

**OUR STRENGTH IS OUR PEOPLE!**

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”



# Jeevantirth Road Map

## 2021-22 to 2023-24

Creating a Learning Society for Sustainable Development

<https://jeevantirth.org/>



# Our VMROSP, Genesis & Brief Introduction



## 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 citizens dare 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.

**Role:** To facilitate learning

**Objective:** To create a Learning Society.

**Strategy:** CSR and Local-Global Partnership Projects.

**Programs:** Need-based, innovative, Low- Cost, Action-based Educational Research Programs having High Impact, Scalability and which can be replicate in different environment also.

## Ours is a 'Nation Building Organization'

### JOIN US

**Our Values:**

1. Integrity	2. Reverence for Life
3. Inclusiveness	4. Collaboration
5. Innovativeness	

## Genesis and Brief Introduction

Jeevantirth is established on 14th July 1997 by Raju and Deepti, a couple who became active in social life since "Movement for Total Revolution" initiated by Loknayak Jayprakesh Narayan, renowned Gandhian in 1973-74.

Raju is M.E. (Mech.-Prod. Eng.), Deepti is B.Com. LLB, M.A. (Gandhi Darshan). They got married in 1985 and decided to leave their lucrative professional careers in 1985 to take up full time social work. They are also Ashoka Fellows of 1987-89.

Jeevantirth literally means "Life Pilgrimage". Reverence for life is the foundation stone of Jeevantirth Trust. Logo of Jeevantirth suggests that we want world without war. By breaking war based economy and creating a non-exploitative world with Equality and Justice we can bring Harmony and lasting Peace. Whatever we do and whenever we evaluate the work of Jeevantirth, we always keep in our mind our motto – To be full of Joy, Love and Understanding and to spread them.

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.

We believe in "Think Globally, Act Locally." And that's why we also align our work with Sustainable Development Goals.



# SDGs 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.

## Our response to global pandemic Covid-19:

As per WHO, "The world is facing an unprecedented challenge with communities and economies everywhere affected by the growing COVID-19 pandemic. We at Jeevantirth also took a call, spreading awareness among communities and directly helping the most vulnerable sections of society in our own limited reach.

1. Door to Door Mass Awareness Campaign to make people aware to wear mask, keep physical distancing and techniques of hand washing.
2. Providing Dry Ration Kits to Migrant Laborers locked up in 30 Night Stay Homes of Ahmadabad.
3. Distribution of about 1300 Dry Ration Kits to Rag Picker Women in 'RamaPirNo Tekro' and surrounding slums of Ahmadabad.
4. Supporting Camp at Limkheda for Migrant Laborers going to MP and Rajasthan.
5. Preparing Gujarati version of "Psychosocial Support for Children during COVID-19 - A Manual for Parents and Caregivers" prepared by Childline and Unicef.

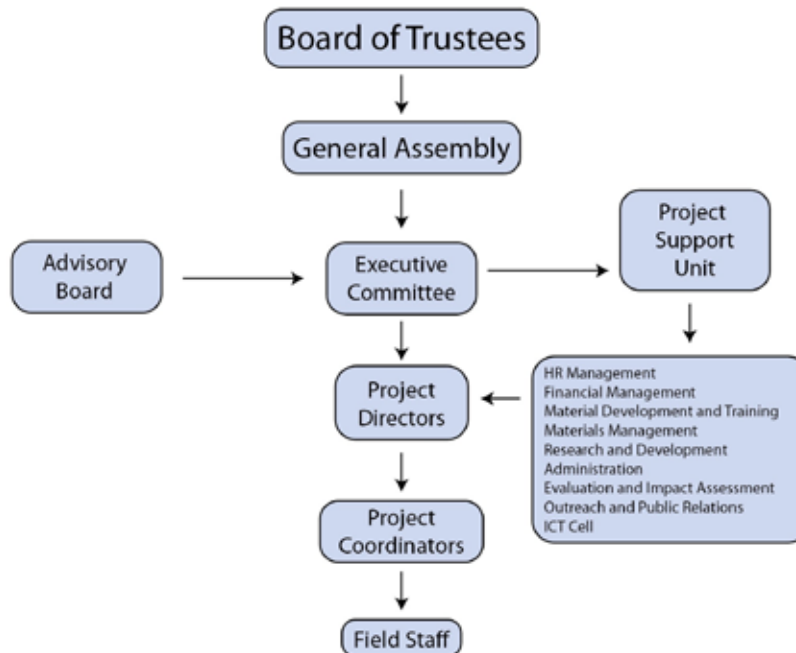
***Looking to the long-term effect of covid-19, we are redesigning our strategic plan so that we can serve most vulnerable and badly affected communities especially focussing on children and women.***

# Organization Structure & Core Team



**Jeevantirth is a happy family.** We all cherish life together and do service to the under-privileged section of the society to the best of our capacity. Mutual love and affection is visible in everyday life at Jeevantirth. We work together, we grow together and we celebrate together.

