

annual report



Edition

2023 24

Gujarat & Madhya Pradesh

*Health is
the
greatest
wealth*

01

NO POVERTY



02

ZERO HUNGER



03

GOOD HEALTH
AND WELL-BEING



04

QUALITY EDUCATION



05

GENDER EQUALITY



08

DECENT WORK AND
ECONOMIC GROWTH



*Covered 90% of
Asia's Largest
district, Kutch and
meeting 6 SDGs.*



PRAYAS
Since 1997

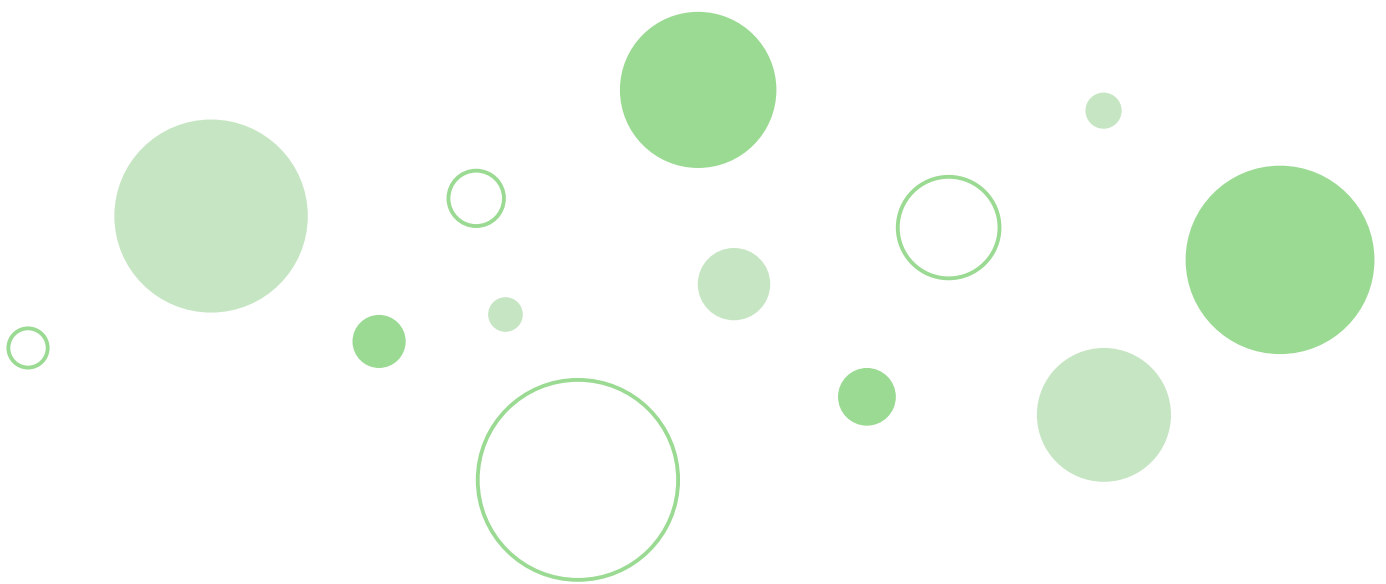
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Acknowledgement

We are grateful to all our partners, Board Members, Colleagues, friends and government agencies who have supported us in various ways to reach out to people who need our help to improve their lives.



Director's Page

Working for deprived communities has always been our passion and goal of life. The Changing needs of community and pressing social concerns, inspire us to do more, guide us to consolidate our efforts to minimize the issues and support community people through planned interventions.

Even after 27 years of constant working, we still feel that lot many things have to be done and much more efforts are required for better health, good education and meet financial needs of people especially women and growing children.

In our experience we have realized that people still lack basic awareness for their health, education and are not able to avail various welfare schemes provided by state and central government. They migrate to other districts or states because they don't have other options in their native villages and as a result, their children do not attend schools regularly and remain poor performers. When these children take admissions in higher classes, they are not able to cope up, opt wrong career path or remain unemployable due to lack of basic skills.

Similarly, most of the growing girls are not aware of basic menstrual health and hygiene and drop out from schools due to reasons like lack of awareness and availability of separate toilets and clean water. Many rural and tribal men and women are still illiterate and are not able to do basic banking transactions, use ATM or some times becomes victim of loan sharks and financial frauds. They have poor investment knowledge and have no plans for financial security. In spite of various efforts by govt. and other agencies, they do not consider health insurance necessary.

