

A detailed, expressive illustration of a man wearing a traditional Indian turban and a patterned shirt. He is smiling broadly, showing his teeth. The style is a mix of sketching and painting, with visible brushstrokes and ink splatters. The background is white with some faint grid lines and dark ink splatters.

# ANNUAL REPORT

2024-25





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## MESSAGE FROM THE CEO

As I reflect on the past year, I am struck by how deeply interconnected our world has become. Climate disruptions, rapid technological advancements, and growing economic uncertainty—along with our increasing dependence on digital solutions—are reshaping communities everywhere, opening new possibilities while also creating fresh challenges. Yet, amid these transformations, I've witnessed extraordinary resilience and hope in the communities we work with. Over the last year, PCI India has stood alongside them — co-creating solutions that strengthen lives, livelihoods, and the planet, and bringing us closer to our vision of a Viksit Bharat built on productivity, wellbeing, and sustainability.

In fiscal year 2024–25, we reached over 20 million people across 16 states through 35 initiatives. In collaboration with government partners and development agencies, we leveraged community platforms, technology, and data-driven learning to strengthen health and nutrition systems—improving vaccine coverage, early childhood care, and anemia prevention—and promote behavior change across vulnerable populations. We advanced

women's economic empowerment through scalable models, including our flagship Women-led Enterprises initiative that supported market access and public procurement opportunities. Renewable energy solutions further enabled women entrepreneurs while reducing emissions. Programs like Gender Transformative Model (GTM), Umang, and Humein Badhna Hai challenged restrictive norms and fostered leadership among women and youth, empowering them to make informed choices and contribute to community well-being.

Guided by national priorities and global sustainability principles, our evidence-based models and collaborative approach ensure that progress is impactful, measurable, and enduring. I extend my heartfelt gratitude to our partners, communities, and teams for their unwavering trust and collaboration.

Together, we will continue to build resilient systems, inclusive pathways, and sustainable solutions—enabling every individual to thrive with dignity, opportunity, and hope.

**Indrajit Chaudhuri**  
CEO and Country Director, PCI India

## EXECUTIVE SUMMARY

In FY 2024–25, PCI India significantly deepened its footprint across 16 states, positively impacting over 20 million people through 55 diverse projects aimed at advancing public systems, empowering communities, and catalyzing sustainable, inclusive development. Our work was anchored in strategic technical assistance and direct implementation, spanning thematic areas of Health & Nutrition, Skilling & Entrepreneurship, Women's Empowerment, Adolescent Empowerment, Climate Action, and Poverty Alleviation & Financial Inclusion.

We leveraged community platforms, especially women's collectives, to improve health and nutrition outcomes through systems strengthening, convergence, social and behavior change communication (SBCC), and enterprise development. In partnership with national and state rural livelihood missions, we advanced initiatives in Bihar, Uttar Pradesh, Mizoram, and Meghalaya. Key efforts included early childhood nutrition, vaccine uptake, screening of non-communicable diseases (NCDs), elimination of lymphatic filariasis and visceral leishmaniasis, family planning, and behavior-driven anemia interventions. Programs like Suposhit Dadri and ACT addressed micronutrient deficiencies and chronic disease. Our use of innovation, digital tools, and immersive models continues to build resilient systems and empower women-led solutions in public health.

We advanced **women's economic empowerment (WEE)**, and promoted **skilling & entrepreneurship** through strategic, scalable models integrating policy advocacy, institutional strengthening, and promoting enterprise development at the grassroots level. The flagship public procurement initiative—supported by the Gates Foundation—enabled over ₹100 crore in Women-led Enterprises (WLEs) procurement

orders and systemic adoption by SRLMs. Urban-focused Udyamita and Cloud Kitchen models fostered entrepreneurship and income resilience for women via skill-building, digital tools, and market linkages. The Urban Poor Graduation Approach and livelihood models in beekeeping and fisheries enhanced self-employment for vulnerable populations. The GO-HRM initiative further institutionalized human resource systems within JEEViKA to drive integrated, community-led programs by strengthening institutional systems, HR processes, and performance management aligned with its Vision 2030. These have together helped sustain outcomes across livelihoods, financial inclusion, and climate resilience programming.

On the front of **gender equity and adolescent empowerment**, we adopted a strategic, systems-led approach that combines community mobilization, intergenerational engagement, and technical support to government bodies. Through models like the Gender Transformative Model (GTM) in Odisha and Umang in Jharkhand, we challenged restrictive gender norms, promoted women's agency, and address child/early marriage by empowering women (as mothers and as members of women's collectives). In Assam and Tripura, we extended technical support to strengthen state and district-level responses to address child marriage. The Humein Badhna Hai initiative advanced career intentionality among adolescent girls in residential schools through structured counselling and life skills education. South Asia Social Norms and Agency Learning Collaborative (SA-SNALC), hosted by PCI India, provided a regional knowledge and networking platform on shifting harmful social norms through research, cross-learning, and collaboration. These models focused on institutional convergence, capacity building, and locally-led solutions, making measurable progress in increasing women's and girls'



access to entitlements, leadership roles, and decision-making. Collectively, our interventions have created enabling environments for gender-just and youth-focused development.

In **climate action**, we integrated Decentralized Renewable Energy (DRE) across initiatives, notably in Take Home Ration (THR) units and the Decentralized Energy for Women's Economic Empowerment (DEWEE) program, reaching over 450 women entrepreneurs with solar installations. In Haryana, the Credit Offsetting Rice Emission (CORE) project demonstrated a 54% reduction in methane emissions through sustainable rice farming practices.

We also strengthened Monitoring, Evaluation, Research, and Learning (MERL) capabilities to ensure data-driven decisions, rigorous impact assessments, and scalable models. Across all domains, our efforts were powered by collaboration—with government partners, donor agencies, CSR entities, multilateral institutions, and communities.

On the human capital front, initiatives like the Shining Star Program and campus hiring from premier institutions bolstered internal leadership and future-readiness.

This year's work reaffirms PCI India's commitment to driving scalable, sustainable impact through systems strengthening, community empowerment, and inclusive innovation—setting the stage for transformative change in the years to come.