**Jeevantirth Organizational Chart  
2020-21**



**Raju Deepti** - B.E. Production, M.E. Mechanical (Production)  
Project Director - Environment, Training and Material Development.  
*Builds and maintains profound relationships with people, acts as a guide, critical friend and well-wisher.*



**Deepti Raju** - B.Com, LLB, MA (Gandhi Darshan)  
Project Director - Women Empowerment and Project Support Unit.  
*Meticulous planner having abled management skills. Prolific writer, editor and translator.*



**Preeti Shah** - B.Sc.  
Project Director - Education.  
*Educationist having strong belief in knowledge construction, developer of effective teaching learning materials, experimenter in education.*



**Himmat Chauhan** - B.A.  
Project Director - Rural Development.  
*Community mobilizer, task master and unique rapport building skills with high reputation in social field and govt sector.*



**Kamlesh Dabhani** - P.T.C.  
Project Director - Urban Initiative.  
*Dedicated grass-root activist having high caliber of management skills and great acceptance in community.*

# SWOT Analysis



- OUR PEPOLE is our Real Strength!
- Rural Poor, Urban Slum dwellers, Dalit, Tribal,
- Socio-Economically-Educationally backward communities.
- Strong grass-root presence, need-based programs, committed team.
- Learning Organisation.

## Strengths

- Lack of reserve fund or corpus.
- Lack of strong presence in social media.
- Lack of expertise in showcasing our work.
- Lack of proper use of ICT.
- Absence of resource mobilization skill and team.

## Weaknesses

## Opportunities

- Scope for crowd-funding, CSR & PPP Projects.
- Global partnership towards SDGs
- New emerging interests and trends like social business, social entrepreneurship & bridge agencies to link prospective donors and civil society initiatives.

## Threats

- Negative impact of covid-19.
- Crony capitalism, religious fundamentalism, politics of hatred & cult of violence.
- Challenges of VUCA World .  
(Volatility, uncertainty, complexity, and ambiguity)

## URBAN INITIATIVE

**Serving the People who keeps 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?*

Gujarat tops in pace of urbanization, Gujarat's urban population is now 44.46%, 90.6% of Gujarat's rural migrants refuse to go outside the state, finding the state a better place to live in, which is the main reason for the rapid pace of urbanization. Realizing this Jeevantirth started UI in biggest slum of Ahmadavad, RamaPir No Tekro at Vadaj in 2009-10. There are about 35,000 families in the area and many families are "Rag pickers Families". About seven thousand women are doing this work from the area. Still long way to go, but following activities are being carried out throughout the year.

# This Roadmap and PSP



Jeevantirth believes in planning for good. Whatever we do, we undergo through Participatory Strategic Planning in which we do local and global context analysis, revisit our VMROSP and do our SWOT analysis. We plan our projects, do our “business plan” on an organizational level every year and chart our roadmap or develop strategic plan for 3 to 5 years through PSP.

***Taking best advantage of Covid-19 pandemic time, we undertook rigorous process of organizational development for 3 months and worked out our business plan and this roadmap.*** We have also benefited greatly from two national level programs:

1. ***Global Action of Poverty*** conceptualized as a movement to harnesses the power of “for-profit organizations” (corporate and professionals) to help “Social Impact organizations” (NGOs/social enterprises as Change-makers) innovate & deliver substantially more impact on the ground run by ***Head Held High Foundation and Mahindra & Mahindra.***
2. ***Toyota Kirloskar Motor***, in its sustained outreach to create a better ecosystem in the area of CSR, launched the first-of-its-kind ‘***Social Academy of Learning (SALT) by Toyota.*** With this program Toyota aims to further build the capacity of NPOs, ensure quality management, work excellence following the Toyota Way.

