

Creating Resilient Communities since 1982

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THEPRIDEINDIA@SBI



OUR FOUNDER

Mrs. Vipula Kadri (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. She was associated with various social organizations to improve the quality of life of the underprivileged women and children. To the people in need of education, livelihood, rehabilitation and more, she always extended her helping hand.

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Our Board of Trustees



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Mr. Rahul Kadri Vice - President



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Foreword

EMBRACING THE CHANGE

2021 marked the second year of the COVID-19 pandemic, a crisis that severely impacted the human race across the globe.

As we look back over the past year and reflect on our achievements, we feel proud of the outcomes we achieved despite the challenges and we look further to impact many more lives in the coming years too. Despite the pandemic, we have continued to make strides towards embracing the changes and rebuilding lives.

While continuing with the existing intervention, we have worked diligently to provide relief to those who have been impacted by the pandemic and supported them with resources they need to get back on their feet. A lot of focus went in making people aware and fight the hesitancy and stigma in people for administering vaccination. With the strong partnerships with the local stakeholders, government offices and other organizations, we were able to vaccinate around 3 lakh people in Navi Mumbai, Raigad, Osmanabad District. Till date we have been able to touch 29 lac lives across 1072 villages and slums communities in Maharashtra.

I am grateful to the PRIDE India family for their dedication and continuous hard work during these challenging times. I am also thankful to our board of trustees for their endless support and passion.

My special thanks to our stakeholders - Government of Maharashtra, National Health Mission, Aditya Birla Capital Foundation, Mahanagar Gas Limited, Navi Mumbai Municipal Corporation, HDFC Bank Limited, SPYN Welfare Foundation, Rotary Club of Mumbai Queens Necklace Charitable Trust, Rotary Club of Bombay Pier Charities Trust, AkzoNobel India Ltd, Avanse Financial Services, DRT- Anthea Aroma Chemicals Pvt. Ltd, Bajaj Auto Limited and all the individual supporters.

We are proud of the progress that we have made and with every passing day, we realize that we have the power within us to overcome adverse situations and emerge victorious.

We invite you to continue joining us in making positive impact in our journey of empowering lives. Together, we can make a difference and create a more equitable and a just world.

Thank you for your continued support.

Isha Mehra President & Managing Trustee

A SOCIETY BASED ON EQUAL OPPORTUNITIES AND HUMAN RIGHTS

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 among communities living in rural and urban poverty. The mission of the organization is to impact the lives of marginalized communities in rural and urban area 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. The organization's work, spans over 9 districts in Maharashtra touching lives of 29.5 lacs beneficiaries till date across 1100 villages and slum communities.

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

P.R.I.D.E India has been slowly but steadily impacting lives of marginalised rural communities in Maharashtra by using a holistic approach since last 4 decades. PRIDE India is dedicated to its efforts and continued its interventions during the year 2021-22 while ensuring safety of the underprivileged during the Covid-19 pandemic. Along with the existing interventions, it responded to support the under privileged community affected by the pandemic with food and hygiene packets, livelihood assistance, and medical support. While responding to immediate relief, PRIDE India also initiated few new programs aiming at long term sustenance of communities. An intervention for supporting the Orphaned Covid affected families with financial, nutrition and educational and psychological support was also initiated in Raigad, Osmanabad district. A lot of focus was put towards creation of awareness and vaccination drives for COVID prevention during the year for saving lives of people during pandemic.

In order to strengthen the health systems for preparedness for such pandemics, oxygen concentrators were provided in the COVID Care Centers. PRIDE India also in collaboration with Navi Mumbai Municipal Corporation (NMMC) set up two 17 bedded ICU paediatric wards at Nerul and Airoli NMMC hospitals.

With all of its strength, the flagship project, SPARSH (Sastur Project of Action Research Services through Hospital), a public-private partnership effort, continued to offer top-notch medical care to the underserved rural population in the Marathwada region of Maharashtra State. Advanced technological upgrades and enhancements were made to equipment in order to strengthen the medical and health services. The hospital was recognised for its services throughout the year and was conferred Kayakalp Award for the fifth year in a row. Additionally, SPARSH received national certification under "Laqshya" for the modernization of the operating room and labour room. As a result of its excellent services towards mother and child, the hospital was also added to the Surakshit Matratva Abhiyan (SUMAN) Program for enhanced access to higher-quality of services to pregnant women and new mothers free of cost.

For creation of sustainable livelihoods opportunities for marginalised farmers, PRIDE India has also expanded its geographic reach during the year to Lanja and Sangmeshwar Blocks of Ratnagiri district. The aim is to improve quality of life of 5000 farmers by increasing their income through creation of value chains by formation of farmer producer organisations in villages with potential agriculture resources.

PRIDE India also expanded its niche program 'Ideal Village' through the adoption of 8 new rural villages in Raigad district. The integrated and comprehensive development effort including all thematic areas of development has yielded good results in the villages adopted so far in the Raigad district.

In light of the ongoing pandemic, PRIDE India will keep putting more effort into enhancing initiatives and programmes that help those in need of support to live more empowered lives.

OUR THEMATIC FOCUS



CHILD CENTRIC HOLISTIC DEVELOPMENT

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



HEALTHCARE AND SANITATION

- Health Services through SPARSH Hospital
- Care & Support for people living with HIV/AIDS
- Preventive and Curative services through Mobile Medical Units



IDEAL VILLAGE

- Education
- Health & Sanitation,
- Economic Empowerment
- Community Development



LIVELIHOOD DEVELOPMENT

- Skill based vocational training including Soft Skills
- Entrepreneurship
- Agro based support



WOMEN EMPOWERMENT

- ARSH (Adolescent Reproductive Sexual Health)
- Vipula Credit- Cooperative Society
- Self Help Groups



DISASTER RELIEF AND REHABILITATION

- Material & Medical Aid
- Post Disaster rehabilitation
- Disaster Management Trainings

OUR THEMATIC FOCUS

Interventions

INTERVENTIONS 21/22

Relief & Rehabilitation

RELIEF AND REHABILITATION

No act of kindness, however small is ever wasted. -Aesop

During the Covid-19 pandemic, the most vulnerable have been hit the hardest. PRIDE India believes in working together and take an integrated approach to respond to health issues, hunger and crisis.

As the outbreak continued, India's second COVID-wave had catastrophic impact across the nation. With almost 26.4 million cases and 49 lakh fatalities, it was one of the biggest disasters. PRIDE India continued to serve the vulnerable communities, sensitise them and strengthen the health infrastructure this year too like last year in partnership with the government to overcome the effects of the pandemic.

Amidst the pandemic woes, the heavy torrential rains which occurred on 19th July, 2021 in the Konkan division of Maharashtra, caused numerous landslides and flooding, leaving people and villages damaged and ruined especially in Mahad block of Raigad district.

The rains swept across hundreds of villages, destroying homes leaving the victims stuck amid devastation and suffering. More than 100 people died and many were trapped under the layers of mud during this period.

