



POSITIVELY IMPACTING LIVES OF MARGINALISED COMMUNITIES

ANNUAL REPORT 2019-20



**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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COME JOIN US IN OUR JOURNEY

OUR BOARD OF TRUSTEES



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Dr. Gajanan Velhal

Professor and Head – Department
of Community Medicines, Seth G S
Medical College & KEM

FOREWORD

It gives me immense pleasure that PRIDE India has completed its 38 years of committed service towards humanity focusing on 'Empowering marginalized communities to lead a life with dignity and self respect.

Keeping this commitment at core, we have embarked on a transformational path during the year 2019 -20 with an enriching experience through the scale up of our projects at our rural and urban locations.

With a view towards integrated holistic development of villages, we are now implementing the Ideal Village programme with six new villages in Sudhagad block Pali to bring about socio-economic transformation in a sustained manner, with the community taking the ownership of their personal well-being and surroundings.

The expansion of our intervention programmes in the urban areas to address the growing need of the adolescents, an initiative of empowering them to become skilled youth of tomorrow has been undertaken thus touching the lives of many more children and their families.

However, this year 2019-20 has been a year full of mixed emotions. Just as the financial year was at its closure, the world had confronted and began experiencing unprecedented challenges from COVID 19 – the coronavirus pandemic with the devastating health, economic and social effects that has impacted lives, well-being, learning and productivity. Since then PRIDE India swiftly began gearing up, working tirelessly round the clock not only to help the poorest and the most vulnerable families as they faced the rising impact ahead but also to prevent the spread of the virus locally.

Overall, in our journey, we have impacted the lives of more than 22 lakhs individuals in 1046 villages and 5 slum communities in Maharashtra through our high impact direct programmes. The dedicated work by my PRIDE India family is the driving force behind the impact we have been able to create, thus, carrying forward a strong legacy created by our founder Late Mrs. Vipula Kadri. I also thank our board of trustees for their endless support and passion towards the cause of PRIDE India.

I would like to say that without the contribution and support of our partners and well-wishers we would not be able to reach out to these needy families and communities. My special thanks to all our stakeholders for keeping your trust in us - Government of Maharashtra, National Health Mission, Aditya Birla Capital Limited, SPYN Welfare Foundation, Network of Maharashtra by people living with HIV/AIDS, General Insurance Corporation of India, Americares India, Bajaj Auto Limited, Systems +, Rotary Club of Queens Necklace Charitable Trust, Mahanagar Gas Limited, Child Fund International, AkzoNobel India Limited and all the individual supporters.

Together as we move ahead and face the challenges against COVID 19, I feel a greater sense of resilience, commitment and hope in providing solidarity and support to the neediest communities in these challenging times and look forward to new partnerships towards PRIDE India's integrated response for the vulnerable families and ensuring no one is left behind.

Ms. Isha Mehra

President & Managing Trustee





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 holistic approach to bring about sustainable changes 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, ideal villages, livelihood, women empowerment and disaster relief. 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 22.22 lakhs beneficiaries till date across more than 1046 villages and 5 slum communities.

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, ensuring 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.

As a part of the Rural Development program, PRIDE India has expanded its niche program of creating ideal villages in Sudhagad Pali block of Raigad District. This integrated and holistic development initiative has enabled the villagers to encompass all areas of development is witnessing encouraging results.

To address the needs arising due to growing urban poverty, the expansion of its intervention in the urban areas during 2018, has focused on addressing holistic development needs of the children. An initiative of early intervention with 1500 children in the 2-8 years age group and an initiative of empowering 1150 adolescents in the 10-14 years age group in the Navi Mumbai slums is implemented with the long-term vision of taking these children and adolescents through the growth trajectory by creating an enabling environment for them to become confident and skilled youth of tomorrow.

The onset of COVID 19 in early March and the unprecedented lockdowns to control the spread of the infection had severely affected the vulnerable poor families living in rural and urban areas. In order to address the needs of the COVID 19 affected vulnerable individuals and families and help them survive through this crisis, PRIDE India immediately geared up in its mission of saving lives through its relief and rehabilitation measures.



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 Villages

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



Women Empowerment

- Vipula Credit- Cooperative Society
- Self Help Groups



CHILD CENTRIC HOLISTIC DEVELOPMENT

Children constitutes the future leadership and workforce of each nation and therefore require proper attention and focus on the early years to ensure their proper growth and development into adulthood. Their future lies in the provision of measures and actions of protection, survival and development by providing the necessary framework and directions for laying the right foundation for the child.

Poverty as one of the main reasons of the issues for children worldwide, PRIDE India believes that many of these problems can be resolved through a focused collaborative framework.

Navi Mumbai is located in the close proximity of Mumbai. The promotion of urbanization and industrialization in the area has attracted large population as workers which has led to the rapid increase in the development of slum communities. As per population forecast of the Navi Mumbai Municipal Corporation, **22.6%** of the total population of the NMMC shall be urban poor in 2042. While migration increases the chances of household poverty it is also one of the reasons for the exploitative outcomes for the children, leaving them into vulnerable circumstances.

In order to provide the necessary assistance required by the children to attain their full growth potential, PRIDE India collaborates with partner organization, corporations, individuals creating frameworks for their holistic development within their Protective, Nurturing, and Stable families and communities. Through this program, a life cycle based approach is followed where the children in 0-5 years, children in young teens (6-14 years) and the early adolescents are also enabled with life skill education and with supportive learning that would help them thrive in their future.



INFANT AND CHILDREN (0-5 years)

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 years)

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 years)

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.

313

parents trained on child care, health, nutrition and protection

7

Primary and Upper Primary NMMC aided and Private schools children provided academic support

30

School teachers from the 4 NMMC schools trained



21

AWC teachers and helpers trained on Early Childhood Care and Development

Key Achievements

4769

children in the age group of 3-14 years benefited through various programs



673

children benefitted through WASH training and activity

293

families trained on the Water Sanitation and Hygiene



251

adolescent girls benefitted through Sanitary distribution and personal hygiene sessions

578

ANC and lactating mothers provided with iron rich food and made aware on nutrition

450

children participated in sports competition

351

NMMC school children were made aware on the COVID 19 precautions

Intervention Focus



Education



Nutrition



Health Care



Opportunity &
Protection



Clean Water



Loving
Caregivers

“

I have been connected with PRIDE India since 2017 through my child's sponsorship program. The different parenting meetings and sessions that I have attended over the years, has helped me to understand my children and their needs. The awareness initiative on RMNCHA (Reproductive, Maternal, Newborn Child plus Adolescent Health) has helped me learn about various topics like Family Planning, Menstrual Hygiene, Care for babies as well as Adolescents Health. Such topics infact were never taught to us or even spoken about to us. Overall, I've learnt a lot from these sessions and this enabled me to take proper care of myself and also be a better parent.

