



VIEWS

Empowering People

ORGANISATION PROFILE



ABOUT US

Voluntary Integration for Education and Welfare of Society (VIEWS) is a growing grass-root organization working to improve food and livelihoods security among marginal and landless farmers in Odisha. Our attempt is to help reduce the food and nutrition issues faced by tribals, dalits and the socially deprived by helping them revive organic and multi-cropping practices.

Vision : Empowering marginalized communities to improve their quality of life.

Mission : Bringing holistic development through innovative solutions for a better society.

Core Values

- ❖ Passion
- ❖ Integrity
- ❖ Commitment
- ❖ Innovation

OUR FOCUS AREAS

- ❖ Food Security and Livelihoods Promotion
- ❖ Sustainable Agriculture & Organic farming
- ❖ Revival of Millets for Nutritional Security
- ❖ Climate Change and Environment Protection
- ❖ Youth Empowerment & Social Entrepreneurship
- ❖ Quality Education and Women Empowerment
- ❖ Water, Sanitation and Hygiene (WASH)
- ❖ Clean Energy & Development Research



OUR APPROACH

Is bottom-up and holistic, focusing on sustainable livelihoods as well as systematic change in policy and practice towards a more supportive environment for youth-led development.

We deliver grassroots programmes in some of the most hard to reach and underserved areas. Operating from the eastern part of India- home to some of the poorest communities in the world, particularly vulnerable for food insecurity, VIEWS has been working with different national, international agencies and the Government on various high impact projects for the last 10 years enhancing the well being of communities in two broad areas.

- Improving the livelihood and social security of rural farmers by adopting the 'Farm-Farmer-Family' approach; starting with transformation of the farms and complementing seasonal agricultural incomes through opportunities arising in the non-farm sector.
- Enhancing the income of small producers (farm, forest, fish, livestock), and covering other related themes such as Water, Financial Inclusion, Climatic Resilience and Energy.

This diversification has helped the community reduce vulnerability by spreading income risk. Household-based activities in the non-farm sector have been particularly rewarding for the rural women there by improving their economic well-being and enabling them to spend more on healthcare, education, food, nutrition, etc. for their families.

Our future initiatives will continue to focus on creating an enabling environment of well-being for the poor with self-sustaining community led initiatives through knowledge, innovation and transformative action.



Genesis of VIEWS

VIEWS was founded in 2002 by a group of youth in Odisha who initially worked for relief and rehabilitation work after the 1999 super cyclone in the state with Lutheran World Service (India). The experience and exposure made them realize the need for a committed local organization to continue working for the critical social issues plaguing the community.

Legal Status

- ❖ Registered under Societies Registration Act XXI of 1860 vide number GJM No: 7781 of 2008-2009 on 4th April 2008.
- ❖ Registered under Foreign Contribution Regulation Act FCRA 1976 vide Registration Number, 104910201, dated: 22/03/2012.
- ❖ Registered u/s 12AA of the Income Tax Act 1961 vide no: 38/2012-2013, dated: 10.08.2012.
- ❖ Registered u/s 80G (2) & (5) of the Income Tax Act, 1961, vide no: 206/11-12/2012-2013, dated: 10.08.2012.
- ❖ Permanent Account Number (PAN) AABTV0563A.
- ❖ Tax Deduction Account Number (TAN) BBNV00240C.



Our Valued Partners

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- ❖ Nourish International, USA
- ❖ ICCO Cooperation, Netherlands
- ❖ National Foundation for India, New Delhi
- ❖ The Hans Foundation, New Delhi
- ❖ Australian High Commission, New Delhi
- ❖ 1% Fund for Development, Switzerland
- ❖ Ministry of Environment and Forest, Govt. of India
- ❖ Nehru Yuva Kendra (Ministry of Youth Affairs and Sports, Govt. of India)
- ❖ University of Texas, Austin, USA
- ❖ Virginia Tech University, Virginia
- ❖ Wisconsin University, Madison
- ❖ Centurion University, Bhubaneswar