## ABOUT PCI INDIA

Established in 1998 and registered under the Societies Registration Act XXI of 1860, PCI India began its journey with a clear vision: to improve the health and well-being of people, especially those from marginalized communities. Over the years, PCI India expanded its impact across diverse development domains. What distinguishes our approach is our strong focus on evidence generation, scalable solutions and real-time measurement, embedded across all stages of program delivery.

Guided by a systems-thinking approach, PCI India designs and delivers scalable, sustainable solutions that address complex social challenges. Our work is grounded in community realities, resilient to climate shocks, and driven by a strong commitment to equity. PCI India adopts a strategic and inclusive approach to collaboration, recognizing that sustainable development outcomes require collective action and shared ownership.

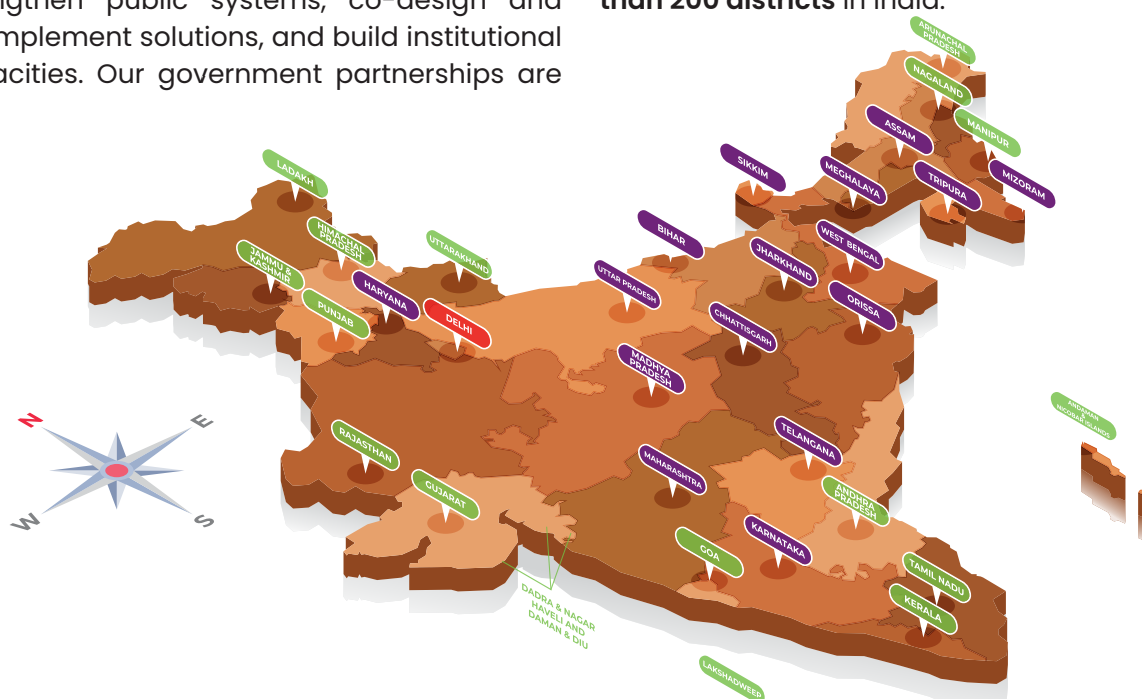
PCI India works closely with government entities at the national, state, and local levels to strengthen public systems, co-design and co-implement solutions, and build institutional capacities. Our government partnerships are

grounded in mutual trust, policy alignment, and commitment to scale and sustainability.

PCI India also actively collaborates with a wide range of development partners, including multilateral agencies, UN bodies, philanthropic foundations, CSR entities, and other civil society organizations to harness complementary expertise and resources. As an annual business participant of the UN Global Compact Network (India), PCI India aligns its work with global principles of responsible development and sustainability.

In our engagement with donors, including bilateral and multilateral agencies, UN organizations, philanthropic foundations, private charities, and CSR funders—we ensure alignment with shared goals and accountability frameworks. We emphasize transparency, result-orientation, and measurable impact in all donor partnerships.

Headquartered in New Delhi, today PCI India has a footprint across **18 states** covering **more than 200 districts** in India.





## WHAT WE DO

PCI India began its journey in India with a strong focus on health. However, over time, we recognized that addressing complex and persistent development challenges requires deep expertise across multiple domains. This realization led us to broaden our scope and

adopt a more holistic approach. Today, PCI India has dedicated teams offering domain-specific solutions in six critical areas that have a direct and lasting impact on the lives and livelihoods of the communities we serve:







## OUR SOLUTIONS

In the domain of **health and nutrition**, PCI India has been a pioneer in leveraging non-health platforms to achieve scalable health outcomes across multiple states. As early as 2010, we began working with women's collectives—Self-Help Groups (SHGs)—to integrate health promotion in Bihar. This initiative evolved into a large-scale intervention in collaboration with JEEViKA, the Bihar State Rural Livelihoods Mission (SRLM), and was eventually scaled across all districts of Bihar.

The success of this model led to its replication in other states such as Uttar Pradesh, Odisha, and Tripura. Eventually, the National Rural Livelihoods Mission (NRLM) institutionalized this approach, integrating health and nutrition within the national livelihood framework. Beyond SHGs, we also demonstrated the ability to use a variety of community-based platforms—schools, Panchayati Raj Institutions (PRIs), youth groups, and religious leaders—to accelerate health outcomes. Our work in health spans across the continuum—from maternal, newborn, and child health (MNCH) to family planning, child immunization, neglected tropical diseases (NTDs), and more recently, non-communicable diseases (NCDs). And all these across pan India, bringing scalable and

sustainable health solutions to vulnerable communities.

In the domain of **skilling and entrepreneurship**, we have built a strong and diverse portfolio of work across various geographic and socio-economic contexts. We recognize that skill development and entrepreneurship are pivotal to driving sustainable, long-term change, particularly for women, who continue to face significant barriers in accessing economic opportunities and participating in the labor force.

