WOW - Winning Odd Ways

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Disclaimer
All necessary permissions have been acquired from the enlisted individuals/families in this book.
8 true stories of people who stood against all odds.
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Preface

Shedding the jargons and complexities of an NGO work, this coffee table book is a genuine narrative of how Caritas India is bringing about positive change; even beyond project tenures.

Aligned with the sustainable development goals of the United Nations, these true stories are a mirror to the Organization’s programmatic goals.

Whether you are an individual, a donor, a corporate executive or a government personnel, this book can help you take the right decision for partnership in the development sector.
Foreword

With great joy, I take this opportunity to thank Caritas India for its commitment towards community development in some of the remotest parts of India.

In the past 3 years of connecting with Caritas India, we have been able to disseminate some of our latest technologies - in making of bio-fertilizers, organic manure and methods of using lime to over 300 small holder farmers. As a result, these farmers have improved their production by 15-20 percent.

The story of Balku Singh narrated in this book is a testimony to our effort. My sincere appreciations to Caritas Management headed by Fr. Frederick D'Souza.

Dr. D.K. Shahi
Chairman, Soil Science,
Birsa Agriculture University,
Ranchi
From The Director’s Desk

We have been able to transform people's thinking and this book is a reflection of this journey.

Often it is thought that program requires projects with huge money to bring about any change. But through our community participation initiatives, we have realized that what we need is people's goodwill and willingness more than anything else for change to come in.

It is my joy to gift you these cases that have inspired me personally. And I hope they will do the same to you.

I welcome you to join hands with us as we hope to continue this journey in the interest of our growing nation.
Looking Forward

We are connected to more than 24,500 volunteers who are instrumental in the behavioral change we hope to see in our society today. Down south in the state of Kerala, 16000 volunteers provide solace to cancer patients.

We believe that community has the solution to most of the problems to a greater measure. Organising community resources is the key today. Omana Babu's experience narrated in this book is one such example where community is providing solution to the growing menace of Cancer in the state.

In the coming five years, our volunteer base is expected to grow to a million, expanding the social capital as a solutions to the most vulnerable situations and places, not for cancer alone but for a wholistic approach to development.
Tormented... yet a sublime confidence

Supported by Caritas Australia
Tormented... yet a sublime confidence

Story of a tribal girl who once was trafficked to work as a domestic servant.

Rescued in 2012, today she has become a state hockey player of West Bengal. She has also bagged a bronze medal in Taekwondo and a gold in Karate.
A tribal girl from Alipurduar in West Bengal, Puja Kachu, 15 is a housemaid turned sports champ.
She was rescued in 2012 from Algarah, a small hilly town located 15 km east of Kalimpong district, West Bengal.
This house confined Puja for 3 long years. At the age of 10, she was forced to do all sorts of household chores, including taking care of two kids nearly her own age.
After she was rescued, Puja was sent to St. Michael’s Boarding School in Darjeeling. She is average in her studies but keeps passion in sports.
She was trained in hockey, karate and taekwondo. Puja responded well to these opportunities provided to her.
She plays as a defender for the West Bengal State under 14 hockey team. She aspires to be an officer in the Indian Police Service.
In school, her best friends keep her motivated away from her difficult and horrifying past.
During school holidays, Puja gets to join her family back in Alipurduar. Her father works at a local tea-estate.
Puja channels her anger to push her way to success, says Sr. Subheshna, Mentor and Director at the Bal Suraksha Abhiyan Rehabilitation Center.
She is still vulnerable and needs constant emotional support and most importantly a conducive environment in order to excel in life.
For Puja, the journey goes on, one step at a time.
About the programme

Programme name: Bal Adhikar, Mero Jemmewar
(Child Rights, My Responsibility)

Supported by: Caritas Germany


Individuals benefitted: 30757 (M/F: 13764/16993)

Programme period: 2013-19

Data: Bablu Sarkar, State Officer, WB

Acknowledgements

Implementing Partners: Bal Suraksha Abhiyan, Anugyalaya Darjeeling Diocese Social Service Society
SOUL HAS NO GENDER... living the humane way

Supported by Caritas Australia
SOUL HAS NO GENDER... living the humane way

Shivani is a transgender from a village in Jharkhand. She has risen from being a stone cutter to a business person.

It makes her financially independent while she takes responsibility to educate four children of her brother, who is economically challenged.

