

ORGANIZATIONAL PROFILE

of

Jugantar Samaj Unnayan Sangstha (JSUS)

Chittagong, Bangladesh



Head Office:

Surma Cottage, 164/182, Boluadighi (east), Korbanigong, Kotowali, Chittagong-4000.

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Executive Summary

Jugantar Samaj Unnayan Sangstha (JSUS) is a Non Government Organization of Bangladesh committed to accelerate the socioeconomic development. In 1997 (JSUS) emerged as initiative of some committed professional with an will to make positive change of disadvantaged women and children. At the very beginning JSUS launched Education Programme for disadvantaged labor children at Korbanigonj in traditional old Chittagong. By 2013 JSUS has been reached to the mass people with 13 development projects at Chittagong city corporation, Patiya, Anowara Upazilla of Chittagong and few areas of Cox's Bazar with passionate service of 145 well-educated and trained staff. From the head office in Chittagong, 4 (Four) branch offices and a training Center Programmes of JSUS give special attention on Children, Adolescents & women empowerment. JSUS runs micro-finance programmes that provides loan only to women owned IGA project. Considering the social phenomenon and status JSUS gives priority of Children-Adolescents & women in the design of implimentation. Success of child club, adolescent's platform, pre-primary education, ECCD, anti-trafficking awareness, child nutrition, life skill development, child health programmes are remarkable among the programmes of JSUS. Moreover programs on safe maternal health, HIV, environment, community radio are mentionable.

During the development journey JSUS has got different Local, National, International and GO organization as the partners like BRAC Education Support Unit, National Disable Development Foundation, CBM, CDD. Besides partnership JSUS has developed strong networking with eighteen local, national & International levels networking organization and organizing different development programmes in collaborating them. JSUS is running a training center (Four stored building) in Chittagong. Training center provides hospitable training facilities. In coming years JSUS hopes to establish audiovisual media center, launch community radio, start the practice of community media, make video documentary on development issues, increase research activities, enhance staff capacity and expand programme coverage.

JSUS AT A GLANCE

Legal status	Licensed under NGO Affairs Bureau, Social welfare ministry, Bangladesh Bank Micro-credit Regulatory Authority and Joint Stock Co. law.
Coverage	Districts: 2 Upozilla:08 Union: 241
Total Beneficiaries	89,529
Staff Information	Male: 22 Female: 20 (Full time), Male: 03 Female: 02 (Part time) Male: 12 Female: 08 (Volunteer)
Present Donor	BRAC-NCU, BRAC- ESP, Midas Financing Ltd, ADF-Bangladesh, BSAF, CAMPE, CBM-Australia, CDD
Total projects	13

Name of the organization: Jugantar Samaj Unnayan Sangstha (JSUS)

Contact Person: **Ms. Yeasmin Parvin**
Executive Director
Cell: +8801726409232
E-mail: yeasminjsus@gmail.com

Date of launching: November 27, 1997

Type of the organization: Non Government Organization (NGO)

JSUS's Address:

Head Office:	Branch Office
Surma Cottage, 164/182, Boluar Dighi east par, Korbanigonj, Kotowali, Chittagong- 4000.	☛ Korbanigonj Branch: Surma Cottage, 164/182, Boluadighi (east), Korbanigonj, Kotowali, Chittagong-4000. ☛ Patiya Branch: Post: Patiya Thana: Paity, Dist: Chittagong. ☛ Chandgaon Branch: House-435, Road –09, Block-B, Chandgaon R/A, Chittagong-4212. ☛ Anowara Branch Boalia Bazar, Raipur, Anowara, Chittagong ☛ Training Center House-435, Road –09, Block-B, Chandgaon R/A, Chittagong-4212.

Nature of the Organization: Human, Socio Economic development & welfare of under privileged people of the community by crating conciseness & providing logistic supports as and when required.

Goal: The ultimate goal of JSUS is to assist the socially and economically disadvantaged rural and urban people to develop their greater organization through mobilizing their skill and local resources, so that they may take active part in sustainable human and socio-economic development for the improvement of their living standard.

