

# ANNUAL REPORT

2012-2013



## RUCHI

### Rural Centre for Human Interests

Village- Bandh, Bhaguri – 173233

District- Solan, Himachal Pradesh, INDIA

Tel: 91-1792-207002/8679078500

Email: [info@ruchin.org](mailto:info@ruchin.org)

Website: [www.ruchin.org](http://www.ruchin.org)

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

# Contents

---

## **1. About the Organisation**

1.1. Background.....	3
1.2 Mission Statement.....	4
1.3. Belief System .....	4
1.4 Strategic Objectives .....	4

## **2. Management and Administration**

2.1. Structure .....	5
2.2. Finance and Accounts .....	5

## **3. Projects**

3.1. Sustainable Water Harvest for Food Security and Poverty Alleviation .....	6
3.2. Improved community health education and primary health care in Baddi Baddi village .....	7
3.3. Improving living standards of Baddi Slum dwellers through Health Education and Innovative Education for their children .....	8
3.4. Tuberculosis (TB) diagnosis and Prevention in Baddi area.....	9
3.5. Support My School Campaign.....	10
3.6. Small initiatives of Rotary Clubs.....	10

## **4 . Volunteers**

4.1. International Volunteer Service (IVS).....	11
4.2. Student Placements .....	11

## **5. Seminars/Conference .....**

## **6. Media and Documentation .....**

## **7. Audited statement of accounts .....**

# From the Executive Director's desk

---

Yet another year has passed since 1983 when RUCHI was born. In the last 30 years RUCHI has not merely been engaged in social work but has been able to create replicable models of development besides 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 2012-2013.

Dharamvir Singh  
Executive Director

Dated: 15<sup>th</sup> July, 2013

# 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. 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.

## 1.3 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

**RUCHI's Indian sources of funding include:**

- Ministry of Women & Child Development
- Cadbury India Limited

## 3. Projects 2012-2013

---

### 3.1. PROJECT: Sustainable Water Harvesting for Food Security and Poverty Alleviation

**Project Brief**

*Beneficiaries:* 23 Villages Jadla Panchayat, Solan District, Himachal Pradesh.

*Sponsor:* Supported by MISEREOR, Germany.

*Time Frame:* 1<sup>st</sup> May 2009 to 30<sup>th</sup> April 2012

**Project Objective**

- To improve the quality of life of the rural target group through the protection,
- Conservation, regeneration and rational use of natural resources.

The project was designed to empower villagers and give them a sense of ownership for their community's development through:

- Teaching them technical, managerial and decision-making skills.
- Motivating them to participate in activities.
- Improving their knowledge of natural resource management system.

Originally a three year project and started in 2005, the project was extended twice and finally came to an end on 30<sup>th</sup> April, 2013. The assets and management of the project was handed over to the people. However, RUCHI stays in touch with the communities and extends its back up support as and when needed.

As a result of the work undertaken by RUCHI in this project area, approximately 20% of cultivated land has been brought under irrigation. In addition, around 10% of additional non-farm land has been developed and is now under cultivation. The impact of this assured irrigation is noticeable in the introduction of new diversified crops (e.g. fishery and floriculture) and an increase in cash cropping (e.g. tomatoes, garlic, ginger, sweet pepper and onion) by farmers. The resulting benefits of crop diversification are apparent in the villagers' increase in income, greater food and income security, and an overall improved quality of life for farmers and their families. Overall, the project showed



people the way towards sustainable development through their own initiatives and ownership of community assets.



### 3.2. PROJECT: Improved Community Health Through Education and Primary Health Care In Baddi Sandholi Village.

#### Project Brief

**Beneficiaries:** About 400 families of Sandoli village and about 70 school going children.

**Sponsor:** Cadbury India's Corporate Social Responsibility fund.

**Timeframe:** December 2008 and further extended up to 30<sup>th</sup> September, 2012. Extended till March 31<sup>st</sup>, 2013

#### Objectives:

- *To increase the Standard of education of migrant and poor children, and facilitate their access to formal education.*
- *To increase the Community's over all awareness and skill levels in order to reduce the poverty that currently impedes health improvements in the long run.*
- *To strengthen Village committees and encourage them to play a proactive role & act as a pressure group in the community.*

This project was taken up on behest of Cadbury India Pvt. Ltd as a CSR activity in September 2008. The project was extended in three phase to finally end in March 2013.

This project was executed in Sandholi village and the adjoining slums to address some of the pressing problems of inadequate sanitation facilities, lack of proper awareness of rights, appalling health conditions, water shortage, lack of educational facilities for the children of slum dwellers, etc.

