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Celebrating 30 Years of Engagement, Impact and Change
Youth Council for Development Alternatives



Prof. Ganeshi Lal
Governor, Odisha

Rajbhavan
Bhubaneswar-751008
21st December, 2022

Message

It gives me immense pleasure to know that, 'Youth Council for Development Alternatives' has completed 30 years of service to the society and a '**Coffee Table Book**' is being published to commemorate the occasion.

Experimenting with new ideas and development models to bring changes in the society has been regular practice of YCDA in implementing various development activities in last 30 years. The knowledge gathered and the impression left on the ground with renewed commitment will take the initiative on the right track. I am sure, YCDA will scale new heights in its efforts to put smiles on the faces of disadvantaged and underprivileged section of the society.

I wish the publication all success and convey my best wishes to all the stakeholders.

Ganeshi Lal



NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR

Message

I am glad to know that Youth Council for Development Alternatives, a voluntary organisation, is bringing out a Coffee Table Book on its development interventions.

The role of private organisations is significant in supporting public initiatives in various sectors and sensitising people to participate in the process of development. Our basic objective is to bring about visible changes in all aspects of socio-economic development.

YCDA is a leading organisation engaged in the upliftment of various disadvantaged communities for several years. I hope the organisation will continue to work effectively for the betterment of society.

I wish the organisation all success in its endeavour.

(NAVEEN PATNAIK)

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GOVERNMENT OF
ODISHA



Message

I am happy to know that Youth Council for Development Alternatives (YCDA), Bhubaneswar is going to release a **“Coffee Table Book”** on completion of 30th year of its establishment.

As an NGO, YCDA has been working for the women, children, youth and the disadvantaged communities in the state. It is indeed a challenge for Civil Society Organizations to evolve a wholehearted strategy for improvement of the socio-economic status of the marginalized sections in the state.

I hope, the book will cover various promising practices and models, success stories of its targeted groups while highlighting best practices in the field of social services

I extend my warm wishes to all the stakeholders of the organization and wish the publication a grand success.

(Suresh Chandra Mahapatra)



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ଜିଲ୍ଲାପାଳ ଓ ଜିଲ୍ଲା ମାଜିଷ୍ଟ୍ରେଟ,
ବୌଦ୍ଧ, ଓଡ଼ିଶା

Sri Satya Ranjan Sahoo,
Collector & District Magistrate,
Boudh, Odisha

MESSAGE

I convey my best wishes to all staff, Board members and people associated with the Youth Council for Development Alternatives (YCDA) on the occasion of its 30th Anniversary. Turning 30 is a major landmark in the journey of a social organization. I am sure that the organization will continue to strive for imparting change in the lives of marginalized communities of the district.

I am glad to know about the commemorative **Coffee Table Book** that is going to be released on the occasion of the 30th Anniversary celebration. In the last 30 years, YCDA has contributed significantly to change the behaviour of people in several thematic areas. I am sure that the book will capture those changes and showcase them.

I once again congratulate YCDA team and hope that their tireless effort and hard work will continue to make our surroundings a better place to live in.


09/01/2023
(SATYA RANJAN SAHOO)

FOREWORD



With immense pleasure, I present you this coffee table book on 30 years of completion of the Youth Council for Development Alternatives (YCDA). 30 years, in the history of any organization, is not a mere timeline. Rather, it's a journey. The last 30 years was a journey of challenges and our response to them, concerns for the marginalized and our models for them, an indomitable wish to make the lives of people better and tangible results as smiles on their face. The road was tough, but we were tougher as far as our commitment and dedication are concerned.

Since our inception, we have devoted our time, skill, knowledge, and commitment toward the development of oppressed masses in society. In the last 30 years, we have covered more than 1500 villages, empowered more than 50,000 households, and catalyzed

behavioral changes in the lives of more than a million children and adolescents. Our theory of change is focused on building a strong, sustainable, and inclusive society.

