



Urbo-Rural Integrated Development Association

Established in 1991

Women &
Children

Health &
Nutrition

Skilling

Tribal
Welfare

Environment

Road
Safety

Handicrafts

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OVERVIEW

URIDA (Urbo Rural Integrated Development Association) an NGO registered Under Societies Act 1860, came into existence on 1st JULY 1991. The establishment of URIDA was the outcome of long term efforts and vision of a committed team, passionate towards social work. Mrs. Sneha Lata Sharma, who is the founder of URIDA, had been working of the cause of women and children many years prior to its legal existence. The founder member, joined hands with likeminded friends and acquaintances who being technocrats, educationists and professional took up this noble task for the cause of people living in urban slums and rural areas of India where development process has slowed down due to poverty, ignorance and illiteracy. URIDA'S major focus areas are education, Health, Women empowerment, Capacity Building of artisans, and Disaster management.



Our Vision

Enlightened communities free from evils of poverty, illiteracy and ignorance

Mission

Upliftment of disadvantaged communities through integrated socio-economic and infrastructure development



HIGHLIGHTS

- Empanelled training provider under various skill development projects such as Deen Dayal Upadhaya Grameen Kaushalya Vikas Yojana (DDUGKY), Ministry of Rural Development, Integrated Skill Development Scheme (Ministry of Textiles, Pradhan Mantri Kaushal Vikas Yojna, MMKVY/MMKY (Madhya Pradesh Skill Development Mission) and Skill Knowledge Provider Scheme by Central Board of Secondary Education.
- Empanelled as a handicrafts training partner with Ministry of Textiles (Handicrafts) and National CSR hub of Tata Institute of Social Sciences
- CSR Project Partner with Maharatna-Navaratna Companies such as ONGC, NMDC and CONCOR
- URIDA has been an mother NGO for various programs like AYUSH (Sponsored by Department of AYUSH), RCH-II (Sponsored by Department of Health and Family welfare)
- Immense experience in working with Govt. Ministries, Departments, Private companies and Public sector undertakings.

FOCUS GROUP

Women and Adolescent girls
Children, Youth & Old Age
Tribal Population,
Scheduled Castes and
Economically Backward
Categories
Victims of Drug Abuse &
HIV/AIDS
Disaster Affected

TARGET SECTORS

Skill Development
Handicraft Promotion
Capacity building & Income
Generation
Women empowerment
Disaster management
Environment
Education
Health

HANDICRAFT PROMOTION AND ENTREPRENEURSHIP DEVELOPMENT

URIDA has been supporting aspiring entrepreneurs, mainly handicraft artisans, by way of formation of Self Help Groups and their bank linkages, entrepreneurship development programmes, exposure visits to production units and market places, capacity building, design support, marketing linkages etc. Apart from handicraft sector, we have also been assisting prospective entrepreneurs in IT, retail, garmenting sector to secure bank loans under government's special schemes like SJRSY, MUDRA etc for starting their business.



With the support of Ministry of Textiles (GOI), we have been undertaking various projects for upliftment of Indian handicrafts sector. These projects include identification of potential artisans, special focus on their skill development and mainstream them to the world of exposures and gainful self employment. The program takes account of formation of Self-Help Groups, trainings/workshops in various crafts, exhibitions and/or sale of artifacts in major craft bazaars. The major clusters for interventions are Gannaur (Haryana), Tikri Khurd (Narela), Hastal, Kakrola and Madhu Vihar (Delhi) with artisans on different crafts like Art jewellery, Embroidery, Painting, Soft Toys etc.

PROJECT-AHVY

Ambedkar Hastshilp Vikas Yojna is a project by Ministry of Textiles which includes various specialized interventions such as design development, skill upgradation, technology support, marketing assistance and infrastructural support. The project duration is 5 years.

URIDA is currently undertaking it's 3rd project of A.H.V.Y in Cluster Matiyala of Delhi. As the first step of the project, a baseline survey of artisans has been carried out and 566 artisans have been identified and registered. The cluster artisans are practicing hand embroidery. High level of competition and lack of design skills, are the major challenges faced by the artisans in this cluster. 30 Self Help Groups have been formed with these artisans as members.

Our first project under A.H.V.Y started in the year 2007 and completed in 2012, in cluster Kakrola, New Delhi. 230 artisans were covered under this project. 21 Self Help Groups were formed and linked to banks.

