

# PROFILE



## ALTERNATIVE FOR RURAL MOVEMENT

**AT:Parulia,PO: Asti,Via:Baliapal, Dist: Balasore, Odisha, Pin Code 756026**

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## ORGANISATIONAL PROFILE

- Name of the Organisation : **Alternative for Rural Movement(ARM)**

Address : **AT:Parulia,PO: Asti,Via:BALIAPAL, Dist: BALASORE, ORISSA Pin Code 756026**

- E-mail : [arm100@rediffmail.com](mailto:arm100@rediffmail.com) , [armorissa@gmail.com](mailto:armorissa@gmail.com)
- Website : [www.armngo.com](http://www.armngo.com) , [www.armngo.org](http://www.armngo.org)

- Year of Establishment : 1989
- Date of Registration : 16<sup>th</sup> December, 1989
- Chief Functionary : Mr. Rajendra Kumar Rana  
Coordinating Member

- Legal Status**

Sl.No.	Registered Under	Registration No.	Date of Registration
1	Societies Registration Act XXI of 1860	BLS-2723-681	16.12.1989
2	F.C.R.A. (Ministry of Home Affairs, Govt. of India)	104820036	17.06.1992
3	Income Tax Act, 1961(12A)	Judl/37/12A/96-97/17041	04.10.1996
4	Income Tax act 80G	CIT/CTC/Tech/80(G)/500/2010-11/7053.59	28.02.2011

PAN CARD:AADAA2331A

TAN NO.BBNA00835C

### Type of Organisation

ARM is a Non Government Development Organisation working for the empowerment & sustainable development of deprived village people of North Orissa with emphasis on backward rural Women, Children and Dalit communities. It has been striving steadfastly to establish an alternative and prosperous rural social order so that all people cutting across the barrier of caste, creed, economic condition and gender can have a decent living without any discrimination and inequality. Thanks to the Lord, by way of conducting multifarious activities ARM has already projected itself as the harbinger of grassroots liberty and empowerment of in Coastal North Orissa during the last two decades. ARM has been accredited for desirable norm by Credibility alliance .

### GENESIS

Driven by a desire to lead full lives, live as members of a group doing things for themselves, their fellow beings and for the community as well, a handful of academicians, visionaries and professionals of North Balasore at Baliapal dewombed ARM unto the limelight in the 8<sup>th</sup> of March, 1989. Construed to extend a helping hand to the suffering mass against recurrent vagaries of nature (flood & cyclone ) in the coastal district; the arms of ARM have been engaged since then in the empowerment and mainstreaming of socio-economically marginalized and vulnerable rural sections by viewing development as a process of increasing the personal and institutional capacities of members to mobilize and manage resources to produce sustainable and justly distributed improvement in their quality of life consistent with their own aspirations. Alternative for Rural Movement (ARM) has been registered as a voluntary development organization under the Society Registration Act XXI of 1860, Income Tax Act 12 A & Foreign Contribution Regulation Act 1976 and organized till date over 300 Women Self Help Groups (WSGs) across 100 remote rural villages in 16 Gram Panchayats serving a population of 1, 18,748 (21376 families) of Balasore district in the state of Orissa (India).

## **BACKGROUND & PHILOSOPHY**

The "Trickle Down" Model (TDM) of socio-economic development advocated & pursued by the state administration after national independence since (1947) found very little evidence of anything tricking down to the common masses. The failure of the model has caused concern which set ARM's like-minded group of activists to think about a viable alternative strategy as a matter of urgent necessity. The situation became different from the past with the rising consciousness among an increasing number of people that the existence of mass poverty and reigning socio-economic handicap should and could be changed. Hence the christening of "Alternative for Rural Movement" (ARM). It was observed that there was a need for new and innovative approaches for a more equal and just development according to the real needs and wishes of the poor population on the basis of local needs and demands not only for the successful implementation of the proposed development projects but also for their lasting effects.

It was thus felt that modernization concepts with large scale development programmes where a 'trickle down' effect was hoped for, but rarely achieved through 'top-down' planning strategies should be superceded by more poverty oriented, participatory development concepts through small scale programmes and 'bottom up' planning procedures. ARM has since then been trying to project & implement a people centred development vision that looks to justice, sustainability and inclusiveness as the principles of authentic development.

