

Dear Friends

I am pleased to note that Manav Vikas Seva Sangh is publishing the Five year Strategic Document for the year 2023-2028. The 5 year term strategy is structured around the following objectives; Equitable and sustainable development.

As specialized in rural development sector Manav Vikas Seva Sangh functioning from 1989 contributes to eradication of poverty through sustainable development and inclusive right based social development. Year after year MVSS is transforming the way it works to effectively support the community at large. Based on nine UN SDGs this specific strategy has been developed to compliment the overall goal of UNESCO. The new agenda for sustainable development represents a significant step forward in recognition of contribution of NGOs to holistic growth of community.

A special focus has been placed on measures of equity and equality in order to support the development, implementation and monitoring of policies aimed at reducing inequalities and overcoming all forms of discrimination. It also lays emphasis on the four key pillars of change of Caritas India; Empowering animation, Dialogue with the poor, volunteering and being a sharing community.

I believe this plan will be demand driven and result oriented serving as a roadmap in building upon the achievements and learning learnt in the last decade. In addition the plan will target to benefit the vulnerable especially the women and children as reflected in the strategic document.

As we move ahead my Prayers and Blessing remain with the organization and may this document turn to reality as MVSS achieve what is set forth what it has promised..

Quote : “MVSS is bringing all its weight to support community through innovative and integrated approaches to achieve the Goal they have set.”

Message from the Director

Dear Friends,

Greatness is not where we stand, but in which direction we are moving. A goal based plan is all pervasive to the growth and development of an organisation. Especially for development organisations because they are meant for working together and towards a goal. With this vision, we have developed this manual which aims at facilitating and systematizing our future management. The module will serve as a guide for us in all actions related to achieving of the Goal that matters. We are equally grateful to Caritas India and Diocesan departments department for providing their valuable inputs for this task. The manual is more concerned with the members of the Governing Body and the personnel staff of the organization. This is my earnest request to all the concerned to go through the manual and get themselves acquainted with it. Suggestions and feedback are welcome. The document will be revised from time to time and for that purpose your suggestions will be very valuable for us. I hope this module will go a long way in the smooth and transparent operation of our activities and this strategic planning well help is in fully uncover our available options, set priorities for them and defines the methods to achieve them.

All the best for the efficient management

Best regards.

CHAPTER-1

CONTEXTUAL ANALYSIS

ORGANIZATIONAL BACKGROUND OF THE MANAV VIKAS SEVA SANGH :-

Manav Vikas Seva Sangh (MVSS) founded in 1969 and registered in 1989 under M.P. Firms and Societies Act 1973, is the official development organization of Catholic Diocese of Sagar, Madhya Pradesh, India. As an agency Manav Vikas works for the establishment of a society that is based on truth, cooperation, justice, equality, love and brotherhood. While dedicating itself to the service of the humanity, Manav Vikas took the resolution to offer its services to the poor regardless of their caste, ethnicity, creed and religion. Manav Vikas has been, ceaselessly and vigorously, striving for providing voice to the voiceless, power to the powerless and resources to the deprived by steadfastly adhering to right-based approach.

Over the years Manav Vikas has implemented 102 developmental projects in the last 33 years with the assistance of national and international development support organisations like Government of India, NABARD, Misereor, Caritas India, Caritas Spain, Kindermissionwerk, Functional Vocational Training and Research Society, Indo Global Social Service Society, Manos Unidas, Childline India Foundation, Mission international and Catholic Relief Services (CRS), Catholic Health Association Of India (CHAI). Since then we are intervening more than 356 villages of Sagar, Raisen, Ashoknagar, Vidisha and Guna districts on several objectives some of which are Livelihood, Good Governance, Sustainable Agriculture, Child Rights, Natural Resource Management, Women Empowerment and Rehabilitation of HIV & AIDS.

Manav Vikas presently implements 30 plus projects of varying sizes which are bringing positive changes to the lives of 25000 households in 356 villages and 32 slums. Apart from these, Manav Vikas also works

with 2000 prisoners, 2772 school teachers and above 100 plus doctors. We are also accredited to the Credibility Alliance under Desirable Norms. Rt. Rev. Dr. James Athikalam MST, Bishop of Sagar, is the President of the society and Fr. Thomas Philip is the Secretary of the society.

GEOGRAPHICAL BACKGROUND :-

Madhya Pradesh literally means "Central Province" and is located in the geographic heart of India. The state straddles the Narmada River, which flows from east to west between the Vindhya and Satpura ranges; these ranges and the Narmada are the traditional boundaries between the north and south of India. Madhya Pradesh is the second largest Indian state by area and the fifth largest state by population with over 75 million residents. It borders the states of Uttar Pradesh to the northeast, Chhattisgarh to the southeast, Maharashtra to the south, Gujarat to the west, and Rajasthan to the northwest. Before 2000, when Chhattisgarh was a part of Madhya Pradesh, Madhya Pradesh was the largest state in India. In which MVSS is operating in 5 districts namely Sagar, Vidisha, Raisen, Ashoknagar and Guna.

