

Rescuing children since July,2012...

Program RAKSHYAK	RESCUE & RESETTLEMENT
Program PUNARJIVAN	BEHAVIOR MODIFICATION & BRIDGE CAMP
Program PANKH	YOUTH SUPPORT
PROJECT CCCD	Child Centered Community Development
Program CCDR	Child Centered Disaster Response



SOCH ORGANISATION PROFILE

An Insight to the Organization

Established in July 2012 SOciety for CHildren (SOCH) is a nonprofit Organization Registered under Society Act XXI of 1860 with the Registration No-23515/51 at IGR Cuttack, Odisha.

WEBSITE:

www.sochforchildren.org

FACEBOOK/TWITTER/ YOUTUBE/INSTAGRAM:

[/sochforchildren](#)





I. ORGANIZATIONAL BACKGROUND:

Society for Children (SOCH) is a non-profit Organization Registered under Society Act XXI of 1860 with the Registration No-23515/51 at IGR Cuttack, Odisha. Established in July 2012, SOCH is currently operating in three locations viz. Bhubaneswar, Khurdha & Paradeep. **RAKSHYAK** (Child Rescue and Resettlement Programme), **PUNARJIVAN** (Behaviour Modification Camp of Hard Behaviour, Addicted Children), **PANKH** (Mainstreaming of Youths having orphan or semi orphan background), **CCCD** (Child Centered Community Development) and **CCDR** (Child Centered Disaster Response) are the five Programmes of SOCH.

I.1. APPRECIATIONS:

- Mr. Manoj Kumar has been awarded “**The Gratitude Network Fellowship**” for 2020. He has been featured in Forbes Magazine for this achievement.
- Felicitated @ **ROTARY EXCELLENCE CITIZEN AWARD- 2019** by Rotary Club of Bhubaneswar Toshali
- Felicitated with “**Inspire award 2018-19**” @ Parivartan & BWW, Bhubaneswar
- Recognized by “**PunyaUtkal**” organization for its social contribution.
- Acknowledged as one of the top 50 “**Change Agents**” to feature in inaugural edition of “Be the Change” 2017, Bhubaneswar.
- Acknowledged as one of the winners @ India CSR Summit 2016 in the **CSR Implementing Agency** category.
- Acknowledged as the “**Best Children NGO**” @ “Giving Back 2015 Awards” for its commitment and dedication towards the cause.

I.2. VISION:

To create a just society, where all children are living happily, enjoying all their due rights.

I.3. MISSION:

To realize the rights of deprived children and their rehabilitation.



I.4. AIM AND OBJECTIVES:

- To rescue and resettle runaway, missing, abducted and abandoned children. First priority will be given to family reunion and last option for Institutional Care.
- To rescue and resettle working children.
- To rescue and resettle begging children.
- To rescue and rehabilitate addicted and hard behavior street children through de-addiction and behavioral modification camp.
- To provide health care service for children.
- To give safe and nurtured environment for orphan children.
- To give safe and nurtured environment for physically and mentally challenged children.
- To encourage foster parenting and alternative care for children in need of care and protection.

I.5. SOCH VALUE:

Trust: Means SOCH will be always abide by its commitments for the society. It also means the faith entrusted by the supporters and partners. Trust is the reliability build upon the unprivileged children and youths. Trust will bring in a self-assessed effort by the team towards the objective.

Freedom: Mean a just and free society where all children are sound in health and wealth. It also means our free ideas, expressions and commitments towards the society. Freedom means go and get the work done. It also means we welcome all criticism and suggestion for an improved and better approach. Freedom is for the team to perform and persevere.

Transparency: For SOCH all income and expenditure should be righteously shared with the supporters and partners. Our open transaction policy has nothing to hide when it comes to the utilization of funds and resources. They are available at beck and call of our supporters, partners or any legal process.



