

2024
2025

ANNUAL REPORT



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From the President's Desk

In the year 2024-25, 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 2024-2025 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 in India, engaged in traditional weaving. They are seated on the ground, working on large wooden looms. The woman in the foreground is focused on her work, while the two women in the background are smiling. The scene is overlaid with a semi-transparent blue filter. The word 'LIVELIHOOD' is written in large, white, bold, sans-serif capital letters across the middle of the image, underlined.

LIVELIHOOD

Scheme for Economic Empowerment of DNT/NT/SNT (SEED Scheme)

This project is funded by NBCFDC under the SEED programme of DWBDNC under Ministry of Social Justice and Empowerment.

Key objectives of this programme are

- Enhance productivity growth in key livelihood sectors for employment generation for DNT/NT/SNT communities poor through investments in institutional support , technical assistance.
- Build and strengthen institutions by social mobilization for empowerment to help DNT, NT and SNT communities small clusters with limited capacity and skills.

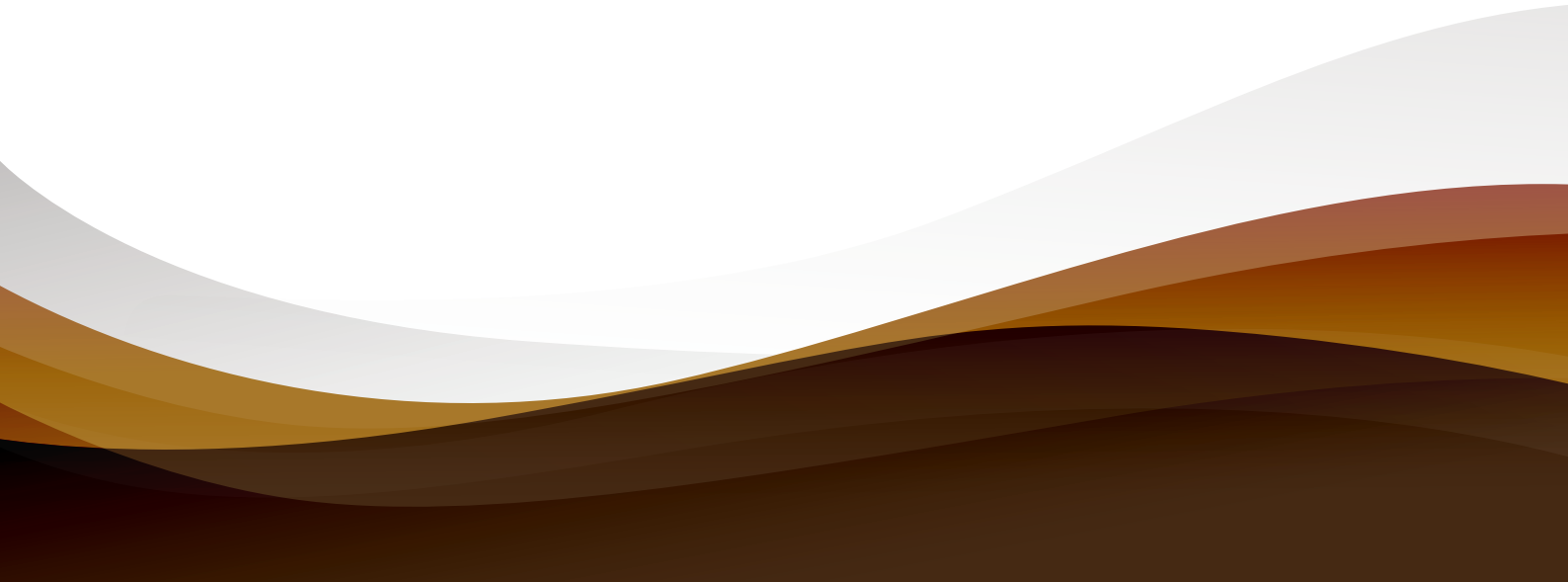
The programme focusses on Gujarat and Haryana and in this year, we have formed 900 SHGs in these two states in 18 districts. Key activities conducted under this project to empower the NTDNT communities through registration of community members on DWBDNC Portal, by formation of SHGs, strengthening of the SHG leaders, and members, helping them opening bank accounts, conducting Participatory Rural Appraisals (PRAs) in the communities, Facilitating government entitlement work, Facilitating Entry point activities, facilitating Revolving fund to the SHGs to strengthen financial inclusion and improving their income enhancement opportunities by providing them skill development and livelihood development trainings..



