

SECTION I: ORGANISATION PROFILE

1. Organization Profile & POC Details:

Yuva Rural Association (YRA) was registered as a society on 23rd May 2002 under M. P. Society Registration Act 1973. In its initial phase, until March 2011, YRA focused on promoting basic human rights. This included popular education, awareness generation, demonstrations, training, and workshops, issue-based advocacy with the government for policy and programmatic changes aimed at inclusive growth.

Operating across Maharashtra, Madhya Pradesh, and Gujarat, YRA worked within the overarching frameworks of the democratization of Society, Polity, and economy. Our work was aligned with Millennium Development Goals (MDGs), ecological sustainability, and Good Governance. Now over 24 years old, YRA remains committed to improving the livelihoods of rural and tribal communities while ensuring biodiversity.

YRA's direct presence spans more than 1,265 villages across 19 blocks in 8 districts of the Vidarbha & Marathwada regions in Maharashtra, addressing the issues of livelihoods and Environment, focusing on women & Children, Small and Medium farmers, and tribal communities.

As a professional voluntary development organization, YRA collaborates with a wide range of national and international partners. These include Oxfam India, SWISSAID India, UNICEF, IFAD, and various government departments such as Women and Child Development, NABARD, the Ministry of Agriculture, and the Water and Sanitation Department. YRA also partnered with Karnataka Health Promotion Trust (KHPT), Rangoonwala Foundation, RRA Network, Dilasa, WASSAN, and CSR partners, including HDFC Bank, Infosys, Mahindra & Mahindra, HDB Financial Services, Bharat Rural Livelihood Foundation, HCL Tech, Tata Trust and Edelweiss to work toward inclusive and sustainable development.

Additionally, YRA promotes value education among educators, teachers, privileged students, and parents, nurturing a culture of empathy and responsibility across different sections of society.

A significant strength of YRA lies in its formation and nurturing of People's Organizations (POs) and People's Institutions (PIs), which ensure increased participation, accountability, and ownership among the beneficiaries. These grassroots structures, along with a dedicated network of volunteers, have played a crucial role in scaling the impact of YRA's interventions and in helping rural communities take charge of their development. Together, they contribute to YRA's vision of making rural life more just, sustainable, and meaningful.

Core Purpose:

YRA's core purpose is to shape a better human society, emphasizing the culture of co-existence and contributing to achieving SDGs by helping people to help themselves.

Vision:

A better human society with equal opportunities and participation towards the sustainability of the Planet.

Mission:

To support and facilitate the needy, poor, and marginalized people to make them harness equal opportunities and participate equally, aiming for "No one Leave Behind".

Strategic Approach:

Since its inception, Yuva Rural Association (YRA) has adhered to a structured approach to organizational development by preparing a Strategic Plan every 5 years and implementing it with commitment. The current Strategic Plan for the period 2025–2030 emphasizes a holistic approach to livelihoods, encompassing socio-economic empowerment, quality education, water and sanitation, nutrition and health, income generation, and improved productivity, all aligned with the principles of environmental sustainability.

At the heart of our strategy is empowering and facilitating communities to work collectively to address their challenges and ensure long-term development outcomes.

YRA employs participatory methods to raise awareness, shape perspectives, and build the capacity of community members, thereby fostering positive shifts in attitudes and behaviours. By training volunteers and emerging leaders, we facilitate the identification and resolution of developmental issues such as Livelihood-Climate Change-Women, Youth and Child Development. These interventions aim to create self-reliant communities capable of driving their development agendas.

Point of Contact Details:

Name - Mr Devraj Patil, Chief Executive Officer

Mobile Number - 8087993739

Email - ceo@yraindia.org

2. Flagship / Key Programs, Outcomes and Impact (Last 6 Years)

A. Gold Standard Certified Climate change mitigation project:

Successfully installed 17,000 biogas units (balloon digesters), driving large-scale adoption of clean energy. The intervention significantly reduced dependence on traditional fuels, lowered carbon emissions, and enabled households to access clean cooking solutions while generating organic fertilizer for sustainable agriculture.

