

**NGO PROFILE****PROFORMA**

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| <b>1. Name of the NGO (Acronym)</b>                             | <b>KRITYANAND UNESCO CLUB, JAMSHEDPUR, (KNUC).</b>  |
| <b>2. Address</b>   | 102/A, Kalpanapuri<br>Adityapur Industrial Area<br>Jamshedpur, 832109.India.<br><br>Tel: 91 657 2902588<br><br>Mobile No: +91 9204515540<br>+91 9546777551<br>E-mail: <a href="mailto:knunesco@yahoo.com">knunesco@yahoo.com</a><br>Web: <a href="http://www.ngogateway.org/knuc">URL:http://www.ngogateway.org/knuc</a><br><a href="http://www.karmyog.org/ngo/KNUC">URL:http://www.karmyog.org/ngo/KNUC</a> |
| <b>3. Established in</b>  | 1992 (Before Registration)  |
| <b>4. Organization Status</b>                                   | Non –Governmental Organization  |
| <b>5. Level of Action</b>                                       | Regional<br>National  |
| <b>6. Registered Under Act</b>                                  | Indian Societies Registration Act XXI, of 1860  |
| <b>7. Registration No.</b>                                      | 59/2004-05 of dated 15 June 2004, With Government of Jharkhand, Ranchi, India.  |
| <b>8. Founder</b>   | Mukesh Kumar Mishra   |
| <b>9. Name of the Chief Functionary and their Qualification</b> | Mukesh Kumar Mishra (Secretary General), M.A.in Political Science, and MBA.   |
| <b>10. Country</b>  | India.  |

## 11. Vision and Mission

### **Vision:**

To actively contribute to the social and economic development of the communities in which we operate and to be an organization that continually respond to the changing social realities through the development and application of knowledge, towards development of sustainable society that promote and protects the equality, social justice and Human Rights for all.

### **Mission:**

To work towards the promotion of the aims and objective of the United Nations and its system for development of society, and in pursuance of its vision and guiding principle. The organization organize program to facilitate the development of our societies through social work, research work , disseminates knowledge of United Nations and its program as well reaches out to the larger community through extent ion at local ,National levels.

## 12. Aims and Objectives

- To popularize the aims and purpose of the United Nations and its system and to promote its program and activities amongst the mass of society within India.
- To promote international understanding, peace and tolerance through education, science, culture and mass communication
- Organize program in the aims of social work, human resource management, Health system, culture and support the Research program.



### 13. History

The Krityanand UNESCO Club was established in 1992, since then the organization has been expanding continuously in terms of social development service. It has worked for the promotion of sustainable, equitable and participatory development, social welfare and social justice through: Program for social work, Human Resources Management, Health service and other human service through social research and dissemination of socially relevant knowledge, social intervention through training and field action, contribution to social and welfare policy and program at state, National and International levels, over the years, the organization has among others (NGOs, societies) thrusts made a significant contribution to planning, action strategies and Human Resource Development in several areas, ranging from sustainable rural and urban development to education, health, Agriculture, and Human Rights, in all case, the focus has been on the disadvantaged and marginalized section of societies, such as women, children and tribal.

The Krityanand UNESCO Club has earned recognition as an institution (Organization) of repute from state Government of Jharkhand, India International agencies or organization such as the United Nations and its system, and various International NGOs. The organization contributing relevant education and Research work. In the year 1999-2000 the organization Krityanand UNESCO Club established its link directly to the UNITED NATIONS and its systems office throughout the world and the organization declare its work as “Non-Governmental Organization/ Non-Profit Organization” and the organization registered under section 12/A, of Income Tax Act, 1961, Government of India in the year 2001 and the organization also registered under the Indian Societies Registration Act XXI of 1860, Government of Jharkhand, India in 2004-05.

**14. Values and Principles**

Krityanand UNESCO Club encourages the following values to be practiced both at individual and organizational level.

- Honesty
- Transparency and Accountability
- Mutual respect
- Creativity
- Gender sensitiveness
- Cost efficiency
- Participation
- Solidarity

**15. Guiding Principles**

- Utilization of local wisdom and resources.
- Encouragement of innovation and creativity.
- Prioritizing quality.
- Enhancing coordination and networking.
- Accepting challenges

**16. Organization Believes**

- In the potential power of the poor and Rural people to participate actively in development initiatives within their community.
- In equal opportunity for man and women in society irrespective of class, age, ethnic, culture or religion.
- All Human Rights for all.
- In freedom of expression, movement and choice by man and women alike.
- In social harmony free from communal bias.
- Freedom for work, education and development.

