



25

**YEARS OF EMPOWERING
RURAL COMMUNITIES**

Annual Report 2019-20



PARMARTH

FROM THE DESK OF CEO



Sincerely
Dr. Sanjay Singh
Secretary
ParmarthSamajSeviSansthan



Paramarth Samaj Sevi Sansthan started its journey since 1995 with a motive to strengthen the capacities of rural communities for their own empowerment. Parmarth understands the vital role of rural communities for the growth of United India (Akhand Bharat), and so all our programmes are targeted to facilitate and empower the marginalized and vulnerable sections of the society. In the process we have created and groomed a cadre of grass root leaders and activists who are the backbone of secularism

Initially we had started with our work in just five villages, a very humble beginning that started with dreams and a vision for a better tomorrow for the downtrodden communities. Now the outreach has spread to more than 300 villages across 8 districts of UP & MP. Today, the organization is receiving funds both from the state and central governments as well as from national and international funding agencies.

It has been a tremendously satisfying experience to witness these programs reach out to some of the most marginalized groups. Stories like that of Pushpa Jal Saheli, the water crusader, Chayana the little girl who could follow her dream for education, Daulta pond which is revived through community efforts and now full of water, the farm that has turned into a lush meadow from its history as a wasteland, where butterflies are finally back, they all have indeed filled my heart with great pride and satisfaction.

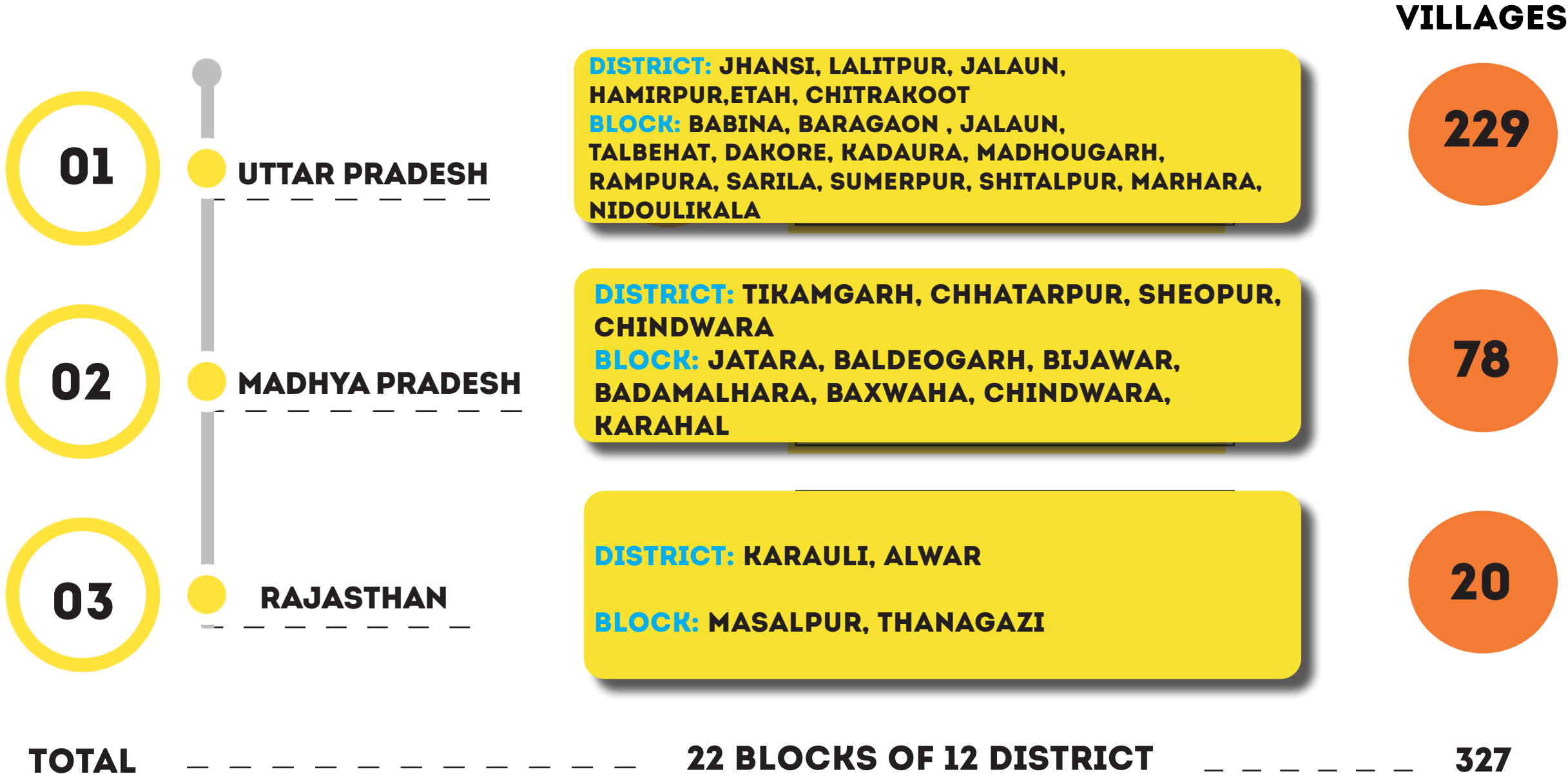
The beautiful, magical thing about positive social development is that you can see it actually 'changing' lives. Not only in single person, but in large parts of community and in biodiversity, too.

I am deeply grateful to all our partners, government agencies and more importantly to our employees and volunteers who have truly put their sweat and soul into making Parmarth Samaj Sevi Sansthan a beacon of positive social progress. The team is looking forward to achieving greater heights with your support. More power to each one of you!

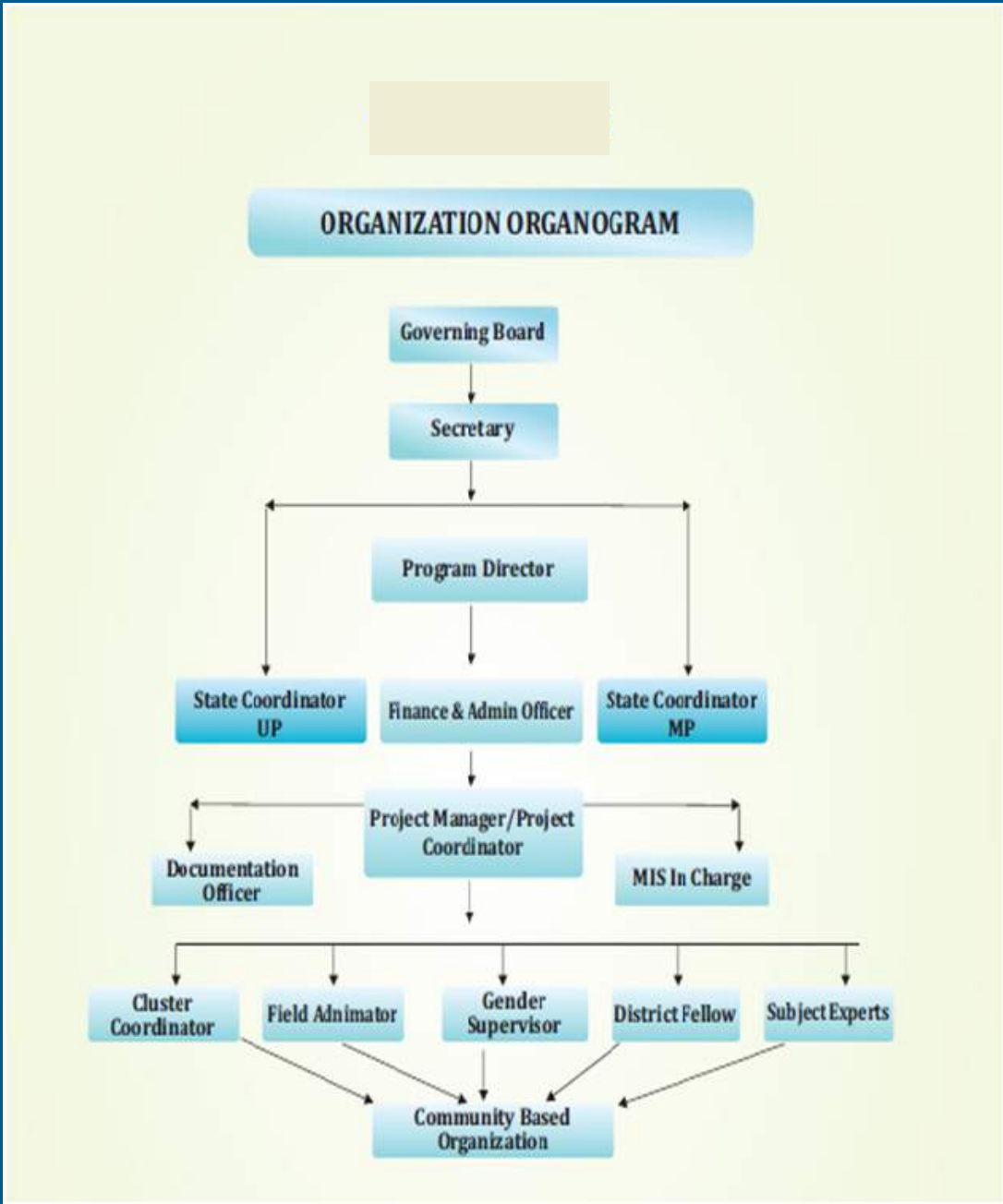
GOVERNANCE DIRECTIVES AND DOCUMENTS

- **Registered under Society Registration Act 1860, Registration No - 624, Dated - 11th January, 1996.**
- **Registered under Foreign Regulation Act (FCRA) -Registration No 136500010, Dated - 7th January, 2000 (Renewal up to 31st Oct 2021)**
- **Registered under Income Tax Act, 1961 under section 12(A) No. 17/12 A/IT Commissioner-II/Tech/Kanpur, Dated - 25.11.2002**
- **Registered under Income Tax Act, 1961 under section 80(G) IT Commissioner-II/80-G/124/Tech/Kanpur/923, dated - 17.06.2009**
- **Income Tax Permanent Account Number: AAATP6454F**
- **TAN - KNPP01309A**
- **Registered with Darpan Portal of NITI Ayog with unique ID UP/2016/0099233**
- **HR Manual**
- **Anti-Sexual Harassment Committee Rule Book**

THE PARMARTH LANDSCAPE



OUR ORGANOGRAM



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आप प्यासे रह जाओगे
अगर पानी नहीं बचाओगे
जल जन जोड़ो अभियान

About the Organization



Parmarth Samaj Sevi Sansthan is a non-governmental and non-profit organization, working for the weaker and deprived sections of the society. The organization has been working to bring qualitative improvement & changes in the lives of the vulnerable & deprived sections of the society. The organization is registered under the Society Registration Act of 1860 and having FCRA certification. It has also been registered under sections 12 (A) and 80 (G) as per Indian Laws.

