



Thirty-Eight Years of Enabling Himalayan Communities

The next horizon of grassroots development and
climate resilience in the Tons Valley.

Deep Roots in the Himalayas. Modern Institutional Readiness.



38+ Years of Legacy

A grassroots NGO embedded in Uttarakhand since 1987. Founded by Malti and Pawan, beginning with house-by-house engagement in Pithoragarh and Champawat districts.



100,000+ Lives Impacted

Directly touching vulnerable communities across remote corners of Uttar Pradesh and Uttarakhand through 35+ major rural development projects.



Fully Compliant & Partner-Ready

Dedicated to enabling the poor and marginalized to sustain livelihoods and assert their rights, backed by modern institutional compliance and financial transparency.

A Continuous Trajectory of Grassroots Adaptation

The Early Years: Mobilisation

Leading the Himalaya Nadighati Sanrakshan Abhiyan to protect local ecosystems and solve pressing community needs.

Present Day: Focused Deep Impact

Transitioned to concentrated, precision interventions targeting the highly vulnerable Tyuni (Dehradun) and Mori (Uttarkashi) blocks.

1987-1988: Inception

Official registration under the Societies Act (UK06008122019002847).

The Expansion Phase: Scale & Network

Executed 35+ diverse projects across 10 districts, actively collaborating with a network of 25 partner NGOs.

A Three-Decade Ecosystem of Trusted Execution

Tier 1: International & Multilateral			
UNICEF ₹31L (Traditional drinking water sources at high altitudes)	The World Bank ₹26.7L (Rural Water Supply & Environmental Sanitation)	Danida ₹35L (Agricultural enhancement across 40 villages)	Oxfam (India) Trust / CIDA ₹22.5L (Water Resource Management & Community-Based Economic Development)
Tier 2: National & Philanthropic			
Child Rights & You (CRY) ₹3.57Cr+ (20-year partnership as state nodal agency across 10 districts)	Sir Dorabji Tata Trust ₹1.87Cr (Strengthening civil society and community healthcare)	Government Partners (CAPART, NABARD, Govt of India/UP) FPO nurturing, watershed planning, and executing 18 dedicated departmental projects across Mahila Kalyan Nigam, Dept of Science & Tech, and MNES.	

Institutional Compliance & Financial Architecture

Financial Transparency



CSR-1 Registered
(Approved implementing agency with Min. of Corporate Affairs)



12A Registered
(Tax exemption status active)



80G Registered
(Donation deductibility framework active)



NGO Darpan
(Active state and central financial reporting)

₹1,318,643

Total Assets
(Includes Fixed Assets: ₹1,310,208)

₹60,365

FY24 Receipts
(Sustained purely by community donations/membership during the pandemic pause)



The Post-COVID Insight: Following COVID-19, ERA temporarily halted external fund applications, relying on internal reserves. This creates a unique window for partners: decades of execution capacity, full compliance, and zero structural bloat—ready to deploy fresh capital.

Governance



A 7-member **Governing Body** is elected democratically for 5-year terms. High quorum requirements (75%) ensure broad consensus on all strategic and financial decisions, protecting the organization's integrity.

Role	Name	Background
President	Malti Rana	Social Worker
Vice-President	Abha Singh	Social Worker
Secretary	Manu Rana	Social Worker
Treasurer	Rajendra Singh	Social Worker
Member	Sunita Singh	Consultant
Member	Neerja Bisht	Social Worker
Member	Jayendra Singh Rana	Local Farmer

The Operational Theater: Beautiful but Isolated

Our renewed focus is the fragile Tons Valley, spanning western Uttarakhand and eastern Himachal Pradesh.



Callout 1: The Topography

High-altitude, rugged terrain that visually stuns but physically isolates communities from central economic hubs.

Callout 2: The Access Void

Severe logistical bottlenecks restrict the flow of modern healthcare, educational personnel, and agricultural market access.

Callout 3: The Target Demographics

Ground zero for intervention spans the Tyuni Tehsil (Dehradun) & Mori Block (Uttarkashi). Primarily inhabited by the indigenous Jaunsari, Garhwali, and Hatti communities facing unprecedented economic pressures. adjacent parts of Shimla and Sirmour districts of Himachal Pradesh.

Diagnosing the Pressing Needs of the Tons Valley



Climate & Agricultural Collapse

Drastically dropping crop yields and acute water scarcity.

Fragile Himalayan spring sheds and traditional apple orchards are actively threatened by accelerating rising temperatures.



The Infrastructure Void

A rising physical infrastructure paired with a critical lack of motivated personnel.

Vital healthcare positions remain unstaffed, and primary schools face closure due to dwindling enrollment.



