



# POSITIVELY IMPACTING LIVES OF MARGINALISED COMMUNITIES

**ANNUAL REPORT**  
**2017-18**

 **PRIDE  
INDIA**  
PLANNING RURAL-URBAN INTEGRATED  
DEVELOPMENT THROUGH EDUCATION  
FOUNDED BY MRS. VIPULA KADRI IN 1982





## **Mrs. Vipula Kadri**

### **Founder (1936-2007)**

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Our inspiring founder Mrs. Vipula Kadri led an altruistic and philanthropic life, transforming the lives of thousands of marginalized people who are deprived of their rights. To the people in need of education, livelihood, rehabilitation and more, she always extended her helping hand. She founded the PRIDE India in 1982, along with sister organizations Save the Children India in 1988 and Women's Institute of Social Education (WISE) in 1990.

# CONTENT

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Board of Trustees.....	2
Chief Functionary Speaks.....	3
Our Vision & Mission.....	4
About Us.....	5
Geographical Presence.....	6
Child Centric Holistic Development.....	7
Early Childhood Care & Development (ECCD).....	7
Scale up in Navi Mumbai Slums.....	9
Education.....	10
Child Protection and Participation.....	12
Sustainable Ideal Village Program .....	13
Women Empowerment .....	16
Livelihood Development .....	18
Healthcare And Sanitation .....	19
Sparsh.....	19
Hiv/Aids Care and Support Programme.....	21
Outreach Programe.....	23
Special Events And Initiatives .....	25
The Year at a Glance .....	28
Our Partners in Change .....	30
Financial data for Annual Report the P.R.I.D.E. INDIA - 2017-18.....	31

## OUR BOARD OF TRUSTEES



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# CHIEF FUNCTIONARY SPEAKS



**Isha Mehra**

The year 2017 – 2018 is another rewarding year being added to The PRIDE India's timeline. With each passing year we continue to advance in our mission of "Facilitating the process in Empowering the Marginalized communities". Through our focused interventions and with the progress of our programmes, there have been great impacts created in the level of community empowerment for a sustainable future with special emphasis given to the holistic development of a child. This has been possible only through our strong core beliefs, values and principles by ensuring consistency and quality in our programme deliveries creating an essence in the impacts that we make, by constantly working on the measurement of the outcomes.

With the transformation of our Ideal Village programmes into a holistic development approach we have been successful in empowering the communities to take ownership of the development progress of their own villages. We are moving ahead towards replicating the similar modules with further enhancement in other remote villages in Maharashtra.

The introduction and implementation of digitalized teaching methodology (E-Prahasala) in the 3 ZillaParishad schools has not only helped in the education quality but has proved as a substantial increase in our students participation, willingness to learn new things and also tremendously decreased the drop out rate to a large extent.

This excellent work has been carried out with great energy and hard work done by all, with strong passion and high enthusiasm which has kept the flames burning thus carrying forward Late Mrs. Kadri's dream in every direction. Today we can proudly say that The PRIDE India has reached out and impacted more than 8,21,000 beneficiaries across 600 villages across 7 districts. None of this would have been possible, with the support of our donors, staff members and well-wishers, who place their faith and trust in us, year on year. I sincerely thank the board of trustees for their passionate support towards The PRIDE's cause.

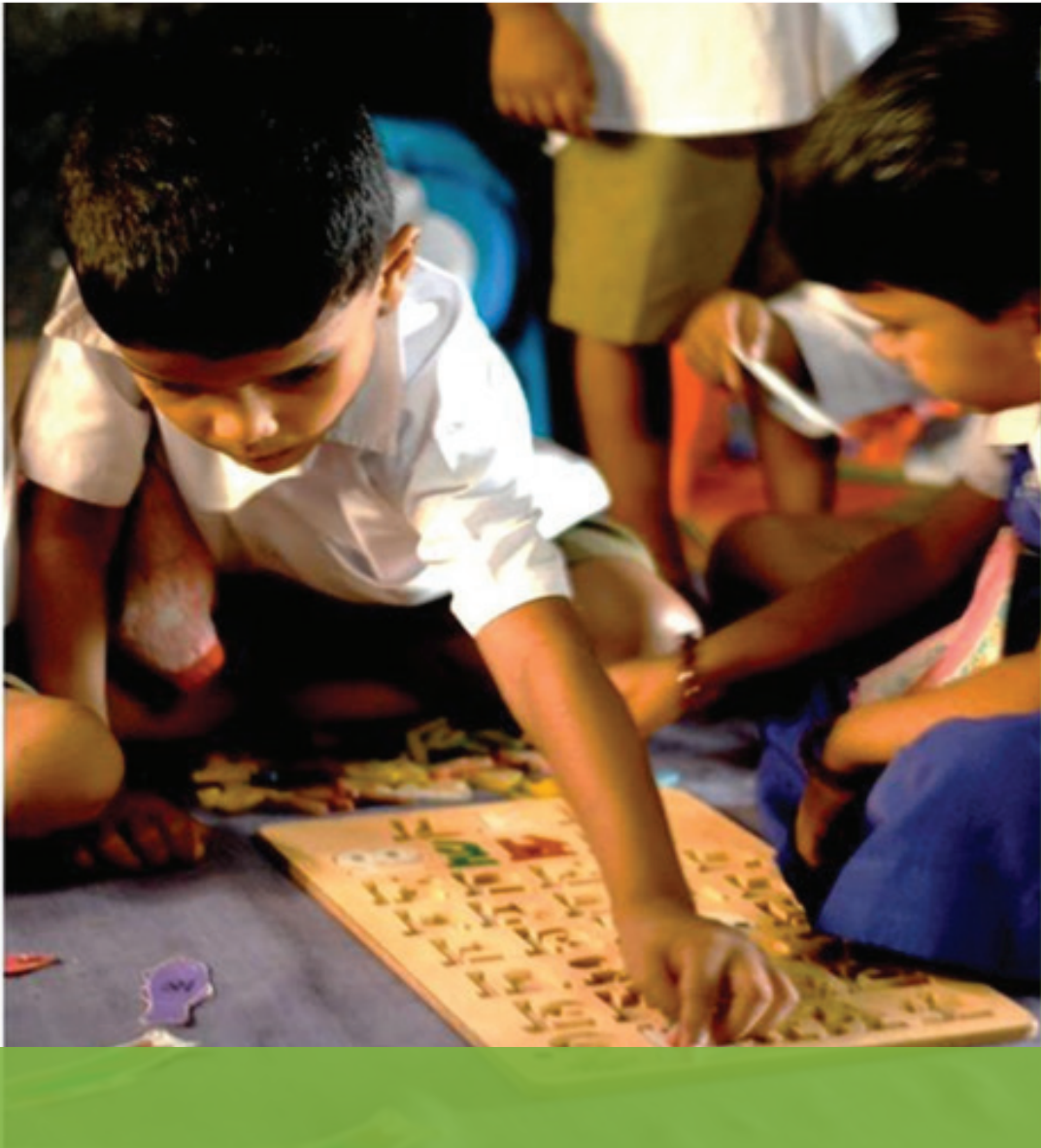
Special thanks to our donors Aditya Birla Capital Limited, Americares Foundation India, Akzonobel India Ltd, Child Fund International, Danali, DRT- Anthea Aroma Chemicals Pvt.Ltd, Future Generali Insurance India Company Limited, Global Giving Donors, JetAir Express Private Limited, Maharashtra State AIDS Control Society (MSACS), National Health Mission, Network of Maharashtra by People living with HIV/AIDS, Organisation Functioning for Ethyam's Respect (OFFER), Prabhat Inc., Save the Children India, Swades Foundation, Rotary Club of Mumbai Queens Necklace Charitable Trust, SPYN Welfare Foundation, Systems Plus Solutions(UK) Ltd, Tata Investment Corporation Limited, Thomas Cook (India) Limited.

