



The Profile of MUKTI

MUKTI

A Socio-Economic Development Organization

Jun 2020

MUKTI Formation, Mission & Vision

Formation

We do not believe that only a lump sum monetary aid will solve the problems of our society. The effect of such aids is transient only. Therefore we endeavor to dig out the root causes of different problems and construct holistic solutions that would best help our society.



Vision

To engage largest number of volunteers to create grassroots level socio economic development organization that contributes in sustainable development of people in need.



Mission

To work as healer for our society in the area of health, education, agriculture, livelihood, environment and rights.



Mukti is registered under the Government of India Trust Act Section 64 (Reg. No. IV-104/2005 (09-03-2005)). It has an executive board that frames the policies and passes down action items to the ground level working committee. The executive board is elected for a two-years term.

MUKTI At a Glance



SOCIAL

Sustainable integrated social solution

Operated by expertise and valuable time of volunteer

Concept that began with real life story

Ideated on Sunderban, UNESCO World Heritage Site

Aided by volunteer based governance structure

Lean Infrastructure and maximum field works

600+ People Behind

Common **people** who has mindset to work for society but could not afford due to family responsibilities

Legal Status

Registered under the Govt. of India Trust Act Section 64 (Reg. No. IV-104/2005 (09-03-2005)), Compliance with **12A, 80G and FCRA, DARPAN** Govt India

Experience

More than **13 years** of experience in social program design and implementation covering domains like health, education, agriculture, livelihood, environment & right

Women Power

46% of our employees and **61%** of overall beneficiaries are women

Offices and Personal

2 city offices and **6 field offices** along with 10 support centers, ran by 120+ personals

Fund Distribution

40% of our fund raised by our own volunteers and 60% by partner support. **94%** fund goes to end beneficiaries

For the People

So far we have reached to **0.5 million** people and every year touching **50,000 people** lives for their betterment

Works at Grassroot

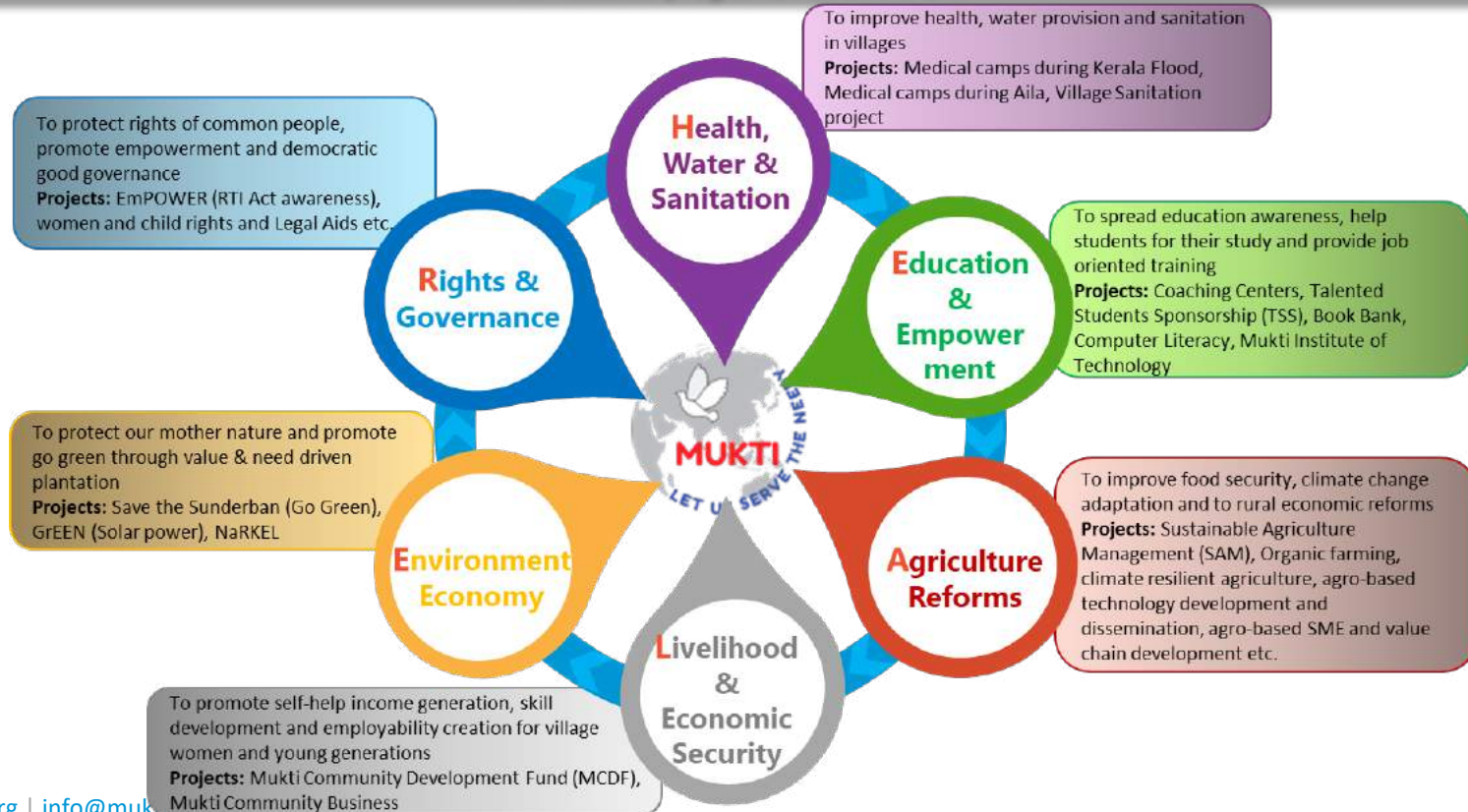
95% of MUKTI's workforce works at **field (grassroot)** level of any project

