



PARINAAMA DEVELOPMENT FOUNDATION

Annual Report 2022-23

OUR MISSION

TO ENGAGE

We believe in actively involving the communities we serve in the development and decision-making processes. We create a platform for open dialogue to understand their unique needs, challenges, and aspirations.

TO ENABLE

We aim to provide the necessary tools, resources, ecosystems and support to help individuals and communities develop the skills and capabilities needed to improve their quality of life.

TO EMPOWER

The ultimate goal is to create a sustainable and self-reliant environment where women, youth, and children have the power and agency to shape their own futures.



WHO WE ARE

Parinaama is a non-profit organisation dedicated to sustainable socio-economic development. We reach out to the remotest communities to enrich their lives, offering choices, opportunities and possibilities, helping them realize their potential. Our mission is to improve the standard of living of marginalized communities in India through grassroots development initiatives.

OUR PARTICIPANTS

We work with economically backward, vulnerable and marginalized women and children in hard-to-reach areas. More than **80% of our participants are women** who identify as Tribal, Dalit and other Backward Castes.

*A gender equitable, sustainable
and socially inclusive world*

DEAR FRIENDS,

As we mark the remarkable milestone of 11 years of Parinaama Development Foundation, we reflect on a journey filled with passion, perseverance, and profound impact. Our organization has evolved from humble beginnings into a force for positive change, touching the lives of countless individuals and communities across India.

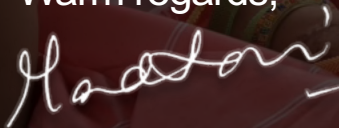
This year, we've once again witnessed firsthand the transformative power of collective action. Each endeavour has been guided by a shared commitment to making a tangible difference in the lives of those most in need. Through education, healthcare, and community empowerment, we've sown the seeds of hope and progress, nurturing them into vibrant manifestations of change.

As we enter a new year, we do so with renewed purpose and determination. Armed with the lessons of the past and fueled by the promise of the future, we remain steadfast in our mission to create a more just, equitable, and sustainable society for all.

To our supporters, volunteers, partners, and beneficiaries—thank you for being integral to our story. We will continue to write the next chapters of our shared success together.

Here's to 11 years of making a difference—and to many more ahead.

Warm regards,



Dr. Madhavi Panda
Founder and Honorary Director

HOW WE WORK

At Parinaama,

We are committed to comprehensive engagement on the ground, extensive program implementation, and managing every stage of the project with a hands-on approach. With a strong emphasis on locally- rooted knowledge, we demonstrate a profound understanding of the communities and regions in which we operate.

The vast, intensive, localized insights are crucial for developing culturally, socially, and economically relevant programs to the specific needs of the communities. Our USP lies in the broad spectrum of capabilities, including research, training and action interventions, across various sectors such as healthcare, education, livelihoods, and social development.

How we create impact:

Community Engagement

We understand the specific needs and challenges of the communities targeted for development initiatives through an exhaustive needs assessment involving community members, local leaders, and stakeholders.

Program Design & Implementation

We utilize the insights gathered during the needs assessment to design targeted and culturally sensitive programs. The implementation is done in a phased approach, starting with pilot projects involving the community at every level.

Adaptation and Acceleration

We embrace a culture of continuous learning, monitoring and adaptation, using evaluation results to refine strategies, scale successful initiatives, and address emerging challenges.





During my childhood, we did not get the right opportunities. I have been working in a tea garden for as long as I can remember.

It is easy to talk about problems around the world, but for us, it begins and ends with money for survival. The produce that we collect at the tea garden is erratic. If I don't earn enough, how will I feed my children, let alone educate them?

I'm hopeful that the opportunities given to our children will change their reality for the better.

*-Krishna Murmu Soren
Raipur Tea Garden, Jalpaiguri, West Bengal*



OUR IMPACT THIS YEAR

By empowering individuals and communities, we are addressing immediate needs and laying the groundwork for long-term prosperity. Our commitment to grassroots action ensures that every rupee invested yields meaningful results, whether it's in terms of improved literacy rates, better health outcomes, or a cleaner environment.