As we embark towards the new financial year with our aim in building a stronger organization which continues to reach out and empower individuals and communities we believe that our values and principles will form the foundation for us to work, towards the ambitious goals we have in front of us.

We look forward to your support.

Isha Mehra

# OUR VISION AND MISSION



## **Vision**

A society based on equal opportunities  
and human rights.

## **Mission**

To facilitate the process of empowering  
the marginalized communities,  
to lead a life with dignity and self respect.



# ABOUT US

The P.R.I.D.E India (Planning Rural-Urban Development through Education) is a non-governmental organization, registered in 1982, under Societies Registration Act, 1860. The core foundation of The PRIDE India is to inculcate a holistic approach to bring about a sustainable change in the marginalized communities of rural Maharashtra. We believe it is imperative to assist underprivileged people who are surrounded by an extremely vulnerable background, by incorporating a strategic intent, encompassing of all the vital elements for sustainable development.

Mrs. Vipula Kadri, a visionary and founder of The PRIDE India, formulated various programmes to tackle social issues. This integrated approach focuses on Early Childhood Care and Development, Education, Women Empowerment, Livelihood Development, Ideal village and Health Care and Sanitation.

Our persistence and effectiveness has helped us reach more than 8,21,000 beneficiaries across 600 villages on a yearly basis with widespread presence in districts viz- Osmanabad, Raigad, Beed, Nanded and Navi Mumbai.

## OUR WORK



### Child Centric Holistic Development

Early Childhood Care & Development  
Education  
Child Protection and Participation



### Women Empowerment

Vipula Credit- Cooperative Society  
Self Help Groups



### Ideal Village

Education, Health & Sanitation, Economic and Community Development



### Relief and Rehabilitation

Material & Medical Aid  
Disaster Management Trainings



### Livelihood Development

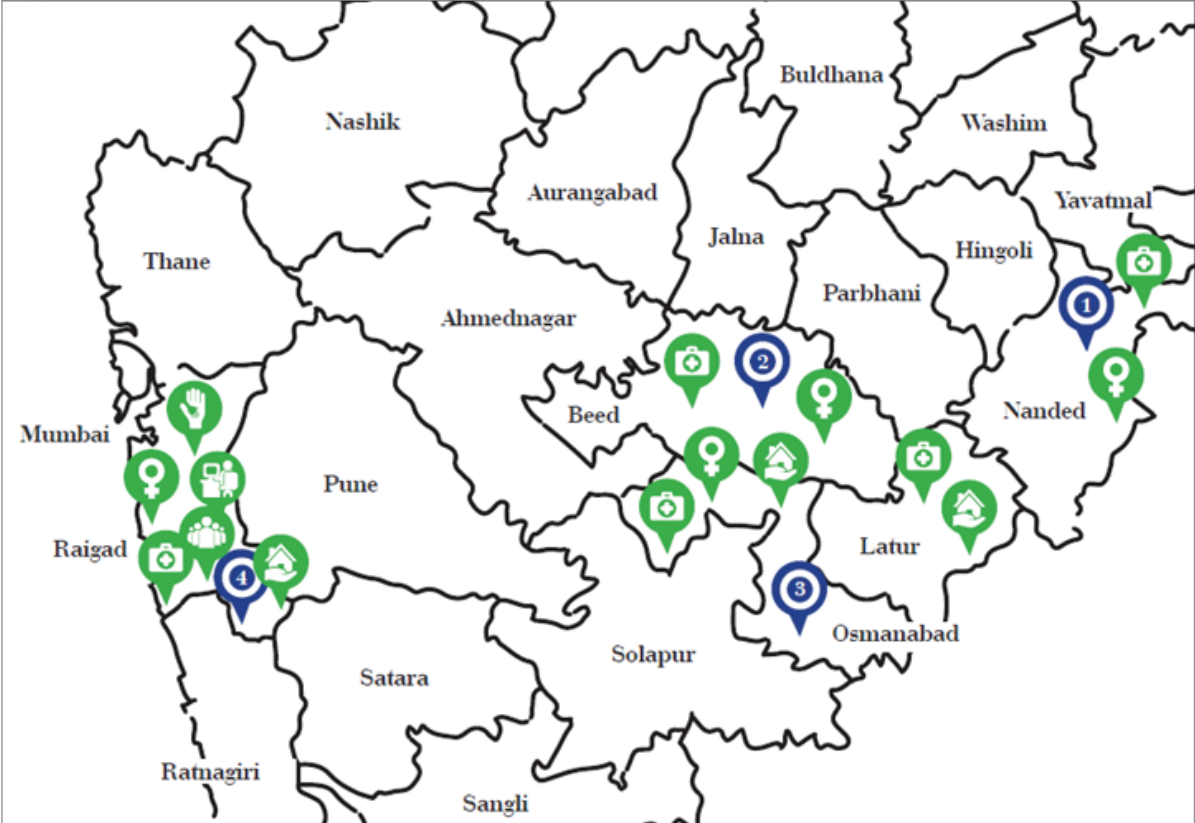
Skill based vocational training  
Linkages



### Health & Sanitation

SPARSH  
HIV/AIDS Care & Support  
Outreach

# GEOGRAHPICAL PRESENCE



Child Centric Holistic  
Development Programme



Ideal Village  
Programme



Relief and  
Rehabilitation



Livelihood  
Development



Women  
Empowerment



Health &  
Sanitation



Regional Offices

Osmanabad, Nanded, Beed, Raigad, Navi Mumbai



# CHILD CENTRIC HOLISTIC DEVELOPMENT

## Early Childhood Care & Development (ECCD)

Caring and supportive environment that promote optimal early childhood development greatly increase a child's chances of a successful transition to school. This, in turn, promotes children's chances of achieving better learning outcomes while at school and better education, employment and health after they have finished school. Keeping in view the need for early childhood care and proper guidance and opportunities for the children in the remote villages of Raigad the Early Childhood Care and Development programme was initiated. The programme focuses on both home interventions with caregivers and centre based intervention with the government Anganwadi's and the teachers.

## CORNERSTONES

### Home based interventions

0-3 years provides information to the caregivers regarding the development of a child, sensitizing them on the importance of best practices on health, hygiene and nutrition.

### Centre Based Intervention

3-6 years which trains the Anganwadi workers and teachers on the 5 fundamental domains of development through Aakar module

- Training Anganwadi workers and other NGO's on Early Childcare Development
- Nutritional support to malnourished children
- Advocating behavior change in mothers and caregivers
- Refurbishment of Anganwadi's to make them child friendly.

### Capacity Building and Technical Support

In partnership with Swades Foundation we continued to provide trainings in ECCD to their staff and Anganwadi workers from 6 blocks of Raigad namely Mahad, Mhasala, Tala, Poladpur, Srivardhan and Mangaon.

## ACCOMPLISHMENTS AND ACHIEVEMENTS

**The 3-year project with Swades Foundation has been completed successfully and has achieved the following milestones:**

- 5 Model Anganwadi centers has been set up in five selected blocks of Raigad.
- Capacity building of 115 Mentors from Swades Foundation from six blocks on ECD programme monitoring
- Capacity building of 988 Anganwadi Workers, 729 village level volunteers (Swaraksha Mitras) and 115 Mentors (Staff of Swades Foundation) in 6 selected blocks of Raigad district on ECCD in three years. (2015-2018).
- 29 ICDS Supervisors trained on AAKAR module and 25 ICDS Supervisors were trained on home based care and ECD programmemonitoring at the PRIDE India.

