



## PROFILE

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## About **VEWS**

VEWS is a growing grass-roots organization that employs innovative solutions in the lives of disadvantaged communities in Odisha through high-impact projects on Sustainable Livelihoods. We partner with the Government, National and International agencies, Academic Institutions and Corporations to strengthen community institutions and improve their quality of life. For more than a decade, VIEWS has been closely working with Dalits, Tribal, PWDs and Coastal Fishing Communities to build their capacity and lead them to self-sustainability. Our core strength of handholding women from the deprived communities ensures that these families enhance their well-being and climb up the development ladder. Our team works across six districts in Odisha.

VEWS holds a Special Consultative Status under UN's Economic and Social Council (ECOSOC) and is a member of the Masterpeace Global Peace Movement.





**VISION:**

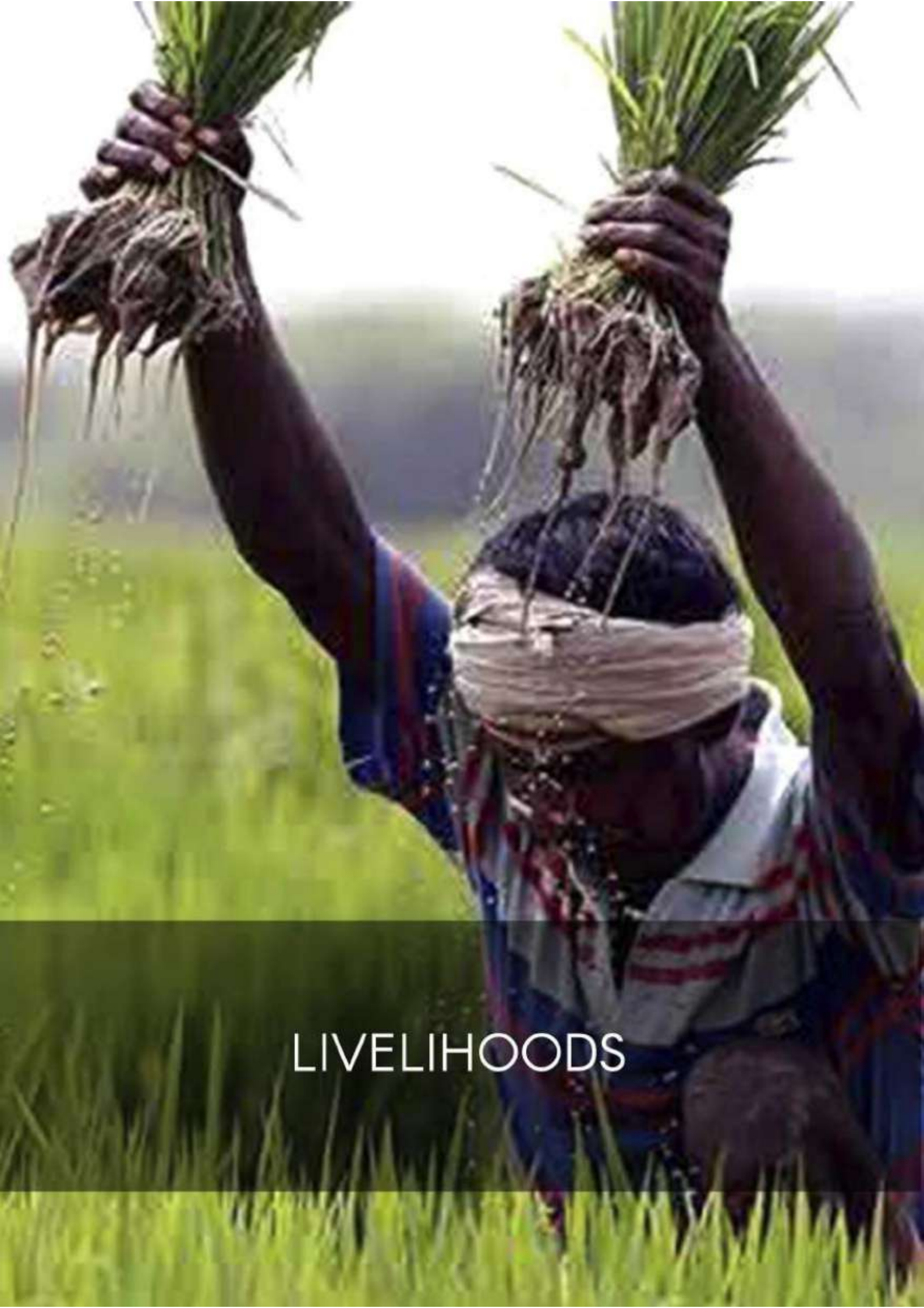
**A Self-reliant Odisha where communities thrive in peace and dignity.**

**MISSION:**

**Empowering vulnerable communities to improve their quality of life.**

Our **THEORY OF CHANGE** is to provide customised livelihood opportunities to the poor particularly the women so that families get empowered and make informed investments in education and health thereby leading the community to mainstream development.





LIVELIHOODS

# SECURING LIVELIHOODS

BUILDING COMMUNITY INSTITUTIONS  
SUSTAINABLE AGRICULTURE  
ORGANIC FARMING  
REVIVING MILLETS  
SMALL SCALE FISHERIES  
LIVESTOCK PROMOTION  
MARKET ALIGNED SKILLS TRAINING  
FARMERS PRODUCER COMPANY  
SOCIAL ENTERPRISE PROMOTION  
MICRO ENTERPRISE DEVELOPMENT  
ACCESS TO GOVERNMENT SCHEMES  
AND ENTITLEMENTS





# SECURING LIVELIHOODS

During the last ten 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 interventions with focus on building capacities and enabling community to attain food security at households and community level thereby enhancing income.



