



POSITIVELY IMPACTING LIVES OF MARGINALISED COMMUNITIES

ANNUAL REPORT 2018-19



Mrs. Vipula Kadri Founder (1936-2007)

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.

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FOREWORD

Dear All,

Greetings from The PRIDE India!

Thanks for supporting us! It's been a long journey for PRIDE India, yet we have miles to go. Advancing in our mission of "Facilitating the process of empowering the marginalized communities" and our integrated interventions has helped bring a holistic change in the lives of the people. With the child being at the centre of holistic change, I am happy to see communities empowered towards sustainable development.

Our strong values such as respect, perseverance, accountability, compassion and excellence have guided us in working on our monitoring and evaluation indicators creating impacts in communities as a whole.

The year 2018-19 was a year of opportunities that opened new doors for us. We have established our work in the slums of Navi Mumbai reaching out to 1500 children and their families. Three model schools and three Anganwadi's have begun and set into operations in Mahad with a three-year intervention programme thus promoting quality education and creating better learning outcomes among the children. Our work in the current Ideal Villages has seen great changes, as the communities have transformed towards sustainable villages. Having witnessed, success in this initiative we have added two more villages in Mahad this year and look forward to impacting more lives in the coming year. Additionally, in our SPARSH Hospital in Osmanabad, a new labour unit has been constructed for promoting safe deliveries. I'm delighted to say that over the last 37 years, The PRIDE India has impacted the lives of over 19,55,000 individuals in 1040 villages across 8 districts in Maharashtra.

I extend my heartfelt gratitude to the entire PRIDE family who has worked zealously to achieve great heights for PRIDE India carrying forward the dream of our founder Late Mrs. Vipula Kadri.

Also, I thank our board of trustees for their wholehearted support and passion towards the cause of The PRIDE India.

My special thanks to our donors, Government of Maharashtra, National Health Mission, Aditya Birla Capital Limited, Child Fund International, Systems +, Americares Foundation India, AkzoNobel India Ltd, Rotary club of Bombay Queens Necklace Charitable Trust, SPYN Welfare Foundation, Save the Children India, DRT- Anthea Aroma Chemicals Pvt. Ltd, Global Giving Donors, Maharashtra State AIDS Control Society (MSACS) and Network of Maharashtra by People living with HIV/AIDS

I look forward to another decade of work to experiment with new tools and new partnerships to reach millions of children, youth and women and come closer to fulfilling our vision of 'A just society based on Equal Opportunities and Human Rights'.

Isha Mehra

President & Managing Trustee

A photograph of two young girls in school uniforms, smiling and standing in front of a chalkboard. The girl on the left has her arm around the girl on the right. The chalkboard behind them has handwritten text in Devanagari script. The text on the left side of the board includes 'सिताराम पवार -॥-', 'बळीराम पवार -॥-', 'सिताराम का', and 'मंद्र पुतळ्या'. The text on the right side includes 'लता वाघमा' and 'वर्षा हिलम' in red chalk.

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 The PRIDE India

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 organization is based on a holistic approach to bring about a sustainable change in the marginalized communities living in rural and urban poverty. The mission of the organization is to impact the lives of marginalized communities to help them lead lives filled with dignity and self-respect. Since inception, the organization has been working towards promoting holistic development of the communities by adopting an integrated approach with the emphasis on early childhood care and development, education, health and sanitation, livelihood, disaster relief and women empowerment. Pride India believes that 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. Its work spans in 8 districts of Maharashtra touching the lives of 19.55 lakhs beneficiaries till date across more than 1040 villages.

PRIDE India works at par with the Sustainable development goals (SDG's) of ensuring healthy lives & promote well-being for all at all ages, ensuring access to sanitation, ensure inclusive and equitable quality education, gender equality and productive employment & decent work for all.

SPARSH (Sastur Project of Action Research Services through Hospital), a public private partnership initiative along with the health outreach program through mobile medical units is a flagship project focusing on providing quality health services to the rural poor in Marathwada region of Maharashtra State.

Recently PRIDE India has expanded its niche program of creating ideal villages, an integrated and holistic development initiative encompassing all areas of development and has witnessed encouraging results in villages in Raigad district.

To address the needs arising due to growing urban poverty, it expanded its intervention to the urban areas during 2018, with the focus on addressing holistic development needs of the children. An early intervention with 1500 children in the age group of 0-6 years in Navi Mumbai slums is initiated with the long-term vision of taking these children through the growth trajectory by creating an enabling environment for them to become confident and skilled youth of tomorrow.



OUR THEMATIC FOCUS

Health Care and Sanitation



- Primary Health Services through SPARSH hospital
- Care & Support for People living with HIV/AIDS
- Preventive and Curative Services through Mobile units

Livelihood Development



- Skill based vocational training
- Entrepreneurial Support

Relief and Rehabilitation



- Material & Medical Aid
- Disaster Management Trainings



Child Centric Holistic Development

- Early Childhood Care & Development
- Education
- Child Protection and Participation



Ideal Village

- Education
- Health & Sanitation,
- Livelihood
- Community Development



Women Empowerment

- Vipula Credit- Cooperative Society
- Self Help Groups

*"If children are given the necessary tools to succeed,
they will succeed beyond their wildest dreams!"*

- David Vitter, Former U.S. Senator



CHILD CENTRIC HOLISTIC DEVELOPMENT PROGRAM

URBAN INTERVENTION

Today, worldwide, 570 million children live in extreme poverty, vulnerable to many factors that threaten their well-being. Poverty causes many issues for children worldwide today in developing countries. PRIDE India believes that many of these problems can be alleviated or even resolved with concentrated, collaborative efforts.

India is urbanizing rapidly, with the urban population set to increase **from 27.8 percent in 2011 to 38 percent by 2025** (McKinsey report). In the last decade, there has been rapid urbanization in Navi Mumbai as well with many corporate offices and industries moving in, which has led to exponential rise in population in slums.

As per 2011 Census, the population of Navi Mumbai is 1,120,547 with total 111 slums

inhabiting around 18.53% of total population of Mumbai city. With the city having no structured plan to accommodate the growing population and the migrant labor force, this movement increases the problems of urban unemployment, slum expansion and widening income inequality. Parents often lack the resources to give their children what they need. For many families, access to health care is a luxury, and opportunities for education and employment are severely limited. The children ending up in a worse living condition in slums need protection, support and care at each stage of childhood to achieve their potential.

For children to access their potential as they grow, they need stability in all stages of their lives. PRIDE India is working in collaboration in Navi Mumbai with partner organization, ChildFund International, corporations and individuals to help create an enabling environment the children need to thrive at every stage of their lives.

Needs of various Life Stages being addressed in the program :



Infant and Children (0-5)

Infants and young children need a healthy beginning. They also need to be secure enough to explore and learn all they can throughout the early years, when their most rapid development takes place.



Children & Young Teens (6-14)

Children and young adolescents need access to education. They also need the confidence to explore new ideas, say what they feel, ask for what they need and form healthy relationships.



Youth (15-24)

Youth need to be prepared to enter the work force. They also need the opportunity to build healthy relationships with their peers, families and to be involved in the larger world.