Objectives

Ensure sustainable development through finding and solving problems those are challenging towards positive social change of disadvantaged people.

Vision

People of Bangladesh enjoy all fundamental rights where society is free from corruption, injustice and insecurity.

Mission

Works as driving force for transforming societies towards sustainable development by promoting, advocating and implementing programs that address root causes of problems.

Core values:

First priority to country and country interest
 True patriotism
 Good governance through accountability and justice.
 Gender sensitivity and interspersion respect
 Promoting RBA for human development.
 Innovate proper and perfect way.
 Ensure confidence, modesty, chain of command
 Conserve Health, Education and environment
 Peak priority to biodiversity.

Cultural Uniqueness:

Priority and peak honor to children women and PWDs.
 Freedom of thinking and cooperation
 Accountability & transparency, commitment
 Chain of command, punctuality, and tolerance.
 Non communal feeling
 Cost management policy
 Positive feedback and entertainmen

Background

In November 1997 some committed journalist, social activist, businessman and other established professional sat together in a meeting with a vision of a social welfare organization. That meeting generated Jugantar Samaj Unnayan Sangstha (JSUS). Initially Jugantar Samaj Unnayan Sangstha Started program from Korbanigonj Area of Chittagong City Corporation, Bangladesh under the leading of Yeasmin Parvin the Executive Director. With the logistic support of Chittagong City Corporation & WHO JSUS launched EPI and health program in 2002. That program covered health service with medicine specialist in low coast, day observation, awareness meetings on HIV & other health issue and pregnancy check up.

Jugantar Samaj Unnayan Sangstha (JSUS) is always conscious on legal status & transparency. Gradually it has achieved legal certificate from The Department of Social Welfare, Joint Stock Company, NGO Affairs Bureau and the Micro credit Regulatory Authority. JSUS has been practicing transparency at each level of the organization from the community level operational unit to EC level policy making. The entire stakeholder keeps same rights and priority to suggest his opinion for the development of the organization.

Without any kind of external support from local or international donor JSUS has initiated a well-equipped training center in Chandgaon Residential Area, Chittagong that consist two training venue and accommodation with food for 50 people. By 2009 JSUS has been reached to two districts (Chittagong & Jessore), Five Upazilla, thirty-four unions and seventy-nine villages. Now Jugantar is operating program from Head Office of Chittagong with the support of 4 (Four) branches & One training center in Chittagong.

By own and partner fund now Jugantar Samaj Unnayan Sangstha (JSUS) is running 13 development projects in need based and RBA approach in Chittagong and Cox's Bazar districts which gives special attention on Disadvantaged Community or People. JSUS runs micro-Finance program that provides loan only to women. Considering the social phenomenon and status, JSUS gives priority of women in the design of program. Women are also getting priority in the management of JSUS.

JSUS has been working to promote good governance on development initiatives especially in favor of children's rights through different advocacy initiatives. JSUS also work against child rights violation and promote child rights in Chittagong & Cox's Bazar through contributing in government's actions for good governance. In Bangladesh, approximately 59 millions are children under the age of 18 of which 17 million children are under the age of 5, 80% of the children are living below the poverty line, with little access to basic needs like food, shelter, water & sanitation, health, education etc. Because of economic constraints and absence of proper implantation of child policies, these marginalized children are confronted with exclusion from essential social services. The quality and coverage of basic social services remains highly dissatisfactory in Bangladesh after years of inadequate allocation of resources and investment. A large proportion of children are deprived of basic needs and rights, have very little scope for personal growth through education and lack skills to move out of their current state of misery. The lack of pro-poor governance, the absence of relevant policies, and poor implementation of policies trap children in poverty. Weak monitoring and accountability mechanisms for budgetary expenditures at different levels of the administration are one of the main factors for child rights violation.