Over the years of inception, the organization has reached out among 327 villages of 15 blocks of 8 districts in Uttar Pradesh, Madhya Pradesh & Rajasthan. PARMARTH draws inspiration from its vision, mission and values in achieving its organization goals & objectives. As core principles, the organization has been facilitating the community process towards making community-based platform to lead their lives independently with dignity. The organization has been strengthening community leadership and empowering them to take

decisions that affect their lives. PARMARTH draws inspiration from its vision, mission and values in achieving its organization goals & objectives. As core principles, the organization has been facilitating the community process towards making community-based platform to lead their lives independently with dignity. The organization has been strengthening community leadership and empowering them to take decisions that affect their lives.

To contribute in building a society where all people can gain access to basic amenities such as education, healthcare, water & sanitation and livelihood opportunities and where all people can realize their full potential.

VISSION

MISSION

Capacity building and empowerment of deprived and vulnerable communities, improve access to and quality of public services in the prioritized service sectors for marginalized communities.

VALUES

- Equality among the people
- Development with Dignity
- Commitment, Courage & Conviction
- Transparency & Accountability





•**PANI PANCHAYAT:** PP is a village level, community-based water allied committee. PP is a community based village level institution, which is working towards protection, conservation & management of water resources as well as providing leadership for collective assertion for accessing due entitlements / rights and strengthening of local self-governance under the strong leadership of women & marginalized groups.

•**VILLAGE WATERSHED DEVELOPMENT COMMITTEE:** Village level organization Village Watershed Development Committee is a voluntary organization developed primarily for a single watershed area, which is constantly striving for the development of the main component of the watershed development water forest land, animals and animals (Jal-Jangle-Jameen-Jan-Janwar).

•**WATER USER GROUPS:** Water user group used water efficiently, new technologies, and new skills acquired will be utilized by the community institutions to manage and maintain the infrastructure. Water User Groups has responsible for setting up and carrying forwards the revenue model at community level. This revenue model has contributed in making the project area financially sustainable.

•**JAL SAHELI:** JAL SAHELI is individual women / adolescents responsible for carrying forward the women water security agenda and providing leadership towards collective assertion for rights / entitlements. She will be responsible for creating awareness among community on water rights and government schemes. She will also engage the community and do liaisoning with panchayat, government and politicians. She will be responsible for raising water issues at village level. She will mobilize community for participation in village water development as well as preparation of water user master plan.

•**PRA EXERCISE:** PRA is an approach used by NGOs and other agencies involved in international development. The approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes.

•**WATER SECURITY PLAN & ITS EXECUTION:** The Water Use Master Plan (WUMP) is a participatory and inclusive water management plan. It is based on the concept of integrated water resource management, working at local level and building on local knowledge. Originally, WUMPs were developed through community based organization (CBOs).

•**COMMUNITY BASED RESILIENCE COMMITTEE – Seed Bank:** Seed Bank is a community based coping mechanism for securing quality seed accessibility to farmers in times. Seed Bank will form by the members of Pani Panchayat for securing quality seed accessibility in time. The initial support of seed will provided through project and further the community members will sustain it. The processes of procuring, maintaining & documentation of seed banks mechanism will manage by community members themselves.

•**WATER USER MASTER PLAN – BEHAVIOR CHANGE TOWARDS MAKING VILLAGE WATER SECURED**

The Water Use Master Plan (WUMP) is a participatory and inclusive water management plan. It is based on the concept of integrated water resource management, working at local level and building on local knowledge. Originally, WUMPs were developed through community based organization (CBOs).



Theory of Change

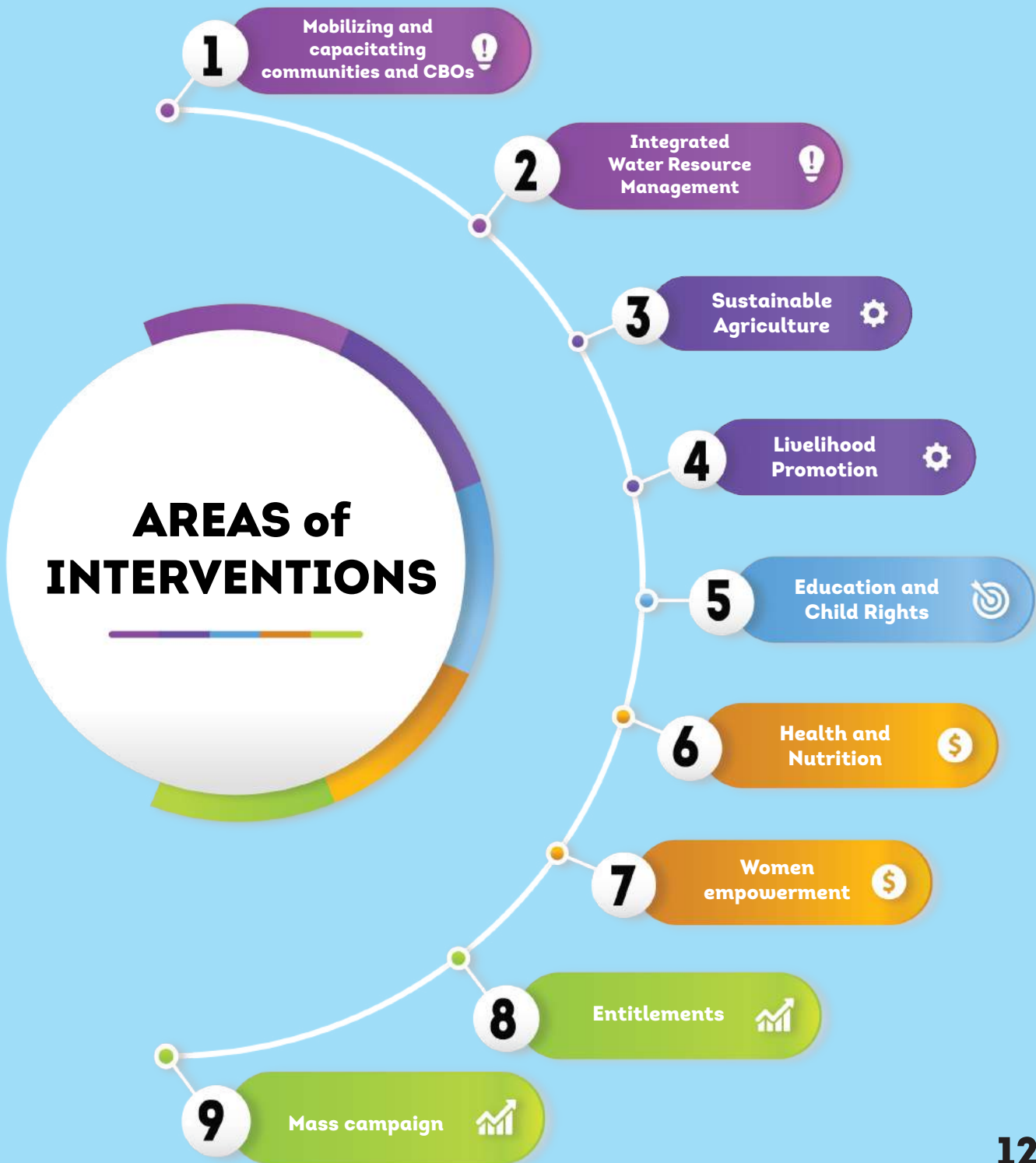
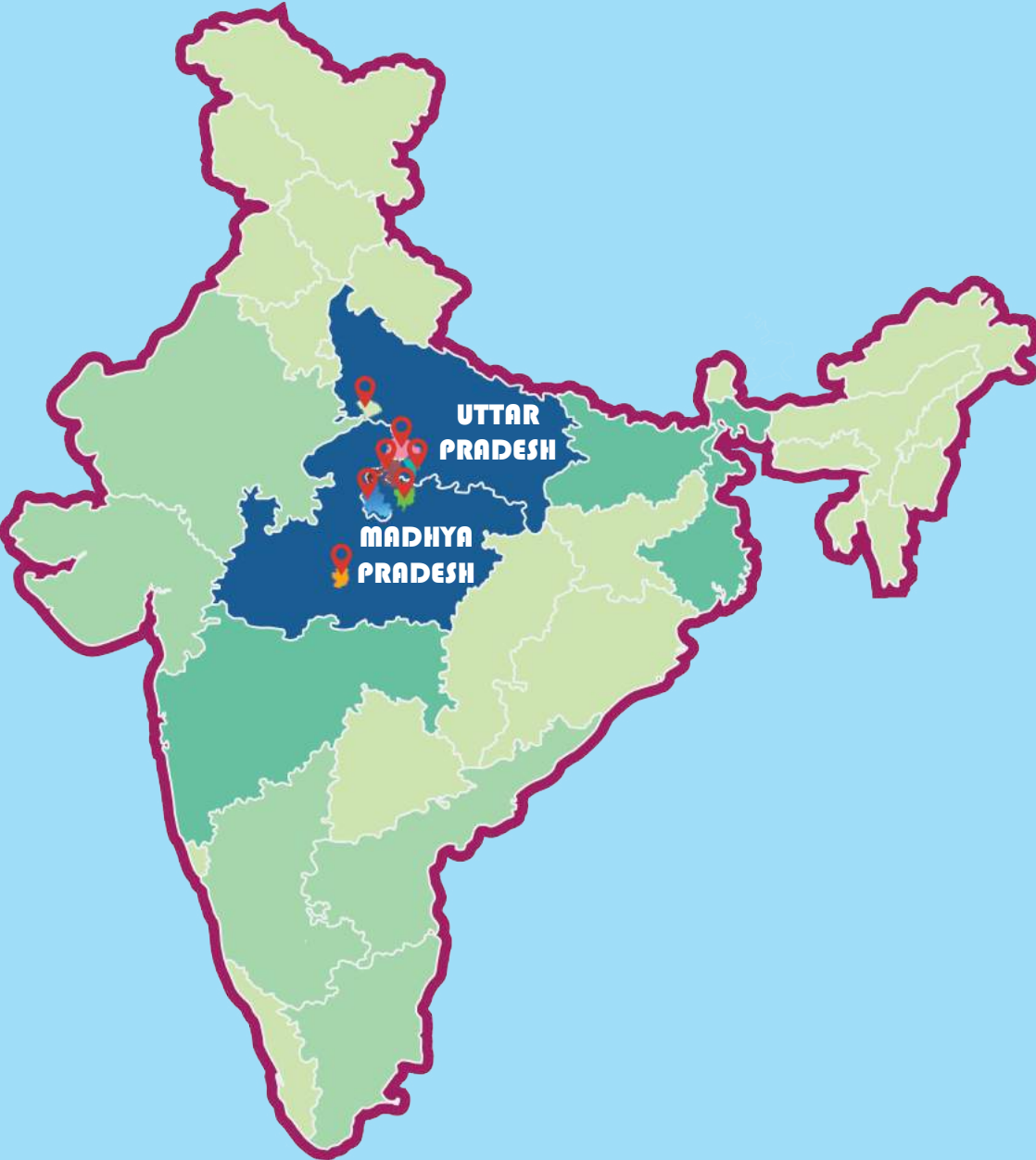
Parmarth theory of change is “Facilitate and Empower”.