This year, PRIDE India started intervention with 1500 children in the age group of 0-6 years in Navi Mumbai slums with the long-term vision of taking these children through the growth trajectory so that they become confident and skilled youth of tomorrow.

As a child-focused development organization, PRIDE India is focusing on changing underlying factors that prevent the children from fully experiencing these rights and access his or her true potential.



INTERVENTION FOCUS



**LOVING
CAREGIVERS**



**HEALTH
CARE**



**OPPORTUNITY
& PROTECTION**



EDUCATION



CLEAN WATER



NUTRITION

Child development centre / Anganwadi Centre in Turbhe Store (Before and After pictures)



Before



After



5

Child Protection committees formed in 5 slum pockets involving 65 parents



432

parents sensitised on importance of safe drinking water and 400 households were provided water filters for promoting it.

213

children encouraged for creative learning through art and craft competition

21

AWC teachers trained on ECCD through 6 days training

708

parents were made aware of good parenting

405

children benefitted through 5 Health camps

625

children actively participated in Balmahotsav in activities like sports, fancy dress, healthy baby competition, cultural program etc.

1521

Households detailed baseline survey was conducted



375

children linked with supplementary nutrition provided by ICDS



566

parents sensitised on needs and ways to conduct stimulation activities at home for children

596

children provided art material for enhancing expression of feelings through drawings



10

Anganwadi centre equipped with appropriate teaching learning material benefitting 570 children.

1

child development centre / Anganwadi in Turbhe store refurbished and equipped to make it child friendly



1

Study sum English learning centre set up in Turbhe

“

Laxmi, a confident and an independent woman now

I was born and brought-up in an interior village of Solapur district. Due to subsequent drought in the area and poor economic status, I could not study beyond 5th standard and at age 14 years I was married off. Soon after marriage my husband came to Mumbai in search of job, I too joined him after few years and have been living in Turbhe store slum of Navi Mumbai. 4 years back my husband met with an accident and died, leaving me and my three children behind. Last three years I have been struggling to fulfil basic need of the family. I worked as housemaid that earned me only 3,000/- 4000/- per month along with lot of humiliation and ill-treatment at work. The thought of committing suicide crossed my mind several times but I decided to live for my children. After hearing and understanding my situation, PRIDE India enrolled my daughter in the sponsorship project and connected me for undergoing Hygiene technician training. With lot of hesitation I decided to try it out.

At the age of 27, I was again in the classroom learning the use of various cleaning chemicals, cleaning techniques with use of machines. On the last day of training I was taken for interview and was offered job as “Hygiene Technician” with salary of Rs. 8500/- along with provident fund and other security benefits.

Today when I work as hygiene technician at an IT Park, I feel extremely confident and positive about my life; the job has earned me lot of respect and gives me dignity that we all deserve. I am now determined to keep learning and bagging every opportunity that comes my way to improve my children's life.

- Laxmi Samadhan Suryawanshi, Turbhe Store, Navi Mumbai.

”

“

Dinesh-an aware and transformed parent now

My child is enrolled in the sponsorship program which is helping us in understanding rights of children, importance of maintaining hygiene, our contribution and need of our support in the overall development of our child. My child participates in all competitions, events and activities conducted by PRIDE India so we feel that he is engaged and learning a lot rather than loitering in the lanes. Me and my wife attend the parent's meetings and my child loves to going to the Anganwadi center now as the center has toys and learning aids and is painted attractively.



- Dinesh Jadhav, 28 yrs. (Father of Daksha Dinesh Jadhav)

”

BUILDING STRONG FOUNDATION OF EDUCATION AMONG YOUNG CHILDREN

"You cannot make children learn. You can only provide the right conditions for learning to happen."



MUKTASHALA

An Initiative for Protection of Katkari Tribe Children and their Education

The Katkari of today are a fragmented and very scattered community, highly dependent on others for their livelihoods and for a place to live. Most Katkari in Mahad block of Raigad district are landless workers with tenuous connections to their original nomadic, forest-based livelihoods. These people are seasonal cultivators working on the brick kilns, agriculture labour and other unskilled work serving the urban and industrial interests in nearby locations like Mangaon, Tala, Srivardhan, Mhsala, Dhapoli, Mandangarh, Satara. The distressed seasonal migration of Katkari families along with their children has deprived their children with continuous formal access to education hampering their chances of future growth.

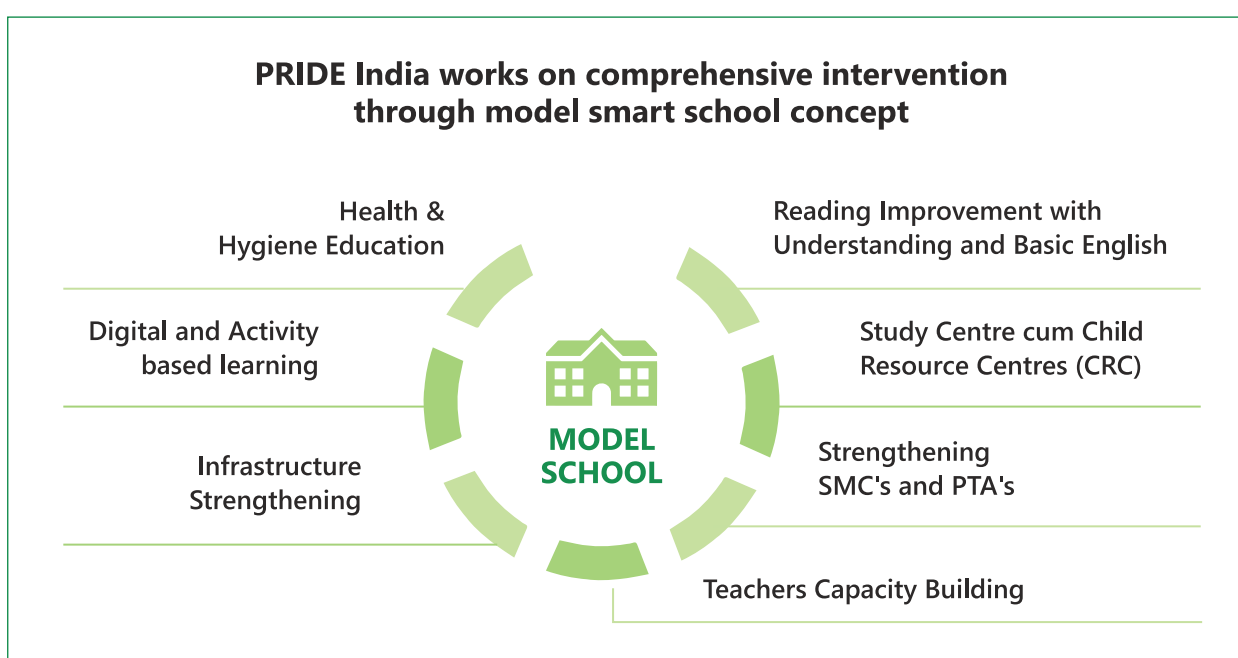
PRIDE India's initiative, Mukdashala is a residential facility wherein these children has a safe place to stay so that they are able to continue their formal schooling while their parents are at work. The facility in houses various extra-curricular activities like personality development camps, sports, music, dance, art, computer and awareness programs along with focus on after school academic support and nutrition to these children. The children whose parents / guardians come back during weekends are encouraged to go to their residences in the weekends or holidays to ensure the family bonding continues for their overall development. During the year, 70 tribal children in the age 7-14 years were benefitted from the facility. For the older children it's very important that they get a direction for their career, hence we plan to encourage the children and link them for vocational training starting next year.