1.2.1 Social Scenario :-

The population of working area consists of a number of ethnic groups and tribes, castes and communities, including the indigenous, tribal groups and relatively more recent migrants from other states. The scheduled castes and the scheduled tribes constitute a significant portion (approx. 37%) of the population of the State. The main tribal groups are Bundhelkhand, Gond, Bhil and Sahariya. According to the 2011 census, the population of the aboriginals was 15.34 million, constituting 21.1% of the total population. There were 46 recognized Scheduled Tribes and three of them have been identified as "Special Primitive Tribal Groups" in the State.

1.2.2 Economic Scenario: -

The economy of Madhya Pradesh is the tenth-largest state economy in India with 78.09 lakh crore (US\$110 billion) in gross domestic product and a per capita GDP of 290,000 (US\$1,300). Madhya Pradesh is ranked 34th among Indian states in human development index. Rich in mineral resources, MP has the largest reserves of diamond and copper in India. More than 30% of its area is under forest cover. Its tourism industry has seen considerable growth, with the state topping the National Tourism Awards in 2010-11. In recent years, the state's GDP growth has been above the national average. State's gross domestic product (nominal GDP) for 2013-14 was 4,509 billion (approximately US\$ 72,726,000,000). The per-capita figure was US\$ 871.45 in 2013-14, the sixth lowest in the country. Between 1999 and 2008, the annualized growth rate of the state was very low at 3.5%. Subsequently, the state's GDP growth rate has improved significantly, rising to 8% during 2010-11 and 12% during 2011–12. Madhya Pradesh is also famous for honey production in the district Morena. The state's tourism industry is growing, fueled by wildlife tourism and a number of places of historical and religious significance. Sanchi and Khajuraho are frequently visited by foreign tourists.

1.2.3 Political Scenario: -

After the independence of India, Madhya Pradesh was created in 1950 from the former British Central Provinces and Berar and the Princely States of Makrai and Chhattisgarh, with Nagpur as the capital of the state. Madhya Pradesh has a 230-seat state legislative assembly. The state also sends 40 Members to the Parliament of India: 29 are elected to the Lok Sabha (Lower House) and 11 to the Rajya Sabha (Upper House). The dominant political parties in the state are the Bharatiya Janata Party (BJP) and the Indian National Congress (INC). Unlike in many of the neighboring states, the small or regional parties have not gain much success in the state elections. As of now the current Chief Minister is Mr. Shivraj Singh Chowhan of Bharatiya Janata Party.

1.2.4 Environmental Status: -

According to the 2011 figures, the recorded forest area of the state is 94,689 km² (36,560 sq mi) constituting 30.72% of the geographical area of the state. It constitutes 12.30% of the forest area of India. The state has an agrarian economy. The major crops of Madhya Pradesh are wheat, soybean, gram, sugarcane, rice, maize, cotton, rapeseed, mustard and arhar. Minor Forest Produce (MFP), such as Tendu leaves used to roll beedi, sal seed, teak seed, and lak also contribute to state's rural economy.

Madhya Pradesh has a subtropical climate with a hot dry summer (April-June), followed by monsoon rains (July-September) and a cool and relatively dry winter (October-March). The average rainfall is about 1,194 mm (47.0 in). The southeastern districts have the heaviest rainfall, some places receive as much as 2,150 mm (84.6 in), while the western and northwestern districts receive 1,000 mm (39.4 in) or less.

The state has the largest reserves of diamond and copper in India. Other major mineral reserves include those of coal, coal bed methane, manganese and dolomite.

1.2.5 Religious Scenario: -

According to the census of 2011, 90.89% of the residents of Madhya Pradesh followed Hinduism, while others are Muslims (6.57%), Jains (0.78%), Buddhists (0.29%) Christians (0.29%), and Sikhs (0.20%). The percentage of Hindus, Sikhs, Buddhists and Jains in Madhya Pradesh has come down marginally, while that of Muslims have increased, according to the latest census data. In addition to this Adivasi artistes and leaders of the community say that Adivasis are not Hindus. They also claim that their value-system, deities, rituals, beliefs and worship have nothing in common with Hinduism. With regard to this Madhya Pradesh Gondwana Sabha has even submitted a memorandum to the President of India demanding that a separate column

'Tribal and Others' should be added to the list of religions in the enumeration form for Census 2021.

1.3 STRATEGIC ANALYSIS: -

Though the state of Madhya Pradesh is rich in its cultural heritage and environmental resources, there are still challenges and issues constantly disrupting the socio-economic progress of the state at present. The following are some of such issues that require immediate attention.

1. Exploitation of the Dalits and the Tribals
2. Malnutrition and Anemia
3. Violation of Woman and Child Rights
4. Ecological Abuses
5. Financial Constrains and sustainability
6. Child rights and education

The above-mentioned concerns have been extracted from the analysis of Socio-Economic setting of the state of Madhya Pradesh. Despite the endeavors of the policy makers and their continued attempts to protect the rights of inhabitants of the state, the tribal communities, women and children are the most exploited group of the people in the region. Adding to this, the state suffers from severe malnutrition and climate change issues. Therefore, MVSS aims to strategically address these grave concerns in the upcoming 5 years through below mentioned goals in a systematic and structured planning.