“If marginalized communities are supported and equipped with skills and knowledge around public resources and their distribution, they will be able to constructively engage

across all levels, this could give these communities an opportunity to change the status quo and bring in a ‘new normal,’



Geographical Outreach



WHAT we DO


- Mobilize communities towards collective action
- Address immediate needs to mitigate crises
- Unambiguously support the poorest and marginalized sections of society with focus on women, SC/ST and PWD etc.
- Encouraging peoples' beliefs, thoughts, strength & competencies towards positive action
- Collate and develop knowledge-based research and evidence
- Develop community led model for its wider application
- Promote behavioral changes within the communities to strengthen the ecosystem
- Capacity building for communities, CSO leaders/ volunteers and development service providers
- Build and strengthen region specific movement of stakeholders
- Coordinate advocacy activities directly as well as in partnership with like-minded alliances universities
- Generate sustainable livelihood while fostering meaningful and positive social and economic change
- Promote gender inclusive development
- Promote convergence cum development





PROGRAM IMPACTS

Mobilizing and capacitating communities and CBOs



Since last 25 years Parmarth is working tirelessly to mobilize and capacitate communities and community based organizations. Parmarth focuses on decentralized governance to solve problems at the village level. Bundelkhand Jal manch, Pani panchayat, Jal saheli and self help groups are example of community collectives formed by Parmarth which are strong enough to take challenges and fight for the rights of the most vulnerable strata of the These CBOs represent all sections of the society- Dalit, marginal farmers, women, landless farmers and ensure that no discrimination is there towards any section of society.

Parmarth believes in mobilizing and organizing village level institution as well as strengthen them to attain the right and entitlement of vulnerable section of society.

Community collectives

COMMUNITIES COLLECTIVES

- **3678 communities collectives become functional – 228 PANI PANCHAYATs, 462 Jal Sahelis, 2219 Jal doot, 516 Jal Yoddha, 37 Water User Groups, 84 SHGs, 02 Farmers Producer Groups, 130 CSOs – 10000 directly associated**
- **20 Water Livelihood Plan – 20000 directly impacted**
- **Over the period, 228 PANI PANCHAYATs, 462 Jal Sahelis, 2219 Jal doot, 516 Jal Yoddha, 37 Water User Groups, 84 SHGs, 02 Farmers Producer Groups and 130 CSOs members emerged as community based volunteers and serving on the agenda of water rights**
- **Communities Collectives played striking role in mobilizing resources through convergence cum development approaches, which resulted into followings...**

- 6000 Saplings planted through convergence in Lalitpur district
- 25 farmers of the sarila project area have been provided sprinkler set support by the Agriculture Department, while have been planted by 5431 fruit plantations.
- 59 Water Structures were constructed in Rajasthan, Madhya Pradesh and Uttar Pradesh and creating the irrigation potential to 2365 acre of land for 900household beneficiaries – 1255 directly impacted
- 15 Hand Pumps repaired through convergence processes and social action by the communities volunteers
- Proposal for construction of 40 toilets submitted
- Pipeline water supplied done in 04 villages
- 80 beneficiaries benefited from Pradhan Mantri Awas Yojna.
- Water Tank constructed in 01 village
- 02 Bore wells done in 02 villages
- 40 social actions were done by Jal Saheli for placing concern related to water security towards its redressal. More than 70% issues addressed.
- 108 water structure constructed (worth of INR 15236956) under the leadership of respective communities collectives i.e. PANI PANCHAYAT – its impacted 1300 people



Jal Sahelis' efforts helped in mitigation of water problems

In the village of Chandrapur of Talbehat block of Lalitpur district of Uttar Pradesh, Jal Saheli Pushpa Devi and other Jal Sahelis have played a pivotal role in solving drinking water and irrigation problems. She, together with the community, repaired a dysfunctional village well, which is now fulfilling the water demand of the people. With support of the villagers, they have constructed a check dam, which is the source of irrigation of more than two hectares of land for 250 farmers. These farmers can now cultivate Rabi crop too. The increased income has reduced out-migration from the village. Pushpa Devi also visited block and district officials numerous times for installation of hand pumps. Due to her efforts, twenty hand pumps have now been installed in the village. This has solved the problem of drinking water in the village.



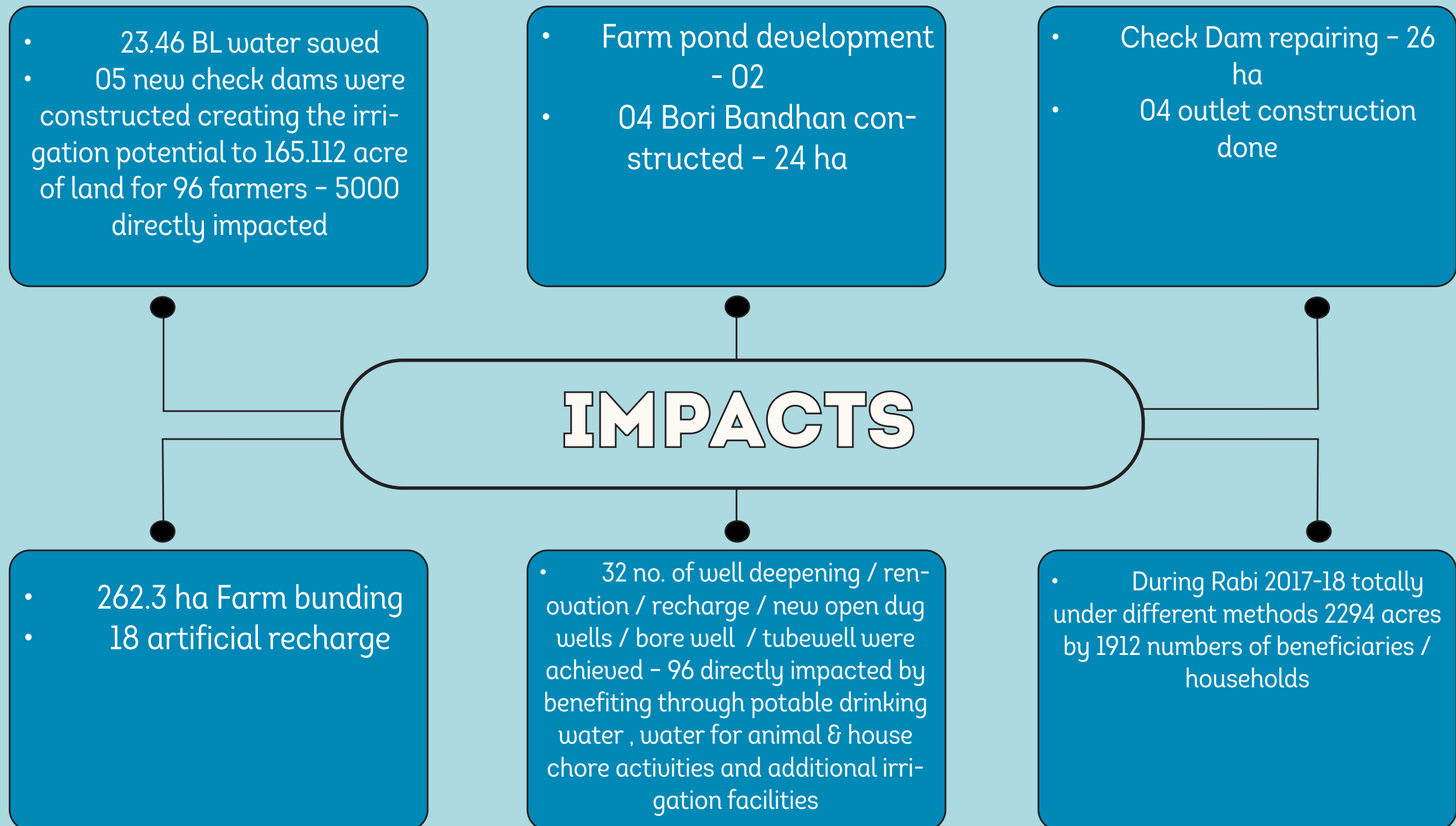
Water Resource management



Water is the key component for human lives and livelihoods. Almost seventy percent of India's population lives in rural areas and are dependent on water for irrigation, domestic needs, cattle needs and others livelihoods needs. Deterioration in quantity and quality of water due to erratic rainfall, loss of vegetation, over-exploitation of ground water and indiscriminate use of chemical fertilisers / pesticides affects the health and livelihoods of the dependent communities and thus increases their vulnerability and poverty. In order to address issues around water holistically, the Integrated Water Resource Management theme was evolved.