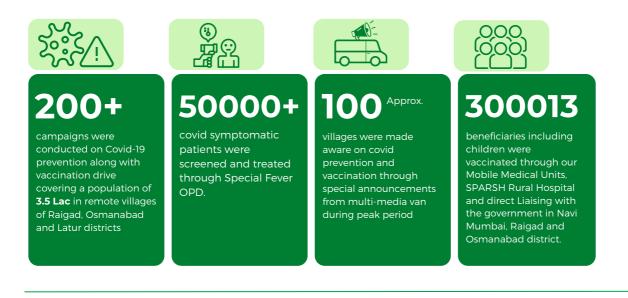
PRIDE India proactively supported the communities impacted by both the disasters in collaboration with the governments/local administration with support from its well-wishers and generous donors.

OUR WAR AGAINST COVID 19

COVID SENSITIZATION AND VACCINATION DRIVE:

Several awareness campaigns were conducted to prevent spread of Covid covering villages in Raigad. Screening of patients and treatment were provided through OPD clinics in remote villages to prevent and safeguard the communities from the pandemic.

PRIDE India also joined hands with government's **'Har Ghar Dastak'** campaign which intended to vaccinate 100% population across the state



SET UP OF COVID 19 ICU PAEDIATRIC WARDS IN NAVI MUMBAI:

In response and preparedness towards the Pandemic, 2 Paediatric wards were equipped and set up at Navi Mumbai Municipal Corporation hospitals at Airoli and Nerul locations of Navi Mumbai through multi-sector (NGO-Government-Corporate) collaboration. Equipped with the medical equipment's such as ICU Ventilators, ICU Beds, 2 D ECHO Machines, ECG Machines, RO plant, Dialysis Machines, Patient Stretchers, Patient food Trolleys and Laryngoscopes, the Paediatric wards also include child friendly walls, posters and playing areas to enable quick recovery of children. These fully equipped ICU ward were set up with the intension to enable easy and free of cost healthcare access for underprivileged children living in and around Navi Mumbai, Thane and Raigad during and post-pandemic.

Stakeholders Feedback

The facilities in the ICU wards in both hospitals will be used regularly for treating the paediatric patients now and also during Covid. This initiative has empowered the health department and I thank Aditya Birla Capital Foundation for providing CSR funds and PRIDE India for facilitating the same"

Shri. Abhijit Bangar, Municipal Commissioner, NMMC



SET UP OF COVID 19 ICU PAEDIATRIC WARDS IN NAVI MUMBAI:

As the second wave of COVID pandemic struck India, Maharashtra is among one of the worst affected states. Not only the urban areas but rural areas are also affected badly with increasing cases day by day making it a worse situation than the first wave. This pandemic affected many lives and caused sufferings to lot to patients and their families. Many families lost their bread earners which negatively impacted the family's survival especially children in long run. PRIDE India extended hands in supporting these children with a two pronged approach:



LONG TERM

support for a span **3-5 years** in areas of **Education**, **Medical & Nutrition and livelihood support** for a bereaved family member: **95** children and their families from Raigad were provided with comprehensive support for continuity and sustenance.



SHORT TERM

immediate cash support to meet the emergency need during crisis: **76** families who lost their bread earners were supported with cash relief of **Rs. 30000/-** each to help them meet their unforeseen expenses

PROVIDING ESSENTIAL SUPPLIES:

Covid-19 awareness and protocol sessions along with distribution of hygiene kits, food kits, equipping intensive-care centres with oxygen and medical supplies, installation of sanitizer stands continued throughout the year. Following were the intervention during the year:

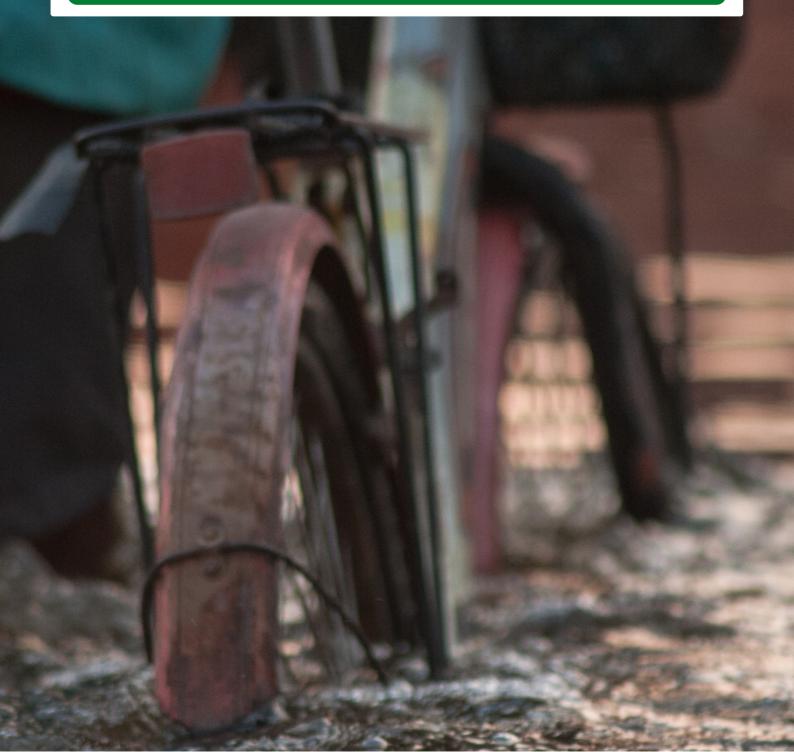


RESPONSE TO MAHARASHTRA FLOODS

In response to the floods in the Konkan belt especially Mahad was worse affected and PRIDE India supported the people with material support and food grains.



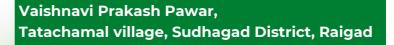
food packets including blankets and essentials were distributed to the flood affected victims in urgent need of support.



PRIDE INDIA HAS HELPED US MOVE AHEAD WITH LIFE!

I reside with my mother and siblings in Tatachamal village in Sudhagad Pali. Our entire family had been devastated by my father's death whom we lost in Covid. I was plagued by a lot of worries and thoughts for which I had no answers and only a dark road was visible in front of us with his death. Our education, our future all were questionable.... I was aware that my mother would find it very challenging to run the house by herself in the future. In addition to all of this, I coincidently developed an acute appendix infection and needed an urgent surgery. When that happened, we could'nt find any way out, but PRIDE India came forward and provided the financial support needed to carry out my procedure. Because of the support I received from PRIDE India, I am now feeling better and also regularly attending my college.

I am extremely blessed and fortunate to receive such help, and I'm grateful to PRIDE India for supporting me and my family with monthly groceries, medical help, and our educational needs. The support has helped us see a future ahead



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Healthcares Sanitation

HEALTHCARE AND SANITATION

The groundwork for all Happiness is Good Health -Leigh Hunt

Every person has the right to healthcare, yet only 60% of Indians have access to it due to poor infrastructure, a shortage of skilled medical professionals, and lack of access to basic medications and medical facilities. Maharashtra is the most affluent and second most populous state in India. However, it continues to have high levels of poverty and inequality, which are reflected in the health outcomes. There is a wide rural-urban gap in health infrastructure and facilities both quantitatively qualitatively. and An estimated 45,000 children in the state die before turning five each year as a result of malnutrition, diarrhea and common childhood illnesses.