**17. Programs**

For the past years we have been working in field of:

- Working for the promotion of the values of United Nations and its system in our community.
- Supporting the UN Millennium Development Goals (MDGs)



- Human Resource Development
- Sustainable Development
- Rural Development
- Human Rights
- Promotion and protection of Human Rights (documentation)
- Education, Health, Child and Women development
- Research program in social work
- Environmental protection and Agriculture development
- Maintain a good library on United Nations system
- HIV/AIDS Prevention program

**18. ISSUES OF INTEREST  
(or concern)**

Promoting the aims and purpose of the United Nations and its system among the various societies of the different states in India, Organization is actively working for the social development of Rural and tribal communities,

Working in Education, Health, Child, Women development program and Human Rights, Working with Universities through out the world for social development of poor communities for their better future in Education, Health, Agriculture, Environment and Economic development and protect their Human Rights. Organizing the program in different areas for supporting the program for environmental protection and Agriculture development.

**Issue of Interest**

- Development of women
- Children deprived of education
- Street children
- Rights of persons with disabilities
- Discrimination and exploitation of vulnerable groups like the tribals and the homeless
- Child rights
- Food rights (WTO TRIPS)
- Education
- Urban poverty
- HIV/AIDS
- Emergencies
- Globalization
- Human Rights
- Social Research

**Our focus areas for Rural Development**

Our Rural development activities, key areas are Education, Health and Family welfare, Sustainable livelihood, Social causes.

**Education**

Adult education  
Non formal education  
Tribal education.

**Health and family welfare**

Medical camp  
Health awareness  
Sanitation  
Safe drinking water  
Mother and child health  
Reproductive health  
Awareness building



### Sustainable Development (Livelihood and Agriculture)

Self help group  
Irrigation  
Land development  
Soil and water conservation  
Social forestry  
Plantation activities  
Nursery  
Farmer training  
Training on Horticulture  
Aquaculture

### Social cause

Women empowerment  
Awareness drives on knowledge  
Attitude and practice

## 19 Activities

Krityanand UNESCO Club also work with

### **Women**

Every third woman is illiterate; 60% of India women are anemic; women are paid 40-70% less wages; every 4<sup>th</sup> woman who dies in childbirth in the world is an Indian.

### **• Dalits**

They form 22% of the Indian population but continue to be the most marginalized and poor. Organization reaches out to Dalit families. We also try to influence government policies which will help the social development of these groups.

### **• Disadvantaged children**

Every third child born in India is underweight; 20% of them die before they reach the age of five; 44 million work in hazardous industries; 40 million of them do not go to school. We support the child enrollment programme in School.



## **Tribal People**

There are over 700 tribes in India, some of which are facing extinction. The proportion of tribes living below the poverty line is much higher than the national average. Krityanand UNESCO Club helps the displaced tribal people by building their knowledge, skills and confidence to enable them to assert their right. The focus is on creating community assets, which benefit both the community and the environment.

## **Gender**

Human development in India is marked by sharp gender disparities. Krityanand UNESCO Club works by advocating through the media and public meetings and dialogue with policy makers, towards progressive changes in the laws, policies, institutions and social processes which impact on the lives of women, especially poor ones. They also campaign to tackle adverse sex ratio and for the promotion of women's property rights.

## **20. Management and planning**

Krityanand UNESCO Club process at internal reform to strengthen its planning, monitoring and evaluation function and its human resources, finance and administrative management has begun to yield results. Progress was made in standardizing a predictable year planning process, as well as in starting to build the capacity of members and providing guidance on results, based planning and monitoring, as well as the generation of lessons learned and best practices, will require further improvement.





## Decision making

Krityanand UNESCO Club believes that the decision making is a key part of an (administration) Administrative bodies activities, it permeates through all managerial function such as planning, organization, direction and control. Decision making involves thinking and deciding before doing and its part of our function. In keep the view of our organization's objectives, policies, program and strategies are our organization decision making process.

### 21 Structure and Governing Council

The Governing Council of the organization is responsible for the conduct of the organization's General operations, performing duties under power delegated by the council. As provided in the Article of constitution. The Governing Council meets regularly at headquarters in Jamshedpur, council serve Audit and budget for programmed, development effectiveness, Governance and Administrative matters. The administration and financial control of Krityanand UNESCO Club is vested in the Governing Council which comprise of the Hon'ble Chairman, Chairman Director General, Director, Project Director, Program Officer, Joint Secretary General, Secretary and Secretary General. The Secretary General is the chief executive of the organization.

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