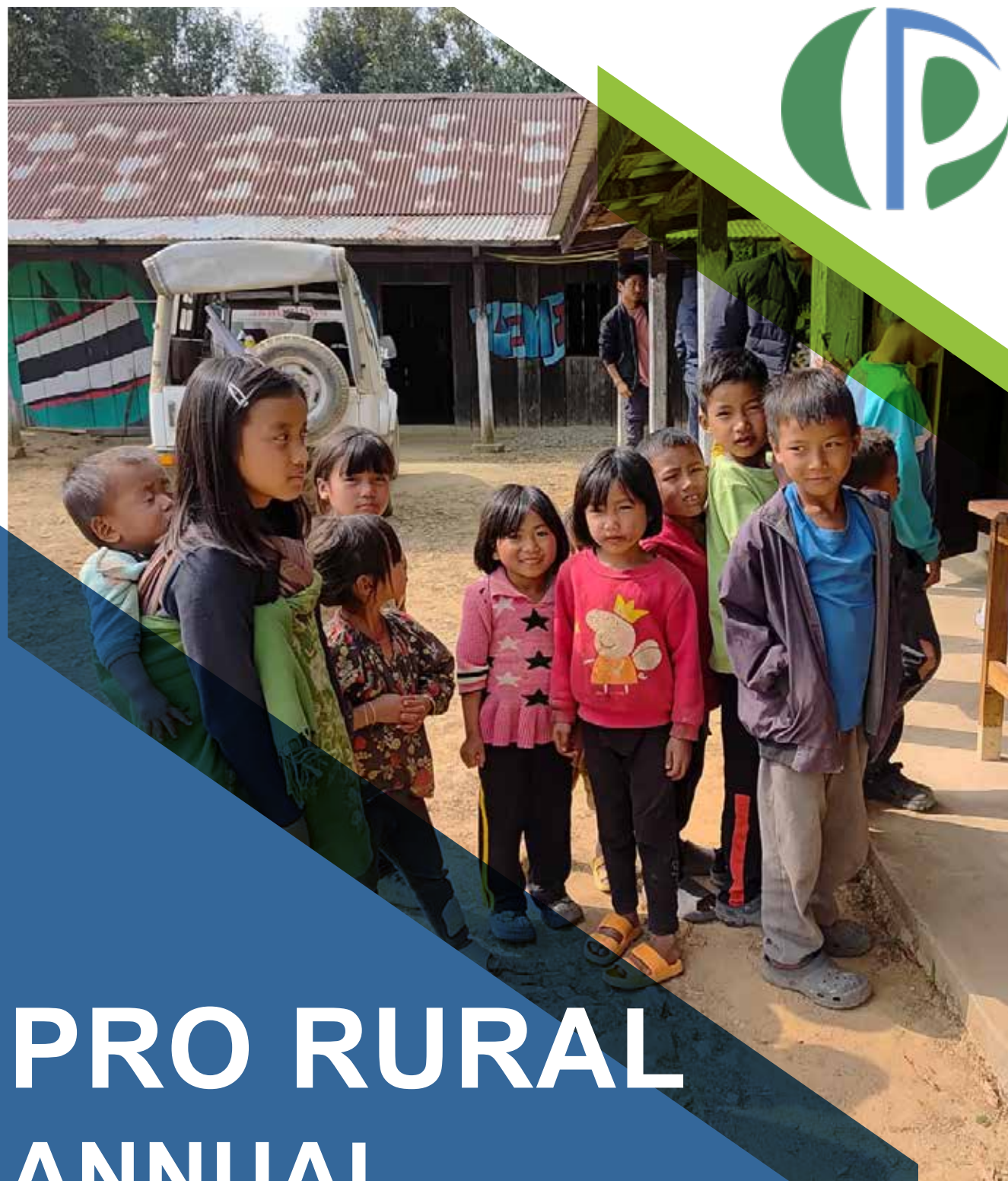




PRO RURAL ANNUAL REPORT

2024 - 2025

Our Vision:

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

Our Mission:

To work with needy communities, youth and women through Capacity Building, Livelihood Development, Youth engagement, and provide leadership in Environmental Conservation.

