

A photograph of several children in a village setting. In the foreground, a girl in a red patterned dress is smiling and holding a small child. To her right, a boy in a yellow and green striped shirt is looking at the camera. In the background, another child is visible, and a person in a blue sari is walking on a dirt path. The scene is outdoors with trees and a blue structure in the background.

ASEC

SSE Academy

May 22, 2020

People Oriented Economy

Parinaama Development Foundation

New Delhi, India

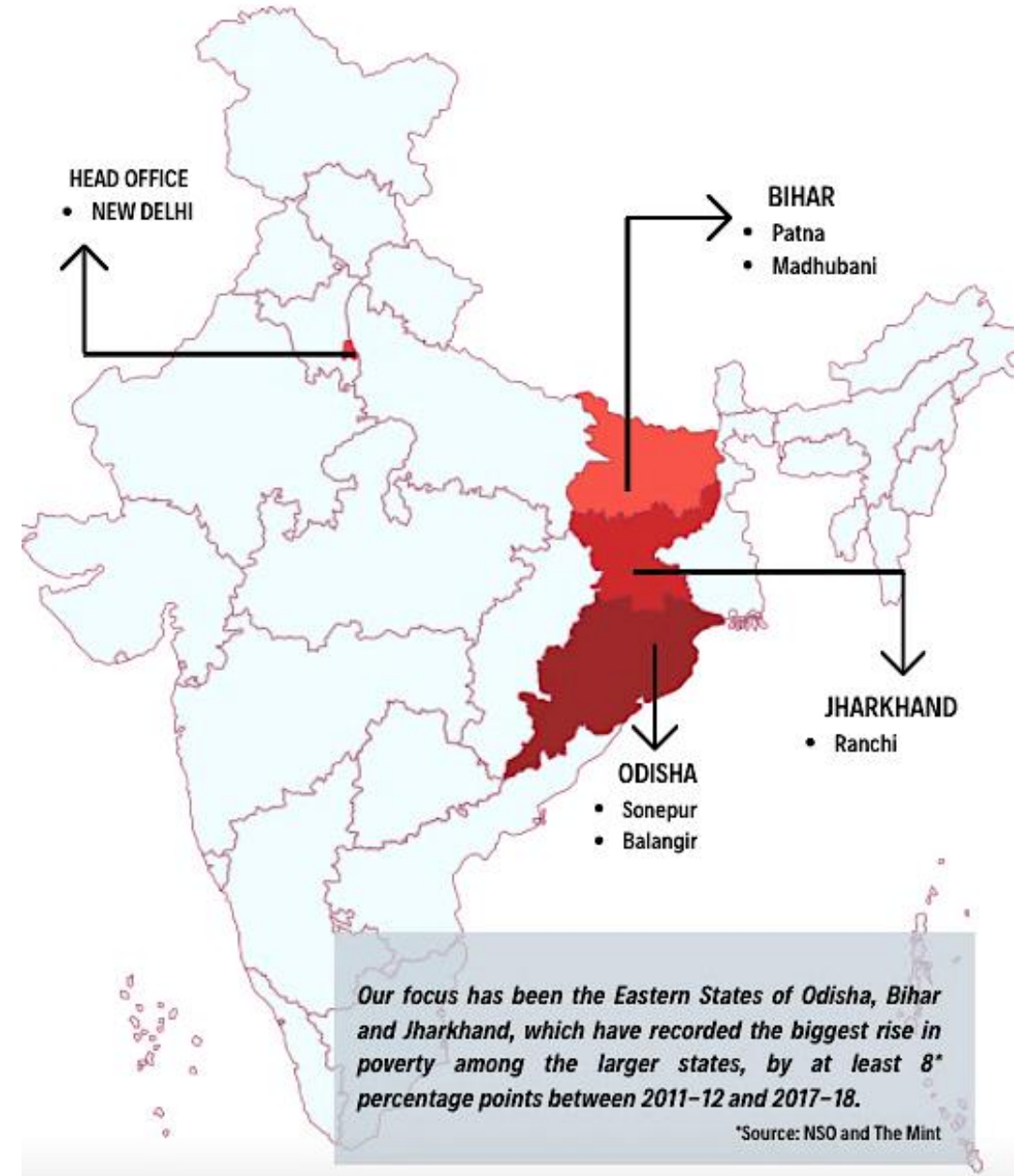
SUPPORTED BY Rythm Foundation

Parinaama Development Foundation

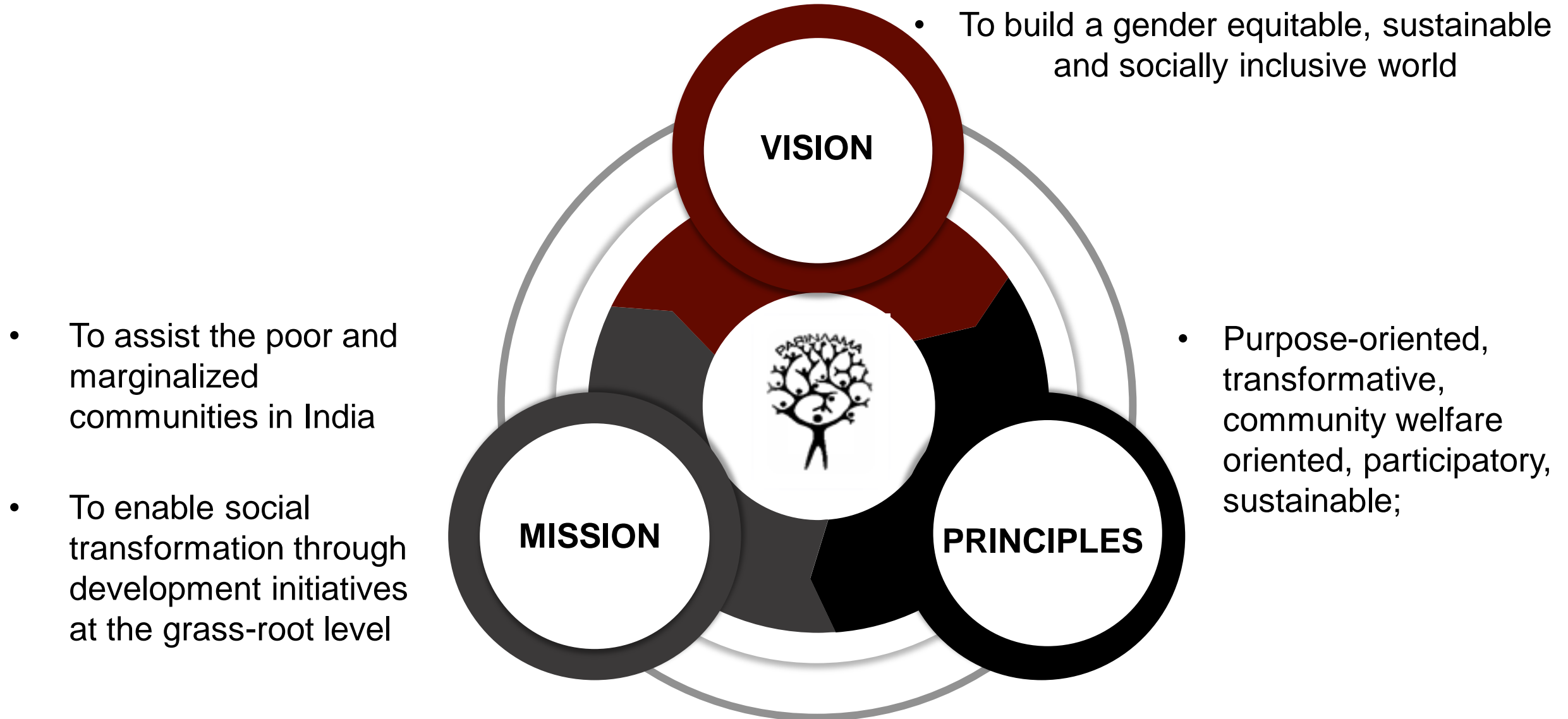
Parinaama in Sanskrit means TRANSFORMATION in a literal and spiritual sense- not only of the mind, but also of the body, elements and senses.

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



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 Sonapur, 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

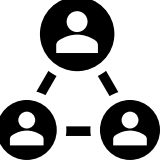




Strategies

- ❑ 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

SOCIALLY RESPONSIBLE GOVERNANCE	Focus: hard-to-reach, remote areas; Beneficiary Constituency: Economically Backward (BOP), Tribal Population (Adivasis), Socially excluded (Dalits)	
EDIFYING ETHICAL VALUES	Social Justice, Transparency, Integrity and Honesty, Diffusion of Ownership, Respect for Resources, Preservation of Culture and Environment	
COMMUNITY SOCIO-ECONOMIC BENEFITS	Nano-Enterprises: Creation of Jobs, Better Skills Infrastructure and Material Support: Easier Access Finished Product: Bargaining Capacity and Re-investment	
ECOLOGICAL CONSERVATION	Inculcating eco-friendly practices such as organic farming, reducing plastic and chemical usage, composting units, among many others.	
ECONOMIC SUSTAINABILITY	Enhancing the capabilities of the women's groups to sustain themselves over the long run	

