



YEARS

PARINAAMA DEVELOPMENT FOUNDATION

ANNUAL OVERVIEW 2022



Message from the Director



Dear Friends, Colleagues, and Supporters,

Parinaama completes its 10th year of programs in September 2022. It is indeed an amazing journey beginning with one individual and touching the lives of more than 500,000 people. We owe our presence, onwards and upwards, to all of our staff, participants of the program, and the communities. Parinaama works in the country's poorest regions and has witnessed the horrible scourge of Covid-19 for the last two years and its devastating impact on the people living on the margins.

Parinaama vows to continue its association with the needy and the poor, which is now more urgent than ever before. In 2021, we worked with our grassroots volunteers and foot soldiers to reach out to 100,000 people supplying dry rations, medicines, and healthcare products, such as soaps and pads. Across the Eastern states and Telangana, Parinaama had the good fortune to engage with our participants to enhance the knowledge base, create skills among those lacking and enable people to escape poverty.

Parinaama continues to be supported by the district administration, political representatives at the district, block, and village levels, and local NGOs in Bihar, Jharkhand, and Odisha. Through these efforts, Parinaama leverages building support and social capital, thereby energizing the cadres for efficient implementation of the programs.

We appreciate and value every support and express our deepest gratitude to all our donors within India and abroad and our esteemed board members' continued support and commitment.

Thank you,

A handwritten signature in white ink, appearing to read 'Madhavi Panda'.

Dr. Madhavi Panda
Founder and Director

WHO WE ARE

Parinaama's mission is to assist marginalized communities in India through grassroots development initiatives for an improved standard of living. This is envisaged to be accomplished through providing opportunities for economic engagement and empowerment. Through this approach, Parinaama has forged partnerships with the communities, assisting large clusters of underserved populations in the remotest areas to step out of poverty.

Parinaama works with the neediest and poorest segments of the population. About 99 percent of our participants are women, living in hard-to-reach remote, rural areas. The participants of our programs also cross several hurdles, vulnerabilities, and vicissitudes of life to reach us. There is a multitude of issues that concern them, like domestic violence, caste and class discrimination, and unstable incomes. Others live stigmatized lives, struggling to meet ends, such as transgender, tribals, and Dalits.

We have generated good collaborations and partnerships with our communities by employing the volunteers and staff from the underserved communities to carry out the programs. We work on gender and social inclusion by creating ownership of the programs through the community.

OUR VALUES

Transparency
Respect for all
Teamwork
Commitment



WHAT WE DO

Parinaama has co-created microenterprises with the community, thereby setting up an enabling environment for marginalized grassroots women and youth.

Parinaama supports holistic development in all of its sites, including economic inclusion and nutrition, health, education, vocational training, and farming. As we know, a vicious cycle of poverty, ill-health, and lack of skills and education drag the poor further away from the job market. Parinaama also works to strengthen the livelihoods of smallholder farmers. We support them in learning climate-resilient and environmentally friendly cultivation techniques in agriculture.

There are numerous reciprocal links between economic well-being and health. On the one hand, good health is necessary for leading a healthy and productive life and contributing to the family's well-being. On the other hand, adequate income allows access to nutritious food and services, health and education.



OUR FOCUS

1

CAPACITY BUILDING

Access to decent work owing to skill-building and leadership workshops

Enabling Environment for women / other marginalised groups who may benefit equitably from project training and technology transfer

Knowledge Management on microenterprise development aiding small businesses; ease in understanding/use of banking and business services effectively

