



## Economic and Social Council

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### Commission for Social Development

#### Fifty-sixth session

31 January–7 February 2018

**Follow-up to the World Summit for Social Development and  
the twenty-fourth special session of the General Assembly:  
priority theme: strategies for the eradication of poverty to  
achieve sustainable development for all**

### **Statement submitted by the Institute of International Social Development, a non-governmental organization in consultative status with the Economic and Social Council\***

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

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\* The present statement is issued without formal editing.



## Statement

Self-reliance with moral values and eco-friendly code of conduct is not only a harmonious blend between financial gains and development of skills but serves as a moral boosting to sustainable development.

Our Institute of International Social Development kept Morality, Eco-friendly way of life as the basis of its self-reliance programs.

Thus, we promoted Project Cycle Van — a Tricycle which is an income generating rural ecofriendly transportation vehicle which is used to transport patients, products and people in remote villages with rugged roads.

The rural landless families suffering from abject poverty are identified and given this one time donation of Cycle Van with an agreement signed by the beneficiary that he would not resort to domestic violence, criminal activity, alcoholism, drug addiction with the money earned. He must provide his children with education, his family has to get desired nutrition through healthy food habits, he should have Life insurance and family Medclaim for an ensured quality of life. Failing in any of these the Institute would withdraw the Cycle Van from the beneficiary. We keep 3 years supervision of the activities of the cycle van driver through our local volunteer. After 3 years we feel such life style as prescribed by our agreement becomes their way of life and we withdraw supervision. The income from Cycle Van makes the family self-reliant and affluent within 30 days. The project is sustainable, measurable and achievable in terms of self-reliance. More than 1000 such families are benefited through our Cycle Van project.

We promoted exclusive ecofriendly handicrafts of traditional artisans. The items made added diversity to a monotonous machine-made variety in the market. It is a huge opportunity to ensure mass employment through activities which would be in harmony with nature and will never add pollution to the atmosphere around. The local skill is utilized and diversity, exclusivity is added to the market breaking the monotony. We promoted Kantha Stitch embroidery, a tradition of run stitch on cloths for infant-covers to other utility items. We promoted Terracotta utility items, we promoted dyeing of clothes with vegetable colours, which are all traditional and from locally resources — raw material and skill. Thousands of families in Birbhum District of West Bengal have revived their family tradition of handicraft making and are making sizeable money for running their families. We covered them under Medclaim and Life insurance so that in case of any calamity their families remained secured and do not need to run for survival leaving the art of making handicraft and gifting the global community with eye soothing variation in market.

Strategically all self-reliant activity can be sustainable if they agree with Nature and does not violate the norms of a harmonious blend. The Institute selects a target group through SWOT analysis. Identifies the local skill and resources and frames such self-reliant activities which a sustainable, morally boosting and financially lucrative for the people adhering to such occupation. Through such strategic Poverty alleviation program, we can see numerous families over the past decade leading better quality of lives which define Development.