

PRAVEENLATA
SANSTHAN
2017-2018

ANNUAL REPORT



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Transparency Key 4948



ATAL INCUBATION CENTRE
BANASTHALI VIDYAPITH

REGISTERED OFFICE ADDRESS:

7, Sitarampuri
East Govind Nagar
Amer Road
Jaipur, RJ 302002

NITI AYOJ & NGO DARPAN NO:



RJ/2013/0059032





Dear Friends,

2017-2018 has been yet another exciting year that saw PraveenLata Sansthan expand its operations to new geographies and staying committed to its goal to reach 1 Lakh Girls by 2018.

Last year we stretched ourselves to expand our operations to three new districts (Jaipur Rural, Dausa, and Bundi). For 2017-2018 we, through our Laadli Community Development Program, enrolled around 78 girls back to school who were irregular or had dropped out by bridging the gap of education with support from Pragati Sakhis, The creative methods of teaching along with peer-to-peer learning has proven its success yet again, recording an average increase in learning outcomes of 51% in Hindi, 30% in English, and 50% in Math. In addition, we worked on capacity building for personal safety for 50,000 girls and on menstruation hygiene for around 2,226 girls. 445 girls above 16 years of age were enrolled for the skill development program and were helped for self-income generation.

As I write this letter, I am thankful for all that PraveenLata Sansthan team has managed to achieve and am extremely hopeful and excited for the future. As we move into another year of aligning with the Global Goals (SDG's), we continue to put creating equality for girls at the forefront of all our work. At the same time we are placing a renewed focus on the achievement of learning outcomes and quality education for all children. All of our efforts were recognized in communities and also through ICICI Bank with the ICICI Advantage Women Award in Mumbai.

With our vision we plan on economically empowering girls and women to make them independent and have a future plan to transform their lives and also touch the most sensitive areas and communities like Bhel in Bundi and Bhilwara District and Fakir and Jogi in Alwar and Jaipur District.

With These accomplishments we enter 2017-2018, which will be a year full of hope. A year where we will achieve even bigger milestones.

Regards,

Bharti Singh Chauhan
Founder

ORGANIZATION PROFILE



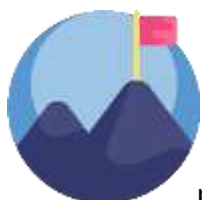
About Us

PraveenLata Sansthan is a Jaipur-based NGO registered in April 2013, working operations across Rajasthan. The primary focus is to alleviate the problems of the poor and their struggle to obtain a life of justice and dignity, focusing on child welfare, women empowerment, and rural development. An in-depth understanding of issues in the area and consistent support from community members has led the organization to undertake and implement various need-based interventions on education, health, and skill development at the grassroots level.



Vision

To alleviate poverty by facilitating empowerment of women and girls from poor and marginalized communities.



Mission

We work for the behavioral, social, and economic transformation of girls and women by providing them community-based solutions in the areas of education, health, and sustainable livelihood.



The Journey

The Founder of the NGO, Bharti Singh Chauhan, is one who has faced real life challenges and deeply understands the pain of girls who have dreams to achieve big and be successful in life but due to financial, social, and economic barriers are not able to push beyond their constraints and grow. She has been working to promote girls' education since age 16, later forming an NGO in 2013 in the name of her mother and mother-in-law: two inspirational ladies who inspired her journey of transformation, investing all of her savings.

She has been recognized by Honorable President of India, Shri Pranab Mukherjee, as "100 Women Achievers of India" by Women and Child Welfare Department for training 19,000 girls on personal safety and creating awareness on "Beti Bachaon, Beti Padhao and Betiyon Ki Suraksha." She is also the Ambassador of Girl Rising Campaign and the Ambassador for World of Difference Program by the Vodafone Foundation. She and her organization have been recognized with various state, national & international-level recognitions for the exceptional work done by her organization at the grassroots level.

