



JOURNEY OF FOUR DECADES

Community-Led Transformation

Across India's Rural and
Tribal Landscapes

INSTITUTIONAL PLATFORMS



Platform of
Indigenous Healthcare
(GUNI)



Prakartik Sampada
Samvardhan Centre

THEMATIC AREAS



HEALTH



ENVIRONMENT



LIVELIHOOD



GENDER



INSTITUTIONAL
BUILDING

Jagran Jan Vikas Samiti

Udaipur, Rajasthan, India

BACKGROUND

Established in 1987, Jagran Jan Vikas Samiti (JJVS) was founded on the belief that sustainable development is best achieved when communities become active agents of change. Beginning its journey in the tribal regions of southern Rajasthan, JJVS adopted a community-centred approach rooted in indigenous knowledge, collective action, and ecological stewardship to address challenges of poverty, poor healthcare, environmental degradation, and social exclusion.

Between 1987 and 1997, the organization focused primarily on strengthening community healthcare systems among tribal communities including Bhil, Meena, Garasiya, and Gameti. Following a devastating epidemic in 1989 that claimed the lives of several children, JJVS initiated its Traditional Healthcare Programme, revitalizing indigenous healing practices through local healers known as Gunis and promoting preventive and community-based healthcare.

During 1998–2007, JJVS expanded its interventions to environmental sustainability and natural resource management. In response to recurring droughts, particularly the severe drought of 2001, the organization implemented community-led initiatives in land, water, and forest resource management while promoting sustainable agriculture and ecological restoration.

From 2008 to 2017, JJVS strengthened its development approach by integrating community empowerment and rights-based interventions. The organization facilitated access to land, water, and forest rights, strengthened local institutions, and enhanced community participation in development processes. Simultaneously, JJVS emerged as a recognised resource organization, providing learning and field exposure opportunities to academic institutions, development professionals, and civil society organizations.

Since 2018, JJVS has evolved into a balanced institution combining grassroots implementation with technical expertise, research, capacity building, and policy engagement. The organization has expanded its operational footprint from Rajasthan to multiple states across India, addressing healthcare, environmental sustainability, livelihoods, gender equity, and institutional strengthening through integrated development approaches.

Over the past four decades, JJVS has successfully implemented 92 development projects across 18 states, reaching thousands of rural and tribal households. Today, the organization stands as a trusted development and resource institution committed to building resilient communities through the integration of indigenous wisdom, scientific knowledge, and community-led development practices.

VISION

To create a just, self-reliant, and ecologically resilient society through sustainable environmental stewardship, strengthened livelihoods, improved community health, gender equity and empowered local institutions.

MISSION

To strengthen marginalized communities by building integrated systems of:

- Sustainable Natural Resource Management
- Livelihood Security and Local Economies
- Community-Led Governance and Rights
- Traditional Health and Healing

CORE VALUES

- Decentralization
- Transparency
- Community Empowerment
- Gender equity

APPROACHES

- Institutional Building
- Advocacy
- Community Assets Building
- Network and Linkages

LEGAL ENTITY

Legal Entity	Registration
Name of the Organization	: Jagran Jan Vikas Samiti
Society Registration	: Rajasthan Society Registration Act, 1958 No. 21/Udaipur/1987-88 Date: 30 June 1987 Trust Act: 15/Trust/Dev/Udai/2026
FCRA Registration	: 125690036 Date: 18 Dec 1990 Renewed: 23 March 2022
12A Registration	: AAATJ0628F25JP01
80G Registration	: AAATJ0628F25JP03 Date: 09 February 2026 (Renewed)
NITI AAYOG Unique ID	: RJ/2017/0157874
CSR Registration	: CSR00010449 Date: 02 July 2021
PAN & TAN	: AAATJ0628F JDHJ02922D
Darpan ID	: RJ/2017/0157874 Date: 11 July 2017

PROGRAMME INTERVENTIONS

HEALTH

JJVS works toward improving health through traditional health systems, health awareness, sanitation initiatives, and community-based preventive care approaches. The organization works towards revitalizing indigenous healing knowledge while improving accessible and culturally rooted healthcare services in rural and tribal regions.



