



## Profile of the Organization

### General Information of the organization

Name of the organization	<b>Sanga Mithra Development Association (SAMIDA)</b>
Administrative office & Contact Address	Pedashaikalipalem Village, Kokkirapalli, Post, Yellamanchili Mandal, Anakapalli District, Andhra Pradesh-531055,
Project offices	1. Sarada Nagar 1st line, Baligattam Road, Narsipatnam, Anakapalli District-531116
	2. Boddachettu Colony, Ananthagiri Village & Mandal, Alluri Seetarama Raju(ASR) Dist-535145
	3. D.No- 37-10-109/1, 1st floor, Pydisai Nilayam, Ayyappanagar, Muralinagar east, Visakhapatnam, Visakhapatnam - District, Pin code-530007.
	4. D.No-3-4-15, Krishna Saithvik Nilayam, Near Tahatichettu Junction, Seetharampuram, Tuni Village & Mandal, Kakikada Dist.-533401
	5. D.No-9-4/2, Ranga vari street, Near Police station, Srungavarapukota Village & Mandal, Vizianagaram Dist, Andhra Pradesh-535145
Contact person& Designation	D.Veerabhadrrao, Executive Secretary.
Contact phone Numbers	Office-08932-225352, Mobile- +919618655721,
Contact Mail IDs	samidango@gmail.com, rao.samida@gmail.com
Web site, Face book login	www.samida.org, <a href="https://www.facebook.com/samida.org">https://www.facebook.com/samida.org</a>
Instagram & Linked in	<a href="https://www.instagram.com/samida_ngo/">https://www.instagram.com/samida_ngo/</a> <a href="https://www.linkedin.com/in/samida-ngo-7503aa349">linkedin.com/in/samida-ngo-7503aa349</a>

### Legal Status of the organization

Year of Establishment & Date	2001, 30th August 2001
Registration No & Which Act	894/2001, XXI of 1860 Societies Registration Act.
Founder & Chief Functionary	D.Veerabhadrrao, M.A Sociology
Governing Body Size	9 Members.
FCRA	FCRA No - 010350157. Dt- 16th April 2004 Validation date:- 31-06-2027.
12AB of Application Number	01-Sub clause (i) of clause (ac) of sub -section (1) of section 12A <b>356293330200521--- Date:- 28-05-2021</b>
80G of Application Number	11-Clause (i) of first proviso to sub-section (5) of section 80G <b>359130570250521—Date:- 31-05-2021</b>
PAN Number	AADTS4810P
TAN Number	VPNS10290A
NITI AAYOG - NGO Unique ID	AP/2010/0026416
TISS – CSR Hub	Empaneled with National CSR HUB Code No-A/1/17/02/925

Registered with Ministry of Corporate Affairs-New Delhi.	Wide Registration number is - CSR00007861.
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### Bankers Information of the organization.

Mpower Project- by ABET	1. Axis Bank- Yellamanchili A/c No-920010069160057. IFSC No-UTIB0004085
Asha Kiran & Adult Literacy Project- RILM	2. Axis Bank- Yellamanchili A/c No-920010051203193. IFSC No-UTIB0004085
APSACS- PU -CC	3. State Bank of India- Yellamanchili A/c No- 41448083063. IFSC No-SBIN0000752
APSACS-PU-IDU	4.. State Bank of India- Yellamanchili A/c No- 41485725655 . IFSC No-SBIN0000752
General projects	4. Indian Bank–Narsipatnam A/c No- 987067881, IFSC No-IDIB000N126
<b>FCRA-Designated account</b>	State bank of India, -New Delhi A/c No -40136834241, IFSC No-SBIN0000691
FCRA- Utilization account	Axis Bank- Yellamanchili A/c No-921010045223546. IFSC No-UTIB0004085

### Brief Strategies, trajectory and impression

SAMIDA, has been a multi-issue and diverse geographic positioned grass root NGO with development subjects ranging from raising communities conscientious and relieve the vulnerabilities has now reached to tap the Tribal children education, Tribal youth skillsets, literacy to health and of late the initiatives consonance with pandemic COVID19 and contagious health issues like HIV/TB and host of livelihoods matters. It is derived from the network of grass-root and mundane development activists in the year 2001 advancing the community ownership to deliver constructive engagement in tribal, rural and Urban empowerment, youth development, livelihoods generation, capacity building and occupational enhancement and linking the development to area development strategies.