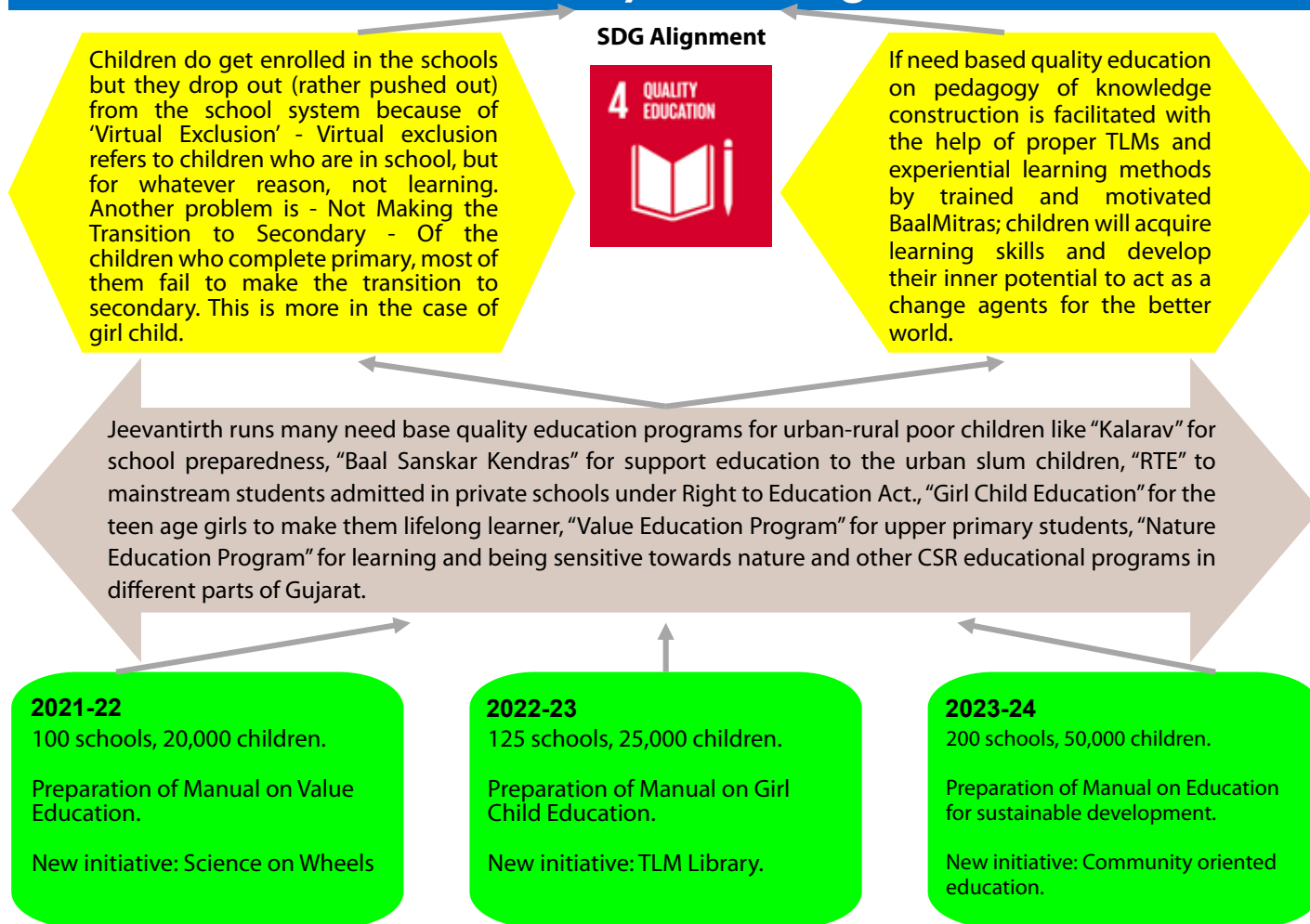
Raju Deepti of Jeevantirth participated in the first ever five-day residential cohort of the Social Academy of Learning by Toyota from 2nd -7th February, 2020 at the Toyota plant in Bidadi with the support of ***KPMG India*** and ***Common Purpose in India.*** Going through the exhaustive five day process we realized that we need to align ourselves well with the Global Sustainable Development Goals and equip ourselves for the future challenges of working in partnership for greater impact.