**5 Anganwadi centers benefiting 147 children strengthenedand transformed into model Anganwadis in Mahad block.**

**234 child caregivers trained in home base intervention including child caring practices, safe motherhood and balanced nutrition for children under the age of 5 years**

# CHILD CENTRIC HOLISTIC DEVELOPMENT

## Anganwadi Workers (AWW) Trainings Outcome- Pre- post figures mentioned below:

1. 71.24% Anganwadi workers knew about the objectives of ECCD centers and their role in child development (55.49% to 71.24%)
2. 84.39% AWW gain knowledge of child rights and gender equality. (37.58% – 84.39%)
3. 84.70% AWW's were aware that there is immense need of working with caregivers. (60.94% – 84.70%)
4. 87% of AWW understood the domains of child development. (54.53% -87.04%)
5. 83% AWW understood the problem of malnutrition and required care to prevent the malnutrition (40.05% – 83.01%)



6. 84.65% AWW knew activities to be taken in Anganwadicentre for holistic development of children. (53.55% – 84.65%)
7. 83.46% AWW Understood the concept of on Ideal Anganwadi and setting of the same. (36.25% – 83.46%)
8. 91.97% AWW learn'tabout preparation of plans for Anganwadicentre. (61.07% – 91.97%)
9. 94.14% AWW understood the community's role and its importance in growth and development of children. (60.61 %– 94.14%)
10. 79.15% of AWW knew use of locally available material for enabling stimulations for child development. (44.78%– 79.15%)
11. 85.48% of AWW knew child development domain specific activities to be taken in Anganwadi center. (61.91% – 85.48%)



# SCALE UP IN NAVI MUMBAI SLUMS - A CHILD CENTRIC HOLISTIC DEVELOPMENT APPROACH



## Early Childhood Care & Development (ECCD)

In partnership with ChildFund India PRIDE India expanded its work in 5 slum communities in Navi Mumbai under the project name Mumbai Child Development Program. 1500 children from the age group of 0-7 years are enrolled in the program wherein they will be supported till the time they become independent and empowered to earn their livelihood. The main goal of the project is to promote community led response to foster a lifecycle approach for healthy, secure and skilled children from age 0-24 years starting from an early intervention programme.

## Following are the components of the programme:



### STAKEHOLDERS

- 1500 Children (0-6 yrs)
- Caregivers
- ICDS
- Local CBO's
- NMMC
- Community

# EDUCATION

*“Education is the most powerful weapon which you can use to change the world.”*

*- Nelson Mandela.*

Education provides the fastest and most comprehensive way to better a community as a whole. By providing a safe space for learning we are setting the next generation up for success; allowing them to provide for themselves, their families and their communities. The PRIDE India's Study Centers - set up with the help of Gram Panchayat - act as a form of after school education, in order to help children with the workload given by government schools. This makes sure they don't fall behind, giving them confidence and motivation. Our Child Resource Centers (CRC) give children a place in which to voice social and healthcare concerns and take part in extracurricular activities such as sport and music; all children deserve a peaceful and comfortable space where they can talk about anything on their mind and just have fun. We also implement a Reading Improvement Program (RIP); this creation teaches reading, writing and linguistic skills, through teaching and assessment in the form of midterm final assessments. The introduction of E-PRASHALA - a revolutionary digitalized teaching methodology - has further increased the quality of education; its innovative and interactive nature has created an excitement for learning and has made introducing new concepts faster and easier. Our passion for education and learning has also led to the handing over of 53 libraries to school management committees in partnership with Room to Read and Swades Foundation. The PRIDE India is devoted to the belief that all children have the right and opportunity to learn and develop; we will continue to work towards this by continuously working on our program to improve the quality and reach of our resources and services.

## CORNERSTONES

- **Study centres** for after school academic support
- **Child Resource Centres** and extra-curricular activities
- **Child Clubs** as a forum for children to get together and discuss relevant topics, build confidence, leadership skills etc.
- **Reading Improvement Programme** (RIP) as a teaching pedagogy for improving linguistics and cognitive development.
- **Digital schools** for interactive learning.
- **Libraries** to promote reading among children
- **Strengthening ZillaParishad** Government school into model school





## ACCOMPLISHMENTS AND ACHIEVEMENTS

- 284 children from 5 villages benefitted through study centre programme with after school reinforcement and Educational Learning Material.
- 105 children participated in children day programme and sensitized on child rights
- 277 children from 3 villages participated in competition such as drawing and essay writing.
- 165 children sensitized on health & hygiene through awareness campaign on personal Hygiene and Sanitation in 3 village.
- 6 project staff and teachers attended training on Academic development.
- 209 children benefited with hygiene practices through supporting hygiene kits to children.
- 78 parents energetically participated and became members in School Management Committee training and its function.
- 178 parents trained on importance of education to children and function of School Management Committee.
- 110 members of Parents Teacher Association sensitized on their role and responsibility.
- 56 members from 3 villages participated in exposure visit to understand the schemes and working of the institutions.
- 212 children visited the banks, police station and Grampanchayat to understand the schemes and working of the institutions.
- 127 children benefited through community library in 3 villages.
- 206 children participated the awareness programme and rally on health and safety in three villages.
- 10 teachers training on positive discipline and networking meeting with school head master.
- 171 children benefited through solar study to encouraging children to continue their study when electricity cut.
- 86 children trained on child rights and WASH programme in school.
- 386 parents actively taken initiate to involved in school activities.
- 103 children benefited through digital E-Prashala programme in two schools in Mahad, 41.74 % children are competent and independently handling the E-Prashala instrument.



# CHILD PROTECTION AND PARTICIPATION

Promoting child friendly environment by providing safe and secure facilities is crucial for a child's protection and development. It helps create a sense of comfort and gratitude, which in turn reflects the child's personality. Children and adolescents have got an inherited tendency for social contribution and participation which in turn generates a drive, aspiring towards the greater good of a society. We believe that Child clubs and Youth clubs provide an extensive platform for addressing these issues which directly affects the development of a child. In 2017-18, there were a total of 35 child clubs (aged 6-14) and 27 youth clubs (aged 15-24) who indulged in regulating the social norms and welfare practices of a community, and help in voicing out actions against violation of child rights.

## **Muktashala- Promoting access to formal education among children of migrant tribal community in Raigad district of Maharashtra.**

Muktashala initiated in 1995 in Kothurde village is an attempt to support children whose parents continually migrate for work. It ensures that the child has a safe place to stay so that they are able to continue their formal schooling. The well-equipped residential facility provides all the essential services such as nutrition, healthcare, recreation and after school support. The goal is to minimize the dropout rate of these children in school by providing a safe place which ensures their overall development and growth. Children from Muktashala are also encouraged to participate in village level programmes such as cleanliness drives, tree plantation and hygiene promotion programmes.

## CORNERSTONES

- Promotion of Child Protection through awareness sessions and trainings.
- Muktashala - residential cum day care facility for tribal children.
- Extra-curricular activities - encouraging child participation in rural communities.
- Child Clubs - a forum for discussions and voicing opinions.