2

ECONOMIC UPLIFTMENT AT THE GRASSROOTS

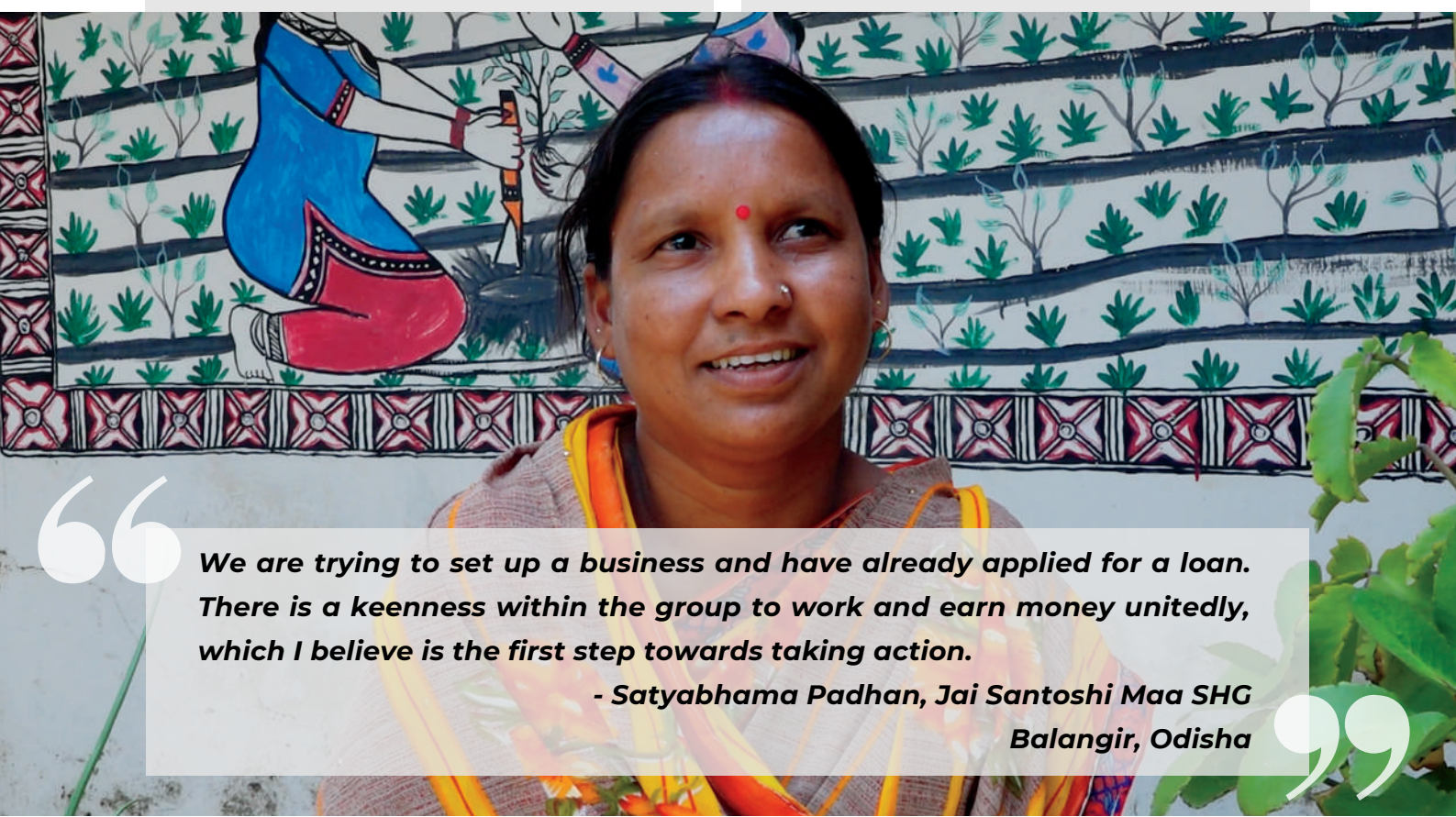
Increased Productivity by women and other marginalised groups

Increased Ownership of productive resources and assets

Improved Knowledge and security of land tenure/ usage rights and entitlements

Improved Access to paid employment (formal/informal) due to certifications and public acknowledgement of the skill-building courses for girls/ women/ marginalized groups

Creation of sustainable models of income generation



We are trying to set up a business and have already applied for a loan. There is a keenness within the group to work and earn money unitedly, which I believe is the first step towards taking action.

