

2023
2024

ANNUAL REPORT

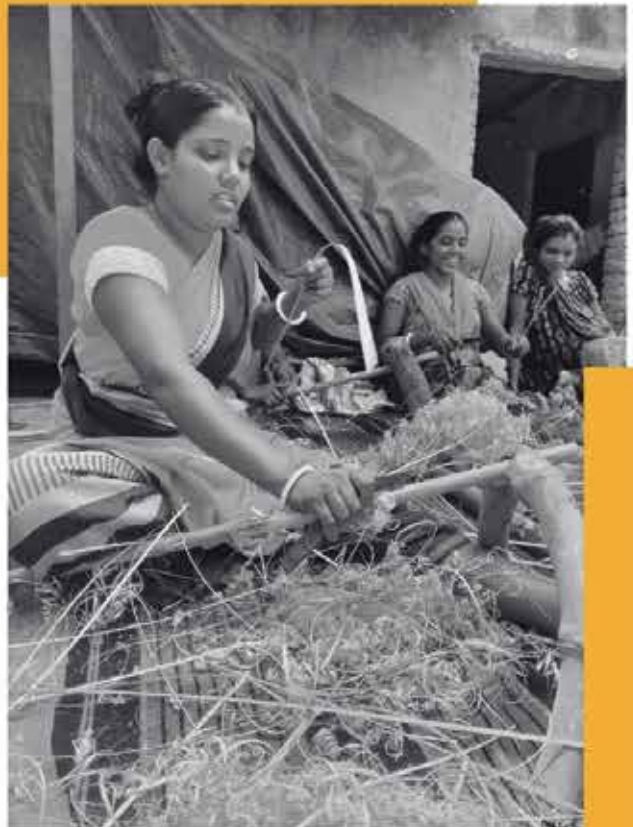


TABLE OF CONTENTS

01 From the President's Desk

02 Livelihood

03 Health

04 Youth Development

05 Education

06 Sustainable Development

07 Financials

08 Donors

From the President's Desk

In the year 2023-24, Prayatna continued to thrive and created meaningful impact in the lives of the people. We saw a tremendous growth in Prayatna's footprints in the country making a significant impact in people's lives. We launched 5 new projects in Livelihood, Health, Education and Community Infrastructure development.

This was a year of new partnerships, learnings, exploring new possibilities, consolidating learnings into sustainable programmes, and most importantly touching more lives than ever. Prayatna continues to believe in Gandhian philosophy which is integral to the organization and we further reiterated by including Integrity, Compassion, Accountability, Respect & Innovation as its core values.

Very happy to share the annual report of Prayatna for 2023-2024 with the achievements and stories of associations with heartfelt thanks to our partners, volunteers, team members, interns, and everyone who joined us in the journey to change and empowering people.



A photograph of three women in a rural setting, likely India, working on a traditional wooden loom. They are surrounded by a large pile of raw, light-colored fibers, possibly cotton or wool. The woman in the foreground is focused on her work, while the two women in the background are smiling. The entire image is covered with a semi-transparent blue overlay, and a blue wavy graphic element is at the top. The word 'LIVELIHOOD' is written in large, white, bold, sans-serif capital letters across the middle of the image.

LIVELIHOOD

Village Enterprise Promotion Programme

This project was supported by Sugar Exim Corporation Ltd. from May 2021-March 2023. Prayatna remained dedicated to enhancing community development through impactful initiatives in Budhwa Shaheed, Haridwar, Uttarakhand. The two-year program concluded successfully, achieving the following milestones:

Skill Development Initiatives: Prayatna's skill development programmes focused on equipping individuals with practical skills in stitching, macrame, and food processing. Throughout the year, 167 participants benefited from these training sessions, tailored to meet diverse market demands and empower local communities economically.

Income Generation and Market Impact: Our efforts resulted in significant income generation, surpassing INR 1.5 lakh from activities in food processing and stitching. The establishment of the "Har Ghar" store provided a sustainable marketplace for products created by our trained individuals, contributing to local economic growth and showcasing community talent.

Women Empowerment through Macrame TOT Programme: The Macrame TOT programme stood out as a beacon of women's empowerment, engaging 51 participants and establishing a sub-center dedicated to advancing economic opportunities and social inclusion among women in the region.

Holistic Approach and Community Engagement: Prayatna integrated exposure visits and government convergence initiatives into its programmes, ensuring a holistic approach to skill development and livelihood enhancement. These initiatives not only diversified participants' skill sets but also strengthened community bonds and fostered sustainable development practices



Women Enterprise Promotion Program

This project is funded by HCL Foundation under their HCL Uday initiative. The Women Enterprise Promotion Program is a collaborative effort between Prayatna NGO and HCLF Foundation. Under this project, the team has identified and enrolled over 150 women with a talent for artistic pursuits. They have provided training in specific vocational skills (such as stitching, tailoring, embroidery, Madhubani painting, and jewellery production), soft skills, and enterprise skills. The goal is to promote financial independence for these women from vulnerable and underprivileged sections of society.

The beneficiaries have formed Self-Help Groups (SHGs) and are working together to build their own product lines. Two Enterprise Resource Centers have been established, one in Khoda and one in Sorkha, enrolling 40 and 60 beneficiaries, respectively.

The project has achieved several outcomes, benefiting a community of 150 migrant women:

- Enhanced skills and artistic abilities among the beneficiaries, boosting their personal agency.
- Strengthened SHGs with a steady production and sale process, leading to increased and more stable incomes.
- Creation of independent and self-sustaining micro-businesses (SHGs) with clear business plans and marketing strategies.
- Increased awareness among beneficiaries about various market buyer channels across retail and bulk industries, helping them master these channels.

By addressing the specific needs of migrant women and equipping them with the resources necessary for success, the HCL Foundation has created positive change and promoted inclusive economic development.



Village Enterprise Promotion Programme

This project is funded by HDB Financial Services. Over the past year, Prayatna has embarked on a transformative journey in the three blocks of Ranchi, Jharkhand—Kanke, Ormanjhi, and Angarha—with the steadfast support of HDB Financial Services. Our mission has been to empower local communities by providing them with the skills and opportunities they need to thrive.