ENVIRONMENT

JJVS actively involved in field implementation of community-led environmental interventions integrating traditional ecological knowledge with scientific planning approaches. Key interventions include biodiversity conservation, protection of endangered medicinal plant species, community herbal gardens, GIS and geo-informatics-based natural resource planning, watershed development, climate adaptation, drought and flood resilience, and strengthening water security systems. In addition, we also work as resource organization in order to deliver technical services on different environmental issues and aspects.



LIVELIHOODS

JJVS promotes resilient and sustainable livelihood systems through indigenous and organic agriculture, sustainable aquaculture, MGNREGA-linked livelihood planning, and farm & non-farm technology-based livelihood models. The organization works towards strengthening local economies, enhancing income opportunities, and building climate-resilient rural livelihood systems across multiple village ecosystems.



GENDER

JJVS works towards strengthening gender equity and women's leadership. The organization promotes women's decision-making, grassroots leadership, and inclusive participation in local institutions while supporting women-led collective platforms and rights-based awareness initiatives.



LOCAL INSTITUTIONAL BUILDING

JJVS strengthens grassroots governance systems through capacity building of Panchayati Raj Institutions (PRIs), Community-Based Organizations (CBOs), Self Help Groups (SHGs), and village-level institutions. The organization promotes participatory governance, rights-based development, community leadership, and improved access to social entitlements through decentralized institutional strengthening approaches.



HUMAN POWER

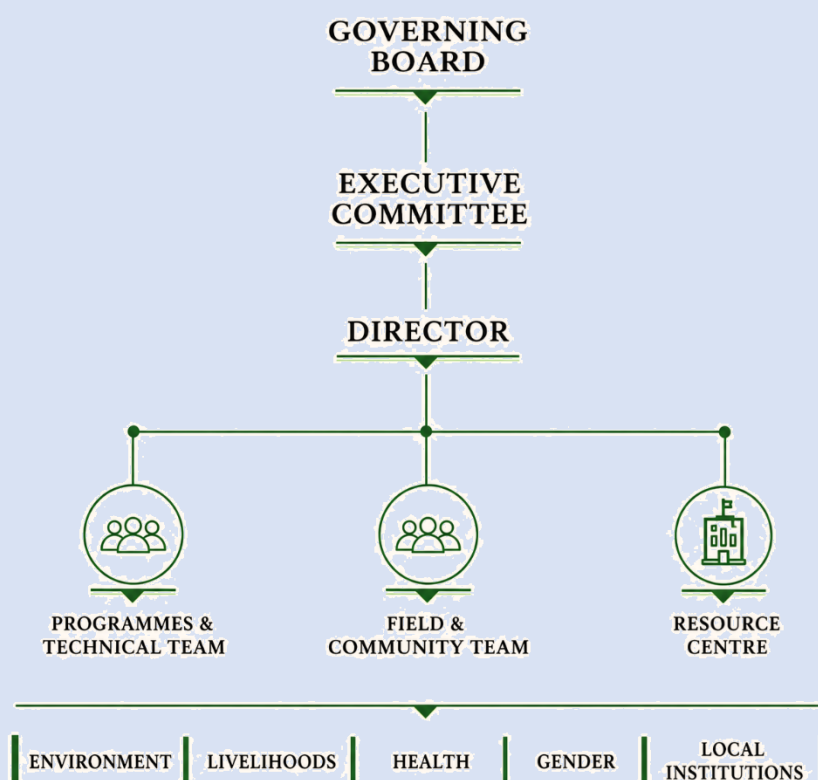
The effective and successful programme interventions of the organization depend on human power. JJVS has human power which works at management and programme implementation level.

At policy and management level, we have governing board which is balance of professionals from the field of medical, education and agriculture and village representatives. We have members out of which male and females are The organization is functioning under the leadership of Mr. Ganesh Purohit, a passionate and committed person for the social and economic development of poor and marginalized community. He was actively involved as an activists and development practitioner for last more four decades.