- **Manisha Vijay Bhalerao**, Age: 32 years

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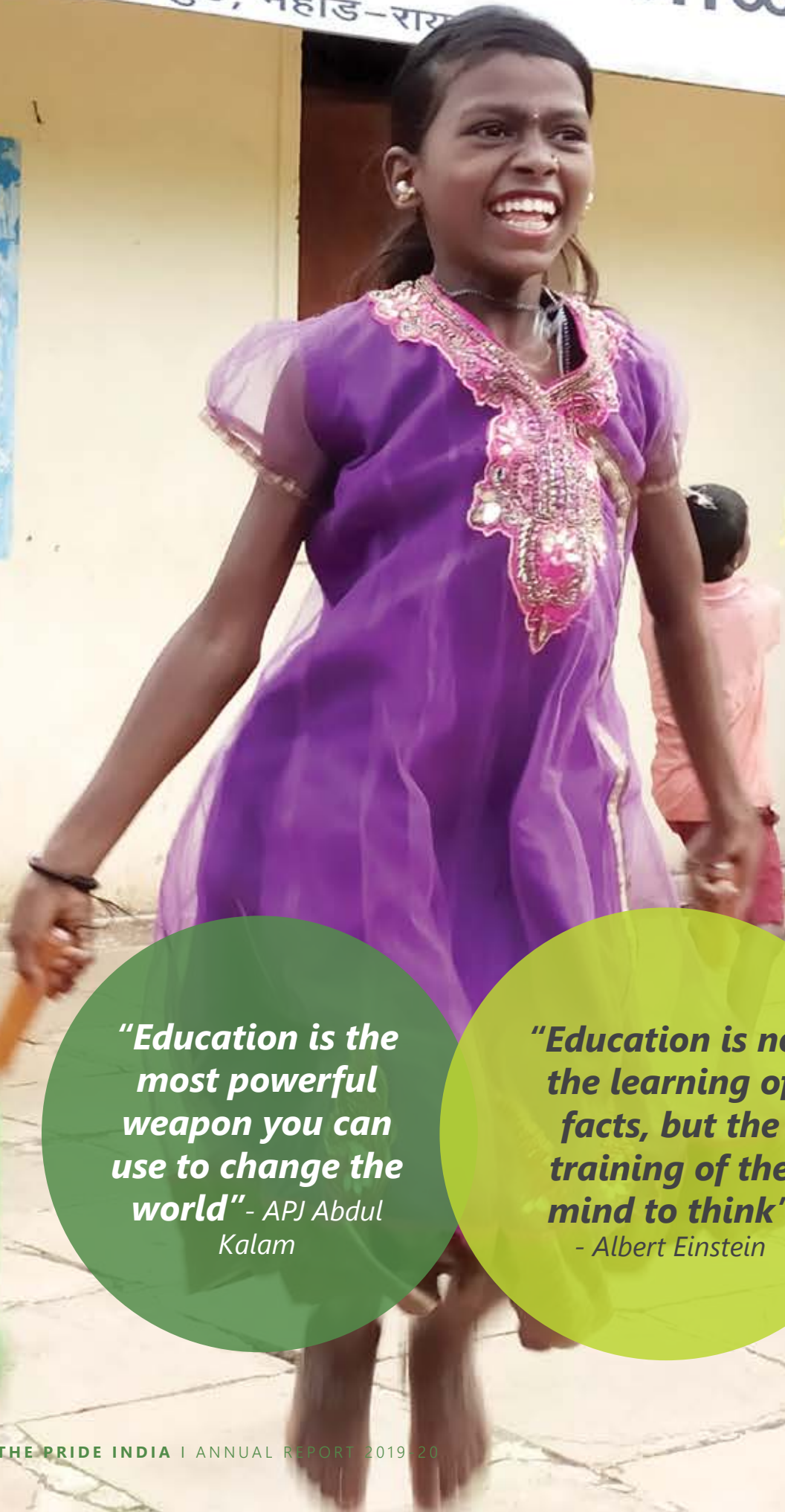
I am studying in the 4th Std. For the first time I went out for a picnic and got a chance to enjoy with other children and also visit new places. I feel very lucky to visit these places as my parents could not take us anywhere due to lack of time and money. During the picnic, I got a chance to see new places and learn about their historical values which I had only read in my books or seen on the television. This was my best and most memorable experience in my life.

- **Alok Amar Dange**, Age: 8 years

”



शाड्या, मुक्त शाळा
वाचीवाडी, कोतुर्डे, महाड-राय



"Education is the most powerful weapon you can use to change the world" - APJ Abdul Kalam

"Education is not the learning of facts, but the training of the mind to think" - Albert Einstein

MUKTASHALA

The Katkari, are a fragmented and scattered community, highly dependent on others for their livelihoods and for a place to live. In the Mahad block, these tribes live in hamlets situated at the periphery of the non-tribal villages with their livelihoods partially dependent on these non-tribal villages. The traditional occupation of Katkari tribes for survival is depended on hunting, collecting minor forest produces, fishing and cultivation with primitive technology. Gradually they were restricted to settle down near by the forest and the depletion of natural resources of their primary livelihoods forced them to depend on daily wage labor for survival. Most Katkari are landless workers with only periodic and tenuous connections to their original nomadic, forest-based livelihoods. Many have become bonded labourer's working on the brick kilns and charcoal units.

Their extensive travel in search of work has negatively affected the education of their children; as they travel with the children interfering with their continuity in school. It also hinders the overall development of the children. The PRIDE India initiated 'Muktashala'

a residential programme for the migrant children with the objective to minimize the dropout rate of children by providing them a safe place [Muktashala] to live while their parents migrate for work. It further aims to promote education and holistic development of these children through various extra- curricular activities.

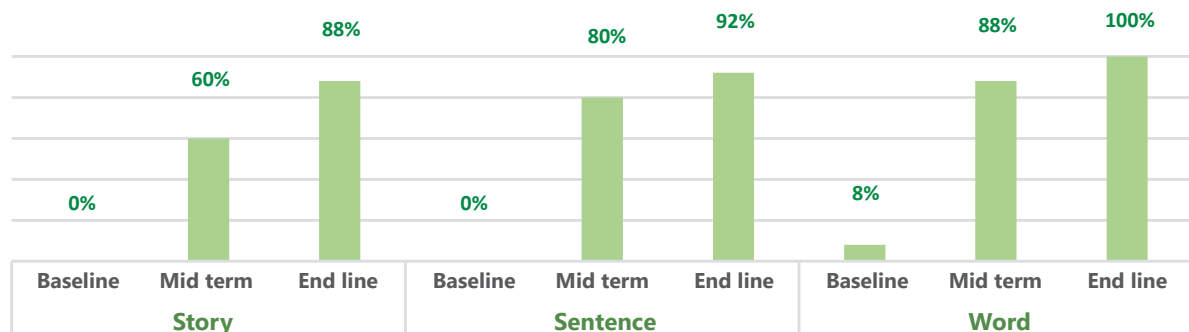
The children whose parents / guardian come back during the weekends are encouraged to go to their residence to ensure the family bonding continues for their overall development. During the year, 70 children in the age 7 -14 years were benefited from the facility.

FOCUS AREA-MUKTASHALA



READING IMPROVEMENTS OF CHILDREN IN MUKTASHALA

(No. of Children enrolled on RIP - 25)



The baseline survey initially conducted indicates that no children were able to read stories or even read and write in sentences and only 8% of the children could recognize and write in words. However, after the completion of the Reading Improvement Programme, significant changes were seen wherein 88% of the children could read and understand stories; 92% of the children could read and write in sentences and 100% of the enrolled children could read and write words.



I am is studying in 8th std at Jijamata Madhyamik Vidyalay, Konzhar. Whenever my family goes out in search of a work, I stay in Muktashala so that my studies do not get affected. Along with my studies, I am also encouraged to take part in activities like carom, chess, kabbadi, badminton, etc. I get to play the games that I thought I would never be able to play. We also have a Child Parliament in which I am in charge of Studies and it is my responsibility to see all children complete their homework and study regularly. I study hard and also help my other inmates as I want to be a nice leader. I am very happy and it feels so nice to be a leader. Muktashala is a place that is helping me to learn, grow and build my confidence for a better life.

- Bhavesh Narayan Jadhav



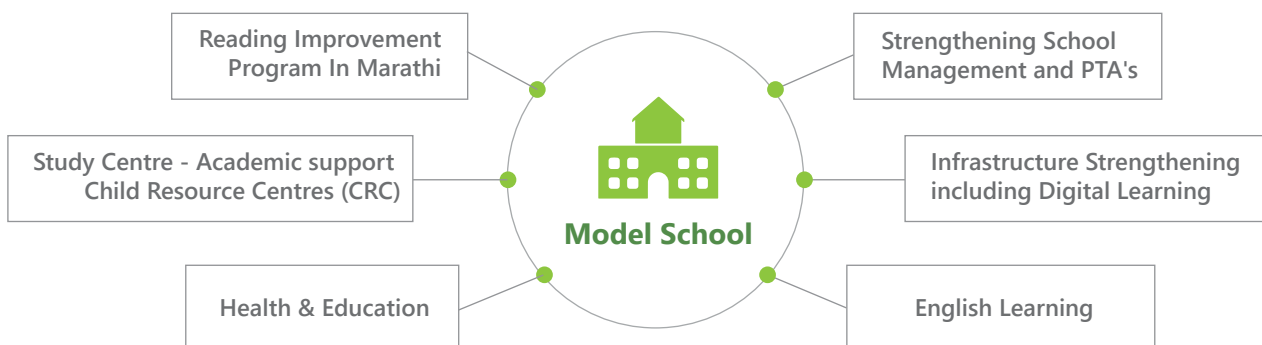
MODEL SCHOOLS AND LEARNING CENTRE

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 and inadequate rural educational services with respect to the quality of education in primary schools has been a major point of concern for educational policy-makers in India. Due to the poor infrastructure and no motivational support, children find it difficult to cope with academics leading to increased absenteeism and dropping out of the rural government schools. Learning levels of children who continue in school is low and they carry learning deficits to