“Oh 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





## Problem Statement & Theory of Change

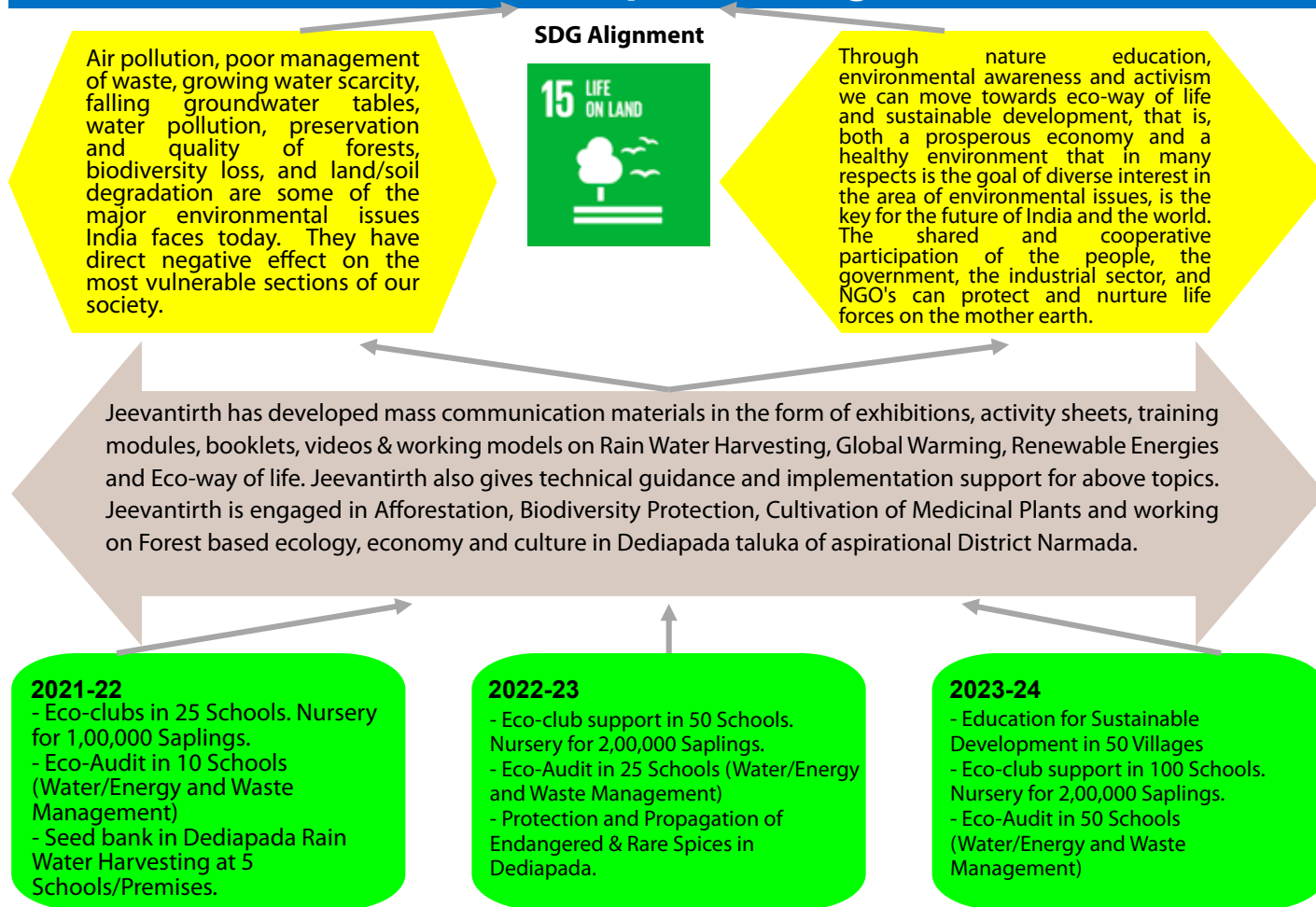


### Assumptions:

India is a country of "Young Age". India is projected to be the world's most populous country by 2025, surpassing China, its population exceeding 1.6 billion people by 2050. However, India has an astonishing demographic dividend where more than 50% of its population is below the age of 25 and more than 65% hovers below the age of 35. The average age of an Indian is 29 years, compared to 37 for China and 48 for Japan. We strongly believe that we need to invest most in children and youths by inculcating Right Knowledge, Right Skill and Right Attitude to make our beloved country leading to humanity.



## Problem Statement & Theory of Change



### Assumptions:

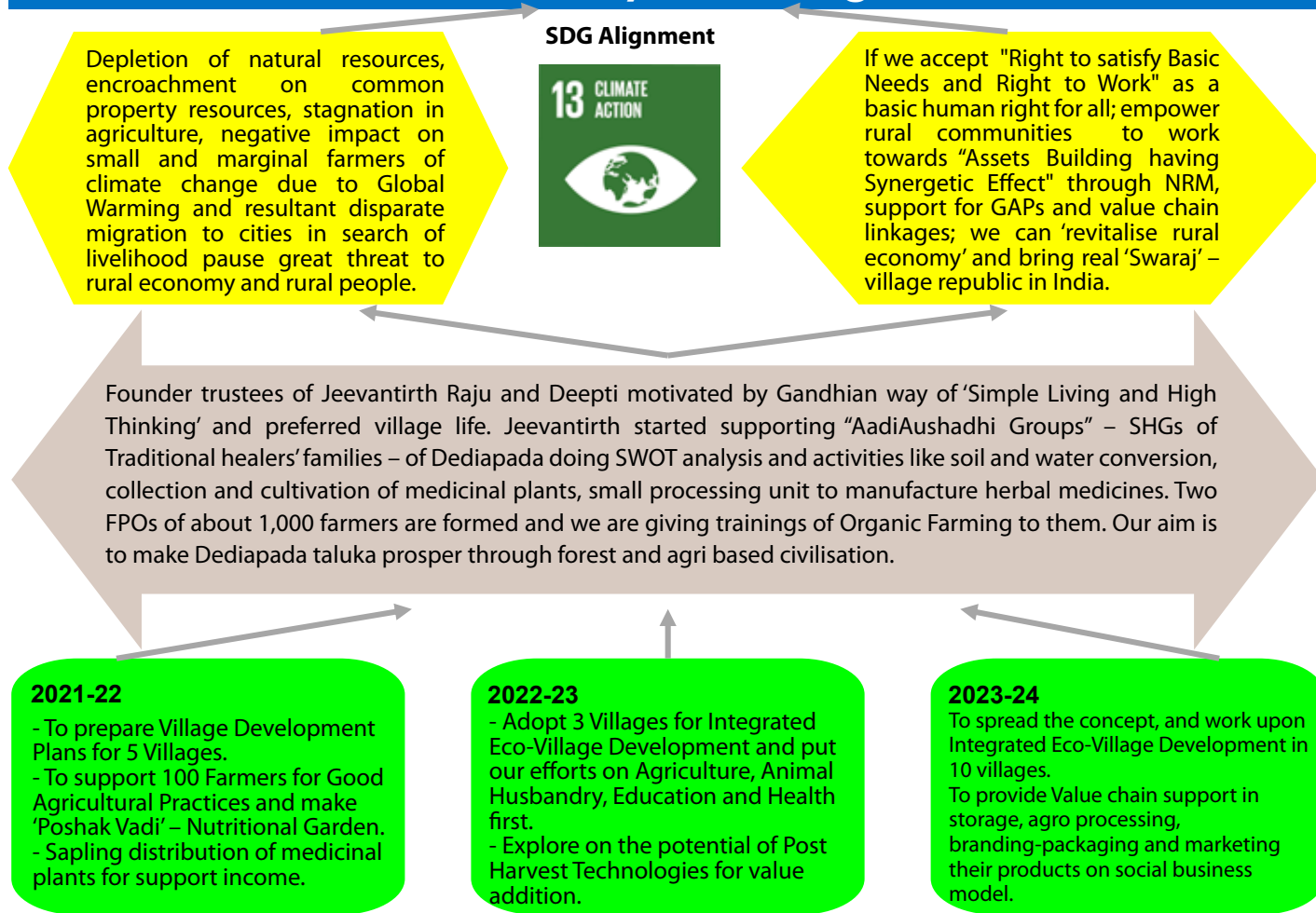
We are made up of five basic elements; The Earth, The Water, The Air, The Fire and The Space. It is our "Shreya and Preya" - in interest and wellbeing - that we protect and nurture these elements. If we pollute, over exploit or waste them, The Mother Earth will be dead planet. Reverence for life can be foundation for our environment activism. Climate Change to Global Warming is one of the biggest issues before humanity and we all need to reduce our carbon footprint so the lives on this wonderful planet survive.





