



*24 years in the services of nature  
&  
mankind*



# Prakriti Environment Society

Since 1997

*It is our mission to enhance the quality of human life through designing, developing and executing scalable, replicable and sustainable models for education, livelihood, welfare, empowerment and ecological preservation through partnering with communities, government and industry alike*

*Organisation Brief, Philosophy, Services, Experience & Accomplishments*

A Corporate Presentation

# Profile Presentation



## The Scope of the Presentation

01



### Corporate Information

- PES Intro & Genesis
- PES' Philosophy
- PES' Governing Body
- PES' Sustainable Development Mission (SDM)
- Social Imprint of PES
- PES' Business Performance
- PES' Core Competencies
- PES' Office & Locations

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04



### • SDM Cause 3 – Nurturing and Equal & Healthy Society (NEHS)

- Scope of PES' NEHS
- Social Imprint of PES' NEHS
- PSE' NEHS Flagship Projects
- PSE' NEHS Other Projects
- PSE' Project Collaborations for NEHS
- PSE' NEHS Galleria



### • PES' CSR Collaborations

- Scope of PES' CSR Collaborative Activities
- PSE' CSR Collaborations & Projects
- PSE' CSR Collaboration Galleria

AGENDA



## Intro & Genesis



# Prakriti Environment Society



### PES

Established in 1997

23-Year-Old Non-Government Organisation

A Women-run Organisation – CEO, Key Positions of Responsibility

Offices in Hyderabad, Karimnagar, Husnabad, Adilabad, Jagityal, Bhadradri Kothagudem

Grass-root level sustainability focus

A pioneer in being forerunner for many causes in Telangana

A champion of the human cause – a true **not-for-profit** venture

### Prakriti's Footprints



**Our Mission...** ...*"It is our mission to enhance the quality of human life through designing, developing and executing scalable, replicable and sustainable models for education, livelihood, welfare, empowerment and ecological preservation through partnering with communities, government and industry alike"*

## Our Philosophy



# Prakriti Environment Society - PES



### Empowering Societies

Understanding that needs are society/community specific  
Staying in touch with realities  
Building empathy within organisation

### Innovative & Sustainable Approach

Thinking outside the box Vs Adopting best practices  
Meticulous designs for replication  
Consorting for Knowledge sharing

### Result Oriented

Handholding for Self-reliance  
Long-term impact  
Continued relationships

### Reach Focus

Empowerment at grassroot levels  
Systemic Problems

### Approach Focus

Scalable, Specific & Sustainable Models  
Models for deployment

### Progression Focus

Adaptability  
Partnerships & Collaborations

### Delivery Focus

Conformity  
Time-bound

**Guidelines**

**Be the Change**

**Make It Easy**

**Keep Promises**

**Guidelines for Behaviour - Policies**

**Lead by Example, Set Models for Behaviour**

**Make Behaviours Modular & Scalable**

**Ensure conformity & delivery**



## Governing Body



# Prakriti Environment Society- PES

## The Who and What of PES

**Mr P Madhav Rao**; President

- **Synoptic Profile** – MBA, Chemical Engineer; 41 years of corporate experience (27 years in public sector & 14 years in private sector); Experience in executing large scale, turn-key projects
- **Key Specialities** – Administration, Project Scaling & Execution, Liaison, Strategy & Project Coordination

**Mr R Shanthi Kiran**; General Secretary

- **Synoptic Profile** – MBA, MSc (Psychology); First Generation Entrepreneur, Business Analyst, Strategy Management Consultant; 21 years of experience
- **Key Specialities** – Analytical, Research tools, Strategy & Implementation, Training, Administration

**Ms. M Jayasree; CEO**

**Founder of PES**

**Synoptic Profile**

Lawyer, First Generation Social Entrepreneur, Founder and Ex-president of PES, 23 years of experience in Service sector in the fields of Women Empowerment, Skill Development, Ecological Preservation, Sustainable Livelihood and Development

**Key Specialties**

Community Mobilisation, Training, Project Design, Development, Execution, Monitoring and Evaluation

