

*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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• SDM Cause 1 – Empowering Women (WE)

- Scope of PES' WE
- Social Imprint of PES' WE
- PSE' WE Flagship Projects
- PSE' WE Other Major Projects
- PSE' Project Collaborations for WE
- PSE' WE 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 Specialities

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

Integrity

Respect

Trust

Fairness

Prudence

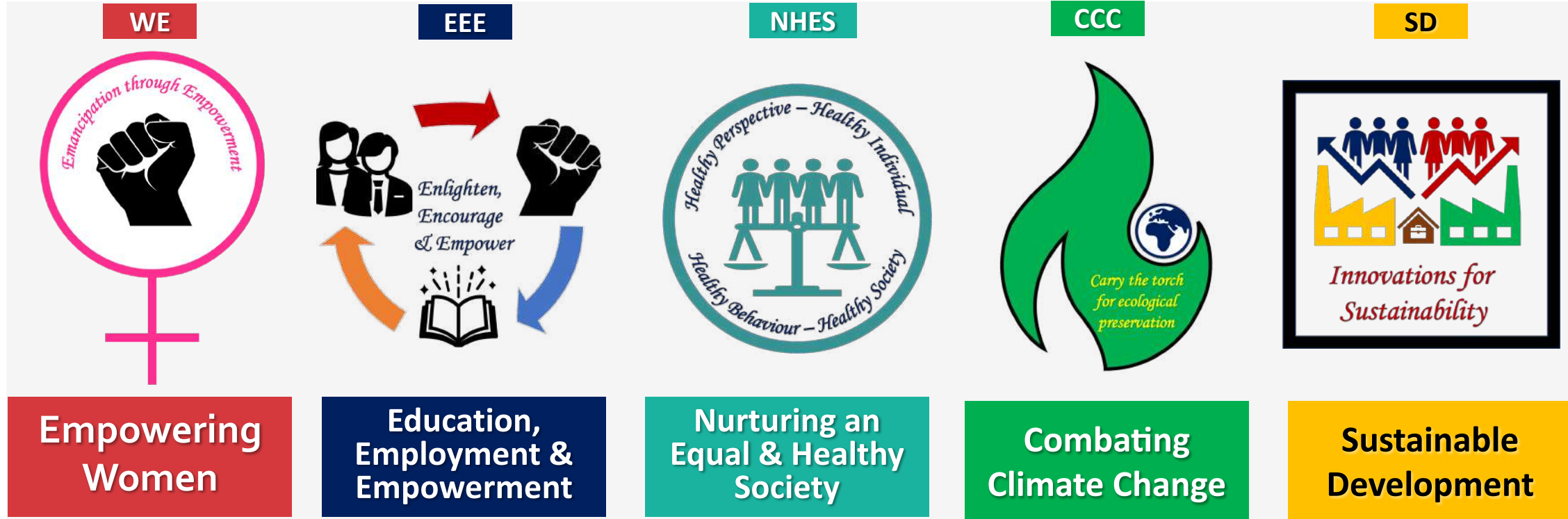
Values



Our Causes

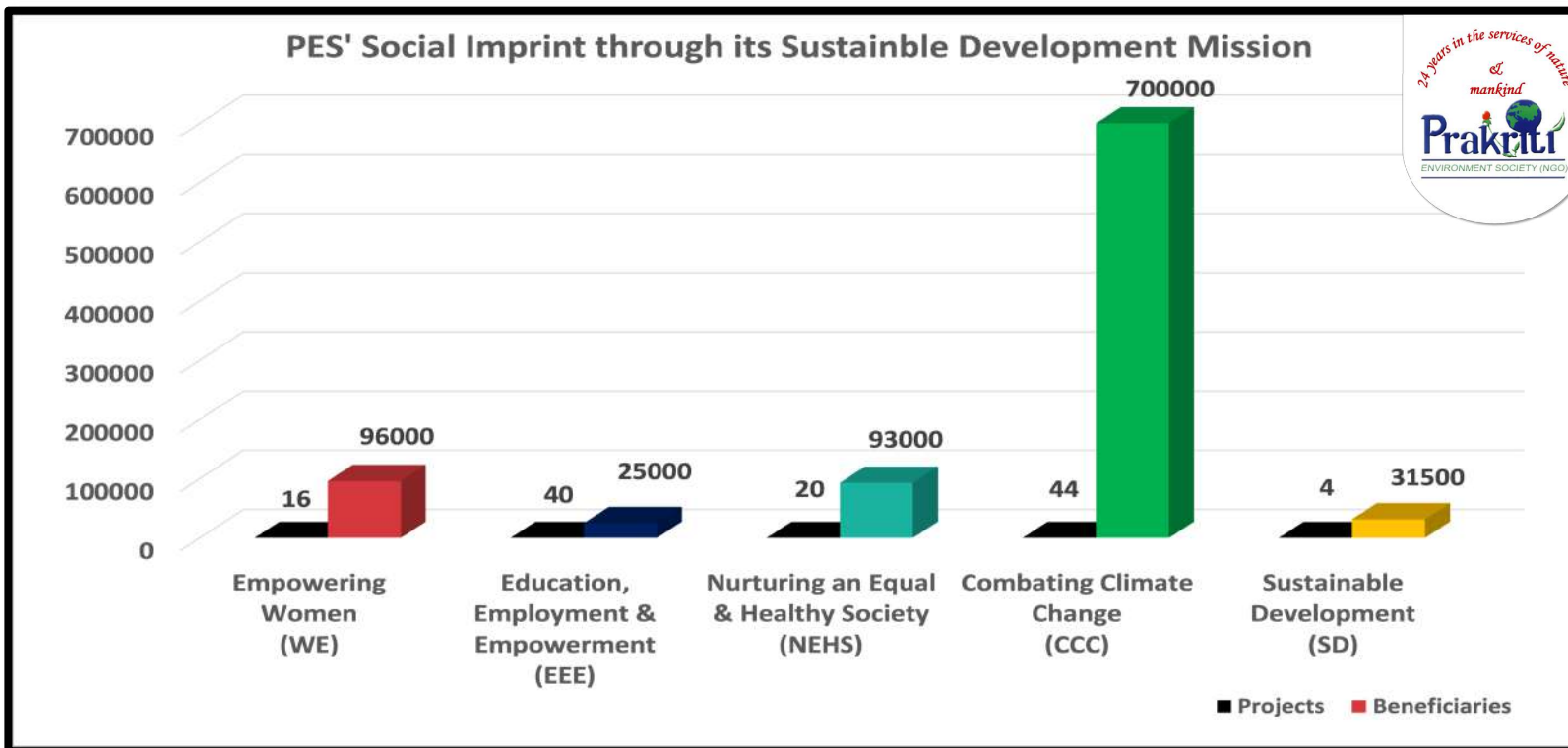


PES' Sustainable Development Mission

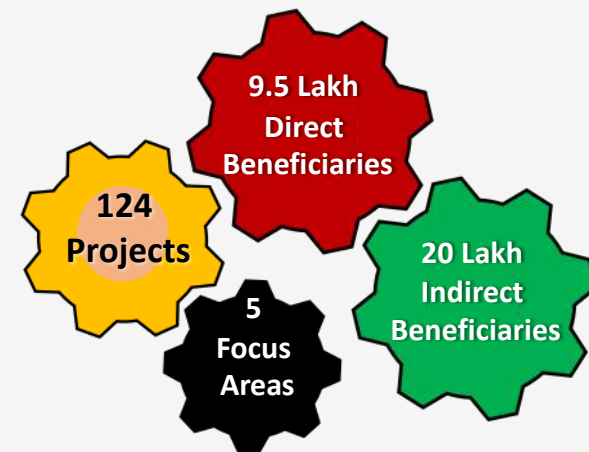


Social Imprint of PES

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

Empowering Women

WE



PES' Sustainable Development Mission

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 “WE”

WE



Empowering Women

Coverage of UN's SDGs

5 GENDER EQUALITY



10 REDUCED INEQUALITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



What "WE" means to PES

Work towards building platforms of education, engagement and empowerment for women and girls to enhance their living conditions and provide them with equal opportunities of food, shelter, healthcare, education and livelihood

Create platforms to provide sanctuary for security, care and rehabilitation to women and girl victims of trafficking, domestic violence, destitution and other social stigmas

Empower women and girls through providing them equal access to education, health care, livelihood options and empowering them through sustained life skill counseling and handholding

Enable and coordinate participation of women in projects that provide sustainable livelihood solutions through skilling them and helping them utilize their skill to generate sustained market value

Projects under the scope of WE

- **Women Health & Safety**
- **Women Education & Counseling**
- **Women Rehabilitation**
- **Health & Social Risk Awareness**
- **Women-care Hotline**
- **Women Training & Employment**
- **Women Self-Employment**
- **Women Self-Help Groups' Support**

