

A JUST AND SUSTAINABLE
SOCIETY
WITHOUT GENDER INEQUALITY AND POVERTY

CSRA - INDIA
2021 - 2025 STRATEGIC FRAMEWORK



A Just & Sustainable Society without Gender Inequality and Poverty

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Surul Centre for Services in Rural Area (CSRA) 'Sangeet', Vill. Surul, P.O. Sriniketan, Dist. Birbhum, West Bengal, India
Contact : +91-9475007143 / 8250526133
✉ csra.org@gmail.com
🌐 www.csra-india.org

Cover: Mansa & other Santhal Tribe Women was celebrating after getting joint ownership of homestead land at Birbhum District of West Bengal in India. Photo : Amiya /CSRA

Photo (this page): Santhal Tribe community was performing traditional dance & song during 'Badna' festival ('Badna' is celebrated when the planting of paddy crops is completed. Tribals celebrate it as the festival named "Sohrai"). Photo : Bikash /CSRA

Photo (below): Tribal girls are empowering through education and football, thus they mobilize community and peers to stop child marriage. Photo: Pijush/CSRA

CSRA respectfully acknowledges the Indigenous People throughout India and pays respect to the ongoing living cultures of these people. As per the constitution of India, We acknowledge & work on the value that all marginal & poverty-ridden people have the right to life and sustainable livelihood in an equal manner

কুড়ি গিদরী আ ফুটবল এনেজ

বোটি বাধাও লৌয় পাশনাও

গ-গ-গাঁওতা

গড়সপৎ:

সি.এস.আর.এ ও অ্যাকশন এড্



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**A JUST AND SUSTAINABLE
SOCIETY
WITHOUT GENDER INEQUALITY AND POVERTY**

Badyanath Soren from Keledihi Village of Rajanagar Block is standing in his garden, where he raises small nursery and grows vegetables with support from the CSRA during Covid Pandemic.

Photo: Ranjit/CSRA



ABOUT US

At CSRA, we revisited our past and set our mission i.e. empower marginalized communities to end gender inequality and poverty through multifaceted democratic and livelihood interventions.

By helping people to meet their basic rights & entitlements, we've been tackling poverty and empowering communities to build better lives for themselves for more than 18 years at the grassroots level. Yet the society & demands around us is changing and so are we. Our understanding of poverty and its causes has evolved. We believe that inequality holds people back from taking control of their lives and escaping poverty. Unequal income, economic opportunities, and access to basic services cause poverty. We work together with marginalized people to eliminate poverty by tackling inequality from three fronts –

- (a) provide subsequent humanitarian support to communities to protect and rebuild their lives from deprivation;
- (b) work with people and communities experiencing poverty and help them to access knowledge and information to find sustainable ways of life; and
- (c) mobilize people to participate in planning, decision making and access support of the Government and Local Self Government.

Together, we can establish an equal society where everyone can live with dignity and free from poverty. Join us.

MISCHIEVOUS TIMES NEED INCOMPARABLE CHANGE

Most days we now habituated to see grievous news around us. As Cyclone ‘Amphan’ in West Bengal has killed people of Sundarban and Coastal Belt as well as destroyed their assets. At the same time, thousands of people have died from the coronavirus, and millions of confirmed cases recorded.

The society around us with numerous social, economic, and environmental issues i.e. (a) deepening inequality in terms of gender, economic and distribution of resources; (b) increasing climate crises, pandemic, hunger and poverty.

Together, the Central & State government has contributed remarkable reductions in poverty and made good progress towards equality, stability, and prosperity. During the last few years, more than 15 crore people emerged from extreme poverty, child mortality rates more than halved and today, more girls attend school than ever before. This progress has taught us how government, local self-government, public & private school, and civil society can work together to achieve transformational breakthroughs. Yet for all the remarkable gains, poverty remains, inequalities persist, distribution has been uneven, and extreme vulnerability continues, that need to be addressed.



SPECIAL TRAINING TO WOMEN FARMERS ON
CROP PLANNING & PULSES PRODUCTION



As per SECC still, 25% of people in India still live in poverty. Gender inequality remains a key challenge. Climate damage impacts are seriously affecting communities in coastal and dry land areas. Achieving the Sustainable Development Goals by 2030 needs a shift in approach, increased funds, and collaboration to counter inequalities and poverty.

On the above backdrop, CSRA has developed a strategic framework of 2021 - 2025 in recognition of the following future trends that will shape our society over the next five years.

COVID-19

The coronavirus crisis is currently threatening the lives and livelihoods of millions of people. The economic fallout due to the pandemic pushed people into vulnerability and poverty. In the post-pandemic situation, such poverty-ridden people need prospective & long-term support to overcome barriers. Projections suggest that a revamp of agriculture and micro-small-scale business could restore the livelihood situation, particularly in rural areas. Gender inequality, unemployment, and violence against women have further deepened the crisis. During this crisis, the 'Amphan' cyclone has made a huge loss. Thus, communities must be made more resilient to plan, prepare, and mitigate risk and respond locally to crises.

