ANNUAL REPORT 2023-24



JEEVAN REKHA PARISHAD

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MESSAGE FROM THE PRESIDENT'S DESK

As we stand on the threshold of JRP's 31st year, I find myself reflecting on a journey that has been nothing short of a love story. JRP is not just an organization; it is my love, my passion, and my commitment to a cause that resonates deeply with my soul. Over the years, we have weathered storms, celebrated victories, and, most importantly, stood unwavering in our dedication to the well-being of women, children, marginal small farmers, and the community at large. The story of JRP is etched with

tales of empathy, dedication, and celebration. We have embraced challenges with our initiatives when resources were scarce, and we have thrived when the generosity of donors has fueled our mission. The imprints of our journey are visible in countless photographs, videos, websites, and stories that bear witness to the unwavering dedication we hold for the women and children we serve. JRP is not just an organization; it's a movement driven by the empowerment of women, the

nurturing of children, and the belief that health, education, and livelihood are fundamental rights for all. We take pride in being *women-led, women-centric, and women-focused*, recognizing the vital complementary role that women play in shaping the future of our country.

Our journey has been a tapestry of highs and lows, each moment shaping JRP into the organization it is today. In moments of adversity, we fought to rise, and in moments of triumph, we worked tirelessly to remain true to our mission. The real-time inspirations and deterrents we encountered have only fortified our resolve to fight for the improvement of the livelihood of dalits marginalized small farmers and communities, battle against malaria and vector-borne diseases, empower adolescent girls and women through employment generation programs, and provide skill education as a fundamental right to rural, tribal and peri-urban slum children.

As we celebrate our 31st year, I extend heartfelt congratulations to each one of you who has been a part of this remarkable journey. Your love and trust have been the pillars of our persistence, and for that, I am immensely grateful.

Dr. Usharani Panigrahi

President

MESSAGE FROM THE SECRETARY'S DESK

It brings me great pleasure to present to you the Annual Report for the year 2023-24 of Jeevan Rekha Parishad (JRP). As we reflect on the past year's endeavors, we find ourselves filled with gratitude for the unwavering support and dedication of our team members, volunteers, funders, supporters, and our target beneficiaries.

Throughout the year, JRP has remained committed to its mission of bringing positive change to communities in need. Despite facing numerous challenges, our organization has persevered, adapting to changing circumstances and continuing to deliver impactful programs and initiatives.

In the past year, we have achieved significant milestones across our various projects. Our efforts in vocational skill education have empowered countless individuals with knowledge and

skills, paving the way for a brighter future. Through our malaria prevention initiatives, we have reached out to underserved communities, eradicating malaria, and announced 10 tribal villages as a "Malaria-free zone" in Chandaka Forest regions, Odisha.

Additionally, our Smart Farm project have made 120 marginal small farmers empowered in organic farming practices by technology integration. By raising awareness and implementing sustainable practices, we have taken meaningful steps towards creating a healthier and more sustainable environment.

None of these accomplishments would have been possible without the generous support of our funders and partners. Your contributions have enabled us to expand our reach and make a tangible difference in the lives of those we serve. We are truly grateful for your continued support and belief in our mission.

Looking ahead, we remain committed to our vision of a society where every individual has the opportunity to thrive. As we embark on the next chapter of our journey, we invite you to join us in our efforts to create positive change and build a better future for all.

Ms. Madhusmita Mishra

Secretary

Jeevan Rekha Parishad (JRP), otherwise known as Lifeline Council is an independent, secular, non-governmental research and development grass-roots organization working for peace, solidarity, human rights, and sustainable livelihood issues in the Odisha state of India. Established in 1993, JRP has been working in the field of different thematic areas like health, education, peace, human rights, good governance, child rights, climate justice, environment protection, biodiversity & ocean conservation, and livelihood. The organization has its own building and infrastructure besides a team of dedicated volunteers and staffs. JRP works in Odisha state, one of the most backward and poorest state of India covering five districts namely Khordha, Puri, Bhadrak, Cuttack and Nayagarh. As a focal point of National Human Rights Foundation (NHRF) – JRP works on Human Rights Networking and Advocacy throughout the state. JRP is the India Coordinator of Master Peace (www.masterpeace.org), Earth Guardians, and Youth in Action Programmes of European Commission.