Through innovative initiatives like Cloud Kitchen, E-Rozgar, Udyamita, Public Procurement, Didi Ki Rasoi and the like, PCI India has successfully developed and implemented models that combine skill-building with entrepreneurship, while also nurturing a supportive ecosystem for growth. These programs have enabled women—especially those from economically marginalized urban communities—to step into entrepreneurship for the first time in their lives. As a result, many are now generating reliable, regular incomes, gaining economic independence, and transforming not just their own lives but also those of their families and communities.



PCI India has consistently demonstrated its expertise in advancing **women's empowerment** by addressing the root causes of gender inequality, regressive social norms, and violence against women. Our approach goes beyond surface-level interventions, offering context-specific and transformative solutions across diverse settings. From women working in rice fields in Haryana to those in the tea gardens of Darjeeling, PCI India has supported them in finding their voice, asserting their choices, and making informed decisions—not just about daily household matters like food and small purchases, but across all aspects of their lives.

In Odisha, PCI India partnered with the local government to establish Gender Facilitation Centers (GFCs) with active participation from SHG members. These centers serve as safe spaces to address issues like domestic violence, gender-based discrimination, and unjust subjugation. In Jharkhand, PCI India collaborated with the Jharkhand State Livelihood Promotion Society (JSLPS) to engage SHG women in conversations about the future of their adolescent daughters—encouraging aspirations for higher education and careers, while promoting a collective stand against child and early marriages.

At PCI India, we believe that empowering women must begin with **empowering adolescent girls**. If we don't engage them early and help shape their aspirations, we risk missing a critical window to help navigate their future. In our earlier work in Bihar, the TARA

(Transformative Actions for Rural Adolescents) clubs, brought together adolescent girls and equipped them with intensive training through the PACE (Personal Advancement and Career Enhancement) curriculum. This curriculum helped girls build essential soft skills, deepen their understanding of their bodies and health, and become more aware of their nutritional needs during this formative phase of life.

In Jharkhand, under the Umang program, we introduced the concept of 'Kishori Help Desks' within selected Cluster Level Federations (CLFs) managed by JSLPS. These help desks provided girls with comprehensive career guidance and support to explore diverse future pathways. PCI India also implemented focused interventions in Kasturba Gandhi Balika Vidyalayas (KGBVs) and Jharkhand Balika Awasiya Vidyalayas (JBAVs)—government residential schools for girls from marginalized communities in Jharkhand. Through these programs, we supported adolescent girls in expanding their life choices, nurturing higher aspirations, and pursuing continued education and meaningful employment.

**Climate action** is a relatively new but rapidly evolving area of work at PCI India. We began our journey with a small grant focused on strengthening the internal capacity of our teams to understand climate change and its implications for development outcomes. Building on this foundation, we quickly expanded our work into diverse and high-impact areas.





One of our early successes has been in renewable energy promotion, where we supported thousands of nano and small entrepreneurs to transition to solar energy, reducing their dependence on the power grid and diesel-based systems. In Haryana, we are working with women farmers to reduce methane emissions from rice cultivation by promoting climate-resilient and low-emission agricultural practices. In Bihar, we have initiated efforts to green the agricultural value chain by encouraging the adoption of energy-efficient and sustainable technologies, thereby significantly reducing the reliance on conventional energy sources.

Our climate action portfolio also includes a wide range of initiatives aimed at reducing indoor and outdoor air pollution, curbing single-use plastic consumption, and addressing the hazards of improper e-waste disposal. We are now moving further into areas such as eco-tourism, green livelihoods, and the circular economy, creating new pathways for sustainable development and environmental stewardship.

We see climate action not as a standalone goal, but as a cross-cutting imperative that must be integrated into all aspects of development work.

PCI India has made a significant impact in the areas of **poverty alleviation and financial inclusion** through a diverse range of projects and strategic partnerships. In the fight against extreme poverty, PCI India serves as the lead technical agency to JEEViKA, supporting the implementation of the Graduation Model, which helps ultra-poor families transition

toward sustained economic self-reliance. In Uttar Pradesh, we provide technical assistance to the state government in rolling out its flagship Zero Poverty Program. This program combines technology-driven solutions, Direct Benefit Transfers (DBT), skilling, and employment opportunities to create a sustainable and measurable shift in the lives of people living in extreme poverty.

Beyond these flagship initiatives, financial inclusion is embedded across our broader portfolio, particularly within programs focused on livelihoods, skill development, and entrepreneurship. PCI India's financial inclusion strategy integrates digital technology, grassroots engagement, and social protection mechanisms to close the gap between underserved populations and the formal financial system.

At PCI India, we have been committed to leverage **research** and deliver evidence-based insights to empower development initiatives for over a decade. And we excel at inter sectoral insights with our in-depth understanding of how different aspects of a person's identity—like gender, race, class, and more combine to shape their experiences and needs.

Our key strength in research is its ability to provide a comprehensive range of Monitoring, Evaluation, Research, and Learning (MERL) insights. We ensure robust concurrent measurement through our distinctive MHT approach (data mining, hunting, and triangulation). In addition to rigorous evaluations, we have conducted formative research, periodic assessments, situational analysis, and portfolio reviews.







# HEALTH AND NUTRITION



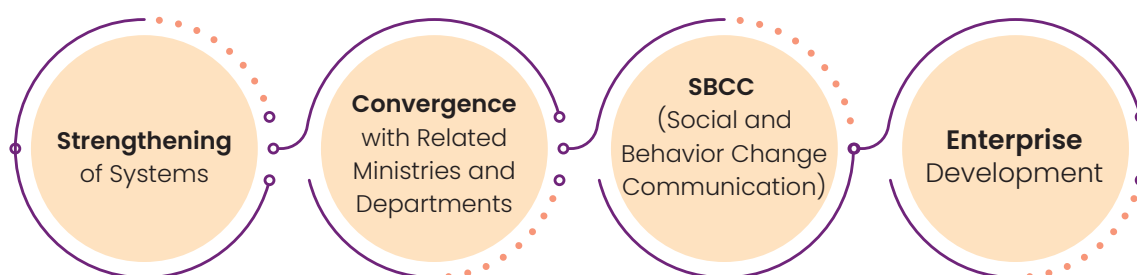
## OUR INITIATIVES IN FY 2024-25

# HEALTH AND NUTRITION

*During FY 2024-25, we served communities with health and nutrition interventions across 13 states.*

