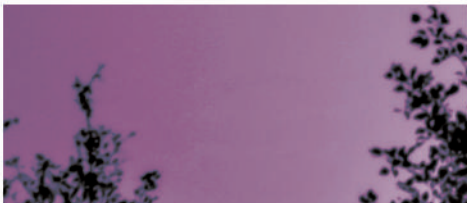
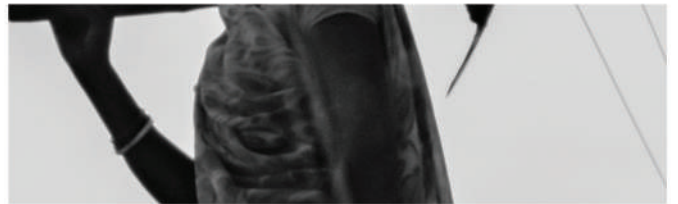




“When a woman fulfils her potential, magic happens.”



Partnering Economic Empowerment of Women in India, since 1998.

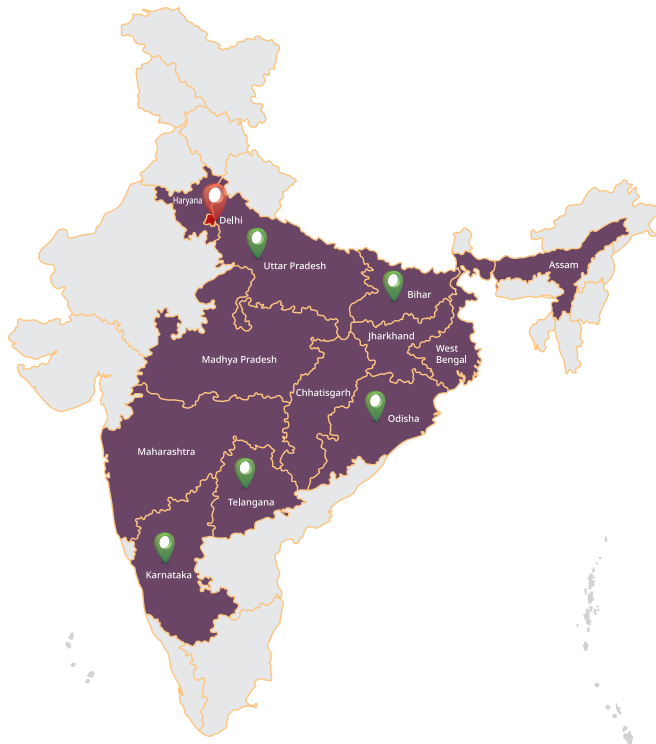


No force is more powerful than a Woman,  
determined to rise.



# 01 — ABOUT US

PCI India, with its presence in 15 states, has reached over 15.2 million households through effective community-driven solutions for positive & enduring impact.



Registered in India in the year 1998, PCI India thrives to create a happy, healthy, safe & sustainable world for all.

Our interventions are intended to transform the lives of communities whilst solving complex social issues, by partnering with governments, private sectors, and development organizations.

PCI India functions through 5 core development verticals and 2 cross-sectional verticals.

## CORE VERTICALS

Women's Economic Empowerment & Livelihoods

Gender, Diversity, Equity, Inclusion and Social Norms

Health & Nutrition

Social & Environmental Protection

Poverty Alleviation

## CROSS-SECTIONAL VERTICALS

BODH - Behavioral Outcomes and Decision Heuristics

Concurrent Measurement and Learnings

# 02

## — WOMEN'S ECONOMIC EMPOWERMENT AT PCI INDIA

### Our Vision for Women's Economic Empowerment

To champion women's economic empowerment globally for improved quality of life.

**“5 million women nationally reached through livelihood models/projects”**

PCI India designs programs for women's economic empowerment with the aim of enabling women to exercise control over their means of income generation through self-chosen livelihood opportunities & have governance on productive assets with autonomy on saving, spending, and investment.

PCI's specialized solutions for WEE include creating targeted programs that encompass the requirements of rural & urban women by bridging gaps of skill, financial literacy, supportive policies, climate resilience, and marketplace. Our program pivots on creating women as entrepreneurs, gainful employees, and advocates of their rights & entitlements.



