



Index

❖	From the Director	03-04
❖	A glimpse of Abhinav	05-07
❖	Vision, Mission and Development strategy	08-10
❖	What we achieved	11-19
❖	Abhinav Publications	20-21
❖	Our collaborators, supporters and facilitators	22-23
❖	Board of Directors	24-25



From the Director

Our strong relations with the community are built and strengthened on the basis of mutual respect and trust.



'Development' is defined as a long-term process of structural societal transformation. 'Development' is a concept which is contested both theoretically and politically, and is inherently both complex and ambiguous Recently it has taken on the limited meaning of the practice of development agencies, especially in aiming at reducing poverty and the Millennium Development Goals.

Abhinav is an organization for rural development which has served the society in distinct ways. Our organization is one of the prime organizations in the country that has worked and successfully implemented project in the field of agriculture, community participation based construction, public health, technology for common people, environmental awareness, drinking water and sanitation and women empowerment.

Abhinav works as a facilitator rather than being a leader. We encourage the community to take the driving seat.

The organization has imparted training to women, men and youths to stand on their own feet. The parameter set by Abhinav are matchless and the counting is still on!!

- Harendra Singh



A Glimpse of Abhinav



Abhinav is the organization of the people, for the people and by the people. This is what makes us unique. We stand on strong pillars of devotion, discipline and professionalism. Selfless service and development of society are the keywords that define our policies.

We recognize that large-scale impact is possible only through strategic partnerships and alliances. Hence, we operate through three broad multiplication channels essential to work: Community Partnerships, Business Networks and Policy Alliances. We are associated with many reputed international funding agencies like UNDP, WORLD BANK, JBIC & UNICEF. We do not get merely foreign support; we have partnerships with organizations of our own country. ISRO ICICI, PNB are few amongst them.

We nurture environment along with communities and in particular people through activities and programmes having the objective of providing long term benefits to each of them. For this we have proposed the concepts of organic farming, modern, intensive agriculture. Our faith in cultural norms, behavior patterns and social structures has always been our strength to keep up with these changes.

Over the last 20 years, the organization has built its ability to work with various stakeholders in the sustainable development paradigm including local communities, Panchayati Raj Institutions, urban local bodies, non-



governmental organizations (NGOs), governments, academia, private sector, financial institutions, bilateral and multilateral agencies. We have helped individuals and communities to learn tools and become familiar with processes. These include programs like literacy campaigns, water management, women and child health care, computer education, local energy production methods, to rejuvenate and save traditions in the health practices.

We attract people on the sheer strength of our reputation and proven capability of bringing in the social changes we are committed to deliver. What also helps us is the growing awareness and desire among professionals from across sectors and industries, to join us and contribute to the meaningful work we do. Our compensation and benefits practices are periodically evaluated through comprehensive surveys and benchmarking studies done by well known consultancies and is at par with the organizations we benchmark ourselves with in our defined sector.

Provision of sensitizing publications and workshops pertaining to capacity-building for organic and agro-ecological farming methods, promotion of rural living and farming as a viable livelihood, addressing urbanization and youth unemployment, income diversification, adult education and intermediate technology, project development, capacity building, facilitation and monitoring, adult literacy land-management and environmental sanitation issues affecting farmers and local communities.



Vision, Mission and Development strategy



Vision:

Mainstreaming the poor and downtrodden towards development and notional progress through promoting people's organization as the key element to achieve a self-reliant community.

Mission:

- ? Creation of self reliant community by adoption of participatory approach
- ? Acquaintance with the country's rich tradition and heritage for getting imbibed with the spirit of using efficient use of modern resources.
- ? Make provision of opportunities to the disadvantage sections of the community for there all round development.
- ? Creation of awareness, conscientisation of social, economic and political incidences, which have kept the rural mass poor and deprived.
- ? Emphasis on women empowerment.
- ? Slum development.



Objectives:

- ? To provide and help urban and rural poor in getting services such as health, nutrition, education, sanitation and housing:
- ? To organize Social, Cultural and Environmental activities, channelizing youth energy into creative and constructive action:
- ? To enhance the capacity through conscientisation, awareness and skill formation.
- ? To create public opinion and social awareness:
- ? To establish vocational training centers, educational institutions, Centre for age old, disabled and distressed men and women, orphanages, etc. for social welfare.
- ? To provide legal aid services to the poor marginalized aged and distressed person etc.
- ? Helping migrated community to cope up with the Socio-economic constraints.

