



ANNUAL REPORT

2023-24

Regional and Urban Development Foundation

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- Social Vulnerability Assessment: for carrying out Multi-Hazard Risk Assessment for the State of Jammu and Kashmir
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- Decentralized district planning and social mobilization – MGNREGS, Udhampur District, Jammu
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- Field Agency for UT of Chandigarh for evaluation of Red Ribbon Clubs in colleges (RRC), Adolescence Education Programme (AEP), Folk Media Campaigns
- Construction and commissioning of Individual Household Latrines (IHHL) in Arnia under Swacch Bharat Mission (U)
- Rebuilding Trust Programme
 1. Awareness camps on Menstrual Hygiene and distribution of sanitary Napkins
 2. Eye checkup camps
 3. Capacity building program for stakeholders
 4. Educational Camps, where stationary items like books, pen, pencil, etc were distributed.

5. Mental Health Program and Awareness on De- Drug Addiction
6. Inauguration of computer centers and skill centers.

- Enterprise Partner and Knowledge Partner supporting field activities

1. Message from the CEO

On behalf of the entire team at the Regional and Urban Development Foundation (RUDA FOUNDATION), I am pleased to present our Annual Report for the year 2023-24. From its inception in 2005 as a vision to uplift marginalized communities, RUDA FOUNDATION was formally established in 2009 with the goal of improving living conditions for the urban and rural poor, particularly in the Jammu and Kashmir region.

RUDA FOUNDATION was founded by a group of professionals committed to enhancing the lives of underprivileged communities across urban, rural, and tribal areas. We collaborate with grassroots organizations, government bodies, funding agencies, and the private sector to improve livelihoods, especially in the state's most difficult and disturbed districts.

This year, RUDA FOUNDATION expanded its efforts in environmental sustainability through plastic waste management in partnership with the State Pollution Control Board and JMC, rural development projects, disaster management with the Konkan Railways, and livelihood programs for border-area villages. Additionally, we focused heavily on health, sanitation, and education, including providing toilets for various households.

Our work is grounded in the belief that every individual deserves to live with dignity and respect. While our journey has just begun, we remain committed to creating livelihood opportunities, better health, education, and empowerment for marginalized families. Our progress, particularly in fostering gender equality, is a testament to our collective efforts.

The role of civil society is vital in ensuring that all people, regardless of their background or circumstances, are treated equally. Unfortunately, the number of marginalized communities continues to rise, and they are often denied their basic human rights. This year has been one of transformation for our organization, with new structures, norms, and an office in Srinagar. We are at a turning point, and more people are now willing to stand up for the rights of the marginalized, regardless of gender, class, or ability.

We recognize the need to expand our efforts. While continuing our grassroots interventions, we are also moving towards policy advocacy to address the larger challenges faced by marginalized communities. We are confident that by collaborating with government bodies, international organizations, the corporate sector, and other civil society groups, we can achieve even greater progress.

Our achievements thus far would not have been possible without the dedication of individuals, organizations, and partners who have supported

us. I extend my sincere gratitude to all who have contributed to making our vision a reality, especially the RUDA FOUNDATION team, both past and present. Together, we continue to strive for a future where every individual can live with dignity and opportunity.

Sincerely,

Sanjeev Arora

Chief Executive Officer

Regional and Urban Development Foundation

2. ORGANISATIONAL OVERVIEW

2.1. MISSION

RUDA's mission is to promote unparalleled high-quality services to our partners in the most economical way to accelerate socio-economic growth and sustain the same.

2.2 VISION

RUDA's vision is to drive economic growth and prosperity in society by addressing social, economic and environmental challenges through partnerships.

2.3 CORE THEMATIC AREAS

- ENVIRONMENT
- Plastic Waste Management
- Rural Development
- Disaster Management
- Livelihood
- Health and Sanitation

2.4 RUDA FOUNDATION's Values



2.5 Project Based on Thematic Areas

3.1 Environment

- Service Provider for Material Recovery Facility(MRF) and Material Recycling Centre (MRC), Jammu
- Plastic waste management programme
- Enterprise Partner and Knowledge Partner supporting field activities
- Integrated Solid Waste Management, Kutch
- Solid Waste management, Samba

3.2 Rural Development

- Field agency for carrying out social audit and physical assessment of works executed under Border Area Development programme in district SAMBA

3.3 Disaster Management

- Social Vulnerability Assessment: for carrying out Multi-Hazard Risk Assessment for the State of Jammu and Kashmir
- Household survey for economic and community

