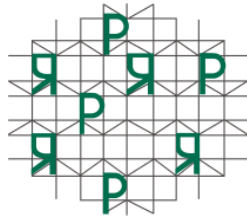




प्रदान  
Pradan

PROFESSIONAL ASSISTANCE  
FOR DEVELOPMENT ACTION



IKEA Foundation



## Partnerships for Rural Integrated Development & Empowerment (PRIDE)

PRADAN proudly announces **PRIDE**, a collaborative project to create a transformative impact in the lives of 100,000 rural women across 6 states in India, around multiple well-being dimensions with support from the IKEA Foundation.

The project focuses on triggering a comprehensive change process, based on building capacities of women and their collectives; demonstrating a virtuous interplay among empowered citizens, a responsive State and fair markets.

Mr. Manas Satpathy, the Executive Director of **PRADAN** says, “We empower women by bringing them into collectives which leads to income enhancement and addresses gender disparities inside and outside their households. In our partnership with IKEA Foundation, we would support 100,000 women to earn a better income and get clean water, healthcare and education for their families. This will impact the lives of 250,000 children helping them grow up healthy and access school education.”

The project is being implemented in 12 of the poorest blocks in India, in the states of West Bengal, Jharkhand, Odisha, Chhattisgarh, Madhya Pradesh and Rajasthan.

Jonathan Spampinato, Head of Communication of **IKEA Foundation** says, “the IKEA Foundation is supporting PRADAN with a €7 million grant because we believe that investing in women leads to better future opportunities for their children.”

The project will be actively supported by **Transforming Rural India (TRI)**, a new initiative by PRADAN and Tata Trusts. TRI will assist PRADAN around areas of partnership building, protocol creation and upstream engagement with public systems and in attracting new-age market-based social enterprises.