B. Women Counselling Center – Ending Violence Against Women

Provided structured counselling and support to 15,000+ women facing violence and distress. Successfully resolved 11,743 cases, addressing critical issues including domestic violence, abuse, and exploitation.

Built a strong grassroots movement by mobilizing 1,25,000 Change Makers to challenge and shift harmful gender norms at scale. Strengthened institutional convergence by referring 1,661 high-risk cases to government systems, ensuring access to justice and protection mechanisms.

C. ChildLine & Access to Justice – Child Protection

Directly reached 15,000 children through anti-child marriage campaigns, preventing 604 child marriages and safeguarding vulnerable adolescents. Intervened in 65 child trafficking cases, ensuring timely rescue and rehabilitation support.

Operationalized ChildLine services in Bhandara district, covering seven talukas and extending protection services to over 25,000 families, strengthening last-mile child protection systems.

D. Sustainable Agriculture & Climate-Resilient Farming

Enabled 11,138 farmers with soil health diagnostics and localized crop advisories, accelerating the transition to sustainable agriculture. Reached 49,500+ farmer groups with knowledge resources to promote low-cost, climate-resilient practices.

Certified 700 farmers in organic cotton and enabled market linkages for improved price realization.

Established the Demonstration Hub for Agricultural and Renewable Activities (DHARA)

Diversified livelihoods by supporting rural families in scientific goat and poultry management, resulting in enhanced and resilient income streams.

E. Diversion-Based Irrigation (PHAD) – Water Security & Income Enhancement

Established 26 diversion-based irrigation systems (Protective Irrigation systems), bringing 969 acres of rainfed land under assured irrigation and benefiting 845 households (4,083 individuals).

Delivered measurable ecological impact with a 2–3 ft rise in groundwater levels and reduced soil erosion. Increased cropping intensity and enabled year-round cultivation.

Strengthened community governance by training 130 Water User Group members on equitable and efficient water management.

Achieved a 15–20% increase in annual household incomes, with multiple cases of income doubling. Farmer collectivization was strengthened through the formation of Farmer Producer Companies.

F. Livelihood & Integrated Rural Development

Implemented multi-sectoral rural development models across Gadchiroli, Nagpur, and Hingoli districts, integrating water security, agriculture, and livelihoods.

Leading a high-impact mega watershed initiative in Bhamragad (Gadchiroli), enhancing natural resource management and livelihood resilience over three years targeting 50,000 Ha area to be enhanced under Watershed Management.

Promoted women-led Farmer Producer Organizations (FPOs) “Hingna Mahila Farmers Producer Company Ltd” and scaled interventions in multi-cropping, irrigation, organic farming, and water conservation.

Revived and developed water bodies in Hingna (Nagpur), contributing to biodiversity restoration and ecological balance. Strengthened water access and livelihoods in Hingoli through targeted water security interventions. Outreach to 32 Gram Panchayats, 33 villages, 3 blocks and benefitting 10347 households and a population of 56296 in 2025-2026.

G. Value Education – “Child as a Change Maker”

Institutionalized value education across 400 schools annually since 2023, creating sustained engagement platforms for students and communities.

Reached over 75,000 students and 75,000 parents/community members, driving awareness on social-emotional learning and child development.

Enabled 5,000+ students to internalize core values such as responsibility, courage, and emotional resilience, resulting in observable behavioral shifts.

Generated evidence through a [pilot study](#) with 455 students on responsibility, contributing to scalable, research-backed approaches in value education.

H. Anemia Free Vidarbha (AFV) – Nutrition & Kitchen Gardens

Scaled kitchen garden interventions across 1,038 villages, reaching 29,540 families and transforming household nutrition systems. Delivered 127 targeted awareness programs to drive behavioral change in nutrition and hygiene practices.