*- Satyabhama Padhan, Jai Santoshi Maa SHG
Balangir, Odisha*

3

INNOVATIVE APPROACHES TO ACHIEVE MORE EQUITABLE RESOURCES

Gender transformative innovations wherein women's groups have improved labour/eco/social situations

Strengthened capacity of rural development agencies at the local level to ensure women/marginalised benefit equitably

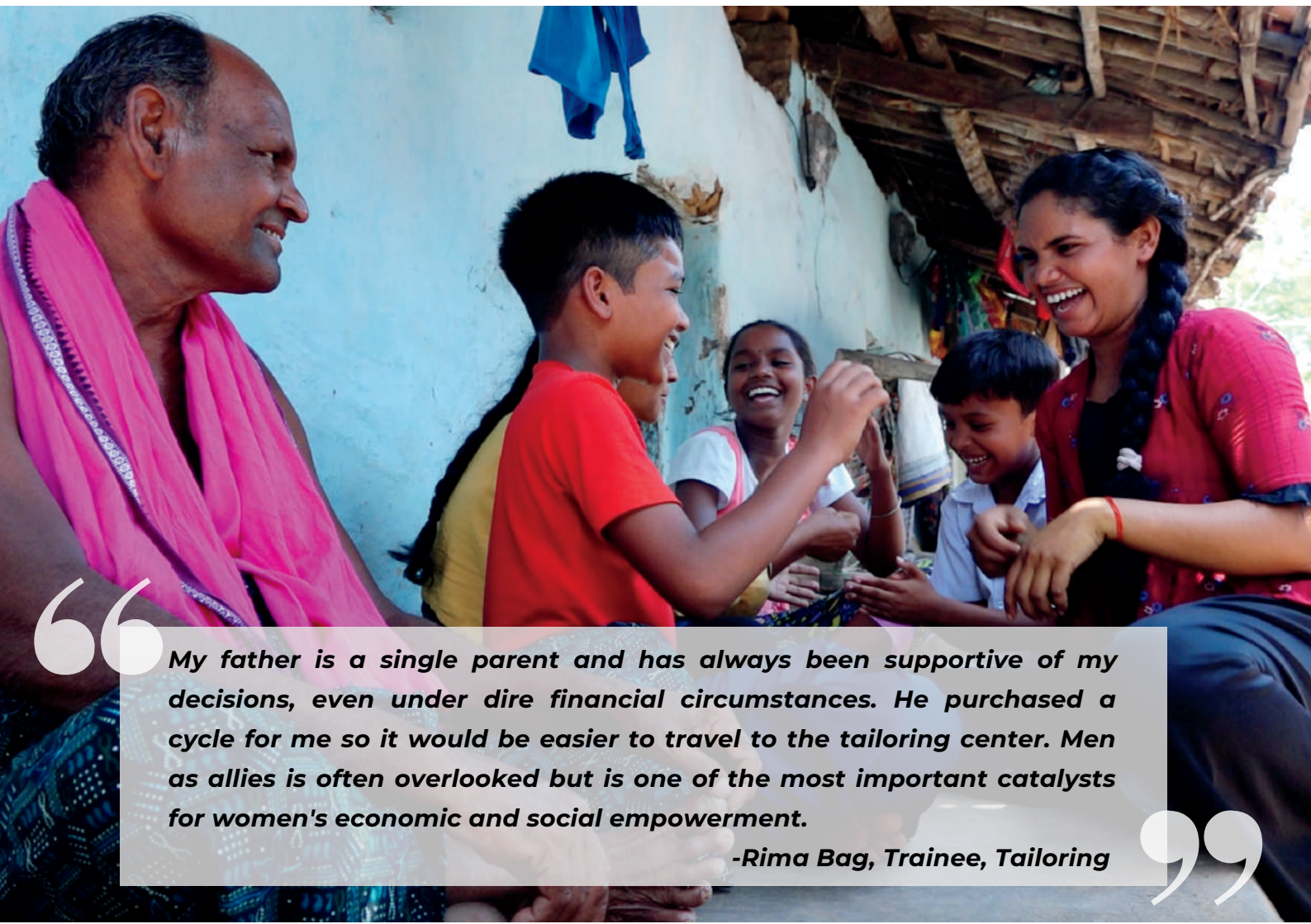
Improvement of the target groups' views, perceptions and beliefs regarding their business capabilities

4

REPRESENTATION

Target groups include Dalits, Tribals, Disabled, and families below poverty line

Emphasis has also been given to women and youth



My father is a single parent and has always been supportive of my decisions, even under dire financial circumstances. He purchased a cycle for me so it would be easier to travel to the tailoring center. Men as allies is often overlooked but is one of the most important catalysts for women's economic and social empowerment.