Awards & Recognition

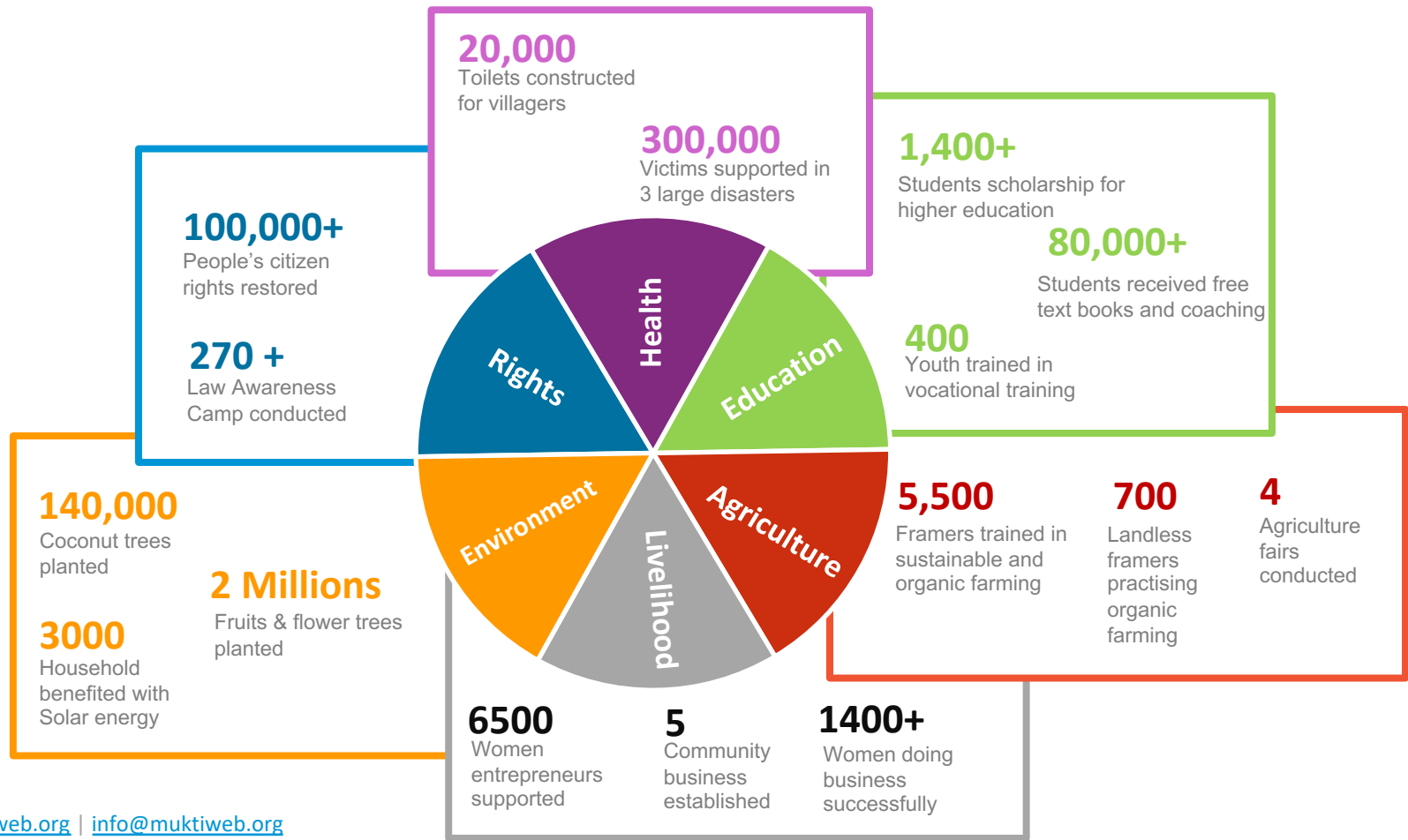
Vivek Swanman, Star of Asia, True LEGEND, Amricare, Bharat Excellence, APJ Abdul Kalam Award and Krishiranta Awards