The next project was undertaken in cluster Gannaur of Distt. Sonipat, Haryana for 600 artisans. 37 Self Help groups were formed and these groups are successfully functioning till date. The implementation period of recently completed project was 2013-2018



PROJECT-SFURTI MINISTRY OF (MSME)

The Scheme of Fund for Regeneration of Traditional Industries (SFURTI) is a project by Ministry of MSME to revamp the traditional industries by strengthening the clusters associated with, through systematic interventions.

The cluster Sonipat has been selected for SFURTI project for its unique craft engagement i.e., incorporation of traditional hand embroidery in furniture, thereby introducing exquisite art in modern furniture industry. Hand embroidery in Sonipat is spread across 8 Villages, in Sonipat district, Haryana. The cluster radius of Furniture Embroidery is 3 to 5 Kms. Furniture embroidery Stitching cluster has emerged in Sonipat and its surrounding villages only a few years ago. Approximately 785 artisans are engaged with this cluster with a new distinct fusion of Embroidery stitching with furniture, gaining a huge demand in the current market. The artisans have adapted embroidery in furniture to compete in modern market and gain additional income. The project shall cover 785 artisans from this cluster







Fine hand crafted products by artisans ,exclusively for you

Furniture with a touch of art
(Embroidered, Seasoned, Anti-termite & Color treated)



एक डोर ... संस्कृति की और

Haryana Hoops is an initiative of URIDA, a voluntary organization working in India for promotion of handicrafts and welfare of artisans engaged in traditional crafts.

This initiative is supported by Ministry of MSME, Govt. of India under SFURTI scheme, which focuses on cluster development and employment generation for traditional artisans. There are about 900 artisans connected with us under this scheme. Our products are 100% artisan made, in our own production house in Murthal, Haryana.

With each product you purchase, you are contributing to the sustainability of traditional crafts and livelihood of artisans associated with us.

Bed sheets & Quilts For you to relax and rejuvenate after a hard day
(Hand Embroidered, Hand Block Printed, Printed and Plain)



Bags for all occasions
(Hand Embroidered , Hand Block Printed, Canvas bags & Laptop Bags)



Impress your guests with our finest room decoratives
Wall Decor, Table Decor, Lamp shades & Cushion covers



For Orders & Queries ,Kindly contact :

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Email : haryanahoops@gmail.com

Also Check out our instagram page for new products and updates



WOMEN EMPOWERMENT

One of the major focus areas of the organization is women empowerment, hence women are the key beneficiaries under various projects designed and implemented by us. The organization has been undertaking developmental activities for women living in remote rural villages of the country as well as for those living in urban slums. Our effort is to ensure that more than 50% of the participation in all our programmes be women beneficiaries.



Recently concluded projects

Gender Resource Centre

URIDA has undertaken the Gender Resource Centre/Street Shakti Suvidha Kendra (GRC) project for 10 years consecutively, starting from 1996. The project was funded by Ministry of Women & Child Development. The GRC project covered approx. 1 lakh population every year under various components such as vocational training, health, Non formal education, Legal awareness etc. As a result of this project, till date, approx. 3000 women have been trained in vocational trades such as beauty culture, dress making, computer application and Art & Craft.

OUR PROGRAMS FOR WOMEN



Awaaz Uthao Project

The project envisaged a safe Delhi for women through awareness generation and community participation. Community and stakeholders were directly involved in the implementation of this project. 6 Collective Groups of 20 members each, in which community representatives and stakeholders were the members, were spread in the catchment area. One stakeholder committee of 20 stakeholders from Municipal corporation of Delhi, Delhi Transport Corporation, Delhi Police, Delhi Legal Service Authority, social workers, and Pradhans has also been running. Self defense trainings, Safety walk, safety audit, police interface meeting, Public meetings, counseling and legal aid to rape/abuse victims were the key activities under this project.



EDUCATION

NON FORMAL EDUCATION (NFE) CENTRE: Being run at JJ colony, Sector-16 Kakrola. The main aim is Identifying, enrolling, educating and mainstreaming children at risk; out of school and dropouts in the age group of 6-16. Remedial Classes are run for school drop-out children and Learning classes are given for School going children.



Previous projects for education to children :

- UEE Mission 2005-2007 Sponsored by directorate of education for primary education to children
- Reach -India Education Project 2004-2008 This project was funded by foreign funding organization, REACH-India. The project was for education of out of school and drop-out children, remedial education to school going children, and mainstreaming of out-of-school and school drop-out children
- Kasturba Gandhi Balika Vidyalaya (KGBV) 2007-2009 This project was undertaken with the support of Department of Education, Uttar Pradesh. A Residential School was run under this project, which educated 200 girls from poor families.