MODEL SCHOOLS AND ANGANWADI'S:

In India, education in the rural segments is not only important to eradicate poverty and illiteracy, but also for a variety of other social, economic as well as cultural and political reasons. However, the stagnant state of education in the rural areas has been a major point of concern for educational policy-makers in India. Though many schemes have been launched to improve the scenario, the condition of rural education in India continues to be miserable. Issues like - lack of proper infrastructure, lack of professionally trained teachers willing to work in remote locations,

gender differentiation and difficulty in attracting students to school continue to hinder education in the rural areas. As a result, there is a huge gap between the already-attained and yet-to-be-attained learning goals.

The greatest challenge for rural Anganwadi's and schools is to find ways to encourage children and keep them interested in the pursuit of academics. It is imperative to use creative methods which keep children engrossed in learning and create opportunities for situational learning.

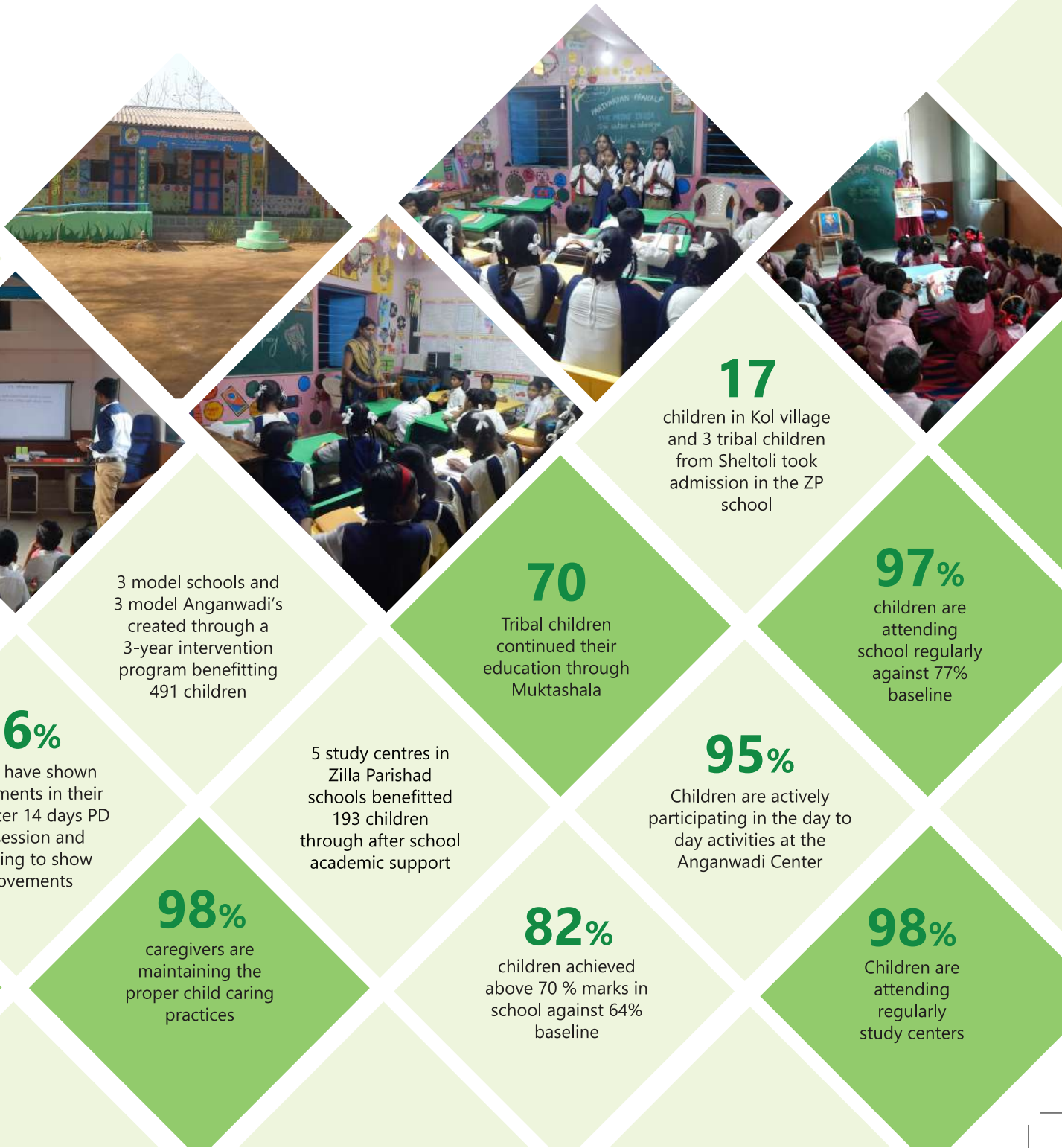


All these components along with E-PRASHALA, digital learning technique and the activity-based learning has created a significant impact on the students' participation as well as improved learning levels in the schools where this was implemented in last three years. The model school initiative has generated a sense of anticipation and willingness within the children to attend school on a regular basis. The teachers find E-PRASHALA approach as an effective way of teaching methodology, as introducing new concepts to the students has proven to be much easier than the traditional system.



PRIDE India has experience in the early child hood care and development domain since inception and have demonstrated pedagogy on training the ICDS workers across 6 blocks of Raigad district and few NGO's from others states. 3 model Anganwadi's were created this year with last 3 years intervention focusing on all domains of development and indicators – infrastructure, classroom process, learning levels and community participation.

Name of Anganwadi	Sheltoli		Gondale Sutarkond		Kol	
Quality indicators	Before	After	Before	After	Before	After
Infrastructure	C	A	B	A	B	A
Classroom Process	B	A	B	A	C	A
Learning Level	C	A	B	A	C	A
Community Participation	C	B	C	A	C	A