The Demographic Drain

Heavy out-migration of working-age youth to urban centers.

This economic exodus leaves behind a highly vulnerable population consisting of the elderly, women, and the extreme poor.

An Interlocking Ecosystem of Precision Interventions



Development driven by the people: integrating technology, research, and grassroots action into a single coherent policy agenda

The Acute Micro-Crisis: Anaemia in Tyuni

Data Source: NFHS-5

59.5%

Children (6-59 months) who are severely anaemic.

47.9%

Non-pregnant women (15-49 years) suffering from anaemia.

45.6%

Adolescent girls (15-19 years) who are anaemic.

Systemic Infrastructure Voids



The Government Addl PHC Tiuni suffers from severe **staff shortages** and **unreliable power**, crippling X-ray and ultrasound diagnostics.



Residents must travel up to 123 km (to Vikas Nagar) over harsh mountain terrain merely for basic blood diagnostics.



The **Human Cost**: In 2017, a distressing incident exposed this void when a pregnant woman was forced to deliver her baby on a bridge in Tyuni after finding the local health centre locked and entirely unattended.

The Intervention: Empowering Communities to Combat Anaemia



Geography

50 Villages (Tyuni Tehsil, Chakrata Block).



Duration

12 Months.

Core Thesis: Bridging the gap between vulnerable mountain households and state-level support by leveraging the government's free drug and diagnostic schemes through community-led action.



Total Budget

₹34,84,000.



Target Beneficiaries

15,000 Individuals
(Women of reproductive age 15–49 years, and children under 5).

The Community Health Engine: A Cycle of Sustainability

4. Institutionalize (Ownership)

Train and mobilize **50 local Self-Help Groups (SHGs)** to establish self-sustaining grassroots health committees and grievance feedback loops that outlast the funding period.

3. Support (Nutrition)

Distribute vital **Iron and Folic Acid (IFA) supplements**. Execute targeted **cooking demonstrations** and backyard kitchen garden initiatives for 3,000 high-risk women and children.



1. Educate (Awareness)

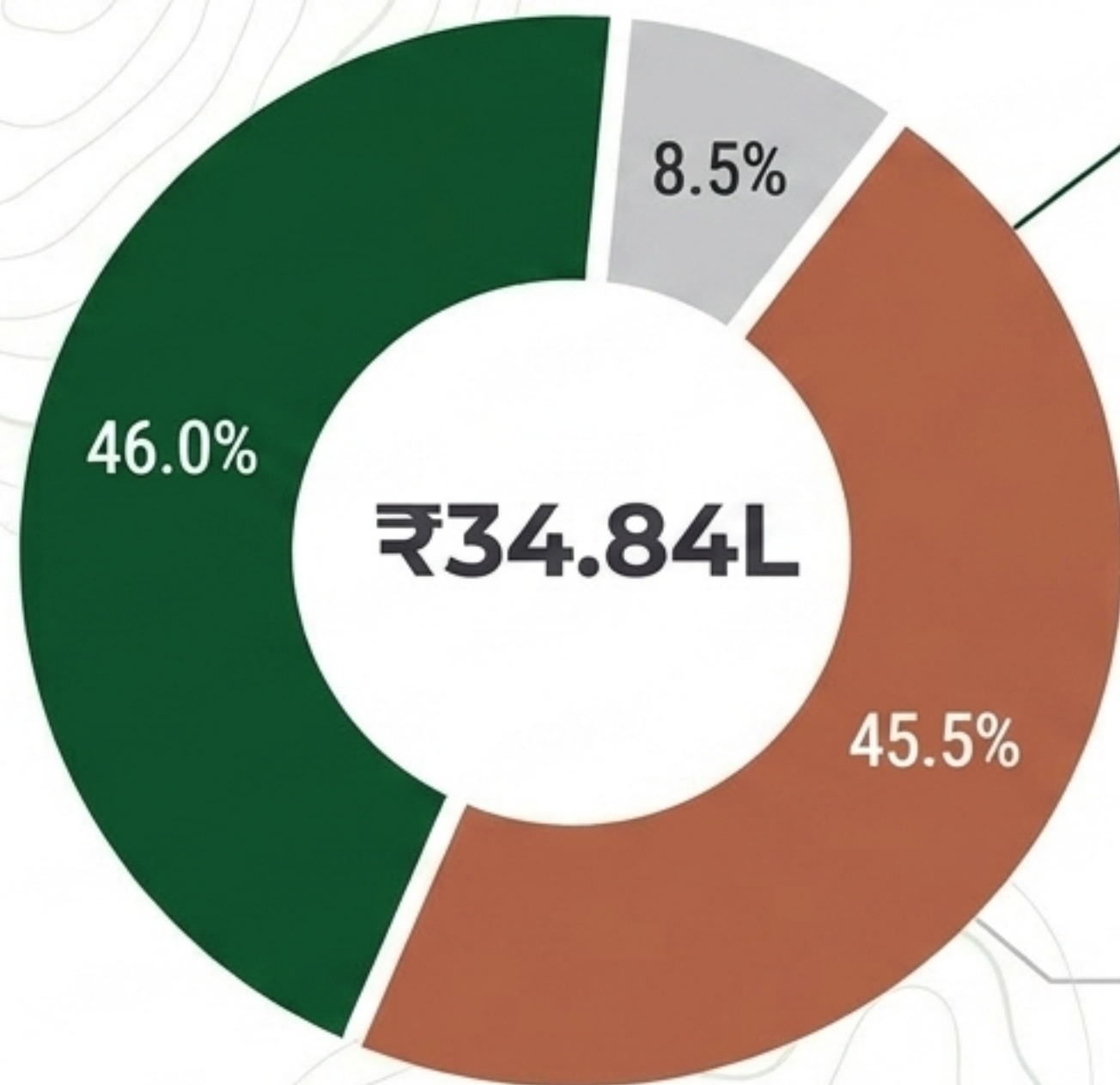
Conduct multi-lingual **community workshops** to build health literacy on nutrition and anaemia prevention for 10,000 participants.

