

Pardada Pardadi Educational Society (PPES)
www.education4change.org



PardadaPardadi Educational Society 114 B, Khidki Village P.O Malviya Nagar,
New Delhi – 110017, Phone: 011-29542524 Email: info@pardadapardadi.org
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INTRODUCTION

Pardada Pardadi Educational Society (PPES) has been working towards improving the socio-economic status of people in rural India through the empowerment of girls and women since its establishment in 2000. It is based in Anupshahr, a tehsil at one of the most backward districts Bulandshahr in Uttar Pradesh (U.P).

PPES is on an ambitious mission to make a visible change in rural India by grooming young girls to become socially and economically independent and to serve as a catalyst for positive transformation in rural India. It goes beyond education by implementing a robust model backed by a fully functioning academic school for girls and a vocational training and production centre for women (including PPES graduates).

The organization was institutionalized where more than 85% girls had no access to primary education and where parents are apprehensive to send their daughters to school in fear of losing income or domestic help during the school day. What began with families refusing to send their daughters to school, PPES now boasts close to 1200 students from 60+ different villages.

The model also resulted in the dropout rate plummeting from 85% in 2000 to less than 5% in 2012. This breakthrough was only possible by carefully implementing innovative strategies (example: depositing Rs.10 as scholarship in the student's bank account set up by PPES for each day's attendance, providing free transportation, health check up's, uniforms, books, hygiene essentials, three meals a day, etc.) that proved successful in breaking the existing mind set and social stigma prevalent in the rural sectors. Additionally, education of students is supplemented with community development projects involving large-scale participation of the villagers aimed at bringing a positive social change and economic progress.

Key Funding Sources *(in alphabetical order)*

Axis Bank Foundation, Bharti Airtel, Hambrose Bank, Pakhar Foundation

Key Sponsors/Donors *(in alphabetical order)*

ASED-Cargill WTU, Australian High Commission, DuPont, Ernst & Young, US Embassy, Ford foundation,

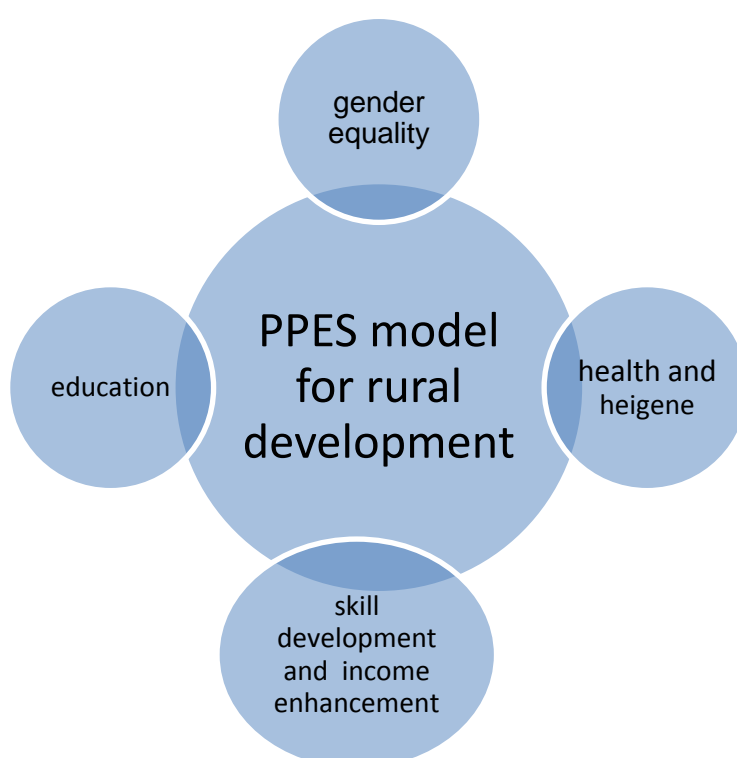
Collaborative Projects *(Organizations/companies with whom PPES have initiated long term collaborative projects)*

Bharti Airtel, I partner India, Indian Tobacco Company (ITC)

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PPES' recipe for Holistic Rural Development

- Education (with strong emphasis on value based education)
- Gender Empowerment
- Income Enhancement
- Health, Hygiene & Sanitation



Why focus on the girl child?

In India, especially in the rural sectors, gender inequality in education is extreme. Women who do not receive education and training are hindered from transforming into a major contributor to the formal economy. They continue to be one of the greatest untapped resources of the nation. PPES strongly advocates that educating a girl child will develop roots that will flourish and benefit families and communities in the long run. Furthermore, it believes the education and training provided at PPES will allow them to be the much needed catalyst for health, social and economic changes.

Promising trends and changes have already surfaced in the villages at Anupshahr, which further motivates and validates PPES' vision.

