

Prayas Profile

YEAR 2009-10



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1 PRAYAS - Introduction

1.1 Inception of PRAYAS

PRAYAS was registered on the 11th of November 1997 under the Trust Registration Act 1950 and the Society Act 1860. PRAYAS has permanent FCRA number, 80-G certificate and 12-a registration. The organisation was founded by Bhadresh Rawal and Dilip Dave both having academic background in agriculture. The two founder members have worked for more than eight years in the development fields of AKRSP (I) and KRIBHCO Indo-British Rainfed Project (KRIBP) funded by ODA. Both were responsible for field level management, community mobilization and later for state level coordination. Bhadresh and Dilip decided to start an organisation working on various development activities, however the focus was on right based issues. The two founder members were supported in their efforts by well-known consultants like Binoybhai Acharya (Unnati), Prof. Anilbhai Bhatt (IIM), and Tushaarbhai Shah (Director, IRMA). All three also agreed to be the Board members of PRAYAS. Finally, Memorandum, Rules, and Regulations were decided on for PRAYAS and the organization was registered.

1.2 Vision and Mission

Prayas has the following vision, mission, objective and strategy.

Vision:

PRAYAS envisions a society where people have better social and economic opportunities with access to financial services and awareness of rights and duties”

Mission:

“Unite socio-economically deprived people, empower through economical and social interventions to 150,000 households by 2015”
(Contribute to UN MDG)

Objectives:

1. To develop Community Based Organisation (CBOs) of mainly women, which will be the primary forums for majority of interventions of Prayas.
2. To establish a sound and professional micro finance programme to provide access to financial services to those who presently lack it.
3. To strengthen CBOs by making them aware of their rights and empowering them to assert these rights to protect themselves against any form of exploitation.

Approach/Strategy:

- To organize underserved, deprived, and destitute people - especially women - and unite them.
- Build up the capacity of CBOs to establish a self-sustaining system of CBOs for social and economic changes.
- Disaster preparedness is incorporated in all programs and activities as PRAYAS is working in disaster prone areas.
- Promote local self-governance for sustainability of the program's impact.

Programs:

The following programs are to be addressed with and by women and destitute people of working areas.

- Develop CBOs, mainly for the underserved women and vulnerable communities.
- Livelihood promotion – On and off the farm through CBOs.
- Microfinance – credit, savings (encouraging savings within community structure) and insurance.
- Awareness of basic rights.

1.3 Activities and operational Area

January 1998 onwards, the organization started working for the poorest sections of the society mainly backward, schedule caste and schedule tribe families of Jhabua District (MP) and Dahod District (Gujarat). Initially, the organization worked on community based natural resource management through watershed management for livelihood upliftment of the tribal community. The gradually increased in its size and started operations in other parts of Gujarat as well. Prayas was actively involved in the relief work after the Bhuj earthquake. Thereon, the organisation has continued to carry out various activities in Gujarat. At present the organisation is working in Jhabua (MP), and in Dahod, Surendra Nagara, Rapar and Anjar in Gujarat. The main areas of interventions are community based natural resource management, capacity building of village communities (with the focus on women), savings and credit program, income generation activities of SHG members, strengthening local self-governance, taking up issues of basic rights and water and sanitation.

Now Prayas is working for the vulnerable communities of following operational areas;

Prayas: operational area		
Fields areas	Villages	Slums
Anjar	45	14
Gandhidham	02	06
Rapar	40	8
Dahod	20	0
Surendra Nagar	15	2
Jhabua	38	0
Total	160	30

PRAYAS presently has a team of 54 committed professionals and social workers in its 4 units that are working to achieve the organizational mission. PRAYAS's strength is in mobilizing the most vulnerable communities to address their developmental issues in a participatory way.

1.4 PRAYAS' Financial Partners

PRAYAS has experienced to work with many financial partners like; Zilla Panchayat - Jhabua, Cord Aid, CASA, IGSSS, Action Aid India, GEC, CARE India, OXFAM (UK), CONCERN World Wide, IOM, GSACS, Women and Child Development Department, WASMO, Ford Foundation (through Samarthan – Bhopal and Unnati, Ahmedabad), American India Foundation, Help Age India, The Hunger Project, Basix- IGS, HDFC bank, Indian Bank, Dena Gujarat Grameen bank, Dena bank and FWWB for the various social and economical developmental programs.

