

# PRO RURAL



## ANNUAL REPORT 2019-20

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# PRO RURAL

## Our Vision

“That all Men may have Life in all its Fullness”

## Our Mission

To work for holistic human development through Capacity Building, Livelihood Development, Youth engagement and Employment and Environment Conservation.

More specifically:

- To work with rural people and assist in their efforts at economic and socio-cultural development.
- To contribute to development of human resources through establishing and conducting technical, vocational training and through running educational institutions.
- To advocate the protection and better safeguards for the weakest sections like, women, children, youth and minorities.
- To participate in peace building and conflict transformation through conducting training programs and networking with peace movements.
- To participate in the Youth Employment Campaign and engage youth in constructive and productive activities and increase their employment potentials through capacity building and through aligning with movements and organizations working on youth employment issues.
- Provide leadership in building a better environment. Build alliances with progressive movements for restoring the ecological balance through regenerative activities, policy advocacy, and work on Climate Change Issues.

## PRO RURAL

Pro-Rural is a Public Benefit Organization registered under the Societies Registration Act, 1860 with **Regn No.H/RS-6285 dated 12-05-2009**. Its operational area is whole of India with special focus on Northeast India. It seeks to realize its vision, “**That all men may have life in all its fullness**” through capacity development. Having set its objectives to selflessly render services to the people for their empowerment and development, as well as to harness their capacities for Peace and environmental sustainability, the organization has aimed to become a role model in serving the needy sections of the community and the cause of humanity. It focuses on four thematic issues of Empowerment, Employment, Environmental sustainability and Peace Building.

### PRO RURAL - THRUST

#### Empowerment

Our first commitment is on devolution of power to the rural communities. This is done through need-based systematic awareness training programs for leadership building and improved community participation. The outcome is indicated through the emergence of leaders and popular participation in socio-economic development and the political processes. Agro-based activities are encouraged through skills training, identifying lead-crops and developing farms as well as markets. Small co-operatives and Self Help groups are formed to boost productivity. Our principal objective is to make the rural villages into robust republics that can manage their issues, demand their rights and participate in the political process, and rebuild their livelihoods through developing and enhancing their capacities. We believe True empowerment will also lead to people’s initiative in sustainable Peace and ecological conservation.

#### Employment

Pro-Rural is aligned to the Global “Youth Employment Summit” (YES) campaign. It facilitates different training programs to motivate youths to think out of the box and develop employable skills. Entrepreneurship training is one area that is emphasized so that the youths can start with what is already available in their localities. Regular trainings are conducted for youths on Enterprise development, Business planning and linkages to credit Institutions. Constant handholding and monitoring is offered to whoever needed it. Exposure and youth Exchange programs is a regular feature which serve as internship period before taking on actual employment.

#### Environment

The earth’s eco-system has become most fragile and vulnerable. The terrific pace at which degeneration of the environment is taking place is a matter of grave concern. Putting clearly before the youth for a debate and proposal of action plan has been the most effective means of preservation and promotion. A hundred youth resolving to mobilize a thousand friends for the cause of the life of plants and animals is the type of vision we have built up with youth. Our Sensitization strategy includes outreach programs in colleges and universities, youth clubs, Church’s youth fellowships, leading to more intensive programs and workshops, one to one dialogue and guidance. Experiential learning through exposure tour to development organizations is another important feature.

## SUSTAINABLE LIVELIHOOD

Sustainable Development of the Community through Enhancement of the Skills and Knowledge and through Accessing the various government Schemes and Policies



### Sustainable Development- A CASA Supported Project.

A project supported by Churches Auxiliary for Social Action (CASA), on Sustainable Development, is being implemented in 15 villages of Peren District, Nagaland. The target communities belong to **Nsong**

**Circle** of Tening Rural Development Block and Athibung Rural Development Block. The project is running since 2018 and focuses realization of people's rights and entitlements through bring information and awareness that first identify and form leaders who will lead the community toward increasing awareness leading to empowerment and advocacy. The project also give attention on increasing women's participation in all development activities.