At the programme level, we have multidisciplinary team with 10–30 years of experience in Environment, Livelihoods, Agro-Ecology, Community Development, Ayurveda & Traditional Health, GIS & Geospatial Technologies, and Development Planning. The programme team is guided by board members and external group of advisors.

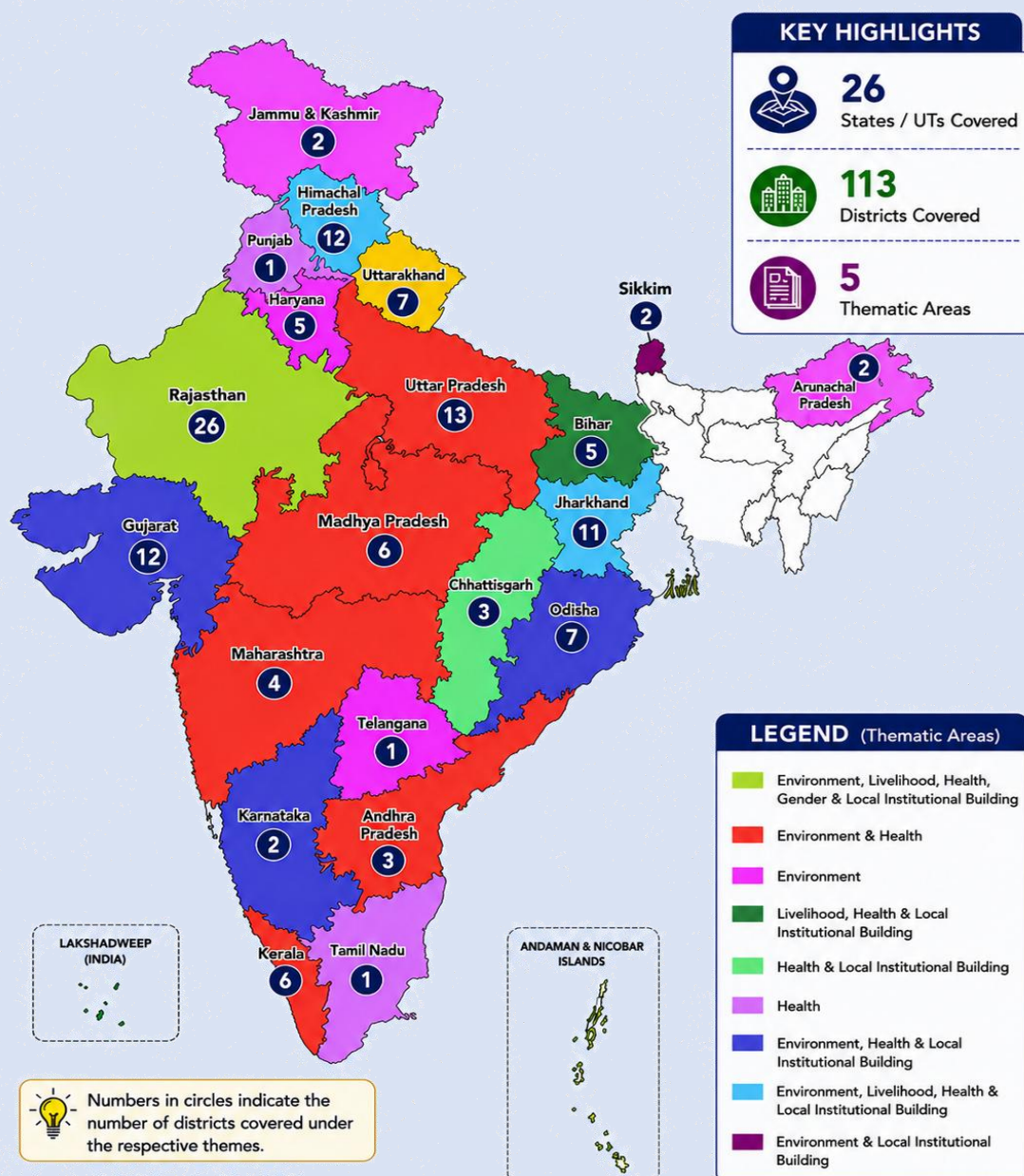
At the grass root level, JJVS has group comprising local mobilizers, women leaders, and village facilitators, the Field & Community Team ensures participatory planning, community mobilization, grassroots implementation, and effective last-mile delivery.