In 2023-24, we worked on the key issues of Health, Entrepreneurship and Financial Literacy in Gujarat, and Madhya Pradesh with the support of many CSRs, NGOs and Govt. Agencies. We have reached and impacted to 117679 men, women, and children through various development programs.

Through this brief annual report, we would like to share our key interventions and achievement with all of you. As a grassroot organization, we continue to support community in remote and deeper pockets in working areas, with prime focus on women and children. The completion of 27 years is not like we know everything, but these many years made us more resilient, humble to learn, and remain motivated to build a wise, healthy and dignified society with inner peace and sustainability.



Bhadrish Rawal

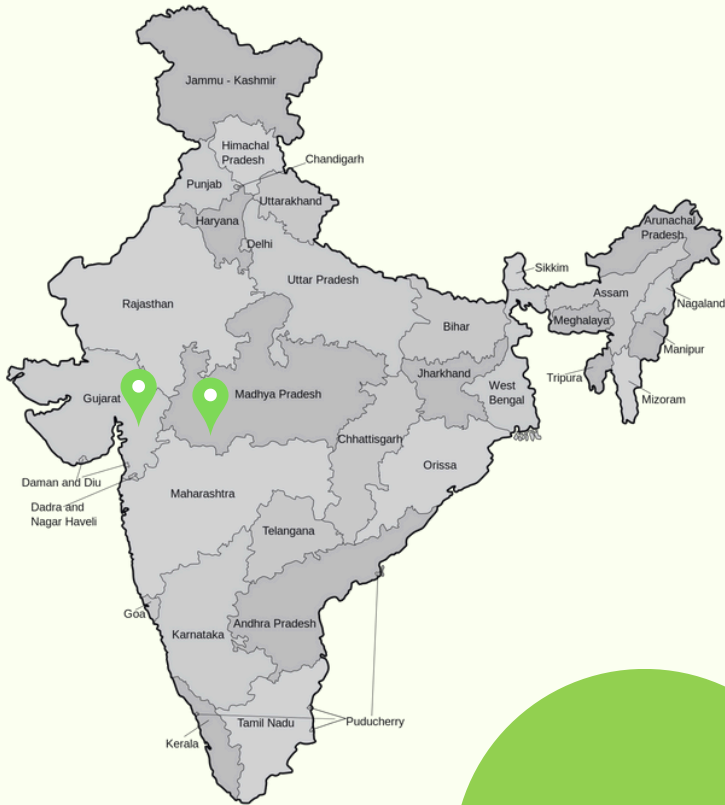
Director

PRAYAS Trust





Footprint



2 STATES

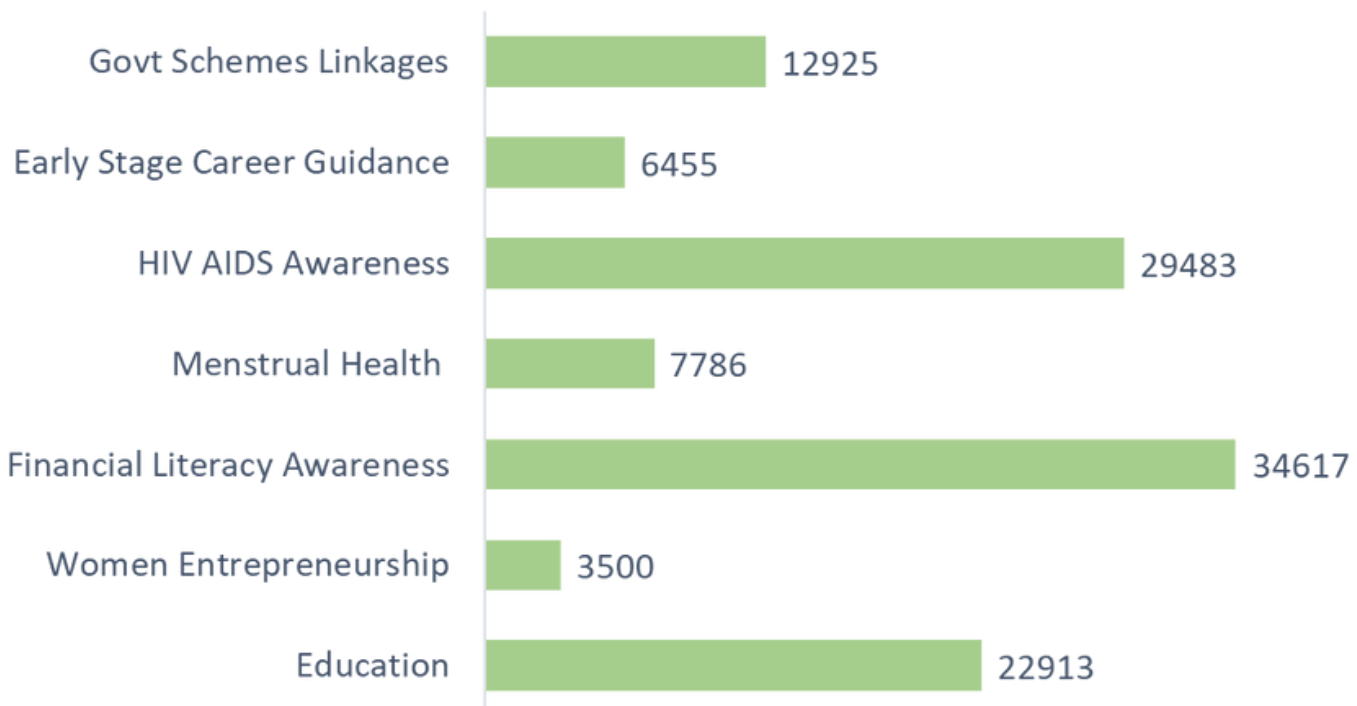
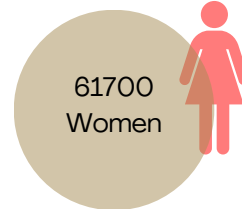
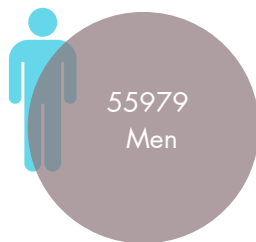
10 DISTRICTS

203 VILLAGES



117679
families

Coverage



Program Objectives

Rationale

Community Driven Developmental Programs to support Govt. Efforts

Financial Literacy Awareness

Almost 75% Indians are still financially illiterate, becomes victim of financial frauds, not able to do banking and digital transactions and have no retirement plans.

2

Health & Hygiene

More than 70 Million adolescent girls are unaware of menstrual health and approx. 20% of them drop out school every year; 10% population in urban slums have high HIV & TB prevalence; over 50% of Indian truck drivers have health problems.

4

Women Entrepreneurship

Despite almost equal in population, only 20% women participate in total workforce and just 15% contribute as entrepreneurs. Key reasons are gender gaps, lack of access to networks and institutional support etc.

6

1

Primary Education

As per census 2011, more than 92 million children migrate every year along with their parents in other districts or states. As a result lakhs of children do not complete their primary education or end up in child labour.

3

Early Stage Career Guidance