A Non-formal Learning Centre enrolling 70 slum children to provide them functional education was the focus of the project. Over the time it gained popularity and encouraged more than 100 children in enrolling to Government Schools for formal education. Health and nutrition aspects of children were specially taken care of through Mid-day Meals and health check up by a qualified doctor.



At the time of closing the project, the Centre had an enrolment of 70 slum children. The mothers of these children were also covered under the ambit of the project through awareness camps and OPD facilities.

9 SHGs were formed under the project both in villages and slums and all of them are functioning well for their social and economic empowerment and have also remained central point for community development. We acknowledge the contribution of Cadbury staff volunteers who spared time to spend on the project and assist RUCHI in executing the project.



### 3.3. PROJECT: Improving living standards of Baddi Slum dwellers through Health Education and Innovative Education for their children.

#### *Project Brief*

*Beneficiaries:* Slums in Baddi and about 40 school going children.

*Sponsor:* Johnson & Johnson Asia Pacific Contributions Fund

*Time frame :* 01.06.2011 to 30.09.2012

#### **Objectives:**

- 1: To increase community health standards through health education and primary health care and find solutions surrounding health and sanitation.**
- 2: To increase the standard of education of migrant and poor children, and facilitate their access to formal education.**
- 3: To increase the villagers' overall awareness and skill levels in order to reduce the poverty, that currently impedes health improvements in the long run.**

In order to streamline slum children a non-formal education centre (NFE) was established in a rented accommodation in Sandholi village as a CSR activity. 40 children belonging to migrant labourers living in the surrounding slums were enrolled and classes started for them from 1<sup>st</sup> October 2011. These children had no interest in education and their parents encouraged them to supplement their family income through rag-picking. It took us a long time to persuade them to be regular in the learning centre.

The children were provided with educational materials and tools; such as books, school bags, uniforms and other required stationery. Mid-day meal was provided on a daily basis to supplement their nutritional intake. The focus was to bring out their creativity and make education interesting to them so that they go for formal education after a year.

Health and sanitation education was given to the children as well as their parents through community camps and door to door visits. The Health Educators ensured that all children are inoculated in the government health centres against dreaded diseases.

The slum dwellers are still lobbying for continuation of Centre.



### 3.4: 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 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.

Quite often it is the improper diagnosis which results in aggravation of a problem. RUCHI was lucky in persuading Germany based company Lionex Diagnostics & Therapeutics GmbH in supplying their TB diagnostics kits free of cost for the noble cause. Free diagnostic services to underprivileged people and potential disease carriers were offered free of cost. Though LIONEX rapid test kits have never been used in India in the past they are used in Germany for several years in specific settings.



This project is in line with our mission to increase the community's over all awareness levels in general and health issues in particular in order to reduce the poverty. Our target is to find out the prevalence of TB among the slum dwellers and surrounding villages and educate people to contain its spread. TB positive cases will be referred to DOT centres for further confirmatory investigation and treatment. Evaluation report will be shared with the donor of kits (LIONEX GmbH) for further research and development

### 3.5: 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. Mr. Sachin Tendulkar, the international cricketer, is the Ambassador for this campaign. In Himachal Pradesh, RUCHI was identified as a partner and only 8 Government Schools of Solan district (at Baddi, Barotiwala, Chandi Goela, Kuthar and Patta) were selected through RUCHI during Season-1 of the campaign. The duration of the project was 6 months.

Works on following activities was undertaken:

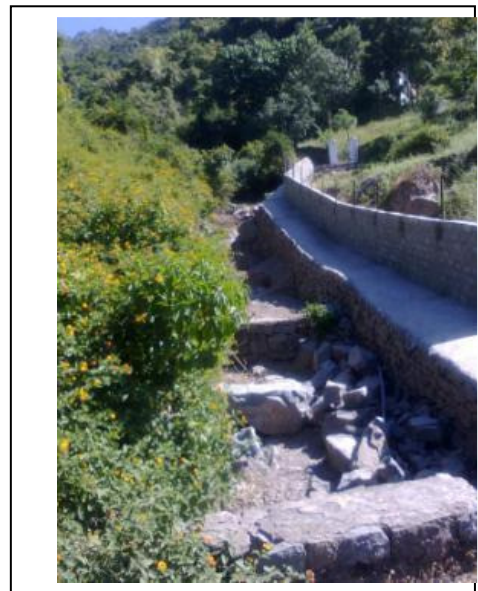
- Provision of Safe Drinking Water.
- Provision of Water Conservation/Rain Water Harvesting facilities.
- Provision of Sanitation facilities
- Establishment of demand based Sports facilities.
- Landscaping and Greening of Open spaces.
- Putting up a library with plastic furniture and 200 odd books.