# Rural Development

## Problem Statement & Theory of Change



### Assumptions:

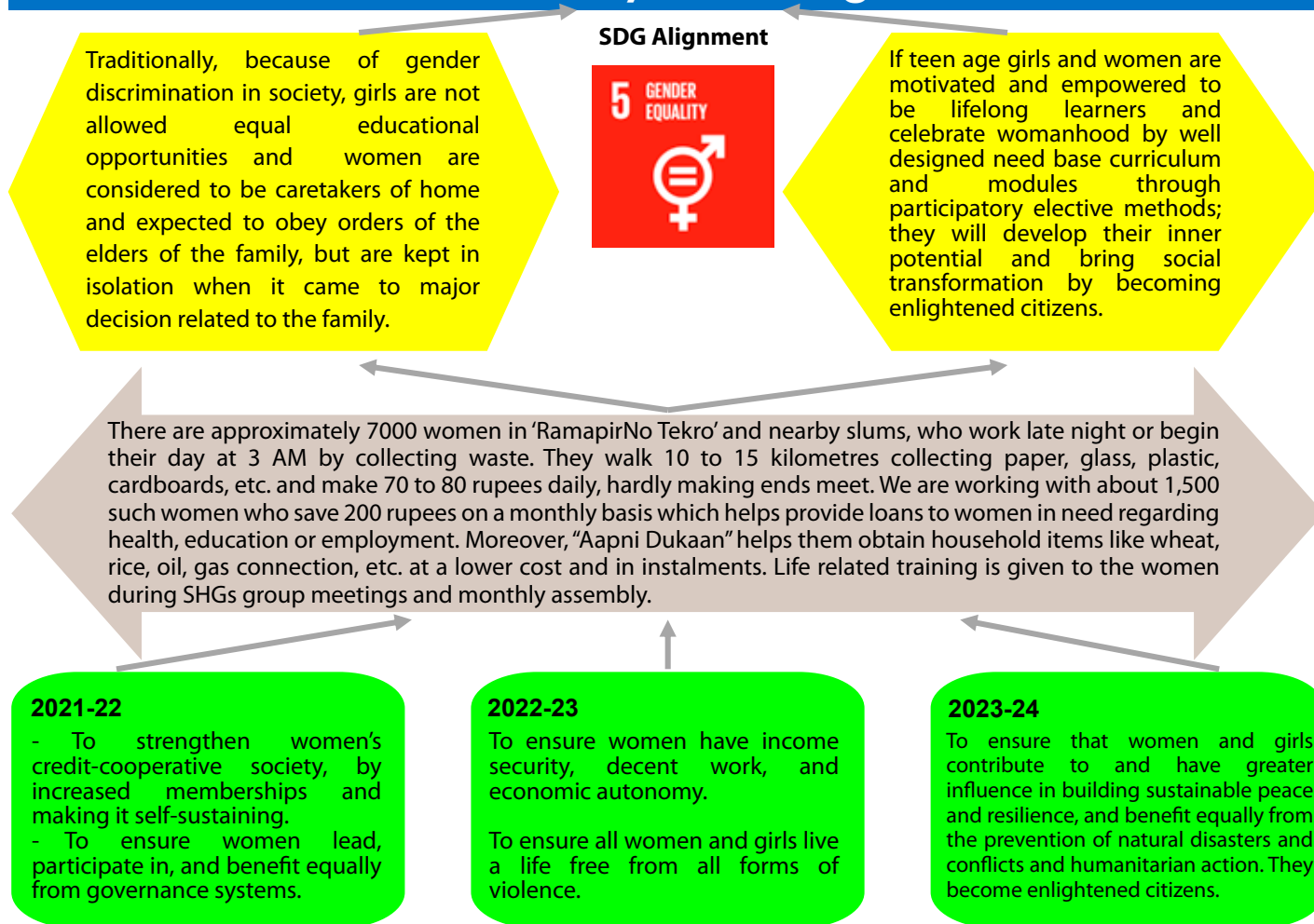
India lives in its villages, and development of villages will be critical if we want to close the gap between the "haves and have not's" for a better human development. India inched up one spot to rank 129th out of 189 countries on the 2019 Human Development Index (HDI) released by the United Nations Development Programme (UNDP). There was a 'Krishna-Balaram Sanskruti' – Agro-Husbandry Civilisation in India. Gandhiji Dreamt, "ideal village will contain intelligent human beings. They will not live in dirt and darkness as animals. Men and women will be free and able to hold their own against anyone in the world... if one can produce one ideal village, he will have provided a pattern not only for the whole country but perhaps for the whole world."



