



ABOUT KENONO FOUNDATION

SL	Particulars
1	Kenono Foundation: Synergy between conservation and social enterprise
2	Name and address of the agency: Kenono Foundation Registered Office: House No 466, 5th Mile, Sovima Village, Dimapur, Nagaland, 797112 Head Office: Zunpha, Ward-9, Tseminyu Town, Tseminyu district, Nagaland, 797109
3	Registration details, No. and Registration date of the agency and validity period of the registration Reg. No. U85300NL2022NPL013631 (Under Ministry of Corporate Affairs, GoI) Reg. Date: 9th February 2022 Type: Section 8 under the Companies Act, 2013 (18 of 2013), the company is limited by shares.
4	Details of the Implementing Agency Name: Kenono Foundation Date of registration: 9th February 2022 Constitution: Yes (Attached MoA and AoA) Founder: Ruchinilo Kemp and Haiwalo Apon Governing body: Board of Directors (Bod) Main contact person: Ruchinilo Kemp, Chief Executive +91-8011035711 Registered Address: House No 466, 5th Mile, Sovima Village, Dimapur, Nagaland, 797112 Head Office: Zunpha, ward-9, Tseminyu Town, Tseminyu district, Nagaland, 797109 Tax Exemption: 12AA certificate No: AAJCK3191N24KL01 80G certificate No. AAJCK3191N24KLO2 Brief about the Agency The Kenono Foundation, based in Nagaland, India, is a nonprofit organization promoted by Zunpha Multipurpose Cooperative Society Ltd., is dedicated to conserving forest biodiversity and supporting forest-dependent communities. Our holistic approach includes funding conservation efforts through community-based enterprises, as well as fostering holistic rural livelihoods for sustainable development. By integrating environmental conservation with community empowerment, we aim to achieve sustainable development and preserve the natural landscapes of our region. <u>Our vision is to create an equitable quality of life in harmony with nature for all citizens.</u> We want to create a future where communities flourish in a sustainable and mutually beneficial coexistence with their environment. <u>Our mission is to be an institutional structure for development for forest-dependent communities.</u> Through collective efforts, we aspire to set a model for holistic community development that balances conservation, livelihoods, and policy advocacy for the well-being of both people and nature.



- **Management of the agency**

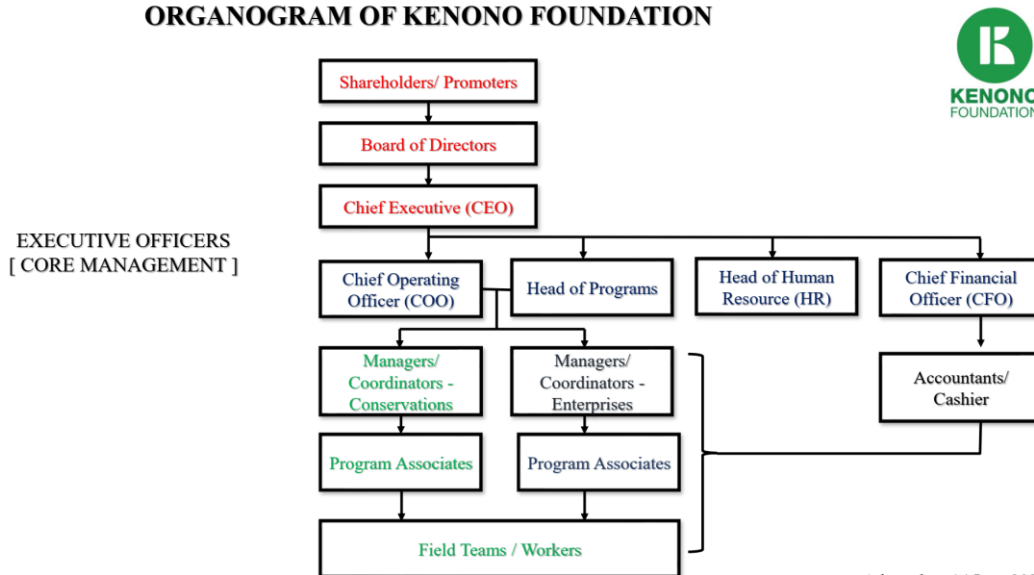
Given below is a table on the describing the management structure of the agency.