OUR APPROACH



Education



Skill Development &
Capacity Building



Health & Safety

OUR PROGRAMS



Education

Laadli Community Development Program

Skill Development

Titli: Learn to Earn Program



**Capacity Building on personal
safety**

Mission Jagriti

Capacity Building

Respect S.H.E.: Solitude for Her Esteem



**Health – Capacity Building & Sanitation
support**

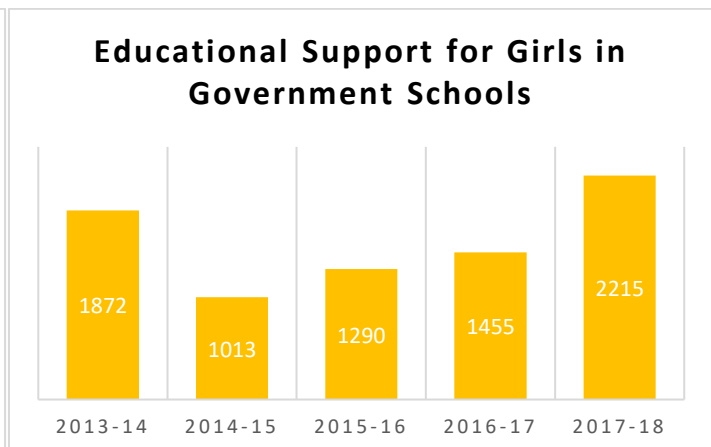
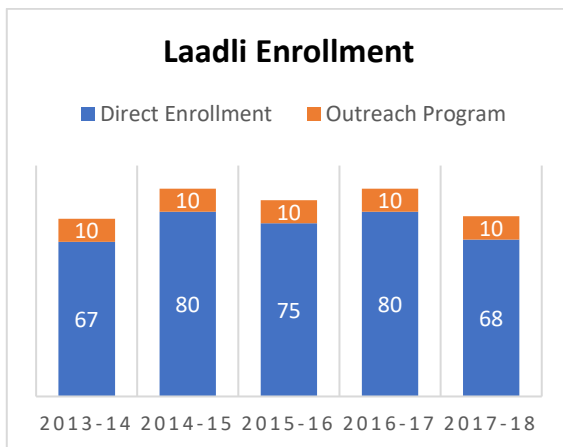
Spotless Dame – Celebrate the Reddroplets

EDUCATION



Laadli Community Development Program

- **Remedial Education Program** for underprivileged girls to help them bridge the gap and enroll back into school by bringing their educational learning level on par for their age/grade; imparting basic literacy, including creative learning.
- **Creating Awareness** on interventions taken by state/central government
- **Support System to Government Schools** for behavioral change of parents and children and increase retention.
- **Educational Infrastructure Support** to government schools through items like tuition fees, books, stationery, school bags, uniforms, shoes, and cash rewards under this scholarship program to meritorious underprivileged students.
- **Indoor and Outdoor Recreational Activities** for children.
- **Children's Library** featuring online library access as well as offline reading with story books, motivational books, educational books, etc.

