

# CORPORATE SOCIAL RESPONSIBILITY AND JHARKHAND VIKAS PARISHAD



*“JISKI LADAI USKI AGWAI”*

## About Us:

Jharkhand Vikas Parishad (JVP), based in Amrapara, Pakur, is a grassroots development organization working to empower marginalized communities, especially women, children, and youth from Particularly Vulnerable Tribal Groups (PVTGs) and Scheduled Tribes (STs). For over two decades, we have focused on building resilience through education, access to government services, child protection, and sustainable livelihoods.

Our programs span adolescent and women's empowerment, skill development, livelihood promotion, natural resource management, and environmental sustainability. We place strong emphasis on preventive action—raising awareness of health and education rights, ensuring safety, and creating enabling environments where vulnerable groups can thrive.

By fostering collaboration between communities, civil society, government, and experts, JVP bridges the gap between local needs and systemic change. To date, our initiatives have reached more than 2.5 million people across India, transforming lives through community-led, scalable, and sustainable models.

## Why Partner with Us:

Partnering with Jharkhand Vikas Parishad means working with an organization that has deep roots in Jharkhand's tribal and PVTG communities. Over the past 25 years, we have earned the trust of the people we serve and built strong relationships at the grassroots level. Our experience spans climate change adaptation, watershed management, and child protection, giving us a proven record of delivering meaningful and lasting impact. We are committed to transparency in every aspect of our work, with clear financial management and regular reporting to partners. By joining hands with us, you engage with a team that blends local knowledge with accountability and a long-standing commitment to community-driven development.

## CSR Focus Areas You Can Support:

Activities	Alignment
Education	Establishing digital learning centers in the Rajmahal hilly areas is a vital step toward bridging the digital access gap among tribal children. These centers bring technology, e-learning, and engaging educational tools to communities where such resources are scarce. Coupled with scholarships and targeted skill-building initiatives, Jharkhand Vikas Parishad (JVP) is creating pathways for adolescents—especially girls—to pursue education and future opportunities with greater confidence. These efforts are especially relevant when you consider the broader backdrop: <b>According to the Annual Status of Education Report (ASER) 2024, 76.8% of children aged 14–16</b>

	<p>in Jharkhand know how to use a smartphone. Of those, 63.4% used smartphones for educational purposes in the previous week – highlighting a significant foundation upon which JVP’s digital hubs can build <a href="#">The Pioneer</a>. Yet, this also signals room for improvement in getting technology into the hands of more students and making learning truly interactive.</p> <p>On a broader note, the <b>National Family Health Survey (NFHS-5, 2019–21)</b> shows that 85% of children aged 6–17 in Jharkhand were attending school – 83% in rural areas and 91% in urban settings <a href="#">Rural India Online</a>. That’s a strong baseline of enrollment to build on, but retention and meaningful learning outcomes – especially for adolescents – require continued support. JVP’s interventions dovetail well with these realities. Digital learning centers align with existing access trends, while scholarships and hands-on skill sessions directly address the challenges of keeping older adolescents enrolled and equipped for both education and livelihood.</p>
Women’s Empowerment & Livelihoods	<p>For women in Jharkhand’s tribal and PVTG communities, traditional practices and limited livelihood options often restrict opportunities for economic independence. Jharkhand Vikas Parishad (JVP) works to change this by promoting practical, income-generating activities tailored to local contexts. For instance, in communities where milk is not commonly consumed, women are encouraged to prepare curd as a sustainable product for local markets. Beyond this, they are also supported in small enterprises like pickle-making, papad preparation, and animal husbandry – initiatives that require low investment but provide steady returns over time, these efforts reduce economic vulnerability and create pathways for sustainable growth in some of Jharkhand’s most marginalized areas.</p> <p>The focus is not only on income but also on building confidence, financial literacy, and collective strength among women’s groups. By linking these enterprises to local markets, JVP helps women secure both economic stability and recognition within their communities.</p>