# Women Empowerment



## Problem Statement & Theory of Change



### Assumptions:

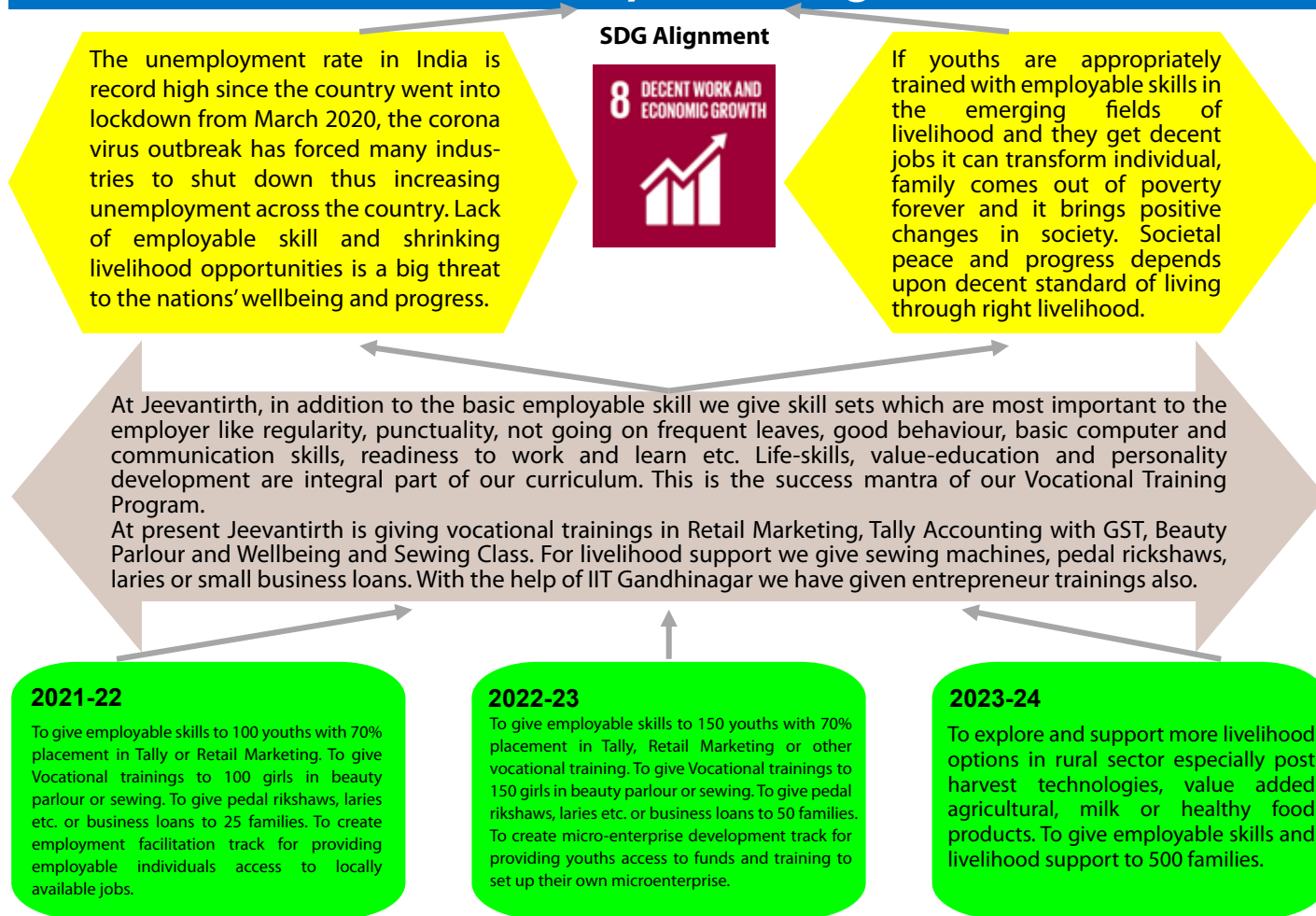
BabaSaheb Ambedkar has rightly said, "I measure the progress of a community with the degree of progress women have achieved." 'Empowerment' may be described as a process which helps people to assert their control over the factors which affect their lives. Empowerment of women means developing them as more aware individuals, who are politically active, economically productive and independent and are able to make intelligent discussion in matters that affect them. Due recognition must be given to women and society should come forward to ensure equal status for women in all spheres of life.