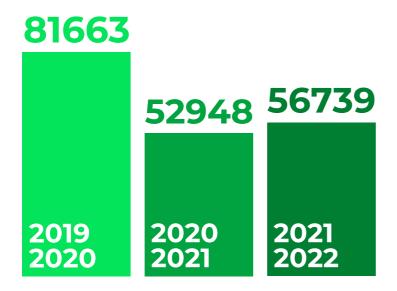
The Covid-19 outbreak has forcefully brought attention to how crucial effective health measures are for fostering the resilience of the healthcare system. The pandemic was a catalyst for change, hastening the implementation and adoption of adjustments to public health initiatives. Particularly in the health industry, preparation and prevention are paramount.

In accordance with the Sustainable Development Goal of "Ensuring healthy lives and promoting well-being for all, at all ages," PRIDE India's intervention in health this year was mostly concentrated on the NITI-Ayog's aspirational district of Osmanabad in Maharashtra, along with its neighboring districts where 30% of families are living below the poverty line, and many of the interior villages lack appropriate health services and requires significant attention.

Through its fully equipped SPARSH Rural Hospital, PRIDE India offers primary health care particularly reproductive health and focus on outreach services for care of pregnant women and the elderly through the Mobile Medical Units in the remote villages. The interventions mainly focused on reducing the rising mortality rates and control the spread of infections while providing the much needed health services to the rural poor. Through its comprehensive programme, PRIDE India continues to make significant contributions to the care and support of orphaned children and persons living with HIV/AIDS, with the goal of enhancing their health and reintegrating them into society.

SPARSH - A PUBLIC PRIVATE PARTNERSHIP INITIATIVE FOR IMPROVED HEALTH SERVICES

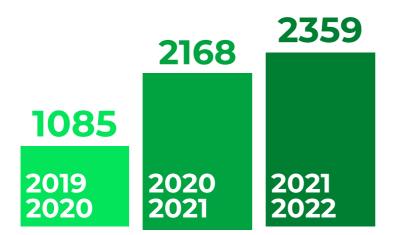
With a very vast experience in the community work over last 36 years in health domain, today, PRIDE India has a well- established infrastructure in the form of 50 bedded SPARSH Sub-district Hospital, a public private partnership initiative located at Sastur village in Osmanabad district supported by 4 mobile medical units and outreach activities being implemented across 2 districts in Marathwada Today the hospital with high specialty facilities is providing primary healthcare is impacting lives of 1,65,000 people annually. During the year, 55,739 patients from approximately 335 villages from Osmanabad, Latur District of Maharashtra and, Solapur and Gulbarga District of Karnataka accessed the health services from SPARSH, adding the total reach to 18,50,698 patients who were supported through the SPARSH hospital till date.



KEY ACHIEVEMENTS

SPARSH OPD

The graphs show that there is a 28% reduction of the patients visiting the OPD in comparison to expected trend. Due to restrictions in movement and frequent lock downs during pandemic however there is 6.68 % increase in number of patients in comparison to last year.



SAFE DELIVERIES

The graph indicates 222% increase in the number of deliveries in comparison to expected trend however there is an 8 % increase in comparison to last year. As several hospitals in the vicinity converted exclusively to COVID hospitals and refused maternity patients due to the spread of COVID risk, SPARSH welcomed these patients approaching the hospital from interior villages and ensured safe deliveries of new born. Of these 777 High risk deliveries were performed safely in the hospital.



MAJOR AND MINOR SURGERIES

The number of patients supported for major and minor surgeries in SPARSH increased by 15.5 % in comparison to trend in last years. PRIDE upgraded the services through addition of high end equipments like laproscopic surgery equipments, Fully automatic auto analyser, multi para monitors and generator for regular power supply.

I RECEIVED EXCEPTIONAL FREE MEDICAL CARE IN A SPOTLESS ENVIRONMENT!

My family belongs to the Lohar blacksmith community, a nomadic tribe in Maharashtra. Coming from a landless and economically poor community, my family migrates from one village to another in search of work for sustenance.

My first delivery resulted in the stillbirth of a girl child, who was born through assistance by a family member at home. When my second delivery was nearing, I was determined to get admitted in a health facility. I moved into a temporary tent outside the SPARSH Rural Hospital along with my family during the ninth month of my pregnancy, 15 days before the scheduled delivery date. I was also unable to get any medical testing done because of our erratic and uncertain way of life. When I went into labour, I was promptly admitted to SPARSH, where the medical staff performed the necessary investigations immediately. The team at SPARSH hospital monitored and sensitively managed my situation and I successfully gave birth to a baby girl through normal delivery.

My family was ecstatic and expressed their satisfaction and happiness, as they now see SPARSH as one of the greatest maternity care hospitals for the poor. We owe our sincere gratitude to have received the best treatment in a spotlessly clean and hygienic setting without even paying a single rupee.

> Gokarna Datta Pawar Age 30 years

PREVENTIVE AND CURATIVE SERVICES AT DOOR STEP- MOBILE MEDICAL UNITS

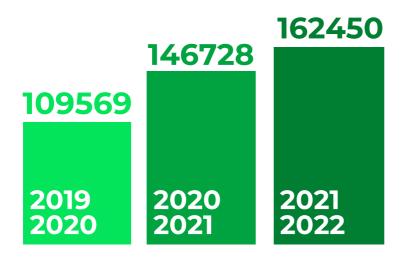
PRIDE India has been working on preventive and curative health care support through its fully equipped Mobile Medical Units in remote villages of aspirational districts of Osmanabad and its nearby Latur district having poor health indicators, particularly for Mother and Child Health and to meet the needs of the geriatric population.

Our mobile medical unit is a full-body bus customized to include a doctor's chamber, a laboratory set up, a nursing section with one bed, a pharmacy chamber and is equipped to perform small operations and deliveries. These units provide primary health services, create awareness of COVID prevention, vaccination, ANC & PNC care, and assists and supports patients with non-communicable disease.

This year, we expanded this effort to include one additional Mobile Medical Unit that is reaching out to 24 more villages in the interior of the Osmanabad district that lack access to high-quality healthcare. Through this initiative, we have expanded our reach to 2,71,995 people in 126 villages in the districts of Osmanabad and Latur.

With this state of art facilities and various interventions on preventive health, PRIDE India intends to improve the health indices in the geographical location.

KEY ACHIEVEMENTS



MOBILE MEDICAL UNITS

The patients increased by 32% in comparison to expected trend during this year too however there was a 9.6% increase in patients supported through the medical services in comparison to last year. PRIDE India reached the interior villages at the door step with health services during frequent lock downs too and suspension of all public transportation in the midst of pandemic and hence the response was high since people specially elderly and women were badly seeking the service.

> Given the remote location of my hamlet, Wadacha Tanda in the Tuljapur block, and the difficulty of accessing any healthcare services, the Mobile Medical Unit is a creative effort.

> We enthusiastically commend PRIDE India for all of its efforts and are really grateful for this high-quality health care service at our doorstep. Our warmest wishes to all the team members!

