

# FOOD India

FOOD India is a 20-year-old non-profit organization based in India conducting research on social development and implementing welfare programs in the field of employment generation, poverty alleviation, cost effective housing, education, health, water and sanitation, energy conservation, ICTs, electronic NGO networking, E-commerce, institutional and capacity building for women networks.

## ABOUT US

Foundation of Occupational Development (FOOD) is a 20-year-old non-profit organization based in India conducting research on social development and implementing welfare programs in the field of employment generation, poverty alleviation, cost effective housing, education, health, water and sanitation, energy conservation, ICTs, electronic NGO networking, E-commerce, institutional and capacity building for women networks.

Our mission is to foster sustainable development among the poor through social development programmes by advocating participatory approach in implementing programs.

FOOD is registered under the public charitable trust act and registered with the Home Ministry of India and is one of the approved organizations for receiving foreign contribution for its activities.

We are best known for our activities in the field of water and sanitation, ICTs, cost effective housing, rural development, small and micro enterprise development especially for women. The 20 years of experience in development work and networking with local, regional and international organizations is our knowledge bank. The mainstay of our existence and our steady growth over the past 20 years has been mainly due to innovative approach and transparency with our partners.

FOOD considers empowerment and networking of the poor as its major goal and objective. Empowerment can be one of the basics that can enable groups to improve their conditions through socio-economic development programs. FOOD proposes to reach the neglected segments of rural population and target them as a priority by finding our way into remote & rural areas to identify the poorest segments of communities who are normally excluded from development processes because of their isolation, lack of assets and vulnerability.

FOOD proposes to engage the poor in capacity-building activities as a major component in the program and lay the foundation for creating local groups and organizations that can then link with other groups having common interests through federations, coalitions, networks and advance their interests to overcome their poverty.

FOOD is recognized for its role in developing new initiatives, new programs and components of programs, new approaches and new mechanisms to address development problems and issues. FOOD has been in the forefront of many innovations that have provided ideas and models replicated or adapted in other settings and situations. With its generally flexible organizational structure and characteristics - organizational independence, participatory structures and willingness to spend time on dialogue and learning - its been able to experiment on new institutional mechanisms and on different approaches that add value to projects.

FOOD possesses extensive knowledge of local conditions. Sometimes the answer is not innovation, but rather a sober consideration of the normal needs of small enterprises with serious attention to how these needs can be sustainably served. FOOD has long-term experience in processing baseline data and information on the local economy and infrastructure, the existence of self-help organizations and the major obstacles to development.

FOOD sets precondition of active participation by the community in the development process - participation by the community not only in the implementation of programs but also in their conception, design, monitoring and evaluation. Over the years, FOOD has developed highly effective participatory processes to increase the involvement of the poor in its own development processes and analyze to act upon their situations through their own eyes. Many of the participatory tools and methodologies have gone on to be adopted by other development agencies and, increasingly by the governments.

FOOD emphasizes on benefits that go beyond the scope of the project and the issue of sustainability as a key concern.

With these distinct features FOOD is a player in the fight against rural poverty and hunger, in quest of opportunities for collaborative action towards substantially reducing the vulnerability of the poor.

## **TARGET GROUPS**

Rural, semi-urban and urban slum areas.

## **OUR TEAM**

Our staff is well qualified with international exposure in implementing social development programs. Our staff has traveled worldwide on study tours and for training on project management, community organizing and implementation of social development programs. We have international exposure in preparation of project proposals as well as implementation and monitoring/evaluation programs.

FOOD has with 25 technical and non-technical permanent staff in various disciplines, 300 skilled personnel and 600 women volunteers. 10 of our staff have been trained by JAICA on various social development activities.

While we directly work with the people below the poverty line, we possess high tech infrastructure and capability to meet the requirements to international standards for project management, reporting and evaluation. Our staff possess expertise in providing advisory support to partner organizations and departments in the implementation of projects, perception of operational manual and identifying eligible communities, preparation of training manuals for conducting orientation and training programs through education and communication, implementing programs on turnkey basis, monitoring and evaluation of the program. Our staff is adequately exposed to various programs implemented by DFID, World Bank, UNDP, as well as Governments and NGOs from developing countries.

## **INFRASTRUCTURE**

We have our own office building in Madras measuring 2000 sq ft. Our office is equipped with modern office equipment with state of the art technology in office automation and communication. Our office Local Area Network (LAN) has 12 computers fully loaded with appropriate hardware, peripherals and software. We have a dedicated Internet server with high-speed data access to the Internet that is online 24 hours. We have 20 telephone lines out of which 10 lines are connected to modems for in-bound data access by our office staff and the rest are available for voice calls. We have a well-equipped library with 20,000 books in printed and microfiche format exclusively on appropriate technology.

Other infrastructure available with us include fax, ISDN, inkjet & laser printers, digital multifunction photocopier, 2 flat-bed scanners, data projector, slide projector, video projector, digital camera, and online UPS for all the systems. The value of the fixed assets of FOOD is around USD 125,000.

## **AWARDS**

Stockholm Challenge Award 2002 - We have been declared as one of the finalists for the Stockholm Challenge Award 2002 for our "Inter-city marketing network" project.