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.

Vision



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

Focus Areas

- Sustainable Livelihood Promotion
- Water, Sanitation, and Hygiene (WASH)
- Quality Education and Child Rights
- Biodiversity and Ocean Conservation
- Climate-Resilient Agriculture
- Community Healthcare
- Women & Youth Empowerment
- Hunger and Inequality
- Research and Publications



Core Values









- Democracy and Human rights
- Solidarity
- Collaboration

Strategic Objectives

- Promote human rights and peace by creating space for dialogue between diverse stakeholders to strengthen social justice processes through participatory action, right-based advocacy, and research.
- Create awareness of different sustainable development through Forum Theater, art, and culture.
- Strengthen the ecosystem for a life of dignity for all: enhance fundamental services such as water, sanitation, housing, healthcare, and education for the most marginalized communities.
- Engage with communities and duty bearers to enhance the living conditions and life prospects of children, safeguarding them from all forms of violence and abuse while empowering them to actively engage in their holistic development.
- Enable adolescents, youths, and women for skills development, encourage them to engage in processes that have a bearing on their lives; and equip them to become proactive citizens to work for themselves and their communities.
- Improve livelihood options through women-friendly income generation programs (IGPs) for gender equity.
- Protect the environment and marine ecosystem in Chilika lake and forest areas.
- Collaborate and partner with international agencies for youth cultural diversity, global peace, and solidarity.
- Empower communities residing in environmentally vulnerable regions to navigate disasters effectively, advance community resilience in the face of climate challenges, and advocate for a sustainable way of life.
- Promote climate-resilient, sustainable organic farming to empower marginalized small-scale farmers and enhance their economic status.





Governance

Jeevan Rekha Parishad (JRP), as it appears in the bylaw of the association, rests with the 'Governing Body'. The Governing Body's monitoring role includes engagement of the chief executive, evaluating his/her performance, preparing and approving the strategic plan, reviewing the annual activities and financial plans, and approving the annual budget, financial audits, and annual progress report. The board generally meets four times a year. The Governing Body and Management staffs consist of the following members;

Governing Body

- 1. Ms. Dr. Usharani Panigrahi, President
- 2. Ms. Rtn. Nivedita Swain, Vice-President
- 3. Ms. Madhusmita Mishra, Secretary
- 4. Ms. Minaskhi Priyadarshini, Joint-Secretary
- 5. Ms. Sabita Behera, Treasurer
- 6. Ms. Mohapatra Minati Bhanja, Member
- 7. Mr. Kabiprashad Mohapatra, Member
- 8. Ms. Manasi Pattnaik, Member
- 9. Mr. Kapurchand Sahu, Member
- 10. Ms. Sarmila Sahoo, Member

Management and Staff

- 1. Ms. Madhusmita Mishra, Secretary
- 2. Mr. Dr. Manoranjan Mishra, Director
- 3. Mr. Biraj Krushna Upadhyaya, Assistant Director
- 4. Ms. Anwesha Mishra, RCC Coordinator-South Asia, Earth Guardians
- 5. Mr. G.S Mishra, Programme Advisor
- 6. Mr. C.R. Patnaik, Chief Advisor
- 7. Ms. Runubala Behera, Accounts Manager
- 8. Mr. Rajkishore Dash, Accounts Executive
- 9. Ms. Surajita Sahu, M&E and Documentation Officer
- 10. Ms. Manasi Pattnaik, Office Manager
- 11. Mr. Biswajit Sahu, Project Coordinator

- 12. Ms. Jamuna Bhoi, Teacher
- 13. Mr. Banshidhar Mohapatra, Driver
- 14. Ms. Soudamini Mohapatra, Office Attendant
- 15. Mr. Nilamani Naik, Care Taker