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Awards and Recognitions

- ✚ **Real Heroes award (2012)**, instituted by CNN IBN and Reliance Industries. The award celebrates the undying spirit of 24 ordinary people who have done extraordinary service and have expanded the realm of humanity across the country in fields as diverse as women empowerment, youth, environment, social welfare, health, disability, education & children. <http://ibnlive.in.com/videos/237953/real-heroes-courageous-stories-from-north-india.html>
- ✚ **'Rays of Hope' award (2012)** (Individual Category) initiated by Earth Foundation to recognize individuals from around the country who have been doing outstanding and pioneering work for the underprivileged girl child. The award acknowledges efforts of these individuals in bridging the gap and creating awareness about the plight of the underprivileged children.
- ✚ **'Champions of Social Transformation' award (2011)**, instituted by the National Spiritual Assembly of the Bahai's for transforming lives of the rural girls through education.
- ✚ **'Gillette Blade of Honour', (2011)** for making significant contribution to the society in a simple yet inspiring way.
- ✚ **'India NGO of the Year' award (2010)**, instituted by Resource Alliance & Rockefeller Foundation in the medium category for adopting good standards and transparent practices in implementing programmes.
- ✚ **Bronze award for Social Bravery (2009)**, instituted by Godfrey Phillips.
- ✚ **The 'Zee Pehel' award (2009)** for commendable service in social development

Programmes and their Impact

Graduate Girls

Till date, PPES has given **165 graduates** to the community. Effective 2006 when the first batch of girls graduated, PPES has given back about ninety successful graduates. In 2012, all 14 girls cleared the UP State Board Class XII examination and all 43 girls cleared the UP State Board Class X examination. Fourteen graduates are currently working with PPES in various capacities - accountant, vocational teacher, administrative staff, etc. Twenty graduates are pursuing higher studies in fields like electronics and information technology, hospitality, fashion designing, tool designing, dye making, and nursing. PPES is confident that these graduates will be successful in carrying forward the wisdom of healthy well-being, social and economic empowerment inculcated in them at the school to their future children and extended families.

Toilet Project

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Most families at Anupshahr do not have the amenity of a toilet at their homes. Only homes that are well off in the towns at the periphery of the tehsil can boast of having a toilet. Given the circumstances, defecating in the open is more a forced activity than a choice. PPES girls first learned about using toilets in the comfort of closed walls at the Pardada Pardadi School.

As a part of their education, PPES students are taught to cultivate and practice good hygiene habits and are encouraged to transfer this knowledge to the rest of their family. However, while the students are able to practice what they are taught at school, the lack of basic sanitation facilities like toilets at their homes leave them no choice but to revert to relieving themselves in the open. *Lakshmi Giri*, a former student of the school once said, *“Madam, you teach us the importance of personal hygiene. But, how do you expect us to relieve ourselves when we have boys hooting at us?”* Evidently, this was a pressing issue. PPES was aware that the purpose behind preaching health and hygiene would be defeated once the student left the campus and this would certainly not help in uplifting the living conditions in the village. Refusing to ignore this reality, PPES was determined to provide its students and their families the safety and dignity they deserve. Starting 2008, PPES constructed 87 individual toilets at homes of its students across 12 different villages in Anupshahr. The toilet project embodies the philosophy of PPES, which is not only to teach and uplift the girls in the school, but also to uplift the communities and the villages at large.

Mission Madargate

Madargate is a small, neglected locality about a few kilometres from the school and is home to the *Kanjar* community, a community that ranks lowest in the caste pyramid and where most families if not all fall below the poverty line. Though the locality is flanked by the bountiful river Ganga, the standard of living is absolutely abysmal. Majority of the homes have thatched roofs or plastic sheets as rooftops, no running water, no electricity and no basic sanitation facilities like drainage, toilets or bathrooms. Infectious diseases are rampant given the hygienic conditions, social evils are prominent given the lack of education and awareness, poverty and its reflections are intense given the families do not have a steady source of income and the feeling of safety and security is minimal given the lack of adequate and reliable lighting (electricity). Women are especially susceptible to injustice in this very patriarchal society. Without the aid of a strong intervention, the families at Madargate are bound to be trapped in the vicious cycle of poverty forever. Given PPES’ mission of education, empowerment and upliftment, the organization decided to adopt Madargate and take up the responsibility of transforming this locality both on the health, social and economic front.

Currently, the organization has initiated multiple community development projects including enrolling 164 students at the school and providing employment to the women at the PPES vocational/production center. A solar powered community hygiene complex with

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facilities such as toilets, bathrooms, wash areas is currently under construction. The complex will also provide filtered water at a very nominal, subsidized rate to the community. PPES recently sought funding to provide 100 solar lanterns to the families at *Madargate*, who conventionally use kerosene and candles as their lighting sources, which are health, environment and fire hazards. The execution of this project will result in little or no consumption of kerosene and candles thereby helping significantly increase each household's savings and reducing health problems associated with their current lighting sources.

PPES is also currently pushing for the efficient and continuous functioning of the water-recharge plant and construction of drainage facilities to avoid disposing sewage into River Ganga. Other upcoming projects include conducting regular workshops revolving around health & hygiene, social, cultural & economic issues, installation of solar street lights, etc. Thus far, the community has been very enthusiastic, cooperative and responsive to the organizations endeavours thereby strengthening PPES' vision to change the landscape at Madargate.

