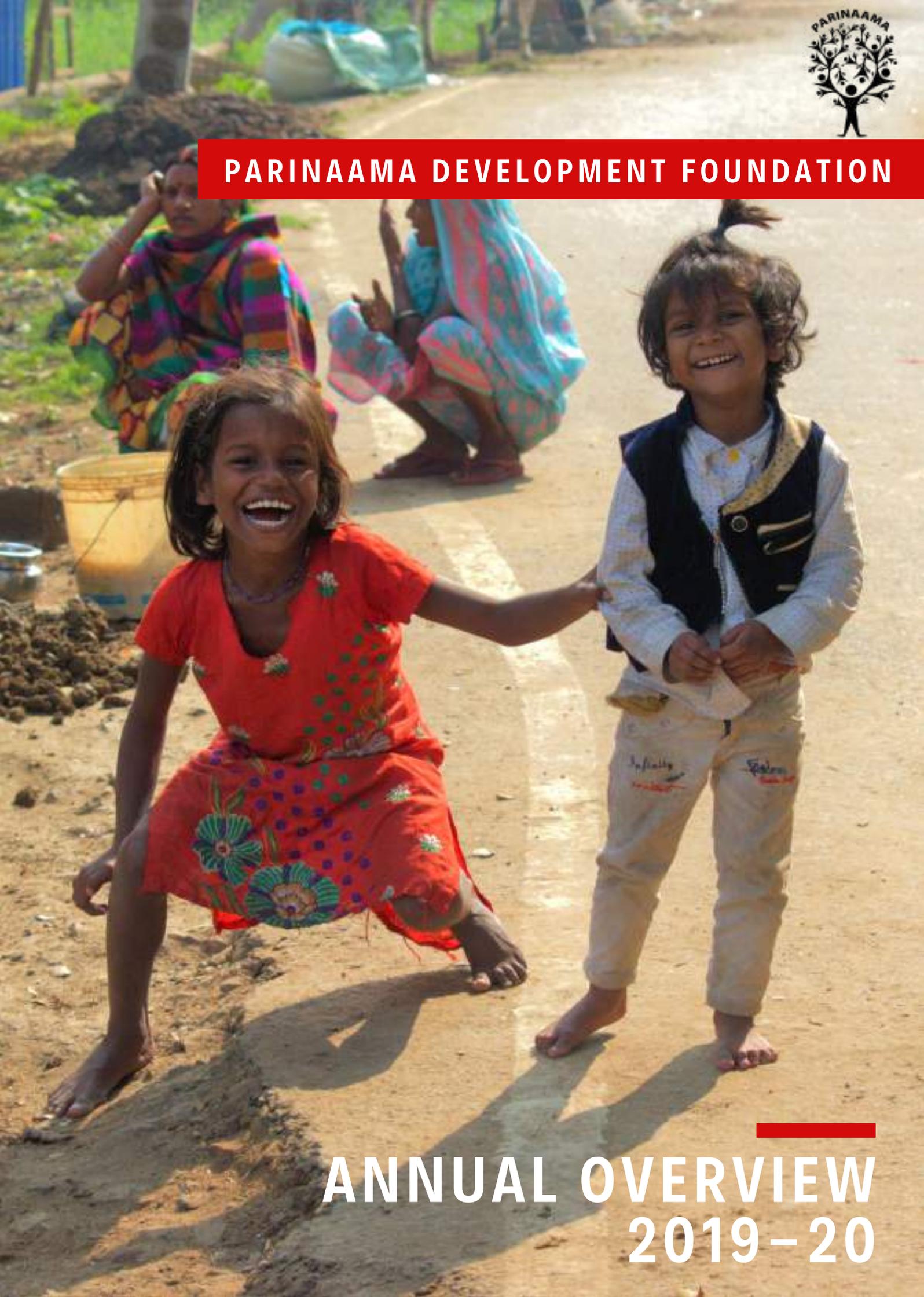




PARINAAMA DEVELOPMENT FOUNDATION



**ANNUAL OVERVIEW
2019-20**



ABOUT US

Parinaama, in Sanskrit, means *transformation* in a literal and spiritual sense, not only of the mind, but also of the body, elements and senses. Established in 2012, our organization, engages with communities in learning and sharing processes, including the inner transformation that is required to initiate change. Several active years of experience in the research domain have provided us crucial insights into the barriers and constraints faced by the poor. The problems identified are multi-layered and all-pervasive. We find that solutions relevant to communities and drivers of sustainable development are lacking.