CHAPTER-2

ORGANIZATIONAL PROFILE\

History of MVSS

Manav Vikas Seva Sangh is established for the welfare of the community without the distinction of caste, creed, religion, race or other limiting considerations, for the betterment of the poor by rendering holistic services in order to make people aware of their rights and duties as well as to develop leadership so that they can inculcate the values of truth, justice, equality, love, co-operation and brotherhood, so that they shall be liberated from social evils like casteism, communalism etc.

Along with the solemn inauguration of the Sagar Diocese in January, 1969 the social work activities were began in the four civil districts of Madhya Pradesh namely Sagar, Raisen, Vidisha and Guna. Since about 80% of the population is in the villages, Late Bp. Mar. Clemens Thottungal got the inspiration to go to the villages and to start developmental works among the poor villagers. He started social work centers in Semri, Silwani, Intkheri, Pratapgarh, Bamori, Tada, Shahgarh and Jaisinagar for the intensive village ministry. He appointed Fr. John Kallan CMI as the Director of the Social Work Department in 1984 to coordinate the activities of the social work department. He primarily concentrated on health and education of the illiterate flock of interior villages so that they can have a ray of hope in their life through education and good health.

Bishop Joseph Pastor Neelankavil, the successor of Late Bp. Mar. Clemens Thottungal felt the need to be professional in the approach of Social work and thereby formed a society in 1989 and it was named Manav Vikas Seva Sangh and was registered in December, 1989 under M.P. firms and Societies Registration Act 1973 at Vimala Church, Vidisha. It is the official organization of Sagar Diocese with a Mission: Empowering the people to have access to their rights and opportunities

as well as bringing about systematic changes in view of good governance and social cohesion, and Vision: We visualize communities where all enjoy equal rights, opportunities and the members respect each other and live in harmony with the nature and the Divine.

The first Annual General Body Meeting was held on 23rd February, 1990 at Bishop's House and eleven governing body members were elected. The AGBM suggested the need to be organised and to integrate the social actions taken in the operational areas. Thus the Governing Body members were elected from the four districts and the function of the society was made easier. The first Governing Body Meeting was conducted on 10th April, 1990. Fr. John Kallan CMI was elected as the first Secretary of the Society and he rendered his services for 10 months. At that time Manav Vikas was functioning from Bishop's House, Sagar and continued the concentration in the fields of health and education as well as poverty eradication. From 1990 to 1993 Fr. Thomas Pulickan CMI shouldered the responsibility of directorship cum Secretary of the Society. The Bye-laws were made for the society and started functioning on 21st May, 1993 the objectives were set and the evaluation process was began. Fr. Johnson Madambi was appointed as the Director and Secretary of Manav Vikas in 1993 and he continued his services till 1996. Fr. Jose Malekudy then succeeded him from 1996 to 2000. In order to have an open approach to the villages and to interact freely with the woman flock Sisters of Jesus started to render their services in Manv Vikas since 2000. Fr. Jose Malekudy applied for FCRA of the society in 1996 but somehow the society could not get this provision. He mainly along with the other objectives concentrated to empower the woman. Fr. Sabu Puthenpurackal succeeded him and rendered his services as a Secretary and Director of Manv Vikas from 2000 to 2009. With the continuous effort of Fr. Sabu Puthenpurackal Manav Vikas got FCRA on 14th June, 2004 from the ministry of Home affairs. During his time he tried to do the community development through the watershed projects and

the health of the mother and child was safeguarded through the different activities. In order to have a closer relationship with the realities of life as per the decision taken by the Annual General Body Meeting the Head office was shifted from Bishop's house to Bararu village on 19th July 2001. Manav Vikas got approved income tax exception under 12A section on 1st April, 2005.

Bishop Mar. Anthony Chirayath became the President of the Society on 25th March 2006. In order to have better connectivity with the sub-centers and targeted villages the head office of Manav Vikas was shifted to Vinayalaya, at Gopalganj, Sagar on 20th May, 2007, a house which was taken in rent from CMI Fathers. Fr. Sabu Puthenpurackal purchased a plot of four acres of land in Pushpa complex at Kanneravillage, Sagar on 17th September, 2009 to construct the Head office for Manav Vikas.

Fr. Anto Kannapuzha was appointed as the Director and Secretary of Manav Vikas in 2009. He started concentrating on child related issues and initiative was taken to collaborate with Childline India Foundation. Fr. Shaju Devassy succeeded him and took the responsibility of Director and Secretary from 2010 till 31st Jan 2015. As it was delaying the registration and land verification at Pushpa land it was decided by the AGBM to construct the office building in the existing land of Sagar Diocesan Service Society at Bararu village, Sagar and the Foundation Stone was laid on February 2011.

