

ACTIVITIES REPORT

(April 2023 – March 2024)

Sl, no.	CONTENTS	PAGE
	Title page	1
	Contents	2
1	From the Director's Desk	3
2	Organization's History and Thrust Areas	4
3	Program Activities	5
	a. Strengthening community action for development in NE India	5
	b. Spices Value Chain Project	5
	c. Skills to Succeed	6
	d. Tour Guide Training	7
	e. Livestock Farmers FPO - NABARD	8
	f. Livelihood Enterprise Development Program - NABARD	9
	g. National Jute Board - JRCPC Training	9
	h. Solid Waste Management Initiative	10
	i. Health Outreach Program	11
	j. Internship Program	11
	k. National-International events participation	12
	l. Organization Development Process	12
4	Foundation Day Activities	13
5	Acknowledgement	13
6	Accounts	14

FROM THE DIRECTOR'S DESK:

*Pro Rural engaged in Covid-19 pandemic problem at the request of the District Governments to help in Community Mobilization for the vaccination drive. The initiative resulted in better understanding of the rural communities. Our team had entered every village in the assigned districts, Peren, Senapati and partially in Dimapur District, that had opened our eyes to the problems the communities are facing and gave us some program directions. Many communities, in the border regions are severely under-served by the government welfare programs, particularly basic necessities like **health care access, education and connectivity**. What was most disconcerting was the lack of access to health care. We heard stories of how villagers carried their sick people on bamboo stretchers for over 6 hours through rough and rugged paths to reach a primary health centre, only to discover there was no doctor available there. Our team felt for the people and we started to mobilize some funds to deploy a doctor and nurse with an ambulance vehicle to tour the remote villages and provide basic health care.*

Traversing through the length and breadth of the district also revealed how the rural people suffer from deprivation. In the absence of access to market, the farmers find it hard to earn any money income. While the area is highly suited to a great variety of vegetables, spices, fruits and herbs, they are not harnessed for the markets, and consequently they people are left far behind in their economic development. This, in turn, inhibits education and social progress. Together with a few emerging leaders, planning at village level has started and we are hopeful that our interventions will bring some transformation in the community.

Through the help of Quest Alliance, an Organization Development (OD) exercise has started for Pro Rural. OD is a systematic search for streamlining governance, management, program planning and strategy development exercises that position the organization for best performance and achievement. We are hopeful that Pro Rural will be a role model organization in the midst of declining sector ecosystem. It is our earnest determination to groom a cadre of responsible and committed transformation workers within Pro Rural and our partners.

Paul Lokho

Organization's History and Program Thrust Areas

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. .

THRUST AREAS – the 3 Es

E-1: Empowerment

Our first commitment is for the empowerment of rural communities. This is done through need-based 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 emphasized in their localities. Regular training is provided to 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 serves as internship period before launching their own actual careers.

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 conservation. 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.



To bloom, to absorb, to express

To work and be paid sufficient

"I Feel Great Concern"

PROGRAM ACTIVITIES:

a. STRENGTHENING COMMUNITY ACTION FOR DEVELOPMENT IN NE INDIA.

“Bread for the World” Germany has been supporting Pro Rural for strengthening community action for development. This involved training community leaders like the village council institutions, women groups and SHG movements. One of the TOR is about formation and strengthening of a Public Organization that can lead the community to realize their rights and entitlements, particularly the welfare programs of the government.

(i) The achievements of the project so far have been the following:

Sl. No.	SCHEME PARTICULARS	TOTAL LINKED
1	National Old Age Pension	189
2	BPL Ration card	1061
3	MGMREGA	2090
4	National disability allowance	6
5	PM Kisan Card	358
6	PMMV.	54
7	MOVCD	107
8	PMAYG	105
9	National Widows Pension	38
10	PDS Distribution Centre	2
11	Electrification of villages	2
	TOTAL	4012

(ii) PO Formation:

Nsong Area Development Organization (NADO), is a public organization under the process of getting it registered under the societies registration act, 1860. As this was a clause under the project contract between Pro Rural and Bread for the world, discussions started with the leaders of the area from 2019. Since leaders formation has taken a long period, the registration was presented to the government of Nagaland only in 2021. However, being a remote region, the concerned government department took longer time to verify the villages and the proposed members of the society. The process was completed at the Deputy Commissioner’s office at Peren and it was finally forwarded to the registrar of societies at Kohima, and awaiting issue of the certificate.

