



**GRASSROOTS** India  
*changing the lives of poor and powerless*



Self-Reliance  
Human Rights  
Gender Equity  
Accountable Governance  
Sustainable Development

## GENESIS

Poverty, hunger, marginalization, exclusion and disempowerment have been commonplace coupled with improper use of resources and community assets. Entailing the ideas of empowering the poor and excluded, Mr. Hasrat Arjjumend led the foundation process of GRASSROOTS India on 2nd October 2004. The organization was registered as Trust on 5th March 2005 (registration no. UA/972).

## VISION

Poverty alleviation by changing lives of the poor and powerless

## VALUES

GRASSROOTS India believes in people's strengths  
GRASSROOTS India seeks empowering communities  
GRASSROOTS India promotes social equity and justice

## MISSION

Strengthening capacities of grassroots communities & organizations for achieving self-reliance, human rights, gender equity, social justice, accountable governance, and sustainable development.

## ACTION STRATEGY

GRASSROOTS India works directly with local communities and action groups by involving the people especially women. Organization works intensively in Uttar Pradesh, Himachal Pradesh, Madhya Pradesh, Delhi, Bihar and other states. Yet, many activities are undertaken extensively such as trainings, campaigns, networking and policy work. GRASSROOTS India principally builds capacities of people by providing information, technical know-how, education, and on-field training/ orientation, which is a sustainable way of empowering the communities and people. Studies, networking, consultations, workshops, and public education also form the parts of strategy.

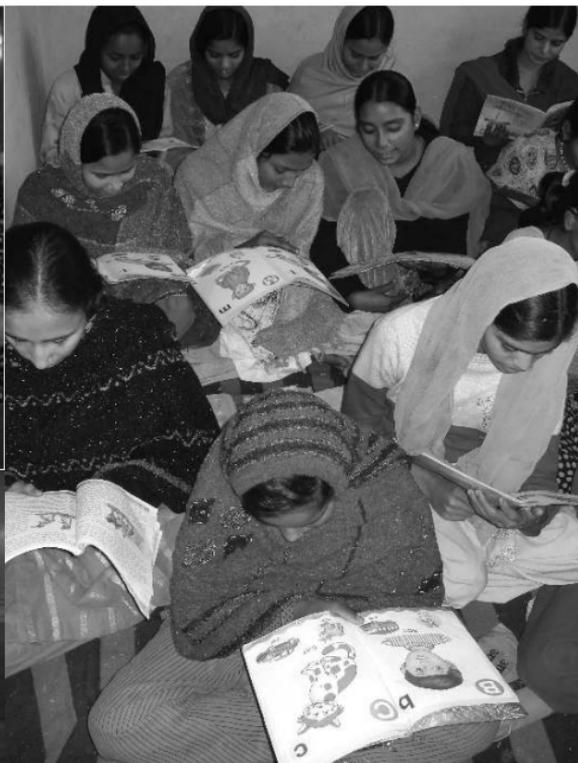
## Operational Programs

### — INVESTING IN HUMAN DEVELOPMENT PROGRAM

*The GRASSROOTS India believes in “teach a man to fish” concept instead of providing the fish to eat. To make the human being productive is equally essential in order to eradicate the poverty and halve the human sufferings. So the organization invests in human development to make the communities productive and sustainable.*

#### Theme: Elementary & Lifeskills Education

The organization works to change the attitudes and behavior of the poor and marginalized populations in poverty zones so that they give priority to education of their children especially girls. Considering the need of employment and livelihoods development the lifeskills education (vocational education) on dozens of trades is also provided to the young girls. Emphasis is always on strengthening and reforming the formal school system to increase the retention of pupils. Through integrated approach the organization undertakes and wish to undertake the projects for empowering the poor so that they could assert for their right to education and livelihood and seek the accountabilities of responsible stakeholders in the chain of education delivery.



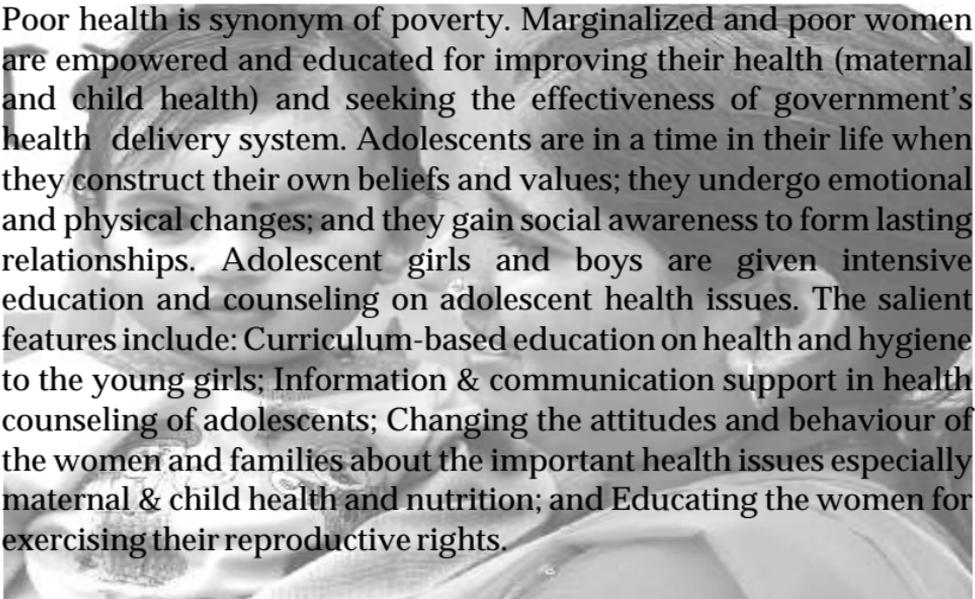
## Theme: Water, Sanitation & Public Hygiene