The project was able to bring critical awareness among the very backward tribal communities, who started venturing into diversification of economic activities, as well as given greater attention to the education of children. The people are now having access to government welfare schemes like regular rations, mid-day meal for children, scholarship for students. The leaders that have emerged are now working towards bringing regular teachers in the schools, health workers to the primary health centres, and at least a government department civil officer in this remote rural circle. The road communication, mobile connectivity and transports remained a big challenge and has impeded the development of the people. With good leaders emerging it is hoped that the community will be participating better in development activities.

A Public Organisation (PO) has been formed under the name and style of Nsong Area Development Organisation (NADO) which will exclusively work for the development of the area. The seasoned and most capable leaders have come together to formed NADO. It is hoped that the group will lead the people of this area to tangible development in the coming few years.

#### **Youth Leadership Training:**

Youths can play an important role in bringing development in the villages. In order to assist and support the CBO and the Village Council (VC) particularly in record keeping and documentation, Youth Leadership Trainings were conducted at Nsong Town on Feb 2020. The training was attended by youths from project villages with few leaders, and facilitated by Pro Rural Team.

#### **Participatory Rural Appraisal (PRA):**

PRA was conducted in all the Project Villages. The basic objective of the exercise is to help the community know themselves of their situation and help them in planning to produce, protect, conserve their available natural resources. In fact, PRA has open their eyes to reflect, plan and manage their resources through community participation. PRA tools such as Resource Mapping (Natural & Social), Venn Diagram, Livelihood mapping, HH mapping, Mapping of Rights and Entitlements etc. were used during the exercise.

#### **Training on Gender:**

Creating awareness on gender and gender equity in decision making process at the village level is an ongoing campaign. About 50% of the CBO core committee members are now women and most of the Secretary position is held by women which is a positive outcome. The project is facilitating to give equal opportunity to the children of both sexes in education and to encourage and give leadership space for the women in church and other village level social organization.

## SKILLS TO SUCCEED A Project with Quest Alliance



### Different Trades under Skills to Succeed Project:

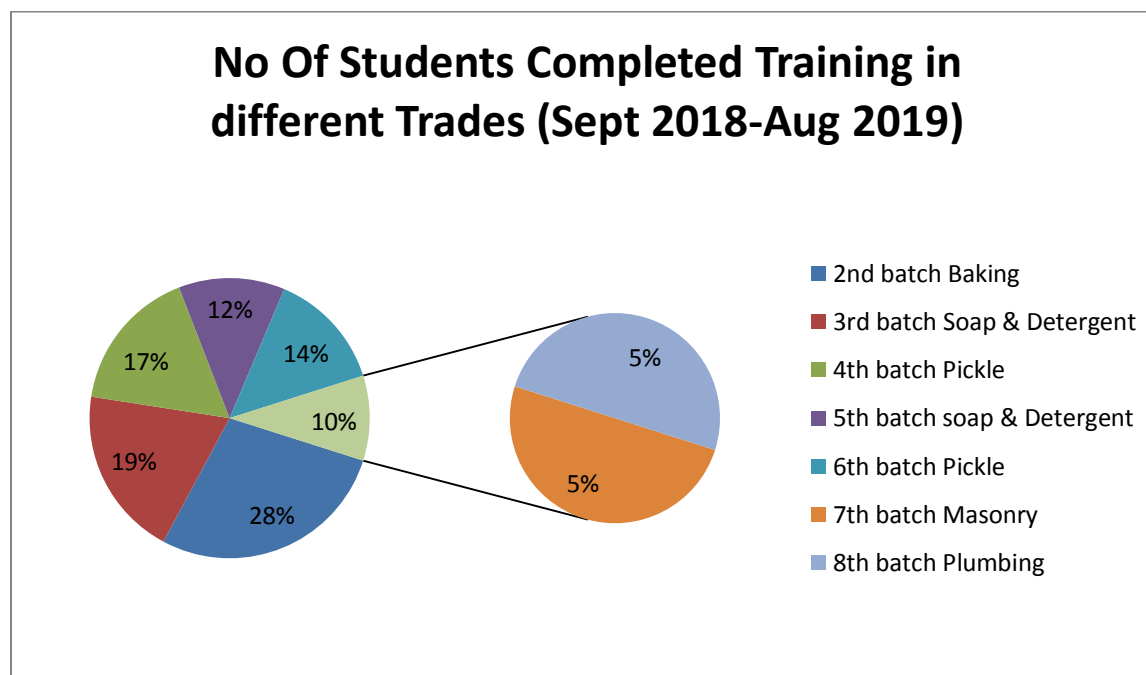
- Baking
- Soap & Detergent
- Pickle
- Masonry
- Plumbing
- Basket Making

