

## 49TH YEAR OF BSWI



# Baradrone Social Welfare Institution (BSWI)

.....Reaching the Unreached

## ANNUAL REPORT 2024-2025



### REGISTERED ADDRESS

Village & P.O. Baradrone, Block – Diamond Harbour,  
District – South 24 Parganas,  
West Bengal, India 743332

### KOLKATA CITY ADDRESS

BSWI, 2/14, Bidyasagar Uponibesh, Baghajatin, Kolkata, India 700086.



### :District Offices:

#### WEST BENGAL STATE

Malda: Village/P.O. Gazole, Dist – Malda, Phone - +91 8348751903 / +91 9563007285.  
Murshidabad: Village/P.O. Murshidabad, Dist – Murshidabad. Phone - + 91 9635558781.  
North Dinajpur: Village/P.O. Anantapur, Dist – North Dinajpur. Phone – +91 8509069852

#### JHARKHAND STATE

Rajmahal: Village/P.O. Taljhari, Dist Rajmahal. Phone - +91 8759681702 / +91 7547975084

### :CONTACTS:

TEL: +91 03174 215032; Cell: 9875494529//8967771324/8918716801  
Email: [bswi.india@gmail.com](mailto:bswi.india@gmail.com)  
Website: <http://www.bswi.org.in>

**FROM THE DESK OF THE GENERAL SECRETARY & DIRECTOR**



*We are driven by our commitment to equity and dignity for all.*

**Dear Members, Donors, Well-Wishers, Staff and Volunteers,**

Greetings from BSWI.

In the year of 2024-2025, we have given importance to focus our efforts on revitalizing the rural economy in partnership with the local administration, various government departments, our donor partners and community members. We strengthened our efforts to infuse cash in the hands of households through an integrated approach of promoting farming of high-value crops and kitchen gardens. We facilitated initiation of wage income works under Government of West Bengal schemes for the rural communities' access to various scheme entitlements, and generation of private asset creation activities on scale such as horticulture, farm forestry, lift irrigation, farm ponds creation, and small ruminants / livestock rearing. We also helped link young women and men to skill and employment opportunities as well as enterprise opportunities in the allied and non-farm sectors. Our Commitment to a collaborative approach for development has resulted in burgeoning partnerships – existing and new - with government departments, private philanthropies, and Corporate Social Responsibility (CSR) initiatives, and Civil Society Organizations (CSOs).

We sincerely thank everyone who has joined hands with the BSWI's activities and goals to make our dreams realities in spite of the critical situations. We convey our gratitude to all those funders, donors and all empathetic persons and associations, our staff members and volunteers who worked hard in serving the common people. We are proud of you – our well-wishers and brave soldiers for development.

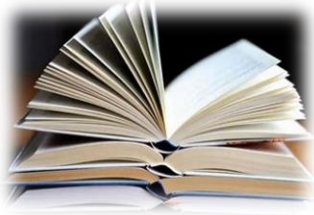
With kind regards,

Sanjib Bhattacharya  
General Secretary,  
Director & Trustee.  
Baradrone, June 15, 2025