The strategies are interconnecting communities to protect and conserve natural resources, demand generation, safeguarding of the environment, integration and awakening of people as a requisite drive to strive towards sustainable development models and showcasing for replication. Essentials of development work of this agency SAMIDA is engaging stakeholder and rights holders in a consultative position leading to a vision development and deliverable impacts. Sustainable models are characterized by strategic and guided interventions and introspection of overall development scenario of vulnerable communities.

**The gist of SAMIDA for over these 2 decades :-** The SAMIDA drive is to explore the nature of existing models and to develop the blueprints of the future space to learn, teach and experiment. Tangible involvement is meant for exposure of communities in

the scheme's realization, food security and community practices related to the culture and livelihoods promotion which effort would substantiate the benefit to the communities and a real time opportunity for the communities to draw the benefits in the fields of enhanced networking of the CSO, health and education, access to the advanced sources and finally an impact on the services of this NGO to the society. The 2 decades work has reflected on capacity building in the areas concerning the education, nutrition, water-sanitation and hygiene, livelihoods, skill promotion and on the mission to sensitize the community alertness on pandemics / epidemics and a mechanism for protection through the inputs of networking partners.

The collaboration of other stakeholders has always been the priority angle for the SAMIDA as the sustenance in development is always a matter of networking. Right from the inception its original plank of agenda happens to be the networking and collaboration in all fronts apart from focusing on priority development sector needs and it has the strong presence in grass-root habitations and their collaboration is sought to get the mandates fulfilled on a priority basis. Over the years the community centered development plans are laid down in each habitation for drawing out the micro plans of the villages which substantially deal with health, education, gender development, occupational rehabilitation and trainings, capacity building etc.

### **Key mile stones of SAMIDA**

Comprehensive and sustainable development building on harmonious relationship with cultural, socio-economic and area links involving integration of society towards change in attitudes and heritage preservation to move ahead with direction, growth is from action research to attitudinal level of advances as to obtain integration of different layers of beneficiaries, functionaries, segments and networks. Work profile stands for numerical advantage, area reach, multi work engagement, livelihoods generation applying refined employability frameworks and outlook on local level implications. Impact generated accounts for holistic transition in ideas, pulse, and vision, involvement and connecting development to a way of life in transformation of livelihoods, education, literacy promotion, health promotion and bridging collaboration to development.

**Vision:** The Vision is integrating all sections in mainstreaming and transforming innate potentials for enabling to reach on higher livelihoods and poverty eradication through self-help steered through facilitation and strategic interventions

**Mission:** The Mission is to work as catalytic agent for development with the operative parameters of practice and devolution.

**The prioritized goal aspects:** The SAMIDA coordinates 1) To serve the needy and deserved 2) To maintain sound public relations 3) Work with commitment

4) Transparency 5) Accountability 6) Coordination 7) Cordial Relations 8) High degree of skill 9) networking and collaboration

### **Locational mandates**

The operational area is very sprawling could be considered a center place and for several decades it's been a growing vulnerable hub. The consequent migrations from across different cross sections and resultant slums, low socio-economic index, rich poordivide, rural urban confluence have given rise to poor social conditions especially for the children, orphan, old aged etc. and the govt. efforts towards sustainable equity needed further inputs of civil society like SAMIDA to augment the pace of harmony for

the shelter-less and deserted to be accommodated in a suitable and rewarding manner and in the areas the long unproductive crops and lesser attention to the social service and rural infrastructure segments has been the primary motive for the SAMIDA to initiate several useful and development oriented programs in the sprawling land space from the year 2001 and is being getting ahead all through these years.