# Employable Skills & Livelihood Support



## Problem Statement & Theory of Change



Jeevantirth Trust Registration Number: F/499/Gandhinagar

Email: [jeevantirth@gmail.com](mailto:jeevantirth@gmail.com) | Phone: 9898110897

Web URL: [www.jeevantirth.org](http://www.jeevantirth.org)

[@jeevantirth](https://twitter.com/jeevantirth) | [f jeevantirth](https://www.facebook.com/jeevantirth)

# Organization Development Plan



## To Increase Happiness Index of Jeevantirth Parivar

### **Strategic Thrust: 2021-22**

Personal Development Plan for all team members, Equal Opportunity for Growth.

### **Strategic Thrust: 2022-23**

Create workplace happiness and spread cultural alignment. Provide flexibility and help them balance Work-Life.

### **Strategic Thrust: 2023-24**

Motivate them to leave their comfort zones, make them life-long learners and bring out their best.

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## 1 To Give Best To The Beneficiaries

### **Strategic Thrust: 2021-22**

To Creating a Customer Service Roadmap for our beneficiaries by knowing them better and making beneficiary segmentation.

### **Strategic Thrust: 2022-23**

To strategise and design our programs and policies that best suit to our vision-mission and expectations from the beneficiaries.

### **Strategic Thrust: 2023-24**

To Design Value Realization Road Map in Collaboration with all the stockholders including donors, well-wishers, Govt. officials and ultimate beneficiaries.

## Roadmap For Organization Development

## 2 To Make Effective Use Of ICT

### **Strategic Thrust: 2021-22**

Effective use of G-Suit and Asana tools for Internal Communication, Reporting and Documentation.

### **Strategic Thrust: 2022-23**

Managing fundraising efforts, customer relationship and to accomplish IT environment made specifically for our goals and optimize our activities.

### **Strategic Thrust: 2023-24**

IT assessment audit, remove roadblocks and customise ICT policy based on two year's experience to make it more sound.

## To Move Towards Financial Sustainability 3

### **Strategic Thrust: 2021-22**

Strong bonds with the existing donors and donor management tool in operation.

### **Strategic Thrust: 2022-23**

Strong presence on social media and platforms through impact-fully showcasing our work.

### **Strategic Thrust: 2023-24**

Exploring new partnerships and different ways and means for resource mobilization.

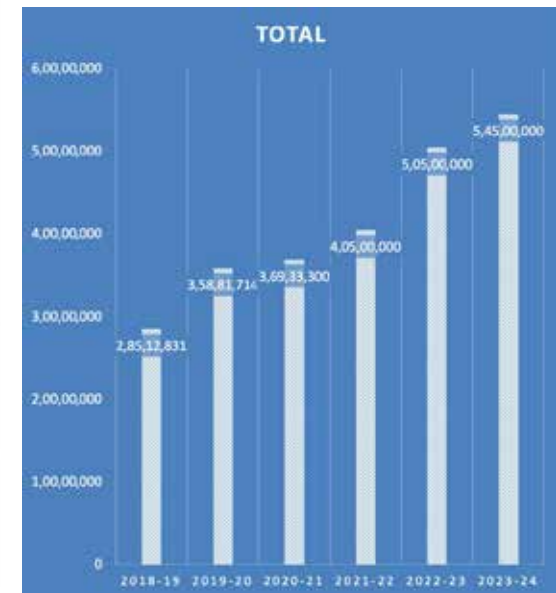
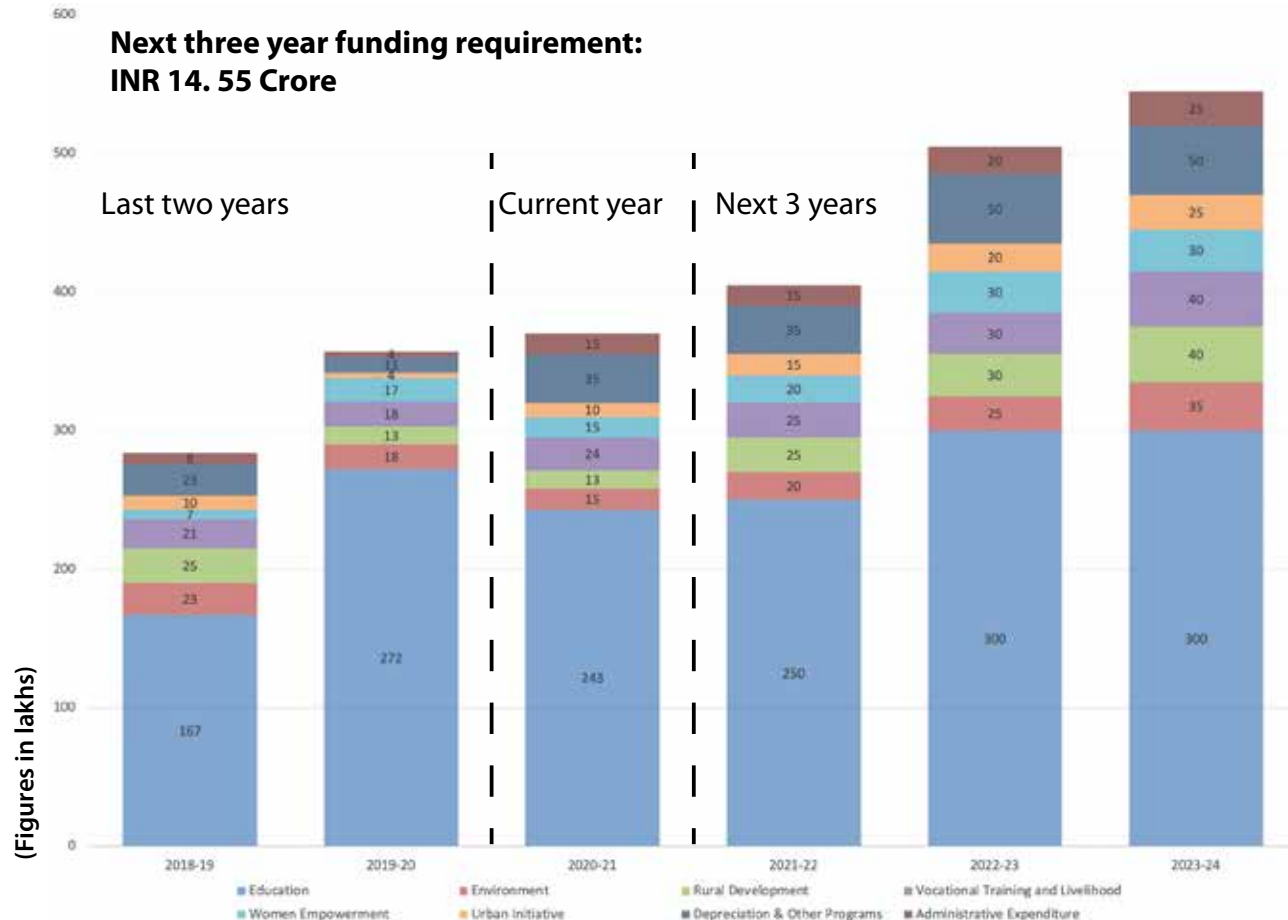