b. SPICES VALUE CHAIN PROJECT:

North Eastern Council (NEC) has sanctioned a project to set up a spices value addition on Naga King Chilli, Ginger and Turmeric for market readiness. The components include a factory for drying of Naga King Chilli, cleaning, processing, packaging of Ginger and turmeric. The same processing plants will be set-up at Jalukie and one at Khatkhathi, in Assam.



c. SKILLS TO SUCCEED: Quest Alliance Supported Program:

The partnership with Quest Alliance began in 2017-18, and has continued over the last 7 years meaningfully. Taking into consideration the trends in youth’s choices of career and jobs the Skills to Succeed has evolved and given more focus on entrepreneurship skills. Having carried the booth camp model to villages many youth are now changing their choice of career more toward enterprise development management. The narratives and discourse in the Naga Society is also changing toward encouraging agribusiness entrepreneurship to young people, with the abundance of land and agriculture based products.

Pro Rural has trained 405 individuals during the reporting period. Out of 405, a total of 222 are Self-employed and are able to produce and sell their products, fetching additional income for their families. Another 42 are Employed in the Private/Government sector. While, 29 are looking for suitable jobs, 29 are into internship, 51 are continuing with their higher studies as well as earning pocket money by selling their product during their leisure time, 29 are not interested in looking for jobs as they are of age and also due to financial constraint they are yet to start up their own business and 2 drop out.

Livestock development management training (Piggery & Poultry)	84
Soap & Detergent making training	31
Floriculture and Plant Propagation training	36
Pottery training	34
Mushroom Cultivation training	80
Animal Health Care givers (Para-Vets) training	15
Food Processing Training	59
Basket Making Training	24
Baking & Confectionery Training	42
Total	405

Briefs on the different activities:

1. Training on Detergent and Liquid Dish Wash was conducted at Medziphema and Punglwa village for 31 women trainees.
2. A total 36 participants were trained on Floriculture and Plant Propagation Training, at Pudunamei Village. The following topics were covered: Lilium: Varieties : (1) Oriental, (2) L/A (3) Asiatic, Seed Preparation, Soil Preparation, Seed Treatment and plantation, Harvest and Post Harvest package of practices. Practical Hands on training to farmers, Detection and treatment of insects and pests. Insects: Soil treatment with Furon and Captan etc.
3. A total of 34 participants underwent Pottery Training at Artsy Naga School of Fine Arts, Diphupar A, Chumoukedima. The resource person for the pottery training was Mr. Tunavi Achumi, Founder and Proprietor of Artsy Naga School of Fine Arts. The training module consists of theory and practical classes.
4. A total of 80 trainees were trained on mushroom cultivation during the year. A steady cultivation by entrepreneurs for income has been reported since the training has been completed.
5. A total of 16 PASHU SAKHIS (Animal care givers) were trained in line with scientific package of practices and management, at the College of Veterinary Science and Animal Husbandry Jalukie, Peren District, from 26TH August, 2023 to 9th September, 2023. The Course contents consists of both Theoretical and Practical Sessions at the Demonstration farms (Laboratory). Training Manuals were distributed to the trainees.



Soap & Detergent Powder



Pottery Training



Food Processing training



Basket Making Training



Baking & Confectionery



Pashu Sakhis Practical training

d. TOUR GUIDE TRAINING: NEHHDC SUPPORTED

The Tour Guide Training was supported by the North East Handicraft and Handloom Development Corporation - NEHHDC, Guwahati. The training was conducted for 30 graduate students at Chumoukedima with the Skill Ali as training partner. The duration of the training was 48 days with the examination conducted by Ministry of MSME, Government of India. Certificates were awarded to those who passed the examination. A tour guide kit was also to be provided to those who passed the exam, and possess a pass certificate.



Tour Guide Training Participants with NEHHDC Team



Trainees visiting tourist spots like the Museum for exposure

e. LIVESTOCK FARMERS FPO: NABARD SUPPORTED

The last few years Pro Rural team observed the village communities importing meat sources like Chicken, pigs, and cattle, while they have the best environment and feed resources to manage their own production. The vast expansive grasslands and foliage for cattle with pure rural air and environment that is greatly suited to rear cattle, and plenty of tubers and corns for pigs and chickens, and yet the people still depend on imports for their meat requirements. Pro Rural intended to train and make the people aware on the potential of making use of the resources available that can be turned into lucrative businesses. Thus a livestock cooperative is to be formed and NABARD responded favourably. A series of training, including traing of 16 animal health care managers (Pashu Sakhis) were conducted for the people of the area with the help of the College of Veterinary Science and Animal Husbandry, Central university, Jalukie.



