

The JaBaSu Model

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A Framework for Full-Stack NGO Enablement in Odisha

JaBaSu Trust is designed as Odisha's social-sector infrastructure layer. Instead of acting as a single implementing NGO, JaBaSu serves as an ecosystem backbone that enables NGOs, corporates, and government departments to work with lower friction, better compliance, and higher impact reliability.

Why This Model Exists

Odisha has strong grassroots organisations, active CSR potential, and high-need districts. Yet impact is constrained by fragmentation:

NGOs spend excessive time on administrative and compliance overhead.

Corporate teams struggle to identify implementation-ready partners with confidence.

Government departments face last-mile delivery gaps and uneven civil society coordination.

JaBaSu addresses these gaps through a three-way bridge model with shared accountability and measurable outcomes.

The Three-Way Bridge

Government

Scheme priorities and district-level implementation targets

Policy and programme convergence opportunities

Last-mile service delivery and outcome tracking requirements

Enterprises and Philanthropy

CSR obligations and social investment mandates

Due diligence and audit-readiness needs

Demand for transparent partner performance data

NGO Ecosystem

Programmatic depth and local trust

Field-level implementation capacity

Need for operational support, digital visibility, and funding access

JaBaSu coordinates all three simultaneously to improve quality, speed, and trust.

Service Architecture

1) NGO Enablement Layer

Back office and bookkeeping support

Compliance advisory and document readiness

Professional website and digital profile enablement

Reporting templates for funder and regulator requirements

2) Partnership Layer

Corporate-NGO matching with context-based fit

Government programme convergence facilitation

Multi-stakeholder project design and execution support

3) Intelligence Layer

Field signal capture and implementation dashboards

Cohort-level performance benchmarking

Evidence packaging for funders, boards, and policy stakeholders

Measurement Framework

JaBaSu tracks impact across four levels:

Level

Focus

Typical Indicators

Level 1

Activities

NGOs onboarded, partnerships facilitated, trainings delivered

Level 2

Outputs

Beneficiaries reached, projects completed, sites launched

Level 3

Outcomes

Learning, income, health, inclusion, and livelihood change

Level 4

Systems

Ecosystem capacity, trust density, and long-term institutional shifts

The intent is to move from output counting to system-strength measurement.

Financial Logic and Sustainability

JaBaSu is built as a mission-first but financially disciplined institution:

Diversified revenue streams to reduce dependence on any one source

Service-linked income where appropriate and equitable

Grants and CSR partnerships aligned to public-interest outcomes

Long-term corpus strategy for institutional resilience

This structure protects mission continuity while scaling impact infrastructure.

Five-Year Direction

By Year 5, JaBaSu targets:

300+ NGO partners across Odisha

Full district-level footprint across 30 districts

Stronger CSR-to-community capital pipelines

Verifiable beneficiary outcomes across nine thematic sectors

A reusable model for replication in similarly structured states

Closing Note

JaBaSu's core promise is institutional clarity: transparent assumptions, published targets, and measurable delivery. The model does not replace NGOs, corporates, or government; it strengthens their ability to work together as an accountable system.