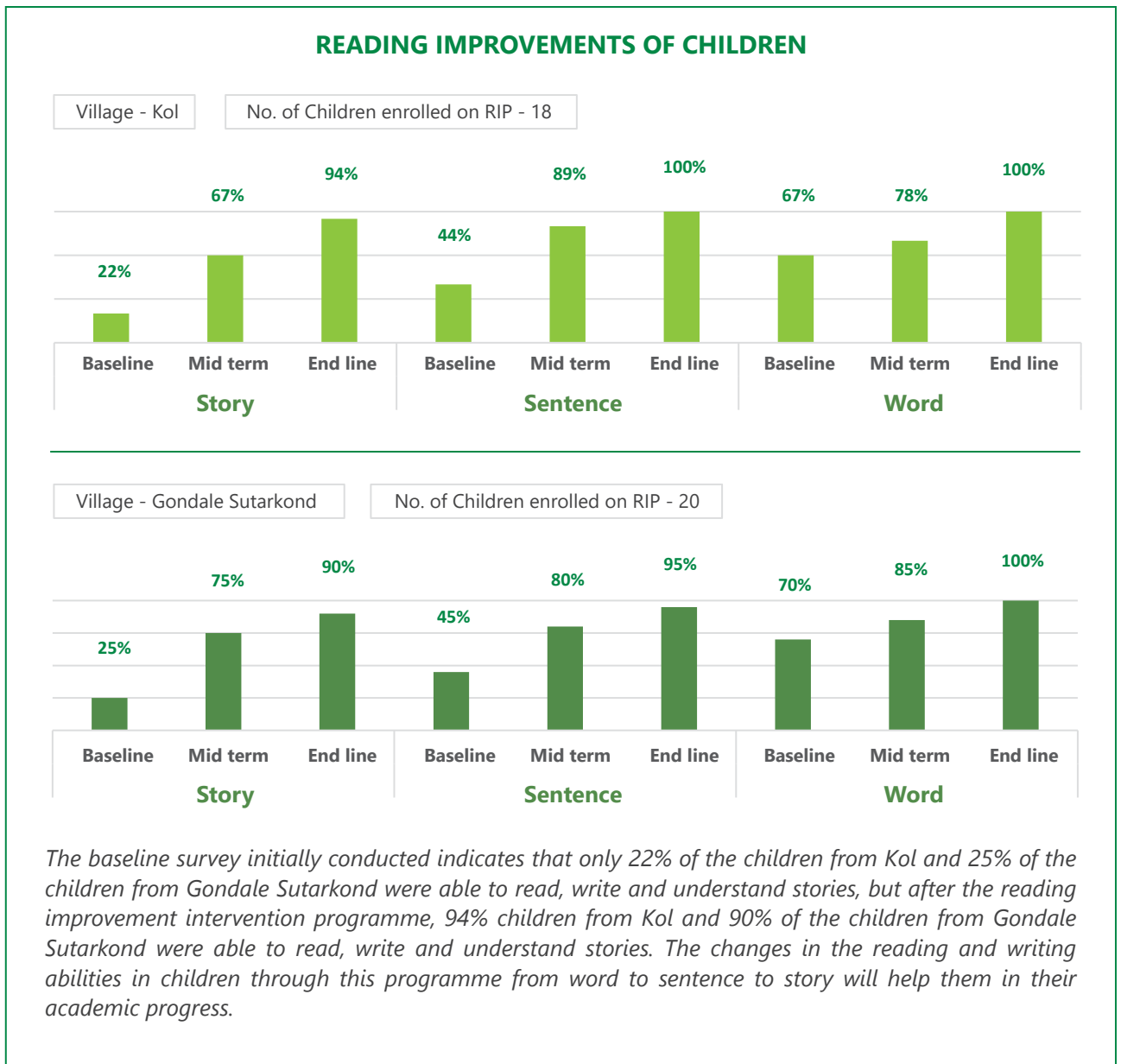
higher grades becoming potential drop outs thereby putting them at a disadvantageous position.



PRIDE INDIA'S COMPREHENSIVE INTERVENTION THROUGH MODEL SMART SCHOOL CONCEPT



The model school consist of facilities which are essential for achieving best learning outcomes. Along with creating child friendly spaces through the infrastructural development, focus is provided through digital and activity-based learning, academic support program, creating a child resource centre, promotion of health and hygiene of the children and capacity building of the teachers. The aim at innovatively treating the space and building elements to make the existing school architecture more resourceful with higher educational value in a child friendly manner attracts the children and motivates them to attend school.



“

Teach a student a lesson for a day; but if you can teach him to learn by creating curiosity he will continue the learning process as long as he lives. - Clay P. Bedford

”





HEALTH CARE AND SANITATION



Due to non-accessibility to public health care and low quality of health services, majority of people in India turn to the local private health sector as their first choice of care. However, private health care is expensive, often unregulated and variable in quality. Besides being unreliable for the uneducated, it is also unaffordable by low income communities.

In the present scenario of Indian rural health, nearly 86% of all the medical visit in India are made by rural communities with majority still travelling more than 100 km to avail health care facility of which 70-80% is born out of pocket landing them in poverty.

To control the spread of diseases and reduce the growing mortality rates, PRIDE India continues to provide primary health care services through fully equipped SPARSH rural Hospital located in the interior village Sastur of Marathwada region of Maharashtra. Besides clinical services, the hospital equally focusses on the outreach services particularly reproductive health and care for elderly through the Mobile Medical Units reaching out to the poor in the under-served and unserved villages.

With the aim for care and support of people living with HIV AIDS in high prevalence locations of Maharashtra, PRIDE is working towards improving their health status and reintegrating them into the community. PRIDE India works extensively for support and care of the orphaned children and the people living with HIV/AIDS through awareness, linkages, counselling and support required for their treatment.

In alignment with the Sustainable Development Goals of 'ensuring healthy lives and promote well-being for all, at all ages', PRIDE India's intervention in health is focused on the aspiration district of India as per the NITI Aayog.

" He who has health has hope, and he who has hope has everything"

- Thomas Carlyle

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 2019-20 the hospital treated **81,663** patients from across **288** villages in Osmanabad, Latur, Solapur & Gulbarga districts adding up the total reach to **17,45,381** patients till date.

81633

patients treated through the out-patient department



5532

patients treated through in-patient support

1058

safe deliveries conducted of which 345 are caesarean deliveries

1238

major and 480 minor surgeries performed

Key Achievements

478

family planning operations conducted



1821

women benefitted through anti natal care

321

patients benefitted through the Deformity Correction Camp

109

cataract operations conducted

“

I reside in Bembali village, Osmanabad district. With severe pain in my abdomen and no proper medical facility near-by, I travelled 60 kms from my village to SPARSH Rural Hospital. Due to complications, an immediate caesarean was performed and I gave birth to a 2 kg baby girl after which my baby was kept under the neonate care. My baby developed jaundice for which she was provided with immediate treatment. The doctors and the medical staff were very helpful and provided us with proper care and treatment. My family and I thank SPARSH Hospital for the immediate care and the smooth procedures provided to us.