The organization flows its operation and management in following manner:



GEOGRAPHICAL OUTREACH

JJVS has experiences of operating development and technical led programmes in 18 states of the country. These states are having multiple dimensions geographical conditions, ecological systems, and climatic zones of India. In this regard, we have worked from the high-altitude Himalayan and cold desert regions of Ladakh, Himachal Pradesh, and Uttarakhand; to the fragile mountain ecosystems of the North-East including Sikkim and Arunachal Pradesh; from the arid and semi-arid landscapes of the Thar Desert in Rajasthan and Gujarat. to the central tribal, forest, and plateau regions of Madhya Pradesh, Maharashtra, and Karnataka; and further to the eastern ecological and climate-sensitive regions of Odisha



CORE STRENGTHS OF JJVS

PLATFORM OF INDIGENOUS HEALTHCARE

The continuous and aggressive interventions in Traditional Health Care Systems for last four decades made JJVS, a resource platform of knowledge building, research and practice. Currently we have platform of traditional healers namely **GUNI**. It is sustainable Model of indigenous wisdom, biodiversity conservation, and community participation. It has following specialties:

Intervention

- Herbal Clinics- Mobile Health Outreach Programmes
- Conservation Of Medicinal Plants
- Capacity Building- Identification and Training,
- Research, And Community Healthcare Services
- Integration Of Traditional Herbal Medicine, Ayurveda, And Naturopathy
- Documentation Of Indigenous Medicinal Knowledge

Approach

- Promotion & Conservation of Traditional Healthcare Knowledge
- Recognition & Strengthening of Traditional Healers (Gunis)
- Skill Development & Livelihood Generation for Traditional Healers
- Community-Based Preventive Healthcare
- Child Health & Nutrition Promotion
- Women Health & Menstrual Hygiene Awareness
- Maternal & Adolescent Health Care
- Integration of Indigenous Knowledge with Healthcare Practices
- Community Health Awareness & Capacity Building

Reach Out

During the last four decades, we identified more than 1100 traditional healers (Gunis), established 2, Guni Treatment Centres (GTTCs)



HUB OF KNOWLEDGE & TECHNICAL EXPERTISE

In past two and half decades, we have actively involved in practicing and delivering the technical know-how services related to Land, Water and Forest issues. Currently, we have qualified and experienced team with technical structural support. The HUB namely **PRAKARTIK SAMPADA SAMVARDHAN Centre** is having:

Areas of Expertise

- GIS & Remote Sensing
- Resource Mapping
- Watershed Planning & Management
- Natural Resource Assessment