Lakhan Chavan, Ex. Sarpanch, Wadacha Tanda village

Stakeholders Feedback

Bajaj Auto CSR has supported PRIDE India for two projects (Mobile medical unit -Sastur and Education projects Mahad – specifically. We have witnessed positive impact of the projects on the ground. We believe that this work done by PRIDE meets a very critical need of the stakeholders. My best wishes to PRIDE India.

> Pankaj Ballabh Bajaj Auto

CARE AND SUPPORT FOR PEOPLE LIVING WITH HIV/AIDS:



With the goal of offering top-notch medical care, PRIDE India has been working for improving the lives of people living with HIV. Its all-encompassing strategy, combined with a comprehensive programme of clinical and non-clinical care, together with antiretroviral medication, helps to lower rates of illness and AIDS-related fatalities among HIV-positive people.

For the identification and treatment of opportunistic infections, clinical service interventions are offered through the 5 community care facilities. bedded ensuring that PLHAs live longer and have a higher quality of life. The non-clinical service interventions ensure that antiretroviral therapy is adhered to and patients are provided psychological support, counselling and linked to social programs. A focused attention is provided to orphaned children through nutritional support and aiding their living parent with livelihood for long term sustenance.

KEY ACHIEVEMENTS



18780

people and children living with HIV benefitted through the Care and Support Program in the three districts of Osmanabad, Latur and Nanded.





beneficiaries were regularly followed up for the Anti-Retroviral Therapy (ART)



20

2398

and

265

PLHIV supported from OPD

IPD services from 5 bedded

Community Care Centre.

orphaned provided support children were comprehensive

PRIDE INDIA SPARSH'S CARE ENSURED HIV NEGATIVE DELIVERY OF MY CHILD DESPITE MY HIV- POSITIVE STATUS.

After my husband lost his work in Pune due to the epidemic, my family decided to move back to the village because things had gotten too tough for us to handle. I had gone to the Mobile Medical Unit for check-up during the fifth month of my pregnancy. My medical inquiry revealed something shocking: I was HIV-positive. For counselling and additional care, I was directed to the ART centre at the SPARSH hospital. My husband's test result was negative. The team was incredibly kind and patient with me. They offered me and my family counselling and assisted us in processing this tragedy on a mental level. I was able to get my family's support with the aid of the counselling. Today we are glad that I was able to deliver my baby, who also tested negative. We appreciate their guidance and support throughout this trying time and are grateful to the doctors and crew for their assistance. Thank you to the prompt diagnosis and treatment



Sarika (Name changed) Age 24 years

Livelihood Development

Small opportunities are often beginning of a great achievement. -Demosthenes

Numerous factors, ranging from economic and political to social and cultural, influence poverty and the circumstances that leads to it. World Bank statistics show that during the past 25 years, the rate of global poverty has progressively decreased. However, India continues to struggle with the serious issue of rural poverty, which affects millions of Indians.

Furthermore, it is challenging for families in rural areas to break the cycle of poverty because the majority of India's agriculture-based revenues remain dependent on the monsoons. In addition, inefficient use of contemporary farming methods, poor soil conditions, irregular irrigation systems, a lack of postharvest facilities, and weak market connections all work together to jeopardise the ability of farms to generate income.

Sustainable Livelihood support is an integrated component of PRIDE India's intervention.

In accordance with the Sustainable Development Goals, PRIDE India aims to enable economically weak households to access profitable self-employment, skilled wage employment opportunities and build community based enterprises resulting in sustainable and diversified livelihood options for them.

The organization has been working relentlessly through structured efforts to upgrade strategies, build awareness, and catalyses positive behaviour change for the marginalized and underprivileged communities to ensure that economic development is substantiated by social upliftment and an improvement in quality of life. PRIDE India emphasizes on existina preservina preserving and establishing new livelihood opportunities for the rural youth (15 to 24 years old), women, and men who lack formal education, turning them into important 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.

Driven to create a profound impact, the livelihood programme also focuses on creating sustainable solutions for the poor and needy farmers. Capacity building, skill development, support for enterprise development and improving farmers access to markets are vital elements of livelihood strategy. With the scale up of its livelihood development initiative, 5000 farmers from this year are being supported in Lanja and Sangmeshwar blocks of Ratnagiri district through the value addition of cashew and mango resources with the objective of enhancing their income and improving the quality of life of the farmers.

KEY ACHIEVEMENTS



COMMERCIAL VEGETABLE CULTIVATION AN EXTENSION OF KITCHEN GARDEN (PARASBAGH) INITIATIVE

I am a resident of Satavali village of Lanja District, Ratnagiri. I completed my 12th Standard and then started farming which is now primary source of sustenance for my family of 6 members. I own 2 acres of farm land and have taken small piece of land on lease for farming.

Prior to the support from PRIDE India, I was engaged in small scale vegetable farming mainly watermelon cultivation and managed the cashew and mango orchard of my own. I was introduced to Parasbagh concept during training and on showing interest I was provided support in expanding my small kitchen garden to a larger area.

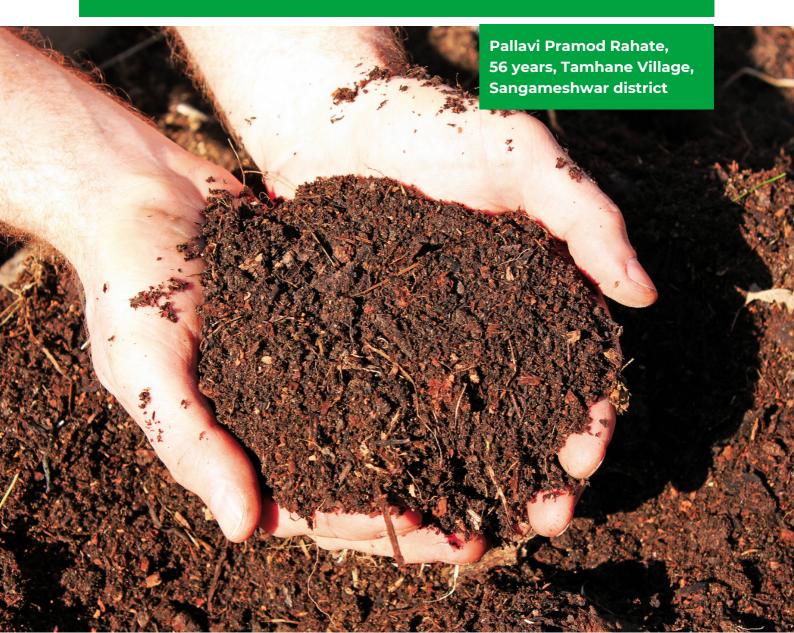
I was provided with vegetable seeds, fertilizers and was periodically guided and trained right from planting to harvesting. With this support, in a season after deducting all investments and expenses, I got a profit of Rs. 17000.

My financial condition is improving and am much encouraged and motivated to take this on a larger scale next year. I am proud and impressed with these initiatives that PRIDE is doing for the farmer's welfare. I have also got selected to serve as a board member of Farmers Producer Organisation in Lanja through which we aim to benefit many more farmers



WE ARE EARNING MONEY BY ADDING VALUE TO THE ORGANIC SCRAPS!