Working Areas of MUKTI

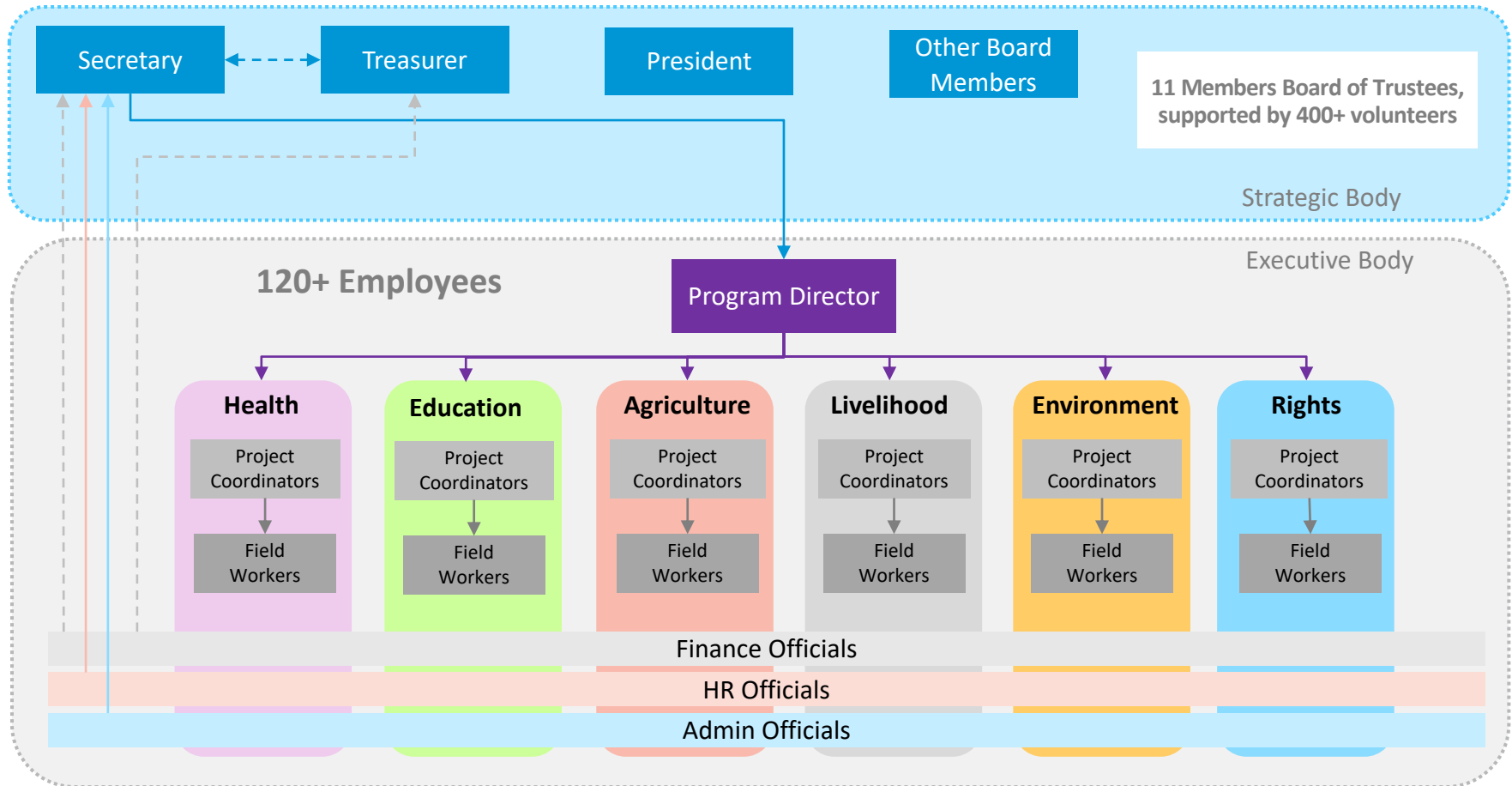
MUKTI works as the **HEALER** in the communities, to heal and reduce vulnerability of the people of last miles through its various projects under six focused programs - **H E A L E R**



