

ANNUAL REPORT

2013-2014



RUCHI

Rural Centre for Human Interests

Village- Bandh, Bhaguri – 173233

District- Solan, Himachal Pradesh, INDIA

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Registered as a society at village Shalana, Rajgarh 173101, Distt. Sirmour, Himachal Pradesh

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From the Executive Director's desk



Starting as a small not-for-profit organization in an unknown village in Himachal Pradesh during 1980, RUCHI today stands recognized at international level for its contribution in areas of community development. Over the past 10 years, RUCHI has been able to demonstrate viable technologies in rain water harvesting in both Dharampur Development Block and Rajgarh Development Block and today they all have become replicable models elsewhere. RUCHI has also been responsible in grooming hundreds of professionals from the country's most economically and socially backward areas to become leaders in their own areas of operation. It is only with a rich experience at the grass roots level that RUCHI is acting today more as a resource agency than an implementing organisation.

I and my team of social workers are glad to present our annual report for the financial year 2013-2014.

Dharamvir Singh
Executive Director

Dated: 10th August, 2014

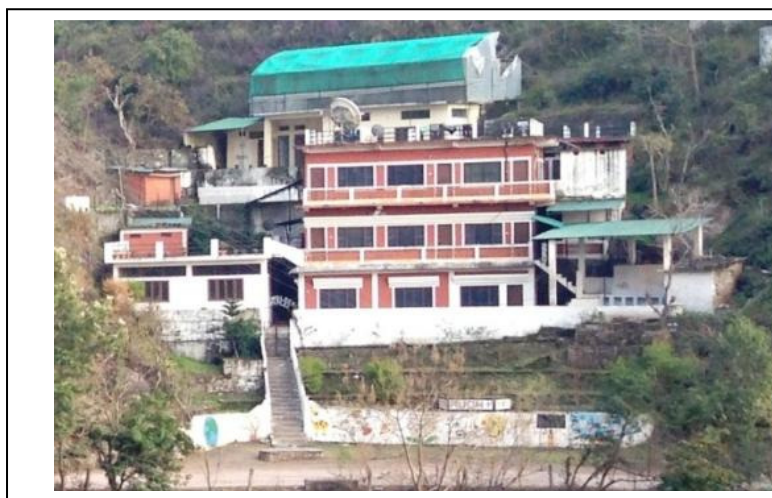
1. About the Organization

1. Background

The Rural Centre for Human Interests (popularly known as RUCHI) has incessantly worked towards uplifting the living conditions of the underprivileged section in selected regions of Himachal Pradesh, India. RUCHI through active grassroots participation and empowerment of the communities in all aspects of their development strives to minimize their dependence on external agencies. RUCHI's focus on promoting **sustainable anthropocentric development through environmentally, socially and economically integrated activities** ensures the improvement and sustainability of rural communities and their environment.

RUCHI began as a non-profit, voluntary organization in October 1980, set up in the Himalayan foothills of the state of Himachal Pradesh. It was registered as a Society on 16 February 1983 under the Societies Registration Act, 1860.

A new Technology Resource Centre of RUCHI came up in 1994 in a small village of Bandh in Dharampur Block of Solan District which also houses the headquarters of RUCHI. This great achievement was made possible through the Council for Advancement of People's Action and Rural Technology (CAPART), under the aegis of the Ministry of Rural Development, Government of India. RUCHI is currently working in the southeast part of Himachal Pradesh in the districts of Solan and Sirmour, in the Dharampur and Rajgarh development blocks respectively.



From the onset, RUCHI realized the importance of providing assistance and technical support to facilitate and aid the process of development by encouraging individual and community participation in the process. Accepting and overcoming the various challenges is the key to RUCHI's successful progress which today looks back on its past achievements with pride and at the one ahead with hope.

Thirty three years on, the organization is continuing with its commitment to instill an ambience of improved quality of life, a new scenario of social and economic progress and minimal dependence on others on the part of the communities. RUCHI has remained successful in achieving this only through an integrated, multi-disciplinary and participatory sustainable development.