HEALTH CARE AND SANITATION



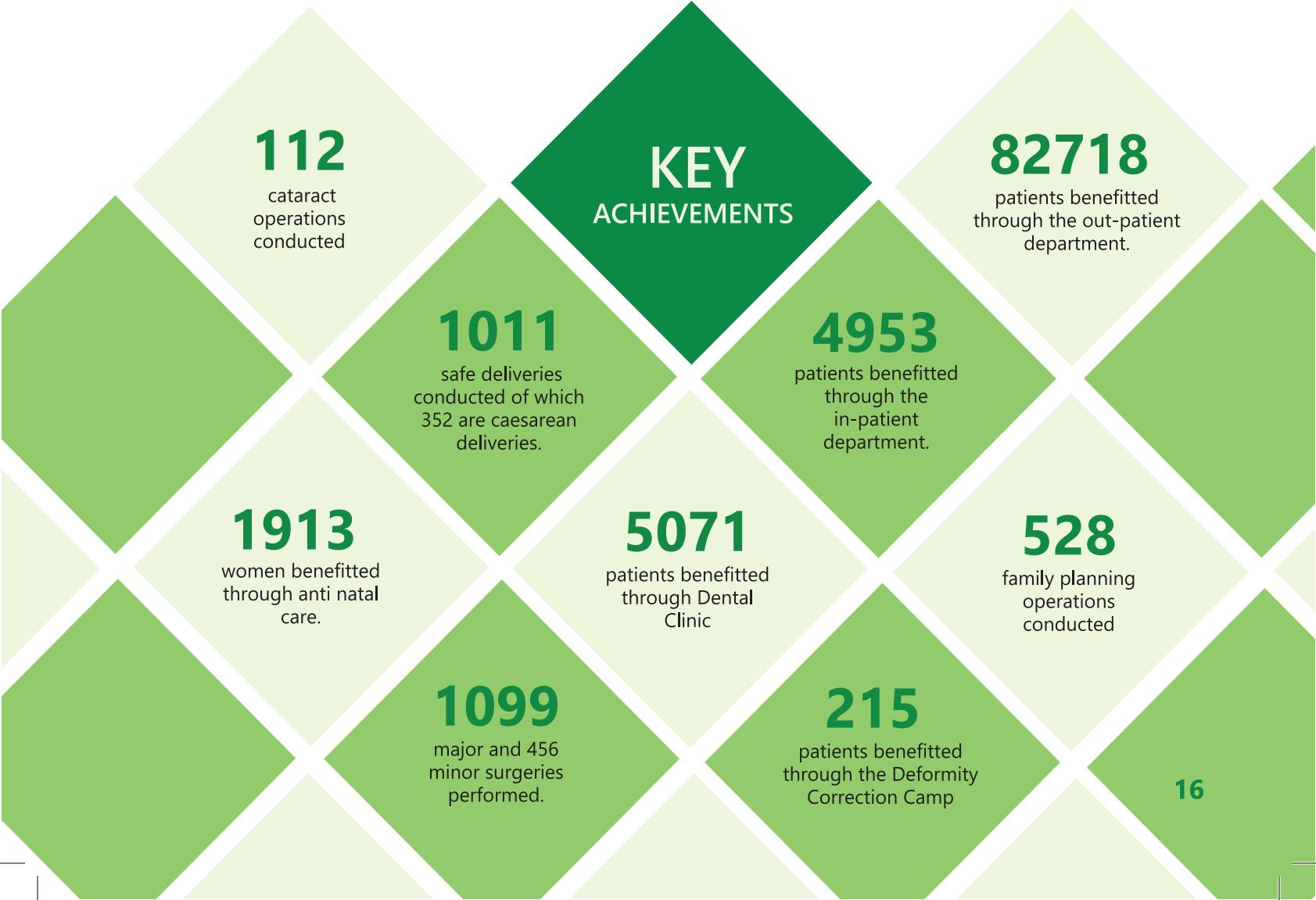
While continuing primary health care services through fully equipped SPARSH rural Hospital, PRIDE India has been focusing on the outreach services particularly reproductive health and care for elderly through the mobile medical Units and have been successful in reaching out to the poor in the under-served and unserved villages. Given the increasing prevalence of HIV/AIDS, PRIDE India has been making concerted efforts for prevention and care for people living with HIV/AIDS through awareness,

linkages and capacity building. It also works towards addressing the needs of orphaned children whose parents have unfortunately passed away due to HIV/AIDS.

The Pride India's interventions in health are aligned to address the Sustainable Development Goals of 'ensuring healthy lives and promote well-being for all, at all ages and the focus has been on aspirational districts in the country that requires attention.

SPARSH - A public private partnership initiative for improved health services

SPARSH (Sastur Project of Action Research Services through Hospital), a public private partnership initiative is a flagship project of The PRIDE India set up in 1996 post Latur earthquake to provide quality primary healthcare to rural poor from Osmanabad and Latur districts in Marathwada region of Maharashtra State. The 45-bedded high specialty facility SPARSH Rural hospital is recognized under the Indian Public Health Standards (IPHS), is ISO certified and accredited by the National Quality Assurance. In 2018-19, the hospital reached out to 190 villages in Osmanabad, Latur, Solapur & Gulbarga districts, by changing lives of 82,718 patients, adding up the total reach to 14,76,718 patients till date. During the year, arena of services of SPARSH were strengthened by set up and operationalization of the new born sick unit and a fully equipped labor unit for improved maternal and neo natal services in the region.



NEW LABOUR ROOM & NEW BORN SICK UNIT OPERATIONAL

As a multisectoral partnership initiative, a 1455 Sq ft labour room as per Indian Public Health Standards guidelines with pre labour, labour and recovery room was constructed and set up. The New born care unit that was constructed during previous year was equipped and made operational to support the sick new born. The construction was supported from National Health Mission and equipment's and the operational cost was supported by Aditya Birla Capital. This will support around 1100 safe deliveries and an equal number of neo nates every year.



“

I live in a village, 35 km away from SPARSH hospital. Before coming to this hospital, I already had three miscarriages in second trimester. I came to SPARSH when I was pregnant for the fourth time with hope that I will get the happiness of becoming a mother. The expert doctors here advised me to do anomaly scan which helped them diagnose the problem and suggest right treatment. This was never suggested by any other doctor during my previous pregnancies. The doctors here also convinced my in laws to allow me bed rest and get regular check up done till I complete the gestation period. I was lucky to manage my pregnancy for 38 weeks due to their advise.

My family members are very happy and we thank SPARSH team for helping me in becoming a mother of a beautiful girl

- Sneha Ramesh Kshirsagar, Ashta Kasar village,



”