The Integrated Water Resource Management (IWRM) is not a dogmatic framework, but a flexible, common-sense approach to water management and development

Parmarth's core focus is on water resource management and revival of traditional water structures.



A pond was revived through Jal Saheli's efforts



Daulta is a medium sized village in Uttar Pradesh that, like several other villages in the region of Bundelkhand in Uttar Pradesh, used to face acute water crisis. The hand pumps had largely gone dry and during summer months women had to walk 3-4 kilometres in order to fetch water.

Daulta had an old pond with good capacity for storing monsoon water. Unfortunately, owing to formation of molasses and waste dumping, the pond had grown shallow and dysfunctional. However, the Parmarth team, which was working in this village, saw a lot of potential in this pond and encouraged the JalSahelis and PaniPanchayats to take up the issue of cleaning the pond with the villagers.

Initially there was a lot of scepticism among the villagers towards the task at hand. But the two JalSahelis, Meera Devi and Neelam Devi decided to lead from the front and started clearing the pond. This finally motivated the other villagers to take up the task with them and together they succeeded in cleaning the water. Today, Daulta is blessed with a well functional pond.

Sustainable Agriculture

Sustainable agriculture practices were promoted to small and marginal farmers with an objective to enhance their socio-economic status and the results have been phenomenal. Also, since the activities are taken up and managed by CBOs, it gives assurance of sustainability to these programs.

Parmarth has initiated various programs on agriculture development with the support of NABARD, Asia Initiatives, PwC India Foundation, Save Indian Farmers, Welthungerhilfe, Indo Global Social Security Services. These programs mainly focus on;

- 1. PROMOTION OF IMPROVED AGRICULTURE PRACTICES**
- 2. ADAPTATION OF STANDARD PACKAGES OF PRACTICES IN ALL THE CROPS**
- 3. SHIFT TO HIGH VALUE CROPS**
- 4. DEMONSTRATION OF SYSTEM OF CROP INTENSIFICATION LIKE WHEAT AND VEGETABLE**
- 5. DEMONSTRATION OF ON FIELD TRAINING ON AGRICULTURE PRACTICES**
- 6. ESTABLISHMENT OF SEED BANK**
- 7. PROMOTION OF ORGANIC FARMING**



•Totally 20 farmers opted for seasonal vegetable cultivation and nutrition gardening – 2000 impacted.



A

•246 farmers using micro irrigation (i.e. Sprinkler, Drip & Rain gun etc.)
•600 most vulnerable farmers of the project area directly benefitted through Seed Bank



B

•19 on field demonstration - Improved & Sustainable agriculture practices
•342 farmers Sarila adopting - Mixed farming and inter crop



C

•548 farmers adopting Sarila, - low water intensive crop
•249 farmers adopting - Organic farming



D

•1743 farmers of the project area adopting Improved agriculture practices like - SWI, SVI, SRI, SMI etc



E



IMPACTS

Bank is a village Panchayat of Sumerpur block of Hamirpur district in Budelkhand region of Uttar Pradesh. Bank village is dominated by backward castes and scheduled caste communities. In the year 2014 with the support of Hindustan Unilever, Parmarth initiated Jal Samriddhi (Water Prosperity) Project for ensuring the livelihood of the communities through sustainable water conservation and water management practices.

Under this Jal Samriddhi Project, farmer Baburam of this village was provided seed support for cultivation of vegetables through intensification technique. He was also provided detailed information regarding seed treatment, line sowing, harvesting etc. Baburam followed those instructions and treated the seeds through organic methods. Baburam says earlier along with his father, he used to cultivate wheat, gram and peas through traditional practices. However due to consecutive droughts in Bundelkhand region, the crops failed and his family suffered huge losses, besides they could not get sufficient price of whatever little yield they got from the fields. Because of all these problems and reduced income, he was losing interest in farming.

Today, he has a good yield of vegetables like eggplant, ladies' finger, tomatoes which are now being supplied even to Kanpur apart from Hamirpur and has fetched him a good income of Rs. 20000-25000 per month.

Baburam says "I had lost interest in farming and wanted to go to city in search of some job, but Parmarth changed my life and my thinking both. Parmarth team supported me through training on improved agricultural practices and seed support was also provided. It helped me to get a good income from the vegetable cultivation. I am able to get more than 25,000 per month by vegetables which I had never imagined"

Baburam became a successful farmer by adopting vegetable intensification method



Livelihood Promotion

The situation of agriculture and state of the families engaged in marginal, small and medium farming is quite miserable in drought prone and rocky terrains of the backward regions of Bundelkhand. This whole region is primarily agriculture based where 90 percent families are dependent on cultivation.

More than 65 percent of these SC and ST communities are primarily engaged in marginal and small farming with upto 2 hectare land holding. With absolute dependence upon rains for irrigation, and the climatic conditions largely drought prone, these small farmers are often pushed into vicious debt cycles forcing them to take to bonded labour or leave their natives and migrate in search of work. In this context alternate livelihood initiatives like livestock have helped these poor families. The prime focus has been on women beneficiaries.

IN TALBEHAT BLOCK LOCATED IN LALITPUR DISTRICT, 70 WOMEN BENEFICIARIES WERE SELECTED FOR MICROLOANS FOR GOAT REARING. IT HAS HELPED IN

- 1. 70 FAMILIES ARE LINKED WITH LIVELIHOOD OPTIONS**
- 2. 200 FAMILIES OPENED A JAN DHAN BANK ACCOUNT A ZERO BALANCE BANK ACCOUNT**
- 3. 150 FAMILIES REGISTERED WITH PRADHANMANTRI SURAKSHA BIMA YOJNA INSURANCE SCHEME**
- 4. 100 SHG MEMBERS SUBMITTED APPLICATIONS FOR POULTRY FARM UNDER BUNDELKHAND PACKAGE**
- 5. 200 BENEFICIARIES WERE REGISTERED UNDER AYUSHMAN HEALTH INSURANCE**
- 6. 50 WOMEN WERE LINKED WITH UJJAWAL YOJNA TO RECEIVE GAS CYLINDER AT THEIR HOMES**
- 7. 100 FARMERS WERE LINKED WITH KISAN SAMMAN NIDHI YOJNA**
- 8. 4820 PLANTATIONS WERE DONE THROUGH AGRO FORESTRY**
- 9. SOCIAL FORESTRY OR AGRO FORESTRY 4820 PLANTATION DONE**

My Life is secured now



Jasoda wife of Babu Saharia belongs to a tribal family of village Rajpur of Talbehat block of Lalitpur district. She lives with her husband, in laws and three children. Jasoda is barely literate but she had dreams for her life and children. Her in laws and husband are compelled to work as wage labourers to make both ends meet. Jasoda also had to go to city to work on daily wages. Because of this education of her children was badly affected. Jasoda was very worried as she wanted her children to study and have a better future.

When Parmarth initiated this program in her village, she was among the first ones who lapped up this opportunity. She was very happy to get the loan to buy three goats. She actively participated in SHG meetings. She took good care of goats also and have three goat kids also now.

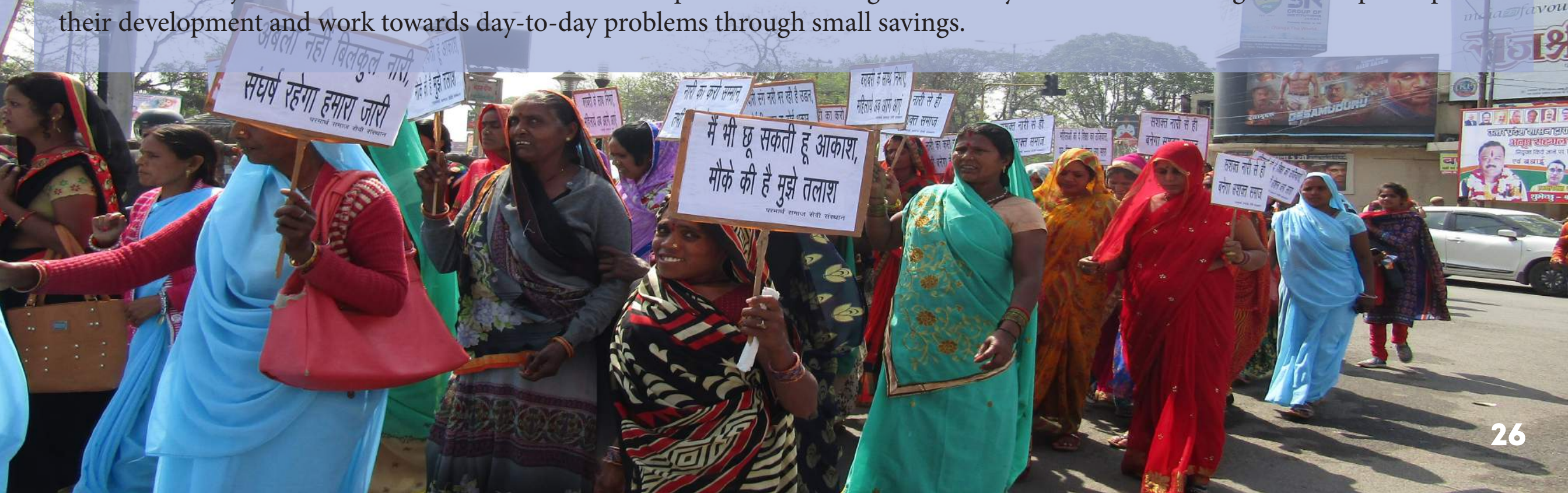
A beaming Jasoda says, “The program is a boon for me as I don’t have to go to cities any more for labour. I am hopeful of having good income by selling goat kids when they will be grown ups and this business will help me to bear the expenses of children’s education. Their future is secure and so is mine.”

