



# **Strategic Plan (2022 - 27)**

## **Working Together for Rebuilding Lives and Peace**

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# Contents

<b>About JRP, Mission, Vision &amp; Core Value</b>	<b>3</b>
<b>JRP Focus Area of Work for SDGs</b>	<b>4</b>
<b>JRP is also the Country's Focal Point</b>	<b>4</b>
<b>Governing Board as of April 2022</b>	<b>5</b>
<b>JRP Goals</b>	<b>6</b>
<b>Theory of Change</b>	<b>7</b>
<b>Organization structure</b>	<b>8</b>
<b>Themes of Work</b>	<b>9</b>
<b>Fund Raising Strategy</b>	<b>10</b>
<b>Strategic Focus</b>	<b>11</b>
<b>Budget Requirement</b>	<b>12</b>
<b>SWOT Analysis</b>	<b>12</b>
<b>Major Donors/Partners</b>	<b>13</b>

# About JRP, Mission, Vision & Core Value

## About JRP

Established in 1993, JRP, also known as the Lifeline Council, is a women-led grassroots non-profit organization, dedicated to making a positive impact in the following areas from 2022 to 2027:

1. Enhancing the quality of education for underprivileged children.
2. Empowering women-led climate-resilient agriculture and implementing smart farming solutions.
3. Promoting sustainable livelihoods for women and youth through skill development and social entrepreneurship.
4. Advancing sustainable eco-tourism to alleviate poverty and hunger, especially among fisherwomen communities.
5. Advocating for occupational and environmental justice, community health, and overall Well-being.
6. Promoting peace, good governance, and human rights.
7. Improving access to WASH (Water, Sanitation, and Hygiene) services.
8. Conducting need-based research studies on health, education, and livelihood.
9. Strengthening disaster response and preparedness initiatives.

## Vision

A self-reliant society based on justice, equity, and sustainability where every human being has the equal opportunity to maximize its potentialities.

## Mission

JRP brings rural and tribal communities together to educate them on environmental justice, human rights, and sustainable development through community participation, advocacy, and action research.

## Core Value

1. Integrity, transparency, and honesty
2. Empowerment, commitment, and professionalism
3. Excellence
4. Good stewardship
5. Democracy and human rights
6. Solidarity
7. Collaboration and co-creation