MasterPeace JRP India Governing Council

- 1. Mr. Dr. Manoranjan Mishra, Country Coordinator
- 2. Mr. Ashok Panda, Sr. Journalist, Member
- 3. Mr. Sudhanshu Nayak, Secretary-YMCA, Member
- 4. Ms. Nadia Moghbelpoor, Ph.D. Scholar, Founder, Blossoms School, Member
- 5. Mr. Dr. (Rtn) S.N Swain, Member

JRP - At a Glance:

Established on: 07 April, 1993

Legal Status: JRP is registered under Society Registration Act, 1860, Foreign Contribution Regulation Act (FCRA) - 1976, 80 G, and 12 A Income Tax Act, NGO Darpan, and CSR India

Permanent Account Number (PAN): AAATJA933A

Partner Information Code (PIC) for the European Commission: 937492585

PADOR I'd: IN-2009-DJJ-2703642728

Contact Person: Ms. Madhusmita Mishra, M.A, M.Phil. (Education), Secretary

Address (Registered Office): Plot 387, Damana Square, C.S.Pur,

Bhubaneswar, Odisha, India - 751016

Address (Coordination Office): 78, Ground Floor, Jaipuria Enclave, NCR,

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Country: India

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Twitter: https://twitter.com/jrp_india

Instagram: https://www.instagram.com/jrp_india/

LinkedIn: https://www.linkedin.com/company/jrpindia/

JRP as India Coordinator of:

Master Peace International, Netherlands https://masterpeace.org/
Earth Guardians, USA https://www.earthguardians.org/
CESIE, Italy https://www.omct.org/en
OMCT Network, Geneva https://www.omct.org/en

Accredited by:

Credibility Alliance https://credibilityalliance.org/
GuideStar India https://guidestarindia.org/
Transparency International https://www.transparency.org/en
European Commission https://commission.europa.eu/index_en
Special Consultative Status by ECOSOC, UN https://ecosoc.un.org/en/ngo/consultative-status

Operational Areas and Outreach:

Geography Covered:

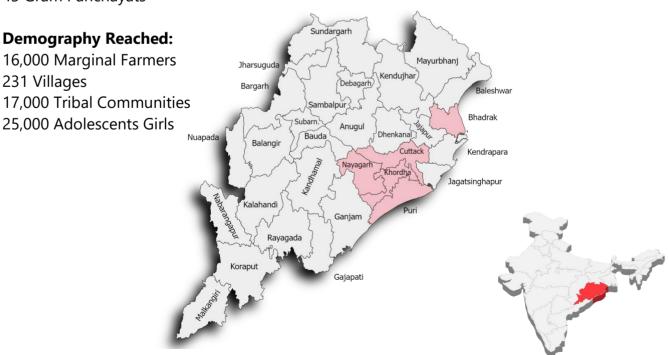
1 State (Odisha)

1, 06,000 Households

5 Districts (Khordha, Nayagarh, Puri, Bhadrak, Cuttack)

5, 33,000 Population

43 Gram Panchayats



PROMOTING SUSTAINABLE LIVELIHOOD



Daspalla Bee-wax & Honey Cluster- a SFURTI Programme under M/o MSME, Gol

Tribal women beekeeper artisans earned Rs. 6,700/- each this 100 year under the SFURTI program supported by M/o MSME, Gol.

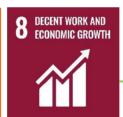
> Women beekeeper artisans trained on product 87 branding, labeling, market linkage, and financial literacy.



Quintal honey sold with the involvement of 50 women beekeepers 3.5 artisans through various district level, state-level melas, festivals, and city markets.









Micro Skill-preneurship Development Programme (MSDP)





Rural and tribal women trained on beekeeping & 100 honey processing, and sanitary napkin Production.



Women earned over Rs.5,000/- through scientific 69 beekeeping & low-cost sanitary napkin production.

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■ ADAPTING CLIMATE-SMART AGRICULTURE



SMART Farm Model

Greenhouse demonstration farms installed along with drip irrigation facilities inside the farms covering 5 rural villages.

Marginal small farmers trained on organic farming practices, greenhouse, and drip irrigation management.

% of production cost reduced by achieving zero chemical pesticides uses inside the farms.





12







Solar Powered Cold Storage Integration

Women SHGs empowered, involving 120 members by strengthening 2 Producer Groups in 5 rural villages, Daspalla.

