

# ANNUAL REPORT

2021-2022



# RUCHI

**Rural Centre for Human Interests**

Village- Bandh, Bhaguri – 173233  
District- Solan, Himachal Pradesh, INDIA  
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Email: [info@ruchi.org.in](mailto:info@ruchi.org.in)

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

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# 1. About the Organization

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## 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.

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 nine 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 believes in and practices peace, 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

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## 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 12 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.
- Public contribution/donations
- IVS projects

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

- Rotary Clubs of New Zealand
- RNZWCS, New Zealand
- New Zealand High Commission, New Delhi
- EU under Erasmus+ programme

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

- Shamdassani Foundation
- Corporate funding under CSR programme (Baggrys and Zomato)

# 3. Projects 2021-2022

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## 3.1: COVID-19: Prevention and Protection:

The COVID-19 pandemic is the first of its kind which has affected the very existence of human beings. The pandemic through various economic, social and political avenues, will affect global developmental objectives at a much broader scale. The impacts will be observed more prominently in the UN Sustainable Development Goals (SDGs).

Since the Covid-19 pandemic continued to affect people in terms of second and third wave, we also geared up to combat it as effectively as possible with our limited available resources. RNZWCS, New Zealand and New Zealand High Commission, New Delhi extended their fullest support to us in this effort.

With their financial support, we were able to help about 500 families and 5 educational institutions in Dharampur Development Community Development Block through distribution of materials and supplies like Face Masks, Liquid hand wash soap, hand sanitizer, etc. Covid disease awareness camps were also organized in 15 villages.



We also collaborated with the PHC Chandi and donated them contactless infer-red thermometers, oximeters, face shields and PPE kits for use by their Asha Workers in our programme area. RUCHI is

also holding on Oxygen Concentrators in its office to be made available to health institutions or even public if an emergency situation arises again.

RUCHI staff have also strived to educate communities on use of smart phones for their daily needs and enabling children in attending their online classes.

### **3.2 Time for Tea Project of EU under Erasmus+ Programme:**

*Time for Tea* is an educational activity which uses tea to give young people a voice. It encourages global learning, creative thinking and social action. It is simple, fun and accessible to people of any age, background or ability, anywhere in the world.

*Time for Tea* is an initiative of Momentum World CIC, UK. This is a 2 year project involving 3 Asian and 3 European partners with a coordinating partner in Momentum World of UK.

#### **Why tea?**

- Tea brings people together. It is enjoyed in different cultures all round the world.
- When busy people have a cup of tea, they stop and relax for a moment – the perfect time to listen and think.
- The medium of tea allows young people to initiate dialogue with decision makers in a way that is engaging and non-confrontational



Due to prevalence of Covid pandemic the project was suspended last year and was resumed from 1<sup>st</sup> December, 2021. As the international mobility was not fully restored, the first activity of KOM (Kick Of Meeting) is planned to be held online during 5-7 April, 2022.

### **3.3 Recall Project of EU under Erasmus+ Programme:**

The project seeks to build the capacity of youth organizations in Europe and Asia to promote green skills, circular economy and youth-led green entrepreneurship in encouraging positive social change in rural areas of involved countries. Based on their cultural traditions and identity, young people can find inspiration to use nature and local resources sustainably, to start new entrepreneurial endeavors, which preserve the natural environment, and to contribute to their communities' wellbeing. The project seeks synergies between the four pillars of sustainable development – environment, economy, society and culture to fight youth unemployment in rural areas.

The project aims to motivate youth to rediscover rural areas as places where they can apply their creativity through innovation and entrepreneurship based on the ideas of sustainable development and

circular economy. The project will strengthen the organizational capacity of youth organizations to foster the acquisition of green and entrepreneurial skills of young people gaining inspiration from local culture and identity. However, the Covid pandemic affected execution of this project and it was suspended until November 30, 2021.



The project became operational from 1<sup>st</sup> December 2021 with change in project activities schedule. A few online meetings took place during December 2021 and March 31, 2022. At RUCHI, we identified a few green entrepreneurs in the state and finalised 8 good practices of green entrepreneurships as per the project requirement. The first international seminar of youth workers will be held in Chiang Mai, Thailand from 9-13 May, 2022 after a couple of force-majure postponements.

### 3.4 Waste UpCycling :

1. The main aim of the project is to create a mobility scheme, labelled W\_UP Tour, to support young people and non-profit organisations to develop entrepreneurial activities on waste upcycling both in Europe and in Asia. This is a project approved by European Union under its Erasmus+ programme.

W\_UP Tour are defined as a mixture of raising awareness tours and change-making actions organised by 3 European and 3 Asian non-profit organisations working on the field, with the purpose of:

- offering quality-learning experiences to international participants;
- raising awareness at international and local level on waste issues;
- financially supporting non-profit organisations and local communities through social financially supporting non-profit organisations and local communities through social entrepreneurship;
- helping the local community to manage better manage the waste.



By valuing the know-how of the partners involved, the project aims to enhance the organisations' competencies to host and implement change-making experiences on waste upcycling with common quality standards, and to develop an innovative sustainable entrepreneurial concept, based on non-formal education principles, to make positive impact in local communities.

The project is again extended owing to Covid-19 restrictions among partner countries and is expected to take off during 2022-23.



