

# PARIVARTAN

Mother's Day Edition

Issue 1 | May 2023

## FOREWORD



'A better world is possible!'

My dear mother spent her life believing in this and was driven to make a change to bring a smile on every child's face!

She was my mom and mother to millions. charismatic, dignified, caring, selfless, and so much love to give and share.

I am so glad and blessed to have had her as my mom, and she will always be a guiding light and forever with us.

The Pride India is her dream. Me and my team are committed to taking it forward. The way ahead promises to be challenging yet rewarding.

We hope her vision comes true and makes this world a better place.

*Love you Mom, always. Blessed!*

**ISHA MEHRA**

**(President and Managing Trustee)**



# CELEBRATING IMPACT

As the morning sun peeked through the window of her office on a sunny October day in 2022, Mrs. Isha Mehra, The Chief Functionary of PRIDE India, sat down at her desk. For over a decade, Isha dedicated her life to Pride India after the demise of her mother, watching it grow manifold to an organization impacting millions of lives.

It all started in 1982 with one woman's dream. Mrs. Vipula Kadri, the founder of Pride India, had a noble vision: to empower marginalized communities and uplift

them to a place of dignity and respect, and with that unwavering passion, Mrs. Kadri started a Balwadi and Anganwadi for the children of Mahad. From those small beginnings, Pride India grew into something truly remarkable. For 40 years, the organization had been the unsung hero of the community, impacting the lives of 3 million people. Silently working among them, giving them a new lease on life filled with hope and opportunities.

Back in the office, Isha began sifting through her emails; her eyes caught the attention of a subject line that left her heart racing. **'PRIDE India wins Mahatma Award for Social Good and Impact 2022' !**" for the

IDEAL VILLAGE program. The words jumped out at her, and she couldn't help but feel a mix of emotions - excitement, pride, and disbelief. She knew her belief in the integrated and holistic developmental philosophy of IDEAL VILLAGE program had paid off in ways they could never have imagined.





And now, we were being recognized for our tireless efforts in empowering rural communities, uplifting the marginalized, and helping them grow.

It didn't end there; January 2023 brought another pleasant surprise for Pride India, as the organization was bestowed with **“The prestigious Indian Social Impact Top 20 NGO Award”** for being one of the most impactful NGOs in the country. For Pride India, this was yet another feather in their cap and well-deserved recognition for the countless lives that it has touched and transformed over the past four decades.

**PRIDE India's journey is far from over, and with this recognition, we are only adding to the work Mrs. Vipula Kadri envisioned.**



## WELCOME THE NEW CEO

Mr. Deshpande is a social development professional with more than 22 years of experience at grassroots as well as at senior management level across multiple thematic areas. He is passionate about bringing in sustainable changes in the society. He is an optimist with a strong drive for change & enjoys program development & fund raising in equal measures. He has worked in leadership roles across Indian and international organizations. He has done his Master's in Social work from Karve Institute, Pune.



Mr. Devdutta Deshpande  
(CEO)



# AGAINST ALL ODDS

As Rajeshri Jadhav stared out into the dark night, she couldn't help but feel like her life had come crashing down around her. Her world had been turned upside down in a matter of months, with the sudden passing of her beloved husband in August 2020, leaving her alone to raise their children, Aditya & Avdhoot, who were 14 and 11 years old. Clueless and hopeless, she had relied on her brother to take them in, but she knew it couldn't last forever.

---

But just when she was ready to give up, a fierce determination ignited within her. As she looked at her children, she knew she couldn't let them suffer. They deserved an education, a chance to make a better life for themselves. With every ounce of strength, she had left, Rajeshri made a bold decision to take matters into her own hands.

---



Rajeshri decided to start a small grocery shop out of her home. She sold biscuits, sweets, chips, and other small items that she could get from a wholesale store. Her sons would walk to the store to fetch the goods, carrying heavy bags on their shoulders. Despite the challenges, Rajeshri persevered. She knew her children's future was at stake, and she refused to let them down. Her grocery store slowly started being profitable but it wasn't much.

For 10 long months, Rajeshri Jadhav struggled to provide for her family. Rajeshri was still clueless about securing a stable future for her children.

One day, a glimmer of hope shone upon them. One of the Zilla parishad officers saw their dire situation and introduced them to Pride India. The organization provided them with monthly food kits that included essentials like atta, dal, salt, and sugar. This lifted a huge burden off of Rajeshri's shoulders and ensured that her family wouldn't go hungry.



With their basic needs taken care of, Aditya and his brother Avdhoot were able to attend school regularly because Pride India paid their school fees and provided them with learning materials.

Pride India also gave Rajeshri a sewing machine and a fall binding machine, allowing her to start her dream tailoring business. Her children were happy and proud of their mother for not giving up despite the challenges they faced. Pride India's assistance had given them a renewed sense of hope and the belief that they could achieve anything they set their minds to. It was a turning point in their lives, a moment of triumph over adversity.

From struggling to make ends meet to owning two successful businesses, her grit, and determination is an inspiration to us all.

Rajeshri is looking forward to the future, eager to expand her businesses and ensure her children get the best education possible. Her story is a lesson in perseverance and never giving up.

**“I thank Pride India for the lifeline they extended to my family. Their support not only provided us with the basic necessities but also gave us the opportunity to dream again. I am forever grateful”**

**- Rajeshri Jadhav**







**DONATE NOW**

[www.prideindia.org](http://www.prideindia.org)

UPI ID: THEPRIDEINDIA@SBI

**SCAN TO DONATE**



## CONTACT US

Plot No.SF-9, BKC, next to American School Of Bombay, G Block,  
Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400098

Phone: 022 2652 0607

Email: [contact@prideindia.org](mailto:contact@prideindia.org)

 ThePRIDEIndia

 @ThePRIDEIndia

 theprideindia