## ACCOMPLISHMENTS AND ACHIEVEMENTS

- 56 children continued their education this year through support for after school study class, educational material, computer classes at Muktashala.
- 41 children achieved academic score above 60 % to 90% in 2016-17 educational year.
- 56.26% children are able to read stories with conceptual understanding.
- 256 parents of tribal children sensitized on good parenting and importance of education.
- 48 children from 5th to 10th standard are trained on basic computer and are able to demonstrate the skills independently.
- 8 club meetings were held with children, where in the children were able to overcome and find solutions for problems that their peers are facing.

# SUSTAINABLE IDEAL VILLAGE PROGRAM

We believe that transforming village into ideal village can only lead to holistic rural development. Our Ideal Village program has been initiated in 2004 across 15 villages in Mahad block of Raigad district. Initially in the Ideal village program, major emphasis was on health and sanitation, which emulated the objectives of Nirmal Gram Yojna. Our 15 villages were awarded with "Nirmal Gram Puraskar by the Central Government for commendable achievements.

For developing a sustainable ideal village, the new ideal village model emphasizes on individual, community involvement, government and CSR corporate collaboration to strengthen the governance system in the respective villages which is instrumental for success of the program. Over more than three years of constant intervention, successfully this year we transformed two villages into self-sustainable model village with support from Systems +. Also, two more villages have been taken up under ideal village with aim of "Empowering the community to take ownership for the development of the village and sustain the same"

## CORNERSTONES



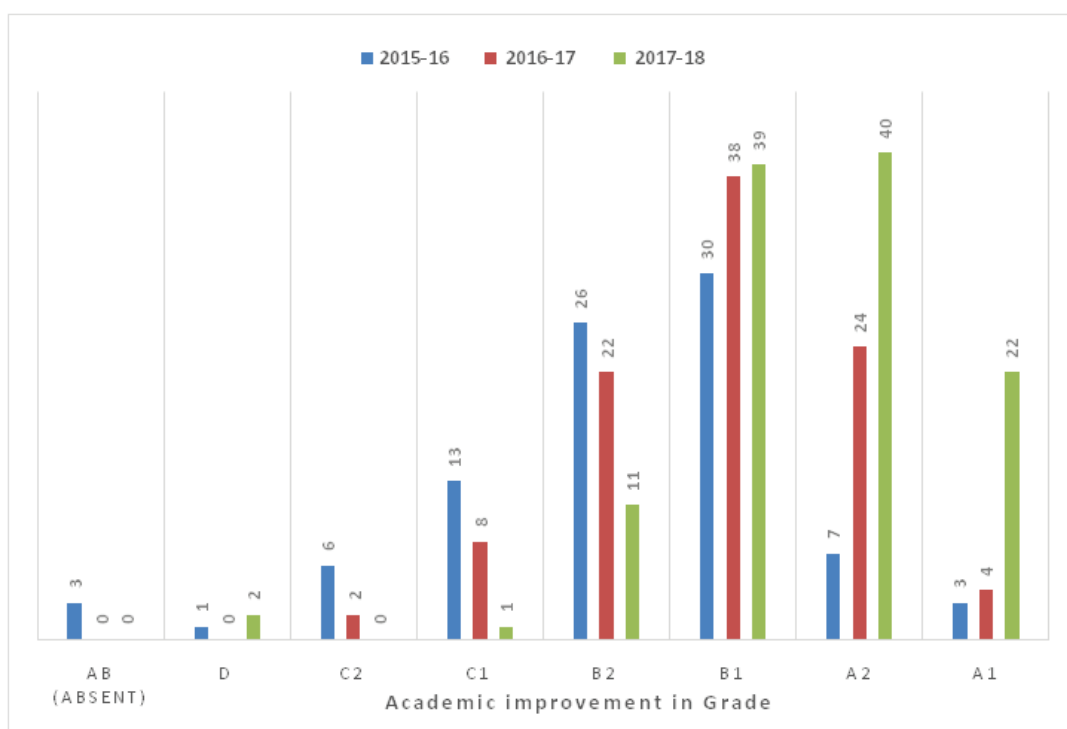


# SUSTAINABLE IDEAL VILLAGE PROGRAM

## ACCOMPLISHMENTS AND ACHIEVEMENTS

- Transformed two Zilla Parishad Government school into model school which is child friendly, fully equipped with teaching learning material, computer lab, library, etc. 157 children benefited through model school and with after school support program.
- Transformed two ICDS Angawadi centers into model Anganwadi and is equipped with essential teaching learning material, playing material, etc.
- 100% sanitation covered in two village Adiste and Panderi.
- 12 training conducted for strengthening the School Management Committee, youth committee and village committee members.
- 15 Awareness programme and events celebrated on occasions like International women's day, Children's day, World environment day, Health & hygiene campaign, etc.
- 855 trees planted in two villages to promote safe environment.
- 100 households benefited through solar home light.
- Installed 6 solar street light in two villages.
- 205 households promoted kitchen gardens.
- 245 houses were white washed (painted) uniformly.
- 165 villagers access free medical services through 3 health camps in the village.
- 110 youth enrolled in youth group committee to engage in the village development activities.
- 23 household promoted sustainable livelihood with entrepreneur support such as buffaloes and poultry farming.

### Academic Improvement among children:



# SUSTAINABLE IDEAL VILLAGE PROGRAM

*"The activities under the initiative like support for sanitation, construction of individual toilets, awareness activities on education, health, computer classes for youth and many more executed in last three years has made significant change in interior village Panderi. Its because of the initiative that the villagers could come together and work as one towards to make village Ideal."*

**- Mr. Vishwnath Pawar, Ex Police Patil, Panderi village**

Stakeholder quotes

*" Provision of TLM in school and study center classes, reading improvement program helped us in improving the academic results among students. It also helped in building the confidence level of children. We are always thankful to PRIDE India & Systems Plus to their unmatched support to school. "*

**- Mrs. Tanpure, Primary School Teacher, Panderi village.**



# WOMEN EMPOWERMENT

We strongly believe that empowered women are strongest change agents and are able to usher in positive changes in their respective families and society at large. Thus our programmes ensure that women in our communities not only become economically independent but socially active and aware citizens of society. We do this through our two major initiatives the Vipula Credit Co-operative Society and Self-Help Groups.

## Vipula Credit Co-Operative Society

Commenced on 20<sup>th</sup> March 1989, the goal of this programme is to facilitate women with credit based amenities for self - sustainability and sensitizing them regarding their basic human rights. To help them achieve economic independence, Vipula Credit Co-operative was established with 251 members based on the principle of mutual help, now numbers increased with 2907. We strive to support these women by conducting counseling sessions on the importance of inculcating saving habits, sensitizing them on legal matters and rendering financial support.

## SHG (Self-Help Group)

The PRIDE India began to mobilize small groups after measuring Vipula Credit co-operative societies' success in empowering women in rural Maharashtra. These groups are known as Self Help Groups, which function to meet the ever - increasing demand for financial assistance. During its inception in 1998, 850 women were mobilized to set up 50 SHG's.

