

ANNUAL REPORT 2022-23



VIEWS PROFILE

ABOUT VIEWS:

IEWS, a non-profit organization rooted in the community, has been operating since 2008 with a focus on promoting Inclusive Education, Sustainable Livelihoods, and Climate Change & Disaster Risk Reduction. Over the past 14 years, VIEWS has collaborated with various national and international agencies, as well as the government, on several high-impact initiatives that have improved the quality of life for communities. The organization was established in 2002 by a group of young individuals in Odisha who, after engaging in relief and rehabilitation efforts following the 1999 Super Cyclone in the state alongside Lutheran World Service (India) and FMM Social Service Society, Gopalpur on Sea, recognized the critical need for a dedicated local organization to address the pressing social issues faced by underprivileged communities.



VISION:

A self-reliant Odisha where communities thrive in peace and dignity

MISSION:

Empowering vulnerable communities to improve their quality of life.

THEMATIC FOCUS:



Promoting sustainable livelihoods



Enhancing inclusive education



Improving health and hygiene



Climate change and disaster risk reduction



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, Valid upto: 21-03-2027.
- Registered u/s 12AA of the Income Tax Act 1961 vide no: AABTV0563AE20206, dated: 27-05-2021.
- Registered u/s 80G (2) & (5) of the Income Tax Act, 1961, vide no: AABTV0563AF20214, dated: 28-05-2021.
- Permanent Account Number (PAN) AABTV0563A.
- Tax Deduction Account Number (TAN) BBNV00240C.

BOARD OF DIRECTOR

Mr. Rama Rao, President
Mr. R Govindraj Michael, Vice President
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Mr. K. Chandra Sekhar, Joint Secretary
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FOR DONATIONS:

Voluntary Integration for
Education and Welfare of
Society
A/C: 25421450000043
HDFC Bank, Patia,
Bhubaneswar, Odisha
IFSC: HDFC0002542

**Website: www.viewsindia.org.in
Email: info@viewsindia.org.in**

MESSAGE FROM THE DIRECTOR'S DESK

In a diverse country like India, characterised by a wide range of differences, the social challenges it faces are multifaceted and deeply interconnected. VIEWS, an idea conceived two decades ago, has evolved from a youth organisation into a nonprofit organisation that implements projects across various key areas of development, including Livelihoods, Education, Health, and Climate Change & Disaster Risk Reduction.

This year marked a significant milestone for VIEWS as a grassroots development organisation, as it successfully executed a total of 27 development projects, the highest number since its inception. This achievement is truly noteworthy for us. With the increase in the number of projects, the organisation has also expanded its staff. Furthermore, forging partnerships with new national and international organisations for sustainable livelihood projects has been another remarkable accomplishment. Likewise, the successful replication of VIEWS' digital literacy program in new locations once again demonstrated the organisation's ability to implement impactful projects effectively. The organisation's award-winning project for the visually impaired reached new heights with the establishment of audiobook libraries in 19 visually impaired schools across different districts of Odisha. In addition to this, VIEWS continued to operate a school for the visually impaired in partnership with the Orissa Association for the Blind (OAB).

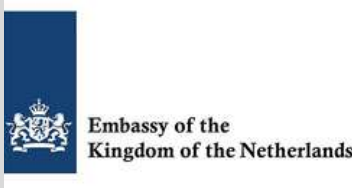
Through our initiatives and approaches, we have made multidimensional impacts, including improved educational outcomes, increased income from livelihood activities, and enhanced health for girls and women. Lastly, we have endeavored to empower communities to tackle disasters and climate change more effectively.

As a new endeavor, VIEWS is currently implementing a project titled "Climate Change Reporting for Vernacular (Odia and Telugu) Journalists" in collaboration with the U.S. Consulate General Hyderabad in three states: Odisha, Telangana, and Andhra Pradesh.

Our projects benefited thousands of people in the areas we operate, we express our immense gratitude to our partners and every stakeholder, especially the welcoming communities who have been an integral part of this journey. We are thankful to all of them.


Mr. S. Bheema Rao
Executive Director, VIEWS

LIST OF DONORS IN 2022-23





**PROMOTING
SUSTAINABLE
LIVELIHOODS**

KITCHEN GARDEN FOR NUTRITIONAL SECURITY



PROJECT: KITCHEN GARDEN FOR NUTRITIONAL SECURITY

Project in Brief:

The Kitchen Garden Project, implemented by VIEWS in the Ganjam district of India, has successfully promoted kitchen gardening among women farmers. The project has trained 1500 marginal women and farmers from 55 villages on model kitchen gardens and organic farming. The project also implemented the SoCCs (Social Capital Credits) model at the community level, which incentivises women to carry out tasks that benefit themselves, their families, and their communities. The women earn SoCCs points by participating in social tasks such as cleaning up the village and streets, tree plantation, and attending village-level Health and Nutrition Day. SoCCs can be redeemed for practical items like vermicompost, seeds, tools, and training. The project has made a significant impact on the lives of women farmers in the district.

PROJECT LOCATION

55 villages

4 blocks

Ganjam, Gajapati Districts
Odisha, India

BENEFICIARIES

1500 households

CONTRIBUTED TO



Project Description:

The project aimed to establish and maintain kitchen gardens in 55 operational villages across 4 blocks in the Ganjam district. To ensure smooth implementation, the project team followed a step-by-step implementation process starting from household selection to household-level production tracking. The project promoted Self-Help Groups (SHGs) and revived old ones, with 138 SHGs having a bank account and 1500 SHG members involved in the project's SoCC activities. VIEWS also conducted training on kitchen gardens, the establishment of kitchen gardens, and celebrated Village-level Health & Nutrition Day. Tree plantation, SHG meetings, contribution to seed banks, village cleaning, and training to Nutrition Didi were other activities of the project.

The project emphasised the importance of organic kitchen gardens and provided training on the preparation of organic manure, vermin compost, and the application of organic manure. The establishment of kitchen gardens was expected to provide fresh and healthy vegetables to households and contribute to the project's objectives for a self-reliant rural community that is socially, economically, environmentally conscious, and sustainable. Celebrating Village-level Health & Nutrition Day was an effective way to provide health and nutrition information and facilities to rural and tribal communities. The project also promoted tree plantation and encouraged women farmers to preserve indigenous seeds and contribute to seed banks. Village cleaning activities not only earned SoCC points but also promoted cleanliness, hygiene, and environmental cleaning. The project also provided training to Nutrition Didi to capacity build them and facilitate training at the village level on kitchen gardens.



KEY ACHIEVEMENTS

- Establishment of kitchen gardens in 55 operational villages across 4 blocks in the Ganjam district.
- Revival of old Self-Help Groups (SHGs) and promotion of new ones, with 138 SHGs having a bank account and 1500 SHG members involved in the project's SoCC activities.
- Training programs conducted for 1500 beneficiaries on promoting organic kitchen gardens, preparation of organic manure, and vermin compost.
- Tree plantation campaigns and promotion of indigenous seed preservation among women farmers.
- Successful mobilisation of SHGs, women farmers, and community stakeholders to achieve project objectives for a self-reliant rural community that is socially, economically, environmentally conscious, and sustainable.

CASE STUDY

Kitchen garden leads family towards better future

Layami Gamango, a 35-year-old woman from Buldapanka village in the Gajapati district of Odisha, India, used to work as an agricultural labourer and care for her four children while her husband worked as a daily wage labourer in a nearby town. Despite being a member of the Mayeetri Atma Self-Help Group, Layami was unable to attend group meetings regularly due to poverty.

In 2020, VIEW, a not-for-profit organisation, implemented a project to promote organic kitchen gardens in Badakhani gram panchayat of Mohana block, where Layami's village is located. The project aimed to improve the socio-economic status of 300 women farmers from the scheduled tribe in 10 villages of Badakhani gram panchayat, including Layami.

With the guidance and training provided by the project team, Layami and other women farmers learned different farming techniques and skills, including the production of organic manure and pesticide. They were also provided with good quality vegetable seeds. Layami cultivated a variety of vegetables, including tomato, pumpkin, radish, okra, beans, brinjal, and bitter guard, and harvested good quality and quantity vegetables after three months. Her family consumed organic vegetables that were healthy and nutritious, and they sold the surplus vegetables in the nearby market. Last year, Layami's family earned Rs 12000 from selling the surplus harvest from their organic kitchen garden.



Following the advice of the project team, she applied for a pond under the Mo Pokhari government scheme and received Rs 1,90,000 for the excavation of a pond. Now she has a source of water to irrigate her two-acre land and has started doing fishery in her pond.

Through this project, Layami's financial condition has improved, and her eldest daughter has been able to take admission to a college in Mohana. Layami is grateful for the support she received and says, "We will provide good education to all our children now that our financial condition has improved."



**PROMOTING
SUSTAINABLE
LIVELIHOODS AMONG
SMALL AND MARGINAL
FARMERS THROUGH
COLLECTIVE ACTION**

PROJECT: PROMOTING SUSTAINABLE LIVELIHOODS AMONG SMALL AND MARGINAL FARMERS THROUGH COLLECTIVE ACTION

Project in Brief:

The project aims to address the low productivity and socio-economic challenges faced by small and marginal farmers, particularly women farmers, in the Ganjam district of Odisha, India. With the majority of the farming community consisting of small-scale farmers, the district has experienced distress migration due to low returns and lack of opportunities. Additionally, the use of chemical fertilisers and pesticides has led to soil degradation and health hazards. The project seeks to strengthen community-based organisations, including women self-help groups and farmer producer groups, to promote sustainable livelihoods. It aims to enhance agricultural production and productivity through climate-resilient practices, ensuring both livelihoods and nutritional security at the household level. The project also focuses on facilitating financial inclusion services and establishing market linkages for the farming communities.

PROJECT LOCATION

70 villages
2 blocks
Ganjam District
Odisha, India

BENEFICIARIES

2100 households

CONTRIBUTED TO



Project Description:

The project aimed to uplift small and marginal farmers in the Ganjam district of Odisha, India through a series of activities. The focus was on promoting and strengthening Self-Help Groups (SHGs) to foster community engagement and savings. Efforts were made to promote and strengthen the Village Development Committee to facilitate local participation and decision-making processes.

To increase awareness and understanding of government schemes, Information Education and Communication (IEC) materials were developed, and awareness generation activities were conducted. Packages of Practices (PoP) were created to guide farmers in adopting sustainable agricultural methods. Training sessions were organised for both community cadre members and marginal farmers on sustainable agricultural practices at the village level.