-Rima Bag, Trainee, Tailoring



Highlights 2021-22

Milestone ONE

NUTRITION-SENSITIVE AGRICULTURE

With rigorous training and knowledge dissemination through our mushroom farming, vegetable gardens, and medicinal plants projects, it has been established that **less than 5 percent of the project households experienced extreme hunger over the past three years.**

9 to 30%

increase in food security among participants in extreme poverty in **Bihar**

1/3rd

of savings group loans were used to purchase food, enabling participants in **Jharkhand** to continue their livelihood activities and not sell assets during the pandemic

95.8%

participants in **Odisha** reported not missing a meal during the COVID-19 lockdown. They were able to eat and weren't forced to sell other assets to cover costs





Milestone TWO

FINANCIAL WELL-BEING AMONG THE SELF-HELP GROUPS

76.8% and 88.2%

reported increase in income and savings respectively from all womens economic collectives and participants of the micro-enterprise development programs

41%

participants with female-headed families or sole caregivers of people with disabilities.

46%

groups supported in diversifying their livelihoods to respond to COVID-19 restrictions or market changes. In Bihar, it is noted that participants in extreme poverty doubled their savings.

90%

participants were active in household decision-making upon finishing the program

75%

held a leadership role in their savings group post the workshops

3/4th

women participants reported they believed in their abilities to succeed

Milestone THREE

DECISION-MAKING AND LEADERSHIP





Milestone FOUR

PARTNERSHIPS WITH GRASSROOTS POLITICAL REPRESENTATIVES

1000+

interactions, building formal and informal coalitions between the political groups operating at the state, block and village grassroots levels. The strategy enables us to learn new approaches in grassroots advocacy and blend the contrasting styles of operations with the communities.

80-90%

percent of the women beneficiaries participated in the local council meetings. The initiatives have benefited from the support of the political representatives and helped the women in attaining economic potential. By the end of the program, 97% of participants in the region were engaging in local councils, with one of our staff member also becoming a political leader in the block.

50+

new *panchayat* (village council)-supported initiatives were established due to the successful program completion in target areas. The requests for new proposals for youth and women have been snowballing, leading to an enabling environment for economic enterprise. There is an increase in the utilization of panchayat funds for skill-building and employability of the youth in the regions at the local level.