In just a year, we have made significant strides in vocational training, offering courses in pottery, bamboo work, and stitching. These skills not only preserve traditional crafts but also provide sustainable livelihoods for many families. One of our most exciting endeavors has been the introduction of Dhokra, a beautiful and intricate craft. By teaching and promoting Dhokra, we are not only preserving a piece of cultural heritage but also creating new economic opportunities for artisans.

Beyond vocational training, we have focused on holistic development. Our sessions on socio-emotional skills and entrepreneurship development have been instrumental in building confidence and resilience among our beneficiaries. These sessions have equipped them with the tools to navigate life's challenges and seize new opportunities.

Connecting people with various government schemes has been another cornerstone of our work. By securing over 10 entitlements for our beneficiaries, we have helped improve their living standards, providing them with much-needed support and stability. These schemes have been a lifeline for many, offering access to resources and services that were previously out of reach.

Our commitment to facilitating market reach has opened new doors for local artisans. By linking their products to major platforms such as Amazon and Amala Earth, we have enabled them to reach a broader audience, both online and offline. This exposure has not only increased their income but also validated their craftsmanship on a global stage.

The impact of our work goes beyond numbers and statistics. It is seen in the smiles of artisans who now believe in their potential, in the strengthened communities that support one another, and in the renewed hope for a better future. Each training session, each entitlement secured, and each product sold is a step towards a more empowered and resilient community.

Prayatna's journey in Ranchi is a testament to the power of community-driven development. With continued support from HDB Financial Services and the unwavering dedication of our team and beneficiaries, we look forward to creating even more opportunities and driving lasting change in the years to come.



YiPPee! Live Better Programme

This project is supported by ITC Ltd. a collaborative effort between NGO Prayatna and ITC Foods Division, has successfully empowered 85 migrant women from Delhi NCR – spread across 7 locations - through trainings and entrepreneurship. This initiative has addressed the unique challenges faced by these women, who often struggle with accessing employment opportunities and living in substandard conditions. By supporting them in establishing their own food cart businesses, the programme has uplifted their socio- economic status and fostered greater self-reliance and resilience.

Through this project, the team achieved the following outcomes and benefitted a community of 100 migrant women:

- **Community Assessment:** Conducted thorough community assessments in 12 communities to understand the specific needs and challenges of the target group.
 - **Outreach and Mobilisation:** Carried out extensive outreach and mobilisation efforts – reaching 120+ potential beneficiaries, including filling out outreach forms and calling them to complete baseline forms for 100+ beneficiaries.
 - **Training and Skills Development:**
 1. Provided socio-emotional skills training to enhance personal and interpersonal skills.
 2. Trained on essential enterprise development skills, including business and entrepreneurial training.
 3. Offered the FosTaC Basic Catering Course, focusing on food safety and hygiene standards.
 4. Assisted beneficiaries in obtaining FSSAI registration.
 5. Conducted practical cooking sessions to enhance hands-on skills.
 - **Provision of Resources:** Supplied food carts “YiPPee! Snack points” and necessary accessories to the beneficiaries. Overall, 26 women have been handed over the carts and are successfully running them.
 - **Exposure Visits:** Organized special exposure visits by guests to encourage and motivate the beneficiaries.
 - **Additional Support:** Provided bill books and food safety and hygiene handbooks to ensure compliance and professionalism in their business operations.
 - From among the beneficiaries running their businesses now, close to 70% beneficiaries had no incomes. The 30% beneficiaries who used to earn, their average monthly incomes were around INR 2000, leading to weekly incomes less than or close to INR 500. In the current situation, 100% of these beneficiaries now have stable incomes.
- By addressing the specific needs of migrant women and equipping them with the tools and resources necessary for success, the YiPPee! Live Better Programme has created positive change and promoted inclusive economic development.



Women Enterprise Promotion Programme

This project is supported by DHL Express from past 3 years. This project has empowered underprivileged women remarkably. By focusing on skill development, forming SHGs, enhancing income, and creating market connections, the initiative has fostered financial independence and holistic well-being. Through a comprehensive approach encompassing vocational training, soft skills, financial literacy, and social security scheme awareness, the program empowers women as thriving entrepreneurs.

Key achievements include enrolling 175 women, with 138 successfully certified after rigorous training. Formation of 9 SHGs cultivates community and all of them secured a government grant of INR 15,000. Additionally 6 Shg secured grant of INR 1,00,000 Generating an income of around INR 811535. Participants excelled as jewellery makers, each earning about INR 3000 on average, boosting their financial autonomy.

Facilitating market reach, the program linked products to platforms like Amala Earth, Amazon, Flipkart, Dharti and more, both online and offline. Remarkably, it reached marginalized women, challenging norms and enabling economic contributions.



Tibetan Micro and Small Enterprise Development Programme

The Tibetan Micro and Small Enterprise Development Programme, supported by The Tibet Fund and implemented by Prayatna, an NGO based in NOIDA, has made significant strides in supporting micro and small enterprises in Dehradun. Our mission is to develop these enterprises into profitable and sustainable businesses through comprehensive support and training.

Key Achievements

- **Skills Training – Vocational and Soft Skills:** Throughout the year, we have conducted numerous training sessions focused on enhancing both vocational and soft skills among our beneficiaries. These sessions have empowered participants with practical knowledge and confidence, enabling them to effectively manage and expand their businesses.
- **Financial Training:** Beneficiaries received training on financial management, including bookkeeping, budgeting, and financial planning. This enabled them to manage their finances more effectively and make informed business decisions.
- **Design and Packaging Support:** We offered design and packaging support to improve the marketability of the beneficiaries' products. Professional designers were engaged to create appealing packaging and branding materials, enhancing product presentation and consumer appeal.
- **Enterprise Running Techniques** Training on enterprise running techniques was provided, covering essential aspects of business operations such as inventory management, supply chain coordination, and customer relationship management. This helped beneficiaries streamline their business processes and improve efficiency.
- **Linkages to Finance Opportunities** We facilitated connections between beneficiaries and financial institutions to secure funding for business expansion and development. This included assistance with loan applications, financial counselling, and exploring various funding options.
- **Marketing and Branding Support:** Comprehensive marketing and branding support was extended to help beneficiaries reach a wider audience. This included social media marketing, digital marketing strategies, and collaboration with local influencers to promote their businesses.