The GOB committed itself to the UNCRC, but due to difficulties in converting its ideological principles into practice, children's rights issues have become only an 'add-on' to existing governance structures (e.g. laws, policies and plans). The concerned ministries often experience reduction in the budget, whereas a significant proportion of the Annual Development Program budget remains unutilized, and the quality and coverage of basic social services insufficient. Though the country has made rapid progress in achieving the Millennium Development Goals (MDGs) related to children, particularly in child survival, gender parity in primary education and school enrolment. But rapid change has not been yet achieved due to absence of proper plan, transparency, and accountability, participation from children, youth and civil society. Active and strengthen civil society can play an important and vital role for embedded child rights at all levels. From 2010 JSUS has initiated to advocate and strengthen the capacity of civil society in order to work with and on child rights.

JSUS provide immunization & birth registration support to there beneficiary & local level vulnerable children from the starting of organizational program. In the working area JSUS regularly provide leadership & life skills training, meeting, and awareness program to children and adolescents. JSUS protect children from many kinds of violence in all of working area. We also provide critical services in the result of disasters and emergencies. Our programs focus on the most vulnerable children-adolescents

(with PWD) while aiming for the safety and well-being of all children like Domestic Workers as well as child labour. JSUS hope that- creating Child Friendly Spaces in emergencies, reunifying separated and unaccompanied children with their families in emergencies, developing public awareness campaigns against child trafficking, piloting training programs for social workers to provide supportive care to families and children and advocating for more effective national protection policies and child welfare reform.

Over the years, JSUS has found that the best possible way to protect children from abuse, neglect, exploitation and violence is to keep them with their families and to help caregivers take care of them. We also work in, families are under high stress from a variety of reasons such as poverty, disability, or illness, which often means children do not receive the love and care they deserve. Sometimes these vulnerable children are sent to orphanages or state institutions.

Overview of The Organization in respect to Socio-economic position of our country:

In our country, more than 70% of the people live under poverty line. They cannot meet even the basic needs of the social life. Economic indicator of the society clearly reflects the position of low income, unemployment, poor health condition illiteracy, and unconscientiousness etc. of the community. As if evident, this situation is created by the uneven distribution of income, lack of institutional role support etc. It is observed that one group of people have become poorer and poorer and on the other hand a very small group of people have become richer day by day. Moreover community by situation differs from community to community.

There might be some wrong behind present approaches, method or techniques or they might not identify the right problem or might not take effective measures. What we feel that the following issues may be included is community economics development approach. It is the first & fundamental duty is detect the major Problem of the community that variables are as follows.

- Size of household
- Percentage of illiteracy.
- occupation of the majority
- Employment opportunity & Position
- Income opportunity & position
- Health status
- Sex Ratio
- Dependency ratio
- Life style
- Consciousness
- Assessment of actual need
- Standard of living
- Per-capita income
- Infant mortality etc.

Most of these problems are relating to income/ employment. If proper income generation approach can be adopted considering relevant factors. Most of the above problems can be eliminated gradually. Programs need to be developed for the enlistment of the community creation of consciousness among the people of the community, establishment of women right & empowerment of them, arrangement of logistic support arrange event for practical knowledge and exchange of experiences etc.

Having seen the above picture of the community and in response to the social responsibility to meet the crying need of the poor people of the locality in association with some dedicated Social workers philanthropists educationist and above all by the unique leadership of Mrs. Yeasmin Parvin our organization came into existence in the month of November 27, 1997 . The organization is working in the field of development utilizing participatory planning and communication as a key approach for sustainable development. One of its singular aims is 'to effectively employ all forms of communicational methods in support of human development towards sustainability, and for meeting basic needs of the underprivileged in the development processes.

JSUS has been considering societal sectors and economical sectors simultaneously because it believes that one cannot sustain without the other. In a poor community like Bangladesh, the economic empowerment of the poor at whatever scale takes is mostly absorbed in economic erosion resulting from societal sectors. The economic erosion usually results from disaster, ceremonial expenditure, medical requirement, etc. While JSUS has rooted its roots among the grassroots peoples, the organization has started considering its sustainability question. The sustainability question centers on the organization and its direct beneficiaries. As such, JSUS interventions take two pertinent questions into account:

- i. The organization addresses the emerging issues of the society and tends to have less dependency on external resource
- ii. The capacity of the beneficiaries to manage their own organization which means that people are free to move.