3.4 Livelihood

- Decentralized district planning and social mobilization – MGNREGS, Udhampur District, Jammu
- Assignment name: Decentralized district planning and social mobilization – MGNREGS, Reasi District
- Rebuilding Trust Programme

3.5 Health and Education

- Field Agency for UT of Chandigarh for evaluation of Red Ribbon Clubs in colleges (RRC), Adolescence Education Programme (AEP), Folk Media Campaigns
- Mental Health Programme
- Eye Checkup Camps
- Awareness on Drug De-addiction

3.6 Sanitation

- Construction and commissioning of Individual Household Latrines (IHHL) in Arnia under Swachh Bharat Mission (U)

➤ **FIELD AGENCY FOR CARRYING OUT SOCIAL AUDIT AND PHYSICAL ASSESSMENT OF WORKS EXECUTED UNDER BORDER AREA DEVELOPMENT PROGRAMME IN DISTRICT SAMBA**

Objective of assignment

- Assessing the physical and financial gaps between needs and resources available for developmental programmes under BADP.
- Creating awareness among beneficiaries and grass root providers of social and productive services
- Increasing efficacy and effectiveness of development programmes
- Scrutiny of various documents of BADP, keeping in view stakeholder interests and priorities, particularly of border villages.
- Estimation of the opportunity cost for stakeholders of not getting timely access to public services



OUTCOME:

- RUDA FOUNDATION facilitated the social audit process by conducting preparatory activities, including consultations and finalizing timelines with district authorities.
- Block facilitators were trained on key social audit issues, while Gram Sabhas were used to present and verify BADP social accounts.
- The process included infrastructure gap analysis, setting future targets, and ensuring panchayat resolutions.
- Additionally, the proceedings were documented, and feedback was gathered to fine-tune policies and institutionalize the social audit for sustained community participation and transparency.



➤ **SOCIAL VULNERABILITY ASSESSMENT:
FOR CARRYING OUT MULTI HAZARD
RISK ASSESSMENT FOR THE STATE OF
JAMMU AND KASHMIR**

Since Jammu and Kashmir is very prone to hazards like earthquakes, floods, fire, avalanches, and landslides, leading to the loss of human lives and significant damage to public and private property.

RUDA FOUNDATION conducted a household social vulnerability survey in Jammu and Kashmir as part of the Multi-Hazard Risk Assessment under the Jhelum Tawi Flood Recovery Project (JTFRP), funded by the World Bank.

The survey aimed to assess hazard history, vulnerability, and resilience of households during natural disasters. It covered 42,000 households across 22 districts of J&K.



➤ **HOUSEHOLD SURVEY FOR ECONOMIC AND
COMMUNITY DATA**

RUDA conducted a household survey for economic and community data in Jammu and Udhampur districts along the Tawi River using a mobile app, as part of the Jhelum Tawi Flood Recovery Project (JTFRP), funded by the World Bank and implemented by Oiltech Engineering Pvt Limited. The survey covered 300 households and included FGDs in focused villages to assess their socio-economic status



The state government using the data and report for strengthening disaster management programs for the state.

OUTCOME

The state government using the data and report for strengthening disaster management programs for the state.

➤ **DECENTRALIZED DISTRICT PLANNING
AND SOCIAL MOBILIZATION –
MGNREGS, UDHAMPUR DISTRICT,
JAMMU**

Result:

- Conducted socio-economic surveys and capacity building for village groups.
- Facilitated Panchayat and Gram Sabha consultations.
- Participated in approval meetings for the Block Perspective Plan.
- Compiled Block Plans into a comprehensive District Perspective Plan.
- Developed and secured approval for the MGNREGS plan for Udhampur, with a 284 crore budget for the next five years.

Usefulness of Services:

- RUDA's facilitation and technical support enabled Udhampur district to finalize a need-based MGNREGS Perspective Plan for implementation.

Objectives

- ✓ Provide technical support to Udhampur district authorities in preparing a 5-year perspective plan for MGNREGS.
- ✓ Assist in the creation of a need-based plan with a budgetary allocation of 284 crores for Udhampur.



GRAM SABHA IN TIKRI



➤ **DECENTRALIZED DISTRICT PLANNING
AND SOCIAL MOBILIZATION –
MGNREGS, REASI DISTRICT**

RUDA FOUNDATION provided technical support and facilitation to the district authorities of Reasi in the preparation of a five-year perspective plan for the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), under the District Administration of the Rural Development Department, Reasi District, Government of Jammu and Kashmir.