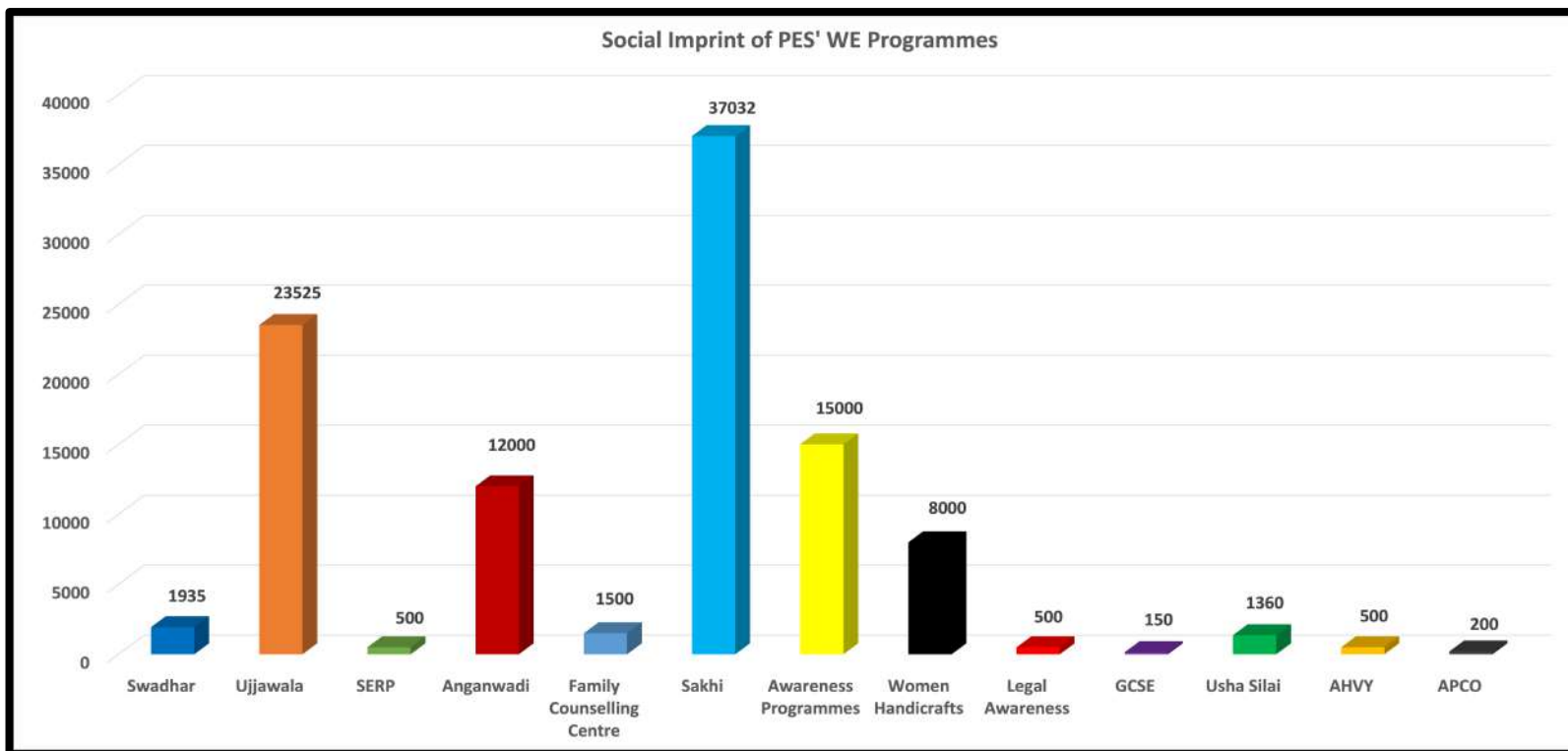
Social Imprint of PES' WE



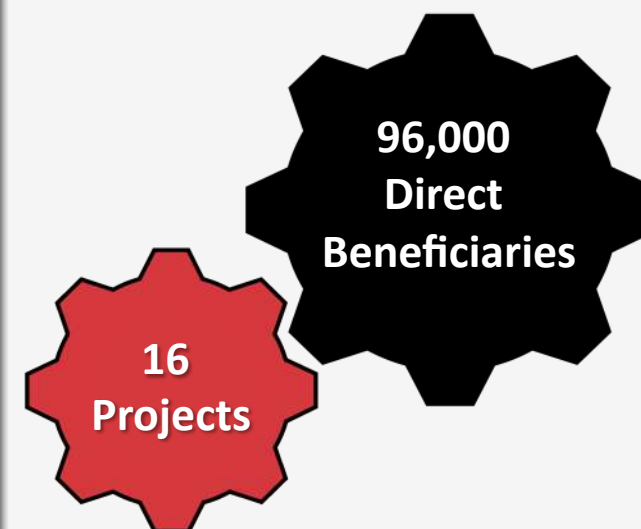
WE



WE



Cumulative Imprint of PES' WE



Work towards building platforms of education, engagement and empowerment for women and girls to enhance their living conditions and provide them with equal opportunities of food, shelter, healthcare, education and livelihood

