

Transforming Lives Through Self-empowerment



India's development is served better when educated, compassionate professionals work directly with the marginalized communities. They will emerge out of poverty if they take charge of their own development.

PRADAN was founded on this idea.



Our 40-year engagement at the grassroots has seen PRADAN grow to be regarded as India's foremost NGO working on rural transformation.




8
OF INDIA'S POOREST STATES


42,000
VILLAGES


10million
PEOPLE

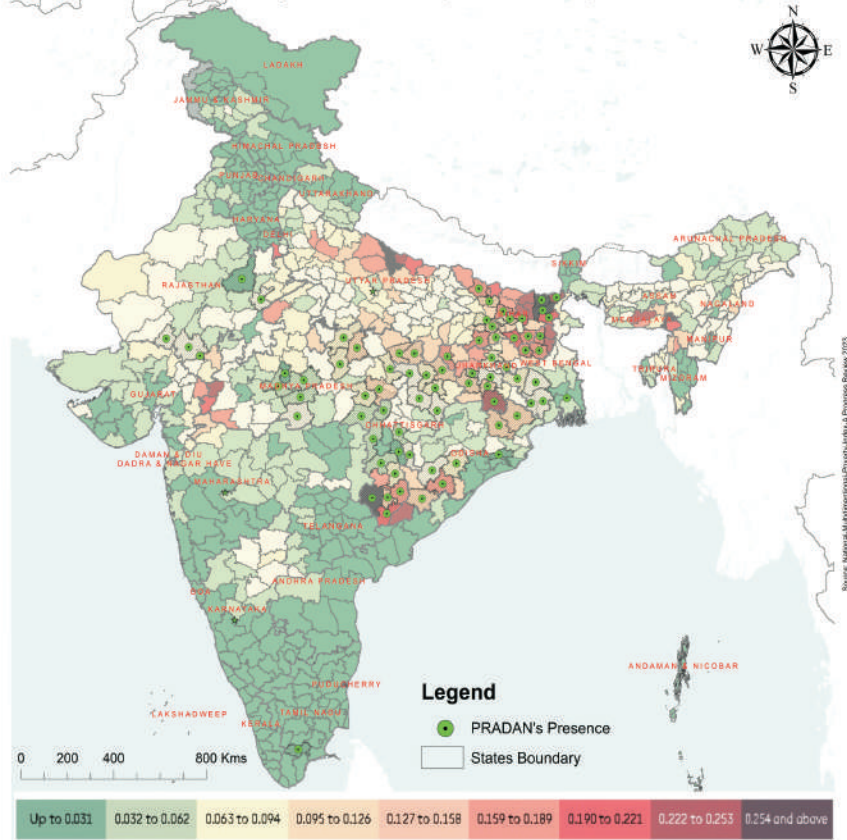
and counting...



Geography of Change

PRADAN is present across the poverty hotbeds in India. Our 69 teams work in the state of Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, West Bengal & Tamil Nadu. These region are characterized by intense poverty, low Human Development Index (HDI), and hilly terrains which are home to the largest concentration of indigenous tribes.

Multidimensional Poverty Index Score (District-wise)- PRADAN's Presence



Young professionals engage with community members catalyzing their transformation and that of India



India continues to be predominantly rural, and much of it remains underserved. Given the low level of human development of most communities and their continued difficulties in accessing quality education, healthcare, and good governance, this situation is unlikely to change in a hurry, even with the present mood of resurgence in the country. What is needed is the envisioning of a **New Rural** – empowering communities who will take charge of their own development and not wait for it to trickle down.

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The **New Rural**

It is imperative we learn to transform our villages. Yes, many Indian villages have become less isolated, better informed, and most of all, more aspirational.

And herein lies the opportunity.

The opportunity for young professionals to engage with village, catalyzing their transformation and that of India.





Impact

On Programs Beyond the Projects

- PRADAN promoted the first SHG by organizing rural women in 1987, which gave the initial impetus to women's SHG movement in India

- The SHG approach is now the lynchpin mobilization strategy of the National Rural Livelihood Mission (NRLM) in India

- Over 100 million women have been organized for bank linkages and livelihood intervention through state and NGO efforts

- PRADAN initiated sectoral institutions like Tasar Development Foundation (TDF) and National Small Holder Poultry Development Trust (NSPDT) work with more than 20,000 farmers making these the largest organized efforts in these sectors

- PRADAN's prototype of livelihoods with a comprehensive natural resource management perspective, tasar enterprises and backyard poultry intervention are now salient strategies in various government schemes

- PRADAN has also collaborated with Dr. B. R. Ambedkar University Delhi to launch a praxis-based M. Phil program in Development Practice to further mainstream development as a career choice

- PRADAN is the National Resources Centre for Livelihood (NRCL), a knowledge and capacity building partner, to National Rural Livelihood Mission (NRLM), the flagship rural development program of the Government of India



