



Organisational Profile

- 1. Name of the organisation:** Jeevan Rekha Parishad (JRP)
- 2. Address:**
Registered Address
Plot-387, Damana Square, C.S.Pur, Bhubaneswar, Odisha, 751016
Correspondence Address
78, Ground Floor, Jaipuria Enclave, NCR, Kaushambi, Gaziabad, 201010, New Delhi
Telephone: +91 7854872808
Mobile No: 7854872808
Email ID: info@jrpsai.org
Website: <http://www.jrpsai.org>
- 3. Established in:** 07 April, 1993
- 4. Organization status:** Non-Government Organization
- 5. Level of action:** Inter-state/Regional
- 6. Registered under Act:** Society Registration Act, 1860
- 7. Registration number:** CTC No-12260-7 of 1993- 1994
- 8. FCRA registration:** 105020202
- 9. Income Tax Exemption:** Registered U/s 12AA, 80G(5)
- 10. PAN number:** AAATJA9331
- 11. Founder:** Ms. Madhusmita Mishra
- 12. Name of the Chief Functionary and their Qualification:** Ms. Madhusmita Mishra
M.A, M.Phil (Education)
- 13. Country:** India
- 14. Programme Geographical State:** Odisha
Area: **District:** Puri, Cuttack, Nayagarh, Khurdha, and Bhadrak districts in Odisha
- 15. Vision and Mission**
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.

16. Organisation's objective: Core objectives:

Promotion of human rights and creating peace through participatory action, advocacy and lobbying through right based approach for strengthening good governance and protecting democracy. Awareness creation on sustainable development through forum theater, art and culture. Involve vulnerable children fight for child rights, primary and vocational education. Mobilizing and networking NGOs, youth and UN on human rights and peace issues. Undertake women friendly income generation programmes (IGPs) for gender equality. Improve the health status of women, children and persons with disabilities (PWDs) through community health intervention. Environment protection and Marine Conservation in Chilika lake and forest areas. Cooperate and collaborate with international agencies for youth cultural diversity, global peace and solidarity.

17. History:

Founded in 1993, JRP is a non-profit women led grass-root organisation dedicated to advancing Sustainable Development Goals, with a particular focus on SGD 1, 2, 3, 4, 5, 6, 10, 13, 16. Initiated by 11 committed women social activists, the organization took root after their university studies, drawing inspiration from the ideologies of Gopabandhu Das and Mahatma Gandhi, the organization aims to uplift underserved communities, particularly marginalized children, youth and women, by enhancing their quality of life through education, health services, income generation, and skill upgradation initiatives. In alignment with our updated Strategic Plan (2023-27), our current endeavors encompass educating marginalized children, conserving marine and biodiversity ecosystem, fostering climate resilient agriculture, nurturing sustainable livelihoods for women, advocating for WASH, and cultivating peace-building activities across Odisha. Our vision is a self reliant society based on justice, equity and sustainability where every human being has the equal opportunity to maximize its potentialities. JRP's mission involves JRP uniting rural and tribal communities together to educate them on

18. Values & Principles:

environmental justice, human rights and sustainable development through community participation, advocacy and action research.

JRP encourages the following values to be practiced both at individual and organizational level:

- Integrity, Transparency, Honesty
- Empowerment
- Excellence
- Good Stewardship
- Democracy and Human Rights
- Solidarity
- Collaboration and Partnership

19. Guiding Principles:

- Utilization of local wisdom and resources.
- Encouragement of innovation and creativity.
- Prioritizing quality.
- Enhancing coordination and networking.
- Accepting challenges

20. Organisation Believes:

- In the potential power of the poor and rural people to participate actively in development initiatives within their community.
- In equal opportunity for man and women in society irrespective of class, age, ethnic, culture or religion.
- All Human Rights for all.
- In freedom of expression, movement and choice by man and women alike.
- In social harmony free from communal bias.
- Freedom for work, education and development.