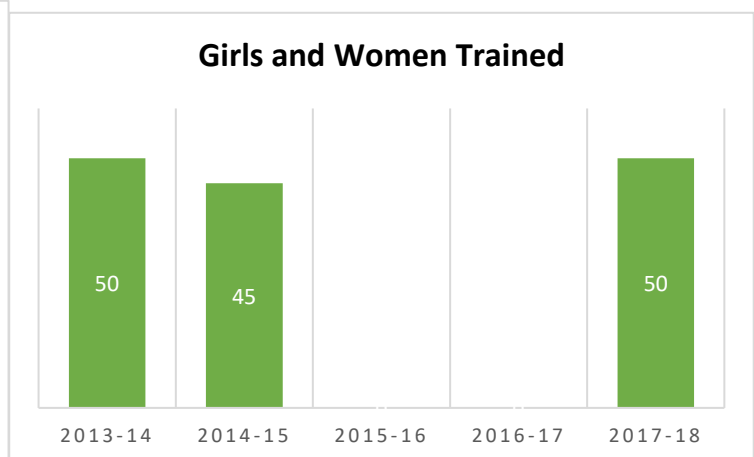
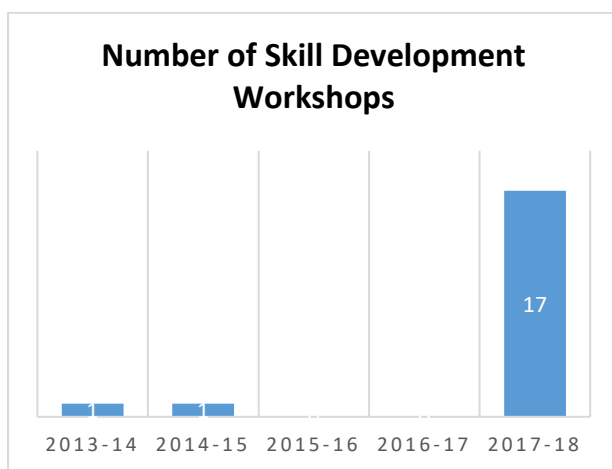


SKILL DEVELOPMENT



Titli: Learn to Earn Program

- **Skill Development Trainings** for girls and women to help them building their skills to get jobs to earn a living, help them start their own enterprise, or land better jobs, leading to a better future. We feature trades such as tailoring, jewellery-making, handicraft, and the computer literacy program
- **Life Skill and Soft Skill Development** provided to girls and women involved in the program for well-rounded growth.
- **Financial Inclusion Training** to provide a sustainable income that is easily managed and replicated regardless of location.
- **Market Exposure and Practical Trainings** to create women entrepreneurs that can effectively manage and promote their own goods.



CAPACITY BUILDING ON PERSONAL SAFETY

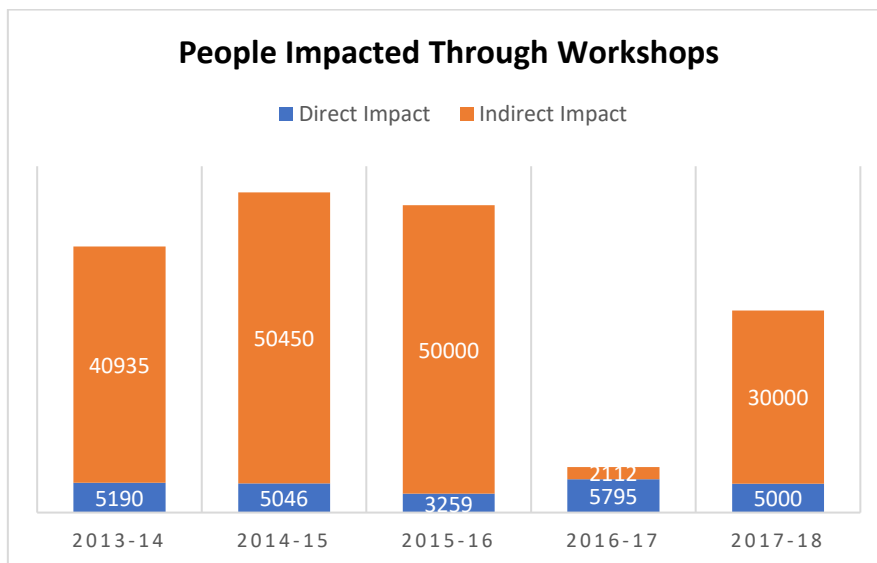


Mission Jagriti

- **Capacity Building Program** for adolescent girls and women on prevention methods of gender-based violence, Childline, and personal safety
- **Focus Awareness** about how to protect themselves from all forms of abuse, negligence, and exploitation and to make them aware about their rights.
- **Self Defense Workshops** to enable girls to protect themselves and stay safer.
- **Create Awareness of Beti Bachaon and Beti Padhao Campaigns** by participating in roadshows, Nukkat Nattak, activities, and associations.