## Our Advisory Body

 <p>Mr. Rangan Datta Chief Advisor, BSWI</p>	<p>Mr Datta is a very respected and creative person who has contributed many great things to the government departments and to our organization. Mr. Datta has provided his expertise in various government departments, agencies and foundations led by the Government of India. He has great contributions to the growth of BSWI in many folds for the last two decades. He retired as a Secretary to the Government of India in the position of Senior IAS Officer on Ministry of Rural Development as Director General as well as the DG of Ministry of Home Affairs Government of India. After his retirement, Mr Datta has worked as an Advisor to the Planning Commission of India; Advisor of the Department of Science &amp; Technology GoI; Deen Dayal Upadhyaya Foundation GoI and many other reputed government organizations.</p>
 <p>Dr Kanchan Bhowmik Advisor, BSWI</p>	<p>Dr. Bhowmick is a young man with progressive ideas for agriculture-based livelihood development. As a meritorious student, Dr. Bhowmick is an IIT fellow of Kharagpur IIT. He provides project planning and monitoring support to BSWI and helps the organization in decision making and exposure to new technologies in the agriculture sector.</p>
 <p>Aditi Ray Advisor, BSWI</p>	<p>Ms. Aditi is supporting BSWI in the field of making people learn; designing, preparing and delivering training course targeted for adult learners; Creating post curriculum evaluation and feedback forms; Conducting workshops for formulating intervention in the realm of social work development practice; Writing project proposals, log Frame, documentation reports; Conducting creative writing and storytelling workshops for adults and young adults; Imparting leadership training; Facilitating workshops for community organization and development practice; Developing adequate contents and modules for academic research; Preparing teaching learning materials; Conducting training sessions to impart knowledge based training on Rights and entitlements of women, Gender mainstreaming and empowerment, Child rights; Devising training program to facilitate skill development of organizational staff in terms of documentation, communication and interpersonal skills.</p>
 <p>Dr. Rajat Das Advisor, BSWI</p>	<p>Dr. Das is a qualified medical doctor with more than four decades involvement in social development sector. He was involved with a world-famous development charity and then established his organization ASHA that works in health related programs in many districts of India. He is associated with BSWI as an advisor in its health sector activities. With his support BSWI has made advancement in its functioning in the health sector.</p>
 <p>Mr. Saikat Pal Advisor, BSWI</p>	<p>Mr. Paul was associated with PRADAN, a pioneer national level rural development organization. He is also a Fellow of the IIT Kharagpur in Soil &amp; Water Management. A young person with genuine zeal to induce sustainable rural development in the remote rural areas, Mr. Paul has been running an NGO and working closely with the government departments in varied development paradigms. Mr. Paul helps BSWI in devising project proposals and monitoring its activities of the sector. His contributions to BSWI have been outstanding and great and helped BSWI achieve many a great things in the field.</p>

# **OPERATIONAL SECTORS OF BSWI**



**EDUCATION & LIFE DETERMINATION**



**HEALTH & WELL BEING**



**ECONOMIC ADVANCEMENT & BASIC NECESSITIES**



**ORGANIZATION BUILDING & EMPOWERMENT**

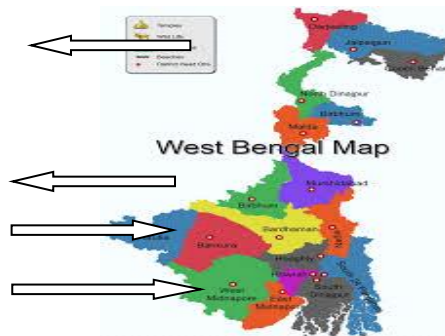


**RELLIEF & REHABILITATION**

## Objectives of BSWI

- ❖ To liberate the people from the bondage of illiteracy
- ❖ To strengthen the target groups attain sound mental and physical health
- ❖ To improve the status of the women – socially, economically and organizationally
- ❖ To ensure food and income security for the people living below the poverty line
- ❖ To encourage the rural youths participate in rural development process
- ❖ To achieve an exploitation-free and oppression-free living environment ensuring harmony and co-existence.

## BSWI'S OPERATIONAL AREAS



**Coverage of Rural Population  
in various districts**

Sl. No.	State / Districts	Blocks & villages	Target populations reached
1.	W.B. South 24 Parganas	Diamond Harbour I, Magrahat, Kulpi & Namkhana (40 villages)	242,000
2.	W.B. Malda	Gajole (35 villages)	37,000
3.	W.B. North Dinajpur	Kaliaganj (30 villages)	34,000
4.	W.B. Murshidabad	Kandi Samsi (25 villages)	26,600

**Other Information**

**Salary & Benefits**

Position	Amount per month	Highest paid staff (CEO)	Lowest paid staff (Night Guard)
Secretary & Director	Rs. 60,000/-	Rs. 30,000/-	Rs. 10,000/-

**BSWI TEAM**

- PROJECT DIRECTOR: 1.
- EDUCATION SECTOR: 1 Sector Coordinator; 2 Joint Coordinators; 22 Moderators.
- HEALTH SECTOR: 1 Sector Coordinator; 1 Doctor; 12 VHWs; 2 Supervisors.
- LIVELIHOOD SECTOR: 1 Sector Coordinator; 2 Joint Coordinators; 6 Field Staff.
- ORGANIZATION BUILDING: 1 Sector Coordinator; 2 Organizers; 2 Field Staff.
- ACCOUNTANTS: 1 Chief Accountant; 3 Assistant 3 Accountants.
- OFFICE ASSISTANTS: 3 Staffs.
- BSWI FARMHOUSE & CAMPUS: 2 Caretakers; 2 Watchmen.