HEALTH



Mission Zero Malaria

Reckitt Benckiser Healthcare India Private Limited partnering with Prayatna signed on to implement “Mission Zero Malaria” in one of the high burden districts of Bareilly in the state of Uttar Pradesh. The district has not only recorded major upsurge in malaria cases (Highest number of malaria cases in 2019 were reported from Bareilly district i.e. 50% of the total malaria cases of UP) in consecutive years from 2019 to 2022 but also high caseload of Dengue in the state. The MoU between Reckitt and Prayatna was envisioned for providing end-to-end solutions to the district and to develop a sustainable model which can be replicated in the other geographies for best impact and achieving the goal of malaria elimination.

The major activities were -

- **Conducting Dipstick (KAP) survey in the schools of Bareilly** – The dipstick survey conducted in the private schools of the district in the 3 CHCs (Faridpur, Majhgawan & Bhamora) for identifying the potential schools, assessing the current knowledge, attitude and practice followed by the schools, teachers and the students for prevention of malaria.
- **Development of Communication/Learning modules for Schools and Children** – The tools were derived from the KAP survey results for better understanding of malaria and its prevention. The tools are school curriculum, malaria wall, malaria calendar, wall murals & program identity.
- **Hackathon for AI based Interactive Tool** – A hackathon was organised partnering with the top IT schools (IITs, NITs etc.) with active participation from the students in the development of the AI based interactive tool, which would be helpful for the community in educating them about the preventive measures and to the system for providing them with the forecasting and ensure system readiness for provisioning adequate availability of drugs and diagnostics in the health facilities.
- **PR Communications** – The project targeted PR and comms through National & local media platforms including social media for spreading the program visibility in the district with a multifaceted approach aiming to increase awareness, promote preventive measures, encourage timely treatment, and support ongoing eradication efforts & significantly contribute to reducing the incidence of malaria in Bareilly & supporting broader malaria eradication goals.
- **Establishing ‘Machar Chowk’** – The project aims to establish a “Machar Chowk” at an identified crossroad in the town. The establishment will cater the larger population for creating the surround sound on malaria.



Installation of Sanitary Napkin Dispensers and Incinerators

In collaboration with Bharat Petroleum Corporation limited Prayatna has done the installation of Sanitary Napkin Dispensers and Incinerators in 36 Schools in Begusarai District, Bihar. with the objective of generate awareness and educate adolescent girls on menstrual hygiene and health, to ensure accessibility to affordable sanitary pads dispenser, and to introduce an effective and eco-friendly system for the disposal of used sanitary pads by installing incinerators alongside in the schools.

Throughout the project, significant progress was made in achieving its goals. A total of 36 sanitary napkin dispensers were installed across the target schools, ensuring that adolescent girls had reliable access to menstrual products. Additionally, 36 incinerators were set up, providing a sustainable and eco-friendly solution for the disposal of used sanitary napkins. To support these installations, comprehensive training sessions were conducted for school staff, focusing on the effective use and maintenance of the new equipment. These sessions also included educational programs aimed at increasing awareness about menstrual hygiene among students. Furthermore, operational support was established to ensure that the equipment remained functional and effective, with regular monitoring and maintenance procedures put in place.

The project successfully achieved its intended outcomes, leading to a significant positive impact on menstrual hygiene management in the target schools. The installation of 36 sanitary napkin dispensers and 36 incinerators resulted in improved access to menstrual products and more hygienic disposal methods for adolescent girls. This enhancement directly contributed to increased school attendance among female students, as the new facilities addressed a key barrier to their regular participation. Additionally, the comprehensive training and educational programs fostered a greater understanding of menstrual hygiene practices among both students and school staff, promoting a healthier and more informed school environment. The ongoing operational support ensured the sustainability of these improvements, maintaining the project's benefits well beyond its initial implementation phase.



Malaria and Malnutrition

The collaboration between Prayatna and UNICEF in Malkangiri and Koraput is dedicated to addressing healthcare disparities in the geographically and culturally isolated tribal areas of Odisha. This ongoing program, titled "Strengthening Community Engagement to Enhance Knowledge, Promote Positive Behaviors, and Improve Utilization of Community Services for MNCH, Malaria, and Nutrition," focuses on several key activities to bring about significant health improvements.

Currently, the program ensures last-mile implementation in 66 sZAZub-centers across 6 Community Health Centers (CHCs) in both districts. It facilitates the participation of mothers, pregnant women, and children in community health platforms such as Village Health, Sanitation, and Nutrition Days (VHSND). Behavior change communication activities are conducted to increase accessibility and trust in health systems, aiming to transform traditional health-seeking behaviors into more proactive and preventive measures.

Furthermore, the initiative increases participation in utilizing government healthcare systems and ensures that every child under 2 years old receives age-appropriate vaccinations. By focusing on these areas, the program addresses the unique challenges faced by these communities due to geographical isolation and adherence to traditional healing practices.

This collaboration highlights the importance of community engagement in enhancing knowledge, promoting positive health behaviours, and improving the utilization of community services for maternal, newborn, and child health (MNCH), malaria prevention, and nutrition



Installation of Sanitary Pads Vending Machines and Incinerators In Schools in India

Prayatna with Press Trust of India (PTI) installed sanitary pads vending machines and incinerators in 18 schools of Bihar and Jharkhand with the objectives of to improve menstrual hygiene management in schools, while also increasing awareness and providing affordable, accessible menstrual products.

The Project involved several key activities to achieve its goals. First, a rigorous school selection process identified institutions lacking sanitary facilities and willing to participate in the menstrual hygiene management (MHM) program. Following this, the project procured sanitary pads vending machines and incinerators, adhering to Prayatna's procurement policies to ensure quality and cost-effectiveness. Engaging with school administrations through telephonic interviews, the team provided insights into MHM practices and the benefits of the new infrastructure. Hands-on training sessions were conducted for designated machine operators (prabharis), equipping them with the necessary skills to manage and maintain the equipment effectively. Finally, the project culminated in the installation and formal inauguration of the vending machines and incinerators across the selected schools, marking the official start of improved menstrual health support within these educational institutions.