Milestone FIVE

INVESTING IN THE FUTURE

1000+

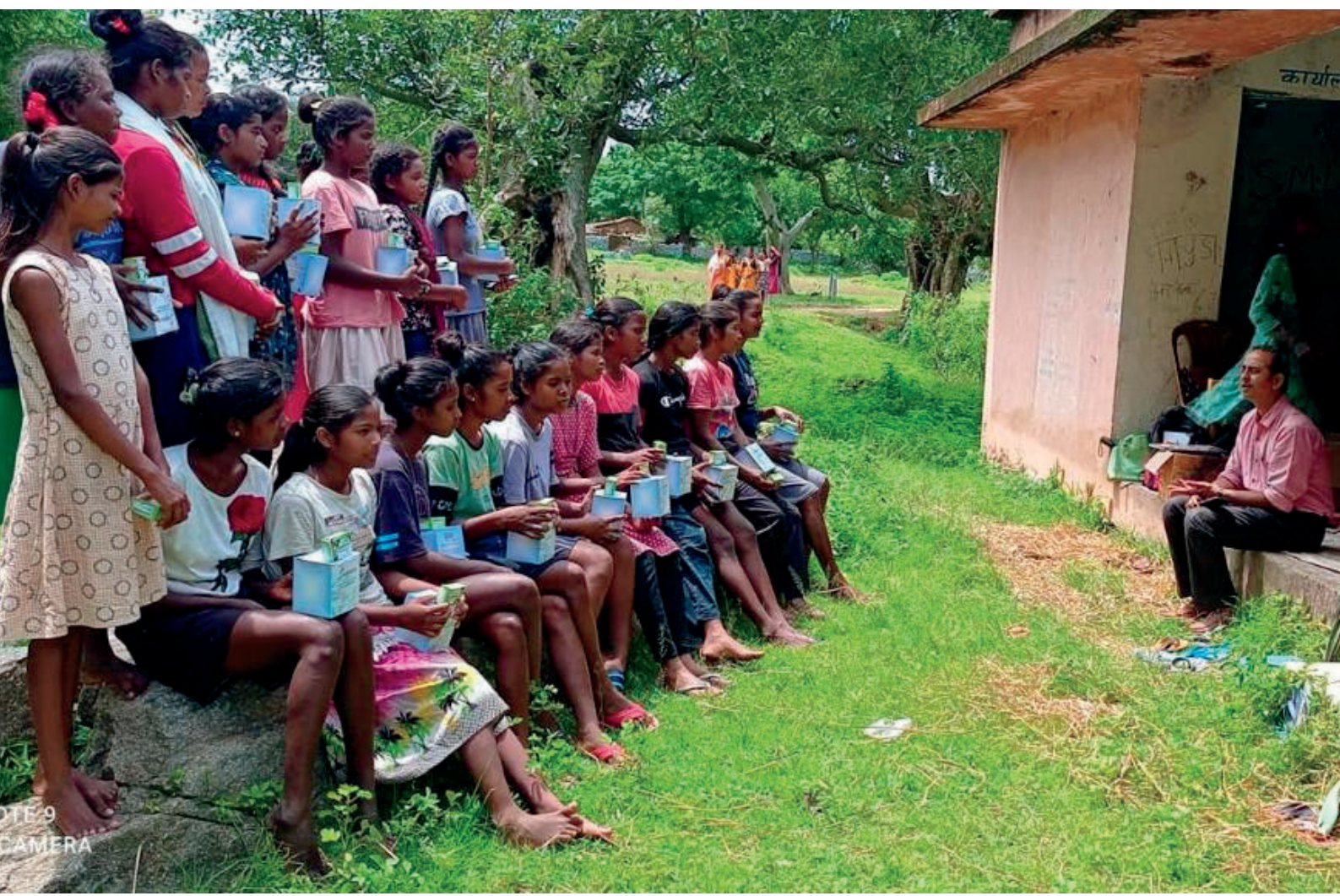
children and youth reached through foundational and numeracy literacy and computer literacy courses and workshops

47%

increase in participation in the training courses in 2021

4

new modules on Water, Hygiene and Sanitation apart from Menstrual Health Management introduced for local schools