21. Programmes:

For past year, JRP has been working in:

- Education
- Sustainable Livelihood
- WASH
- Biodiversity and Marine Conservation
- Community Health
- Other (Peace, Human Rights, Child Rights and Disaster)

22. Issue of Interest:

Promoting the aims and purpose of the organisations among the various societies of the

different district in Odisha state, JRP is actively working for the social development of rural and tribal communities, working in Child Rights, education, bio-diversity, environment, and marine conservation, WASH, food nutrition & health, sustainable livelihood and disaster management, working with like-minded communities in Puri & Nayagarh district for social development of poor communities for their better future in education, water sanitation & hygiene, food , nutrition & health and economic development through sustainable livelihood and protect their human rights.

23. Issue of Interest

- Empowerment of marginalised tribal and fisher-women communities.
- Children deprived of education.
- Discrimination and exploitation of vulnerable groups like the tribal and the homeless.
- Child rights
- Marine and bio-diversity conservation
- Education
- Emergencies
- Social Research

Our focus areas:

Our developmental activities, key areas are education, WASH, health, marine, environment, and bio-diversity conservation in Chilika lake and other forest areas, sustainable livelihood, vocational skill training and income generation, peace and human rights, and social justice.

24. Management & planning:

JRP process at internal reform to strengthen its planning, monitoring and evaluation function and its human resources, finance and administrative management has begun to yield results. Progress was made in standardizing a predictable year planning process, as well as in starting to build the capacity of members and providing guidance on results, based planning and monitoring, as well as the generation of lessons learned and best practices, will require further improvement

25. Decision making:

JRP believes that the decision making is a key part of an (administration) Administrative bodies

activities, it permeates through all managerial function such as planning, organization, direction and control. Decision making involves thinking and deciding before doing and its part of our function. In keep the view of our organization's objectives, policies, program and strategies are our organization decision making process.

26. Leadership & Governance:

JRP's governance structure consists of two divisions and offices reporting to the Secretary. The Governing Body meets annually for policy framework, audits, and elections. The Executive Committee, meets quarterly for operational decisions, budgets, and action plans. The Executive Director, with support from Assist Director, Programme Managers, and Field Executives, manages daily operations. The Treasurer and Accountant handle financial management and audits. At the field level, the Implementation Committee oversees project implementation, while the MEL officer monitors progress, evaluates projects, and maintains process documentation.

Organizational Structure:

JRP's organizational structure is designed to foster efficiency and collaboration. At the top level, the Secretary oversees two divisions and their respective office. These divisions focus on different strategic areas aligned with the organization's mission.

Division 1 (Governing Body):

1. Division 1 Office 1: Reports to Division 1 Head
2. Division 1 Office 2: Reports to Division 1 Head

Division 2 (Executive Committee):

1. Division 2 Office 1: Reports to Division 2 Head
2. Division 2 Office 2: Reports to Division 2 Head

Teams and Roles:

1. **Governing Body:** Comprising 21 experienced leaders and social activists, the Governing Body sets the organization's direction through policy decisions, audits, and elections.

2. **Executive Committee:** This team convenes quarterly to translate policy into action. They make operational decisions, allocate budgets, and formulate detailed action plans.

3. Executive Director: Responsible for daily operations, the Executive Director leads with strategic vision. They are supported by:

- **Assistant Director:** Assists the Executive Director in various capacities to ensure smooth operations.

- **Programme Managers:** Oversee projects within their respective divisions, guiding teams toward goals.

- **Field Executives:** Implement projects in the field, ensuring effective execution and community engagement.

4. Finance and Audit Team:

- **Treasurer:** Manages finances, ensuring prudent financial management and compliance.

- **Accounts Manager:** Handles financial transactions, maintains accurate records, and supports audits.

5. Implementation Committee: At the field level, this team oversees project execution, ensuring alignment with goals and timely delivery.

6. Monitoring, Evaluation, and Learning (MEL) Officer: Monitors project progress, evaluates outcomes, and maintains process documentation, facilitating learning and improvement.