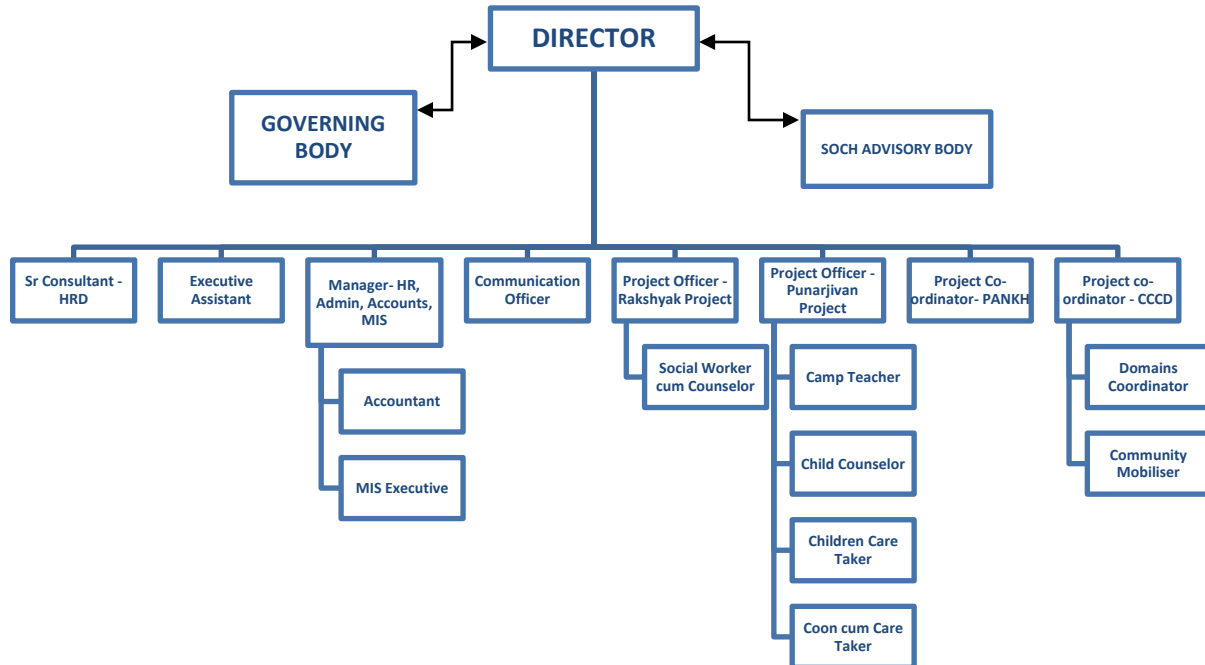
Accountability: SOCH is accountable to all its Supporters and Partners who have believed in the cause. It also believes for the timely and accurate execution of the task. It also shoulders the responsibility of the outcome.

Innovation & Creativity: SOCH encourages innovative and creative ways of finding solution to social issues irrespective of the source from which it has been generated. All value adding inputs are of top priority.

Dedication: SOCH is a dedicated Team with an objective to establish that equal rights and opportunities are there for all to relish. For those who fail to do so will soon do so with SOCH's devotion.

Collaboration: SOCH is a firm approver of collaborative approach towards the resolution of any problem statement; be it collaborating as a volunteer or as a funder or through some critical inputs as a critical appreciator.

II. ORGANISATION STRUCTURE:





III. PROGRAMMES:

SOCH realizes its social reform objectives through **5** major programmes “**RAKSHYAK**”, “**PUNARJIVAN**”, “**PANKH**”, “**CCCD**” and **CCDR**; all for the welfare of the Children, Youths, Women, Health, WASH (Water, Sanitation & Hygiene), Elderly and Environment.

III.1.PROGRAMME “RAKSHYAK” operates at major Railway Stations in Odisha, viz. Bhubaneswar and Khurda Road railway stations. It identifies rescues and reunites runaway, missing and abandoned children in need of help. Rescued children are provided with counseling, food, cloth and first aid support. Due efforts are made to trace the family address of the children. Along with tracing and reuniting the child with their family’s due effort is made to analyze the real reason behind the separation. This is achieved through counseling to both, the child and the parents. The counselor understands the reason behind the act and educates the child about the ill effects of platform life. This also helps in establishing a healthy relationship between the two. The reunion is followed by **Monthly and Quarterly Follow-ups** to ascertain the well-being of the child. Currently, we are help the child to linkage in the various schemes and programmes of Government.