ARM views development as a people's movement, rather than as foreign funded/ Government projects and enables people to develop themselves with the minimum available resources and maximum incorporation of prevailing administrative opportunities within the existing infrastructure. Thus the three basic ingredients of popular participation as identified by ARM team of development harbingers towards a sustainable social order include "mass involvement in decision making", "mass contribution to development" and "mass sharing of benefits of development" in consonance with various UN resolutions.

Hence, the concept of 'mass participation in decision making and implementation' is viewed at ARM as a system of interlocking relationships between villagers & the village level institutions that mobilize this participation and strengthen the level of institution further up to the national mainstream. Our bottom up participatory long term approach, thus, seeks to release the social energy of the people towards attaining the self-defined goals of development and ratifies the principle of planning with the people through micro planning efforts with micro planning achievements incorporating the relevant principles of poverty alternation to contribute & complement this innovative paradigm.

### **MISSION**

Establishment of an equitable social order through motivation facilitation and self activity among backward rural communities with emphasis on women and children in the sphere of health, education, human rights, economy and rural leadership.

### **VISION**

To find out an alternative strategy of rural social intervention and facilitate the NGO movement in the state of Odisha.

### **MANDATES**

- To facilitate empowerment, solidarity and leadership capacities of backward rural women and the under privileged social sections.
- To sensitize, act and promote basic education, rural health, eco environment and quality of living in the problem villages.
- To restore and strengthen the advocacy of human and child rights activities of vulnerable social categories concentrating on women and girls rights for preventing social discrimination and oppression.
- To garner economic empowerment and rural self employment of socially handicapped sections through credit and savings, eco friendly sustainable agriculture, micro enterprises and establishment of a value chain based marketing network.
- To conduct information networking, need based research, documentation and create a data base on all aspects of a prospective rural socio economy.

## STRATEGY

ARM has shifted from its strategies of development and welfare approach to rights based approach for empowerment of rural poor, especially women and children. It aims at organizing and bringing the backward rural communities, especially women and children into the mainstream of social development by sensitizing them about their rights. Participatory decision making, community involvement in developmental planning and Self Help for natural resource utilization and socio economic progress have been the major focus .

## CORE VALUES OF ARM

- People centered development vision
- Social justice, sustainability and inclusiveness as the principles of authentic development.
- Views development as a people's movement.
- Enable people to develop themselves
- Ascendance in nurturing ,enabling and conserving dimensions of female consciousness
- Mass sharing of benefits of development
- Mass contribution to development
- Sensitivity & responsiveness to the aspirations of common people
- Creating and sustaining an atmosphere of growth and social change
- Honesty and integrity in thought & action
- Result oriented approach.

## EXECUTIVE COMMITTEE

Sl. No.	Name	Father/Mother	Address	Designation	Occupation
1	Sumati Bhuyan	F-Kalicharan Raj M-Laxmipriya Raj	At-Khagdapal,PO:Bada Simulia Diat:Balasore,Odisha-- 756026	Chairperson	Social Work
2	Rajendra Pradhan	F-Jatindra Pradhan M-Sabitri Pradhan	At-Khagadapal,PO-Baliapal Via-Baliapal,Dist-Balasore Orissa-756026	Vice Chairperson	Social Work
3	Rajendra Kumar Rana	F-Bira Bhadra Rana M-Sitamani Rana	At/PO-Badhupal,Via-Baliapal Dist-Balasore,Orissa-756026	Coordinating Member	Social Work
4	Jayanti Giri	F-Bhanu Charan Giri M-Laxmi Priya Giri	At-Khalpakh,PO-Dalua I Via-Baliapal,Dist-Balasore Orissa-756026	Treasurer	Social Work
5	Pradosh Chand	F- Mantulal Chand M- Pravabati Chand	At-Nandika Po- Jaleswar Dist-Balasore Odisha, Pin- 756032	Member	Social Work
6	Jhadeswar Pradhan	F-Ramanath Pradhan M-Rukmani Pradhan	At-Khaldiha,PO:Bada Simulia Diat:Balasore,Odisha-- 756026	Member	Social Work
7.	Sumati Rang	F-Balaram Gangai M-Dasi Gangai	At-Kalrui,PO-Pancharukhi Via-Baliapal,Dist-Balasore Orissa-756026	Member	Housewife

**Area of Operation:**District of Balasore & Bhadrakh,Odisha

## **Target Groups**

- Poor & backward Rural Women
  - SC/ST/OBC Women
  - Poorest of the poor women
  - Trafficked women
  - Women farmers
- Children (0-17 years)
  - Girls, Scheduled Caste and Scheduled Tribe children
  - Children with special needs
  - Drop out and non-starter children
  - Children at risk
- Vulnerable Rural population below poverty line with special priority on Physically Challenged.