1.1. Mission Statement

RUCHI's Mission Statement: Integrated rural development through people-centered, environmentally sustainable action.

With this in mind (and a view towards social and economic independence), RUCHI introduces technologies deemed appropriate to the conditions, and uses health and resource management education to socially empower and uplift rural communities.

1.2. Vision

A society which is armed with information and knowledge to achieve comfortable living standards; which believe in good governance, equality and respect for each other.

1.3. Belief System

- People have an inherent capacity to achieve - even in the face of adverse conditions - provided they are given with help and guidance.
- Resources, goods, information and technology should be shared amongst and between communities.
- People should be empowered to demand services by virtue of being human and as a basic human right.
- Women play an important catalytic role in development.
- Both development and management should be participatory.
- Social change can occur through economic stability and independence.
- Economic stability and independence can be achieved through optimal and *sustainable* use of local resources.

1.4. Strategic Objectives

1. Promote and protect the environment and natural resources, through adoption of appropriate resource management techniques, generally focused at the micro-level of watersheds.
2. Promote education and awareness as a tool to improve the plight of the underprivileged rural poor.
3. Ensure that a participatory approach is used in the conservation and promotion of natural resources.
4. Catalyze the transfer of low-cost agricultural and construction technologies which will aid in environmental protection and community development.
5. Empower women and eradicate gender inequality, namely through micro-credit and self-help groups.
6. Extend our services to the vulnerable section of elderly, and promote independence amongst this section.

7. Develop areas of mutual cooperation amongst Government agencies and NGOs.
8. Improve the community health standard, mainly through preventative measures.
9. Foster an understanding of, and focus on, integrated rural development in the young rural workforce, promoted through non-formal education.

2. Management and Administration

2.1. Structure

RUCHI's daily activities are administered by an executive director. Over and above this, the management of RUCHI rests with the Governing Body, comprised of six members, each of whom is elected for a two-year term.

RUCHI lays great emphasis on 'people's power'. The consequence can be noticed in the environment of team spirit, collective experience, hard work and commitment in which and on the basis of which the whole organization runs. Very essentially this is manifested through the 17 full-time staff who proficiently strives to achieve the objectives mentioned above. Now, more than ever before, RUCHI has long- and short-term volunteers participating in the project activities injecting fresh ideas and knowledge into the strong RUCHI team.

2.2. Finance and Accounts

The details are outlined in Annexure 1 of the audited statement of accounts.

Besides project based funding in terms of grants-in-aid, RUCHI generates income from the following sources:

- Consultation fees.
- Infrastructure usage charges.
- Agricultural activities.

At present, RUCHI is receiving funds from the following international funding bodies:

- RNZWCS-NZAID New Zealand
- Rotary Clubs of New Zealand.
- Charities Aid Foundation, India
- Johnson & Johnson
- Lionex GmbH, Germany

RUCHI's Indian sources of funding include:

- Ministry of Women & Child Development
- Cadbury India Limited

3. Projects 2013-2014

3.1: PROJECT: Tuberculosis (TB) diagnosis and Prevention in Baddi area.

Proposed Activities at a Glance

- Educate people on health issues with a particular reference to T.B.,
- Offer free diagnosis facilities for silent killer disease of T.B
- Educate people on their rights and available facilities (like DOT centres) and how to avail of them for their benefits.

Tuberculosis diagnosis project using rapid test samples started during previous financial year continued during this period.

A total of 1037 tests were conducted covering 453 males 564 and females. 47 cases were potential carriers of the diseases. They were advised to visit the DOT Centre and were confirmed as TB patients. Treatment was started for all of them.

The project was started with the support of a Germany based company, Lionex GmbH which produce various diagnostic kits. Thanks to them for their

generous offer to supply us the kits free of costs for evaluation purposes.

T.B. is one of the commonest causes of death among adults despite being nearly 100% curable. Each year, over 450,000 people die of TB in India. TB affects the most productive age group of 15-54 years, thus affecting the economic development of the country.