### Key Insights

- 📍 In India, female Labour Force Participation Rate (LFPR) is 37% in 2023.
- 📍 Women in India earn only 67 cents for every dollar earned by men, resulting in a 32.6% pay gap.
- 📍 Women-owned enterprises account for 20.5% of the total registered MSMEs in India.
- 📍 If the gender gap in labor force participation rates is reduced, we could add about \$18 trillion to the global GDP.
- 📍 An extensive body of research shows that when women earn an income and control their earnings, their children are more likely to attend school, their families are healthier, their self-worth improves, and their household incomes grow—along with the global economy.
- 📍 Women from vulnerable households and communities find greater space, dignity, and sustainable livelihood for a better quality of life in India and other developing countries.

# 03

## — OUR EXPERTISE

At PCI India, we are committed to advancing women's economic empowerment through innovative, community-driven solutions. Our expertise spans:

**Extensive Experience of Working with Low-income Women and Community Collectives in Rural and Urban Areas:** We have a proven track record of implementing women's empowerment initiatives in low-income communities, understanding unique challenges faced by women in urban and rural contexts.

**Expertise in Tailored Program Designing and Delivering:** We specialize in designing and delivering tailored women's economic empowerment programs and replicable models.

**Human-Centered Design Capabilities:** We apply a human-centered approach to develop impactful, context-specific interventions based on extensive field insights.

**In-House Measurement Expertise:** We have an in-house Concurrent, Measurement, and Learning Team. We work on robust systems for tracking outcomes, measuring progress, and continuous improvement.

**Expertise in Government Partnerships and Policy Engagement:** We collaborate closely with government agencies and leverage existing structures and resources for women's economic empowerment. Our technical expertise enhances system capacities, enabling the scale-up of interventions and advocating for supportive policies.

**Ability to facilitate Market Systems Development:** Our market-based approach involves facilitating linkages between women entrepreneurs and market actors and building women's capacity to engage effectively in markets with private sector partners.



# 04

## — PCI's UNIQUE 4-PILLAR WEE STRATEGY



THR Plant in UP  
- A Public Procurement Initiative



**Build Capacities of Rural and Urban Women**  
to increase their income and their agency

Intervention at Individual Level

**Key Enablers:**

- Bridge **Financial Literacy & Livelihood Skills** Gap
- Promote **Women-led Entrepreneurship**
- Nurture **Life Skills** to Build Resilient Livelihoods and The Mindset to Withstand Shocks



01

**Strengthen Women's Community Institutions and local structures**  
for creating an enabling environment

Intervention at Household and Community Level



**Key Enablers:**

- Enable Local Bodies to **Navigate Harmful Social Norms, SRHR Practices** for An Enabling Eco-System
- Promote **Gender Inclusion** by Engaging Influential Actors
- Build **Knowledge and Engage In Climate Resilience** Through Collectives

02

**Enable Access to Capital and Profitable Market**  
to increase the economic participation of women

Intervention at Market and Value Chain Level

**Key Enablers:**

- Leverage Digital Tools and Aggregation Mechanisms for **Market Linkages**
- Public and Private Sector Collaboration** to Support Women-led Enterprise and Cluster Productions
- Enable **Productive Asset Transfer** to **Ultra Poor**



03

**Generate Evidence and Influence Policy**  
for strengthening women's economic empowerment

Intervention at Institutional and Policy Level



**Key Enablers:**

- Enhance **Government Contracting** for Women-Led Enterprises
- Promote **Evidence-Based Decision-Making** at Policy Level

04

# 05 — PCI's ARCHETYPES FOR WEE



## Entrepreneurship

### Swabhiman Project

We aim to create livelihood opportunities for 15000 women from lower economic strata to become micro-entrepreneurs and drive them towards sustainable livelihoods and socio-economic resilience.



## Convergence

### Technical Assistance to Rural Development Department

We attempt to draw the state's focus on resources and strategic shifts necessary under MGRNEGA for generating employment for SHG women and promoting durable livelihood assets.



## Graduation Approach

### Bihar Urban Poor Graduation Program

We are working with over 5000 urban ultra-poor families to drive them out of extreme poverty through diversified livelihood opportunities ranging from skilling to enterprise promotion.



