



*"Development through Collective Action"*

*HARMONY*

# ANNUAL SOCIAL IMPACT REPORT 2023-2024

**JK DEVELOPMENTAL ACTION GROUP (JK DAG)**



01942314940



[www.JKDAG.ORG](http://www.JKDAG.ORG)



Srinagar. J&K-190015



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Our Profile

*"**Harmony**" embodies the essence of partnership, teamwork, and collective action. It signifies our commitment to working hand in hand with diverse stakeholders, regardless of caste, creed, or religion, to build resilience and uplift the most vulnerable communities across our nation.*

# ABOUT JK DAG

**JK Developmental Action Group (JK DAG)** is a non-profit organization established in the year 2007, registered with the Registrar of Societies, Government of Jammu and Kashmir, under J&K State Societies Registration Act-VI of 1998(1941A.D) vide Registration No.5150-S of April 2007; also registered under section 12AA and 80G with the Department of Income Tax Government of India and Foreign Contribution (Regulation) Act, 2010, (FCRA) Ministry of Home Affairs, Government of India. Our unique ID on the Government of India NGO Portal is JK/2009/0009045.

JK DAG works on various social development themes including Skill Development and employment of youth, livelihood generation, Social Research, women and child issues, promotion and welfare of artisans, Health and Hygiene, Sanitation, Solid Waste Management etc.

**VISSION:** "...is the all-round development of Nation and transformation of Society through collective effort..."

We are empanelled with Housing and Urban Development Department J&K for implementing Swachh Bharat Mission and with Municipal Corporation Srinagar for implementing Solid Waste Management Project. We are also Training Partners for Government of India Flagship Skill Development Programmes like Pradhan Mantri Koushal Vikas Yojna (PMKVY-2), Deen Dayal Upadhaya Grameen Koushal Yojna (DDU-GKY, Himayat), Employability through Skill Training and Placement (ESTP) (DAY-NULM).

We are also implementing partners of National Bank for Agriculture and Rural Development (NABARD) for the projects 1. Livelihood and Enterprises Development Programme (LEDP) 2. Promotion and Formation of Farmer Producer Organization (FPO) of Women Dairy Farmers in district Pulwama and 3. Skill development project in district Ganderbal .

**MISSION:** "to work with people who are facing disadvantage and help them live a life with dignity by raising their social, economic and civic status"

## Goals

- **Enhanced community resilience and quality of life for the vulnerable and needy, contributing to sustainable development**

*(Strategic Objectives: Food Security & Livelihood, Public Health, Humanitarian Response & Disaster Risk Management, Skill Development, Sustainable Environment, & Peace Building)*

- **Individuals and organizations/groups engaged with vulnerable communities are informed, equipped, and influenced to promote a better quality of life.**

*(Strategic Objectives: Capacity Building & Research)*

- **Diversified resource opportunities to sustain the organization's work within communities**

*(Strategic Objectives: Resource Mobilization)*

# A WORD FROM PRESIDENT



As we reflect on the journey of JK DAG spanning 17 years, I am filled with gratitude for the unwavering support and participation of our valued stakeholders. It is with immense joy that I present our Annual Report for the year 2022-2024, themed "Harmony."

"Harmony" embodies the essence of partnership, teamwork, and collective action. It signifies our commitment to working hand in hand with diverse stakeholders, regardless of caste, creed, or religion, to build resilience and uplift the most vulnerable communities across our nation.

Throughout the year, we have been privileged to collaborate with government agencies, supporting partners, networking organizations, and the communities we serve. Their cooperation and commitment have been instrumental in our efforts to foster positive change and create a better society.

Together, we have building resilience among those most in need, including the extremely poor and disaster-affected families.

**Glory be to God.**

**With sincere gratitude,**

**Sheikh Hussain  
President  
JK DAG**

I extend my heartfelt appreciation to our executive members, Society members, Partners/Supporting partners, Government, Civil Society Networks and Organizations, Staff, Volunteers, Communities, and Well-Wishers for their invaluable contributions. It is through their dedication and support that we have achieved our objectives and made a meaningful impact on the lives of countless individuals and families.

As we look ahead, let us remain steadfast in our commitment to serving our nation and establishing a just, responsible, and compassionate society. Together, let us continue to strive for harmony, unity, and collaboration in all our endeavors.

May this report serve as a source of inspiration and motivation for all who read it. Together, with God's grace, we can achieve even greater heights.

# OUR IMPACT 2023-24

## SERVING THE COMMUNITY

**1941** INDIVIDUAL  
REACHED  
UNDER JJM

**125** VILLAGES  
UNDER JJM

**150** HOMESTAY  
OWNERS  
TRAINED

**300** CANDIDATES  
TRAINING  
UNDER SKILL  
DEVELOPMENT  
COURSES

**800** HIGH RISK MEN  
/ IDU'S PROVIDE  
SUPPORT

### PROJECTS

#### Homestay Entrepreneurship Training Program

#### Jal Jeevan Mission

#### Target Intervention

#### Skill Development of Youth

### DETAILS

The focus is on the development of entrepreneurship skills among the candidates

Carrying out of Supports activities for successful implementation of Jal Jeevan Mission in District KUPWARA

Providing necessary Support to High Risk men and injecting drug users (IDUs).

Skill Development of Youth in District Ganderbal in various job roles

### OUTCOME

150 candidates trained under the program.