What emerged through the extensive interactions in the poorest regions is significant in that (i) people want tangible inputs (ii) programs have to be action-oriented and results-oriented and feed into the communities' needs from time to time. A continuum of action is called for in order to sustain the results and accomplishments. Parinaama realizes the need to collaborate, learn, and build communities, through catalytic and strategic interventions. We aim to tackle the underlying causes of poverty and ill-health by creating tangible models for adaptation. Hence, the three pillars of our vision are:



**SOCIALLY
INCLUSIVE**

ENGAGE



**GENDER
EQUITABLE**

ENABLE



**SELF
SUSTENANCE**

EMPOWER

PARINAAMA IN ACTION

KEY FEATURES OF OUR PROGRAMS

SOCIAL MOBILIZATION: Creating aspirations through dialogue in communities

TRAINING: Enabling the community to develop the required set of skills to earn a stable income; includes creating own manuals and designing workshops to benefit all

PRODUCTION: Assisting in scaling and providing market linkages

AWARENESS: Educating on financial literacy and social development through micro-enterprise development programs

STAKEHOLDER MEETINGS: To build bridges with stakeholders at all levels and ensure a flow of information for the sustainability of the programs

COMMUNICATION & DOCUMENTATION: Creating audios, videos, pamphlets, case studies, interviews, social media posts and reports to document the stories from the field

RESEARCH: Impact Assessment, Outcome Analysis and Impact Stories

INCUBATION: Setting up of social businesses as SMEs and assisting in costing, planning and legal paperwork

KEY STAKEHOLDERS

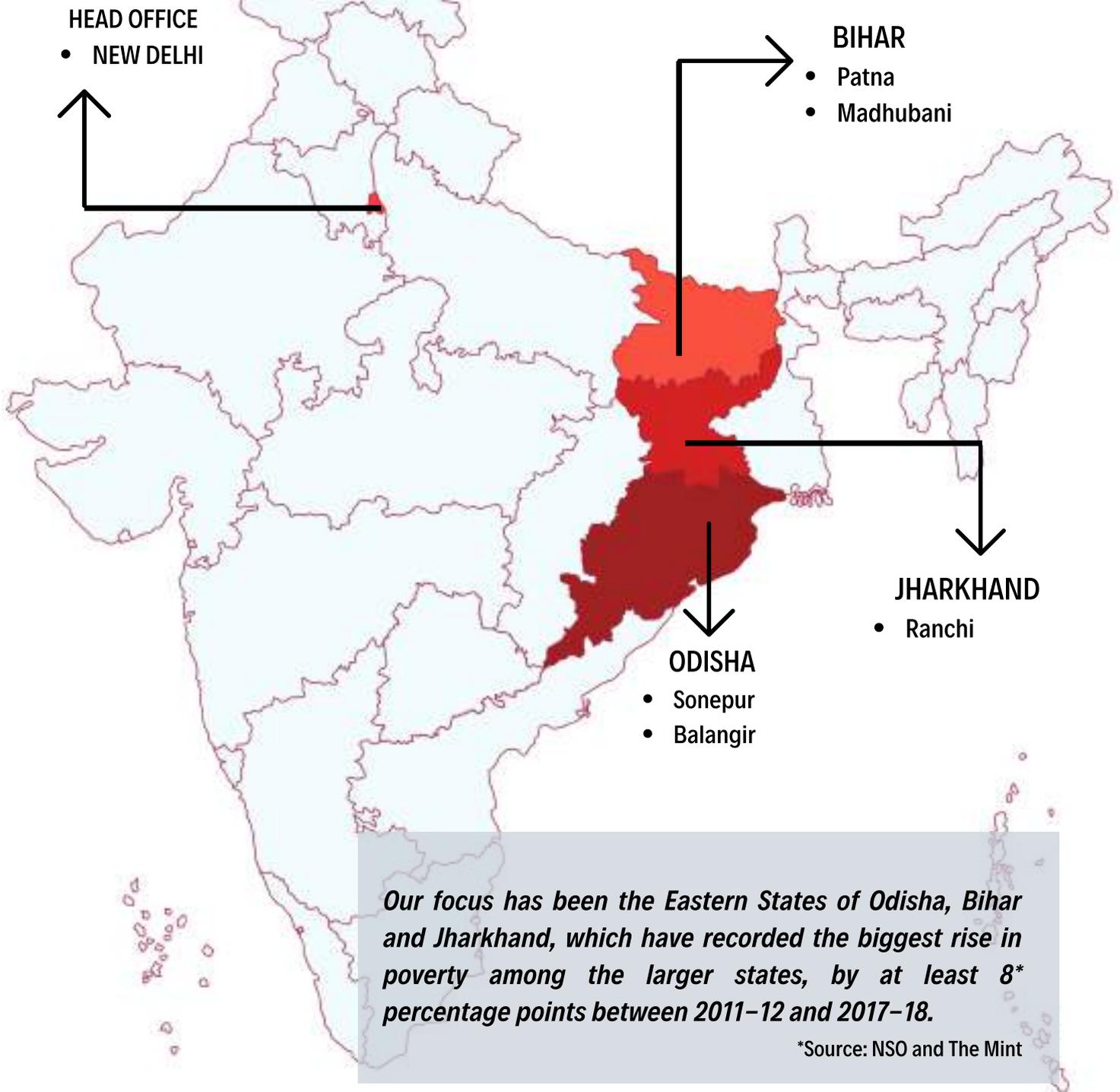
Government (National, State, District, Block, Village, Front line Workers), SHGs, Private Donors, Other NGOs, Our Team, Beneficiaries, Buyers, Traders, Company Partners, Board

