

# Organisation Profile

## Our Vision

Establishing a non-exploitative, gender and human rights sensitive, environment friendly, hunger free and self-reliant healthy society in Orissa.

## Our Mission

- Organising the poor to assert their rights.
- Enabling the disadvantaged sections to protect and promote their livelihood.
- Enabling the needy to improve their quality of life.
- Lobbying and advocacy with Government policy makers and planners for people friendly development strategy.

## Objectives:

Enabling the marginalised communities especially women to lead a dignified life by improving their economic status through gainful employment, improved living conditions, gender/ human rights sensitised and environment friendly society.



## United Artists' Association (UAA)

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### **The Genesis:**

United Artists' Association (UAA) believes in community empowerment and provides support and strengthens to people's organisations, NGOs and CBOs in its area of operation. UAA was established in the year 1964 by a group of like minded youth to help the people affected by natural calamities and to further efforts in starting educational institutions. Since then it has been working with downtrodden sections of society with focus on women and children. UAA is headquartered at Ganjam in Ganjam district of Orissa.

Welfare activities were initiated as early as 1964. The youth leaders of Ganjam village came together to implement a Government drinking water supply scheme. In the year 1965, several youth clubs came together to work under a common platform and raised funds through cultural programmes & drama to be used for welfare, emergency relief and establishment of library and educational institutions. Thus the organisation derived its name "**United Artists' Association**". Voluntarism was corner stone of the organisation.

Up to the year 1977 UAA worked exclusively with its own funds. In 1978, the first government funded Balwadi and Crèche programme was taken up. To achieve the set objectives various programmes were taken up which includes community organisation, education, health and sanitation, protection of environment, training, social forestry, disaster preparedness, livelihood and application of appropriate technology. UAA has adopted a 'bottom-up' strategy to ensure the involvement of the community in planning, implementation, monitoring and evaluation of the programme.

### **Legal Status:**

- ◆ *Registered under Societies Registration Act, XXI of 1860. Regd. No.5062/168 date 6<sup>th</sup> September 1967.*
- ◆ Registered with the Home Ministry under F.C.R.A.
- ◆ Registered with the Income Tax, Commissioner under Sect 12-A of the Income Tax Act.

### **Target Groups & Partners:**

UAA works with Small and Marginal Farmers and Sharecroppers, Marine fisher folk, tribals, dalits (Scheduled castes), and other backward castes in Ganjam, Puri, Jagatsingpur, Kendrapada, Bhadrak & Balasore districts of Orissa.

UAA has worked in collaboration with the Government, UNICEF, CWS, SDTT-Mumbai and International donor agencies like Action Aid, OXFAM-GB, Water Aid, IGSSS, CAA, Oxfam India, etc. since 80's for ushering a better quality of life for the marginalised sections of the society.

### Capabilities:

In the course of 40 years of development work at the grassroots level, the organisation has acquired special skills in community organisation and the process of building up people's organisations. It also enjoys active support and co-operation of the State, District and Block level officials. As one of the leading organisations in the State, it has a high standing as a reliable committed voluntary organisation in Government circles. This is borne out by the fact that the Government has nominated UAA to various state and district level consultative/ advisory committees from time to time. Ministry of Agriculture, Department of Fisheries, Government of India has nominated UAA as one of the National Task Force member for BOBLME Program. Both Government and UN agencies has entrusted the responsibility of Nodal Agency for implementation of Water and Sanitation program as well as coordinate Disaster Preparedness activities in the district. Funding agencies too, hold a very favourable impression for UAA, because of its reach at the grassroots level, consistency in field involvement and judicious handling of funds.

In the year 2001 the organisation is honoured with a State Level Award for 'Commendable Service to Humanity' by the "State IYV Committee" headed by The Chief minister.

With the recommendation of Govt. of Odisha, National Coastal Zone Management Authority nominated UAA as a member in State Coastal Zone Management Authority a statutory body to look into better management of Coast of Odisha.

During the year the organisation received an award for its project "SAMUDRAM", a state level federation of marine fisher women, through which the organisation promoted marine resource conservation and increase income of fishers in Orissa. The award is facilitated by UNDP for "CONSERVATION and POVERTY REDUCTION", Equator Prize – 2010.

During the year 2011, People's Media Initiative through 'orissadiary.com' awarded President Samudram, Mrs. B. Chittiana with "Living Legend" Memento for Samudram's (an UAA initiative) contribution to empowerment of marine fishing community in Odisha.