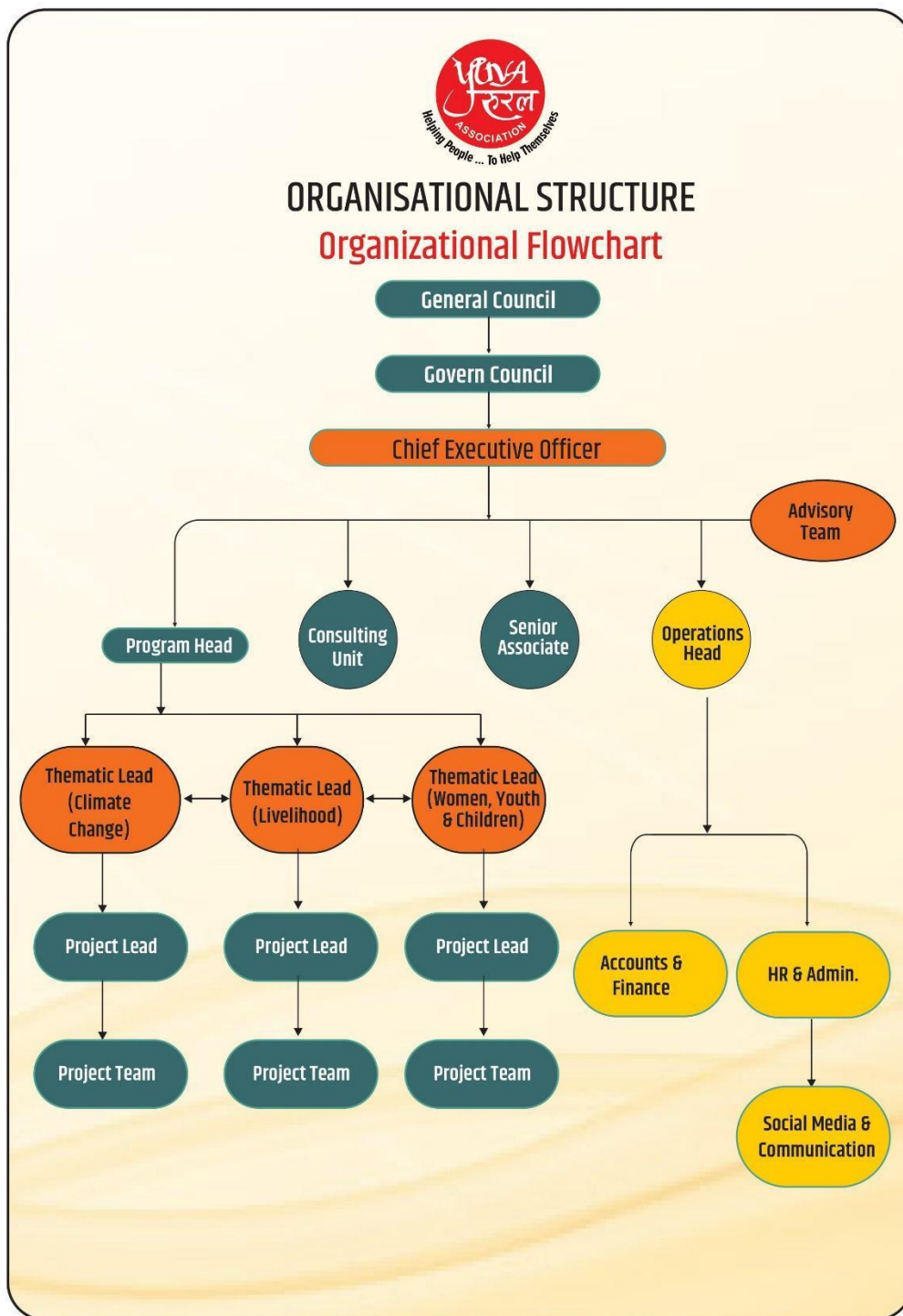
Achieved measurable health impact, with hemoglobin levels among women and adolescent girls increasing from 7–9 g/dL to 11+ g/dL. Enabled 90% of households to improve dietary diversity. Strengthened household food security, with 84% of produce consumed and 16% monetized, creating supplemental income streams.