SKILL DEVELOPMENT

Being one of its major focus, URIDA has been undertaking skill development projects since its inception. The major landmark in the initial periods was Swavalamban (Norwegian Agency for Development Cooperation) Project through Ministry of Women and Child Development (WCD) in the year 2004 for computer education to poor and needy women followed by Stree shakti Kendra/Gender Resource Centre project launched in 2006 by the WCD, which continued till 2016. The GRC project provided vocational trainings in Beauty culture, Dress Making, Computer Application and Art & Craft.

In 2008, Kishori shakti Yojna (a project to train adolescent women in Beauty Culture, by WCD) was undertaken subsequent to which we got associated with Ministry of Textiles in 2007 and about 20 projects were implemented for skill training to handicraft artisans in a span of 10 years.

During the period 2009-2018, URIDA got empanelled under various skill development initiatives by different ministries/departments. We have been a partner agency under schemes such as Integrated Skill Development Scheme (Min. of Textiles), PMKVY, Skill Knowledge Provider Scheme (CBSE), and Empanelled training provider under handicraft projects (Min. of Textiles), Madhya Pradesh skill development Mission, Deen Dayal Upadhyaya Grameen Kaushalya Vikas Yojna etc.



Current/Upcoming projects

Mukhya Mantri Kaushalya Yojna/Mukhya Mantri Kaushal Vikas Yojna, Madhya Pradesh

- Project is going on in District Balaghat and Sheopur of Madhya Pradesh.
- Project Target is training and job placement of 1039 candidates.

Skill Development project by NMDC At Distt. Dantewada-Chhattigarh

- The project is funded under the CSR component of National Mineral Development Corporation

- Project target is skill development of 270 candidates in trades such as Industrial Sewing Machine Operator, Domestic electrician and Wood Craft.

- The Project aims at creation of sustainable source of income through skill development and employment to youth as well as needy from the Left Wing Extremist District Dantewada of Chhattisgarh, which is also a Mining area of NMDC.

• DDUGKY-Roshni project (for Aspirational Districts) by Min. of Rural Development, in Uttar Pradesh

- The Roshni project under Deen Dayal upadhyaya Grameen Kaushalya yojana aims at skill development of youth from Left Wing Extremist districts.
- The Project Targets residential training and job placement of 600 candidates in Sewing Machine Operation.

- Project location is Distt. Sonbhadra of Uttar Pradesh

- 225 candidates have completed training so far and 109 have been placed.

Recently Concluded projects

• Integrated Skill Development Scheme (ISDS) from March 2016-Jan 2018

The project was funded by Ministry of textiles, Govt. of India under Component II of ISDS scheme. The 2 year project was successfully completed in the month of January 2018. Training was undertaken through 20 centers in various states. Out of 2425 candidates trained, 1813 have been placed in suitable jobs.

SKILL DEVELOPMENT HEALTH & NUTRITION

Continued..

- Skill Development Project by ONGC (From Jan 2017 to March 2017)

With the CSR funding support of Oil and Natural Gas Corporation Ltd, 160 youth from poor families were given basic computer education, free of cost. The project was of 3 months duration and was undertaken in Uttam Nagar.

- Skill Development Project by CONCOR India (From Sept.2015 to March 2016)

The 6 month project was to provide skill training in beauty culture to 160 women candidates belonging to SC/ST/OBC residing in Distt Southwest Delhi. The project was supported by Container Corporation of India Ltd under the company's CSR initiatives.

- Gender Resource Centre by Min.of Women & Child Development (From June 2006 to Sept 2016).The project mainly focused on economic and social empowerment of poor and vulnerable women through vocational training and self employment.Approx 3000 women are trained in various trades during the span of 10 years under this project.Many of the trained women have established their own business units also.

The organization has been actively present in the health sector from the last 27 years.During the period 2000-2001,URIDA partnered with Ministry of Health and Family welfare under Reproductive and Child Health (RCH-II) Project as a mother NGO.

During the period 2002-2010,the organization was an implementing agency for Targeted Intervention project (HIV-AIDS) under Delhi State AIDS Control Society.

Also,in association with Ministry of Health and Family Welfare, campaigns were conducted in Schools in Delhi for awareness generation on AYUSH (Ayurveda, Unani, Siddha and Homeopathy) system of Medicines. During 2007-2009,partnering with ADRA -India,CGPP (Core Group Polio Project) was conducted in Uttar Pradesh.