This programme compliment the SDGs

1. NO POVERTY
2. GENDER EQUALITY
3. DECENT WORK AND ECONOMIC GROWTH
4. PEACE, JUSTICE AND STRONG INSTITUTIONS
Shivani Hembrom, 39 is a stone cutter turned business person.
She is the only transgender in Raigadi village, 70 km from Jamshedpur in Jharkhand.
“Shivani was always different. She always behaved and acted like a girl. Boys from the village were curious about her,” explained Ram Sahay Munda, who has been a school mate of Shivani for more than 10 years.
She lost her mother when she was five. 
As she grew up, Shivani had learned not to expect much from life.
In 1994, after she failed her class 10th exam, she took up a job in a nearby quarry. She also worked in Tata Industry for Rs.1500 a month.
With the little money she collected, she moved to her own house in order to avoid any family conflict. According to Shivani, conflict could have resulted due to her gender orientation out of mere ignorance on the side of her elder brother.
In 2007, she reappeared and cleared her class 10th exam. In 2013, her life took a turn when she joined a livelihood development program.
Shivani’s inner strength and discipline keeps her moving in life.
She now runs her own tea and snacks stall. She also rears goats.
Her income has risen to a maximum of Rs.15000 a month compared to Rs.1500 earlier.
Many women in her village take inspiration from her. They take her along when an official work in the bank or with a government officer has to be done.
She loves to spend her income in educating the children of her younger brother, who earns very little from a private company job in the city.
Shivani with the four children of her younger brother.
About the programme

Programme name: Gram Nirman

Supported by: Caritas Australia

Impact Statement: Bringing dignity to tribal population in 152 villages by raising their capacity to earn better.

Individuals benefitted: 79660

Programme period completed: 2013-2020

Acknowledgements

Implementing partners: Catholic Charities, Ranchi, Vikas Kendra, Simdega, Catholic Charities, Jamshedpur, Shramajivi Mahila Samity, Dumuria, Jan Vikas Kendra, Hazaribag, Samaj Vikas Sansthan, Chandwa, Xavier Institute of Social Action, Samarthan-centre for development support, Bastar Sewak Mandal, Gramin Vikas Kendra, Kunkuri, Asha Association in Surguja for Human Advancement, Vikas social service society, Raigarh
Balku’s farm could provide food only for six months. His diet was limited to potatoes and rice. For the next six months, he was forced to survive on forest produces like firewood and lac. He also migrated to towns as a daily wage earner.

Today, he is a lead farmer in his village.

This programme compliment the SDGs
Balku Singh, 36, a tribal small farmer from Jharkhand is particularly inspiring because of his undying spirit to rise out of failures, each time.
With a series of unfortunate events, poverty and misery followed Balku like a shadow.
His survival was entirely dependent on seasonal forest produces like lac and mahua.
His ancestral agricultural land could barely produce enough food for six months.
It took 16 years before life smiled back at him in 2013, when he enrolled into the Agrarian Prosperity Project.
He and his wife expanded their agricultural activities by taking land on lease. Backed by right trainings and accompaniment, they soon became lead farmers.
In less than 5 years, his agricultural output increased by 3 times while reducing input cost by 3 times.
Today Balku has enough in his food basket. He proudly takes his produce to the local market twice a week.
He has invested his profit wisely in asset creation which works as alternative sources of income during the lean season.
Balku with his fourth wife, Sahabaid Devi, 26. She has been a friend and business partner since they got married in 2008.
Balku used to once earn only Rs.50 a week. Today, his family income ranges from a minimum of Rs.800 to a maximum of Rs.4000 per week.
Balku who used to migrate in search of livelihood once, today maintains a bank balance of over Rs. 20,000 along with investments in life insurance.
About the programme

**Programme name:** Agrarian Prosperity Program (APP)

**Supported by:** SCIAF

**Implemented by:** NSVK

**Impact Statement:** 1207 smallholder tribal families in 10 villages in Jharkhand achieve environmentally sustainable livelihoods, food security and increased income and realize their rights to social entitlements. (95 widows, 73 women household heads, 672 socially marginalised farmers, 167 people with disabilities, 143 from landless families, 57 orphans)

**Individually benefitted:** 6488 (M/F: 3315/3173)

**Programme period:** 2011-2017

Data: Pradipta K. Chand, Thematic Officer- NRM, East

**Acknowledgements**

Indian Council of Agriculture & Research (ICAR), Birsa Agriculture University (BAU), State Agriculture Management Extension & Training (SAMETI), BAIF Institute for Rural Vocation and Advancement (BIRVA), Agriculture Technology Centre (ATC), Agriculture Technology and Management Agency (ATMA), National Bank for Agriculture and Rural Development (NABARD), Regional Research Institute - Krishi Vigyan Kendra (KVK), Block Agriculture Department (BAO)
NEVER SEE ME QUIT

Supported by Misereor
Never See Me Quit

Ms. Yerin is a class VI pass, woman-farmer turned entrepreneur.