% of income level increased among 120 small farmers by integration of 2 solar power cold storages having 15MT capacity, ensuring value-chain and reduced post-harvest loss.

500 Small farmers are enabled to access fair markets through "Daspalla Fresh" P2C Initiative.



EMPOWERING WOMEN AND ADOLESCENTS

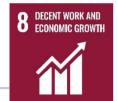


Employability linked Vocational Education and Skills Training

Strategic Intervention

Outcome

200 school dropout slum children and adolescents self-employed in various trade based industries and companies across Odisha





Empower 200 unemployed school dropout poor slum boys and girls through market led vocational skills trainings and enterprise development



To motivate slum youth to engage in entrepreneurship and provide support for micro enterprise development

for 200 school dropout unemployed children with skill-training facilities





To provide **self-employment** based on market-aligned vocational training and support for 200 disadvantaged slum adolescent girls and youth



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SUSTAINABLE CITIES AND COMMUNITIES

ENSURING INCLUSIVE EDUCATION



Happy Kids School Plus



Key Objective

To continue and expand the mission of ensuring the right to education by providing comprehensive support to an increased cohort of another 100 deprived urban street school dropout children in Bhubaneswar slums



Strategic Interventions

Regular morning learning sessions at learning center

Innovative fun-based teaching learning materials

Provision of nutritional foods for three times a week

Introducing e-learning platforms; self learning digital toolkits

Quarterly parental engagement workshop

Inter-community sports











meet and health camps



Underprivileged slum and street children who dropped out of school enrolled in regular school.

% of average attendance achieved through 87 sensitization efforts with parents and the community.

Community people like children and parents provided 215 necessary healthcare treatment through camps.

Parent mothers sensitized to send their children back to 92 **school** and **trained on remote learning** through activity-based TLMs.



67





Project ROTIGHAR ODISHA

Strategic Interventions

Provision of one-time cooked meal everyday to every children, youth, elderly among 100 so-called untouchable dalit HHs in Khatisahi Island village in Chilika lagoon, Puri

Reduced hunger among 100 households of dalit communities Provided different skills training to unemployed youths and women on bamboo basket making, carpenters

16 PEACE, JUSTICE AND STRONG

INSTITUTIONS







Empowered 100 HHs of untouchable dalit community at Khatisahi village



Reduced Inequality between neighbour community and Khatisahi dalit community



36K

Plate of nutritious cooked meals served among dalit underprivileged children, youths, and the elderly this year.

120

Youths and disadvantaged women **trained on bamboo craft making, and carpentry** at Khatisahi island village, Chilika.



35

% of neighbor communities have changed their behavioral mindset, reducing inequality and **increasing peace and harmony**.

IMPROVING COMMUNITY HEALTHCARE



Strategic Goal

Preparation on Malaria Prevention

Understand the threat and identify beneficiaries

Education and prevention for 7,000 beneficiaries

Community engagement

Engaging with, and empowering, the government

HONTHLY LITH CM

Malaria Prevention Campaign

Target Groups





10 Tribal Dalit Villages in Chandaka forest regions, Bhubaneswar

500 Pregnant Women 1500 Children below 5 years

700 Cenior Citizens

300 PwDs



- Medicine Depots established at 10
 ASHA's house for necessary kits (RDT kit), malaria medicines, etc.
- Houses of pregnant and lactating mothers **marked** red as primary stakeholders against malaria.
 - Nets distributed among pregnant women, and lactating mothers in 10 villages.

Suspected pregnant women checked and diagnosed 261 followed by referrals in 10 villages.

Target people received treatment followed by 798 four malaria health camps.

Blood samples were tested and analyzed 134 across 10 villages.

Pregnant and elderly people received vitamins and 356 chloroquine tablets to prevent against malaria.

5K

10















Community people reached across 10 villages.

Children are educated on malaria prevention 454 through 4 school malaria awareness camps.



- People are aware of malaria prevention 587 through four Football4Malaria.
- Vibrant wall painting created with 10 education & awareness messages on malaria.



