

Organizational Profile of ALERT:



Name of the Organisation:	ALERT
Legal Status:	
Society Registration Number:	307/2004
12A Registration Number:	AACTA4032EE20212
80G Registration Number:	AACTA4032EF20103
FCRA Registration Number:	010260331
Chief Functionary:	Y.L.J.B.Jayaraj, Executive Secretary, ALERT.
Address :	ALERT 13, Siri Apartments, #40-15-10 Brindavan Colony, 520010 Vijayawada Andhra Pradesh- India
Phone number:	9391234444
E-Mail:	alertap.in@gmail.com
ALERT Designated FCRA Bank Account Details:	
Name of the Account Holder:	ALERT
Name of the Bank:	State Bank of India
Branch Name and Code:	New Delhi Main Branch (00691)
SBI Bank Address:	N.D. Main Branch 11, Parliament Street, New Delhi, NCT of Delhi, 110001.
Account Number:	0000004011732648
Nature of Account:	FCRA –Saving Bank Account INR
IFSC Code:	SBIN0000691
SWIFT Code:	SBININBB104
ALERT Local Bank Account Details:	
Name of the Account Holder:	ALERT
Name of the Bank:	Axis Bank LTD
Branch Name and Code:	Moghalrajpuram (3984)
Axis Bank Address:	No:59-2-1-2, ITI College Road, Vijayawada -520010.
Account Number:	918010103264324
Nature of Account:	Saving Account
IFSC Code:	UTIB0003984

Background information about the project implementing partner:

ALERT is a non-profit organization registered in 2004 bearing the registration number 307/2004, and its 12A Registration Number is AACTA4032EE20212, 80G Registration Number is AACTA4032EF20103, FCRA Registration Number is 010260331, Unique Id of VO/NGO-AP/2017/0170385, CSR Registration Certificate No. CSR00008674.

The details of governance, VMS, Policies, objectives, thrust areas, target areas as well as target groups, Financing and technological Partners, etc. are given below.

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The vision of ALERT: “Transforming the Lives of excluded communities for Prosperity and Peace”

The mission of ALERT: “To awaken, educate, organize and mobilize the Adivasi communities for Self-Governance, Self-Reliance, Sustainable Environment, and Development”.

DEVELOPMENT GOAL OF ALERT: “Empowerment of Adivasis for improving the living standards in the Scheduled areas of A.P”.

Shared Values of ALERT:

- | | | |
|--|---|----------------------------|
| 1. Commitment for the cause. | 2. Accountability | 3. Integrity |
| 4. Transparency | 5. Gender justice | 6. Professional excellence |
| 7. Empathy with the socially Excluded and marginalized | 9. Connectivity for building relations and Results management | |

Thrust areas of Interventions:

- ✓ To improve the productivity, production, value addition and facilitate / support direct marketing by eliminating middle men for sustainable economic advancement of small and marginal farmers and aquapreneurs
- ✓ To organize and undertake relief measures, R&R, programs building the resilience and promote sustainable development of primary stake holders affected by natural calamities and human induced disasters
- ✓ To partner with National as well as International likeminded NGOs, Central and State Government in facilitating effective service delivery for the all-round development of socially, economically and culturally disadvantaged people
- ✓ To take up intensified interventions for land mobilization, land development, diversified, innovative agricultural and aquaculture practices for enhancing production, value addition assured income and decent living standards
- ✓ To Ensure women’s effective participation and create equal opportunities for women lead leadership at all levels towards gender equality, gender justice and empowerment of Women
- ✓ To effectively make use of real time governance mechanisms, appropriate adaptive information and communication technologies for empowering unemployed youth, women and the poorest poor of the society.
- ✓ To encourage the farmer organisations to enrol themselves in all piloting initiatives of the government such as organic farming, sustainable aquaculture, NRM practices, food and nutritional security interventions and promotion of FPOs, Co-operatives for the economic advancement of Adivasis, and urban poor

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- ✓ To promote, protect and defend the rights, entitlements, and wellbeing of Polavaram Project & other displaced families especially those belonging to Adivasis, Dalit's & other vulnerable sections of society.

The Alert is governed based on the following Policies and Manuals:

1. Gender Policy, 2. Humans Resources Policy, 3. Purchase / Procurement Policy, 4. Conflict of interest policy, 5. HIV / AIDS Policy, 6. Environmental Policy, 7. Social Inclusion Policy, 8. Common Cost Policy, 9. Finance Manual, 10. HR Manual

Governance of ALERT:

There are 10 General body members. The General Body meets once a year, whereas the Governing body meets on a quarter-yearly basis to assess the performance and to give policy directions.

There are seven highly qualified members in the Governing body of ALERT with considerable experience in the NGO Sector.

Program Staff:

Project Staff consists of Executive-Director, Finance Manager, MIS Manager, Five Thematic coordinators, thirteen mandals coordinators membring 26 full-time staff and several voluntaries and leaders of CBOs do play major roles and take responsibilities at the gross root and mass organization. Leaders level in furthering the objectives of empowerment of Adivasis.

Area of Operation:

Spread over in 16 mandals spread over in the Scheduled areas of East and West Godavari districts of A P that include 8 mandals affected by Polavaram Irrigation Project and six coastal mandals of Krishna District

Primary stakeholders (Target Groups of ALERT):

The Scheduled areas of East & West Godavari Districts covering three ITDAs 70452 tribal households in 1337 habitation of 16 mandals having 320792 population (155397 male and 165395 female). The Polavaram Project Affected Adivasis families living in 371 habitations are also included in the above referred data which include about 63,629 ST & SC families. In Krishna District there are 6 Coastal mandals where in Alert works with 1503 Yenadi tribal families, Coastal SC families and Fishermen families living in 90 villages.