## JRP Focus Area of Work for SDGs



### JRP is also the Country's Focal Point

- MasterPeace Global, The Netherlands
- Earth Guardians, USA

# Governing Board as of April 2022



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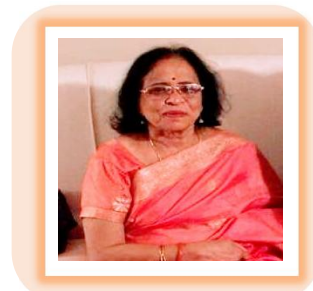
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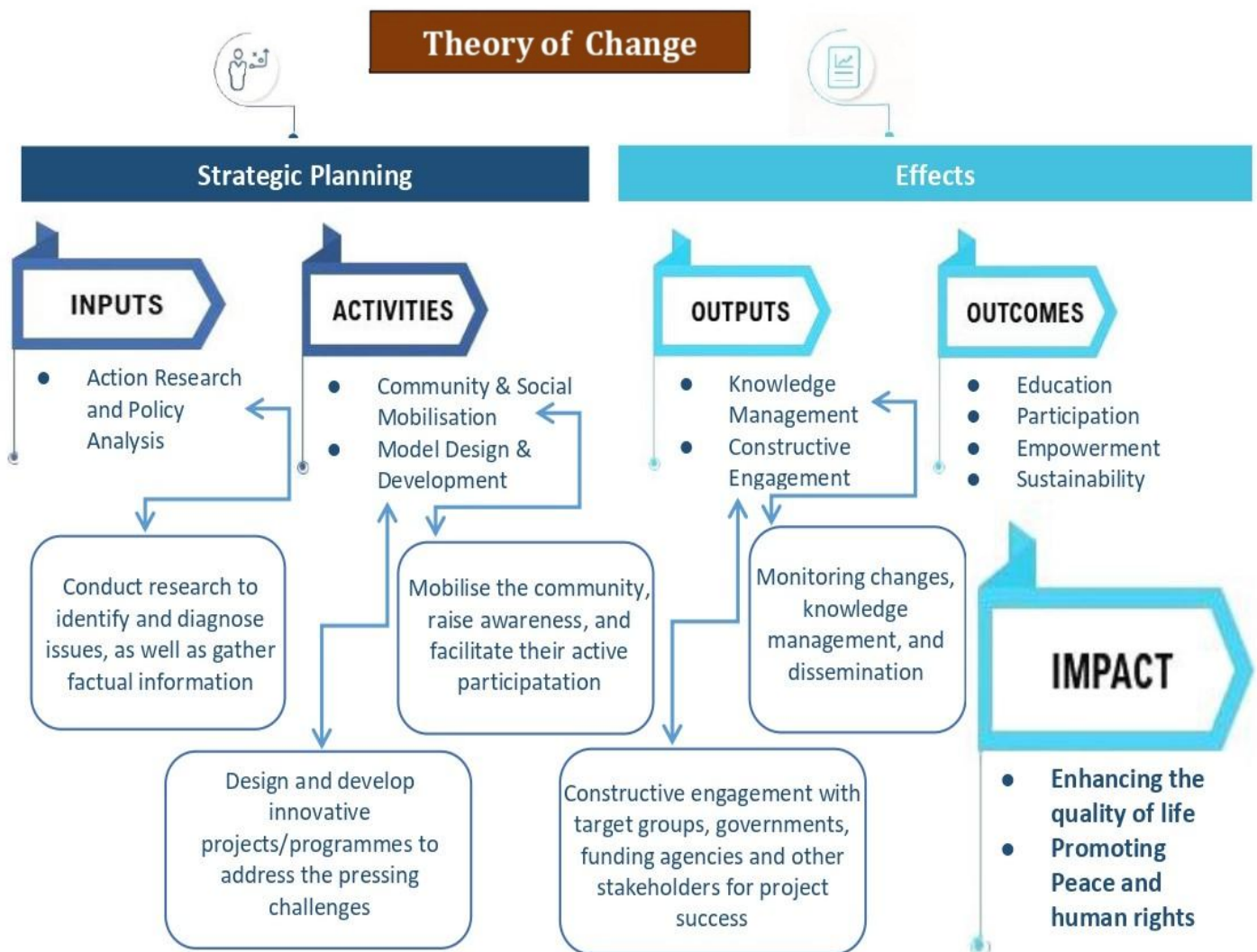
## JRP Goals

Goals	Goal 1	Goal 2	Goal 3	Goal 4
	Improve the quality of education among marginalized children	Double the income of marginal farmers through climate-resilient agriculture	Improve women's livelihood options	Promote peacebuilding and human rights
<b>Why it is important</b>	1. High rates of school dropout street children. 2. Poor school infrastructure.	1. Lack of value chain system / poor adoption of climate-resilient agriculture. 2. Lack of cold chain infrastructure.	1. Poor participation of women in development. 2. Gender inequality	1. Caste and religious conflicts
<b>Strategy / Action Steps</b>	1. Run 5 NFE centers in urban slums, 2 in tribal areas, and 1 in island village	1. Establish 15 women farmer producer groups. 2. Establish 2 solar cold storages and 15 greenhouses	1. Beekeeping honey processing. 2. Crop polination campaign. 3. Market linkage	1. Establish a peace clubs in schools and communities. 2. Establish conflict mediation centers.
<b>Budget Requirement</b>	USD - 20000	USD - 50000	USD - 25000	USD - 20000
<b>Project Period</b>	April 2024	Nov 2023	April 2024	Nov 2023
<b>Key Stakeholders</b>	1. School dropout (200) 2. Street and slum children (100) 3. Rag pickers (50) 4. Dalit children (50) 5. Tribal children (100)	1. Marginal farmers 2. Women farmers 3. Farmer producer groups 4. Women's self-help group (SHGs)	1. Tribal women beekeepers (500) 2. Honey hunters (100)	1. 10 Schools 2. 50 Villages 3. 5000 population from conflict-affected areas