Rags To Pads Project

PPES' research in the villages of Anoopshahr revealed that a packet of commercial sanitary napkins is a luxurious commodity for a woman's family. PPES has about 350 adolescent girls at the school. None of these girls could afford a sanitary napkin pack. They had no choice but to use dirty and unsanitized cloth which put them at risk to vaginal and urinary tract infections that could exacerbate to life threatening diseases. It also resulted in embarrassing situations and a drop in attendance. This helplessness of adolescent PPES girls could be generalized to thousands of women and girls across the villages of Anoopshahr, and by extension to rural India.

PPES came up with yet another innovative project, '**Rags to Pads**' in **February 2009**. The goal of the project was to manufacture and market low-cost sanitary pads. A factory outlet for sanitary napkins was setup within the school with support from DuPont, India. The outlet has been named '*Laadli*' meaning favorite. At Laadli, the napkins are manufactured at low cost without compromising for quality.

Currently, the Laadli unit has 2 sets of semiautomatic machines and 5 young women employees. These girls are micro entrepreneurs in the making. From manufacturing to packaging and marketing the sanitary napkins in the neighbouring villages, they do it all. Each day, the unit manufactures about 70 packs (70 X 10 pads) that are stocked and sold at a subsidized rate to ~350 PPES girls. Besides the students and staff, approximately 1500 packets of Laadli are sold to women and girls outside of PPES every month.

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For adolescent girls and women in rural India, the PPES 'Rags to Pads' project has provided an opportunity to say 'No' to unhealthy periods. The project not only provides low cost sanitary pads, but also educates girls about risks that unhygienic practices can pose to their health. Over the past couple of years, the project has become a mass movement that every girl values and is proud of as they are now entitled to their right to better hygiene and good health.

PPES Hygiene Program

It is undeniable that the impoverished circumstances of the girls' homes have affected their health and hygiene. Hand washing before meals or after using the restroom is not a habit. Not all students own a toothbrush. Soap and shampoo are a luxurious commodity. Many students come with various skin diseases and lice. Fevers are common - a result of constant exposure to viruses and germs. The lack of knowledge and practice of basic hygiene is startlingly apparent and negatively reflects a great deal on the students' attendance at school. PPES felt the need to intervene and step forward to educate its students about the importance of personal hygiene.

The Hygiene Program instituted recently at the school is a true testament to Pardada Pardadi's commitment to providing for the whole child. The program involves paying special attention to various aspects of personal hygiene:

Oral Hygiene: Every day after morning assembly, students stand at the wash area with their toothbrushes (provided by the school) in hand. The teachers move from student to student, squirting toothpaste on each brush. Students are encouraged to brush their teeth in a proper fashion.

Hand Hygiene: Before breakfast and lunch, children are instructed to line up at the sinks to work soap into lather before rinsing their hands clean.

Feminine Hygiene: Rags to Pads project (detailed above).

Skin and Hair Hygiene: A 20 head shower system was built earlier this year and swimsuits were sewn for each girl.

Students of prep-5th class change into swim dresses and head to the showers. Shampoo and soap are provided, a luxury that few of the girls can afford at home. The importance of shower time has become so visible that the class 6-12 girls have requested that they too be allowed to participate. A recent survey of the upper grade girls revealed that most girls do

not use soap while bathing. With this in mind, PPES plans to build a privacy shower for its high school students to ensure that it is meeting the hygiene needs of all its students.

PPES Livelihoods Programme: PPES runs a Production Centre at the school where girls/women from nearby villages gets trained in vocational skills like sewing, embroidery, tailoring etc. through this programme, PPES provides community women an opportunity for livelihood generation.

Products made under 'Pardada Pardadi' label are marketed through our 2 outlets in Delhi and Bulandshar and money acquired is then reinvested into the Programmes. Production Centre is currently employing 75 women as trainees these departments. All of these women are first time income contributors to their families. After class 10th, PPES girls have an option to pursue higher studies or become a part of production centre.

Self Help Groups (SHG): A recent intervention, launched in April 2012. Aimed at mobilising village people towards self –sustenance, training them in utilising local resources in generating their livelihood opportunities and increasing their income levels.

- ❖ Dairy For Mothers In The Villages
 - ❖ Bulk Milk Chiller
 - ❖ Demonstration Dairy
- ❖ Microenterprises
 - ❖ Rags To Pads
 - ❖ Agarbatti With ITC Buy Back
 - ❖ Agriculture For Fathers
 - ❖ Demonstration Farm With ITC
 - ❖ Marketing Linkages



Through its concerted and collective efforts, PPES has been able to touch hundreds of lives.

Pardada Pardadi Educational Society

Creating ripples in the rural households...

Story of triumphs and tribulations...

Challenges and Successes....

The journey and beyond....

Check out the latest movie on PPES by Michael Davie (Ripple Effects)

http://www.youtube.com/watch?v=iUFPBxt_0G0&feature=youtu.be

<http://rippleeffectimages.org/Multimedia.aspx>

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