DEVELOPMENT OF WASTELAND & ORCHARD DURING COVID SITUATION





INDIGENOUS WOMEN IN DEMAND FOR PROTECTION & LEGAL ACTION AGAINST DOMESTIC VIOLENCE

CLIMATE CRISES

The climate crisis is the core issue of the present time. Global warming is increasing the frequency of disasters and threats to the ecosystem as well as impacts on poverty. Drought has damaged crops, causing starvation and a rash of farmer suicides. Other concerns are the degradation of land, irrigation, and safe drinking water supply. Significant effort need to be given to climate resilience, rainwater water conservation & harvesting, and renewable energy.

LOOKING FORWARD

This changing environment presents a host of new opportunities, but also challenges, for our work. Poverty and the humanitarian and aid systems have changed, and we have moved to an era of collective responsibility for generating a just and sustainable society without gender inequality and poverty. CSRA has a role to play in this new model. We will harness our expertise and resources to contribute to this change. CSRA has the capacity, insight, and history as leading research & development organization, and we want to improve our social recognition. We want to build on what we've achieved during 18 years of development work. We've got big ambitions to be better. But first, we must ensure our sustainability. To do that we need to change and focus. The success and impact of our work are dependent on us being clear about who we are as an organization, what we stand for, the value we bring, what we focus on and how we work to achieve impact.

DECLINING DONATIONS

A steady decline in donations/funds to development work is a global trend. Factors such as the coronavirus pandemic and the related economic recession have created pressure on the existing funding system. At present serious funding challenges faced by the NGOs. On this backdrop, CSRA continues to explore funds from corporate, philanthropic, and impact investment sectors.

2021 – 2025 STRATEGIC FRAMEWORK

CSRA is ready for the next phase, it could be difficult due to Covid Pandemic. Our 2021–2025 Strategic Framework has developed on our success and experience as well as strengthen our endeavour to deliver a just and sustainable society without gender inequality and poverty.

This small document is also developed based on our different learnings of the external and internal situation. Our operating environment is constrained, so we need to expand it and perform better, and we need to contribute to and leverage the social development and local actions that we are a part of.

Our 2021–2025 Strategic Framework has developed under the purview of sustainable development goals of 2030, for this, we have collected community feedback, incorporated views of our team and stakeholders. It aims to provide a strategic direction for our organization over the next five years and provides the parameters for what we will do. It is divided by long and short-term work plans, and work that scopes our role, future activity, and the impact we want to achieve as responsible in India with selected focus areas.

VISION : A Just and Sustainable Society without Gender Inequality and Poverty

PURPOSE : We alleviate and eliminate poverty

VALUES

- **Accountability:** we believe in mutual accountability with those we work with.
- **Empowerment:** we create space for communities living in poverty, where they can participate with dignity and make change happen.
- **Equality:** we want to develop a fair and equal society where the rights of all people are recognized by their capacity
- **Inclusiveness:** we stand with the marginalized & vulnerable people as they have the right to be part of the social and economic inclusion process
- **Sustainability:** our focus is on a long-term change of society, where people have the ability to challenge the causes of climate change and poverty, also ensure the longevity of community-led institutions



STRATEGIC INTERVENTION AREAS

We intend to bring change in the lives of vulnerable & poverty-ridden people with their improved capacity & knowledge to overcome poverty and inequalities. None of the critical issues could be solved easily, quickly, and in isolation. Experience has shown us that without the participation of key stakeholders' none could be solved through our single effort.

Within the year 2025, together with our network of Civil Society and Community Based Organisations, we will set about relieving poverty and address the social and economic causes and disadvantages. Also, we like to enable the network with so much power and resources that can address issues on their own.

We will provide humanitarian support to communities in an emergency or in any disastrous situation.

We will introduce community-based interventions on just and sustainable livelihood & economies with a special focus on vulnerable people.

We shall empower women, girls, and transgender to shape society through education, information, and capacity-building support.

We shall develop resilient communities, who will make the way from the climate crisis to a brighter future.

We shall work with Indigenous people in solidarity, with their rights and claim as per constitutional mandates, policies and programmes of the Government.



FOCUS AREAS

To bring about the kinds of changes that will help people experiencing poverty and disadvantage to build their lives by themselves, we are working to tackle the social and economic inequities. Drawing on our understanding of poverty, our track record for delivering impact, and our capabilities and value add, we have chosen four major interrelated areas of development which are –

❑ ECONOMIC DEVELOPMENT

- Empower and link with development programs and practices of the Government, particularly those most marginalized including women, people with a disability, and young people.
- Conduct research on policies related to poverty and economic issues and mobilize people with research results for policy change.

