



# Jeevantirth - Who are We?

Jeevantirth was established on 14th July 1997 by Raju and Deepti, a couple who became active as a student activist in social life since "Movement for Total Revolution" initiated by Loknayak Jayprakesh Narayan - a renowned Gandhian in 1973-74. After completing their studies in Engineering and Commerce, Raju worked as a lecturer and Deepti in Bank for several years. Both left their lucrative careers in 1985 and decided to devote their life to work for the vulnerable sections of society, especially rural children, women and youth based on Gandhian Ideologies.

Jeevantirth is mainly working in the fields of Education, Environment, Rural Development and Human Rights related issues. Along with direct implementation of the innovative cost effective projects, Jeevantirth has specialized itself in capacity building of the grass-root organizations, teacher's training and material development.

**SPREAD: JOY, LOVE and UNDERSTANDING**

## Our VMROSP

### Our Vision

Nature's Bounty + Human Wisdom = Paradise on Earth! Life is perpetual YOGA. Every moment we have to make a CHOICE. Our vision is this: WE ALL MAKE RIGHT CHOICE IN OUR LIFE ALWAYS.

### Our Mission

To make effort that every citizen of the future generation dares to THINK INDEPENDENTLY and LIVE THEIR CONVECTION; they become GLOBAL CITIZENS by letting go their narrow identities and barriers while nurturing their local culture and heritage. They become PHYSICALLY HEALTHY, MENTALLY WISE, HEARTILY LOVING and SPIRITUALLY SOUND.

To create a Learning Society.

### Our Role

To facilitate lifelong learning.

To help people to help themselves.

### Our Objectives

All problems of existence are essentially problem of Harmony. Everything is related with everything in this world, our objective is to find correlation and establish harmony.

Our objective is to strive for establishing harmony within and without.

### Our Strategy

To be full of Joy, Love and Understanding, so that we can inculcate these values in the next generation. To implement innovative, cost-effective, action-based educational research project having replicability and scalability.

To work as a "Support Organization". To work in partnership with like-minded organizations. Teacher's Training. Training of Social Activists. Youth Training. Preparation and dissemination of Educational Materials.

### Our Programs

- > Educational
- > Rural Development
- > Environmental
- > Human Rights



Head Office  
Jeevantirth, Juna Koba,  
Gandhinagar - 382426



+91 9898 110 897

# SDG Goals and Jeevantirth

We at Jeevantirth are ready to respond positively in our own way. We look for local, government, corporate and global partnership so that at least in a small corner of the world where we work, goals become reality. It can have Butterfly Effect! Think Globally, Act Locally!

At the core of this global agenda for 2030 is the principle of universality: 'Leave No One Behind'. Jeevantirth's Vision and Mission are in congruence with SDGs, National Priorities and State action plan. NITI Aayog, the Government of India's premier think tank, has been entrusted with the task of coordinating the SDGs. State governments are key to India's progress on the SDG Agenda as they are best placed to 'put people first'. This diagram shows on which SDGs we work as of now.



Our Role is clear in our mind. We want to facilitate lifelong learning and want to help the people to help themselves. Our Objective is to strive for establishing harmony within and without. This can be accomplished by sustainable development based on equality and justice. Our Strategy is to be full of Joy, Love and Understanding, so that we can inculcate these values in the next generation.

**"I strongly believe that many educators around the world should know about your amazing work and learn from you."**

- Dr. Paul Kim, Chief Technology Officer,  
Stanford University School of Education

## Urban Initiative

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

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% which 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 villages to migrate to the cities in search of employment. Most of them dwell in slums or makeshift huts.

In regard to this, Jeevantirth began working with the largest slum of Ahmedabad, RamaPirNo Tekro and its surrounding regions in 2009-10. 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.



20 Bal Sanskar Kendras for 500 slum-children.



Self-help Groups for 1500 Rag-pickers Women.



Girl-child Education Program for 1500 teenage girls.



Inculcating love for nature in 10000 school children.



# Tribal Initiative



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



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 organization. The programs are as follows:

1. Strengthening of “Adi Aushadhi Group’ of traditional healers’ families by training on collection and cultivation of medicinal plants, rainwater harvesting, organic farming, making herbal medicines and value added products.
2. Conservation of biodiversity by formation and strengthening of Biodiversity Committees and preparing Public Biodiversity Register as a technical support group.
3. Formation of two Farmers Producer Organizations for organic farming and medicinal plant cultivation.
4. Matru Pitru Devo Bhavah - Elder support program & Girl-child Education for tribal girls.

## CSR Initiatives & Partnership Projects

Some of our past and present CSR and Partnership Projects



**Quality education for all.**  
For 5000 children of 24 schools.  
(2018-19 onwards)



**Value-added Education** for  
2000+ children of 20 schools.  
(2018-19 onwards)



**Village cleanliness and  
waste management** in 3 villages.  
(2018-19 onwards)



**Vocational Training** for  
employable skill to youths.  
(2018-19 onwards)



**VaaGaLe Utsav** in  
10 schools of Hajira.  
(2017-19)



**Girl-child education** in  
Dediapada.  
(2015-16)

### GISELA FOUNDATION

**Bal Sanskar Kendra, Girl-Child  
Education, RTE and Kalrav.**  
(2016 onwards) - FCRA Project.



**Value Education Program** in  
8 schools for 1800 children.  
(2014 onwards)



**Matru-Pitru Devo Bhava**  
Elder support program in Dediapada  
(2018-19 onwards)



**So long as ANY SINGLE CHILD is deprived on this earth;  
NO invention is great and NO discovery is outstanding.**  
-Albert Einstein



# Awards and Recognitions



Governor Smt. KamalaJi



Credibility Alliance  
Accreditation Certificate



Governor Shri O P Kohliji



Resp. Morari Bapu



Governor  
Shri O P Kohliji



Resp. Jyotiben Thanki

A. Dharti Ratna Award – 2011

C. Nagrik Sanmaan – 2015

E. Felicitation of Raju Deepti by YMGA – 2018

B. Educator's Award – 2014-15

D. Seva-Ratna Award – 2016

## Gratitude

Dear Friends of Jeevantirth,  
All these years you have generously supported the activities of Jeevantirth and we value your contribution. Many donors are pro-active and send their contribution by itself. Over a period of time with your kind support, we have added many programs and the expenditure goes up.

We express our gratitude to all the individuals, partners, institutions, Government departments, corporate sector and all the stakeholders for their benevolent support in cash or kind without which we could have not achieved what has been done all these years.



### Our Contact in Mumbai:

CARING FRIENDS, C/o. Rameshbhai Kacholia,  
M/s. Glorimex Pvt. Ltd, 1/12 Dhiraj Pen Compound,  
Near IndusInd Bank, 58-59 Andheri Kurla Road,  
Andheri (E), Mumbai - 400 059  
(0) 022-28216366/9947/9951

Ramesh: 09892773450 - ramesh@caringfriends.in  
Nimesh: 09820145587 - nimesh@caringfriends.in



Donation to Jeevantirth is exempted under 80-G of Income Tax Act.

Designed by pikisuperstar / Freepik / ideoxide / ruchir purohit

### Bank Details

"Jeevantirth". Bank of India, Sabarmati Branch, Ahmedabad.  
A/c No. 201410100024241. IFSC: BKID0002014. MICR code: 380013028



### For Foreign Donations

"Jeevantirth - FCRA", Bank of India, Sabarmati Branch, Ahmedabad.  
A/c No. 202310110004205. IFSC: BKID0002023. MICR code: 380013030

FCRA Reg. No. 041920030