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Industrial Sector Profile

HISTORY

In 1977, Loka Kalyan Parishad was established as a voluntary organization, which would primarily focus on action initiatives that would bring about a qualitative change in the lives of the underprivileged primarily in rural Bengal and in urban slum. Prominent luminaries of the time - Justice Shankar Prasad Mitra the then Chief Justice of Calcutta High Court, Sri Sudhangshu Kr. Chakraborty, former Vice Chancellor of the Rajendra Agricultural University and recipient of the National ‘Padmashree’ award for his work with small farmers in the Gandak / Kosi area in Bihar, and Sri Narendra Nath Sen the Member Secretary of the West Bengal State Planning Board, Sri Akshay Kumar Koley, Industrialist and 13 other members masterminded the vision-mission of the organization. Loka Kalyan Parishad was registered under the Societies Registrations Act 1961. Subsequently it obtained registration under the Foreign Contribution Regulation Act 1976 and obtained exemptions under Sections 12A and 80G of the Income Tax Act. It obtained the unique ID Registration No. – WB/2009/0015010 from Planning Commission, Govt. of India.

Vision and Mission of the organization

VISION

Loka Kalyan Parishad envisages a world where people of diverse cultures have the right to self-determination and are at the centre of development and governance. Powers, responsibilities, and functions move from the community outwards only based on necessity through concentric tiers of governance, from the local through the state to the national level.

MISSION

The major changes that LKP aims to facilitate as a catalyst are – a) empowerment of poor people especially women so that they are in control of the local resources and knowledge that is available and can bring about qualitative changes in their lives and b) empowerment of the panchayat governance so that the elected representatives and the staff are better equipped to establish a decentralized people centric efficient local governance.

Description

Loka Kalyan Parishad assists PRIs to ensure food security, health, and education entitlement through an inclusive, open, democratic, decentralized process through: Advocacy to promote new ideas, change of attitude and perception, mobilization of the people of the society for a common cause, influencing the opinion leaders and policy makers for adoption of new policy or change of existing one.

Capacity Development for a) Individual/staff in order to achieve a quantum improvement in current job performances and as a process to develop skills necessary for future work including activities and responsibilities; b) Institutional capacity building which encompasses efficient and effective system development; use of information technology in planning, managing, monitoring of work and better synthesis and dissemination of new knowledge; advocating for primary target group with the authorities for desired response and capacity enhancement in fund leverage & capacity enhancement for fund leverage and c) Stakeholders’ capacity building.

Mainstreaming gender in LKP and its programmes through a gender policy statement; creation of a gender advisory group on cross cutting issues; conducting gender training; developing appropriate communication materials on gender issues; application of gender analysis methodology in mainstreaming gender in programmes and introduction of gender impact assessment.

Networking

LKP is a member of the following networks:

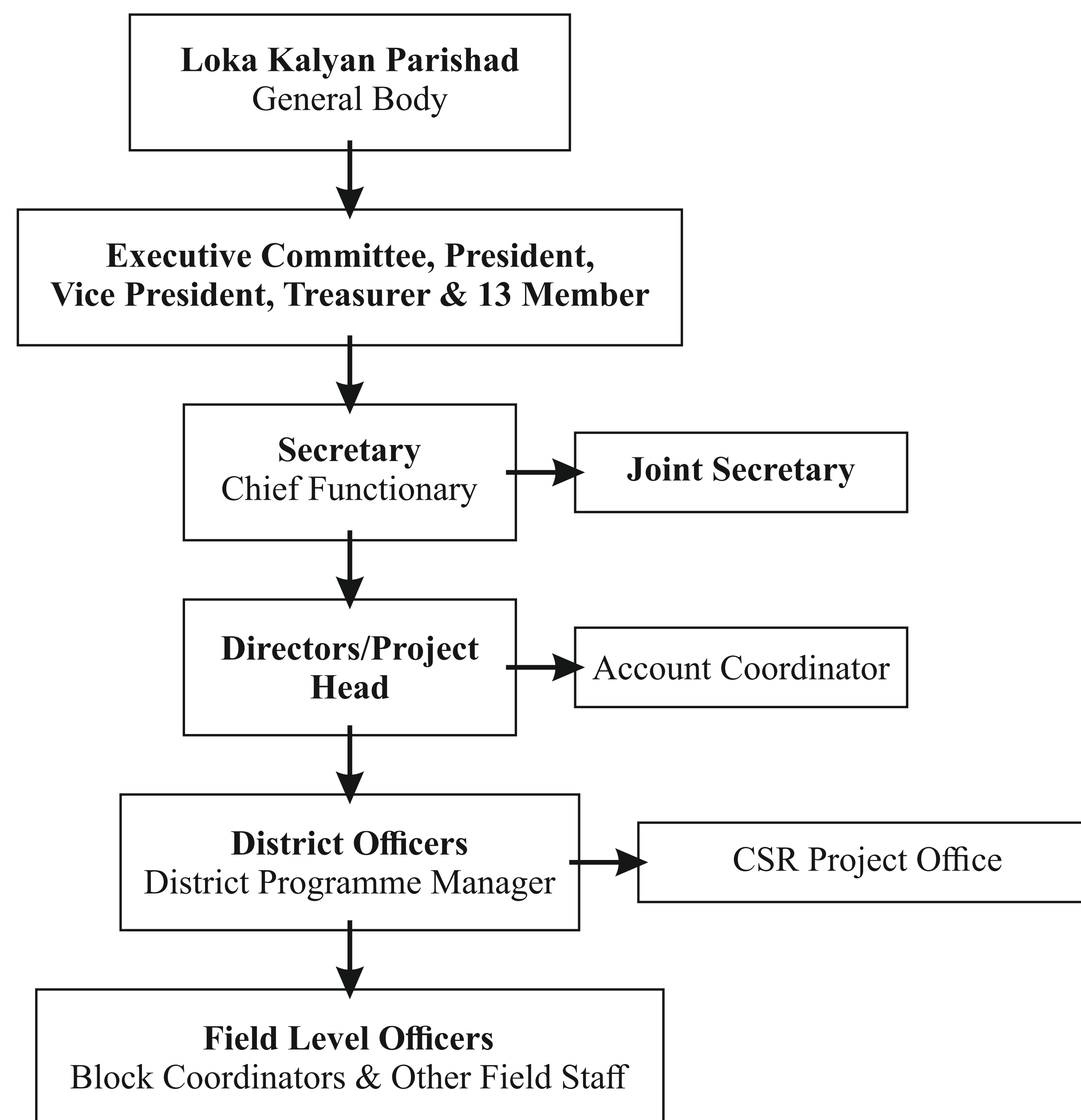
- WB Self Help Group Promotional Forum
- West Bengal Education Network (WEBEN)
- Awareness Development Dialog for Action (ADDA)
- State Inter Agency Group (IAG)
- West Bengal Forum of Scientists, Engineers, and Technologists