PREVENTIVE AND CURATIVE SERVICES AT DOOR STEP- MOBILE MEDICAL UNITS

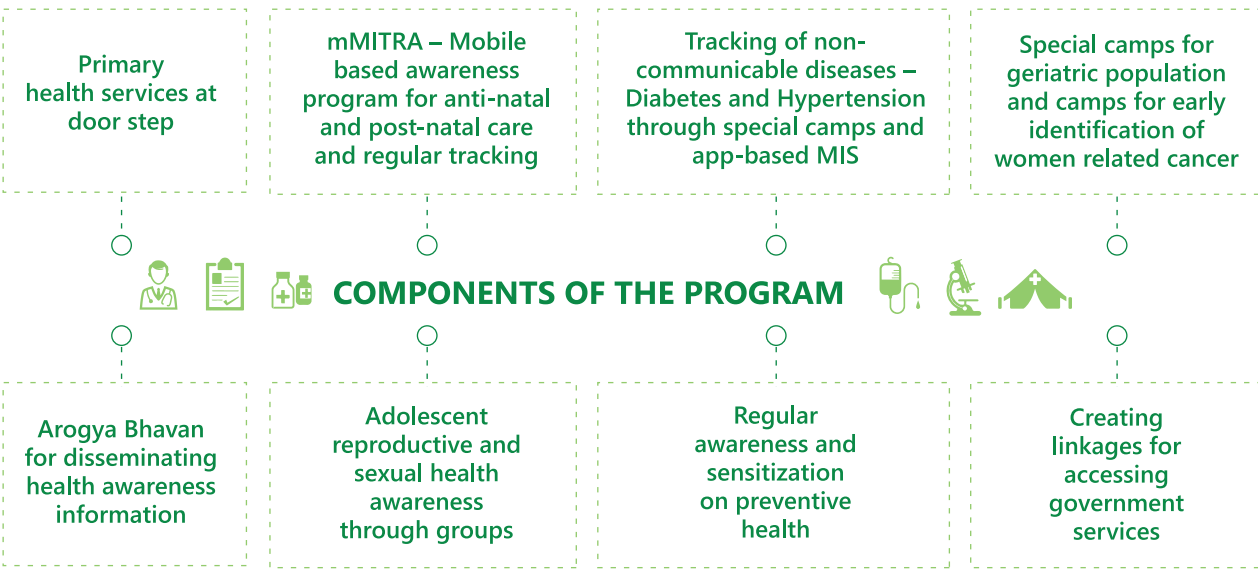


Given the poor health indicators especially Mother and Child Health in the district and to address the need of geriatric population, PRIDE India has been working on preventive and curative health program through outreach program in interior villages.

3 Mobile Medical units are operational focusing on providing primary, preventive, curative, diagnostic and referral health services to a population of 1,69,429 across 102 un-served or underserved villages.

The Mobile Medical Units are fully equipped with diagnostic facilities and can perform small operations and deliveries. The unit travels with doctors, nurses, lab technicians & pharmacist

on daily basis delivering end to end health services. It's a very unique feature to have pathology lab for all kinds of basic medical investigations. PRIDE believes with these state-of-the-art facilities and focus in various campaigns on preventive health care measures and healthy habits, there will be improvement in health indicators in the geography.



KEY ACHIEVEMENTS

80393

patients benefitted at door step through health services

7503

women benefitted through Anti Natal check ups

2311

women benefitted from Pre and post-natal check up

294

preventive health awareness campaigns conducted benefitting 16520 villagers

2556

Family Planning counselling session held

4385

patients benefitted through 11 special camps on Cataract, Dental, Pediatric and cancer diagnosis etc.

CARE AND SUPPORT FOR PEOPLE LIVING WITH HIV/AIDS:



PRIDE India believes in a holistic approach towards HIV care and support with clinical and non-clinical focus that in combination with antiretroviral therapy contribute towards the reduction of rates of ill health and AIDS-related deaths among people living with HIV.

The intervention with people living with HIV is a comprehensive support program wherein clinical services are provided through the 5 bedded community care centers for diagnosis and treatment of opportunistic infections that ensures that PLHAs live longer and have a better quality of life. The program focusses on

ensuring follow up for ensuring adherence to psychological support and counselling, ensuring adherence to anti-retroviral therapy, linkages with social schemes, nutritional support for orphaned children and support in setting up enterprises for needy PLHIV for livelihood which shall sustain the efforts.

During the year, PRIDE India expanded the program to benefit an additional 5800 beneficiaries in Latur district while continuing its work in Osmanabad and Nanded covering in total 17839 people living with HIV through the care and support program.

KEY ACHIEVEMENTS



72 Children living with HIV/AIDS supported by nutritional diet program resulting in improvement in their weight and CD4 count by 80%.



2913 PLHIV supported from OPD and 400 for IPD services from 5 bedded community care centre.



11 single women living with HIV supported with setting up of enterprise for livelihood - including 7 Goatry Units, 2 Tailoring units & 2 Grinding Machines Units



1374 beneficiaries linked for accessing seven different types of government schemes

“

Sachin (name changed) looks forward to future

It was just schooling and fun days for me when I lost both my parents due to HIV. There is no one to take care of me and my sister as other family members denied to accept us in their family due to stigma and discrimination.

Around one and half years back I had health problems as I defaulted on ART treatment and thus got admitted at SPARSH when I restarted the treatment along with supplementary nutrition and free medical services. SPARSH team counselled and provided me a lot of moral support which gave me the confidence to live life and study hard.

I am doing better now with regular ART and have improved my weight and CD4 count by 6 times. Now I am persuing my Bachelors in Arts and my sister is doing Bachelor in Pharmacy. Also, with help of PRIDE India's support I have successfully completed 3 months basic computer course (MSCIT). I thank PRIDE India to help me look forward to my life

- Sachin (Name changed), Bori Matola village, Umarga

”



A group of approximately ten people, including men, women, and a child, are standing together in a village setting. The background shows traditional houses with red-tiled roofs and white walls, with mountains visible in the distance. The people are dressed in a mix of traditional Indian attire (sarees, dhotis) and casual clothing (shirts, trousers). The text "CREATING IDEAL VILLAGES" is overlaid in a white box in the center of the image.

CREATING IDEAL VILLAGES

AN INITIATIVE TOWARDS CREATING AN EMPOWERED COMMUNITY FOR SUSTAINABLE TRANSFORMATION OF VILLAGES



It is estimated that 66.46% of our population lives in rural areas (World Bank collection of development indicators, 2017). Despite there being several past initiatives, the level of improvement has not kept pace with the rising needs. Problems such as lack of clean and hygienic environment, little or no access to basic amenities such as healthcare and education and fewer livelihood opportunities for the people continue to plague the villages. It is only recently that there have been efforts towards integrated development programs such as Adarsh Gram Yojna is initiated but the pace is slow and scattered as the population to be covered is enormous.

PRIDE India has strong experience of working in an integrated approach for bringing about sustainable positive change among rural community. PRIDE's ideal village model which has a holistic approach has proven track record of sustaining the initiative through collective effort. Villages taken up so far under this model has shown positive response in terms of their involvement and participation. The villages have been able to form and implement norms for better governance and sustainability of the program. A significant improvement in the indicators related to health, sanitation, education, livelihood and community

participation has been witnessed in these villages.

To make the village self-sustainable focus is mainly on empowering the CBOs including village committee, who are central to achieving the vision for the village. It empowers different stakeholders through awareness and capacity building programs and encourages participation by contributing in terms of funding, labour and time to make the community successful and sustainable. Community is empowered to bring about continued developments even after phase out through access of various government scheme. While PRIDE India phased out from Adiste village during the year, it also initiated work with one of the tribal dominant village, Manghrun. It also initiated discussion with another village Wagholi and a set 6 villages in Pali block of Raigad.

Having experienced the successes of the model, PRIDE India has done a preliminary need assessment survey in Mahad and nearby blocks with intentions to scale this program in other blocks of Raigad district in the coming year.