Current Programmes In Health

WASH Campaigns

URIDA has a dedicated team of volunteers and WASH champion groups who are trained to undertake awareness sessions and hygiene demonstrations to a large number of slum community living in their locality. The WASH programme include community meetings, door-to-door visits and observation of hygiene weeks/ Mass cleanliness drives, Celebration of important days, and Identification of clean streets.

Health Camps and supply of medicines

Health camps are conducted every alternate month covering most vulnerable sections of the target areas. Health services are offered to the poor & needy women, Children and men, at their door steps, free of cost. Service of three doctors (General Physician, Pediatrician & Gynecologist) is made available in each camp.

Nutrition awareness Camps

With the objective of spreading awareness on better eating habits and prevention of diseases related to vitamin deficiencies among women and children, Food and Nutrition awareness and demonstration camps are conducted every month. Camps are theme based and the Nutrition expert demonstrates the preparation of high value food with low cost ingredients which are easily available and affordable to the vulnerable categories

ROAD SAFETY

With the support of Ministry of Road Transport and Highways,we have undertaken a number of projects to spread awareness on road safety. During the period 2002-2012,more than 20 of such programmes including trainings, workshop, street plays,IEC development,and exhibitions.The projects were conducted in Delhi and Haryana.

In 2014,associating with TATA group,road safety campaigns were conducted at major transport hubs of Delhi and Haryana for truck drivers.

COVERAGE OF BENEFICIARIES DURING THE LAST 10 YEARS

Skill Development

Number of beneficiaries covered

Sewing Machine Operator	2,417
Dress making/Garmenting	1,365
Beauty culture	1,214
Art & Craft	422
Computer Application	6,172
Job Placements	7,004

Handicraft promotion

No.of Artisans registered	1681
No.of Artisan S.H.Gs formed	60
No.of Artisans received ID card fom Ministry of Textiles	1300
Health Insurance & other Trainings &Workshops	2278
	1260

Health

Camps/clines	33,117
Immunization	2, 00,000
Water Sanitation and Hygiene (WASH)	10,000
HIV/AIDS awareness programmes	6,000
Reproductive and Child Health (RCH-II)	2,00,000
Ayurveda Yunani Sidha Homeopathy (AYUSH) 1,500 Programmes	

*Approx.1 lakh population
is covered directly or
indirectly under various
projects, every year*

Education

Non Formal Education centre	1035
Kasturba Gandhi balika Vidyalaya	200
UEE mission education programme	3,000
Reach India Programme	500

Other Projects

Jan Suvidha Complexes	500,000
Road Safety Awareness	2,500
Women Empowerment	500,000

FUNDING PARTNERS & FINANCIALS

Central Government

Ministry of Skill Development
& Entrepreneurship
Ministry of Health & Family Welfare
Ministry of HRD
Ministry of Road Transport & Highways
Ministry of Rural Development
Ministry of Environment & Forests
Ministry of Home affairs
Ministry of Women and Child-
Development
Ministry of Textiles

State Government

Ministry of Health & Family Welfare
Ministry of HRD
Ministry of Road Transport & Highways
Ministry of Rural Development
Ministry of Environment & Forests
Ministry of Home affairs
Ministry of Women and Child
Development
Ministry of Textiles
Education (UEE Mission, Delhi)
Department of Social Welfare
Directorate of Family Welfare
State Transport Authority (Road
Safety Cell), Delhi
MCD (JJ & Slum), Delhi
State Govt. of Haryana
Municipal Committee of
Haridwar, Uttarakhand
Education Dept. Uttar Pradesh

Foreign Organisations & Corporates

REACH INDIA (USAID)
Education Trust Of USA
CORE Group –ADRA INDIA
DIESL –TATA Group

Autonomous Bodies /PSUs

National Mineral Development Corporation
(NMDC)
Oil and Natural Gas Corporation (ONGC)
Container Corporation of India (CONCOR)
National Insurance Corporation of India
Central Board of Secondary Education
Delhi State AIDS Control Society
CAPART

FINANCIAL SUMMARY FOR THE LAST 3 YEARS

YEAR	INCOME	EXPENDITURE	SURPLUS
2019-20	43281338	43155702.33	125635.67
2020-21	43945891.5	41919620.7	2026270.8
2021-22	47531518	60664967.33	-13133449.33

Our Auditors

Sanjit & Company
Chartered Accountants
New Delhi