The impact of the project was substantial, positively affecting over 4,500 individuals, including adolescent girls, female teachers, and staff across the selected schools. By providing access to sanitary pads through vending machines and facilitating the sustainable disposal of used pads via incinerators, the project significantly improved menstrual hygiene management. This not only ensured that menstrual products were readily available and affordable but also promoted better hygiene practices and waste management. The initiative fostered a more supportive and informed environment regarding menstrual health, thereby contributing to the overall well-being and dignity of the beneficiaries and enhancing their school experience



Health and Hygiene Awareness Programme

Health and hygiene have been very crucial for adolescent girls specially from rural areas. Time to time Prayatna organizes campaigns for health and hygiene camps in schools or panchayats in rural areas to spread awareness among communities. This year Prayatna has organized campaigns like Yoga: Awareness and Practice campaign in Kurhani block in Muzaffarpur district aiming to include youths in regular yoga practice. In schools Prayatna worked for awareness for menstrual health and hygiene along with installation of sanitary pad vending machine for adolescent girls and training for the same purpose.





YOUTH DEVELOPMENT

Tibetan Youth Development

The Tibetan Youth Development Initiative, implemented by Prayatna and funded by The Tibet Fund, aims to empower Tibetan youths through comprehensive training and job placement support. Phase 1 focused on facilitating internships and job placements for 50 Tibetan youths, particularly targeting former and current vocational trainees supported by the Central Tibetan Administration's Department of Home. The project also aimed to strengthen the capacity of Dharamshala Tibet Career Centre (DTCC) counselors and staff to deliver effective soft skills training and counseling services. By conducting individual development plans, motivational sessions, soft skills training, and capacity-building activities, the project successfully prepared the youth for sustainable employment. Phase 2 extends this initiative to 200 Tibetan youths across multiple locations in India, emphasizing the development of an online portal and mobile application for centralized support. The project continues to engage with educational institutions and corporates to provide quality training and placement opportunities, fostering a holistic approach to youth empowerment.

We collaborated with various corporates to secure internships and job placements for the youths. This involved arranging interviews and preparing beneficiaries for placements. Systematic records were maintained for monitoring and evaluation, allowing us to make adaptive program adjustments as needed. This approach ensured that the youths had access to relevant opportunities and were supported throughout the process.

We engaged 200 Tibetan youths in soft skills and employability training. The training was tailored to meet job market requirements, ensuring that the youths were well-equipped for employment. This engagement was crucial in preparing them for the job market and enhancing their employability.



Webinar Vichar Manch

In the era of Information technologies Prayatna is using the digital platform to connect youth with experts and professionals of various sectors. In open webinar Prayatna engages teachers, professors, doctors, social activists, influencers, universities likeminded organizations on digital platform and connects them with mass of the society specially youth. The webinars touch upon social issues such as women and gender-based violence, financial literacy, human rights, community involvement in primary health and hygiene, social empowerment, hunger and wastage of food, personality grooming, communal harmony, environmental subjects like biodiversity etc.

Prayatna has added more than 7000 people from various locations across the country. On the platform people can easily connect to exchange ideas and play an active role in the formation of the bright tomorrow. This year we touched the topics like Communication Skill and Personality Development, Mental health: a healthy debate, Leadership a Social Psychology Perspective, Youth, Literature and Society: A Discussion, From Violence to Nonviolence etc.

आमंत्रण
राष्ट्रीय वेबिनार में आप सादर आमंत्रित हैं।
विषय : Mental Health: A Healthy Talk

Dr. Vidushi Dixit
Chairperson

Dr. Arun Kumar
Speaker

Prof. SNP Singh
Coordinator

दिनांक: 08/05/2024, बुधवार

समय: 06:00 शाम

 prayatnavicharmanch@gmail.com

 prayatna.prayatna.5

 9835600832 (For Participation and Certificate)

लिंक: <https://meet.google.com/ost-chvm-dug>

आयोजक:  **PRAYATNA**
TRYING TO EMPOWER

निवेदक
अर्जुन गुप्ता
कार्यक्रम संयोजक



Engagement with Interns

To create responsible and professional social workers and citizens, Prayatna actively engages with the interns from various universities. In this year, we engaged with universities like Amity University, Delhi School of Social Work, Shiv Nadar University, TERI, Vellore Institute of technology Work and Management Institutes etc. We provided internship opportunities to 44 students this year from Masters in Social Work background, Bachelor's in Social work, Management graduate and students from other streams as well.

A structured and holistic experience was provided to the interns which helps them in becoming a sensitive and sensible human being and gives them a foundation for their careers in social work. We provide them opportunities where they are provided space to interact with the communities directly, they are taken to our fields where we teach them how to engage, mobilize and sensitize communities. They are given assignments and assigned specific tasks which enhances their Community management skills, project management skills, Proposal development skills, research and analytical skills.



The Goal Programme

The Goal Programme is a sport-for-development initiative aimed at empowering adolescent girls aged 10-20 through netball and a comprehensive life skills curriculum across Delhi, Mumbai, and Bengaluru. During the 2023-2024 academic cycle, the programme successfully engaged 13,026 girls from government and trust-run schools and communities. A total of 4,204 girls participated in the full Goal Programme, which included 27 life skills and 27 netball sessions. The curriculum covered four key modules: Be Yourself (focusing on life skills and leadership), Be Healthy (addressing body image and menstruation), Be Empowered (discussing gender-based violence and community resources), and Be Money Savvy (focusing on education and future planning). Participants also took part in internal netball tournaments and city-wide competitions, graduating in February/March.

For those unable to commit to the full programme, Goal Camps were organized for 2,418 girls, delivering condensed five-day sessions on life skills and netball. Additionally, the Goal@Home Activity Book reached 6,404 girls who missed the main programme due to the pandemic, offering self-study materials on leadership and healthy living. Leadership development was a significant component, with 132 girls elected as leaders who undertook projects addressing local issues like sanitation. The programme also trained 36 Community Sports Coaches (CSCs), many of whom were Goal alumni, in facilitation and employability skills. Despite challenges, all CSCs graduated successfully. Community engagement was robust, with 811 parents and stakeholders participating in events promoting gender equality. The Goal Programme met its outreach and impact targets, highlighted by successful community leadership projects on gender-based violence and waste management.