Management Structure	Key Personnel	Roles and Responsibilities	Experience/Expertise
Board of Directors/Advisory Committee	Haiwalo Apon, Ruchinilo Kemp, Gwasinlo Thong, Hilo Semp, Njilo Kemp, Peter Seb, Gwathonglo Tsela	Provides strategic direction, oversight, and advisory support	Over 30+ years' experience and Experts in rural development, sustainable agriculture, and community-driven initiatives
Executive Leadership Team	Ruchinilo Kemp, Soyhun Tep	Overall leadership, strategy formulation, stakeholder coordination, resource management	Over 10 years in rural development, leadership experience in Environment and Enterprises.
Project Manager/Coordinator	SoyhunTep, Chenogi H Kent, Amos Kent	Day-to-day operations, progress monitoring, team coordination	6 years in project management, experience in Environment and Enterprises.
Finance and Accounts Manager	Gwanyelo Chung	Financial management, budgeting, fund utilization, reporting	Expertise in financial management and rural project financing
Field Coordinators/Community Engagement Leads	Amos Kent, Tizunlo Wanth	Community mobilization, field data collection, grassroots engagement	Experienced in rural community engagement and grassroots development
Technical Experts/Consultants	Kesonye Kath, Sumana Palle, Gwasinlo Thong, Hilo Semp, Njilo Kemp, Peter Seb, Gwathonglo Tsela	Provide technical support in agriculture, water management, rural enterprise	Experts in agriculture, sustainable practices, and technical aspects of rural projects



Monitoring and Evaluation (M&E) Officer	Ruchinilo Kemp, Soyhun Tep	Track project performance, assess progress, ensure outcomes meet goals	Experienced in monitoring, data collection, and evaluation of rural projects
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ORGANOGRAM OF KENONO FOUNDATION



- **Key areas of functioning**

The key areas of functioning are as follows:

- Community-led forest biodiversity conservation:** At the village level, we provide training and capacity building to village management committees and villages councils on management community conserved areas through preparation of management plans, awareness creation and sensitization of the community on biodiversity, community led-biodiversity monitoring and knowledge generation. At the state level, we work at the landscape level with Nagaland Community Conserved Area Forum and other forest committee federations to develop landscape approach for biodiversity conservation and corridors and facilitating knowledge and youth leadership in conservation through documentation into the South Asia portal for CCAs. Nationally, Kenono is a member of the ICCA National Working Group, and globally as a Steering Committee member of ICCA Registry World Conservation Monitoring Center, a United Nation Environment Program. These engagements amplify our small efforts and connect community voices to global policy spaces.
- Promotion and development of social enterprises:** Kenono Foundation promotes and develops enterprises by strengthening collective businesses through cooperatives like Zunpha MPCs Ltd. It supports viable livelihood ventures such as poultry, carpentry, garment manufacturing, and beekeeping, offering comprehensive training,



skill development, and successful business model implementation for community-wide adoption. It also advances coffee value chain development by facilitating procurement, marketing, branding, and retailing in partnership with both individual and collective farmers, ensuring fair market access and improved incomes. Additionally, the foundation promotes Responsible Tourism Initiatives, fostering sustainable, community-led tourism that highlights local culture and biodiversity. Through these efforts, Kenono empowers communities to build resilient, nature-friendly economies while enhancing socio-economic wellbeing and self-reliance across its project areas.

- **A gist of programs conducted by the agency with assistance from NABARD and with other agencies- enumerating the following details:**

Overview

Currently, the Kenono has reached out to 2,328 households comprising 10,696 individuals in 10 villages across five districts, covering approximately 7,000 hectares within five community conserved areas (CCA) landscapes in Nagaland. These CCAs are part of larger landscapes spanning 10,000-15,000 hectares and encompassing 30-40 villages with over 5,000 households each. Additionally, the project is facilitating the community-driven documentation, sensitization and awareness building of forest biodiversity and conserved areas in 30 CCA sites in approximately 128 villages for inclusion in a dedicated portal.