Development Strategy

- ❖ Consideration of a human being with all his facets by taking a holistic view which finds an expression in the adoption of a comprehensive approach to the development programme.
- ❖ Adoption of a participatory approach by organizing the participants into groups, both male and female, are the micro level planner, the smallest denominators of the execution, monitoring and evaluation process. *Abhinav* prefers the role of a facilitator rather than an operator or implementer.



What we achieved



Abhinav is a rainbow formed by varying colors of seven basic fields namely, Agriculture, Community Participation based construction, Public Health, IT dissemination, Environment conservation and awareness, Drinking water and Sanitation, Women Empowerment. Abhinav is an independent, non-profit, non-governmental organization (NGO) that aims to provide information and strategic support to social movements, and marginalized communities in India. Our main activities have evolved; from assisting on the ground project initiation, to strategic planning, capacity building, information and signposting via our website, for sustainable development in and around Uttar Pradesh. Though the initiatives are big in themselves, following are the works done by the organization:

Food Processing and Training Center (Multi Line):

Merely the name of food, one of the basic amenities of life, makes the activity and the project noteworthy in itself. The center was established to make the people especially women of the area empowered and stand on their own feet. The center is established at J 20 Industrial Area, Begrajpur, Muzaffarnagar. The center is a milestone in itself as it imparts training to about 155 people pertaining to Pickle, Sauce, Jam, Vinegar etc. manufacturing. Besides this training of spice grinding, bakery, potato chips, fruits and vegetable canning is imparted. The center has distributed products costing to 7007638.00

In the center, women and persons belonging to SC/ST/OBC are given training for employment generation. There is a process unit establishment for preserving access products so that they can be used and



marketed when needed.

Health and Family welfare :

The organization is currently availing the health services in remote and outreach areas of district Muzaffarnagar under UPHSDP (Uttar Pradesh Health System Development Project) funded by World Bank. The project is being implemented since 03 June and following activities are being done:

Abhinav Health Post: Abhinav Health Post was established in Nayagaon of Jansath Block under the project. Here a doctor, a female specialist doctor and an ANM have been appointed.

Safe Delivery: In order to bring down IMR (Infant Mortality Rate) & MMR (Maternal Mortality Rate) in rural and outreach areas and ensure safe deliveries in these areas an ambulance was arranged. Besides this, Dai's were trained and provided kits at village level to ensure 100% safe deliveries.

Family welfare programmes: Population explosion has been a alarming issue for the government. To control increasing population, the organization is running family welfare programme under which health workers visit home to home and make the people aware about family planning. The organization has provided the means of family planning like condom, Mala N, copper tea, NSV etc. at village level.

Reproductive and Child Health Programme:

The facility of vaccination for children (0 5 years), pregnant women is provided on regular intervals free of cost. The volunteers of organization visit door to

door and offer vaccination services. Regular check up, hygiene, IFA pills etc, services are also provided.

Reference services: The organization is providing reference services to the people covering severe diseases and emergency cases. In such instances, the people are referred to District hospital other suitable place.

Medicine Distribution: The organization provides top quality medicines free of cost to the patients of the referred areas.

Dai Training: To ensure safe institutional deliveries, unskilled Dai's were trained for safe deliveries and vaccination. They were also provided kit to help in their jobs.

Treatment education: A major portion of success in implementation of health projects lies in awareness generation campaigns. Abhinav realized the importance of same and carried awareness generation campaign pertaining to treatment services and first aid through hand bills, posters, wall paintings, etc. distributed through organizing training programmes, seminar, conference, Village Health Committee.

Pre and post delivery services: Under the project regular and complete treatment, vaccination, ultrasound, iron pills etc. are provided to pregnant women in every village. Besides this, proper treatment and checkup is carried about three months post delivery.

Health committee: the health committee is appointed in every village with local sensitized woman as its president and health worker of the organization as its Secretary. The committee makes the people especially women aware about women and child health and village drinking water and sanitation. The meeting is organized every week.