Tuberculosis is also the greatest single infectious cause of death in women worldwide. The consequences of tuberculosis in women are far reaching affecting women themselves, their children and society in general. The fear and stigma associated with TB have a greater impact on women than on men, often leaving them in a more precarious social and economic position

3.2: PROJECT: Support my School Campaign.

A Support my School (SMS) campaign aiming at strengthening school infrastructure was launched in the entire country jointly by NDTV, UN Habitat, Coca Cola and a few other partners during 2011. On the completion of phase-1 of the project under which RUCHI had assisted infrastructure development in 8 Government Schools of Solan district (Baddi, Barotiwala, Chandi Goela, Kuthar and Patta) , Phase-2 of the project was started from August 2013. Under this phase 6 Government schools of Dharampur (2), Kanda, Kasauli, Chamian and Subathu were selected.

Works on following activities was undertaken:

- Provision of Safe Drinking Water.
- Provision of Water Conservation/Rain Water Harvesting facilities.
- Provision of Sanitation facilities
- Establishment of demand based Sports facilities.
- Landscaping and Greening of Open spaces.
- Education to children on WASH components.



3.3: Health Education for Adolescent Girls:

With the support of Johnson & Johnson, RUCHI organized 6 camps for adolescent girls studying in government schools. The major purpose was to educate the adolescent girls on reproductive health, personal hygiene during menstrual periods and associated concerns. Approximately 400 odd young girls benefitted from these camps.

Adolescence, which begins earlier for girls than boys, is a time of rapid growth and development physically, emotionally, and cognitively. For girls it is a stage of life during which education, when effectively provided, can be transformative. It is also a time when girls are most likely to drop out of school.



This is the time when the growing girls face biological changes. In the absence of proper education on physical changes taking place in their body they get influenced by various myths resulting in psychological fears and adopting to certain unhygienic practices like using even dirty clothes during menstruation period.

3.4: PROJECT: Educating Baddi slum dwellers on HIV Aids

Young rural people and urban slum dwellers living in 10 different communities in and around Baddi township of Solan district, Himachal Pradesh were covered under Health Education with a particular reference to HIV AIDS.

HIV AIDS is a public health concern that has impacted Economy and development. The rapid place at which the epidemic moves through society and the expending number of AIDS related death together with ever raising socio - economic impacts provides impetus for further analysis of the relationship between AIDS and the various segments of the population to a broader manner. This is where youth, women and children, because of lack of proper knowledge, fall as the worse and most fragile victims.

A successful prevention initiatives aimed to high risk population could create a group of uninfected adults to maintain a community, creating hope.



3.5: PROJECT: Gender Analysis Study in Baddi area.

A study carrying out gender analysis was carried out by an external team for RUCHI in Baddi area where RUCHI proposes to start an ambitious project on Health and sanitation in 30 villages. The outcome of the study highlighted the gender discrimination related to ownership, access, control of assets.

Based on the findings of the report, a 3 year project is designed to be executed in 30 villages and informal settlements in Baddi area.

4. Volunteers

4.1. International Voluntary Services (IVS)



international networks like CCIVS, NVDA and European alliance and their sub-networks. The volunteers placed through the network members help initiate inter cultural exchange, exposures/experience in community development at grass root level besides academic pursuits.

RUCHI has been supporting both national and international students for internships as this promotes sharing available information and resources. RUCHI has already joined hands with



Painting by volunteers in a school

International volunteers find visiting RUCHI a learning experience. They come on study visit for a short or a long term basis to learn, exchange ideas & perspectives between RUCHI's staff and other participants and the communities they work with. Their small donations also help the organization to cover its administrative expenses and become independent of agency funding. Depending on funds generated small projects are also taken up with this fund.

During the year, RUCHI also sent an Indian volunteer to Japan to participate in a one-month long volunteer project.

4.2. Student Placements

Students from various national universities doing their graduation and post-graduation in various disciplines also join RUCHI projects as interns during their university breaks. This extends opportunities to gain first hand knowledge at grass roots level and develop an insight in the practical problems of the rural communities. This broadens their horizons and develops a positive attitude for initiating more innovative humanitarian projects for communities' sustainable development.