OBJECTIVES;

1. To work with rural people and assist in their economic and socio-cultural development.
2. To advocate the protection and better safeguards for the weakest sections like, women, children, youth and minorities and undertake humanitarian services wherever needed.
3. To promote good health and well-being of the rural communities through education, and service the underserved people through mobile health clinics and rural dispensaries, etc.
4. To participate in the Youth Employment Campaign, engage youth in constructive and productive activities, and increase their employment potentials through capacity building, exposure and volunteering and aligning with movements and organizations working on youth employment issues.
5. Provide leadership in building a better environment. Build alliances with progressive movements for restoring the ecological balance through regenerative activities and policy advocacy.

Brief History:

- PRO RURAL, is a registered grassroots development NGO operating in the North East India since 2009. Its mission is to support the development of the most disadvantaged section of the society, particularly the youth, women and the needy communities of the North Eastern region of India. It operates in the 7 states of the North Eastern Region of India. It has branch offices in Assam, Manipur, Meghalaya and Arunachal Pradesh.
- Pro Rural was founded in 2004, and received registration as a society in 2009. The founding members got inspiration to form the society, following the two events in 2004; viz: NORTH EAST REGIONAL YOUTH SUMMIT ON ECOLOGY, organized by a consortium of NGOs together with the Chief Wild Life Wardens of Nagaland and Arunachal Pradesh, and secondly the launch of the Indian chapter of the Global YOUTH EMPLOYMENT CAMPAIGN, in Mizoram, Manipur, Meghalaya, Arunachal and Nagaland states of North East in late 2004 and 2005. Thus, livelihood issues of youth and indigenous communities form a core focus of Pro Rural.

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ORGANIZATIONAL DEVELOPMENT JOURNEY 2024

The year 2024 saw us through a maze of activities under the Organizational Development (OD) process. Quest Alliance, our long-time support partner had sponsored a few dozen NGOs to go through the OD process as part of nurturing the growth of the Third Sector Actors (NGOs). Ms. Anita Ratnam, OD specialist was entrusted to walking with us on the OD process with systems support from the “Fourth Wheel”, a well-known company.

A series of in-person workshops, virtual sessions, field base sessions, one-on-one discussions and interviews brought Pro Rural to deeply introspect and gearing for transformational changes in areas like organizational structure, including board and their participation, staffing and HR policy and practices, and to connect the dots to set the ground for higher performance.

One important outcome was to prepare the program pathway for the coming five to ten years, and collectively deciding what changes we want to see in which sectors, and to plan the structures and systems accordingly. In the re-structuring and re-shaping it was necessary to identify any redundancy, ticklish spots, incompetence and to reform or remove them.

At the close of the OD journey in October 2024, we must admit, it's being like a re-birth; with a small team gearing up to dedicate and lead for better performance. There has been a better coordination, ownership and participation in the team.

Another milestone worth a mention was Pro Rural's participation at the COP-29 at Baku, Azerbaijan, thanks to our Partner DASRA with their Re-build India Fund that facilitated and enabled the organization to represent the Indigenous Peoples and cultures of the Global South in positive climate action investing for a Green World.

Paul Lokho



Promoting Youth Empowerment through Skills to Succeed (S2S) : A Transformative Partnership with Quest Alliance

“Entrepreneurship is the antidote to youth unemployment”. The skills to succeed program, supported by quest alliance has set a trend among youth, who now believe they can develop sustainable livelihood with the rich and abundant natural resources in their own district or state.

Each batch training starting with motivational programs from building achiever attitude to developing financial management skills, IT skills, business planning and marketing skills to hands on technical skills prepares them to develop and manage an enterprise.

Recognizing a clear shift in the career choices of young people—from traditional employment models to more independent and innovative pathways—the program has dynamically reoriented itself to focus on entrepreneurship development. The introduction of the boot camp model in village settings has proven to be a game-changer. This approach has brought hands-on, practical learning closer to the grassroots, where youth are now increasingly turning towards enterprise development as a viable and inspiring career choice.

As a result of this strategic direction, Pro Rural has successfully trained 412 youth across four different trades, conducted through 13 intensive training batches during the year. These trainings have not only imparted technical know-how but have also fostered confidence, creativity, and self-reliance among participants.



Mobile Medical Camps and Awareness Programs: Supported by One Day's Wages (ODW) Bridging Health Gaps in Remote Nagaland

In 2024–25, Pro Rural took steps by partnering with One Day's Wages (ODW), USA to address critical healthcare challenges in remote regions of Nagaland. This newly-formed collaboration, fueled by ODW's support and contributions from local fundraising, paved the way for the launch of mobile health clinics and focused awareness programs in hard-to-reach villages.

