

# Strategic Planning Report- Asmita

## 2024-2028

### **Introduction:**

ASMITA is a youth-led organization registered under the Indian Trust Act 1882. It is a collective of feminist leaders dedicated to advancing the empowerment of women and adolescents. Guided by a commitment to upholding human rights, ASMITA aims to create a world where women and adolescents are seen as equal stakeholders and agents of change. The organization focuses on cultivating leadership capabilities among women and adolescents, empowering them to shape their destinies.

### **Our Vision:**

A world where all women and adolescents' human rights are realized, and they are recognized as equal stakeholders, transformative leaders, and champions of gender justice. They thrive in an environment that promotes equity, self-reliance, and empowerment.

### **Our Mission:**

ASMITA's mission is to empower women and adolescents by fostering their leadership capabilities and cultivating their influence in collectives and ecosystems. The organization aims to achieve social equity, justice, and rights for women and adolescents by promoting informed choice and meaningful participation in decision-making processes.

### **Our Objectives:**

- To empower women and adolescents based on a feminist philosophy recognizing the intersections of gender, class, caste, race, and other social identities.
- To promote intersectional feminism, acknowledging the unique experiences and struggles of women and adolescents from marginalized communities.

### **Our Approach:**

- ❖ Mobilizing women and adolescents as collectives: ASMITA mobilizes women and adolescents to form collectives, educating them on their rights and entitlements, and empowering them to make informed choices.
- ❖ Capacity building: ASMITA provides training on issues affecting women and adolescents, equipping them with the knowledge, skills, and resources necessary to effect change in their communities.
- ❖ Establishing gender-just and violence-free communities: ASMITA promotes knowledge development and dissemination, supporting collective action through networks and alliances.

- ❖ Empowering women through participation, livelihood promotion, and climate adaptation: ASMITA promotes women's participation in decision-making processes, livelihood promotion, and climate adaptation.

## **Strategic Planning Framework**

In 2024, ASMITA conducted a strategic planning process with the objective of aligning its interventions with a holistic approach to reach its strategic objectives over a period of five years (2024-2028). The strategy will include a clear process for both ASMITA's programs and organizational development (OD), with indicators to measure output and outcome level results over time. This will support resource mobilization strategy to ensure sustainability in the future.

### **Key Objectives of the Strategy Planning:**

- ❖ To work with ASMITA management, staff, board members, and stakeholders to undertake a strategic review, highlighting progress, achievements, challenges, and lessons learned over the last year. This includes engagement with activities with community beneficiaries and stakeholders through Asmita.
- ❖ Based on the review findings, to create a widely owned Strategic Plan. This plan should include clear strategic objectives underpinned by intended results on outcome and output levels, broad activities for the next five years, and future plan. Indicators for each result on outcome and output levels should be included.
- ❖ To develop a resource mobilization plan.

## **Methodology and Tools**

The methodology employed a participatory approach and local ownership, using a mix of methods and tools for contextual and social analysis, mapping project outcomes and impacts, reviewing the strategic, organizational capacity assessment, and facilitating future plans.

### **Key Aspects of Strategy Planning:**

- ❖ Participatory approach and local ownership.
- ❖ Self-assessment and participatory tools.

### **Key Tools and Methods:**

- ❖ SWOT analysis with all teams (11 participants) and the core management team.

- ❖ Document review, stakeholder consultation, organizational capacity assessment, analysis, PESTLE grid, Stakeholder Analysis

## Management Structure

1. **Ankita:** Social work degree, committed to social justice, experience in project management, proficient in planning and proposal writing.
2. **Shweta Kumari:** Sociology graduate, dedicated to empowering women, adolescents, and children, experienced in training and advocacy.
3. **Akanksha:** Musician and feminist, advocates for inclusivity and equality, focuses on sensitizing men and ensuring safe environments for children.
4. **Jiya Naaz:** Social worker, training coordinator, focuses on gender-related issues, recognized for efforts in gender equality.
5. **Rashmi Devi:** Social worker, focuses on women's safety and well-being, known for innovation and connecting with the community.
6. **Veena Devi:** Leader from a rural community, addresses challenges faced by women and girls, promotes collective action.
7. **Kaushalya Devi:** Nearly a decade in community development, tackles gender, domestic violence, and patriarchy, dedicated to gender equality.
8. **Pushpa Sharma:** Experienced program manager, counselor, outreach worker, and master trainer, focuses on gender equality and women's empowerment.
9. **Pooja:** Co-founder of Srijan Foundation, 16 years of experience, dedicated to women's empowerment and social justice.