### **Changing Role:**

In the year 1995 Govt. of Orissa and UNICEF recognized the organisation as nodal NGO and canalized their funds through UAA to develop water and sanitation status in the rural areas of the district. Since then the organisation works with a network of grassroots NGO/ CBOs. During its intervention UAA along with 117 NGOs of Ganjam and Gajapati district have constructed around 8000 low-cost toilets. The organisation has established a sanitation resource centre and model village, having all components of safe water and sanitation with the participation (both physical and financial) of the community. The organisation has also created a cadre of mason in the district to encourage community for constructing low cost toilets during renovation or construction of their living houses.

### **Currently UAA provides support service to:**

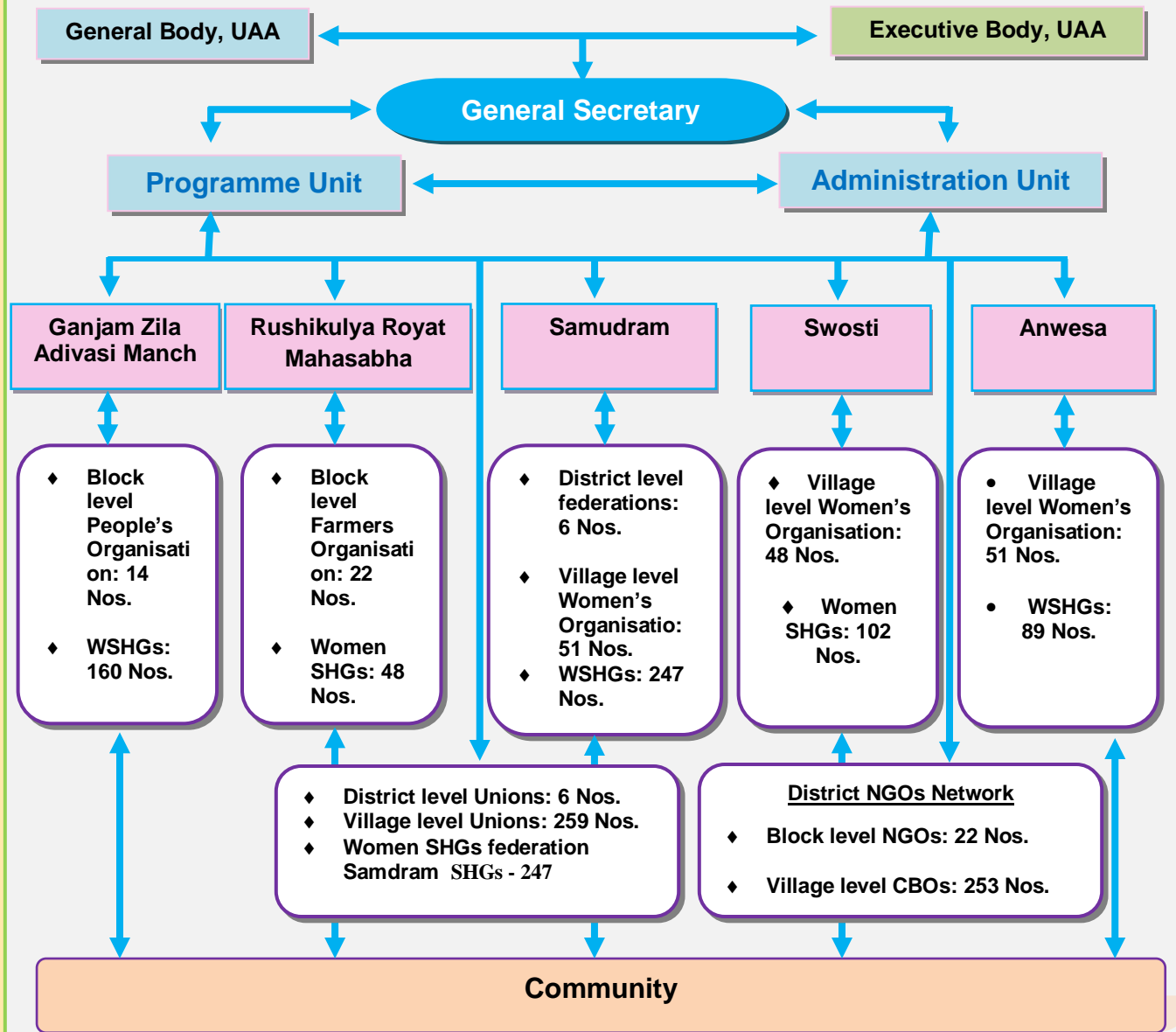
- ◆ **Block level NGOs: 22 Nos.**
- ◆ **Block level dalit women's organization: 2 Nos.**
- ◆ **District level federation of farmers' organizations: 1 No.**
- ◆ **District level federation of tribal organization: 1 No.**
- ◆ **State level federation of women marine fish workers' organization: 1 No.**
- ◆ **State level traditional marine fish workers' union: 1 No.**
- ◆ **State level forum of Organic farmers and promoters: 1 No.**