Impact on Society - Counting



Mukti Operating Model



Medical Camps and Sanitation

Social Challenges

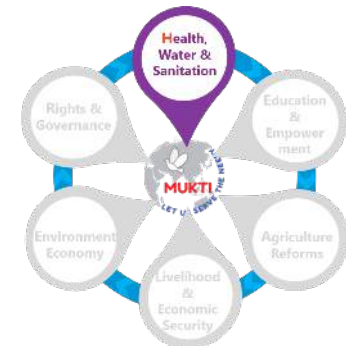
- Sunderban in cyclone prone
- Because of education average health and hygiene awareness is very low
- No good hospital or PHC
- People still visit village Akins

Solution Approach

- Importance on hygiene awareness and sanitation
- Health camp on disaster area
- Health awareness camp and large scale health screening
- Working on Portable Health Solution using modern devices and IT

Social Impact & Achievements

- 20000 toilet built
- 150 Health camp organized
- 65 health awareness camp organized
- Aila and Kerala flood time disaster support including health.
- POC on Portable Health Solution going on.



Health, Water & Sanitation



MUKTI Support School

Social Challenges

- No educated person in family. Hence, cannot guide or monitor at home.
- Teacher to student ratio is extremely poor in schools. In some cases 1 teacher manages 200 students
- Students need more personalized support & attention.
- Drop out rate increases as the students move up the ladder

Solution Approach

- School buildings are hired in morning time before school starts and used for coaching purpose
- Additional buildings have been constructed to serve more need
- Focused on critical subjects like Mathematics and English
- Special coaching organized for Madhyamik (standard 10) candidates
- Training arranged for teachers to increase effectiveness

Social Impact & Achievements

- 8 coaching centers serving more than 1000 students yearly since 2005 totaling 12000 So far
- The boys and girls student distribution is closely 48:52
- Around 31 teachers get a part time job in this support school
- The school dropout reduced drastically as the students started getting support in their daily studies
- Every year special coaching with experienced teachers from Kolkata to train for Madhyamik exam.
- Parents became aware of the progress of their children and encouraged to put more focus.



Education & Empowerment

Talented Students Sponsorship (TSS)

Social Challenges

- Higher education is costly
- It is even costlier for the students from village as they need to find accommodation in city
- People from village finds it very difficult to arrange hard cash to cope up the expense
- A huge number of talent gets wasted due to lack of proper economic support

Solution Designed

- MUKTI appeals to volunteers to sponsor students in different category
- The students are divided into different categories like Arts, Since, Engineering, Medicine and the sponsorship amount is determined accordingly
- Designed thoughtful selection process to identify talented but needy students
- Regular touch-point meeting between sponsors and students so that a sponsors can motivate students

Social Impact & Achievements

- Sponsors are continuing sponsorship for a long period **uninterruptedly 150 per year 800** students so far.
- Students are getting jobs in multiple private and public sectors featuring great success of the program
- With regular status update from TSS team and meeting with their sponsored students, the sponsors found it very effective and value adding sustainable model
- Very nature of the program is creating good human with the mind-set of giving back to society



Book Bank

Social Challenges

- Although there are enough schools in the locality, overall literacy rate is very low
- School dropout rate is very high
- Due to poverty there is no money to buy books and educational materials
- School supplied books are not sufficient

Solution Designed

- MUKTI has created a collection of text books ranging from standard V to master degree
- Books are given to the students as loan for a year
- Books are distributed and collected back through the teachers and volunteers of a particular region.
- A committee comprising of selected teachers and volunteers decide the student list and any need for additional books for a particular year
- All financially challenged students having limited or no access to text books are covered under this program

Social Impact & Achievements

- Around 5000 students from 19 schools receives text books from MUKTI each year **65000** kids so far
- It was started with a schools in a small village in Sundarbans and now it has the reach to the remotest part of Sundarban.
- The school dropout reduced significantly as books became free for all financially challenged students
- As more students came forward this lead to improved literacy rate in this area.
- Local school teachers and some volunteers spontaneously came forward to support this initiative and made it a success.



MUKTI Institute of Technology

Social Challenges

- While the literacy rate in village has been increased due to several initiatives of MUKTI, unemployment became the growing issue in this area
- Young generation got educated, but they are not that smart to compete with other privileged class
- The educated young generation are not willing to go back to work in field and take up professions like farming, fishing etc.