- Villagers sensitized on Malaria prevention and 3K protection through 10 Multimedia Pala events.
- Village and Health Sanitation Committees formed and strengthened involving **100 women SHG members**.

Strategic Interventions

Prepare

- Establish medicine depots
- Mark pregnant women houses with red dots
- Create wall painting on malaria prevention messages
- Develop and design IEC for malaria awareness

Supply

- Distribute mosquito nets to target group
- Distribute necessary medicine kits through depots



Awareness and Education

- Chariot Drive
- Mass Awareness drive
- Multimedia Campaign
- Football4Malaria
- ASHA Training

Announced 10 tribal villages 'Malaria Free Zone' in Chandaka forest regions in Odisha, India





End Stigma Campaign: Empowering Women Period



Key Objectives

To **establish 5 teen-clubs** (50 girls and 50 boys) in 5 tribal villages to share their experiences, advocacy, and build lasting friendships

To raise **awareness about period stigmatization** faced by 100 tribal adolescents & its consequence:

To promote access to affordable menstrual hygiene products, encourage behavioral changes & empower by providing them with tools, resources & opportunities to overcome stigma & discrimination

To **encourage community engagement** to create a supportive environment to manage menstruation with dignity & confidence.



This campaign will aim to reduce the



Strategic Interventions

Mobilize adolescent girls and boys

- Create data base of adolescents
- Create open data kit to collect
- identify menstrual health issues through use PRA tools

Access to menstrual products

- Provide training and workshop on making of affordable and sustainable menstrual products
- Distribute menstrual hygiene kits to underprivileged tribal adolescents

Formation and strengthening adolescent collectives

- Formulate 5 teen-clubs (10 boys & 10 girls in each club)
- 50 girls and 50 boys can share their experiences, seek guidance, and build lasting friendships
- Conduct regular meetings, discussions, and educational activities within these groups

Community engagement

- Organize community meetings, awareness campaigns, and cultural events
- Promote open discussions on menstruation and address social taboos, encourage involvement from parents, teachers, guardians

Educational workshops

- Develop engaging and age-appropriate educational materials on menstrual health and hygiene
- Organize interactive workshops and sessions in schools, community centers, and safe spaces

Outcomes

Teen clubs formed and strengthened.

Adolescent girls and boys educated on menstrual hygiene management.



500

Menstrual hygiene kits distributed among adolescent girls and women during World Women's Day and MH Day celebrations.

EMPOWERING ADOLESCENT & YOUTH



Tribal Connect Programme

Learning trees

A study on life and culture of tribal community

34 school students
from Vidyashilp
Academy, Bangalore
visited different
project locations of
JRP in tribal and rural
regions in Odisha

about ning inclusion al







Learned about the lifestyle, culture, customs, tradition of tribal communities

Increased social cohesion among students

Became a responsible citizen who are compassionate towards nature, diversity and the society













A two-day, in-person training for YEEs1 based in eastern India, focusing on developing hands-on MEL practices, and recognizing the need for accessible and affordable capacitybuilding opportunities in the region. A large number of capacity-building opportunities are available for professionals residing in metropolitan and Tier-I cities. Young professionals outside major urban centers have limited opportunities for career development, skill building, and networking. The residential training event took place in Bhubaneswar, Odisha. This training was open to YEEs based in Odisha, Jharkhand, Bihar, Chhattisgarh, West Bengal, and Assam.







Regional Monitoring & Evaluation Training Workshop for Young & Emerging Evaluators



Goal of the Training

Selecting an evaluation framework

Career Development

Developing an Evaluation Approach Provide training on the following themes and skills

Gender and Intersectional ity in Evaluation Evaluation ethics and principles

Data collection and tools

Key Objectives of the Training









32 Young & Emerging Evaluators working in the eastern region of India from the states of Odisha, Bihar, Jharkhand, Chhattisgarh, West Bengal, and Assam **participated in the workshop**. 2 seats were offered to YEEs working at Jeevan Rekha Parishad so they may be able to take advantage of the capacity-building opportunity and use the opportunity to deepen our volunteer teams' working relationships as well.









