

# Brochure

## What is Janodaya?

Janodaya literally means – “*people’s Awakening*”. The Name and logo of Janodaya symbolizes “Collective growth” of peers and community.



This module of growth is a movement among the poor and disadvantaged, to support and sustain their development and empowerment process, through mutual support.



Dialogue with Women leaders

## Our profile

### Genesis:

Registered as a Public Trust in 1987/88, to support, promote, facilitate and organize services for the development and empowerment of the poor; with a special focus on women, children, vulnerable groups and rural households.



Team Building

### Objectives:



Youth under trails at group work with Janodaya

- ❑ Capacitate and develop target groups for skills, employment and self-management.
- ❑ Facilitate and lobby for rights and justice access.
- ❑ Empower communities and groups for collective power, participation and action.
- ❑ Promote and network for livelihood and human rights of target groups.
- ❑ Create facilities and platforms for knowledge sharing and support schemes from government + resource agencies for:-

1. Children groups
2. youth groups
3. community groups
4. Women groups



Children with Parents – for educational scholarships

## VISION:

An equal and equitable society for  
all men and women to live in  
Peace; Dignity and  
Independence.



## MISSION:

Janodaya visualizes development as mutual process and partnership; a social commitment to the weak and disadvantaged; creation of a society with food security; political freedom access to rights; to life; and livelihood.



## *Janodaya Service sections:*



**Services Information desk**



**Family dispute settlement session in progress**

### **Women Empowerment.**

**Child development support.**

**Rural livelihood development.**

**Socio-legal justice.**

**Economic empowerment – Micro Credit services, savings.**

**Enterprises – capacity and Business initiatives.**

**Other services – child rights, health care, rights access etc**



**Pre-school Non-formal education to slum kids**



**Livelihood enterprise loan disbursement**

## *Our clients:*



HIV sensitization class in the Prison



Legal counseling at Santhwana Desk



Discussion with Rag-picking families in the field



Quarry workers children for Non-formal school

1. Prisoners.
2. Victims of violence, dowry harassment, Marital problems and desertion.
3. Children and youth.
4. Rural households
  - BPL families
  - Small and marginal farmers
  - Women's SHGs
  - School dropouts
5. Unskilled and unemployed.
6. Senior citizens.



Basic computer training for school dropout youth



## Service Products:

Trainings for skills, knowledge and capacity development.

Shelter and rehabilitation – emergency care.

Counseling helpline and legal services

Employment, placement support and enterprise development.

Agro based livelihood activities.

Release, rehabilitation and social integration to prisoners and families.

Formal and non-formal education to children / adults.

Residential and non-residential education support.



**Janodaya – Women's Help line at Koramangala**



**Self employment under Micro Credit**



**Capacity development for Retail employed groups**

Lobbying and bargaining for workers rights.

Facility for research, trainings, exposure and field work opportunities to students and activists.

Policy advocacy for the rights of the poor.

Livelihood promotion through savings and Micro credit.

Assistance to retail trades, street vending and petty businesses.

Housing products including sanitation. Networking with service providers in the development sector.

Residential facilities to working women. Financial services to women entrepreneurs.

## *Program support Partners:*

**Foreign donors.**

**Corporate sector – C.S.R**

**State Government – Women and  
Child Development Department.**

**State Government –  
Agriculture department.**

**Central Social Welfare Board –**

**Baby care and Family  
Counseling Cell (FCC)**

**Individual donors.**

**Public sector – Rotary and  
Lions clubs.**

**Contribution from trainings.**

**SIDBI.**

**Banks – SBI, Corporation bank,  
AXIS, FWFB etc  
NABARD**



**Foreign Donors participation**

### **Other Sources:-**

1. Income from Janodaya services
2. Trainings fees
3. Exhibitions – sales and marketing
4. Consultancy and welfare services.



**Organic Sales counter**



## *Programs and activities:-*

- ❑ Development of knowledge bank – sensitization and awareness sessions.
- ❑ Personality Development support.
- ❑ Job skill trainings – promotion of self-employment & employment opportunities.
- ❑ Development of life skills and soft skills – short term courses.



**Case settlement by Advocate at Women's Helpline desk**

- ❑ Residential facilities – for higher education, technical trainings and self-employed women.
- ❑ Working women hostels.
- ❑ Domestic based production and marketing support.
- ❑ Promotion and support to organic food production and marketing facilities.