**Integrity**

**Respect**

**Trust**

**Fairness**

**Prudence**

**Values**



## Our Causes

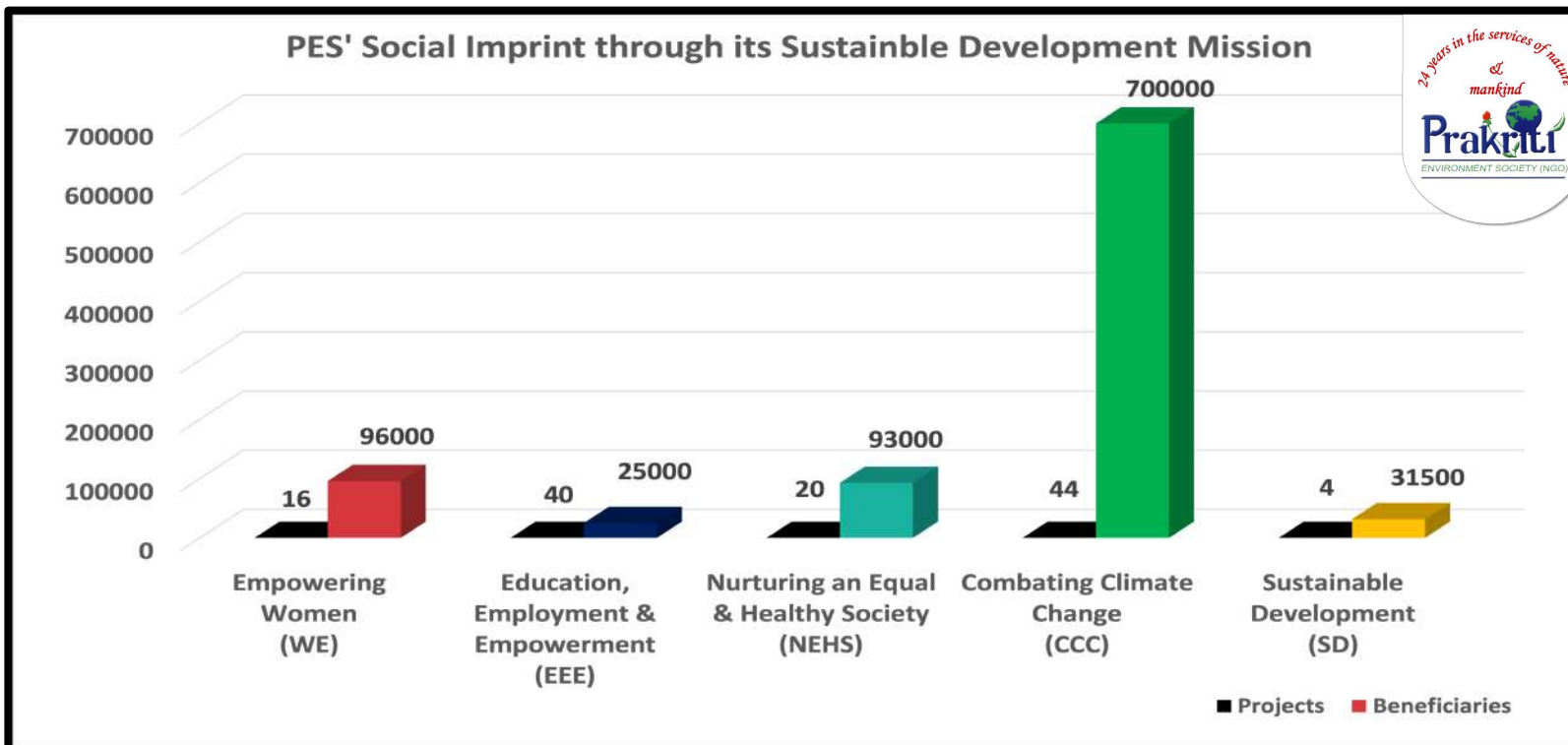


# PES' Sustainable Development Mission

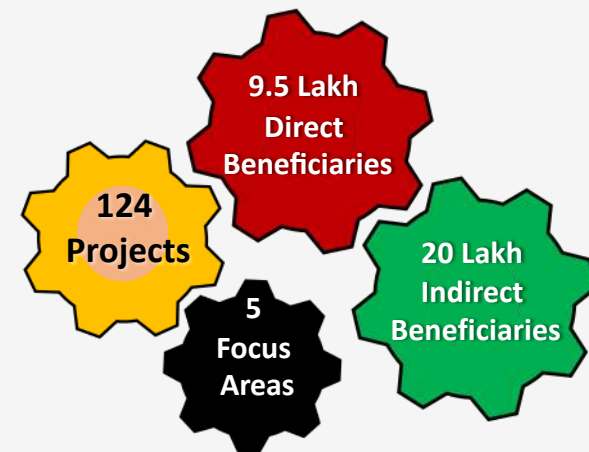


## Social Imprint of PES

# PES' Sustainable Development Mission



## Cumulative Imprint of PES



Over the last two and a half decades, PES has spearheaded the most crucial projects addressing contemporary and the most pertinent environmental and social issues in the state of Telangana. PES is not just another environmental activist group, but is a voluntary endeavour towards pursuit of knowledge and also towards creating and developing such environmentally conscious attitudes in the human genre



# Nurturing an Equal & Healthy Society

## PES' Sustainable Development Mission

NEHS



### Coverage of UN's SDGs



WE



Empowering Women

EEE



Education, Employment & Empowerment

NHES



Nurturing an Equal & Healthy Society

CCC



Combating Climate Change

SD



Sustainable Development



## Scope of "NEHS"

# Nurturing an Equal & Healthy Society

NEHS



### Coverage of UN's SDGs

### What "NEHS" means to PES

*Work towards building community-based platforms of healthcare, cleanliness, harmony and peace to help eliminate or reduce inequality, discord and overall disharmony within the community*

*To build awareness against social perils that arise due to racial/social discriminatory practices, prejudice towards segments of society thus paving paths to more open and progressive thinking within the members of the society*

*To give voice to victims of anti-social elements and their practices that lead to criminalization, exploitation or destitution and help provide them with necessary care and rehabilitate them*

*To help build avenues that enable all segments of the society access to essential living facilities such as water, medicine, education, justice and fair treatment*

### Services under the scope of NEHS

- **Urban Health Centers**
- **Deaddiction Centers**
- **Medical Camps**
- **Childcare Hotline Services**
- **Swachh Bharat Activities**
- **Medical Health Awareness**
- **Community Based Development**
- **Destitution, Anti-social awareness**