## Planning Process

### 1. Timeline:

Sl. No	Month	Activities
1	June' 23	<ul style="list-style-type: none"> <li>- Registration of Asmita as NGO</li> <li>- Participated as member in an event by Pratyek Organisation</li> <li>- Registrations in the NGO Darpan and Created its ID</li> <li>- Finalized the design and customized Asmita's Stamp</li> <li>- Obtain and register the legal documents- -12A and 80G</li> <li>- Participated in the Men's Engagement event on FP/SRHR by TAAC HUB</li> <li>- Attended 2 Day training by SAMA</li> <li>- Finalized MOA/</li> <li>- Policies drafted for Asmita</li> </ul>
2	July' 23	<ul style="list-style-type: none"> <li>- Apply for PAN</li> <li>- Conducted Chaupal program in Ichak- Hazaribagh</li> <li>- Account opened for Asmita</li> </ul>

		<ul style="list-style-type: none"> <li>- Finalization of reports and documents formats for Asmita</li> <li>- Celebrated Nutrition week in SONADIH</li> <li>- Attended CREA FLAMBARI Training (Delhi) on feminist Perspective Movement building</li> </ul>
3	August' 23	<ul style="list-style-type: none"> <li>- Follow up on *12 A and *80 G</li> <li>- Attended DASRA Leadership training</li> <li>- Attended FCRA workshop</li> <li>- Celebrated World Breast-feeding week through programs and events</li> <li>- Presence through Social Media handles</li> <li>- Network building through TAAC HUB, PRATYEK, CREA, SAMA</li> </ul>
4	September' 23	<ul style="list-style-type: none"> <li>- Celebrated World Breast-feeding week through programs and events</li> <li>- Attended TAAC HUB C20 discussions</li> </ul>
5	October' 23	<ul style="list-style-type: none"> <li>- Organised Board Meeting</li> <li>- Participated in the event “Jharkhand for us” (Network building)</li> <li>- Participated CREA Fellowship Activities in Hazaribagh</li> <li>- Meeting with minority (Muslim) Adolescent Population</li> <li>- Federation meeting organised with peer leaders</li> </ul>
6	November' 23	<ul style="list-style-type: none"> <li>- 16 Day Activism Day celebrated in Ramgarh</li> <li>- Obtain GNB Membership</li> <li>- DASRA (Admission Board)</li> <li>- Meeting with Auditor</li> <li>- Fellowship Received by two Board members Jiya Naaz-Jngni Akanksha-CREA</li> <li>- CREA Fellowship activities related to MH/SRHR are organised in Ramgarh and Hazaribagh</li> </ul>
7	December' 23	<ul style="list-style-type: none"> <li>- Drafted Newsletter</li> <li>- Activities conducted for MH/SRHR CREA Fellowship</li> <li>- Awareness program held on WORLD AIDS DAY</li> <li>- Audit Processes</li> <li>- Organised Program on International Day Disabilities</li> </ul>
8	January' 24	<ul style="list-style-type: none"> <li>- Participated in the NICP Event, Delhi</li> <li>- Got CSR Certificate for the Organisation</li> <li>- Worked on the completion of documentation</li> <li>- Celebrated national girl child day with girls</li> <li>- Organised peer led federation meeting</li> <li>- Held Board meetings</li> <li>- Attended Impact Assessment Networking event by TAAC(USAID)</li> </ul>