Milestones Achieved till 31stAugust 2021

- ✓ Till 31st August 2021 since inception in July, 2012; SOCH has rescued **5483** children from different Railway Stations from various difficult situations.
- ✓ SOCH has reunited **3986** children with their caring families with due involvement of the Govt. bodies.
- ✓ Due to a strong SOCH network with various Stakeholders at Railway stations, **528** children out of the total **5483** have been rescued on Stakeholder’s referrals.

Since inception

Till 31st August 2021

- **5483** Children rescued
- **3986** Children reunited
- **528** Referrals received



III.2. PROGRAMME “PUNARJIVAN”: While through our Rakshyak programme, we help children to re meet their families or put them in institution care, we identified that many children have a regular habit of running away from home. Some of these children show anti-social behavior such as substance abuse and violence. Therefore, we created a new program called **Punarjivan** to work with hard behavior children. We have created three different modules under this:

- a) Street Connected Addicted Children
- b) Family Connected Addicted Children
- c) School Dropout Children.

Target Category of Children	Type of Residential Camp
Family Connected Children having issues with addiction repeated runaway and other behavioural issues	3 weeks residential camp
StreetConnectedChildrenhavingissueswithaddiction, Repeated runaway, begging and other behavioural issues.	4 weeks residential camp
Children dropped out of schools for long time and not having issues with addiction or other behavioural problems.	12 weeks residential educational-bridge camp

Till 31stAugust 2021



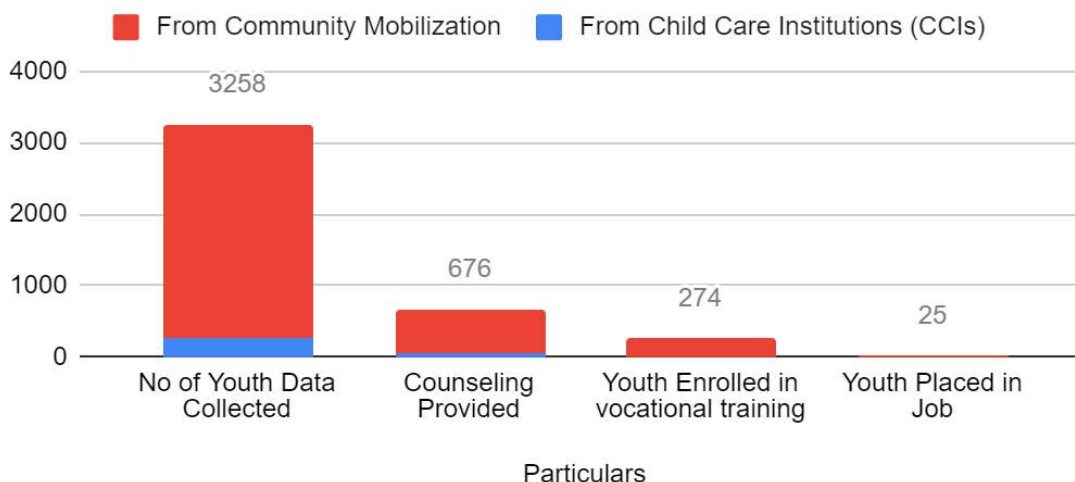
III.3. PROGRAMME “PANKH” primarily focuses on mainstreaming the youths above 16 years of age staying in Child Care Institutions or belonging to poor and difficult family background, facing difficulties in choosing their career. The project aims to provide counseling, mentoring, life skill training, facilitating vocational training with job placement and follow up support.



Milestones Achieved

Incorporated in December 2015 Programme **PANKH** has been able to motivate and mobilize **274** youths into various vocational courses like GDA, BPO and Stitching, etc. out of the **676** youths counseled.

