The new Visual Identity of CHETNA encapsulates this vision for women, young people and children in the future. Patriarchy created gender inequalities between women and men, threatening the well being and survival of women throughout the lifecycle. The symbol for CHETNA takes elements from ancient cultures across the world, particularly South Asia. It aims to integrate western and eastern logic of individual rights with social responsibility, search for truth, Balance and Harmony. The symbol represents Dynamic energy, Stability subject to Change, Balance and Harmony between polar energies.

Promoting Rights & Holistic Health of Children & Adolescents
In order to achieve holistic health for all children, our key strategy is to build perspective and enhance capacities of field based NGOs, government organisations and other key stakeholders working with children and adolescents for collectively advocating and promoting child rights, with a special focus on right to participation. Research is conducted on peoples understanding and awareness about Child Rights. We review programs and policies related to Children in the rights perspective. Process documentation, Review and Developing need based, gender sensitive, resource and reference materials is an integral part of the project.

Towards Safe Motherhood
It symbolizes the awakening of consciousness and self awareness, through self motivation, towards creating a dynamic energy that crosses confining boundaries to merge in harmony and balance with the outer spaces/infinity/universe. The symbol represents the awakening of the dormant energy, translating into dynamic energy. It symbolizes CHETNA’s vision of balance and harmony among people and communities through her work in the field of physical and emotional health. The symbol also represents the fetus, womb and the nine month cycle for the fetus to reach its full term.

2001

Child Friendly Information & Activity Center
A documentation centre for children was started at the CHETNA Training centre located in the walled city of Ahmedabad in Khadu.

2005

Reproductive & Sexual Health & Rights in South Asia.
Building alliances through networking
Formation of DAI (National Network of NGOs)
Sangathan - Gujarat 2005