## **Major activities of ARM**

- Empowerment & mainstreaming of backward rural youth, women, divorcees, destitute and dalits through promotion of SHGs, women rights, gender equity and legal assistance.
- Awareness and action on mother and child health, reproductive child health ,nutritional care, immunization, family planning, HIV/AIDS control, Public health management through traditional system of herbal medicine cum Primary Health Care.
- Socio economic development of poor and vulnerable rural youth, women folk through credit and savings, vocational self employment and micro enterprise promotion.
- Joyful primary education of poor and dropout rural children with emphasis on sports, culture, arts/craft and science activities
- Mainstreaming, empowerment and economic self employment of risked rural girls against illiteracy, child labour, gender abuse, girl trafficking and HIV/AIDS threats
- Concerted community effort for Environment and sanitation improvement through social forestry plantation, bio promotion of local flora and fauna, organic farming, waste utilization and recycling, household toilet installation, drinking water provision, natural resource utilization and sustainable energy promotion.
- Focused development of specific backward sections like indigenous people, coastal fishermen communities as well as Scheduled Caste (SC), physically challenged & Scheduled Tribes (ST) for their livelihood progress and prosperity
- Introduction and popularization of organic farming, bio composting, bio control and herbal garden among the backward village communities along with self employment training on post harvest technology, value addition, agro processing & agri business management
- Promotion of Consumer rights and Protection of Consumer interest against social exploitation through awareness, education and legal action
- Developmental partnership ,expertise and resource exchange ,Networking & consultancy for empowerment, strengthening and mainstreaming of grass root level under equipped people's forums & community Based Organization
- Maintaining an organizational resource centre, developmental information data base and imparting information technology training for the development stakeholders of the district
- Community based disaster management drive through disaster preparedness ,disaster risk mitigation ,relief and rehabilitation, infrastructure promotion with emphasis on disaster taskforce groups organization and Village Development Committee (VDC) strengthening and empowerment
- Food security and employment of disaster affected/ vulnerable rural communities through village approach roads ,construction of irrigation channels ,embankments and water harvesting structures ,shelter support ,high rise platforms under Food for Community Development (FFCD) & Cash for Work (CFW) programmes.
- Review of CCIs in 9 districts of Odisha and formation of Common Service Centres in the state.
- Improvement of food security and nutritional health of villagers in Baliapal Block.
- Improvement of Health and Sanitation Facilities in Baliapal Block
- Mass Awareness through establishment of Community radio Station (ARM Radio Smile 90.8 MHz) in Balasore District.