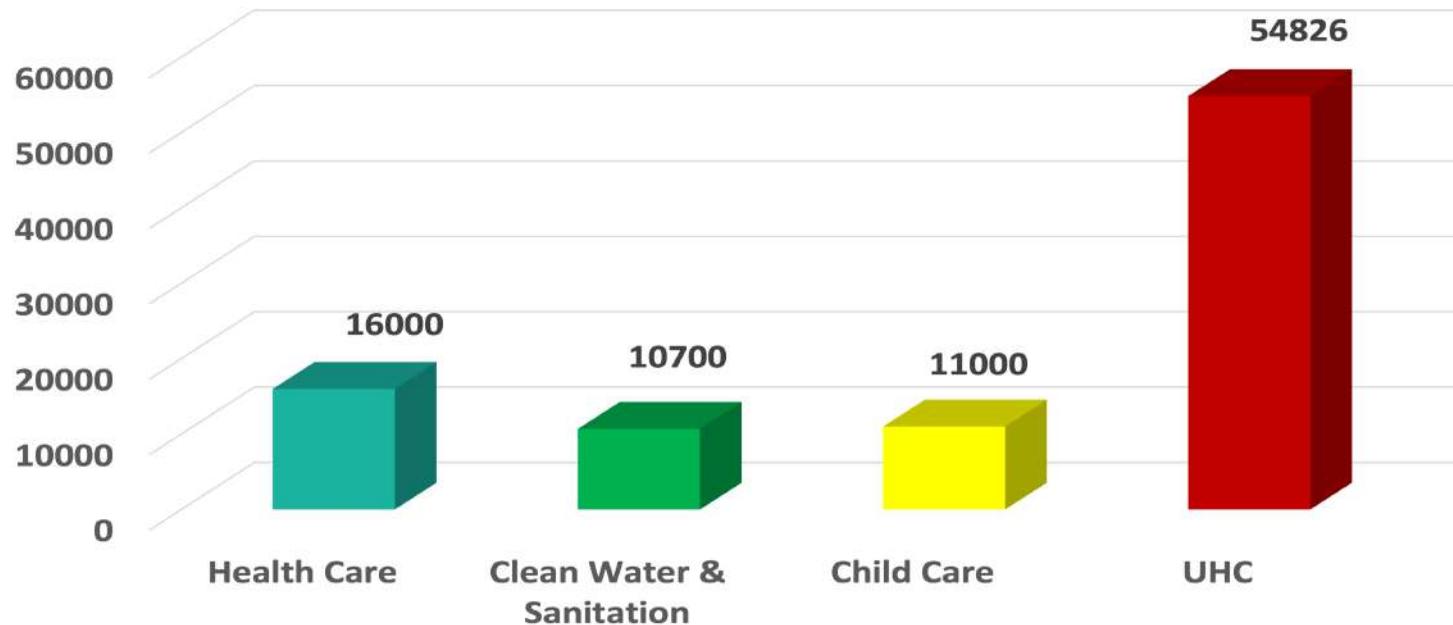
# Social Imprint of PES' NHES

NEHS

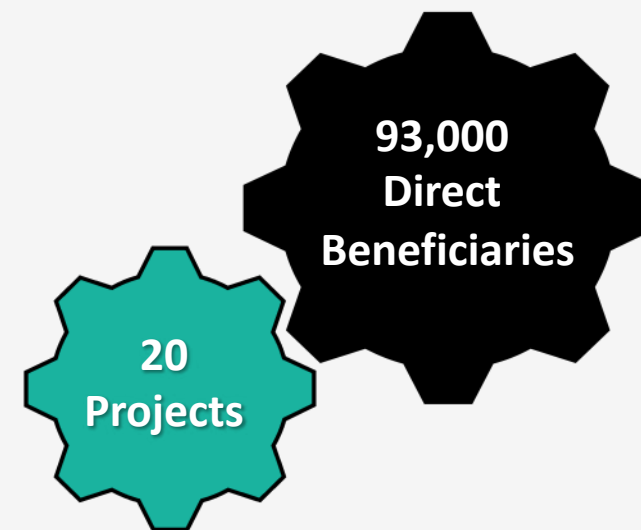
NEHS



Social Imprint of PES' NEHS Programmes



Cumulative Imprint of PES' NEHS



Work towards building community-based platforms of healthcare, cleanliness, harmony and peace to help eliminate or reduce inequality, discord and overall disharmony within the community



# NEHS Projects & Programmes

## Flagship Projects

NEHS



### Childline 1098

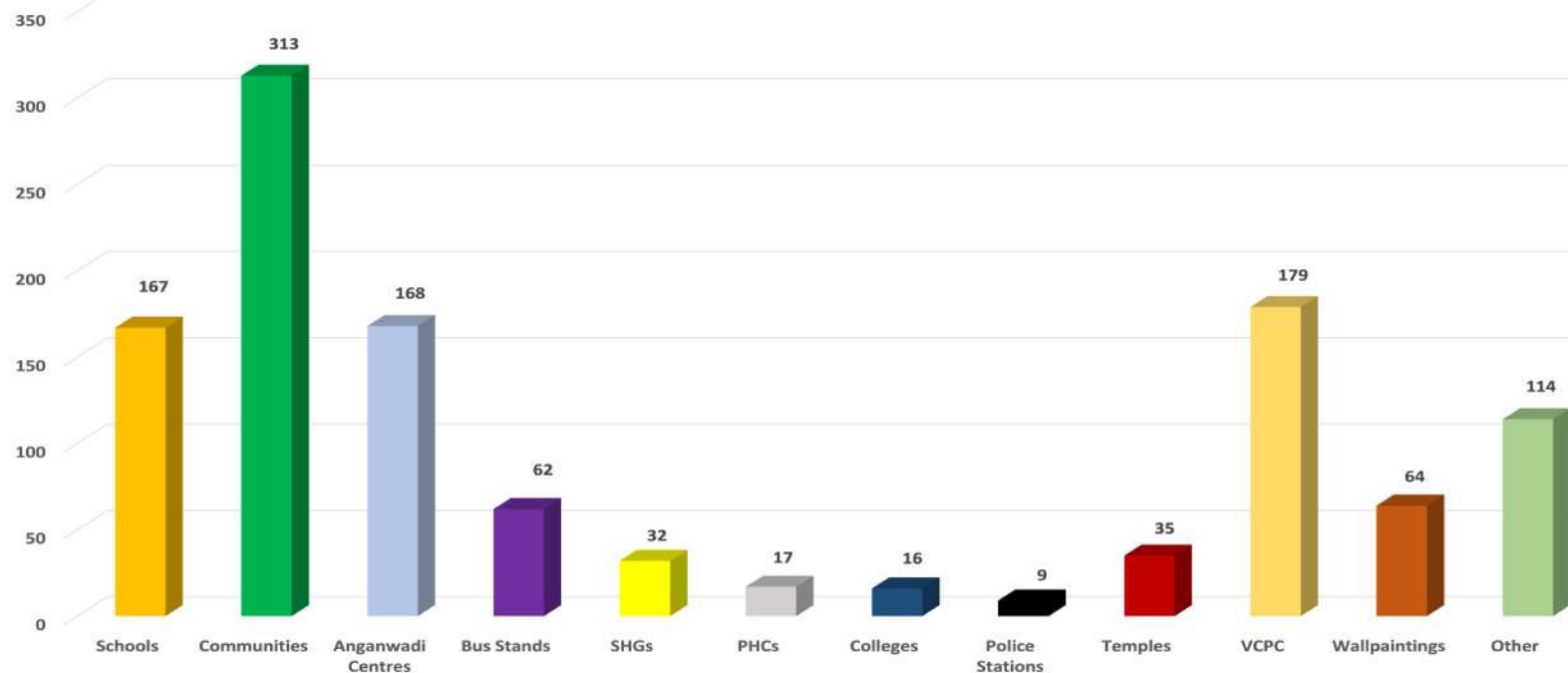
#### DETAILS

**Childline India Foundation**  
**Ministry of Women and Child Development**

**Since 2019**  
**Jagityal**

*Aid and assistance, Rescue, Intervention,  
Rehabilitation and follow-up*

Outreach Programmes of Childline 2019 - 2021



To build awareness against social perils that arise due to racial/social discriminatory practices, prejudice towards segments of society thus paving paths to more open and progressive thinking within the members of the society