2. Screen (Diagnostics)

Organize **12 localized health camps** deploying rapid, portable **haemoglobin testing devices** to screen at least 5,000 individuals, bypassing the 123km hospital trek.

Resource Allocation Blueprint

(Total ₹34.84 Lakh)



Project Activities & Operations (46.0% | ₹16,00,000)

Direct program delivery: SHG Capacity Building (₹5L), Diagnostic Camps/Kits (₹4L), IFA Supplement Distribution (₹4L), Educational Materials (₹2L), Endline Surveys (₹1L).

Human Resources (45.5% | ₹15,84,000)

Funds localized employment: Project Manager, Nutritionist, 2 Health Educators, 5 Community Mobilizers, Data & Logistics Coordinators.

Overheads & Contingencies (8.5% | ₹3,00,000)

An exceptionally lean administrative overhead ensuring maximum capital reaches the ground.

Ground Truth: Measuring Rigorous Impact

Voices of Transformation

Fostering Local Leadership.

Govind's Journey: From an unemployed graduate in Sagar village to an ERA teacher, Govind developed his leadership capacity and was ultimately elected as a Kshetra Panchayat member advocating for structural local needs.

Mainstreaming the Vulnerable.

Restoring Dignity: Devki, Parvati, Govindi, & Deepa—destitute and disabled women—were rescued, supported to earn independent livings, and respectfully reintegrated into mainstream society.

Awareness	Diagnosis Volume	Clinical Outcomes	Governance
Pre/post survey knowledge improvements across 50 villages.	5,000 individuals uniquely tracked via digital diagnostic registries.	Statistically measurable haemoglobin elevation tracking baseline (Month 1) vs. endline (Month 12).	50 fully autonomous SHGs actively managing localized health feedback loops.

Elevating Local Action to Global Standards

The Tyuni intervention is purpose-built to advance six critical UN Sustainable Development Goals simultaneously.

SDG 2 (Zero Hunger) & SDG 3 (Good Health)

Tackled via distribution of IFA supplements and implementation of backyard kitchen gardens for dietary diversity. Directly addressed by screening 5,000 rural individuals and reducing severe maternal/child anaemia prevalence.

SDG 4 (Quality Education)

Advanced through multi-lingual health literacy workshops for 10,000 participants.

SDG 5 (Gender Equality)

Empowering women of reproductive age (15-49) to take sovereign control of their nutritional health and assume leadership via 50 localized SHGs.

SDG 16 & 17 (Strong Institutions & Partnerships)

Bridging government health schemes with grassroots execution through accountable, community-owned feedback loops.



Join us in building the next chapter of Himalayan resilience.

The health and economic challenges in the Tons Valley are urgent, but our 38-year methodology is proven. We are actively mobilizing critical capital to scale our comprehensive approach for these vulnerable communities.

Partnership Opportunities:

- ₹34.84L Grant for the Tyuni Anaemia Intervention.
- CSR Grants for Eco-Restoration & Carbon Credits.
- Programmatic Funding for the Himkriti Women's Collective.

Contact Nodes:

Leadership: Malti Singh (President) & Pawan Rana (Co-founder)

Operations: C-1/14, Manju Ghosh Colony, Dehradun – 248 005, Uttarakhand

Digital: www.erapeopleindia.org | erapeopleindia@gmail.com

Phone: +91 8470009502 / 8471009502