



Genesis

ASRA started as a group of vibrant volunteers of Dewas in 1999. The group of volunteers was very much concerned about the child education, Health, Pulse polio, Blood Donation and smoke free environment of the society. This all made them to initiate voluntary action for the same in their respective areas. The important feature of this action was "Shramdan" by volunteers and society. This was the start of ASRA through collective efforts of the community. These efforts continued and many dimension added with them as time passes. This group of vibrant registered as non-governmental organization under Madhya Pradesh Society Registration Act, 1973 by name of ASRA Samajik Lok Kalyan Samiti in 28th June 2001. It is neither profit making nor political in nature. This all happened under the leadership of Mr. Shailesh Shrivastava, the one amongst the youths.

Vision

"To empower the communities towards sustaining the development process leading to their total well being"

abhaymlv@iitk.ac.in

Mission

"To foster integrated community development program through multi disciplinary programs and peoples participation"

Goal

To contribute effectively in up gradation of lives of poor people living below the poverty line and provide earning opportunities to live independently.

Objectives

- Empower the rural & urban socio economy condition through the involving communities in Health, Education and Livelihood /Micro finance programs.
- Provide skillful trainings to the rural youth, former, and women as they generate their livelihood at own place
- Strengthen the implementations policy made by the govt. through in take the technical

Registration – Foreign Contribution Regulation Act1960, 12A Certificate, 80G of Income Tax Act 1961

We serving to community since a Decade

Education.

Masti ki pathshala - learn by fun

Masti ki pathshala {Night Classes} aims to create a positive learning atmosphere for Non going/ drop out below-poverty-level children in urban slum.

e- Exposure programme

India's promoted e-governance, e-services and e-education makes no sense to a population that hasn't even touched a computer keyboard. ASRA has taken up this challenge as a unique opportunity. Our innovative computer center e-Exposure Programme to urban/rural areas. Equipped with computer, power back-up and qualified instructors.

Livelihood. . . .

ASRA shows how it is possible to promote livelihoods as a means for poverty reduction. A livelihood is a set of economic activities that involve self-employment and/or wage-employment.

Woman Empowerment - Self Help Group Formation and Bank linkages

This new initiative was taken up by ASRA, implemented in 2004, to organize the poor into Self-help group.

We have formed about 450 women's Self-Help Groups (SHGs) in 91 villages and 8 towns with around 4600 members. Most members of these SHGs belong to the marginalized --poor, Dalits, landless and displaced people.

Vocational Training -

To fulfill these objectives, ASRA proposes to start training courses in various sectors as per existing demand of industries and organization by providing education/ training and certification of human resources of the state for the development of its economy.

From 2001 ASRA started offering its courses in partnership with government and CSR agencies to ensure that technical inputs are given in the most professional manner. The ASRA is implementing vocational training in 12 District of MP with 52 trades.

Artisan Development -

To revitalize the potters cluster by providing proposed inputs for alleviate poverty to achieve a sustainable economic development.

- Enhance their quality of life of the artisans by raising their average family income.
- To introduce more advance technology for up gradation in existing practices.
- To elevate degree of self-reliance and confidence among artisans by organizing them into groups / Cluster.
- Upgrading their present skills, which will in turn help them to produce quality products and also diversify their business.
- Exploring the local market and earn profits.
- Create platform to participate in various level fairs, exhibitions, craft festivals, etc.
- To provide new tools and techniques for bulk and quality production to cope with market demand.

Our Core intervention in health –

HIV/AIDS- TO High risk Group (Female Sex Workers, MSM, Truckers and Migrants)

Major Activities –

1. Behavior change communication and IEC
2. Counseling

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|-------------------------------------|-------------------------------------|
| 3. STI Care | 4. HIV Testing |
| 5. Condom availability | 6. Peer-led dialogue-based IPC |
| 6. Referral services | 7. Creating an Enabling Environment |
| 8. Linkages with Other HIV Services | |

Akshya India TB Project - Global Fund Round 9 TB Project

1. Aware/ understand the risks of tuberculosis and the benefits of testing and/or following through on appropriate treatment.
2. Convincing people who have TB that taking their medicine is the only way to
3. Get well and not spread the disease to others.
4. Establish/develop linkages with different government and non-government agencies for care and support.

