



## Urban Initiative

Serving the people who keep city-life throbbing...

## Tribal Initiative

Socioeconomic development and healthcare  
through traditional knowledge...



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**JEEVANTIRTH**

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# Urban Initiative

Serving the people who keep city-life throbbing...

*Generation after the other our lands got divided.*

*In search of employment*

*we sought the only way and came to the cities.*

*Did trivial jobs and labor work and earned our daily bread.*

*What do we ask for at the most?*

*Primary amenities, basic services*

*and respectful place in the society.*

*Would you provide us with those?*



## Role:

Gujarat is the leading state in the race of urbanization in the whole of India. According to 2011 census data the urban population of Gujarat was 42.2 percent which is about 2.57 crores and it is estimated to grow to 44.46 percent by 2021. Factors like increasing population, decreasing cultivable land and lack of natural resources have forced many villagers to migrate to the cities in search of employment. Most of them dwell in slums or makeshift huts. Even if this struggling community is provided with basic services like electricity, water, roads and sanitation, they would still be devoid of quality education, clean and health conducive environment, cultural and life enhancing activities, citizenship training and opportunities for scope of development.

In regard to this, Jeevantirth began working with the largest slum of Ahmedabad, RamapirNo Tekro and its surrounding regions like Ganeshnagar, Balolnagar, Ranip-Nirnaynagar in 2009-2010. With the help of dedicated volunteers, local support and well-wishers of Jeevantirth we have been able to understand their issues deeply and work with them accordingly. We heartily invite you to be a part of various activities going on at Jeevantirth.

## || For Our Children ||

### Bal Sankar Kendras

Large number of children are now being enrolled into schools. However, children of deprived communities are forced out of the education system owing to the lack of quality education. We help these children achieve benchmarks of minimum level of learning at our Bal Sanskar Kendras. Moreover they enjoy learning value education, life-skill education and activity based learning. 500 children from RamapirNo Tekro and surrounding slums are being provided with quality education thorough 15 Bal Sanskar Kendras.



## || For Our Daughters ||

### Girl-child Education Program

Manav Sadhana is in charge of about 79 Aanganvaadis operating in and around RamapirNo Tekro. These Aanganvaadis have 'Sakhi Mandals' which comprise of more than 1800 teenage girls. Jeevantirth designs various educational activities for them and trains the Aanganvaadi workers to conduct them effectively.

Topics related to our rights and responsibilities, body literacy, legal literacy, economic literacy and various life-skill education are being elucidated by us. Community education is effectively being taught through the medium of visual aids.





# || For Our Women ||

## SHGs of rag-picker women

Approximately 7000 women from RamapirNo Tekro begin their day at 3 AM by collecting waste. They walk 10 to 15 kilometers collecting paper, glass, plastic, cardboards, etc. and make 70 to 80 rupees daily, hardly making ends meet. 500 such women save 200 rupees on a monthly basis which helps provide loans to women in need regarding health, education or employment. Moreover, this helps them obtain household items like wheat, rice, oil, gas connection, etc. at a lower cost and in installments. Life related training is given to the women during group and monthly meetings.



# || For Our Elders ||

## Niraant Vrudh Mandal

*Respect your elders and learn from them.*

*Because in no time you will find that you too have aged!*

We carry out these activities to help the senior citizens live a healthy mental life; to procure a respectful position in their family, to make use of their time in creative activities and to fulfill their necessities satisfactorily. They are also taken to various social and religious pilgrimages. They avail benefit of weekly gatherings, nutritional food and health checkups along with being a part of various programs executed by Jeevantirth.



# || For Our Youth ||

## Vocational Training Centres

With the help of Unnati-Bangalore, Jeevantirth provides vocational training to youth from opportunity-deprived communities. They are trained in fields of retail marketing, beauty parlor, office assistant - Tally, sewing etc. for 50 days, after which they pridefully take on respectful jobs. We carry out various activities to cultivate a personal and self-improvement attitude in youth. This aims at them becoming responsible citizens and becoming actively involved in social-interest activities.



# || For Us ||

## Jeevantirth Lokseva Kendra

Jeevantirth Lokseva Kendra is situated by the Vadaj-Ranip BRTS route. It brims with positive undertakings that the locals avail full advantage from. The centre aims to provide the end beneficiary with benefits of government schemes and provides any other help required.

### Urban Initiative

‘Jeevantirth’, - Lok Seva Kendra, RamapirNo Tekro, Opp. BRTS Bus Stand, Vadaj, Ahmedabad - 380013.



# Tribal Initiative

Socioeconomic development and healthcare  
through traditional knowledge...