❑ GENDER JUSTICE

- Empower women and girls in rural and urban societies who are experiencing gender-based discrimination, social and economic exclusion, or injustice.
- Challenge patriarchal practices that prevent women from overcoming injustice, inequality, and poverty.

❑ CLIMATE RESILIENCE

- Alleviate the impact of climate change on the poorest and most susceptible communities.
- Mass campaign with all-categories stakeholders to end the climate crisis, and invest in, renewable energy.
- Help communities most vulnerable to climate impact mitigate risk, build resilience, and action on climate change.

❑ RIGHTS OF VULNERABLE COMMUNITIES

- Stand side by side with vulnerable and indigenous people and enable them to defend their rights.
- Support indigenous people in their self-determined decisions that affect their lives, and call on duty bearers, institutions, and political system to be more responsive to the voices, rights, and interests of these people.

Climate is changing.
Food and agriculture must too.



Based on four major interrelated areas of development, we have prioritized ten core activities, which are the following –

1) RESEARCH & DOCUMENTATION:

It is to fulfil commitment to the needs of rural/urban communities by taking a participatory approach to building institutional capacity

2) WOMEN EMPOWERMENT:

Work to support and integrate gender equality as a stand-alone goal to overcome social, economic and political challenges

3) AGRICULTURE:

Work to enable farmers to increase yields through improved farm practices

4) EDUCATION:

Work to ensure every child gets quality education irrespective of their social and economic status, with enabling scope of digital education

5) WORKERS' WELFARE:

Work to ensure every worker must get the identity, occupational safety & health measures, and social security benefits prescribed in the programs, policies and laws.

6) CLEAN ENERGY:

Work on curbing CO² emissions alongside the broader effects on the rural economy, as well as mobilise rural people and Government for maximum use of renewable energy particularly to strengthen agriculture, development of social enterprises

7) LAND:

Work on land governance through participatory land-use planning with special emphasis on multi-crops and management of wasteland. Rights over homestead land to women, its links with housing and other Government programs

8) WATER:

Work on a community-based watershed approach with special emphasis on rainwater harvesting and groundwater recharge. Also, campaign for large-scale river rejuvenation work through Government intervention

9) LIVESTOCK:

Establish livestock-based social enterprises to make sustainable income as well as strengthen household food and nutrition security and build resilience

10) CLIMATE CHANGE:

Work on improvement of knowledge of general people and farmers on climate change challenges with enabling skills of preparedness, adaptation, and mitigation.



HOW WE CREATE CHANGE

At CSRA, we believe that all human lives are of equal value and that everyone has fundamental rights that must be recognized and upheld, always. We, therefore, take a rights-based approach to our development, humanitarian, and campaign work, guided by the constitution of India. CSRA is working within rights-based framework as core strategy to help vulnerable people to exercise their rights. It also reflects our belief that with the right resources and opportunity, people living in poverty can solve their own problems, participate and govern their development work.

HOW WE WORK

- ❑ We work with opinion and experience of the people and communities most impacted by poverty, inequality and injustice — particularly those most marginalised including women, people with a disability and young people — because they understand the issues and the solutions
- ❑ We work in partnership with communities and community based organisations to drive the greatest possible impact in addressing poverty and inequality.
- ❑ We recognize that our team, volunteers and supporters are the greatest assets of our organisation and they are vital to make desired change in the society.

DEVELOPMENT MILESTONES

CSRA's development work is needed more than ever to respond to the coronavirus and its post stage to restore number of people living in poverty and inequality. At the same time, the economic downturn caused by the pandemic and new funding regulations has pushed CSRA into a very challenging financial position. This has necessitated a significant rethink.

The milestone represent CSRA's resilience to future shocks and crises; stabilize and grow revenue; and deliver improved ways of working and collaboration — all with the goal of transformation, the CSRA intends to achieve its change goals for the four interrelated areas of development.



DEVELOPMENT MILESTONES

2021

- * Establish CSRA Incubator as an innovation function to develop new initiatives spanning programs, influencing, income generation and organizational improvement
- * Develop IDEA Bank for innovative solution & interventions on four interrelated areas of development
- * Consultation and Collection of transparent data from primary and secondary sources on poverty and inequalities
- * Develop new partnership & collaboration with academic, technical and resource agencies across globe with similar vision & mission to eradicate poverty and inequalities

2022

- * 85.96% and 73.08% of Indigenous people in West Bengal & Jharkhand of India are living under the deprivation category as per SECC 2011. Based on assessed needs, CSRA will do target specific work for such people.
- * New geographical location in the State of West Bengal & Jharkhand including existing based on Human Development Index ratings
- * CSRA's projects will not only work on rural economic growth but also work to ensure democratic space for the vulnerable people especially women for leadership & inclusive development.