We had to incur huge expenditure in buying chemical fertilizer and on discussing this issue with PRIDE India team, a suggestion of vermicomposting came up as there was ample recyclable resource for creating the same in my village. I was trained and was provided with required material for setting up a vermicomposting unit. Through this unit we could make 1400 kgs of manure in two cycles and now continuing third cycle in 6 months. I am a housewife and till now we could never get any benefit of any scheme from anywhere which we got from PRIDE. It feels like we are earning money by adding value to the waste materials. The manure that we got, we first used for own farming and then sold 500 Kgs @ Rs 10-15 per kg in the village. This way at least we are able to promote use of organic manure in village.



Ideal Bages

The future of India lies in its villages.

Villages are the backbone of our country. An ideal village should have all possible provisions and basic infra-structures for the all-round development of the people living there. The life in such a village would be such as would never lure a person to leave his home and dowel in an urban area.

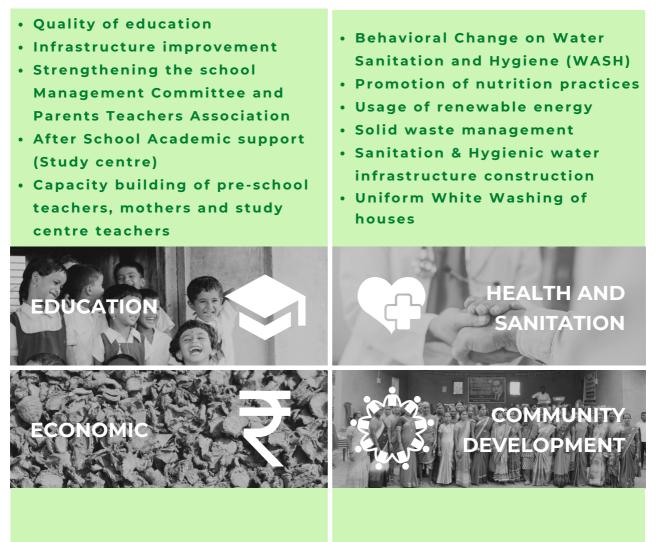
It is estimated that rural areas are home to 66.46% of our population, (World Bank collection of development indicators, 2017). Though number is expected to fall in the coming years, it is still projected that more than half of our population would be rural even in 2050.

People in rural areas lack access to the necessities of life, such as clean water, sustainable livelihoods, healthcare, education, and energy. Due to the Covid epidemic, local disputes, supply chain disruptions, and inflation, their situation is unfortunately getting worse. PRIDE India strives on strengthening and has extensive expertise working in an integrated manner to bring about longlasting, beneficial change among rural communities. The PRIDE initiative has a track record of being sustained through group effort using its ideal village concept, which takes a holistic approach. Villages taken up so far under this model has shown positive response in terms of their involvement and participation. For better governance and programme sustainability, the villages have been able to create and put into place norms. These communities have shown а considerable improvement in the indices relating to health, sanitation, education, livelihood, and community involvement.

The core of our intervention is to actively involve every villager in the planning, execution, and monitoring of the development process from the beginning. This will give the community members ownership over the process.

Currently PRIDE India is in the process of strengthening 16 rural villages from Mahad and Sudhagad Pali block of Raigad District into SMART Ideal Villages. The organisation is looking forward to expand the intervention in additional villages in the next year to benefit many more.

CARE AND SUPPORT FOR PEOPLE LIVING WITH HIV/AIDS:



- Entrepreneurial & Livelihood support
- Promotion of Kitchen Garden
- Vocational training for youths
- Linkages with government schemes
- Good Governance
- Village Resource Centre
- Strengthening community based

organisations (CBO's)

KEY ACHIEVEMENTS







children provided with offline academic support by maintaining covid prevention protocols throughout the year during formal school closures

ଚ

Zilla Parishad PTA/SMC groups strengthened increasing their participation and awareness of their roles and responsibilities.

11 SCHOOLS

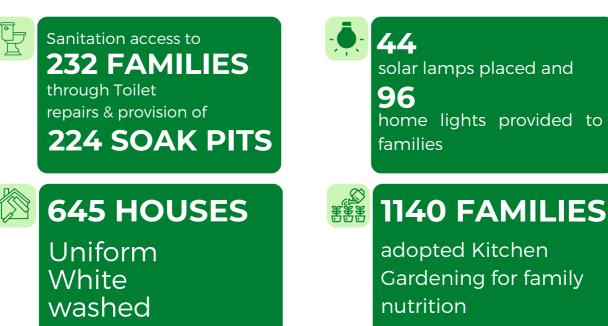
> supported with Activity Based learning and digital learning.

7 ANGANWADIS

and

6 ZILLA PARISHAD schools refurbished

HEALTH AND SANITATION





8





families provided livelihood support -paddy and Rabi crop cultivation, small business, goatery, vegetable cultivation 700 MANGO TREES were planted by 74 beneficiaries

CREATING IDEAL VILLAGES

§ 54

Vermi-composting units supported for promoting use of organic manure

(S)

REVERSE MIGRATION OF 2 YOUTH

from Manghrun village youth club from Mumbai back to village

26 YOUTH

supported for spoken English and Computer course

AGRICULTURE

set up in one village managed by a group of farmers

The Ideal Village initiative of Pride India brought the local villagers together. With regard to the village's upliftment and overall development, we are happy to see that the Ideal Village programme has brought huge positive changes and holistic transformation in the all respects.

Mr. Avinash Pimpale Police Officer at Adulase Police Station

The interventions made by PRIDE India through the Ideal Village initiative have improved the standard of education through the provision of various supports like E-prashala, activity-based learning materials, library, science lab, and infrastructural improvement and more importantly study centre support. With all of this assistance, we were pleased to notice an increase in attendance and interest in the children. Additionally, the School Management Committee, Parent Teacher Association and staff have benefited from the capacity buildings trainings that have been given to them. This has allowed them to be more efficient and engage the children more creatively ensuring that the quality education continues.

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Mr. Sanjay Thale, Head Master, Zilla Parishad School

Child Centric Holistic Development

CHILD CENTRIC HOLISTIC DEVELOPMENT

Within the child lies the fate of the future!

-Maria Montessori

Holistic Development refers to the social, emotional, physical, mental, and intellectual progress of a person. For PRIDE India, focusing on all facets of a child's development, not only their academic progress is what it means to approach education holistically. The child's general wellbeing is what matters most and in order for children to succeed and reach their full potential, all aspects of their development must be given attention.

In March 2020, the World Health Organization classified COVID-19 as a pandemic. Strict precautions, including the closure of schools were adopted in an effort to stop the spread of this infection. This impacted the holistic wellbeing of the children. The loss of learning due the COVID-19 pandemic has affected all children. But those who were struggling to learn before school closures and belong to disadvantaged communities especially lacking parental support in academics are likely to face greater learning losses.

According to a study on loss of learning during the pandemic by Azim Premji University, February 2021, students are now facing more complex learning losses without the attainment of the prerequisite foundational abilities. The socio-emotional development of children is also affected due to limited social interactions during the school closure period.