- **Shamal Amol Pujari**, Age: 23 years

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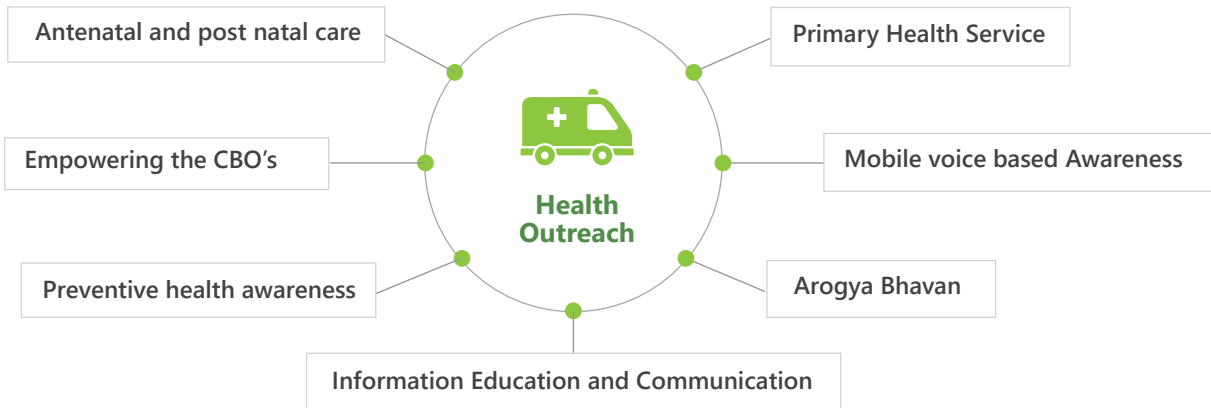
I am highly impressed to see this Rural Hospital very professionally managed and a highly motivated staff which is a rare phenomenon. I wish all the best to the management and staff and would also like to congratulate them for the inspiring work they are doing.

- **Priya Khan**, OSD to the Ex. Hon. Chief Minister, Mantralaya Mumbai.

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PREVENTIVE AND CURATIVE SERVICES AT DOOR STEP – MOBILE MEDICAL UNITS

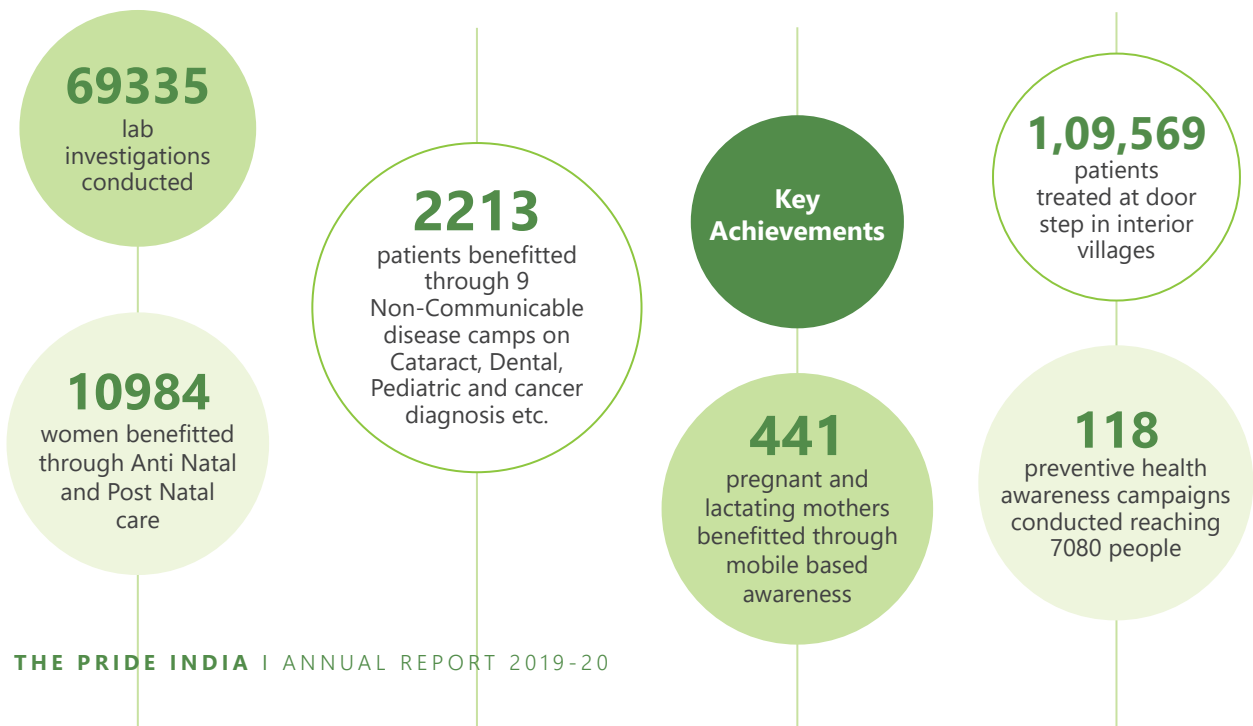


Given the poor health indicators in the aspirational district of Osmanabad and Latur especially for Mother and Child Health and to address the need of geriatric population, PRIDE India has been working on preventive and curative health program through outreach program in interior and remote villages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



3 fully equipped Mobile Medical Units are operational focusing on providing primary, preventive, curative, diagnostic and referral health services. These units are also equipped to 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 inside the mobile unit. PRIDE believes with these state-of-the-art facilities and the focus in various campaigns on preventive health care measures and healthy habits, there will be improvement in health indicators in the geographical location.

Today the Mobile Medical Units reaches out to a population of 1,47,185 across 108 un-served or underserved villages.



CARE AND SUPPORT FOR PEOPLE LIVING WITH HIV/AIDS:

With an aim to provide quality health services through holistic approach for the people living with HIV, PRIDE India works with clinical and non-clinical focus that in combination with antiretroviral therapy, contributes towards the reduction in rates of ill health and AIDS-related deaths among people living with HIV.

This is a comprehensive support program wherein the clinical services are provided through the 5 bedded community care centres for diagnosis and treatment of opportunistic infections. While this ensures that PLHIVs live longer and have a better quality life, the non-clinical support ensures psychological support and counselling, 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 ensures sustenance of the efforts.

During the year, PRIDE India's comprehensive care and support programme has benefitted 18,308 people and children living with HIV in the three districts of Osmanabad, Latur and Nanded.



“ I am a native of Balsur village in Omerga block, Osmanabad. My husband died due to HIV and I was left alone to take care of my daughter. In 2016, I felt very sick after which even I was diagnosed with the disease and was registered for ART and psychological support. Being deserted by my entire family, my problems were just increasing as I faced huge financial crises with no source of income. I was undergoing severe depression due to tension of running my home and raising my daughter without any support. Then, the team from PRIDE India further assessed my problems, and supported me with a flour mill in April 2019 and also linked me to the Sanjay Gandhi Niradhar Yojana scheme. I am very happy as I can now take care of my daughter with the financial support from the scheme and monthly income of Rs. 3000/- that I get from my flour mill. I couldn't be more thankful and grateful to PRIDE India for supporting and guiding me and also for being there for me and my daughter in my darkest hours.

”



Rama

(Name changed)
Age: 35 years

Key achievements

110

Children living with HIV/AIDS supported by nutritional diet program resulting in improvement in their weight and CD4 count by 83%

68

single women living with HIV supported for setting up of enterprise for livelihood -including 32 Goatery Units, 28 Tailoring units, 5 Poultry units & 3 Grinding Machines Units.

4848

beneficiaries linked for accessing different types of government schemes

2503

PLHIV provided with additional counselling services for psychological care.

5350

PLHIV supported from OPD and 750 for IPD services



IDEAL VILLAGES

It is estimated that 65.52% of our population lives in rural areas (World Bank collection of development indicators, 2019). Despite several initiatives in the past, 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 initiated towards integrated development programs such as Adarsh Gram Yojna, however the pace is slow and scattered as the population to be covered is enormous.

PRIDE India works through an integrated approach for bringing sustainable positive changes among rural communities since the year 2004, by the implementation of the Ideal village program in Mahad, which encompasses an integrated village development process touching the areas of health, education, livelihood and community development. The sustainability of the program is brought about by collective efforts and by the direct participation and involvement of the villages.

With this strong experience and after its highly successful Ideal Village programme in Mahad, PRIDE India this year has scaled its programme of Ideal Villages in Sudhagad Pali Block, Raigad district, Maharashtra.

Currently PRIDE India is in the process of strengthening 8 rural villages into SMART Ideal Villages from Mahad and Sudhagad Pali blocks of Raigad District.

In order to centralize and achieve the vision for the village, PRIDE India focuses on strengthening and empowering the CBOs including the village committees. The stakeholders are further empowered through awareness and capacity building programs which encourages collaborative participation in terms of funding, labour and time to make the community successful and sustainable. This collaborative efforts by the empowered community members to bring about the continued village developments continues even after the phase out.