125 Villages covered under JJM and 1941 individual reached

800 High Risk Men provided support under the intervention

300 candidates provided skill development course

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## HOMESTAY ENTREPRENEURSHIP PROGRAM

*JK DAG has started a homestay entrepreneurship training programme that focuses on the development of entrepreneurship skills among the youth of Jammu and Kashmir. JK DAG has trained and provided support to 150 potential youngsters who can now run and manage a homestay firm in Jammu and Kashmir. The trainees were also supported to get their homestays registered with the tourism department.*

*The training is an opportunity to pilot test a unique and innovative entrepreneurship idea. The success of this initiative have encouraged the stakeholders including local Government to implement the idea at a bigger scale.*

**150**  
HOMESTAYS  
TRAINED

**100**  
HOMESTAYS  
REGISTERED

**150**  
HOMESTAYS LINKED  
WITH DIFFERENT  
SCHEMES

**The Program is Supported by:-**



# JAL JEEVAN MISSION

## EMPANELMENT

**JK DAG is empanelled as Implementation support Agency (ISA) under JAL JEEVAN MISSION in UT OF JK VIDE GOVT. Order No: 42-JK (JSD) of 2021 dated: 17-02-2021**

**Support initiatives within the Jal Jeevan Mission encompass:**

- Encouraging rural communities and frontline workers such as ASHAs, VLWs, Government Teachers, and Anganwadi Workers to engage in Gram Sabhas and aid in crafting Village Action Plans (VAPs).
- Facilitating the establishment of sub-committees within Gram Panchayats, namely Panchayat Pani Samitis, and enhancing their capacities for effective functioning.
- Providing guidance and assistance to Gram Panchayats and Panchayat Pani Samitis in fulfilling their designated roles outlined in JJM guidelines. This includes tasks such as setting up bank accounts, mobilizing community contributions, organizing operational and maintenance activities, conducting Gram Sabhas and sub-committee meetings, and supporting sanitation and grey-water management efforts.
- Conducting assessments to identify the needs of Fully Functional Household Tap Connections (FHTCs) and encouraging village communities to adopt them.
- Serving as a coordination nexus between the District Jal Jeevan Mission (DJJM) and Panchayat Pani Samitis.
- Implementing Social Behaviour Change (SBC) initiatives in designated villages to promote positive changes in attitudes towards health, hygiene, prudent water usage, the importance of water quality testing, and safe handling and storage practices

# 125

VILLAGE COVERED

# 1941

INDIVIDUALS



# Target Intervention For IDUs

JK DAG collaborates with the Jammu and Kashmir AIDS Control Society on Welfare Targeted Interventions (TIs), which are preventive measures aimed at High-Risk Groups (HRGs) vulnerable to acquiring or transmitting HIV infection. The primary focus of these interventions among Injecting Drug Users (IDUs) and their sexual partners is to prevent the transmission of HIV.

## What we do:

- Offering necessary resources and services for Injecting Drug Users (IDUs) and their sexual partners to adopt safe practices, both in injecting drug use and sexual activities, in order to mitigate HIV transmission.
- Establishing a supportive environment that not only refrains from hindering safer behaviors but actively encourages and facilitates their adoption.
- Empowering the entire IDU community, including their sexual partners, to autonomously make decisions and advocate for their needs.

800  
HRGS

38  
HOTSPOTS

The Program is supported by



# SKILL DEVELOPMENT

JK DAG contributes to the flagship Skill India Mission of the Central Government by implementing a Skill Development Programme. The objectives of this initiative include:

- Cultivating a pool of skilled individuals through high-quality training.
- Providing sustainable livelihood opportunities to the youth.

Since its establishment in 2007, the program has successfully provided training to students in various courses across 20 districts of Jammu and Kashmir. It aims to empower vulnerable, tribal, rural, and urban communities to address their food security needs and combat injustice. This is achieved through a range of farm and non-farm activities facilitated by community-based organizations such as Women Self-Help Groups (SHGs) and village development committees, thereby restoring hope and dignity

300  
CANDIDATES

OUR  
supporters



# Organisation Profile

|  |   |
|--|---|
| <b>Registered Name of the Organization</b>   | <b>JK Developmental Action Group (JK DAG)</b>   |
| <b>Type of Organisation</b>  | <b>Registered Society</b>   |
| <b>Contact Address</b>   | <b>First Floor,<br/>Saudi Sheikh Brothers Building,<br/>Near Haryana Marble,<br/>Methan Bypass, Srinagar-190015<br/>Phone: 0194-2314049</b> |
| <b>Website:</b>  | <b>www.jkdag.org</b>  |
| <b>Date of Establishment</b>   | <b>1st Day of April 2007</b>  |
| <b>Registration number, date of registration and relevant registration authority</b> | <b>5150-S<br/>1st Day of April 2007<br/>Societies Registration Act, VI of 1998<br/>Registrar of Societies, J&amp;K Government</b>           |
| <b>PAN registration number</b>   | <b>AAAAJ4250C</b>   |
| <b>TAN</b>   | <b>AMRJ11738G</b>   |
| <b>GST</b>   | <b>01AAAAJ425C1ZJ</b>   |
| <b>80 G</b>  | <b>AAAAJ4250CF20214</b>   |
| <b>12 AA</b>   | <b>AAAAJ4250CE20214</b>   |
| <b>NGO Darpan</b>  | <b>JK/2009/0009045</b>  |
| <b>FCRA</b>  | <b>152750030</b>  |
| <b>CSR</b>   | <b>CSR00006491</b>  |



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