**Employment skills for youth**

- ❑ Delivery of small credits – facilitating and strengthening livelihood initiatives.
- ❑ Socio-legal justice access – legal support desk with advocates and counselors.
- ❑ Mother - child health care programs – Baby care and crèche centers.
- ❑ Teenage support services – literacy and induction to talent based skill training initiatives.



**Organic sales on State Highway road by Organic Farmers**





**Skill Training for Women in Prison**

- ❑ Promotion and development of peoples collectives, groups, co-operatives; federations for enterprises and economic activities.
- ❑ Financial services + trainings, budgeting and handholding support to entrepreneurs.
- ❑ Enterprise counseling.
- ❑ Community based development support and networking.



**Formal schooling for under privileged children**

- ❑ Interventions to sexual harassment prevention at workplace.
- ❑ Rehabilitation and mainstreaming of prisoners and their families.
- ❑ Access to educational scholarships from government and other support agencies.
- ❑ Networking for employment placement.
- ❑ Emergency shelter care, counseling and legal support to women in crisis.



**Women group education**

- ❑ Formal and non-formal schools – mainstreaming dropouts.
- ❑ Small savings and Micro Finance for SHG's
- ❑ Partnering got government projects for rural development.

## Way forward – new initiatives

Janodaya has been associated with prisoner's reforms and rehabilitation programs since 1994. It is now time for Janodaya to facilitate peaceful and joyous life to the senior citizens (deserted by families) languishing in prison to be released, sheltered and provide for their needs till death.

### Schemes:

1

5 acres of land to be accessed/procured either from the government or from donors in a rural set up; develop into a facility for shelter, medical services and self-managed by Residents with support from Janodaya.

2

Janodaya Women's Multipurpose Co-operative shall take up garment production unit, for creating employment to its member's income generation activity. About 400 members shall be self-employed in the unit, under Janodaya Women's multipurpose co-operative society – garment units.

3

**Organic Production and marketing federation.**

#### **Objectives:-**

To strengthen economic livelihoods of small and marginal farmers by collective production and marketing activities, with legal entity of federation.

#### **Who:-**

50 groups of 20 farmers each from 5 districts of Karnataka south, with a membership of 1000 farmers along with promoters/NGO's / market facilitators shall come together under federation and take over the operations of organic activities from Janodaya by 2011-12.

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#### **Working women's residential facilities for unorganized sector:-**

Janodaya has been looking after welfare and compliance issues in the Garment production factories as service provider, since 2002-03.

With employment opportunities for poor and marginalized women in Garment production units, operating in the towns and cities finding low cost residential facility has been an issue. To attend to such needs of women, Janodaya is operating 8 working women's residential facilities in and around Bangalore and intends to expand this service with low cost service providing.





Janodaya believes in the Socio-spiritual and economic development role within families and communities.

Gender equality and gender justice laws have contributed to women empowerment process and development. This has impacted in women accessing justice for dowry, domestic violence, property and marital rights issues; higher education and employment sector; leading to economic self-reliance and independence.

India, still is male dominated society with socio-cultural and caste based values practiced in house-holds. Inter-caste, inter-religion relationships are still a no – no in our society.

In this background, Janodaya was registered with focused objectives of “Women empowerment” defined as ‘Socio-legal-economic: empowerment and sustainable livelihoods.

In the last 15 years, our work with concerned target beneficiary groups; our program; services; activities; partnerships; financial services, helpline counseling; lobbying and policy development participation with government; judiciary, police/prison departments and women and child development department have impacted on women empowerment to a large extent.

30 branches in Karnataka state, with 218 staff, our operational budge of Rs. 10 – 12 crores is an indicator to our commitment to the development cause of the poor in general; particularly women and children.

We look forward to social support and participation in our services to humanity.



Ms. Santosh vas  
Chairperson



Rev. Fr. A Saleema  
Member trustee



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## **JANODAYA TRUST**

No. 3, 5<sup>th</sup> Main, 9<sup>th</sup> Cross Jayamahal Extension

Benson town post, Bangalore - 560046

Ph: 080-23332564 / 23557777

Fax: 080-23430155

Email: [jano\\_dayatrust@dataone.in](mailto:jano_dayatrust@dataone.in): [janodayamcp@gmail.com](mailto:janodayamcp@gmail.com)

Website: [www.janodaya.org](http://www.janodaya.org)



