People Oriented Economy
Parinaama Development Foundation
New Delhi, India

SUPPORTED BY Rythm Foundation
Parinaama Development Foundation

Parinaama in Sanskrit means TRANSFORMATION in a literal and spiritual sense - not only of the mind, but also of the body, elements and senses.
About Us

• Established in 2012
• Headquartered in New Delhi
• Registered as a section 25 company, nonprofit organization under Ministry of Corporate Affairs
• 80G, 12 A, GST registration, Import Export License,
• FCRA and Savings Accounts with HDFC Bank, New Delhi
• Currently operating in Odisha, Bihar and Jharkhand – Eastern region
• Bandwidth to work pan-India through a network of field support groups and professionals specifically in Maharashtra, Karnataka and Andhra Pradesh/Telangana states
• Network of professionals across South-east Asia providing advisory services
Our Approach

VISION

• To build a gender equitable, sustainable and socially inclusive world

MISSION

• To assist the poor and marginalized communities in India
• To enable social transformation through development initiatives at the grass-root level

PRINCIPLES

• Purpose-oriented, transformative, community welfare oriented, participatory, sustainable;
# Key Focus Areas

## WASH
- Construction of a Community Sanitary Complex in Marchi, Bihar; Sanitary Napkins and Soaps joint training and production center set up in Athmalgola, Patna

## HEALTH
- Child and Maternal Health Campaigns across Bihar
- Water, Hygiene and Sanitation campaigns; menstrual hygiene management;

## SKILL DEVELOPMENT
- Garment Manufacturing micro-enterprises in two districts in Odisha

## NUTRITION
- Mushroom Cultivation training and production centers in Ranchi, Jharkhand and Madhubani, Bihar

## EDUCATION
- Digital Literacy: Computer Center in Sonepur, Odisha for youth and women
- MEDP: Financial Literacy for SHGs in Odisha

## ARTS & CULTURE
- Mithila Art Training for revival of art form in Madhubani, Bihar
- Establishing cultural center and library of Kosali language in Odisha
Community/Social mobilization through interpersonal communication: ONE ON ONE MEETINGS and SMALL GROUP MEETINGS

Facilitating skill building programs on the ground: DRAWING PEOPLE FROM THE VILLAGES AND ENABLING SKILLS

Participatory and collaborative Action Interventions for Development: ENGAGING WITH THE COMMUNITY AND PROJECTS ARE THROUGH COLLABORATION ONLY; TRAINERS ARE FROM THE COMMUNITY ITSELF;

Entrepreneur Development Programs: SET UP CLUSTERS OF NANO ENTERPRISES AND MICRO ENTERPRISES WITH THE HELP OF COMMUNITY AND LED BY WOMEN;

Training of Grassroots Volunteers and Trainers: IN SELF EVALUATION OF ENTERPRISE AND ASSESSMENT OF THEIR CLUSTER; (cost-effectiveness of the enterprise)
Social Solidarity Organization/Enterprise
## Social Solidarity

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIALLY RESPONSIBLE GOVERNANCE</strong></td>
<td>Focus: hard-to-reach, remote areas; Beneficiary Constituency: Economically Backward (BOP), Tribal Population (Adivasis), Socially excluded (Dalits)</td>
</tr>
<tr>
<td><strong>EDIFYING ETHICAL VALUES</strong></td>
<td>Social Justice, Transparency, Integrity and Honesty, Diffusion of Ownership, Respect for Resources, Preservation of Culture and Environment</td>
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<tr>
<td><strong>ECOLOGICAL CONSERVATION</strong></td>
<td>Inculcating eco-friendly practices such as organic farming, reducing plastic and chemical usage, composting units, among many others.</td>
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<tr>
<td><strong>ECONOMIC SUSTAINABILITY</strong></td>
<td>Enhancing the capabilities of the women’s groups to sustain themselves over the long run</td>
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</tbody>
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Our Social Business Models

**MOBILIZATION**
- Identify marginalised & disadvantaged men and women and Mobilize them
- Facilitate and establish activity centres or microenterprises for training and development
- Microenterprise cluster approach

**MARKET LINKAGES**
- Facilitate market and trading linkages for
- Raw materials
- Products

**TRAINING PROGRAMS**
- Conduct trainings with help of local skilled people/trainers to impart traditional or modern skills for livelihood
- Entrepreneurship Development

**OTHER PROGRAMS**
- Training in communication, computer literacy,
- Health awareness programs on Maternal, Neonatal, Child Health and Nutrition
- Campaigns against alcoholism, tobacco and drug use;
# Projects by Parinaama

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>UNIT 1</th>
<th>UNIT 2</th>
<th>UNIT 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Madhubani district</strong></td>
<td>Mushroom farming (Raj Nagar Block)</td>
<td>Mithila art and craft (Jhanjharpur Block)</td>
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<tr>
<td><strong>Patna district</strong></td>
<td>Community toilet project (Patna Sadar Block)</td>
<td>Sanitary napkins (Athmalgola Block)</td>
<td>Soaps (Athmalgola Block)</td>
</tr>
<tr>
<td><strong>Ranchi district</strong></td>
<td>Mushroom farming (Namkum Block)</td>
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<tr>
<td><strong>Balangir district</strong></td>
<td>Sewing microenterprise (Puintala Block)</td>
<td>Cultural heritage project (Balangir Block)</td>
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<tr>
<td><strong>Sonepur district</strong></td>
<td>Sewing microenterprise (Sonepur Block)</td>
<td>Computer centre (Sonepur Block)</td>
<td></td>
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</tbody>
</table>
To build bridges with stakeholders

Vendors, Government officials, Microfinance, Benefactors

To position Parinaama as BOP facilitator for MED

Team Parinaama through SHGs, FLHW

Advocating, Educating and Influencing through meetings

Village, Hamlet and District Level Reach

Challenge: Functioning in overcrowded, overworked network - unmatched expectations

Existing Microenterprises and Trainees

Proportion and strength of relationships established

No. of business opportunities

Strengthen and broaden network

Framework for Advocacy

ITERATIVE PROCESS
Dual Benefits

SOCIAL INCLUSION
Human Barriers and Utilisation of Social Capital (BoP oriented)

ECONOMIC
Entrepreneurship at BoP and Consumer as Owner

WELFARE

Improved self worth, self esteem due to reduced inequalities

Improved standard of living due to better earnings

Community growth and upliftment
Strengthening Business

Income pathway
- Increase in incomes of women and clusters
- Improved individual sales targets

Market pathway
- Increased demand
- Increased supply

Production pathway
- Increased productivity
- Improved value chain
Market Linkages

**PLAN 1**
Tapping the local markets-village fairs

**PLAN 2**
Linking with local vendors and traders

**PLAN 3**
Interlinkages with quasi-government agencies

**PLAN 4**
Interlinkages with state government agencies

**PLAN 5**
Promotion through fair trade forum And other channels
Return on Investment

- Garment Program: 40%
- Sanitary Napkins Program: 50%
- Mushroom Program Ranchi: 90%
- Soaps Program: 60%

CHALLENGES

- Creating High Aspirations
- Addressing Social Barriers and Taboos
- Negotiating and Bargaining in the market place (procurement / selling)
- Physical Mobility for women
- Changing Work Ethic
- Psychological Empowerment
Way forward

1. Continue to work with communities building social capital
2. Perception change and attitudinal changes will come with education, knowledge and skills
3. Demonstration and learning hubs
4. Networking and partnerships
5. Scoping and broadening the canvas
Thank you