ROAD MAP TOWARDS SUSTAINABLE IDEAL VILLAGE



ADARSH GAON 'ADISTE'

MAJOR ACHIEVEMENTS SO FAR

Adiste village located in Mahad block of Raigad district in Maharashtra has a total of 160 households and a population of 640 people. In Adiste village integrated program model was initiated in the year 2015 in partnership with Systems +. In a span of three years the key achievements witnessed in the village are as follows:

- Improvement in Anganwadi/ Pre school education:

Performance Parameters	Infrastructure	Classroom Process	Learning Level
Pre-status	B	C	C
Post- status	A	A	A

- Reduction of underweight children ratio in age 0-5 years from 25% to 0 %.
- Developed child friendly model school and Anganwadi equipped with essential teaching learning material, infrastructure and involved school management committee etc benefitting 101 children.
- Increase in school attendance from 75% to 100% in pre- primary and primary school.
60% children showed significant academic improvement.
- Reduction in incidences of illness from 30% to 10%.
- 100% open defecation free village due to increased access to toilet facility from 45% to 100% households and village norms set ensuring usage of toilets and hygiene practices.
- Increase in Gram Sabha attendance from 20 to 80% including women, youth and tribal participation.
- 12 women trained on tailoring which has helped them with additional income.
- 10 families linked for livelihood support like goat rearing, dairy and poultry farming.
- 16 youths trained on basic computer skills certified under NSDC and 50% of them placed.



PRIDE India emphasizes on strengthening existing livelihood options and establishing new ones for targeted communities both through skill development and micro enterprise development for improving the income levels of the rural poor. It provides other supportive measures to ensure adequate flow of credit through financial institutions and banks, so that the youth and women below the poverty line (BPL) have easy access to credit.



LIVELIHOOD

DAKSH - An Initiative to empower the youth

Youth many a times go through situations where they are unable to make the right decisions for themselves. They lack the skills to handle critical situations leading to emotional, physical and mental breakdown when they are in the critical stage of career and hence there is a need to impart the youth with necessary skills.

Daksh, a flagship initiative of PRIDE India is to empower the rural youth by providing them opportunities to explore their potential through workshops on career and personality development, vocational training either directly or through linkages with other institutes like to ITI, Polytechnique and higher education. The training and the resource centre is equipped to provide certified training on basic computers, accounting and tally, and beauty & wellness training for youth.

The life skills program of PRIDE is a wide-ranging behaviour change approach focusing on the development of skills needed for life such as basic communication skills, preparation for interview, leadership, work ethics, creative problem solving, time management, conflict resolution techniques, team building skills etc. This training also allows the youth to identify their skills, knowledge & abilities to make their own decisions.

Besides skill building, PRIDE India encourages interested youth to initiate small business to manage their livelihood. The financial assistance for enterprise development extended to the youth to initiate or strengthen existing businesses have demonstrated positive impact on the lives of the villagers.



35

girls trained
on imitation
jewellery
making



477

youth
underwent
the life skill
program

257

girls trained
on beauty and
wellness skills

22

youth
connected
to ITI

110

youth
trained on
tally

12

youth provided
training on
spoken English

45 villages including
1579 people made
aware on different
government schemes
and process to avail
the same.

7

youth supported for
setting up small
business





YUVA SHETAKARI SWAYAMSAHAYATA GAT

AN EMPOWERED YOUTH COLLECTIVE

(Nagaon Village, Mahad)

“

We formed a club named 'Chatrapati Shivaji Maharaj Youth club' in our village Nagoan few years back with support from PRIDE India. As a part of club activities, we started getting involved and took active participation in the village development activities and panchayat and soon formed a youth resource centre (YRC) as well. It was a good experience and helped us understand the value of collective work.



During October 2018, we decided to start poultry business as a group. Already one of us was doing the business individually with 50 birds with support from PRIDE India. One of our member's cousins working as an engineer in Pune also showed willingness to return back to village for joining us for the same and thus we unanimously decided to initiate the business.

In the beginning six of us contributed Rs.5000 each as capital investment and we managed to get a part of an old shed which was not in use for 15 years at a very cheap rate from one of our family members and revived the same with support from another local NGO. With support from PRIDE India we formed farmers group "Yuva Shetakari Swayamsahayata Gat" by adding 12 more members from village and opened the bank account in 'Vipul Cooperative Credit Society'. This gat was formed with the idea of availing government support for expanding the business in future. The govt. agricultural worker also agreed to register our self-help group in ATMA scheme which supports advanced training of agriculture, exposure visits and to get subsidized rates for farming activities.

During Dec' 18, We started the poultry business with 300 layer birds. We have divided our responsibility among ourselves and managing the same collectively along with our work and studies. Some of us are studying in college and ITI and rest are working in Mahad MIDC.

Now every day we sell 110 to 125 eggs in nearby locations and earn around Rs. 12000-15000/- pm. We plan to increase this to 200-225 eggs per day.

We want to make our business a role model, an example for promoting reverse migration for the youth who are willing to return back from Pune, Mumbai etc.

- Yuva Shetakari Swayamsahayata Gat, Nagaon Village, Mahad

”

WOMEN EMPOWERMENT



Women face multiple disadvantages due to poverty, gender discrimination, and lack of access to higher education, early marriage and limited opportunities to earn their livelihood. Lack of safety and cultural practices restricts them within the boundaries of domestic life and increases vulnerability to violence denying them opportunities to break through the cycle of poverty and oppression and become independent, confident and productive members of the communities.

To address the above challenges that the women face, PRIDE India empowers them by providing an opportunity to break the cycle of poverty and discrimination. This is done through awareness generation on several issues including personal hygiene, maternal and child health, local governance and also provides financial support for enterprise development so that they gain financial independence and greater control over their own lives. It endeavours to empower these women to have sustainable source of income through livelihood initiatives like sewing training, Goat-ery, floor mill, poultry. grocery shops and other small business etc.

Vipula Credit cooperative society is an intervention that intends to improve the access of these women to credit. During the year 50 SHG's were provided support through the

Vipula Credit cooperative society for purposes like setting up of small shop, house repairing, purchase of milch animals, autorickshaw repair, for pendal decoration, small dry fish shop, education, health etc.



50

SHG Groups provided financial support for various purposes of their credit needs

**KEY
ACHIEVEMENTS**

10

meetings held with **89** SHG Group members

11

women living with HIV were supported with entrepreneurship training and financial support for initiating small business like sewing, flour mill, goat rearing etc.

73

women living with HIV are linked to government schemes for regular pension

30



पिण्याचे पाणी
Drinking Water



“

Nandini, an empowered women now.....

I reside in Mulaj Village, of Osmanabad district with my 4 children , one son and three daughters. A big crisis came into my life when I lost my husband due to coinfection - HIV/AIDS and Tuberculosis. Due to stigma attached to the disease, my husband's family disowned me and I had to start staying in a rental house. This incident shattered me with depression as the whole responsibility of taking care of children came on my shoulder suddenly.



I started working as daily wage labour and was struggling to fulfil the basic needs of my family. As I am very keen about the future of my children, I approached PRIDE India to learn tailoring. I got trained on the same and was provided a machine immediately post training to start the tailoring business in village. I worked very hard to set up my business until I got a pool of customers by delivering products on time and by adding new designs for blouses and dresses. I expanded my work by initiating tailoring classes for training other women and till now have trained 60 adolescent girls. Currently I am earning Rs. 8,000/- to Rs. 10,000/- per month. Now my children are continuing education and I plan to expand my business by adding an advanced stitching machine.