### **Ground-breaking experiment:**

In order to address the complex issue of human and soil health and productivity, a new strategy was adopted in 2004 with the support of Centre of World Solidarity-Hyderabad, to establish Organic Farming for sustainable agriculture when 10 Model Organic Villages were promoted in 3 blocks of the district. These model villages, named 'Mati Mukti-Chaasi Mukti', (meaning "soil freedom from Chemical fertiliser and pesticide related Poisonous effect and Farmers Free from market driven loan burden") have emerged as transitional organic model villages for others to emulate. This was backed up with an integrated organic fertiliser and pesticide production and use for improving soil health and reduces farmer dependency on market for input. The Corporate Partner 'Sir Dorabjee Tata Trust, Mumbai' came forward to support for scaling up the intervention through promotion of SRI process for increasing productivity of rice with less use of water and the program is going on in 52 villages of same blocks. The most significant feature of this campaign, however, has been an intensive Information, Education and Communication (IEC) programme.

The hallmark of the entire initiative has been a strong network of Federation of farmers, under the overall leadership of United Artists' Association (UAA), and farmers groups were certified their produces under Participatory Guarantee Scheme (PGS) by Organic Farmers Association of India (OFAI), Goa. UAA played a catalytic role to develop the capacity in terms of managerial, technical and HR of farmer network members. The success of this experiment has caught the imagination of the State and organic farming got a space in the state agriculture policy.

## Organogram - UAA



### Management

#### Program

The Executive Body, consisting of 11 members, manages the program of UAA. It reviews the programs, performance of the staff and suggests measures for meaningful intervention in the project villages. The General Body meets once a year. It takes policy decision, suggests programme and measures for improvement. The Secretary with the help of a 5-member core team manages the programs of the organisation.

### **Management:**

#### **Finance:**

UAA is wedded to the principle of transparency in the matter of financial management since its very birth. One highly qualified and experienced staff maintains the accounts of the organisation. Computerization of accounts has also been done. The Secretary and the Vice-president (distinguished unpaid volunteer) of the organisation jointly operate the Bank accounts. Most of the payments are made through cheque. The accounts of the organisation are audited by Sabat & Co, Chartered Accountants, Bhubaneswar.

### **Achievement, Learning & Expertise:**

- ◆ Active and conscious participation of the focus community in the development process ensures sustainability.
- ◆ Effective leaders emerge from among the community to address their problems provided space is created in development intervention.
- ◆ Mobilising tribals, dalits, farmers and fishers to address their needs.
- ◆ Building networks of NGOs, CBOs and People's Organisation and establishing linkage with State and National level like-minded networks and movements.
- ◆ Participatory planning through Participatory Rural Appraisal (PRA) & Participatory Learning Action (PLA).
- ◆ Promotion of SHGs & Micro Finance
- ◆ Promotion of Enterprise
- ◆ Establishing community based 'cooperative market access initiative by poor fish producers and Farmers'.
- ◆ Promoting value addition and Production & Marketing of hygienically processed fish product.
- ◆ Conservation and protection of marine resource particularly Olive Ridley Turtle and sustainable fisheries with the participation of local communities.
- ◆ Appropriate management of emergency relief, rehabilitation and disaster preparedness program.
- ◆ Promotion of School health program with CHILD-to-Child strategy.
- ◆ Promotion of rural sanitation and safe water with the collaboration of network of NGOs and Govt.
- ◆ Establishment and management of educational institutions both formal and non-formal.
- ◆ Promotion of organic farming and livelihood support for small, marginal farmers and share croppers and SEED conservation.
- ◆ Protection, preservation and promotion of forest and environment with people's participation.
- ◆ Study and documentation.
- ◆ Lobbying and Advocacy.

## MAP OF ODISHA



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