The organization strives to address the problems of unsafe & contaminated drinking water, poor sanitation and sick public hygiene system. Primarily the action on this vital theme encapsulates two fundamental approaches: family-level education and citizens' engagement in advocacy. Critical initiatives include: changing the behaviours and practices of families, communities and schoolchildren through creative tools; galvanizing the multi-stakeholder action for seeking alternative solutions; engaging the government functionaries, urban local bodies, local leaders, etc.; and facilitating the citizens' engagement in social audit of government's civic services being provided, and in advocating for good & fair governance in cities.



## Theme: Adolescent Health & Reproductive Rights

Poor health is synonym of poverty. Marginalized and poor women are empowered and educated for improving their health (maternal and child health) and seeking the effectiveness of government's health delivery system. Adolescents are in a time in their life when they construct their own beliefs and values; they undergo emotional and physical changes; and they gain social awareness to form lasting relationships. Adolescent girls and boys are given intensive education and counseling on adolescent health issues. The salient features include: Curriculum-based education on health and hygiene to the young girls; Information & communication support in health counseling of adolescents; Changing the attitudes and behaviour of the women and families about the important health issues especially maternal & child health and nutrition; and Educating the women for exercising their reproductive rights.



## Theme: Capacity Building of Civil Society

Building strengths of communities and changemakers at the grassroots level is important strategy of GRASSROOTS India to percolate the development action at local level. This is sustainable investment in social change process. GIT builds the capacities of field workers of NGOs and government-run development projects on selected topics. The GIT has developed “Grassroots Institute” to execute training and research. Large number of field workers and executives belonging to NGOs and Government sectors from all over India and other South Asian countries get specified trainings and skills at Grassroots Institute, and apply them in their respective fields.



---

**LIVELIHOODS & FOOD SECURITY PROGRAM**

*Poverty is widespread in rural and urban areas of India, which is caused by marginalization, deprivation and exclusion of certain section of communities, and characterized by food deficit and malnutrition, inaccessibility to critical resources, inability to participate local governance, and vulnerability to insecurities. Organizing and empowering the communities, institutionalization, training, education & extension, and technical/market support are the principal strategies to improve the livelihoods and food security of poor families.*

**Theme: Sustainable Agriculture Development**

Monoculture and intensive dosage of chemicals have spoiled long-term fertility of soils, and damages to agro-ecosystems and on-farm genetic pool have accrued irreversibly. Changing the practices of farmers to achieve sustainable agricultural development is prime challenging initiatives that GRASSROOTS India took up in mountains and other priority zones. Organization is uniquely working to conserve *in-situ* the agro-biodiversity by revitalizing farmers' traditional ecological knowledge (ITK) and through advancing farm productivity and market linkages. Judicious interventions of linking the farm produce of traditional or low-priced crops with market opportunities are on fore along with the integration of post-harvest technologies and livestock & pastoral development. GIT also creates small-scale opportunities for poor farmers by linking them with micro-credit, trainings, new knowledge, institutions, etc.



### Theme: Promotion of Sustainable Livelihoods

Vicious cycle of poverty could be broken by planned interventions focusing the sustainable livelihoods. Organization emphasizes on to improve NTFP-based livelihoods through promoting the semi-processing, value addition, marketing support, maneuvering trade chain, and sustainable harvesting. Micro-entrepreneurship development and micro-credit are promoted to build the household economies of poor and landless families in rural and urban areas. Another thrust area of sustainable livelihoods is emerging the horticulture development and agroforestry.



### Theme: Rainwater Management & Micro-Irrigation

In the hilly terrains the majority of rainwater runs off leaving behind acute shortage of water for both drinking as well as irrigation. Organization assesses critically water-deficit micro-watersheds in the hilly villages and plans the rainwater conservation and management in micro-catchments. Along with the groundwater recharge the rainwater stored on-farm in ponds/tanks has to be channelized for localized micro-irrigation, which not only alters the rainfed cropping but also changes cropping pattern/cycle besides improving the soil productivity by 300-400 percent.. Rainwater is thus managed for sustaining the agriculture and livelihoods in hilly terrains.