2023

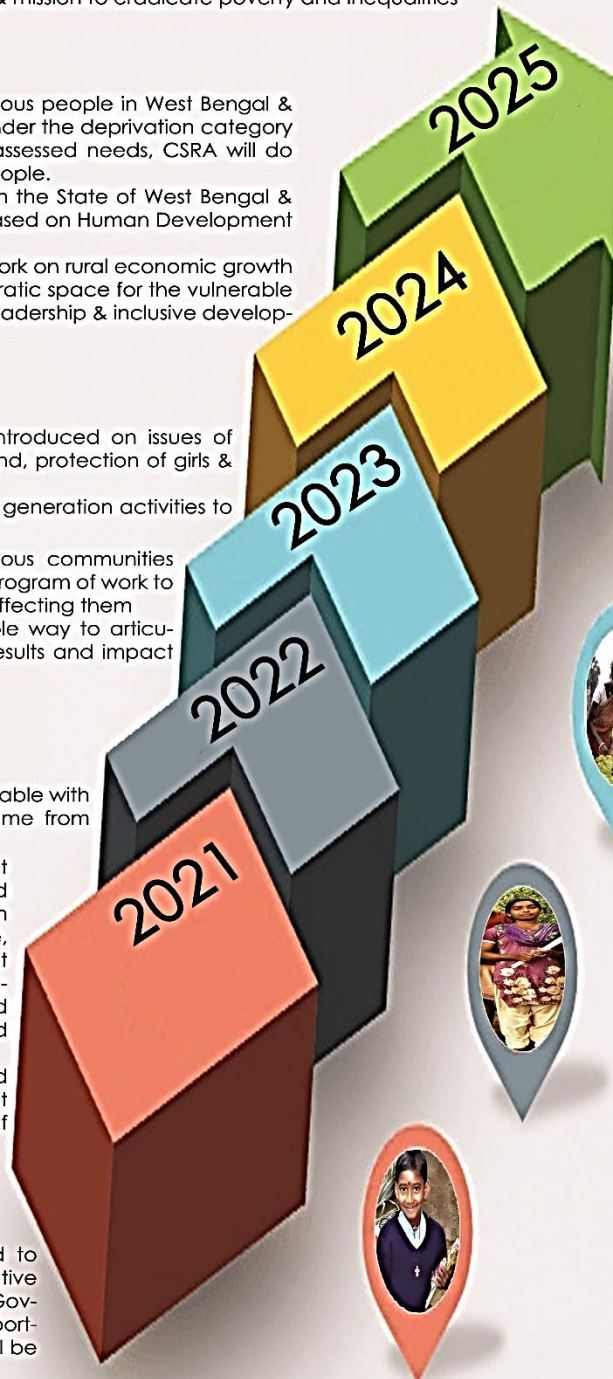
- * Series of Campaign to be introduced on issues of clean energy, WASH, water, land, protection of girls & women, climate resilience, etc
- * Develop a pipeline of income generation activities to increase revenue
- * Through allyship with indigenous communities and organizations, develop a program of work to address poverty and injustice affecting them
- * Develop a robust and scalable way to articulate, measure and report on results and impact for CSRA's programs

2024

- * CSRA will be financially sustainable with increased and diversified income from fundraising drives
- * Refocus aid and development activities towards the targeted geographical region with an emphasis on gender, climate, and economic development programs as well as cross-cutting focus on civil society and capabilities of women-led groups/organizations
- * Implement knowledge and learning approaches that strengthen our understanding of

2025

- * Better information is needed to deliver better results. Collaborative development assistance of Government and International supporters remains important and it will be ensured at every level.
- * By focusing aid on people in poverty and leveraging other resource flows – such as investment and private giving alongside government spending – CSRA make progress towards ensuring that every person attains the most basic living standards by 2030.
- * Assessment of five-year strategic plan (2021-2026) and publish key achievements in the public domain





1. Link & Access to Government Programmes

Improved Resource base



2. Climate Resilient Crop Plan

Improved KAP
(Knowledge, Attitude & Practice)



The Alternatives

4. Adaptation of Sustainable Food & Nutrition Practices

Improved Consumption & Purchase Power



3. Crop Rotation & Farm Income

Improved NRM & YIELD



SURUL CENTRE FOR SERVICES IN RURAL AREA (CSRA)
VILLAGE. SURUL, P.O. SRINIKETAN, DISTRICT. BIRBHUM
STATE. WEST BENGAL, PIN CODE. 731236, INDIA

CONTACT. +91-8250526133

E-mail. csra.org@gmail.com

Website. www.csra-india.org