Projects undertaken

- ❖ Project-“Sustainable Livelihoods Initiative in Odisha” for securing sustainable livelihoods in Ganjam district (Odisha) with the support of ICCO-Cooperation, Netherlands.
- ❖ Project-“Establishment of Social Enterprise for promotion of menstrual hygiene through affordable sanitary napkin unit” with the support from 1% Fund for Development, Switzerland in 2017.
- ❖ Project-“Establishment of village based sanitary napkin unit for Empowering Adolescents Girls in Rural Areas” in collaboration with Divya Jyoti Mahila Vikash and supported by Australian High Commission, New Delhi in 2016-2017.
- ❖ Project-“Improving Livelihoods through Sustainable Agriculture and Allied activities for Social Excluded Communities with the support from National Foundation for India and The Hans Foundation, New Delhi in 2014 to 2016.
- ❖ Project-Cheysta for Empowering Adolescent Girls through Resource Centre in Urban Slums of Bhubaneswar, Odisha with the support of Australian High Commission, New Delhi.
- ❖ Project SMILE-Youth for Development with the support from Nourish International, a chapters of Virginia Tech and Wisconsin University, USA.
- ❖ Project-LIFE- Livelihoods Initiative for Fisherwomen Empowerment with the support from Nourish International, chapters of University of Texas, Austin.
- ❖ Project SSR- Promoting Student Social Responsibility through Active Citizenship in association with Human Development Foundation School of Management and UNFPA.
- ❖ Project-Empowering Rural Youth through Life Skills Education and Entrepreneurship Development with the support from Nourish International.
- ❖ Sustainable Development of Children through Education with the support from Nourish International, USA.
- ❖ Project-Bio Diversity Conservation supported by Centre for Environmental Studies (CES), Ministry of Forest and Environment.
- ❖ Project-Youth Clubs development supported by Nehru Yuva Kendra, Ministry of Youth and Sports



OUR IMPACT

- ❖ 3000 +farmers introduced to modified paddy cultivation method called the“SRI (systematic rice intensification)”,
- ❖ 2500 +organic farms created to replenish micro nutrients and restore soil health of the agri landscapes
- ❖ 3000+ marginal families provided with alternative livelihood in fishery, livestock, agribusiness and microenterprise.
- ❖ 3000 nutrition gardens created to help women access healthy greens with adequate macro and micronutrients at their backyards.
- ❖ 1500+ Youth empowered through training to enhance their employability and job opportunities
- ❖ 1000+ adolescent girls trained in menstrual hygiene solutions, reproductive and sexual health.
- ❖ 2500+ Women empowered and enabled via Self Help Groups as a new breed of community actors.
- ❖ 200 dropout adolescent girls from urban slums made to return to mainstream education and provided support in form of Resorce Centre



Securing Sustainable Livelihoods

During the last five years we have made efforts to address livelihood security through community mobilization, input facilitation along with locally suitable practices and technology, skill building and facilitating linkages with various stakeholders.

This entailed a range of intervention with focus on building capacities of organisations and community to attain food security at households and community level for sustainable livelihoods.

Our future focus will be to implement activities to ensure food security and enhance income through crop intensification and diversification besides undertaking market-led livelihood intervention with small and marginal producers around paddy, tomato, potato and herbal medicines.



Empowering Youth

To reduce the prevalence of child labor and child marriage among adolescent girls we have been providing vulnerable girls with educational opportunities, skills training, and the knowledge needed to become empowered members in their communities.

IEWS has facilitated the return of 100 adolescent girls to mainstream education by providing them with learning opportunities, skills training, and the knowledge needed to become empowered members in their communities. 500 youth have been trained to enhance their employability and job opportunities



Access to Clean Energy

Solar Innovations for Fishery Based Livelihoods :“We used to process the dry fish manually and very often it led to wastage of product as we depended on sunlight and open drying. The birds and other animals were a menace as they would eat away the dried fishes. But the solar drier supplied to us by VIEWS has not only made it all the more easier for us but also help us ensure better hygiene of product that fetches us a good price at the market,” says B Gopamma from Markandi village.



Promoting Menstrual Hygiene Solutions

Introduced 1000 women on menstrual hygiene solutions and improved their understanding of reproductive and sexual health including health rights. A low cost sanitary unit has been set up to help them gain easy access to the product at an affordable rate. The unit has been run by the village women themselves.





QUALITY EDUCATION FOR CHILDREN



Enhancing Production through SRI

Farmers in our operational area have been introduced to a modified paddy cultivation method called the “SRI (systematic rice intensification)”, that is helping them comprehensively manage resources by changing the way land, seeds, water, nutrients and human labour are used

Until last year, the locals at Nakamudia village in Ramachandrapur Gram Panchayat of Chikiti Block - all of them belonging to the Scheduled Tribe category who largely depend on agriculture and forest produce for their livelihood, used to grow paddy, vegetable, millets, sweet potato and pulses in their land and depended on rain for agriculture.