### **Backdrop of formation of SAMIDA**

In this background the participation of the civil society has become inevitable giving rise to the formation of the SAMIDA and a substantial public association is witnessed all through the ventures. Extensive campaigning, advocacy and propaganda for the tribal children literacy with mainstreaming and protection of children have been the right earnest beginning. Over a period of time vigorous strides marked working with target segments in various components. Drive for value added results and professional strategies have been the sure gateway that led the SAMIDA to undertake more scientific issue-based interventions.

### **Motive of formation**

The basic aim of the formation of SAMIDA is to strengthen the concept of human dignity and highlighting the doctrine of human justice and professional rewarding. The primary attention has been drawn towards the suffering conditions of Tribal women, children, destitute, orphans, old and infirm, physically handicapped and disabled and other sections of the socially and economically downtrodden communities.

The infrastructure facilities in rural areas, agricultural related gaps, poor facilities of trade and commerce for Tribal artisans, homeless and calamity affected in the coastal areas, problem of amenities in urban slums, unemployment, poverty, disastrous health conditions in the urban slums, poor performance of service providers in empowering the people etc., have all motivated the SAMIDA to take up the appropriate activities that prevents the suffering of the people and miserable conditions of women and children.

### Functional aspects of NGO SAMIDA

The works of SAMIDA are windows to the world playing prominent role in social development so that every endeavor is quite necessary to play the role of a service agency to its optimum level of efficiency with precision and professional justice.

- Increased capacities of the field communities and functionaries to be able to enhance learning practices and address issues
- Continued strengthening of community structures and staff through constant refreshers
- Advocacy for provision of local initiation so that effective monitoring can take place instead of small-scale welfare measures
- Advocacy with the Govt. Missions and Donor Agencies for provision of literacy, livelihoods, skillset and tools for advancement for the community
- Improved monitoring skills of community for regular and improved engagement as community ownership
- Intensive on-going training support for other CSO's
- Planning for sustainability of interventions, and phasing out
- Advocacy with government for upgrading of alternative schools to formal government schools
- Maximize the excellent rapport the partners have with the government to ensure timely availability of materials support and intervention and their effective use in the communities' development of monitoring and support systems to support their use for improved practices

SAMIDA armed with a logically sound strategic plan and a technically sound implementation team, the development efforts will be in line to ensuring community friendly environment for the indigenous people dreams and beyond.

### Operational areas

Sanga Mithra Development association (SAMIDA) is a development support organization working for the poor and disadvantaged people to working in Narsipatnam, Anakapalli & Paderu division and also of the Visakhapatnam urban areas of the Visakhapatnam District of Andhra Pradesh.

S.No	Name of the District	No of working villages/GPs/Wards	Coverage population		
			SC/ST	Fisher flock	Others
1	Anakapalli District	130	58500	18000	123500
2	ASR District	60	35000		2000
3	Visakhapatnam District (Urban)	35	10000	5000	15000
4	Vizianagaram District	42	12500		15600
5	Kakinada District	36	9800	4500	18000
	<b>Total</b>	<b>303</b>	<b>125800</b>	<b>27500</b>	<b>174100</b>

**Target population:** - The occupational groups of Tribal, fisher folk, vulnerable groups like hunters, snake charmers, wandering communities, caravans, and occupational groups like potters, vegetable venders, fish venders, migrants, displaced families due to mining, interstate and bilingual migrants, weavers, toddy traders, basket makers and the ironsmiths are the constituents that will form the majority of beneficiary segments

**Human Resources Elements:** -The organization has impacted the service and civil society structure in the district by pioneering to empanel the self-employment and service sector employment as well as volunteerism and the current full time are 32, Part time are 25, Volunteers (unpaid) are numbering 50, includes Trainee's accounting to 10 and other (Paid volunteers) are 20. The female staff as % of total staff is 70%.