### 1. Skills to Succeed (S2S)

Pro Rural has successfully trained 343 potential entrepreneurs under the project Skills to succeed project in collaboration with Quest Alliance and Accenture, from September 2018 to February 2020. The current project will run till August 2020. The training focused upon equipping unemployed youths of Dimapur with skills to launch micro enterprises and make them self-sustaining and self-reliant. All the classes, activities and practical were conducted for the trainees with 30 students in a batch. Some expert resource persons were outsourced while master trainer, and the project team from Pro Rural continued giving inputs during classroom coaching and outside which becomes a continuous hand holding process for the start-up entrepreneurs. The selected trades included; Baking, Soap and Detergent Making, Pickle making, Basket making, Masonry and Plumbing. All the students had the privilege to undergo a 3 months training where they were imparted with soft skills based on the topics like Self Employment, Career Building, Life skills, Digital literacy, Business plan and business launch. The table below shows the no of students with the trades that they took up:

Sl. No	Batch No	Trade	No of Students
1	2	Baking	57
2	3	Soap and Detergent	40
3	4	Pickle	34
4	5	Soap and Detergent	25
5	6	Pickle	28
6	7	Masonry	10
7	8	Plumbing	10
<b>Total</b>			<b>204</b>

\*\* Batch 1 - Baking with 27 students completed in the previous reporting year



In the first phase of S2S project from September 2018 to August 2019, Pro Rural trained 231 students in 8 (eight) batches for self-employment with starting of small scale enterprises. Out of the 231 students, 95 trainees are into self-employment in different trades with retailing, supply chain management to families and friends who are running shops, door to door selling, supplying to relatives, friends, neighbors etc. 39 (thirty-nine) trainees are employed in different jobs. Another 63 (sixty-three) trainees are continuing with their higher studies and practicing during their free time/holiday selling their products to friends, relatives and neighbors and earning their own pocket money. While 34 (thirty-four) trainees are looking for suitable jobs.

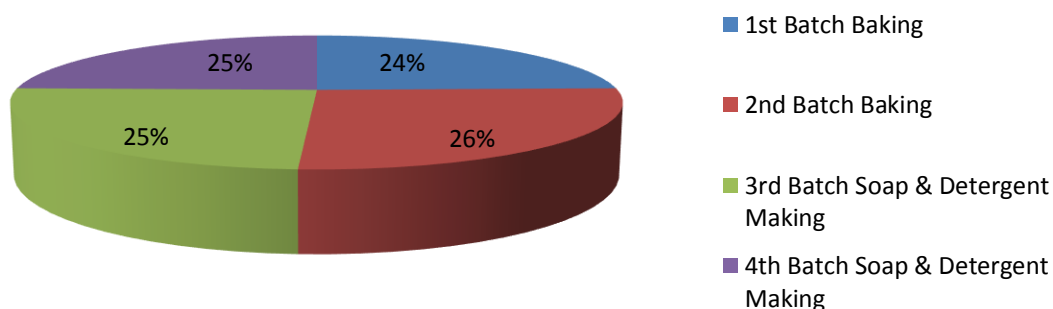
About 85% of the trainees are generating income regularly and remaining 15% of the trainees are looking for suitable jobs in their respective trades.