Efforts were made to expose community cadre members to successful models through exposure visits. Support was provided for the establishment of vermicompost pits and the preparation of bio-fertilisers. Promotion of vegetable cultivation, paddy cultivation through the System of Rice Intensification (SRI)/Line transplanting, and millets cultivation were also key activities.

Farmers Field Schools were established to facilitate knowledge sharing and skill development. Farm tools support was provided to farmers. Efforts were also made to provide training on financial inclusion and market access, develop business plans for vegetable cultivation, and offer training on business plan and enterprise development.



KEY ACHIEVEMENTS

- Strengthened 161 Women Self Help Groups (WSHGs) through meetings, savings, and linkages for financial inclusion.
- Conducted 52 village-level capacity building training sessions for WSHGs, enhancing their skills and knowledge.
- 29 WSHGs received a total of Rs. 48,60,000.00 in the form of loans, enabling them to invest in income-generating activities and expand their entrepreneurial ventures.
- Trained and engaged 70 community cadres in organizing meetings and training sessions, promoting sustainable agriculture practices.
- Organized two training sessions for community cadres and 70 sessions for farmers, focusing on sustainable agriculture, organic farming, and crop planning.

CASE STUDY

Torchbearer of progressive farming

Nestled at the foot of Malpali hill, Mahalimba village in Patrapur block is a small tribal community with only 12 households. Sania Sabar, a dedicated and hardworking farmer, was practicing traditional farming methods until he encountered the "Promoting Sustainable Livelihoods among Small and Marginal Farmers through Collective Action" project. Implemented by VIEWS with support from the Azim Premji Foundation, this project transformed Sania's approach to farming and inspired his entire community.

Sania, a 55-year-old farmer, lives with his wife, three sons, daughters-in-law, and grandchildren. He owned six acres of land, two of which were in his backyard, while the remaining four acres were scattered in different locations. VIEWS introduced the project to the villagers during a meeting, and they were thrilled to be a part of it.

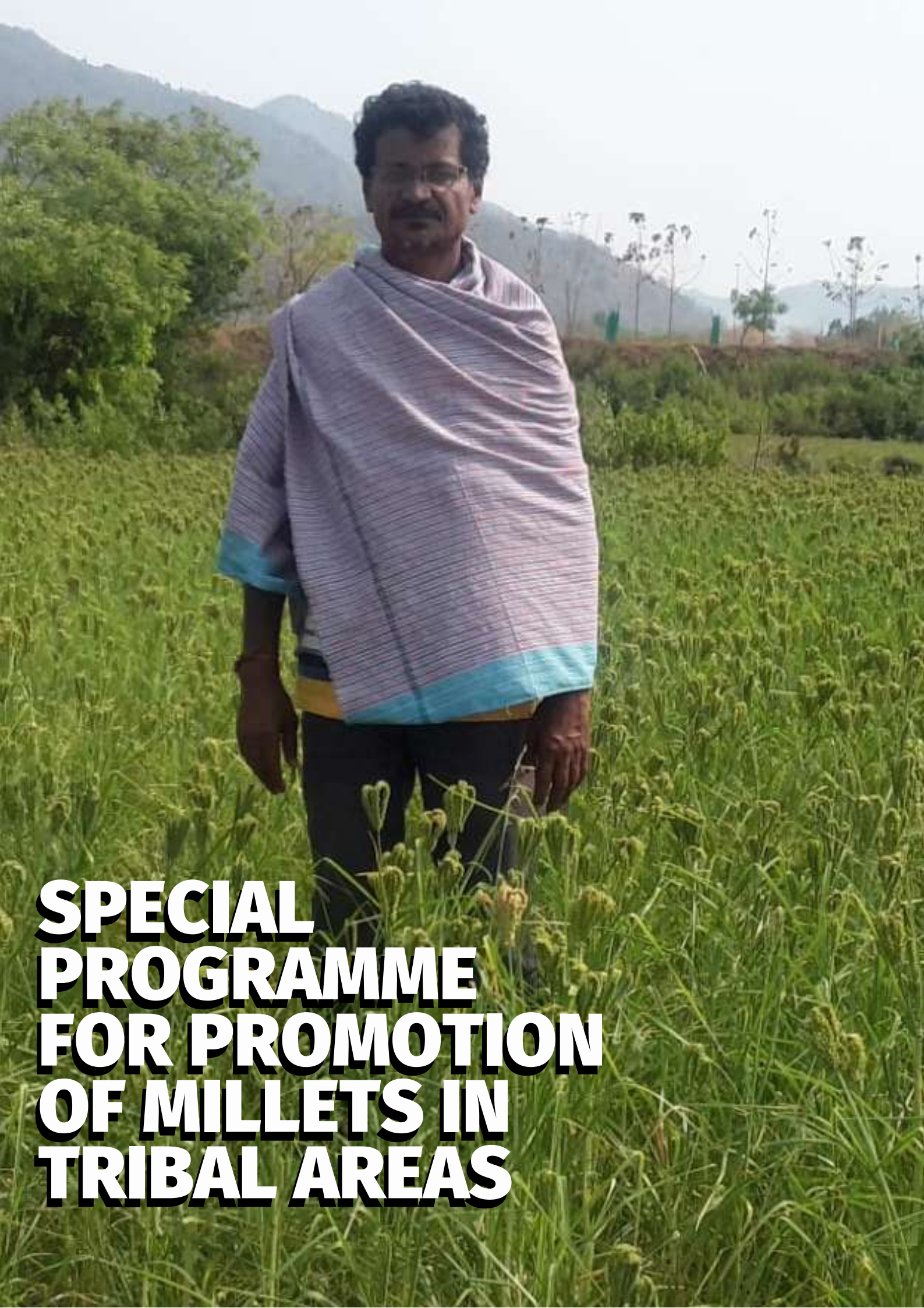
The VIEWS project team organized training sessions for the farmers, focusing on techniques like System of Rice Intensification (SRI), System of Millet Intensification (SMI), organic kitchen gardening, preparation of organic manure (Jibamruta), and organic pesticide (Handikhata). Additionally, the farmers received agricultural implements and vegetable seeds. Sania took the lead in adopting the new methods, including SRI, SMI, and vegetable cultivation, which proved to be profitable. He grew various crops such as paddy, finger millet, bitter gourd, beans, tomato, brinjal, lady's finger, and greens. Impressed by



Sania's work, the VIEWS project team turned his backyard land into a farmer's field school due to its easy accessibility.

Farmers from Mahalimba and neighboring villages visited Sania's farm to learn about the innovative agricultural practices. Sania gained respect and recognition within his community and nearby areas. Looking ahead, he plans to diversify his activities by adding fishing to his farm, for which he has already dug a pond that requires further deepening. He also intends to explore beekeeping as an additional source of income, considering the variety of crops in his farm and the surrounding area's abundant flora, with the nearby Malpali hill providing an ideal environment for apiculture.

About his experience, Sania says, "The knowledge gained from this project has earned me more profits and respect in my community. I plan to engage in additional activities alongside agriculture, such as fishing and beekeeping. I am thankful to VIEWS for all the support and knowledge."



**SPECIAL
PROGRAMME
FOR PROMOTION
OF MILLETS IN
TRIBAL AREAS**

PROJECT: SPECIAL PROGRAMME FOR PROMOTION OF MILLETS IN TRIBAL AREAS (PATRAPUR BLOCK)

Project in Brief:

The Odisha Millets Mission was launched to promote the production and consumption of millets in Southern Odisha, with a focus on improving the livelihoods of farmers and enhancing the nutrition security of households. The project was initiated by the Planning and Convergence Department, Government of Odisha in partnership with various organizations and civil society groups. VIEWS is the implementing agency for the "Special programme for promotion of millets in Tribal Areas of Odisha" under Odisha Millet Mission at Patrapur block, Ganjam District Odisha. The main objectives of the programme are to increase household consumption of millets, promote millet processing enterprises at Panchayat and Block level, improve productivity of millet crops, develop millet enterprises and establish market linkages, and include millets in state nutrition programmes and the public distribution system.

PROJECT LOCATION

Patrapur Block,
Ganjam District
Odisha, India

BENEFICIARIES

736 farmers

CONTRIBUTED TO



Project Description:

The project is being implemented in Patrapur Block of Ganjam District of Odisha. The target is to cover an area of 700 hectares, involve 1086 farmers, and achieve a procurement target of 4000 quintals in 2022-23.

The project has undertaken various activities such as awareness programs, capacity building training for farmers and CRPs, training for seed farmers, kiosk millet-based tiffin center, campaign for awareness Rath, farmers field day, food festival, share capital collection, crop cutting, and training on preparation of organic manure.

The project has promoted and strengthened 55 WSHGs and 1 Farmer Producer Company. It has trained 150 women on millet enterprises and 160 women on bio-fertilizers preparation. A total of 350 farmers have adopted SMI method Ragi cultivation, and 30 pulverizers, 7 threshers, 2 dehullers, and 4 millet tiffin centers have been mobilized to SHG through OMM. The project has achieved the procurement target of 4000 quintals of Ragi in 2022-23.

The Odisha Millets Mission has been successful in promoting the production and consumption of millets in Patrapur Block, Ganjam District of Odisha. The project has not only helped farmers to access seeds of preferred varieties and appropriate farm machinery but also created a policy space for inclusion of Ragi and other millets in the Public Distribution System and state nutrition programmes. The project's focus on women entrepreneurs and promoting millet-based enterprises has the potential to create sustainable livelihood opportunities for the rural population.



KEY ACHIEVEMENTS

- The project has successfully increased household consumption of millets by about 25%, enhancing household nutrition security and creating demand for millets.
- The project has promoted millet processing enterprises at Panchayat and Block level, easing processing at households and for value-added markets.
- The project has achieved the procurement target of 4000 quintals of Ragi in 2022-23, ensuring price guarantee to farmers on millet crops for the first time in the history of the state.
- The project has promoted and strengthened 55 women self-help groups (WSHGs) and 1 Farmer Producer Company, empowering rural women and enhancing their livelihoods.
- The project has successfully included millets in state nutrition programs and public distribution systems, thereby increasing the availability and accessibility of millets to the general population.

CASE STUDY

Millets cultivation transforms Krishna's life

Krishna Pradhan, a 54-year-old farmer from K. Belpada village in Samantarapur GP of Patrapur Block in Ganjam District, had been cultivating millet solely for his family's consumption on a small piece of land. However, everything changed when the Odisha Millets Mission (OMM) project was launched in his village. Inspired by the project, Krishna decided to expand his cultivation and began growing millet on a one-acre piece of land, following the recommended System of Millet Intensification (SMI) practices to enhance productivity.