**Policies and Procedures:** -The organization has an organ gram and the organization have a recruitment policy, and the organization have a published salary scale with appropriate job descriptions. The organization has a staff appraisal system and is committed to staff development and all statutory personnel regulations complied with under PF/Gratuity/TDS etc.

**Governance:** - SAMIDA organizational board consists of 9 members' executive committee. The board comprises of the eminent persons, academia, jurists and social workers. SAMIDA Board provides guidance and direction to the organization and helps the organization develop relationship with other organizations and monitors program execution. The Secretary of the board is highly experienced and groomed many young professionals in the district. The staff and board understand the broad focus of the mission and vision and are well articulated. Program planning and implementation reflects the vision of the organization

**Organizational Structure:** - The SAMIDA is administered and controlled by the General body which is an elected body and is seconded by the Governing body which is assisted by the Executive secretary for all the operational functions and implements the decisions of the Governing body. The Secretary will be assisted by 4 functional departments which are program, finance, MIS and Human resources who are assisted by field officers and community resource persons but ultimately the community is the focal point and will devise standards for better governance.



### Organizational chart






**Program Activities:-** The organization implements different flagship programs and activities in Tribal education and literacy, Health, WASH, Lesbian, gay, bisexual, transgender and intersex (LGBTI), Gender development, climate change/Bio-diversity, NTFP/MFP, Start-Up incubations, Nutrition of Women and Children, RCH/MCH, Water Harvesting Structures, Sanitation, Agriculture, disaster preparedness and resilience, Food Security, Skill development for employability enhancement; Civic services, environment protection etc. with linkage with flagship programs – MGNREGA, NRLM, NRHM, SSA, welfare provisions for aged, differentially able etc. with veritable deliverables and approaches for replication.

## Supporting agencies and activates past & present:-

Name of the Agency	Purpose of the activity
	Mainstreaming of drop out school children to schools after training them in the Residential bridge course centers. In this program we have been mainstreamed 580 children.
	“Promote-Support- Develop” is the mission under which income enhancement initiatives “Income generation & Sustainable Livelihoods promotion” to vegetable farmers for the Livelihoods enhancement in the target area with 1500 women vegetable formers
	Nutrition food supply to HIV Positive children (2 to 14 years) and referral services along with ART support services.
	Promoted a mini cluster of Textile & Zari Workers in Hyderabad city through The Hyderabad city Zari workers Mutually Aided Cooperative Society, Andhra Pradesh for their livelihoods enhancement and sustainability
	Building Community Resilience for Realizing Rights and Entitlements for Sustainable Livelihoods among Fisher Folk
	Awareness on Environment through the rag pickers cooperative society in Anakapalli Municipality for solid waste management
 <div>Andhra Pradesh State Aids Control Society (APSACS)</div>	Target Intervention (TI) project with core composite (FSW-MSM) with High-Risk Group community in 10 Mandals of the Visakhapatnam rural District.
	Target Intervention (TI) project with IDU component with High-Risk Group community in Visakhapatnam urban areas of the Visakhapatnam District.



