

SAMAJ PRAGATI SAHAYOG NIDHI

Creation of a Constructive Social Capital for Rural Area Projects of Maharogi Sewa Samiti, Warora (MSS)

(An approved project u/s 35AC of the Income Tax Act, 1961)

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The greatest joy comes to life when you invest in others...

- Baba Amte

I. PROJECT BASICS:

TITLE:

SAMAJ PRAGATI SAHAYOG NIDHI - CREATION OF A CONSTRUCTIVE SOCIAL CAPITAL FOR RURAL AREA PROJECTS OF MSS

OBJECTIVE:

Creation of a Constructive Social Capital for Rural Area Projects of MSS, which can ensure adequate financial security, stability and progress of its various activities and programmes of in rural areas and help it expand the reach of its activities across a much larger cross section of the society as well.

LOCATION:

The location of the project encompasses the four major project sites of Maharogi Sewa Samiti, Warora spread across the 3 Districts - Nagpur, Chandrapur and Yavatmal.

GEOGRAPHICAL COVERAGE:

The project beneficiaries hail mainly from Nagpur, Chandrapur and Yavatmal districts and adjoining districts as well. Some people from border states - Andhra Pradesh and Chhattisgarh also avail benefit of welfare programmes.

POPULATION COVERAGE:

The three districts, covered together, have a rural population of 48,50,349 out of a total population of 85,89,835 as per National Censuses-2001. (The total resident population of MSS' Rural Area Projects keeps varying but comes to around 2500 on an average).

SOCIAL & ECONOMIC PROFILE OF TARGET POPULATION:

The target population of MSS consists of such persons as the leprosy stricken, physically challenged, tribals, orphans, rural poor etc. They therefore present a very low social and economic profile. Most of them belong to very low income group not enough to serve even their basic needs of food, shelter and clothing.

TARGET OF 'SOCIAL CAPITAL' TO BE RAISED:

Rs. 55,00,00,000/-

II. PROJECT DETAILS:

INTRODUCTION TO MAHAROGI SEWA SAMITI, WARORA:

Maharogi Sewa Samiti, Warora (MSS), is a not-for-profit, non-governmental organization, founded in **1949** by the internationally renowned social worker and human rights activist Murlidhar Devidas Amte, popularly known as **Baba Amte**. MSS has been relentlessly working towards the betterment of stigmatized and marginalized people with disabilities such as those afflicted with **Leprosy, Hearing and Speech Impaired, Visually and Orthopedically Challenged and Socially Backward Tribal Populace**. MSS has been running a plethora of activities in six core areas of human development in **Chandrapur, Gadchiroli and Yavatmal**, the **most backward districts of eastern Maharashtra**. Through its integrated approach that combines medical treatment with sustained psycho-socio-economic rehabilitation, MSS has qualitatively enhanced the living standards of over **2.3 Million disadvantaged people** till now. The work of MSS has been recognized and honoured on national and international platforms by distinguished institutions like Government of India, United Nations, Ramon Magsaysay Foundation and Templeton Foundation.

MSS also provides **permanent shelter** to over **3000 people with disabilities** who work with dignity to earn their livelihoods created by various projects of MSS. Now these people who are empowered enough to build capacities of others, step out and help other communities in distress such as tribal farmers and unemployed youth in surrounding areas. Thus MSS is all set to become a **Health and Education Capital** for most marginalized communities over next 10 years.

VISION:

“Creative Humanism” i.e. Creation of an environment where there is creative expression of the abilities of the disabled; where there is non-exploitative harnessing of human and natural resources; where there is constructive synthesis of the able-bodied and the feeble-bodied.

MISSION:

To restore the dignity of socially outcast people by helping them to enhance their livelihood capabilities and helping them empower themselves to contribute back to the society constructively.

OBJECTIVES:

Provision of medical aid, education and employment to the aforementioned, along with a comprehensive physical, occupational, psychological and social rehabilitation.

PRINCIPAL ACTIVITIES:

1. **Healthcare:** Comprehensive healthcare delivery programs for physical, psychological socioeconomic empowerment of leprosy afflicted people with severe deformities;
2. **Livelihood promotion for disabled:** Livelihood promotion activities through treatment, skill building and market linkage initiatives for people with leprosy and other disabilities, tribals and economically weaker sections of society;
3. **Education:** Vocational training centres for people with disabilities and unemployed rural youth; Formal education for rural and tribal populace, special schools for hearing and speech impaired, visually challenged;
4. **Sustainable Agriculture Programs and Extension Activities:** Knowledge delivery through direct farm action programs, development of tools for initiatives in agricultural R&D and policy advocacy for promoting enabling conditions for agricultural extension activities;
5. **Appropriate technologies for Rural Development:** Development of social laboratories for promoting a host of sustainable and replicable technologies advocating environmental sustainability;
6. **Youth Empowerment:** Conducting national level camps for generating awareness about pressing social issues and giving constructive action plans to youth for promoting communal harmony and national integration.

JUSTIFICATION FOR BUILDING A CONSTRUCTIVE SOCIAL CAPITAL:

Despite being a public trust, MSS' aim has always been to achieve self-sufficiency through building in house sustainable social enterprises to reduce the dependence on charity. For last 6 decades, MSS has been striving hard to maintain the core philosophy by producing enough for millions of beneficiaries it helped. However the vicious cycle of externalities like high inflation, irregular rainfall, aging population and meager government grants have created an ever increasing financial deficit on the organization, making it almost impossible for us to achieve the goal. Furthermore as MSS is widely being recognized internationally as an apex referral center for rehabilitation of disabled, there is an ever increasing inflow of marginalized people from various corners of the country and abroad who want to seek solace at MSS. This puts ever increasing pressure on the infrastructure and already overstretched resources of MSS resulting in many developmental programs and expansion activities finding a backseat. In order to bring a perpetual stability to its current activities through Rural Area Projects, MSS strives to create a Constructive Social Capital of Rs. 55 CRORES.

PROJECTED OUTCOME:

An estimated interest of Rs. 4.4 CRORES per annum received from this capital will not only ensure adequate financial security, stability and progress of the various projects of MSS but also help expand the reach of its activities across a much larger cross section of the society. A Diagrammatic Representation of 'CASHFLOW' for utilization of interest received on Social Capital is enclosed herewith.

PROJECTED IMPACT ON COMMUNITIES:

- Qualitative Scaling of healthcare activities and vocational training portfolio;
- Building models of sustainable social enterprises to bring succour to marginalized communities;
- Scaling up of agricultural extension programs for distressed farming community through comprehensive development of land, water resources and irrigation;
- Recruitment and retention of professionals to bring efficiency in system for leveraging the goodwill of MSS to reach more number of beneficiaries.

BENEFITS TO CONTRIBUTORS:

- Contributions to the initial 27.5 CRORES out of 55 CRORES are entitled for Deduction at “100%” u/s 35AC/80GGA(2)(b)(b) of the Income Tax Act, 1961. This sanction is valid till 31st March 2012;
- 'Business Houses/Companies' making contributions to approved projects u/s 35AC are allowed to deduct such contributions as 'Expenditure';
- Quarterly feedback will be provided to each and every benefactor of the project regarding the details of implementation and progress of the project.

APPEAL:

We hereby appeal to you to come forward and wholeheartedly help MSS in its endeavour to raise Rs. 55 CRORES towards “Samaj Pragati Sahayog Nidhi.” We assure you that your investment on thousands of marginalized souls will always yield the best social returns.

(Kaustubh Vikas Amte)
Assistant Secretary

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