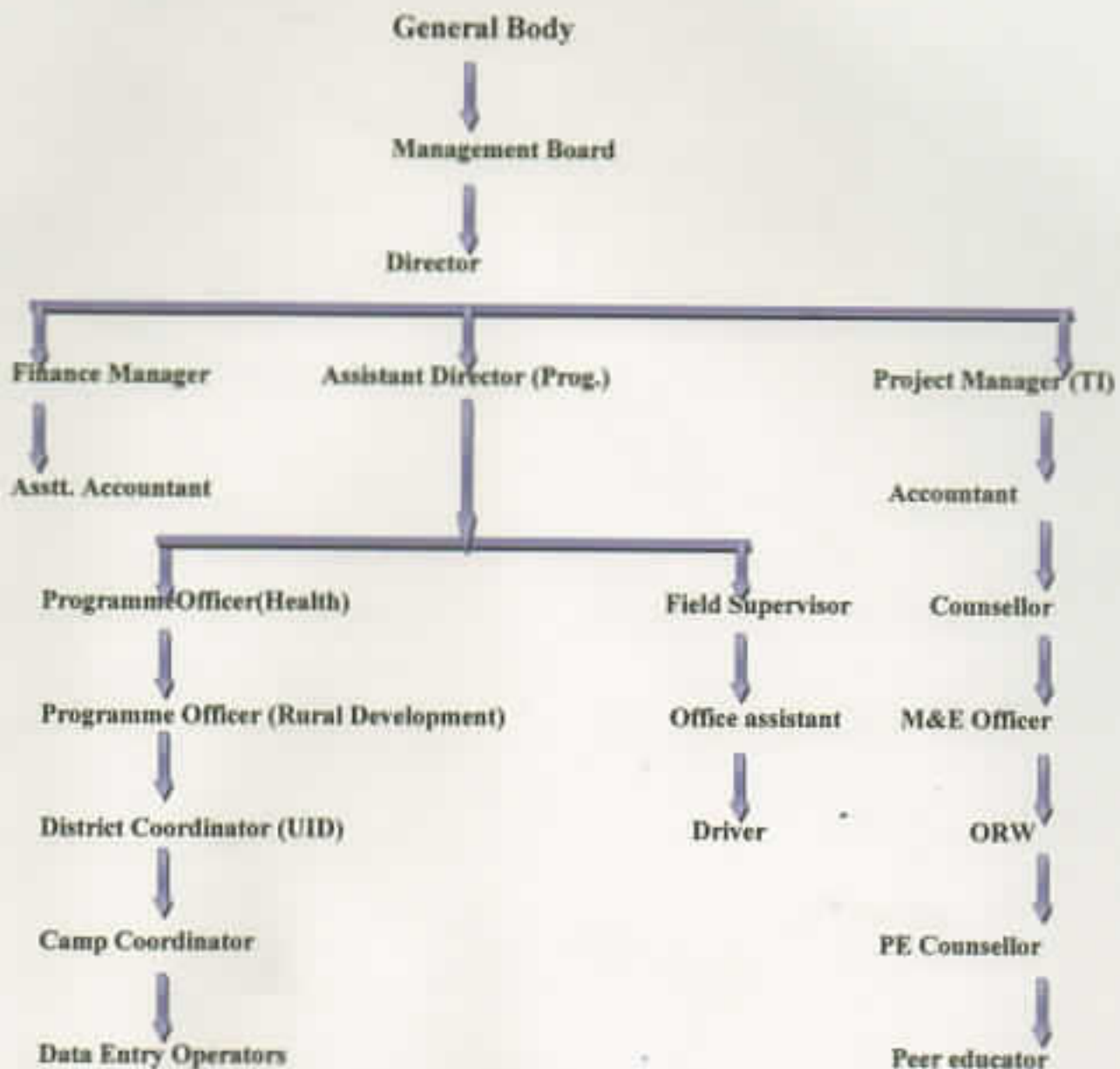
We promote and support for better understanding and create opportunities for strengthens human qualities.

Our Objectives

- To aware about rights and work for Upliftment of BPL Families and qualitative changes in their lifestyle.
- To aware the community about Prohibition of Female Foeticide.
- To work for Population Control.
- To work for women empowerment (Health, Education, income generation and Rights)
- To work for development of children.
- To implement the activities for rural development (Drinking water, Sanitation, Road, Home, Agriculture, income generation etc.)
- To conduct water conservation programs.
- To work for human resource development.
- To work for Indian art & Culture.
- To create awareness about HIV/AIDS & other communicable Diseases and implement training programs.
- To conduct Survey & Research work.