### 3.6: PROJECT: Small initiatives of Rotary Clubs.

Rotary Clubs of New Zealand, in their individual capacity, comprised in Rotary District 9940 have been continuing their support to RUCHI for small need based initiatives for over 10 years now. This year, following clubs extended their support:

- A. Rotary Club of Eastern Hutt, New Zealand, for**
- Flood control protection wall & foot path development at RUCHI
  - Creating additional water storage facility in Goela. to Govt. School
- B. Rotary Club, South Wairapa, for**
- Repair of a Foot Bridge in Bag village





# 4. Volunteers

## 4.1. International Voluntary Services (IVS)

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.



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 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.

The programme provides a unique opportunity to both national and international students for inter-cultural learning and their personal development.

## 4.2. Student Placements

Indian students 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, 10 PG students of IRMA, Anand (Gujrat), also did their field work segment at RUCHI for almost two months.

## 5. Seminars/Conferences

---

Two of RUCHI staff attended the Technical Meeting of European Alliance, a European network of NGOs involved in international voluntary services, held in Slovakia during March 2013.

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 at an ethnic village in Hanoi, Vietnam in February 2013. NVDA is an Asian network of NGOs supporting international voluntary services world-wide.

RUCHI Executive Director, Mr. Dharamvir Singh, is serving the position of Vice-President (Quality monitoring) of this network .

## 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. These reports are available on its website [www.ruchin.org](http://www.ruchin.org)

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

**BALANCE SHEET AS AT MARCH 31, 2013**

Prev. year 2011-12	Liabilities		₹	Prev. year 2011-12	Assets		₹
3,127,910	<b>CAPITAL FUND</b> As per last account Additions to fixed assets Depreciation of fixed assets	3,127,910 (1,016,206) (302,350)	<b>1,809,354</b>	3,118,410	<b>FIXED ASSETS</b> As per schedule attached		<b>1,799,854</b>
860,897	<b>CORPUS FUND</b> As per last account		<b>860,897</b>	5,683,780	<b>INVESTMENTS</b> Fixed deposits Interest accrued	2,342,382 398,263	<b>2,740,645</b>
1,062,357	<b>RESERVES &amp; SURPLUS</b> As per last account Deficit for the year	1,062,357 (25,748)	<b>1,036,609</b>	817,637	<b>GRANTS RECEIVABLE</b> As per statement attached		<b>1,158,333</b>
3,333,472	<b>GRANTS UNUTILISED</b> As per statement attached		-	48,001 741,570	<b>CURRENT ASSETS</b> Cash in hand Cash at bank	22,633 166,381	<b>189,014</b>
2,077,648	<b>REVOLVING FUND</b> As per detail attached.		<b>2,077,648</b>	95,227	<b>LOANS &amp; ADVANCES</b> TDS recoverable		<b>88,317</b>
42,341	<b>CURRENT LIABILITIES</b> Advance / Imprest Expenses payable	130,500 61,155	<b>191,655</b>				
10,504,625			<b>5,976,163</b>	10,504,625			<b>5,976,163</b>

For RUCHI  
Director

**AUDITORS' REPORT**

As per our report of even date attached.

For R. Ahuja & Associates  
Chartered Accountants

Rajiv Ahuja, Proprietor  
Membership No. : 082182  
Parwanoo, May 18, 2013





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

**INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2013**

Prev. year 2011-12	Expenditure		₹	Prev. year 2011-12	Income		₹
7,905,206	<b>Expenditure met from grants</b>		<b>6,379,469</b>	9,422,719	<b>Grant-in-Aid</b>		
				1,438,857	Received during the year	2,705,301	
				(440,535)	Unutilised as on 1.4.12	3,333,472	
				817,637	Receivable as on 1.4.12	(817,637)	
				(3,333,472)	Receivable as on 31.3.13	1,158,333	
					Unutilised as on 31.3.13	-	<b>6,379,469</b>
352,502	<b>Expenditure met from other sources</b>				<b>Income from other sources</b>		
	Excess expenditure on projects over and above the sanctioned grant	9,827		353,529	Interest income	668,272	
	Bank charges	1,586			Publications	7,000	
	Agriculture	6,620			Cancellation of lease	300,000	
	Gifts	11,142			Public contribution	61,800	
	Insurance	20,552			Sale of trees	10,000	
	Miscellaneous	1,706			Photostat	12,300	<b>1,059,372</b>
	Office rent	64,000					
	Administration	43,685					
	Staff salary	588,523					
	Totem project	208,208					
	Campus maintenance	82,716		(1,027)	<b>Deficit for the year</b>		<b>25,748</b>
	Vehicle running & maint.	46,555	<b>1,085,120</b>				
8,257,708			<b>7,464,589</b>	8,257,708			<b>7,464,589</b>

**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  
Parwanoo, May 18, 2013