Through the OMM project, Krishna gained access to a new seed variety called Vairabi, which proved to be highly productive in the local conditions. Encouraged by the successful millet cultivation of his fellow villagers, Krishna meticulously planned his farming activities and cleared the land of bushes with the assistance of his son. Utilizing 750 grams of seeds, they established a nursery with three beds to germinate millet seedlings. After 18 days, the seedlings were transplanted into the field using the SMI method.

Krishna diligently adhered to all the recommended practices, including three rounds of weeding, applying Jeebamruta as fertilizer after each weeding, and employing Handikhata as a pesticide at regular intervals.



As a result of his efforts, he expected a net profit of Rs. 16,478 from the millet production on his one-acre land. This was a significant achievement considering the relatively low input costs due to his family's labor contribution.

The socio-economic impact of the Odisha Millets Mission on Krishna and his family was profound. The mission advocated for improved agronomic practices such as SMI, Line Transplantation, and Line Sowing, as well as the use of organic preparations for disease and pest management. Consequently, household consumption of millet significantly increased following the intervention of OMM. Additionally, millet was procured at a Minimum Support Price of Rs. 3578 per quintal. In total, 680 farmers registered for millet procurement, resulting in the acquisition of 4000 quintals of millet from Patrapur Block during the 2022-23 season.

WOMEN-LED SUSTAINABLE AGRICULTURE



PROJECT: WOMEN-LED SUSTAINABLE AGRICULTURE

Project in Brief:

In Odisha's farming sector, women make up more than half of the total workforce. However, their lack of knowledge regarding improved agricultural techniques has led them to continue relying on primitive farming methods. Additionally, they remain unaware of modern sustainable agriculture practices and agricultural technologies, which results in their continued use of costly chemical fertilisers and traditional methods that are both time-consuming and expensive. As a result, many women farmers end up borrowing money from money lenders at high interest rates during the farming season and become trapped in a never-ending cycle of debt and exploitation. To improve the situation of marginal women farmers, VIEWS has launched a project called "Women-led Sustainable Agriculture" that aims to secure their sustainable livelihoods. The project is being implemented in 30 remote tribal villages of Ganjam in Odisha and focuses on providing these farmers with access to modern agricultural practices and technologies.

PROJECT LOCATION

Ganjam District
Odisha, India

BENEFICIARIES

1200 farmers

CONTRIBUTED TO



Project Description:

The "Women-led Sustainable Agriculture" project by VIEWS aims to enhance livelihoods of marginalised women farmers in 30 remote tribal villages in Ganjam, Odisha. The objectives include strengthening Community Based Institutions for access to entitlements and village development, promoting sustainable agriculture and alternative livelihoods, conserving soil and water through natural resource management, and increasing household income via sustainable practices.

Activities undertaken include developing leadership and fund management skills in Community Based Organisations (CBOs) in 19 villages, training CBOs on government schemes and livelihood entitlements in six villages, training community cadres on climate resilient agriculture for 80 individuals, organising exposure visits for Community Resource Persons (CRPs) and Women's Self-Help Groups (WSHGs) in two villages, and conducting household-level livelihood planning for 1200 households.

Additional activities include supporting 819 households in paddy production, providing seed support for ragi production to 179 households, promoting commercial-scale vegetable cultivation among 258 households, advocating pulses, oilseeds, spices, and sweet potatoes cultivation among 140 households, supporting 1163 households in establishing kitchen gardens, providing farm tools support in 10 villages, supporting vermicompost for organic farming in 20 households, promoting micro-irrigation among 20 households, encouraging livestock rearing among 20 households, developing micro-enterprises/mushroom/inland fishery for 15 households, providing skill training to 30 individuals, creating a package of practices book, establishing five Farmer's Field Schools, and conducting a value chain study and business plan on vegetable cultivation.



KEY ACHIEVEMENTS

- The project strengthened 76 Women Self Help Groups, promoting financial inclusion services.
- Village Development Committees were established in 21 villages to implement the project and access government schemes.
- 1200 households adopted organic kitchen gardens to ensure safe and nutritious food for their families, with excess produce sold in the market.
- 1200 women were trained on bio-fertiliser preparation using natural resources.
- 819 households cultivated paddy on 1460 acres of land using improved agriculture practices, reducing the cost of production and increasing production.

CASE STUDY

Mushroom Cultivation betters Tambala's Livelihood

Tambala Dalai, a resident of K Belapada village in the Patrapur block of Ganjam district, Odisha, faced financial difficulties as a landless tribal woman, relying solely on daily labour for income. However, her circumstances took a positive turn when she actively engaged with Maa Bimala Self-help Group and participated in various activities organised by VIEWS, a local organisation dedicated to uplifting marginalised communities.

During a village-level meeting facilitated by VIEWS, Tambala's struggles came to the forefront. Recognising her need for assistance, VIEWS team conducted a livelihood planning session and explored potential opportunities with the Village Development Committee. Taking into account her financial limitations and lack of land, the villagers collectively decided to support Tambala in embarking on mushroom cultivation.

Initially unfamiliar with the techniques involved, Tambala received comprehensive training from VIEWS team on cultivating oyster and paddy mushrooms. The team also provided the necessary materials for her mushroom cultivation endeavor. Utilising her own resources and collected paddy straw, Tambala set up a mushroom shed in her backyard.

With great dedication, Tambala carried out the cultivation process



and achieved a successful yield of 250 kilograms of mushrooms within three months. Initially, she sold her produce in nearby villages, but as word spread about the exceptional quality, customers started purchasing directly from her shed. Selling the mushrooms at Rs. 100 per kilogram, Tambala earned a net profit of Rs. 17,100 in three-month period.

Overjoyed by her newfound success, Tambala expressed her happiness, stating, "I am extremely delighted with the mushroom cultivation in my backyard, as it has significantly increased my income and improved my livelihood." Her achievements have also inspired fellow members of the self-help groups, igniting their interest in pursuing mushroom cultivation as a profitable business.



**PROMOTING
SUSTAINABLE
LIVELIHOODS
THROUGH AGRI-
MANAGEMENT
SERVICES**

PROJECT: PROMOTING SUSTAINABLE LIVELIHOODS THROUGH AGRI-MANAGEMENT SERVICES

Project in Brief:

The agriculture sector in Ganjam district, Odisha, has been severely affected by intermittent cyclones and erratic climatic conditions, leading to significant challenges for the local population. The proposed project aims to address the livelihood issues faced by marginal farmers in 38 villages of the Patrapur and Digapahandi blocks. The project targets the promotion of organic farming practices, enhancement of sustainable agricultural skills, and increase in income for the marginalized farmers.

The objectives of the project are promoting organic farming among marginal farmers using natural resources and indigenous knowledge; enhancing the skill sets of marginal farmers in sustainable agricultural practices and increasing the income of marginal farmers by adopting organic farming methods.

The project is currently being implemented in 38 selected tribal and other backward villages in Ganjam district, Odisha. It will benefit 600 small and marginal farmers in these villages, providing them with the necessary support and resources to improve their livelihoods.

PROJECT LOCATION

Ganjam District
Odisha, India

BENEFICIARIES

600 Households

CONTRIBUTED TO



Project Description:

The project aims to promote sustainable livelihoods among 600 marginalised and vulnerable tribal and poor households in Ganjam district. The project proposal was approved for an additional 200 households in two blocks. Baseline surveys have been conducted for all 600 households, with data entry completed for the second phase of the survey.

The project team, VIEWS, actively engaged with women self-help groups and village development committees, sharing knowledge on project objectives, organic kitchen gardens, and sustainable agricultural practices. Livelihood cards were printed and distributed among the beneficiaries.

Soil testing, village-level trainings on sustainable agricultural practices, including the preparation and application of bio-fertilisers was conducted. The trainings raised awareness and encouraged farmers to continue using bio-fertilisers to enhance soil fertility and productivity.

The project also focused on promoting the System of Rice Intensification, an improved agricultural practice that reduces production costs and increases yields. Trainings were conducted for 600 farmers on paddy and millet cultivation, emphasising cost reduction and soil fertility improvement.

Additionally, VIEWS provided support to farmers for commercial vegetable cultivation, including equipment, seeds, and training. Regular monitoring was carried out to ensure the proper use of bio-fertilisers and organic farming techniques.

The project emphasised the establishment and maintenance of organic kitchen gardens in every household. Trainings were conducted on organic manure preparation, vermin composting, and model kitchen garden setup. Handhold support and vegetable seeds were provided to empower beneficiaries to grow fresh and healthy vegetables in their backyards, contributing to a self-reliant and sustainable rural community.



KEY ACHIEVEMENTS

- Baseline surveys were conducted for 600 households, providing valuable data for effective project planning and monitoring.
- Village-level trainings on sustainable agricultural practices were held in 38 villages, benefiting 600 farmers, particularly women.
- Selected households received necessary resources and training for commercial vegetable farming.
- Through training and support, 600 beneficiaries established organic kitchen gardens
- Training sessions for 600 farmers focused on improving agricultural practices, reducing costs, and increasing soil fertility through the System of Rice Intensification

CASE STUDY

Migrant labourer becomes self-sufficient through organic farming

Sania Sabar, a 35-year-old man from Sagarsai village in Digapahandi block in the Ganjam district, had been working as a migrant labourer for many years. Every year, he would leave his family and travel to different parts of the country to earn money. However, this often meant that he was not around when his family needed him the most, especially during medical emergencies. As a result, Sania's family faced numerous challenges, and he felt guilty about not being able to take care of them properly.

Determined to improve his situation, Sania decided to return to his village and start working as a bamboo craftsman. While he had some experience with this type of work, it did not prove to be as profitable as he had hoped. With the help of his wife and children, he started cultivating horticultural crops in his backyard. However, they did not have access to modern agricultural practices or technical knowledge that would help them improve their yields.