2 Board of Trustees

2.1 Board of Trustees

Prayas has a seven-member Board of Trustees. The list of Board along with their backgrounds is as follows.

S No.	Name	Designation in Board	Experience	With PRAYAS since
1	Ms. Jayshree Ashvinkumar Vyas	Chairperson	Director, Sewa Bank, Involved in social development activities in Gujarat for the last 20 years	July 2006-07
2	Bhadresh K. Rawal	Director	Working as Director of PRAYAS	Nov. 1997
3	Rahul Bist	Trustee	Partner, M2I consulting	Year 2008
4	Dilip B. Dave	Trustee	Working as a Project Director of PRAYAS	Nov. 1997
5	Mr. Arun. R. Joshi	Trustee	Head, National Livelihood, Resources Institute, Gramin Vikas Trust, Ratlam(MP)	Year 2004
6	Nilesh D.Desai	Trustee	Director, Sampark, Jhabua (MP)	Year 2006
7	Mrs. Anita Pandey	Trustee	Initiator, Kutchh Network for HIV Positive people	Year 2009

3 Organisational structure

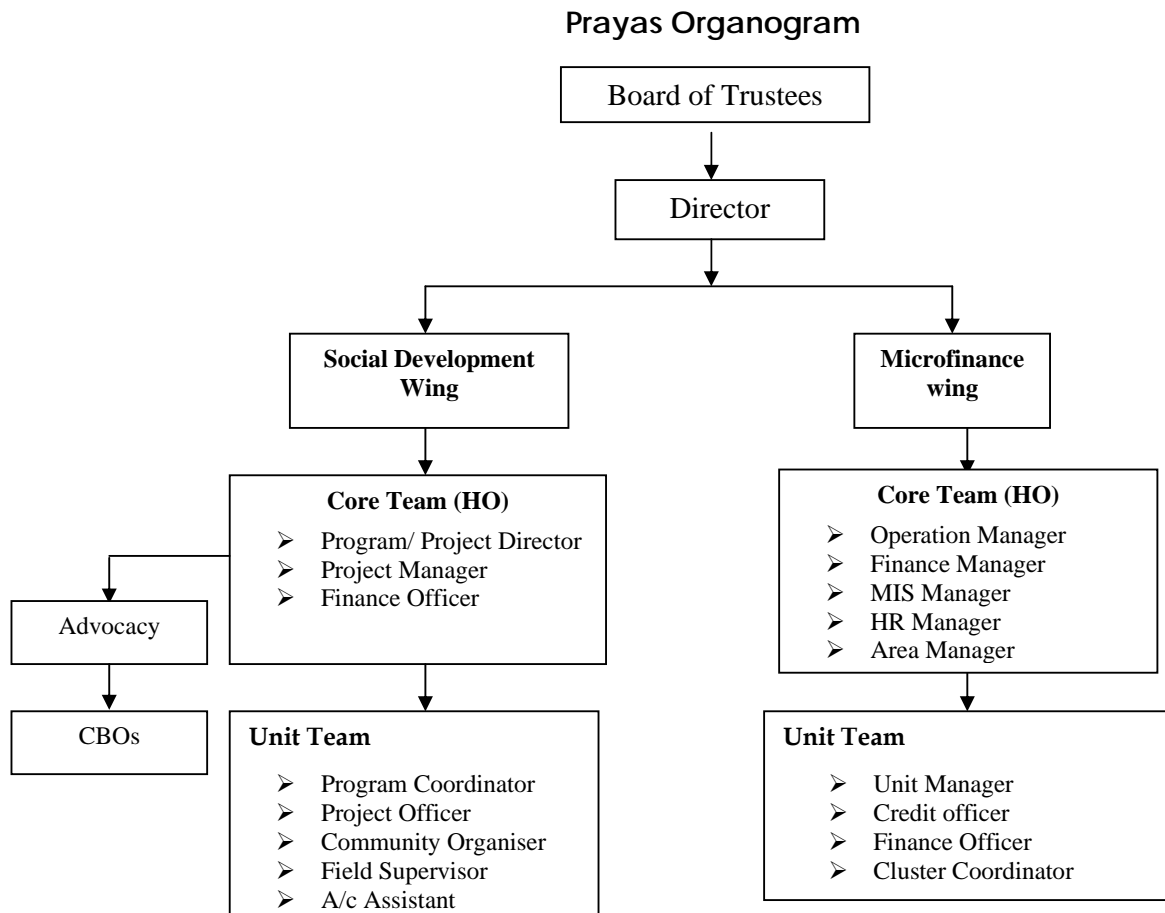
3.1 Prayas – Organisational Structure

Prayas is presently involved in providing financial and non-financial services to its members. For carrying out the activities the organisation is divided into two separate structure.