---

**GOVERNANCE & RIGHTS ACCOUNTABILITY PROGRAM**

*Good governance is crucial for delivery of development in the modern inequitable society. Beginning from panchayati raj institutions (PRIs) and urban local bodies (ULBs) to parliament the governance system is systematically failing to address the needs and aspirations of poor and powerless people. Be an elected representative, executive official or public leader, majority of those who govern the public affairs, institutions, or structures remain unaccountable largely. Inclusion of people fails to happen at large. Women and children are prime sufferers of failing governance and inequity in human society. Seeking accountabilities of those who are in power and decision making capacities and striving for inclusive governance are the principal activities of the organization side by side the empowerment initiatives.*

**Theme: Empowerment & Gender Justice**

Women face problems of gender discrimination, gender violence, and socio-political disempowerment. Women remain victims of feudalistic institutions and stringent customs in socially divided society. With this backdrop, building capacities of women about their legal rights and entitlements and processes of accessing the rights/justice, and building their leadership in local governance and public affairs management are the important interventions. Empowering the women and girls is destined to enable poor and marginalized females for accessing gender justice.



## Theme: Democratic Local Governance & Human Rights

Marginalized communities especially women have no informed choices and participation in the local self-governance system and election processes. It leads to educating the people about their powers (being a citizen or representative), the need of participation in governance system at all levels, roles and responsibilities (being a citizen or representative), the need and ways of leadership, and democratic election processes. To eliminate hunger and dispossession, the vulnerable families are made equipped to access the means/ resources of food production and to assert their human rights. Organization is committed to protect and promote the rights of children in vulnerable conditions. Since the violation of human rights undermines the ability of human being to access development and social justice, the GRASSROOTS India promotes the protection of human rights and human dignity.



---

**DISASTER & EMERGENCY RESPONSE PROGRAM**

This is special program of GRASSROOTS India that addresses the humanitarian needs of victims of natural disasters. In the past the organization has worked successfully to respond in emergency of floods and to document the implementation of food aid schemes during drought spells. The program is still under evolution and restructuring, and is positioning to act for disaster preparedness.



To know about current projects and initiatives or achievements of GRASSROOTS India, please browse: [www.grassroots.org.in](http://www.grassroots.org.in)

## Associated Independent Initiatives

**GRASSROOTS**  
MEDIA INITIATIVE[www.grassrootsmedia.in](http://www.grassrootsmedia.in)

With the advancement of development science the role of communication has increased in expanding the space for innovations, social change and people's voices. Civil society organizations and local communities now have been using the tools of communication for broader policy changes and influencing public opinions. GIT has been instrumental in developing "Communication for Empowerment" tools under Grassroots Media Initiative.

**GRASSROOTS**  
INSTITUTE[www.grassrootsinstitute.in](http://www.grassrootsinstitute.in)

GIT has developed special "Grassroots Institute" to execute training and research. For the leaders, managers and staff of NGOs and other civil society organizations, GI offers intensive education and intercultural training that is essential for enhancing their own performance and their organizations' effectiveness.

## Organizational Governance

GRASSROOTS India is governed by active Board of Trustees at apex level, with the Chair as chieftain of the Trust and Managing Trustee as the secretary. The Board of Trustees delegates the operational and management powers to Chief Executive Officer (CEO) and Executive Director (ED).

## Current & Previous Supporters

Delegation of EUROPEAN COMMISSION to India  
UN-HABITAT  
NABARD, Kullu  
Plan International, UK  
Poorest Areas Civil Society Program (PACS) of DFID  
A. J. Muste Memorial Institute, USA  
CSC, UK  
The Haven Wolverhampton, UK  
FIAN International, Germany  
Social Impact International, USA/Mumbai  
Ministry of Culture, Govt. of India  
CASA, New Delhi  
H. P. Agriculture University

\*and about 121 government, non-government, autonomous, international and bilateral organizations contributed to our specialized trainings by confirming their participation.



***We need your help!***

National Coordination Office:

Post Box 9726, New Friends Colony  
New Delhi - 110 025, India  
Tel: 011-26955452, +91-9868993710, 9910188948  
E-mail: [grassrootsindia@trust@gmail.com](mailto:grassrootsindia@trust@gmail.com)  
Web: [www.grassroots.org.in](http://www.grassroots.org.in)

Regional Office:

Kullu (HP)

Registered Office:

Bhopal (MP)

Field Offices:

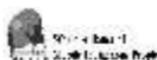
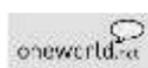
UP: Meerut, Moradabad, Aligarh, Ghaziabad, Hapur  
BIHAR: Araria; MP: Gwalior

Main Contact: Mr. *Hasrat Arjjumend, Founder & CEO*

Key Memberships & Associations:



Sphere India



Recognition:



United Nations  
Educational, Scientific and  
Cultural Organization



**UNESCO-Wenhui Award for  
Education Innovation 2010  
(Honorable Commendation)**



**Social Entrepreneurship Cohort 2008-10**