Together, we've built a legacy of hope and progress, and as we look to the future, our resolve to make a difference only grows stronger. With your continued support, we'll expand our reach and deepen our impact, touching even more lives and building a brighter tomorrow for all.

REACHED

75000

Lives through our programs

CONDUCTED

3000+

Community Meetings for information dissemination

EDUCATED

11000+

Women on WASH & Reproductive, Maternal and Child Health

SUPPORTED

25

SHGs through Capacity Building Workshops and Seed Funding



WATER, HYGIENE AND SANITATION

Ranchi, Jharkhand

11500+

Direct participants of the programs in 5 blocks including Namkum, Ara, Bundu, Khunti and Angara in Jharkhand

53%

Increase reported in awareness in knowledge, attitude and practices within the community. **40% participants** reported that they are practicing proper handwash and hygiene practices after attending one community session signifying the critical need for interventions

Preliminary surveys in the blocks showed that 70% of the sanitary napkin users were practicing unhygienic and unsafe methods of sanitary napkin disposal, and only 25% of participants were aware of proper uses and disposal methods before our intervention.

Parinaama created a platform for breaking cultural taboos and discriminatory social norms by conducting sessions and discourse in the community with women and girls. The goal was to end the stigma surrounding menstruation, raise awareness about the challenges of access to menstrual products, and educate the participants on healthy menstruation practices. We also advocated for period-friendly sanitation facilities in local schools, including proper disposal mechanisms and facilities.

650

Community sessions on handwashing, personal hygiene, menstrual health

30+

Mid-media campaigns on handwashing and environmental sanitation done as a part of the IEC in the catchment areas of the program



LIVELIHOOD GENERATION

Mushroom Production

47 Participants, including SHG women, 6 Primitive Tribal Women (Primitive Vulnerable Tribal Group- Birhore community), and adolescent girls, were enrolled in the Oyster Mushroom Production training program to enhance rural livelihood.

70% Profit (minimum) reported by 31% of the cohort in the first round of Mushroom production and are willing to invest in the business as an alternative source of income.

Soaps and Sanitary Napkin Production

22 Women leaders supported through with financial and production assistance in soap and sanitary-napkin manufacturing-

- JAI GURUDEV MAHILA SAMITI, Ranchi, Jharkhand
- DHANLAXMI MAHILA SAMOOH, Ranchi, Jharkhand

Tailoring Enterprise

32 Women leaders supported through with financial and production assistance to run tailoring enterprises-

- AMBA MANJAR MAHILA SAMOOH, Ranchi, Jharkhand
- JUHI MAHILA SAMITI, Ranchi, Jharkhand
- JAI SANTOSHI MAA, Balangir, Odisha



Bina Devi

Master Trainer (Soap Making),
Jai Gurudev Mahila Samiti, Ranchi

I was a participant in the Sanitary Napkin Production Workshop in 2021.

Since then, I have been associated with Parinaama as a Community Health Volunteer for the Hygiene and Menstrual Health Awareness program.

Through the course of the program, we got an opportunity to educate adolescent girls and women in various schools and in the community, while earning an income for ourselves at the same time.

I am now running a sanitary-napkin unit with infrastructure support from Parinaama. I hope I will be able to contribute to my village in a more impactful way.

-Poonam Ojha
Community Health Volunteer
Ranchi, Jharkhand



RMNCHN+A

*Reproductive, Maternal, Newborn, Child Health,
and Nutrition + Adolescent Health*

Ranchi, Jharkhand

Nutrition support program: a unique program for promoting millet among school children.

Millets are a locally grown source of protein, dietary fibre, nutrients and phytochemicals, which, when consumed regularly, will ultimately lead to a reduction of malnutrition and anaemia.

Parinaama created awareness of the importance of millets and the nutritional values associated with millets and introduced millets-based recipes. We also encouraged farmers to increase the cultivation of superfoods as it is a low-investment, high-yielding, and climate-resilient crop.

140 School Children participated in the Pilot workshop.

43

Sahiyas* from Namkum, Khunti, Bundu and Angara blocks participated in sensitization meetings on generating awareness and promoting behaviour change in issues related to Mother and Child Health and Nutrition. A special emphasis was made on the 1000 days window, dietary diversification, and complementary feeding.