WOMEN EMPOWERMENT

Bundelkhand region is affected with conservative culture where leadership and participation of women is almost negligible. Usually women remain confined to boundaries of home due to Patriarchal culture. Besides women hardly have any say in decision making process.

Micro finance is recognized by Parmarth as a key strategy for addressing issues of poverty alleviation and women's empowerment. Access to financial services and the subsequent transfer of financial resources to poor women enable them to become economic agents of change. Women become economically self-reliant, contribute directly to the well-being of their families, play a more active role in decision-making, and are able to confront systemic gender inequalities.

Parmarth Samaj Sevi Sansthan has facilitated the concept of SHGs among community women to encourage them to participate in their development and work towards day-to-day problems through small savings.



Usha Silai School Initiatives



USHA Silai Schools are community based initiatives with the aim of empowering village women to become entrepreneurs through sewing and setting up sewing schools. USHA in partnership with Parmarth, sets up Silai Schools in some of the country's most remote and rural corners. Parmarth facilitate and support USHA to identify, set up and motivate village women to join these schools where they are trained in sewing (and given a free sewing machine) after which they in turn teach and train other women forming a network of self-reliant and enterprising women.

Organization has set up Silai Schools in --- villages of Jalaun, Hamirpur, Lallitpur and Jhansi districts of Uttar Pradesh.

Usha Silai School has changed the lives of women

Sukhwati resides in village Jamalpur of lalitpur district with her husband and five children. She is a gentle, wise and soft spoken lady. Due to financial crisis she couldn't continue her education in her parental home and was married at the tender age of 16 years. Her husband is a wage labourer and due to his meagre income, even providing two times meal to the children was a big problem, educating children was a distant dream.

Sukhwati was a much worried lady due to financial problems. As it is rightly said that God help those who help themselves, Sukhwati received information regarding Usha Sewing training programme from field workers of Parmarth Samaj Sevi Sansthan. Sukhwati was interested in sewing and soon she was selected for this training programme. After seven days's residential training, she formed sewing training school in her own village.

Today Sukhwati is providing training to girls and women in sewing and cutting of cloths etc. She set an example by advertising in newspapers for her training school and its minimal fees only Rs. 30 per month

Sukhwati mentions, " Usha Silai school has not only improved the economic condition of my family, but also has ensured regular schooling of my children. It has boosted my dwindling confidence also. Till now I have provided training to more than 30 women and girls. This training programme of Usha is a harbinger of change in the lives of women in my village."



Health & Nutrition



One of Parmarth's best practices is promotion of kitchen gardens and community nutrition gardens. The prime aim of promotion of community kitchen gardens is promotion of sustainable livelihood opportunities towards ensuring the food security of the poorest & marginalized community groups in a way that the community groups will be able to assert their rights & entitlements and gain access over essential services.

IMPACTS



25 COMMUNITY KITCHEN GARDENS ARE ESTABLISHED ON 08 HECTARES OF COMMUNITY LAND BENEFITTING MORE THAN 400 SHG MEMBERS



IMPROVED NUTRITION STATUS OF 250 FAMILIES IN CHAHTARPUR & SHEOPUR DISTRICTS



MORE THAN 510 INDIVIDUAL KITCHEN GARDENS ARE ESTABLISHED PROVIDING NUTRITION AND ADDITIONAL INCOME TO THESE MANY FAMILIES



50 HOUSEHOLD TOILETS WERE CONSTRUCTED



AWARENESS CAMPAIGN ON SANITATION AND HYGIENE INITIATED IN PROJECT VILLAGES.

Nutrition and prosperity from kitchen garden

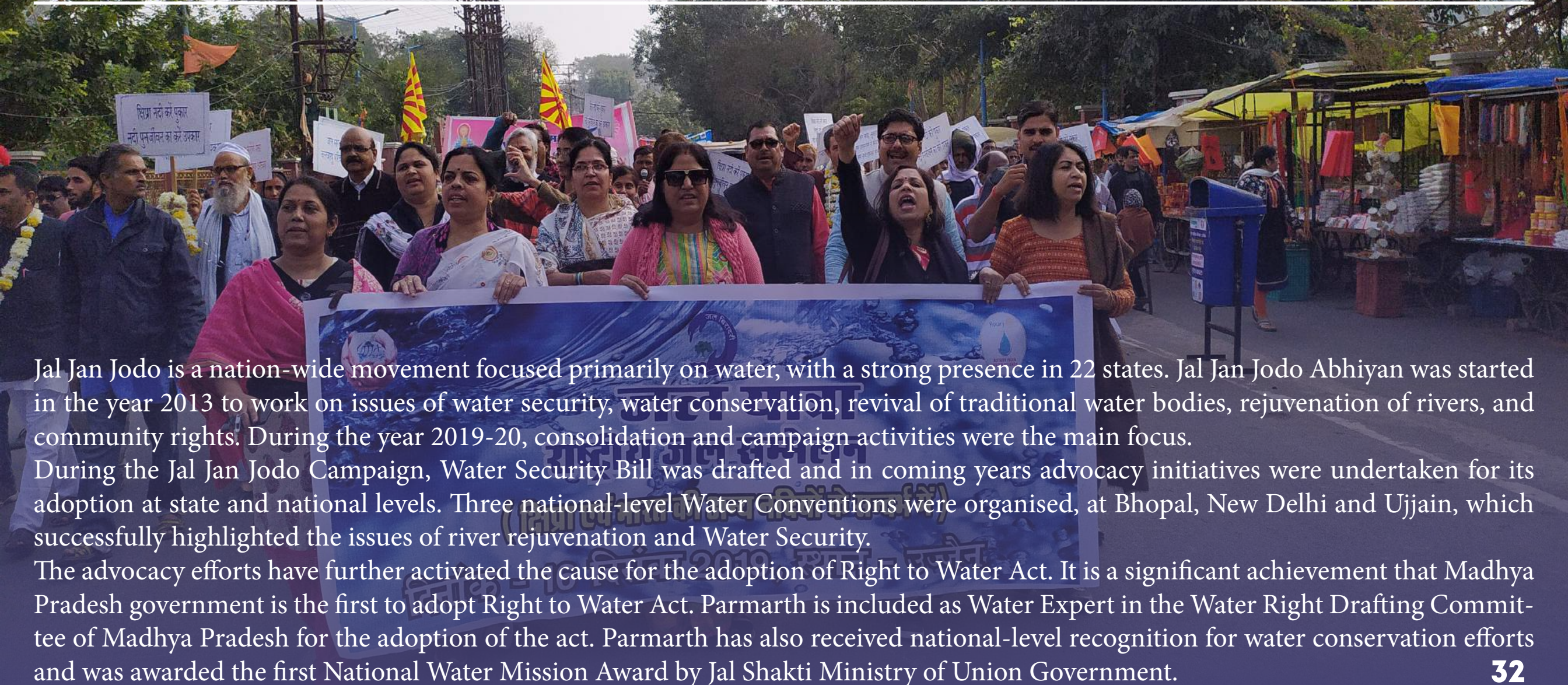
Shreekunwar belongs to Uriguan village of Talbehat block located in Lalitpur district of Uttar Pradesh. This village-like most of the Bundelkhand's villages is facing an acute water crisis owing to consecutive droughts. It has adversely impacted agriculture and subsequently to the food security of the households. Due to this many people left have agriculture and migrated to cities in search of better livelihood.

To solve the problem, Parmarth with the help of villagers initiated kitchen gardens, that required less land and water. This initiative was to bring adequate nutrition to the plates of families with minimum effort. Shreekunwar was among the first people who came forward to promote this solution by converting her land into a kitchen garden. Parmarth helped her in acquiring basic things like seeds and sampling of fruits and vegetables for her garden. Parmarth also enable her with the basic training on the cultivation of crops. She followed the instructions and soon she started growing vegetables like eggplants, ladyfinger, bitter gourds etc, which provided her with a nutritious diet. She also started cultivating fruits like papaya, guava, karonda, etc, which added income to her family. Recently she grew ginger in her kitchen garden and earned an income of Rs.10,000 by selling that into the local market. She helped and motivated other villagers for setting kitchen gardens through group meetings.

In the words of Shree Kunwar, “Parmarth supported me to establish a kitchen garden, which helped me to add nutrition to my family's diet, my income has increased too.”



MASS CAMPAIGN



Jal Jan Jodo is a nation-wide movement focused primarily on water, with a strong presence in 22 states. Jal Jan Jodo Abhiyan was started in the year 2013 to work on issues of water security, water conservation, revival of traditional water bodies, rejuvenation of rivers, and community rights. During the year 2019-20, consolidation and campaign activities were the main focus.

During the Jal Jan Jodo Campaign, Water Security Bill was drafted and in coming years advocacy initiatives were undertaken for its adoption at state and national levels. Three national-level Water Conventions were organised, at Bhopal, New Delhi and Ujjain, which successfully highlighted the issues of river rejuvenation and Water Security.

The advocacy efforts have further activated the cause for the adoption of Right to Water Act. It is a significant achievement that Madhya Pradesh government is the first to adopt Right to Water Act. Parmarth is included as Water Expert in the Water Right Drafting Committee of Madhya Pradesh for the adoption of the act. Parmarth has also received national-level recognition for water conservation efforts and was awarded the first National Water Mission Award by Jal Shakti Ministry of Union Government.