She is instrumental in generating livelihood and thereby raising the income of 66 other women in her village.

This is a tale that narrates how her inherent leadership skills were tapped to influence social good.

This programme complement the SDGs
Godak Yerin from Arunachal Pradesh was given for marriage at an early age of 17, although this could not dampen her quest for a financially independent life.
With a supporting husband by her side, she came to be known for her entrepreneurial ventures. Judiciously borrowing and paying bank loans, she owned two pick-up trucks, a stationery shop and a tyre-repair shop in less than 5 years.
Yerin is the head of the family, unlike many conventional families where men take the lead.
But there was something bigger waiting to unfold.
In 2013, she had enrolled for a FARM programe that aimed to help small holder farmers improve their income with the help of low cost natural farming techniques.
Besides the trainings she got from FARM programe, a farmers’ conference in Delhi in 2015 triggered her business interest beyond her personal life. She now wanted to be resourceful to many other women in her village.
Back at home, she proposed for a women farmers collective. She spoke with influence and vision. Her success and ability to think rationally in her personal life seemed to have a positive effect on the women and men.
Today there are 67 women, in 4 groups working as farmers’ collective with an aim to achieve financial security. Collective farming practices, internal credit facilities, collective income generation activities are some of their primary source of income.
Each woman today has a minimum savings Rs.23000 - something that never existed before. In the last 3 years, the total minimum savings collectively may be estimated close to Rs.5 million.
This common market shed put up by the collective from the money accessed under various government schemes has become a suitable market solution for their agrarian products, besides being another vital source of income.
The women’s welfare group did not limit the resources to themselves alone. Till date, they have helped 4 students for education, 3 villagers for medical needs, 6 families in house restoration and 6 farmers for starting new farms.
About the programme

**Programme name:** Facilitating Agricultural Regenerating Measures (FARM) Northeast

**Supported by:** Misereor, Germany

**Impact Statement:** The achievements under the two objectives have been manifold, ranging from food security to enhanced livelihood options to linkage with government agencies by forming farmers' clubs and enabling people to avail monetary loans through Kisan (farmer) Credit Cards (KCC).

**Individuals benefitted:** 30757 Small Farmers

**Programme period:** 2010-2019

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**Acknowledgements**

**Implementing partners:** Zoram Entu Pawl, Development Association of Nagaland, Jana Unnayan Samiti Tripura, Diocesan Social Service Society Imphal, Seva Kendra Dibrugarh, Guwahati Gana Seva Society, Bongaigaon Gana Seva Society, Tezpur Social Service Society, Jirsong Asong, Integrated Diocesan Empowerment Association, Seva Kendra Arunachal, Social Service Centre Shillong, Nongstoin Social Service Society, Diocese of Jowai, Bakdil.

**Institutional:** St, Claret School, Boasimla, Farmers Clubs/SHGs, Arunachal Pradesh Catholic Association, KVK, NABARD, ATMA, HORTICULTURE, DEPARTMENT OF LAW, SBI, Raga

Data: Prabal Sen, State Officer, Northeast
The touch of a healing hand
Supported by The Global Fund
The touch of a healing hand

Malsom is among thousands of community health volunteers trained to heal malaria patients.

Her role gain significance as she is part of the bigger goal – Malaria-free India by 2030.

This programme compliment the SDGs

3 Good Health and Well-being
17 Partnerships for the goals
Trekking down and up the slope can be extremely draining as the weather is extremely tropical. As dusk falls, mosquitoes swarm the humid air.

Thombari village, Tripura
About 70 km from Agartala
Thombari has 265 resident families; all practicing jhum cultivation.
The village has no electricity. Villagers use banana leaves as hand fans. For drinking water, they are dependent on the river that runs at the foothill.
She is Malsom, a resident Community Health Volunteer (CHV) in Thombari. She carries a malaria diagnosis and treatment kit as she approaches families with reported malaria patients.
Thombari village was inducted into IMCP-3 (Intensified Malaria Control Project) in October 2015. Within two years, CHV Malsom has diagnosed and treated 16 PF* malaria cases.