I heartfully thank PRIDE India for standing by me as a family member and for supporting me to uplift my life.

Nandini (name changed)-35 years old, Osmanabad



”

SPECIAL EVENTS / INITIATIVES



Mumbai Marathon

Like every year, this year again The PRIDE India participated in the TATA Mumbai Marathon 2019 to create awareness and to raise funds for the provision of quality health services and quality education to the marginalized people in Sastur and the tribal children living in Mahad. Our sincere thanks to all the individuals who participated with great enthusiasm in support to the cause. Our heartfelt gratitude to the corporates: Aditya Birla Sun Life Insurance Company Limited., Aditya Birla Health Insurance Co. Ltd., Aditya Birla Finance Limited - Infrastructure, Aditya Birla Finance Limited, Aditya Birla Housing Finance Limited, and Systems Plus for their continued support towards The PRIDE India.



Lighting up lives

In many villages in India the day ends when the sun goes down. Looking into the need of light at the night in rural areas, in partnership with Rotary club of Bombay Queens necklace Charitable Trust and Chirag Foundation, 994 households were supported with the home lights across 23 villages in Mahad Block of Raigad District. This helped the children in their studies and families to do their households chores without any hassles.



A gesture for respecting the contribution of women

As a gesture for appreciating the contribution of women and girls in village development process 371 women and 84 girls from the ideal villages Panderi and Adiste, were gifted sarees and dress materials in partnership with Karishma Sarees and Rotary club of Bombay Queens Necklaces Charitable Trust.



Kayakalp Awards 2018-19

A very proud moment for The PRIDE India, from 345 entries, SPARSH Rural Hospital for three consecutive years received the Kayakalp Promotional Award from State Govt of Maharashtra. During the year also, it was honoured by the Government with a cash prize of one lakh rupees, for keeping up to the parameters of facility upkeep, sanitation & hygiene, waste management, infection control, support services, hygiene promotion.



Cancer awareness and screening camp

A cancer diagnosis camp was organized at SPARSH for rural women. Prior to the camp a one-day sensitization training was organized for ASHA workers from Omerga and lohara blocks on screening women for breast and cervical cancer and its symptoms. Screening was done at villages level by ASHA's and suspected cases were referred to the camp. The specialist from Nargis Dutt Memorial Cancer Hospital, Barshi conducted the camp and 401 women were screened for breast and cervical cancer from across 109 villages. The diagnosed cases were referred for further treatment. Women took active part in the camp and Government officials like Dist. Civil Surgeon and Dist. Health officer also visited the camp to motivate the team of doctors.



Drought Relief

SPARSH hospital is located in Marathwada region, one of the drought affected regions of Maharashtra. To overcome the effects of drought and to sustain the health services of SPARSH, The PRIDE India raised funds through the Global Giving platform and individual donations which helped in ensuring supply of required water to SPARSH and the Mobile Medical Units thus enabling the hospital to continue its services in providing quality medical treatment to the needy patients. The water supply to the Mobile Medical Unit (MMU) ensured the visits to the extreme rural interiors possible throughout the drought period when there were highest number of sick patients due to water scarcity.



Promotion of clean drinking water

The poor quality of water supply in slums leads to the spread of several water borne diseases which increases further during monsoon. To promote usage of clean water in Navi Mumbai slums, PRIDE in partnership with 'Rotary Club of Bombay Queens Necklace Charitable Trust', conducted 13 awareness sessions in the 4 slum pockets/communities which was attended by 623 beneficiaries. The sessions mainly focused on awareness regarding importance of safe drinking water, handling of water, water borne diseases, maintaining hygiene and sanitation for reducing the incidences of diseases. 400 beneficiaries were supported with the water filters for ensuring that they have clean water.



**COME JOIN US
IN OUR JOURNEY**

Poverty Causes Many Issues Facing People Worldwide Today. However, Many Of These Problems Can Be Alleviated Or Even Resolved With Concentrated, Collaborative Efforts



FOR CORPORATES

PARTNER FOR A PROJECT:

The PRIDE India works with corporations of all sizes to form impactful partnerships to help communities transform themselves into places where children, women and youth can thrive. Partner with us for supporting projects which further a specific cause. We will provide timely updates about the project that you adopt.

PAYROLL GIVING:

A small amount, deducted from employees' salaries on Pay Day, can be sent to "The PRIDE India" as a consolidated amount every month. Along with being the most popular donation option among corporates, it's also makes easy for employees to support to a noble cause. Employees receive a payment summary at the end of the financial year, along with the Tax exemption certificate.

EVENTS:

You may produce or sponsor our flagship events like Mumbai Marathon and Fashion events etc.

EMPLOYEE ENGAGEMENT:

We value your time, services and expertise. Do visit with your team and interact with our beneficiaries and spend time with them by contributing your skills. Employee engagement is a wonderful HR exercise and we guarantee you a Good time!

TAX BENEFIT: "The PRIDE India" will issue a receipt for the total amount donated. Donation made to "The PRIDE India" are eligible for a 50% tax deduction under section 80G of the Income Tax Act of 1961.



FOR INDIVIDUAL

SUPPORT

Donate – Your money will help us run our child development centres/ study centres /rural hospital and provide a better experience to the budding leaders and improved health to sick villagers in need. Log on to www.prideindia.org for donations.

BE A GUARDIAN ANGEL

Give a gift of education to a rural/tribal child or skill training to a deserving youth under 'child sponsorship program'

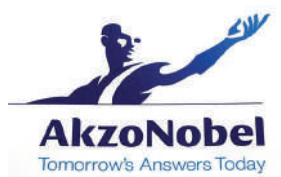
VOLUNTEERING WITH US

Contributing your quality time and specialized skill towards any program of your choice. The PRIDE India field team, have been a constant support in the community in Navi Mumbai and rural locations. They are active changemakers who are involved in helping our children, youth and women build their capacities and creating better communities.

INTERNSHIP

We offer you space and opportunity to explore your potential and use your existing knowledge to bring about change in the society while you learn the ground realities of life.