The programme aligns with the sustainable development goals of Good health and wellbeing, Quality Education, Clean Water and Sanitation and decent work and Economic growth to promote long term approach to address the global challenges.

“The future of India lies in its Villages”

- Mahatma Gandhi



I live in Manghrun village in a family of five. My daughter studies at the Anganwadi centre. Being a housewife, after finishing with my household chores, I love participating in the activities and awareness programmes organized in our village. In 2019, PRIDE India supported me with kitchen garden seeds and vegetables grown supports the daily nutritional need for my family especially my daughter. We were also able to save money spent on vegetables every month. The remaining excess vegetables, we sell at my husband's small grocery shop cum hotel in the village. This has added to the family income after consumption.



I am very happy now as earlier I was just a housewife doing the household chores but now my efforts contribute to my husband's business and also meets daily food needs of family. I am glad that PRIDE India is associated and helping us to move the right way ahead.

- **Dhanshree Shinde**, Age: 26 years



MAIN COMPONENTS AND FOCUS AREA OF THE PROGRAMME



EDUCATION

- Quality of Education
- Infrastructure improvement
- Strengthening the School Management Committee and Parent Teacher Association
- After School Academic support (Study centre)
- Capacity building of pre school teachers, mothers and study centre teachers



HEALTH & SANITATION

- Behavioral Change on Water Sanitation and Hygiene (WASH)
- Promotion of nutrition practices
- Usage of renewable energy
- Solid waste management
- Sanitation & hygienic water infrastructure construction
- Uniform White Washing of houses



ECONOMIC

- Entrepreneurial & Livelihood support
- Vocational training for youth
- Linkages with government schemes



COMMUNITY DEVELOPMENT

- Good Governance
- Village Resource centre
- Strengthening community based organisations (CBO's)



EXPANSION IN SUDHAGAD PALI



Sudhagad is a taluka located in Raigad district of Maharashtra. It is one of 15 talukas of Raigad district and consists of 98 villages and 1 town. PRIDE India this year scaled its ideal village model program in 6 villages of this block with a holistic development intervention plan for 4 years.

A baseline survey for assessing the specific need was conducted in the area which revealed the following facts in the 6 villages namely Adulse, Apatvane, Bharje, Wavloli, Zap and Chikalgaon covering 1194 households:

ECONOMIC STATUS

23%

respondents from these 6 villages have their family income below Rs 5000/- per month and hence need some sustainable livelihood support

No youth have received any vocational or skill training.

HEALTH AND HYGIENE:

95%

villagers do not follow any proper garbage disposal mechanism

90%

household wastewater is diverted to village lanes

50%

of the villagers have no access to clean drinking water

27%

open defecation indicating need of behavioural change with regard to hygiene

GOVERNANCE

38%

respondents do not attend the gram sabha meetings which indicates no collective cohesion.

The youth are not active in the village development process

EDUCATION

65%

enrolled children attended the Anganwadi

All 6 Village schools are in either grade B, C or D on parameters of infrastructure, classroom process, learning levels and community participation.

“

Thanks to PRIDE India and Mahanagar Gas Limited for building the foundation for village development activities in Adulse village. Through this initiative, our school has been strengthened with ABL (Activity Based learning set), water filter, hygiene kits, extracurricular activity, educational material, and informative walls painting. Supportive classes for children have been initiated to improve quality education. Through all these changes implemented, we are seeing positive changes and educational improvement among the children. Indeed, this project is positively impacting our school children.

- V V Temgare, School principal
Adulse Village, Sudhagad Pali

”





The Ideal Village programme by PRIDE India has been very beneficial for our village. Many village development activities have been included like strengthening education system, Anganwadi, school, toilet repair, soak pits, tree plantation, and health camps are undertaken and organized. This has brought a positive behavioural change in our village and the best part is that all the village members are now a part of it and has taken ownership of all the village development activities in the project. Thanks to PRIDE India for implementing the Ideal village project in Wavloli village with the support of Mahanagar Gas Limited and bringing about sustainable changes in our village.



- Wavloli Village Committee Members





LIVELIHOOD DEVELOPMENT



Youth in the age group of 15-29 years comprise **27.5%** of the India population contributing **34%** of India's Gross National Income (GNI) as per the National Youth Policy, 2014.

In the current scenario youth are seeking jobs and the industry is seeking skilled manpower but neither youth are getting jobs nor the industry is able to find suitable skilled manpower. This skill mismatch or educational mismatch between educational qualification and the potential to get absorbed in appropriate jobs; or the skill becoming obsolete due to technological improvement are probably the reasons making the youth unemployable. There is a greater potential in youth participation and their productivity which still remains untapped.

PRIDE India, in alignment with the Sustainable Development Goals 'Decent Work and Economic Growth', emphasizes on nurturing and strengthening existing livelihood options and establishing new ones for the unskilled rural youth (15-24 years), women and men thus transforming them to valuable community resources. It also 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.

LAKSHYA TRAINING AND RESOURCE CENTRE

AN INITIATIVE TO EMPOWER THE YOUTH

The consequences of unemployability among youth and its challenges have a severe impact on them leading to many negative outcomes in terms of both material and their mental wellbeing. Hence there is a need to impart and harness the youth with necessary skills required to make them employable.

Lakshya, a flagship initiative of PRIDE India is to empower the rural youth by providing them with opportunities to explore their potentials through workshops on career and personality development, vocational training either directly or through linkages with other institutes like ITI, Polytechnique and higher education opportunities.

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 training centre allows youth to identify their skills, knowledge & abilities to make their own decisions by providing them with life skill trainings which focuses on the development of skills needed for life such as basic communication, preparation for interview, leadership, work ethics, creative problem solving, time management, conflict resolution techniques, team building, etc..

PRIDE India also encourages interested youth, men and women to initiate small businesses like poultry, carpentry, goater, home run salon, tailoring, stores to manage their livelihood by providing them with entrepreneurship training and financial assistance for enterprise development. This motivates the youth to initiate or strengthen existing businesses which has demonstrated positive impact on the lives of the villagers.

Key Achievements

105

youth were provided training on entrepreneurial skill

40

youth trained on basic computer skills

5

youth supported for setting up small business

60

girls trained on beauty and wellness skills



“

Riddhi finds a ray of hope and builds her career

I live in Manghrun village of Mahad Block in Raigad district. My father is a farmer and manages the expenses of our family from the earning he receives from a small general store in the village. He is a sole bread winner of a seven member family. I loved to study and wanted to pursue my further education, but due to the financial crises, I had to drop out of Std. 12th and since then I have been participating in all the village development activities and events. I had attended an awareness programme on careers and was inspired to join the beauty and wellness training through PRIDE India. With the support and encouragement by PRIDE India, I completed my training. Wanting to do something on my own and help my family, PRIDE India further supported me with my own parlour in the village. I was very thrilled as I had become the first entrepreneur in the village to start a beauty parlour. Initially it had taken me time to build my business. I used to earn Rs. 800-900/- monthly. But gradually with practice and hard work my income increased almost five times in a span of a year. Now I earn Rs.4000-4500/- per month. I feel very proud and happy that I am able to contribute to my family income to a great extent. I really thank my family for supporting me and I'm very grateful and indebted to PRIDE India for having faith in me and for showing me the ray of hope for my career.



- Riddhi Anant Shinde,

21 years old, Manghrun village, Mahad Block of Raigad district

”

“

Arvind is now able to take care of his family through the additional livelihood income

I reside in a remote village in Mahad block of Raigad district where there is no proper transport services. I own a small piece of agricultural land that is not sufficient to meet my family's basic needs and also the educational needs of my children. When PRIDE India came across my family, they supported my children in their studies through study centres and by providing them with educational materials which helped them to get good grades in school.

My family was also provided with financial assistance of 5 goats for goat farming. We regularly vaccinated them and daily took them for grazing to nearby forest. Festivals like Bakri Eid helped me earn more through the sale of the goats. Today I have a unit of 20 goats and 5 kids. I am extremely happy as in the last six years, I earned an additional income of Rs.2,16,000/- and I am now able to fulfil my family's basic necessities and also take care of my children's educational needs. My daughter is now pursuing her second year in Diploma in Computer Engineering. I am grateful to PRIDE India for all their support to me and my family.