* Plasmodium Falciparum and Plasmodium Vivax are two different species of the malaria parasites. Pfcauses the most acute, severe form of the disease.
16 PF* cases could have also meant 16 lives lost, if left unattended. This is where Malsom’s role as CHV attains much significance.

* Plasmodium Falciparum and Plasmodium vivax are two different species of the malaria parasites. Pfcauses the most acute, severe form of the disease.
Malsom with mother of two children whom she treated of PF malaria.
Like most cases, Shambanglal, 50 had reported of fever at an odd hour of 8 at night, at a time when no ASHA* or a dispensary could have been reached.

* Accredited Social Health Activist
Padmasir, 40 had reported of fever in the late hours of night. CHV Malsom had to leave her sleeping bed in order to attend to her.
There are more than 5000 CHVs like Malsom across the most difficult terrains of Northeast and Odisha; as a part of the global network to end Malaria by 2030.
About the programme

**Programme name:** Intensified Malaria Control Project (IMCP)

**Supported by:** The Global Fund

**Impact Statement:** Our focus is on reaching out to key and vulnerable populations including tribal population (up to 98%), and others like jhum cultivators, forest workers, migrant and mobile population. The vision and mission is to support the malaria elimination in India as envisaged in the National Framework for Malaria Elimination 2016 – 2030 and National Strategic Plan for Malaria Elimination 2017-2022.

**Individuals benefitted:** 35,86,406 (M/F:18,28,639/17,56,927).

**Programme period:** 2010-2017

Data: Dr. Shampa Nag, Project Director, IMCP

Acknowledgements

Fortitude in the face of overwhelming odds

Supported by Caritas India
Fortitude in the face of overwhelming odds

Sitting in front of the doctor Omana was referred to, her heartbeat peaked when she saw the nameplate that read ‘oncologist’.

Her thoughts immediately swept back to her house, where she had left her bedridden husband, a mason by profession, who had recently broken his backbone.

This programme compliment the SDGs
There is no sober way to break the news to a cancer patient. No one knows this better than Omana Babu from Kerala who was told that she had uterine cancer, 20 years ago.
The news was a hard blow to her both - emotionally and financially as it came at a time when her husband lay half-paralysed due to broken spine caused by a fall.
She countered her ill-thoughts with an unusual and selfless urge to live for her ailing husband. With financial support raised from people and with the support of Oncologist Dr. Mohan, she emerged stronger to be a cancer survivor.
She decided to dedicate her life to fight cancer in Kerala. Her awareness class begin almost anywhere – roadside, bus rides or her neighborhood.
Early diagnosis is key component in treatment of cancer. Even when she is traveling in a bus, Omna is relentless in spreading awareness - over a friendly conversation.
She is one among 16000 volunteer force in Ashakiranam- Cancer Care Campaign. She has accessed free treatment for 15 very poor cancer patients since 2014.
Magy Jose (center) had to undergo 20 painful radiations due to uterine cancer. She is completely cured now and attributes it to Omana Chechi (sister).
Even in Kerala, considered to be one of India’s richer states, the cancer burden is growing at a rate of 100 patients per day which takes a toll on its 15% population living below poverty line*.

*socialjustice.nic.in (2004-05)
Diagnosed with uterine and ovarian cancer in 2016, wife of a daily wage earner, Anna Gracy is under heavy debt. Omana Chechi’s support in free treatment is a timely help, says Gracy.
Apparent economic growth in the southern states have compelled most donors to look away, this campaign not only identifies the glaring rich-poor gap but also reaches help where and when it’s most needed.
About the programme

Programme name: Ashakiranam - Cancer Care Campaign

Supported by: Caritas India

Impact Statement: Cancer Resilient Society with volunteer base of 16000

Individuals benefitted: 2 million

Campaign period: 2014 and ongoing

Acknowledgements

Zeal in every stitch

Supported by Refugee Action UK,
Caritas Internationalis Belgium
Zeal in every stitch

In the year 2000, when Ramakrishnan tailoring shop could not match the growing market share of readymade garments, he paid Rs. 350,000 to a private agent who promised a job for him in London.

He was literally smuggled through several countries before he arrived in UK where he spent 11 long years without identity. He lived in fear of being found and imprisoned!