### HEALTH AND NUTRITION IN LIVELIHOODS MISSION

PCI India has over a decade's experience of demonstrating the effectiveness of the women's collectives in bringing positive impact on health and nutrition outcomes. We are also a Technical Assistance agency to DAY-NRLM for supporting integration of Food, Nutrition, Health and WASH (FNHW) at the national level. We work closely with both national and state rural livelihood missions, following a strategic framework built around four key pillars:



During the reporting year, we offered technical assistance to rural livelihoods missions in the states of:



## BIHAR

Under the JEEViKA Technical Support Program (JTSP) Bihar, we supported in:

**Parental Engagement and Routine Growth Monitoring:** To improve nutrition outcomes among children in four blocks across Bhagalpur, Jehanabad, Samastipur, and Vaishali districts. While SBCC efforts leveraging JEEViKA's platform have demonstrated improved dietary diversity, the link to reductions in stunting and wasting remains unproven. To assess this, around 60–70 children (aged 6 months) were enrolled in each block. Starting with a baseline in September 2024, the intervention includes bi-monthly home visits by Community Nutrition Resource Persons (CNRPs) for nutrition counselling and regular growth monitoring.

### Non-Communicable Diseases (NCDs)

**Screening:** To strengthen early identification and monitoring of NCDs and nutritional status, PCI India, in collaboration with AIIMS Patna, conducted Master Training of Trainers (M-ToT). The training equipped 75 key personnel from JEEViKA and PCI India—including health and nutrition managers, young professionals, and state and district resource persons—with the necessary skills. Following this, Community Nutrition Resource Persons (CNRPs) from selected areas were trained to screen individuals, particularly those above 60 years. Suspected hypertensive cases were referred to Health and Wellness Centers, while severely ill patients were linked to public health facilities via Swasthya Mitras. Launched in May 2024, the initiative screened nearly 1.5 lakh children and 13,179 adults across 32 districts, out of which 17% children and 41% adults were found to be at high risk.

**SUMAN Help Desk Initiative:** PCI India collaborated with AIIMS Patna to position JEEViKA Swasthya Mitras at public health facilities, ensuring hassle-free access to healthcare services for patients. With the goal of making medical services more accessible and patient-friendly, JEEViKA, in partnership with the Department of Health, launched the “JEEViKA Swasthya Sahayata Mitra & Help Desk” initiative. Initially piloted at Jawaharlal Nehru Medical College and Hospital (JLNMC) in Bhagalpur, the initiative has since expanded and is now operational in all 11 Medical Colleges and 35 District Hospitals across Bihar. So far, Swasthya Mitras have assisted 10,26,809 OPD

patients, 1,91,161 IPD patients, and conducted follow-ups with 34,399 patients post-discharge. **Bahahaar Units:** Two Bahahaar production units were established in Samastipur (2023) and Bhagalpur (2024), each engaging 12 women on a rotational basis. These units provide local women with regular income-generating opportunities and a platform to participate in organized, skill-based livelihood activities.

**Nutri Enterprises:** A total of 2,013 women entrepreneurs were identified and supported through capacity-building initiatives and market linkage facilitation.



## UTTAR PRADESH

Under the Prerna Technical Support Program (PTSP) PCI India offered technical assistance to UPSRLM. During the reporting year, we supported the following interventions:

**Increase in Budget allocation for health and nutrition (HN):** A total amount of ₹128 crore was approved for health and nutrition in the Annual Action Plan 2024-25 of UPSRLM, an increase of 10 percentage points from last year, signaling a greater state commitment for the HN interventions in the state.

**Development of IEC materials:** The Module 2 covering the sessions on antenatal care and birth preparedness, newborn care and management of diseases among infant was first designed and developed and, after government approval, was to district for roll out. IEC on national and community led events were designed and developed for creating awareness on campaigns.

**Training and Capacity Building:** 75 District Mission Managers (DMMs), 170 Block Mission Managers (BMMs), and 30 District Resource Persons were trained on Module 2.5505 Internal Community Resource Person for Food, Nutrition, Health, and WASH (ICRP-FNHW) were trained on Module 1 for further session roll out in SHG meetings. 3591 ICRP-FNHW were trained on

Module 2. 606 CLFs Social Action Committee and 6943 VO SAC were trained on FNHW concepts, their roles and responsibilities. A pool of 24443 ICRP-FNHW has been trained and deployed in at village level for rolling out SBCC modules.

**Development and roll out of HN App:** HN MIS was developed to monitor the progress of HN interventions in UP.

**Strengthening Convergence with Health Department:** SRLM supports the Departments of Health, and Women & Child Development for health-related campaigns like Poshan Abhiyan, TB Abhiyaan, StoP diarrhoea campaign, Anemia Mukh Bharat Campaign. Joint training were for Mission staff and community functionaries. Along with this UPSRLM has extensively supported health department in MDA campaign through community platforms. The efforts of UPSRLM in MDA campaign was appreciated by Health department.

**Pilot on Family Planning:** 25 ICRP-FNHWs were trained on family planning intervention and demand side mapping and beneficiaries' identification was done using HN app.

**Strengthening payment mechanism of ICRP-FNHW:** Efforts were made to streamline the payment mechanism of ICRP-FNHW. Regular review of the districts on the payment disbursement was done which helped in disbursing honorarium of ICRP-FNHW at real time basis. Coordination with National Mission Management Unit was done to strengthen the program implementation in UP.





## MIZORAM

Under **Providing Comprehensive Capacity Building Support for FNHW Action and Integration of Cluster Level Federations under Mizoram SRLM**, PCI India has

successfully conducted capacity building of 28 Block Resource Persons and reached out to 9,598 SHGs with approximately 96,000 members, thus as many households and an approximate population of 4,00,000 plus.