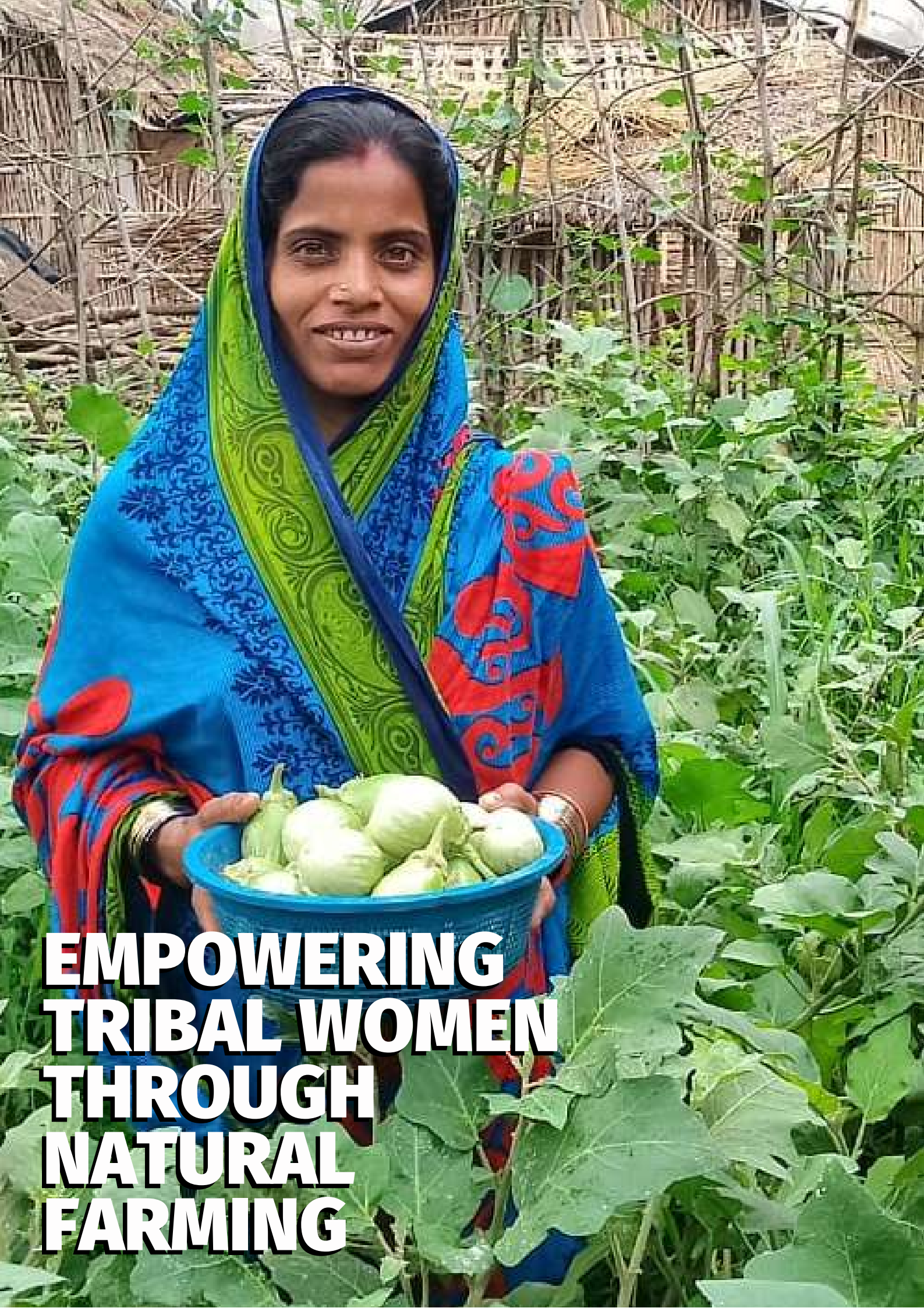
It was at this point that Sania learned about a project called "Promoting livelihoods through Agri Management Services", being implemented by VIEWS with the support of SHIVIA, a UK-based non-profit. Through this programme, he was able to attend regular training sessions where he learned about modern agricultural practices and techniques. He also learned how to prepare organic manures like Brijamruta, Handikahata, Nimastra, Nimakhata, etc.



These methods proved to be very helpful, and he began implementing them in his field.

As Sania began to see the positive impact of the project on his life, he became more motivated to continue learning and growing as a farmer. He was grateful for the organizations' support, which helped him increase his yields and produce healthier crops. Moreover, he no longer had to worry about medical expenses or other financial challenges, as his family was now self-sufficient and generating enough income to sustain their needs.

About this experience, Sania says, "I am thankful to the training and resources provided by VIEWS and SHIVIA. I am now able to get fresh vegetables from my garden. This not only helps me get a more nutritious diet but also saves me a significant amount of money on farm expenses."



**EMPOWERING
TRIBAL WOMEN
THROUGH
NATURAL
FARMING**

PROJECT: EMPOWERING TRIBAL WOMEN THROUGH NATURAL FARMING

Project in Brief:

The Empowering Women through Natural Farming project in Gajapati district, Odisha aims to address the poverty and gender inequalities prevalent in the region. The project recognizes the crucial role of women in agriculture and aims to empower them through natural farming practices.

The project's objectives aim to build capacity and enhance knowledge of tribal farmers and women on natural farming practices, increase household income, and improve their overall quality of life through natural farming practices. The project strategy focuses on leadership development, financial literacy, inclusion of technology in sustainable agriculture, promotion of community seed banks, and collective bio-fertilizer enterprises.

Through this project, women in Gajapati district will have access to financial services and government programs, and their knowledge of natural farming practices will improve. Adoption of natural farming practices will lead to an increase in household income and improve the socio-economic conditions of the region.

PROJECT LOCATION

Gajapati District
Odisha, India

BENEFICIARIES

500 Households

CONTRIBUTED TO



Project Description:

The objective of the project was to establish and maintain kitchen gardens in 25 operational villages within the Mohana block of Gajapati district. The project team implemented a systematic process that included various steps, starting from the selection of households to tracking production at the household level. The project aimed to support Self-Help Groups (SHGs) by reviving existing ones and promoting their formation, with 500 SHG members actively participating in the project's activities related to SoCC (Social Cash Transfer) initiatives. Additionally, the project organized training sessions on kitchen gardens and facilitated the establishment of these gardens. Village-level Health & Nutrition Day was celebrated to provide health and nutrition information and services to rural and tribal communities. Other activities of the project included tree plantation, SHG meetings, contributing to seed banks, village cleaning, and providing training to Nutrition Didi.

The project highlighted the significance of organic kitchen gardens and offered training on organic manure preparation, vermin composting, and organic manure application. The establishment of kitchen gardens aimed to provide households with fresh and nutritious vegetables, while also contributing to the project's overall goals of fostering self-reliance, social awareness, economic growth, environmental consciousness, and sustainability within the rural community. Celebrating Village-level Health & Nutrition Day served as an effective means to deliver health and nutrition information and services to rural and tribal communities. The project also encouraged tree plantation and motivated women farmers to preserve indigenous seeds and contribute to seed banks. Village cleaning activities not only earned SoCC points but also promoted cleanliness, hygiene, and environmental sanitation. Furthermore, the project provided training to Nutrition Didi to enhance their capacities and enable them to conduct training sessions at the village level on kitchen gardens.



KEY ACHIEVEMENTS

- 500 women trained in leadership development and financial literacy at the village level.
- 5 Collective Bio-Fertilizer Enterprises promoted at the cluster level for organic manure and bio-fertilizers.
- 500 women farmers trained in natural farming practices at the village level.
- 500 farmers practiced paddy cultivation using the System of Rice Intensification (SRI) method.
- 200 farmers practiced millet cultivation using the System of Millets Intensification method.
- 500 families promoted nutri-gardens for household food and nutritional security.

CASE STUDY

Kitchen garden leading Layami's family towards better future

Thirty-five-year-old Layami Gamango, the wife of Sukanta Gomango, a daily wage earner, lives in Buldapanka village in the Gajapati district of Odisha. They reside with their four children. Layami's husband goes to Mohana, a nearby town, to work as a daily wage laborer. Meanwhile, Layami takes care of the children and works as an agricultural laborer whenever work is available in her village.

In 2020, VIEWS, a not-for-profit organisation, implemented a project to promote organic kitchen gardens in Badakhani gram panchayat of Mohana block, where Layami's village is located. This project aimed to improve the socio-economic status of 300 women farmers from scheduled tribes in ten villages of Badakhani gram panchayat. Layami was one of the beneficiaries. Her family owned two acres of land in the backyard, which they primarily used to cultivate paddy, ragi, etc., using traditional methods. Due to their poor financial situation, they were unable to invest in new agricultural techniques, equipment, and irrigation systems. They relied solely on rainwater for agriculture, resulting in low earnings from the land and a poor quality of life for the family.

With the implementation of the project, the VIEW team provided guidance and training to the women farmers on various farming techniques and skills. They supplied vermicompost pits to the women for producing organic manure and



taught them how to create liquid organic manure and pesticide. Additionally, VIEW provided high-quality vegetable seeds to all the farmers.

Layami cultivated tomatoes, pumpkins, radishes, okra, beans, brinjal, bitter gourd, etc., and after three months, she harvested a good quantity of high-quality vegetables. Her family consumed these organic vegetables, which were both healthy and nutritious. They also sold the surplus vegetables in the nearby market. Last year, Layami's family earned ₹12,000 from selling the surplus harvest from their organic kitchen garden.

Reflecting on her experience with the kitchen garden, Layami said, "Before I started the organic kitchen garden in the backyard, I used to spend ₹100 per day on purchasing vegetables from the market. The vegetables I bought were neither fresh nor organic. Now, I feel extremely satisfied that my family consumes fresh and organic vegetables every day. We no longer spend money on vegetables; instead, we sell the surplus vegetables, which adds to our family income."



**IMPARTING
MARKET-ALIGNED
SKILL TRAINING**

PROJECT: IMPARTING MARKET-ALIGNED SKILL TRAINING

Project in Brief:

The rural Ganjam district in Odisha, known for its high number of intercounty migrants, faces challenges in providing employment opportunities. Around 300,000 people migrate annually, seeking work elsewhere.

Most migrants are young and middle-aged individuals who left their villages for work in cities. They primarily work in the unorganised sector for low wages, having left agriculture due to factors like shrinking land holdings. The lack of opportunities and quality education in rural areas hinders their progress, leading to migration or early marriage.

Immediate intervention is necessary to empower individuals, particularly girls and youth from farming communities. Market-aligned skills training and support for enterprise development can enable them to secure dignified livelihoods. Sensitising them about market demands and providing relevant skills training are essential for establishing their own ventures.

The project's objective is to promote vocational skills training among vulnerable communities to enhance income and livelihood prospects in rural areas.

PROJECT LOCATION

Ganjam District
Odisha, India

BENEFICIARIES

700 Households

CONTRIBUTED TO



Project Description:

These skill training programmes aim to empower unemployed youth and marginalised individuals by providing them with the necessary skills and knowledge to pursue sustainable livelihoods. Here is a summary of the programs:

1. **Mushroom Cultivation for Unemployed Youth:** This program targets 60 unemployed youth in rural areas. Participants will receive a two-month training on various aspects of mushroom cultivation, including different types of mushrooms, business planning, and market linkages. The goal is to encourage participants to start their own mushroom cultivation enterprises, thereby creating livelihoods and employment opportunities.