**ABOUT BSWI**

**Introduction**

*Baradrone Social Welfare Institution (BSWI)* is a pioneer organization in West Bengal that originated in the year of 1961 as a village level textbook library and free coaching centre. Gradually, BSWI stepped forward by partnering

with the government and non-government charities in India and abroad and over the years it has played a major role in developing many governments and international agency funded projects and National Rural Development Programs. BSWI is continuing to work for change that is sustainable and self-perpetuating, bringing skills and systems that help women, families and communities gain confidence and take charge of their own lives. The opportunities and the association over the years have helped create learning/lessons for BSWI and gain organizational experience. BSWI catalyzes change in thousands of lives by implementing innovative efforts.

#### **Vision**

- To contribute to building a society where all people can gain access to education, health care, and employment opportunities and where people can realize their full potential;
- To build a trusted bridge between the dreams and aspirations of individuals who care about suffering people and their realization;
- To build a professional organization that is secular, transparent, credible and accountable for all of its activities.

**Mission:** To empower individuals, families, communities and society by helping ensure their rights to live and help them come out from the barriers of poverty, illiteracy and well-being.

#### **Our Dreams:**

- a) A society where all people can gain access to education, health care, and employment opportunities and where people can realize their full potential;
- b) Establishment of a trusted bridge between the dreams and aspirations of individuals who care about suffering people and their realization; and
- c) Transforming to a professional and devoted organization that is secular, translucent, credible and accountable for all of its activities.

#### **Our Values:**

- Respect – Believing in and appreciating the dignity and potential of all human beings;
- Integrity – Maintaining social, ethical and organizational norms and adhering to the code of conduct;
- Commitment – Fulfilling organizational goals with full commitment towards our duties and responsibilities; and
- Excellence – Setting high performance standards and being accountable for and responsible towards our work.



**Adolescents Volunteers Team**



**Kishore Kishori Bahini (Youth Team)**

**Our Activities during the year 2024-2025**

**EDUCATION & LIFE DETERMINATION**

According to the United Nations Convention on the Rights of the Children – that India ratified in 1992 – all children are born with fundamental rights:

- ✓ Right to Survival – to life, health, nutrition, name, nationality
- ✓ Right to Development – to education, care, leisure, recreation, cultural activities
- ✓ Right to Protection – from exploitation, abuse, neglect
- ✓ Right to Participation – to expression, information, thought, religion; and
- ✓ Right to achieve these dreams

BSWI's Approaches:

BSWI's role as an enabler has determined our strategic choices at every juncture – from the fundraising methods we employ, to the nature of our relationship with the village organizations and SHG Federations we partner.

Our interventions are designed to include: →Direct action addressing immediate, critical needs;

→Community mobilization linking child rights and local pre-dominant issues;

→Stringent planning, monitoring and evaluation both, financial and programmatic.

Our programs take the form of:

→Organization building

→Policy analysis

→Advocacy

→Community mobilization: We believe this is the most effective long-term solution to the multiple causes of poverty, deprivation, exploitation and abuse that constrain the rights of our children. In recent years, we have spearheaded a concerted, district-wide grassroots campaign in partnership with our SHGs, local associations and organizations that aim to establish:

→Authentic data on the situation of children – infant and child mortality, nutrition, enrolment, availability of functioning schools of at least adequate quality, child labour, gender and caste differences.

→Workable models to achieve universal access to primary and elementary education, healthcare, livelihoods and governance combining direct action, community mobilization and policy influence.

→Grassroots community mobilization aimed at ensuring universal access to equitable education through the Common School System and implementation of policies ranging from land rights through to the right to information.

Resource Organizations: In the development sector there are numerous organizations that play a critical role of being a resource hub. These organizations have expertise in various areas of development, expertise that could enhance the quality of smaller, newer initiatives. These resource organizations work towards building the capacities of BSWI. These organizations build capacities through innovative teaching methods, materials and training programs for teachers, community works among others. They also play a vital role in policy influencing efforts at the micro level.

(a) Performance over the years: This year too, BSWI worked towards ensuring children live, learn, play, express themselves...bringing about lasting change in their lives. At BSWI, we are committed to our vision for a happy, healthy and creative childhood for every child. Over the course of the next 10 years, and to continue to make children and their rights a priority, we have reiterated goals that BSWI as an organization is committed to strive for. These include ensuring children in BSWI-supported areas have access to free and quality education, primary healthcare and are safe from violence, abuse and exploitation. To achieve far-reaching impact on a large scale, we have enabled local grassroots associations/organizations by providing them with training, program monitoring capability, increasing voluntary spirits, perspectives and capacities in addressing issues that affect children and their families.