JSUS believes in peoples' power and that has facilitated JSUS to consider peoples' organization to develop federation of different groups through the formation of different committees at different tiers at the district level. JSUS, considering the underlying principles, has developed four program areas:

- i. Organizational development management
- ii. Societal sectors
- iii. Financial self - reliance and staff development

In the context of Bangladesh as a development organization, JSUS's broad objectives are to;

- ❖ Initiate and strengthen grassroots' information, education and communication activities to empower the unprivileged people;
- ❖ Develop IEC information, education and motivation materials featuring not only key development problems, but also sustainable solutions to them;
- ❖ Train community people, grassroots workers and other stakeholders in participatory program development, program planning, program management and communication skills development to improve the acceptability and success of development programs and to influence development policy affecting poor communities;
- ❖ Strengthen the capacity of the non-traditional media, human and legal rights activities, training, innovative project designing, and need-based project activities in order to assist and support the field of development through better communication, information and motivation.
- ❖ Educate the poorer people, particularly women and youth, to help them solve their own problems in health, sanitation, human rights, environment, illiteracy, etc. through field projects, education and motivation, effective and proven traditional media approaches and also group approaches with the ultimate aim to make them self-reliant and sustainable.

Since its inception in 1997 JSUS has been implementing integrated development programs and is now capable to initiate and implement any innovative project because of the following favorable conditions and factors.

- ✓ The isolated and homogenous community people in the project areas of JSUS has been united together under the banner of various professional and homogenous group who are willing to participate in the community development activities.
- ✓ JSUS has earned reputation and is well known as an implementing organization in greater Chittagong that provides technical and support services to the local institutions for human resource development and capacity building and economical development of the target beneficiaries.
- ✓ JSUS focuses its programming, particularly its support services in the following fields.
- ✓ Institutional capacity building.
- ✓ Gender and development.
- ✓ Awareness building on important social issues including universal human rights, women rights and child rights.
- ✓ Community resource mobilization and community participation.
- ✓ Encourage economic earning and income generation activities of the urban and rural poor.
- ✓ Social mobilization
- ✓ Piloting local civics initiatives
- ✓ Building community awareness
- ✓ Workshop, seminar
- ✓ Local level advocacy
- ✓ Networking between duty bearers and rights holders

By mandate JSUS is committed to provide support to the local communities through organized groups by the help of a team of well-experienced and professional staff who are dedicated to make a breakthrough in changing the traditional development by replacing the same as a development of the people, by the people and for the people.

The ultimate goal of JSUS is to assist the socio- economically vulnerable rural people to develop their own institution through mobilizing their skill and local resources, which in turn help them, achieve a sustainable human and socio-economic development for the improvement of their living standard.

In addition, JSUS has the following advantage in implementing the Community Based project.

- JSUS has been supplementing and complementing the Govt. Health, MCH-FP, Education and other development program in the mentioned working areas.
- JSUS has the experience of undertaking collaborative program with the Govt. and other local NGOs like organizing workshops, seminars, and in participating other social issues.
- The organization has been maintaining excellent relation ship with all local Govt. officials through district and with all socio-cultural, political elite and elected bodies like Union Parishad/ Municipal corporation Ward members and chairman and member of the Parliament.
- JSUS is a very well reputed organization being recognized locally, regionally, by both Govt. and allied agencies as well as by beneficiaries who could be possible by rendering need based, timely and quality services to all stakeholders with the help of a team of dedicated and professional staff and volunteers.
- JSUS has developed a human resource development and training cell for providing need-based training to all staff and beneficiaries.