Name of the supporting agency: State Bank of India Foundation

Name of the project: SBI Youth for India Sahyog Seed Fund Award for Kenono Foundation

Location: Tseminyu District, Nagaland

Project period: 2022-23, 2025-27

Total cost of the project: 3,00,000 INR + 11,00,000 INR

Grant/loan utilized: 3,38,069 INR

Major interventions executed:

- (a) Development for Tseminyu district Community Conservation Plan in partnership with Rengma Village Council Chairman Forum (RVCCF).
- (b) Field survey and development of Tseminyu District Coffee status Report.
- (c) Mobilization and formation of Sendenyu Community Ecotourism Board for Responsible Tourism Initiative program.
- (d) Scoping of REDD+ project for community conserved areas in Nagaland.

Outcomes achieved and details of up scaling/replication of the project:

- (a) The grant ensured the organization establish its programmatic themes on community development.
- (b) Resolution for the adoption of forest biodiversity conservation in all village ranges of Tseminyu district by the members of RVCCF. The chairman of all village councils under Tseminyu District constitute



the members of this forum.

- (c) Publication of Tseminyu District Coffee Status Report which helped the organization, department, community in Tseminyu have an overall scenario of coffee plantation in the district. It further snowballed into the development of value chain for coffee in the district.
- (d) Consultations at the community level and government and with various expert agencies gave us the challenges and future scope of REDD+ project for CCAs in Nagaland.

Enclose the Project Completion Report (PCR) and brochures: Attached

Name of the supporting agency: Zunpha Multipurpose Cooperative Society Ltd. (Zunpha MPCS Ltd. has received assistance from NABARD under PACS Computerization, Agri-Mobile Van and, PACS as MSC)

Name of the project: Strengthening Collective Enterprise through Cooperatives

Location: Tseminyu District under State of Nagaland

Project period: 2020-26

Total cost of the project: 25,00,000 INR

Grant/loan utilized: 20,41,556 INR

Major interventions executed:

- (a) Diagnostic study and assessment for revival of cooperative.
- (b) Designed, developed and facilitated the cooperative on business plan and growth expansion strategies of Multi-Service Center (MSC) with an annual balance sheet of 1.2 crore INR and units like Layer Poultry unit, Carpentry Unit, Kenono Garment Unit, Printing and Media Unit, Earth Movers JCB
- (c) Conducted scoping studies and designed new initiatives for the cooperative i.e. Coffee Enterprise with around 14 villages, 50 famers and over 2 tons of sundried coffee.
- (d) Training and capacity building on business management and enterprise resource planning.

Outcomes achieved and details of up scaling/replication of the project.

- (a) Improved and more streamlined business and governance management of the cooperative society.
- (b) Increased in overall revenue receipt by 63% and sales by 14%.
- (c) The cooperative has been recognized as one of the leading societies in Nagaland in the past three years (2022-25).
- (d) The cooperative has emerged as a potential resource agency and a model for other cooperative societies by hosting numerous exposure and exchange learning visits/programs.

Enclose the Project Completion Report (PCR) and brochures:

Name of the supporting agency: Kalpavriksh (and The Nature Conservancy)

Name of the project: Strengthening Community Conserved Areas (CCAs) in Nagaland via Field Intervention, Technology and Policy support

Location: Tseminyu, Tuensang and Peren District under State of Nagaland

Project period: 2023-25

Total cost of the project: 26,00,000 INR



Grant/loan utilized: 25,84,910 INR

Major interventions executed:

- (a) Monitoring of Biodiversity and Human Wildlife Interactions in five CCA landscapes, five districts of Nagaland
- (b) Study of Social Equity in the context of conservation in Nagaland in five CCA landscapes.
- (c) Review and preparation of Management of five CCAs.
- (d) Study of financial Mechanisms to support CCAs in Nagaland.
- (e) Development of Guidance Documents for communities and CBOs and CSOs in Nagaland in order to orient and equipped them on the technicalities and pertaining issues of forest biodiversity conservations.
- (f) Technical Enhancements of the South Asia CCA Web Portal with Micro-site development for Nagaland <https://communityconservedareas.org/>
- (g) Training and documentation of 30 CCAs by youth members on the South Asia CCA Web Portal.
- (h) State level stakeholder consultation of NGOs, Govt., village leader representative from various CCAs at the Nagaland CCA Meet 2024 at CTC, Mokokchung.

Outcomes achieved and details of up scaling/replication of the project.