AREAS	FROM CHILD CARE INSTITUTIONS (CCIS)	THROUGH COMMUNITY MOBILIZATION	TOTAL
Total No. of Youth Data Collected	257	3001	3258
Counseling Provided	54	622	676
Enrolled Youths for Vocational Training	08	266	274
Youth Placed in Job	02	23	25



III.4. CCCD PROGRAMME:

Child Centered Community Development (CCCD) Programme: The Child Centered Community Development (CCCD) aims at working with various parts of an ecosystem of a child to bring about holistic and overall community development. We work on different domains such as Children’s Education & Child Rights, Women Empowerment & Livelihood, Health, WASH, Miscellaneous Activities (Environment, Renewal Energy, Elderly care etc.) ensuring that child



is the primary beneficiary of it. In this we adopted two urban slums; i.e. Balijhara & Bauria Palanda having more than 2000 populations at Paradeep.

Domains	
<ul style="list-style-type: none">• Education	<ul style="list-style-type: none">• Awareness and Empowerment
<ul style="list-style-type: none">• Child Rights	<ul style="list-style-type: none">• Livelihood Promotion
<ul style="list-style-type: none">• Children with no parental care	<ul style="list-style-type: none">• Environmental Care
<ul style="list-style-type: none">• Health, Water, Sanitation and Hygiene	<ul style="list-style-type: none">• Elderly Care

Project updates till 31st August 2021

Impact of the CCDR Programme

- Children from the Community: 444
- Adolescent Girls: 53
- Women: 320
- Elderly: 178
- PWD: 35

III.5. CCDR PROGRAMME:

Child Centered Disaster Response (CCDR) Programme: Child Centered Disaster Response (CCDR) Programme aims to help the children through families who have been affected or displaced because of any disaster or natural calamities.

Responses During FANI Cyclone: During cyclone Fani, many slums were destroyed which led to people losing their homes. Children were severely affected as it became difficult for the family to provide food and shelter. SOCH Team distributed ration for cooking food, books and notebooks for children, emergency light lantern, Sanitary pads to help the needy.

Responses During COVID-19: Again, during 1st wave, when lot of daily wage earners were struggling to find a job and provide food for families, SOCH team actively got involved in the relief work by supporting more than 1700 families with dry ration and essential items. In 2nd wave covered 2061 families by distributing dry ration kits.

Distributed Dry Ration Kits: 3761 Families

No. of Slums: 35

Locations: Bhubaneswar, Jatni and Paradeep



IV. FUTURE PLAN OF ACTION:

- To expand its Rakshyak Programme to other needy railway stations in collaboration with local based organizations. Priority shall be given to railway stations having high rates of child trafficking and runaway cases.
- To register The Pat & Del Page Memorial Rehabilitation Centre to a Govt. Recognized “State Level Rehabilitation Centre” for Addicted and Hard Behaviour Children.
- To conduct 2 “three weeks camp” for family connected hard behaviour addicted Children.
- To conduct 1 “twelve weeks camp” for school dropout non-addicted children
- To mobilize the adequate resources to run this programme effectively at various locations.
- We dream of having a centre that provides in-house residential, vocational training facilities to serve more efficiently and effectively.
- Partner with many Child Care Institutions (CCIs) so that we can help the wards with service components like mentoring, Counseling, Life Skill Training, Vocational Training, and Job Placement, Follow Up.
- Expand the reach of direct referrals from community volunteers/Stakeholders. To help more and more children/youth who are eligible as per the criteria.
- To reduce 80% dropout rates and increase formal education among children and girls.
- To increase income-generating activities among women from our project areas.
- To sensitize community people on behavioural change for health & hygiene.
- SOCH has created a dedicated fund for disaster mitigation called the Disaster Response Cell. The primary objective of a dedicated fund is to ensure no delay in arranging for relief material as and when required. SOCH aims to expand its Rakshyak Programme to Balugaon and Rourkela Railway Stations.



V. FOUNDER'S PROFILE:

Mr. Manoj Kumar Swain grew up in a small village in Ganjam District of Odisha. He did his **Bachelor's Degree in Chemistry** and then joined *Tata Institute of Social Science (TISS)*, Mumbai to pursue his **Post Graduate Diploma in Child Rights**. Learning about the situation of child trafficking and child exploitation in India, he became very dedicated about solving the issue.