## Flagship Projects



NEHS

# NEHS Projects & Programmes

### Childline 1098

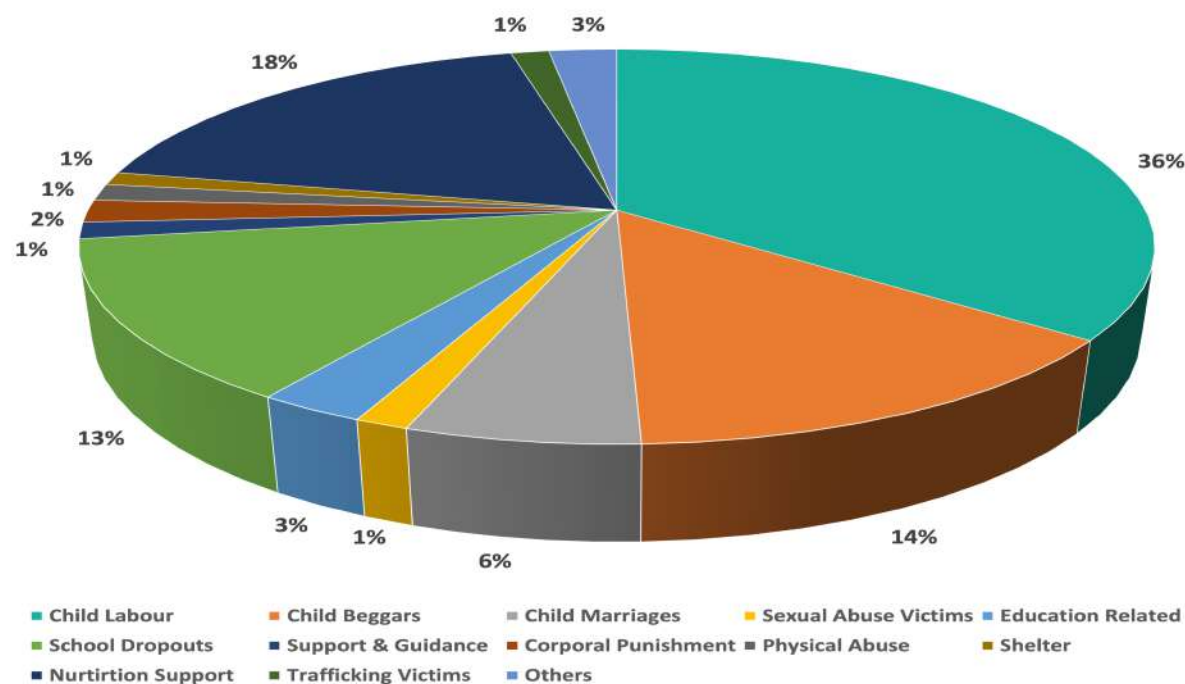
#### DETAILS

Childline India Foundation  
Ministry of Women and Child Development

Since 2019  
Jagityal

*Aid and assistance, Rescue, Intervention,  
Rehabilitation and follow-up*

Composition of Cases in Childline



To build awareness against social perils that arise due to racial/social discriminatory practices, prejudice towards segments of society thus paving paths to more open and progressive thinking within the members of the society





## Flagship Projects

NEHS



# NEHS Projects & Programmes



### Childline 1098

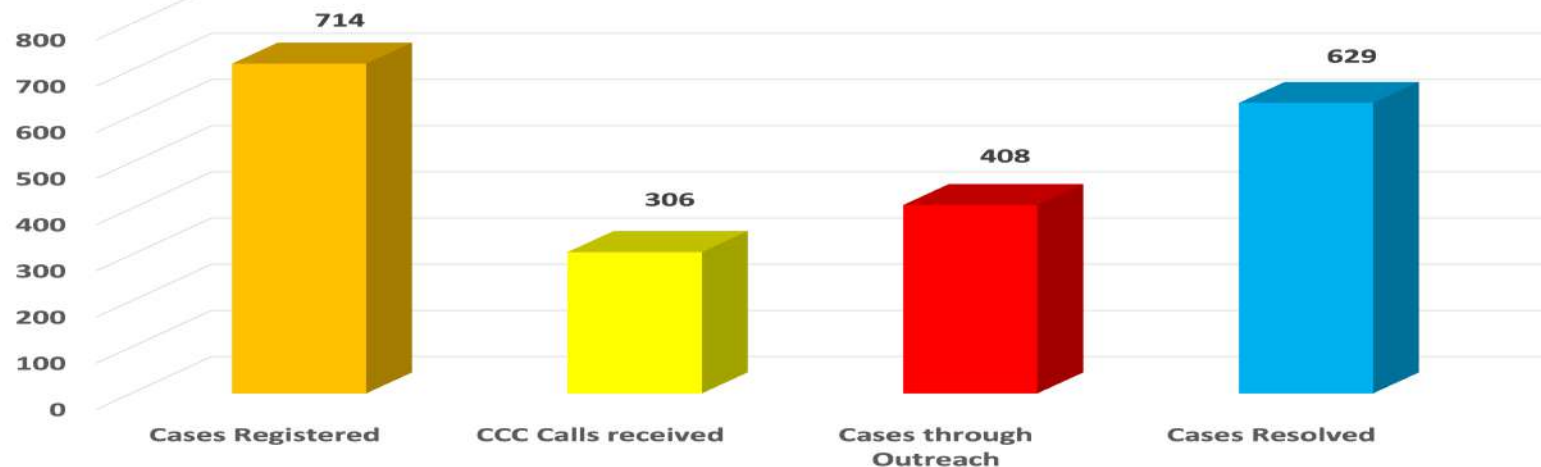
#### DETAILS

Childline India Foundation  
Ministry of Women and Child Development

Since 2019  
Jagityal

*Aid and assistance, Rescue, Intervention,  
Rehabilitation and follow-up*

### Childline Activity Report 2019 - 2021



#### FOOTPRINT & IMPRINT

714 registered; 629 resolved  
Urban & Rural Areas of Jagityal  
Districts



To build awareness against social perils that arise due to racial/social discriminatory practices, prejudice towards segments of society thus paving paths to more open and progressive thinking within the members of the society



