

PRO RURAL ANNUAL ACTIVITIES REPORT



2021-22

ACTIVITIES REPORT
(April 2021 – March 2022)

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From the Desk of the Director

The humanitarian crisis brought into the world by the Covid-19 pandemic has impacted every person and every institution across the world in some form or the other. Six million people lost their lives while 600 million people were infected with the virus. Some businesses fell flat, while many others were completely wiped out; some livelihoods were shattered and needed rebuilding from the scratch.

In India the impact had been devastating. Panic seemed to have overtaken everybody from the highest to the lowest. The central government displayed the panic with rushing to impose a national lockdown within hours of learning the pandemic fire was catching on fast. The imposition caught millions of people in their tracks, and brought untold sufferings with no food, no money or shelter, since they could not even return to their home town or village, as every rail, road, or plane had been halted.

Villages, towns and institutions sealed off entries and exits in such a rash that people struggling to reach their homes and families were subjected to some torturous isolation facilities at entry points or in some jungles often without adequate food, water and sanitation. “Stay home, stay safe” was the advisory and most people hibernated, while the frontline workers and the police were over-stressed with having to be ready for a 24/7 duty.

The team at Pro Rural sprang into action and did not hibernate. As a humanitarian organization it has to do something for the less fortunate people. Taking all the necessary precautions, and obtaining due permits from authorities, as well as taking into consideration the advisories of the government, the teams went about mobilizing resources and distributing dry rations, seeds for sowing in kitchen gardens, safety kits, infant foods and food supplements for the aged and the sick. The generous support came from Quest Alliance, CASA, Bread for the World, and the Azim Premji Foundation. Pro Rural also led a group of dynamic Naga Youths in a unique resource mobilization under the banner “Help Nagaland Breathe” that brought together the Overseas Naga fraternity across 7 countries and mobilized funds and essential medical equipment, medicines, safety gears worth about 1.4 crore rupees and under coordination of the state health authorities distributed to the PHCs, CHCs, Sub-centres in all the 12 districts of the state.

The district administration of Peren District, Nagaland, and Senapati District, Manipur requested Pro Rural to help in Community Mobilization for the Covid-19 vaccination campaign for which a six months’ engagement plan was supported by the Azim Premji Foundation. Our initiative contributed to raising the vaccinated population from 48% to 73% in Peren district, and from 32% to 65% in Senapati District. Although it did not achieve the targeted numbers mainly because of the state elections in Manipur and the intensive Jhum cultivation season in Peren District, we brought the needed awareness and covered 100% villages in the two assigned districts.

India and its people across regions and communities displayed great resilience and started rebuilding livelihoods and the economy. As I had shared in different media that agrarian economies can bounce back faster, and also stated that “one-foot soil decides the destiny of mankind” it is happening. We all must study, learn and advocate sustainable agriculture with care for the environment and take care to promote green economy and green jobs, for which North East India has great scope.

Paul Lokho

1. Who is who?

	Name of staff	Designation	Dept/Sector/Project
1	Paul Lokho	CEO	Management
2	Thoro Chachei	Project Coordinator	Quest Alliance
3	Victor Pouthruvei	Community Organizer	Quest Alliance
4	Neili Wenkangshu	Assistant Coordinator	Quest Alliance
5	Julia Kajini	Programs Manager	Admin & Programs
6	Saziini	Support Staff	Admin
7	Kajuni Catherine	Manager, Finance and Accounts	Accounts
8	Letila	Asst. Accountant	Accounts
9	Ngounila Margaret	Project Manager	Bread for the World
10	Namkiabui	Community Organizer	Bread for the World
11	Haisoyibo Newme	Field Coordinator	Bread for the World
12	Kazhiini	State Coordinator	Manipur
13	Nabam Rakap	State Coordinator	Arunachal Pradesh
14	Uttam Narzary	State Coordinator	Assam
15	Haining Dailiam	Community Mobilizer (temporary)	Covid vaccination
16	Hingba James	Community Mobilizer (temporary)	Covid vaccination
17	Bunii Simon	Community Mobilizer (temporary)	Covid vaccination
18	Lalmingthang Misao	Community Mobilizer (temporary)	Covid vaccination
19	Netokhoru Chachei	MIS-Data Entry Expert	Covid Vaccination
20	Neli Hriizhikho	Community Mobiliser	Covid Vaccination
21	K Fernandez	MIS-Data entry Expert	Covid Vaccination
22	P. Ngoupuni	Data Entry Expert	Covid Vaccination
23	E Adani	Community Mobilizer	Covid Vaccination
24	Kaikho Kriche	Data Entry Expert	Covid Vaccination
25	Tinumerela	Staff Nurse	Covid Vaccination