- (a) Report on the future actions and recommendations (a) towards policy and recognition for community conserved areas (b) towards forest biodiversity conservation (c) towards livelihood and financial support for CCAs (d) towards social equity
- (b) Evidence generation of faunal biodiversity in CCAs through camera trapping exercise and community led monitoring
- (c) Resolution for CCAs in Nagaland and memorandum to Minister of Forest, Environment and Climate Change for s state policy for support of CCAs.

Enclose the Project Completion Report (PCR) and brochures:

Name of the supporting agency: Tseminyu District Planning and Development Board, Local Area Development Plan, 12 Tseminyu AC.

Name of the project: Tseminyu District Green Initiative

Location: Tseminyu District under State of Nagaland

Project period: 2023-27

Total cost of the project: 6,00,000 INR

Grant/loan utilized: 212,544 INR

Major interventions executed:

- (a) Preparation of Tseminyu District Green Initiative Vision Document
- (b) Community sensitization and consultation on the vision document and action plan for village level adoption.
- (c) Preparation of Tseminyu district biodiversity corridor in consultation with all village councils in all the seven ranges of the district.



Outcomes achieved and details of up scaling/replication of the project.

- (a) Community are aware of the need for green and sustainability practices in the areas of waste management WASH practices, biodiversity conservation and afforestation.
- (b) Four villages ranges declared and demarked forest as new community conserved areas of around 1000 hectares.

Enclose the Project Completion Report (PCR) and brochures: Attached

Name of the supporting agency: Nagaland State Biodiversity Board (NSBB)

Name of the project: Pilot intervention of Revised State Biodiversity Action Plan at Sendenyu BMC Village under International Climate Initiative (IKI)

Location: Sendenyu Village, Tseminyu District

Project period: 2024-25

Total cost of the project: 3,30,000 INR

Grant/loan utilized: 3,30,000 INR

Major interventions executed:

- (a) Designed the Sendenyu Biodiversity Education Experience Center and conducted Capacity building on community conservation efforts & leadership building with 50 college youths on 9th May 2024, and Awareness Creation on Biodiversity & Traditional Knowledge with 80 school students on 10th May 2024.
- (b) Training and distributed 1,200 poultry chicks to 120 families as part of alternate livelihood support for community doing community biodiversity conservation.
- (c) Training and distributed fish fingerling to 45 families as part of alternative livelihood support for community doing community biodiversity conservation.
- (d) Preparation of People's Biodiversity Register (PBR) with Sendenyu BMC as mandated by Biological Diversity act 2002.

Outcomes achieved and details of up scaling/replication of the project.

- (a) Created Nagaland's First Biodiversity Education Experience center, a platform inter-generational learning on forest biological diversity, which achieves Nagaland State Biodiversity Target 1,6,7.
- (b) 165 families are benefitted through poultry and fish program resulting in better income.
- (c) Youths and school children are access to their village PBR which will increase overall knowledge and awareness of their local biodiversity.

Enclose the Project Completion Report (PCR) and brochure

Name of the supporting agency: Carbon Markets HQ

Name of the project: Forest Futures: Nagaland's path to Sustainable Land and Livelihood

Location: Tseminyu, Tuensang, Samator District under State of Nagaland

Project period: 2024-25

Total cost of the project: 1,50,000 INR



Grant/loan utilized: 1,49,363 INR

Major interventions executed:

- (a) Conducted Local Stakeholder Consultation (LSC) in 44 villages and 9 forest landscape ranges to orient them about the nature of afforestation, reforestation and regeneration (ARR) project, understand the ground reality and perspective of the community for cooperation and support for such project.
- (b) Conducted land survey and GIS mapping of potential plantation program for restoration of jhum land through ARR in 4,790 hectares of land.

Outcomes achieved and details of up scaling/replication of the project.

- (a) Increase in general awareness of the community around climate action and mitigation through afforestation measures and carbon credit programs.
- (b) With a detailed feasibility and a process design document (PDD) prepared, there is greater opportunity of collaboration and partnership with donors, investors and agencies for on ground implementation for pilot and onboard of the project.