Flagship Projects

WE



WE Projects & Programmes

SAKHI – One Stop Centre (OSC)

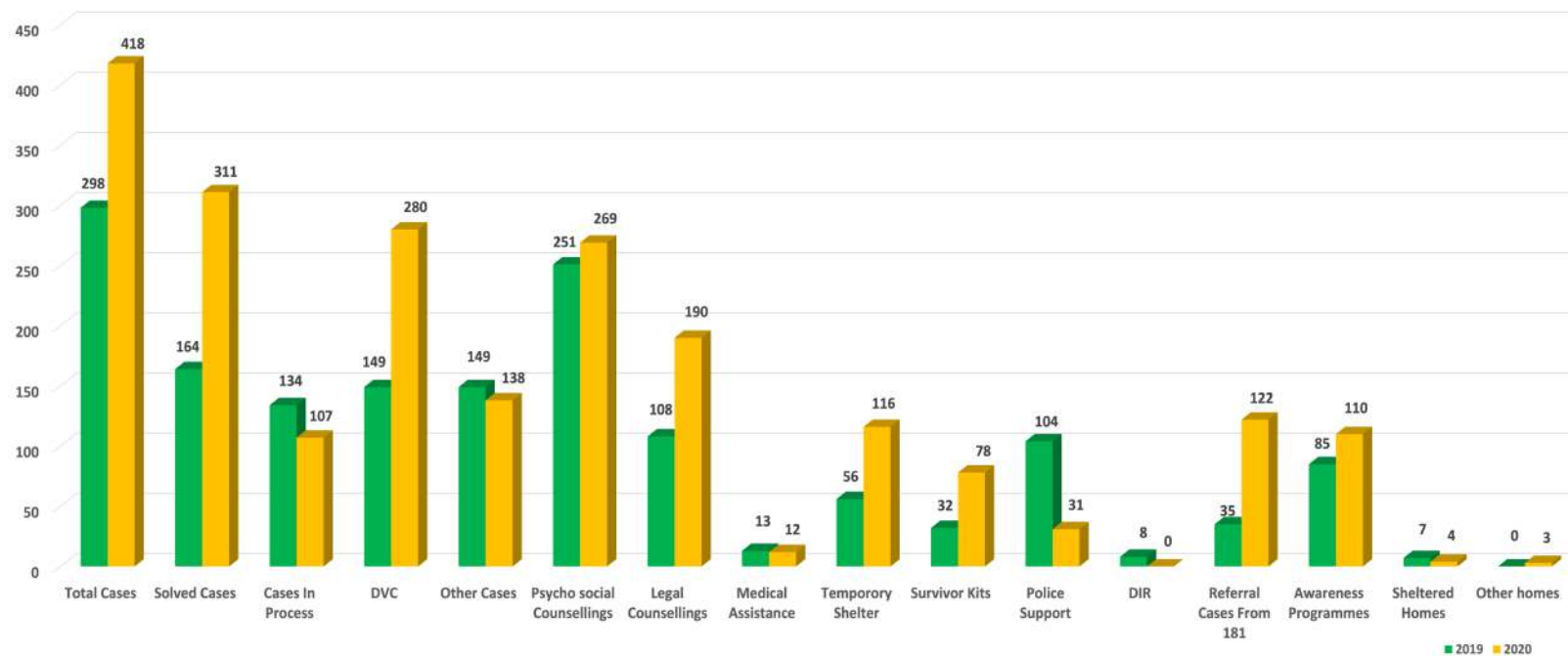
DETAILS

Central Government Sponsored Hotline
Service Centre
Ministry of Women & Child Development

Since 2019
Jagityal, Telangana

Emergency Rescue and Response, Medical Assistance, FIR/NCR/DIR, lodging Assistance, Psycho-social Counseling, Legal Aid, Shelter

Sakhi Activity Report 2019 - 2020



Create platforms to provide sanctuary for security, care and rehabilitation to women and girl victims of trafficking, domestic violence, destitution and other social stigmas

Flagship Projects

WE



WE Projects & Programmes

SAKHI – One Stop Centre (OSC)