The office of commission of income tax approved tax deduction for donations towards social causes under section 80G for Manav Vikas on 1st April, 2012. Fr. Shaju Devassy took initiative and started construction of office building at Bararu, Sagar and shifted Manav Vikas from Vinayalaya to Bararu after the inauguration and blessing of the building on 13th July, 2012 by Mar Antony Chirayath the President of the society.

On 1st Feb. 2015 Fr. Thomas Philip took the charge as the Secretary and Director of Manav Vikas Seva Sangh and simultaneously also as the Director of Matha Maria Hospital in Sept.2016. He has vast knowledge and experience in the educational field as principal in St. Chavara Sr Sec. School Mandideep, Raisen. His enthusiasm transformed into holy zeal to serve the poor and downtrodden. His hard work in social services earned him several awards and also reputation of being invited to deliver a lecture in Caritas India's Annual Directors meet held at Christ University, Bengaluru on 11th Sept.2016. People view in him the qualities of real social worker such as flexibility, creativity, passion, empathy and competence. His empathy for the poor and downtrodden is ever noticeable. He firmly assures that the meaning of Social work is not in FILES but rather in LIVES. Even today with this theme he moves forward and guides MVSS team to bring practical results. Under his able and vibrant guidance MVSS was awarded twice for best performance in social work sector in Sagar district, by dignitaries. During his tenure as Director he is affectionate towards those who come to him. Through direct contact and working with most of the thematic areas he has reached to the most vulnerable segments of the population.

Many suffering community flock to MVSS to get the joy of being loved by him. One significant component of Fr. Thomas's popularity among diverse community groups is his involvement with them which is an enduring aspect of his legacy. At present Manav Vikas is handling 30 plus both major and micro projects and implementing it in 356 villages of Sagar, Raisen, Vidisha, Ashoknagar and Guna districts. A humble beginning which was started with eight centres and few villages have now reached to a point where we are dealing with 356 villages, 32 Slums, 42 Wards covering 46917 Women, 2030 Prisoners, 4238 Stakeholders, 14491 Children, 2772 Teachers, 100 plus Doctors, 33374 Men. A total population of 1,00,000 plus.

2.1 CORE VALUES

- ♦ Serve the community with integrity, work with accountability, achieve diligence, act with perseverance and show discipline.
- ♦ Holistic development of mankind committed to human values and environment, competent and skilled, by passionate love of service.

2.2 LEGAL STATUS

Name of the Chairman: Rt. Rev. James Athikalam

Name of Chief Functionary: Fr. Thomas Philip

Address: Manav Vikas Seva Sangh - MVSS

Patkui Road, Jinda Village Bararu PO,

Sagar Cantt

Sagar-470001

Madhya Pradesh, INDIA

Email ID

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12A & 80G Registration: Yes

2.3 VISION

We visualize communities where all enjoy equal rights, opportunities and the members respect each other and live in harmony with the nature and the divine.

2.4 MISSION

Empowering the common people to have access to their rights and opportunities as well as brining about systemic changes in view of good governance and social cohesion.

2.5 AIMS & OBJECTIVES

1. To animate, establish, consolidate, carry out, maintain, and support Developmental, welfare and Charitable activities.
2. To promote, provide; establish formal and non-formal education.
3. To join arrange, organize lecture programs, workshops, camps, courses, conferences, seminars, and exposure for promoting environment, women and child development and health care services.
4. To conduct research and training aimed at uplift and relief of the marginalized.
5. To establish, provide, operate, assist, and look after developmental and welfare project and activities.
6. To provide and promote understanding and universal brotherhood for attaining peace and harmony all around.
7. To consolidate and co-ordinate the developmental activities for all the five districts of Madhya Pradesh (Sagar, Vidisha, Raisen, Ashoknagar and Guna)
8. To collaborate with the Government for eradication of dreaded disease like TB, Cancer, and Aids.
9. To take up the government developmental projects including soil and water conservation and render assistance during any calamities.

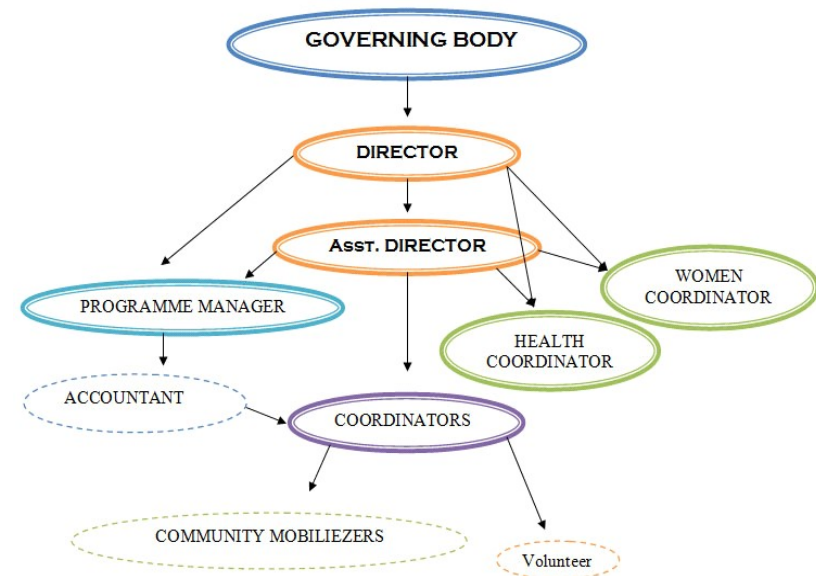
2.6 ROLE OF MVSS

- Facilitating human resource development through appropriate trainings, seminar workshops, symposiums etc.
- Providing supports to Social Work Centers (Planning,

Monitoring, Evaluation, Documentation and Reporting).