EDUCATION

Girls Scholarship Programme

Talented students exist in all sections of society, yet many face barriers to higher education due to limited resources and gender bias. This is evident in India's literacy rates, where a significant disparity between male and female literacy is mirrored in higher education enrollment rates. To combat these challenges, Prayatna, in partnership with EduGIRLS USA, has launched a program to support talented girl students lacking resources. Currently, Prayatna provides scholarships and mentorship to 41 girls pursuing medical and engineering degrees at prestigious institutes across India. This support covers tuition and other necessary expenses, ensuring these students can focus on their studies.

The mentorship aspect of the program prepares these girls for the workforce, addressing challenges they may face in their professional courses. Students receive comprehensive training in essential soft skills, including life skills, effective communication, resume building, and internship applications. This holistic approach equips them to succeed academically and professionally.

Looking ahead, Prayatna plans to expand this program by creating an online platform for marginalized girls to apply for scholarships. This platform will match applicants with donors, broadening the program to encompass more fields of education. The ultimate goal is to reach girls nationwide, enabling them to pursue their desired careers at their chosen institutions.

Through scholarships, mentorship, and program expansion, Prayatna aims to empower more talented girls to achieve their educational dreams and build brighter futures.



Children's Center in Ghazipur, Delhi

The Children's Centre in Ghazipur showcases Prayatna's dedication to providing comprehensive education to children who lack access to formal schooling. With support from Coster, this center is set to significantly impact the lives of children from nearby slums.

Prayatna has assembled a team of skilled professionals, including teachers, a sports instructor, a computer teacher, a nursery head, and a social worker, to ensure a well-rounded education that promotes holistic development. The Centre is also investing in infrastructure improvements, with plans to create a library, a playroom, and digital learning resources. By incorporating digital tools such as desktops, laptops, and smart boards, the Centre enables students to engage with technology and develop crucial digital literacy skills.

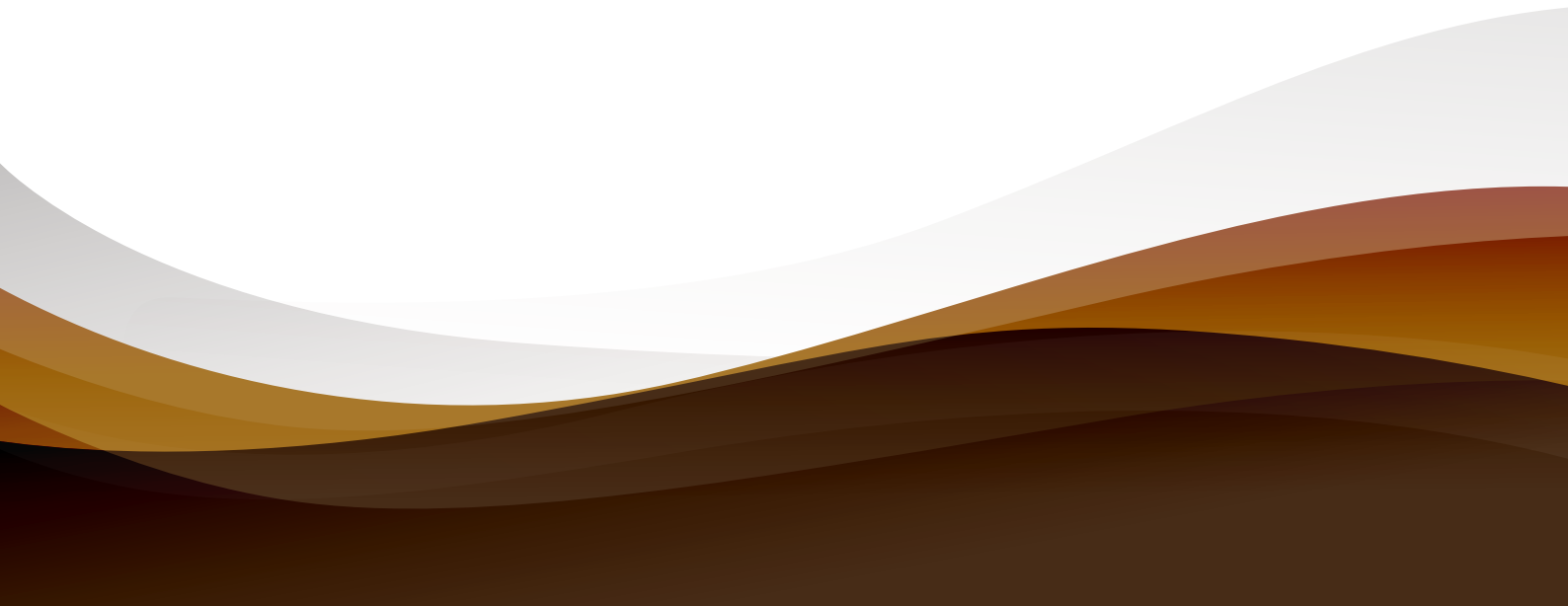
In essence, the Children's Centre is vital in empowering communities by delivering high-quality education to those in need. Its comprehensive educational approach and ongoing infrastructure enhancements are poised to make a significant difference in the lives of children, helping them achieve their full potential.



Scholarship Programme

Prayatna, in collaboration with Academic Advancement LLC, USA, is committed to breaking the cycle of poverty and creating opportunities for a brighter future by supporting school students in West Bengal and Assam. These students, coming from marginalized backgrounds with parents who work as daily wage laborers, often struggle to afford basic educational necessities like uniforms and books due to their limited income.

Understanding the critical importance of providing these resources for the students' educational success, Prayatna has stepped in to help. The organization provides monthly installments to these students, allowing them to purchase essential school items and reducing the financial burden on their families. This support ensures that the students can continue their education without interruption. Currently, Prayatna is aiding 20 students through this program and aims to expand its reach in the future, further enabling more children to pursue their education and improve their future prospects.



Education Support for Underprivileged Children

In the fiscal year 2023-2024, The Paradise Academy in Budhwa Shaheed, Haridwar, Uttarakhand, thrived with the support of Indian Sugar Exim Corporation Limited and Prayatna, aiming to elevate educational standards for 500 underprivileged children. Our mission focused on transforming the academy into a model educational center, exemplifying excellence in an underserved region. Through strategic partnerships and community engagement, we successfully provided holistic education, including remedial classes, digital literacy programs, and teacher training sessions.