The second phase (Sept 2019- Aug 2020) is an ongoing programme with target of 210 youths to be trained in four traits- Bakery, Soap & Detergent making, Basket making & Pickle making.

### September 2019- February 2020

SI No	Batch	Trade	No of Students
1	1	Baking	30
2	2	Baking	32
3	3	Soap and Detergent Making	30
4	4	Soap and Detergent Making	30
Total			122

### No of students who Completed Training in different Trades (Sept 2019- Feb 2020)





## SUCCESS STORIES:

### 1. Pelevituo U Kotsu

Being an entrepreneur is one exciting thing to do. Though starting and maintaining own business is not easy. As a young adult I have always wanted to manage and run a business and I finally had my chance.

Pro Rural open doors to my business venture with knowledge and helped me financially. I signed up for the training and did not know what to expect. As a beginner, advice is something I really needed. Knowing what to do or what not to do in the business world and make good decision. As a starting entrepreneur, advice from successful entrepreneur is priceless. The stories were invaluable lessons and I have appreciated the opportunity to hear from each and every trainer.

Started with pickle making on items like Soya, Raja Chilly, Meat etc. and packed in plastic containers. The product is distributed to some bakery for selling. Well-wishers do purchase it from home. Little additional income that I get from pickle helps me in managing with basic needs at home.



Ms Pelevituo U Kotsu with her Pickles

## 2. 5 Stars Group enterprise:

We the 5 Stars members **Kezhanoutuo Khaimniungan, Mongsen, LeenaMarg, Mongmeth, Phamlong** underwent 3 months training on soap and detergent making from May – July 2019 organized by Pro Rural. In the training we got to learn how a business should be established and how to manage it. Also, we got the opportunity to watch success stories in our online classes. With the help and assistance from Pro Rural, our poor families from Industrial Estate got some ways and means of living. On completion of our training, we started making our products like Detergent Surf, Detergent liquid, the opportunity that we got from Pro-Rural was like a heavenly sent which helps our family to run smoothly.

Pro Rural staff have always stressed about branding the products so since we are five in numbers so we branded our product name as “**5 Star**”. In the near future, we the 5 Stars dream to upgrade our business to a greater level by expanding our market and maintaining the quality of our products. We are hoping that Pro-Rural will always help and show us new project which will benefit our families.



# GARBAGE TO GOLD

## Supported by Dimapur Municipal Council (DMC)

### 3. Garbage to Gold (G2G):

“Garbage to Gold” is a special initiative of Pro Rural to address the growing waste proliferation in cities and towns of India. It creates awareness among the communities on best practices of domestic waste management by encouraging each household to segregate the waste at source and to compost the biodegradable kitchen wastes at home. It is a movement that is catching up slowly with the help of the Dimapur Municipal Council (DMC), who has sponsored and facilitated reaching out to the different wards and villages in the Dimapur City since 2018. The main objective of the program is to create awareness on solid waste management and promote composting of Bio-degradable household level waste into manure (black gold). The manure (solid & liquid) is used in the kitchen garden in growing vegetables and flowers. The liquid juice collected from the composting is one of the best manure and is also use in cleaning the drainage and septic tanks. DMC provides the cost of composting set (bucket, compressor, G2G granules- a bio-digester) for 30 households in each locality. Till date a total of 38 colonies has been covered with 1027 beneficiaries.

Pro Rural team has carried out awareness training on Solid Waste Management and the detail process of composting of Kitchen Waste, usefulness of the composting through PPT at each locality. On completion of the training, composting materials were distributed to 30 households (which were selected in consultation with the locality leaders). These 30 beneficiaries are expected to adopt the technology and create awareness for further replication in the respective localities. During such trainings, the participants were urged to take responsibility of their own waste to keep the surrounding clean and also requested to use clothing bag while going for shopping and avoid using plastic bags to keep our surrounding clean.