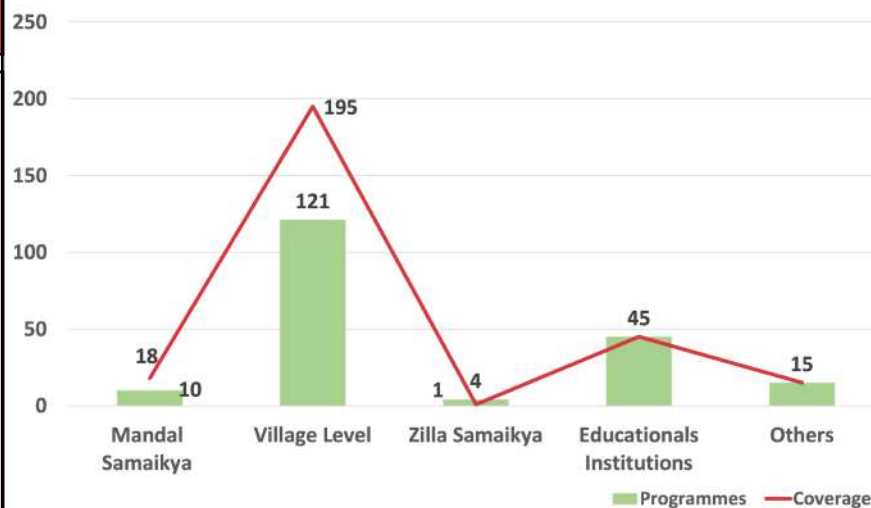
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Central Government Sponsored Hotline
Service Centre
Ministry of Women & Child Development

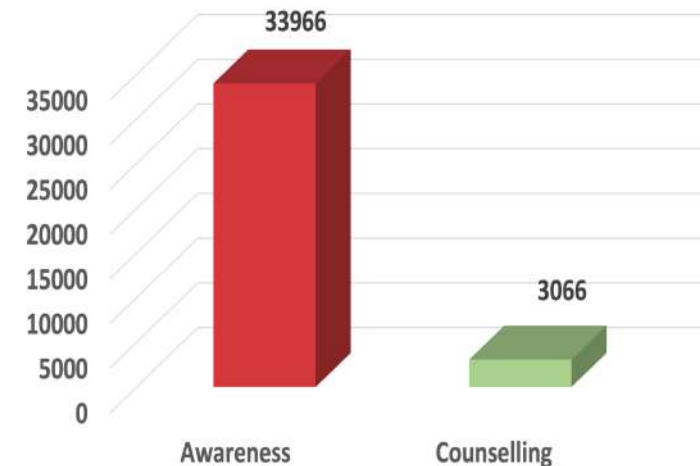
Since 2019
Jagityal, Telangana

Emergency Rescue and Response, Medical Assistance, FIR/NCR/DIR, lodging Assistance, Psycho-social Counseling, Legal Aid, Shelter

Sakhi Awareness Activities



Sakhi Beneficiaries



FOOTPRINT & IMPRINT

34,000 - Awareness; 3066 – Counseling; 716 Cases
Urban & Rural Areas of Jagityal Districts



Create platforms to provide sanctuary for security, care and rehabilitation to women and girl victims of trafficking, domestic violence, destitution and other social stigmas

Flagship Projects

WE

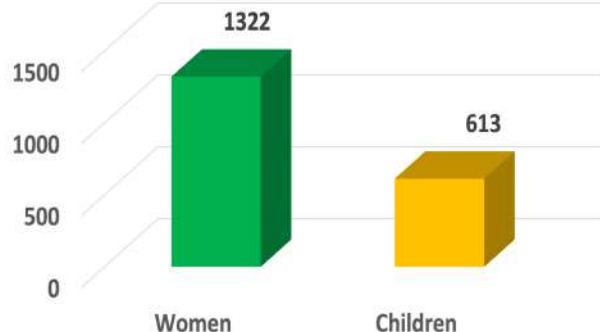


WE Projects & Programmes



Swadhaar – Rehabilitation of Destitute Women

Swadhaar Beneficiaries



DETAILS

Central Government Sponsored Rehabilitation
Ministry of Women & Child Development

Since 2004
Karimnagar

Destitute, Victims of Trafficking, Domestic Violence, Social Stigma

DETAILS

Mayukha Institute of Technological Skills (MITS)
Division of Prakriti Environment Society
Various Govt Vocational programmes

Karimnagar & Hyderabad

Beautician, Tailoring, Fashion Designing, Handicrafts, IT & ITES

Vocation Training Centers For Women

Vocational Training Beneficiaries



IMPRINT & FOOTPRINT
1322 Women; 613 Children
Urban & Rural Areas of Karimnagar Districts

FOOTPRINT
17,000 Women, 70% placement
Urban & Rural Areas of Karimnagar & Rangareddy Districts

One of Prakriti's Flagship projects in Women Empowerment. Prakriti has been running various training centers for women with the intention of making them self-reliant by imparting employable skills

Empower women and girls through providing them equal access to education, health care, livelihood options and empowering them through sustained life skill counseling and hand-holding