### 3.5 Global Pathways Project under Erasmus+ programme of EU:

Keeping in view the urgent need to not only educate young people in creating financially successful enterprises but also sustainable enterprises that utilise the world's natural and human resources responsibly, RUCHI joined Fora Copenhagen as a partner in executing a project GLOBAL PATHWAYS under Erasmus+ programme of European Union. It is essential that this generation of young entrepreneurs put a halt to 'business as usual'.



The main aim of the project is to contribute at mainstreaming Sustainable Entrepreneurship Education in non-formal sector as to combat youth unemployment and contribute at the sustainable development of our societies.

The execution of this project was also suspended twice due to Covid pandemic and is now proposed to start from 1<sup>st</sup> April, 2022 with the first activity of Kick of Meeting to be held in Almaty, Kazakhstan from 27<sup>th</sup> April to 5<sup>th</sup> May, 2022

### 3.6 Corporate Social responsibility (CSR):



Baggry's India limited, through their Baddi unit, donated us small 40 gms packets of muesli for free distribution to people in need during the second phase of Covid-19.

We were happy to distribute the same among slum dwellers, daily wage workers and needy rural communities in Dharampur block of Solan district.

### 3.7 Agriculture Extension:

In line with government policy to double farm income, RUCHI in collaboration with local State Government Agriculture Office, organized 10 camps to educate farmers on natural farming. Natural farming calls for traditional system of farming using only locally available materials. Farmers were made aware on making and using organic pests, fertilisers etc. using indigenous techniques.

To inculcate the habit of natural farming right from young age, the school children were also involved in non-formal educational process and they were invited to farms practicing natural farming for their practical training in the field.



The agriculture specialist also educated farmers on pruning practices and exercising proper care on fruit trees.

## 4. International Voluntary Service:

### 4.1. Placement of International Volunteers for Personal Development:

This activity had a setback during this financial year owing to Covid disease restrictions. The things started brightening up from February 2022 when all Covid restrictions were lifted. We got our first Weltwart volunteer from Germany through DIZ, Germany in the second week of March 2022. She will be volunteering with RUCHI for 6 months and get overall exposure to Grass roots situation in the local area.

### 4.2. Student Internship/Placements:



Two Indian interns of SPIJMR, Mumbai had joined RUCHI for their one month internship during August-September, 2021 and assisted us in distribution of face masks, sanitizers etc during second phase of Covid besides educating children on digital education and streamlining corona vaccination in schools.

## 5. Webinars/Conferences

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All physical meetings/seminars etc were cancelled this year due to corona pandemic. In their places, online meetings were held which were attended by RUCHI:

1. Technical Meeting of European Alliance.
2. GA of CCIVS and NVDA
3. 4 Partners Meetings under Weltwärts programme
4. KOM with European partners under Erasmus+ projects

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

BALANCE SHEET AS AT MARCH 31, 2022

Prev. year 2020-21	Liabilities		₹	Prev. year 2020-21	Assets		₹
470,163	<b>CAPITAL FUND</b> As per last account Additions to fixed assets Depreciation of fixed assets	470,163 - (57,233)	412,930	460,663	<b>FIXED ASSETS</b> As per schedule attached		403,430
924,403	<b>RESERVES &amp; SURPLUS</b> As per last account Deficit for the year	924,403 (24,438)	899,965	2,250,000	<b>INVESTMENTS</b> Fixed deposits with bank Interest accrued	1,650,000 22,221	1,872,221
272,842	<b>GRANTS UNUTILISED</b> As per statement attached		-	-	<b>GRANTS RECEIVABLE</b> As per statement attached		45,292
2,173,781	<b>REVOLVING FUND</b> As per detail attached		1,491,605	706 1,100,200	<b>CURRENT ASSETS</b> Cash in hand Cash at bank	12,895 625,726	638,621
28,200	<b>CURRENT LIABILITIES</b> Expenses payable		-	57,820	<b>LOANS &amp; ADVANCES</b> Tax deducted at source		44,936
3,869,389			2,804,500	3,869,389			2,804,500

**AUDITORS' REPORT**

As per our report of even date attached.

For RUCHI

Director

For R. Ahuja & Associates  
Chartered Accountants  
Firm Regn. No.: 003228N

*Rajiv Ahuja*  
Rajiv Ahuja, Proprietor.  
Membership No. : 082182  
Panaji, September 14, 2022



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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2022

Prev. year 2020-21	Expenditure		₹	Prev. year 2020-21	Income		₹
89,049	Expenditure met from grants		2,114,162	160,086	Grant-in-Aid		
				201,805	Received during the year	1,796,028	
				-	Unutilised as on 01.04.21	272,842	
				-	Receivable as on 01.04.21	-	
738,173	Expenditure met from other sources			(272,842)	Receivable as on 31.03.22	45,292	2,114,162
	Excess expenditure on projects over and above the sanctioned grant	2,247			Unutilised as on 31.03.22	-	
	RUCHI mess & complex	56,673		200,269	Income from other sources		
	Travel	158,204			Bank interest	138,885	
	Staff salary	248,286			Interest on tax refund	1,627	
	Stationery, telephone etc.	53,767			Miscellaneous income	-	
	Bank charges	2,153	521,330		Project income	200,000	
					Public contribution	156,380	496,892
				537,904	Deficit for the year		24,438
827,222			2,635,492	827,222			2,635,492

AUDITORS' REPORT

As per our report of even date attached.

For RUCHI

Director

For R. Ahuja & Associates  
Chartered Accountants  
Firm Regn. No.: 003228M

*Rajiv Ahuja*  
Rajiv Ahuja, Proprietor  
Membership No. : 002182  
Panaji, September 14, 2022