- Association of local Government Institutions (ALGI)
- Hunger Free WB campaign
- MDG Campaign & Monitoring Groups Alumni Association of Institute of Agri. Science, CU. MDG Campaign & Monitoring Groups Alumni Association of Institute of Agri. Science, CU.

There major programmes are:

- Ushar-Mukti Plus Project-BRLF
- Mahila Kishan Sashaktikaran Pariyojana (MKSP)
- Integrated Watershed Management Programme (IWMP)
- CSR-Corporate Social Responsibility
- Capacity Building and Advocacy for a local participatory self-governance for poverty reduction through Information, Education & Communication (IEC)

Organogram



Learning

learnt how this project is helping community enhance and sustain their livelihood .

Challenges

- Due to vastness of the project, it was difficult to understand the in depth of the project.
- Less practical exposure of rural side, due to living in city.
- Organization have not shared data

Usefulness of Internship

- Gain practical knowledge of livelihood program
- Gain confidence to work in the field
- Network with professionals in the field

SWOT & TOWS analysis

INTERNAL FACTORS	Strength	Weakness
EXTERNAL FACTORS	• Collectiveness between different strata among different societal outframe. • Vastness of this project and good relationship between seven different genre CSO. • Sprawling outreach around six most western district of West Bengal to reach the community. • Work under bigger umbrella like P&RD, BRLF, Govt. of India, Govt. of West Bengal. • Rich source of huge manpower to deal this project.	• Due to Paschim Bardhaman district is an industrial and coal mine area, it is difficult to implement watershed approach work. • Time period of this project is too short to achieve the target. • There is no input support from line department for experimental work of Ushar Mukti Plus Project. • This project does not get timely input by the various line departments. • Unsustainable staff strength among many CSOs.
Opportunity	SO - Strategies	WO - Strategies
• Reach out to the bigger number of communities. • Integrated Natural Resource Management. • Common platform between CSO and government part. • Decipher the working capital through MGNREGS fund to the success of this project. • This project aims at sustainable livelihood through every opportune possibility like agriculture, Nature Resource Management, Agri allied sector etc. • There is support from BRLF.	• Reach out the bigger number of communities due to collectiveness between different strata among different societal outframe and rich source of huge manpower to deal this project. • Decipher the working capital through MGNREGS fund to the success of this project because the project works under P&RD, Govt. of India, Govt. of West Bengal.	• This project makes common platform between CSO and government that can make overcome from any delay in getting input. • Due to this project aims at sustainable livelihood through every opportune possibility, it overcomes every weakness.
Threat	ST - Strategies	WT - Strategies
• Timely indenting of knowledge among the stakeholders. • Political pressure is there for smooth work of this project. • General public is not interested to any structural work on their own land due to high value of land. • This district is not so highlighted in MGNREGS work than other districts.	• Intervention of Local governance has power to surpass political affairs for smooth work of this project. • Project experts are competent, they build capacity of people with right knowledge to make them interested to any structural work on their land.	• Sufficient time should be given to achieve the target which also avoids if there is any delay in indenting of knowledge among the stakeholders.

Difference between practical exposure and theoretical work

Practical Exposure	Theoretical Work
Got real exposure how NGOs works with the community	Taught about how NGO/CSO works for people or society
Field visit gave exposure how Ushar Mukti Plus project is enhancing livelihood in the community	Taught how to enhance the livelihood for tribal community

Suggestion

The staff of the organization should visit farmers regularly for providing inputs on new technology and information of high yield varieties seeds.