Services

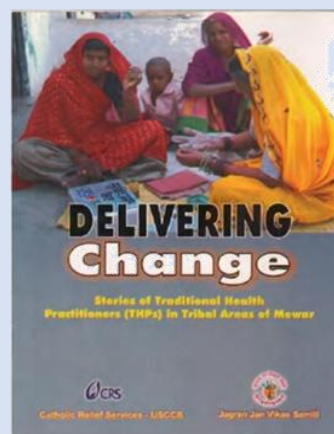
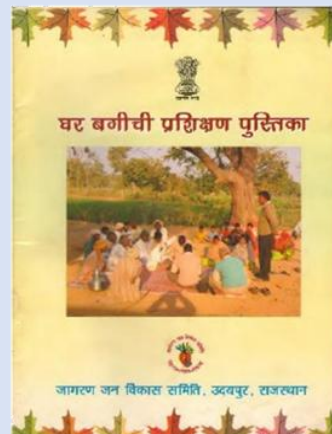
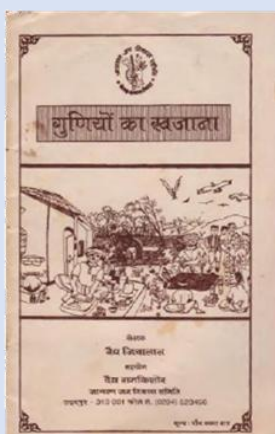
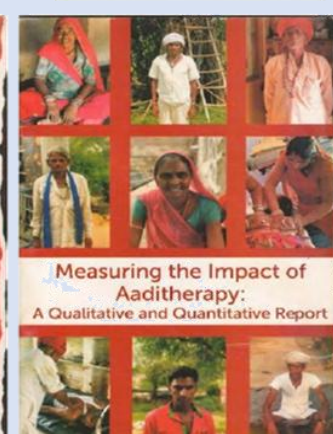
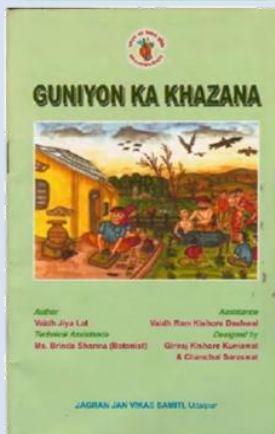
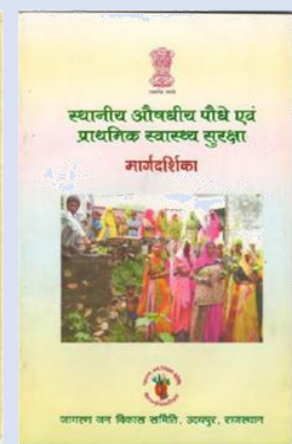
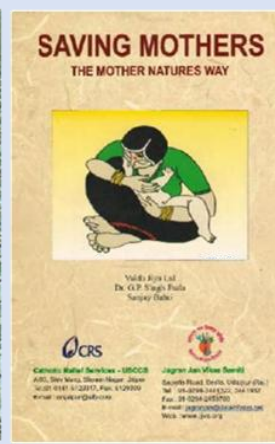
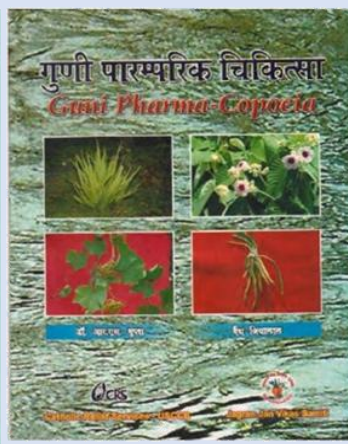
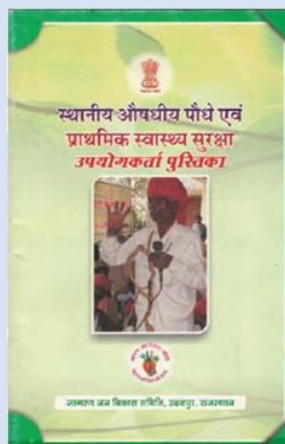
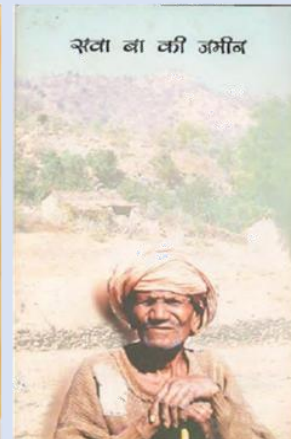
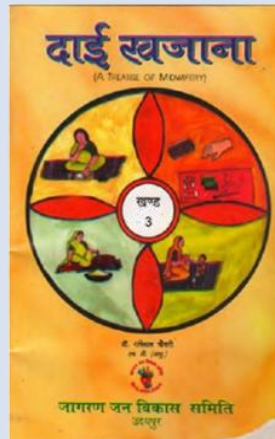
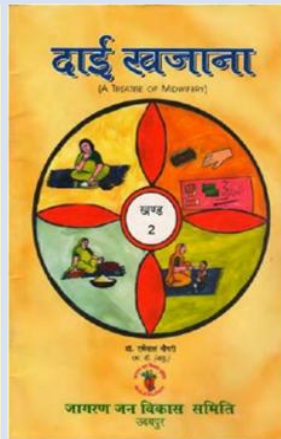
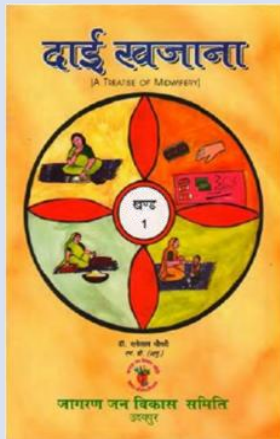
- In-house Training
- External Consultancy
- Technical Proposal Development
- Field Exposure
- Baseline Surveys & Assessments
- Capacity Building Programmes
- Monitoring & Evaluation Support