- **Social Development Wing (SD Wing):** SD wing carries out all the development activities of non-financial nature. The wing has several programme going under it such as natural resource management, water and sanitation, rights based programmes, disaster relief etc. The staff and work is completely separate from the other wing of the organisation providing financial services.
- **PRAYAS Jan Vikas Bhandol (PJVB):** Jan Vikas Bhandol is the other wing of the organisation providing microfinance services. PJVB is the name of the microfinance programme and has completely separate staff at the unit offices.

The office and infrastructure is however, common and shared by the two programmes. In the Prayas office structure, there is a Head Office based in Anjar and there are Unit Offices. At present there are six unit offices:

1. Dahod
2. Anjar
3. Rapar
4. Gandhidham
5. Surendranagar
6. Jhabua



UNIT Addresses

Sr.	Details
1.	<p>PRAYAS – ANJAR (KUTCHH) 60 Maruti Nagar, Near Yadav Nagar, Meghpar Road, Anjar, Kutchh District, Gujarat, PIN 370110 Contact: 1. Bhadresh rawal, Director, Mob: 09426328691 2. Arvind Patel, Unit Manager Mob: 09427233572 Phone: +91 02836 246493, Email: prayasmail@rediffmail.com and mail@prayas4development.org</p>
2.	<p>PRAYAS - DAHOD 1 Shrijee Apartment, Chakaliya Road, Dahod District, Gujarat-389151 Contact: Dilip Dave, Program Director Phone: +91 02673 247061, 0927361061 Email: prayas_dd_dahod@yahoo.co.in</p>
3.	<p>PRAYAS – BHABRA (MP) Near Police Thana, Kathiwada Road, Bhabra, Jhabua District, Madhya Pradesh, PIN 457882, Contact: Anand Chinnakaran Phone: +91 07393 271406, 09425076537 Email: prayasccf@yahoo.co.in</p>
4.	<p>PRAYAS – RAPAR (KUTCHH) Savla Sadan, Near Savla Hospital, Rapar, Kutchh District, Gujarat Contact: Ramesh Katara, Unit Manager Phone: +91 02830 221584</p>
5.	<p>PRAYAS – GANDHIDHAM (KUTCHH) Ward: 10-A, Plot: 70, Opposite IFFCO Gate, Kutchh District, Gujarat Contact: 1. Jitesh Kotiriya Counselor, Mob: 9426977397 2. Ratan Ninama, Unit Manager, Mob: 9726156212 Email: jitesh_kotiriya@rediffmail.com</p>
6.	<p>PRAYAS – SURENDRANAGAR 27, New Housing Board Society, Meghani nagar road, Surendranagar. Gujarat Contact: Pravin Solanki, Unit Manager, Mob: 09428309307</p>
7.	<p>PRAYAS – AHMEDABAD A-2, Krishnakunj Society, Nigam /PD Pandya college road, Ghodasar, Ahmedabad Contact: Vinod Patel, Credit Officer, Mob: 09428749571/ 9879963658 Email: vinodbhut_2006@yahoo.co.in</p>
8.	<p>PRAYAS KAMRUP-ASSAM PRAYAS C/o Anowar Hussain H/No –7, Idgah Road, Pakiza Bye Lane, Sijubari, Dispur, Kamrup District. Guwahati- 781030, Ph: +919854591277 E-mail : prayas_kamrup@rediffmail.com,</p>
9.	<p>PRAYAS SIVSAGAR- ASSAM, C/o David Kr Phukan Pathaligarh Chari-Ali Gail Road, Lakwah P.O. Silakuti – 8 , Sivasagar District [Asom]-785688, PH: +919864854400 E-mail : prayas_sivasagar@rediffmail.com</p>