Holistic Village Development Programme

The Holistic Village Development Programme supported by Minova Runaya Pvt. Ltd in Bhilwara, Rajasthan, aims to drive comprehensive rural development through three core components: livelihood, education, and solar energy. Under the livelihood component, skill-building programs in Tie & Dye, Embroidery, and Block Printing was be introduced, focusing on vocational training, socio-emotional learning, and entrepreneurship. Two centres—an ERC in Darri and a sub-centre in Barantia supported women's economic empowerment through training and capacity building.

The education component focused on upgrading school infrastructure, including furniture, fans, toilet repairs, water stations, and safe playgrounds. Libraries and sports equipment will be provided to support holistic student development. Teachers received trainings in SEL, 21st-century skills, NEP to ensure quality education. The solar component involved installing streetlights and rooftop solar systems in Darri, Barantia, Swaroopganj, and Kalyanpura, promoting sustainability, safety, and energy access. Together, these efforts aim to build self-reliant and thriving communities.



Livelihood Outreach Programme

This project is supported by SIDBI and is being implemented in Muzaffarpur district in Bihar. The project focusses on empowering 200 women artisans and community members for Livelihood creation by way of self-employment through vocational skill training. The project specifically focusses on providing vocational skill training for 200 rural women artisans in Madhubani art (75 women), lac Jewellery manufacture (75 women), and spices & Makhana processing (50 women) in targeted villages in Kundani and Sakra blocks of Muzaffarpur district in Bihar.

The training programme schedule is of 18 months duration which include schedules on vocational skill training, enterprise skills training, soft skills training, digital literacy etc.

The ongoing livelihood initiative in Muzaffarpur has successfully supported women's economic empowerment through vocational training and enterprise development in three vocations: Madhubani Painting, Flavoured Makhana Processing, and Spice Processing. With the valuable support of SIDBI, the project has trained over 200 women, helped establish small production hubs, and laid the foundation for women-led businesses through early branding, packaging, and sales efforts.



Women Enterprise Promotion Programme

This project was launched in FY 24-25 with the support from DHLE and was implemented in the urban settlements in the East Delhi region of Delhi NCR.

Key objectives :

- To provide continued training to 100 women in vocational skills, soft skills, and enterprise skills, design diversification, production, and supply.
- To continue supporting women entrepreneurs with market and financial assistance (through linking the SHGs with NRLM, RSETI – and their related schemes and programmes), provide exposure to the market and its trends to help women catch up with the market demand and supply effectively.
- To help beneficiaries strengthen micro-enterprises leading to 'doubled incomes' and in becoming self-sustainable

The project was implemented through the ERC which anchors the project initiatives and provides a physical space for conducting the project activities and training. We provided provide financial linkage support, sourcing of raw materials, designing and development support, providing quality assurance, market feedback, branding and packaging support, listing on e-commerce portals, helping with sales, connecting artisans to govt. schemes, and all kinds of hand holding as needed by the women to set up a successful enterprise. With the various activities like soft skills training, enterprise training, vocational skill training, and an overall system of counselling and handholding - carried out via the ERC system, the project aims at helping build capacities among the target beneficiaries. Additional quality control, marketing support, financial and market linkages was also provided



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. The project was successfully completed in this year.



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, 80 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 4 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.



HEALTH



Support for providing Medical Equipment at Community Health Center

The project is supported by Engineers India Ltd. (EIL) through their CSR Funds. Prayatna, in collaboration with EIL, successfully implemented the project to enhance healthcare infrastructure in Boipariguda Community Health Center, Koraput district. The project aimed to improve maternal and child health outcomes by providing essential medical equipment and promoting community awareness about healthcare services

Project Impact

With the installation of these medical assets, the Boipariguda CHC has significantly improved its ability to diagnose, treat, and manage maternal and child health conditions. The key outcomes include:

1. Strengthened Healthcare Infrastructure

- Availability of modern diagnostic tools for early disease detection.
- Enhanced maternal and child healthcare services.
- Better treatment outcomes due to improved equipment.