## CORNERSTONES

- Mobilizing women to form self help group
- Sensitizing women on inculcating saving habits
- Providing credit facilities to women
- Enhancing economic status of women in rural areas
- Livelihood opportunity for SHG members
- Enhancing farm - based income of women

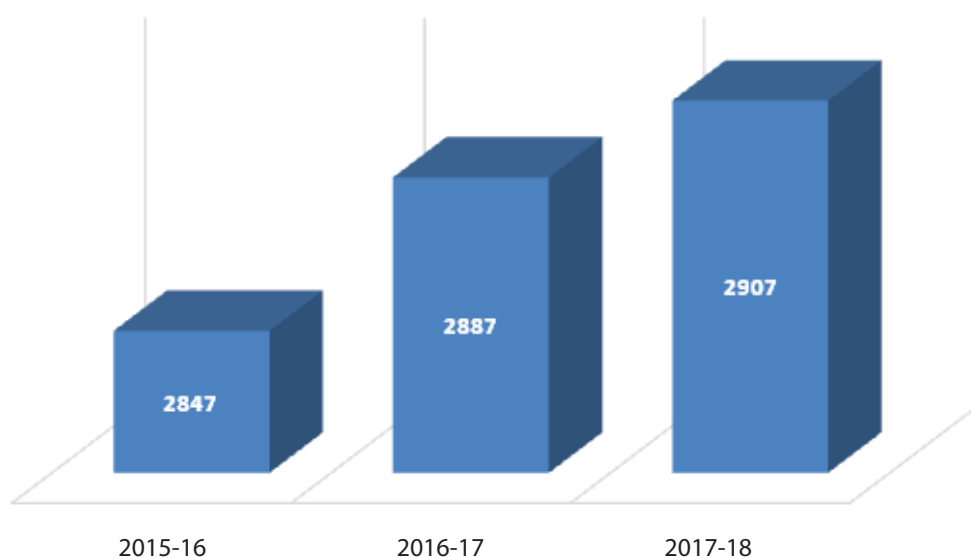


# WOMEN EMPOWERMENT

## ACCOMPLISHMENTS AND ACHIEVEMENTS

VIPULA CREDIT CO-OPERATIVE PROGRESSIVE STATEMENT					
Year	1988-89	2014-15	2015-16	2016-17	2017-18
SHAREHOLDERS	251	2829	2847	2887	2907
PROFIT		10,99,128	12,41,741	13,10,933	16,71,848
DIVIDEND		10%	10%	10%	10%

SHAREHOLDERS OVER THE YEARS





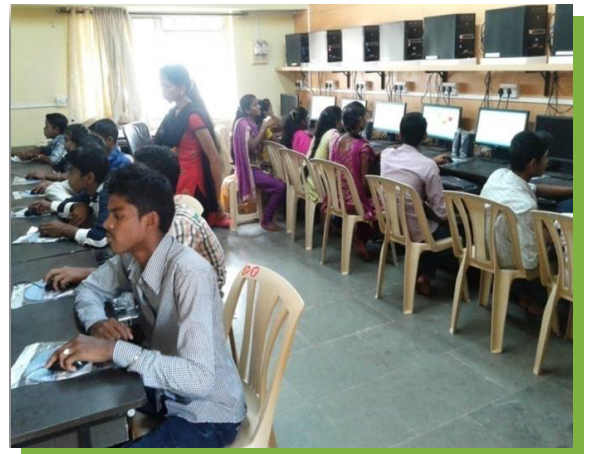
# LIVELIHOOD DEVELOPMENT

Our vision is to incorporate job opportunities to indigent communities by conducting vocational training sessions, to empower the societies which will lead them to become self-sufficient. The target audience for this programme consists of all the underprivileged youth in the rural areas aged 15-24 years. The motive is to develop the base of unskilled youth for work readiness, which will help increase job opportunities in rural communities. We also strive to support the youth in achieving improved economic conditions, physical and social well being.

We undertake our livelihood programmes through our DAKSH centre. Established in the Mahad region of Raigad district, the centre focuses on facilitating professional mentoring and guidance to the youth, through emphasis on rendering vocational training sessions revolving around 3 skilled sectors i.e. Basic Computer, Beauty & Wellness and Basic Electrician course.

## CORNERSTONES

- Beauty & Wellness course
- Electrician course
- Basic Computers and advanced specialised courses
- Handicraft sessions for adolescent girls
- Linkages with government Industrial Training Institutes(ITI)
- Communication and personality development
- Financial assistance to potential entrepreneurs for start-up businesses



## ACCOMPLISHMENTS AND ACHIEVEMENTS

- 144 girls successfully completed Beauty & Wellness course
- 128 girls completed training on imitation jewelry making
- 124 youth completed English speaking course
- 130 youth completed Basic Computer Training
- 77 youth completed Tally course
- 493 youth trained on life skill education
- 749 members sensitized on the Government Scheme through awareness programme
- 398 youth trained on Life skill
- 110 girls benefited for higher education with support for their college fees/course fees/ educational material required for continuing education

# HEALTHCARE AND SANITATION

## SPARSH

Sastur Project of Action Research Services Through Hospital (SPARSH), a multi-specialty hospital commenced on 15<sup>th</sup> June 1996, is a joint venture by The PRIDE India and Govt. of Maharashtra to curb the healthcare related problems faced by the rural communities of Maharashtra. Besides being an emissary in mother and child care, SPARSH Rural Hospital provides treatment, counseling and nutritional support to HIV/AIDS patients and conducts outreach interventions for improving access to healthcare resources in remote villages and provides primary healthcare services of best quality. Introduction of digitalized amenities has drastically improved the quality of services being rendered at SPARSH.



The hospital stood 2<sup>nd</sup> at the Kayakalp awards for the 'Best Sub District Hospital in the State of Maharashtra'. These awards were intended to encourage and incentivize Public Health Facilities (PHFs) in the country to demonstrate high levels of cleanliness, hygiene and infection control practices. Further, SPARSH is the only rural hospital from within Maharashtra which received 82% in the certification by National Quality Assurance Standards (NQAS).

The standards have been developed keeping the specific requirements for public health facilities and global best practices through eight broad areas of concern - Service Provision, Patient Rights, Inputs, Support Services, Clinical Care, Infection Control, Quality Management and Outcome. These awards and recognition only reinstate the powerful role of SPARSH in rural healthcare.

The SPARSH rural hospital is recognized under the Indian Public Health Standards (IPHS) and is also ISO certified and accredited by the National Quality Assurance. In 2017-18, the hospital reached out to 191 villages in Osmanabad, Latur, Solapur & Gulbarga districts, by changing lives of 83,157 patient and a total of 13,94,000 patients since the project inception in 1996.

# HEALTHCARE AND SANITATION

## CORNERSTONES

- Out Patient Care (OPD) with consultation and specialist clinic rooms
- 40 bedded In patient care
- Maternity ward and well equipped labour / delivery room
- Newborn stabilization unit
- 5 bedded ward for HIV patients
- Diagnostic facilities like X-Ray and pathological laboratory test.
- I.C.T.C. (Integrated Counseling and Testing Centre)
- Well-equipped operation theatre (OT)
- Pharmacy Medical
- Ambulance Services
- Spacious and well ventilated training centre








## ACCOMPLISHMENTS AND ACHIEVEMENTS

Health Services	No.of beneficiaries reached/ trainees/villages
Safe Deliveries	786
Trainings	13
Free Ambulance service	1022
Pick up service	412
Out Patient Department (OPD)	83157
In Patient Department (IPD)	4170
Normal Delivery	549
Caesarean Sections	237
Family Planning Operations	425
Minor operation	322
Major operation	927
Cataract	113
Ante Natal care	784
X- RAY	3601
Electrocardiography (ECG)	1423
Ultrasonography (USG)	478
Laboratory services	125146
Dots on treatment	17
Blood transfusion	261

# HIV/AIDS CARE AND SUPPORT PROGRAMME

Stigma is a recognized barrier to early detection of HIV and causes great suffering to those affected. Our initiatives for People Living with HIV/AIDS (PLHI) was established with a view to improve health status of PLHIV and reintegrate them into the community. With an aim and focus of right treatment and care, two main initiatives were implemented: 1) Community Care Centre (CCC) is 5 bedded space at SPARSH Rural Hospital, exclusively set up for patients suffering from HIV to protect them from any other opportunistic infections. The Anti Retroviral Therapy (ART) and other essential drugs are administered to the patients along with counseling sessions and moral support. 2) Vihaan Care and Support Centre (CSC) was initiated with the motive to provide healthcare support to the individual diagnosed with HIV by providing them with information, access, linkages with social schemes, counselling and support required for their treatment.