9	February' 24	<ul style="list-style-type: none"> <li>- Attend POCSO ACT Training</li> <li>- Participated online testing on Anaemia free villages</li> <li>- Attended Testing on POCSO Act 29/02/2024 (Ranchi)</li> <li>- Organised SHG meeting in ICHKA</li> </ul>
10	March' 24	<ul style="list-style-type: none"> <li>- Celebrated Women's Day</li> <li>- Attended Training by SWAYAM Organisation</li> <li>- Meeting with Panchayat Representative</li> <li>- Worked on the Annual report (Draft)</li> <li>- Organised meeting with Adolescent girls</li> <li>- Created Asmita's Linked-In profile</li> </ul>
11	April' 24	<ul style="list-style-type: none"> <li>- Created Asmita website (Draft)</li> <li>- An agreement signed with NEDP</li> <li>- Worked on Network building through ADORE PROGRAM</li> <li>- Participated in the discussion of Jharkhand for us on Manifesto-Children's Online Education Policy.</li> <li>- Worked on the completion of documentation</li> <li>- Attended Tech Sakhi Mela for Digital Awareness &amp; Safety</li> <li>- Intervene with adolescents through organising school interventions program</li> <li>- Meeting with Adolescent group</li> </ul>
12	May' 24	<ul style="list-style-type: none"> <li>- Preparatory work for Registration of Asmita</li> </ul>