- Providing support to Social Work Centers in Resource Mobilization.
- Information dissemination among the social work centers regarding development issues.
- Facilitating Networking with Government and other agencies.
- Undertake experimental and research projects in view of Sharing, Learning and Developing innovative strategies and approaches.

2.7 ORGANOGRAM OF MVSS



2.8 PRIORITIES & FOCUS AREAS

- Organizational Development
- Inclusive Development of Underprivileged Community
- Policy Development and Implementation

- Social work centers Accompaniment and Capacity Building
- Climate Adaptive Actions
- Health and Well-being
- Project Cycle Management (PCM)
- Resource Mobilization and Development
- Networking and Linkages
- Promotion of rights and entitlement
- Promote good governance
- Disaster management
- Rehabilitation of HIV/AIDS and Disabled

CHAPTER-3

STRATEGIC GOALS AND THEMES

1. Promotion of 'Dignity of Life' among the most underprivileged communities in the region.
2. Emancipating all the stakeholders for the stewardship of nature.
3. Initiating Sustainable Resource Management for creation of optimum impact.

THEMATIC AREAS OF INTERVENTION: -

3.1 DIGNITY OF LIFE: -

We, at MVSS, have faith in sound well-being and respectable livings as fundamental rights of everyone on this planet. According to Sustainable Development Goals (SDGs) embraced by United Nations, objective number 1 - 8 accentuate the significance of No poverty, zero hunger, healthy living, quality living, clean water & sanitation, gender equality, affordable & clean energy and decent work conditions. All in

all, the pride of life lies in sound wellbeing and with accessibility of supportable livelihood alternatives for the people. To accomplish these objectives, the following would be the focal points of planning and implementation of the organization in the years to come:

THEME 1. STRENGTHENING FOOD SECURITY AND SOVEREIGNTY TO PROMOTE HEALTHY LIVING

ABSTRACT: -

Madhya Pradesh is by and large an agrarian society and at MVSS, we strongly believe that the communities should have freedom to practice their traditional ways of farming to the best of their knowledge. Dependency on any factor should be narrowed to the core. Alongside, the community must also become self-reliant in terms of production of food and further should have control over its resources and pattern of consumption. Therefore, enhancing status of food security and sovereignty is envisaged to be accomplished by the means given below:

- To enhance the capacities of the targeted communities to have control over the production and consumption of the produces.
- To disseminate knowledge about traditional agriculture practices in the vulnerable sections of communities through a range of program-based awareness activities of the organization.
- To spread the knowledge of health and nutrition related issues in the targeted community through different actions.
- To promote inclusiveness as mandate.
- To improve the nutrition status in the region by promoting food security among various vulnerable sections of society and particularly among the sections of the community chosen for such intervention.

ACTIONS FOR IMPLEMENTATION: -

- Establish farmer's clubs in all the possible villages which will have complete control over production and marketing of the produces.
- Three-tier promotion (**district and cluster level**) of small farm holders consortiums.
- Identifying and helping the underprivileged families with availing government welfare schemes for better living and survival.
- Organize training sessions on integrated traditional farming practices for sustaining livelihoods of the farmers.
- Creating model villages so far as nutrition is concerned, by promoting the consumption of tricolor food in the community.
- Identify and promote the organic produces from the rural and create online/offline market for the same.
- Conduct sessions for the farmers and their families on 'health and nutrition' in the region.
- Establish SHG groups and join them with SRLM to avail government schemes for their sustainable livelihood.

THEME 2. PROMOTE SUSTAINABLE LIVELIHOOD AND ENHANCE LIFE SKILLS

ABSTRACT: -

Poverty and unemployment are the issues lingering in the state and along with academics and conventional education system, building of skills would help individuals to overcome the vicious circle of poverty and lead a life of dignity. Therefore, MVSS aims to empower the communities by providing life skill trainings through the following strategic initiatives:

- To Build capacities of individuals and enhance them with training on life skills for an improved lifestyle.
- To provide skill development trainings and livelihood opportunities for the people.
- To educate the communities on their rights and on availing appropriate government welfare schemes designed for the empowerment of the backward communities.
- To ensure safe working environment for migrants and unorganized laborer.
- To Protect and promote the rights of women to ensure equal wages and decent livelihood opportunities.
- To uphold the rights of children by promoting compulsory elementary education.
- To reduce the incidence of child labor and other vices against children in the state.
- To become the voice of children who are facing difficulties.