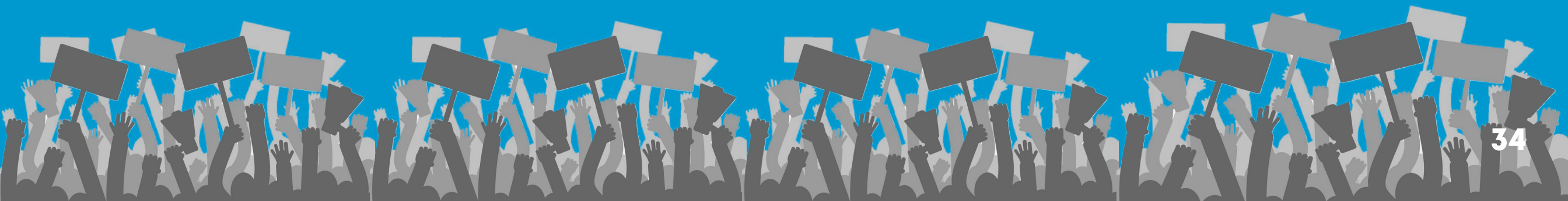
IMPACTS



- 1. REACHED TO MORE THAN ONE MILLION PEOPLE TO CREATE AWARENESS ON CONTINUITY AND PURITY OF RIVER GANGA THROUGH GANGA SADBHAVNA YATRA**
- 2. SENSITIZATION OF COMMUNITIES IN 100 DISTRICTS & 25000 VILLAGES**
- 3. THROUGH THE JJJ CAMPAIGN NATIONAL WATER RIGHTS BILL WAS DRAFTED AND SUBMITTED TO THE GOI.**
- 4. THE JJJ CAMPAIGN HAS ALSO PERFORMED AS A PRESSURE GROUP AND HAD A COMPELLING ROLE TOWARDS THE GOVERNMENTS HAR Ghar Nal Har Ghar Jal Scheme that aims to provide clean water through pipeline to every household in India and the Jal Jeevan Mission.**
- 5. JJJ HAS PLAYED A KEY ROLE IN THE DRAFTING AND PLAN OF THE GROUND WATER MANAGEMENT AND WATER RIGHTS DRAFTING COMMITTEE WAS ALSO FORMED BY THE MADHYA PRADESH GOVERNMENT THROUGH MOBILIZATION OF THE JJJ CAMPAIGN.**
- 7. JJJ COMMUNITY STAKE HOLDER SHIP TOOLS SUCH AS DEVELOPMENT OF VILLAGE LEVEL WATER USER MASTER PLANS HAVE BEEN ADOPTED BY THE GOVERNMENT THROUGH SCHEMES SUCH AS ATAL YOJANA AND JAL JIVAN YOJANA. MORE THAN 1600 PEOPLE PARTICIPATED IN DUSHKAL MUKTA YATRA**
- 8. 2167 INDIVIDUALS ENGAGED IN THE YATRA ON CLIMATE CHANGE TO INCREASE AWARENESS OF CLIMATE CONSEQUENCES.**

MAJOR YATRAS

- 1. THROUGH GANGA SADBHAVNA YATRA MORE THAN 100,000 PEOPLE WERE MADE AWARE ON THE PURITY AND CONTINUITY OF RIVER GANGA**
- 2. AVIRAL GANGAJAL SAKSHRATA YATRA WAS STARTED ON 27 NOVEMBER 2019 WITH THE PURPOSE TO EDUCATE LARGER SOCIETIES ABOUT WATER LITERACY**
- 3. 03 RIVER REJUVENATION YATRA I.E. BARUA RIVER REJUVENATION YATRA, BACHEDI RIVER REJUVENATION YATRA AND KUJAN RIVER REJUVENATION YATRA WAS ORGANIZED. PEOPLE LIVING IN THE BANK OF THESE RIVERS HAVE PARTICIPATED DURING YATRA.**
- 4. CLIMATE CHANGE YATRA WAS ORGANIZED UNDER THE LEADERSHIP OF JAL JAN JODO CAMPAIGN FROM 25TH NOVEMBER TO 30TH NOVEMBER 2019 IN 10 VILLAGES OF UTTAR PRADESH & MADHYA PRADESH. APPROX 2000 PEOPLE PARTICIPATED IN THE YATRA. AWARENESS WAS CREATED ON CLIMATE CHANGE AND ITS IMPACT OF SMALL & MARGINAL FARMERS DURING THE YATRA. CLIMATE CHANGE ADAPTATION MEASURES ALSO DISCUSSED AND DEBATED DURING THE YATRA.**



Protection of Child Rights – Childline 1098



In 1996, CHILDLINE India Foundation (CIF) launched CHILDLINE, the country's first toll-free tele-helpline- 1098 for street children in distress. CHILDLINE stands protection of vulnerable children and is available to them 24 hours round the clock for 365 days of the year. It is a toll free number that spells hope for millions of children across India, CHILDLINE is India's first 24-hour, free, emergency phone service for children in need of aid and assistance. Any concerned adult or child can avail this number and help children in distress.

**REACHED TO MORE THAN 7000
CHILDREN FROM 20 SCHOOLS
AND CREATED AWARENESS
REGARDING CHILDLINE.**

01

**RESCUED 20 CHILDREN FROM
CHILD LABOUR AND LINKED
THEM TO EDUCATION**

02

**3 CHILD MARRIAGES STOPPED
DUE TO CHILD LINE
INTERFERENCE**

03

**RESPONDED TO 313 CHILDREN
CASES AND INTERVENED.**

04

IMPACTS

I am Chayna and live in slum with my parents and four siblings. My father is an auto driver and my mother makes brooms to earn some money. Somehow we manage two meals a day. I had to drop my studies as my parents could not pay my school fees for the last three years. I want to study and be independent so that my life would be better. But didn't know how I will be able to change my life. One day my friend told me about Childline helpline number that helps children in need. I contacted on that number and Childline team visited my home, talked to my parents and then discussed the issue with school Principal and requested for my admission. Due to childline intervention my 3 years fee was waived and I could re-join school.

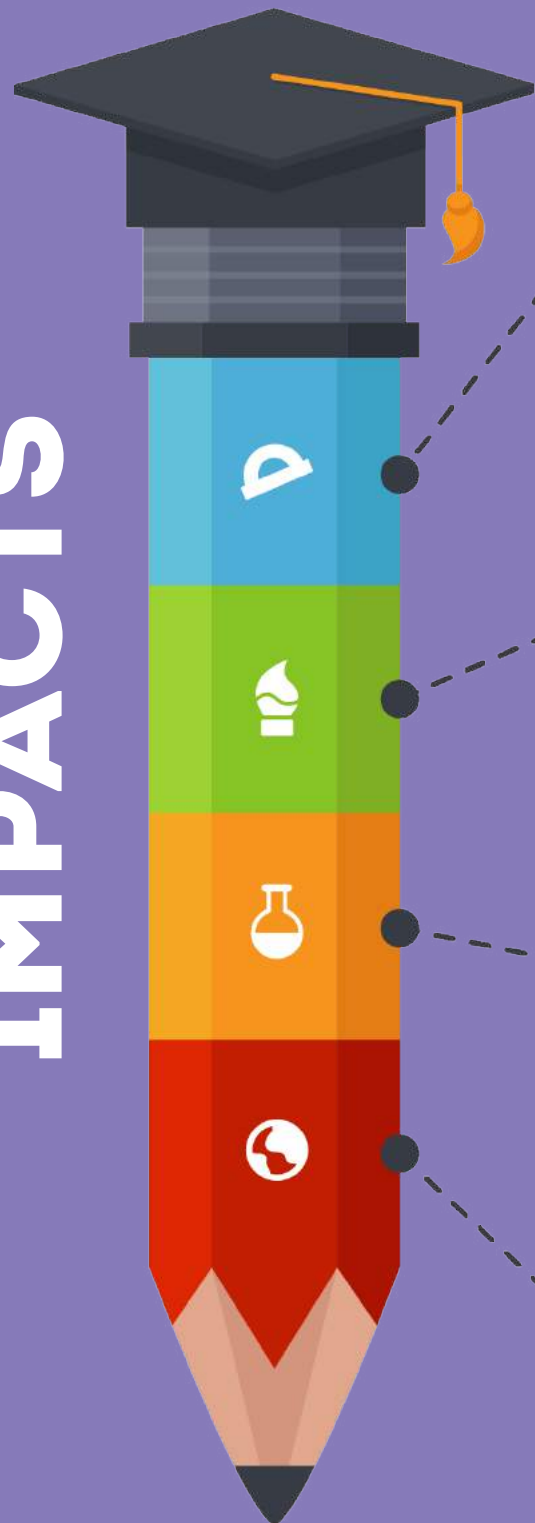
ASHA For Education - Education for vulnerable, deprived and drop out children of society

Parmarth believes that right to education is important to close the gap between the rich & poor. Children from vulnerable sections of society are often withdrawn from school and compelled to work on the field or look for jobs, or simply migrate with their parents. Their education is compromised and their future is also jeopardized. The organization is working towards increasing people's access to quality, universal and inclusive elementary education in the mainstream public education system, with a special focus on the Dalits, Adivasis, minority group and girls.