80-90% of school going children are only aware of 7-8 career options only where as more than 250 career options are available and 90% children opt for wrong career option due to lack of formal career guidance

5

Entitlement

Both central and state govt. provide various welfare schemes, especially for women but because of poor education, lack of access, unawareness about processes involved, most of the time, women and community people are still far away from these schemes.

Approach & Focus



1-Key Stakeholders and beneficiaries

Our Key stakeholders and beneficiaries primarily belongs to villages of tribal and rural areas in Gujarat and Madhya Pradesh while we also work in urban slums. Our beneficiaries are less educated or illiterate women, SC/ST community members with poor socio-economic background, children of public schools, young girls and boys and truckers families. Broader stakeholders are SMC, PRI, School Teachers and govt officials at district, block and village level.

2-Intervention Areas

- 1-Financial Literacy Awareness among women, school going children, truckers and microfinance members.
- 2-Health awareness to improve life style in truck drivers, HIV AIDS prevention in migrant labour and educate women for menstrual health & hygiene.
- 3- Entrepreneurship Skill building and SHG linkage
- 4- Career Guidance to children, class 8-10.
- 5- Strengthen school governance and educate parents to reduce child migration to improve primary education.
- 6- Facilitation of govt. welfare schemes with especial focus on health and life insurance.



3-Women centric programs

Educated, self reliant and confident women are the pillars of family and nation building. Even after so much interventions, various legal provisions and welfare schemes, situation of women in rural and tribal areas need improvement and more efforts are needed to eliminate gender biases and establish equality among men and women. To meet the requirement, most of our interventions focuses on women and children. Purpose of women centric programs is to develop the whole families and make women financially independent, healthy and self confident.