Our Services and Impact:

- RUDA provided essential technical support to the Reasi District Administration, leading a socio-economic survey, capacity building for village groups, and organizing Gram Sabha consultations.
- They played a key role in developing the 5-year Block and District Perspective Plans for MGNREGS, including a budget of 166 crores.
- Their efforts ensured the creation of a need-based, community-driven plan, approved for implementation, which will significantly enhance rural development in Reasi District.

➤ **FIELD AGENCY FOR UT OF CHANDIGARH
FOR EVALUATION OF RED RIBBON CLUBS
IN COLLEGES (RRC), ADOLESCENCE
EDUCATION PROGRAMME (AEP), FOLK
MEDIA CAMPAIGNS**

OBJECTIVES:

The objective of the assignment was Development of questionnaire and Evaluation of Red Ribbon Clubs in colleges (RRC), Adolescence Education Programme (AEP), Folk Media Campaigns

➤ **CONSTRUCTION AND COMMISSIONING OF INDIVIDUAL HOUSEHOLD LATRINES (IHHL) IN ARNIA UNDER SWACCH BHARAT MISSION (U)**

Regional and Urban Development Agency has set up a **Sanitation Hub** in Jammu to provide sustainable and affordable solution to address the sanitation issue in Jammu and Kashmir.



Multi Hazard Resilient House under

Specially Designed Mould for construction of *Multi Hazard Resilient Superstructure*



Results achieved:

Made ARNIA ULB open defecation free and provided resilient toilets (space frame technology) to all the deserving HHs.

REBUILDING TRUST PROGRAMME

To improve rural livelihoods especially that of women, unemployed youth and the most disadvantaged, in border villages of Marh Block of Jammu district

- ✓ **REBUILDING Trust** aims to empower vulnerable & marginalized people of UT J&K for their overall development and livelihood, RUDA decided to explore those areas which are hardly to find on google maps and where no one else has gone before to help and support them.
- ✓ Our targeted villages are geographically located near International border & LOC, which is highly sensitive zone. Due to insurgency, shelling and terrorist activities these areas have never got the opportunity to develop just like other villages.
- ✓ Many times in a year, people living in these villages have to live in bunkers made by armed forces for their safety due to heavy shelling and bombarding. Several times these shelling's destroys public infrastructure and property, eventually the locals suffers due to this.

PROJECT's AIMS & OBJECTIVES

1. Create sustainable community institutions around women Self-Help Groups (SHGs), youth groups of men and women and Community Development Groups.
2. Build capacity of community institutions for self-governance, bottom-up planning, democratic functioning.
3. Develop partnership of community institutions for natural resource management, microfinance, market linkages, and sectoral economic services
4. Increase economic and livelihood opportunities by:
 - *Skill development of women and youth for employability and establishment of self and/or group managed enterprises*
 - *Establishing backward and forward linkages for economic enterprises*
 - *Creating access to finance through linkages with banks and other financial institutions*
 - *Creating critical infrastructures Develop partnership of community institutions for natural resource management, microfinance, market linkages, and sectoral economic*

- **AWARENESS CAMP ON MENSTRUAL HYGIENE AND DISTRIBUTION OF SANITARY NAPKINS**



➤ **EYE CHECKUP CAMPS:**



- **CAPACITY BUILDING PROGRAM FOR STAKEHOLDERS**



- **EDUCATIONAL CAMP, WHERE STATIONARY ITEMS LIKE BOOKS, PEN, PENCILS ETC WERE DISTRIBUTED AMONG VILLAGE KIDS**



MENTAL HEALTH PROGRAMME AND AWARENESS ON DRUG DE-ADDICTION



➤ INAUGURATION OF COMPUTER CENTRE AND SKILL CENTRE



ENTERPRISE PARTNER AND KNOWLEDGE PARTNER SUPPORTING FIELD ACTIVITIES

Regional and Urban Development Foundation in partnership with **United Nations Development Programme (UNDP)** and **Jammu Municipal Corporation** is implementing a **Enterprise Partner and Knowledge Partner supporting field activities** in Jammu city. The collaboration in the project aims to streamline plastic waste collection and recycling in the city.

To achieve the key objective of the project, it is important to create awareness among consumers, households, commercial establishments, schools, colleges and other stakeholders regarding plastic waste. Along with Plastic it is also imperative to establish effective Plastic waste collection and processing system in Jammu city