Solution Designed

- The initiative designed to create opportunity for alternate profession for the young generation from village by giving them vocational training
- A survey conducted to identify possible areas for training. Computer Training, Electrical work and Driving are found to be the needed training
- MUKTI Institute of Technology formed with Computer Training Facility as a first step
- A provision for electrical work has been kept for future growth and expansion

Social Impact & Achievements

- MUKTI has started the institute with computer training program initially 300 kids yearly , 400 so far.
- The program is at its initial stage and yet to judge the impact
- To encourage students, MUKTI has offered a free course for beginners and got a huge response
- In parallel we have started a spoken English class and have got considerable response
- The above two courses has attracted students and we have reached around 40 paid students now
- The target is to make this training center to a sustainable model, which can bring job facilities to the educated young generation of Sundarbans



Sustainable Agriculture Movement (SAM)

Social Challenges

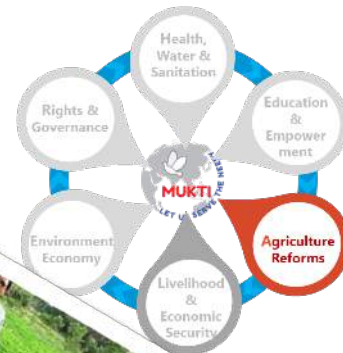
- Production cost is too high and yield started coming down on diminishing rate year after year due to uncontrolled use of chemical pesticide and fertilizer
- The disastrous cyclonic storm Aila damaged the soil of Sunderban in 2009 and made farming impossible
- Over all societies' health is compromised due to unsafe food

Solution Designed

- MUKTI Organized farmers of Sunderban to address the challenges
- Sustainable Agriculture (SAM) project is to motivate people for using organic fertilizer and pesticide
- In-house organic fertilizer and pesticide production after proper training
- Promote organic kitchen garden and introduce the process of landless farming
- Plan for organic certification to get more market value
- Developing supply chain for marketing

Social Impact & Achievements

- 5500 members in association (MOFA – MUKTI Organized Farmers Association)
- 200 farmers practicing fully organic and others reducing dependency on chemical
- MUKTI trained farmers to be trainers for other farmers (TOT model)
- “Kishan Ratna” Award by Govt. West Bengal for organic farming to one of our farmers. Vibek Samyan Award to Mukti for for organic farming.
- First organic vegetable shops opened in Kolkata, running 8 such weekly stores
- Quickly spreading across many other farmers to join the initiatives



MUKTI Community Development Fund (MCDF)



Social Challenges

- Single breadwinner family
- Single crop cultivation and low land per capita
- Limited opportunity of other employments in rural area
- Exploitation by local moneylender
- Compelling to migrate to town and exploring wrong means for livelihood

Solution Designed

- Creating of small group with 10-15 women as Self-Help-Group (SHG)
- Social investors contribute to generate fund
- Encouraging individuals for micro-savings and making responsible
- Supports loan with 0% interest
- Autonomous elected body of SHG takes care the management & execution of the group
- Provide free trainings to equip them for new business
- Initial administrative support from MUKTI to stabilize a group

Social Impact & Achievements

- 550 groups formed with 6500 registered SHG member with the project
- Around 1800 women have taken loan and till today 1200 doing business successfully
- 2600 women supported with different types of capacity building trainings in last 2 years e.g. Incense Stick Making, Food Processing, Soft toy making, Exotic Bird breeding etc.
- Opened 4 branches and targeting 6 at the end of March 2019
- 100% loan recovered so far
- Till date 107 Social Investors came forward and invested to this program



Natural Revolution with Koconut for Ecology & Livelihood (NaRKEL)

Social Challenges

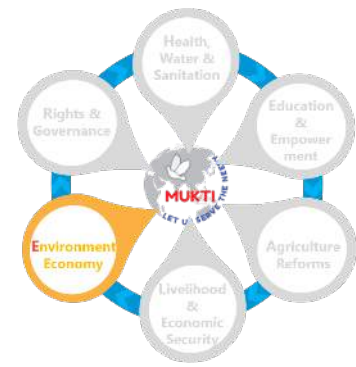
- Sundarbans is always under threat for multiple reasons like Rising Sea Level, Salinity, Climate change, Cyclones and some man made disasters like illegal wood cutting and oil spills etc.
- 30% land of Sunderban is barren which not being used for cultivation
- Soil erosion and cyclone is common in Sunderban
- Average people are very poor