As an organization, we take pride as a champion of child protection issues in Odisha. Be it fosters care, child protection, addressing issues of adolescents, and empowering them, we have left no stone unturned to strive for safe and secure childhood in the geographies we work. Simultaneously, we know that child welfare cannot be thought of in isolation. We need economically sound families to ensure children's holistic welfare. Through our interventions like livelihood generation, skill education, agriculture, and allied activities, we are working tirelessly towards building empowered families that ensure every child's safe and secure childhood.

30 years back, we started our journey from Baunsuni, a remote village in the Boudh district. Now, we have a direct presence in 7 districts and an indirect presence in all 30 districts of Odisha. In the last 30 years, we have set several best practices that are acknowledged nationally and developed change models that have been appreciated and adopted by various organizations. We work in close collaboration with the Government, INGOs, and Corporate bodies.

With a grateful heart, I, on behalf of the YCDA family, thank all of you for your kind support, appreciation, and love. I hope, this book will reflect on the journey analytically and will help you to understand us better.

Rajendra Meher,
Secretary cum Chief Executive Officer
Youth Council for Development Alternatives



WE, THE CHANGE AGENTS

Youth Council for Development Alternatives (YCDA), a Non-Governmental Organisation (NGO) established in the year 1993, has devoted its time, skill, knowledge and commitment towards development of oppressed masses in the society. Though we take pride as a champion of child protection issues in Odisha, we are working tirelessly in areas of livelihood and skill development that can address holistic needs of a family. In the last 30 years, we have set several best practices that are acknowledged nationally and developed change models that have been appreciated and adopted by several organisations. We work in collaboration with the Government, INGOs and Corporate bodies in reaching the desired result. Head quartered at Baunsuni village of Boudh district, we have regional and state offices at Bolangir and Bhubaneswar respectively.



MISSION

To enable children and Young People of marginalized communities in Odisha for a sustainable future with improved socio-economic and family situation through a joint action with their communities and service providers.

VISION

Sustainable improvement in the socio-economic status and self-reliance of disadvantaged community.

OUR STRATEGIES

Direct Action: Work with target groups like children, adolescents and individual Households in the community for ensuring direct services as required.

Strengthen Community Based Groups: Strengthen capacity of various groups/committees like, children club, Adolescent groups, Self Help Groups (SHGs), Village Child Protection Committee (VCPCs) etc. with an objective to develop their capacity and claim making power.

Lobby And Policy Influencing: Initiate action with other like-minded organizations and people's group to translate policies into action, lobby for poor people's policy and influence good governance practices in implementation.



ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS



50,000+
Households
Covered

More than a
MILLION
Children and
Adolescents
Reached

Direct presence
in **7 districts** and
indirect presence in
all over the state

Worked in
1500+
Villages

Created
a Network of
5,000+
Volunteers



OUR MILESTONE

1993: 1. Formation of YCDA and registration under the Society Registration Act in Societies of Registries, Kandhamal, 2. Field operation started in Gundulia Gram Panchayat of the Boudh District.

1994: Coordination Office started in a small rented house in Baunsuni of the Boudh district

1995: The partnership started with UNICEF in building the capacity of Frontline Health Workers and Anganwadi workers in addressing Malnutrition issues in the Boudh district.

1996: 1. Program extended to neighboring areas of Gundulia Gram Panchayat. 2. YCDA registered under FCRA.

1997: The partnership with Child Relief & You started to address children's issues in the Boudh district.

1998: A network program named

“Child Labour Action Network”, supported by Kinderpostzegels, The Netherlands, to address Child Labour issues started in collaboration with other five NGOs. 2. The Bolangir regional office started operating.

1999: School Promotional Intervention and Innovative Non-Formal Education programs started to create access to education facilities in the remote areas of the Boudh district.

2000: YCDA initiated Microfinance activities in the Boudh district in collaboration with Self Help Groups.

2001: Awarded the “Certificate for Outstanding Services to Humanity” by Shri Naveen Patnaik, Hon'ble Chief Minister, Odisha on the occasion of International Volunteers Day. District Administration Boudh facilitated YCDA for the remarkable job of relief and rehabilitation of affected people during the Flood in July.