Anticipated Organogram Changes:

To enhance efficiency and adapt to evolving needs, JRP foresees potential changes in its organogram. This might include:

- **Expansion:** As projects grow, the need for additional Programme Managers, Field Executives, and support staff may arise.

- **Specialized Teams:** Depending on emerging priorities, specialized teams might be established to address specific issues or opportunities.

- **Technology Integration:** A dedicated team for technology integration and innovation might be introduced to harness technological advancements for project efficiency and impact.

- **Regional/Field Offices:** With geographic expansion, regional offices could be established, each with its own structure mirroring the central organization.

Staff details

Total staffs: 14

Male: 6

Female: 8

In summary, JRP's well-defined leadership, governance, and organizational structure facilitate effective project implementation. The existing framework provides a solid foundation for growth and adaptation as the organization continues to make a meaningful difference in its focus areas.

27. Experience in Marine and Biodiversity Conservation:

JRP Brings rural, tribal and island communities together to educate them on environmental justice, Bio diversity Conservation, Human rights and Sustainable Development.

Seacology supported JRP in Chilika Lake in 2006, when they funded 200 toilets and 10,000 mangrove seedlings for the unelectrified island of Mainsha. This one acre of Mangroves forest has been a natural habitat for crabs, prawns, honey bees and has supported increase in the livelihood of 200 island families.

In 2012, JRP received support from Jeevika Trust UK and Chilika Development Authority to undertake Project ECO chilika by undertaking environment education and students Eco Camps in Chilika area covering 5 Fishermen villages and 5 High Schools.

In 2015, Seacology funded JRP to establish a multi-purpose solar-based community center for the fishing community on Berhampur Island, which is being managed by a local women's self-help group. In return, the community agreed to protect 20 acres of the lagoon bio-diversity for 10 years, in addition to starting programs on environmental education, alternative livelihood training, and planting 10,000 trees, including mangroves as a shelter-belt.

In 2019, Seacology worked with JRP with approx. 100 women from the Berhampur and Mahinsha communities on a third project on Chilika eco-tourism. Residents are protecting an additional 05 acres of the lagoon from illegal fishing, planted another 2,000 mangrove seedlings as the mangroves forest was badly affected by the FANI cyclone, and expanded their environmental education program to include boatmen, fishermen, teachers, and schoolchildren. 100 fisher-women

have been self employed under Sustainable Eco tourism programme and have developed a 1/2 acre eco garden for education of farmers and students.

In 2023, Seacology also provided support for an extension of Eco Tourism project by buying Solar Rickshaw, connecting Eco Tourism centre with electricity grid, ensuring clean drinking water facilities inside the center and by constructing an education centre for Tourists. The work is under process.

During COVID – 19, when the Fishermen were facing challenges of saling the fish catches in market, JRP in collaboration with ACCENTURE and EDI, conducted training of 100 fisher-women of Chilika on Dry Fish processing and marketing.

With the support of MasterPeace Global, JRP has been conducting Ban Plastic from Chilika campaign by undertaking Beach Clean up Campaigns etc.

Earlier people of Berhampur and Mahinsha villages used to go to the Chilika for open defecation, which was a great threat to Chilika Eco System. JRP in collaboration with Care Today Fund constructed 300 bio toilets covering all 300 households of both villages and now people are using their own toilets and open defecation has been stopped.

28. Accreditation:

JRP as India Coordinator of:

- Master Peace Global, Netherlands
- Earth Guardians, USA
- CESIE, Italy
- OMCT Network, Geneva

Accredited by:

- Credibility Alliance
- GuideStar India
- Transparency International
- European Commission
- Empanelment Certificate from CSR, Ministry of Corporate Affairs, GoI
- Certificate from NGO Darpan, Ministry of Home Affairs, NITI Ayog, GoI

Social Media Details:

FB: <https://www.facebook.com/jrpodisha/>

Twitter: https://twitter.com/jrp_india

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

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