Solution Designed

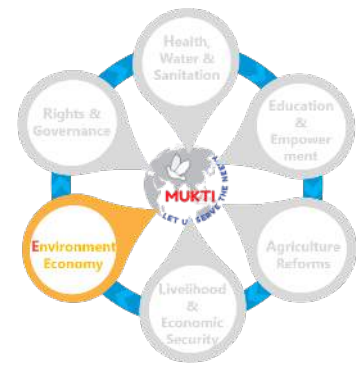
- Coconut plantation project taken up by MUKTI to save Sundarbans from natural calamities and generate a livelihood at the same time
- SHG women are engaged in raising coconut plants in riverside and barren land
- Community is engaged in building nursery and plantation of Coconut tree
- MUKTI is now the registered participant of United Nations Global Compact

Social Impact & Achievements

- Mukti is promoting coconut plantation in Sunderban since 2008.
- We have planed 1.5 lakhs coconut 40000 started giving fruits
- SHG women are getting Rs 500 support per year for each coconut tree which they are raising on barren land
- Mukti organized Environment fair



Fruits and Flowers Plantation - Go-Green



Social Challenges

- Sundarbans is always under threat for multiple reasons like Rising Sea Level, Salinity, Climate change, Cyclones and some man made disasters like illegal wood cutting and oil spills etc.
- Environment challenge is not only affecting Sundarbans, but also a constant threat to the whole world due to uncontrolled urbanization



Solution Designed

- Promoting large scale plantation of fruits and flower.
- Increase beautification of villages and road side to increase green and protect soil erosion.
- MUKTI participates in multiple plantation initiative with local clubs and volunteer organizations to spread the awareness of a healthy environment
- MUKTI is now the registered participant of United Nations Global Compact



Social Impact & Achievements

- Set up an 6 acre land fruits and flower nursery to promote low cost seedling
- We have planed 1.5 lakhs coconut and 2 million other plants so far
- The awareness has been increased within villagers and they have taken up the Beautification initiative with full seriousness
- More volunteers got engaged in the urban area as MUKTI took part in multiple environment initiatives.
- Mukti organized Environment fair



Environment Economy



Rights to Information (Project EmPOWER)



Social Challenges

- Corruption becomes a blocker for the poor and downtrodden section of society to get the proper benefit from any government policy
- Lack of awareness of their rights is the key issue for the poor to demand for their justice
- The women suffers most due to lack of awareness



Solution Designed

- MukTI's RTI program is primarily focused in building awareness in all section of the people
- We conduct training for CBO/CSO/NGO locality
- The awareness training is also extended to Government stakeholders
- RTI Help Center is set up at district level to act as a single window for assistance and creating mass awareness.
- Create documentation for ready access and understanding
- Legal intervention and support for BPL community

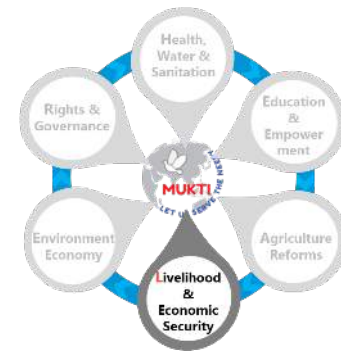


Social Impact & Achievements

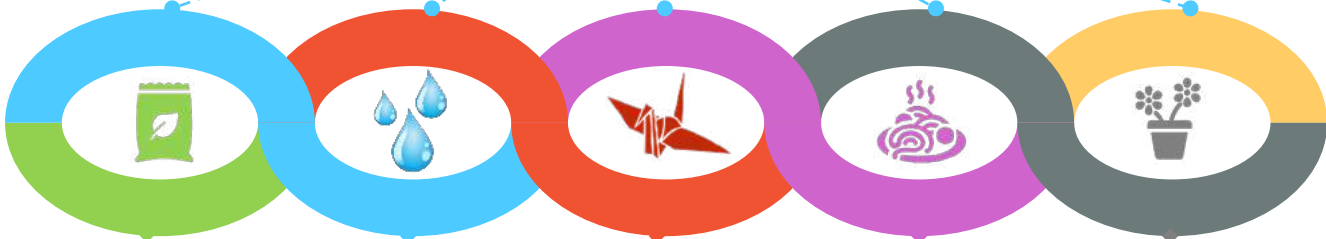
- Mukti is working in 10 Gram Panchayats from 5 Blocks
- Around 164 Civil Body Organizations (CBO) are trained on RTI Act, General Law and Government Schemes
- MUKTI hire professional theater group to conduct street theaters to generate awareness within mass
- MUKTI RTI team create RTI leaflets, books and application formats to distribute to common people for their awareness and case filing
- MUKTI has several success stories where we helped people to get their pension, ration card, BPL card and even helped to get justice in the selection process for a job.