Enclose the Project Completion Report (PCR) and brochures:

Name of the supporting agency: Seva Mandir and Caring Friends

Name of the project: Institutional support for community biodiversity conservation

Location: Tseminyu, Tuensang, Samator District under State of Nagaland

Project period: 2024-25

Total cost of the project: 8,00,00 INR

Grant/loan utilized: 7,98,000 INR

Major interventions executed:

- (a) Training of forest committees and biodiversity volunteers on community-led biodiversity monitoring framework.
- (b) Installation of wildlife trapping camera along with biodiversity volunteers in two forest ranges of Sendenyu and Angangba.
- (c) Community consultation and agreement signing for Sendenyu Community Responsible Tourism Initiative (SCRTI).
- (d) Field survey for tourism experience design for SCRTI.

Outcomes achieved and details of up scaling/replication of the project.

- (a) Increase awareness, knowledge and capacity of forest committees and youths on biodiversity monitoring.
- (b) Increase evidence of wildlife biodiversity supporting the effectiveness of community led forest conservation.
- (c) Increased scope of sustainable conservation enterprise in Sendenyu, creating a model for the state for livelihood, conservation and education.



Enclose the Project Completion Report (PCR) and brochures:

- Key technical manpower of the agency

SL	Name	Qualification	Experience	Role
1	Ruchinilo Kemp	Master in Development Studies, Indian Institute of Technology Guwahati	Development professional and conservationist with 10+ years' experience in community-led biodiversity conservation, sustainable livelihoods, and cooperative development. Co-founder & CEO of Kenono Foundation; member of global networks like ICCA Registry (United Nation Environment Program-WCMC), ICCA Consortium, and Climate Vine. Formerly with Seva Mandir and SBI Youth for India Fellow	Chief Executive and Board Director. Provides strategic leadership, oversees programs and partnerships.
2	Soyhun Tep	MA in History, Assam University, Silchar, Diphu Campus	Community development and operations expert with 10+ years' experience in education, enterprise, and conservation. Leads poultry, carpentry, and machinery units at Zunpha MPCS Ltd. Ex-Vice Principal and current Secretary, Terogvuthun Wildlife Committee. Skilled in GIS, M&E, and grassroots innovation with three startups.	Director of Operations. Manages day-to-day functions and program coordination.
3	Chenogi H Kent	MBA in Marketing & Finance, Pune Institute of Business Management	Enterprise development and marketing specialist with 6+ years' experience. Manages marketing for Kenono Foundation and Zunpha MPCS Ltd. Former roles at Chabou &	Manager, Enterprise & Marketing. Drives enterprise development and market linkages.



				Co. JCB, Infotris, Agumentik Software, and Wildcraft India. Brings expertise in rural market linkage and institutional sales.	
4	Amos Kent	BA in Sociology, Baptist College Kohima.		Tourism and multimedia professional with 6+ years' experience in conservation and storytelling. Leads responsible tourism and coffee initiatives. Trained by Royal Enfield–Green Hub; multimedia contributor with Artifex Ka since 2019. Trainer with North East Network's Farm Field School.	Manager, Tourism & Coffee. Coordinates responsible tourism and conservation-linked enterprise.
5	Gwanyelo Chung	B Com & MBA, Guru Nanak Institute of Technology Campus		Finance and accounting lead supporting transparent operations in community-led initiatives. Holds MBA/PGDM and B.Com from St. Joseph College.	Accountant. Handles finance and ensures accountability.
6	Tizunlo Wanth	BA, ICFAI University Sovima		Grassroots development worker involved in field logistics, poultry unit, and land mapping under ARR. Active in mobilizing communities for conservation and livelihoods.	Office Assistant. Manages logistics and office operations.
7	Kesonye Kath	B.Tech Civil Engineering, Goa College of Engineering MA Education, Jamia Islamia University (Distance Education)		Multidisciplinary professional in biodiversity education, design, and sustainability. Curator of Sendenyu Biodiversity Center; led coffee research and branding for Kenono and Zunpha. Former food startup founder promoting indigenous beans.	Advisor & Curator, SBEEC. Leads education, communication, and knowledge management.