Flagship Projects

WE



WE Projects & Programmes



Anganwadi	Self Help Groups	Handicrafts	Family Counseling
<p>Coverage of Anganwadi Workers in District</p> <p>10% 90%</p> <p>■ Covered ■ Not Covered</p>	<p>Beneficiaries of SHG Activities</p> <p>6000 410</p> <p>SHGs Beneficiaries</p>	<p>Beneficiaries of Women Handicrafts Programmes</p> <p>8000 420</p> <p>Exhibitions Beneficiaries</p>	<p>Performance of Family Counseling Programme</p> <p>10% 90%</p> <p>■ Successful Cases ■ Unresolved Cases</p>
<p>Ministry of Women and Child Development 10 years TOT Programmes <i>Childcare, Pre-natal care and Infant care</i></p>	<p>Public Private Partnership Models 20 years Training & Livelihood Management <i>Training, Administration, Marketing, Logistics</i></p>	<p>Public Private Partnership Models 10 years Showcasing & Selling <i>Pottery, Painting, Fashion Designing</i></p>	<p>Urban Health Centers 10 years Medical Care & Counselling Centers <i>Domestic Violence, Feoticide, Social Stigma</i></p>
<p>IMPRINT & FOOTPRINT 90% of Anganwadi Workers Urban & Rural Areas of Karimnagar & Rangareddy Districts</p>	<p>IMPRINT & FOOTPRINT 6000 Women, 410 SHGs Urban & Rural Areas of Karimnagar & Rangareddy Districts</p>	<p>IMPRINT & FOOTPRINT 8000 women, 420 Exhibitions Urban & Rural Areas of Karimnagar & Rangareddy Districts</p>	<p>IMPRINT & FOOTPRINT 450 Cases (90% success) Urban & Rural Areas of Karimnagar & Rangareddy Districts</p>

Enable and coordinate participation of women in projects that provide sustainable livelihood solutions through skilling them and helping them utilize their skill to generate sustained market value

Project Associations

WE



WE

Coverage of UN's SDGs



- Ministry of Women & Child Development (MWCD)
- Ministry of Textiles (MOT), New Delhi
- National Bank for Agricultural & Rural Development (NABARD)
- Department of Women, Child, Disabled & Senior Citizens (WCD&SC), Telangana
- Central Social Welfare Board (CSWB)
- National Council for Training (NCTV)

Schemes Implemented

- Swadhar Greh Scheme
- One Stop Centre (OSC) Scheme
- Integrated Child Development Scheme (ICDS)
- Ujjwala – Anti-Trafficking Programme
- Family Counseling Centers
- Ambedkar Hastshilp Vikas Yojana (AHVY)



Gallery of Activities

WE



WE



Anganwadi



Sakhi



Swadhaar



Vocational Training



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

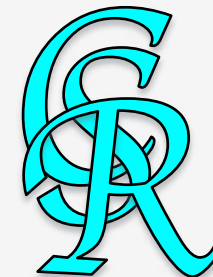


Sustainable Development

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

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 Finance in the states of Telangana and Andhra Pradesh. The programmes included planting more than 7000 saplings, creating a fence of protection for each sampling, educating the beneficiaries on maintain those saplings and following up on the initiative