ISD Board and Staff Structure 2014-2015



संस्थान (सि. वि. भाग) काशी
संस्थान (सि. वि. भाग) काशी
संस्थान (सि. वि. भाग) काशी

Our Presence



State

Districts

Uttarakhand- Udham Singh Nagar, Champawat, Nainital

Uttar Pradesh- Pilibhit, Kasganj, Maharajganj

संयोजक (आर.एस.एस.)
सहायक (आर.एस.एस.)
सहायक (आर.एस.एस.)

A) Health

i) Targeted Intervention Project (HIV/AIDS) - 300 IDUs

Targeted Intervention Project implemented by Institute of Social Development at Sitarganj block of Udham Singh Nagar district among 300 injecting drug users with financial support of Uttarakhand State AIDS Control Society and National AIDS control Organisation (NACO), GoI. The main objective of the project is to prevent STI, HIV/AIDS among IDUs and to aware the community about Facts and effects of HIV/AIDS. Counselling services provided to the HRGs and their partners for HIV, VDRL and TB testing. Among 300 HRGs one HIV positive IDUs identified



and refer for ART centre. To achieve the objective following activities implemented by the team-

| S.N. | Activities | No. of activities | No. of HRG |
|------|---|-------------------|------------|
| 1 | One to One session | 11921 | 300 |
| 2 | Community meeting/Group meeting and discussion with groups | 168 | 300 |
| 3 | Condom demo and re-demo | 88 | 300 |
| 4 | Needle and syringe exchange program | 2949 | 300 |
| 5 | Wall Painting & leaflets distribution | 650 | 300 |
| 6 | Counselling | 1106 | 300 |
| 7 | Establishment of condom outlets. | 9 | 300 |
| 8 | Free Condom Distribution through Peer, outlets, outreach worker | 15265 | 300 |
| 9 | Social Marketing through ORW and outlets | 1020 | 300 |
| 10 | Training on negotiation skills | 22 | 300 |
| 11 | Meeting at hot spot level | 96 | 300 |
| 12 | Establishment of DIC | 2 | 300 |
| 13 | Meeting at DIC level | 24 | 300 |
| 14 | Community event | 2 | 300 |
| 15 | Networking meeting with service providers | 4 | 300 |
| 16 | Advocacy and linkages with line departments | 12 | 300 |
| 17 | Observation of important Days (World AIDS day) | 1 | 300 |
| 18 | Referrals to ICTC/ART/DOT/CCC/DLN/Drug De-addiction Centre | 485 | 300 |

ii) Hridaya Project

Community Action on Harm Reduction (CAHR) expands harm reduction services to 250 injecting drug users (IDUs), their partners and children. The programme protects and promotes the rights of these groups by fostering an enabling environment for HIV and harm reduction programming in Sitarganj block of Udham Singh Nagar.

CAHR is supported by Ministry of Foreign Affairs, Government of Netherlands India HIV/AIDS Alliance. In India, CAHR is called Hridaya Project. This project helps build the capacity of service providers, makes harm reduction programmes more gender-responsive, improves access to services and advocates for the rights of IDUs. In addition to providing services, Hridaya has a strong capacity building component to support advocacy, knowledge management and improved services for IDUs.



| S.N. | Activities | No. of activities | No. of HRG |
|------|---|-------------------|------------|
| 1 | Number of Injecting Drug User Covered with Hridaya Supported Services | 256 | 250 |
| 2 | Number of Project Beneficiaries(Close contact with IDU) Benefited from Hridaya Supported services | 1278 | 250 |
| 3 | Number of Individual Referred for ICTC | 85 | 250 |
| 4 | Number of Individual Tested for HIV | 85 | 250 |
| 5 | Number of Individual done CD4 Test at ART Centre | 1 | 250 |
| 6 | Number of Individual referred for TB Test | 103 | 250 |
| 7 | Number of IDUs received treatment education for hepatitis | 253 | 250 |
| 8 | Number of individual linked for Social Entitlement | 7 | 250 |
| 9 | Number of Families linked for Social Entitlement | 7 | 250 |
| 10 | Number of IDUs received education for overdose, Prevention and Management | 255 | 250 |
| 11 | Number of Families received counselling service | 68 | 250 |
| 12 | Number of Home Based care counselling meeting conducted | 12 | 250 |
| 13 | Number of Individual received Legal right education | 228 | 250 |
| 14 | Number of Support Group Meeting Conducted | 12 | 250 |