	No. of beneficiaries reached/trainees/villages	Description
	1215	Clinical, Care & Support services provided
	10817	Care & Support services provided. (Ex- Registration, Counselling, LFU track back, SGM, Social scheme, TB Screening etc)
	Registration - 1164 & Active PLHIV - 821	ART Treatment services & CD4 Investigation services provided by ART center
	SGM - 177 & contact - 2382	Support group meeting done 52 in 3 district
	12756	Government Schemes, Livelihood support, Social Entitlement etc



# HEALTHCARE AND SANITATION

## Weakness and Fear converted to a Courageous life!

Nita (name changed) is 35 year old from Bendkal village, Umarga, district Osmanabad. Nita was leading a normal life with the daily struggles when the loss of her husband had triggered her with huge midlife crisis after it was known that her husband had died due to the infection of HIV. Her in-laws criticized her for being the reason of her husband's death and had denied accepting her in family as she was also tested positive. Without any support or shelter, she was forced to live with her parents. With the occurrence of these traumatic incidents and the infection, she was then affected with depression and started facing other health issues.



She was then detected and introduced to Community Care Centre (CCC) by The PRIDE India's outreach worker in January 2015 and was immediately put on Anti Retroviral Therapy (ART). She also availed services such as medical, counseling and regular follow-up. Since she was keen on learning tailoring, she enrolled and completed the 3 months tailoring course successfully at PRIDE India SPARSH training centre. Reviewing her background and progress,

the Community Care Centre (CCC) provided her with a tailoring machine in April'17 to start small business along with guidance to startup business at local level.

With her courage and efforts she proudly started her own business in village with an earning of approx Rs. 300/- per week. Her income increases during seasons and orders especially during marriage and festivals. Currently she feels very proud and happy living with her family, fulfilling her needs on her own. Her plan is to expand her business by producing varieties of design and connecting to more customers. She is very thankful to SPARSH Community Care Centre for their guidance and support to stand in life.

# OUTREACH PROGRAMME

With the aim to promote and provide preventive and curative health practices in the remote villages of Osmanabad and Laturan innovative design model in the form of Mobile Medical Units (MMU) was initiated to reach out to the rural poor in remote villages at their door step. One of these units is run in collaboration with Government of Maharashtra under the National Health Mission Scheme. The MMU serves in improving access to the primary health services and also influence important health indicators (IMR, MMR, <5 MR, % institutional deliveries, accessibility to services, etc.) in 102 remote villages of Osmanabad and Latur districts reaching out to a population of 169429 through the community participation in the spirit of health empowerment. The idea is not only to provide clinical service but also sensitize the community on preventive health related to non communicable diseases, cataract, women related cancer and anti-natal care.



# OUTREACH PROGRAMME

## REACH

List of Programmes/Initiatives	No.of beneficiaries reached/ trainees/villages
Mobile Medical Unit (MMU)	Population - 169429, Village - 102
Out Patient Department(OPD)	92414
Ante Natal Care (ANC) checkup	9251
Pre/Post Natal Care (PNC) checkup	1539
Lab investigation	57227
Family planning counselling sessions	2119
Delivery (Normal) in MMU	4
Awareness Campaigns	No. of campaigns 205, No. of participants –33834
Health Camp	(Camp - 13 & OPD - 9686)

## OUTPUT AND OUTCOME

- 100% institutional deliveries from all villages.
- 100% ANC registration within 12 weeks which supported safe institutional deliveries.
- Due to M-mitra voice calling awareness program 100% ANCs availed 4 times checkup (73.3% during baseline) in 48 villages.
- 95% patients identified with Hypertension and Diabetes are taking preventive measures (3968 identified in 48 villages).
- 688 patients screened for women related cancer through 4 camps (suspected cases referred to Nargis Dutt Hospital Barshi for further treatment).
- 742 patients screened for cataract through 12 camps. 32 linked to district hospital for surgery and 260 provided spectacles.
- 17% adolescent girls were identified with Hb below 8.9% who have improved the levels above 9% after regular follow up.



# SPECIAL EVENTS AND INITIATIVES

## Child & Family Sponsorship

The child and family sponsorship programme was initiated with the aim of providing financial assistance to the most financially disadvantaged children and families in our community. We realize that socio-economic and psychological barriers are the most challenging aspects that we come across within our communities. Therefore, the children who benefitted from this programme received educational support and economic relief, wherein one family member of that child is granted with livelihood opportunities. This programme aims to bring about a paradigm shift in the sponsored child's immediate surroundings additionally supporting the child to participate in different activities for his/her development. This year we were able to support 124 number of children and their families through this programme.

## Tata Mumbai Marathon (TMM)

PRIDE India along with Save the Children India participated in the Tata Mumbai Marathon 2018. The funds raised helped us reach many beneficiaries, ensuring a sustainable change in the dynamics of these communities. We were overjoyed to see our excited runners shouting slogans supporting 'empowering rural India'. 115 runners from 4 of our corporate partners i.e. Aditya Birla Health Insurance Co. Ltd, Aditya Birla Finance Limited, Aditya Birla Sunlife Insurance Co. Ltd. and Aditya Birla Finance Limited enthusiastically took part in the run. We are thankful for their continued support this year!

## Transformation of Manghrun village into Ideal Village

Rotary Club of Queen's Necklace has joined hands with PRIDE India to transform Manghrun (a tribal village) in Mahad, Raigad in the next three years. To mark the beginning of this programme we distributed solar lamps made by Chirag to all the households. The Ideal Village programme was conceptualized with an aim to develop the village as an institution where the community takes ownership of their personal well-being and of surroundings. The key components of the programme are education, economic empowerment, community development, health& sanitation. The project will positively impact more than 130 households and empower the community as a whole.

## World Health Day at SPARSH

Spreading awareness about health issues, its prevention and care is central to all our health programmes. We ensure to utilize every opportunity to do so, one of them being the health days celebrated all across the world by UN to address important public health issues.



# SPECIAL EVENTS AND INITIATIVES

We observed the World HIV/AIDS day in the first week of December. It was marked with active sessions and street plays all through the week, accompanied by rallies in all 46 villages.

On 24<sup>th</sup> March, No Tobacco Day and 31<sup>st</sup> May World Tuberculosis Day was observed. It witnessed a huge participation from all the villages. We carried out rallies for awareness, essay competition on related topics in schools and a health camp where individuals could get screened for possible health problems related to tobacco and TB. More than 1926 villagers took part enthusiastically making the event a success!

## PRIDE at Stylecracker!

We were excited to be a part of the Stylecracker's April show, supported by two talented and accomplished designers Priya Kothari from Muchtoluv and Trupti from Trupsel 5/9. The designers generously donated a part of the proceeds of their sales to our education programme for tribal children. We look forward to take this partnership forward at a greater level in the coming shows!