4-Strategic inclusion and consent

While implementing various developmental programs, we strategically involve local governance and institutions like Panchayat, SMC, School teachers, AWW, ASHA worker, Community Leaders and other district and block level officials for collective efforts to achieve common goals. We always take consent from community people and their families while taking their mobile numbers, pictures or stories to keep them informed about why we are collecting such information.





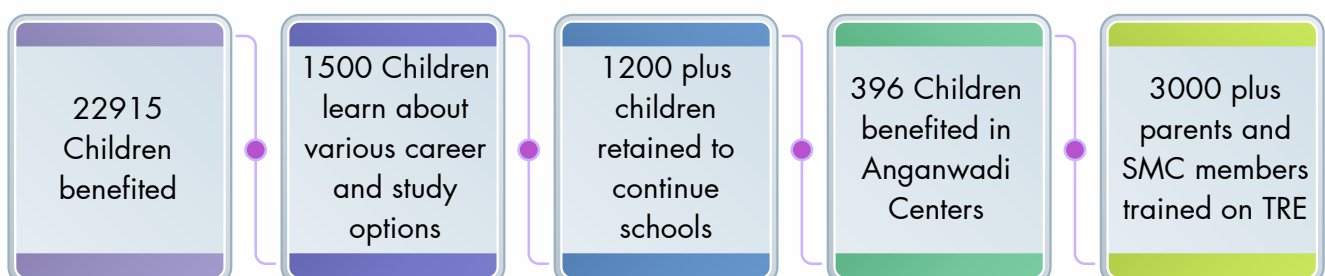
Education Career Guidance

Primary education program aims to provide support to public school going children aged 3-18 years in migration prone district of Alirajpur in Madhya Pradesh, where the literacy level is around 37% and most families migrate to Gujarat to earn a livelihood. Our key intervention involves retaining irregular or potential migrant children, strengthening School Management Committees, and creating a learning environment in schools under the purview of the Right to Education.

Key Activities

- Academic support to class 3-8 children in schools and early childhood education in Anganwadi Centers.
- RTE implementation through SMC and PRI.
- Household follow up to mobilize parents and school management committees members to reduce child migration
- Assessment and A/V based career guidance support to class 8-10 children in schools.

1. Retention of 6-14 years of children.
2. Implementation of RTE.
3. Building life skills among adolescent girls.
4. Mobilizing School Governance
5. Providing early stage Career Guidance to children from class 8-10





Financial Literacy Awareness program focuses to build financial temperament among trucker drivers and their families, other community women who wants to become entrepreneurs or running small businesses and school going children to inculcate saving practices from childhood. Financial literacy program educate about Banking practices, saving and diversified investments, pension or financial security, financial frauds, loans and insurances.



Live demonstration of banking services and processes were conducted.



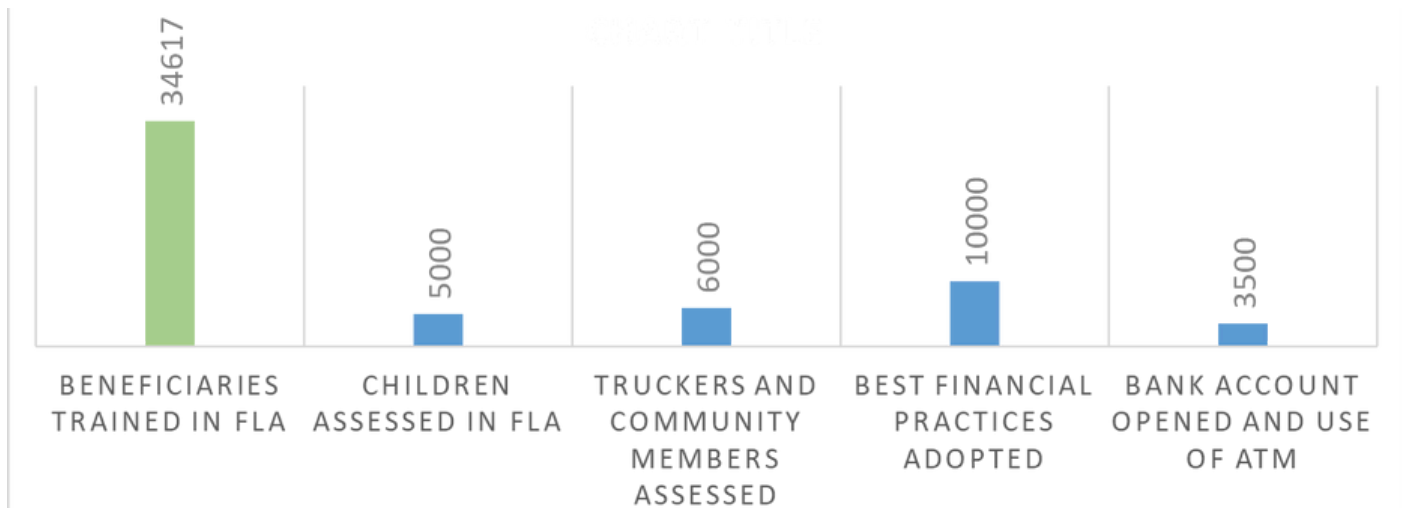
Families of truck driver and other women were trained on FLA.