## MEGHALAYA

Under **Technical Assistance to Meghalaya SRLM for FNHW integration and Immersion Site Development**, we have initiated developing six

immersion sites, covering 1,053 SHGs with approximately 10,530 members and as many households with approximate population of 47,500 plus. The support is based on the identified thematic priorities identified through recce visit and state level workshop.

## GAVI HEALTH SYSTEM STRENGTHENING

With support from UNICEF, PCI India is implementing Health System Strengthening Program 3.0 to improve vaccination status of young children to tackle Vaccine Avoidance Behavior (VAB) and reach Zero Dose (ZD) children across 724 villages in 66 blocks of 15 districts in Bihar and 21 districts in Uttar Pradesh. The project follows a five-step village graduation model: social mapping, gap assessment using diagnostic tools, capacity building of healthcare providers, development

of a communication plan, and influencer engagement.

**In Bihar**, 2,453 hesitant/ refusal children were identified during the reporting year, with 54% successfully mobilized for vaccination. So far, social mapping and gap assessments have been completed in all 724 program villages, and over 1,500 healthcare providers—including MOICs, BCMs, BHM, ANMs, ASHA facilitators, and ASHAs—have been trained across the state.

### In Uttar Pradesh:

**11,812** high risk children were identified, out of which 64.9% were mobilized for vaccination.

**99.2%** of 1402 ASHA areas, social mappings were completed.

PCI India engaged **202** ICRP-FNHW, a UPSRLM cadre in GAVI Zero-dose Implementation Plan (ZIP), of which 115 ICRPs were successfully received training on ZIP.

In Urban areas of **11 districts**, PCI India is engaging 2,885 Mahila Arogya Samiti members from the 274 MAS. After orientation they have been equipped on their role to address vaccine-hesitancy. In the first phase, PCI India trained 1,443 MAS members.

**99.5%** frontline workers (including ANMs, ASHAs, and AWWs) were fully trained on essential communication skills to tackle vaccine avoidance among caregivers; 70% of community groups and women influencers supported immunization tracking and vaccine acceptance.

## LYMPHATIC FILARIASIS & VISCERAL LEISHMANIASIS ELIMINATION IN INDIA

The Government of India has reaffirmed its commitment to eliminate Lymphatic Filariasis (LF) as a public health problem nationwide by 2027—three years ahead of the global target. A low perception of risk among communities has historically resulted in poor compliance with annual Mass Drug Administration (MDA) campaigns. To address this challenge, PCI India, with support from the Gates Foundation and in close collaboration with the National Centre for Vector Borne Disease Control

(NCVBDC) under the Ministry of Health and Family Welfare, is implementing robust social mobilization strategies to strengthen demand for anti-filarial drugs across vulnerable communities.

PCI India's multi-pronged approach integrates community engagement, policy discussions, inter-departmental convergence, and mass mobilization to boost drug acceptance and compliance before and during MDA rounds:

Prior to both the MDA campaigns (August 2024 and February 2025), PCI India convened national-level convergence meetings involving key line departments—PRI, NRLM, Civil Supply, Integrated Child Development Services (ICDS), Primary and Higher Education, Tribal Affairs, and NSS. These departments possess last-mile reach to mobilize communities for improved drug coverage.

Driven by enhancements in both supply and demand-side factors, anti-LF drug consumption surged from 15.9% in 2018 to 54.7% in 2024.

Awareness about LF transmission and prevention rose sharply among at-risk populations, increasing from 11% in 2018 to 77% in 2024.

The proportion of the never treated population declined from 11% in 2021 to just 3% in 2024.

Through these collaborative interventions, PCI India is supporting government efforts to achieve LF elimination, ensuring improved awareness, greater community drug compliance, and expanded reach to endemic populations.

## COMMUNITY ENGAGEMENT FOR THE PREVENTION OF VECTOR-BORNE DISEASES

Vector-Borne Diseases (VBDs) continue to pose a major public health challenge in India, further aggravated by climate change. To address this, PCI India piloted a prevention model across three panchayats in Vizianagaram district, Andhra Pradesh. With the monsoon heightening risks of Malaria, Dengue, Chikungunya, and LF, the initiative combined surveys, awareness campaigns, and community-led interventions.

A baseline survey covered 3,189 households (92.4% population 9,656). Findings showed very low mosquito net usage (2%), partial use of repellents (25% regular, 70.8% occasional), and reliance on traditional healers over formal care. Despite awareness was present but preventive practices were weak, with a low perceived threat of LF. Some LF patients received MMDP kits, reflecting partial government integration.

Intervention included:

- 01.** Identification of 60 breeding sites and implementation of a structured larvicide spraying plan with panchayat and health worker oversight
- 02.** Community meetings with leaders, women, and youth to raise awareness on VBD prevention, LF, and hygiene
- 03.** Door-to-door interpersonal communication by Community Link Workers to reinforce household-level practices and promote timely treatment-seeking

Through sustained participation and behavior change, the initiative aims to build community resilience and reduce VBD risks in vulnerable regions.



## FAMILY PLANNING CONVERGENCE PROGRAM

FPCP was a collaborative effort of JEEViKA and the State Health Society, Bihar, that aimed at enhancing uptake of modern contraceptives through the SHG platform. It started as a pilot in

2022 at 10 blocks across five districts—Aurangabad, Jehanabad, Sheohar, Lakhisarai, and Sheikhpura—and scale-up in all 36 blocks of the five districts in 2024.

**Endline survey**, conducted in February 2024, revealed that:

- **Modern Contraceptive Prevalence Rate (mCPR) uptake improved** from 10.4% to 22.8% in the intervention area and 7.5% to 13.9% in the control area, resulting in a net effect of 6% in the intervention area
- **Unmet need for family planning reduced** by 4.4% among young women aged 16–30 years of age

During the reporting year, FPCP was recognized as a best practice by the Ministry of Health and Family Welfare at the 9th National Summit on Good and Replicable Practices & Innovations in Public Health, held from 28<sup>th</sup> February to 1<sup>st</sup> March 2025 in Puri, Odisha.