3. Thematic Area

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 Northeast India. It seeks to realize its vision, “**That all mankind 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 three thematic issues of Empowerment, Employment, and Environmental sustainability.

THRUST AREAS – the 3 Es

E-1: 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 development and conservation.

E-2: 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.

E-3: 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.

4. PROGRAM ACTIVITIES:

A) BREAD FOR THE WORLD PROJECT: Strengthening Community Action for Development in North East India

Bread for the World, Germany supported a project on “**Strengthening Community Action for Development in North East India**” starting from January 2021. This is a multi-partner project implemented by different NGOs in different parts of the region. Pro Rural is focusing on 15 villages in the **Nsong Circle and Kebai region** of Tening and Athibung Rural Development Blocks of Peren District, Nagaland. The project focuses on people’s rights and entitlements through community empowerment, advocacy and gender mainstreaming.

Sl no	District	Block	Circle	Name of the Villages
01	Peren	Tening	Nsong Circle	Nsong
02				Nsong Town
03				Nsong New
04				Nchan
05				Ngam
06				Nzauna
07				Lalong
08				Old Ngaulong
09				Bamsiakilwa
10				Old Nkio
11				Upper Sinjol
12		Athibung	Athibung Circle	Nkio B
13				New Nkio
14				New Ngaulong
15				Nkio lodi

1. CBO & PO Formation:

Envisioning a sustainable development process, it was pertinent to identify potential leaders and train them for the long process of leading their own community on the path of progress and development. Thus, Pro Rural's objective has been to achieve a milestone in developing a cadre of leaders from amongst the people, as well as to form Public Organization and get registered as a Development Support Organization. This has been pursued since 2018 with support from the Churches Auxiliary for Social Action (CASA). This objective faced great challenge as there were not even a handful of potential leaders available in the villages. It took nearly two full years to collect together 7 men and women from those 15 villages. In November 2019, a leadership development training was conducted and thereafter, a series of training has been done. The Covid-19 pandemic hampered the constant follow-up during 2020-21.

In September 2021, the Executive Committee members were selected and the process of registering a society was taken up, and hopefully this will be achieved in the next year.

2. Leadership Development, Peace Building, Gender development.

The identified community leaders have gone through a series of capacity development training including skills of planning, advocacy and addressing community issues.

The women leaders were also given exposure programs to cities and towns to build their enterprise awareness.



3. Self Help Groups Capacity Training:

36 SHGs have been trained, nurtured and facilitated their growth and enterprise development opportunities.

4. Linking families to Welfare Schemes:

About 4001 households were connected to the various welfare schemes of the government like PDS, MGREGA, Kisan cards, Old Age and widow's pension, disability allowances and scholarships as well as registration under MSME and Mudra loans.



Village Leaders, Youth Leaders, Women Leaders are invited to go through a series of Leadership building session over a year. The training includes planning skills, organization skills, advocacy skills, communication skills and IGA skills. Target is set for the 15 project villages for 5 years.