Projects

CSR



Corporate Social Responsibility Tie-ins



Time of India Group

100 participants

Harneedi Group

150 participants

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

National Institute of Pharmaceutical Education & Research

200 participants

1000 participants

Oakridge International School



NIPER HYDERABAD

National Institute of Pharmaceutical Education and Research



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



Projects

CSR

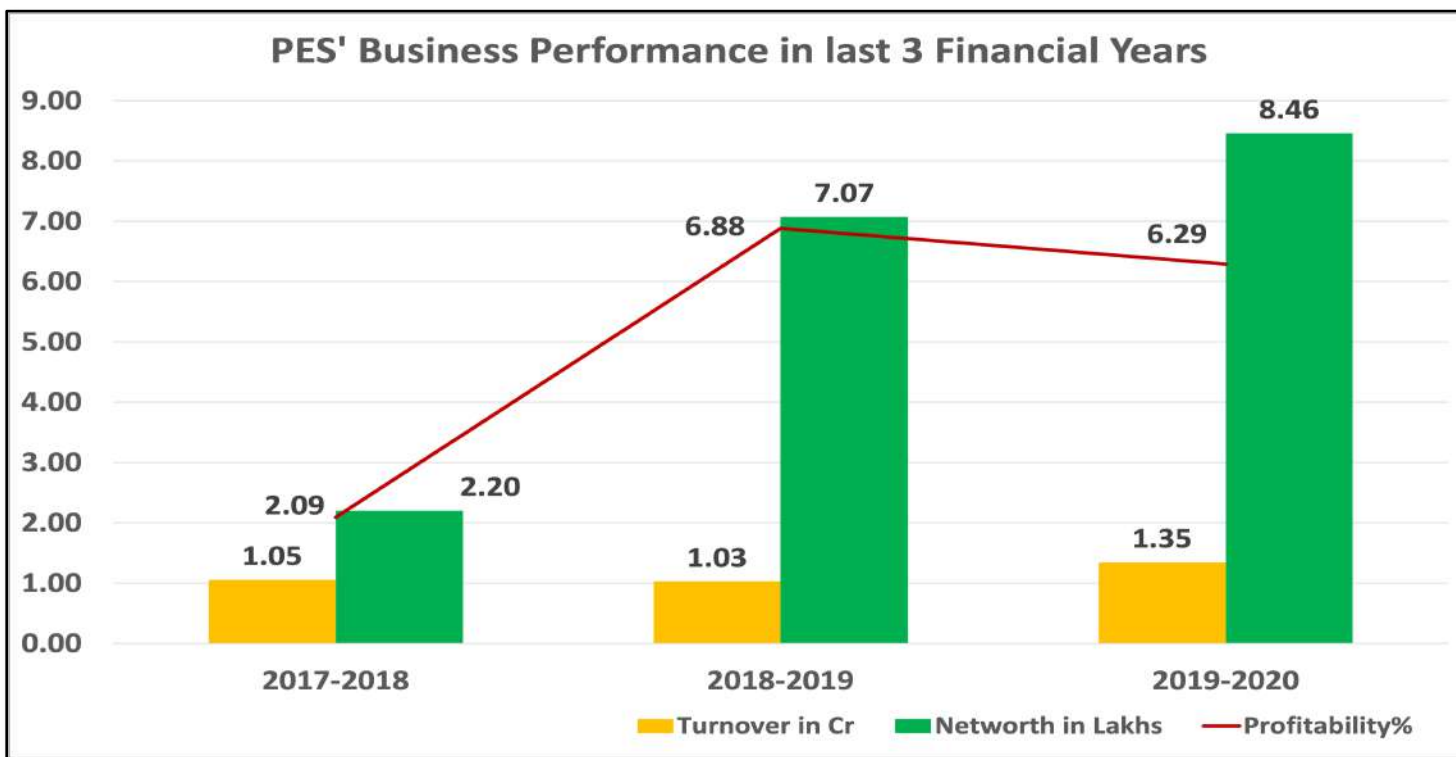


Corporate Social Responsibility Tie-ins



Business Performance