## CORE GROUP PARTNERS PROJECT

From 2001 to 2024, PCI India served as a leading civil society partner in the CORE Group Polio Project (CGPP) in Uttar Pradesh, playing a pivotal role in supporting the government's efforts to eliminate polio and sustain community immunity. PCI India operates in 22 blocks across five districts in Western UP: Meerut, Moradabad, Muzaffarnagar, Sambhal, and Shamli.

The year 2024 marked a period of transition for

CGPP India. During this phase, CGPP-PCI India implemented a wide range of capacity-building activities aimed at strengthening the skills of frontline workers and their supervisory teams. Additionally, CGPP-PCI India organized sensitization workshops for community leaders and Community Action Groups (CAGs) formed by PCI India, with the goal of sustaining and advancing the program's momentum beyond the CGPP phase.

Key achievements:

- 01. Improved Oral Polio Vaccine (OPV) coverage:** The overall coverage of OPV zero doses among four-month-old children increased by 5.6 percentage points, rising from 78.1% to 83.7% for PCI India compared to the same period in FY 2023
- 02. Enhanced full immunization coverage:** Fully immunized children increased by 17 percentage points, improving from 55% to 72% over the previous fiscal year. Door-to-door interpersonal communication by Community Link Workers to reinforce household-level practices and promote timely treatment-seeking
- 03. Capacity building of ASHAs:** A total of 984 ASHAs and ASHA Facilitators were trained on communication tools, checklists, the e-Kawach application, district maintenance, and the use of indigenous tools such as tailored games designed to improve caregivers' understanding of routine immunization (RI)



Suposhit Dadri is an initiative for Intensive Community Action for Nutrition focusing on addressing micronutrient deficiencies, particularly Vitamin D and Iron, in Gautam Buddha Nagar district, Uttar Pradesh. By fostering community action and collaborating with local health systems, this initiative strengthens the health ecosystem for pregnant women, lactating mothers and adolescent girls with facilitation from men and other community members.

Funded by Vama Sundari Investments (HCL Group), Suposhit Dadri works in collaboration

with the Departments of Women & Child Development, Health, Education, Panchayati Raj, frontline workers and local communities.

The initiative hinges on three core strategies including: Capacity Building of frontline workers and teachers on key nutrition issues; Strengthening Delivery Systems of existing government nutrition platforms; and Community Awareness and Mobilization.

Key achievements of the project during FY 2024-25 include:

### 01. Impact Monitoring

- Conducted **baseline screenings** for Vitamin D levels and haemoglobin across all target groups
- Implemented **Knowledge, Attitude and Practice (KAP) assessments** among FLWs and community members to measure behavioural changes and the effectiveness of interventions

### 02. Capacity Building

- Facilitated **School Management Committee (SMC)** orientation programmes in all villages in the project geography
- Conducted block-level and village-level **orientations for FLWs** in all targeted villages to strengthen and refresh their knowledge

### 03. Strengthening Delivery Systems

- Organised **Godbharai Diwas, Annaprashan Diwas and Suposhan Diwas** celebrations to promote maternal and child health interventions

### 04. Field Interventions

- Executed **kitchen garden demonstrations** and home-based food fortification sessions to encourage household-level nutrition solutions across all 10 villages
- Delivered 20 school awareness sessions across all targeted villages
- Organised 10 Poshan Jagrukta Melas to enhance community-level nutrition awareness





## CHHATTISGARH INCLUSIVE RURAL ACCELERATED AGRICULTURE GROWTH (CHIRAAG)

CHIRAAG Project was a state-led initiative by the Department of Agriculture, Government of Chhattisgarh, funded by the World Bank and International Fund for Agriculture Development (IFAD). It aimed to improve income and nutritional outcomes among tribal communities by promoting nutrient-rich food production, sustainable agricultural practices, and strong market linkages. PCI India served as

the SBCC Technical Support Agency (TSA), supporting strategic design and implementation of behavior change interventions across 1,000 villages in 27 blocks of 15 districts. The focus was on improving household dietary diversity—especially for pregnant and lactating women, children, and adolescents—and strengthening implementation capacities at various administrative levels.

## BEHAVIORAL INTERVENTIONS FOR END-TO-END ANEMIA PROGRAMMING FOR PREGNANT AND LACTATING WOMEN (PLW)

PCI India, with support from the Gates Foundation, has undertaken investigation of consumer journeys and behavioral determinants associated with the consumption and adherence to Iron Folic Acid (IFA) supplements during pregnancy and lactation period. Additionally, PCI India, in collaboration with its partners, has designed intervention solutions that are tailored to the existing health systems administered by the State Health Society, Bihar. These solutions have subsequently been tested in Bhojpur and Begusarai districts within the state.

Initially, comprehensive user research was conducted employing the **Human-Centered**

**Design (HCD) methodology** to gain insights into the needs and various biases that influence the consumption of IFA tablets, emphasizing the emotional experiences of PLW. Additionally, the research incorporated an examination of the biases held by providers, achieved through systematic interviews and Focus Group Discussions with Auxiliary Nurse Midwives (ANM), Accredited Social Health Activists (ASHA), Community Health Officers, and Medical Officers within the state health system. Following the outcomes of the qualitative research and consultations with key stakeholders, the team has developed a comprehensive behavior change strategy for the program.



## INNOVATIONS, LEARNINGS AND COMMUNICATIONS TO ADDRESS SRHR NEEDS OF MIGRANTS

To foster a conducive environment for better reproductive health, rights, choice, and decision-making among couples living in high migration areas, this innovative project used human centered design (HCD) and behavioral science informed approaches to pilot test a set of innovative SBC solutions in Bihar. Funded by

Packard Foundation and supported by the Population Council. PCI India conducted high-fidelity testing of the solutions. Three solutions that were accepted by the State Health Society, Bihar, for implementation in Gopalganj and Madhubani districts include:

### ASHA Darpan:

Mobile App designed for health workers that helps them map and flag households with eligible couples

### Mera Apna Aayna:

Fertility Tracking Tool for women

### SBC materials regarding Emergency Contraceptive Pills (ECP):

To ensure that women have knowledge about ECPs with timely and easy access to emergency contraception

## ACTION TO CHANGE TOGETHER (ACT)

A joint initiative of PCI India, Siemens Healthineers and the Government of Odisha, ACT is an initiative to combat non-communicable diseases (NCDs), specifically hypertension and diabetes. Under the initiative, PCI India has developed a

community-based screening and referral model to improve referral and access to health services, while utilizing existing community level platforms to increase health education on NCDs.