This initiative is more than a medical outreach—it represents a grassroots movement for health equity. By equipping communities with both care and knowledge, Pro Rural and ODW are helping shape healthier, more resilient futures. It's a compelling example of how partnerships, local leadership, and compassion-driven action can make lasting impacts where they are needed the most.



Sowing Seeds of Sustainability: Livelihood Advancement with APPI Support

In a significant step towards sustainable rural development, Pro Rural, with support from the Azim Premji Philanthropy Initiative (APPI), launched a medium to long-term livelihood project in the Nsong Area. While Pro Rural has previously implemented short-term livelihood programs in collaboration with NABARD and other agencies, this initiative marks a major shift toward sustainable change.

The APPI-supported project was designed to tackle pressing issues faced by local farmers, such as low agricultural productivity, limited market access, and underdeveloped institutional support. Recognizing agriculture as a vital driver of economic stability and food security, the project promotes sustainable farming practices, agribusiness value chains, and strong community-led institutions.



CII – North East CSR Connect

Director and Assistant Director attended the North East CSR connect organised by CII (confederation of Indian Industries) at New Delhi from 3rd to 6th July 2024. Pro Rural also set-up a stall to show-case different programs and activities as a form of show-casing achievement and its preparedness to facilitate transformational engagement with communities. A few CSR project proposals were shared with a few corporates that participated.



Inauguration of medical ambulance health service program.

On 16th August 2024, the Deputy Commissioner, Mr. Haizu Meru and the Chief Medical Officer (CMO) Peren, inaugurated the Pro Rural's medical ambulance mobile health service program to provide access to basic healthcare to the severely underserved communities in the peripheries of Peren District.



Skills training in mushroom farming:

The oyster mushroom and Shiitake mushroom training program was conducted in Zhavame Village, Phek District, Nagaland, from 7th August to 20th Sep 2024. The training aimed to impart knowledge and practical skills on oyster mushroom cultivation and Shiitake mushroom to the local community, enhancing their livelihood opportunities through sustainable agriculture practices. The training was sponsored under SC/ST Hub, MSME Govt. of India through NERAMAC.



Adopting Sustainable Livelihoods: AHT Supported Project

Promoting Agribusiness Value Chains for Marginal Farmers

As part of Pro Rural's ongoing commitment to empower rural communities through sustainable development, a significant milestone was achieved with the official launch of the project titled "Sustainable Livelihoods Development for Marginal Farmers through Agribusiness Value-Chain" in the Ahthibung Block of Peren District. The event took place on 2nd October 2024 at New Nkio village, marking the beginning of a comprehensive initiative aimed at transforming local farming practices and enhancing income for marginal farmers.



Cultivating Change: Sustainable Livelihoods through AHT Support

With the support of the Ashraya Hastha Trust (AHT), Pro Rural is implementing a sustainable livelihood development project focused on promoting cash crops among marginal farmers. This initiative aims not only to improve incomes, but to reshape the identity and practices of farming in the region.

The AHT project envisions a new generation of farmers—bold, healthy, knowledgeable, eco-conscious, and business-savvy—who are also deeply aware of the value of education and environmental conservation. Eleven village of the Kebai-Khelma region of Athibung block are covered under AHT supported project.



Garbage to Gold Training

At the invitation of the Additional Deputy Commissioner and the Town Committee of Pfutsero Town, Two Programs were organised by Pro Rural. The first, on how kitchen waste can be composted and the second on how the bio-digester granules called “Garbage to Gold” powder is manufactured. The skills were transferred to members of the Chakhesang Women Welfare society.



HCL team visits Pro Rural

Pro Rural participated in the All-India competition thrown open by HCL foundation. It went through the intense due diligence process where HCL team visited field areas, interacted with governing board members, district authorities and inspected office set-up, staffing pattern and fund management styles etc. In the end Pro Rural received the first runners-up position.



Project on Woolenised Jute: Supported by National Jute Board (NJB), Ministry of Textile, GOI

The “Project on Woolenised Jute” training was conducted in Pihekhu Village, Aghunaqa Block, Niuland District, Nagaland for 19 women. This initiative aimed to provide local women with skills in the woolenization process of coarse jute, enabling them to create value-added jute products. The training took place from 29th November to 15th December 2024. A total of 19 women from Self-Help Groups (SHGs) participated in this 15-day intensive program, which was led by Mr. Udayan Choudhury, a skilled trainer from the National Jute Board, Kolkata.