8	Sumana Palle	BBA International/Global Studies, University of Michigan Msc. Sustainability Management, Colombia University	Expert in climate justice and branding. Founder of Saltwater Stories and Studio Saltwater. Ex-Media Manager at Flywheel Digital and Amazon. SBI Youth for India alum (Seva Mandir, Rajasthan).expert in climate storytelling and branding. Former media lead at Flywheel Digital, Amazon.	Advisor, Sustainability & Communication. Supports storytelling and ARR program.
9	Haiwalo Apon	Master of Theology, South Asia Institute of Advanced Christian Studies	Veteran social leader with 20+ years in governance reform, education, and institution building in rural Nagaland. Revived Zunpha MPCs Ltd. and mentors civil society groups across the region.	Advisor & Chairman. Guides community processes and governance.
10	Gwasinlo Thong	Msc. In Applied Science for Rural Development, Gandhigram Rural University	Retired Joint Director, RD Dept., Govt. of Nagaland; 30+ years in rural development. Community conservationist with 25+ years in Sendenyu; member of IPLC-AC (WCS- International) and NSBB.	Technical Advisor & Board Member. Guides biodiversity and rural development efforts.
11	Hilo Semp	BA Kohima College	Retired Additional Director, RD Dept., Govt. of Nagaland. Over 30 years leading major development programs like MGNREGA and NRLM.	Technical Advisor & Board Member. Supports livelihoods and community development.
12	Njilo Kemp	Msc. Agriculture Engineering, Indian Agriculture Research Institute, Delhi	Retired Chief Engineer, Water Resource Dept., Nagaland. Over 30 years in water resource and community projects. Recipient of Governor's Meritorious Award. Chair, Sendenyu Ecotourism Board.	Technical Advisor. Leads water, land, and Agri-tech planning.



13	Peter Seb	Bsc. Agri, College Of Agriculture Solan Himachal Pradesh	Retired Director, Soil & Water Conservation Dept., Nagaland. Led conservation projects for 30+ years. Advocate for rural education initiatives in Assam and Kohima.	Technical Advisor. Guides soil and water projects.
14	Gwathonglo Tsela	Master in Veterinary Science, Mumbai Veterinary College	District Veterinary Officer, Tseminyu. 10+ years in animal husbandry and livestock-based livelihood projects.	Technical Advisor & Board Member. Supports livestock and animal husbandry.

• **List of organizations associated with the agency**

SL	Name of the organisation	Website
1	Zunpha MPCs Ltd.	
2	State Bank of India Foundation	https://www.sbifoundation.in/home
3	Kalpavriksh	https://kalpavriksh.org/
4	Seva Mandir	https://www.sevamandir.org/
5	The Nature Conservancy	https://www.tncindia.in/
6	Nagaland Community Conserved Area Forum	https://ccaforumnagaland.blogspot.com/
7	Nagaland State Biodiversity Board	https://nsbb.nagaland.gov.in/
8	ICCA Consortium	https://www.iccaconsortium.org/
9	World Conservation Monitoring Center, United Nations Environment Program	https://www.iccaregistry.org/
10	Metastring Foundation	https://www.metastringfoundation.org/
11	Groundup Conservation	https://www.groundupconservation.com/
12	LEMSACHENLOK	https://www.lemsachenlok.org/
12	North East Network (NEN)	https://northeastnetwork.org/
13	Carbon Markets HQ	https://carbonmarketshq.com/

• **List of referees: Name and contact Number**

SL	Name	Designation	Organization	Contact Number	Email ID	Relationship/ Association
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1	Nixon Joseph	Group Executive Director	DEVI Sansthan (Dignity Education)	9987708497	nixonjoseph@devisansthan.com	Strategic advisor and mentor
2	Ronak Shah	Chief Executive	Seva Mandir, Rajasthan	7073566611	ronak.shah@sevamandir.org	Project evaluator and supporter
3	Gyan Prakash	Program Head, SBI Youth for India Fellowship Program	State Bank of India Foundation	9564441073	coordinator@youthforindia.org	Alumni network, project evaluator and supporter
4	Neema Pathak Broome	(a) Program Coordinator, Conservation & Livelihood, Kalpavriksh (b) International Policy Coordinator ICCA Consortium	(a) Kalpavriksh (b) ICCA Consortium	9876554321	neemapb@kalpavriksh.org	Collaborative partner in field program
5	Gwasinlo Thong	(a) Member of Indigenous People & Local Communities - Global Advisory Committee, WCS-I. (b) Chairperson, Sendenyu Community Biodiversity & Wildlife	(a) Wildlife Conservation Society- International (b) Sendenyu Community Biodiversity & Wildlife Conservation Board	7005305920	gwasinlo@yahoo.com	Community partner and mentor