2. Improved Maternal & Child Health Services

- Increased early detection and management of anemia, infections, and nutritional deficiencies.
- Reduction in high-risk pregnancies through better monitoring.
- Enhanced newborn care, particularly for infants with jaundice.

3. Increased Community Trust & Healthcare Utilization

- Higher footfall at CHC for medical check-ups and diagnostics.



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 28 schools of Bihar 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 14,000 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.





YOUTH DEVELOPMENT

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**

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9835600832 (For Participation and Certificate)

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

आयोजक: PRAYATNA
निवेदक: अर्जुन गुप्ता
कार्यक्रम संपोजक



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 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.





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 more than 40 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.



An aerial photograph of a modern, multi-story building complex with a grid-like structure of columns and walkways. The image is overlaid with a semi-transparent purple filter. At the top, there are dark blue and purple wavy graphic elements. The text 'SUSTAINABLE DEVELOPMENT' is centered in white, bold, sans-serif font, with a thin white horizontal line underneath it.

SUSTAINABLE DEVELOPMENT

UP Village Development Programme, Ramboll

Phase III of the Rural Village Development Programme continues the work initiated in previous phases, focusing on sustainable livelihoods, women's empowerment, and community development in Sataon block, Raebareli.

Phase I & II Summary:

- Phase I provided educational support, IT training, solar grids, WASH initiatives, and livelihood training in macrame, vermicomposting, and mushroom cultivation.
- Phase II (Flourish) built a community facilitation center to support training and infrastructure needs.

Phase III Focus and Achievements:

- FPO Development: Phase III prioritizes registering and developing a Farmer Producer Organization (FPO) to empower women farmers with business opportunities and secure livelihoods.
- Women's Empowerment: Macrame beneficiaries received additional training, market exposure, and business support to help launch their own businesses.
- Youth Empowerment: Expanded IT training in three centers to enhance youth employability.
- School Support: Hygiene products were provided to improve primary school infrastructure.
- Environmental Awareness: The "Paryavaran Yodha" programme was launched to engage students in environmental responsibility.
- Infrastructure: Solar Street Lights: 30 solar-powered streetlights were installed across seven villages, improving safety, economic opportunities, and emergency response while promoting environmental sustainability. These lights also reduce dependence on conventional electricity and provide reliable illumination during power outages.



SBI Miyawaki Plantation

The project is supported by State Bank of India and has been implemented in Gandhinagar. The plantation activity commenced in October 2024, focusing on reforestation Chetak Commando Camp, Magodi, Gandhinagar. A total of 10,000 saplings of 50 native species were planted, emphasizing biodiversity and ecological sustainability. The plantation project involved planting 10,000 saplings using the Miyawaki technique.

This innovative method is known for creating dense, native forests that grow rapidly and support biodiversity. To ensure the saplings' survival and growth, bamboo sticks were provided for support, protecting them against strong winds and other environmental challenges. A tree plantation event was organized on 3rd October 2025. The event witnessed the participation of key dignitaries including Additional DGP, Armed Unit, Gujarat, Deputy General Manager (B&O), SBI, Gandhinagar and Chief General Manager (HR & Admin), SBI, Gandhinagar. The event aimed to foster awareness about environmental conservation and inspire community ownership of the project. The project has successfully transitioned into the maintenance phase, ensuring the continued care and monitoring of the saplings. In the maintenance phase, regular watering, organic fertilization, and pest control are being carried out to sustain a high survival rate. The average height growth of trees is more than half feet and the survival rate is more than 95%. The plantation initiative has contributed significantly to ecosystem regeneration, providing a habitat for birds, bees, and other wildlife. The involvement of local stakeholders and dignitaries has reinforced the importance of environmental conservation and community-driven efforts.



Ramboll Flourish Programme

Community Felicitation Centre: Community Facilitation Centre is a major infrastructure initiative designed to serve as a multi-purpose space for training, community engagement, and healthcare services.

Land approvals were obtained from both local and higher authorities, and sustainable design models were assessed through site visits.

The foundation work for the CFC began in July, with active participation from community members and local authorities.

The CFC was inaugurated with a Bhoomi Pooja, followed by a sensitization session to inform the local community about its purpose and utilization.

The structure is now in its final stage of completion and will soon be handed over to the community. The CFC will function as a hub for skill development, community meetings, and basic healthcare services, providing a safe and inclusive space for learning, interaction, and support.



DONORS



HCLFoundation



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