## Flagship Projects

# NEHS Projects & Programmes

NEHS



### Deaddiction Centre

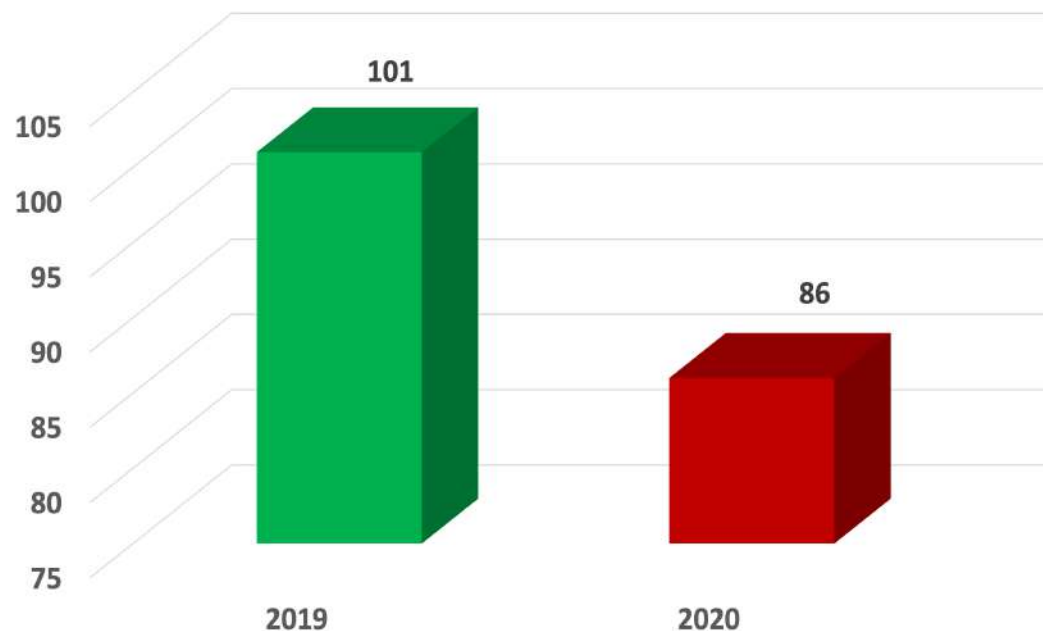
#### DETAILS

Ministry of Social Justice and Empowerment  
National Action Plan for Drug Demand Reduction  
Tied up with Sri Venkateshwara Hospital

Since 2019 (2011 – self funded)

*Drug & substance abuse, alcohol addiction,  
counseling & rehabilitation*

### Beneficiaries of Deaddtiction Centre



### IMPRINT & FOOTPRINT

187 addicts rehabilitated

Urban & Rural Areas of  
Karimnagar Districts



To give voice to victims of anti-social elements and their practices that lead to criminalization, exploitation or destitution and help provide them with necessary care and rehabilitate them





## Other Projects



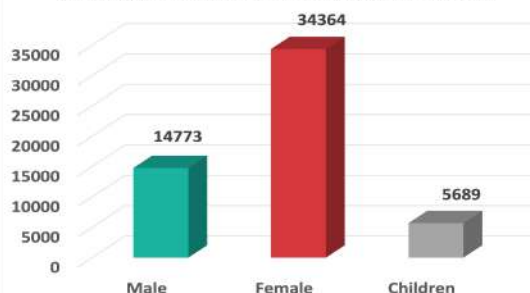
NEHS

# NEHS Projects & Programmes



### Urban Health Centers

Beneficiaries from Urban Health Centres

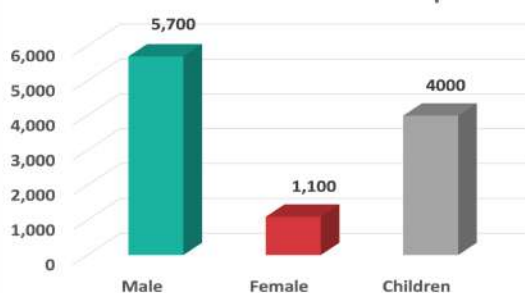


Urban Health Centers  
10 years  
Medical Care & Counselling Centers  
*Domestic Violence, Foeticide, Social Stigma*

**IMPRINT & FOOTPRINT**  
**54,826 beneficiaries**  
Urban & Rural Areas of Karimnagar & Rangareddy Districts

### Medical Camps

Beneficiaries from Medical Camps

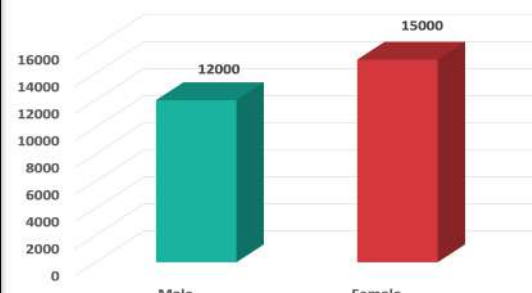


Public Private Partnership Models  
20 years  
Medical Camps & Vaccination  
*Pulse-polio, Eye, AIDS, Hepatitis-B and so on*

**IMPRINT & FOOTPRINT**  
**10,800 Beneficiaries**  
Urban & Rural Areas of Karimnagar & Rangareddy Districts

### Awareness Programmes

Beneficiaries from Awareness Programmes

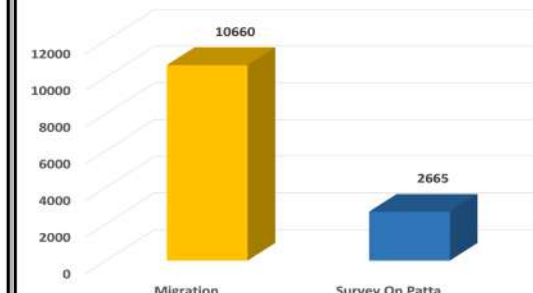


Public Private Partnership Models  
20 years  
Health, Safety & Hygienic Practices  
*Sanitation, Menstrual & Sexual health*

