



**Parinaama
Foundation**

**STRATEGY
FY 2026 – 2031**



ABOUT PARINAAMA

Parinaama Foundation is working with children and youth on interventions in **Education, Health and Economic Empowerment** in West Bengal, Jharkhand, Odisha, Andhra Pradesh, Bihar & New Delhi.

GIVE with Confidence

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TYPE	Section-8 Company
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Accreditations and Memberships



*All international donations are valid under the Foreign Currency Regulation Act (FCRA), MHA, Government of India
All national donations are eligible for tax benefit as per the IT Act, 1961 under Section 80G and under Section 12A*

OUR MISSION

*Building the Future of Every Child –
From Early Learning to Lasting Change*

OUR VISION

*A world where every child, regardless of
circumstance, can learn, grow, and break
free from the cycle of generational poverty.*



THE FIRST DECADE

2012 – 2022

Maternal & Child Health	WASH & MHM	Nutrition	Microenterprise Dev.
Skill Dev. for Women	Farm & Non-farm Livelihoods	Digital Literacy	Foundational Literacy & Numeracy

We didn't start with classrooms.

We invested in women, families, and communities in health and economic empowerment.

We were building the ecosystem that makes lasting education possible.

1 MILLION

lives touched across a decade

Jharkhand	Bihar	Odisha
50+ Districts	500+ Villages	

2012

Parinaama Founded

1M lives touched

2022

Education Pivot

THE SHIFT

76.6%

of Class 3 children cannot read a Class 2 level text

ASER 2024

1.17M

children officially out of school in India

UDISE+ 2024-25

19.1%

adult illiteracy rate — trapping families in poverty cycles

PLFS 2023-24

35.8%

of rural youth (15–18) cannot do basic division

ASER 2024

THE DECISION TO PIVOT

The data was clear. The community trust was built. The time was right.

In 2022, we expanded into **Foundational Education**.

3,200+ Children

16 FLN Learning Centres

West Bengal · Foundational Literacy & Numeracy

500+ Students

Digital Literacy Centre

*Ranchi, Jharkhand
Computer Skills*

500+ Girls

Grassroots Leadership Centre

*Balangir, Odisha
Advocacy & Leadership*

2022

Education Pivot

2025

Expansion of Literacy Centers

Deep integration in West Bengal

OUR USP

01 13 years of community trust

We entered through Self Help Groups – not classrooms. By the time we started teaching, communities already knew us. That trust is our most valuable, and unreplicable, asset. *First movers in some of India's hardest-to-reach districts.*

03 The Sathi model

Our teachers are trained community members – familiar faces from the same villages. They speak the language, know the families, and are trusted. No outsider can replicate this.

02 Government-aligned, not parallel

We work within the NIPUN Bharat framework, within government schools, and with local administrations. We amplify the system – we don't build around it.

04 Proven FLN framework

Built from vernacular studies, tested in the field, aligned to NIPUN benchmarks. We measure learning outcomes – not just attendance. Accountability is baked in from day one.

OUR THEORY OF CHANGE



HOW WE MEASURE: FLN assessments at enrolment & completion · NIPUN benchmarks · Attendance & retention data · Sathi feedback · Annual review

THE INTEGRATED STRATEGY

NIPUN BHARAT- An Opportunity

NIPUN Bharat is India's national mission to ensure foundational literacy and numeracy for all children by Grade 3 – government-led, nationally scaled, but thin on the ground without NGO partners. Parinaama Foundation's FLN framework is built to NIPUN benchmarks, making us a direct delivery arm of this mission in the communities we serve.

PHASE 1 FY 2026–27

- 50+ community learning centres · Focus on Aspirational Blocks
- Urban pilot in Kolkata & Ranchi · 3,200+ children already enrolled
- West Bengal · Jharkhand · Odisha

PHASE 2 FY 2027–29

- Enter 2 new states · Rural Central India + Urban tier 2/3
- 50,000+ children reached · Scale Sathi training model
- Deepen government school partnerships across geographies

PHASE 3 FY 2029–31

- Partner NGO network · Metro city expansion
- **1 Million children learning, staying in school, breaking the cycle**
- Pan-India FLN model proven · State-level policy influence

HOW WE DO IT

OUR AMBITION

Break the cycle of poverty

Every child we reach learns to read, write, and reason. Every child who stays in school breaks the cycle. 1 Million by 2031 – learning, staying, thriving.

OUR APPROACH

Two projects, one mission

#DreamBright: community centres for out-of-school children. #Aspire: re-integrating enrolled children who are absent or at risk. Together, they close the full gap.

OUR ENABLERS

Community Volunteers- Saathis

Locally trained **Saathis** (Community Volunteers). Decade of SHG trust. NIPUN Bharat aligned. Evidence-based FLN framework.

Project #DreamBright

OUT-OF-SCHOOL CHILDREN · FLN

Community-based learning centres where Saathis identify out-of-school children door to door, enrol them in a 6-month NIPUN-aligned FLN programme, and assess every child against national benchmarks before transitioning them into formal school.

Project #Aspire

ENROLLED BUT ABSENT · RETENTION · GOVT SCHOOLS

Saathis visit homes of enrolled children who have stopped attending, facilitate community dialogues with parents, teachers & local government to remove barriers, and provide support to keep children in school for life.

THE #DREAMBRIGHT JOURNEY

01

IDENTIFY



Saathis conduct door-to-door surveys to find out-of-school children and those enrolled but not learning.

02



ENROLL

Children are registered at the nearest Parinaama learning centre – free of charge, prioritising the most vulnerable households.

03

MEET YOUR TEACHER

A trained local Saathi from the community ensures children learn in a familiar, low-barrier environment.



04

LEARN THROUGH PLAY

Interactive games, audiovisuals, creative tools and co-curricular activities make learning joyful and sustained.



05



ACHIEVE LITERACY

After 6 months, each child is assessed through Parinaama's FLN framework aligned with NIPUN benchmarks, measuring actual learning outcomes.

THE #ASPIRE JOURNEY

01

COMMUNITY DIALOGUES

Saathis facilitate structured dialogues with parents, teachers and government bodies, focusing on the most vulnerable households.



05



SAFE & RETAINED

Mental health awareness and child protection workshops address non-academic barriers, reducing dropout risk and supporting long-term retention.

02

SCHOOL ENROLLMENT

Out-of-school children are identified and enrolled into the nearest government school – tracked and followed up to ensure continuity.



03



ATTENDANCE FOLLOW-UP

Regular home visits ensure enrolled children are actually attending. Early dropout signals are caught and addressed.

04

CAREER COUNSELLING

Adolescents receive sessions on future pathways, aspirations and opportunities – keeping older children motivated to stay in school.



ACCOUNTABILITY

WHO WE ANSWER TO

01

Children & their families

The communities we work in hold us to our word – first and always.

02

Partner organisations

Local and national actors we collaborate with to deliver at scale.

03

Government bodies

We operate within NIPUN Bharat and align with district administration.

04

Donors & funders

Every rupee tracked to a child enrolled, a Sathi trained, an outcome delivered.

HOW WE MEASURE

- FLN assessments at enrolment & completion
- NIPUN Bharat benchmarks

AI-Based Monitoring & Evaluation

Real-time attendance tracking · WhatsApp alerts to parents · Flags children needing attention

KEY SHIFT: Moving beyond counting children “reached” – we now measure **actual learning outcomes**.

OUR NEXT CHAPTER BEGINS WITH YOUR PARTNERSHIP.

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