B) Drinking Water and Environmental Sanitation

i) Environmental Sanitation

Organization is doing its better to improve the quality of life of rural population by generating demand for sanitation and awareness for construction of low cost latrines in their houses. Open defecation causes lots of infectious diseases. Organization made its efforts to aware the community about personal, domestic and environmental hygiene. School rally, meeting with SHG and farmers club held in each village. In meeting discussion were held on diseases caused by unhygienic practises in daily routine life style. Used of poly bags discourage in meetings. Measures listed to save our environment for healthy and prosperous life.

ii)SWAP (Sector wide approach)

Bhagwanpur Jaisingh village of Haldwani block in Nainital district selected by District Project



Management Unit, Bhimtal, Nainital after drinking water and sanitation demands by villagers. Our organization took the responsibility to support the villagers. First of all healthy home and base line survey conducted and try to assess the availability of drinking water and status of sanitation with population profile of the village. User water and sanitation subcommittee (UWSSC) formed in the community meetings. Feasibility surveys conducted and in agree to do meeting water source identified by the community. Capacity building workshop organised for UWSSC. Overhead tank opted by the UWSSC and community as drinking water option. UWSSC take their responsibilities and started the process for OHT construction. In on another side training imparted on health and hygiene, environmental sanitation and sensitized community about importance of healthy life. In exposure visit UWSSC learnt about construction of OHT and its lifelong maintenance process which is very much important for sustainability of the scheme.


भगवानपुर और जैसिंह डेमांड (SWAP)
नैनीताल (उत्तरांचल प्रदेश) जिला

C) Rural Development and awareness

i) Micro-insurance

In India a big part of population depends on agriculture, labour, business and private jobs, very few have government jobs. Life Insurance Corporation of India brings micro insurance policies Jeevan Mangal and Jeevan Madhur for those peoples can not save much more money for their future they can invest very few money and get



sure their life upto 15 years. ISD take the responsibility to sell these policies in the rural areas and conducted various meetings to generate demand of life insurance in less investment.

ii) National Environmental Awareness campaign-

ISD conducted awareness campaign in Kishanpur village of Rudrapur block by financial assistance of ministry of environment and forest.



Fancy dress competition on Bio Diversity organised by ISD. Children participated in Fancy dress competition, essay competition and role play. Amla, Mango, Litchi, Anar, Guawa etc fruit plant distributed to the community and they planted near their houses. Winner in all the competition awarded by the chief guest.

of concern. It is more of a financial literacy issue in that market players/consumers are required to be educated about the characteristics of the available financial products/services, including their risks and returns. In developing countries like India, however, the access to products itself is lacking. Therefore, here, both the elements, i.e. access and awareness need to be emphasized, with improving access assuming greater priority. As already noted, financial literacy involves imparting knowledge about the risk and return of financial products to the users and providers of these products. It is this knowledge that helps in containing risks and maintaining stability in the financial system. A study by NCAER and Max New York Life has shown that in India, around 60 per cent of labourers surveyed stored cash at home, while borrowing from moneylenders at high interest rates; a pattern of saving money that is bound to aggravate financial vulnerability of these labourers.⁴ The process of educating these excluded sections would involve addressing deep entrenched behavioural and psychological factors that are major barriers to participating i



The draft National Strategy for Financial Education (NSFE) for India has been prepared. NSFE document identifies certain simple messages such as why save; why invest; why insure; why save with banks; why borrow within limits; why repay loans in time; why borrow for income generating purposes, what is interest and how moneylenders charge very high interest rates, etc. The financial literacy and financial inclusion initiatives are complementary to each other and the absence of any one diminishes the effectiveness of the other.



NABARD has awarded ISD a Financial Inclusion and Financial Literacy Programme in Udham Singh Nagar district of Uttarakhand focused on rural adults. The entire package has been designed to leverage on the existing infrastructure created and/or supported by Government of India and respective State Governments. This awareness programme is being implemented through Self Help Groups and Farmer Clubs.

- Thrift and savings
- Attitude building towards financial security
- Healthy investment and retirement funds
- Free from indebtedness

- Awareness about money Management
- Money
- Cash flow
- Basic economic/ financial concepts

iii) Farmers Club Programme

NABARD financially assisted our organization to enhance the capacity of farmers in Udham Singh Nagar. ISD organises expert meets with farmers and deliver knowledge about soil testing, crop management, requirement of insecticide/pesticides, micronutrients and how to transfer the latest technology in their farming and get more income in less investment. We also tried to build-up the capacity of farmers regarding leadership, management, coordination skills etc. Free animal health check up camps organised in the villages. Base level orientation programme and expert meet organised in the above 37 villages twice yearly at the time of Rabi and Kharif season.



iv) Financial Inclusion and Financial Literacy

Organisation for Economic Cooperation and Development (OECD), which defines it as "a combination of financial awareness, knowledge, skills, attitude and behaviours necessary to make sound financial decisions and ultimately achieve individual financial wellbeing." Financial literacy is expected to impart the wherewithal to make ordinary individuals into informed and questioning users of financial services. It is not just about markets and investing, but also about saving, budgeting, financial planning, basics of banking and most importantly, about being "Financially Smart".