**IMPRINT & FOOTPRINT**  
**27,000 beneficiaries**  
Urban & Rural Areas of Karimnagar & Rangareddy Districts

### Social Outreach

Social Outreach Programmes



Public Private Partnership Models  
5 years  
Migration, Outsourcing & Surveys  
*Migration, Patta's survey & outsourcing*

**IMPRINT & FOOTPRINT**  
**13,000 beneficiaries**  
Urban & Rural Areas of Karimnagar & Hyderabad

To help build avenues that enable all segments of the society access to essential living facilities such as water, medicine, education, justice and fair treatment

# NEHS

## Project Associations

NEHS



### Coverage of UN's SDGs



- Ministry of Social Justice & Empowerment (MSJE)
- Ministry of Women & Child Development (MWCD)
- District Collector's Offices
- Department of Women, Child, Disabled & Senior Citizens (WCD&SC), Telangana
- Andhra Pradesh State AIDS Control Society (APSACS)
- Central Social Welfare Board (CSWB)
- Telenor (India) Communication Private Limited (Uninor)

### Schemes Implemented

- Scheme for Prevention of Alcoholism & Substance Usage (SPASU)
- Integrated Child Protection Scheme (ICPS)
- National Urban Health Mission (NUHM)
- National Action Plan for Drug Demand Reduction (NAPDR)
- Family Counseling Centers



# Gallery of Experience

NEHS

NEHS



*Childline*



*Deaddiction*



*Medical Camps*



*Urban Health Centers*





## CSR Collaborations

# PES' Sustainable Development Mission

CSR



WE



**Empowering Women**

EEE



**Education, Employment & Empowerment**

NHES



**Nurturing an Equal & Healthy Society**

CCC



**Combating Climate Change**

SD



**Sustainable Development**

## Scope of "CSR" Projects

# Corporate Social Responsibility Tie-ins

CSR



### What "CSR" means to PES

*Work towards building partnerships with organisations that strive to advance the causes that PES has been committed to address*

*Social innovation through such partnerships which enable to execute projects in the areas of women empowerment, education and employment, ecological preservation, health and welfare and sustainable livelihood*

*Develop, build and apply unique models in the above areas that can lead to the upliftment of human cause while making an impact at grass root levels*

*Emerge as the most sought out partner/service provider for the corporates that are committed to bringing about change in the areas of human welfare and ecological preservation*

### Services under the scope of CSR




## Projects

CSR



# Corporate Social Responsibility Tie-ins





## National Thermal Power Corporation

### Infrastructure Support to Women Rehabilitation Centre

**90 women that year, 50 women every year**

**A funding initiative for infrastructure support for the destitute women rehabilitation center run by PES in Karimnagar**

*PES runs a rehabilitation center for destitute women who are victimized by Domestic Violence, Trafficking, Family Alienation and so on. Over the last decade the center has rehabilitated more than 1300 women and 300 children dependent on those destitute women. One of the biggest challenges for the center is the lack of robust infrastructure as safety of the inmates is one the vital issues for such centers. With the help of NTPC's CSR funding a proper shed and walls were constructed to provide for a more permanent and strong housing structure for the inmates of the rehabilitation center*

### Sustainable Livelihood Programme for Women

**30 women, ₹3,500 – 4,000 earning per month**

**A multi-pronged initiative consisting of skill development, infrastructure support for self-employment seekers in the trade of Tailoring in Karimnagar**

*Through the CSR Initiative of National Thermal Power Corporation (NTPC), PES was able to provide a 45 -day training programme on Advanced Tailoring skills to 30 young economically backward women and also provide all of them with Juki Tailoring machines to set them up for self-employment. PES was able to then generate orders from the market and set-up a channel linkage between the tailors and the buyers. Now this group is earning ₹3,500 - ₹5,000 per month on a consistent basis and the group has now increased to 40 young women*



## Projects

### CSR



# Corporate Social Responsibility Tie-ins



## Telenor Group

### Eye-Check Camp

#### 40 beneficiaries

**A free medical camp providing eye check-ups for villagers at Arutla**

One of PES main programmes is conducting mobile medical check camps at various places in the state. This is done through sponsored programmes by government or private institutions. Telenor Group (Uninor) through its CSR wing funded a free mobile medical camp that was executed by PES at Arutla village in Sangareddy district. The mobile camp that lasted for a day was principally focused on providing education about eye health and ways to take care of eyes properly while also the on-site ophthalmologist provided free check-ups for the participants in the programme

## Channel Support for SHG

### 500 SHG members

**An extensive channel support to help in brand-building and marketing for the SHG products through existing Telenor outlets**

One of the major challenges in Sustainable Development project for clusters is to create brand awareness and brand recognition and the promotion strategy is quite often very expensive. Telenor Group's CSR wing strategically displayed the products and the brand of the SHG at all the various outlets of Uninor across the state of Telangana with primary focus on the Hyderabad region. This enabled the SHG not only build market but also build a brand for their products

## Projects

### CSR



# Corporate Social Responsibility Tie-ins



## Mahindra Insurance Brokers

### Plantation

**4383 saplings planted**

An ecological preservation initiative for various schools, residential and public areas in Telangana

Plantation is a continuous and ongoing endeavor of PES through the last two decades of its journey. PES has done plantation under various schemes and programmes and also some self-funded programmes. One such initiative was done in collaboration with Mahindra Insurance Brokers in the state of Telangana. The programmes included planting more than 4300 saplings, creating a fence of protection for each sampling, educating the beneficiaries on maintain those saplings and following up on the initiative

## Mahindra Finance



### Plantation

**7000 saplings planted**

An ecological preservation initiative for various schools, residential and public areas in Telangana & Andhra Pradesh