He joined **SATHI**, a national level NGO working for street children, as a project manager. During his tenure with SATHI, he was exposed to the hard reality of Child Trafficking from states like Odisha, Bihar, West Bengal, etc. to the Metro cities. In January 2010, Mr. Manoj conducted a survey at Bhubaneswar, Cuttack and Puri Railway station to understand the issues of runaway children and their resettlement. The survey result showed that more than 100 children were coming each day to Bhubaneswar railway station running away from home.

The Enormity of the issue in his home state shocked Manoj which made him to start SOciety for CHildren (SOCH) with a few like minded people in July 2012. It has been a challenging and overwhelming journey of starting a one room office to expanding the organization to three locations in Bhubaneswar, Khurda Road and Paradeep. With the positive response the organization has received, Mr. Manoj plans to increase the outreach of work to other cities in Orissa (Cuttack, Angul, Balugaon and Rourkela). To further his entrepreneurship skills, Manoj pursued a second master's degree in **Social Entrepreneurship** from *TISS*, Mumbai

VI. GOVERNING BODY:

The Governing Body of SOCH comprises of the Chairperson, Secretary, Treasurer and four other members.

Sl. No.	Name	Designation	Occupation	Associated with SOCH since
1	Mr.Nirmal Kumar Behera	Chairperson	Development Professional	23rd March 2012
2	Mr.Manoj Kumar Swain	Secretary	Development Professional	2nd July 2012



3	Mr.Stalin Nayak	Treasurer	Development Professional	23rd March 2012
4	Mr.Narayan Mohanty	Member	Corporate Professional	2nd July 2012
5	Mr.Pramod Painuly	Member	Development Professional	2nd July 2012
6	Mr.Gajanan Raut	Member	Development Professional	2nd July 2012
7	Ms.Shruti Jain	Member	Development Professional	21st December 2019

VI. ADVISORY BOARD MEMBERS:

Sl. No.	Name	Expertise	Occupation	Associated with SOCH since
1	Prof. Malcolm Harper	Educated at Oxford, Harvard and Nairobi, and in the world in general, 8 years in business, 24 years professor in Kenyan and UK management schools.	Retired Professor	25th Jan 2019
2	Mr. Prafulla Kumar Sahoo	He is an eminent Social Scientist and NGO Leader, a Post Graduate degree holder from Tata Institute of Social Sciences (TISS), Mumbai has been engaged in the field of social development for more than 40 years.	Development Professional	25th Jan 2019
3	Mr. Samarendra Sahu	An officer belonging to 1983 batch of Indian Economic Service. Masters in Public Economic Management from Birmingham University	Ex- IES Officer	25th Jan 2019
4	Prof. A. K. Panda	He is a B. Tech from the VSSUT, Burla in 1979 and holds a PGDM degree from XIM, Bhubaneswar.	Consultant Software Technology	25th Jan 2019



5	Mrs. Namita Patnaik	Retired as the Reader in Pol. Sc from Kamala Nehru Women's College, Bhubaneswar. 38 years teaching experience in different Aided Degree Colleges from 16th Dec 1980 to 30th April 2018.	Professor	25th Jan 2019
6	Mr. Birendra Das	Expertise in use of research-based communication tools, specially films for rural development through strategic communication and Social Brand Building.	Development Professional	25th Jan 2019
7	Mr. Bipin Bihari Mohanty	He is now a true resource person on development sector and being used by Catalyst for Social Action, Adhikar Foundation, CYSD, Mission Odisha and others.	Entrepreneur	25th Jan 2019
8	Mr. Umi Daniel	He is the Regional Head-Migration Thematic Unit, South Asia at Aid et Action, associated with taking on the responsibility of rights of migrant children	Development Professional	25th Jan 2019
9	Mr. Manmath Dalai	An experienced professional, with over 37 years of work experience in Financial services – Corporate & Social.	Corporate Professional	25th Jan 2019

VII. SOCH TEAM:

SOCH is a team of well-qualified, multidisciplinary full-time and part time professionals which work for the children in the society. They are basically graduating and post graduates from reputed institutions, and are specialists in the fields of Social Work, Project management and Commerce Department. They are well experienced in the field and this sector.