Pashu Sakhis Training



Development of Business Plans



NABARD Official visit to Nsong FPO

f. LIVELIHOOD ENTERPRISE DEVELOPMENT PROGRAM: NABARD

Nabard had sanctioned to Pro Rural a project under one of their flagship programs; Livelihood Enterprise Development Program (LEDP), to train about 60 people in two trades, namely; bamboo and wood craft and catering. The objective of the program is to promote skill-based livelihoods around the existing crafts like traditional and modern food craft and wood and bamboo craft.



g. NATIONAL JUTE BOARD - JRCPC: Supported by National Jute Board, Ministry of Textile

Twenty-Four trainees went through a vigorous 48 days training in diversified Jute Products ranging from Marketing bags, ladies hand bags and purses etc. The training modules as prescribed by NJB, government of India included 24 days of basic training, 14 days of advance training and another 14 days of design training. The trainees are able to continue producing as a production group. A few who were capable of purchasing their own machines are producing for the markets.



h. SOLID WASTE MANAGEMENT INITIATIVE:

- 1) Climate Change Mitigation programs are important for Pro Rural's environmental programs. Our major initiatives during the year included supporting the East Dimapur Municipal Council (EDMC). Pro Rural was assigned by the Additional Deputy Commissioner, to train the residents of 11 wards of east Dimapur. The ADC also distributed color-coded dustbins to help the citizens segregate the household wastes at source.
- 2) Pro Rural also trained the villagers of Thahekhu Village on the techniques of kitchen waste composting.
- 3) The Dimapur district administration assigned Pro Rural to train the officials of the various department of the district on the different waste of treating and processing waste. Another day was set aside to train all the waste workers of the DMC. These were carried out during march 2024 with the supervision of the Extra Assistant Commissioner of the DC's office, Dimapur.
- 4) Another milestone during the year was the agreement with the Rhino Machines, Gujarat who are innovating Silica Plastic Block making, converting wasted materials like single-use plastics as well as plastic bottles etc, to convert to paver blocks, planters etc.
- 5) A training module was offered to Pro Rural by the Nagaland Tools and Training Centre, Government of Nagaland for teaching the college students of Salesian College, Dimapur on waste management. About 14 hours of classes were imparted to 3 batches of graduate students of the college.



i. HEALTH OUTREACH PROGRAM: Nutrition and sanitation program at Nsong Village.

Often the children accompanied their mothers in the training programs and light refreshment are provided as mid-day meals.