2. **Sustainable Farming for Young Persons:** This training program aims to create 200 community resource persons in sustainable farming. The one-month course will cover concepts of organic farming, sustainable agricultural practices, bio-fertilizers, and intensification systems for rice and millets. Trained youth can seek employment with the government or NGOs involved in agricultural programs, and they will also be encouraged to engage in sustainable farming to earn income and manage their livelihoods.

3. **Fashion Design for Poor Girls and Young Women:** This program targets 100 adolescent girls and young women from underprivileged backgrounds. Over a duration of six months, technical experts will provide training in fashion designing and tailoring, covering cutting, stitching, garment making, mask making, and bag making. After completing the training, participants will be supported in establishing financial linkages with banks to obtain financial support for their own tailoring and fashion design enterprises.

4. **Organic Kitchen Garden:** This project aims to provide training on organic kitchen gardening to 200 marginalized women from poor and marginal farming communities. The training will cover topics such as the benefits of organic gardens, garden preparation, and the production of organic manure and vermicompost using local resources. Women will utilize these organic kitchen gardens for household consumption and sell the surplus produce in the local market to meet their daily expenses, ensuring nutritional security.



KEY ACHIEVEMENTS

- Improved livelihoods through skills training, creating self-employment opportunities.
- Increased market opportunities in sectors such as mushroom cultivation and fashion design.
- Promotion of sustainable farming practices through trained community resource persons.
- Empowerment of women through skill training in organic kitchen gardening and fashion design.
- Facilitated access to financial support for enterprise establishment.



**ENHANCING
INCLUSIVE
EDUCATION**



**PROMOTING
DIGITAL
LITERACY IN
RURAL AND
URBAN AREAS**

PROJECT: PROMOTING DIGITAL LITERACY IN RURAL AND URBAN AREAS

Project in Brief:

The Digital Literacy Project, supported by Asia Initiatives, USA, aimed to empower adolescents through digital literacy in the urban slums of Bhubaneswar and Gajam (Podampeta and Patisonapur). With the assistance of Asia Initiatives, 37 monitors were provided for the Digital Literacy programme in Odisha. Over the course of one year, 75% adolescent girls and 25% boys were trained in computer basics, covering various subjects such as computer fundamentals, software applications, typing, internet usage, and more. In addition to digital classes, the project organised Life Skill Training, Career Counseling, and Little Teacher Training, along with annual sports events and functions. Topics like self-defence, women trafficking, child rights, and career development were also addressed. The project impacted 475 adolescents by enhancing their digital literacy skills while enabling 950 underprivileged children to access education. Collaboration with KwK provided additional support in terms of training.

PROJECT LOCATION

Ganjam,
Bhubaneswar
Odisha, India

BENEFICIARIES

1400 (475 trained under digital literacy, 950 educated under SoCCs)

CONTRIBUTED TO



Project Description:

Under the project, VIEWS recruited trainers for its digital literacy programme and conducted an orientation session to familiarise them with program objectives and methodologies.

To expand their reach, VIEWS conducted a household survey in a local slum, identifying students for enrollment in the Digital Literacy Centres. They counseled parents, highlighting the benefits of computer education and motivating them to encourage their children's participation.

To track attendance, VIEWS distributed Mantee passbooks to enrolled students, requiring parental signatures as a measure of accountability. An official from Asia Initiatives evaluated the programme, meeting with tutors, mentees, and their parents.

VIEWS organised an online training programme for their trainers, facilitated by KWK, to enhance teaching effectiveness. The trainers developed comprehensive lesson plans, equipping them with diverse teaching methodologies. Surveys were conducted with parents of tutors and mentees, gathering feedback on program benefits and challenges. Testimonials expressed gratitude for tutors providing free tuition. Students actively participated in the Digital Literacy Centre, following developed lesson plans, with attendance regularly monitored and progress assessed through examinations.

Life skills training sessions raised awareness among teenagers about their rights and emphasized dignity, equality, and protection. VIEWS trained little teachers, students attending digital classes, who then taught younger children using engaging methods. A career counseling workshop aided adolescents and college students in making informed decisions by exploring their interests and abilities. Sports events were organised to promote youth development, along with an annual function celebrating the digital literacy center's achievements.



KEY ACHIEVEMENTS

- Enrolled 475 disadvantaged students in the Digital Literacy Centre, granting them access to computer education and skills training.
- Recruited a qualified trainer and conducted an orientation session to ensure effective instruction and support.
- Introduced the "Little Teachers" initiative, where digital class students mentor and teach younger children, fostering peer learning and knowledge-sharing.
- Organized a workshop for adolescents and college students to explore their interests, abilities, and interpersonal qualities, aiding informed career decisions.
- Engaged and empowered youth through sports events and cultural programs, offering physical activity, talent recognition, and community celebration.

CASE STUDY

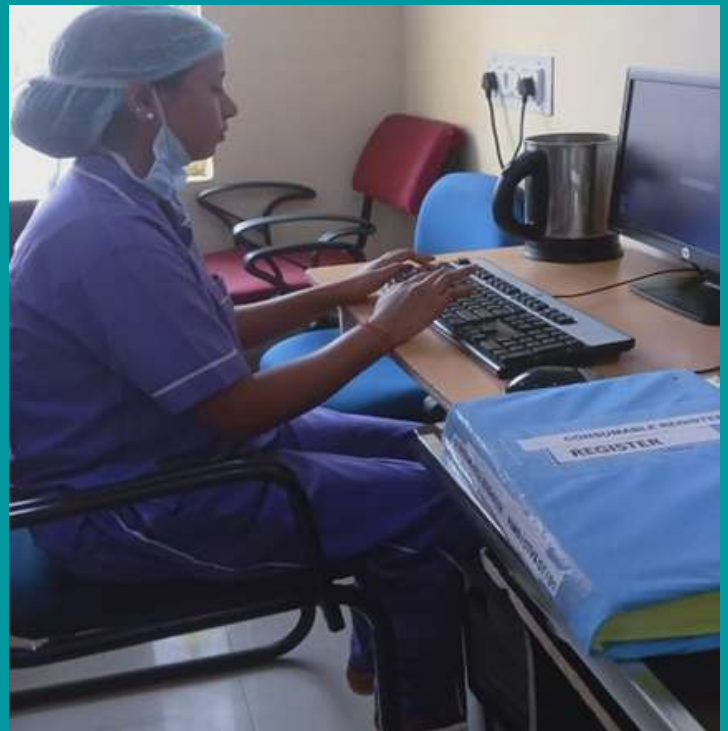
From Slum to Success: Dipanjali's Inspiring Journey through Digital Literacy

Dipanjali Pradhan, a 23-year-old girl from a poor scheduled caste family, resides in Shikharchadi Nagar, one of Bhubaneswar's largest slums. Most community members, both men and women, work as construction laborers or housemaids. Education is a major challenge, with many adolescents dropping out of school to support their families. Despite the hardships, Dipanjali had ambitious dreams and sought an opportunity to improve her circumstances.

Dipanjali's family consists of her parents, one younger brother, and one younger sister. Their financial condition is precarious, as her father's income as a farmer is insufficient. In May 2022, Dipanjali joined VIEWS' digital literacy program supported by Asia Initiatives after learning about it through a household survey conducted by VIEWS. She excelled in the program, displaying punctuality, discipline, and a strong work ethic.

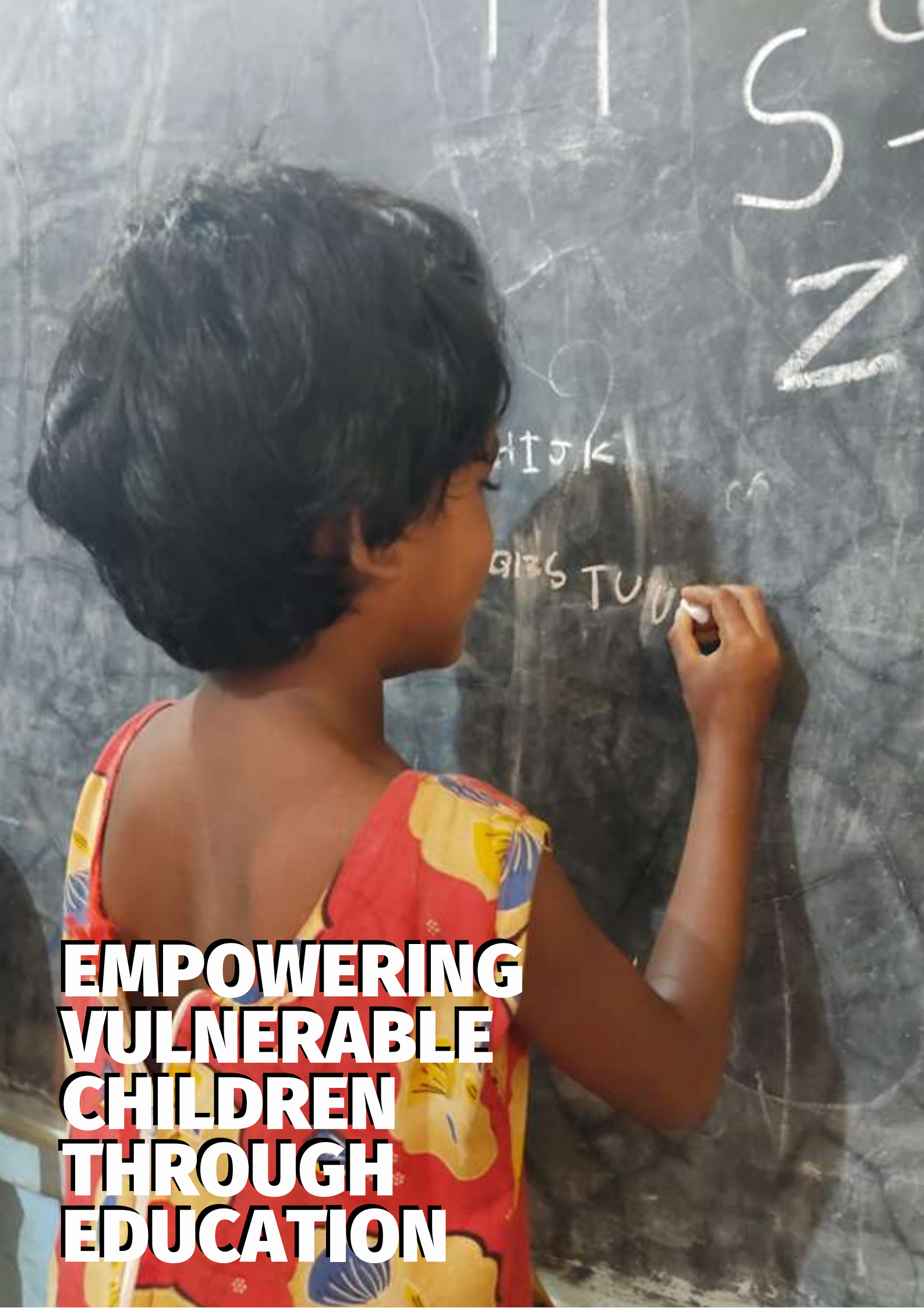
Dipanjali's self-motivation and aptitude for learning shone through, demonstrating the value of hard work. Equipped with her new computer skills, she secured a job as a computer operator and caregiver at KIIMS Hospital. Her monthly income of Rs. 12,000 is alleviating the financial burden on her family.