“SKILLS TO SUCCEED”

SUPPORTED BY QUEST ALLIANCE

B. QUEST ALLIANCE PARTNERSHIP:

The “Skills to Succeed” is a program run by Pro Rural with financial support from Quest Alliance. The “Skills to Succeed” project was launched in 2018. The collaboration has made some major positive influence on the mind set of youth and impacted the lives of many in the state of Nagaland. The Youths are equipped with not only the Practical Skills of a trade to launch business, but also with life skills. The soft skills have covered topics like; Market Scan, Business plan development, financial management, and Digital security etc.

With the current Covid situation many have lost their jobs and reverse migration from different cities of India took place and many youths have returned back to the state. Also, within the state many people have moved back from Dimapur to the Rural villages. Keeping this in mind the training programs were carried to the rural areas where the trained persons can start a business with the available opportunities instead of going back to towns in search livelihood opportunities.

Emerging Home-Based Enterprises:



ACTIVITIES DURING THE YEAR

Pro Rural has trained 103 individuals (90 females and 13 males) during the year. Out of 103, a total of 7 (Seven) are Employed in the private/government sector. Another 79 (seventy-nine) are self-employed and are able to produce and sell their products by either running shops, or taking orders for home deliveries, supplying to relatives, friends, neighbors, etc., and fetching additional income for their families. Another 7 (Seven) are still continuing their studies but are practicing during their leisure time/holiday selling their products to friends, relatives and neighbors and supplementing family income/college fees. About 10 (Ten) trainees are looking for work. The trades include Bakery and confectionery, soap and detergent making, poultry development and management.

1. A total of 44 trainees attended a Poultry Raring and management skills at Jalukie. A week of mobilization in different villages with an intensive 15 days of soft skills, IT skills, and techniques of developing poultry business was imparted by a trained successful practitioner, Mr. Meyingthungo Ngulie with stories brought from his own farm.

2. Two weeks of mobilization through village visits and FGD in the Dhansiripar Block of Dimapur district culminated in the 18 days intensive training for 33 participants on Baking and confectionery skills.

3. A Total of 24 trainees were trained on Soap and Detergent making at Athibung KBA mission school compound under the project Skills to Succeed funded by Quest Alliance. The week-long booth camp on soft skills, self-employment, Time management, Digital Literacy and Business planning was followed by another week-long practical production of herbal soap and detergent powder manufacturing skills. The training was inaugurated on 5th February and concluded on 21st Feb 22.

Multiplier Effects: *Micro Enterprises developed by trainees as income generation activities, often involve many members of their family in the preparation process*



C. SIDBI-DIMAPUR: Swavalamban Kaushal Unnayan - Skill Training on Baking and Confectionery at Peren Town

The Partnership with SIDBI dating back to 2018 with a common vision of building the skills of youth for jobs or for self-employment. The Skills Development Program targeted the unemployed youths, young mother, widow, educated unemployed youth in Dimapur, and the programs have so far helped over a hundred needy persons to develop livelihoods mostly through self-employment. SIDBI had also supported free health check-up camps for severely underserved rural communities.

SIDBI supported programs have added value by inviting the district government and banking officials to actively involve with the people in their capacity training. In a few villages in Nsong area, the skills training program invited bankers and the EAC to be the resource persons and it was the first time in the history of the village that a government officer has come.

In all SIDBI supported skill development training the banks and the District Industries centre and the district administration officials are informed and invited. Thus, the development process linking government department has brought better understanding on the issues of the rural people and the people get better responses in addressing their needs. During the year the SIDBI training program facilitated by the General Manager of the District Industries Centre, Peren, highlighted to the trainees the various government support systems.

- a) MSME- Micro Small and Medium Enterprises
- b) SSI- Small Scale Industries
- c) Udyog Aadhaar/UDYAM registration
- d) FSSAI- Food Safety and Standards Authority of India
- e) PMEGP
- f) Credit Guarantee Scheme of Credit Guarantee fund Trust for Micro & Small Enterprise (CGTMSE)

Some of the trainees are able to register themselves on MSME/Udyam portal and are likely to get the benefits of some of the central schemes.

