



## A JOURNEY OF SERAA



### Brief Summary of SERAA

Socio-Economic and Rural Advancement Association (SERAA) is a national non-profitable, non-political and nongovernmental development and humanitarian organization (NGO) was established in the year of 1997 by a few like-minded youth social activists at Netrakona district with a view to improve the socio-economic condition of the rural targeted poor families especially ultra-poor, excluded groups & distressed peoples with the emphasis on child, adolescent and women. SERAA is duly registered with DSS & NGOAB, GOB & it has updated Trade License, TIN & VAT as per rules & regulations of GOB.

It has been working for the quality improvement of the underprivileged ethnic/tribal communities along with other minority and majority communities without distinction of caste, creed and religion for more than 22 years and earned reputation in development sector as National NGO. SERAA has been working with WASH/ WATSAN Sector, Primary Health Care, Environment Development and Climate Change Issues since 2003 successfully with the collaboration of GO- NGOs and Un Organizations. And SERAA is well experienced to working with collaborative & Partnership Approach for the Disaster Risk Reduction, Human Resource Development & Livelihood Development of targeted community in the vulnerable area.

It has vast experience on NFPE, ECCD, Mass education, different campaign program, community mobilization, awareness raising, skill development, Emergency Response/Relief Operation, collecting data & information and advocacy program implementation. It has good working relationship with the GOB, LGI, Local Communities, Youth & Adolescent Group, like minded organization and different service providers including relevant stakeholders.

SERAA mainly works with 07 (Seven) development sector to ensure sustainable development of targeted community. Such as Education, Health, Disaster Mitigation, Environment & Climate Change, Livelihood Improvement, Training & Research. Skill & Employment and Promotion of Human Rights Sectors. The management system of SERAA is participatory & decentralized and it uses modern and transparent accounting system. Presently in total 390 personnel are involved in different project of the organization. The total regular staff strength of SERAA is 80 of which 34 male and 46 female. It has 85% experienced staff working more than 5-15 years in the organization.

We are very proud of how far we have come from hard to reach area and grass root level. We believe that with the continuing assistance from supporters and the community, there is so much more we can do. And all human life is equal and everyone has a right to lead a dignified, self-sufficient life. We do this with your help and support.

We are looking forward to get support for services that we are providing to the targeted people in need.

Best regards and thanks

S.M Mazibur Rahman  
Executive Director



## Legitimacy / Registration Status of SERAA:

For the legalization of program activities, SERAA is dully registered with:-

Department of Social Services, Vide Registration No. Netra-0273, Dated: 03-08-1999.

NGO Affairs Bureau, Vide Regi No. 2089, Dated:17-04-2006 Renewed on 17.04.202(Expire Date:16.04.2031).

PADOR/Europe Aid ID: BD-2009-EGG-0309762066

**Trade License:** Netrakona Pourashava, NO.900

**Vat and Tax :** Income Tax Certificate (TIN) No. 153703834490/SA-18/Netra.

**Vat Certificate No.** 17081027612 Dated: 18/10/2012.

**Membership Status:** SERAA has membership with national and international like minded development organization such as BRAC, ADAB, CAMPE, We Can Alliance to End Domestic Violence, Steps Towards Development (STD), Bangladesh ECD Network (BEN), STI/AIDS Network of Bangladesh, NAHAB, NEARS, WANGO, CCFN, Cox's Bazar and NEAR-Network.

### Vision of SERAA:

Establishing a society with peace and harmony which is free from discrimination and exploitation so that all human being can lead a dignified, self-sufficient life.

### Mission statement of SERAA:

SERAA follows a non-directive, bottom-up and participatory mitigated development approach for the effective implementation of its programs. It emphasizes on people's participation in need assessment, planning, implementation and decision-making process for making the program socially accepted, people oriented and sustainable.

Firstly, SERAA works with the excluded people to establish and claim their rights as citizen through rapport building, awareness raising, animation, motivation, and sensitization.

Secondly, it empowers the target group through building their capacity and confidence for alleviation of poverty, development of socio-economic, cultural and resilience to withstand in adverse situation.

Thirdly, it works to promote good governance among local institutions, access to resources and service necessary to fulfill decent lives.

SERAA believes that man is the center of all development endeavors and is the maker of his/her own fortune. Accordingly, the development philosophy of SERAA is based on the fact that The Paramount Need of People is not Relief but Release. SERAA feels to develop their dormant potentialities regarding personal, social, economic, educational and active civic growth and development. It always keep a space in its consideration for making linkage with other like-minded organizations and also stresses to augment human dignity, social justice, fraternity and democratization in the process of development initiatives.