	<p>Technology Interventions to Vegetable Farmers Organizations for update the latest inputs in agriculture &amp; market information to the farmers with the support of Global India, Samhita &amp; American Consulate General.</p>
	<p>Facilitate the GO-NGO data base preparation in the costal districts of Andhra Pradesh.</p>
	<p>Awareness to MGNREGA and Capacity building activities to the wage seekers in 129 Grama Panchayats in Visakhapatnam District with the support of the Department of Rural Development Government of Andhra Pradesh</p>
	<p>Awareness on Total Sanitation Campaign and construction to the ISLs and 100% of usage of ISLs in the Payakaraopeta Legislative Constanacy of Visakhapatnam District.</p>
<p><b>National Child Labor Eradication Project, Ministry of Labor Welfare</b></p>	<p>Child Labor eradication and mainstream and skill development project. In this project we are identified 135 child labor children and main stream in different Government hostels and Institutions.</p>
	<p>A pilot study, Situational assessment. Rehabilitation strategies and awareness pooling up Awareness on Mental Health in Bobbili &amp; Cheepurupalli Mandals in Vizianagaram District</p>
	<p>Awareness on the Immunization campaigning activities in the Koyyuru Mandal of ITDA Paderu coverage area of the Visakhapatnam District</p>
	<p>The Street to School project with modern school complex concept to Tribal children and orphan children for their educational development &amp; create Skill trainings for their livelihood's creation and Enhancement with the support of Care &amp; Share Italia Onlus ONG</p>
	<p>Community based Rapid HIV testing (CBT) program In 35 Mandals in the Visakhapatnam&amp; Vizianagaram District and to create linkages to PLHIVs who are identified in community level and to refer them to ICTC &amp; ART centers</p>

 <p>Functional Vocational Training and Research Society</p>	<p>Skill trainings to Under privilege Youth in Visakhapatnam District for placement in employment, Self-Employment &amp; Entrepreneurial support their financial sustainability, skill net and enterprise promotion</p>
 <p>Rotary India Literacy Mission</p>	<p>We have been working with the support of the Rotary India Literacy Mission –Kolkata under Back-to-school program with the 2000 laggard &amp; school drop our children under age 7 to 14 years in the tribal area of the Visakhapatnam District</p>
	<p>Working with 10000 adults for the making basic literates for their regular day to day activities in the Ananthagiri, Aruku mandals of ASR district and Ravikamatham &amp; Rolugunta mandals in Anakapalli district.</p>
<p><b>Bible Tabernacle Church- USA</b></p>	<p>Provide support to 200 children for their education support, Nutrition and health care to poor, orphan &amp; semi orphan children in tribal and rural area of the Visakhapatnam District</p>
	<p>To Create awareness on the mental health through the Mpower program to the community and students. We have covered around 5 district in 45000 target community in our operational area in a span of one year.</p>

**Grant Management:** - The organization runs finances on sound principles of decency and decorum with a regular internal audit system both in-house and external, and reports are available, the organization have a statutory auditor, the organization publish/bring into public domain, the annual accounts, and the organization share its financial statements with the target communities, Set of administration instructions/procedures are available with a policy on segregation of duties, Policy on fraud, theft, Malfeasance and misappropriation, Purchasing process ensuring best value, appropriate cash disbursement system, Payments supported with original bills etc. Regular bank statements are in place with a periodic reconciliation of accounts; fixed assets records are maintained; Inventory records are maintained. All the Accounts are computerized and integrated (joint) books of accounts are maintained for all funders with separate funder wise ledgers and the salaries/honorariums above Rs 1000/- pm paid by a/c payee cheque or NEFT only. The organization uses up-to-date computers with a system of internal and external backups of data and is adequately protected with anti –virus software.

**Systems of periodic internal review and monitoring:-** The SAMIDA organizational board consists of 9 members' executive committee with the mentor sustaining support of solely the eminent professionals and the board comprises of the

experienced academia, researchers grass, root farmers, CBO's and SHG's which provides guidance and direction to the organization and facilitates the organization to develop linkages and monitors program execution and organizes regular and periodical internal review through meetings and on the field assessment sorties and monitoring with their own internal evaluation team and periodically conducts the external evaluations.

The broad feature and focus of such evaluations and monitoring are whether the staff and board understand the broad focus of the mission and vision of the projects in place and whether in the Program planning and implementation they are well articulated and whether the implementation reflects the vision of the organization. This kind of evaluation and monitoring provides a platform to take the stock of the situation in a participatory manner by involving all the staff members in the planning process.