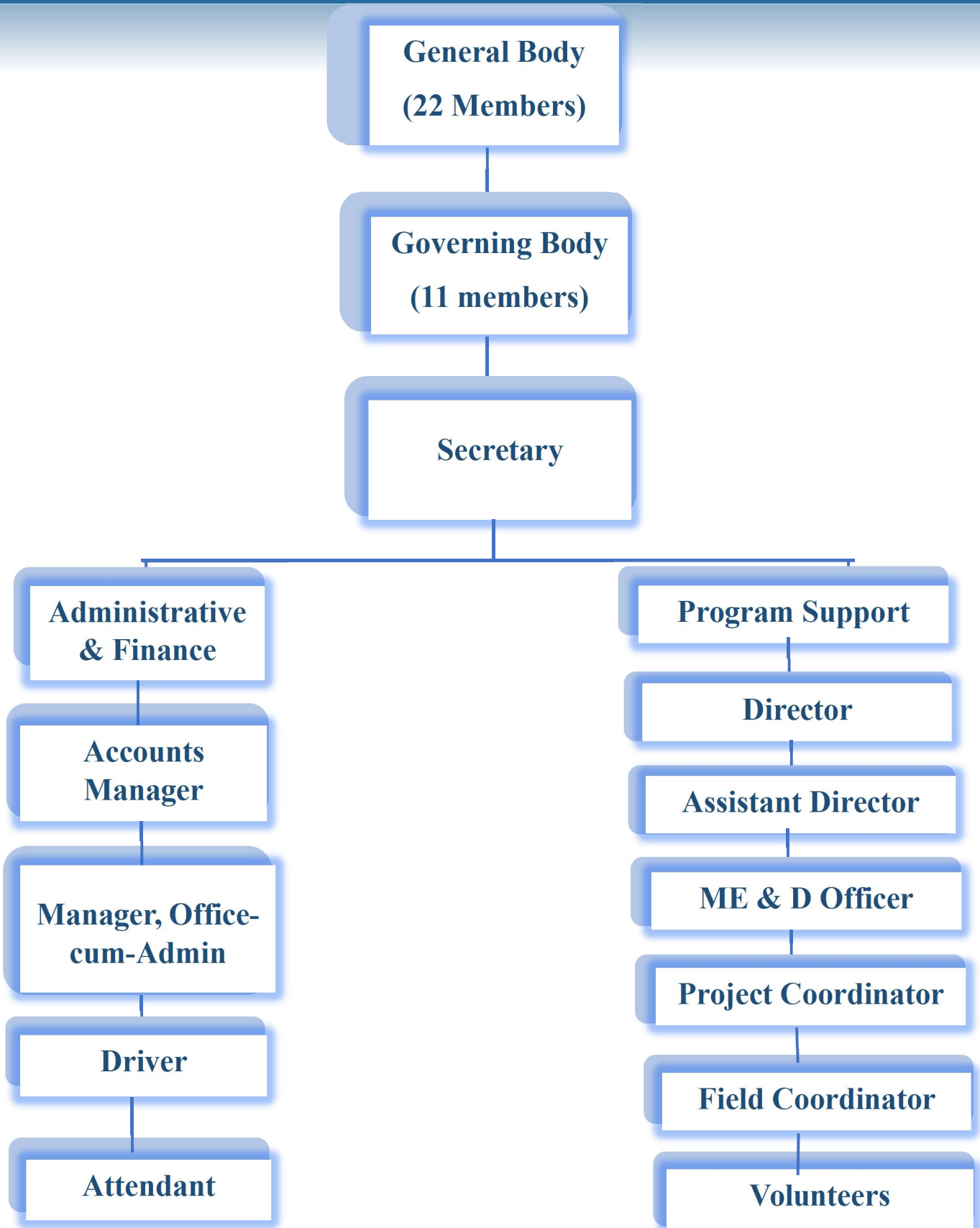
Goals	Goal 5	Goal 6
	Ensure climate change education and adaption.	Improve water sanitation and hygiene.
<b>Why it is important</b>	1. Deforestation 2. Loss of biodiversity 3. Loss of flora & fauna	1. No toilet 2. No water points 3. Poor water management

<b>Strategy / Action Steps</b>	1. Undertake 05 areas of mangrove plantation. 2. Undertake green chilika campaign. 3. Beach cleanup campaign.	1. Production of stories. 2. Water and use of the same for safe drinking & crop cultivation.
<b>Budget Requirement</b>	USD – 30000	USD – 25000
<b>Project Period</b>	January 2024	January 2024
<b>Key Stakeholders</b>	1. Berhampur and Mahinsha island villages in Chilika lagoon covering 15000 population.	1. Mitikuli tribal village, Daspalla covering 5000 population.

