

Prayas Profile

YEAR 2018-19



PRAYAS, Satyam-1/308/318, Amba Business park,
Trimandir Sankul, Adalaj, Gandhinagar-382421, Gujarat
Website: www.prayas4development.org
Email: mail@prayas4development.org, prayasmail@gmail.com
Tel: +91 079- 66743810

1 PRAYAS - Introduction

1.1 Inception of PRAYAS

PRAYAS is registered on the 11th of November 1997 under the Trust Registration Act 1950 and the Society Act 1860. PRAYAS has permanent FCRA number, 80-G certificate and 12-a registration. The organisation was founded by Bhadresh Rawal having academic background in agriculture. The founder member have worked for more than eight years in the development fields of AKRSP (I) and KRIBHCO Indo-British Rainfed Project (KRIBP) funded by ODA. He was responsible for field level management, community mobilization and later for state level coordination. Bhadresh decided to start an organisation working on various social development activities. The founder member was supported in his efforts by well-known consultants like Binoybhai Acharya (Unnati), Prof. Anilbhai Bhatt (IIM), and Tushaarbhai Shah (Director, IRMA). All three also agreed to be the Board members of PRAYAS. Finally, Memorandum, Rules, and Regulations were decided on for PRAYAS and the organization was registered.

1.2 Vision and Mission

Vision:

“PRAYAS envisions a society where people have better social and economic opportunities, accessibility to financial services and awareness of rights and duties”

Mission:

“Unite 150000 socio-economically deprived families by 2021 and empower them through economic and social interventions”

Prayas defines **socio-economically deprived** as those people who are economically and/or socially weak. They may be poor or may not officially be poor but still are in low income category and often lack economic opportunities. They may also belong vulnerable sections such as SCs, STs, OBCs, women, LGBTs or those affected diseases like HIV. These people are often discriminated resulting in their deprivation.

Objectives:

1. To establish a sound and professional micro finance programme to provide access to financial services primarily to low income clients who presently lack it.
2. To strengthen vulnerable sections of the society by making them aware of their rights and empowering them to assert these rights to protect themselves against any form of exploitation.
3. To carry out other social interventions such as an Education, Health, disaster management, livelihood promotion, community organization etc which can create social benefits for the community.

Prayas will make social as well as financial interventions however as a strategy social and financial interventions will be kept separate in order to avoid any field level operational confusions. The staffs of social and financial programmes will be different. The microfinance programme of Prayas will be called ‘Prayas Jan Vikas Bhandol’ and Social programmes will be carried out under ‘Social Development Wing’.

Approach/Strategy:

- To organize underserved, deprived, and destitute people - especially women - and unite them.
- Build up the capacity of CBOs to establish a self-sustaining system of CBOs for social and economic changes.
- Disaster preparedness is incorporated in all programs and activities as PRAYAS is working in disaster prone areas.
- Promote local self-governance for sustainability of the program's impact.

Programs:

The following programs are to be addressed with and by women and destitute people of working areas.

- Develop CBOs, mainly for the underserved women and vulnerable communities.
- Livelihood promotion – On and off the farm through CBOs.
- Microfinance – credit, savings (encouraging savings within community structure) and insurance.
- Basic Education
- Basic Health awareness

1.3 Activities and operational Area

January 1998 onwards, the organization started working for the poorest sections of the society mainly backward, schedule caste and schedule tribe families of Jhabua District (MP) and Dahod District (Gujarat). Initially, the organization worked on community based natural resource management through watershed management for livelihood upliftment of the tribal community. The gradually increased in its size and started operations in other parts of Gujarat as well. Prayas was actively involved in the relief work after the Bhuj earthquake. Thereon, the organisation has continued to carry out various activities in Gujarat. At present the organisation is working in Jhabua (MP), and in Dahod, Surendra Nagara, Rapar and Anjar in Gujarat. The main areas of interventions are community based natural resource management, capacity building of village communities (with the focus on women), savings and credit program, income generation activities of SHG members, strengthening local self-governance, taking up issues of basic rights and water and sanitation.

PRAYAS presently has a team of 131 committed professionals and social workers in its 22 offices that are working to achieve the organizational mission. PRAYAS's strength is in mobilizing the most vulnerable communities to address their developmental issues in a participatory way.

1.4 PRAYAS' Financial Partners

PRAYAS has experienced to work with many financial partners like; Zilla Panchayat - Jhabua, CCF, Cord Aid, CASA, IGSSS, Action Aid India, GEC, CARE India, OXFAM (UK), CONCERN World Wide, IOM, GSACS, Women and Child Development Department, WASMO, American India Foundation, Help Age India, The Hunger Project & GAIL India for the various social developmental programs. For microfinance program, Basix- IGS, HDFC bank, Indian Bank, Dena Gujarat Grameen bank, Dena bank, Canara Bank, NABARD, SIDBI, Mas Financial Ltd, Rangde , FWWB, HIVOS, DIA Vikas, IDBI Bank, Gruh Finance, Milaap and Habitat India.

2. Board of Trustees

2.1 Board of Trustees

Prayas has a seven-member Board of Trustees. The list of Board along with their backgrounds is as follows.

Sr No	Name	Designation	Edu.	Occupation	Since When associated
1	Dr.Dinesh Awasthi	Chair person	Ph.D	Ex. Director, EDI, Ahmedabad	01Aug-15
2	Bhadresh Keshavlal Rawal	Director	Bsc. Agri & MBA (HR)	Working as a Director of PRAYAS	11-Nov-97
3	Mr. Ramkrishna Mistry	Trustee	M.Com	Senior Resource person, Jan Vikas,Ahmedabad	01-Apr-13
4	Mr.Rajesh Singh	Trustee	MBA	Partner, SM. Investment services, Ahmedabad	5 June-15
5	Mrs. Shilpa Kaushikbhai Pandya	Trustee	PGD social security	Consultant of Shaisav, Bhavnagar	1-April 16
6	Mr.Ashis Mondal	Trustee	PGD Rural Dev.	Director, ASA, Bhopal	3-Jan 2017
7	Ms. Purvi Bhavsar	Trustee	PG	Co-Founder & Jt. Managing Director, PAHAL Financial Services PVT LTD	16-Jan 2017

Organisational structure

3.1 Prayas – Organisational Structure

Prayas is presently involved in providing financial and non-financial services to its members. For carrying out the activities the organisation is divided into two separate structure.

Social Development Wing (SD Wing): SD wing carries out all the development activities of non-financial nature. The wing has several programme going under it such as natural resource management, water and sanitation, rights based programmes, disaster relief etc. The staff and work is completely separate from the other wing of the organisation providing financial services.

Microfinance Wing (PRAYAS Jan Vikas Bhandol): Jan Vikas Bhandol is the other wing of the organisation providing microfinance services. PJVB is the name of the microfinance programme and has completely separate staff at the unit offices.

The office and infrastructure is however, common and shared by the two programmes. In the Prayas office structure, there is a Head Office based in Anjar and there are Unit Offices. At present, we have following unit offices:

Gujarat	MP	Rajasthan
<ul style="list-style-type: none"> • Anjar • Gandhidham • Rapar • Surendranagar • Dhrangdra • Morbi • Wadhwan • Limbdi • Chandkheda • Dahod • Gangardi • Zalod • Dehgam 	<ul style="list-style-type: none"> • CS Azad Nagar • Alirajpur • Petlavad • Barwani • Kukshi • Jhabua 	<ul style="list-style-type: none"> • Banswara • Sagwara

Prayas Organogram