2002: Forest Protection Movements strengthened focusing on building the capacity of Village Forest Protection Committees in the Boudh district.

2003: Integrated Health & Nutrition Programme (INHP) supported by CARE in Boudh started.

2004: Programme extended to Kantamal Block with a focus on livelihood, Gender equality, and Good Governance

2005: An innovative program of supporting displaced Ferry boatmen due to the Mahanadi bridge was initiated in the Boudh district.

2006: Credit plus activities initiated with the microfinance program in collaboration with India Development Services.

2007: YCDA moved to its own office Building at Baunsuni, 2. Western Orissa Education Watch program started in a partnership mode.

2008: YCDA was selected to lead a cluster program in Western Odisha with like-minded organizations. It was supported by Edukans Foundation.

2009: Family-based care concepts (Foster care, Kinship care, Sponsorship, etc.) started being implemented for the first time in the state. 2- A task force on Alternative Child Care was established. 2. First “World Teachers Program”, organized by Edukans, became operational in the Bolangir district by a group of Dutch Teachers. 4. Partnership with Meljol on Financial and Social education initiated.

2010: The ‘Right to Family Campaign’ was initiated in collaboration with the Government and recognized as an innovative way to build the concept by the National Government, 2. Second “World Teachers Programme” came to Bolangir .3. Partnership with Basic Needs India in Community Mental Health Programme started.

2011: A mega national conference on ICPS focusing on Non-Institutional Child Care was organized at Bhubaneswar. Partnership with ‘Save the Children’ on Children Alliance for Realization of Child Rights (an EU-supported project) started.

2012: Odisha Self-Help Cooperatives were strengthened and enabled to manage all microfinance activities. YCDA completely withdraw from the program clearing all dues

2013: Mr. Rajendra Meher, Secretary of YCDA selected by State Government as a Member of SCPCR for three years.

2014: “EveryChild, UK” awarded YCDA for an Invaluable Partnership in working for Children Without Parental Care.

2015: A sponsorship program addressing child protection issues with support from CIAI, Italy started in the Boudh district.

2016: Programme extended to Nuapada district in collaboration with Tata Trust to address distress migration issues.

2017: “World Teacher Programme” Organised at Boudh District. A group of Dutch Teachers visited and worked closely with Indian teachers on various aspects of education, 2. A team of sponsor team from Italy, organized by CIAI, came to Boudh for field exposure.

2018: Silver Jubilee Celebration organized at the Baunsuni office in presence of community members, stakeholders, and other dignitaries.

2019: A Comprehensive Community Mental Health program addressing disaster recovery program initiated in Bramhagiri block of Puri district. Mr. Rajendra Meher joined Better Care Network at The Netherlands conference, where BCN facilitated YCDA for work related to Family-based care and prevention.

2020: COVID Pandemic impacted the whole operation of YCDA. Major focus was on sensitizing about COVID-appropriate behaviors and providing relief. Angul Operation started with two important programs i.e Agriculture Production Cluster and Promotion of Millets supported by DMF.