Development Marketplace 2001 - FOOD was selected as one of the finalists out of 2500 participants in the Development Marketplace Awards 2001 for an innovative and sustainable decentralized safe drinking water program for the urban poor built, operated and maintained through community networking.

ERICA 1999 - We are one of the 20 finalists selected out of 1400 participants worldwide and the only NGO in the Asia Pacific region to be selected for the most prestigious ERICA 1999 awards.

GK-II Best Practice - Our community networking activity has been selected as one of the 15 best practices by Global Knowledge-II (GK-II) 2000.

Stockholm Challenge Award 2000 - We have been declared as one of the finalists for the Stockholm Challenge Award 2000 for our "Remote Area Networking" project.

Golden web Award - We have won the golden web award for the year 1999.

Felicitations from Loyola College - Loyola College, one of India's premier educational institutions, felicitated FOOD at a state-level conference in recognition of the innovative and cost-effective student community networking solutions implemented by FOOD.

## PROJECTS

Our strategies in networking with government, local, regional, national and international non-profit and research & development organizations in the region and worldwide has evinced interest among other players. Our recent projects are outlined below.

- Remote area networking - We have established remote area NGO electronic networking program in partnership with IDRC/Pan Asia Networking to extend networking services for NGOs in remote areas by utilizing wireless packet radio modems. Through this program we have enhanced our backbone to 14 remote areas in the Southern states of India with few in the northern states. This program provides Internet access to number of NGOs working in remote areas to enable them to think globally and act locally. We are proud to state that we are the single largest NGO electronic network in the country.
- Integrated Sanitation Program - FOOD in partnership with Government of Tamilnadu and World Bank has launched an Integrated Sanitation Program (ISP) to benefit those living below the poverty line in the urban slums. The program provides a package of public sanitation services under one roof. The operationalization of this program relies on the community structure for operation and maintenance. We are coordinating the implementation of this program in 102 municipalities and 5 corporations.
- E-commerce for rural artisans - FOOD is implementing an E-Marketers project in partnership with CAPART (Government of India). The focus of this project is on Internet E-commerce as a means to improve the economic condition of the rural artisans by marketing their products online on the Internet. Towards this end the project has established an online E-commerce site to promote online customer service for sale of products made by rural artisans and co-operatives.
- Inter-City Marketing Network Of Women Entrepreneurs through cell phone in partnership with infoDev - This project establishes a closed group

communication network for community based women organizations to promote inter-city direct sales of products made by artisans and skilled workers. This is accomplished by providing the community based organizations (CBOs) with communications links by way of cellular phones to enable them to network for marketing their products. We have organized the existing CBOs in such a way that products made by CBOs in one city will be sent to a CBO in another city for marketing in their area.

- On Line Navigational City Information (Asia-City) in partnership with 8 R&D institutions and NGOs from the EU and Asia under the Asia IT&C program - The main deliverable of this project is "on-line navigational city information" via web based and wireless GIS technologies.
- Consultancy services to UNDP/APDIP - FOOD is a consultant to UNDP in the field of ICTs. FOOD's ICT jump team has undertaken a needs assessment mission to Andhra Pradesh on behalf of UNDP/APDIP to evaluate and advise on the statewide establishment of village information kiosks. Visit the UNDP India's ICT for poverty eradication for more details.
- Evaluation of IDRC projects – FOOD has undertaken project evaluation missions for IDRC to review projects in India, Mongolia and Malaysia.
- FOOD has been one of the NGOs to initiate an inter-regional network of NGOs from Asia, Africa and Latin America to form a Civil Bridge Round Table to facilitate the exchange of technologies, experiences and strategies and to link existing initiatives in these countries into a participatory network.
- Programs in the field of primary education – We are also working to upgrade the education standards in rural primary schools. Towards this end we are now conducting research and developing innovative audio-visual presentation tools to establish after school activity centers.
- Some of the other projects undertaken by FOOD in the past include - implementation of Urban Basic Services For The Poor (UBSP) in collaboration with UNICEF, implementation of Blood Donor Database electronic network in Sri Lanka in partnership with IDRC and LIONS International, self employment program for educated unemployed youth, vocational training program for women, rural disabled employment and training program, sustainable agricultural development program, rural housing program, village renaissance program, solar kiosks, low-cost housing, vocational training & rehabilitation of handicapped, micro enterprise development program for women, shelter upgradation program for rural poor, construction of irrigation wells for the rural poor, women micro-lending, bio-intensive gardening,
- Projects in the pipeline - Some of the projects we have in the pipeline include: Primary Education through ICT, Offline E-commerce, Fishermen networking through ICT, Electronic network for empowering women Computer education for girls and disabled living in urban slums, Life long learning for the mentally

retarded using touch screen computers, Electronic employment exchange for rural land less laborers for poverty alleviation and Community owned & operated health-care delivery system.

- FOOD is a member of Approtech Asia, an Asian alliance for NGOs networking with its headquarters in Philippines. FOOD is also a resource organization for Asian NGOs in the field of Appropriate Technology, electronic networking, housing and allied activities. FOOD is one of the participants in the Asian NGO consultative meeting on water and sanitation organized by the international secretariat for water by PROWWESS - UNDP/WORLDBANK Water and Sanitation and Approtech Asia in Manila, Philippines.

## CONTACT US

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