CAMPAIGN Respect S.H.E.: Solicitude for Her Esteem

- **Promoting Gender Equality** by working towards educating and raising every boy in India to view females as equals.
- **Developing and Implementing Behavior Change Program.**
- **Collaborative Approach to Combat Gender-Based Violence** by campaigning to promote gender equality and working together with others.

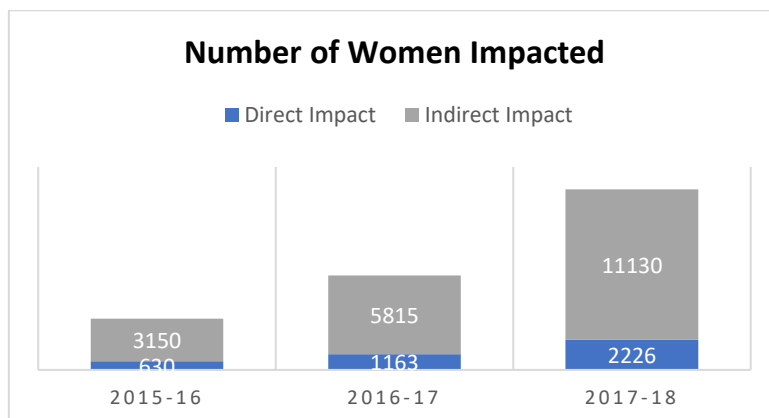
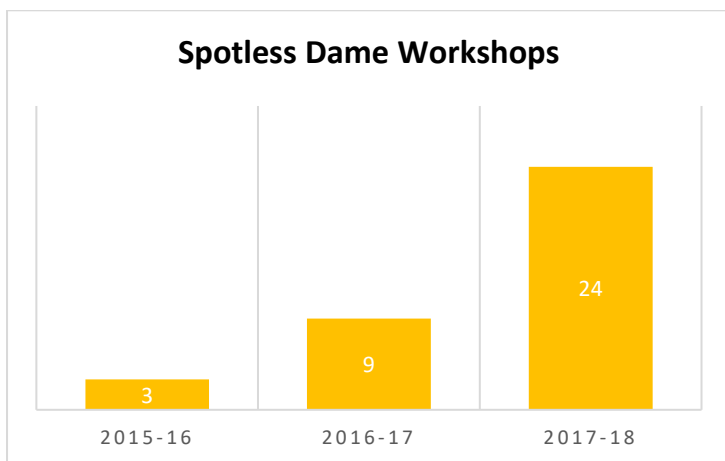


HEALTH



SpotlessDame – Capacity Building on Menstruation Hygiene Management and Sanitation Support

- **Create awareness around menstruation hygiene management** to educate girls and women on understanding the practices of being safe during periods. Breakup the silence to be able to talk and reframe from shame to pride and be safe.
- **Low Cost Sanitary Pad Creation** by innovating an environmentally friendly and easily accessible Reusable & Sustainable sanitary pad for girls and women across India providing livelihood Opportunity
- **Free Medical and Health Check Camps** across Rajasthan are organized and provide free medications as per doctors' advice.
- **Support System Building** on further prescribed treatment.



Awards and Recognitions



International Awards

Certificate of Appreciation in Social Media for Empowerment Award

Digital Empowerment Foundation, April 2017

eNGO Challenge Award for Empowerment and Enablement

Digital Empowerment Foundation, 2017

Certificate of Appreciation for Best Practice Fundraising through Social Media

eNGO South Asia Challenge Award & Digital Empowerment Foundation, 2015

Second Runner Up for Best Usage of Social Media

eNGO South Asia Challenge Award & Digital Empowerment Foundation, 2014

Certificate of Appreciation for using Best Practice of Social Media

Digital Empowerment Foundation, 2014

Certificate of Appreciation for 'Raise Your Voice Not the Sea Level'