The ASER report 2022, states that between 2014 and 2018, learning levels in terms of foundational skills in reading and arithmetic had been rising gradually. However in 2022, the basic reading ability of children in Class 3 dipped by 2018 and the 6.8% points from proportion of children in Class 3 who could do at least subtraction fell to 25.9% in 2022. The study also stated that the other factors like loss of job or livelihood had also affected the education of the children it shows that the percentage of children (aged 11 - 14) who are enrolled in government schools has risen from 65% in 2018 to 71.7% in 2022.

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The evidence indicates that the pandemic has amplified the earlier existing educational issues like access, continuity, gaps, etc. Owing to the increasing educational gaps, PRIDE India has been addressing the learning crisis and Covid 19 related learning recovery to improve the education quality to improve learning.

URBAN INTERVENTIONS:

Adolescence is a stage wherein the children undergo lot of changes. In absence of proper guidance there are high chances of a child leading towards the negative direction. As witnessed in the slum of Navi Mumbai, most of these children are left on their own without any parental guidance or support resulting into absenteeism, drop outs and all kinds physical and of abuses including substance abuse. In the absence of no one to turn to, they are mostly dependent on their peers for directions and are further misled resulting to antisocial activities.

Besides the above, the pandemic has left a detrimental impact especially on the most vulnerable children from the slum communities as these children don't have to access digital lectures thus widening the educational gaps.

With all the safety measures in place for keeping the children safe from getting infected, PRIDE India provided life skill education and supportive learning to early adolescents from 3 NMMC schools in Navi Mumbai through online and offline support.



1500

children from Std. 5th to 7th provided online/offline academic support for Maths and English subjects.

480

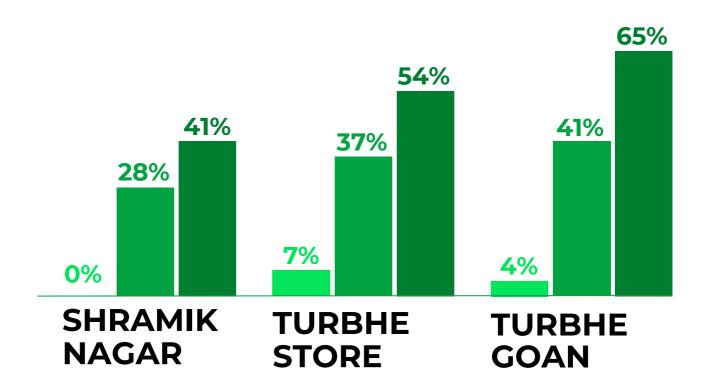
children from Std. 8th to 10th benefitted through the life skill education



READING IMPROVEMENT PROGRAMME

TOTAL NUMBER OF CHILDREN FROM 5TH- 6TH STANDARD ASSESSED FOR READING WITH UNDERSTANDING- TOTAL 428 CHILDREN





The above table indicates the improvements in the reading abilities of 428 children enrolled in the 3 NMMC schools at Shramik Nagar, Turbhe Store, Turbhe Gaon. The Children from all the three schools have shown an upward leap in reading skills especially reading stories with understanding during end line study as compared to base line and midline study done. The enhanced reading and writing abilities in children will certainly help them now in their academic progress.

I AM CONFIDENT NOW!

I come from a migrant joint family. I help my mother with the household chores and in taking care of my siblings before coming to school. During my free time, I love to engage myself in some craft, drawing activities, and Mehndi art. After school, I also attend Arbi classes and can read Urdu.

Earlier I used to stammer and couldn't speak fluently in front of a group. When asked by teacher, I used to hesitate answering to her questions and participating in any extra-curricular activities as I was not confident with my communication skills. PRIDE India teachers provided me with the extra support that I needed. They frequently visited my home and counselled me and gave me the confidence to move forward. I found all the learning aids provided very helpful for grasping the concepts, especially the English syllabus. I was also trained and encouraged for public speaking.

Even during the pandemic, despite of the technological challenges, I regularly attended her online classes as my teacher innovatively conducted the online classes and made the concepts interesting. My grades have improved and so is my confidence. After the school

reopened, I began participating in the extracurricular activities and have taken a leadership role in monitoring the class and participating in speeches.

My teacher and my parents are very happy with my academic progress and improvement in my confidence level.



MUKTASHALA

Children learn from what they see. We need to set an example of truth and action.

-Howard Rainer

The Katkari Community is a Scheduled Tribe (ST) designated as a 'Particularly Vulnerable Tribal Group' (PVTG), in Maharashtra, owing to their innate dependence on others for their livelihood and for a place to live. About 87 % of the Katkari's are landless and have been forced into bonded labour in brick kilns. charcoal units and agricultural labour serving the interests of the rich and the landlords. The migratory nature of the community has historically impacted their health, education and other social indicators such as low literacy rate (41.7%) and the lowest proportion of cultivators the tribal among all groups in Maharashtra (5%).

The PRIDE India initiative. 'Muktashala'. is a comprehensive residential programme in Mahad, Raigad district, designed specifically for the Tribal children (predominantly Katkari Community) with the objective to minimize the dropout rate of children by providing them a safe place to live while their parents migrate in search of livelihood. It further aims to holistic education promote and development of the children through various extra- curricular activities. Besides focus on the overall development of children the project focusses also focus on the empowerment of women and vocational training for the women and older tribal children.

- 70 TRIBAL CHILDREN IN THE AGE 7-14 YEARS WERE BENEFITTED FROM THE FACILITY
- 100% TENTH PASS OUT FOR THE LAST THREE CONSECUTIVE YEARS
- 6 STUDENTS PURSUING HIGHER COLLEGE EDUCATION
- 100% FAMILIES VACCINATED AGAINST COVID
- 11 GIRLS COMPLETED BEAUTY COURSE
- 8 FAMILIES SUPPORTED WITH LIVELIHOOD OPPORTUNITIES LIKE GOAT REARING AND **SEWING MACHINES**

THE SUPPORT HELPED ME CHANGE MY BELIEF AND PERSPECTIVE TO LIFE

I come from a tribal background. Besides fishing near the rivers during the fishing season, my parents migrated in search of daily wage jobs to support our family. They would take me and my two sisters along with them whenever they migrated, because of which we were not able to go to school.

From my third standard, I was very happy to stay at Muktashala along with my sisters, while my parents went in search of jobs. I could go to school and study. With all the support received, I am proud to complete my 12th Standard. I couldn't continue further education as my family is very poor and was in need of support. I now work as a driver of a goods carrier truck. My education helped me as am able to keep an account of goods expected and deal with customers and follow the directions and maps. Today being married with two kids, I can support my family and want to make sure that my children will be able to complete their studies for a better future.

I am thankful to PRIDE India's Muktashala for providing me with the continuous support and guidance which brought a change in my perspective and making me believe that I could do a rather respectable and stable job other than working as a daily wage worker at brick kilns.