- Arvind Bhiku Jhadav (Adiste, Mahad Block of Raigad District)

”



WOMEN EMPOWERMENT

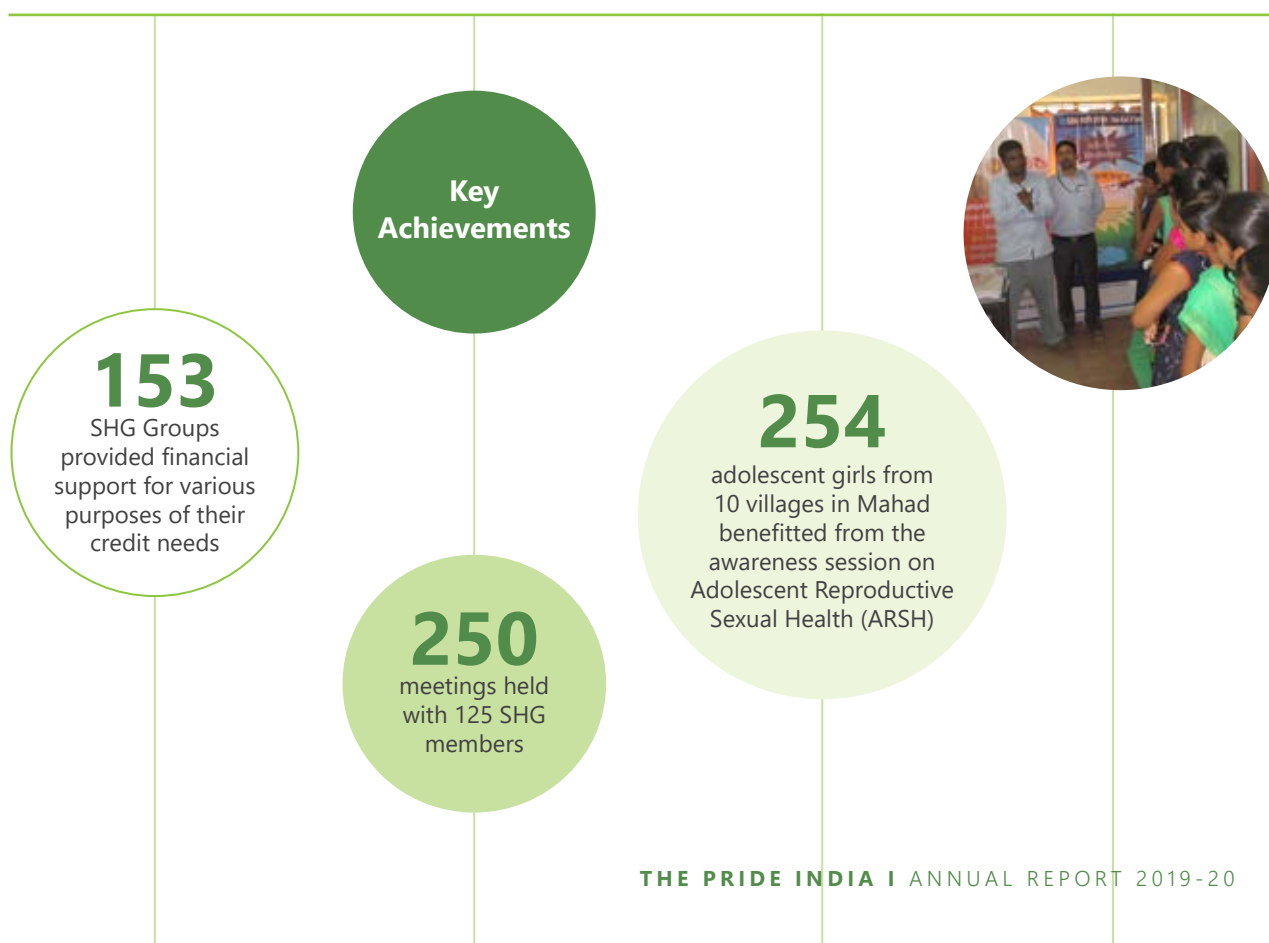
Gender inequalities are still deep-rooted in every society. Women face multiple discrimination from lack of access to decent work and face occupational segregation, gender wage gaps and limited social protection. They are more likely to work as unpaid contributing family members which means their work is largely unrecognized or undervalued.



With the aim of better addressing these challenges, PRIDE India focuses on building strong institutional platforms for the poor rural women by empowering them with opportunities to break the cycle of poverty and discrimination. This thrust of PRIDE India focuses on 'Promoting Gender Equality and Empower Women'.

This is done to ensure that women in the communities not only become socially responsible but also economically independent and participate in the family and community decision making process. Awareness generation on several issues including personal hygiene, maternal and child health, local governance is provided. Also, financial support for enterprise development through livelihood initiatives like sewing training, goatery, floor mill, poultry, grocery shops and other small business is provided so that they have financial independence and a sustainable source of income.

The Vipula Women's Credit Co-operative Society, a financial service initiative by PRIDE India intends to improve the access of these rural needy women to credit and by providing financial support 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.



SHG
*Empowered
Women Weave
Their Success
Story*





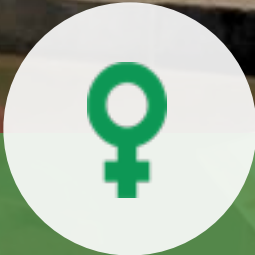
To empower the the rural poor women, PRIDE India initiated and formed SHG- Ganesh Mahila Bachat Gat in 2004 and obtained a bank account for them. This group was initiated to help them to come together, improve their confidence, decision-making skills and inculcate savings habit among them through self-banking processes.

The initial monthly subscription was Rs.20/- per member but over the years they increased the monthly subscription to Rs.100/-. This SHG meets on monthly basis and comes together not just for credit but also for helping each other, undertaking clean-up campaigns in the village regularly and also for voicing their opinions for the social development in their village.

In the initial phase, small loans were taken from the banks which was repaid on timely base. Gradually the undertaken loan amounts increased and were taken from PRIDE India's Vipula Credit Co-operative Society, as per their needs and requirements like repair of houses, children's education, livelihood improvement opportunities, supporting widow members in accessing finances to meet their needs. Today this group has continued their savings and undertakes amount as huge as Rs.1,00,000/- from the credit society for meeting the group needs. The credit society has improved financial access for these women which has built the members confidence.

This group has been empowered through PRIDE India's trainings which has helped the members to raise their confidence, decision making skills and banking knowledge. Today these empowered women have undertaken respectable posts in their villages like Gram Panchayat Members, Sarpanch and also the chairman of the Vipul Women Credit Cooperative Society which has helped them move up the social ladder.

कोरोनासाठी
स्वतंत्र बाह्यरुग्ण
विभाग



RELIEF AND REHABILITATION

Disasters and their adverse impacts set communities back by decades and leave them vulnerable to physical, social, psychological and economic hardships. Disasters can be very traumatic for not only adults but also for children and their wellbeing. PRIDE India being a people's organization has always responded to the needs on the ground in disasters and has attempted initiatives to address the full cycle of disaster management. With an aim to improve preparedness and response at all levels before, during and after disasters, PRIDE India prepares all individuals and communities with the means to work together in a coordinated manner.

Outbreak of the COVID 19 pandemic

The outbreak of the COVID 19 pandemic in India is an unprecedented ordeal that has put an immense burden on the nation's healthcare systems and has continued to threaten lives and livelihoods of the vulnerable communities leaving millions at risk of exposure. With Maharashtra as one of the worst affected state, the increasing COVID cases had made it challenging for health workers to deal with public health crisis. This has costed thousands of lives and has forced millions of vulnerable people into poverty. The PRIDE India has taken up the fight against COVID 19 and has been actively working towards relief measures for the urban and rural vulnerable families for preventing the spread of the virus locally by empowering communities through the short- and long-term sustainable relief measures.