Dipanjali's journey from a disadvantaged background to becoming employed highlights the



transformative power of digital literacy. Her determination and the support of the program have allowed her to create a brighter future and contribute to her family's well-being. Her story is an inspiration to others in similar circumstances, emphasizing the doors that education and skill development can open.

Dipanjali reflects, "Education and digital literacy have empowered me and shown me that hard work and learning can lead to success, regardless of one's background."



**EMPOWERING
VULNERABLE
CHILDREN
THROUGH
EDUCATION**

PROJECT: EMPOWERING VULNERABLE CHILDREN THROUGH EDUCATION

Project in Brief:

The "Empowering Vulnerable Children through Education" project by VIEWS addresses challenges faced by vulnerable children in Jalimunda slum, Bhubaneswar, Odisha. The project aims to empower children through a Children's Learning Centre and community teachers as Sathis, providing quality education to children aged 5 to 12 years. It also enhances children's mental and physical well-being through health, hygiene, and sports initiatives. Mother's groups are promoted to ensure better nutrition and safety for children in the slums. The project's objective is to break the cycle of poverty and neglect that has affected the community for generations. It seeks to improve the lives of vulnerable children in the Jalimunda slum by providing access to quality education and supporting their overall wellbeing. The project's impact extends beyond individual children, as it also aims to strengthen the community by promoting education and better living standards. Through education and holistic development, the project hopes to create positive long-term change and empower the children to reach their full potential.

PROJECT LOCATION

Ganjam District
Odisha, India

BENEFICIARIES

1200 farmers

CONTRIBUTED TO



Project Description:

The main objective of the project was to enhance the education, health, and overall welfare of disadvantaged children and adolescent girls, and to empower women while promoting health awareness in the slums of Jalimundasahi and Shikarachandi. Various initiatives were undertaken as part of the project, encompassing community mobilisation, the refurbishment of child-learning centres, training programmes for teachers on innovative teaching methods, provision of teaching aids, organisation of sports and games, awareness campaigns on personal health and hygiene, storytelling sessions, observance of significant days, door-to-door visits, tracking children's progress, parent-teacher meetings, child nutrition, educational opportunities for girls who had dropped out, establishment of adolescent clubs, and formation of women's self-help groups.

Moreover, the project offered training sessions for women's self-help groups, covering topics such as rules and regulations, bookkeeping, and skills training for income generation in areas like toy making, phenyl making, and papad making. The initiative also celebrated Global Menstrual Hygiene Week, raising awareness about family planning, malnutrition, sexual and reproductive health, menstrual hygiene, life skills education, handwashing for children, blood pressure check-ups, HIV/AIDS awareness, and mothers' meetings.

The project team accomplished a majority of the activities, including conducting a household-level survey, enrolling 89 children in the child-learning centres, repairing and equipping the community learning centre with eco-friendly facilities, training five teachers, organising sports and games for 100 children, and conducting 47 awareness camps on personal health and hygiene, among others.



KEY ACHIEVEMENTS

- A total of 89 children were enrolled in children learning centers.
- The existing community hall was repaired and converted into a Children Learning Centre in Jalimudasahi slum.
- Six adolescent clubs were formed in two slums with 120 members, and three women's self-help groups were formed with 30 members.
- Skills training was conducted for 30 women on toy making, phenyl making, and papad making for the self-help groups to enhance their income generation.
- Monthly review meetings were conducted with all the teachers and staff for the smooth functioning of the project and regular monitoring of project updates.

CASE STUDY

Ray of Hope for Anjali

In the bustling Sikharchandi Nagar slums in Bhubaneswar, lives CH Anjali Reddy, an 11-year-old girl hailing from a migrant family. Originally from Andhra Pradesh, a neighbouring state of Odisha, Anjali's family faced numerous challenges in their pursuit of a better life. Her family consisted of her hardworking father, dedicated mother, and two younger sisters. However, their survival depended solely on her father's income as a daily wage labourer, making it difficult for them to make ends meet, let alone prioritise education.

Amidst the struggles of their migrant lifestyle, a glimmer of hope shone upon Anjali when Lisima Naik, a member of the VIEWS, encountered her during a survey in the Sikharchandi Nagar area. Lisima noticed the dreams gleaming in Anjali's eyes, juxtaposed with the fear and uncertainty she felt in the unfamiliar slum where her family had recently settled.

Motivated to make a difference, Lisima engaged Anjali in conversation and shared information about the Girls Resource Centre run by VIEWS in Sikharchandi Nagar. She explained that Anjali could receive free tuition and support to resume her education. Although hesitant at first, Anjali was convinced by Lisima's compassion and decided to take a chance, hoping to reignite her passion for learning.

With a mix of excitement and apprehension, Anjali stepped foot into the Girls Resource Centre.



Surrounded by other girls her age, who were predominantly from the local community, she felt unsure about how she would fit in. Yet, as days turned into weeks, Anjali discovered her inner strength and regained her confidence. She realised that she was not alone in her dreams and ambitions.

Immersing herself in the supportive environment of the Girls Resource Centre, Anjali decided to enrol in the Cheysta Learning Centre being run by VIEWS. With the organisation's assistance, she resumed her studies and began attending classes in the second grade. The once lingering fear that her dreams would be stifled due to a lack of education was gradually replaced by a newfound hope.



**EMPOWERMENT OF
VISUALLY IMPAIRED
THROUGH INCLUSIVE
EDUCATION AND LIFE
SKILLS TRAINING IN
ODISHA**

PROJECT: EMPOWERMENT OF VISUALLY IMPAIRED THROUGH INCLUSIVE EDUCATION AND LIFE SKILLS TRAINING IN ODISHA

Project in Brief:

In collaboration with the Odisha Association for the Blind, VIEWS operates a comprehensive school in Bhubaneswar that caters to students with visual impairments. Spanning grades 1 to 8, the school is staffed with trained teachers who not only cover standard subjects but also provide education on music, mobility, digital literacy, and personal health and hygiene. This comprehensive approach aims to improve the overall well-being of visually impaired children.

The project's objectives were as follows: Firstly, to promote inclusive education for visually impaired or low vision children in Odisha. Secondly, to enhance the learning capabilities of visually impaired students through the use of DAISY (Digital Accessible Information System) Books and an inclusive education helpline. Thirdly, to foster life skills education among visually impaired students through career counseling, sports, and other creative initiatives. Lastly, to provide digital literacy training to senior blind and visually challenged students.

PROJECT LOCATION

Bhubaneswar
Odisha, India

BENEFICIARIES

5000+ visually
blind

CONTRIBUTED TO



Project Description:

The project aimed to address the challenges faced by visually impaired students in accessing quality education. The project encompassed various activities to foster inclusive education and improve the well-being of these students.

One important aspect of the project was the creation of audiobooks on inclusive education, which were made available in an online library. Specialised audiobook libraries were also established, along with audio listening tools for students without access to such devices.

Teaching aids tailored to the needs of visually impaired students were provided to enhance their learning experience and academic outcomes. The project also supported the Blind Model School by providing honorariums to teachers, including academic and braille instructors.

To promote holistic development, dedicated music classes and computer training programs were offered to visually impaired students, allowing them to explore their musical talents and develop digital literacy skills. The project aimed to raise awareness about the rights and abilities of visually impaired individuals through events commemorating World Disability Day and White Cane Day. Livelihood promotion measures, such as providing digital weighing machines, were also implemented to support their financial independence.

Recognising the need for guidance and support, the project established a State-level Helpline for Blind Students, offering assistance and advice to visually impaired students across the state.

Overall, this comprehensive project sought to empower visually impaired students in Odisha by ensuring their inclusion, providing accessible learning materials, supportive environments, and enriching opportunities. It aimed to enable these students to reach their full potential and lead fulfilling lives.



KEY ACHIEVEMENTS

- Recorded and uploaded 65 audio books on inclusive education, surpassing the goal of 20 books.
- Established 25 audio book libraries in schools and provided audio listening tools, exceeding the target of 19 libraries.
- Provided tailored teaching aid materials to 34 visually impaired students, enhancing their learning experience.
- Supported 34 visually impaired students in the Blind Model School, promoting inclusive education.
- Uploaded 61 recorded daisy books to the online library "Sugama Pustakalaya," enabling visually impaired students to access audio books conveniently with a disability certificate.

TESTIMONIALS

"I was trained by the VIEWS team on audiobook recording. It was helpful for me to record audiobooks. By doing this, I felt very happy because I was part of this inspiring idea to make audiobooks for visually impaired students and help them in their education."

- Ms. Shyamali Mazumdar, an Audio Volunteer

"My husband's income is not much, so I always wanted to get training on an income-generating activity. After completing the training on candle-making imparted by VIEWS, I can make candles at home, and I do not need to go outside for that. In this way, I can earn and contribute to my family's income."

- Ms. Kanakalata Nayak, a housewife in Bhubaneswar

"It is a great initiative by VIEWS to establish an audio library at our school. Audiobooks are a new concept for us. We are used to teaching visually impaired students through Braille books. But the audiobooks are very helpful and easy to learn."

- Mr. Akhil Kumar Sahu, Headmaster, MKCG School for the Blind & Deaf, MR & CP (Gajapati, Mohana)

"I am thankful to VIEWS for providing me with audiobooks for my second-year BA textbooks. It will be easier for me to study and prepare for the examinations. These audiobooks have been an incredible support for students like me."