## Goal and Objective of SERAA:

### Goal of SERAA:

To improve the socio-economic condition of targeted and marginalized people who have somehow been excluded from mainstreamed society by fulfilling their basic needs & enjoying human fundamental rights in a sustainable manner.



## General objectives of SERAA:

The general objective of SERAA is to enhance improving the socio-economic condition of the targeted poor household in the rural, urban and hard to reach area with special emphasis of excluded people's participation in the development process in particular by adopting integrated approach in a sustainable manner.

## . Geographic Coverage of SERAA:

**Division:** Mymensingh, Sylhet, Dhaka and Chattogram (Number of Division 04)

**District:** Netrakona, Mymensingh, Sherpur, Jamalpur, Sunamganj, Sylhet, Dhaka, Kishoreganj & Cox's Bazar (09)

**Number of Upazila:** 44



## Beneficiaries and Stakeholders of SERAA:

**Beneficiaries:** Beneficiaries of the organization are mainly ultra poor household, land less, near land less, marginal farmers, small business men, vulnerable women and malnourished mother, adolescents and child, disable person of the rural area those who have less than 50 decimal of land and no other regular source of income except selling their physical labors and who are neglected/excluded in the society including aged person.



### Secondary Stakeholder:

- Local Elected Bodies: Union Parishads and Upazila Parishads;
- Local Administration/UNO/DC/Law enforcing authorities, central government, policy makers, politicians and bureaucrats;
- Village civil society and Human Rights Defenders ;
- Journalists and media personnel;
- Legal Aid Committees, Lawyers and Legal Aids Service Providers;
- Social & Village institutions: Schools, clubs, associations, cooperatives, mosques, temples etc.
- Other Likeminded NGOs and CSOs .

## Ongoing Project/Program of SERAA:

Name of Project and Donor	Prior work on the project
Out of School Children Education Program (OSCE), BNFE, GOB	'Out of School Children' Program as Second Chance Education (SCE) under the Sub-Component 2.5 of PEDP-4 operated by Bureau of Non-Formal Education (BNFE). Objective of the SCE Program is to provide primary education as second chance opportunity for the out of school children (dropped out and never enrolled) of 8-14 years aged group through Non-Formal Education System and to bring them into the mainstream of formal Education System. LC establish & management, learning materials develop, different group & committee formation, orientation, workshop and impart training etc. are the milestone activities of the project.
Non-Formal Primary Education (NFPE). BRAC and community contribution	Baseline survey and feasibility study, Learner selection, Centre selection, Teacher selection & CMC formation. NFPE School establishment, operation & management to ensure Primary education for dropout & never enrolment children and who are out from the light of primary education different campaign on hygiene practice, food and nutrition. Basic training on literacy and NFPE, Conduct monthly teachers refreshers, CMC meeting & parents meeting. publicity and publication. Billboard establishes and developing IEC/BCC materials regarding mentioned intervention. And networking &

	advocacy with local administration & LEB.
Excluded Peoples Rights in Bangladesh (EPR), MJF through CAMPE	Community Watch Group Formation Meeting, Orientation of Community Watch Group, Periodic Meeting in School and Community Clinic/Health Complex, Workshop with duty bearer, Public hearing on disparity issues, Interface meeting, Periodic interaction meeting with local education officials, Parents, Mothers Gathering, Workshop on Community Score Card, Community Score Card (School), Community Score Card (Health Complex), Sub National Level public dialogues on inclusive Health, Public dialogues on inclusive Education & Education Governance, Awareness session with excluded groups, Citizens' Report Card, Citizens' Charter at Health Complex, Capacity Building/ Orientation of CWG Members, Training on ' primary education and health service governance and role of LGIs'
FP, Repro Health & Nutrition Education with MR & MRM Program, Red Orange Me & Com. Contri.	Awareness raising on SRHR. Supply and Delivery Material: Oral saline& Rice Saline, sanitary napkin, pregnancy tip/ kit, Contraceptive of rubber, Health-soap, nutrition-rich foods, various gift items and toys. Provide nutrition education and impart different training.
Livelihood Development of Excluded People, BNF,GOB	To ensure sustainable development of targeted people through awareness raising, skill development and asset transfer among the excluded family.
Vaccination Program, DOH, GOB and community contribution	To ensure vaccine for all people who are out of EPI program through awareness raising on "prevention is the better than cure". Impart different training on skill development and provide necessary kit and equipment.
Different Issue Based Campaign Program , On Fund of SERAA & Community Contribution.	Awareness raising on Covid- 19, drowning prevention, safe road & transport, environment development, Decreasing drop out & quality education for all, End domestic violence & GBV, Promotion of HR and civic rights,

Beside these it has been running SERAA Challenger Academy (Play group to Five Class), Sukhari, Atpara, Netrakona. And two special school named SERAA Special Child School and SERAA Buddi Protibandi O Autistic Bidyalay to ensure education for child with special needs.