Population control, female foeticide, and AIDS



awareness: all the aspects pertaining to the issues were displayed through a large exhibition in Chhaprauli (Baghpat). In the exhibition, visitor convenience was given more stress. The visitors appreciated the communication through TV, projectors and paintings. The people who were there took an oath to fulfill the objective of the programme.

Drinking water and Sanitation programme:

Village Water and Sanitation Committee is appointed in the villages to avail the people of the area safe and clean potable water. VWSC has the responsibility of providing assistance in availing safe drinking water, toilet construction, and village development. With continuous effort of the organization around 53 toilets have been constructed in 11 villages of Jansath block.

Since pathogens play a major role in spreading fatal diseases in areas where there is no management of solid waste hence we proposed concept in order to showcase Sahawali as a model area with respect to sanitation and cleanliness. The other and in fact the most genuine objective of this proposal is to make this village an applicant for Nirmal Gram Puraskar. Eradicating the system of excretion in open air and providing household level segregation facility are few motives behind this project.

We have been conducting IEC campaign in the area on a timely basis to sensitize the community.

A community toilet was closed in the area. In an open meeting of Gram Sabha, it was decided that this toilet will be renovated through funds from State Finance Commission. Now the toilet is running sustainably on PPP model.



Swajaldhara Project:

To avail the common people clean and safe potable water, the organization is implementing Swajaldhara project in districts Bijnore, Muzaffarnagar, Shahjahanpur, Baghpat, Bareilly and Sitapur. The planning phase in the district has been completed during this year 21 MZN. & 24 Bijnor.

Road Safety Programme:

Keeping in view, the rampant cases of road accidents and ignorance of traffic rules, the organization made the people aware of road safety through stalls having charts, posters and banners on Road Safety Week.

Social Awareness Camp:

To uplift the status of deprived sections of the society and bring all the peoples together regardless of caste, gender, religion, socio economic status and color, the organization arranged a social awareness camp. The people were made aware about dowry system, superstition, and other social evils. Besides information pertaining to schemes introduces for upliftment of weaker sections of the society was given to the concerned people. Moreover, the people were sensitized for eradicating social evils like dowry, superstition, child marriage etc.

IEC activities

The organization publishes and distributes handbills, posters, brochures and pamphlets under the IEC activities of the organization and other private and government organization. The organization carries out these activities to educate the masses and bring about a behavioral change. Further the organization makes the people aware through wall paintings, sign boards and hoardings. The organization has finished the work of wall painting in district Muzaffarnagar and Bijnore and Mahamaya Gareeb Balika Aashirvaad Yojana and National Rural Employment Guarantee Scheme.

Rural awareness programme

This year the organization has distributes around 21 thousand plants of fodder species, fuel, shading trees to farmers and the poor free of cost. The farmers planted the trees and other plants in their fields, houses and public places. The organization provided endangered species such as local Aam, banyan, sheesham, berry, etc. The knowledge pertaining to farming techniques, contact farming etc. was imparted to farmers and they were availed best quality seeds and fertilizers.

SHG training

The organization has trained SHG's of 5 blocks of Muzaffarnagar in which 373 beneficiaries have been trained.



Urban Sanitation

Open defecation is a becoming a serious issue in rural as well as urban area. To tackle this issue and to eradicate the tradition of employing manual scavengers, SUDA and DUDA are given responsibility for monitoring the implementation of the Centrally Sponsored Scheme of Low Cost Sanitation for Liberation of Scavengers operated through the Ministry of Urban Development and later on through Ministry of Urban Employment and Poverty Alleviation now titled Ministry



of Housing & Urban Poverty Alleviation

Integrated Low Cost Sanitation Scheme

The Indian government is expanding use of low cost pour-flush latrines in urban areas with less than 100,000 people. Pour-flush latrines eliminate the need for scavengers to empty buckets. The organization has implemented this scheme in districts Muzaffarnagar, Baghpat, JP Nagar, Badaun, Raibareili, and Allahabad and construct 10000 toilet for BPL Families.

Abhinav Resources in Skill Enhancement (ARISE)

In our endeavor to constantly strive for the development of human resource in the region by contributing to a holistic planning of education and vocational skills we have initiatives to develop value



added, tailor made courses which have demand in the job market. ABHINAV's training Institute ARISE conducts several skill development, entrepreneurship and vocational training programmes to enhance the employability and self-reliance of the youth of the region in various sectors of the region's economy.