A photograph of two women, Sukarmani Kharkusha and Bigni Devi, smiling in a rural setting. Sukarmani is on the left, wearing a purple shawl over a patterned top. Bigni is on the right, wearing a black shawl. They are standing outdoors with trees and a building in the background.

Entrepreneurs Sukarmani Kharkusha (below) and Bigni Devi (left), pictured in village Palandu in Ranchi, India. They were trained in Mushroom Farming as a part of Parinaama's skill building program in 2019 and successfully run their own business now, earning INR 15,000 per month.*

FOCUS STATES

WHERE WE WORK & WHY



PROFILE OF OUR BENEFICIARIES

90%

of our beneficiaries fall under the Below Poverty Line Index and 90% of this category belong to the marginalised communities

100%

of our training projects are for women and run by women, a majority of them belonging to the age group of 18-35 years

3/4th

of the projects are focused on developing capacities and building skills, addressing both health and livelihoods



WORK IN PROGRESS

OUR PROGRAMS

MUSHROOM FARMING

The project established two mushroom units as important sustainable livelihoods alternatives to reduce poverty and malnutrition in the Eastern states of Bihar (Madhubani) and Jharkhand (Ranchi), including mobilization of the beneficiaries in over 60 villages in the two districts. About 20% of them started earning income through our interventions. This has created a livelihoods platform for tribal women in their hamlet in Jharkhand, led by the women themselves.

GARMENT ENTERPRISES

Two micro-enterprises in Odisha have been established in partnership with a range of stakeholders. The training of women is not only limited to

tailoring but also establishing household units and self-help groups. We have been successful in training over 2000 women as of now. We also created Aakriti, a producer group for all trainees.

SOAP MANUFACTURING

What started as a part of sanitation campaigns, to encourage hygiene and wellness in the villages, has now become a full time production facility in Patna. The facility is handled by our women, trained in the production of low-cost soaps, to create accessibility and affordability. We are also involved in production of organic hand-made soaps for sustainability of the unit.

MITHILA ART

Several batches of women have participated in training workshops

in Mithila Art conducted in Madhubani, Bihar to support underprivileged artists and working towards revival of the local art form. Currently a team of 50 women are a part of this project and additional cohorts are expected to be trained by the end of the year.

SANITARY-NAPKIN PRODUCTION

A unit in Athmalgola, Patna has been set up for production of low-cost, plastic-free sanitary napkins to create accessibility for low-income households, thereby reducing morbidity due to unhygienic practices. We are also conducting programs on Menstrual Health Management, educating adolescent girls in government schools and partnering with other SHGs, Mothers Groups and local NGOs for monthly orders.