Having worked in various strings of Education since the year of 1976, BSWI has been able to give the people of the project areas a nudge regarding the need and quality of education – both bookish and moral. This flavour of education is now tangible in the project areas of BSWI and we are happy to state that today more and more people are coming forward to achieve education for themselves and for their wards. An outsider will not be able to distinguish between the situations in the areas in the year of 1976 and now in the year of 2024. There was a day in 1976 when not a single matriculation passed girl was available in most of the project villages to work as BSWI's education facilitator, and BSWI had to provide such workers in the villages from 'Baradrone' village and from the local block town *Diamond Harbour*. Today, we see that hundreds of girls and boys are attending high schools and even college education as a result of our constant work in the educational spheres.

### **Education & Health Project for Child Brick-field Workers:**

we are already implementing the project on “*Child Brick-field Workers' Education & Health Improvement*” by receiving financial assistance from VASTENACTIE Netherlands.

We have created a good amount of awareness among the parents realizing the need of education in their kids' lives and at the same time we are creating awareness in health and personal hygiene among the parents and their kids who work in the brick-fields of Diamond Harbour. The target children do not have any access to education and regular health benefits.

Our work has advanced efficiently in generating awareness among the parents about the need of their children's quality education and they are encouraging the children to attend the project's schools regularly. The attendance level has been 100% during the course of this project in this current year (2024-2025). The children are also enjoying the classes and have advanced in their studies. The results of this interesting project are stated below:-

### **Providing Access to Education**

We set up technology-equipped Learning Centres (LC) that took the classrooms to the children. We set up a total of 20 Centres in villages across Gazole, Bamungola, Habibpur (Malda district); Taljhari and Rajmahal Blocks in Jharkhand; Diamond Harbour and Namkhana Blocks in South 24 Parganas districts. Each LC catered to students of Class 10 from villages within three to five kilometers. Community buildings or private houses that could accommodate 15 students at a time were chosen as learning centres. The team ensured that the space was sufficient for children to be seated while maintaining the required physical distancing.



## **HEALTH & WELL BEING**

## Community Health & our work

**Health education is the development of individual, group, institutional, community and systemic strategies to improve health knowledge, attitudes, skills and behaviour. The purpose of health education is to positively influence the health behaviour of individuals and communities as well as the living and working conditions that influence their health.**

As India's investments in health have been growing over the past decade and the National Health Mission has been seeking to expand availability of healthcare, the main challenge remains to ensure access in service utilization by all, especially the poor. BSWI works at the family, community, institutional and government levels to bridge the gap between service providers and service users. It helps deprived communities acquire information, knowledge and capacity to access healthcare services. Trained and motivated local women, organized in Self-Help Groups or acting as community-level workers, interact with families to facilitate access to primary health care services for women and children residing in villages. We educate communities in issues relating to child health, reproductive and sexual health, and appropriate hygienic practices to prevent common illnesses at home. We motivate families to seek full immunization coverage, periodic ante-natal check-ups and diagnostic tests during pregnancy, and early treatment in case of illness. We pay special attention to adolescent health, addressing reproductive and sexual health to prevent sexually transmitted diseases, early and unwanted pregnancy.



Doctor checking a child



Mouth wash is being ensured

---

## Nutrition & our work

**The problem of malnutrition is not always as straightforward as simply lack of food. Many families do not always share food equally among their members. Mothers and infants, especially girls, are rarely given priority. Traditionally, in Indian families, women eat last. When food is scarce, men may receive more than women, boys more than girls, older children more than younger children. Diet may be imbalanced owing to limited understanding of nutrition as much as lack of food availability. For example, less than half of Indian children under six months are exclusively breastfed (NFHS 3, 2005-2006).**

Malnutrition is more widespread in India than in Sub-Saharan Africa. One in every three malnourished children in the world lives in India. About 50 per cent of all childhood deaths are attributed to malnutrition, according to UNICEF. As many as 48% of Indian children under the age of 5 are stunted that is a sign of chronic malnutrition. Girl children are more vulnerable than boys to malnutrition and mortality (NFHS 3, 2005-2006).

Our ultimate aim is to ensure full physical and mental growth and development in children by ensuring appropriate nutrition throughout the critical periods of the life cycle. Our interventions seek to address a variety of determinants of malnutrition in children, adolescents and pregnant women, as they relate to healthcare, hygiene and sanitation, child care, appropriate feeding practices (including breastfeeding), growth monitoring and promotion, adoption of low-cost home available foods, promotion of gender equality. In addition to promoting community-based nutrition interventions, we care for severely malnourished children.