Emergency Response Initiatives taken up:

10

bedded Isolation Ward and Special fever OPD at SPARSH Hospital initiated for the screening of patients with complaints of fever, breathlessness and sore throat by our medical professionals

351

school children from 2 NMMC schools were made aware about preventions and precautions to COVID 19 through special sessions

140

villages sensitised on precautions for reducing spread of COVID-19 through mike announcements and IEC

65

tribal children at the residential facility made aware on the preventions and precautions to COVID 19

Special Events

TATA Mumbai Marathon 2020

Like every year, this year too, the PRIDE India participated in the TATA Mumbai Marathon 2020 to support the marginalized communities in the Marathawada region and the tribal children from Mahad block of Raigad district with access to quality health services and quality education. We sincerely thank all the individuals for their great support and participation towards the cause. Our heartfelt gratitude to the corporates: Aditya Birla Finance Limited, Aditya Birla Housing Finance Limited, Aditya Birla Health Insurance Company Limited and Systems Plus for their continued support through the Marathon.



Lakshya Career Fair

Students in rural areas need career guidance for overcoming the disadvantages related to poverty, isolation, and scarcity of occupational opportunities. To maximise the effectiveness of the employability of the rural youth, PRIDE India in partnership with 'Rotary Club of Bombay Queens Necklace Charitable Trust' organized a Career Guidance Fair for the rural youth of Raigad district. 285 rural youth from Mahad block participated in the fair where in the resource people and experts from 10 multiple partners from different sectors like Hospitality, Travels and Tour, IT, Technical and software institutions, taxi services etc. shared the details with regard to opportunities available and skills required for each sector. The sessions and the stalls by the partners provided the youth a platform to clarify their doubts regarding skills and employment processes. Overall, the fair was a helpful guide for the youth to match their interests and aspirations to make informed decisions about their subject choices and pathways.



Kayakalp Award

This year was another proud moment for SPARSH Rural Hospital to have received Kayakalp Promotional Award for the fourth consecutive year. The Kayakalp award has been introduced by the central government under the Swachha Bharat Abhiyan to encourage cleanliness and hygiene in hospitals. The hospital was honoured with a cash prize of one lakh rupees for keeping up with the parameters and the indicators related to facility upkeep, sanitation and hygiene, waste management, infection control, support services, hygiene promotion.



International Women's Day

On the occasion of International Women's Day, a health awareness camp was organised for women in the PRIDE India Training Centre at Mahad. 130 rural women from Mahad Block, Raigad District participated. A general health camp along with haemoglobin test was conducted to assess women's anaemia levels and provide immediate medical care. Along with the health camp, a session on Health awareness was conducted by Ms. Nicole Schouwenaar from SPYN Welfare Foundation, Netherlands where she trained the women on some basic exercises that can be done at home for keeping them fit and healthy. She also stressed upon the importance of proper sleep for keeping oneself healthy.

The women were very enthusiastic and enjoyed the training. They expressed their wish to continue with such sessions as they realised the importance of taking care of their own health which is most neglected due to their daily hectic chores.



Gender sensitization

In collaboration with Integrated Child Development Services (ICDS), the children of Muktashala had proudly organized a cultural programme for the villages near Kothurde in Mahad block. During the programme, topics like gender discrimination, girl child education and alcoholism were organised for sensitising the communities on the issues. The program was followed by awareness rally on 'Beti Bachao Beti Pado'. The women especially the children were very excited to be young advocates for spreading the social messages on importance of Girl child through the rally.



SPARSH hospital strengthened with new equipment's

For providing quality healthcare, SPARSH continuously focuses on strengthening its health service to improve the health outcomes for the rural poor from Osmanabad and Latur district. With the support of General Insurance Corporation of India, our SPARSH rural hospital set up new medical equipment's like C-Arm, Ultra Sonography Machine, Allen Cautery Medical Machine and Orthopaedic Operation Table which has helped in improving the diagnostic facilities and also diversifying the surgeries in the hospital.



Come Join us in Our Journey

Poverty entails more than the lack of income and productive resources for a sustainable future. A collaborative and concentrated effort even in a small way can create great impacts for a sustainable future.



For Corporates

<p>Partner for a project</p>	<p>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.</p>
<p>Payroll giving</p>	<p>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.</p>
<p>Events</p>	<p>You may produce or sponsor our flagship events like Mumbai Marathon and Fashion events etc.</p>
<p>Employee Engagement</p>	<p>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!</p>
<p>Cause marketing initiatives</p>	<p>Enhance your brand through a social cause by grabbing the attention of your consumers towards the brand and the social cause that you support.</p>

Corporates can strengthen their CSR programs by partnering with our projects and making positive impact in the society at large.



**Alone we can
so little, but
together we can do
so much. Be the
solution, change
the world...**



For Individual

<p>Support</p>	<p>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.</p>
<p>Be a guardian angel</p>	<p>Give a gift of education to rural/tribal child or skill training to a deserving youth under 'Child Sponsorship Program'</p>
<p>Be an online supporter</p>	<p>You can promote us in your social networking profiles and ask your friends to follow us to on Social Media (Website, Facebook, Instagram, LinkedIn, Twitter, YouTube) with their likes and comments. Donate your spare time as an online fundraising volunteer and help us fundraise in your own small ways.</p>
<p>Volunteering with us</p>	<p>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 communities in Navi Mumbai and in the villages. They are active changemakers who are involved in helping our children, youth and women build their capacities and creating better communities.</p>
<p>Internship</p>	<p>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.</p>

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.

Partners In Change



Financial Statements

TOP 5 DONORS

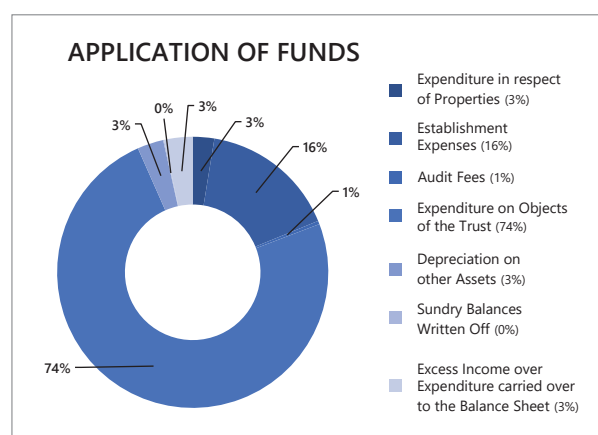
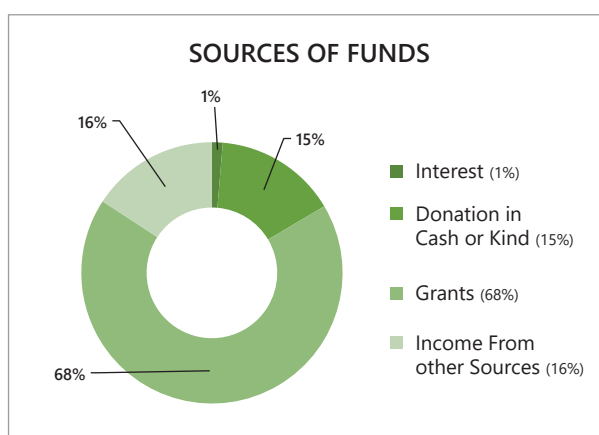
2018-2019		2019-2020	
Donor	Amount in INR	Donor	Amount in INR
Save The Children India	78,70,000	Child Fund International, USA	98,99,448
Child Fund International, USA	73,78,905	Public Health Department Govt. of Maharashtra	86,00,000
Public Health Department Govt. of Maharashtra	71,01,000	Save The Children India	42,87,340
Aditya Birla Finance Ltd	39,00,000	Aditya Birla Finance Ltd	40,00,000
Network of Maharashtra by people living with HIV/AIDS	31,30,751	Mahanagar Gas Ltd	38,67,651

SUMMARISED BALANCE SHEET 2019-2020

Liabilities	Amount in INR		Assets	Amount in INR	
	31 st March 2019	31 st March 2020		31 st March 2019	31 st March 2020
Trust Fund & Corpus	49,47,500	49,47,500	Immovable Properties	30,412,706	2,88,91,878
Other Earmarked Funds	47,040,814	49,745,769	Furniture Fixtures & Others	10,344,786	1,12,55,457
Liabilities	23,73,074	19,11,424	Advances	5,89,037	7,95,616
Income & Expenditure Account	92,39,324	1,13,70,438	Income Outstanding	13,144,971	1,02,96,738
			Cash & Bank Balances	91,09,214	1,67,35,441
Total	6,36,00,713	6,79,75,130	Total	6,36,00,713	6,79,75,130