- Social mobilization and empowerment
- Communications for behavior change
- Sustainable nanoenterprises for long-term income generation

IMPACT IN ACTION

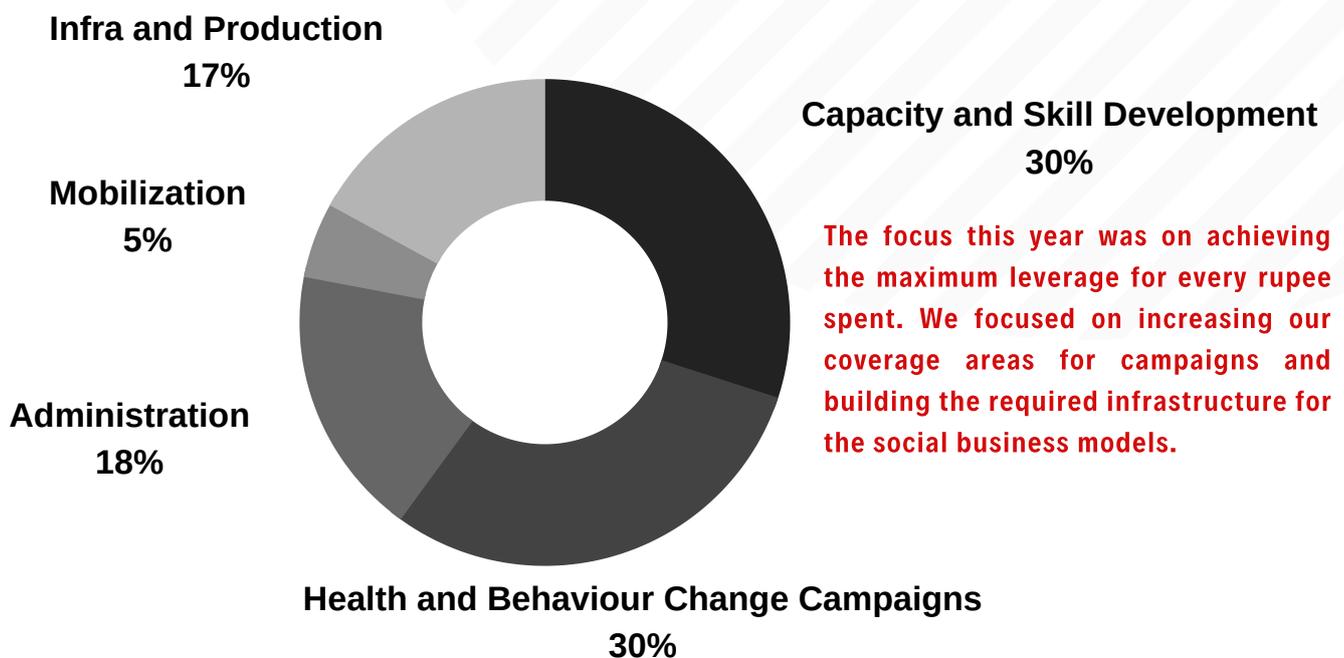
20000 **population** covered across the Athmalgola block, by campaigns on handwashing, menstrual hygiene and environmental sanitation, through distribution of leaflets, stickers, community meetings and door to door visits.

2100 **women** impacted by training across all programs; a few have been retained in the organisation itself as trainers. The aim is to be able to create fully functional centres so as to train and employ the same cohort.

6+6 **baths+toilets Community Sanitary Complex** under construction in village Marchi, Patna, Bihar to tackle the issue of open defecation. It targets over 500 households without access to toilets and 5000 people covered in Behaviour Change campaigns.

3 New social business initiatives: **Soap Making, Low-cost Sanitary Napkins Making** set up, following the mother/child health campaigns of **2018-19**. Aim to create access for the poor, thereby reducing the burden of disease. **Mithila Art** is a stand initiative, developed upon request from the community.

FUNDS UTILISATION 2019-20



Pictured: Munni, Meena and Priya, our trainers at the Mushroom - Farming Center in Ranchi, Jharkhand

FACILITATION

OF CURRENT PROJECTS

Our social business incubators have been set up with a solid foundation of technical partners and the required documentation and licensing. We also participated in trade fairs and exhibitions for exposure and market linkages for the manufactured products.

Technical Expertise Partners: for training in Sanitation products

- Vyomini Enterprises / National Small Industries Corporation (NSIC)- Sanitary Napkins Manufacturing and MHM
- Craft and Social Development Organisation (CSDO)- Soap Manufacturing
- Nutan Arts and Crafts- Mithila Art

Empanelment

- Ministry of Small, Medium and Micro enterprises (MSME)
- TRIFED

Licensing

- Good Manufacturing Practice (GMP) System Certification (No. 20160819627R)

Participation and Representation: for exposure of our social business incubators

- India Impact Forum 2020, Mumbai, Maharashtra
- Teesta Rangat Utsav 2019, Ministry of Micro, Small and Medium Enterprises (MSME), Gangtok, Sikkim
- Swavalamban Mela 2020 by Small Industries Development Bank of India (SIDBI), Delhi
- Subarna Utsav 2019, Sonapur, Odisha
- Balangir Lok Utsav 2019, Odisha



SPECIAL FOCUS 2020: WASH

WATER, SANITATION & HYGIENE

India is grappling with many issues, with one of the biggest challenges remaining the issue of access to hygienic sanitation facilities. Goal 6.2 of the *Sustainable Development Goals* stipulates that by 2030, all countries including India should “achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.”