IEWS, trained the villagers on the different improved practices in agriculture and also on preparing their own organic manure. Following the intervention, this year, 14 out of the 16 households tried line transplanting in approximately 36 acres land. All the households followed the package of practices including seed priming, seed treatment, weed management etc. The farmers are now, have 45 tillers for every two saplings and are joyous seeing their lush green fields. They have also been spraying generous amounts of organic manures (Handi Khata) in their field. The villagers admitted that while earlier, the transplantation process took them about a month to complete, this time it was completed in five days.



Promoting Organic farming

A series of trainings have been organized for farmers on preparation of Handi Khata and vermi-compost in different villages of the district. VIEWS also facilitated the process of procuring the vermi compost beds free of cost from the district administration in order to prepare vermin bed for compost making.

Our interventions have helped 3000 farmers to restore the productivity of their agricultural landscapes by adoption of simple agricultural practices that help take better care of the land, improve soil fertility and water holding capacity thereby making the land more resilient to climate change.



Ensuring Nutritional Security

Jagatpalli in Bhikaripalli Gram panchyat of Chatrapur block is mostly inhabited by the Scheduled Caste community. Susuma Behera, one of the locals owns a small land holding of about 80 cents in the village the land lay dry most of the year poor family had no resources to dig a bore well for supply of water to their feilds. The staff from VIEWS met Susuma and other local women and suggested vegetable cultivation in these barren lands Susuma showed interest and VIEWS provided seeds to all farmers in the village including Susuma. They were taught how to prepare Handi khat and how to use it in the vegetable field. Susuma successfully grew the vegetables and earned money by selling them in the local market winning a lot of appreciation from the family and neighbours. Almost all the women in her village are now trying their hands growing their own veggies in their backyards to get hold of fresh greens for their consumption. The women have also been explained about the health benefits of having farm fresh vegetables from their kitchen gardens and their nutrition benifits.



Cultivating Self Reliance through Micro Enterprise for Ultra-Poor

Fifty eight year old Apurba Behera - of Tareipatapur GP-Kanamuna of Chatrapur lost her husband 15 years ago in a boat accident at sea. With a large family of four daughters and a son, Behera singlehandedly brought up the family selling vegetables from door to door. She married off her daughters and her son- all of who are settled with their own families. But her health deteriorated gradually not permitting her to continue walking for long stretches from street to street. Apurba was supported to run a Grocery shop in her house itself by the ICCO funded program of VIEWS. She also added a tiffin centre also to her business. Now Apurba Behera earns an average profit of Rs.150 to Rs.200 per day.



Recognition & Awards

- ❖ Received Bharat Vikas Award in 2016 from Institute of Social Science, Bhubaneswar, Odisha for “Exemplary community development work”.
- ❖ Received “Kalinga Yuva Pratiba Award” in 2017 from Vinobahabe Seva Parishan, Bhubaneswar for “Social Entrepership”
- ❖ Special recognition for “Youth empowerment through Student Social Responsibility (SSR) mode” I from Odisha CSR Forum 2017
- ❖ “Change Agent of Odisha” received by B.Gopamma for notable contribution in women empowerment and promoting menstrual hygiene among rural adolescent girls.
- ❖ “Natural Virtual Fellowship” award received by B Gopamma from Prof. M.S.Swaminathan, Father of Green Revolution towards grass root development in rural India.

Future Plans

- ❖ To establish a full-fledged Livelihood Resource Centre delivering farm advisory and planning, enabling enterprise development and linkages for inputs, farm services and marketing, and strengthening producer organizations at various levels
- ❖ Use of renewable energy in pre and post-harvest farm level activities affordable for the small and marginal farmer population.
- ❖ Increasing the use of Bio-Inputs in form of bio-fertilizers to replace/ reduce chemical inputs and enhance soil and environmental quality.
- ❖ Increase access to quality seeds and introduce mechanization to raise productivity and limiting post-harvest losses.
- ❖ Using technologies like Global Positioning System, Geographic Information System, Remote Sensing, Microwave sensing technology and appropriate softwares that allows precise mapping of the farms to inform the farmer about the status of his crop and which part of the farm requires inputs such as water fertilizers, pesticides etc. at the correct time to the crop for increasing its productivity and maximizing its yields



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**We love hearing your feedback, suggestions and comments.
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