Go to the people. Live with them.  
Learn from them. Love them.  
Start with what they know.  
Build with what they have.  
But with the best leaders,  
when the work is done,  
the task accomplished,  
the people will say  
“We have done this ourselves”



## Role:

Dediapada, a taluka located in South Gujarat, is a tribal region that belongs to the Narmada district. It comprises of 214 villages that are distributed across the region. Since many years Jeevantirth has been conducting programs for tribal research and development with the help of various voluntary, government and semi-government organizations. The programs are as follows:

### Strengthening of ‘Aadi Aushadhi Group’

The formation of Aadi Aushadhi group with members of traditional healers (bhagats) of Dediapada was done in leadership of Fr. Lancy by St. Xavier’s College Society. We help this group in soil and water conservation, cultivation of medicinal plants and preparation of medicinal products and lead them on road to holistic development.

With help of Van Vikas Nigam, Gujarat Medicinal Plant Board and MNREGA, we develop nurseries and distribute medicinal plant saplings.

## || To Inculcate That Food Is Our Medicine ||

### Value Added Healthy Food Products

AAG created food products like brahmi khakhra, ashwagandha-shatavari biscuits, apamarg khaari, khaatibhindi sharbet, mahuda ice cream etc. and they became widely admired. Jeevantirth received help for bakery project from NABARD, which is being managed by tribal women. Jeevantirth received multi-purpose food processing machine from ‘National Innovative Foundation’ and with its help, products like various oils, aloe vera shampoo and juices are also being produced.



## || To Conserve Biodiversity ||



### Conservation of biodiversity

Jeevantirth is working as a technical support group to create Biodiversity Committee and Public Biodiversity Registers in 35 village panchayats of more than 100 villages of Dediapada Taluka for Gujarat Biodiversity Board, National Biodiversity Authority and UNEP’s GEF program.

*Think globally, act locally!*

*Come, let’s become concerned and active for the conservation, development and use of biodiversity...*



# || To Get Vegetables-Fruits At Home ||



## Nutritional Garden in Dadwada

In 12 to 15 villages of Dadwada, training and help is being provided by Jeevantirth’s partner organization Shrishti Organics so tribals can create Nutritional Gardens in their backyard that give them fruits and vegetables for their family.

# || To Offer Gratitude to Elders ||

## Matru-Pitru Devo Bhavah:

This program is conducted in 20 villages of Dediapada so that elders gather for ‘Satsang’, so their health & nutrition is taken care of, they get benefits of govt schemes like pension scheme, so they get respect they deserve in the society.

*Let’s fulfill our duties so that every elder gets respect in their family and live fulfilling life...*



# || To Make Children ‘Taru Mitra’ ||

## Harit Sena

To protect and conserve the environment, Harit Sena of approx. 500 children in 20 schools is created and programs like exhibitions, tree plantations drives and nature education camps are being conducted to create awareness as well as action to conserve the environment.

### Tribal Initiative

‘Jeevantirth’- Lok Seva Kendra, C/o. Aadi Aushadhi Group, Opp. Nivalda Dairy, Nivalda, Dediapada, Dist. Narmada. -393040

“ Oh the master of humbleness...  
Give us blessing that we never  
become alienated from the people  
to whom we have to serve  
like a friend or a servant. ”

- Gandhiji





## ‘Nagrik Puraskar’ from Shri Morari Bapu



## ‘Dharti Ratna Award’ from Governor Shri Kamala Ji



## Some of our publications

Jeevantirth is committed for healthy society based on equality and justice. Jeevantirth especially wants to help underprivileged society to develop and contribute constructively in nation-building. We invite you heartily to join in this noble cause by best of your capacities.

Jeevantirth has prepared proposals/plans for implementation of various support programs. You can do small or big help as you like.

You can get more details of these support programs from our representatives. If it is possible, our representative will come and meet you in person. You are also invited to take a look at our various programs and get involved in any way possible.

Trust reg. number: F/499/Gandhinagar

Estd: 14/7/1997

12- A Certificate: CIT/GNR/12A/1/98-99

PAN: AAATJ1146J

Donations given to the trust is exempted under 80-G of income tax.

### Bank Details:

“Jeevantirth”, Bank of India,

Sabarmati Branch, Ahmedabad.

A/c No: 201410100024241

IFSC: BKID0002014

MICR code: 380013028

For Foreign Donations:

FCRA Reg. No. 041920030,

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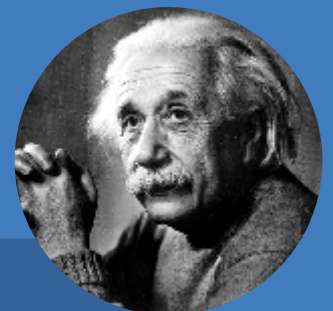
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“ So long as ANY SINGLE CHILD  
is deprived in this world;  
No invention is great and  
no discovery is outstanding. ”

- Albert Einstein



A GIFT OF LOVE IS NEVER LITTLE  
We request you to support us generously.