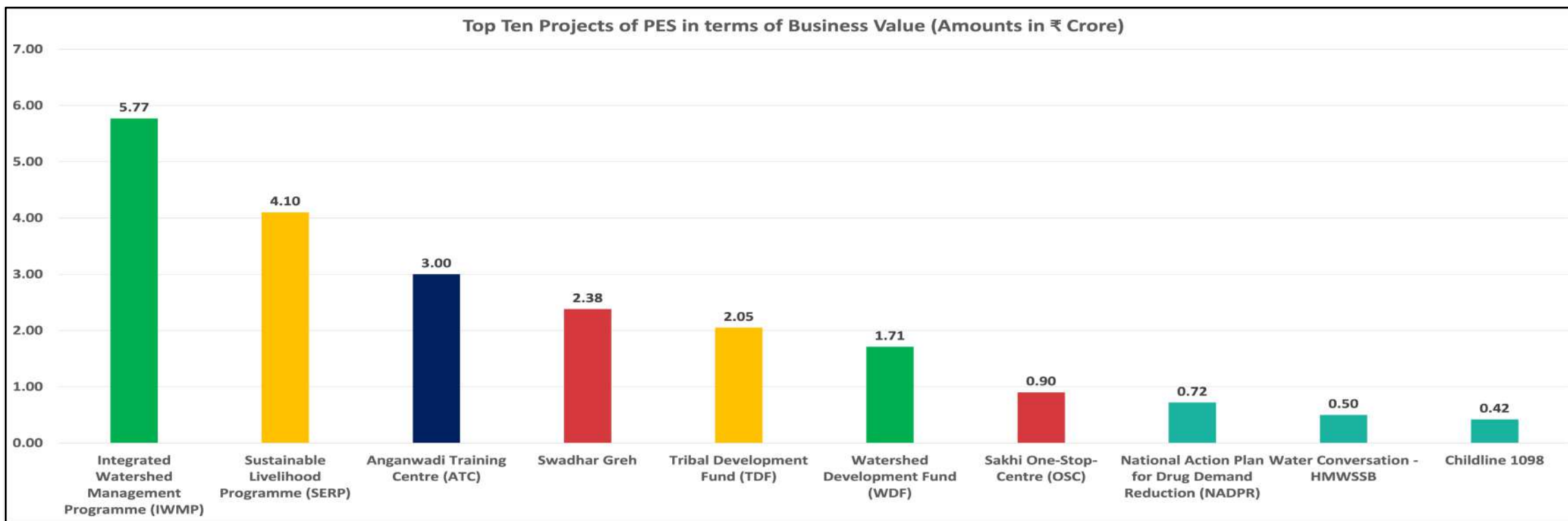
PES' Competency



Business Performance



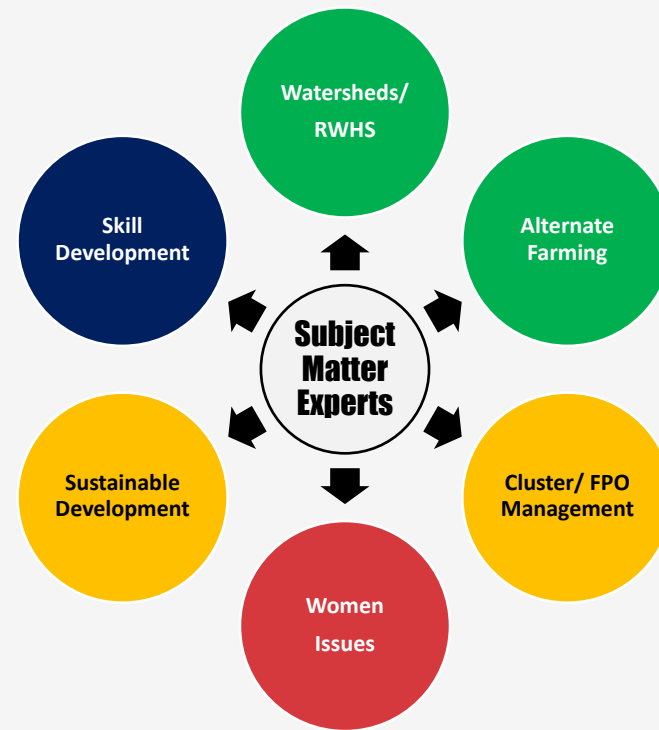
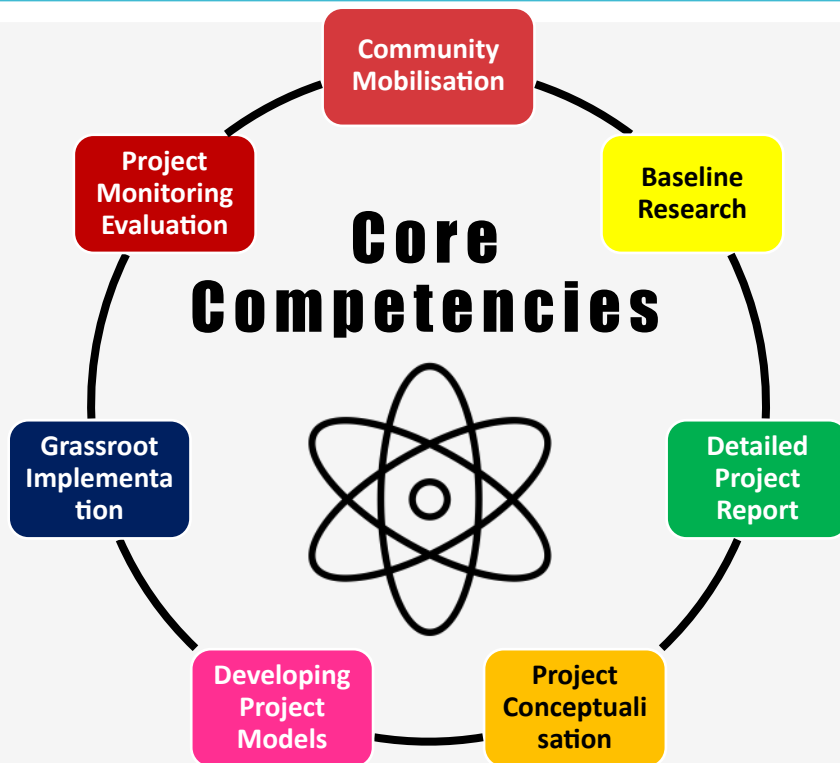
PES' Competency



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

24 years in the services of nature
&
mankind



Prakriti
Environment
Society

Since 1997

www.prakritipes.org

reachus@@prakritipes.com

csr@@prakritipes.com



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Thank You

Organisation Brief, Philosophy, Services, Experience & Accomplishments

A Corporate Presentation