The main Objectives of ALERT are:

- * To Empower Adivasis in self-governance, self-reliance and sustainable development of community-based organizations.
- * To promote gender justice, equality and address the issues of gender discrimination, economic advancement through women-owned and managed organizations.

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- * To facilitate effective service delivery in availing rights, entitlements and Government schemes for improving their living standards, contributing to the sustainable development of socially excluded and marginalized communities
- * To initiate livelihood support through land mobilization, land development, sustainable agriculture for addressing food and nutrition security, promotion of FPOs and Co-operatives for the economic advancement of Adivasis.
- * To promote, support for strengthening the resilience of survivors of natural and human-induced disasters.
- * To increase access to basic amenities, facilities, and minimum needs of marginalized and vulnerable sections of the society.
- * To Promote and protect child rights and happy childhood.
- * To provide counseling career guidance, and skill development for gainful employment of youth and women.
- * To promote sustainable agriculture and aqua practices and allied activities for improving the living standards of tribal communities.

Major Achievements in three years:

- ❖ Alert facilitated, supported the AMS volunteers, and community leaders and partnered with 3 ITDAs as well as State Tribal Welfare, RoFR, and other line departments of Adivasis in the scheduled areas of East and West Godavari districts to get forest rights of more than 300,000 acres under ROFR that include individual and different types of community forest rights, whereas as on 31st March 2022, have been successful in getting the approval for 1, 03,397 acres. Further to be pursued till title deeds are available those are registered in the Revenue records and avail monetary assistance for the development of those lands and beyond.
- ❖ A few more significant documented achievements of ALERT have been a change in the thinking, attitudes, perception, confidence level, behaviour, and assertion which have undergone radical changes in the Yenadi target communities, coastal SC and ST communities.
- ❖ 97,387 grievances were successfully resolved. Diversification of livelihoods, availing of house sites, repairing of houses, construction of new houses, enrolment of all children in schools, eradication of child marriages, etc.
- ❖ ALERT has facilitated and supported Adivasis Mahasabha to promote, protect and defend Adivasis' rights, their welfare, development, and well-being in the scheduled areas of ASR and Eluru districts. All issues concerning Adivasis are taken up by AMS and addressed. As of August 2022, there are more than 1300 life members in AMS and its members are poised to grow further. Its organizers and leaders are trained and engaged on a regular basis to make use of protective legislation and LARRACT 2013, in defending their rights, monitoring the payments of fair and just compensation

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and R&R packages as well as securing land and forest rights including monitoring of Social security benefits, ST Component funds, etc.

- ❖ The information and relevant data on land acquisition in the submergence areas of Polavaram National Irrigation under the Open data policy are collected and the well-documented information is analysed and shared with multi-level stakeholders. Further result-focused strategies are applied to ensure that the protective legislations meant for scheduled areas and LARR Act 2013 are effectively implemented for getting fair and just compensation, R&R packages, resilience building measures and in this process more short and mid-term results are witnessed. It's hoped that all those ongoing interventions will strengthen the resilience and contribute to the sustainable living standards of survivor families of PIP.
- ❖ Alert has taken up an informal education project in Katukapalli panchayat in Chittoor Mandal and HIV/AIDS awareness programme at Visannapet mandals.
- ❖ Alert facilitated supports and managing 40 cages in the backwaters of Krishna River.
- ❖ The Adivasis women traders have been formed into Matsya Mitra Groups, and 6 Adivasis fisherwomen cooperatives and these were brought under Antyodaya MACS Society. There are plan to integrate SHGs' into the local VO's and form FPOs' of Fisheries for SCs' & STs' and other women.
- ❖ In partnership with CMFRI and Antyodaya Mutually Aided Cooperative Society (775 women engaged in fishing and allied activities). Trained 167 men and women belonging to SC, ST and fisher communities in brackish water cage culture. At present it is facilitating and coordinating a cage culture with the support of NFDB and CMFRI.
- ❖ Promotion of cage culture grows out ponds sustainable aqua farming introduction cost-effective quality fish feed (Floating+ sinking) nurseries value addition direct market for ensuring the sustainable livelihood of SCs, STs and fishers folk with women as the major stakeholders of all Alerts interventions.

Consolidated statement of Flood Relief measures undertaken under Polavaram Submergence mandals from 2019 to Aug 2022

Year	Mandals	Villages	No. of Families	Nature of assistance	Amount
2019	2	14	3300 families	Solar LED Mini Lights	792000
	2	12	63 families	House Repairs support	189000
	3	153	Allotted one boat in each Mandal	3 Motorized Fibre boats fitted with 10 HP diesel Engines	5,83,000

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2020	1	19	2650 families	Grocery Items	795000
	3	20	2300 families	Bed sheets	690000
	2		Allotted one boat in each Mandal	2Motorizd boats fitted with 2 / 10 HP diesel Greaves cotton engines	3,67,000
2021	7	67	385 community solar lights were installed supplemented by people's non-monetary contribution @ 1 street light for 15 families	Community solar LED Street lights	40,25,625
2022	2	14	734 families	Solar LED Lamps	1000000
	2	6	500 families	Grocery Items	51750
	3	18	1500 families	Mini Solar LED Light	3,75,000

Financial & Technical Partners:

BftW, Green energy AP, CMFRI, MSRF, Fisheries Initiatives, TRICOR, Department of Fisheries, Andhra Pradesh, MSRF, Hope of Humanity and Andhra Loyola College.