Under Parmarth's Flagship KaushalVikas Kendra Program, which started in 2018, 9 primary and 4 middle schools are targeted to ensure quality education to the children purview of Right to Education Act. The project is promoting community participation and strengthening of School Management Committee, capacity building of education stakeholders, bringing innovation in teaching methodology and making school teacher more accountable in discharging their duties



IMPACTS



- **Attendance increased by 85% - 90%**
- **Dropout ratio decreased upto 60%**

- **100 adolescents girls attended through KGBV**
- **100 poor students are getting education through Parmarth Kaushal Vikas Kendra.**

- **03 Government School becomes model school by adhering all norms / provisions of Right to Education Act, 2009**

- **85 numbers of students enrolled in PKVK including girls & boys both.**

Besides, Parmarth Samaj Sevi Sansthan is implementing a project for deprived adolescent girls' education also. Under the project holistic support is being provided to 20 poorest deprived girls students have been identified from Kasturba Gandhi Awasiya Vidhyalaya who have completed their 8th class. Due to lack of resource they are unable to continue their higher secondary school education. With support intervention the 20 girls will be provided with free residential school education facilities. .

The identified students were provided holistic support for their all round personality development along with studies. Due to this continued support the girls excelled in studies and scored high marks that are an indicator of their hard work and interest in studies. Besides they were encouraged to participate in various social, cultural and sports activities.

One Day I will advocate for women's rights

My name is Rinki and my father's name is Mr. Rajiv Kumar. He is a wage labourer. I have four sisters and one brother. For earning, my father has to go outside of our village. He admitted me in Kasturba residential School of Rampura. I studied hard and secured high marks in class 8th. Besides studies, I like to participate in elocution and debate competitions. However after class 8th, due to financial crunch, my father was unable to support my studies. I wanted to become a lawyer, but we had no money. Parmarth supported me at this juncture and got me admitted at Balika Inter College, Jalaun in class IX. My boarding and lodging arrangements were made at Kasturba Balika Awasiya Vidyalaya. This support has helped me to continue my studies and I have high hopes to be a lawyer one day. Besides studies, I have participated in extra curricular activities and received prizes. For achieving good results, teachers honoured me also. I am very thankful to Parmarth for helping me to achieve my dreams.



I have got the wings of education



My name is Anushka and I am from Konch, Jalaun. I have three sisters and one brother. Due to very poor economic condition, my father admitted me in Kasturba Residential School in Konch where I studied up to class 8th. I secured first position in the class and wanted to study further. But my father had no money to spend on my education and that shattered my dreams of getting higher education. But in this circumstance, Parmarth came forward and after learning about my poor financial condition, promised to support my education. Due to their efforts I was admitted in class IX of Balika Inter College, Jalaun. Parmarth has further supported me by providing boarding, lodging at Kasturba Balika Awasiya Vidyalaya. Besides studies, I also participated in sports, scout activities, cultural activities, and received various prizes too. In the annual exams I got first rank in the class. I wish to thank Parmarth for their support in realizing my dreams of higher education.

Parmarth's efforts for Covid-19 relief



The month of March saw an unprecedented global pandemic in the form of Covid-19 that engulfed the whole world. In India also the pandemic has spread its pangs and on 25th March central government announced the complete lock down of the country to combat this emergency.

But this lockdown brought another large scale problem as lakhs of migrant workers started returning home from the cities they worked. The situation of Bundelkhand due to lockdown is very depressing. This region is subjected to natural disasters every year due to adverse weather. This region is often in crisis. In the last two decades, due to natural disasters, migration has become a permanent problem in Bundelkhand.

But due to the situation arising out of the lockdown, most of the migrants have either returned on foot or by some private vehicles. Parmarth team rose to the occasion and has started community kitchen to provide food packets from day one of lockdown. Every day One thousand food packets were distributed to the distressed migrating families at bus stands, helpless families of daily wage earners, tribal communities in the villages.

IEC materials for creating awareness on Covid-19 were also prepared and the field team visited project villages for door to door campaign to create awareness on proper hand washing, social distancing, use of face masks etc

TRAINING AND CAPACITY BUILDING

- **Total of 1183 community level volunteers trained on...**
- **Total of 05 leadership training was imparted and trained 389 Jal Sahelies about their roles & responsibilities, inputs on water conservation & protection measures and action plan processes.**
- **Total of 06 training programmes were organized to 469 community based volunteers on different issues which includes inputs on Panchayat Extension to Scheduled Areas Act (PESA)), Community Rights on Water Bodies, Government schemes and entitlements related to natural resources, Improved governance, social inclusiveness, social accountability tools such as social audits, public hearings, public Interest Litigation (PIL), grievance redressed platforms, Right to Information and budget tracking on issues related to water governance.**
- **04 Legal Literacy Workshop was organized and inputs were given to 267 community based volunteers. The purpose was to prepare community based volunteers to file applications with respect to their entitlements on land & water rights as well as advocate for an alternate system of dispute resolution with the involvement of law institutions like legal services authorities.**
- **Communication Workshop was held on 21-22 October 2019 at Ramgarh, Nainital to develop understanding about communication strategies. The inputs session was given on communication, communication skills, listening and interpersonal communication.**
- **278 Jal Sahelies trained on water issues**
- **250 Jal Yodhas, 1925 Jal Doots and 583 young communities based volunteers capacitated on water governance issue.**

TRAINING AND CAPACITY BUILDING

- **AAO NADI KO JANE training programme was organized at TBS from 26th to 30th November 2019 for 50 participants. Inputs were given on water resource management. The details discussion was held on river i.e. need to know about river.**
- **Gender Workshop was organized at Jhansi from 10th to 12th April 2019 for CSOs members for 41 participants. NIRANTER RESOURCE CENTER, Delhi provided the training. Inputs were given on gender issues**
- **Proposal Development Workshop was organized for representatives of CSOs from 2nd December to 5th December 2019. The workshop was moderated by Mr. Santosh Gupta of ISRN, a Delhi Based Consultant. Inputs were given on proposal development as well as documents compilation during proposal submission.**
- **Gender mainstreaming workshop was held in Chhatarpur from 3rd to 5th February 2019. Dr. Sunila Singh, a Delhi based consultant moderated the workshop. Inputs were given on gender mainstreaming and how gender mainstreaming can be incorporated in organization planning and activities.**
- **Organized Climate Volunteers Training in Sarila on 13-14 September 2019 and Climate Volunteer refresher training in Sarila on 21 - 22 January 2020 with the objective of developing capacity on the role and accountability of Climate Volunteers to mitigate the impact of climate change damage in the village of the project area Gone.**
- **With the objective of to make government schemes in the project area accessible to the eligible person, to develop capacity on roles and accountability of Panchayat Action Teams, to identify problems - analyzation and develop public advocacy On dated 26 -27 September and 21- 22 December Orientation training of Panchayat Action Team was organized in Sarila.**
- **02 farmers capacity building training on IAP and sustainable agricultural practices organized**

KEY EVENTS REGIONAL, NATIONAL AND INTERNATIONAL ACTIVITIES

National Water Convention was organized at Ujjain from 16-18 December at Jhalariya Math on the banks of River Kshipra. More than 400 water activists, water experts, environmentalists and subject specialists across the country attended. The purpose of the convention was to draw attention towards river rejuvenation and need for unified approach to protect rivers of India and to ensure their purity and continuity.



National Water Right Convention was organized at Bhopal on 11th February 2020. Hon'ble Chief Minister of Madhya Pradesh, Shri Kamal Nathji inaugurated the convention and approved the agenda of water conservation & protection. The objective of this convention was to create awareness on water conservation and develop learning about the best practices of water security from water activists. The other agenda was to advocate for adoption of Right to Water Act in the state of Madhya Pradesh.

The team of Viva con Agua (VcA) visited in the organization operational areas from 29th August to 9th September 2019. Viva con Agua is a non-profit association of Germany and provide funding support on water issues across the world. In India they collaborated and worked with the Deutsche Wetlthungerhilfe (WHH) and Parmarth Samaj Sevi Sansthan.





Representatives of Parmarth attended The Kick Off meeting of World Water Forum at Dakar, Senegal on 20th June 2019 and highlighted the challenges of Asia and India in particular on water issues – the organization have received global recognition on Water Agenda.

In order to establish direct link between the representatives of public organizations, non-governmental organizations (NGOs) and governance administration, on 28th June, 2019, in the context of drinking water and water conservation of Bundelkhand, in the state level workshop held in Kaifi Azmi Academy Auditorium, Lucknow.



Jan Shakti Jal Shakti Samelan was held on 05 August at Delhi. More than 200 water activists, subject experts, environmentalists, and water experts attended the sammelan and reiterated need of people power for water power across the country.

Ganga Paryavaran Sammelan was organized at Hardwar in presence of Sanits, Water Activists and representatives of CSOs on 05th January 2020. Jalpurush Shri Rajendra Singh led the event and appealed to all participants for contributing towards rejuvenation of river Ganga as well as for maintaining the ecosystem and fauna of Ganga.



CAMPAIGNS AND PROJECTS

- **GANGA PARYAVARAN SAMMELAN** was organized at Hardwar in presence of Sanits, Water Activists and representatives of CSOs on 05th January 2020. Jalpurush Shri Rajendra Singh led the event and appealed to all participants for contributing towards rejuvenation of river Ganga as well as for maintaining the ecosystem and fauna of Ganga.
- **AVIRAL GANGA JAL SAKSHARTA YATRA** was started on 27 November 2019 with the purpose to educate larger societies about water literacy
- A national level Jal Jan Jodo Campaign (JJJC) of the organization established and is being recognized by diversified stakeholders including government functionaries, political representatives and CSOs / CBOs leaders working on water rights agenda
- **Sharam Shivr (Labour Contribution Camps)** done under the leadership of JJJC - water bodies restored in 02 villages, 02 check dams constructed through Sharam Daan by the communities
- **Bundelkhand Water Forum Meeting** was held on 5th March 2020 at Taragram, Orchha to address the water crisis issues of poor & masrginalized communities. Bundelkhand Water Form is a free network of civil society formed for taking up the agenda of Water Rights in Bundelkhand Region of India.
- **PARMARTH SAMAJ SEVI SANSTHAN** received first National water Mission Award for its extra ordinary contribution in water conservation & protection.