Milestone SIX

COMMUNITY PARTICIPATION

5200+

women mobilized for skill-building and leadership workshops

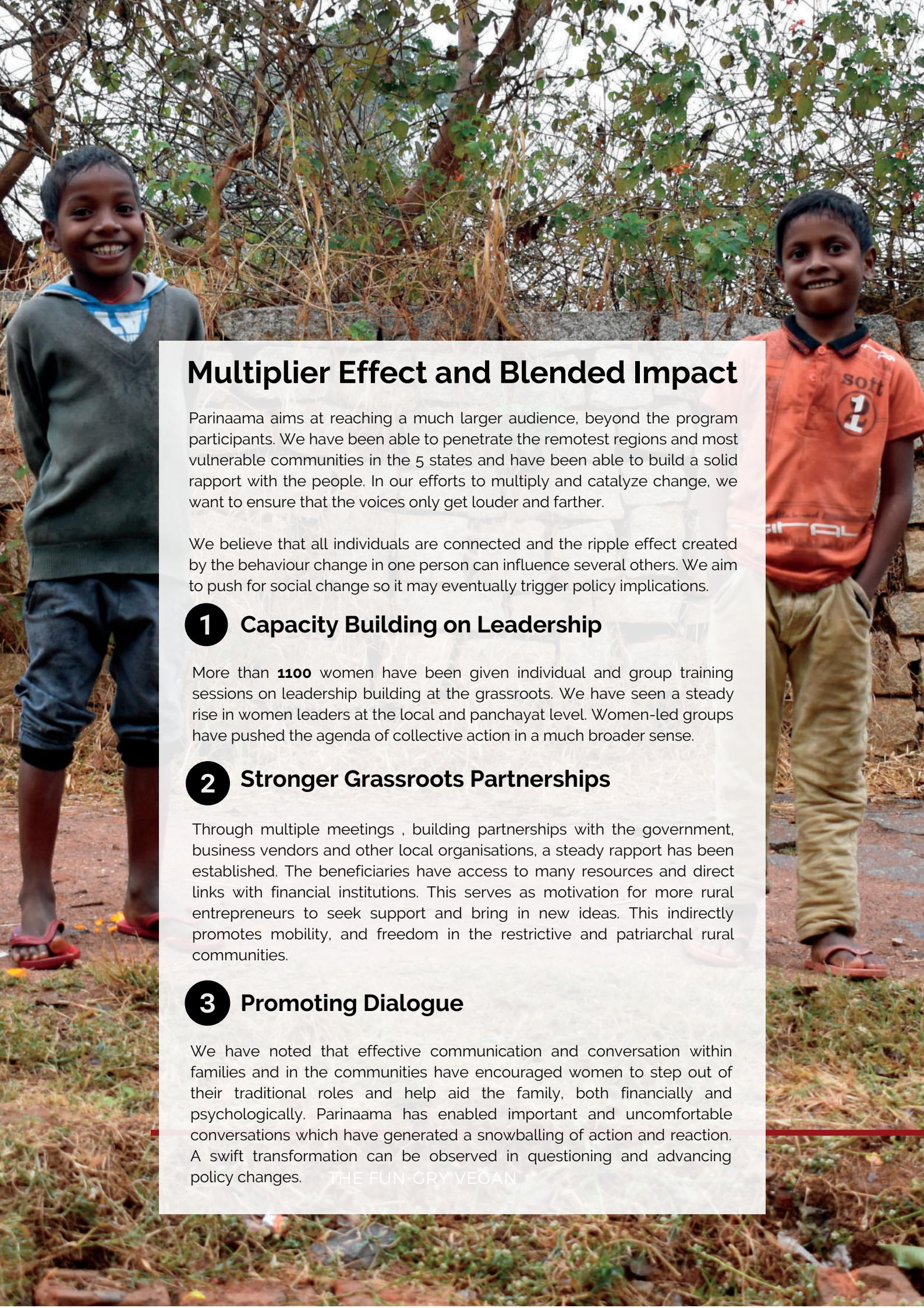
25%

increase in participation in community mobilisation meetings, vendor meetings and interaction with key opinion leaders

40+

Enabled Collectivisation of Producer Groups and Common Interest Groups across the range of products in three states





Multiplier Effect and Blended Impact

Parinaama aims at reaching a much larger audience, beyond the program participants. We have been able to penetrate the remotest regions and most vulnerable communities in the 5 states and have been able to build a solid rapport with the people. In our efforts to multiply and catalyze change, we want to ensure that the voices only get louder and farther.

We believe that all individuals are connected and the ripple effect created by the behaviour change in one person can influence several others. We aim to push for social change so it may eventually trigger policy implications.

1 Capacity Building on Leadership

More than **1100** women have been given individual and group training sessions on leadership building at the grassroots. We have seen a steady rise in women leaders at the local and panchayat level. Women-led groups have pushed the agenda of collective action in a much broader sense.

2 Stronger Grassroots Partnerships

Through multiple meetings, building partnerships with the government, business vendors and other local organisations, a steady rapport has been established. The beneficiaries have access to many resources and direct links with financial institutions. This serves as motivation for more rural entrepreneurs to seek support and bring in new ideas. This indirectly promotes mobility, and freedom in the restrictive and patriarchal rural communities.