The introduction of Sports for Development enriched students' life skills, fostering self-awareness and teamwork. Academic progress was notable, with primary students showing a 75% improvement in test scores, middle school students achieving an 85% enhancement, and high school students demonstrating consistent academic growth. Beyond academics, our initiatives strengthened community bonds and promoted sustainable development practices. As we move forward, The Paradise Academy remains committed to nurturing talent, fostering comprehensive development, and continuing to set benchmarks in educational excellence for the benefit of Budhwa Shaheed and surrounding areas.



An aerial photograph of a modern, multi-story building complex with a glass and concrete facade. The image is overlaid with a semi-transparent purple filter. A dark blue wavy shape is in the top left corner. The text "SUSTAINABLE DEVELOPMENT" is centered in white, bold, sans-serif font, underlined.

SUSTAINABLE DEVELOPMENT

UP Village Development Programme, Ramboll

UP Village Development Programme is supported by Ramboll Foundation and was launched in March 2023. The programme is implemented in Sataon Block of Raebareli district in Uttar Pradesh and is focusing on community upliftment and holistic development across seven villages in Ataura Khurd and Ataura Buzurg gram panchayats. This year, our focus was on improving community infrastructure, particularly water and sanitation facilities in Sataon Block.

Education Enhancement:

- **Smart Classrooms and IT Labs:** Installed in Government Inter College, Ataura Buzurg, and Primary School, Paharpur, benefiting 400 children and 40 primary school students.
- **NIIT Basic IT Course:** Successfully completed by 23 beneficiaries, enhancing digital literacy and skills development.

Infrastructure Development:

- **Solar Lights Installation:** 30 solar lights installed, improving safety and mobility in areas with unreliable electricity supply.

Livelihood and Women Empowerment:

- **Skill Training:** Provided in Macrame, Vermicompost, and Mushroom Cultivation to 162 women, resulting in production and sale of products.
- **Registration of Farmer Producer Organization:** Women-run FPOs were registered to support income-generating activities for women farmers, while also raising awareness about government schemes.
- **Cold Storage and Peppermint Plant Machinery:** Installation underway to support income generation activities of the FPO

Community Health and Hygiene:

- **Menstrual Health and Hygiene Sessions:** Conducted for over 200 individuals, focusing on puberty education, nutrition, menstrual physiology, and hygiene practices.

The programme's impact spans infrastructure improvement, enhanced educational facilities, skill development for women, and community health initiatives. By addressing local needs and fostering sustainable development practices, the programme aims to create lasting positive changes in the lives of over 2000 beneficiaries in the targeted villages.



Ramboll Flourish Programme

In Rae Bareilly district, Uttar Pradesh, the Flourish Programme, supported by Ramboll, is making a significant impact. This year, our focus was on improving community infrastructure, particularly water and sanitation facilities in Sataon Block.

After careful site assessments, we selected a prime location for a new community center. Spanning 1875 square feet, this center will host training sessions and provide essential healthcare services.

Through collaboration with local residents, we ensured that our efforts met their needs. This center isn't just a building; it's a symbol of progress and hope for the community.

As we look ahead, we're excited to see this project grow and positively impact more lives in the coming years.

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Organic Farming Promotion Programme, Muzaffarpur

Prayatna has been taken implementing organic farming in community and empowered farmers with new skills based on latest technologies along with traditional methods of organic farming to maintain sustainability of soil quality, reduce the water footprint and improve the quality of meal of marginal farmers who cannot afford costly rich diet. In this year Prayatna has taken initiatives to bring back the millet era. In collaboration with Dr. Rajendra Prasad Central Agriculture University, PUSA, Prayatna has built the capacity of 60 farmers for millet value chain and market linkage. Millets are nutritiously rich, drought tolerant and mostly grown in the arid and semi-arid regions. The aim is to boost the income of farmers and spread awareness for healthy diet to stop nutrient deficiency and avoid diseases like Diabetes and high blood pressure.

As mushroom is being popular in the meal plate, Prayatna has trained farmers on fungi culture. Capacity of farmers were enhanced up to the level so that they are able to prepare their own mushroom bags to reduce their input cost and dependency on market.

Prayatna has established a bond between farmers and local agriculture institutions like KVK, Banana Research Center to be aware of latest technologies and researches and encourage them to be part of their frontline projects.



FINANCIALS



PRAYATNA

Village+Post - Bharwari, Muzaffarpur, Bihar-843133
Balance Sheet for the year ending 31.03.2024

Liabilities		2024	Assets	2024
General Fund	1,38,02,093	1,25,95,416	Fixed Assets	59,16,781
Excess of Income Over Expenditure	(12,06,677)		Current Assets	
Current Liabilities			Security Deposits	8,00,000
Duties & Taxes		89,579	Loans & Advances	9,41,829
Sundry Creditors		55,459	Sundry Debtors	7,64,139
Exepense Payable		43,512	Cash-in-Hand	1,03,851
Unspent Grants		1,58,64,514	Bank Accounts	1,93,47,611
			Prepaid Expenses	3,27,871
			TDS Receivable	4,20,005
			Accured Interest	26,393
Total		2,86,48,480	Total	2,86,48,480

1. As per our Auditor Report of even date attached
2. Notes forming part of Balance Sheet.

FOR HSK AND ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Registration No-020816C



CA Hari Shankar Kumar
Proprietor
Membership No. 516448
UDIN : 24516448BKFDMS6743
Place : Patna
Date : 28.08.2024

For and on behalf of the Board
PRAYATNA


Prabhat Kumar
Treasurer


Pratik Kumar
President


Manish Mandal

Senior Accounts Manager

PRAYATNA
Village+Post - Bharwari, Muzaffarpur, Bihar-843133
Income and Expenditure Statement
1-Apr-2023 to 31-Mar-2024

Expenditure	Amount (Rs.)	Income	Amount (Rs.)
Advertisement	32,281	Unspent Grant as per last year	2,38,77,120
Annual Maintenance Cost	71,491	Grant Received	8,12,26,732
Admin Expenses	63,34,466	General Donation	17,79,519
Audit Fee	3,54,000	Other Income	12,48,387
CSC Stipend	10,08,911		
Relief Activities	30,94,346		
Depreciation	16,74,038		
Establishment Expenses	3,84,63,808		
Event Expenses	1,18,91,679		
Insurance	2,52,280		
Interest and Late Fee	19,204		
Consultancy	64,26,293		
Membership Fee	46,938		
Mobilization Expenses	50,628		
Office Repair and Maintenance	70,909		
Office Rent and Utilities	19,96,012		
Sports Material	4,67,199		
Travelling Charges	60,18,008		
Salaries and Wages	1,34,30,665		
Training Expenses	12,36,996		
IT Centre and Library	5,33,770		
Unspent Grant	1,58,64,514		
Excess of Income Over Expenditure	(12,06,677)		
Total	10,81,31,758	Total	10,81,31,758