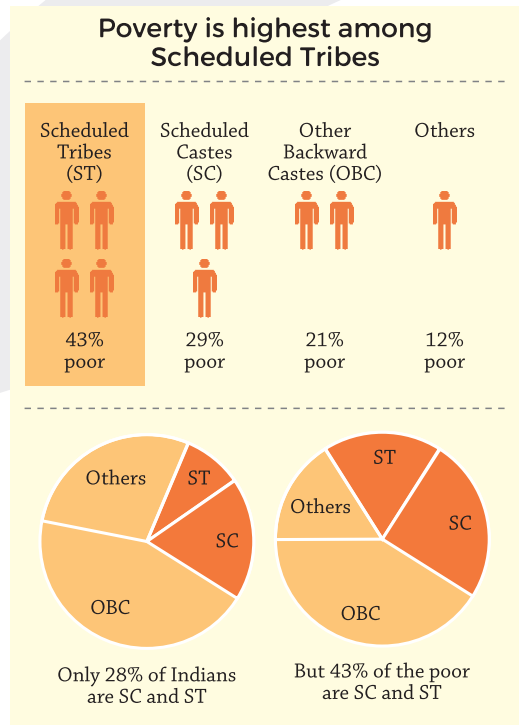


How We Do It

Poverty is multidimensional and inter-generational. It is also webbed in the inter-sectionality of caste, class and gender. Caught between the narratives of a developed and a developing nation, poverty in 21st century India is complex. Addressing it needs multidimensional, multipronged approaches. Facilitating change in the lives of the communities we work with involves:

Professionals at Grassroots

PRADAN has institutionalized the practice of educated, compassionate professionals working directly with communities at grassroots. Four hundred plus professionals at PRADAN, trained rigorously in development practice, work with rural women in remote villages. Working under challenging conditions, they are perhaps the largest pool of professionals engaged in villages on poverty alleviation (outside the government).



Source: <http://www.worldbank.org/en/news/infographic/2016/05/27/india-s-poverty-profile>

PRADAN has a unique, one-year 'Development Apprenticeship' program to induct, groom and deploy university graduates to work with marginalized communities in remote rural areas.

3000

PROFESSIONALS
TRAINED AS
DEVELOPMENT
APPRENTICES

20

OF PRADAN'S
ALUMNI LEADING
THEIR OWN
ORGANIZATIONS



Mobilizing the most vulnerable through Self-Help Groups (SHGs)

Women from marginalized communities are mobilized into Self-Help Group (SHGs) and other collectives. They come together over common issues and take ownership to resolve them. Through intensive engagement on livelihood, nutrition, grassroots governance, gender and social justice, our professionals facilitate women to visualize the change they want and help them become the change maker. With an enhanced sense of *self-worth* and *self-agency* communities through the SHGs not only articulate their own agenda but realize it. They negotiate with relevant stakeholders for their rightful dues, including accessing financial resources provided by government policies.

Leveraging the 1:4:11 Multiplier

For every rupee received from our donors, we mobilize four times the amount from government programs and financial institutions across locations. This leveraged amount is invested in nurturing SHGs, building their organizations, creating community assets and developing and implementing livelihood plans. This investment results in increased prosperity, improved skills, and confidence among communities to take charge of their well-being and development agenda. For every rupee invested on our field teams, Rs 11 of income is generated in communities we work with. Helping the communities achieve this requires carefully nurtured partnerships with other resource organizations.



Collaborating for Reach and Expertise

PRADAN supports Civil Society Organizations (CSOs) in the regions where they work, and provide technical expertise and training to existing organizations that are looking to build capabilities in its areas of strength as well as partner agencies to enlist their expertise in different domains. We partner with 116 CSOs which helps us integrate issues related to gender, governance, nutrition, water, sanitation and hygiene to enrich and expand the depth of work on the ground. Apart from thematic collaborations, PRADAN evolves partnerships with committed grassroots NGOs to:

Build capacity and influence greater number of households: by sharing our learning tools and community institutional models to work with similar disadvantaged communities in other areas

Improve process for implementation: by supporting NGOs to strengthen institutional systems and processes so that they are, effectively and efficiently, able to help impact the lives of marginalised people.

Our collaboration with State, Corporates, Philanthropies, Research and Academic Institutions help enhance the reach and impact of our interventions.



Impact

On Community Crossing the Poverty Line (Direct + Partnerships)

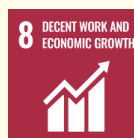
140
POOREST
DISTRICTS

10 million
POOR

83,315
SHGs

13
SDGs

Rs 12,500 million
(USD 190 MILLION) P.A.
COMMUNITY INCOMES FROM PRADAN'S
LIVELIHOODS IMPROVEMENT WORK



Partners

To help communities emerge out of poverty,
PRADAN is supported by many partners. Acknowledgements,
for supporting our mission to transform rural India.