This programme compliment the SDGs

8 DECENT WORK AND ECONOMIC GROWTH
17 PARTNERSHIPS FOR THE GOALS
Ramakrishnan, 57 is a skilled tailor from Paramakudi, a small town in Madurai of Tamil Nadu.
In the year 2000, his business faced a tough competition from the growing readymade garment market. With five mouths to feed, he started to look for an alternative.
He smuggled himself to London paying Rs. 350,000 to a private agent. With all kinds of odd jobs during his 11 years of stay in the United Kingdom, he could not earn more than 6 lakhs.
His children grew up without their father being around. Ramakrishnan missed many important family functions as he stayed away in a foreign land- mostly alone and in fear of getting caught and imprisoned.
His ordeal came to an end when he opted for voluntary return to India. His decision was facilitated and rewarded by Caritas India and its overseas partners. Today he is back with his family in Tamil Nadu.
With little financial support, he was able to revive his tailoring shop. He realized that the market had improved over the years.
Sadique is one of Ramakrishnan’s regular customer. He has come to stitch a shirt before the Bakri-Eid, a major festival among the Muslims.
“If you want a well finished shirt, come to Ramakrishnan,” says Ranjan Ali, another satisfied customer.
Not only has he revived his business but also gives employment to 2-4 tailors. During 5 months of peak time, he earns a profit of 45000 a month and up to 25000 profit in normal months.
Ramakrishnan has named his shop as “Sola” tailors – meaning the number 16: evergreen and ever young.
He is happy to be back home with his family. He does not want to retire anytime soon.
About the programme

Programme name: Assisted Voluntary Return (Phase I) and European Reintegration Network (Phase II)


Impact Statement: Safe return for every irregular migrant and live a dignity life with the reintegration support.

Individuals/Families benefitted: 500/194

Programme period: 2011-2018

Acknowledgements


Data: Catherine Kune, Programme Officer, Head Office
An Oasis of Hope
Supported by Misereor
Despite an average 700mm of annual rainfall, Baranpur village in Beed district of Maharashtra suffered acute drought. Over 60 million litres of rain water used to run out of the sloppy village every year affecting 1000 farming families, 200 livestock and 600 acres of farmland.

Until one determined Sarpanch (elected village leader) Balasahe changed it all!

This programme compliment the SDGs
200 wells and borewells lay dried in Baranpur in the years 2013, 2014 & 2015.
The Government response to the drought apparently was mostly concentrated on sending water tankers.
In April 2016, the village Sarpanch Balasahe had appealed Caritas to support farmers in his village.
Meanwhile, he called for a *Gram Sabha (village council)*. Discussed and passed a low cost water conservation project. A Village Development Committee was formed. Various donors came forward.
By May 2016, before the monsoon season, about 35 small and big trenches were dug and readied. The plan was to stop flow out of rainwater, recharge the dry wells, irrigate 600 acres of farm land and restore farm-based livelihood.
In June 2016, with the onset of monsoon the trenches had largely managed to stop the rain water from running out of the village.
The trenches hold 2.5 million litres of rain water annually, that helps recharge ground water.
The initiative has enabled the villagers cultivate two crops in a year, something that seemed impossible until a few months ago.
Water is no more an issue in Baranpur village. It has stopped forced migration by 100% and increased chances of education for its children.
Community is now encouraged to take more steps for development. Plans ahead include making Baranpur a model village in solar power and underground drainage system.
After 3 years of severe drought, Maharashtra’s Baranpur village beams with hope and prosperity. Thanks to the exemplary leadership of Sarpanch Balasahe.
About the programme

**Programme name:** Jeevan PLE – Life in fullness

**Supported by:** Misereor- Germany

**Impact Statement:** Marginalized communities have decision-making participation in local self-government systems for greater realization of their rights and entitlements.

**Programme period:** 2015 -2018

**Individuals/Families benefitted:** 79727/22689

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The Executive Management Team

- Bishop Lumen Monteiro, Chairman, Caritas India
- Fr. Frederick D’Souza, Executive Director
- Fr. Paul Moonjely, Asst. Executive Director
- Fr. Jolly Puthenpura, Administrator

The Programme Management Team

- Rajesh Upadhyay, HoD, Programs
- Shimray Mungreiphy, Manager, Operations
- Babita Alick, Manager, Operations
“We do not engage in a mission to the moon but every small step we take gets us closer to the people everyday. And this is what we love to do.”

-Fr. Frederick D’Souza, Executive Director