With the objective of disseminating information technology in deep rural areas, empowering youth and woman through skill development in the field of information technology, spreading e-literacy, developing of productive software, improving socio-economic status of rural masses, providing healthcare facilities, education, weather & agriculture related services through communication and generating awareness through Video conferencing & satellite technologies **ABHINAV** is



running a **Advance Level Information & Satellite Technologies Training Center** in village Nayagaon, Block- Jansath of District Muzaffarnagar(UP) with the assistance of **Indian Space Research Organization (ISRO)**.

Construction and Supervision:

In Muzaffarnagar, the work of implementing centrally sponsored scheme (ILCS) for urban sanitation has been assigned to ABHINAV for not only construction of low cost sanitation units through sanitary two pit pour flush latrines with superstructures and appropriate variations to suit local conditions in EWS household but also eradicate the concept of open defecation and manual scavengers.

Abhinav has simplified designs and standardized the parts, resulting in household costs about fifty per cent lower than those in similar government-financed schemes.

Farm School

ABHINAV was selected as one of the implementing agencies of farm schools in 9 developmental blocks of Muzaffarnagar district. These were Khatauli, Baghra, Budhana, Jansath,



Sadar, Charthaval, Morna, Shahapur, Kandhla. The organization undertook the project and since then the organization the organization is continuously striving for technological dissemination among farmers by outstanding farmers. Abhinav provided a platform where outstanding and experienced farmers can share their experiences with the other farmers and solve problem (if any) through regional options.

We have set up about 12 farm schools in the blocks. The important point is that all these are sustained and progressing to meet the objectives as proposed by ATMA project.

Exposure Visit

The organization has organized exposure visits for farmers of Muzaffarnagar district for technology transfer between farmers. We have arranged following exposure visits:

- a) National Dairy Research Institute, Karnal
- b) Ch. Charan Singh Agricultural University, Hisar, Haryana

The objective behind such exposure visits is just to provide a platform to farmers so that there can be transfer of techniques among farmers. Around 500 farmers have been given opportunity of being exposed to informative environment.

Flush n Pride

Abhinav came with the concept of world class public toilets in different areas of Muzaffarnagar district under the assistance of Muzaffarnagar Development Authority (MDA).

As part of this initiative, Abhinav is constructing a toilet of such class at G.I.C. ground near Mahavir Chowk. The site was not chosen randomly. The selection is based upon the observation made through a survey that around 30 35 thousand people pass by the area. Hence, this makes the place an ideal site for such an initiative.

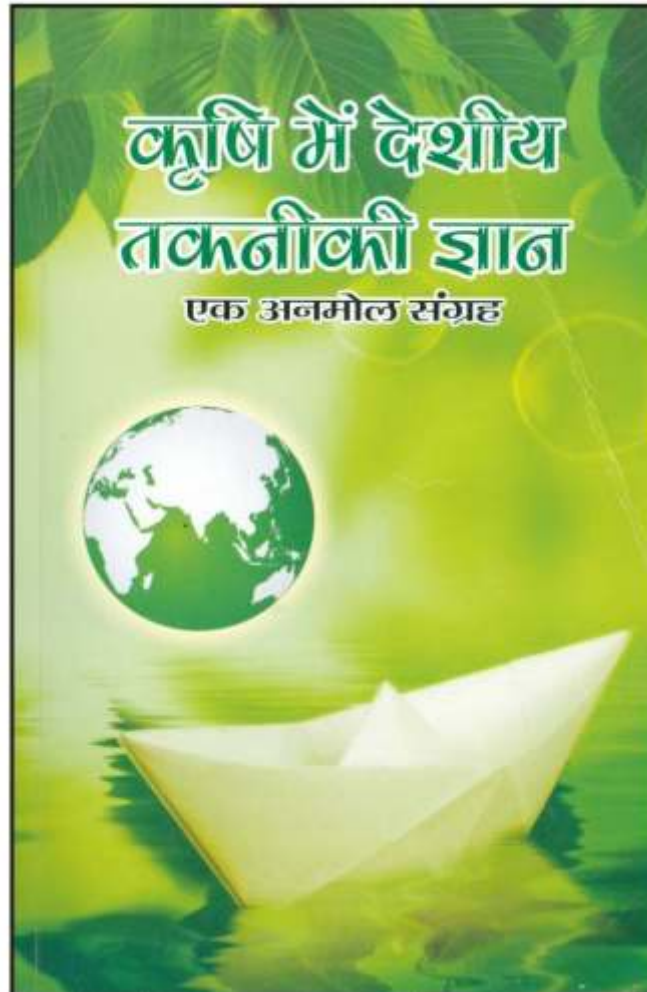
The constructed world class public toilet boasts of international level equipments like sensors with urinal and there is access to clean drinking water. The toilet flaunts over 800m land and is providing world class facilities and is available to the public on pay and use basis.