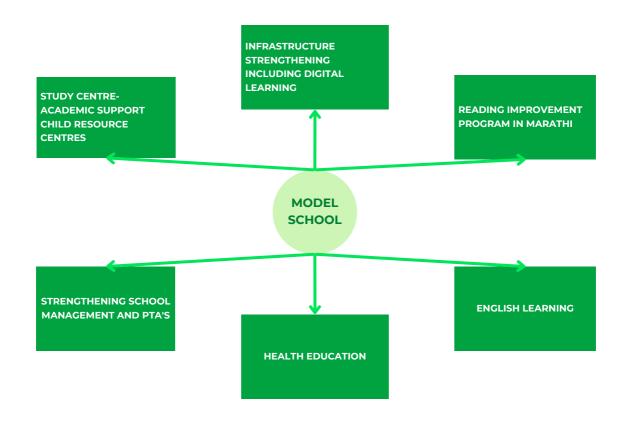


MODEL SCHOOL AND STUDY CENTERS

65% of the population of India lives in rural areas. As of 2021, the literacy rate in rural India was around 73.5%. As the rural economy currently contributes to 25-30% of the country's GDP, literacy in these parts is important for the Indian economy. Emphasizing on rural education is very essential to boost the overall economy.

The stagnant state of education in the rural areas has been a major point of concern for educational policy-makers in India. Despite numerous initiatives to change the situation, India's rural education system is still in terrible shape. Even today, issues like a lack of suitable infrastructure, paucity of skilled teachers willing to work in remote locations, gender discrimination, and lack of students to lure them in make it difficult for rural places to provide quality education. As a result, there is a significant discrepancy to meet the learning objectives in these schools.

PRIDE India's comprehensive intervention of Model School Concept tries to address the issues affecting education of children in a holistic manner.



The model school concept includes amenities needed to achieving best learning outcomes. Along with developing infrastructure that makes spaces child-friendly, emphasis is placed on digital and activity-based learning, academic assistance, setting up child resource centre, promoting children's health and hygiene, and enhancing teacher capacity. The present school infrastructure and functioning is made more resourceful and child friendly with the intention of attracting children and motivating them to attend school, thus enhancing the learning results.

With the reopening of schools following their closure due to the pandemic, it was made sure that the health safety precautions were put into place by assuring and maintaining a COVID-free environment for the children's protection while continuing their learning.

During the year, 8 Zilla Parishad schools were supported for strengthening and improving access to quality education. This was a challenging year since children hardly attended any formal school last year due to pandemic.

- 491 CHILDREN PROVIDED ON LINE /OFFLINE ACADEMIC SUPPORT
- 49% CHILDREN ACHIEVED GRADE D (31-40 MARKS) DURING BASELINE, HOWEVER DURING END YEAR ASSESSMENT ONLY 6% CHILDREN WERE LEFT IN THE CATEGORY WITH REST SHOWING A UPWARD LEAP.
- 451 CHILDREN PARTICIPATED IN VILLAGE & INTER SCHOOL COMPETITIONS AND SCIENCE
 EXHIBITION
- 100 ADOLESCENT GIRLS WERE SUPPORTED WITH COLLEGE FEES
- PROVISION OF INFRASTRUCTURAL SUPPORT AND REPAIRS IN 8 SCHOOLS

Nomen Enpowerment

^OFeminism isn't about making women strong. Women are already strong. It's about changing the way the world perceives that strength.

Due to poverty, gender discrimination, women face a number of disadvantages like lack of access to higher education, early marriage, and restricted chances for employment, etc. They are confined to domestic life due to a lack of safety and cultural customs, which also makes them more vulnerable to abuse. As a result. they are unable to break the cycle of poverty and oppression and develop into self-sufficient, self-assured, and useful community members.

PRIDE India firmly thinks that women are the best agents of change and they are capable of bringing about positive changes in their own families and society at large. PRIDE India gives women the chance to overcome the cycle of poverty and discrimination in order to address the aforementioned issues that they encounter.

Through our programmes, we ensure that women in our communities become politically active and well-informed in citizens addition to beina economically independent. Initiatives to provide opportunities to women to improve their quality of life, such as sewing classes, grocery stores, flour mills, poultry farms. and other small businesses, among others, aims to empower them.

-G. D. Anderson

Our Vipul Credit cooperative society is a strategy to increase these women's access to credit. 50 SHGs received the Vipul fundina from Credit cooperative society throughout the year for things like starting a small business, home repairs, milch animal purchases, auto rickshaw repairs, pendal décor, starting a small dry fish shop, education, and health, among other things.

3048

women supported through **Vipula Credit Cooperative** Society

SELF HELP

including 550 members were supported with finance for enhancing their small business

SARIKA AN EMPOWERED WOMEN NOW

I live in Aptavane village with my husband, son and daughter. My husband is a private vehicle driver and we somehow barely managed our sustenance with his meagre income as he was sole earner in family. Suddenly the lockdown imposed due to Covid-19 pandemic adversely impacted his income and it was very challenging for us to make both ends meet. At this juncture PRIDE India helped me in purchasing a mini flour mill with the support of the Local Self Help Group. This helped me earn Rs. 12000/ on an average every month. This support has not only supported in making our life better but also regular interaction with SHG members and meetings has instilled a saving and investment habits in us and a regular income has started. I am grateful for this help to PRIDE team





SPARSH CERTIFIED AT NATIONAL LEVEL UNDER "LAQSHYA" FOR UP-GRADATION OF ITS MODULAR LABOUR ROOM & OPERATION THEATRE.



KAYAKALP PROMOTIONAL AWARD TO SPARSH HOSPITAL -2021-22 FOR BEST HYGIENE PRACTICES.

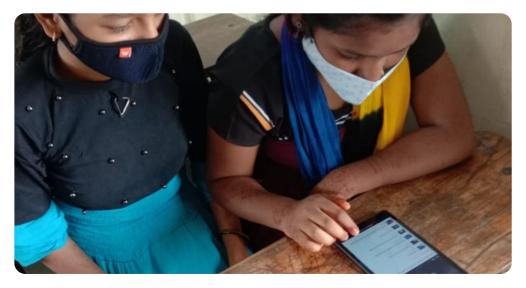


SPARSH IS INCLUDED UNDER SUMAN PROGRAM – SURAKSHIT MATRUTVA ABHIYAN FOR QUALITY MATERNITY CARE.



NEW MOBILE MEDICAL UNIT LAUNCHED IN OSMANABAD DISTRICT

SPECIAL EVENTS



TABS WITH BYJU'S APP AND THE STUDY CURRICULUM INSTALLED FOR 9TH & 10TH NMMC SCHOOL STUDENTS FOR IMPROVED ACADEMIC ENGAGEMENT.



SMART VILLAGE AWARD CONFERRED TO SIDHHESWAR GRAM PANCHAYAT – WAVLOLI VILLAGE -2021



DIWALI BAZAR - ZIRAD, ALIBAUG



SPARSH UPGRADED WITH ENHANCED MEDICAL EQUIPMENTS FOR PROVIDING QUALITY CARE SERVICES TO THE RURAL POOR IN INTERIOR MAHARASHTRA



CORPORATE TEAM ENGAGES IN SETTING UP LIBRARIES IN ZILLA PARISHAD SCHOOL AND MUKTASHALA TRIBAL HOME



FITNESS SESSIONS FOR RURAL YOUTH AND CHILDREN AT OUR TRIBAL HOME BY VOLUNTEERS



COLLABORATION WITH NINO BURGERS- SUPPORTING NUTRITION OF RURAL TRIBAL CHILDREN

Come Join Us In Our Journey

Poverty entails more than 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:

Corporates can strengthen their CSR programs by partnering on projects with us for making positive impact in the society at large.