# Theory Of Change



# Organization Structure





# Themes of Work

Education	Empowerment	Participation	Sustainability
<ul style="list-style-type: none"> <li>▪ Running 5 slum schools by 2027.</li> <li>▪ Working with 200 child labours for their education and rehabilitation.</li> <li>▪ Running 2 digital literacy centers in slum for adolescent girls.</li> <li>▪ CBR for children with disability in the Chilika lagoon area.</li> <li>▪ Running 1 NFE in khatisahi, an island village for 50 dalit children.</li> <li>▪ Digital literacy in school.</li> <li>▪ Financial literacy of tribal and rural women.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Train 5000 women farmers on climate resilient agriculture.</li> <li>▪ Train 1000 Tribal women and girls on beekeeping, sanitary napkin production and use.</li> <li>▪ Train 200 school dropout youths for carpentry, plumbing, and electrician trades.</li> <li>▪ Train 100 slum girls on soft skills and computer literacy.</li> <li>▪ Train 100 tribal women on the production of honey bakery, wax candle, wax soap, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish and run 5 women farmers' producer groups in cold chain management and digital agribusiness.</li> <li>▪ Engage 50 women self-help groups in sustainable and organic vegetable cultivation.</li> <li>▪ Engage 100 women in Chilika to promote Eco-Tourism.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Run 5 cold chain system.</li> <li>▪ Run 25 solar greenhouses.</li> <li>▪ Provide spring water to 5000 tribal indogenous population.</li> <li>▪ Run CFC at Daspalla for honey processing and honey bi-product like honey bakery, wax-sheets, wax-candles, and wax-soaps production.</li> </ul>

# Fund Raising Strategy

- Sale of honey and honey bi-products
- Sale of organic vegetables.
- Eco-tourism

- Membership free
- In-kind labours
- Donation

## Fund Raising Strategy (2022 – 27)

### CSR Funding

- CRS Funding
- Trusts
- Crowd Funding

### Grant Fund Raising

- Continue relationship with existing donors
- Look for other potential donors

### Network Members

- MasterPeace Global
- Earth Guardians
- Toxics link IPEN

# Strategic Focus

1	A smart farming solution to promote climate resilient agriculture in tribal pockets of Odisha involving 5000 small and marginal women farmers. Double their income and reduce post-harvest loss (PHL) to 5% from 40%. (SDG - 1)
2	Promotion of Kaling honey and honey bi-products in national and international markets through proper branding, packaging, and fair trade. (SDG - 8, 9 )
3	Strengthening the producers-to-consumer (P2C) initiatives for the marketing of organic vegetables produced from greenhouses involving women farmers producers' groups (WFPGs). (SDG - 5, 8, 11 )
4	Strengthening the Eco-Tourism centre at Berhampur island village by providing grid electricity supply, water connection, solar rickshaws, etc involving 100 fishermen (SDG - 6, 7, 11, 15)
5	Extension of vocational skills training program among school dropout youths benefiting at least 500 youth (SDG - 4, 8)
6	Extending Education for marginalized children in urban slums, island villages, and tribal villages benefiting 1000 children (SDG - 4)
7	Extending the digital literacy, financial literacy, and Agri–digital literacy programs benefiting 5000 women farmers and 5000 school children. (SDG - 4)
8	Extending the peacebuilding and human rights education programs in schools, colleges, and government involving 500 master peace. (SDG - 4, 16)
9	Extending and strengthening the climate change education, and adoption program through Earth Gurdians involving 500 crew members. (SDG - 4, 13 )
10	Restarting the Erasmus plus EU – Aid volunteers and other international collaborations like French civic services under EU support and supporting private foundations. (SDG – 17)
11	Starting old age wellness centre on JRP land for 50 senior citizens. (SDG - 3)
12	Undertaking Community Health Initiatives to ensure good health and wellbeing. (SDG - 3)

# Budget Requirement

2022	2023	2024	2025	2026	2027
USD 75000	USD 100000	USD 1,50,000	USD 2,15,000	USD 2,75,000	USD 3,50,000

## SWOT Analysis

### STRENGTH

- Own building and adequate infrastructure
- Committed and well-qualified staff
- Strong governing body
- Strong community support

### WEAKNESS

- Low resources and funding
- Poor skills in fund mobilization
- Poor networking skills
- Poor social media promotion skills
- Staff turnover