Pro Rural is following with the beneficiaries over phone or personal visit on the progress. According to, **DMC liaison officers Ganesh Kumar**, River Belt Colony was given the first opportunity for emerging as the winner of the cleanest colony under DMC in 2017 where more than 50 households are practicing the simple technology..

## Outcome of G2G Project:

*Sashi of P.W.D Colony is one of the thirty beneficiaries of G2G project. She has completed 2 batches. According*



*to her the liquid manure is good and effective for flowers. She is really happy that she attended the G2G training and is very thankful to DMC and Pro Rural.*

### **List of Colonies Covered by Pro Rural under Garbage to Gold Project with DMC support**

Sl.No	Name of Colonies Covered	No Of Beneficiaries	Sl.No	Name of Colonies Covered	No Of Beneficiaries
			21.	SM Colony	23
1.	River belt Colony	27	22.	United North Block (B) Colony	27
2.	Kevijau Colony	26	23.	United Colony	26
3.	Lingrijan Colony	30	24.	Y.Zhimo Colony	38
4.	Island Colony	24	26.	Circuit Colony	22
5.	Niu Colony	43	27.	Rengma Colony	27
6.	Old Flyover Colony	41	28.	Dr. Haralu Colony	30
7.	Sematila Colony	30	29.	Bank Colony	30
8.	Lake View Colony	30	30.	Hill View Colony	37
9.	Viola Colony	31	31.	Lotha Colony	22
10.	Chakhesang Colony	21	32.	Rio Colony	30
11.	Middle Point Colony	31	33.	Metha Colony	30
12.	Kyong Colony	31	34.	Midland Colony	23
13.	Oriental Colony	32	35.	Nepali Basti	30
14.	Supply Colony	30	36.	Churches Colony	23
15.	Duncan Basti Colony	31	37.	Medical Colony	25
16.	Aokong Colony	25	38.	Zeliangrong Colony	30
17.	Forest Colony	26			
18.	N.S.T Colony	28			
19.	Residency Colony	17			
20.	Signal Colony	30			

## RURAL ENTREPRENEURSHIP

### SIDBI-Corporate Social Responsibility (CSR) Fund:

Pro Rural is fortunate to received CSR fund from *Small Industries Development Bank of India (SIDBI)*, through its Dimapur Branch to implement activities. The CSR fund has helped the community to understand the importance of livelihood diversification and good health.

#### 1) Skill Training on Soap, Detergent & Dish Wash Liquid Making

SIDBI supported Pro Rural to implement a skills training on preparing Soap, Detergent and Dish Wash liquid and for rural women of Nsong block of Peren District. A 30 days' training program was conducted for women representatives of 3 villages. Altogether 36 women were trained in life skills, on how to make different types of Soap Making, detergent and dish-wash liquids that can be marketed to earn income. The skill trades were selected based on the appropriateness as every family uses detergent soaps or liquids for washing dishes etc. and has income scope, which each woman can take up as side-activities for earning additional income for their families. The training also highlighted on different government schemes like Pradhan Mantri Mudra Yojna, Kissan Credit card etc. Pro Rural staff also go around helping families to fill forms and apply for the Government loan schemes etc., within the 30 days period.

The training program and campaign from village to village and house to house were conducted between 15<sup>th</sup> May until and 16<sup>th</sup> June 2019, at the community hall of Nsong Head Quarter. Altogether 35 women were registered, but towards the end, few women from adjoining villages also attended the training. Pro Rural master trainers Julia and Catherine and community organizers; Haining, Nchakam and Hailungset, organized and imparted the training. During the training a session on Stand up India/Udyami Mitra initiative was also



Practical Session



Participants with Resource person & final products

shared with the participants. A live demo on Udyami Mitra Portal was also shown to the participants in mobile version.