- Ajaya Bishoyi, Khallikote University, Brahmapur, Odisha





**ENLIGHT 2.0 - THE
GIRL CHILD
EDUCATION PROJECT**

ENLIGHT 2.0 - THE GIRL CHILD EDUCATION PROJECT



PROJECT LOCATION

Five Slums in
Bhubaneswar, Odisha

BENEFICIARIES

116 girl children

CONTRIBUTED TO



Project Description:

Aide et Action and Capgemini have initiated ENLIGHT 2.0 Project that aims to enable girl children living in difficult circumstances to gain access to quality education and build a better future for themselves, their families, communities, and the nation. VIEWS is implementing the project in five slums of Bhubaneswar.

The project's main objective is to provide access to quality education for girl children facing challenging circumstances and empower them to create a brighter future. It was launched in 2015 and is being implemented in 14 cities across India, including Ahmedabad, Bengaluru, Bhubaneswar, Chennai, Coimbatore, Delhi, Gurugram, Hyderabad, Kolkata, Pune, Trichy, Mumbai, Noida, and Salem.

The project focuses on several key goals. First, it aims to ensure access to primary education for girls facing difficult circumstances. Second, it seeks to strengthen community-based education governance. Third, it promotes cognitive development through technology and encourages better health, hygiene, and environmental practices among children.

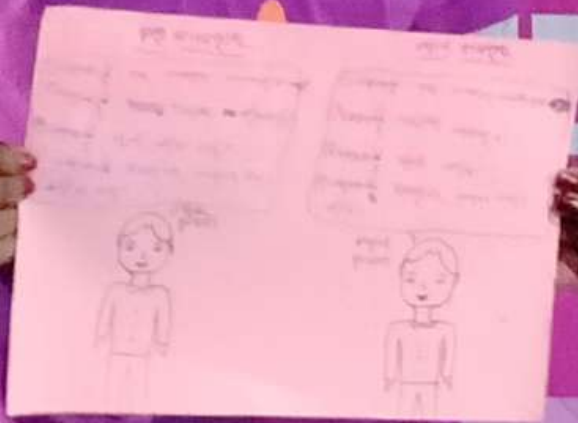
To achieve these goals, the project emphasizes various areas of focus. It aims to enhance competency levels and prepare children for higher education, promote community participation in school governance, improve teacher capacities and promote innovative teaching methods, develop ICT skills among children, and raise awareness about health, hygiene, and ecological restoration.

The project engages with girl children from diverse backgrounds, including children from rag-picking communities, street children and child labourers.

GLOBAL
L ·  · W


GLOW
Club

BANJYOTI GIRI
METING, BHUBA



**PROJECT
GLOW CLUB**

PROJECT GLOW CLUB



PROJECT LOCATION

Two Slums in
Bhubaneswar,
Odisha

BENEFICIARIES

100 adolescent girls

CONTRIBUTED TO



Project Description:

Glow Club is an empowering initiative led by VIEWS and supported by Global Glow, with the aim of empowering girls worldwide. The project is currently being implemented in two urban slums in Bhubaneswar, where a total of five clubs have been established, engaging 100 adolescent girls. These clubs provide secure and inclusive spaces outside of school where girls can learn, explore, and grow. The primary objective of the project is to equip girls with the necessary tools and knowledge to become confident, self-aware, and successful women through mentorship and skill-building activities.

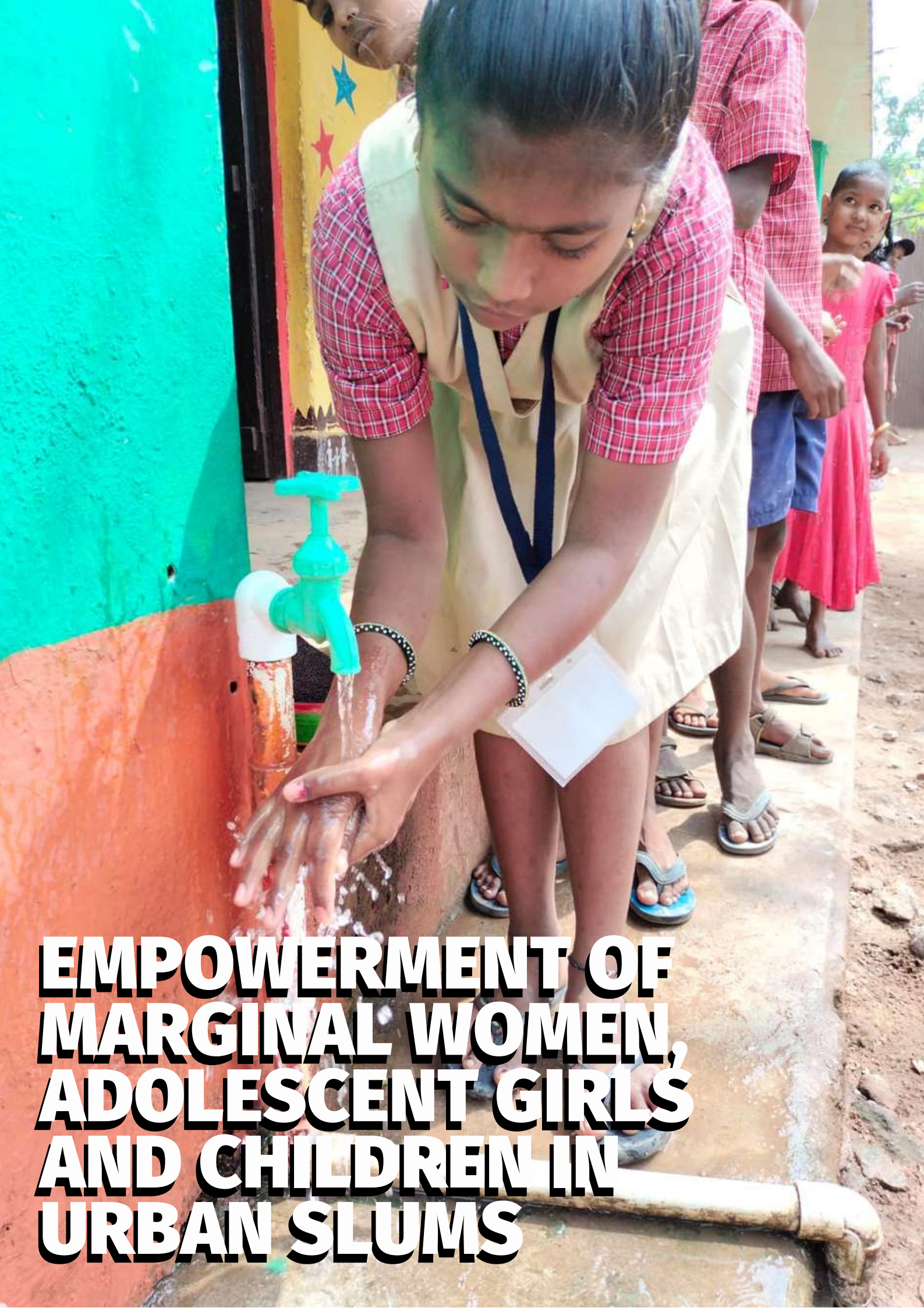
Regular club meetings are held on a weekly basis to discuss various modules of the project. These modules cover topics such as self-advocacy, self-awareness, self-management, social awareness, empathy, responsible decision-making, the power of girls, storytelling, and the importance of sharing one's own story.

VIEWS firmly believes that education is the key to unlocking a girl's full potential. Therefore, Glow Club places significant emphasis on providing quality education and one-on-one mentorship. Trained mentors support the girls in developing confidence, self-expression, and storytelling abilities. They guide the girls through challenges they face on their educational journey, helping them overcome obstacles and achieve their dreams.

The project's approach extends beyond traditional academic success indicators. It focuses on nurturing life-changing skills that have universal applicability, including self-advocacy, self-awareness, responsible decision-making, social awareness, empathy, and storytelling. By fostering these skills, Glow Club empowers girls to become capable, empathetic, and determined individuals who can confidently pursue their goals.



**IMPROVING
HEALTH AND
HYGIENE**



**EMPOWERMENT OF
MARGINAL WOMEN,
ADOLESCENT GIRLS
AND CHILDREN IN
URBAN SLUMS**

PROJECT: EMPOWERMENT OF MARGINAL WOMEN, ADOLESCENT GIRLS AND CHILDREN IN URBAN SLUMS OF BHUBANESWAR



PROJECT LOCATION

Bhubaneswar
Odisha, India

BENEFICIARIES

470+ number of
Cheysta school
students

CONTRIBUTED TO



Project Description:

VIEWS (Voluntary Initiative for Empowerment and Welfare of Society) aims to address various health issues faced by adolescents and women in low-income settings. The project focuses on four key areas: Sexual Reproductive Health (SRH), Menstrual Hygiene Management (MHM), Personal Health and Hygiene, and Family Planning. The SRH component aims to educate adolescents and youth about their sexual and reproductive health rights, providing them with knowledge about contraception, safe abortion, sexually transmitted infections (including HIV/AIDS), and preventing sexual violence. The MHM component focuses on educating women and adolescent girls about hygienic practices during menstruation.

They are taught about accessing clean menstrual hygiene products and maintaining personal hygiene, ensuring their well-being and breaking social taboos associated with menstruation. Under the Personal Health and Hygiene component, children at Chesta School receive training on proper hygiene practices, including bathing, handwashing, and dental care. They are made aware of the importance of personal hygiene and the risks associated with germ exposure. Lastly, the Family Planning component emphasizes the importance of safe and voluntary family planning methods. Women are educated on different family planning methods, empowering them to make informed decisions about their reproductive health. Through various awareness campaigns, training sessions, and participatory tools, VIEWS aims to improve the health and well-being of adolescents, women, and children in the targeted communities.



KEY PROJECT HIGHLIGHTS

- **Comprehensive Adolescent Education:** VIEWS provides holistic education on sexual and reproductive health, contraception, HIV/STI prevention, and sexual violence prevention.
- **Menstrual Hygiene Management:** VIEWS promotes menstrual health, dignity, and empowerment through education on clean practices and access to hygienic materials.
- **Child Health and Hygiene:** VIEWS teaches children essential personal hygiene practices like bathing, handwashing, and dental care for improved overall health.
- **Family Planning Advocacy:** VIEWS advocates for safe and voluntary family planning, empowering women to plan their families and achieve gender equality and poverty reduction.
- **Community Engagement and Impact:** VIEWS engages communities through training and awareness campaigns, leading to positive behavior change and long-term improvements in sexual and reproductive health.