Onsite Dhaba Training on FLA conducted on the highway



Training and awareness of school children on FLA and monthly saving practices.





Menstrual Health Awareness

PRAYAS Sewa Kendra is a classroom established in Kutch to provide awareness and support around menstrual health, govt. schemes and career guidance focusing women and adolescent girls.

HIV AIDS, STD and TB

Health checkup camps are conducted with the help of PHC support and assigned doctors. Doctors provide medicines for general ailments, checkup, provide referral services, prevention and curative support for HIV AIDS, TB and STD.



Sanitary Napkins Access

Azadi Sanitary Banks are installed in selected govt. schools to provide menstrual Health and Hygiene awareness and quality sanitary napkin pads at school level with revolving fund.

WRMSD and Lifestyle

WRMSD (WRMSD, Work Related Musculoskeletal Disorders) sessions are conducted with truck drivers, cleaners and mechanics.

WRMSD sessions are build around common health issues like back, neck, shoulder pain. A Health Booklet is developed on 5 best lifestyle habit.





Women Entrepreneurship

- Categorization of Potential Women Entrepreneurs
- Confidence Building
- Assessment based Skill Enhancement
- Institutional Linkages
- Seed Funding and network exposure
- Self help Group Formation

Majority of women are inherently have leadership skills, entrepreneurial competence and are well disciplined.

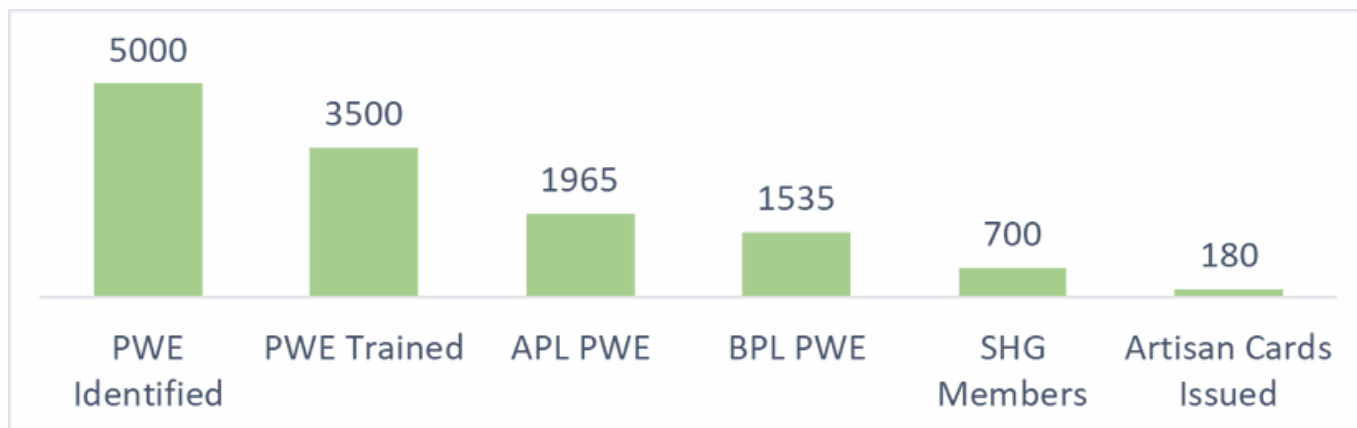
But due to various social and personal inhibitions, lack of confidence and exposure and family responsibilities often fail to initiate or scale their businesses. To meet the gaps, we have identified and trained more than 5000 women on entrepreneurship, financial literacy and personal inhibitions based on assessment. Approx. 3500 PWEs (Potential Women Entrepreneurs) continued with program and showed improvement at various level. After the training, approx. 700 PWEs joined SHG (Self Help Groups), 100 women were supported with financial assistance to initiate or scale the business. 180 PWEs also got Artisan cards which help them to register as artisan and avail loan for doing business. In addition to training and seed funding, approx. Various other women availed loan from microfinance to sustain their businesses.