**Program elements and approach to development:** -The approach to development is a synchronized and well-articulated down to earth and operational focus on key core sectors of health, education, livelihoods, occupations, agriculture and allied occupations, NTFP in the tribal context and infrastructure development. The key essential strategy is capacity building of personnel and of youth, women and child, mother committees, school management committees, ICDS functionaries, farmer groups, CBO's, VO's and volunteers. Instilling the community ownership and ownership on resources through community propelled micro planning, operational work plans and community driven resource pooling by involving and invoking the Panchayats Raj (PRI) institutions and quality inputs to children clubs and women collectives.

**Emphasis on women uplift:** - The approach for women empowerment is through the formation of women collectives and MACS for economic sustenance and leveraging the linkages of government schemes and corporate courtesies as also the private philanthropies. Continuously assigning the women research studies and promotion of well-articulated documentation to the personnel and associates forms part of the larger insights into the approach of SAMIDA for a meaningful and deliverable development practice, essentially the approach is to transform women associates into a noticeable and measurable development practitioner in the true sense of the term. The organization has the development strategy and is periodically updated with a planned phase-out strategy.

**Field strategies and interventions:** - The field interventions are based on the micro-plans, situational assessments and transit walks of the area's requirements. The field operations are based on a pyramid sort of network formations with clear vision for the monitoring and periodical assessments of the progress on going. The essential strategy is ad-mixing the village communities along with the field work teams in which the field assignee will identify himself with that of the CBO and from that fountain he draws his specified job and end results. The field interventions are action oriented instead of just

delimiting to the counseling or motivation sort of conventional means and the operations are being carried out setting an avowed mission of practically setting an example to be a best practice.

The field operations are designed in such a way that learning is accomplished by positioning in all the assignments – the field worker, intern, probationer or refresher trainees need to produce a model and some deliverables as attached to that specified job and the field will have to be utilized to learn all the tools required to the social work right from PRI, Micro Planning, situational assessment, transit walks, network formation, CBO and VO formulation, accessing the linkages

**Field priorities and Development Impact in Core Areas:** - procedures under various acts like RTE (Right to Education), RTI (Right to Information), ROFR (Recognition of forest rights act), accessing entitlements under RTE, ICDS, Revenue, different line departments etc., conducting Grama Sabhas, trainings to SMC members and forming the child clubs, Nyaya Panchayats, and negotiating with the line departments for accesses and instantaneous problem identification and salvage mechanism.

Mother and child: in our end line survey connected to one activity the hospital deliveries have increased by 75% as compared to the pre-project launch and the mortality rate of both mother and child have lessened by half. The school dropouts or the teacher absenteeism or late arrivals have halved as compared to the earlier times and the enrolments have risen dramatically and the noted improvement in the ICDS entitlements and school entitlements has increased.

**So far generated impact with different agencies:-** The visible impact is in bring a turnaround in the PDS – Public distribution system and improvement in the quality of entitlements like double ration, IFA and lactating/pregnant take home or the spot consumption. The relief and rehabilitation to the cyclone victims both direct and indirect as also the facilitation through volunteerism of the victims and rehabilitation mechanism have far exceeded the potentials of the organization and the aftermath cyclone rehabilitation through pooling avenues and material and rehabilitative assistance is a visible factor. The stigma and discrimination attached to the care of HIV infected and affected/IDU afflicted have come down and now the drug adherence, safe behaviors, community inclusion of the affected people and community owned helping activity are in the process.

The migrations to far off places have totally been reduced and the retention in school and colleges and vocational trainings has been improved and the number of the seasonal and contagious diseases as a result of bad sanitation has been curtailed promotion of literacy and mainstreaming of Tribal out of and dropout school goers and training of Tribal youth in the employability trades, development of water harvesting

structures, promotion of Tribal model schools, NTFP enterprise promotion through skill net and women sustainable engagement in income generation and the health practices are the guiding future milestones to carry ahead the development agenda

#### **Networks with different agencies: -**

We are active member of the state level NGOs association.