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

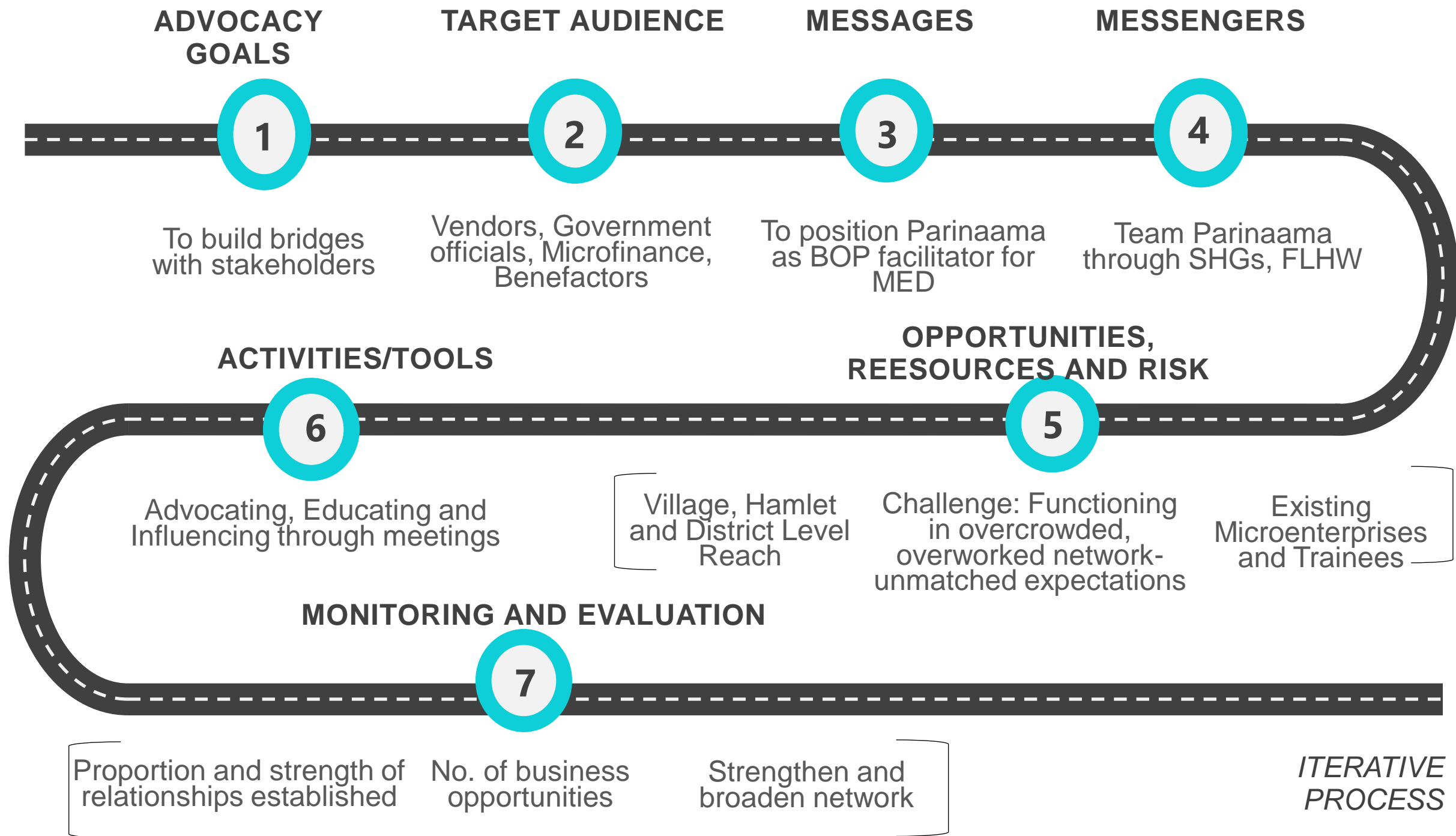
- Conduct trainings with help of local skilled people/trainers to impart traditional or modern skills for livelihood
- Entrepreneurship Development