Outcome during the reporting period:

**2,06,830** people  
screened for Diabetes and Hypertension

**61,000** people identified as  
patients (of hypertension & diabetes) and  
follow-ups done

**561** FLWs oriented and **122** NCD volunteers trained



## UTTKRISTH PARIVAR-NIYOJAN ADHIKAR SANGRAKSHAN MATRITVA SWASTHYA ABHIYAAN (UPAMA)

With a strong focus on enhancing maternal health services, family planning program, empowering the youth, and promoting women's participation in governance, UPAMA project was launched in June 2023. PCI India serves as the implementation partner for the project, with funding support from UNFPA Bihar, in collaborative with the State Health Society, Bihar (SHSB), Department of Education, Women and Child Development Corporation, and the Department of Panchayati Raj, Bihar. Project

intervention areas are: Sheikhpura, Katihar, Khagaria and 10 Urban Primary Health Centers (UPHCs) of Patna. The project aligns fully with 3 transformative goals of UNFPA, including: Zero unmet need for family planning, Zero preventable maternal deaths & Zero gender-based violence and harmful practices. We have trained more than 300 service providers and impacted approx. **54,000** people belonging to vulnerable communities through our field-based project activities.

Key achievements during FY 24-25:

### Healthcare System Strengthening:



Established a Centre of Excellence at Nalanda Medical College and Hospital (NMCH), Patna, with a modern skill lab and training hall for maternal and newborn care, enabling hands-on learning and continuous professional training. Supported in developing FP 2030 roadmap of Bihar based on India's vision for FP 2030 along with SHSB and development partners



### Facility Assessments & Certifications:

Supporting LaQshya and NQAS certification in healthcare facilities in Sheikhpura, Katihar, Khagaria, and NMCH, Patna to enhance maternal and newborn care quality



### Adolescent Health Initiatives:

Providing intensive support to the School Health & Wellness Program (SHWP) by training headmasters and teachers across 32 districts on the CAHP Mobile App for unified reporting in Bihar. Trained about 17,000 Headmasters and 40,000 Health and wellness ambassadors on SHWP in collaboration with Bihar SCERT (State Council of Educational Research and Training)



### Gender-Transformative Panchayats:

Identified six focus panchayats in Sheikhpura for Women and Girl Friendly Panchayat (WGFP) focused activities. Conducted technical sessions on WFP indicators, panchayat roles, and GPDP for elected representatives. Facilitation of over 103 Mahila sabhas and 70 Social Justice Committee meetings under our WGFP initiative



### Community Engagement in Sheikhpura:

This includes Family Planning Campaigns, Nari Samvad, Mahila Sabhas, Ratri Chaupal, PRI Orientation, Youth Group Meetings, and Purush Samvad



# SKILLING AND ENTREPRENEURSHIP



## OUR INITIATIVES IN FY 2024-25

# SKILLING AND ENTREPRENEURSHIP

In FY 2024-25, PCI India promoted women's economic empowerment (WEE) by supporting skilling and entrepreneurship through strategic, scalable models combining policy advocacy, institutional strengthening, and grassroots enterprise development. The flagship public procurement initiative—supported by the Gates Foundation—enabled over ₹100 crore in Women-led Enterprises (WLEs) procurement orders and systemic adoption by SRLMs. Urban-focused Udyamita and Cloud Kitchen models fostered entrepreneurship and income resilience for women via skill-building, digital tools, and market linkages. The Urban Poor

Graduation Approach and livelihood models in beekeeping and fisheries enhanced self-employment for vulnerable populations. The Goal Oriented Human Resource Management (GO-HRM) initiative further institutionalized human resource systems within JEEViKA to drive integrated, community-led programs by strengthening institutional systems, HR processes, and performance management aligned with its Vision 2030. These have together helped sustain outcomes across livelihoods, financial inclusion, and climate resilience programming.

*During the reporting year, PCI India implemented skilling and entrepreneurship interventions, and women's economic empowerment (WEE) initiatives across eight states.*

### LEVERAGING PUBLIC PROCUREMENT FOR WOMEN'S ECONOMIC EMPOWERMENT (WEE)

Recognizing the potential of public procurement as a transformative tool for WEE, PCI India supported by the Gates Foundation launched this initiative to unlock gender-inclusive economic opportunities through institutional market access. The intervention addresses multiple systemic barriers that hinder Women-led Enterprises (WLEs) from participating in public procurement.

The key collaborators of the program include State Rural Livelihoods Missions (SRLMs) – Bihar, Uttar Pradesh, Maharashtra (core focus states), Private Sector Partners –Shahi Exports (supporting market linkages), CSR Contributors – ZEE Entertainment and Technical and Policy Stakeholders – national and state governments, development think tanks.

The program was delivered in three phases, blending policy engagement, grassroots implementation, and knowledge dissemination.

#### Procurement & Economic Impact:

**₹100 Crores+**

worth of business order to WLE; projected to reach additional ₹200 crore by Sep. 2025

**8,000+**

full-time jobs created

in Bihar and UP; on track to engage 24,250+ women across Bihar, UP, and Maharashtra

WLE members now earn **₹7,500–₹8,000/month**

#### Policy & Systems Strengthening:

- National procurement via WLEs rose 36%, with FY 2023-24 **reaching ₹3,153 crore**, up from ₹2,318 crore in FY 2022-23
- Project contributed to broader ecosystem strengthening:** Ongoing **deployment of MIS, microsite, and toolkit** platforms for institutional continuity

PCI India conceptualized the Udyamita initiative to empower urban women micro-entrepreneurs by addressing barriers related to business capacity, market access, and financial linkages. Anchored in the belief that entrepreneurship is a viable pathway to

sustainable livelihoods, socio-economic resilience, and inclusive urban development, Udyamita is implemented with support from community networks, financial institutions, and market stakeholders.

