

ವನಸಿರಿ ಗ್ರಾಮೀಣ ಆಭಿವೃದ್ಧಿ ಸಂಸ್ಥೆ  
**VANASIRI RURAL  
DEVELOPMENT SOCIETY**  
LIFTING RURAL COMMUNITIES TOWARDS PROSPERITY



**STRATEGY PLAN  
2023-2026**

# ACKNOWLEDGEMENTS

We are proud to share our Strategic Plan for the next 3 years (2024-2027). This strategic plan document was developed by the Vanasiri Rural Development Society (VRDS) under the guidance of the Dhvani Foundation, Bangalore. VRDS board members, staff, consultants, and community members were involved in the planning and documentation process. Now, we have a strategic plan that provides us with a clear roadmap to work with the community and expand our reach to more people.

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Government: Mr. Akshaya Sridhar, CEO, ZP Haveri

CSR: Mrs. Tangam, Deputy Director, The Concern India Foundation, Bangalore

Sponsors/Donors: Mr. Monis, National Coordinator, Andheri Hilfe, Mangalore

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Other NGOs/Federations: Mrs. Saraswathi, CACLK Karnataka, Mysore

Mr. Raghavendra, Consortium of Social Organizations

Community/Constituents: Mr. Shankrayya Kalasur Math, Mahatma Gandhi District Labor Union, Haveri

## ABOUT US

Vanasiri Rural Development Society (VRDS) aims to transform lives in Karnataka's Haveri district, focusing on improving livelihoods through sustainable agriculture, natural resource management, and social empowerment. Our innovative labour banks provide work opportunities for thousands of migrant labourers, reducing worker migration and ensuring year-round employment. VRDS also supports girl child education, offers training for small and marginal farmers, and advocates for child rights and employment policies. We believe in empowering communities to achieve self-reliance and foster economic resilience. Through partnerships with stakeholders, we build capacity, enhance infrastructure, and drive lasting social change, creating a brighter future for rural and urban families alike.

## VISION

Life with dignity for all marginalized, vulnerable communities (Dalits, Tribals, minorities), and children

## MISSION

Empower marginalized communities, including children, farmers, and migrant workers, by providing access to education, healthcare, and sustainable livelihood opportunities.

## VALUES

- Honesty
- Integrity
- Innovation
- Commitment
- Transparency & accountability
- Equity

## PRESENCE

VRDS is operating in Haveri, Uttara Kannada, and Dakshina Kannada districts of Karnataka State. It covers 112 villages across 42 gram panchayats in 06 blocks, namely Ranebennur, Byadgi, Hirekerur, and Rattihalli, as well as the slums of Ranebennur city in Haveri district, Karwar city and rural areas in Uttara Kannada district, and Mangalore city and rural areas in Dakshina Kannada district

## KEY MILESTONES

2004

Registered on 15th May 2004 under the Karnataka Societies Registration Act 1960.

2006

726 women organized into 60 SHGs in selected villages of Byadagi and Ranebennur taluka of Haveri district, trained them, and provided credit linkage with banks under the support of The Concern India Foundation, Bangalore.

2008

500 SHGs formed, livelihood support activities conducted for over 3000 SHG members through bank credit linkages.

2010

- VRDS registered under FCRA on 01/10/2009 with Registration No. 094670009.
- The livelihoods of 150 families improved through dairy, goat breeds improvement, and a women's milk cooperative society supported by The Deshpande Foundation, Hubli.

2011

2009-2010: Best NGO Award for SHGs Credit Linkage from NABARD Bangalore.

2014  
-15

Best performer award for livelihood activities through women from NABARD Bangalore.

2011

Best NGO awarded for work in rural service from Deshpande Foundation, Hubli.

2014

Best rural community development work from Blue Cross Laboratories Mumbai.

2013

Improved the livelihoods of 1683 SF/MF farmers by adopting sustainable agriculture practices in selected villages of Hirekerur and Ranebennur taluka under the support of Concern India Foundation, Bangalore.

2014

Established Vanasiri Vividoddeshagala Sahakari Niyamita Multipurpose Co-Operative Society through SHGs for better credit services to the SHG members under the support of Deshpande Foundation, Hubli.

2015

Rejuvenation of 100 village tanks by de-silting and afforestation in common lands under the Andheri Hilfe Project. Prevented the migration of 5000 laborers by generating employment under MGNREGA and ensuring food security.

# SWOT ANALYSIS

## STRENGTH

- Good leadership with committed staff.
- Experience in community mobilization, CBO formation, strengthening, and networking.
- Good contacts with government departments, sponsors, and NGO networks.
- Proficiency in program implementation through a community participatory approach.
- Board members are skilled advisors and resourceful individuals.
- Well-equipped office with training facilities and digitized beneficiary data.
- A strong NGO reputation in the district and state.
- Pioneered the Labor Bank concept in the state.