FOR HSK AND ASSOCIATES
 CHARTERED ACCOUNTANTS
 Firm Registration No. 020816C


 CA Hari Shankar Kumar
 Proprietor

Membership No. 516448
 UDIN : 24516448BKFDMS6743
 Place : Patna
 Date : 28.08.2024

For and on behalf of the Board
 PRAYATNA


 Prabhat Kumar
 Treasurer


 Pratik Kumar
 President


 Manish Mandal
 Senior Accounts Manager

Annexure	Sundry Creditors	
Sr. No.	Particulars	Amount
1	SSMI Fine Arts and Craft	3,900
	Total (A)	3,900
	Sundry Creditors	
1	Basudev Sardar	40,985
2	Moni Chauhan	1,450
	Total (B)	42,435
	Grand Total (A + B)	46,335
	Loans & Advances	Amount
1	Advance to Supplier	6,84,428
2	Advance to Supplier (NFC) (As Per Schedule2)	1,15,331
3	Salary & Wages Advance (FC) (As Per Schedule3)	5,951
4	Loans & Advances (FC) (As Per Schedule 4)	83,043
5	Loans & Advances (NFC) (As Per Schedule 5)	53,076
	Total (C)	9,41,829
Schedule 1	Advance to Supplier	Amount
1	Jaane Aalam	1,280
2	ICICI Lombard GIC Ltd	46,287
3	ZSS India	841
4	ICE Make Refrigeration Limited	6,36,020
	Total (D)	6,84,428
Schedule 2	Advance to Supplier	Amount
1	Amit Sharma	3,599
2	Schckweel	40,328
3	Rama Krishna School	13,060
4	Anglo Indian Public School	21,377
5	Shailendra Badola	31,560
6	Shradha Enterprises	1,507
7	SSMI Arts and Craft	3,900
	Total (E)	1,15,331
Schedule 3	Professional and Consultancy fees	Amount
1	Maheshwar Banka	5,950
	Total (F)	5,950
Schedule 4	Loans & Advances (A)	Amount
1	Kundan Singh	9,000
2	Ruchi Sharma	13,879
3	Top Bahadur	60,164
	Total (G)	83,043
Schedule 5	Loans & Advances (A)	Amount
1	Manoj Kumar	16,000
2	Pooran Bahadur	1,720
3	Pratik Kumar Reimbursement	35,356
	Total (H)	53,076
	Salary & Wages Payable	Amount
1	Narendra Shekhar Bahera	36,000
	Total (I)	36,000
	Salary & Wages Payable	Amount
1	Pancu Oran	2,512
2	Sagar Kumar Gotapu	5,000
	Total (J)	7,512

	Loans & Advances Liability	Amount
1	Pooran Bahadur	4,474
2	Sunil Kumar Das	4,650
	Grand Total (K)	9,124
	Duties & Taxes	Amount
1	TDS on Contracts	2,253
2	ESIC Payable	5,281
3	TDS Professional	5,499
	Total (L)	13,033
	Duties & Taxes	Amount
1	TDS on Contracts	77,366
2	ESIC Payable	(4,721)
3	TDS Professional	3,901
	Total (M)	76,546
	Grand Total (L+M)	89,579
	Expense Payable	Amount
1	Salary & Wages	36,000
2	Salary & Wages	7,512
	Total (O)	43,512
	Deposits	Amount
1	Security Deposit for Bareilly Office	30,000
2	Security Deposit for Khoda Centre	16,000
3	Security Deposit for Kodaput Office	30,000
4	Security Deposit for Ranchi Office	40,000
	Total (P)	1,16,000
	Deposits	Amount
1	Security Deposit for Bangalore Goal	1,00,000
2	Security Deposit for Malkangiri Office	10,000
3	Security Deposit for Mumbai Goal Office	1,65,000
4	SECURITY DEPOSIT FOR NOIDA OFFICE	4,09,000
	Total (Q)	6,84,000
	Bank Balances	Amount
1	SBI S/A No 5091 (NFC)	12,88,642
2	SBI S/A No 11191_FCRA Utilization Account	26,30,360
3	SBI_FC Main Account _ 6549	41,07,698
4	HDFC No. 8320 NFC	22,03,860
5	HDFC FCRA Utilisation 2248	51,17,051
	Total (R)	1,53,47,611
	Investments	Amount
1	Fixed Deposit	40,00,000
	Total (S)	40,00,000
	Cash Balances	Amount
1	FCRA	28,851
2	NFC	75,000
	Total (T)	1,03,851
	TDS Receivable	
1	AY 23-24	3,64,518
2	AY 24-25	55,487
	Total (U)	4,20,005



PRAYATNA

Village+Post -Bharwari, Muzaffarpur, Bihar
Receipt & Payment for the year ending 31.03.2024

Receipts	Amount (Rs.)	Payments	Amount (Rs.)
Opening Balance			
Bank Accounts	2,78,78,572	Project Expense	9,34,73,921
Cash-in-Hand	91,850	Purchase of Fixed Assets less Depreciation	3,42,405
Grant Received	8,12,26,732	Decrease in Liabilities	10,16,142
General Donation	17,79,519		
Other Income	12,48,387	Closing Balance	
Increase in Current Assets	20,58,870	Bank Accounts	1,93,47,611
		Cash-in-Hand	1,03,851
Total	11,42,83,930	Total	11,42,83,930

FOR HSK AND ASSOCIATES
CHARTERED ACCOUNTANTS
Firm Registration No. 020816C



CA Hari Shankar Kumar
Proprietor
Membership No. 516448
UDIN : 24516448BKFDSM6743
Place : Patna
Date : 28.08.2024