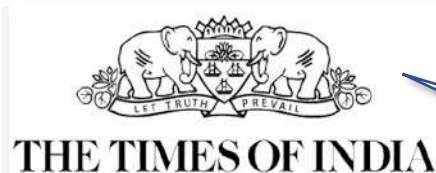
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## Projects

## CSR



# Corporate Social Responsibility Tie-ins



## Time of India Group

100 participants

## Harneedi Group

150 participants

## National Institute of Pharmaceutical Education & Research



**NIPER HYDERABAD**

National Institute of Pharmaceutical Education and Research

### Awareness Programmes

1450 beneficiaries

Mass awareness campaigns in various schools, educational institutions and open programmes in the state of Telangana

Awareness campaigns are one of the PES major activities in the NEHS mission. Various topics such as ecological preservation, women and child health care, menstrual health, sexual health, AIDS, anti-social behavior, women safety and gender perception, environmental pollution are just a few of the topics that PES covers through its Awareness programmes in the NEHS sphere. Some of these programmes have been done with CSR partnerships

200 participants

1000 participants

## Oakridge International School

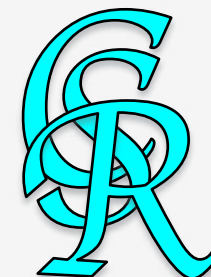


**Oakridge**  
International School



## Projects

### CSR



# Corporate Social Responsibility Tie-ins



## Synfosys Business Solutions Ltd

### Eye-Check Camp

**200 beneficiaries**

A free medical camp providing eye check-ups

*PES conducted a mobile camp in collaboration with Vizag Charitable Trust that lasted for a day and was principally focused on providing education about eye health and ways to take care of eyes properly while also the on-site ophthalmologist provided free check-ups for the participants in the programme*

## Vizag Charitable Trust

### Eye-Check Camp

**50 beneficiaries**

A free medical camp providing eye check-ups

*PES conducted a mobile camp in collaboration with Synfosys Business Solutions Ltd that lasted for a day and was principally focused on providing education about eye health and ways to take care of eyes properly while also the on-site ophthalmologist provided free check-ups for the participants in the programme*

### Rural Development Project

**1400 beneficiaries**

Urban Infrastructure development programme through renewable energy installations

*In collaboration with LaBL, street-lights were erected in villages that provided light to those villages where electricity hadn't yet reached. These lights were powered by solar energy and the villages were trained in operation and maintenance of the solar lamps*