With the onset of global health crises at the beginning of this millennium, we, at Parinaama, find a need to push towards better sanitation practices, now more than ever before. The communication campaigns in 2018, for reducing child mortality in Bihar across 40 villages, led us to recognize the need for community toilet complex in Marchi, Patna Sadar. The complex provides access to toilets, bath spaces and washing areas for men and women separately with a 24 hour water supply. We are now focused on a multi-level behaviour change campaign, so as to ensure the usability of the complex and create a ripple effect of information sharing about good hygienic practices.

Strategy

We are using a multi-channel communications approach in order to address WASH

- Household visits and survey
- Door to door campaigns
- Street theater and short films
- WASH workshops for local schools
- Community meetings with mothers, youth and self help groups through interpersonal communications
- Special Advocacy Sessions with key representatives in the Panchayat with village heads

Outcomes of the Project

- A learning community that understands the essentials of sanitation that uses and maintains the integrated community toilet complex
- Reduced burden of disease and out-of-pocket expenses among the underprivileged with holistic development
- A model village that would also serve as a research base to analyse the effects of improved sanitation and hygiene practices



Pictured: The community toilet under construction in Marchi, Patna, Bihar which will be used by over 500 households, who have no access to toilets as of now.

OUR SUPPORTERS

DONORS AND PARTNERS

- Rythm Foundation, Malaysia
- Orissa Rural Marketing Society
- District Rural Development Agencies
- PHD Chamber of Commerce
- SBI Rural Self Training Institute
- Ministry of Small, Medium and Micro Enterprises
- ETHOS, Denmark
- NABARD
- Shri Chaitanya Institute of Vaishnavic Culture
- Other Individual Donors

With your support we have been able to touch base thousands of women, who have broken the traditional barriers and become financially sustainable. We have undertaken skill building projects and built capacities in WASH, in the most backward regions of the country. We need you to continue to impact more lives and your contribution will go a long way in improving the lives of the underprivileged.

WHAT WE SEEK

SUPPORT AND DONATE



Volunteer

Parinaama welcomes interns and volunteers, who'd like to contribute to a good cause while learning about social enterprises in India. We solicit expertise in setting up start-up clusters for micro and small enterprises, mobilization of needy SHGs, innovative ideas for the marketing of products, social media reach-out, and sharing skills in entrepreneurship development



Partner

We solicit partnerships from corporate companies, non-profits, and other institutions for assisting Parinaama as a platform for start-up incubation of projects or for community engagement projects. We have a vast outreach with youth in rural communities for a spectrum of health, education, and livelihoods options and can serve as a facilitation point.



Give Back to the Community

We also encourage those who want to give back in more tangible ways to contribute. This donation would go towards the setting up of learning centers, skill development programs, microenterprise clusters, and micro-health facilities, on your behalf and in your locations, that will help you to realize your dreams of doing your bit for the society.

We are also open to new ideas and projects that may benefit different individuals, especially for women and children. Please reach out to us at info@parinaama.org



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All donations are eligible for tax benefit under Section 80 G of IT Act, 1961, vide order no. NQ.CIT (E) I 2015-16/DEL/PE 26183-10072015/6563 Dated 10th July 2015 valid from 2015 onward



ENGAGE.ENABLE.EMPOWER

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Patna 800020

Village Budhra, Athmalgola,
Patna 803212

Village Ranti, Rajnagar Block,
Madhubani 847211

Satellite Unit: Village Kharrakh,
near Bhagvati Dwar, Jhanjharpur,
Madhubani 847211

JHARKHAND

Village Bargawan, Pathra Toli, Namkum Block,
Ranchi 834009

ODISHA

SHG Building – Raximunda, Puintala block,
Balangir 767002

ORMAS CFC Building, opp. Sureswari temple,
Sonapur 767017

Saha Guest House Building, near Mangal Bazaar,
Sonapur 767017

Satellite Unit: Kalighana, Puintala block,
Balangir 767002