<p>Climate Resilience &amp; Sustainable Agriculture</p>	<p>Jharkhand's tribal and PVTG communities depend heavily on forests and natural resources for their daily needs, which makes them particularly vulnerable to climate change and environmental degradation. Jharkhand Vikas Parishad (JVP) addresses this by combining traditional knowledge with simple, community-led solutions that strengthen resilience and protect ecosystems.</p> <p>One such initiative is <b>seed ball plantation</b>, a low-cost and effective method of regenerating degraded forest land. Community members, including women and youth, prepare and scatter seed balls using local species such as sal, mahua, neem, jamun, and mango. This approach promotes natural germination while encouraging community ownership of reforestation efforts.</p> <p>Jharkhand's Forest cover increased by <b>44.6 sq km between 2021 and 2023</b>, bringing total forest cover to <b>29.81% of the state's geographical area</b>. Very dense forest areas grew by <b>34.3 sq km</b>, while open forests increased by <b>58.3 sq km</b>. These modest gains are critical in a state where livelihoods are closely tied to forest health and biodiversity.</p> <p>Alongside forest restoration, JVP also promotes <b>natural resource management</b> practices such as soil conservation, rainwater harvesting, and sustainable agriculture. These have helped improve soil fertility, increase water availability, and raise crop yields—reducing seasonal migration and strengthening food security.</p> <p><b>Key impacts observed include:</b></p> <ul style="list-style-type: none"> <li>• Over <b>hundreds of thousands of seed balls</b> have been dispersed, helping restore degraded land and increase green cover.</li> <li>• Families report improved access to fodder, fuelwood, and minor forest produce as regenerated forests begin to thrive.</li> <li>• Adoption of climate-resilient farming techniques has reduced crop losses and created more stable harvests.</li> <li>• Women and youth are increasingly taking active roles in environmental protection, linking conservation with empowerment.</li> </ul> <p>By focusing on forest regeneration and sustainable farming, JVP is ensuring that communities not only</p>
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	adapt to the challenges of climate change but also build a greener and more secure future.
Child Protection & Rights	<p>Child protection is one of the most urgent areas for Corporate Social Responsibility in Jharkhand. JVP's work aligns with this priority by safeguarding vulnerable children, addressing harmful practices, and linking them to education and support systems.</p> <p>Jharkhand often face layered vulnerabilities, including child marriage, trafficking, and abuse, along with limited access to education and healthcare. Jharkhand Vikas Parishad (JVP) works at the grassroots to safeguard children, protect their rights, and create an environment where they can grow up safe, healthy, and empowered. Through awareness campaigns, school outreach, and community mobilization, JVP addresses issues such as <b>early and forced child marriage, child labour, and trafficking</b>. Families are counseled on the importance of education, while adolescents are encouraged to continue schooling and engage in life-skills training. JVP also builds strong linkages with <b>Childline, law enforcement, and child welfare committees</b>, ensuring that children in crisis receive timely rescue, support, and rehabilitation. The challenges are significant: the <b>National Family Health Survey (NFHS-5, 2019-21)</b> found that <b>32.2% of women aged 20-24 in Jharkhand were married before the legal age of 18</b>, higher than the national average of 23.3%. Child labour, too, remains a concern, with Census and NFHS data indicating that rural and tribal areas are most affected. JVP's interventions directly address these risks, making protection not just a legal mandate but a community-driven priority.</p> <p><b>Impact observed through JVP's child protection work includes:</b></p> <ul style="list-style-type: none"> <li>• Increased community awareness on the dangers of child marriage and trafficking, leading to reduced cases in intervention areas.</li> <li>• Adolescents engaged in counseling and peer groups report greater confidence in resisting early marriage pressures.</li> <li>• Stronger collaboration with government child protection mechanisms ensures quicker response and support for at-risk children.</li> <li>• Families that once relied on child labour are now encouraged to keep children in school</li> </ul>

	<p>through linkages with scholarships and support schemes.</p> <p>By aligning CSR investments with child protection and rights, JVP ensures that children in vulnerable communities not only survive but thrive – breaking cycles of exploitation and building a stronger foundation for the future.</p>
Health	<p>Access to basic health and hygiene remains one of the biggest challenges in Jharkhand’s tribal and PVTG communities. Jharkhand Vikas Parishad (JVP) addresses these gaps through awareness campaigns, health camps, and community-driven initiatives that improve sanitation, menstrual health, and access to preventive care. These interventions not only improve immediate well-being but also help reduce long-term health risks in vulnerable populations.</p> <p>One key focus is <b>menstrual hygiene management</b> for adolescent girls, who often drop out of school due to lack of awareness, stigma, or access to safe sanitary products. JVP conducts workshops to break taboos, distributes hygiene kits, and builds peer support networks so that girls can manage menstruation with dignity and continue their education. Alongside this, JVP promotes <b>safe drinking water, handwashing practices, and clean sanitation facilities</b> to curb waterborne diseases and strengthen everyday health in villages. The need is especially acute in ST and PVTG communities, where women and adolescent girls often rely on unhygienic methods due to poverty, taboos, and lack of awareness. Many households also lack proper toilets or access to clean water, making these interventions vital.</p> <p><b>Case Story - A Step Toward Dignity</b>  A 14-year-old from a PVTG family, had been missing school for several days each month because she could not manage her periods in a safe and hygienic way. She felt ashamed and isolated, and her parents worried she might drop out completely. Through JVP’s menstrual hygiene sessions, Rina received education on safe practices and access to reusable sanitary pads. Today, she attends school regularly, talks openly with her friends about menstrual health, and even helps other girls in her village understand that menstruation is natural and</p>

	<p>manageable. Her story reflects the change that simple interventions can bring in the lives of many girls across Jharkhand.</p> <p><b>Impact observed through JVP's health and hygiene work includes:</b></p> <ul style="list-style-type: none"> <li>• Greater adoption of hygienic menstrual practices among adolescent girls after awareness drives and kit distribution.</li> <li>• Improved school attendance among girls who previously dropped out or stayed home during menstruation.</li> <li>• Reduced cases of waterborne diseases in villages where handwashing and safe drinking water practices were introduced.</li> <li>• Growing participation of women and youth in community-led sanitation drives, linking hygiene with dignity and well-being.</li> </ul> <p>By aligning CSR investments with health and hygiene initiatives, JVP ensures that some of Jharkhand's most underserved communities gain access to healthier living conditions, dignity for women and girls, and stronger foundations for the future.</p>
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## Transparency & Reporting:

Jharkhand Vikas Parishad is committed to both accountability and trust in every partnership. All CSR projects are monitored closely and supported with timely progress updates, audited financial statements, and detailed narrative reports. Regular field visits, third-party evaluations, and community feedback ensure that outcomes are not only measurable but also meaningful. For partners, this means complete visibility into how resources are used, along with clear evidence of the impact created on the ground. We also adhere to all CSR compliance norms under the Companies Act, 2013, ensuring that every partnership is fully compliant as well as impact-driven.

## Get in Touch

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