PARTNERS IN CHANGE



SUMMARISED INCOME AND EXPENDITURE 2018-2019

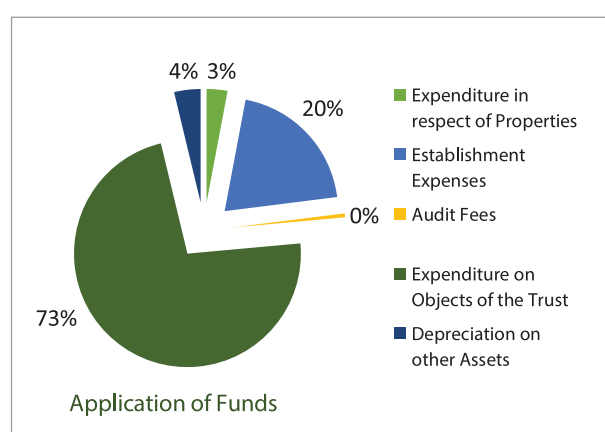
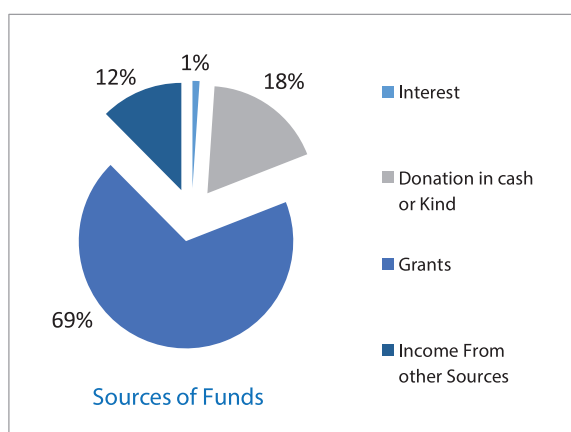
2017-18		TOP 5 DONORS		2018-19	
Donor		Amount in INR	Donor		Amount in INR
Save The Children India		1,21,95,450	Save The Children India		78,70,000
Child Fund International, USA		89,49,010	Child Fund International, USA		73,78,905
Public Health Department Govt Of Maharashtra		5,304,000	Public Health Department Govt Of Maharashtra		71,01,000
Network of Maharashtra by people living with HIV/AIDS		32,54,388	Aditya Birla Finance Ltd		39,00,000
Swades Foundation		27,97,180	Network of Maharashtra by people living with HIV/AIDS		31,30,751

SUMMARISED BALANCE SHEET 2018 - 2019

Liabilities	Amount in Rs.		Assets	Amount in Rs.	
	31st March 2018	31st March 2019		31st March 2018	31st March 2019
Trust Fund & Corpus	4,947,500	49,47,500	Immovable Properties	32,014,156	30,412,706
Other Earmarked Funds	51,933,048	47,040,814	Furniture Fixtures & Others	11,706,752	10,344,786
Liabilities	1,965,263	23,73,074	Advances	652,563	5,89,037
Income & Expenditure Account	11,762,302	92,39,324	Income Outstanding	5,877,821	13,144,971
			Cash & Bank Balances	20,356,822	91,09,214
Total	70,608,113	63,600,713	Total	70,608,113	63,600,713

SUMMARISED INCOME AND EXPENDITURE 2018 - 2019

Expenditure	Amount in Rs.		Income	Amount in Rs.	
	31st March 2018	31st March 2019		31st March 2018	31st March 2019
Expenditure in respect of Properties	1,803,849	16,32,670	Interest	647,417	5,58,868
Establishment Expenses	9,179,951	11,029,289	Donation in Cash or Kind	13,652,302	94,43,268
Audit Fees	208,250	3,04,254	Grants	39,480,482	35,942,964
Expenditure on Objects of the Trust	47,003,907	40,003,340	Income From other Sources	5,586,857	65,17,665
Depreciation on other Assets	2,446,006	20,70,982	Sundry Balances Written Back	10,859	54,791
			Excess Expenditure over Income carried over to the Balance Sheet	1,264,046	25,22,978
Total	60,641,963	55,040,534	Total	60,641,963	55,040,534



INFORMATION ON DISTRIBUTION OF STAFF BY GENDER AND SALARY AS ON 31ST MARCH 2019

Slab of gross monthly salary (in Rs.) plus benefits paid to staff	Male Staff	Female staff	Total Staff
5000	5	4	9
5001 - 10000	14	18	32
10001 - 25000	23	13	36
25001 - 50000	12	3	15
More than 50000	3	0	3
Total	57	38	95

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 31st March, 2019

Registration No. F - 7662 (BOM)

(in ₹)

EXPENDITURE	ANNEXURE	AMOUNT	INCOME	ANNEXURE	AMOUNT
To Expenditure in Respect of Properties			By Interest	K	
Repairs & Maintenance		5,916	Accrued		171,025
Rates, Taxes, Cess		25,305	Realised		387,843
Depreciation on Buildings	G	1,601,449			558,868
" Establishment Expenses	O	11,029,289	" Donation in Cash or Kind	L	9,443,268
" Audit Fees		304,254	" Grants		
" Expenditure on objects of the trust	P		Transfer from Earmarked Fund	C	28,756,964
Educational		15,521,363	Others	M	7,186,000
Medical Relief		24,481,977	" Income From Other Sources	N	6,517,665
" Depreciation on other Assets	G	2,070,982	" Sundry Balances Written Back		54,791
			" Excess Expenditure over Income carried over to the Balance Sheet		2,522,978
TOTAL		55,040,534	TOTAL		55,040,534

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

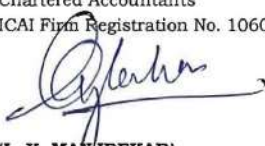

(NIKUNJ JHAVERI)
TREASURER

Mumbai, 30th September, 2019



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, 30th September, 2019

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 31st March, 2019

Registration No. F - 7662 (BOM)


(in ₹)


FUNDS & LIABILITIES	ANNEXURE	AMOUNT	PROPERTY & ASSETS	ANNEXURE	AMOUNT
Trust Funds or Corpus	A	4,947,500	Immovable Properties	G	
		4,947,500	Balance as per last Balance Sheet		32,014,155
			Less: Depreciation for the year		1,601,449
					30,412,706
Other Earmarked Funds:	B	42,181,155	Furniture, Fixtures and Others	G	
Building Fund	C	4,859,660	Balance as per last Balance Sheet		11,706,753
Earmarked Funds		47,040,814	Add: Additions during the year		709,015
			Less: Depreciation for the year		2,070,982
Liabilities for					10,344,786
Expenses	D	1,919,129	Advances to:		
Others	E	453,945	Employees	H	30,642
		2,373,074	Others		558,395
Income and Expenditure Account	F	9,239,324			589,037
			Income Outstanding	I	
			Other Income		12,973,946
			Interest		171,025
					13,144,971
			Cash and Bank Balances	J	
			Balance with Banks		5,152,450
			Fixed Deposits		3,901,392
			Cash on hand with the project		55,372
					9,109,214
TOTAL		63,600,713	TOTAL		63,600,713

Significant Accounting Policies & Notes to Accounts- Annexure Q

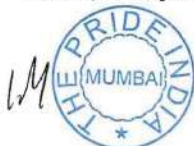
The above Balance Sheet to the best of my belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

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


(ISHA MEHRA)
PRESIDENT



(NIKUNJ JHAVERI)
TREASURER

Mumbai, 30th September, 2019



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, 30th September, 2019



Regional Offices:
Osmanabad, Nanded,
Latur, Raigad, Navi Mumbai

-  Health Care and Sanitation
-  Child Centric Holistic Development
-  Ideal Village
-  Livelihood Development
-  Women Empowerment
-  Relief and Rehabilitation

Head Office:

Plot No. SF9, G Block, Next to American School of Bombay,
Bandra Kurla Complex, Bandra (East), Mumbai-400098.

Tel: +91 22 2652 0601/02; Email: contact@prideindia.org; Fax: +91 22 2652 0604

www.prideindia.org