Running Activity/programmes:

SL	Name of the program	Area coverage	Source of fund	Beneficiaries			
				Children	Male	Female	Total
01	Jugantar Micro-Finance Programme (JMFP)	Chittagong	Midas Financing Ltd./ BRAC NCU & Own fund	6200	322	2078	8600
02	Jugantar Disability Prevention & Development Programme (JDDP)	Chittagong City Corporation	National Disable Foundation & Own Fund	70	240	130	440
	Promotion of Human Rights of Persons with Disability (PHRPBD)	33 & 34 Ward, Chittagong City Corporation	CDD & CBM	98	560	920	1578
03	Jugantar Health Care Programme (JHCP)	Chittagong District	Own Fund	7259	3873	12341	23473
04	Jugantar Education Programme (JEP)	Patiya & Anowara Uppazilla	BRAC ESP & Own Fund	450	-		450
05	Jugantar Child Rights ensure & Development Programme (JCRDP) - Jugantar Child Club - Jugantar KoishorManch	Chittagong & Cox's Bazar District	Own Fund/NGO Partners	3909	752	1361	6022
06	Water Supply & Sanitation Program	Chittagong District	Own Fund	75	78	136	289
07	Jugantar Resource Development & Training Centre (JRDTC)	Chittagong District	Own Fund	3000	7000	1500	11500
08	HIV AIDS Prevention Program	Chittagong District	GFATM -912		5412	18564	23976
09	Woman Rights Development & Empowerment	Chittagong & Cox's Bazar	Own Fund		752	2308	3060
10.	Jugantar Environment Development & Information Programme	Chittagong District	Own Fund	410	352	189	951
11.	Human Trafficking Prevention Programme	Chittagong & Cox's Bazar	Own Fund/CWCS, BSAF	23	251	71	345
12.	Awareness Program	Chittagong & Cox's Bazar	Own Fund/CWCS, BSAF	700	2413	7310	10423

Coverage Area: With map marking the working areas.

Division	District	Thana/upazilla	Union / Ward
Chittagong	Chittagong	Kotowali	16,20,31,32,33,34,35 No city corporation ward
		Bakalia	17,18,19 No city corporation ward
		Karnafully	Carpataarghata, Shikalbaha, Shah Mirpur, Juldha,
		Chandgaon	4,5, 6 No city corporation ward
		Bandar	36 No city corporation ward
		Panchlaish	7, 03 no. Ward
		Double Mooring	24 no. Ward
		Patiya	12, 16, 14, 8, 9, 4, 5, 6, 7, 8 no.ward, Baralia,Ashia,Haidgaon,Bhurshi,Habilishdip,Kac hua, Bhatikhain union
		Anowara	3 No raipura Union, ward- 1-8
	Coxbazar	Coxbazar Sadar, Ukhia, Teknaf, Maheskahli, Ramu, Chakaria	Coxbazar Sadar,Ukhia,Teknaf, Maheskahli, Ramu, Chakaria

Membership in network/alliance/forum:

S/L.	Name Of Forum/Network/Alliance	Membership type	Present Status
01.	STI/AIDS Network of Bangladesh	General Member	Running
02.	Member of Association Development Agencies in Bangladesh (ADAB)	General Member	Do
03.	Member of Credit and Development Forum	General Member	Do
04.	Bangladesh Shishu Adhikar Forum (BSAF)	EC Board Member	Do
05.	Child Rights Governance Assembly (SRGA)	General Member	Do
06.	National Forum Of Organization Working with Disabled (NFOWD)	General Member	Do
07.	Campaign for popular Education (CAMPE)	General Member	Do
08.	BAPA	General Member	Do
09.	Chittagong NGO Samnnoy Parishad (CNSP)	Chairman	Do
10.	Adolescent Development Foundation (ADF)	General Member	Do
11.	Chittagong Society for the Disabled (CSD).	General Member (ex EC Borad member)	Do
12.	ANTAR	General Member	Do
13.	Enterprise Development Forum Chittagong (EDFC)	General Member	Do
14.	Chittagong Social Development Forum (CSDF)	General Member	Do
15.	Stop Violence of Against Women (SVAW)	General Member	Do
16.	ATSEC Bangladesh	General Member	DO

