

REACHA Vision: The next 5 years (FY 2024-25 to FY 2029-30)

VISION

To reach out to masses, be with them, hear from them about their needs, and thereupon develop and implement sustainable models of socio-economic growth and development, using suitable technology and innovation, through a participatory process of engagement.

MISSION

REACHA is a community-based Non-Government Organisation (NGO) with a mission to deliver high impact to human development sectors like education, health, skilling of youth, entrepreneurship, women's empowerment etc. To do this, it works closely with beneficiary underprivileged communities on need-based projects - partnering government, Corporate CSR, Civil Society and Academic Institutions, leading to measurable outcomes.

A key approach is Multi-Stakeholder Management – for co-creation, convergence, and collaboration – with technology and innovation as an enabler and catalyst to generate high, sustainable, scalable, measurable impact.

Prime objective is local development in harmony with nature, and in alignment with aspirations of people.

Two Strategic interventions:

- 1. Building upon current strengths and partnerships**
- 2. Strengthening Systems & Processes to enable the envisioned growth**

Based on these, following actions would be taken up:

- Developing **funding partnerships** in alignment with Vision and Mission of REACHA to seek outcome-based impact through targeted interventions that meet community needs and ensure environmental balance.
 - o **CSR projects will fully align with Section 135, Companies Act, 2013** on Corporate Social Responsibility; these would assist funding Corporate partners to achieve their “CSR Compliance with Impact” through high SROI (Social Return On Investment), that is scalable and sustainable.
 - o **FCRA donors** would be explored who align with REACHA mandate and are willing to partner us.
 - o **Grants / Crowd Funding / Donations** would be explored, that align with REACHA mandate and are willing to partner us.
- Building deeper, trust-based **partnerships with government** across the country to complement and supplement community welfare programmes of the State
- **Replicate and scale** up successful Models of Interventions / Projects.
 - o Scaling would be done strategically through informing government policy and with meaningful partnerships.

- Focus on **sustainability of each intervention** through Multi stakeholder engagement –
 - Community ownership
 - Government partnership
 - Market linkages
- **Women** led development and women’s empowerment will be on priority.
- **Applied Research** in above areas based on ground experience and impact generated – to inform Policy / decision makers in Government.
- **Strengthening the Board** - Governance, Transparency and Accountability
- Enhancing efficiency & efficacy of **Systems & Processes** to better facilitate growth.
- The above 5 years will sharply focus on moving towards achieving SDGs as targeted for 2030, thus making the latter part of “Decade of Action” impactful.

REACHA will build upon Human Resource strength: will leverage CSR Professionals trained by REACHA experts. These are located pan India and can be mobilised in minimum time. Also, they come from various sectors and represent all concerned stakeholders – Corporates, Government, Civil Society, Professionals, Students.

REACHA has able to achieve higher impact in our geographies including border areas (Kashmir and Northeast) and remote areas across Pan India wherever the donors have provided us with uninterrupted long-term support based on performance. REACHA team is resilient and goes above and beyond to complete a task in hand.

Planning for Next 5-6 years:

A. Thematic areas:

Tech and digital embedded 3 broad thematic verticals would be taken up to connect with and empower the underserved:

- a. Promoting Education (includes learning & development for children, youth and adults): –
 - i. School and College, in alignment with NEP2020
 - ii. Livelihood enhancement and Entrepreneurship, with focus on Financial Inclusion and Income Generation
- b. Promoting Healthcare –
 - i. Preventive healthcare including mental health,
 - ii. Physical fitness and Wellness
- c. Enabling Conservation –
 - i. Agriculture, Horticulture & Agro-Forestry
 - ii. Strengthening climate resilience and conservation of resources

For the above: REACHA will focus on Training/Skilling/Market Linkages/Capacity Building/Research/Impact Assessment Studies as a common-horizontal across the above-mentioned thematic verticals.

We shall remain focussed on building Human Capital with use of appropriate tech-digital enablers / tools. Human Capital – external and internal – will thus be empowered.

For each thematic vertical, strengthening Governance will be given primacy.

B. Target geographies and beneficiaries to be impacted:

- a. Pan India - difficult terrain with high need / requirement. Tough geographies like J&K, Northeast
- b. Target Beneficiaries -
 - i. Youth: for careers with livelihood enhancement through entrepreneurship and 21st century skills-based job readiness and placements
 - ii. Children: for learning outcomes-based School Education with emphasis on “learning with understanding” to lead a holistic, balanced, healthy lifestyle.
 - iii. Women: for financial inclusion and livelihood empowerment leading to strengthening of position in family and society

C. Sustainability Plan for projects delivered:

- a. Integration with Government Schemes
- b. Community Ownership
- c. Entrepreneurship and Market Linkages
- d. Need based on-going guidance by REACHA