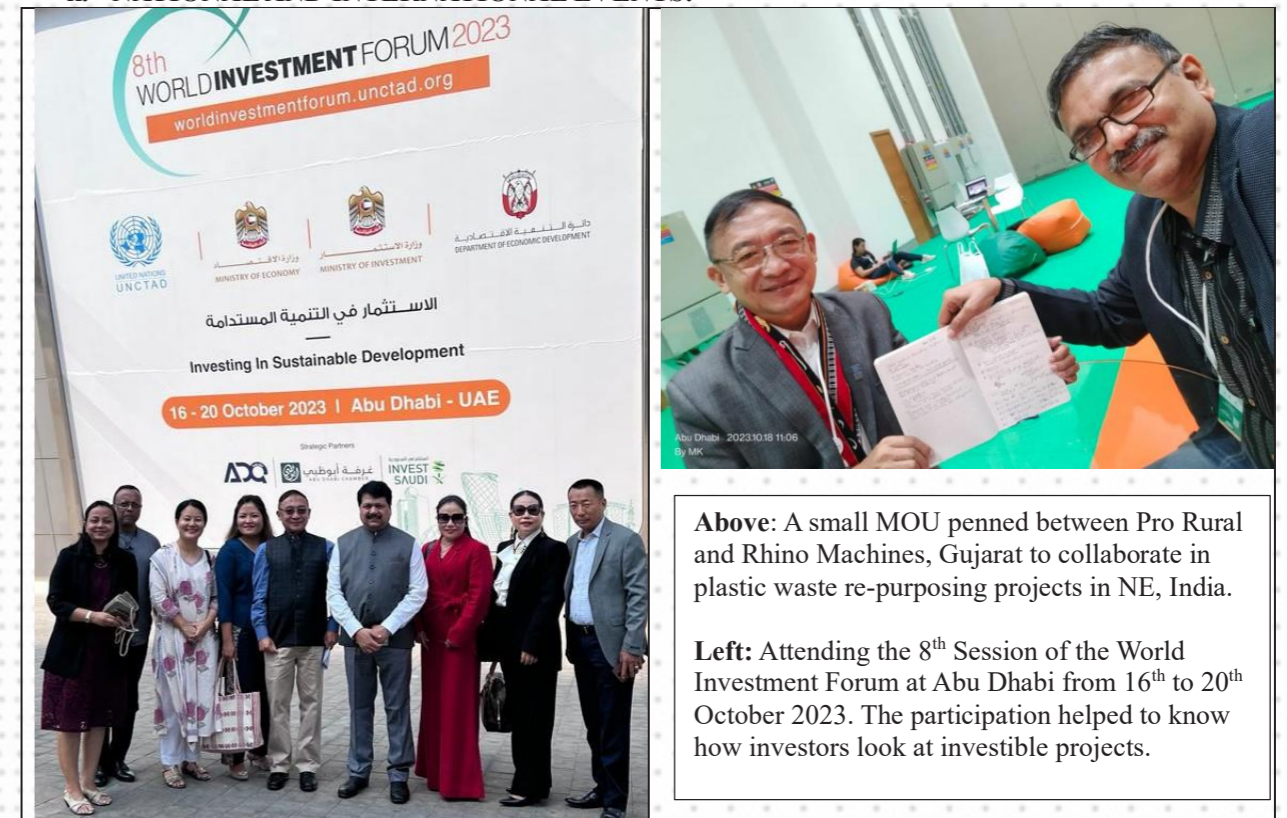


A training on health, hygiene, sanitation & nutrition was organized by Pro Rural at Nsong on 21st April 2023, and mothers who came with their children were treated to a mid-day meal.

j. INTERNSHIP PROGRAM:

Our Field Activities serves as good training grounds for professional students, such as social work courses, rural development subjects and environmental topics. During the year Pro Rural facilitated 14 interns, giving them opportunities to learn through hands-on experiences at the office and in the field. They also contributed to the organization by assisting the teams in organizing events and conducting field survey, relief duties and other specific assignments. Some of the students came from St. Joseph University, Dimapur, Martin Luther Christian University, Shillong and Assam Down Town University. Internship certificates are issued at the end of each successful internship, which is a partial fulfilment of their academic requirements.

k. NATIONAL AND INTERNATIONAL EVENTS:



Above: A small MOU penned between Pro Rural and Rhino Machines, Gujarat to collaborate in plastic waste re-purposing projects in NE, India.

Left: Attending the 8th Session of the World Investment Forum at Abu Dhabi from 16th to 20th October 2023. The participation helped to know how investors look at investible projects.

ORGANIZATION DEVELOPMENT PROCESS:

Quest Alliance has facilitated the Organization Development (OD) Process for some of their partners in the country and Pro Rural is fortunate to be one of them. An intensive re-visit of all aspects of the NGO with the objective of streamlining its governance structures, management systems including HR, Finance, and other policies, and development of program strategies. The OD process paves the way for robust positioning within the sector.



OD Workshop with staff

OD workshop with Board Members

PRO RURAL FOUNDATION DAY ACTIVITIES:

Every year a small program use to be organized on the occasion of the foundation day of the organization. During the year a pic-nic was organised for the staff and few members of the Board as well as few well-wishers. The team selected the Breezy Bamboo Resort, an open space along the Jalukie river at Pushito Village.

A day of fun, water sports and a short meeting marked the day's event.



Pic-nic spot - Breezy Bamboo Resort

ACKNOWLEDGEMENT:

Pro Rural acknowledges the contribution of many agencies, departments, institutions and individuals who have helped in working towards the attainment of its goal.