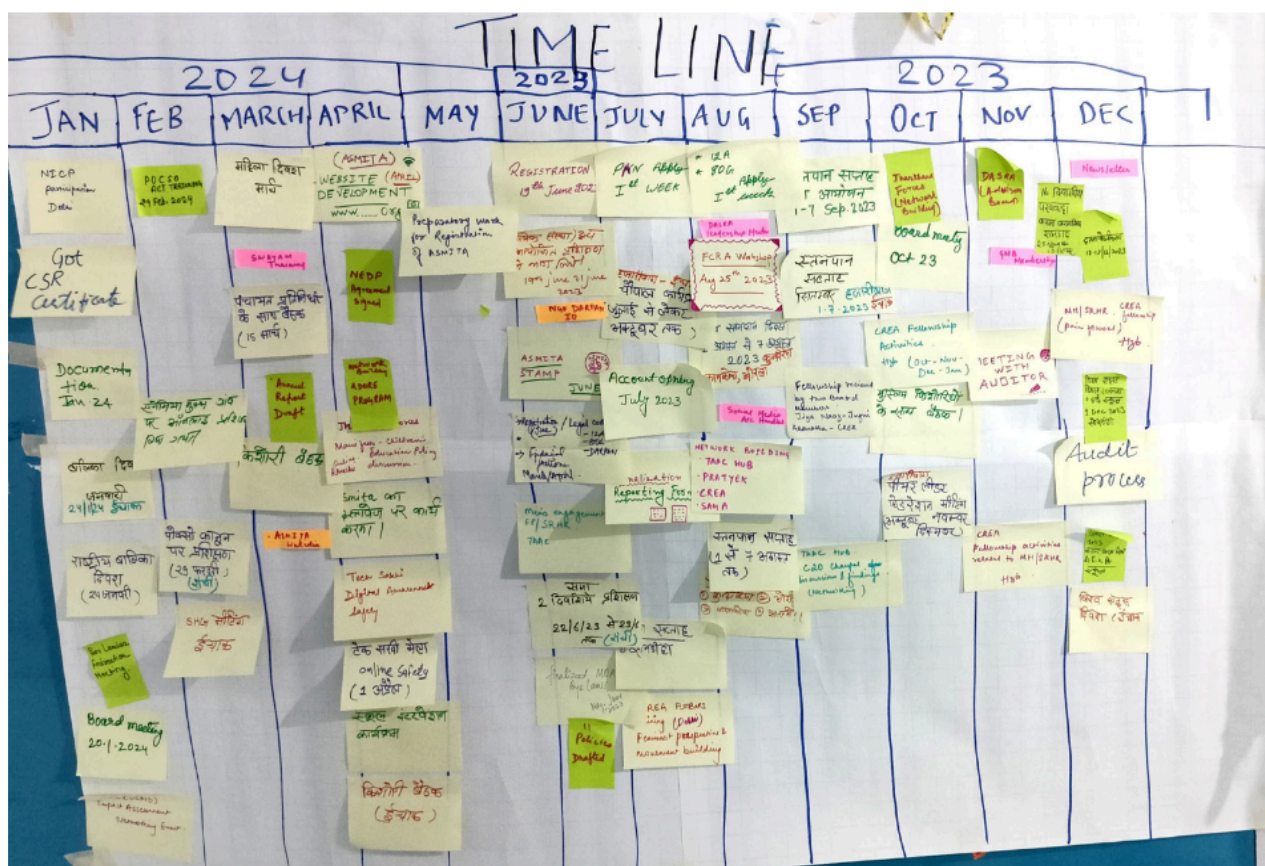


Fig 1: Timeline of last year activities conducted through Asmita





Fig 2. Journey of Asmita in the year 2023

## **2. SWOT ANALYSIS**



Strength	Weakness
<ul style="list-style-type: none"> <li>• Proper availability of Legal Documents Related to Organisation.</li> <li>• Professional and grassroot level core team.</li> <li>• The team members have a strong Network (connection) with other funders.</li> <li>• The team is from Diverse background and ability to mobilize resources.</li> <li>• Ability to innovate &amp; new model building.</li> <li>• Committed and competent leadership and team</li> <li>• Diverse Thematic focus and Area of operation</li> <li>• Team spirit &amp; group efforts initiated by female leadership with clear visions.</li> <li>• The team has Common understanding of the urban and rural areas' key issues and objective of the organisation</li> <li>• The team is equipped with Multiple set of skills.</li> <li>• Good leadership, networking and rapport building capacity are present among in most of the staff.</li> <li>• Strong Social media presence (digital presence)</li> <li>• Staffs of the organization are also members of a few government committees and when there are any workshops or meetings on Child Rights, Anti-Trafficking etc, they are invited by the Government for inputs.</li> <li>• Remarkable reach of the teammates has been made to remote areas of Jharkhand which have brought about changes in the lives of the needy people in those regions.</li> <li>• Local representation</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple identity of the team mates on different platforms.</li> <li>• Lack of resources (fund)</li> <li>• Timely disposal of task (Accounting, etc.)</li> <li>• Lacking shared responsibility.</li> <li>• Synchronised action missing.</li> <li>• Ownership crisis. (self-start is lacking among members)</li> <li>• Regular communication between members is less.</li> <li>• Visibility is less among donors</li> <li>• The team are Engaged in multiple tasks in one time.</li> <li>• Improper sharing between members.</li> <li>• Legal understanding among the team mates and the board members.</li> <li>• Unclear financial policy and protocol</li> <li>• Lack of systematic training for new members coming from different background.</li> <li>• Lack of systematic orientation of new members which are from background differs from Social Sector.</li> </ul>
Opportunity	Threats
<ul style="list-style-type: none"> <li>• Team and mentor are there for continuous guidance and support.</li> <li>• Scope to join more networks</li> <li>• Better Funding opportunities/programs/schemes/Donor/CSR/Government.</li> <li>• Increase outreach through technology.</li> <li>• More scope to work on emerging issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Amendment strict and rigid Govt. polices towards new NGOs.</li> <li>• Presence of other agencies (grass root)</li> <li>• Donor focus on experienced agencies.</li> <li>• Financial /funding polices are unclear.</li> <li>• At least 3- year experience needed to get funding form government /agencies.</li> <li>• Discrimination with agencies.</li> </ul>