BUILDING PARTNERSHIP FOR GREENER EARTH



International Workshop on Energy Efficiency and Green Hydrogen for Rural India at Utkal University, Bhubaneswar



Goals

Exploring the pivotal role of solar energy, specifically for hydrogen generation, in addressing the impacts of climate change, supply-peak demand gaps, and rural-urban disparities

Investigating the feasibility of advanced solar hydrogen generators contributing to rural development and economic opportunities

Key Objectives of The Workshop

Development of deployment scenarios for DeSHI solar hydrogen technology in rural locations in Odisha

Collection of interfering parameters including competing technologies, energy demand profile, ambientand solar conditions



Understanding and evaluating the impact of the technology and disseminate the outcomes and develop capacity





People of **Project Leads participated** as Resource Persons from the UK and IRMA, Hyderabad.



Studies related to solar hydrogen and its pilot interventions were disseminated.



OCEAN AND BIODIVERSITY CONSERVATION



Chilika Sustainable Eco-tourism **Project**











Project Goal

To **enable 665 families** on Berhampur and Mahinsa Island villages to continue to run and expand the existing eco-tourism center as a Model Eco-Resort in the lagoon developed last year even after FANI cyclone and increase their income through regenerative tourism and other community development initiatives.





Project Objective

To restore, renovate and continue the ecotourism center in ensuring a model tourism destination to enhance and sustain the tourism potential of Chilika and uplift the indigenous Island fishing community.

No Single Use of Plastic in Chilika Campaign

4K

Island villages sensitized on Ban Use of Plastic in Chilika

500

Teachers and students sensitized and involved on single use of waste and ban plastic campaign

200

Students involved in competition; essay writing, art, music etc. on ban plastics in Chilika





A solar Powered Rickshaw was purchased and handed over to the Ecotourism centre cooperative and is being used to transport the tourists from JT to the Eco tourism centre. A driver has been engaged to drive the rickshaw & its salary of is paid out of the profit and charge of Rs.10/- per person/tourist



Water Connection was taken from a bore well and was provided to all the 4 cottages, kitchen and reception centre inside the centre premises. The problem of brakish water consumption by the tourist has been resolved due to the bore well water connection.



JRP upgraded 3 Kwt Solar systems to 5 Kwt Solar systems. As a backup JRP provided a Hero Honda Generator. As a result, the community has been able to address the electricity issue like low solar power etc inside the eco tourism centre.

AWARD AND RECOGNITION

On February 9, 2024, the United Nations Economic and Social Council (ECOSOC) awarded JRP Special Consultative Status

- ▶ UN Consultative Status: Consultative status is conferred by ECOSOC based on the recommendation of the ECOSOC Committee on NGOs, consisting of 19 Member States
- ▶ Benefits of Consultative Status: Obtaining consultative status with ECOSOC provides NGOs with several significant advantages, including: access to UN grounds passes for their representatives, allowing them to physically attend conference rooms and engage with diplomats and UN personnel; formal participation rights in UN meetings









PUBLICATIONS

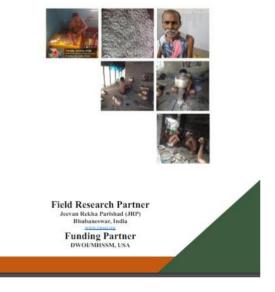


An **operational study** on Knowledge and Practices towards **occupational health and safety management strategies among sculptors** (Stone Carving, Silver Jewelleries and Bell Metal Production Workers) in Odisha, India under SFRUTI Cluster project of MSME Department, Government of Odisha/India.



Workers in Bell Metal Industry

An operational study on Knowledge and Practices towards occupational health and safety management strategies among sculptors

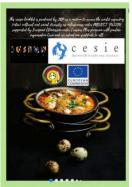


NEWSLETTERS & TOOLKITS











SUPPORTERS AND PARTNERS

LIST OF PARTNERS AND FUNDERS IN 2023-24

































We gratefully acknowledge their support, confidence and generous contribution in us!

FINANCIAL OVERVIEW

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JEEVAN REKHA PARISHAD

SOCIETY REG. NO: CTC No - 12260 -7 of 1993-1994

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