Institutionalized the model in 168 government schools, impacting 2,449 students and 437 teachers by integrating nutrition-sensitive agriculture into mid-day meals and experiential learning systems.

Outreach data past 6 years

Year	District (Nos)	Blocks (Nos)	GPs (Nos)	Villages (Nos)	Household Covered	Population Covered
2026	10	17	518	963	53,267	2,35,205
2025	8	51	748	1,240	80,728	3,54,593
2024	8	22	424	1,071	75,525	2,01,549
2023	7	27	702	1,869	58,383	1,35,664
2022	7	24	1,180	2,671	17,251	67,922
2021	9	20	113	326	13,048	52,570

3. Organogram & Profile of Founding Members, and Leadership Team



Governing Council Members: It is the active governance to which the CEO is reporting. The General Council and Governing Council become the board of the organization. The CEO is at the top of the executive members in the organization.

Sr. No	Name of Member	Education	Years of Experience in the Sector	Profile
1	Seemantini Khot, President	Master of Arts & Social Work from TISS	36 Years	She has 25 years of all-around experience in the development sector. Worked with PRIA, BAIF, and an expert in developing & managing the implementation of comprehensive development programs on gender, coordinating multi-stakeholder analysis & policy research. She remained the Global Director of Suzlon Foundation , the CSR arm. Currently, she is a freelance consultant.
2	Mohan Surve Vice President	M.S.W	31 years	Currently, he is the CEO of Vikas Sahayog Pratishthan, a network organization working on the issues of poor & deprived sections of the society in Maharashtra. He has been working in the development sector for the last 30 years.
3	Laxmikant Padole Secretary	M.Sc.	26 Years	Mr Padole is primarily an agriculturist who is also the Director & Head of operations of Neem Foundation Research and Technology Development Centre, Nagpur. He has developed & implemented several innovative ideas in the development of Neem processing machinery, Neem products, and awareness among the farming community since the year 2000.
4	Raghunath Chavan Treasurer	B.Com	31 Years	Mr. Chavan is an expert in Credit & Cooperative Societies. He has conducted extensive studies in Rural Areas. He is handling 12 different cooperative credit societies with an A+ grade classification certified by the Auditors.
5	Dr. Mrunalini Fadnavis Joint Secretary	PhD in Economics	36 Years	She is presently retired as the Vice Chancellor of Solapur University. She was associated with Mahila Mahavidyalaya, Nagpur, as the Principal from 1984 to 2019. She is a renowned economist and is associated with National & International forums and organizations.
6	Ms. Anita Borkar Member	M.S.W	36 Years	She is based in India and has been working as the Regional Coordinator, Training for Transformation Program of the Asia South Pacific Association for Basic and Adult

				<p>Education (ASPBAE – www.aspbae.org), for over a decade. ASPBAE is a membership-based network with around 120 member organizations in 30 countries of the Asia Pacific region. She organizes co-learning and enabling processes on relevant educational themes for the ASPBAE membership. Her training has been in social work, and she co-founded Abhivyakti (meaning Expressions), an NGO in India, which works on adult education and lifelong learning with various marginalized community groups and has been active in the education sector for over 35 years.</p>
7	Mr. Pareparambil Luckose Mathew Member	M.Phil. in Philosophy	32 years	<p>He is a professional development scientist. He has a rich and varied experience and is exposed to multi-sectoral approach to development, including health, education, water, sanitation, livelihood, & rural and urban development. He is based in Pune and is facilitating a team of 86 spread across four states of India in the area of Youth Development at the Centre for Youth Development and Activities, Pune. He is also the consultant to CLTS training, Sanitation, capacity building, SLWM training, WASH in schools, Visiting faculty in TISS, and Symbiosis: skill building and entrepreneurship.</p>