BOG meeting

The Board of Governance meeting was held on 8th feb 2025, with a few important agenda. The meeting deliberated, among other things, the staff recruitment to be commenced in the near future.



Solar Technician Training : Green initiative partnership

The Solar Technician Training was organized by Pro Rural in collaboration with Quest Alliance from 17th February to 22nd February. The training aimed to equip participants with practical skills and knowledge in solar technology and electronic repairs, empowering them to become self-reliant and explore employment opportunities around solar technologies.



Agripreneurs Conclave; Green Initiative

The two-day "Agripreneurs Conclave" was organized by Pro Rural in collaboration with Quest Alliance, Bengaluru, at Ngam Village in the Nsong Circle of Peren District. The event, attended by 108 participants, was inaugurated on February 26, 2025, by the Deputy Commissioner of Peren District. During the conclave, representatives from different villages submitted memoranda to the DC of Peren. The technical sessions were led by Quest Alliance team and Mr. Samuel, Director, Life Ministry Learning Centre and Mr. Lesehu Meru, Senior Regional Coordinator, CASA.



COP 29 United Nations Climate Change Conference

Mr. Paul Lokho, Director, Pro Rural represented the indigenous communities the Global South at the UN conference on Climate Change in Baku, Azerbaijan. The initiative was taken up by DASRA – Rebuild India Fund team in association with the Methane Hub. The director gave a brief presentation on how indigenous communities take care to live in harmony with nature and how their behaviour contributes to environmental sustainability. He also advocated strengthening the indigenous communities of the world and work with them to safeguard the environment.



INSTITUTION BUILDING

In the hills of Nsong area, a land blessed with forests and dense vegetation, lies some of the most fertile soil of Nagaland. Here, the earth yields abundantly, producing rich organic vegetables and the world-famous Naga King Chilli—the hottest and most aromatic, grown only in this land.

For years, the people of Nsong area cultivated these treasures of nature but had no proper market to sell their produce. Seeing the untapped potential and the hope in the eyes of the farmers, **Pro Rural** initiated the formation of a Farmers' Producer Organization, which came to be known as the **Nsong Village Integrated Multipurpose Cooperative Society Ltd**, supported by **NABARD**. What began humbly with **93 members** has grown. It took patience, capacity building, and constant encouragement to inspire people to join. Today, that small beginning has grown into a strong community of **172 shareholders**, and the FPO is fully functional since 2024. Together, we have ventured into promising businesses—such as poultry rearing and marketing of vegetables that carry the essence of the land:

- Cucumbers—soft, sweet, and juicy
- Maize—sticky, aromatic, and sweet
- Ash gourd—mild, tender, and full of natural flavor, loved across Nagaland
- King Chilli—fiery hot, aromatic, and uniquely distinct from any other, highly demanded across the country
- Ginger – tender, aromatic, highly demanded across the country

This is the story of how the farmers of Nsong area are transforming their land produce into sustainable livelihoods, with unity, resilience, and vision for a better tomorrow.



Photos Gallery

World Environmental Day 2024, with Nsong Town Govt. High School



Cash Crop Plantation monitoring by Staff team



Jungle clearing to prepare for cash crop garden



Community Resource Persons Technical Training at School of Agriculture Sciences (SAS), Nagaland University, Medziphema.



Increasing volume of Vegetable Harvest in 2024



Training on Kharif CROP & Seeds Distribution

A training always preceded any new venture or new crop development.



Field Monitoring & handholding support by staff



Hand-holding by Team Pro Rural

- seed preservation
- seed sowing preparations
- monitor the sowing techniques
- nursery management
- sapling distribution and plantation
- plant management
- care taking

Technical Inputs Training facilitated by Life Ministry Learning Centre (LMLC)

- (a) Thermal composting - Garden residues converted into manure
- (b) Bokashi composting - Rice husk etc. Converted into rich plant nutrients
- (c) Vermi-compost



Technical input training with scientists from School of Agriculture Sciences (NU)

1. Pest management
2. Organic pesticides development



Vegetable crops nursery management



Team Pro Rural walked the extra mile to demonstrate plant nursery and garden management in the project villages, At nsong village a plot is developed by Pro Rural staff to demonstrate good management practices.