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| <ul style="list-style-type: none"> <li>Urban &amp; Rural intervention can be expanded.</li> <li>Training opportunities learning.</li> <li>Leveraging resources form agencies.</li> <li>Service (Study/Research /program) opportunities.</li> </ul> | <ul style="list-style-type: none"> <li>Foreign donor losing interest to fund in INDIA due to its stringent policies toward foreign funding.</li> <li>Social Disbalance in the society on the basis of caste, religion, gender etc.</li> </ul> |
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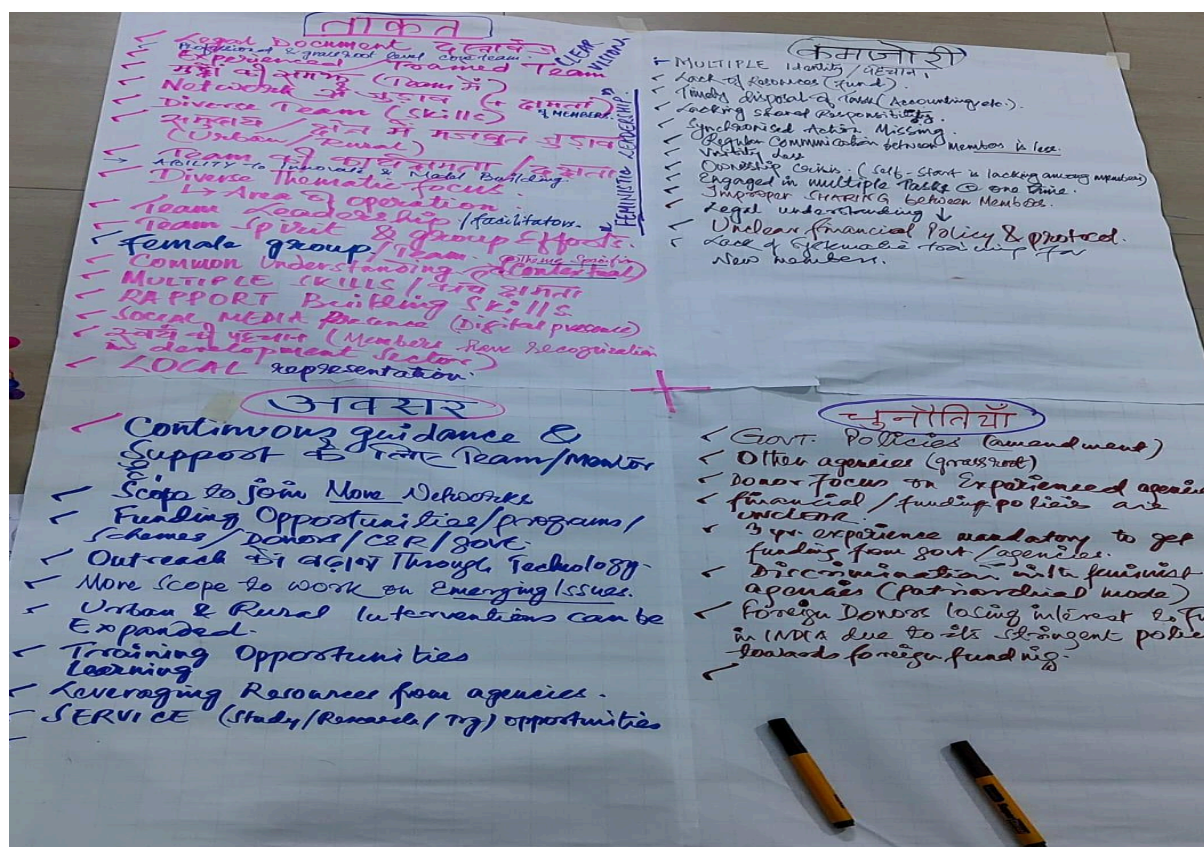


Fig. 3: Swot Analysis by the team Members

## Conclusion

The strategic planning process for ASMITA has outlined a comprehensive approach to achieving its mission and vision over the next five years. By leveraging its strengths, addressing its weaknesses, and capitalizing on opportunities while mitigating threats, ASMITA is well-positioned to advance the empowerment of women and adolescents, promote gender justice, and create a world where they are recognized as equal stakeholders and transformative leaders.