UNEP, 2014



National Awards

ICICI Advantage Women Award

ICICI Bank, February 2018

Women Icon Award 2017

Jyoti Vidhyapeeth Women University, December 2017

Beti Sristi Award

Save the Children & Kurjaa Foundation, November 2017

'We are the City Rising Gender' Champion Award

Barclays, 2016

Certificate of Appreciation Letter

United Nation High Commissioner for Refugees (UNHCR), 2016

Women in Red

Vodafone Foundation, 2016

100 Women Achievers of India

Women & Child Welfare Department India, 2016

Certificate of Ambassador for International Girl Rising Campaign

Girl Rising, 2016

Jiyo Dil Se Award Season 3 - Women Welfare Category

94.3 My FM & Dainik Bhaskar Group, 2015

Jiyo Dil Se Award Season 2 - Child Welfare Category

94.3 My FM & Dainik Bhaskar Group, 2014

World of Difference Award

Vodafone Foundation, 2012

Awards and Recognitions



State level Awards

Best Advocacy & Fundraiser Partners Award

Jaipur Marathon & Sanskriti Yuva Sanstha, February 2017

Shakti Swaroop Samman

State Women Commission, 2016

Yuva Ratan Award

Rajasthan Jan Manch & Parmarth Evam Adyatmik Samiti, 2016

Rajasthan Women Achievers Award

Jagruk Janta, 2016

Service to Society Award

Jaipuria Insititude & Dharti Foundation, 2016

The Erudite Award

95 FM Tadka, 2016

Young Achievers

Just for Youth Foundation, 2016

Changemaker Award

Tikkiwal Samaj, 2016

Women of the Future Award

WOTFA & First India News Channel, 2016

Vivekanand Gaurav Award

Rajasthan Yuva Kendra Sansthan & Nehru Yuva Kendra Sanghatan, 2016

Vodafone Inclusivity Network Award

Vodafone Rajasthan, 2015

Awards and Recognitions

18

INDIVIDUAL HONORS

28

10

ORGANIZATIONAL ACCOLADES

Governing Body



BHARTI SINGH CHAUHAN

**Founder &
Chairperson**

Responsibility:
Overall Management,
defining & Building
Strategic partnerships
and general
management.

Experience:
16 Years - Vodafone,
Dainik Bhaskar, Patrika,
ICICI Bank

Qualification:
M.Com (Business
Administration)
SSE Fellow



BIMLA PALIWAL

Vice President

Responsibility:
Community
Development Program
Management

Experience:
40 Years - Retired
Principal from Girls
Government School

Qualification:
M.A, B.Ed



BHUVANENDRA SINGH

**Co-Founder &
Secretary**

Responsibility:
Community
Responsibility,
Project Manager Public
Relations, Media &
Communications

Experience:
15 Years - ETV, Rajasthan
Patrika

Qualification:
M.A (Political Science)
Master in Journalism
and Mass
Communication



MANISH GARG

Treasurer

Responsibility
Financial Management

Experience:
15 Years - Vodafone,
International Jain
Vaishya Organization,
S R International School

Qualification:
B.Com
M.B.A (Finance)

Members

1. Shobha Soni
2. Rahul Gupta
3. Mahima Agarwal
4. Ankit Gupta

5. Sudhir Sharma
6. Antima Rathore
7. Manju Sharma

Advisory Board



Stella Paul

International Journalist & Lead Ambassador World Pulse
Media Advisory Board



Upasana Chauhan

Founder Super Women Next Doors & Youth Campaigner
International Campaign Advisory Board



Mukesh Mishra

CEO Jaipur Marathon & Director IEMR
Community Advisory Board



Ashok Jaimani

Criminal Lawyer - Rajasthan High Court



Yatin Gangwani

PLS Alumni Intern SPJIMR
Program Development Advisory Board



Our Supporters



Corporations

- Trent Ltd
- Vodafone MPesa
- Ketto Fundraiser
- Payu Money Website



Media

- Rajasthan Patrika
- Simply Jaipur Magazine
- Daily News
- Dainik Bhaskar
- Tadka Radio
- Jagruk Janta
- Jaypore Patrika
- Voice of Jaipur
- The Desert Trail