ACTIONS FOR IMPLEMENTATIONS: -

- Conducting career guidance and personality development sessions for youths living in the rural areas of our working areas.
- Connecting youths and school dropouts with the skill training centers in five districts.
- Training SHG leaders for advance income generation opportunities.
- Equipping the SHG members with proper financial literacy and behavior to promote them as cooperatives and banks.
- Organizing quarterly meetings with the Governmental and Non-governmental organizations on creating livelihood opportunities for the rural people.

- Conducting sessions and meetings with the communities about their rights, entitlements and government welfare schemes.
- Promoting and establishing district, Zonal level child parliaments in our working areas.
- Create exclusive sustainable livelihood opportunity for widows in our working areas.

3.2 STEWARDSHIP OF NATURE

MVSS believes in life being a Divine gift and every living person is therefore expected to become stalwart of the organized actions to conserve nature by being sensitive to ecological concerns that humanity confronts today. The change in human lifestyle caused by overarching technological inventions and over dependence on the same has brought hazardous impact upon nature and made survival an everyday struggle for humans. The state of Madhya Pradesh with its rich forest belt and natural resources has also been bearing the brunt of global warming in the recent years. The acute change in the climatic conditions is conspicuous and even disrupted agriculture and related activities in the region. So MVSS is committed to promote eco-friendly and sustainable lifestyles by informing and sensitizing communities at large through the following concepts and the corresponding activities.

THEME 3. CONSERVATION OF NATURAL RESOURCES

ABSTRACT: -

Madhya Pradesh is abundantly endowed with natural resources like coal mines, forests wildlife and water bodies. These natural resources are a gift of nature and must be utilized in a sensible and sustainable manner. Communities need to be concentric on ecological concerns and the conservation of these resources through the following strategies:

- To engage with the policy makers on issues of conserving natural resources.

- To sensitize the community on protection and rational utilization of natural resources.
- To revive the traditional knowledge and practices among the indigenous people.
- To promote the use of renewable and clean energy.
- To promote recycling and reuse culture among urban and rural population.
- To promote green structures and green way of life.

ACTIONS FOR IMPLEMENTATIONS: -

- ❖ Promoting tree plantation to reduce soil erosion and land fertility.
- ❖ Organizing regular network meetings with the Governmental and Non-governmental organizations on conservation of natural resources and alternative renewable energy utilization.
- ❖ Promoting Green Buildings, Campuses and Spaces for ecofriendly lifestyle.
- ❖ Promoting the use of alternative renewable energy resources and the use of clean energy for day to day living among the people.
- ❖ Promoting campaigns to encourage Children as agents of change in climate action and eco-spirituality.

THEME 4. PROMOTING CLIMATE ADAPTIVE AGRICULTURE

ABSTRACT: -

Climate adaptive agriculture is nothing but developing agriculture methods and practices mainly to the changing climatic conditions. Indeed, it also speaks about developing food systems to feed the growing population yet ensuring the basic natural nutrients of the crops therein.

Therefore, this method is the need of the hour today as the climatic conditions are rapidly changing due to global warming and other hazards. The following are the strategies to promote climate adaptive agriculture:

- To inform and educate the communities on the ill effects of climate change and motivate them to adopt eco-friendly lifestyle in all possible ways.
- To coordinate and collaborate with the Governmental and Non-governmental organizations to promote climate adaptive agriculture in our working area.
- To strive to innovate and promote the most suitable cutting-edge methods of climate adaptive agriculture and promote them in our working area.
- To preserve the indigenous culture and distinct agricultural practices.
- To promote integrated farming modules for Climate Resilience Agriculture IFS model.

ACTIONS FOR IMPLEMENTATIONS: -

- ◆ Conducting multiple awareness cum training sessions in the rural schools in the regions on issues related to 'climate changes and global warming'.
- ◆ Creating awareness on environmental issues among children belonging to the age group of 14-18 as the target group.
- ◆ Organizing regular meetings with the governmental and non-governmental organizations on climate change and adaptive agriculture.
- ◆ Promoting and establishing kitchen gardens in rural and urban areas of the region for self-sustainability.

THEME 5. ADOPTING WATER MANAGEMENT PRACTICES

ABSTRACT: -

Water is one of the precious gifts of nature and an important natural resource for the survival of human beings. Hence the water management is one of the vital concerns as this resource is depleting at present in a menacing velocity. The scientists have already confirmed that the world would soon run out of fresh water in the near future which would eventually endanger life on earth. Therefore, the UN convention rightly focused on sustainable management of water through its 6 Sustainable Development Goal. So, we at MVSS consider this as an important concern and strive for the effective management of water in the region through following strategies:

- ◆ To promote water conservation measures.
- ◆ To collaborate with the government and other agencies working on water management practices for increased outcomes.
- ◆ To promote water recycling methods and techniques to further rejuvenate the eco-systems.
- ◆ To promote awareness cum training sessions.