Total number of Staffs in SOCH – Bhubaneswar, Khurda & Paradeep is as given below:

Positions	No. of Staff
Director	1
Sr Consultant (HRD)	1
Assistant Manager (HR, Admin& Accounts)	1
Accountant	1



Junior Accountant	1
Communication – cum- Program Officer	1
MIS Executive	1
Project Co-ordinator of Punarjivan Project	1
Camp Psychological Counselor	1
Social Worker Cum Counselors	8
Children’s Care Taker	1
Cook cum Care Taker	1
Project Co-ordinator of CCCD Project	1
Program Coordinator	3
Community mobilizer	1
Driver	1
Office Boy	1
Volunteer	7
Total	33

SOCH has also been contributed through the work of more than 100 volunteers from different colleges or institutions like TISS, IIM, XIMB, Utkal University, Berhampur University, IMS Bhubaneswar, VISWASS, NISWASS, BJB Autonomous College, KIIT, Intern Shala, Xavier Law School and Symbiosis Law College etc. which is utilized for the project.

VIII. DEPARTMENTS:

HR, Admin. Dept. & MIS : It is headed by Mr. Manoj Ku. Swain and Supervised by Mr. Santosh Pattnaik (Manager), assisted by Ms. Susmita Mohanty (Assistant Manager (HR, Admin & Accounts)) and MIS is handled by Ms. Manisha Pradhan.

Accounts Dept.: It is headed by Mr. Manoj Ku Swain and Supervised by Ms. Susmita Mohanty (Assistant Manager (HR, Admin & Accounts)) and supported by Mr. Deepak Bindhani (Accountant).



Communication Dept.: It is being operated under the Supervision of Communication Officer (Mrs. Laxmi Priya Singh).

Programmes Dept.: Programme “Rakshyak” is led by Ms. Itishree Sahoo with a team of Social Workers cum Counselors. Programme “Punarjivan” is led by Ms. Bhagyabatibala Subudhi two supporting team members, Programme “Pankh” is led by Ms. Archana Arpita assisted by volunteers, Programme “CCCD” is co-ordinated by Ms. Poonam Oram assisted by Domain coordinators and community mobilizer and Programme “CCDR” is managed by Mrs. Laxmi Priya Singh.

IX. Our Programme Partners & Collaboration Organizations:

Friends Of The Children Of Orissa (FOCO), UK

Paradeep Phosphates Limited (PPL)

Institute Social Development (ISD)

Samvedana Development Society (SDS)

Azim Premji Philanthropic Initiative (APPI)

Infosys Foundation

DAYA

Goonj

State Bank of India (SBI)

Union Bank of India

Canara Bank

East-Cost Railway, Khurda Division

XI. REGISTRATION DETAILS:

Registration Details	Registration Number	Place	Date of Original Registration
Under Society Act 1860	23515/51	IGR Cuttack	13 th November, 2013
Under 12A	37 / 2013-14	Income Tax Office, Bhubaneswar	24 th March 2014. Effect from 13 th November 2013



Under 80G	80G12/2014-15/5976	Income Tax Office, Bhubaneswar	Effect from 1 st July, 2014
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XII.LOCATION DETAILS:

REGISTERED OFFICE	HEAD OFFICE	The Pat & Del Page Memorial Rehabilitation Center	Paradeep Project Office
Plot No – 349/3527 (3rd floor), Behind Bhubaneswar Hotel, Puri – Cuttack Road, Bhubaneswar – 751006	Plot. No – 657, F1, Sangam Niwas, Lal Bahadur Shastri Colony, Old Station Bazar Square, Bhubaneswar -751006. Ph- +91-674-2311444	Plot No.- 123/203, Khata No.- 42/37, At- Gopinathpur, PO- Kusumati, Mouza- Gopinathpur, Dist.- Khurda, Odisha, Near Khurda Road Junction Ph- +91-7064422450	Plot No.452/18 Bijaychamdrapur, Tarinigada, PO- Attharbanki, Paradeep Dist-Jagatsinghpur, Odisha-754142 Ph-+91-7064422445