For and on behalf of the Board
PRAYATNA

Prabhat Kumar
Treasurer

Pratik Kumar
President

Manish Mandal
Senior Accounts Manager

PRAYATNA

Village+Post-Bharwari, Muzaffarpur, Bihar

ANNEXURE -1, PURPOSE WISE UTILISATION OF GRANTS FOR APRIL 2023 to 31st March 2024

S No	Donor Name	Purpose	Source of Fund	Balance as on 1.04.23	Grant Received	Interest Apportionment	Grant utilised with Advances Including Fixed & Current Assets	Unspent Grants
1	MNM USA	Support MNM India Activities	FCRA	(35,456)	1,19,01,488	-	1,07,22,016.00	11,44,016.00
2	Abbot India Ltd	Support MNM India Activities	FCRA	3,29,772			52,412.00	2,77,359.54
3	Nitya Bal Vikas, Think Tank	Support for Bihar Program	FCRA	(48,674)				(48,674.00)
4	Women Win - Goal Project	Support for S&D Activities in Delhi, Mumbai	FCRA	1,15,87,866	1,18,31,775		2,34,15,016.00	4,625.00
5	Edu Girls	Support for Education Program	FCRA	13,12,361	28,79,599		28,62,055.00	13,29,905.00
6	The Bank of Nova Scotia	Support for Education Program in Delhi	FCRA	(2,517)				(2,517.00)
7	Coaster Technologie Speciali	Support for Education Program in Delhi	FCRA	13,65,438	17,79,065		24,26,765.00	7,17,738.00
8	Tibet Fund	Support for Activities in Uttarakhand	FCRA	3,54,335	12,16,700		15,71,035	-
9	Tibet Fund	Support for Activities in Uttarakhand	FCRA	29,12,580	12,90,142		42,02,722	-
10	NOBA CSR	Support for Activities in Bihar	FCRA		4,91,855		2,58,000.00	2,33,855.00
11	Tibet Fund New Grant	Support for Activities in Uttarakhand	FCRA		33,86,635		9,21,192.00	24,65,443.00
12	Rambholl Foundation	Support for Activities in Uttar Pradesh	FCRA	17,00,562	26,31,200		40,18,642.00	3,13,120.00
13	Rambholl Foundation -II	New Grant	FCRA	-	50,10,255		4,92,576.00	45,17,679.00
14	Academic Advancement	Support for Prayatna Activities	FCRA		2,40,500		1,50,900.00	89,600.00
		Total Amount A		1,94,76,267	4,26,59,214	-	5,10,93,331	1,10,42,150
1	Star India Pvt. Ltd	Support MNM India Activities	NON FCRA	(76,060)			53,877.00	(76,060.00)
2	Asianet Star Communications Private Limited	Support MNM India Activities	NON FCRA	1,05,810				51,933.00
3	Reckitt Benckiser India Pvt Ltd	Support MNM India Activities	NON FCRA		1,12,58,500	76,720	75,87,841.00	37,47,379.00
4	Indian Sugar Exim Corporation Ltd	Support For Education Program in Haridwar	NON FCRA	-	5,61,000		5,61,000.00	-
5	Indian Sugar Exim Corporation Ltd	Support For VEPP Program in Haridwar	NON FCRA	(936)	22,13,355		22,13,354.00	(935.00)
6	HDB Financial Services	Livelihood Program in Ranchi	NON FCRA	(5,010)	30,00,000		31,31,894.00	(1,36,904.00)
7	ITC Limited	Support for Livelihood Program	NON FCRA		69,16,320		69,16,320.00	-
8	Sanile Foundation	Support for Education Program	NON FCRA	(1,52,254)				(1,52,254.00)
9	The Bank of Nova Scotia	Support for Education Program	NON FCRA	(5,632)	29,79,905	32,638	30,32,638.00	(5,632.00)
10	HCL Foundation- UDAY	Support for Education Program	NON FCRA	20,095	7,64,139			(5,59,767.00)
11	Centum Foundation	VEPP Program at Dadri, Greater Noida	NON FCRA	(13,23,906)				37,500.00
12	SEEDS	Support for Education Program	NON FCRA	37,500				10,18,840.20
13	NSDC	Support for Education Program	NON FCRA	10,18,840	5,84,511		51,39,923.00	1,36,268.00
14	Bharat Petroleum Corporation Limited	Support for Activities in Bihar	NON FCRA	(5,84,511)			5,77,354.00	-
15	LIC Housing Finance	Support for Activities in Bihar	NON FCRA	52,76,191	4,24,128	-	22,62,404.00	-
16	NOBA CSR	Support for Activities in Mayur Vihar	NON FCRA	1,53,226	62,500		61,71,760.00	7,61,996.00
17	Charities Aid Foundation	Support for MNM Activities	NON FCRA	(62,500)	30,24,400		6,07,000.00	-
18	UNICEF	VEPP Program at Dadri, Greater Noida	NON FCRA		61,71,760			-
19	DHL Express Limited	Support for Activities in Bihar	NON FCRA		6,07,000		3,82,55,365	48,22,364
20	Press Trust of India	Support for Activities in Bihar	NON FCRA				8,93,48,696	1,58,64,514
		Total Amount B		44,00,853	3,85,67,518	1,09,358		
		Total Amount A+B		2,38,77,120	8,12,26,732	1,09,358	8,93,48,696	





PRAYATNA
Village+Post - Bharwari, Muzaffarpur, Bihar-843133
Fixed Assets
1-Apr-2023 to 31-Mar-2024

S No	Particulars	Rate of Depreciation	Original Cost				
			As at 01.04.23	Additions before 01.10.23	Additions after 01.10.23	Depreciation	As at 31.03.24
	Tangible Assets:						
1	Furniture and Fixtures	10%	31,93,116	4,20,743	4,54,385	3,84,105	36,84,139
2	Plant and Machinery	15%	54,643	6,199	-	9,126	51,716
3	Computers & Softwares	40%	2326616	615690	519428	1280808	2180926
	Total Amount		5574376	1042632	973813	1674040	5916781

FOR HSK AND ASSOCIATES
 CHARTERED ACCOUNTANTS
 Firm Registration No. 020816C



CA Hari Shankar Kumar
 Proprietor
 Membership No. 516448

Place : Patna
 Date : 28.08.2024

For PRAYATNA


 Prabhat Kumar
 Treasurer


 Pratik Kumar
 President


 Manish Mandal
 Senior Accounts Manager

DONORS



HCLFoundation



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