450

women from **40 Self Help Groups enrolled** for intensive preventive health campaigns and participation in the Village Health, Sanitation and Nutrition Days and Gram Sabhas and Gram Panchayat Development Plan (GPDP).

**Sahiyas or ASHAs (Accredited Social Health Activist) in Jharkhand, are Community Health Volunteers who have been supporting delivery of health care services to the last mile.*





EDUCATION

FOUNDATIONAL LITERACY AND NUMERACY PROJECT

IN COLLABORATION WITH *DOOR STEP SCHOOL, PUNE*

Jalpaiguri District, West Bengal

Heavily inhabited by tribals and settlers from other states, the project targets the economically backward families that are dependent on the occupations in the tea gardens and survive on the forest produce and public distribution system for sustenance. The socioeconomic conditions provide a compelling reason to engage with out-of-school children and adults who are less literate and have limited opportunities for education.

The participants in the first year of the program will be between the ages of 5 and 18 years. Nearly **65%** of the cohort will consist of out-of-school children and **35%** consists of school-going students (part-time and irregular) as per preliminary surveys.

776



Participants will enroll in 29 batches spread out across 6 villages

9



Learning Centers will be established in Jalpaiguri Sub-division and Mal Sub-division

1400+



Parents in participation during counselling sessions on prioritizing education in inception phase



”

I have spent more than 30 years in the same village. I can confidently say that people have finally started prioritizing education.

I became a teacher as I had the support of my family and mentors. Now, I want to give back to my village and mentor all the young kids. I am excited to start teaching the classes for the Parinaama project!

-Alok Roy

Teacher (FLN Project)

Patkata Gram Panchayat, Jalpaiguri, West Bengal



GRASSROOTS LEADERSHIP

Parinaama is on a mission to identify SHGs across caste, faith, language, and orientation which will be trained in grassroots leadership and micro-entrepreneurship at the bottom of the pyramid.

The SHGs will be supported with educational resources, leadership workshops, self-awareness sessions, and one-on-one mentoring to facilitate the first experiential learning program within the rubric of microenterprise cluster formation of the economic collectives that are functional and have a ready mandate.

Micro-enterprise Development Program

25 SHG women-entrepreneur representatives participated in the “Rural Entrepreneurship and Business Development Program for Economic Collectives”. The training aimed to build the participants' capacities on entrepreneurial competencies, self-employment, and micro-enterprises. Additionally, the training was designed to develop business management skills for sustainable income through enterprise creation.

25% An offline training assessment reported an increase in awareness of basic business and leadership education after the training program.

**STRENGTHENED
CAPACITIES**

**ECONOMIC
DEVELOPMENT**

**STEADY
LEADERSHIP**

**NETWORK
BUILDING**

**SAFE
SPACES**

SUSTAINABLE FUTURES

Parinaama remains steadfast in its commitment to fostering resilient communities and promoting environmental stewardship across India. Through our array of grassroots initiatives, we aim to cultivate a future where socioeconomic development harmonizes with ecological integrity. By prioritizing sustainable practices in agriculture, water resource management, and renewable energy adoption, we endeavour to mitigate the impacts of climate change while enhancing livelihoods.

Moreover, our emphasis on education and capacity-building empowers individuals and communities to embrace sustainable lifestyles, ensuring that the principles of conservation and equity are integrated into the fabric of society for generations to come. Together, we forge a path towards a future where prosperity is synonymous with environmental responsibility, paving the way for a more equitable and resilient India. Our next steps:

- **Promoting Foundational Literacy**
- **Addressing climate-change associated health burden**
- **Enabling and creating ownership of economic collectives**
- **Revitalizing nutrition-sensitive agriculture**
- **Campaigning against drug and alcohol abuse among rural youth**
- **Initiating Rural Living and Learning program**



FINANCIALS

UTILIZATION OF FUNDS



SOURCE OF FUNDS

82% Institutional Grants

11% Individual Donors

7% Others

DISTRIBUTION

93% Project Expenses

6% Administration

1% Fundraising

ADVISORY BOARD

Dr. Jenny Ruducha

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Every Donation Matters.

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TO
SUPPORT**