We named this initiative as **“Flush n Pride”**. The objective of such an initiative was to provide world class services to the people of Muzaffarnagar especially women.

Now, women have access to clean and international level toilet. Their privacy, dignity and security is ensured through the toilet. And the common man has access to world class facilities and that too in district like Muzaffarnagar. The landscaping is in progress and that will certainly add to the charm of exquisite public toilet.



Abhinav Publication



Krishi Mein Deshiya Takneeki Gyan” (Indigenous Technical Knowledge in Agriculture).

Have you ever analyzed that a swelled up leg of a camel gives indication of rainfall. Pesky leeches, if stay calm, gives a message of a dry weather. But if it creates a sensation through upside motion, rain is expected.

The facts like above have been compiled in the book titled “Krishi Mein Deshiya Takneeki Gyan” (Indigenous Technical Knowledge in Agriculture).

The book has been written after analyzing indigenous knowledge and its relevance in agriculture. The organization is continuously encouraging the use of ITK through this book. Besides weather forecasting, other issues like water conservation, soil conservation, plant protection, sugarcane cultivation and veterinary etc. have been discussed with the perspective of ITK.

Sookhi Dharti Sookhe Khet: This book is a compilation of traditional techniques of water conservation. For eg. a large amount of water gets wasted if the farmers apply water to their crops before a critical stage. So, irrigating the crop at correct stage i.e., critical stage conserves the water and requires water according to need.

Besides this the organization has published two more books imparting knowledge of operation and formation of SHG's.



Our collaborators, supporters and facilitators



- ❖ **Ministry of Food Processing Industry, Govt. Of India,
New Delhi.**
 - ❖ **World Bank**
 - ❖ **U.P. Health System Development Project, Lucknow.**
 - ❖ **PHD Chamber of Commerce & Industry.**
 - ❖ **ISRO (Indian Space Research Organization).**
 - ❖ **TARahaat Information & Marketing Service Ltd.**
 - ❖ **SIFPSA/USAID**
 - ❖ **U.P Govt.**
 - ❖ **Institute of Entrepreneurship Development, Lucknow.**
 - ❖ **Japan Bank for International Co-Operation.**
 - ❖ **SHG Groups, Farmers Club & Non-Government
Organization.**
 - ❖ **NABARD**
 - ❖ **State Water and Sanitation Mission, Lucknow.**
 - ❖ **HDFC BANK LTD.**
 - ❖ **Punjab National Bank.**
 - ❖ **State Urban Development Agency U.P.**
 - ❖ **ING Vysya Bank**
- 
- 



Board of Directors

Name of the Executive members :-

S.No.	Name	Designation
1	Smt. Poonam	President
2	Ankur Kumar	Vice President
3	Harendra Singh	Secretary
4	Dharmveer Singh	Vice Secretary
5	Smt. Suman Rathi	Treasurer
6	Visal Panwar	Member
7	Km. Kavita	Member

Abhinav
Organization For Rural Development

ISO 9001 : 2008 & 14001 : 2004 Certified.

Address:

**Vishnu Vihar (Opp.Surandra Nagar),
Jansath Road, Muzaffarnagar
(U.P.) - 251001**

Website:

www.abhinavindia.org

Fax and Contact No.

**+91-131-2660084,
+91-9412640028,
+91-8057901707**

Email ID:

**info@abhinavindia.org,
abhinavngo7@gmail.com,
abhinav88_beg@yahoo.com**