A three months action program that identified 34 boys and girls led to the skills training in food production relevant to the rural settings by using traditional fire and earthen or thick aluminium cooking pots, since electric cookers may not work due to the scanty electricity supply. Thus, the trainers trained the participants on how to produce cakes, bread, biscuits, muffins, doughnut, including sticky rice items by using traditional fire and thick mizo aluminium or earthen pots. This has encouraged the trainees to innovate in their businesses.



D: HABITAT FOR HUMANITY INDIA: Solar Home Lighting sets distribution

With Logistic Support from Pro Rural the Habitat for Humanity India provided solar home lighting sets to 200 neediest families of Peren District. The beneficiaries were identified by village headman of every village from amongst the most deserving families. The implementation went smoothly despite the logistic challenges, being in a very difficult hilly terrain where in some villages only turbo four-wheel drive vehicles could only ply.

A lifestyle transformation took place for many of the beneficiaries. A few feed backs were recorded from the beneficiaries. Agang Zeliang says; ***“My family live in a hand-to-mouth condition, as we even cannot eat a full meal and have to ration out so as to last them longer. We have no source of money income. We were not able to afford electricity connection and so we usually have dinner by 4 pm and sleep early to wake up at 4am to go and work in our jhum field. We are very grateful to Habitat for Humanity India who provided the solar lighting set. Now my children can study at least for few hours and push back the time we go to bed”***.

Ating Zeliang: ***“My family is living a hard life with less income therefore unable to afford electrification as we cannot pay bills due to which we stay without electricity. Now with the installation of solar provide by habitat for Humanity India we could able to taste the real benefit of having the light facility in the house. Thank You”***



Illuminating our little worlds, thank you.



E. NEHHDC, GUWAHATI: Handloom Clusters Development

PILOT INITIATIVE:

Pro Rural is empaneled with the North East Handicraft and Handloom Development Corporation (NEHHDC), under Ministry of DoNER, Govt of India. A pilot initiative to train weavers cluster members of Tening area was held from Nov 23rd, 2021 at Tening Town Women Welfare Organization's Hall. The Additional Deputy Commissioner (ADC) Tening Rhotho Ngouri, inaugurated the 3 days training workshop that was facilitated by officials and experts from NEHHDC, Guwahati.

Following this Pro Rural has facilitated the setting up of a Yarn Bank at Tening, and plan to further capacitate the weavers with perfecting their design, workmanship and diversifying the products to expand the marketability of products.

The ADC exhorted the women to take the opportunity and make use of the Association with NEHHDC for improving livelihood through weaving. ADC said issues like quality assurance and marketing of products could be assisted by organization like NEHHDC, and emphasized on clustering and working in a group. He highlighted the importance of handloom sector that had a lot of potential and also the role of NEHHDC in bringing the market to the women weavers' cluster.



F. COVID-19 RESPONSE:

Second Wave of Covid-19 hit Dimapur City during March 2021, and the number of daily infections was on a steady rise to more than 700 per day in May 2021. The fatalities were reported between 12 and 17 for a fortnight. State-wide lockdown was imposed from 1st May 2021 till July end. The three months' total lockdown helped to contain the spread of the infection; however, it was harrowing experience with all hospitals and health centres were found not at all prepared for such an onslaught of the pandemic. The government, as well as private institutions hasten to procure oxygen cylinders, concentrators, drugs and other medical necessities to meet the emergency situation.

On the other hand, the lockdown threw livelihood out of reach of thousands of families mostly the Daily Wage Labourers, the migrant labourers, the petty vendors, entrepreneurs and marginal farmers, aged, and widows. Dimapur city, the commercial hub of Nagaland, Manipur and parts of Assam has large population of migrant labourers, daily wage earners who live on the peripheries of the city in almost like slum conditions. Many families found themselves short of food or cash to buy basic essentials. Hundreds of families in Dimapur City depended on daily wages. Since the city has shut down, the livelihood of the wage labourers is lost and their families are in dire needs.