Staff Capacity Building Training

Apart from providing comprehensive in-house orientation to new staff when they joined the organization, the staff have gone through capacity building in their work domain from time to time. Team building exercises are implemented to make the team vibrant and geared for action.



DIRECTOR, PRO RURAL

Paul Lokho



MEET THE TEAM



PFOKHO JOHN
ASSISTANT DIRECTOR



JULIA KAJINI
MANAGER, ADMIN & ESTA



IMNANUKSHI PHOM
PROJECT COORDINATOR, AHT



KAJUNI CATHERINE
MANAGER, FINANCE & ACCOUNTS



MANINI JULIE PFOTTE
ACCOUNTANT



KIUSANG S TIKHIR
AGRICULTURE COORDINATOR,
APPI



J. KAIKHO
CEO, SPICE VALUE CHAIN



ZULIBE NEWME
FIELD COORDINATOR, APPI



VIKHULI ACHUMI
PROGRAMS MANAGER



MARIO VICTOR
DOCUMENTATION &
IT EXECUTIVE



LHOSHEVI S. PHUCHO
DRIVER



HAIWANGYILE PAME
COORDINATOR,
SPICE VALUE CHAIN



TINUMERILA IMCHENH
PROJECT COORDINATOR -
HEALTH



RAMEN DEBNATH
MIS EXECUTIVE



HAIREIBAMBE JOHNY
COMMUNITY ORGANIZER -
HEALTH



CHIITHUZIINI CHACHE

PROJECT COORDINATOR,
SKILLS TO SUCCESS



JOSHILA NEWME

CEO, FPO



TSUNGDILI SANGTAM

COMMUNITY ORGANISER,
SKILLS TO SUCCESS



KARAIBA MARGARET

PROGRAMS MANAGER



TIABENLA JAMIR

FIELD COORDINATOR,
S2S



FRANCIS SALEW

ASST. DIRECTOR

INTERNS OF 2024-2025

As part of our mission to contributing to the formation of human resource for the development sector, Pro Rural accepts Interns to give them a hands-on experience in community development action and activities. Some of the experience report and testimonies can be read in the <https://www.proruralindia.org>

Name	College/University	From	To
Nokito T Achumi	NEISSR	20-05-24	28-05-24
Tunato Sumi	NEISSR	20-05-24	28-05-24
Eyilobeni L Ezung	NEISSR	20-05-24	28-05-24
Toijen Yazing	NEISSR	20-05-24	28-05-24
Kezevinuo Nguzhii	St. Joseph University	15-06-24	15-07-24
Mhalo Lotha	St. Joseph University	15-06-24	15-07-24
Anori Shohe	St. Joseph University	15-06-24	15-07-24
Avikali Kawomi	St. Joseph University	15-06-24	15-07-24
Toijen Yazing	NEISSR	16-07-24	28-08-24
Hoamniu K	NEISSR	16-07-24	28-08-24
Orenponi Kikon	NEISSR	16-07-24	28-08-24
Toilih Konyak	NEISSR	16-07-24	28-08-24
Katoshe V Sumi	Don Bosco University, Guwahati	17-09-24	17-10-24
Devabrat Rabha	Don Bosco University, Guwahati	17-09-24	17-10-24
Visizo Kera	Don Bosco University, Guwahati	17-09-24	17-10-24
Rampausing Chuilo	Don Bosco University, Guwahati	17-09-24	17-10-24
Arenla Jamir	IGNOU University	14-10-24	13-12-24
Sonia Jaiswal	Don Bosco University, Maram	24-01-25	13-02-25
Chirchomri Awungshi	Don Bosco University, Maram	24-01-25	13-02-25
Loli Kaisii	Don Bosco University, Maram	24-01-25	13-02-25



Team Pro Rural expresses it's gratitude to all it's donors & Supporters.