Special capacity and capability of the organization:

Staff Strength: JSUS is divided into 7 working groups of committed, skilled & professional development staff with multi-background and experiences who are engaged in the following section;

- Programme Planning & Development
- Human Resource Development
- Technical Group for Project Monitoring & Project Evaluation
- Management Information System
- General Administrative
- Accounts & Financial Management
- Expertise, Professional & Management Group

Financial Management Capabilities:

JSUS has been implementing different development project having financial support from different donors. Considering the financial management capabilities and financial transparency, the donors are showing continued interest to JSUS. JSUS is guided by its own constitution that has developed a standard financial manual and maintains effective accounts and financial procedure.

Training Management Capabilities:

JSUS's training section works as a facilitating unit to build up capacity and capacity for the target beneficiaries, staff and local partner NGOs under the greater network as and when needed. The following activities are performed by JSUS's training section for training capacity building for local community volunteers and group leaders.

- ✓ Training need assessment
- ✓ Prepare need based training curriculum
- ✓ Organize and conduct Training of Trainers (TOT)
- ✓ Follow up of training
- ✓ Help develop training plan
- ✓ Help prepare training curriculum, report & materials

JSUS received the following training and able to exchange skill/ training with both local networking partners and target beneficiaries on the following subjects:

- ❖ Primary health care and family planning
- ❖ Contraceptive technology
- ❖ Community based nutrition education and rehabilitation
- ❖ Traditional Birth Attendance (TBA)
- ❖ Development communication
- ❖ Strategic planning
- ❖ Gender awareness
- ❖ Legal awareness
- ❖ Non-formal education
- ❖ Group formation
- ❖ Credit management
- ❖ Family life education
- ❖ Reproductive health care
- ❖ STD/AIDS awareness and prevention
- ❖ Disability prevention and community based rehabilitation.

Executive committee:

S.L.	Name	Designation	Sex	Profession
01.	S. M. Omar Faruk	Chairperson	Male	Social Service
02.	Shahanaj Begum	Vice Chairperson	Female	Social Service
03.	Ms.Yeasmin Parvin	General Secretary	Female	Service
04.	Saber Ahmed	Assist. General Secretary	Female	Social service
05.	Mr. Pannnlal Barua	Treasurer	Male	Social Service
06.	Ms. Lutfun Nahar	Office Secretary	Female	Social Service
07.	Gopal Mohajon	Executive Member	Male	Social Service

Future Plan:

Audio Visual Media Center: Jugantar Samaj Unnayan Sangstha (JSUS) is planning to establish an audiovisual media center in Chittagong. Aim and objective of the center is to enhance the practice of using media for development. The center will provide support for making development related audio and video production, organize training on development documentary & program making, arrange development video & film show, contribute in developing skill of organizations for doing and understanding media advocacy.

Research and publication cell: By this year Jugantar Samaj Unnayan Sangstha hopes to run a research and publication cell. As the primary initiative the cell will make a panel of researchers and collect research proposals on development issues. Organization management will select topics from the proposals on the basis of development need and the perspective of availability of fund. This cell will evaluate the present programs of the organization. All the reports of the organization will be published from this cell.

Expand program coverage: At the very beginning Jugantar Samaj Unnayan Sangstha (JSUS) started the journey on the path of development from its present Korbanigonj office. By 2004 it has been expanded to Chittagong district of Bangladesh. It hopes to expand in more areas in future. Its plan is to

open at least one branch in each year. As well as areas this organization hopes to increase the quantity and quality of its program.

As a learning organization Jugantar Samaj Unnayan Sangstha (JSUS) always learns from practical program operation. For the betterment of the organization it receives suggestion and positive criticism from every level. It believes positive feedbacks can make its path positive to reach the goal and objectives. This will bring the sustainable development of the country.

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