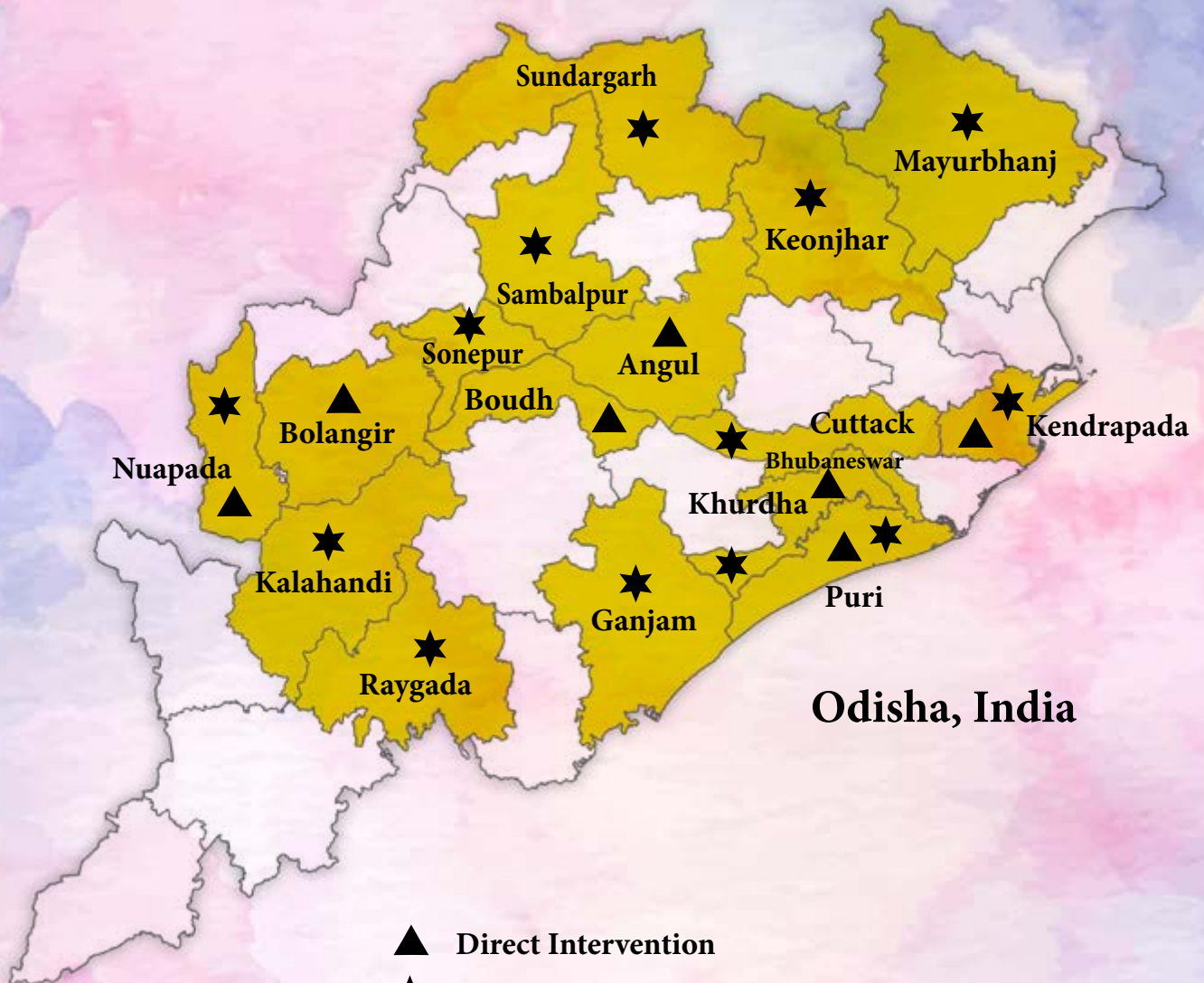
2021: 1. Pandemic continued and organizational reflection

started on revisiting approaches and interventions. 2. MSDE sanctioned Jan Siksha Sansthan (JSS) Programme for the Boudh district to provide “Vocational Training Programs”. 3. COVID immunization mobilization program started in collaboration with the Government and APF in Kantamal block of Boudh district. 4. CAFO Research Centre, USA awarded YCDA for partnership on Reintegration services for Children back to Families due to the COVID pandemic.

2022: 1. Partnership started with HDFC Bank in Kendrapara District focusing on Climate Resilient Agriculture practices, 2. Millets Mission Programme extended to Kantamal and Belpada Block of Boudh & Balangir district simultaneously, 3. Partnership with Edelgive in GROW implemented focusing on various organizational development aspects. 4. Partnership with Kinderpostzegels started on building resilience among children (Two Feet Ahead Together)



OUR INTERVENTION DISTRICTS



Odisha, India

▲ Direct Intervention

★ Intervention Through Network Partner



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