1. Information and awareness campaign on the Coronavirus Pandemics and Vaccination:



2. Dry Ration Relief to the victims during National Lockdown:



3. "Help Nagaland Breathe" Campaign Initiative:



G. SOLID WASTE MANAGEMENT PROJECT:

1. Promoting Green Eco Clubs:

Environment being one among the main focus area, Pro Rural promotes eco clubs in various schools and colleges through activities like seminars, workshops, and tree plantation. Through these seminars and workshops students are encouraged to develop environmental empathy, passions for environmental sustainability and promote sound and healthy environmental behaviour.

2. Developing institutional capacities to manage waste in army camps

Training on G2G at 5th Assam Rifle, Firing Lingrijan, Dimapur.



Pro Rural team was invited at 5th Assam Rifle camp at Firing Lingrijan and 36th Assam Rifle Camp Jalukie on 16th June 2021 and 10th July 2021 respectively. Neeli Wenkangshu (Project Coordinator) of Pro Rural society gave a presentation on how to convert kitchen waste into good quality manure by demonstrating the project G2G (Garbage to Gold).

Mr. Paul Lokho, Director of Pro Rural society also shared on best practices of waste management and its environmental benefits. The team also

presented the community on compost plant through PPT, followed by discussion.



Pro Rural team with Leut.Col. Sukvinder Singh and Army Jawans

3. Transfer of Technology to Phevima Eco Club for production of Garbage to Gold:

On 9th August 2021 in the presence of the Village Council Chairman along with all the village leaders, Mr Paul Lokho (Managing Director) of Pro Rural, officially handed over the Technology for production of Garbage to Gold to Phevima Eco Club.



5. Internship Program

Pro Rural has been Hosting interns from different colleges and Universities of the country. During the year Social Work students visited Pro Rural for their exposure and also received 6 internship students who were placed over a month for their block placement. During their internship, the interns were introduced to basic tenets of NGO work, NGO management and the types of NGOs and different legal compliances required for running an NGO. Additionally, the process of NGO registration in the State and how to apply for documents like 12A, 80G and FCRA were also introduced.

The interns were also given the opportunity to experience the rural life whenever there is field training and spent two to three days or for a week in the village. They also take few classes for the rural community whenever there is chance.



2. Executive Management Training for Staff:

A one-day Executive Management Training for staff of PRO RURAL and Better Life Foundation (BLF) was held on 30th November 2021 at Pro Rural resource centre. Mr Paul Lokho, Director, facilitated the training. He provided training on Process Documentation, record keeping and Professional Development among staff. The training was attended by core staff from the two organizations. He stressed on deep diving in the roles assigned to every staff and the staff should develop his capacities along the roles assigned to him/her.

6. Board/General Body Meetings:

On the 29th November 2021 Pro Rural held its General Body Cum BoG meeting. The secretary presented the activities report and the Treasurer highlighted on the financial status. The agenda points as given in the meeting minutes were taken up and the Secretary cum CEO, Mr. Paul Lokho reviewed the meeting after which a few resolutions were adopted and the next BoG was fixed for second Saturday of January.

10. ACKNOWLEDGEMENT:

Pro Rural acknowledges its supporters and well-wishers for the progress and achievements in serving the needy people and communities. As we express satisfaction and happiness in having rendered our services to the people, we wish to acknowledge all our donor agencies, technical and resource institutes who walked by our side to give support. A word of appreciation to all the colleges and universities in Nagaland, Assam, Manipur and Meghalaya who keep sending their students for their field work or block placement to Pro Rural as a practical learning ground. In a small way it does contribute to human resources development for the sector, while they assisted us in surveys, documentation and better reach-out to the rural communities.

Pro Rural Gratefully Acknowledges the support of:

Quest Alliance, Bengaluru

CASA New Delhi

Azim Premji Foundation

NEHHDC

SIDBI, Dimapur

Bread for the World, Germany

Habitat for Humanity India

All Individual Donors

**Dimapur
04-07-2022**

**Secretary
Pro Rural**