Table showing the Outcome of the Trainings

1.	Number of trainees engaged in making detergent powder & dish wash liquid as additional livelihood activities	10	29%
2.	Number of trainees engaged in making detergent powder & dish wash liquid for their own Household	12	34%
3.	Number of trainees not started but willing to take up the activities in future	6	17%
4.	Number of trainees not likely to take up the activities	7	20%
	<b>Total</b>	<b>35</b>	<b>100%</b>

It is observed that majority (63%) of the trainees are using the knowledge and skill to generate income and also minimise their household expenditure by not buying from the market. While 17% of the trainees are willing to start but not started due to lack of time and resources to get the raw materials as it is not readily available at nearby town, while 20% of the trainees are not much interested and not likely to use the skill they had acquired.

### Success Story

Out of the 10 trainees who are engaging in making detergent and dish-wash liquid as an additional livelihood activity, 2 activity group are formed. One group is called as **Nthuachu** with 6 members namely- Kelilunei, Helihung, Kedadiak, K. Lungsamnei, Keringsieyi and Ating who are doing well. They decided to work in group and contributed Rs 500 each as working capital to start the new activities. They had completed 4 cycle till now making a net profit of about Rs 2500 in each cycle. The group had invested an amount of Rs 3360 and make 40 packet of 1 kg, 20 packets of ½ kg detergent and 65 bottles (750 litres) of dish wash liquid which are sold in the local market and in their village/neighbourhood. The selling price of 1 kg and ½ kg packet detergent is Rs 100 and Rs 50 respectively while the dish wash liquid is Rs 50 per bottle. The group sold all the products and received an amount of Rs 8250 making a net profit of Rs 4890.

The villagers expressed that the quality of the detergent and dish wash liquids are better than the market. *"We are getting good detergent at a reasonable price produced by our own group which is very encouraging. I and my family will always use their product"* says Mrs Ka. Some household prefer to buy the smaller packet from the market at Rs 10 which they think is more convenient. The SHG is considering to have different packets to suit the local consumer although it takes more time and energy. They are starting the next batch soon and Pro Rural is facilitating to avail loan for the group to upscale activity.

Nthuachu Group  
with their  
products

### 2) SIDBI- One Day Health Camp:

A One Day Health Awareness Camp was organized by Pro Rural in collaboration with Faith Hospital, Dimapur, sponsored by SIDBI (Small Industries Development Bank of India), Dimapur Branch. The Program was conducted at Selouphe Community Hall on 27<sup>th</sup> September 2019. The main objective of the program was to create awareness on how to prevent and tackle common diseases for rural community and provide on spot free preventive health screening. Medical team of 2 Doctors and 2 Nurses from Faith Hospital, Dimapur facilitated the program. Mr Albert Gangte, Branch Manager,

SIDBI, Dimapur was present for the program to encourage the people. Many villages attended the awareness training while 55 people availed of the free health check-up and free distribution of related health issues.

The SIDBI Branch Manager, Mr. Albert Gangte exhorted the community about self-employment and starting small scale business for which he provided information of the different Schemes for Skill Development. He also asked the community to approach Pro Rural NGO or SIDBI for any kind of Skill Development Training for the benefit of community.

Dr. Jumong Chang of Faith Hospital, took the technical session on health awareness through power point presentation. Through this presentation, the community were given a fair information on general understanding of good health, different types of communicable diseases & how it spread, non-communicable diseases, their preventive measures, healthy life with clean water, clean food, eat clean habit, environmental sanitation, hand washing, vector control through proper management of waste, vaccination and its importance, healthy lifestyle by keeping oneself fit, eating more fruits & vegetables, fresh air, drinking at least 2 litres of water a day, and maintaining discipline in daily life.