INDIAN

Philanthropies

Azim Premji Foundation
Bharat Rural Livelihoods Foundation
TATA Trusts
RG Manudhane Foundation for Excellence

Corporate- CSR

Aditya Birla Capital Foundation
Axis Bank Foundation
Bajaj Allianz General Insurance Co. Ltd.
Bharat Heavy Electricals Ltd.
BofA Securities India Limited
Dharampal Satyapal Limited
DSP Merrill Lynch
HDFC Bank Ltd.
Hindustan Unilever Foundation
ICICI Foundation for Inclusive Growth
INDUSIND Bank Limited
InterGlobe Aviation Limited
Oil and Natural Gas Corporation Limited
RBL Bank Limited
Reliance Foundation
Schneider Electric India Foundation

Ministries, Departments, Societies and Agencies (Government)

National

Central Silk Board, Ministry of Textiles
National Agricultural Cooperative Marketing
Federation of India Ltd.
National Bank for Agriculture and Rural
Development
National Cooperative Development Corporation
Science for Equity Empowerment and
Development Division

State

Bihar Rural Livelihood Promotion Society
Chhattishgarh Grameen Aajeevika Samvardhan
Samiti
Jharkhand State Livelihoods Promotion Society
MP Rajya Aajeevika Forum
The Agriculture Promotion and Investment
Corporation of Odisha Limited
West Bengal State Rural Livelihood Mission

UN and International Agencies

International Food Policy Research Institute
UN Women - United Nations Entity for
Gender Equality and the Empowerment of
Women
UNICEF - United Nations Children's Fund

Research and Other Agencies

Foundation for Ecological Security
Indian Institute of Millets Research

FOREIGN

Philanthropies and Corporates

Bank of America
Bill & Melinda Gates Foundation
British Asian Trust
Fidelity Asia Pacific Foundation
IKEA Foundation
Livelihoods Carbon Funds
Silicon Valley Community Foundation
The Ford Foundation
Walmart Foundation
Water.org
Welthungerhilfe

Corpus Donor

INDIAN

ICICI Bank Limited
IDBI Bank Limited
IFCI Limited
Azim Premji Foundation
TATA Trusts
L & T Finance Ltd.

FOREIGN

Every Good Thing, LLC
HDFC Limited
Paul Hamlyn Foundation
RBS Foundation
Silicon Valley Community Foundation
The Ford Foundation

To get the complete list, please refer
to our website: pradan.net

We aspire to continue forging new
partnerships with organizations to realize
the vision of 'a just and equitable society'.



Recent Recognitions

Yashraj Bharati Samman
Transforming People Lives
Category – 2023



Development Catalyst Award 2022
by ACCESS Development Services
in the 25+ years category – 2023



HCL Grant
Environment Category – 2022



7th CSR Impact Award
Under Environment
Category – 2021



Water.org & Sa-Dhan Awards
for excellence in water and
sanitation financing – 2021



Business Standard
Social Enterprise Award for
Women Empowerment – 2018

Business Standard
Social Enterprise Award for
Women Empowerment – 2017



Spirit of Humanity Award for
Women Empowerment – 2017



Process Excellence Award for
Grass-roots Work by
Axis Bank Foundation – 2016



Times Social Impact Award for
Livelihood Promotion – 2015



The Microfinance India Award for
Self-help Group Promoting
Institution of the Year – 2013



No. 1 in the Great Place to Work
in NGO Category – 2010

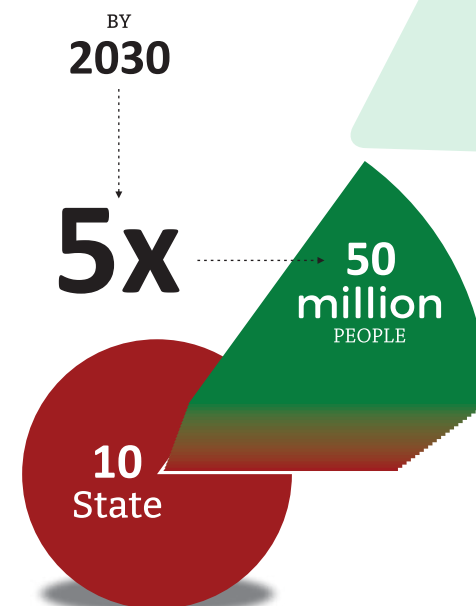


Rozgar Jagrookta Puraskar by
Ministry of Rural Development – 2010



Aspiration

To realise the vision of a just and equitable society, we seek to expand our reach five-fold to 10 million rural poor families (~50 million people) by 2030. PRADAN and partners will impact lives across poverty regions of India to achieve gender equality, nutrition well-being, inclusion, fair economic progress & ecological sustainability.



PRADAN

Professional Assistance for Development Action

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