Volunteers

- SPJIMR Students PGDM & PGPM
- Jaipuria Insitute of Mangement
- IIM
- AISEC
- AMity Universtity & Many More



Donors

- Kshitij Pandey
- Prashant S Trivedi
- Arnav Paliwal
- Madhu Chandra
- Sapna Shah
- Siddharth Garg

Support Our Programs



Setup Skill Development Centre & Laadli Community Development Centre in 5 districts of Rajasthan



Connect with us for a CSR Partnership



Organize Workshops, Seminars & Roadshows for creating awareness aligned with your requirements



Employee Engagement Activities



Mentor us with your expertise



Connect us with Your References

GOVERNANCE & IMPACT MEASUREMENT

PraveenLata Sansthan NGO is managed by volunteers working in different MNCs and knows how any activity is going to impact the community and how to measure that impact. We work on an impact assessment model with a few key performance indicators and report the progress on a monthly and quarterly basis as per requirements. We are fully transparent in all our transactions and we invite you to participate in managing our activities and helping the local people.

The following are some of the metrics we track to see the direct impact of our efforts, however we would add more metrics as per suggestions and requirements:

Education

Impact on Beneficiaries

- Number of dropout girls re-enrolled to school
- Number of girls who were irregular re-enrolled to school
- Number of students continuing their studies and completing 10th, 12th, college and other higher education
- Number of parents agreeing to send their girls to school after our counseling sessions who have dropped out of school due to challenges like discrimination, child marriages, personal safety, and myths and taboos around menstruation
- Number of children trained on basic computer literacy program and advanced courses
- Number of book libraries started and number of books issued and studied by the students
- Number of recreational activities organized for a number of children
- Success stories from children previously lacking in education

Impact on Learning Outcomes

- Improvement in learning outcome by 40% (more children are able to read, write, and calculate) resulting in greater interest in academics
- Increase in self-confidence, motivation, and self esteem
- Higher level of communication and management skills

Impact on Schools

- Increase in transition rate from primary to upper primary to secondary
- Increase in retention and developing a greater sense of interest in academics
- Educational support provided to a number of beneficiaries

Social Awareness

- Number of awareness programs conducted and people reached
- Number of success stories

Impact on Change-Maker

- Number of change makers “Shiksha Sakhis & Pragati Sakhis” who will further develop a chain of social leaders and will lead the journey of Change in their communities and schools.

SKILL DEVELOPMENT & CAPACITY BUILDING

Impact on Beneficiaries

- Number of Girls and women trained in vocational trainings
- Number of soft skills, life skills, and motivational workshops conducted for a number of beneficiaries
- Number of youths that get employed after our trainings

Employment Generation

- Number of employment awareness workshops conducted
- Number of entrepreneurs created
- Success stories on financial independency - increase in earning income ranging from 4000 to 5000 rupees per month
- Increased productivity at work and sense of job security
- Increase in household spending on health and education, resulting in improvement of quality of life
- Better financial management and awareness

Impact on Behavioral Change and Transformation of Lives

- Number of child marriages stopped
- Number of adolescent girls and women trained on prevention methods of gender-based violence
- Number of girls counseled that are facing challenges and how many cases are resolved
- Number of girls trained on self-defense
- Number of adolescent boys and men trained on gender equality and pledged to support the campaign
- Number of corporations, NGOs, and CSOs joining to support the campaign
- Success stories

Health

Impact on Beneficiaries

- Number of medical camps organized in various villages and number of patients supported
- Number of patients provided with medical support in terms of medicine
- Number of patients cured from critical disease
- Number of workshops held to educate girls and women on menstruation hygiene
- Number of sanitary pads and sanitary kits distributed to girls and women in need that would not otherwise obtain them
- Number of indirect beneficiaries educated through word of mouth after menstruation hygiene workshops and seminars



A Glimpse of Our organization



Partners



Google for nonprofits