The lack of basic knowledge about financial products and services and their risk-return framework is one common instance of financial illiteracy that is widely observed. The greed for higher returns eventually culminates into a crisis involving larger number of retail investors. This basic lesson holds true not just for an individual investing his hard earned savings in financial products, but also for a bank or financial institution that manages public funds and channels them, either as investments or loans. Thus, appreciation of various aspects of financial literacy and how it impacts our lives holds the key to prudent financial planning and welfare maximisation, both- at the individual level and for the society as a whole. Without financial literacy, we cannot expect to make major headway in either financial inclusion or consumer protection.

Financial inclusion, essentially, involves two elements, one of access and the other of awareness. . It is a global issue, and the relative emphasis on the two elements varies from country to country. For developed countries with widespread financial infrastructure, the access to financial products/services is not a matter

ISD conducted survey, meetings with villagers, ASHA, AWW and school teachers in 25 village panchayats (Sisaiya, BarKi Dundi, Kurghata, Bhitura, Bandiya, Lambakheda, Ratanfarm, Bamanpuri, Ramnagar, Gaurikheda, Haraiya, Khurpiya, Nagla Tarai, Kela bandwari, Rajpura No.2, Ajitpur, Siraulikala, Kachhi khamariya, Devariya, Bara, Sitarganj sugar Factory, Tukdi bichwa, dury and Prtappur) of 6 blocks i.e. Kashipur, Bajpur, Gadarpur, Rodrapur, Sitarganj and Khatima of U.S.Nagar. Financial literacy campaign included Magic show; wall writing and pamphlets distribution successfully changed the knowledge, skills and financial behaviour. NSFE messages delivered in the villages by using magic show technique.

D) Livelihood Programme

i) Self Help Group

ISD implementing Self Help Group formation and empowerment programme by the financial assistance of NABARD, Udham Singh Nagar for empowerment of community.



ISD organizes meetings, capacity building activities, uses BCC techniques and create linkages between bankers, district authority and community. ISD supported in the evolution of self help group, record maintenance, organizing monthly meeting etc. After group meeting 57 SHGs formed and they open their SHG bank account in the nearest bank in Kichha and Sitarganj.

Our SHGs has got a chance to work in Take Home Ration (THR) Scheme with ICDS department.

E) Data entry

i) UIDAI- The Unique Identification Authority of India (UIDAI) is an attached office of the Planning Commission of India, established to issue a Unique Identification Number ("Aadhaar") to residents of India who desire to have it. Aadhaar is planning on being made compulsory through indirect means and incentives. For example, there are plans to make it compulsory for passports. However, the Supreme Court of India has ruled that Aadhaar cannot be made mandatory in its present form; in any case it lacks legal or statutory authority, and until the month of October 2014 both UIDAI and Aadhaar project were operating without any Parliamentary approval but at present it is running smoothly in all over INDIA with Parliamentary approval.

KARVY is a Enrolment Agency (EA) for this project and KARVY appointed us as facility manager in Kashganj, Aligarh, Maharajganj in U.P and U.S.Nagar, Nainital in Uttarakhand. We have done more than 10 lakh enrolments successfully.

Collaborations

Our work is made possible through financial partnerships and individual donations. We thank all our donors for their continued support. We gratefully acknowledge support from:

1. National Bank for Agriculture and Rural Development (NABARD)
2. KARVY data Management Co. Ltd.
3. Department of drinking water supply, Ministry of Rural Development
4. Uttarakhand State Social Welfare Board
5. National Rural Health Mission
6. Ministry of Environment and forest
7. Life Insurance Corporation of India
8. Uttarakhand State AIDS Control Society
9. Department of Health & Family Welfare, Govt. Of India
10. Department of Women and Child Development, Uttarakhand
11. INDIA HIV/AIDS Alliance
12. DRDA
13. Minority Welfare and Wakf Development Corporation
14. Ministry of Minority Affairs, Govt. of INDIA

And
प्राप्त किया गया है (प्राप्त किया गया है)
आपका धन्यवाद (आपका धन्यवाद)