PARTNER FOR A PROJECT:

The PRIDE India works in collaboration 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!

CAUSE MARKETING INITIATIVES

Enhance your brand through a social cause by grabbing the attention of your consumers towards the brand and the social cause that you support.

BE THE SOLUTION, CHANGE THE WORLD...

FOR INDIVIDUALS:

SUPPORT:

Donate - Your money will help us support our tribal residential home/ study centres/ rural villages / 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 rural/tribal child or skill training to a deserving youth under 'child sponsorship program'

BE AN ONLINE SUPPORTER

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.

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 villages in Maharashtra. 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.

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



















महाराष्ट्र शासन













KADRI CHARITABLE FOUNDATION



Every step towards AIDS Free Maharashtra



FINANCIAL STATEMENT

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, 2022

Registration No. F - 7662 (BOM)

EXPENDITURE	ANNEXURE	AMOUNT	INCOME	ANNEXURE	(in ₹) AMOUNT
m D View in Demoni of Departmention			By Interest	K	
To Expenditure in Respect of Properties Repairs & Maintenance	1 1		Accrued		73,066
Rates, Taxes, Cess	1 1	6,080	Realised		10,32,711
Depreciation on Buildings	G	13,71,780			11,05,777
			" Donation in Cash or Kind	L	66,95,873
" Establishment Expenses	0	59,45,300			
Establishment Expenses			" Grants		
" Audit Fccs	1 1	3,00,900	Transfer from Earmarked Fund	C	9,52,23,603
			Others	М	1,62,51,292
" Expenditure on objects of the trust	Р			1.1	
Educational		4,24,48,029	" Income From Other Sources	N	1,02,50,524
Medical Relief	1	6,51,62,149			10 71 700
			" Transfer from Building Fund		13,71,780
" Depreciation on other Assets	G	32,42,125			2 16 05
	1 1		" Sundry Balances Written Back		3,16,959
" Sundry Balances Written Off		1,06,727			
" Loss of Assets due to Floods		5,05,813			
* Excess Income over Expenditure carried over to the Balance Sheet		1,21,26,905			
TOTAL		13,12,15,808	TOTAL		13,12,15,80

Significant Accounting Policies & Notes to Accounts- Annexure Q

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

myo (NIRJA MATTOO) (ISHA MEHRA) (NIKUNJ JHAVERI) TRUSTEE

PRESIDENT

TREASURER

Mumbai, 26th September, 2022



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

(L. HMANJREKAR) PROPRIETOR



(M . No. 30737) Mumbai, 26th September, 2022

FINANCIAL STATEMENT

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, 2022

Registration No. F - 7662 (BOM)

FUNDS & LIABILITIES	ANNEXURE	AMOUNT	PROPERTY & ASSETS	ANNEXURE	(in रे AMOUNT
Trust Funds or Corpus Corpus	А	49,47,500	Immovable Properties Balance as per last Balance Sheet	G	2,74,47,529
		49,47,500	Less: Depreciation for the year		13,71,780
Earmarked Funds:					2,60,75,749
Building Fund	в	4,08,09,375	Furniture, Fixtures and Others	G	
Specific Earmarked Funds	C	54,19,217	Balance as per last Balance Sheet		1,06,57,253
	I [4,62,28,592	Add: Additions during the year		72,71,549
	1 1		Less: Depreciation for the year		32,42,125
Liabilities for	1 1		Less: Loss of Assets due to Floods		5,05,813
Expenses	D	7,09,963			1,41,80,864
Others	E	1,84,949			
	I -		Advances to:		
	1 1	8,94,912	Employees		7,000
			Others	Н	6,56,206
Income and Expenditure Account	F	3,34,90,303			6,63,206
			Income Outstanding	I	
			Other Income		1,32,55,200
	1 1		Interest		73,066
					1,33,28,266
			Cash and Bank Balances	J	
			Balance with Banks		1,95,34,215
			Fixed Deposits		1,17,64,941
			Cash on hand with the project		14,065
					3,13,13,221
TOTAL		8,55,61,307	TOTAL		8,55,61,307

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

high MAHA 1 (ISHA MEHRA) (NIKUNJ JHAVERI)

PRESIDENT

TREASURER Mumbai, 26th September, 2022



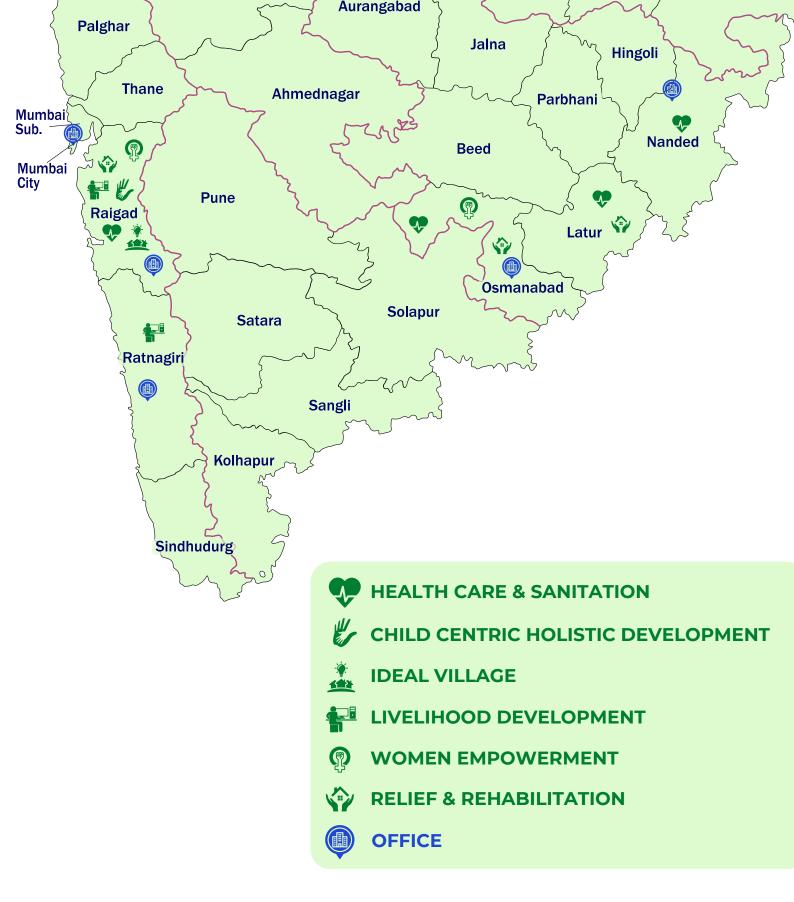


In terms of our report attached of the even date For L. K. MANJREKAR & CO. Chartered Accountants

ICAL Firm Registration No. 106006W

(L. K. MANJREKAR) PROPRIETOR (M . No. 30737) Mumbai, 26th September, 2022





HEAD OFFICE

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