## Shop for a cause with Nykaa

Strengthening our fundraising efforts we participated in different activities this year. In association with NYKAA, we mobilized an online fundraising campaign from 23<sup>rd</sup> - 26<sup>th</sup> May 2017. The proceeds raised from '#SHOPTOSTOP' campaign were utilized to facilitate our newly constructed 'Intensive Care Unit' at SPARSH rural hospital, which provides emergency medical services to mothers and their newborn children.



# SPECIAL EVENTS AND INITIATIVES

## Balmahotsav

On 25<sup>th</sup> Dec 2017 a Balmahotsav (Children's festival) was organized at our project office in Mahad wherein different programmes and competitions were organized for children including games, sports ,drawing and essay competitions. A group of 85 children from three villages (Gondale Sutarkond, Kol and Sheltoli) in age group of 6-14 years participated enthusiastically in the programme. The children were also given prizes for their participation for encouragement.

This programme focuses on job readiness and entrepreneurial development for youth between the ages of 15-24 years through skill training in sectors such as beauty and wellness, computers, local craft, agro based and allied industries. It also provides financial support for setting up small enterprises such as electronic shops, flour mills etc.

## Kayakalp Awards 2017-18 for maintaining health and Hygiene standards

It was a PROUD moment for The PRIDE India SPARSH initiative for the second place at the State Level Kayakalp awards. This award was intended to encourage and incentivize Public Health Facilities (PHFs) in the country by demonstrating high levels of cleanliness, hygiene and infection control practices. The entries were a total of 378 contestants that included District Hospitals, Sub District Hospitals, General Hospitals, Women Hospitals and Rural Hospitals in the financial year 2016-17 in Maharashtra. The award was based on the performances in the parameters of facility upkeep, sanitation & hygiene, waste management, infection control, support services, hygiene promotion. We appreciate the contribution of all the team members of SPARSH who were instrumental in this achievement. PRIDE India SPARSH has been awarded Rs. 10 lakhs by the Government in recognition for this initiative.

## Certified from National Health Resource Centre for National Quality Assurance 2017-18.

The SPARSH rural hospital was certified for National Quality Assurance. The rural hospital underwent assessment by a two member team of empanelled assessors in January 2018. SPARSH had scored and overall score of 82% meeting four out of six criteria's. Hence was granted 'Quality Certification with Conditionality' under NASQ. With this, SPARSH continues to captivate to an even greater degree.





# THE YEAR AT A GLANCE



Drawing competition on the occasion of Children's day



Promoted library at village



Training on Child Rights



Sensitization for Adolescent girls



Sensitized parents on effective parenting



Employee engagement programme at Ideal village project by System plus Ltd.



# THE YEAR AT A GLANCE



Promoted tree plantation by officials from AkzoNobel Pvt. Ltd.



Beauty and Wellness training



World AIDS Day



Visit of District Health Officer at SPARSH hospital










Project visit by SPYN welfare foundation



Tata Mumbai Marathon 2018



## OUR PARTNERS IN CHANGE

Programme Supported	Partners
 Child Centric Holistic Development Programme	Akzo Nobel India Limited Child Fund International, USA DRT – Anthea Aroma Chemicals Pvt Ltd. SHARE – Society to Heal Aid Restore Educate Future Generali Insurance India Company Limited Ashok Alco- Chem Limited Swades Foundation Mr. Salahuddin Kadri
 Women Empowerment	Child Fund International, USA DRT – Anthea Aroma Chemicals Pvt Ltd.
 Healthcare & Sanitation	Government of Maharashtra (Health Department) National Health Mission Network of Maharashtra by People Living with HIV/ AIDS SPYN Welfare foundation Save The Children India Child Fund International, USA Maharashtra State AIDS Control Society Jet Air Express Private Limited Global Giving Foundation Aditya Birla Finance Ltd Merk Family Foundation Americares India
 Ideal Village	System Plus Solution (UK) Limited TATA Investment Corporation Limited
 Livelihood	Child Fund International, USA Big Tree Entertainment Private limited
 Relief and Rehabilitation	Americares India
 General & Others	Save The Children India

# FINANCIAL SUMMARY

**THE BOMBAY PUBLIC TRUSTS ACT, 1950**  
**SCHEDULE VIII [Vide Rule 17 (1)]**

**Name of the Public Trust: THE P.R.I.D.E. INDIA**  
**Balance Sheet as at 31<sup>st</sup> March, 2018**

**Registration No. F - 7662 (BOM)**

(in ₹)

FUNDS & LIABILITIES	ANNEXURE	AMOUNT	PROPERTY & ASSETS	ANNEXURE	
<b>Trust Funds or Corpus</b>			<b>Immovable Properties</b>	G	
Corpus	A	4,947,500	Balance as per last Balance Sheet		33,700,613
		<b>4,947,500</b>	Add: Additions during the year		-
			Less: Depreciation for the year		1,686,457
					<b>32,014,156</b>
Other Earmarked Funds:			<b>Furniture, Fixtures and Others</b>	G	
Building Fund	B	42,181,155	Balance as per last Balance Sheet		12,008,117
Specific Earmarked Funds	C	9,751,893	Add: Additions during the year		2,144,641
		<b>51,933,048</b>	Less: Depreciation for the year		2,446,006
<b>Liabilities for</b>					<b>11,706,752</b>
Expenses	D	1,549,927			
Others	E	415,336			
		<b>1,965,263</b>	<b>Advances</b>	H	
			Others		652,563
<b>Income and Expenditure Account</b>	F	11,762,302			<b>652,563</b>
			<b>Income Outstanding</b>	I	
			Other Income		5,732,233
			Interest		145,588
					<b>5,877,821</b>
			<b>Cash and Bank Balances</b>	J	
			Balance with Banks		11,310,933
			Fixed Deposits		8,969,624
			Cash on Hand with the project		76,265
					<b>20,356,822</b>
<b>TOTAL</b>		<b>70,608,113</b>	<b>TOTAL</b>		<b>70,608,113</b>

Significant Accounting Policies & Notes to Accounts- Annexure Q

The above Balance Sheet to the best of my belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

For and on behalf of the Board of Trustees  
**THE P.R.I.D.E. INDIA**

(ISHA MEHRA)  
PRESIDENT

(NIKUNJ JHAVERI)  
TREASURER

Mumbai, 29<sup>th</sup> September, 2018



In terms of our report attached of the even date  
For **L. K. MANJREKAR & CO.**  
Chartered Accountants  
ICAI Firm Registration No. 106006W

(L. K. MANJREKAR)  
PROPRIETOR  
(M. No. 30737)  
Mumbai, 29<sup>th</sup> September, 2018

# FINANCIAL SUMMARY

**THE BOMBAY PUBLIC TRUSTS ACT, 1950**  
**SCHEDULE IX [Vide Rule 17 (1)]**

**Name of the Public Trust: THE P.R.I.D.E. INDIA**  
**Income and Expenditure Account for the year ended 31<sup>st</sup> March, 2018**

**Registration No. F - 7662 (BOM)**

(in ₹)

EXPENDITURE	ANNEXURE	AMOUNT	INCOME	ANNEXURE	AMOUNT
To Expenditure in Respect of Properties			By Interest	K	
Repairs & Maintenance		82,080	Accrued		145,588
Rates, Taxes, Cess		35,312	Realised		501,829
Depreciation on Buildings	G	1,686,457			647,417
" Establishment Expenses	O	9,179,951	" Donation in Cash or Kind	L	13,652,302
" Audit Fees		208,250	" Grants		
" Expenditure on objects of the trust	P		Transfer from Earmarked Fund	C	34,171,482
Educational		23,343,411	Others	M	5,309,000
Medical Relief		23,660,496	" Income From Other Sources	N	5,586,857
" Depreciation on other Assets	G	2,446,006	" Sundry Balances Written Back		10,859
			" Excess Expenditure over Income carried over to the Balance Sheet		1,264,046
<b>TOTAL</b>		<b>60,641,963</b>	<b>TOTAL</b>		<b>60,641,963</b>