Health screening was done after the awareness program & refreshment by Dr. Jumong Chang, Dr. K Saha accompanied by Miss. Jevikali Swu and Miss. Kumghatoli (Nurses). Majority of the patients were suffering from common Cold, Fever, Cough, Sore throat, High Blood Pressure, Skin Diseases, Joint Pain, Body Ache etc. Some medicines were also provided free of cost to patients who were diagnosed with Cold, Fever, Cough, Headache etc. and food supplements to the aged people. The patients were advised to follow up with their local doctors or Primary Health Centers or with one of the doctors affiliated to Faith Hospital for further treatment.



**PRO RURAL ROUND-UP 2019-20****1. World Environment Day 5<sup>th</sup> June 2019 Program:**

A tree plantation programme was organized at Makhan Village followed by an awareness seminar for the village people at the village community Hall. With the theme “Control of Air Pollution” the staff of Pro Rural shared with the people on the dangers of tree cutting, jungle burning and burning of waste matter and encouraged the people to avoid them. The villagers took a resolution to plant more trees and to avoid burning of jungles and waste matter.

**2. Hosting of Interns:**

Pro Rural has been Hosting interns from different colleges and Universities of India. During the year a total of 12 interns were placed with Pro Rural for learning experiences during which orientation to NGO movement, activities and different development interventions were given. The interns were also sent to the field of on-going project for hands-on practical community development activities. Some of them taught the community level groups.

**3. YouthBol Survey**

Pro Rural participated in the Youth Bol survey, a national campaign in India to understand the needs of adolescents and young people and use the findings to guide health systems to become more adolescent and youth friendly. The campaign surveyed young people from India aged 10 to 24 - from capital cities to rural villages.

The findings are to be aggregated for a national level picture of what young people’ want and disaggregated by key states and three age groups of 10-14 years, 15 to 19 years and 20 to 24 years. Findings will be distilled to reflect the top healthcare “asks”, including recommendations for improving quality, equity and access for health and collating the needs felt by adolescents and young people on the health information they lack.

**4. Reach-Out to other NGOs:**

Staff of Pro Rural went out of their way to support the programmes of other NGOs in the region with its expert staffs. Two days self-Employment skill training was conducted on 9<sup>th</sup> & 9<sup>th</sup> November 2019, in confectionery items, detergent and soap making was organized for the people under the AMYAA NGO, in Arunachal Pradesh. Altogether 30 women participated including housewives, college students, unemployed youth and self-help group members. Kevineituo Tapa and Julia Kajini from Pro Rural NGO Dimapur were the main resource persons of the training. The trainees were taught techniques in making doughnut, banana cake, banana cupcake, coconut macaroon, pound cake and bread. They were also taught the process of making detergent, dish wash, aloe vera and neem soap and base rice soap for face wash.

**5. GENERAL BODY MEETING:**



Pro Rural had its annual general meeting on 17<sup>th</sup> of Feb 2020, at its office conference hall. The meeting was chaired by its Chief Functionary Mr. Paul Lokho. He also presented the annual reports and audited statement of accounts which was approved by the house. Mr. Kamo, the shared on the progress of all project activities. After some thorough discussion and review on the on-going projects, the house resolved asked the secretary to launch more programs and look for resources. The meeting concluded with endorsing the newly appointed staffs and also authorizing the Secretary to take steps for improving the organization's performance.

## **THANK YOU !**

Towards achieving the aims and objectives of Pro Rural and particularly in the accomplishment of various projects and activities successfully, many donor agencies, organizations, departments, partners and individuals have contributed to Pro Rural. Pro Rural wishes to thank all our Partner NGO's, well-wishers and all those who have made a difference in our journey.

### **Pro Rural Gratefully acknowledges the continuous support from:**

Quest Alliance & Accenture, Bangalore

SBI Foundation, Mumbai

Global Green Grant Fund (GGGF)

Centre for Catalyzing Change (C3)

Churches Auxiliary for Social Action (CASA) India

Dimapur Municipal Council (DMC)

Small Industries Development Bank of India (SIDBI)

& All Individual Donors

Secretary, Pro Rural