### **Implemented Remarkable Program /Project By SERAA With Donor/ Partner:**

<b>SL. No</b>	<b>Project/Program</b>	<b>Donor/Partner</b>
01	Integrated Food Security Program (IFSP)	Concern- Bangladesh, LGED & WFP
02	NFPE & Adult Literacy	PROSHIKA
03	Relief and Rehabilitation	FNB, WFP Concern- Bangladesh
04	Disability Rehabilitation Project	Jatio Protibondi Unnayan Foundation
05	Micro Enterprise Development Through Capacity Building	Embassy of Ireland
06	Access of Vulnerable Women into Justice	GTZ
07	Livelihood Development Through Capacity Building and Hygiene Practice	Embassy of Ireland

08	Vulnerable Group Development for Ultra Poor(VGDUP)	E.C through MOWCA
09	Training on Awareness & Campaign on Tax collection Under RIIP-2 Project	RIIP-2, LGED
10	Sanitation, Hygiene Education & Water Supply (GOB-UNICEF) Project	DPHE & UNICEF
11	Development of Soil Management Tool to Improve Food Security of Haor Dwellers	MOA & EC through DORP
12	Promotion of Legal and Social Empowerment of Women	GTZ & MOWCA
13	Skill Ful Project	Swiss Contact, Bangladesh
14	Child & Woman Rights Advocacy (CWRA) Project	UCEP-Bangladesh
15	Health Education Campaign to Promote Safe Blood Transfusion and Prevention of Viral Hepatitis and other Viral Transmitted Diseases	Bureau of Health Education
16	Environmental Sanitation, Hygiene Education & Water Supply Project for Climate Vulnerable Area	BCCTB/PKSF
17	VGD, Lactating & Maternity Allowance for poor Mother	DWA
18	Community Education Watch Group Activity (Protyasha Project)	DFID through CAMPE
19	Reaching all Children in Education (RACE)	PKSF Through CAMPE.
20	Basic Literacy Project (64 District)	Ministry of Primary and Mass Education
21	Integrated Human Resource Development program	Bangladesh NGO Foundation
22	Promoting of Human Rights for Socially Excluded People.	HRP, UNDP
23	Emergency Support to Strengthen Food and Nutrition Security in Haor areas through Innovative Food Syatems Approaches for Reducing Propagation of Covid-19.	Food and Agriculture Organization of the United Nations
24	Emergency Response and fighting against Covid-19. (Food & nonfood item distribution among the affected family by food. Tornado, Covid-19 along with Rohingya Community)	WFP, UNDP, IDRF, WF-AID, AusRelif, Al-Ihasan Foundation & Concern World Wide Bangladesh & UNICEF.

### Present staff position of SERAA:

**Regular:** Male: 22, Female: 8, Total: 30

**Project Staff:** M: 40, F: 300, Total: 340

**Volunteer:** Male: 4, Female: 16, Total: 20



### Organizational Structure and Governance System of SERAA:

SERAA has three principal management organs through which the entire activity of the organization has been managed. Organs are as follows: General Committee, Executive Committee and Advisory Committee. There is a general body consisting of 35 members. They sit together at least twice a year to discuss their ongoing activities and prepare future plan. There is an Executive committee consisting of 9 members forming through regular election every after 2 year's interval according to the approved constitution by the registration authority. It has also an Advisory Council consisting of 5 members. The executive body sits together in each quarter as their quarterly meeting regularly. But to meet up any emergency, executive committee sits together with the general and advisory body as and when

required. The Executive Director (ED) is nominated from the executive committee as sole implementer of SERAA. The executive director is responsible for coordination, collaboration and networking with donors and other relevant officials. Five (05) members' management team and Organizational Development (OD) task force team including ED are responsible for managing, designing, planning, and decision-making, monitoring and evaluating the programs of SERAA. The management system is participatory and decentralized.

### **Existing Policies of SERAA:**

SERAA has updated & well defined different policies and manuals which are duly approved by the Executive Committee of SERAA. Such as Management Manual( Administrative & Financial), Human Resource(HR) Policy, Procurement Policy, Gender Policy, Child Protection Policy, Fraud Prevention Policy and Safeguarding Policy. SERAA always committed to proper use of policies and strictly follows at every stage & stare in the organization. And it has Job Description (JD) for each & every staff as per plan & design of the project/program/ Organization.