Significant Accounting Policies & Notes to Accounts- Annexure Q


For and on behalf of the Board of Trustees  
**THE P.R.I.D.E. INDIA**

  
(ISHA MEHRA)  
PRESIDENT

  
(NIKUNJ JHAVERI)  
TREASURER



In terms of our report attached of the even date  
For **L. K. MANJREKAR & CO.**  
Chartered Accountants  
ICAI Firm Registration No. 106006W

  
(L. K. MANJREKAR)  
PROPRIETOR  
(M. No. 30737)  
Mumbai, 29<sup>th</sup> September, 2018

Mumbai, 29<sup>th</sup> September, 2018

# FINANCIAL SUMMARY

## TOP 5 DONORS

2017-2018	
Donor	Amount in INR
Save The Children India	1,21,95,450
Child Fund International, USA	89,49,010
Public Health Department	5,304,000
Network of Maharashtra by people living with HIV/AIDS	32,54,388
Swades Foundation	27,97,180

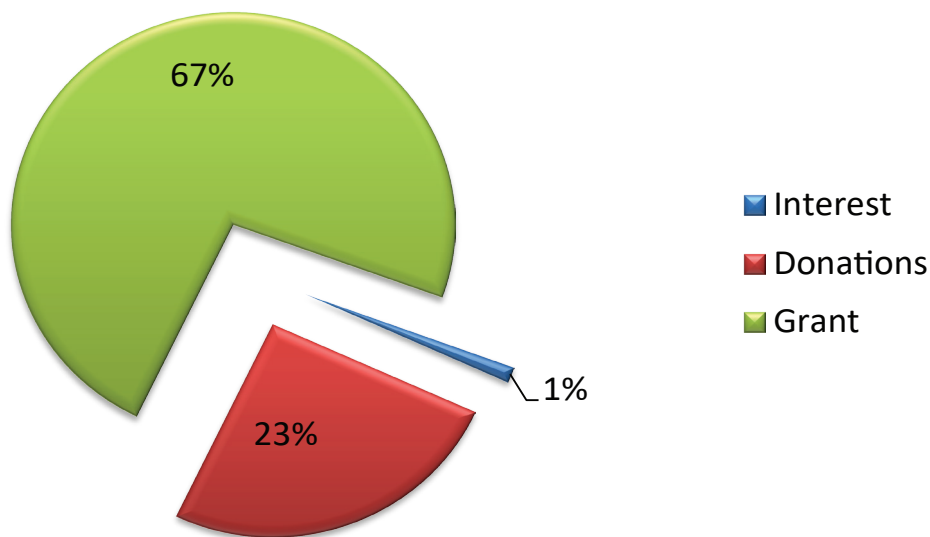
SUMMARISED BALANCE SHEET 2017-2018					
Liabilities	Amount in Rs.		Assets	Amount in Rs.	
	31st March 2017	31st March 2018		31st March 2017	31st March 2018
Trust Fund & Corpus	4,947,500	4,947,500	Immovable Properties	33,700,613	32,014,156
Other Earmarked Funds	58,845,078	51,933,048	Furniture Fixtures & Others	12,008,116	11,706,752
Liabilities	202,649	1,965,263	Advances	186,311	652,563
Income & Expenditure Account	13,696,158	11,762,302	Income Outstanding	11,218,576	5,877,821
			Cash & Bank Balances	20,577,769	20,356,822
<b>Total</b>	<b>77,691,385</b>	<b>70,608,113</b>	<b>Total</b>	<b>77,691,385</b>	<b>70,608,113</b>

SUMMARISED INCOME AND EXPENDITURE 2017-2018					
Expenditure	Amount in Rs.		Income	Amount in Rs.	
	31st March 2017	31st March 2018		31st March 2017	31st March 2018
Expenditure in respect of Properties	1,792,617	1,803,849	Interest	876,862	647,417
Establishment Expenses	9,762,471	9,179,951	Donation in cash or Kind	21,493,385	13,652,302
Audit Fees	114,500	208,250	Grants	36,855,580	39,480,482
Expenditure on Objects of the Trust	50,750,044	47,003,907	Income From other Sources	5,216,869	5,586,857
Depreciation on other Assets	2,237,607	2,446,006	Sundry Balances Written Back	6,503	10,859
			Excess Expenditure over Income carried over to the Balance Sheet	208,040	1,264,046
<b>Total</b>	<b>64,657,239</b>	<b>60,641,963</b>	<b>Total</b>	<b>64,657,239</b>	<b>60,641,963</b>

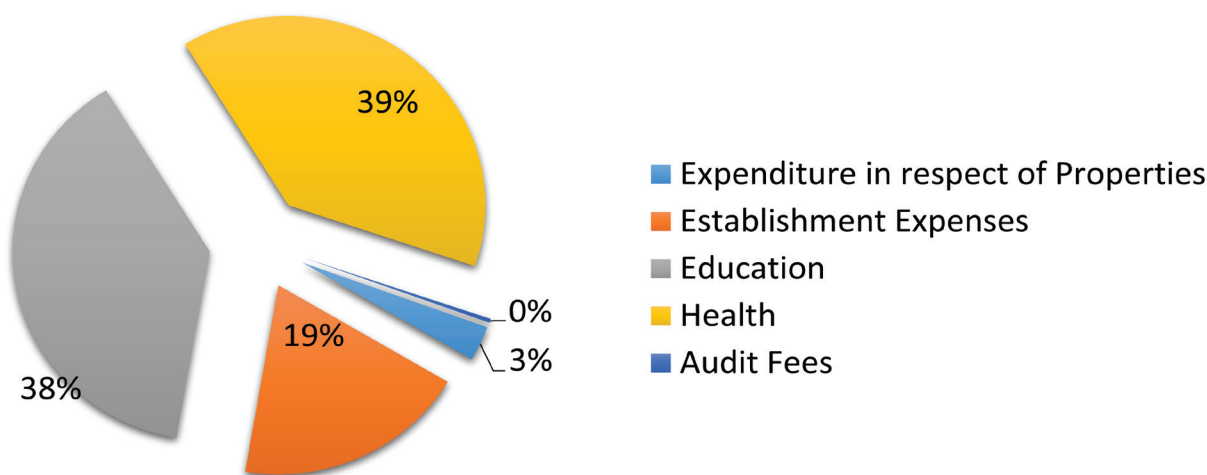


# FINANCIAL SUMMARY

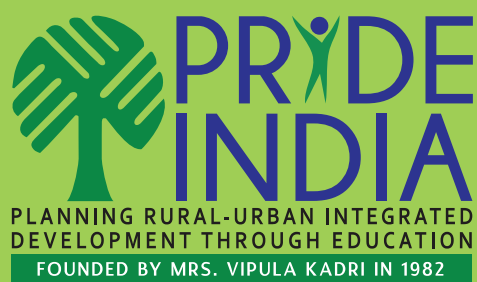
## SOURCES OF FUNDS



## APPLICATION OF FUNDS







S F 9, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 098  
Tel: 91-22-2652 06 01/02; Fax: 91-22-2650 06 04; Email: [contact@prideindia.org](mailto:contact@prideindia.org)  
Website: [www.prideindia.org](http://www.prideindia.org)