# Financial overview



## Total funding required to achieve strategic objectives

**Next three year funding requirement:  
INR 14.55 Crore**



Note: 1 Lakh = 100,000  
1 Crore = 1,00,00,000

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# Our Past & Present Partners of Development



**Jeevantirth  
Believes in  
Partnerships  
and Always  
Look for  
Sharing  
Experiences  
and  
Resources  
for SDGs.**

## DONORS

Anu Aga  
(Thermax)

Sudha Murty  
(Infosys)

Dilip Sanghvi  
(Sun Pharma)

Piyush Desai  
(Vagh Bakri)

Ramesh Kacholia  
(Caring Friends)

Kisan Goradia  
(Dosti Builders)

## GOVERNMENT

NABARD

Gujarat Ecology  
Commission

Gujarat  
Biodiversity  
Board

Gujarat Medicinal  
Plant Board

Anand Agricultural  
University

Krishi Vigyan  
Kendra

## ORGANIZATIONS

Narain Morbai  
Budhrani Trust

UNICEF

ChildLine India  
Foundation

Child Rights  
Collective Gujarat

Awas Adhikar  
Zumbesh

The Serenity Trust

Giants, Lions  
and Rotary Clubs

Sparsh

## CORPORATES

Gujarat Guardian  
Ltd

Adani Foundation

Suzuki Motor  
Gujarat

TATA Motors

Maruti Suzuki  
Foundation

Jewelex Foundation

Poddar Tires

HSBC Swades

## FCRA Donors

GISELA Foundation  
Netherlands

Chetan Shah  
Singapore

Nishit Kothari  
Dubai

**17** PARTNERSHIPS  
FOR THE GOALS



**Note:** Indicative list. Selected randomly.

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# Gratitude & Join Us



## Dear Friends of Jeevantirth,

All these years people like 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.



We humbly appeal our well wishers and donors not only to **Donate Generously** but to **BE OUR AMBASSADOR**. If anybody can help us in drafting good proposals or put us in contact with potential individual, corporate or funding organization it will be of great help.

**We are also in search of good development partners and corporate donors who can donate under their CSR policies. We can also jointly prepare and implement tailor-made projects for the companies to fit under their CSR verticals.**

## 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  
(O) 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.**  
Jeevantirth is eligible to receive funds from foreign donors under the FCRA act.

# Awards and Recognitions



Governor Smt. KamalaJi



Credibility Alliance  
Accreditation Certificate



Governor Shri O P KohliJi



Res. Morari Bapu



Governor  
Shri O P KohliJi



Res. Jyotiben Thanki

A. Dharti Ratna Award – 2011

B. Educator's Award – 2014-15

C. Nagrik Sanmaan – 2015

D. Seva-Ratna Award – 2016

E. Felicitation of Raju Deepti by YMGA – 2018