FARM -BASED LIVELIHOOD

NON- FARM LIVELIHOOD

FISHERY BASED LIVELIHOOD

## FARM BASED LIVELIHOODS

IEWS works with small and marginal farmers to ensure an increase in their income by introducing them to innovative models. Our team works alongside different government departments, Krishi Vigyan Kendras, Universities and Nabard to reach out to vulnerable communities, enhance their capacity and improve their earnings through agriculture, livestock intervention, skill building, employability and market linkages . Our interventions around agriculture and allied activities have enabled women, small land holders and marginal farmers to plan their crops, incorporate new technologies, experiment with organic crops, and

thereby enhance their production. This had not only ensured their financial inclusion but also fetched them better prices for their crops. Farmwomen have remained our focus and we continue to strive to enhance their skills, introduce them to technology and access to resources.

## NON- FARM LIVELIHOOD

Our team works with the community to encourage Non-farm livelihood projects to help them earn additional income. Women in our operational area have been introduced to mushroom cultivation, tomato processing, micro enterprise development, social enterprises such as bio fertilizers, affordable sanitary napkins, bag making and mask making etc.

- MUSHROOM CULTIVATION
- TOMATO PROCESSING
- MICRO ENTERPRISE DEVELOPMENT
- SOCIAL ENTERPRISE- Bio fertilisers, affordable sanitary napkins, mask and bag making.

## SMALL SCALE FISHERIES

IEWS has been working in the coastal fishing villages of Odisha to promote and strengthen women SHGs and Cooperatives. Women have been trained on fish processing and promoting fishery-based livelihoods.

Our team has also been engaged in conducting multiple studies on climate change adaptation on small scale fisheries , research on coastal livelihoods security and value chain analysis of marine fish products .This apart, Views has also introduced innovative solar products to the sector.





# OUR MODEL

## Community Mobilization

IEWS mobilises the poor and encourages them to form community-based institutions. The women Self-help Groups (SHGs) formed by our team encourages the members for saving, internal lending and development activities. SHGs are the core of our project implementation and monitoring at village level.

## Building Community Leaders

Building skills sets of progressive farmers on organic farming and sustainable agricultural practices, so they can provide handhold support to fellow farmers at ground level.

## Increase Community Participation in Micro Planning

Strengthening communities to participate in Palli Sabha and Gram Sabha, raise demands and access to government schemes and entitlements.

## Managing Natural Resources Efficiently

Making communities aware about using natural resources more efficiently through sustainable technologies.

## Conservation of Water and Soil Management

Our team supports farmers to improve soil health, gain access to water, create small water resources at the farm for overall soil-water conservation and development of land etc. IEWS also collaborate with Government departments to access Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), to create ponds and community assets for promotion of climate resilient crops like millets.





# OUR MODEL

## Creation of Appropriate Technology and Sustainable Agricultural Practices

VIEWS adopts best technology and package of practices with regard to seeds, breeds, pest and disease control, preservation and processing post-harvest in order to increase farm productivity and revenue and decrease input cost. We have partnered with the Odisha University of Agriculture and Technology to enable farmers in difficult geographies access affordable technologies for crop cultivation, food-processing, packaging and value-addition.

## Access to Financial Inclusion Services

Families once aggregated into recognised community institutions like SHGs, women-led SHG-Federations and Farmer Producer Organizations are linked to institutional credit through banks.

## Establish Linkage from Farm field to Market

Our team promotes farmer producer companies (FPCs) that collect, aggregate, process and sell the produce in bulk enabling small farmers to realise fair market practices.

## Replication and Scale of livelihoods models

VIEWS as part of many CSO platforms like Odisha Livelihoods Action Network, Odisha Millets Mission, documents best livelihood models and package of practices to be shared at various development forums for replication and scale up.







## IMPACT

**250+** Villages Covered

**35000+** Households Benefited

**6700** Farmers opted for organic farming

**6100** Farmers opted for paddy cultivation through SRI

**2500** Farmers opted for climate resilient crops

**2500** Families benefited from vegetable cultivation  
and Nutrition Gardens

**2200** Families benefited from pulses cultivation

**2500** Families benefited from livestock promotion

**1650** Youth supported for Market Aligned Skills trainings

**160** Ultra poor women supported for micro enterprise  
development



## DONOR SPEAKS

“

ICCO Cooperation Partnered with VIEWS to implement sustainable livelihoods through innovative solutions in Ganjam. We promoted various livelihood models including System of Rice Intensification (SRI)-a scientifically proven, climate-smart approach to increase income and food grains with fewer inputs and lower costs.

Azad Ali,  
ICCO Cooperation

“

For five years, NFI partnered with VIEWS to address livelihoods security through community mobilization and by applying sustainable agricultural practices and technology to attain food security at the household level.

Neelay Singh,  
National Foundation for India



# OUR KEY PARTNERS







## 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.





## Government Departments

Odisha Millets Mission, Bhubaneswar

Institute Of Management & Advance Global Excellence (Image),  
Bhubaneswar

National Bank For Agriculture And Rural Development (Nabard),  
Berhampur

Centre For Environmental Studies (Ces) (Ministry Of Environment  
And Forest)

Nehru Yuva Kendra (Ministry Of Youth Affairs And Sports, Govt. Of  
India)

National Institute For Entrepreneurship And Small Business  
Development, Noida

## Academics Collaborations

Waterloo University, Canada

University Of Texas, Austin, Usa

Virginia Tech University, Virginia

Wisconsin University, Madison

Centurion University, Bhubaneswar





ECOSOC  
United Nations



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