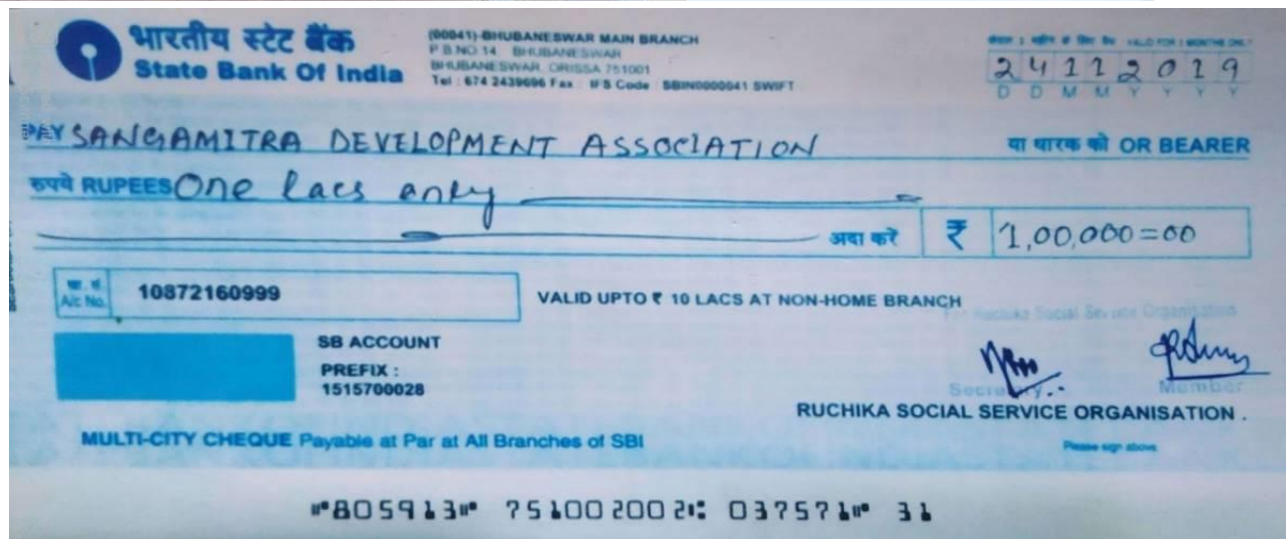
- That is **Andhra Pradesh NGOs Alliance (APNA)**. This network recognized by the **Commissioner, Rural Development Government of Andhra Pradesh**.
- **District committee member in the district level GO-NGO network**
- Active member in **Andhra Pradesh Recognized Non-Governmental Organizations Association (APRNGOs)** Headquarters at Vijayawada.
- A member of Guide star National network of the civil societies
- A member of Navjivan Center for Development
- Indian solidarity council, international institute of education and management,
- National CSR symposium etc. professional bodies

#### **So far garnered Awards from different sources**

1. Star of Asia Award- by International Business Council- New Delhi
2. JEWAL of INDIA award, By Indian Solidarity Council-New Delhi
3. Arch of International Excellence Award- By Global Achievers Foundation- Thailand.
4. Mother Theresa Sadbhavan Award by International Institute of Education & Management –New Delhi
5. Vijay Rattan Gold Medal Award- by International Institute of Education & Management –New Delhi
6. Award received for the COVID-19 pandemic relief services to the communities From a network of civil societies –New Delhi by -Visakha Samukya- New Delhi
7. Visakhapatnam NGOs Leadership Award-2017- By Dr. D.L.Bhatia, Founder World CSR day & World sustainability.
8. Dr. APJ Abdul Kalam Sadbhavana Award- by International Institute of Education & Management –New Delhi



9. 5<sup>TH</sup> Inderjit Khurana National Award-2019. By the Ruchika Social Service Organization- Bhubaneswar.



**D.Veerabhadrrao,**  
**Executive Secretary,**  
**SAMIDA,**  
**+91 9618655721, 8985225721**