### **Monitoring and evaluation System of SERAA:**

SERAA thinks that training is the best way of capacity building. So it has separate training cell and has outstanding experience in imparting different types of training for its beneficiaries, stakeholders and as well as staff. It conduct baseline survey, feasibility study and TNA before designing and starting the project. SERAA thinks that monitoring is the important part of the organization for assessing the progress and changes caused by the implementation of an activity over ascertain period of time. So it has own monitoring and evaluation method. M&E framework is designed jointly with the participation of EC, Managerial staff and program person. SERAA follows different daily, weekly and monthly records for monitors the activities continuously. The monitoring systems examine the day to day planned activities data collections process, overall project activities and progress.

SERAA uses Check List/Questionnaire for tracking out the laps and gaps of the respective programs. SERAA prepares assessment report (Quarterly/Half-Yearly/Yearly) on the Effect/Impact of the project interventions in terms of benefits for the beneficiaries. SERAA prepares participatory evaluation and appraisal report of the programs during implementation. In this process SERAA emphasis on community participation and replicate the feedback from field.



# Management Organogram

## General Committee



## এক নজরে উপদেষ্টা পরিষদ ৪

### প্রধান উপদেষ্টা



মোঃ নূরুন নবী তালুকদার  
অবসরপ্রাপ্ত সচিব ও  
সাবেক মহাপরিচালক, এনজিও বিষয়ক ব্যুরো।

### উপদেষ্টা সচিব



ইসমত আরা হ্যাপী  
সাবেক ডিপি, ইডেন মহিলা কলেজ, ঢাকা।

### উপদেষ্টা সদস্য



মুহাম্মদ ছায়েদুর রহমান  
অধ্যাপক শিক্ষক, নেত্রকোণা উচ্চ বিদ্যালয়, নেত্রকোণা।

### উপদেষ্টা সদস্য



সিতান্তে বিকাশ আচার্য  
সভাপতি  
জেলা আইনজীবী সমিতি, নেত্রকোণা।

### উপদেষ্টা সদস্য



শ্যামলেশু পাল  
প্রবীণ সাংবাদিক, টেলিক ইন্ডেস্ট্রি ও  
সাবেক সম্পাদক, জেলা প্রেক্ষাগৃহ, নেত্রকোণা।

## এক নজরে কার্যনির্বাহী পরিষদ ৪

### চেয়ারম্যান



মোঃ পোয়াম মোস্তফা  
অধ্যাপনা  
গ্রাম: পশ্চিম, পোঃ ময়নামত, নেত্রকোণা সদর, নেত্রকোণা।

### নির্বাহী পরিচালক



এস. এম. মজিবুর রহমান  
সমাজ কর্মী  
সেরা হাউস, ২৩৫/৪১ পার্কিং রোড, দক্ষিণ কটলি, নেত্রকোণা।

### ভাইস চেয়ারম্যান



পুরনী নবী সন্মানিত  
অধ্যাপক  
তেলীগতি ডিগ্রী কলেজ, আটপাড়া, নেত্রকোণা।

### অর্থ সচিব



হোসনে আরা বেগম  
সমাজ কর্মী  
পশ্চিম পাড়সাই, নেত্রকোণা সদর, নেত্রকোণা।

### যুগ্ম সচিব



কামরুন্নাহার লিপি  
নারী উদ্যোক্তা  
আম্ভপুর, নেত্রকোণা সদর, নেত্রকোণা।

### সাংগঠনিক সচিব



সাব্বী হুং  
সমাজ কর্মী  
গ্রাম-উগ্রাইল, পোঃ-বিরাশি, দুর্গাপুর, নেত্রকোণা।

### সম্মানিত সদস্য



নাহিম সুলতানা (লিমন)  
নারী উদ্যোক্তা  
আম্ভুরিক সদর হাসপাতাল রোড, দক্ষিণ পাড়সাই, নেত্রকোণা।

### সম্মানিত সদস্য



মোঃ সুলতান উদ্দিন  
স্বাস্থ্যকর্মী  
গ্রাম-নীলকণ্ঠপুর, পোঃ-সুখারী, আটপাড়া, নেত্রকোণা।

### সম্মানিত সদস্য



মোঃ সাইব উদ্দিন  
প্রধান শিক্ষক  
সেরা হাসপাতার একাডেমী, সুখারী, আটপাড়া, নেত্রকোণা।



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