**CLIMATE
CHANGE AND
DISASTER RISK
REDUCTION**

Organized by VIEWS, Bhubaneswar
Hosted by U.S. Consulate General



**PROMOTING CLIMATE
CHANGE REPORTING IN
VERNACULAR MEDIA**

PROJECT: PROMOTING CLIMATE CHANGE REPORTING IN VERNACULAR MEDIA

Project in Brief:

The U.S. Consulate General in Hyderabad plans to enhance climate change coverage in regional media by conducting a specialised training workshop. Journalists from Odisha, Andhra Pradesh, and Telangana, reporting in regional languages, are being trained. This initiative is a collaboration with VIEWS, a local NGO based in Odisha. The workshop consists of 10 sessions held in three stages across the states. The main goal is to equip vernacular language journalists with skills and knowledge to produce comprehensive articles on climate change. The training is focusing on information gathering, analysis, and presentation of climate change causes, impacts, and solutions. By providing tools and a conceptual framework, the initiative aims to encourage the creation of informed and impactful climate change stories that educate the public. Participating journalists are expected to publish a minimum of two research-based stories on climate change issues during the project.

PROJECT LOCATION

Odisha, Telangana and Andhra Pradesh

BENEFICIARIES

30 journalists

CONTRIBUTED TO



Project Description:

In recognition of the significance of climate change reporting, VIEWS, in partnership with the U.S. Consulate General Hyderabad, organised the inaugural workshop for journalists in the Odia media industry. This two-day workshop, held on 15th and 16th February 2023 at Hotel Presidency in Bhubaneswar, aimed to provide hands-on training to journalists in several aspects of climate change reporting, with a specific focus on avoiding sensationalism when reporting in-depth stories on the subject.

Thirteen journalists from various media outlets attended the workshop and received training from prominent experts in the field of climate change reporting. They were introduced to key concepts and terminology related to climate change and its impact on different facets of society. The training also emphasised research methodologies and the collection of accurate data regarding climate change and its effects on various regions and communities.

Furthermore, the workshop emphasised the importance of effectively communicating climate change-related information to the general public. Journalists were encouraged to employ innovative storytelling techniques to engage readers and raise awareness about the influence of climate change on their daily lives. They also received guidance on distinguishing between factual information and misinformation, thereby avoiding the dissemination of false or misleading content.

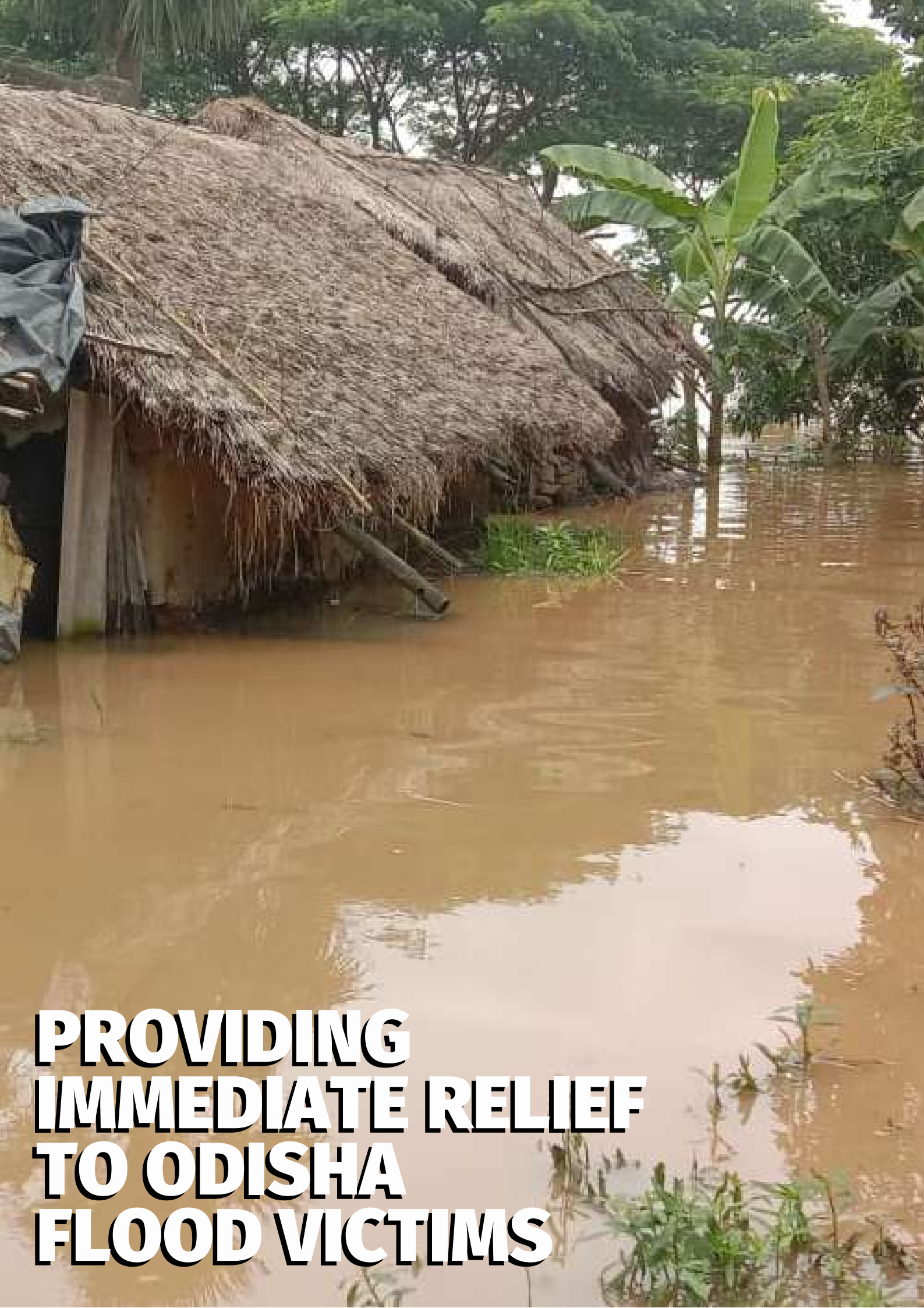
This workshop represents a crucial step toward enhancing climate change reporting within the Odia media industry. The knowledge and skills acquired by journalists during the workshop will empower them to produce precise and comprehensive stories on climate change and its impact on society. Consequently, they will be better equipped to educate the public and foster a heightened understanding of the urgent need for climate action.

Similar workshops are planned for Telugu journalists in the states of Telangana and Andhra Pradesh.



KEY PROJECT HIGHLIGHTS

- The training series will consist of 10 workshops, three each in Odisha, Andhra Pradesh, and Telangana respectively.
- Enhancing vernacular journalists' knowledge and accuracy in reporting on climate change.
- Increasing climate change reporting in vernacular media through training.
- Encouraging impactful reports using innovative storytelling techniques to engage the public.
- Participants will publish a minimum of two climate change stories by the project's end.



**PROVIDING
IMMEDIATE RELIEF
TO ODISHA
FLOOD VICTIMS**

PROJECT: FLOOD RELIEF OPERATIONS



PROJECT LOCATION

Nimapara, Puri district, Odisha

BENEFICIARIES

100 (47 visually impaired, 53 elderly persons)

CONTRIBUTED TO



Project Description:

In recent years, Odisha has been plagued by recurring floods, and this year was no exception. The flood situation worsened, leaving a trail of devastation and suffering for the affected people. With approximately 2,50,000 individuals in 1,400 villages across 10 districts impacted by the floods, the situation called for immediate action. The state government tirelessly worked to rescue those affected, but the challenges remained daunting.

The floodwaters not only destroyed homes but also wiped out stored food supplies and essential items of the affected villagers. Access to clean drinking water became scarce, further exacerbating the hardships faced by the flood victims. Additionally, the agricultural sector suffered a severe blow as paddy and vegetable crops were damaged extensively.

In response to this dire situation, VIEWS stepped forward to provide immediate assistance to the flood-affected individuals. Their efforts focused on supplying essential items like food ration, clean drinking water, tarpaulin, hygiene and sanitation kits, utensils, mosquito nets, textbooks, and notebooks. Their primary objective was to alleviate the suffering of 100 families in desperate need in the Puri district.

VIEWS reached out to KIREA, appealing for their generous support in aiding the affected communities. Recognising the urgency, KIREA agreed to provide relief to 100 of the most impoverished households affected by the recent floods in Odisha.

The project successfully accomplished its objectives by purchasing relief materials and distributing them to the selected poor relief victims in the Nimapara area of Puri district. The project specifically focused on reaching out to 47 persons with disabilities, especially the blind, and 53 elderly individuals, as identified through a thorough survey.



**CLIMATE CHANGE
ADAPTATION ON
SMALL-SCALE
FISHERIES IN
COASTAL VILLAGES**

PROJECT: CLIMATE CHANGE ADAPTATION ON SMALL-SCALE FISHERIES IN COASTAL VILLAGES



PROJECT LOCATION

Ganjam district
Odisha, India

BENEFICIARIES

2500 households

CONTRIBUTED TO



Project Description:

Odisha, known for its unique geo-climatic conditions, faces heightened vulnerability to a range of disasters due to its extensive coastline. The fisheries sector, extensively researched and validated, consistently experiences detrimental impacts from climate change. Therefore, it becomes crucial for the industry to collaboratively adapt to the changing climate dynamics.

To safeguard lives, secure livelihoods, and foster resilience at the household level, implementing region-specific climate adaptation measures is essential. Particularly for economically disadvantaged and marginalised small-scale fishing communities, bolstering their capital base becomes paramount. This not only enhances their overall resilience but also enables them to endure the effects of extreme weather events and protect their livelihoods.

Climate change consequences, such as cyclones, sea erosion, and declining fish stocks, significantly affect the fisheries sector and the coastal population, including women, youth, and children. Distress migration is a pressing issue in these communities. Addressing these complex challenges requires a multi-stakeholder approach involving diverse actors from various sectors. This approach aims to protect the delicate coastal ecology and foster sustainable practices.

Engaging youth and children plays a crucial role in this transformative process. By empowering them as agents of change, their active participation can generate substantial impact at the grassroots level. Utilising participatory tools for climate change adaptation enables these young individuals to contribute innovatively and develop a deeper understanding of the importance of environmental protection. A comprehensive, collaborative approach is urgently required to safeguard Odisha's coastal ecology.



**VIEWS
IN NEWS**

Contact Us

-  Plot No: 448/2940, Near Koel Campus, Patia, Bhubaneswar, Odisha, India, PIN-751024
-  9937381255, 8895788707
-  views@viewsindia.org.in,
views.communications@gmail.com
-  www.viewsindia.org.in