## Light a Billion Lights Campaign





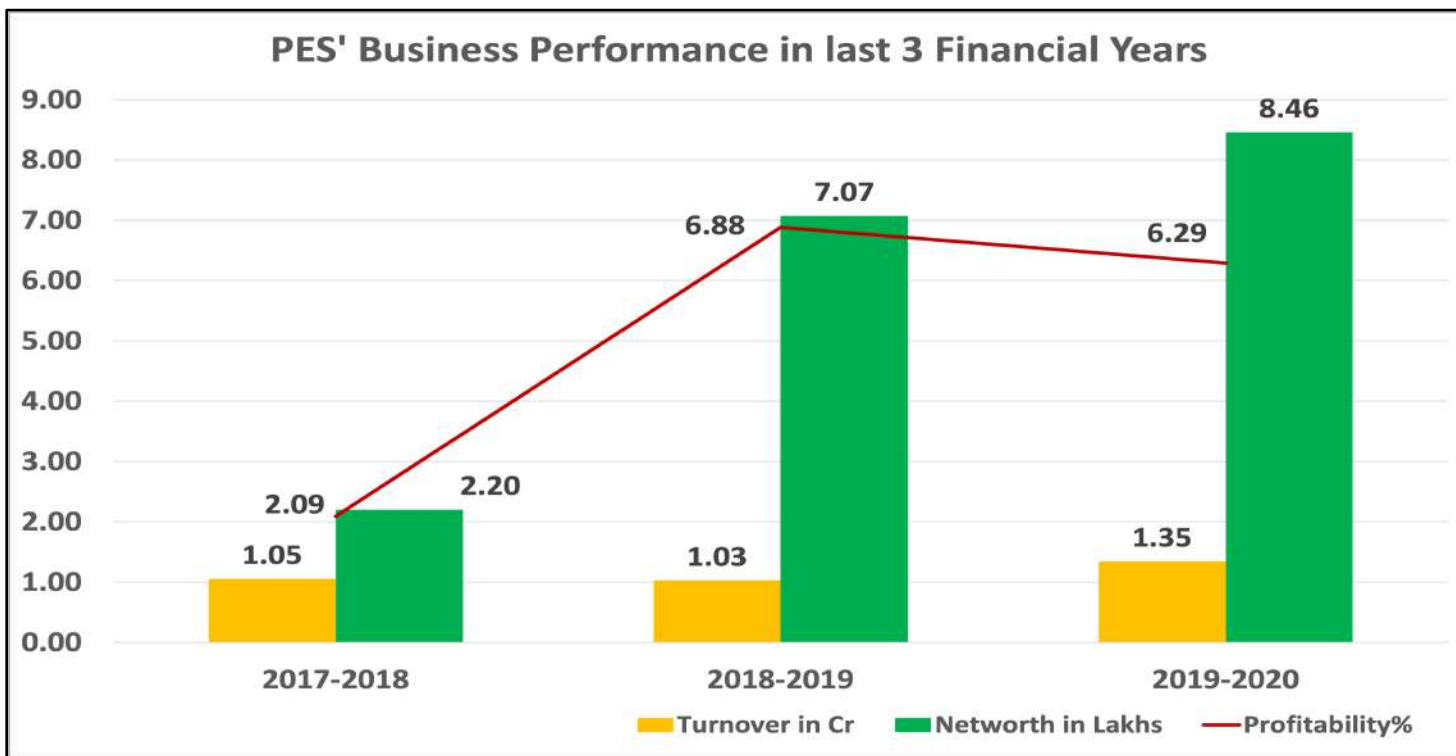
# CSR





# Business Performance

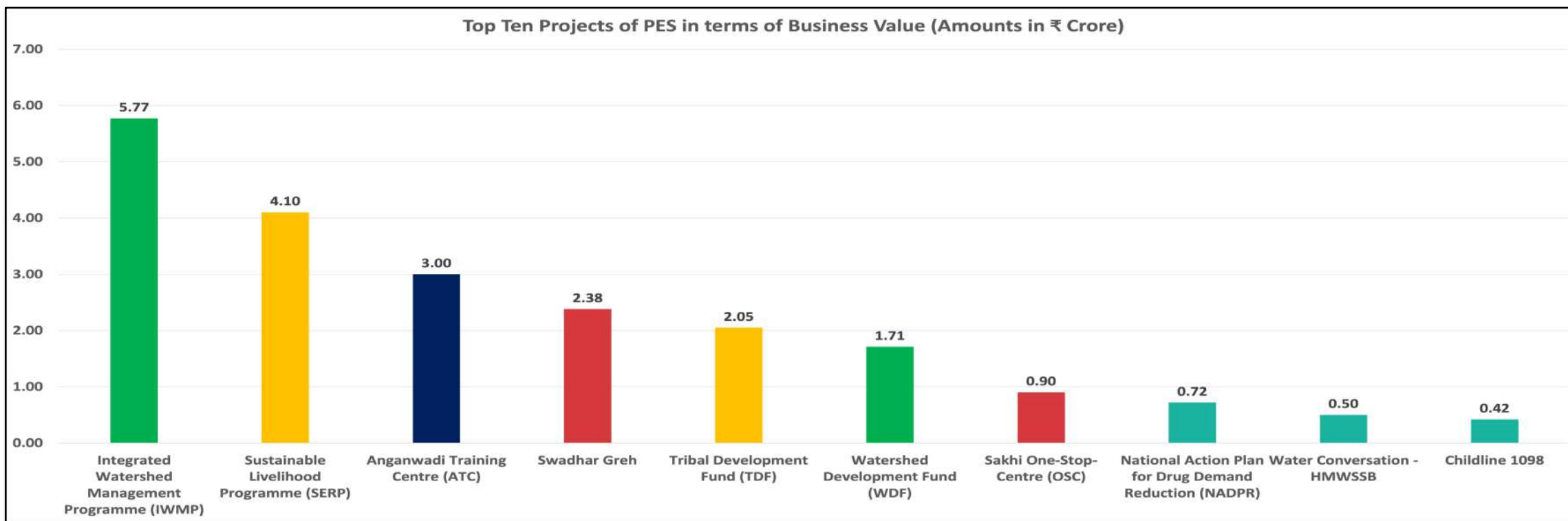
## PES' Competency



# Business Performance



## PES' Competency

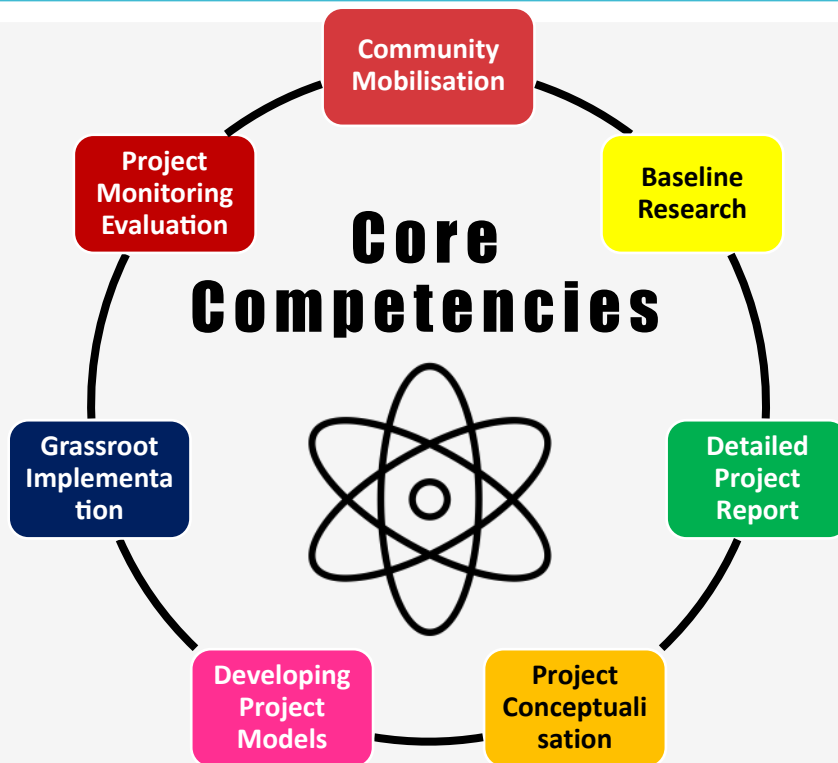




## Core Strengths



# PES' Competency



**Guidelines for  
Behaviour - Policies**

**Lead by Example, Set  
Models for Behaviour**

**Make Behaviours  
modular & scalable**

**Ensure conformity &  
delivery**

## Where we are

# Prakriti Environment Society



Administrative Office	Administrative Office	Branch Offices	
<b>H.No.5-3-211, Ashok Nagar, Karimnagar -505001, Telangana</b>	<b>Flat No.301, IV Floor, Swastik Plaza, SR Nagar, Hyderabad-500038</b>	<b>H.No.7-4-83, Mission compound Street, Vidya Nagar, Jagtial – 505327.</b>	<b>H.No.7-1-240, Srirama Chowrasta, Santosh Nagar, Jagtial-505327.</b>
		<b>Opp: Municipal Office, Konda Chinna Mallaiah Blg, Husnabad – 505467</b>	
		<b>Bendalpadu village, Chandrugonda Mandal, Bhadradri Kothagudem District</b>	

24 years in the services of nature  
&  
mankind



Prakriti  
Environment  
Society

Since 1997

[www.prakritipes.org](http://www.prakritipes.org)

[reachus@@prakritipes.com](mailto:reachus@@prakritipes.com)

[csr@@prakritipes.com](mailto:csr@@prakritipes.com)



*It is our mission to enhance the quality of human life through designing, developing and executing scalable, replicable and sustainable models for education, livelihood, welfare, empowerment and ecological preservation through partnering with communities, government and industry alike*

Thank You

*Organisation Brief, Philosophy, Services, Experience & Accomplishments*

A Corporate Presentation