

19th Annual PoleStar Awards

Celebrating Excellence in Social Impact

Instituted to honour excellence in the workings of social impact enterprises that have made it their life's mission to bring positive change in the lives of the underprivileged and marginalised communities.

The Foundation has always believed in recognition that is truly deserved. And the winners have earned the honour through their sustained efforts against great odds in making a difference.

BEST SOCIAL IMPACT AWARD – LIVELIHOOD



Tarun Chetna Sansthan

Tarun Chetna has won the PoleStar Award for Best Social Impact in Livelihood

Tarun Chetna is a development organisation based in Pratapgarh, Uttar Pradesh, focused on changing the life of the poor and the marginalised. It was formed by a group of youth with a strong influence of the principles of Mahatma Gandhi and in its beliefs of equality and social justice. The organisation put its strength behind the mobilization of disadvantaged people, helping them gain access to information, influence decision making and use the available resource effectively to improve their status.

The organisation also works to empower women by promoting and training them in the field of agriculture. Tarun Chetna runs campaigns on gender equality, educating them on their economic and social empowerment and the value of the girl child. Effective community mobilisation programmes are conducted through community meetings to assess their needs and to ensure their participation. Tarun Chetna has made a visible difference on the ground by training farmers in science based agriculture. The yield has been remarkably improved after Tarun Chetna's intervention. A dairy processing unit has been set up to generate employment for the community and to use milk as a value generation product.

TARUN CHETNA'S INITIATIVES IN PROVIDING LIVELIHOOD

Tarun Chetna Sansthan

1. Creating Awareness and Enhancing Skills
2. Access to Government Programs and Loans
3. Economic Support and Community Mobilisation



1. Awareness and Skill Enhancement

The skill and knowledge of these groups have been enhanced through vocational training and exposure programs. The organisation functions as an FPO and provide training to farmers for systematic way of agriculture. The yield has been remarkably improved after Tarun Chetna's intervention. A dairy processing unit has been set up offering value addition of milk and employment generation for the community.



2. Ensuring Access to Government Programs and Loans

Social excluded groups do not have access to livelihood opportunities, like the Prime Minister's Rozgar Yojana (PMRY), 100 days work in NREGA etc., that is being made available by the Government. Moreover, they do not have access to receive the loan facilities provided through banks. Tarun Chetna helps in connecting them with the above to facilitate earning of livelihood.



3. Economic Support and Community Mobilisation

Tarun Chetna has made efforts to provide economic support in terms of small loans for initiating income generation activities. Effective community mobilization is ensured through meetings to assess their needs and to ensure their participation. The staff for mobilizing the community is identified from within the community and the group is given technology training to use pico projectors and showing motivational movies.

For more information visit www.tarunchetna.org

The PoleStar Foundation
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