Women taking business training for making Sanitary pads and other textile based products.



Women are trained on microfinance borrowing, Financial Literacy and online market community.





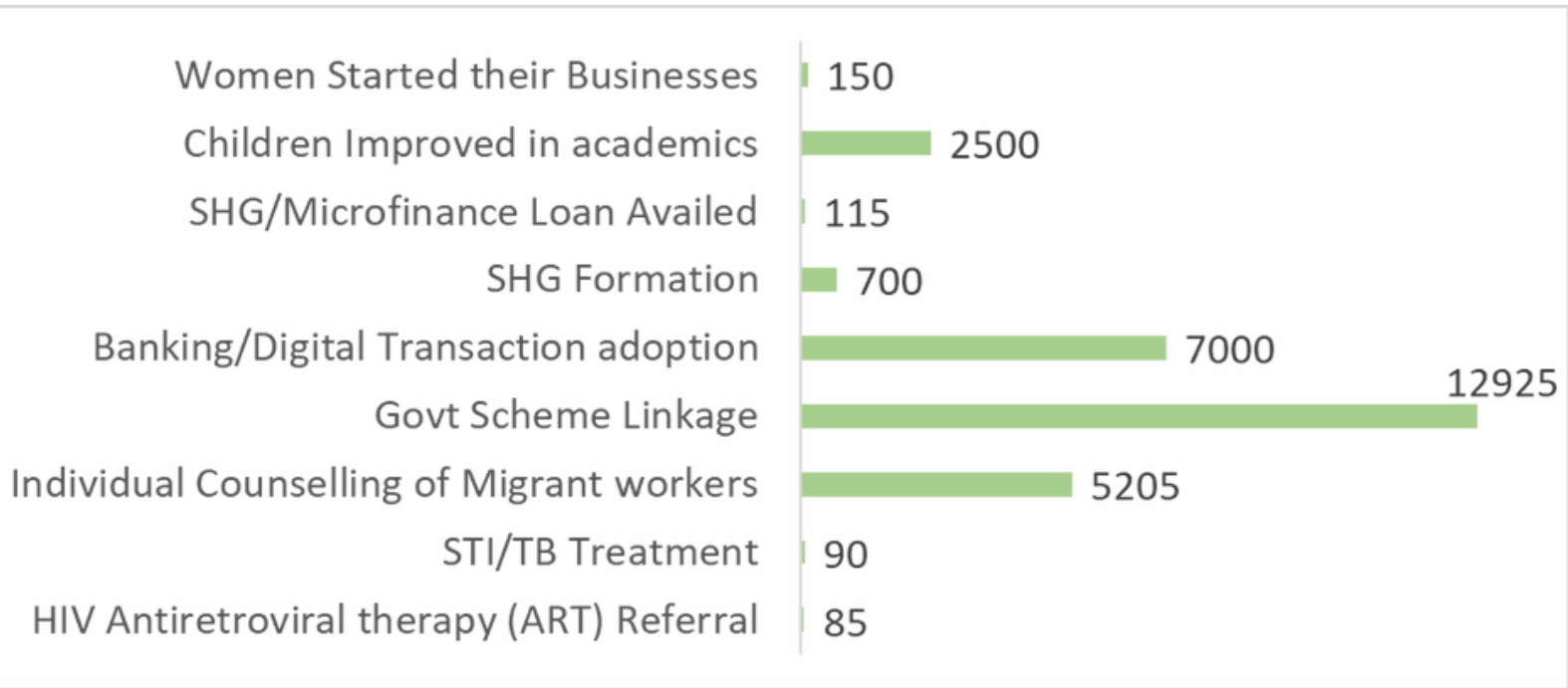
Thousands of women have learnt to use ATM,

Many women have established their businesses

Many children did not migrate and completed their schools

Adolescent girls started using sanitary napkin pads

Hundreds of truck drivers have medical insurance.