SUMMARISED INCOME AND EXPENDITURE 2019-20

Expenditure	Amount in INR		Income	Amount in INR	
	31 st March 2019	31 st March 2020		31 st March 2019	31 st March 2020
Expenditure in respect of Properties	16,32,670	16,06,336	Interest	5,58,868	8,33,559
Establishment Expenses	11,029,289	1,01,75,300	Donation in Cash or Kind	94,43,268	94,90,245
Audit Fees	3,04,254	2,53,700	Grants	35,942,964	4,24,32,162
Expenditure on Objects of the Trust	40,003,340	4,64,55,802	Income From other Sources	65,17,665	97,97,945
Depreciation on other Assets	20,70,982	19,54,559	Sundry Balances Written Back	54,791	86,251
Sundry Balances Written Off	-	63,351	Excess Expenditure over Income carried over to the Balance Sheet	25,22,978	-
Excess Income over Expenditure carried over to the Balance Sheet		21,31,114			
Total	5,50,40,534	6,26,40,162	Total	5,50,40,534	6,26,40,162



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, 2020

Registration No. F - 7662 (BOM)

(in ₹)

FUNDS & LIABILITIES	ANNEXURE	AMOUNT	PROPERTY & ASSETS	ANNEXURE	AMOUNT
Trust Funds or Corpus			Immovable Properties	G	
Corpus	A	49,47,500	Balance as per last Balance Sheet		3,04,12,706
		49,47,500	Less: Depreciation for the year		15,20,828
					2,88,91,878
Other Earmarked Funds:			Furniture, Fixtures and Others	G	
Building Fund	B	4,21,81,155	Balance as per last Balance Sheet		1,03,44,785
Earmarked Funds	C	75,64,614	Add: Additions during the year		28,65,231
		4,97,45,769	Less: Depreciation for the year		19,54,559
Liabilities for			Advances to:		
Expenses	D	11,47,707	Employees		59,463
Others	E	7,63,717	Others	H	7,36,153
		19,11,424			
Income and Expenditure Account	F	1,13,70,438	Income Outstanding	I	
			Other Income		98,10,197
			Interest		4,86,541
					1,02,96,738
			Cash and Bank Balances	J	
			Balance with Banks		70,46,773
			Fixed Deposits		96,15,547
			Cash on hand with the project		73,121
					1,67,35,441
TOTAL		6,79,75,130	TOTAL		6,79,75,130

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

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

(ISHA MEHRA)
PRESIDENT

(NIKUNJ JHAVERI)
TREASURER

(NIRJA MATTOO)
SECRETARY

(L. K. MANJREKAR)
PROPRIETOR

(M. No. 30737)

Mumbai, 15th January, 2021.

Mumbai, 15th January, 2021.



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, 2020


Registration No. F - 7662 (BOM)

(in ₹)

EXPENDITURE	ANNEXURE	AMOUNT	INCOME	ANNEXURE	AMOUNT
To Expenditure in Respect of Properties			By Interest	K	
Repairs & Maintenance		42,080	Accrued		3,76,407
Rates, Taxes, Cess		43,428	Realised		4,57,152
Depreciation on Buildings	G	15,20,828			8,33,559
" Establishment Expenses	O	1,01,75,300	" Donation in Cash or Kind	L	94,90,245
" Audit Fees		2,53,700	" Grants		
" Expenditure on objects of the trust	P		Transfer from Earmarked Fund	C	3,02,39,069
Educational		1,78,11,539	Others	M	1,21,93,092
Medical Relief		2,86,44,263	" Income From Other Sources	N	97,97,945
" Depreciation on other Assets	G	19,54,559	" Sundry Balances Written Back		86,251
" Sundry Balances Written Off		63,351			
" Excess Income over Expenditure carried over to the Balance Sheet		21,31,114			
TOTAL		6,26,40,162	TOTAL		6,26,40,162

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


(NIRJA MATTOO)
SECRETARY

Mumbai, 15th January, 2021



In terms of our report attached of the even date
For **L. K. MANJREKAR & CO.**

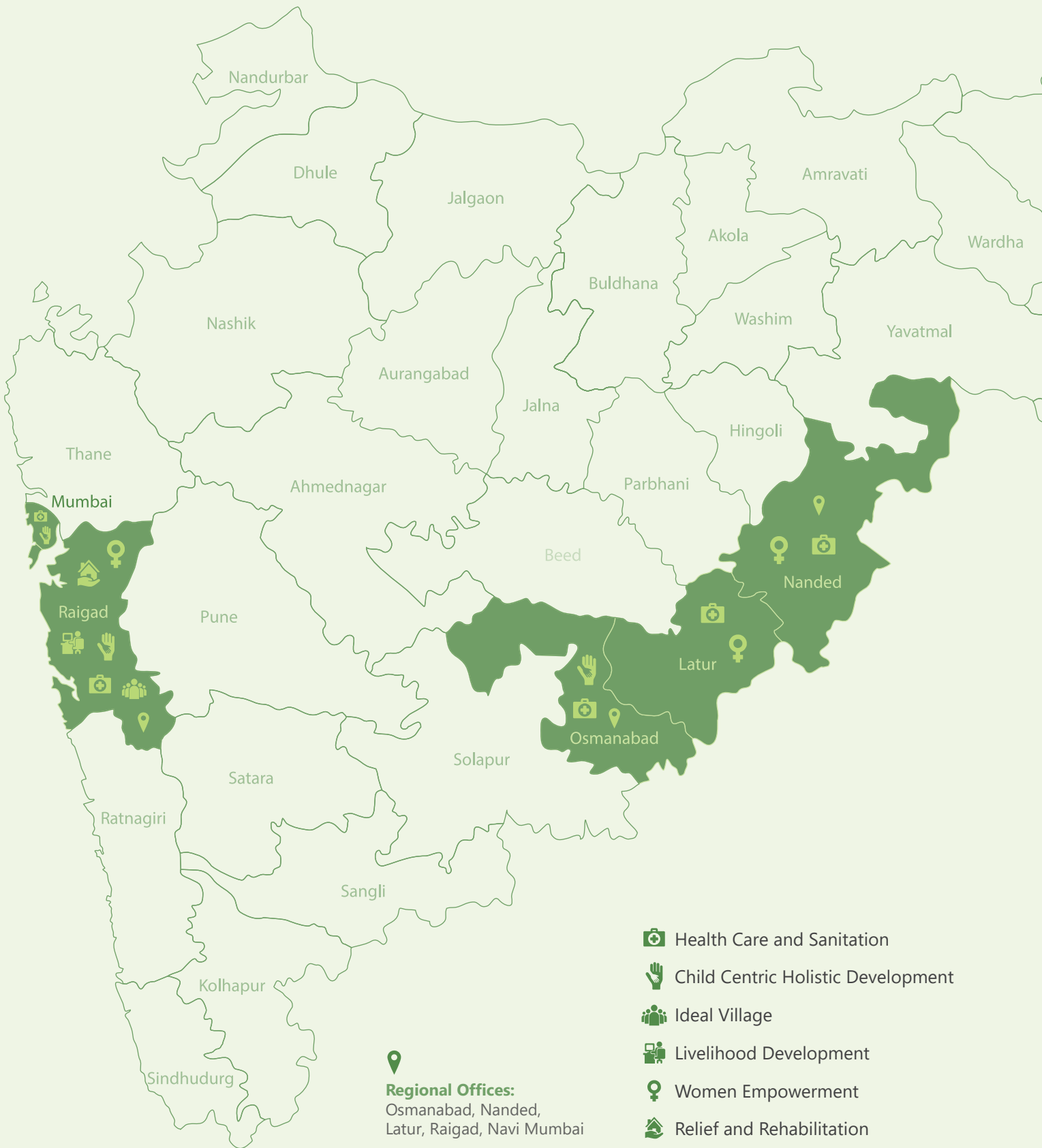
Chartered Accountants
ICAI Firm Registration No. 106006W


(L. K. MANJREKAR)
PROPRIETOR

(M. No. 30737)

Mumbai, 15th January, 2021





Head Office:

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

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