## Food Enterprise

### Cloud Kitchen Project

We work with urban poor women, aiming to facilitate livelihood opportunities in Tier 1 cities by enabling women owned cloud kitchens. Creating a market for over 30 cloud kitchens across 3 cities in India.





## Climate Action

### Carbon Offsetting Rice Emission (CORE) project

This is a climate-resilient initiative that supports 2,000 women in Haryana to adopt and transform climate-sensitive agricultural practices, enhancing their livelihoods through the rice value chain.



## Skilling

### Hunar Project

We aim to enhance employability skills among underprivileged youth aged 18-30 in Maharashtra and West Bengal. Focusing on high-growth sectors, it offers employment-linked training and placements for 50,000 students.



## Public Procurement

### Public Procurement project & Take Home Ration project

We provide geography-agnostic support to the State Rural Livelihood Missions to empower women-led enterprises. This enables them to leverage opportunities to supply goods and services to the government, thereby generating income. This initiative opens up a market opportunity exceeding ₹50,000 crore.



# 06

## — PCI's REACH AND IMPACT

### Project Cloud Kitchen

Reach

1,650

Geography  
Urban

#### Key Impact/Outcome:

1650 Women running 30 women-led cloud kitchens

### Project Swabhimaan

Reach

15,000

Geography  
Urban

#### Key Impact/Outcome:

15000 women started and scaled their enterprises. 7500 entrepreneurs created from across 3 cities. 33% of the women earn an average annual revenue of over INR 60,000 post program.

### Project Hunar

Reach

50,000

Geography  
Urban

#### Key Impact/Outcome:

35000 youth connected to employment opportunities. 7000 learners enabled with increased salaries.

### Project WEE through Economic and Social Convergence

Reach

10,240

Geography  
Rural

#### Key Impact/Outcome:

**Direct:** 10,240 women from learning and immersion block comprising of women job-card holders, MGNREGA mates.

**Indirect:** 30,69,934 women across rural Bihar comprising of 29,90,087 women job card holders, 79,847 semi-skilled (71,603 mahila mates)

### Project Urban Ultra Poor Graduation

Reach

5,000

Geography  
Urban

#### Key Impact/Outcome:

845 urban ultra-poor households have received special investment funds as immediate relief.

### Project CORE

Reach

2,000

Geography  
Rural

#### Key Impact/Outcome:

2000 women farmers are being trained on adoption of climate-sensitive technologies.

### Project Public Procurement

Reach

28,000

Geography  
Rural

#### Key Impact/Outcome:

28,135 women impacted through public procurement enterprise.

# 07 — OUR PRIORITIES FOR 2030

## To nationally create livelihood pathways of economic equity for women.

- Promote models and project designs on women's economic empowerment for achieving equity and equality in SDGs at the national level
- We aim to reach 5 million women across India through various livelihood initiatives and projects.
- GREEN Shakti reinforces our dedication to environmental sustainability and women's economic empowerment. We aim to create 1 million green jobs for women and empower 500,000 women as green entrepreneurs

### In the areas of:

- Entrepreneurship
- Climate Resilience
- Social Protection
- Market Access
- Gender-Sensitive Policies
- Skill Development
- Convergence
- Workforce Participation
- Sustainable Livelihoods
- Access to Finance
- Economic Independence
- Leadership Development
- Digital Inclusion

## Our Partners

### Government Bodies



### Funding Agencies

Supported by



Extraordinary Together



# “We invite You”

## To Share

Our stories and help to promote women's economic empowerment

## To Support

Our projects with your skills in training, advocacy, or research

## To Partner

Collaborate with us to expand our impact and create a more inclusive society

To know more about us, please visit: <https://www.pciglobal.in/>

To follow us, please scan:



**Project Concern International (PCI), India**

F-87, Okhla Industrial Estate Phase -3,

New Delhi – 110020

Phone: 011-46058888

Website: [www.pciglobal.in](http://www.pciglobal.in)

**Contact:**

Ms. Irina Sinha

Senior Director – Strategic Partnerships & WEE

E-mail: [isinha@pciglobal.in](mailto:isinha@pciglobal.in)

Phone: +91 9572291350