

Centre for Youth and Social Development (CYSD)

1. Year of Establishment: 1982

2. Mission Statement:

To enable marginalized women, men and children to improve their quality of life. CYSD uses issue-based research to influence policies from a pro-poor and rights-based perspective. It also works to ensure transparent, gender sensitive, accountable and democratic governance by building the capacities of people and organizations through participatory planning.

3. Key Achievements:

CYSD, as a Pan Odisha organization was established in 1982, with the objective of improving the quality of lives of the tribal and rural poor focusing on eradicating extreme poverty and hunger; educating the marginalized communities to have access to their entitlements; and strengthening institutional mechanism to enhance the quality-of-service delivery. Currently, CYSD reaches out to about 5.2 lakh people spread over 972 villages in 29 blocks of 9 districts in Odisha through direct implementation of various projects. Some of the key achievements of the organisation so far are mentioned below.

- 40 micro watersheds developed, covering 25,353 hectares of treatable area in 140 tribal villages of Odisha.
- 56,828 Households supported through alternative livelihoods options.
- Nutrition-sensitive agriculture promoted through revival of millets in farms and on plates by 9,000 small and marginal farmers.
- 24 Van Dhan Vikas Kendras, (VDVKs) involving 7,200 members, formed and strengthened in collaboration with the concerned Integrated Tribal Development Agencies (ITDAs).
- BANASHREE application & NTFP Mapper developed for the NTFP Gatherers.
- The average household level annual income of the tribal households increased from Rs. 47,256/- in 2018 to Rs. 68,688/- in 2023 through alternative livelihoods options.

- 316 vibrant community leaders and 2,600 youth leaders were developed and nurtured.
- Child-centric development programme benefited 20570 children in 5 tribal dominated districts.
- 23,231 tribal women sensitized on Maternal, Infant and Young Child Nutrition (MIYCN), using community-led ICT-mediated videos for improving their nutrition and social well-being.
- About 1.7 million rural women connected with the digital world through orientation on digital literacy and usage of the internet, facilitated by 2,286 Gram Sathinis.
- 20 Migrant Support Service Centres set-up in 20 Gram Panchayats of Malkangiri and Rayagada districts facilitating skill-mapping and tracking of entitlements of the returnee migrants.
- 1,894 returnee migrants were provided skill training during the COVID pandemic to earn their livelihoods.
- Access to entitlements facilitated for 28,279 beneficiaries under Social Security Schemes.
- Over one million people were covered through relief, rehabilitation and livelihood restoration support.
- Village Disaster Mitigation Plans (VDMPs) developed in 530 villages of seven districts; and one Gram Panchayat Disaster Management Plan piloted in collaboration with concerned District administration.

4. Challenges Faced:

Resource mobilisation - Most of the projects are short-term. Much time is devoted towards scouting proposals and mobilise resources.

Human Resource - Scouting competent human resources for the leadership position. Also, substantial time, money and energy are spent towards grooming and nurturing newly recruited staff, as staff turnover rate is high.

Committed projects around Skill, entrepreneurship development and disaster response action are limited.

Technology adaptability at the grassroots is a challenge.

Showcasing best practices, impact stories is a challenge.

5. Strategies for Success:

- Inclusion (including the excluded)
- Strengthening community institutions & community-based organisations
- Strengthening participatory planning and monitoring at the grassroots in collaboration with the local governance (Gram Panchayats)
- Collaboration and Convergence with other development actors
- Research and evidence generation
- Technology integration

6. Lessons Learned:

- Investment on strengthening community institutions, CBOs, Community Resource Persons (CRPs) and frontline workers has paid rich dividend in building resilient communities, more so at the time of crisis.
- Integrated Farming is one of the key strategies to minimize risks in sustainable livelihoods and nutrition security of the tribals and the rural poor.
- Availability of comprehensive database at the Gram Panchayat level has emerged to be a basic and fundamental pre-requisite for good governance.
- Digital literacy is one of the key steps taken towards women's empowerment and successful enterprise promotion in rural Odisha.
- Technical skills and competencies of frontline workers is imperative for improving their efficiency and effectiveness.

- ICT-mediated community videos are a most effective means in building awareness at the community level, and works well across all impact groups and programme domains and areas.

7. Impact Assessment:

A detailed Monitoring and Evaluation (M&E) framework has been developed in line with the five-year Strategic Plan (2022-2027) of the organisation. The impact of the programmes is assessed against the impact indicators defined in the M&E framework. For different plan periods, baseline study is undertaken to set the benchmark and the endline study to assess the impact. Mid-term and periodic review-cum-reflection exercises are also undertaken for necessary course corrections. Project specific baseline and endline are also undertaken for the long-term projects as per plan. In addition, the output and outcome level indicators are also monitored on quarterly basis based on the results framework institutionalized at the organization level.

9. The Ultimate Strong Point of Success:

Clear vision and mission, robust planning and monitoring, strong integration between the programme and programme support team with persistent mentoring of the senior management are the key behind the success.

10. Future Ready:

For the future readiness of the organisation, a comprehensive Strategic Plan (2022-2027) has been developed incorporated with the impact groups, change goals (Theory of Change), milestones and the indicators. The change goals are as follows.

Promote community food system; Strengthen social protection mechanism for the vulnerable groups towards realisation of their entitlements; Facilitate system change processes to improve institutional effectiveness and to improve local governance for development action; Skilling, reskilling and enterprise promotion • Building disaster resilient communities.

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