



Rural Uplift Centre

Nagercoil, Kanyakumari District, Tamil Nadu, India.



About RUC

Vision:

RUC envisions creating a just social and economic order.

Missions:

1. Right to life –Humanitarian assistance
2. Right to livelihood
3. Women’s rights and empowerment
4. Child rights, child care and protection

Years of Operation: Since 1981 (45 Years)

Our History

Established in 1981 by former AICUF members, RUC has become a vital force in advancing human rights, humanitarian aid, and sustainable development. With a mission to serve the unserved and empower the excluded, RUC works to amplify voices, build leadership, and foster self-reliant communities.

Guided by grassroots wisdom and strategic leadership, RUC focuses on uplifting women, youth, children, tribals, and marginalized groups—protecting livelihoods and the environment.

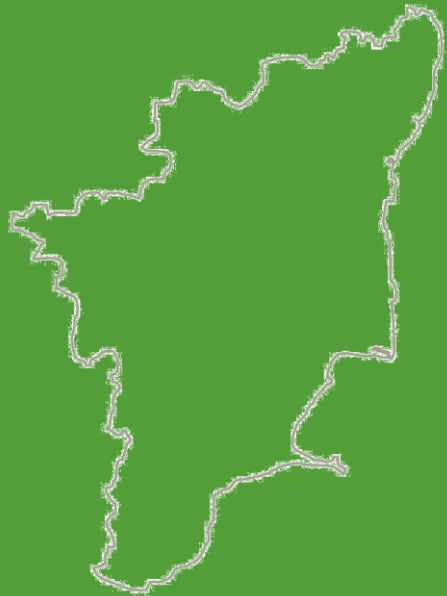
Its strength lies in inclusive, people-centered leadership that believes real change begins from the ground up.



Working Area

RUC has been working in Kanyakumari and Tirunelveli Districts directly with the beneficiaries.

In other parts of **Tamil Nadu** through like-minded NGOs and NGO networks.



Issues We Work on



Humanitarian Assistance



Constitutional and Legal Rights and Entitlements



Empowerment of Vulnerable Groups - Tribes, Dalits, Coastal Communities, Women and Children



Environmental Issues



Livelihood Enhancement

Thematic Areas



1. Disaster Response



2. Climate Change adaptation through Organic Farming



3. Paralegal Education & Legal Aid to Women Victims of Domestic and Sexual Abuses



4. Child Care, Rights and Protection

Who is RUC working for?

RUC works with tribal, rural, and coastal families living below the poverty line across four districts. The focus is on women, youth, and children, reaching over 500,000 people to date.

What is RUC doing?

RUC plays a critical gap-filling role, delivering much-needed support services, training, and advocacy to uplift excluded and vulnerable communities - helping them claim their rights, improve livelihoods, and live with dignity.

Geographical & Social Exclusion:

Tribal families live in remote hilly and forested regions, often cut off from basic services and government support.

Gender-Based Vulnerabilities:

Single women and victims of domestic, alcoholic, and sexual violence are often left to suffer in silence with no safety nets.

Why are the programs needed?

Child Labor & Exploitation:

Working children, especially in beedi-making households, face systemic exploitation and lack access to education and rights-based support.

Livelihood Challenges:

Small-scale rural and tribal organic farmers cultivating crops like pepper, rubber, coconut, walnut, and cloves lack access to modern knowledge and market-driven skills to improve productivity and income.

What Makes RUC Unique?

RUC champions **women and tribal communities** at the heart of sustainable development. Fostering **self-reliance, environmental stewardship, and collective empowerment** for development of the people, by the people, for the people.

Why RUC Matters?

Because real change happens when communities are equipped and confident to solve their own challenges, **RUC empowers families to transform their lives from within—creating lasting impact that lasts generations.**





About Our Programs

Organic Farming

RUC works closely with tribal and rural farmers to promote environmentally sustainable agriculture through organic farming practices. By providing training, knowledge transfer, and support to access government schemes, the program helps improve soil health, crop productivity, and farm-based incomes while encouraging climate-resilient practices.

Issue Addressed:

- Unsustainable farming practices
- Global warming and climate change impacts
- Food insecurity in rural communities

Reach:

- Directly engaged **3,000 farmers**
- Impacted **60,000 farmers** through network collaborations

Impact:

- Improved availability of organic food
- Strengthened food security and sustainable livelihoods



Activities:

- Mobilizing and organizing smallholder organic farmers.
- Training farmers in organic practices—soil health, composting, natural tonics, and pest management.
- Enhancing crop-specific skills for coconut, banana, pepper, clove, nutmeg, and rubber cultivation.
- Providing goats and linking families to government welfare schemes.
- Conducting entrepreneurship training for sustainable agri-based livelihoods.

Child Care, Rights and Protection

RUC provides vital support to vulnerable children, particularly those engaged in beedi work, and rural women facing challenges in accessing basic services. Through education, healthcare linkages, and protection services, the program works to ensure children's rights are upheld and families are supported to live with dignity and security.

Issue Addressed:

- Lack of child care and protection
- Exploitation of child beedi labourers

Reach:

- Supported **12,000 children**
- Facilitated liberation, education, and access to rights and entitlements for child labourers

Impact:

- Ensured improved child care and protection services
- Enhanced awareness and enforcement of children's rights



Activities:

- Operating crèches and providing quality child care services.
- Protecting children from child labour through prevention and intervention.
- Offering support services to parents for better child care and protection.
- Advocating for child-friendly laws, policies, and systems.
- Monitoring and ensuring children's safety from abuse and violence.

Women's Empowerment

Through the formation of women's forums, clusters, and federations, RUC fosters collective action and peer support among rural women. These platforms help women access legal aid, government services, and protection mechanisms while building leadership and confidence to address issues such as violence and discrimination.