## WEAKNESS

- Attrition of field staff.
- Non-availability of qualified staff.
- Lack of communication skills and technical knowledge among field staff.
- Lack of field documentation by staff.
- Short-term projects and limited resources.
- Lack of technical knowledge in digitalization (Software & Apps).
- Absence of second-line leadership.

## OPPORTUNITY

- Work experiences with migrant workers (labors), SF/MF farmers in rural areas, and slum dwellers in urban areas.
- Developing innovative concepts and approaches in the livelihood thematic area.
- Strengthening a good network with CBOs at the grassroots level.
- Working collaboratively with government departments and fostering stronger partnerships.
- Opportunities to partner with CSR, developing projects to meet their expectations.

## THREAT

- Qualified youth not willing to work at the grassroots level.
- Untimely discontinuation of projects by sponsors.
- Changes in government policies.
- Lack of corpus fund to cope with delayed funding or lack of projects.
- Unexpected natural calamities/disasters, such as droughts.

# BROAD STRATEGIC GOALS 2023 - 2026

## PROGRAMME AREAS

### Program Goals:

- Reduce 80% of migrant workers in 70 villages in 5 blocks of Haveri district by the end of 2027.
- Ensure that 40% of small and marginal farmers adopt sustainable agriculture practices, leading to increases in their land productivity and income.
- Reduce school dropout rates and improve the quality of education for 500 educationally deprived children.
- Increase the life skills of 500 youths and improve the living situations of 1000 marginalized communities by providing employment opportunities over the course of three years.

### Organizational Goals:

- Establish our own office building to reduce budget costs.
- Reach out to a greater number of target people and expand our programs.
- Identify a greater number of donors and raise funds for our programs.



# OBJECTIVES, METRICS & RESOURCES

SI No	Thematic Area	Goals	Objectives	Major activities	Output	Outcome by 2027	Indicators
	Livelihood	Reduce 80% of migrant workers in villages in blocks of Haveri district by the end of 2027.	- Prevent the migration by providing employment under MGNREGA	- Create awareness programmes MGNREGA labor bank	- Labors are aware of MGNREGA labor bank	- Livelihood situation of labors was improved.	% of families improved in the living situation
			- Provide employment through labor bank	Identify the migrant work	- Establish labor union in the district	- Prevents the migration of labor.	Migration was reduced ...% in the area
			- Organizing labors by formation of groups and network by registering the labor union at district level	- Each labor family get -1 man days of works under MGNREGA	- Labors avail works under MGNREGA	- Labors avail works under MGNREGA	No. of families availed work under MGNREGA. Additional work through labor bank
			- Advocacy through labor union rights avail works under MGNREGA	- Labors get 40 man days additional work locally through labor bank	- Corpus fund generated for its future activities	Average wage earned by each family.	
				- All eligible labors family cover under social security schemes.	No. of families benefitted under social security		
					Rs. ... corpus fund generated.		
2	Agriculture	40% of Small and marginal farmers adopted sustainable agricultural practices and increase the land productivity and income	- To enhance the livelihood of small and marginal farmers	- Farmer training	- Farmers trained in various agriculture practices.	- Farmers adopted different Agriculture practices	- No. of farmers trained.
			- To Increase the land productivity and income of farmers	- Farmer exposure	- Farmers benefitted under MGNREGA convergenc for their land development	- Land productivity income increased	- No. of adopted different Agriculture practices
				- Land development under MGNREGA convergenc thro' line dep	- Farmers practicing different agriculture practices.	- Reduced their Agriculture inputs cost	- ...% of crop yield increase and income
				- Adopting different Agriculture practices		- Farmers replicated the demonstrati	- ...% decrease in agriculture inputs cost cultivation.
				Organic & Integrated farming systems	- Farmers get fair price in market	Crops diversity... .. Crops	
				- Demonstrations		No. of farmers replicated.	
				- Marketing linkages			

3	Education	Reduce the school dropout and improving the quality education of 500 educationally deprived children and improving the living situation of 1000 marginalized communities by providing the	*To continue the school education and higher studies.	*Identify the school dropout children, enroll in the school.	*All school drop outs enrolled at schools	*Reduced school dropout.	No. of school drop out children enrolled at schools.	
	1. School Drop outs				*Children are attending regular at Children activity centre.	*Children attendance increased at schools.	No. of school drop out children studying in higher classes.	
					*Create awareness to the parents on importance of education	*Parents are supporting their children education.	*Children go for higher studies	Child labor & child marriage rate reduced...../no
					*Establishing Children Activity Centre for conducting coaching classes	*Children of these community are attending the schools regularly	Child labor & child marriage drastically decreases	
2.Skill development	Increase the life skills of 500 youths and enhance the employment opportunities at various sector / self employed locally.	*Youths become productive and become more responsible citizen	*Life skill training programme	*Role of youths in community and personal development.	Youths involved in community development & enhanced their personal skills.	No. of youths active in their community development		
							*Vocational skill development training.	*Youths gaining their skills



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