Mukti Community Business (MCB)



MCB



MUKTI Fresh

To establish the supply-chain for organic vegetables



MUKTI Beverage

To take care purified drinking water with very low cost



MUKTI Craft

To establish supply-chain and marketing of SHG products



MUKTI Cloud Kitchen

To supply home made organic food



MUKTI Nursery

Value chain for seedling marketing and supply in low cost



Livelihood & Economic Security



House Gone



Land Gone



Protection Gone



Infrastructure Gone

Ray of HOPE



Issue

De-Watering (Flooded saline water)

Intervention



- ❖ Land and Pond contaminated by flooded Saline water
- ❖ Pumping out Saline water back in river is essential for Agriculture and Domestic your of Sween water
- ❖ Before Monsoon we have complete this activities



- ❖ Mukti is de-watering saline water for 1000 community ponds
- ❖ Total budget 20 Lacs INR
- ❖ 15% fund raised till 8th Jun 2020
- ❖ 50 Ponds completed and 30 ponds de-watering ongoing

Mukti Amphan intervention

Issue

Books, stationary and tuition support

Intervention



- ❖ Student lost their books
- ❖ School building damaged mostly
- ❖ COVID19 did not allow school
- ❖ Education of marginal people is gone



- ❖ Mukti started supporting books, stationary and tuition maintaining physical distancing and COVID guideline
- ❖ Total budget 30 Lacs INR
- ❖ 35% fund raised till 8th Jun 2020
- ❖ Tuition and book supported.

Mukti Amphan intervention

Issue

Food For work



- ❖ River Embankment broken and saline water flowing inside agriculture land
- ❖ We need to work as fast as possible to protect land
- ❖ Before Monsoon we have complete this activities

Intervention



- ❖ Mukti is Promoting Food for Work to rebuild river embankment
- ❖ Total budget 20 Lacs INR
- ❖ 42% fund raised till 8th Jun 2020
- ❖ 8000 Labor days supported till the date

Mukti Amphan intervention

Issue

Community Based seedling preparation)

Intervention



- ❖ Agriculture Land flooded with saline water
- ❖ After two time leaching land will be ready for paddy cultivation.
- ❖ But that time seedling preparation time would not be left.

- ❖ Mukti started community based seedling preparation and support to farmers.
- ❖ Total budget 15 Lacs INR
- ❖ 50% fund raised till 8th Jun 2020
- ❖ 50 Bighas of land identified we are working to identify 150 bighas more.

Mukti Amphan intervention



- ❖ Decease out breaking and waterlogged and people living unhygienic
- ❖ Skill problem, Stomach issue, Fever are common problem
- ❖ Women and child are most vulnerable

- ❖ Mukti started Medical camps
- ❖ Total budget 30 Lacs INR
- ❖ 5% fund raised till 8th Jun 2020
- ❖ 1 medical camp runing we need 9 more camps

Mukti Amphan intervention

Issue

School classroom and building repair)

Intervention



- ❖ Most of school building roof are damaged
- ❖ Mukti support schools are damaged
- ❖ Primary schools building badly damaged

- ❖ Tuition class in broken classroom, need fund for repairing school
- ❖ Total budget 60 Lacs INR
- ❖ 15% fund raised till 8th Jun 2020
- ❖ Few school building repair started

Mukti Amphan intervention

Issue

Relief Material support to homeless people)

Intervention



- ❖ People lost House.
- ❖ They do not have food, utensils,
- ❖ Due to water contamination mosquito attack

- ❖ Mukti supporting dry food, Tarpaulin, mosquito nets
- ❖ Total budget 70 Lacs INR
- ❖ 55% fund raised till 8th Jun 2020
- ❖ 5500 people are supported with tarpaulin, nets, foods
- ❖ www.muktiweb.org/amphan for more report