## **Major Accomplishments of ARM**

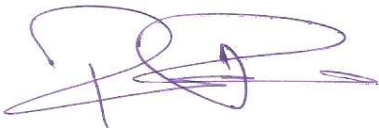
- 355 no. of Women Self Help Groups have been formed with total 4740 no. of rural backward women availing leadership skills, legal awareness and assistance and socio economic benefit through their collective efforts.
- Monthly savings to the tune of 98.6 lacs have been generated and credit of 542 lacs been mobilized by 292 Women Self Help Group members through rural savings and credit Endeavour.
- 1318 no. of women have become self reliant through 475 rural women micro enterprise groups with our assistance under women self employment initiatives.
- Active participation of women in Gram Sabha and Palli Sabha with active participation in decision making process placing demands of their problems and issues in concern with their village ensuring equal wages.
- 67 No. of Village Health Committees have been organized in 68 remote rural villages under Safe Motherhood and Child Survival Programme.
- Management of Primary Health Centre under Public Private Partnership. In the last three years ARM has treated 70,000 patients and promoted 430 institutional deliveries and 100% immunization coverage and 872 emergency referral services
- Maternal Mortality Rate has been reduced from 112/1000 to 53/1000
- Infant Mortality Rate has been reduced from 657/100000 to 397/100000
- 2529 no. of the innovative Nananda Bhauja Club members constituting 1320 eligible women and 1209 adolescent girls are taking care of RCH activities in 20 remote rural villages.
- Total no. of adolescent girls have been incorporated into our mainstreaming process: 560
- Scholarship support for 200 poor and meritorious children, Art/craft/dance and music based extra curricular activities for 160 talented students as well as Teachers Training for 60 primary school teachers have been extended under School Child Resource Development Centre (SCRDC) project.
- 1468 no. of children of poor and underprivileged families have got primary education through ARM Model School project intended for school dropouts and non school going children of dalit and deprived backward communities.
- School drop out rate has decreased significantly from 66 % to 12 % in this remote coastal area since we started educational intervention in 1997.
- 1895 illiterate and backward rural women have been covered under village adult women literacy drive with their empowerment and economic rehabilitation.
- 5618 no. of women and risk girls have been empowered, trained and sustainably engaged themselves in different vocational self employment activities being protected from drudgery ,child labour and women trafficking threats.
- As consequence of our regular awareness drives in health, legal and literacy the level of consciousness among villagers have developed significantly.
- 30 no. Village Development Committees have been established.
- 204 Farmers Clubs have been working in 204 villages in the block under the guidance of ARM.
- 25 no. of village roads, 16 Km. of river side embankment have been constructed under FFCD programme to protect the flood water.
- 4 Km. irrigational Cannel has been renovated and 126 ha. of land have been irrigated round the year.
- 16 No. of village ponds have been renovated for multipurpose uses.
- Livelihood support for 3195 flood affected vulnerable community people.
- Sheltie construction of 879 units among 879 homeless.
- 4 no of HRP with 32 Toilets and 12 Tube wells.
- 4500 farmers have been motivated for sustainable agriculture practices.
- Extending rural health awareness, action and daily treatment of mother, children and sick people from 16 villages (population-19638) through organization's PHC under National Rural Health Mission.
- We have got recognition from the Govt. of Orissa Ministry of Women and Child Development as best Facilitator in the District of Balasore.
- We have been received Certificate of Appreciation towards our excellent contribution in Women Empowerment Activities in the district of Balasore for the Year 2007-08
- Promotion of 2685 nos of Nutrigaredn through SHG Women in Baliapal Block

## **AWARD FOR ARM'S RURAL DEVELOPMENT ACTIVITIES**

- Award and Citation from HON'BLE CHIEF MINISTER, Orissa State Under Mission Shakti Programme Recognized as BEST FACILITATOR for organizing Self Help Groups (WSHG), women empowerment and child rights activities.
- Awards from Dhvani Pratidhwani and other literary organizations.
- Best district level NGO for women empowerment and youth development activities
- Awards from different organization in the district.

## **FUTURE THRUST AREA**

- To undertake an integrated project for empowerment of women of scheduled caste, scheduled tribe and other backward communities through education, legal counseling and aids, skill training and income generation activities
- To provide mobile health care and referral services by involving and educating community people
- Development of School Resource Centre
- To establish one model training cum production centre for women
- To strengthen and flourish inter group youth network through electronic and mass media communication facilities.
- To implement Govt. Schemes for the development of Rural Poor.
- To introduce self employment mechanism for rural youths.
- Capacity Building of Physically Challenged people on health, skill development and their rights.
- To organize rural youth into future taskforce for social and National development through sports, adventure, economic empowerment and right based programmes.
- To develop rural libraries for school students and neo literates
- To establish health centre for reproductive and child health care service delivery
- To establish a vocational technical education school for women/Girls
- To undertake HIV/AIDS/STDs Interventions programmes
- To establish one residential school for High School Students.
- To strengthen and extend micro enterprises for poor and needy groups
- To strengthen and extend support for promotion of Self Help Groups and development of thrift savings and micro credit programmes for women
- To undertake comprehensive tribal development activities including development of tribal cultural heritage
- To organize poor farmers and their federations for sustainable agriculture development programme in rural areas of Balasore.
- Community Based Disaster Preparedness programme
- To set up and run home and day care centres for aged persons
- To establish Community Radio Station in Balasore District.
- To undertake low cost housing and sanitation programme in Tribal and Scheduled Castes villages.
- To adopt Govt. Rural CHC/PHC/Sub Centres for better management of the health services
- To adopt Govt. public schools for introducing model education approach.
- To rehabilitate physically challenged children in Odisha
- To promote sports among youths in rural areas of Odisha.



**LN. RAJENDRA RANA**  
Coordinating Member