### OPPORTUNITY

- Different best practices
- Model proposals
- Trained manpower

### THREAT

- Leadership
- FCRA rules

# Major Donors and Partners

**Jeevika Trust, UK**



**The Advocacy Project, USA**



**Care Today Fund, An India Today Group Initiative**



**CESIE, Italy**



**KIREA, CANADA**



**HAELLA Foundation, The Netherlands**



**European Commission**



**SAC, The Netherlands**



**Khushiyaan Foundation**



**MoMSME, GoI**



**MasterPeace Foundation, The Netherlands**



**Earth Guardians, USA**

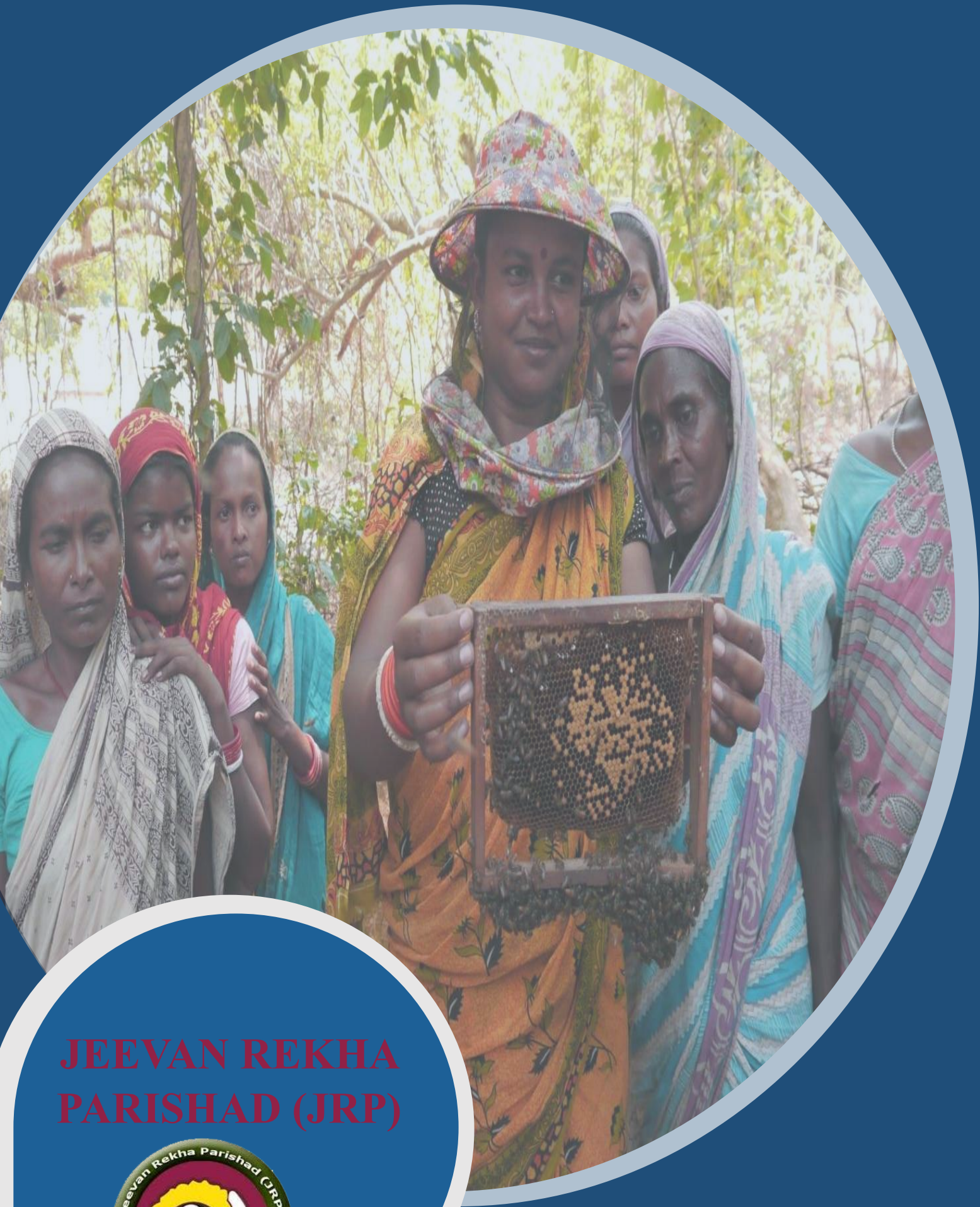


**OK International, USA**



**IPEN, USA**





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