3 Promoting Dialogue

We have noted that effective communication and conversation within families and in the communities have encouraged women to step out of their traditional roles and help aid the family, both financially and psychologically. Parinaama has enabled important and uncomfortable conversations which have generated a snowballing of action and reaction. A swift transformation can be observed in questioning and advancing policy changes.

THE FUN-CRY VEGAN

PARINAAMA DEVELOPMENT

MUSHROOM CULTURE TRAINING & PRODUCTION

VILLAGE PALANDU, NAMKUNDA
RANCHI, JHARKHAND

For more information, contact: www.parinaama.org



**Our journey
from here**

Parinaama aims to deepen the presence and work along the 7 SDGs

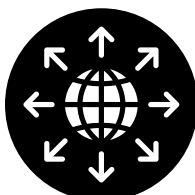


Our work aligns with the seven Sustainable Development Goals including No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation and Reduced Inequalities.



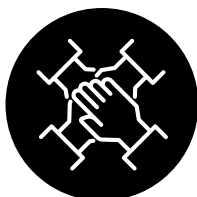
1 REPLICATION AND SCALE UP

of the existing economic clusters. More groups will be collectivised and trained through new initiatives



2 GEOGRAPHICAL EXPANSION

of the project areas and tapping into new geographies such as West Bengal, Chattisgarh, Sikkim and Assam



3 REFOCUS ON YOUTH

as an effort to secure future generations. The focus will be on providing skills to ensure employability



4 NEW INITIATIVES

with emphasis on early literacy, youth programs and large-scale awareness campaigns on nutrition, cleanliness and climate change issues