ACTIONS FOR IMPLEMENTATIONS: -

- ◆ Promoting rainwater harvesting in all connected institutions and Centers.
- ◆ Creating awareness among school children on water scarcity and the need to Spare water.
- ◆ Introducing the concept of 'soak pit' system at every households.
- ◆ Promoting water budget in rural areas.
- ◆ Enhancing water holding capacity of land by promoting Natural farming.

3.3 SUSTAINABLE RESOURCE MANAGEMENT

The world is uniquely treasured with diverse resources and one has to be aware of using them in an appropriate and judicious manner so as to hand over a richer planet to the posterity. Be it natural, human and even monetary resources - all of them must be used with prudence and discretion to build a better society. Therefore, MVSS strives to leverage on the available resources at all levels to sustain and improvise program activities in our working areas. The strategic themes to achieve the above objective include.

THEME 6. SUSTAINABLE FINANCIAL MANAGEMENT

ABSTRACT: -

Sustainable Finance Management (SFM) is essential for sustainable growth. Finance management includes planning, organizing, directing and controlling the financial activities in every aspect of the functioning of the organization. Procurement and utilization of funds and commodities play a vital role in sustainable development. It must be carefully executed in both micro and macro bodies. More resource efficient and sustainable economic generation activities must be promoted so that the quality of life is enhanced, biodiversity is preserved, and ecosystems are restored. SFM will also improve transparency in the organization. Community based organizations also must be educated to manage their finance in a most appropriate manner for sustainability and strategic growth. Therefore, organization aims to achieve the same by:

- ◆ To introduce new age models of resource mobilizations among partners and other micro-organs of the organizations.
- ◆ To create financial advisory body with experts for sustainable finance management.

- ◆ To include finance management measures for precision and meticulous implementations.
- ◆ To promote cooperative society structures for advanced banking skills.

ACTIONS FOR IMPLEMENTATIONS: -

- ◆ Conducting regular capacity enhancement sessions for program managers and finance team for wider impact of documentation.
- ◆ Introducing crowd funding and online campaigns to increase outreach and accountability of the program activities.
- ◆ Promoting advanced financial structures and monitoring systems at all levels. Conducting periodic online/offline trainings on Financial Literacy and beyond.
- ◆ Promoting technology for high-end transparency and authenticity.

THEME 7. CAPACITY BUILDING FOR REFINING

ABSTRACT: -

People and organization must strive to increase their abilities relentlessly in order to achieve their objectives effectively. This includes honing the skills of individuals or enhancing the performance of the organization. MVSS aims to enhance the capacities of their partners time to time through following effective measures:

- ◆ To conduct periodic SWOT analysis process for the staff and in-charges to evaluate their performance and scope of improvement.
- ◆ To initiate platforms for mutual Sharing and learning of staff and center in-charges.
- ◆ To initiate regular thematic knowledge enhancement for all.

- ◆ To promote research and innovations for advanced comprehension.
- ◆ To promote workshops and seminars for aptitude development.
- ◆ To develop Key Success stories in booklet form of the time period.

ACTIONS FOR IMPLEMENTATIONS: -

- ◆ Organizing periodical reviews and assessment sessions for the partners to evaluate the progress of development activities.
- ◆ Conducting online/offline capacity building and training sessions for the team members on different vital concepts.
- ◆ Promoting sessions on innovative and emerging trends and concepts.
- ◆ Engaging a cadre of second line leadership in village level and institutional level for smooth transitions.

THEME 8. PROMOTE VOLUNTEERISM

ABSTRACT: -

Volunteerism has been one of the salient features and a major pillar for any development activity. The Organization thrives to encourage volunteerism in all spheres of its activities. At MVSS, we believe that every person is precious and uniquely entrusted with inborn talents and capacities. Therefore, as an organization we intent to hone skills that help them become responsible individuals so that they contribute their potential towards the welfare and well-being of the community as a whole. The following activities would be given priority for the above strategy:

- ◆ To identify the volunteers in and enhance their capacities through workshops and trainings.

- ◆ To register the volunteers and establish Volunteer clubs in zonal and village level.
- ◆ To render proper acknowledgement to the voluntary services offered through certificates of recognition and gestures of gratitude.
- ◆ To initiate Volunteer management system in all five districts.

ACTIONS FOR IMPLEMENTATIONS: -

- ◆ Promote thematic and issue-based volunteer engagement systems.
- ◆ Identify volunteers and engage them with programmatic activities.
- ◆ Introduce volunteer clubs and provide them with capacity building sessions based on their thematic areas of interest.
- ◆ To promote online and offline internship programs for experiential learning.

THEME 9. NETWORKING WITH ORGANIZATIONS OF SIMILAR INTENT

ABSTRACT: -

'United we stand; divided we fall' is an age old saying that emphasizes the importance of unity and coalition. Especially for concrete growth, regular progress and sustainable development, mutual help and sharing are the most effective principles of success in the recent times. Networking helps us to reduce the gaps. Therefore, MVSS as an organization strives to establish mutual relationship with the other entities working for the similar intent:

- To map the like-minded organization towards better collaboration and coordination.
- To Initiate regular interface Meetings with the organizations.