01. QUEST ALLIANCE, BENGALURU
02. AZIM PREMJI FOUNDATION
03. NABARD, DIMAPUR
04. NATIONAL JUTE BOARD, MINISTRY OF TEXTILES, GOVT. OF INDIA
05. ONE DAY'S WAGES, USA
06. DASRA - REBUILD INDIA FUND, USA
07. ASHRAYA HASTHA TRUST, BENGALURU
08. HCL FOUNDATION
09. HUMANE WORLD FOR ANIMALS, USA
10. NEC, GOVT. OF INDIA
11. NERCORMS
12. NERAMAC

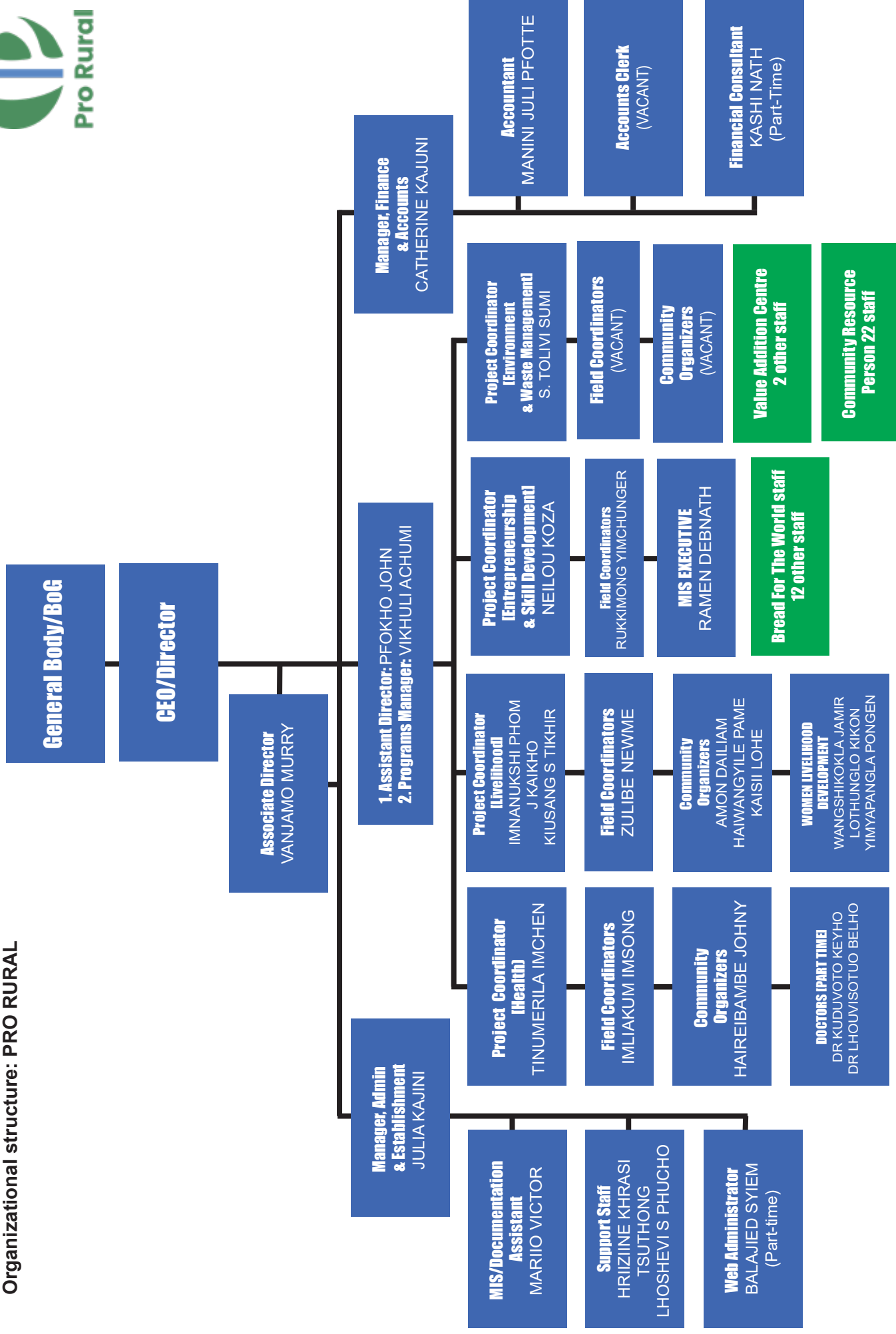
Technical and professional supporters

1. School of Agriculture Sciences, Nagaland University Medziiphema Campus.
2. Life Ministry Learning Centre (LMLC), Naga United village,
3. Milestone, web - administrators.
4. Ngoulong Enterprise
5. Ososhii Greens Privated Limited
6. Dynasty Enterprises

All other valued supporters and well-wishers, your generosity makes the world a better place.

Thank you for believing in our mission and standing by us.

Organizational structure: PRO RURAL





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