The project specifically addresses three areas in ACSM (Advocacy, Communication , Social Mobilization

Maternal and Child Health

ASRA focus on child and maternal health through different field based health & hygienic activities and tried to improve the situation of maternal and child health in a better way. By considering the rate of maternal death, which is so high in comparison to other state and therefore ASRA effort for reducing maternal and child death rate through abortion care, Reproductive child health programme with the support of District Health Department.

ASHA workers Training

Capacity building of ASHA is critical in enhancing her effectiveness. It has been envisaged that training will help to equip her with necessary knowledge and skills. Training of ASHA workers is a continuous process. Considering her range of functions and task to be performed. The ASRA is involved in the training of ASHA at grass root and District level.

Environments Protection

- Soil & Water Conservation, Improved agriculture & animal husbandry practices, Community lift irrigation scheme and training
- strengthening self help concept among tribal community, Capacitating community on agriculture production
- SWC & Water harvesting activities
- Well deepening Seed distribution SHGs
- Solar linkages and awareness

HOW CAN YOU HELP

When we say inclusive growth we mean sensitizing all the stakeholders involved in the process of development, which includes you; you have helped us comfortably reach every major milestone that we have managed to reach till date. It's not just your financial contribution, but all your invaluable suggestions, your assistance in removing roadblocks; you're going out of the way to highlight our cause and, of course, your voluntary services.

We are sure you will be with us for many more years to come. We know many more like you will join us on the way, and become our friends in need.

Education

- SUPPORT A CHILD
- SUPPORT A CLASS (MASTI KI PATHSHALA) OF 20 CHILDREN
- SPONSOR THE CHILDREN THROUGH BUYING DRAWING OF THEM

Employment

- **Sponsor to one electronic chak for potters maker**
- SPONSOR A TRAINING PROGRAMME

Health

- SUPPORT CLINIC ON WHEEL {MEDICAL VAN}
- SPONSOR HEALTH CAMPS

Support a Child			
The success of our work over the last 10 years can be attributed to donations from various individuals from all across the MP. We recognize how important these individual donations are as we believe that every drop counts and each effort of an individual can make a difference to the society.			
SN	Education (Masti ki Pathshala)	Dollar	INR Rs
	Sponsor a child's education for 1 month		300.00
	Sponsor a child's education for 1 Year		3600.00
	Sponsor the stationery and uniforms of a child for one year		600.00
	Sponsor The Child Through Buying		5000.00

Drawing of her/him		
All contributions are 50% tax exempted under section 80G of Income Tax Act 1961		

Support a Class Of 30 Children

The success of our work over the last 10 years can be attributed to donations from various individuals from all across the globe. We recognize how important these individual donations are as we believe that every drop counts and each effort of an individual can make a difference to the society.

Education	Dollar	Rupees
Sponsor the education of 30 children for a month		20000.00
Sponsor the education of 30 children for a year		240000.00
Sponsor the books for 30 children		5000.00
Sponsor the stationery and uniforms of 30 children for one year		30000.00
Sponsor the nutrition and health checkup for 30 children for one year		30000.00
Sponsor an excursion trip for 30 children for a day		25000.00
Sponsor a toy bank for 30 children		5000.00
Sponsor a library		15000.00
Sponsor sports material for a school		5000.00

All contributions are 50% tax exempted under section 80G of Income Tax Act 1961

Sponsor a Training Programme

Education	Dollar	Rupees
Sponsor a electronic Chak		25000.00
Sponsor a Self Help Group for a year		5000.00
Sponsor a vocational training programme for 30 Participants		40000.00

All contributions are 50% tax exempted under section 80G of Income Tax Act 1961

Sponsor a Health A MEDICAL VAN

Education	Dollar	Rupees
Sponsor Health Camps		5000.00
Sponsor Clinic on wheel {Medical Van}		200000.00