Issue Addressed:

- Denial of women's rights
- Disempowerment in rural communities

Reach:

- Empowered **40,000 women**

Impact:

- Strengthened women's organizations at village, cluster, and regional levels
- Enabled collective action to assert and protect women's rights



Activities:

- Educating women on welfare laws and access to legal systems.
- Strengthening women's groups through organizational building and network support.
- Monitoring and responding to violence against women.
- Providing legal aid and support in cases of atrocities.
- Offering legal counselling for women in crisis.

Right To Government Services

RUC plays a bridging role in improving awareness and access to government welfare programs for farmers, women, and children. The organization supports communities in understanding their entitlements, navigating application processes, and engaging with local governance structures to ensure responsive service delivery.



Activities:

- Conducting workshops to educate rural families on government welfare schemes.
- Supporting families and communities to claim their rights and entitlements.
- Engaging with policymakers to monitor and improve access to entitlements.

Environmental Care and Disaster Prevention

Issue Addressed:

- Support for internally displaced families due to disasters and emergencies

Reach:

- Assisted **70,000 families**

Impact:

- Provided food, non-food supplies, health services, and shelter to vulnerable groups including children and women
- Extended vital support to families affected by COVID-19



Activities:

- Building community capacity in disaster risk reduction and climate change adaptation planning.
- Organizing campaigns and supporting community-led environmental protection and disaster prevention.
- Training NGOs on community-managed disaster risk reduction and climate resilience.



Impact



Organic Farming for Food Security & CCA

- **Beneficiary: 3,000 Tribals**
- Outcome: **25% increase in farm productivity & yield.**
- The impact is attributed to an **increase in income, ensured organic food security and an improved environment.**



Disaster Response

- **Benefitted: 70,000 Internally Displaced Families**
- Outcome: **Increased access and utilization of government grants availed.**
- This was made possible due to **increased awareness, support from RUC and government engagement.**



Child Care & Protection

- **Beneficiary: 12,000 Children**
- Outcome: The **right to education, care, and social protection** is accomplished.
- This was made possible due to **parental empowerment and support from the government**



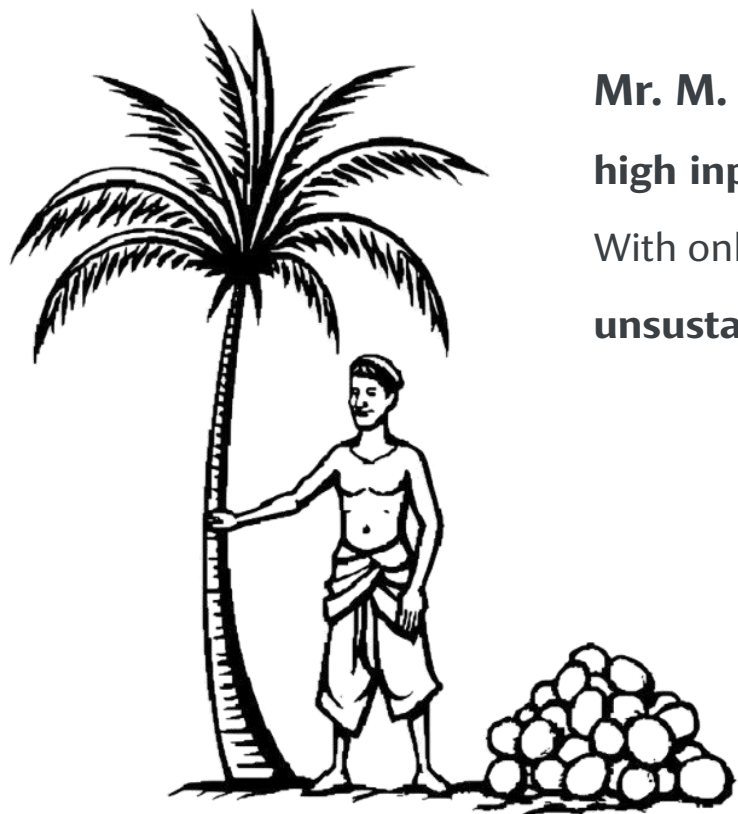
Women Empowerment

- **Beneficiary: 40,000 Distressed Women**
- Outcome: **33% Reduction in violence against women.**
- Women empowered to handle atrocities.
- This achievement is on account **of awareness of welfare laws, legal and social support.**

The Story of Francis

The Organic Farmer with a Difference

A Case of Success



Mr. M. Francis, a 68-year-old farmer from Kanyakumari, **struggled with low coconut yields, high input costs, and declining soil health due to excessive use of chemical fertilizers.**

With only **2,800 coconuts** annually and rising costs, his **income remained low and unsustainable**. *Living in a dry region with limited irrigation added to his hardship.*

Through RUC's organic farming training, Mr. Francis learned sustainable practices like vermicomposting, natural tonics, and intercropping.

He transitioned fully to organic farming, **increased his yield to 4,000 coconuts, diversified his crops, and boosted his net income by over 25%.**

With RUC's support, he became a model organic farmer, sharing his success locally and inspiring others to adopt eco-friendly farming.



Future Goals

Holistic Community Development:

Deepen focus on integrated, inclusive development of vulnerable groups.

Leverage Technology:

Innovate through tech-driven solutions for community well-being, grounded in 45 years of field experience.

Build Climate Resilience:

Strengthen community resilience to climate impacts through sustainable, nature-friendly approaches.

Climate & Environment Focus:

Establish *Environment & Climate Change* as a dedicated domain and cross-cutting theme across all programs.

Rural Uplift Centre



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