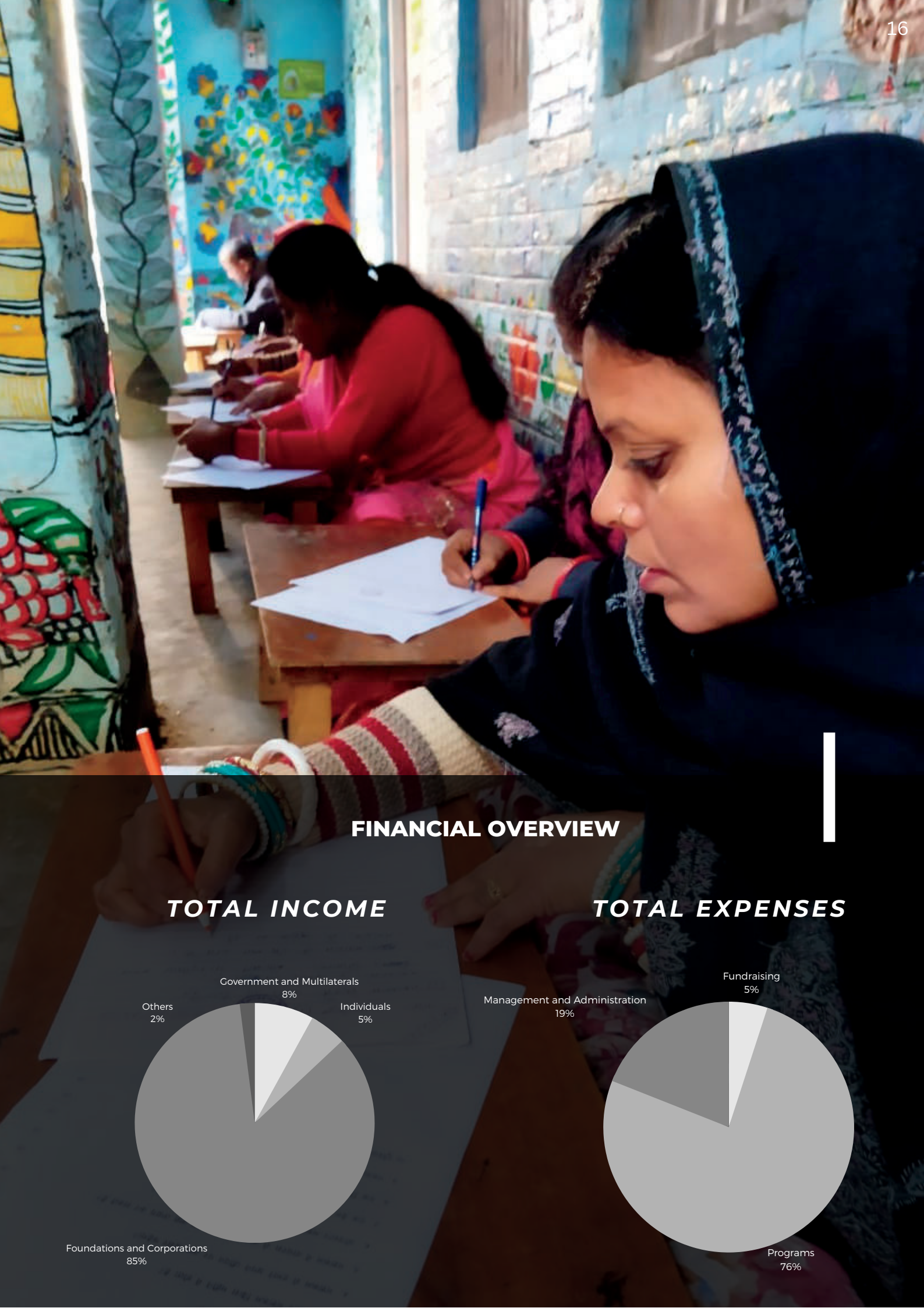
5 ESTABLISHING SAFE SPACES

for dialogue exchange and community development. Parinaama will focus on setting up resource centers which is a public safe space to share ideas and learn new skills



6 UTILIZATION OF EXISTING ASSETS

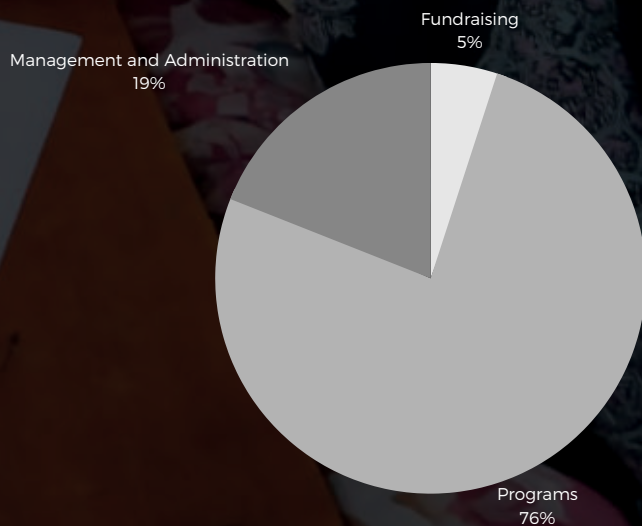
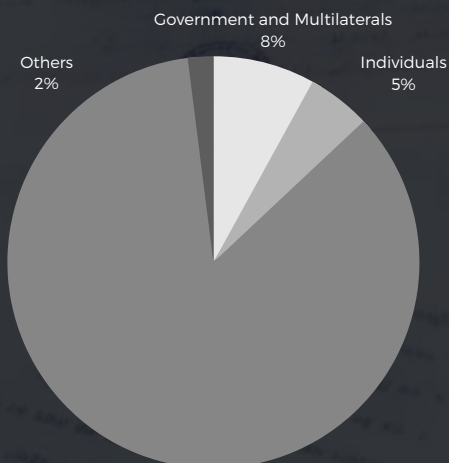
such as land, building and social capital amassed over the last 10 years. Rigorous work and effort has been put into existing project areas which will be built on for newer initiatives.



FINANCIAL OVERVIEW

TOTAL INCOME

TOTAL EXPENSES



Foundations and Corporations
85%

Programs
76%



We thank you for your continued support in our efforts to contribute to the communities.

Contact

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