Mukti Amphan intervention

Block and GP coverage by Mukti in Amphan response

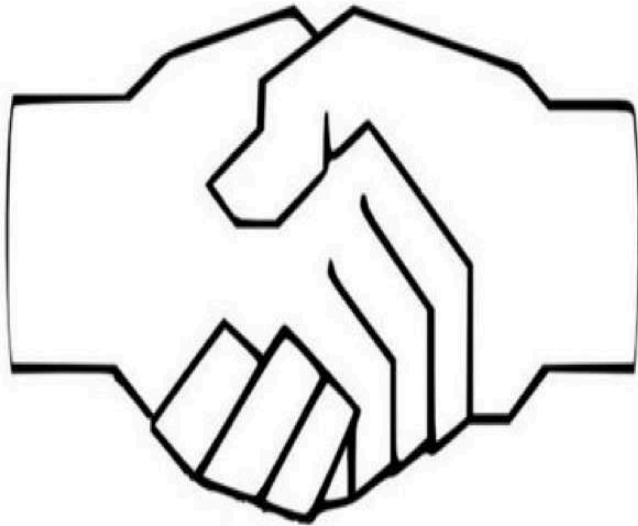
Mukti's Amphan response Coverage					
No	GP Name	Block Name	No	GP Name	Block Name
1	Nagendrapur	Mathurapur II	21	Budhakhali	Namkhana
2	Kankandighi	Mathurapur II	22	Narayanpur	Namkhana
3	Radhakantapur	Mathurapur II	23	Mousumi	Namkhana
4	Nandakumarpur	Mathurapur II	24	Haripur	Namkhana
5	Kumropara	Mathurapur II	25	Shibrampur	Namkhana
6	Raidighi	Mathurapur II	26	Swami Vivekananda	Kakdwip
7	Bakultala	Mathurapur II	27	Rishi Bankim Chandra	Kakdwip
8	Nalua	Mathurapur I	28	Pratapaditya	Kakdwip
9	Krishnachandrapur	Mathurapur I	29	Sri Sri Ramkrishna	Kakdwip
10	Herombogopalpur	Patharprotima	30	Baikunthapur	Kultali
11	Lakshmi Jonardan Pur	Patharprotima	31	Bhubaneswari	Kultali
12	Ramganga	Patharprotima	32	Deulbari	Kultali
13	Patharprotima	Patharprotima	33	Durgapur	Jaynagar I
14	G-Plot	Patharprotima	34	Baharu	Jaynagar I
15	Gopal Nagar	Patharprotima	35	Nalgora	Jaynagar II
16	Durbachati	Patharprotima	36	Chuprihara	Jaynagar II
17	Dhoplat	Sagar	37	Jalaberia II	Jaynagar II
18	Gangasagar	Sagar	38	Bharatgar	Basanti
19	Rudranagar	Sagar	39	Jhorkhali	Basanti
20	Goramara	Sagar	40	Sonakhali	Basanti

Mukti Amphan intervention

Budget and fundraise position of Mukti in Amphan response

Mukti Amphan Relief and Reovery Plan and Budget						Activity Time Line					
NO	Action Initiative	NO	Rate	Budget	Raised	May	Jun	July	Aug-Sept	Oct-Dec	Work Done
A	Amphan Relief work			18000000							
1	Drinking water support to flooded area	10000	100	1000000	50%						60%
2	Relief Support Tarpaulin, Mosquito Nets, Food packs	10000	700	7000000	65%						50%
3	Community Kitchen to feed hungry people	10000	900	9000000	80%						40%
4	Women sanitary napkins and for baby food support	10000	100	1000000	20%						30%
B	Amphan Recovery plan short term			26500000							
1	Medical Camps, each camps with 2 doctors, and medicine free for 100 Pat	200	15000	3000000	50%						2%
2	Paddy Seedling preparation and Farmers Support 250 bighas of Bijtala	5000	300	1500000	50%						2%
3	Food for work in Rever Embarkment rebuild	20000	100	2000000	42%						30%
4	Nursery preparation to generate large quantity seedling including Mangro	5000000	3	15000000	20%						10%
5	De-watering of Community ponds from saline water for reserving sweet rain water for domestic and agriculture purpose.	1000	2000	2000000	40%						25%
6	Educational stationary and book support to impacted students	5000	600	3000000	35%						2%
C	Amphan Recovery plan long term			76000000							
1	Mangrove , Coconut and road side nursery and plantation	10000	2500	25000000	10%						2%
2	School building repair	200	30000	6000000	15%						0%
3	Micro loan for house repair to SHG members	2000	10000	20000000	5%						1%
4	Micro Loan support for livelihood generation to SHG women	5000	5000	25000000	2%						0%
5	Model clean and green village for job creatin and food security	500	24000	12000000							1%
6	Cyclone tolarent housing	??	??	??							0%
	Total Budget for Amphan Relief and Rehabilitation programme			120500000	Till 8th Jun						

Mukti Amphan intervention



THANK YOU

MUKTI

www.muktiweb.org

- ✓ Registered as TRUST
- ✓ FCRA Registered
- ✓ 80G and 12A
- ✓ DARPAN Registered
- ✓ TISS Compliance
- ✓ Global Givings
- ✓ GiveIndia
- ✓ GuideStart

:-Award and Recognition :-



- ❖ Star Of Asia
- ❖ Bharat Excellence

- ❖ Krishak Ratna
- ❖ Vivek Swanman

- ❖ APJ Abdul Kalam Award
- ❖ TCS CSR Award

- ❖ True LEGEND by Telegraph
- ❖ AmriCare on Livelihood