During the year, we have carried out our work in nutrition in partnership with:

- ✓ The family – to promote pregnancy weight gain through appropriate feeding and caring practices of pregnant women, breastfeeding promotion, introducing semi-solid low-cost nutritious foods from six months onward in the child's diet (in terms of improved food quantity, quality and frequency), safe water and hygienic practices, early seeking of health care for childhood ailments, adequate feeding of girls and women, and empowerment of women to choose for themselves and their children;
- ✓ The community – to enhance health & hygiene education of women and adolescents and nutrition education involving women's groups and local elected members of Panchayat Institutions, promote environmental sanitation, including use of toilets, maintenance of drainage and safe disposal of solid waste, prevent early marriage and pregnancy;
- ✓ Institutional services – to ensure referral and treatment of severely malnourished children to our health clinic and the Government hospitals.

### Nutrition Gardens



**Nutrition Gardens have been done in backyards of the rural communities**

Creating a nutrition garden in the backyard aimed at promoting health and nutrition through utilizing small homestead land parcels that families own. It was widely scaled out with the support of Nutrition Mentors and Change Vectors. Garden layouts and crop selection were done, based on the availability of land in the backyard, food practices and local crop varieties. We influenced policy makers in West Bengal and Jharkhand and got nutrition gardens included in the 'Shelf of Activities' under MGNREGS through administrative orders, thus ensuring cash income and availability of nutritious food for participating households across many project blocks and beyond.

### Comprehensive Livelihoods

We piloted a comprehensive livelihoods approach in 65 villages, with the focus on the centrality of women, inclusion, nutrition, agro-climatic sustainable practices and sustainable incomes. This involved the perspective and capacity building of women collectives and facilitating the collectives to develop a village-level comprehensive livelihoods plan.

West Bengal Department of Micro Small & Medium Enterprises and Textiles, has patronized the wonderful craft heritage of West Bengal, not only to sustain it but to develop it further, keeping pace with new demand pattern, new designs. Having joined hands with our organization, the Government has continuously encouraged and supported enhancement of skills for quality creations in the Handicraft sector which has reaped benefits for the craftsmen and we together have created a growing number of craft-admirers both in the country and abroad even in the midst of this pandemic keeping in view the norms.

#### **Self Help Group members have been self-employed through skill development**

The Handicraft products of the state are available at different emporiums and showrooms (of Biswabangla, Manjusha, Bangasree etc.) spread over at various locations of West Bengal and outside. In addition to the District-level Handicraft Fair, the State Handicraft Expo is held in Kolkata where our organization collaborated. In every winter where Buyer-Seller Meet is regularly organised for direct market exposure of the handicraft artisans. Participations are also made at various fairs and craft bazaars at state and national level and in various Indian festivals.



**Handicrafts works giving the women palpable incomes**

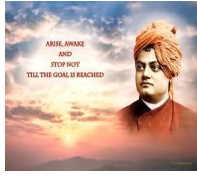
Women collectives developed an integrated natural resource management (INRM) plan for approval in Gram Sabhas, in order to leverage funds from different schemes. The villages selected were ultra-poor and covered the most deprived families. We also planned the promotion of economic collectives such as Farmer Producer Organizations (FPOs) so as to unleash growth in the agriculture sector that would be synergized by building robust value chains of vegetables, cereals, horticulture crops and livestock. This involved not only bringing changes in agricultural practices but also the institutional development aspects.



**Traditional Goddess Images bringing good income for the trained women**



## BSWI's Inspirations



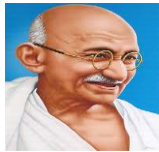
***"He only lives who lives for others' – Swami Vivekananda***



***"Do not say, "It is morning," and dismiss it with a name of yesterday. See it for the first time as a new-born child that has no name." – Rabindranath Tagore***



***"Let us always meet each other with smile, for the smile is the beginning of love." --- Mother Teresa***



***"See the good in people and help them ...Live as if you were to die tomorrow. Learn as if you were to live forever" ----- Mahatma Gandhi***



***"Honor your daughters. They are honorable" - Malala Yousafzai, Nobel Peace Prize Winner of Pakistan***



***"The solution to women's issues can only be achieved in a free and democratic society in which human energy is liberated, the energy of both women and men together" - Tawakkol Karman, Nobel Peace Prize Winner of Yemen***

=====