CAMPAIGNS AND PROJECTS

- Jan Shakti Jal Shakti Samelan was held on 05 August at Delhi. More than 200 water activists, subject experts, environmentalists, and water experts attended the sammelan and reiterated need of people power for water power across the country.
- 03 River Rejuvenation Yatra i.e. Barua River Rejuvenation Yatra, Bachedi River Rejuvenation Yatra and Kujan River Rejuvenation Yatra was organized. People living in the bank of these rivers have participated during yatra.
- Climate Change Yatra was organized under the leadership of Jal Jan Jodo Campaign from 25th November to 30th November 2019 in 10 villages of Uttar Pradesh & Madhya Pradesh. Approx 2000 people participated in the yatra. Awareness was created on climate change and its impact of small & marginal farmers during the yatra. Climate Change Adaptation measures also discussed and debated during the yatra.





ADVOCACY ACTIVITIES

1. **INR 85 crore of budget sanctioned by Micro Irrigation Department of Government of Madhya Pradesh for construction of farm ponds in Bundelkhand region of Madhya Pradesh due to constant advocacy efforts of the organization under the banner of Jal Jan Jodo Campaign**
2. **The state of Madhya Pradesh approved and implemented “Right to Water Act” and become first state in the country to implement this act.**
3. **Jal Shakti Ministry recognized the model of Jal Sahelies as best practices towards promotion of community based water conservation & protection measures in villages.**
4. **The organization led 02 National Convention is being recognized towards cause promotion and seeking support & solidarity on water rights. These conventions were National Convention, Bhopal and National Convention, Ujjain.**
5. **03 River Rejuvenation Yatra were done under the leadership of Jal Jan Jodo Campaign. Approx 3600 communities’ members witnessed the yatra and approved their solidarity on water rights issues.**



PROUD MOMENTS

The year 2019-2020 has been recorded as a remarkable year for PARMARTH SAMAJ SEVI SANSTHAN for its contribution in water conservation & protection in Bundelkhand region of India. The organization has received the first National water Mission Award for best contribution in water conservation & protection at VigyanBhawan by Ministry of Water Power, Government of India on 25th September 2019. The representatives of Ministry of Water Power assured full support and solidarity for promotion of water conservation & protection processes across the region.

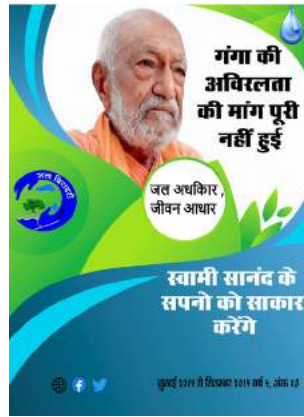


8 JALSAHELIS ARE AWARDED WITH JAL PRAHARI AWARD FOR THEIR CONTRIBUTIONS BY SHRI GAJENDRA SINGH SHEKHAWAT, HONBLE MINISTER OF JAL SHAKTI, MINISTRY OF UNION GOVERNMENT IN THE MONTH OF APRIL 2019.



10 JALSAHELIES WERE HONOURED FOR THEIR CONTRIBUTION IN WATER RIGHTS AGENDA ON THE EVE OF INTERNATIONAL WOMEN DAYS IN JHANSI HELD ON 7TH MARCH 2020.

SPECIAL PUBLICATIONS OF PARMARTH



PARMARTH IN THE SPOTLIGHT

PRINT MEDIA



ELECTRONIC MEDIA



SOCIAL MEDIA



THOUSANDS
OF
FOLLOWERS

SPECIAL THANKS TO OUR PARTNERS



"Alone we can do so little;
Together we can do so much"

– HELEN KELLER

BALANCE SHEET (CONSOLIDATED)

FINANCIAL YEAR 2019-2020

PARMARTH SAMAJ SEVI SANSTHAN H.O. Mona house, Churkhi Road, Orai(Jaloun) Consolidated Balance Sheet as at 31st March 2020					
LIABILITIES		AMOUNTS	ASSETS		AMOUNTS
Capital Fund			FIXED ASSETS		45,67,966.84
Opening Balance	54,35,688.66		(As per Schedule Attached)		
Add:- Excess of Income Over Expenditure	9,07,992.28	63,43,680.94			
Unspent Grant			LOANS & ADVANCES		
Opening Balance	2,35,11,090.76		Revolving Fund	1,60,000.00	
Opening Balance(Receivable)	(12,29,417.70)		Advances/Receivable	1,06,785.00	
Add: Grant Received	4,71,19,059.74		Vehicle charges	87,286.00	
	6,94,00,732.80		Grant Receivable	3,784.00	
Less: Grant Utilised	5,25,28,011.67	1,68,72,721.13	Security	6,000.00	
Less: Grant Refunded			TDS Receivable	5,14,498.00	8,78,353.00
Current Liability		24,84,108.70	Closing Balances		
Secured Loan		11,57,646.00	FCRA		
			Cash in hand	12,975.10	
			Bank Balance	1,18,79,057.19	1,18,92,032.29
			Indian		
			Cash in hand	12,406.50	
			Bank Balance	95,07,398.14	95,19,804.64
Grand Total		2,68,58,156.77	Grand Total		2,68,58,156.77

Subject to our separate report of evendate attached herewith.

for : SUDHINDRA JAIN & CO.
Chartered Accountants


(G.K.SUKLA)
Partner



PLACE : KANPUR
DATED : 23.11.2020

FOR : PARMARTH SAMAJ SEVI SANSTHAN

(Signature)
SANJAY SINGH
(Secretary)



(Signature)
BHUPENDRA GUPTA
(Treasurer)



PARMARTH SAMAJ SEVI SANSTHAN
H.O.Mona house, Churkhi Road, Orai(Jaloun)
Consolidated Receipts & Payment Account for the year ended on 31st March'20

Receipts		Amounts	Payments		Amounts
Opening Balance(FCRA)			To Project Expenses Paid		
Cash in Hand	54,225.10		Foreign Contribution	3,61,74,753.41	
Bank Balance	1,83,58,139.40		Indian Contribution	1,67,07,026.84	5,28,81,780.25
Less-Liability	1,91,406.36	1,82,20,958.14	To Parmarth General Exp		
Opening Balance(Indian)			Foreign Contribution	18,218.54	
Cash	80,477.50		Indian Contribution	13,28,188.17	13,46,406.71
Bank Balance	69,50,349.58		FIXED ASSETS		
Less-Liability	19,59,471.34	50,71,355.74	Foreign Contribution	3,24,180.00	
Grant Recd			Indian Contribution	16,68,304.00	19,92,484.00
Foreign Contribution	2,89,50,852.74		ADVANCES PAID/Receivable		
Indian Contribution	1,81,68,207.00	4,71,19,059.74	Foreign Contribution		
BANK INTEREST			Indian Contribution	1,22,496.00	1,22,496.00
Foreign Contribution	4,15,441.00		TDS Receivable		
Indian Contribution	1,41,993.00	5,57,434.00	Foreign Contribution	4,48,220.00	
Other Income			Indian Contribution	39,650.00	4,87,870.00
Foreign Contribution			Repayment of Bank Loan		
Indian Contribution	30,85,847.57	30,85,847.57	Indian Contribution		1,96,853.00
Community Contribution			Closing Balance(FCRA)		
Foreign Contribution			Cash in hand	12,975.10	
Indian Contribution	6,40,640.00	6,40,640.00	Bank Balance	1,18,79,057.19	
Other Receipts-			Less;Liability	12,70,152.36	1,06,21,879.93
Foreign Contribution			Closing Balance(INDIAN)		
Indian Contribution-	5,10,323.00	5,10,323.00	Cash in hand	12,406.50	
Central Bank of india(Vehicle Loan)			Bank Balance	95,07,398.14	
		7,50,000.00	Less;Liability	12,13,956.34	83,05,848.30
Grand Total		7,59,55,618.19	Grand Total		7,59,55,618.19

Subject to our separate report of evendate attached herewith.
for : SUDHINDRA JAIN & CO.
Chartered Accountants

(G.K.SUKLA)
Partner



PLACE : KANPUR
DATED : 23.11.2020

FOR : PARMARTH SAMAJ SEVI SANSTHAN

SANJAY SINGH
(Secretary)



BHUPENDRA GUPTA
(Treasurer)



PARMARTH SAMAJ SEVI SANSTHAN
H.O.Mona house, Churkhi Road, Orai(Jaloun)
Consolidated Income & Expenditures Account for the year ended on 31st March'20

Expenditures		Amounts	Incomes		Amounts
To Project Expenditure			By Grant Aid Utilized		
Indian Contribution	1,67,07,026.84		Indian Contribution	1,56,76,392.84	
Foreign Contribution	3,71,64,662.41	5,38,71,689.25	Foreign Contribution	3,68,51,618.83	5,25,28,011.67
To Parmarth General Expenditure			By Bank Interest		
Indian Contribution	13,28,188.17		Indian Contribution	1,41,993.00	
Foreign Contribution	18,218.54	13,46,406.71	Foreign Contribution	4,15,441.00	5,57,434.00
To To Depreciations			By Community Contribution		
		6,85,845.00	Indian Contribution		
To Excess of Income Over Expenditures			Foreign Contribution	6,40,640.00	6,40,640.00
		9,07,992.28	By OTHER RECEIPTS		
			Indian Contribution	30,85,847.57	
			Foreign Contribution		30,85,847.5
Total		5,68,11,933.24	Total		5,68,11,933.24

Subject to our separate report of evendate attached herewith.
for : SUDHINDRA JAIN & CO.
Chartered Accountants

FOR : PARMARTH SAMAJ SEVI SANSTHAN

(G.K.SUKLA)
Partner



PLACE : KANPUR
DATED : 23.11.2020

SANJAY SINGH
(Secretary)



BHUPENDRA GUPTA
(Treasurer)





25

**YEARS OF EMPOWERING
RURAL COMMUNITIES**

PARMARTH SAMAJ SEVI SANSTHAN

686, Shivaji Nagar, Behind Bharat petrol pump, Jhansi (U.P.)- 284001



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