During the year, 8 PG students of IRMA, Anand (Gujrat), also did their field work segment at RUCHI for almost two months.

5. Seminars/Conferences

One of RUCHI staff attended the Technical Meeting of European Alliance, a European network of NGOs involved in international voluntary services, held in Turkey during March 2014.



This is a very important platform of European Alliance to promote community development projects through international volunteers. More than 100 NGOs from all over the world meet during this TM.

This year, TNW and GA of NVDA network was held in Songkhala, Thailand in February 2014. NVDA is an Asian network of NGOs supporting international voluntary services world-wide. The GA was followed by the Global LMTV seminar. 2 RUCHI staff attended these events.

6. Media and Documentation

RUCHI endeavors to update itself with latest information on programme and policies related to community development. This year also RUCHI reviewed its programmes and approaches and also conducted Participatory Impact Assessment Study for two of its projects involving various stakeholders. A Gender Analysis Study for an ambitious Integrated Project in Baddi area was also carried out. These reports are available on its website www.ruchin.org

RURAL CENTRE FOR HUMAN INTERESTS (RUCHI), BANDH (H.P.)

BALANCE SHEET AS AT MARCH 31, 2014

Prev. year 2012-13	Liabilities		₹	Prev. year 2012-13	Assets		₹
1,809,354	CAPITAL FUND As per last account Additions to fixed assets Depreciation of fixed assets	1,809,354 (44,000) (243,842)	1,521,512	1,799,854	FIXED ASSETS As per schedule attached		1,512,012
860,897	CORPUS FUND As per last account		860,897	2,740,645	INVESTMENTS Fixed deposits		2,200,000
1,036,609	RESERVES & SURPLUS As per last account Deficit for the year	1,036,609 (120,657)	915,952	1,158,333	GRANTS RECEIVABLE As per statement attached		1,086,623
-	GRANTS UNUTILISED As per statement attached		-		CURRENT ASSETS Cash in hand Cash at bank	32,990 531,129	564,119
2,077,648	REVOLVING FUND As per detail attached		2,077,648	88,317	LOANS & ADVANCES TDS recoverable		74,410
191,655	CURRENT LIABILITIES Advance / Imprest Expenses payable	14,000 47,155	61,155				
5,976,163			5,437,164	5,976,163			5,437,164

AUDITORS' REPORT

As per our report of even date attached.

For RUCHI

Director

For R. Ahuja & Associates
Chartered Accountants

Rajiv Ahuja
Rajiv Ahuja, Proprietor
Membership No. : 082182
Panwano, August 04, 2014



RURAL CENTRE FOR HUMAN INTERESTS (RUCHI), BANDH (H.P.)

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2014

Prev. year 2012-13	Expenditure		₹	Prev. year 2012-13	Income		₹
6,379,469	Expenditure met from grants		3,175,141	2,705,301	Grant-in-Aid		
				3,333,472	Received during the year	3,246,851	
				(817,637)	Unutilised as on 1.4.13	-	
1,085,120	Expenditure met from other sources			1,158,333	Receivable as on 1.4.13	(1,158,333)	
	Excess expenditure on projects over and above the sanctioned grant			-	Receivable as on 31.3.14	1,086,623	
		95,359			Unutilised as on 31.3.14	-	3,175,141
	Computer purchase	46,000		1,059,372	Income from other sources		
	Audit fee and expenses	25,750			Interest income	281,646	
	Bank charges	1,224			Publications	15,000	
	Insurance	4,422			Totem project	538,691	
	Miscellaneous	1,000			Public contribution	4,000	
	Administration	45,272			Sale of vehicle	90,000	929,337
	Donation	5,000					
	Staff salary	671,494					
	Campus maintenance	49,523					
	Vehicle running & maint.	104,950	1,049,994	25,748	Deficit for the year		120,657
7,464,589			4,225,135	7,464,589			4,225,135

AUDITORS' REPORT

As per our report of even date attached.

For RUCHI

Director

For R. Ahuja & Associates
Chartered Accountants

Rajiv Ahuja, Proprietor.
Membership No. : 082182
Panwari, August 04, 2014

