

# STRATEGIC PLAN

## ABOUT US

**Kokan Kala Va Shikshan Vikas Sanstha** is an organisation established in 2010 mainly to help society live better in the form of educational and medical facilities. The organisation was registered later in the year 2012 under the Society Act, 1860, and the Bombay Public Trust Act, 1950.

The organisation helps underprivileged children and promotes education, village development, support for orphanages, disaster relief support, and medical support for children with severe illnesses. Along with access to the national association of expertise, with a strong network of partnerships, we integrate internal knowledge to deliver broad-based outcomes to diverse stakeholders.

**Saving lives, Building Future and Spreading Smiles**

[www.kokango.org](http://www.kokango.org)



# WHO ARE WE

## Our Vision

To be the most admired NGO working for the betterment of the poor community in rural and urban areas of India.

Every child, even in remote areas, is entitled to opportunities and development.

To transform the lives of the underprivileged.

The most recognized NGO serving the poor in tribal, rural and urban areas of India.

## Our Mission

Become a primary contact of Govt and CSR projects in India.

Being forefront in campaigns and volunteer engagement programs in India.

To empower 1,00,000 villagers by 2030

To extend emergency medical support to 25,000 children by 2030



## VISION 2025

By the year **2025**,  
we aim to reach **40,000**  
children directly in more than **25** districts.

### OUR FOCUS

Education is a battle against poverty that everyone should fight. For many children, education is still largely an unfulfilled dream. Education transforms children's lives by helping them overcome poverty. This leads to better health and increased income opportunities. Without it, many children remain trapped in a life of poverty and hardship. We will strive to make education accessible to every child and, with it, a chance at a full, productive life. Along with children, our work will also prioritise women. In addition to empowering women to make decisions regarding health-related matters, we strive to ensure that they can have control and access to resources that will ensure their basic needs are met, enabling them to raise their children and prosper.



## OUR STRATEGY

**Many children from rural and tribal areas** reach school without the basic head start that others routinely receive. Many children from disadvantaged backgrounds are forced to abandon their education due to health problems related to malnutrition or in order to work and provide support for their families. Our work will serve children equally, without consideration of their gender, tribe, social status, or religious belief. Our work aims to respect differences and serve humanity.

To this end, we seek to develop critical skills within the organisation by building a strong body of knowledge through research and networking, and ensuring effective governance and leadership structures at all levels.



## OUR GOAL

**Our long-term goal** is to ensure that everyone impacted by poverty has access to both basic survival needs and opportunities to thrive. We also aim to strengthen the capability of women to make health-related decisions, to provide them with control and access to resources that can meet their basic needs, and to enable them to raise children and prosper.

As part of our efforts to reach our goal within the next three years, we will make transformational investments in rural and tribal areas, covering more than 200 rural and tribal areas.

# OUR WELFARE PROGRAMMES

**Our Approach to Empowering Communities to End Poverty**

## EDUCATION SUPPORT PROGRAMME

We believe that education can erase poverty and that every child has the right to an education. Through our education support programmes, we have impacted the lives of more than 145 children by eliminating begging from their lives. We aim to empower more children by increasing our number of Gully schools and Yuva Kiran centres. Currently, we have 3 Gully schools in the rural areas of Pune and Mumbai and 67 community learning centres across the rural parts of Maharashtra.

We will ensure that diverse, skilled, and effective teachers bring new educational models to life for students and provide them with the excellent education they deserve.

Through our Gully school, we will encourage learning through creative play, showing that street children feel motivated and encouraged, as well as develop a love for education. Creative play also allows the teacher and child to build a stronger relationship through which children feel confident and supported.



Children living in the poorest slums will receive after-school coaching as well as programmes based on their individual needs and individual learning styles, which will help them overcome their learning gaps. With our collaborative support and effort, we can ensure that street children are no longer being left behind.

## ORPHANAGE SUPPORT PROGRAMME

Amidst Covid, we started with our very own "**Unicorn Child Development Centre**", in Mumbai and Pune, for children who have been left with no family or home, where they can live in a secured environment. Currently, Unicorn is a home to more than 50 children and we aim to accomodate 40 more children in our orphanage centre.

We aim to provide pre-schools and early childhood development programmes to help children with psychological support and counselling that is age-appropriate to help prepare them for school. By the end of the next three years, we will ensure that each child's quality education and health care needs are covered through sponsorships. To help more children from spiritual, economic, social, and physical poverty to new horizons of hope and to enable them to become responsible and fulfilled citizens in the future with dignified lives.



## MEDICAL SUPPORT PROGRAMME

**Many parents with economically** disadvantaged backgrounds are unable to afford expensive medical treatments that require immediate attention and care for their children.

We provide medical aid to underprivileged children to save their lives by sponsoring their treatment and assisting them in returning to normal life.

Our mission is to provide medical assistance to more children who are in need of it, and in order to achieve these goals, our strategy includes taking into consideration the health needs of the child at all life stages.