1. Quest Alliance
2. NERCORMS - NEC, Government of India
3. National Jute Board (NJB), Ministry of Textiles, Government of India
4. NABARD
5. Bread for the World, Germany
6. NEHHDC, Government of India
7. IDAN - Government of Nagaland
8. District Administration, Dimapur

Dimapur
24-5-24

Secretary, PRO RURAL

Accounts:

PRO RURAL			
2ND FLOOR, OK COMPLEX, NEAR CITY TOWER			
DIMAPUR: NAGALAND			
INCOME AND EXPENDITURE FOR THE YEAR ENDED 31ST MARCH, 2024			
EXPENDITURE	Amount (Rs.)	INCOME	Amounts (Rs.)
Administrative & Establishment expenditures		Grant Received from:	
a. Salaries & wages	₹ 5,09,724.00	Grants from Bread for the World, Germany	₹ 6,60,396.00
b. Staff Coordination	₹ 28,000.00	Grants from Quest Alliance "Skills to Succeed" proj.	₹ 17,51,346.00
c. Office supplies and hospitality	₹ 14,765.00	Grants from NEHHDC - Tourist Guide Training	₹ 57,670.00
d. Postage, internet, newspaper bill etc.	₹ 3,882.80	Grants from NABARD-FPO	₹ 1,56,000.00
e. Printing and stationeries	₹ 7,430.00	Grants from NABARD- LEDP Training	₹ 3,47,200.00
f. Electricity bill	₹ 5,600.00	Grants from NECRMS: Construction	₹ 1,51,37,298.00
g. Office Rent/ Rentals	₹ 1,80,000.00	Grants from NECRMS	₹ 3,38,000.00
h. Taxation	₹ 3,816.00	Housing Project Fund HRDS- Highranger	₹ 20,00,000.00
i. Water bill	₹ 2,984.00	Fund Raising -One Day Wage	₹ 93,850.00
j. Bank charges	₹ 2,719.90	Grants from Euro – Disaster Relief	₹ 4,33,024.00
h. Audit consultancy fee	₹ 10,000.00	Grant from National Jute Board	₹ 1,24,000.00
		Grant from Globose Technology (GTA Fund)	₹ 15,000.00
		Orient Spun Silk and Processing Mills Awareness Program	₹ 52,880.00
		Waste Management Fund	₹ 83,600.00
Programme expenses		Miscellaneous Receipts:	
Bread for the World, Germany Project Implementation	₹ 6,17,641.46	(i) From friend of organization towards world Investment Trip	₹ 60,000.00
Quest Alliance "Skills to Succeed" Project Implementation	₹ 17,51,972.00	(ii) Contribution from board members towards land and property development	₹ 8,00,000.00
NEHHDC - Tourist Guide Training	₹ 57,670.00	(iii) from local fund raising event for ambulance project	₹ 5,00,000.00
NABARD- FPO Project Implementation	₹ 2,39,000.00	Received contribution from board members	₹ 85,000.00
NABARD- LEDP Project Implementation	₹ 3,45,000.00	Donation from well-wishers	₹ 1,00,000.00
NECRMS-NEC Project Implementation	₹ 1,51,37,298.00	Income Generation Program	₹ 1,49,780.00
NECRMS-Multi Agriculture Allied by NERCORMS in Nagaland	₹ 3,38,000.00	Training and resource fee	₹ 1,68,115.00
HRDS- Housing Project - AOTEMJEM	₹ 20,00,000.00	Bank interest:	₹ 66,799.00
ODW-One Day Wage Fund Raising Activity	₹ 42,500.00		
EURO disaster relief - Nukshichiba Enterprise	₹ 3,69,679.20		
EURO- Monitoring & Evaluation & admin cost	₹ 62,554.80		
GTS Project Expenses	₹ 15,000.00		
Orient Spun Silk and Processing Mills Awareness Program	₹ 52,880.00		
NEC-SPV- Ososhii Greens. Pvt. Ltd.	₹ 1,00,000.00		
Empretec India Foundation	₹ 37,358.00		
Consultant Advisor Fees	₹ 50,000.00		
Equipment & Material Supplies at construction sites	₹ 1,20,000.00		
Repair and maintenance cost.	₹ 8,447.00		
Office equipment purchase	₹ 1,63,148.00		
Program implementation	₹ 3,00,000.00		
Project technical consultant fees	₹ 1,48,600.00		
Networking and Resource Mobilization	₹ 25,000.00		
Consultancy fee- VALUE CHAIN	₹ 1,00,000.00		
Depreciation on fix assets	₹ 3,31,811.00	Excess of expenditure over income transferred to balance sheet	₹ 2,523.16
	₹ 2,31,82,481.16		₹ 2,31,82,481.16

Dimapur
24-5-24

Secretary, PRO RURAL