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

LOCATIONS	UNIT 1	UNIT 2	UNIT 3
Madhubani district	Mushroom farming (Raj Nagar Block)	Mithila art and craft (Jhanjharpur Block)	
Patna district	Community toilet project (Patna Sadar Block)	Sanitary napkins (Athmalgola Block)	Soaps (Athmalgola Block)
Ranchi district	Mushroom farming (Namkum Block)		
Balangir district	Sewing microenterprise (Puintala Block)	Cultural heritage project (Balangir Block)	
Sonepur district	Sewing microenterprise (Sonepur Block)	Computer centre (Sonepur Block)	







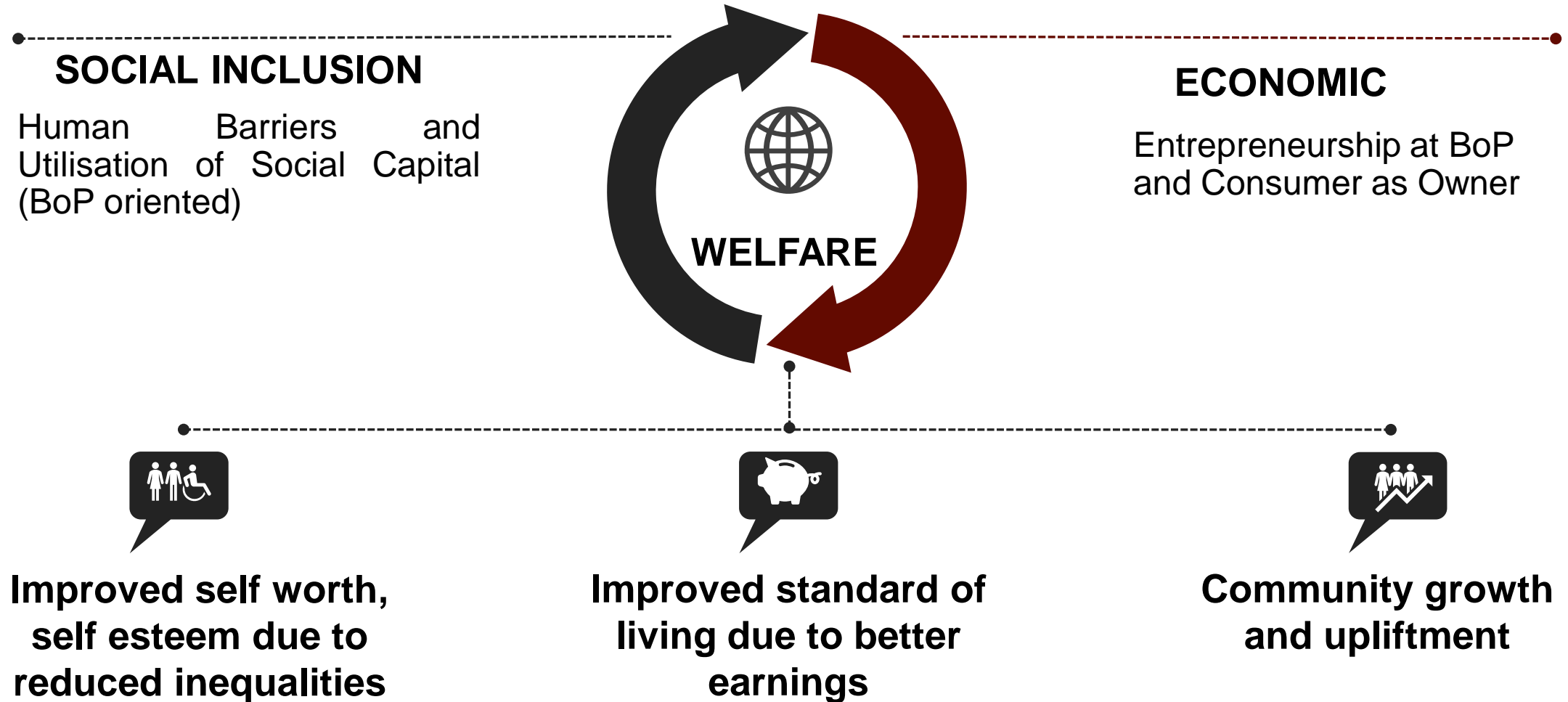




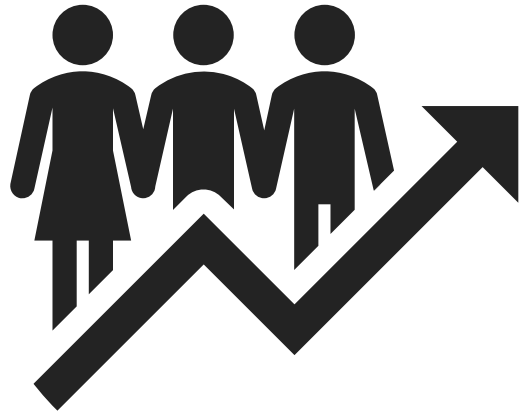




Dual Benefits



Strengthening Business



Income pathway

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

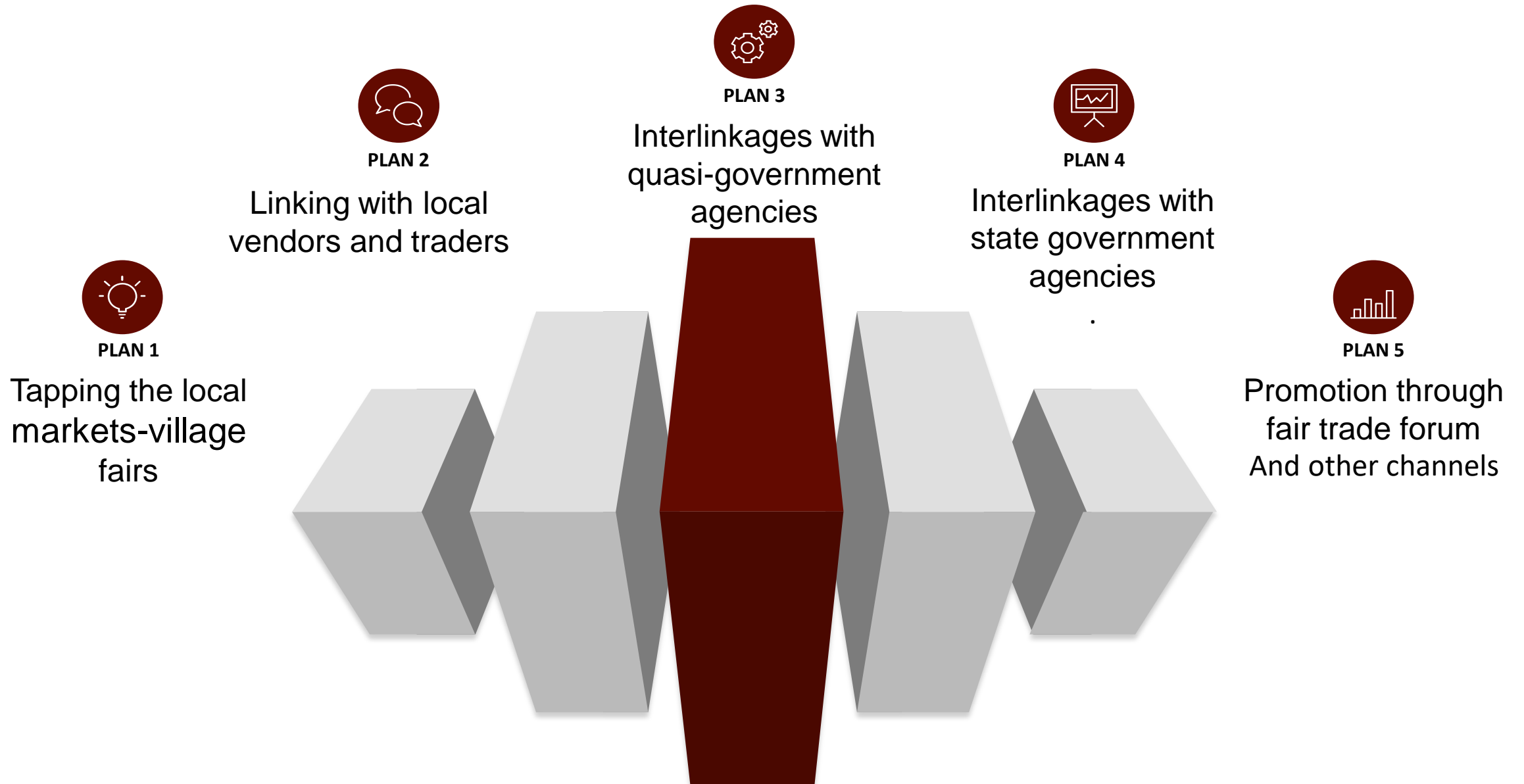
Market pathway

- Increased demand
- Increased supply

Production pathway

- Increased productivity
- Improved value chain

Market Linkages



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