We will increase efforts to deal with increasing inequities in health outcomes by taking into consideration the gender-specific needs and barriers that children face.



## VILLAGE DEVELOPMENT PROGRAMME

We believe that women in rural areas are key to driving the transformational economic and social change needed for sustainable development. Through our programmes, we provide them with beauty parlour and stitching training. Currently, over 1000+ girls and women have benefited from the program, and many of them have started their own salons.

Through our Kokan silai school, we have provided sewing machines to more than 3000 women to enable them to earn a living through sewing. With the help of our vocational programs, we aim to empower women to live an independent life.

We currently have Kokan Sewing and Beauty Parlour Training Centres in Palghar, Kasara, and Pune, and we plan to expand our reach to 15 more districts of Maharashtra in order to empower women from rural and tribal communities.



## DISASTER RELIEF PROGRAMME

**We respond quickly to disasters** by reaching out to the large community and establishing long-term rehabilitation programmes. We aim to enable a plan to strengthen its ability to respond to disasters. Each disaster will require a different response.

The plan aims to analyse disaster and emergency threats wherever it operates and provide early warning where and when possible. We believe that organised planning for chronic and predictable crises can reduce vulnerability, empower communities to be resilient against natural calamities, preserve development gains, prevent future development losses, and enforce consistent and strategic funding.

Our plan will maintain a child-centric approach to community development, strengthen accountability to the children and families with whom it works, and increase the likelihood of communities returning to normality as soon as possible after disasters. The plan will strengthen its disaster response capacity by building an organisational structure for disaster response and formalising a decision-making framework that will enable the plan to become more effective.



We will also ensure rapid response to disasters by developing and adopting clear lines of responsibility, emergency funding sources, and systems and structures.

## OUR FOCUS ON CHILD DEVELOPMENT

### Creating a Successful Environment for them

The circumstances of street children can be very complex, and there can be lots of different reasons for their situation. The right to a quality education is just one of the rights that street children are denied. Also, there are health issues for children who live and work on the streets due to a lack of medical care and inadequate living conditions.

In order to address these issues, we have been undertaking various initiatives to assist street children in order to provide safety, healthcare, counselling, education, vocational training, and other social services.

### In the upcoming 3 years, we aim to

- Raise public awareness about street children and the right to education for all.
- Provide children with nutritional support to address their health issues.
- Providing more children living in poverty with a roof of protection through Unicorn.
- Assisting parents with microfinance and other services in order to prevent child labour.
- Supporting street children with professional counselling and emotional support by helping them understand their strengths, interests, priorities and goals.
- Developing a time-bound programme for addressing the problems of street children.
- Implement anti-poverty programmes and other measures to prevent children from adopting streets as their homes.



The following values define the way we will behave and work.

These values create the foundation for all we do.

### We Stand with the Children

As a child-centric organisation, we believe that the rights of the child should be protected and promoted in every area of the child's life. We are driven to achieve the best possible impact using all means possible, and we measure ourselves by how well we contribute to positive and sustainable development for children. With the child in focus, we choose to do the right thing and not the easy thing.

### Together, We Make a Difference

Through partnerships, we draw on the strengths of others to reach further to realise child rights than each of us would on our own. By taking responsibility for our actions and being transparent about how we work, what we achieve, and when we do not reach our goals, we ensure that we meet our commitments to our donors.



### We keep our promises

We work along with children and communities to ensure that

- Children are educated.
- Children are healthy and well-nourished.
- Children are aware of their basic rights.
- Children participate in their own development.
- Children are valued, cared for and feel loved in the community.

## 3-YEAR PROGRAM PLAN

### Increasing Our Programmatic Impact

#### Improve Access to Education

Our mission is to improve the lives of children affected by poverty and discrimination by making sure that no child is left behind when it comes to education. Through improved social and economic policies and greater engagement of decision-makers, we can create long-term, sustainable improvements in the lives of children.

#### Strengthening Women's Empowerment

Empowerment of women is a process of awareness of capacity building, leading to greater participation, greater decision making power and control over transformative action. Through our programme, we will help many more women, as we provide them with training and generate income to enable them to lead independent lives.

#### Implement Effective Emergency Programmes

As part of the disaster planning process, we will understand the needs of those most at risk by working with communities and developing an action plan well in advance of the disaster.



## Increasing Our Organisational Impact

### Improve Our Social Media Presence

We have just started our social media journey and have made some significant improvements regarding our social media presence. By improving our external communication, it will help us create brand awareness, which is helpful for both creating partnerships and reaching our beneficiaries, as well as for fundraising purposes.

### Increase Donor Involvement and Loyalty

Ensure our welfare programmes inspire partners, existing donors, and potential donors by being transparent about what we are doing.

### Expand Human Capital Capacity

Our organisation aspires to build a positive image by recruiting, retaining, and enhancing volunteer capacity.

Your active support will enable us to accomplish our future goals. We never take our donors for granted and always ensure transparency in all that we do. We assure you that we won't let your faith doubt our ability to continue the support for underprivileged children and women.