Success Stories

Prabhulal Bhuria,
Truck Driver Dhar, MP



Prabhulal is driving truck for 15 years, and he has to stay out of his home for several days. When Prayas team told him about online banking, he did not trust us. But when the team member showed his identity card, he shared his fear that he may lose his money while doing mobile banking. Field executive showed him mobile banking on his own phone. Prabhulal downloaded the mobile banking app and learnt how to operate it. Prabhulal said that earlier he used to send money to his family through friends but now he can do it himself with a single click. He further said that now he can also keep record of his expenses and avoid unnecessary expenses to save money.

Hawa Bai's husband is driving a truck for 20 years and she used to work as a labor in a farm and sell potatoes and vegetables. But she and her husband was not earning enough money to meet the family expenses. She was thinking to start a new business but was clueless. During one of the Women Entrepreneurship sessions she got an idea that instead of selling potatoes she can make its wafers. She discussed the costing, demand of nearby market and her customers with the FE and decided to sell potato wafers at Rs. 400/Kg. For now she is selling fresh unpacked wafers but soon will start selling it in small packets. Prayas team also helped her to get Ujjawala gas connection to reduce the cost of frying wafers.

Hawa Bai
Bhuj, Gujarat



Vaibhav
4 Years, MP



Vaibhav, a 4-year-old from Alirajpur, MP, lives with his parents and younger brother in Rajkot, Gujarat, where his parents work. His sisters stay with their grandparents in Alirajpur. In June, a Facilitator visited Vaibhav's home and convinced his father to leave him in Alirajpur to complete his education. However, Vaibhav did not want to attend Aganwadi. In July, Vaibhav went to Gujarat with his parents. During Diwali holidays, they returned home. The Facilitator visited them twice and discussed about the significance of early education at Aganwadi Centre. Initially, Vaibhav disliked studying and did not attend Aganwadi. When the Facilitator brought him to the centre, he played with toys and went home. After Diwali, Vaibhav's parents returned to Gujarat, leaving him with his grandparents. Gradually, Vaibhav's attendance at Aganwadi improved and now he can count to 10, and has learned Hindi alphabet.

Sapna (name changed), from Kutch district, Gujarat, recently began menstruating without much guidance from her mother. Fearful and hesitant, she struggled to learn about periods. During a menstrual health session, the Prayas team screened a film on MHH, demonstrated sanitary pad use, and provided a booklet on menstruation. Many questions were discussed in the class. Hearing other girls speak openly, Sapna gained the courage to share her issues with the PRAYAS team, mentioning burning and itching during her periods. It was discovered that she used cloth and changed it only twice a day. The team advised her to use and change a sanitary pad four times daily. Sapna was given a packet of pads. Later, she informed the PRAYAS team that she felt much more comfortable and her itching problem had resolved. Now, Sapna regularly uses sanitary pads.

Sapna
14 Years, Gujarat







Governance

PRAYAS has seven board members, where in 4 board members are female while 3 members are male. Each board members comes from development sector with average 25 years of relevant experience. Every year, all the board members meet 3-4 times and take updates of various programs, track the progress, achievement or gaps and provide required suggestion for the betterment of the program. Chairperson of the Board of PRAYAS is Shri Dinesh Awasthi who is currently working as Vice Chancellor at LJ University, Ahmedabad and ex director of EDII, Gandhinagar, Gujarat.

Dr. Dinesh Awasthi

CHAIRPERSON

Ex Director EDII, Ahmedabad
VC L J University, Ahmedabad.

Mr. Bhadresh Rawal

DIRECTOR

PRAYAS

Gandhinagar, Gujarat

Mr. Ramkrishna Mistry

TRUSTEE

Edupreneur & Development
Educator, Ahmedabad

Ms. Shilpa Pandya,

TRUSTEE

(Consultant-PM-JAY)
Ahmedabad

Ms. Minaxi Shukla (Consultant)

TRUSTEE

Education, ECC & Development
Ahmedabad

Ms. Narinderjit K Sethi

TRUSTEE

Deputy HR Manager
GERMI, (CSR of GSPC) Gandhinagar

Ms. Utpala Desai

TRUSTEE

Prof. Performing arts, J G College
Ahmedabad



PRAYAS
Organisation for sustainable development