- To foster healthy environment between the likeminded organizations, institutions and establishments to work together for a better world.

ACTIONS FOR IMPLEMENTATIONS

- Identify the like-minded organizations in the region and organize periodic meetings for collective actions.
- Introduce capacity building and knowledge sharing sessions for the likeminded organizations.
- To identify like-minded institutions for wider reach and impact.

CHAPTER-4

STRATEGIC GROUPS FOR INTERVENTION

4.1 TRIBAL COMMUNITIES: -

Nearly 21% of the Population in working area are constituted by the Scheduled Tribes. They are one of the most disadvantaged communities in Madhya Pradesh and need focused actions. Dwelling in the unreached forest area and land with valuable natural resources, they are worst sufferers of the ill effects of the modern development. Their culture, language and traditional systems of governance are eroding. The revival of tribal eco-system is a major concern for MVSS. Therefore, we intend to work closely with the Government and other agencies for leveraging appropriate support needed to empower the tribal Community based institutions. Establishing self-dependency and promoting self-respect among tribal people will be the highest challenge before MVSS.

4.2 DALIT COMMUNITIES: -

Nearly 15% of our population is constituted by Scheduled castes or Dalits, who are physically alienated from the so-called civilized society." Majority of the slum population is comprising of migrant communities, mostly Dalits. Their jobs include removing carcasses of

dead animals, working with leather, performing midwifery duties, cleaning the manholes and toilets, etc. Being majorly a landless and asset-less community, their survival depends on cheap casual labor, and agricultural labor depends on others and unorganized sector labor. MVSS is committed to impart knowledge and livelihood options along with self-respect and self-dependency.

4.3 INFORMAL SECTOR WORKERS: -

Nearly 47% of people are working in the informal sectors and are extremely vulnerable because of unsafe work and living conditions." Urban areas are giving an opportunity to rural poor for making a living in the urban areas. Rural people are pursuing internal migration as a way of survival strategy among others to create livelihoods in the urban informal sectors. The situation is linked to rural conflict and displacement leading to the miseries of migrants. The socially backward and economically weaker sections of people, particularly the oppressed people, minorities and poor are the inhabitants of the slums and slums are the manifestations of poverty and human struggle for shelter and security. MVSS is committed to restore dignity and decent wages to the domestic workers and other unorganized sector workers.

4.4 SMALL AND MARGINAL FARMERS: -

Small and marginal farmers constitute around 85% of the total land holding and hold around 44% of the land under cultivation. Due to highly fragmented, scattered and heterogeneous landholding, rising cost of cultivation and limited access of small and marginal farmers to public resources and markets, the small holding-based agriculture has gradually become unviable. The limited production quantities, lack of farmers' access to public resources, quality inputs, credit facility, modern technologies, etc. and frequent crop failures, lack of assured market, income safety and poorly developed supply chain, has resulted in high dependency of farmers on the exploitative intermediaries and local money lenders.

4.5 PEOPLE LIVING WITH DISABILITIES: -

There are nearly 15.5 lakh People living with Disabilities in the state of Madhya Pradesh. These people must be considered as priority group even among the marginalized communities. MVSS is committing to mainstream their concerns in all our development programs. Special programs for these communities will also be developed and deployed. Strategy will emphasize more on community-based support rather than institutional support. Inclusiveness is the intrinsic character of all our endeavors.

CONCLUSION

As we step to the new financial year 2023-24 let this document guide us and help us in sticking to what is set in it and step towards achieving the Goal. The document is based on three strategic goals like Dignity of life, Stewardship of Nature and Sustainable Resource Management. Manav Vikas Seva Sangh - MVSS will hence thrive to enhance the socio-economic situation of the state through all the above Strategic Goals, Themes and Actions. As rightly said 'greatness is not where we stand, but in which direction we are moving...' MVSS with the support of its collaborators stepped ahead and formulated this five-year strategic plan (April 2023- March 2028) with a vision to achieve the same in a systematic and effective manner. The cooperation of different people towards reaching this juncture was enormous. From now on, Capacity building programmes for team members and communities will be organized to ensure the meticulous implementation of this strategic plan.

APPENDICES

AGBM	-	Annual General Body Meeting
Approx.	-	Approximately
BJP	-	Bharatiya Janata Party
CBOS	-	Community Based Organizations
CST	-	Catholic Social Teachings
FCRA	-	Foreign Contribution Regulation Act, 2010
GBM	-	Governing Body Meeting
GDP	-	Gross Domestic Product
INRM	-	Integrated Natural Resource Management
MFP	-	Minor Forest Produce
MP	-	Madhya Pradesh
PCM	-	Project Cycle Management
SDGs	-	Sustainable Development Goals
SFM	-	Sustainable Finance Management
SHG	-	Self Help Group
SWOT	-	Strengths Weaknesses Opportunities Threats
UN	-	United Nations Organization
UNESCO	-	United nations Educational, Scientific and Cultural Organization
US\$	-	United States Dollars