Client Groups

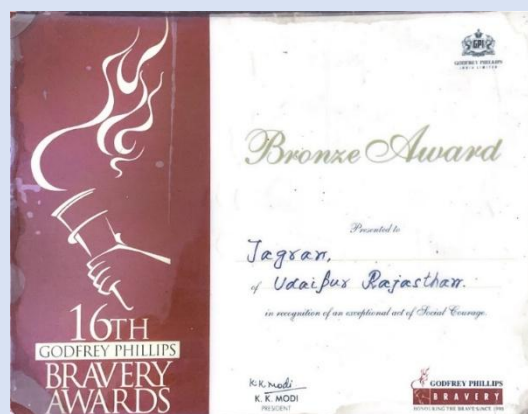
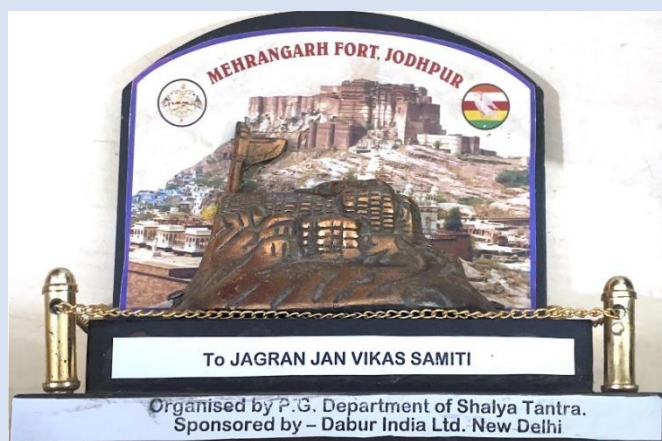
- Govt. Departments
- International Organizations
- Management Institutes
- NPOs
- Academic & Research Institutions
- CSR Foundations & Corporate Houses
- Community-Based Organizations (CBOs)



PUBLICATIONS



REWARDS & RECOGNITION



IMPACT AT GLANCE

Program Intervention	Results
Health	Trained: 135 Gunis Trained Supported: 45 Guni Clinics Organized: 168 Health Camps Patients Reached: 15,000+ Traditional Medicine Products Developed: 35
Environment	Watersheds Across 16 States: 23 Gram Panchayats Covered: 1122 Individuals Benefitted: 75,000 Households/Families Covered: 14000 Farmers Engaged: 10000
Livelihood	Gram Panchayats Covered : 110 Individuals Benefitted: 15,000 Farmers & Community Members: 3,650+
Gender	Benefitted: 13,418 Women Reached: 5,816 Adolescent Girls Community Institutions Strengthened: 350 SHGs & JLG
Local Institutional Building	Engaged: 1082 Gram Panchayats Reach Out: 10,000 Beneficiaries Reached Formed: 426 SHGs & 117 JLG



TOGETHER FOR CHANGE – CONNECT WITH US

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