During the reporting year, *Udyamita* achieved significant progress:



## Entrepreneurship Development:

400 women from vulnerable communities in Bengaluru benefitted from tailored entrepreneurship interventions across municipal zones



## Digital Marketing Adoption:

Many participants adopted WhatsApp as their primary marketing platform to expand customer reach



## Seed Capital Support:

Disbursed INR 14,00,000 in seed funding to strengthen and scale enterprises



## Financial Literacy:

Delivered curated sessions on personal finance, in partnership with Svatah and Financial Literacy Centres, to enhance financial capabilities



## Business Sustainability:

A growing number of entrepreneurs reinvested profits into their enterprises, reflecting improved financial discipline and growth orientation



## Climate Awareness:

Conducted sessions in collaboration with Selco Foundation to promote eco-friendly, climate-smart business practices



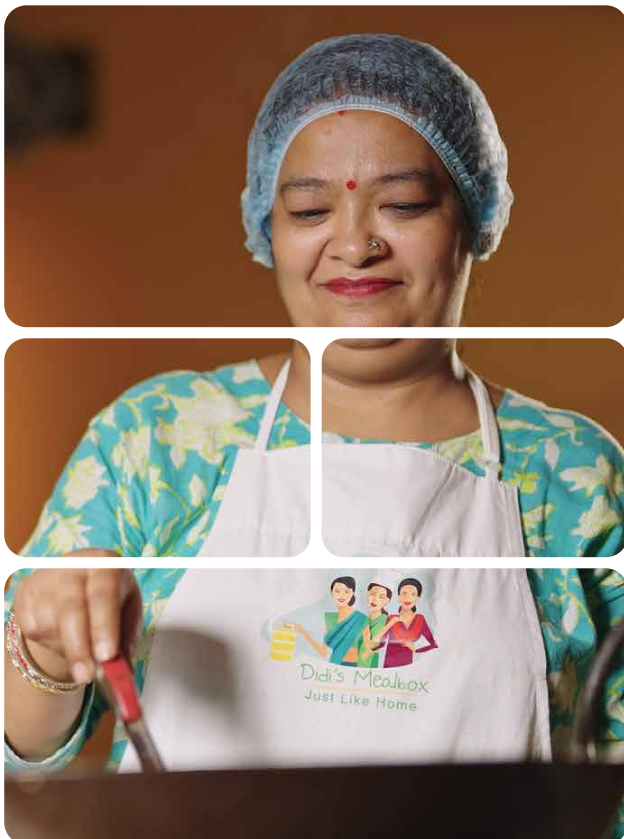


## CLOUD KITCHEN

The *Cloud Kitchen* initiative was developed to equip urban Self-Help Group (SHG) members with the skills and resources to establish and operate food service enterprises, leveraging the growing cloud kitchen model in India's urban markets. By creating sustainable self-employment opportunities, the program has trained and supported more than 1,500 women and youth across Delhi-NCR, Bengaluru, Hyderabad, and Kolkata. Implemented by PCI India with support from HSBC India, the initiative blends entrepreneurship training, business development, and market integration.

Since its launch in 2023, two food enterprise brands—Didi's Mealbox (DMB) and Heshel—have expanded rapidly, operating 25 units across Bengaluru, Delhi-NCR, Hyderabad, and Kolkata. Between March 2023 and March 2025, these kitchens generated revenues exceeding ₹1.58 crore, with a strong month-on-month growth rate of 41%. Members collectively earned ₹36.75 lakh in income during this period. DMB secured 32 business-to-business (B2B) partnerships, contributing ₹26.8 lakh (18%) to its revenue, while Heshel generated 12.5% of its earnings through online platforms such as Swiggy and Zomato.

All participating kitchens are formalized with FSSAI licenses, and have adopted digital payment and kitchen management systems, reflecting a strong orientation towards business compliance, efficiency, and growth.





## BIHAR URBAN POOR GRADUATION PROGRAM

The Bihar Urban Poor Graduation Program (BUPGP), initiated in mid-FY 2022–23, builds on the success of the *Satat Jeevikoparjan Yojana* (SJY) in rural Bihar and is implemented by BRLPS (JEEVIKA) under the Department of Rural Development, Government of Bihar. The program is supported by BRAC International through a dedicated Project Management Unit (PMU) led by PCI India, with technical partners including the Aga Khan Foundation, Mobile Creches, and Mahila Housing Trust.

The program envisions to support governments scale the Graduation Approach and other holistic economic inclusion and social protection strategies for people living in

extreme poverty, with a strong focus on women. In Patna and Gaya districts, BUPGP aims to eradicate urban poverty by implementing a comprehensive approach built on four foundational pillars: **social protection, livelihood promotion, financial inclusion, and social empowerment**. Through this approach, the program facilitates the transfer of income-generating assets and ensures access to essential government services including healthcare, insurance, childcare, education, social protection, entitlements, and clean drinking water. The ultimate objective is to enhance the quality of life and increase the economic and social empowerment of Bihar's urban poor.

During the year, BUPGP achieved the following results:

**3,500+** households

were supported, with 83% receiving direct cash transfers of ₹15,000 through the Special Investment Fund

**1,800** households

received productive assets to start livelihoods, generating monthly incomes ranging from ₹3,000–₹8,000

**200+** household members

linked to skilling pathways through collaborations with BSDM, RSETI, and BIPARD

**87** Master resource persons (MRPs)

onboarded and trained through modular sessions, supported by gamified business literacy tools and weekly meeting booklets

- By combining asset transfers, skills, market linkages, and social protection, BUPGP is building sustained pathways out of poverty for ultra-poor households in urban Bihar, setting a benchmark for scalable models of urban poverty eradication





## TECHNICAL ASSISTANCE TO UPSRLM – FISHERY PROJECT

PCI India is extending technical support to UPSRLM in developing prototypes and scalable models around fisheries. One such model is biofloc fishery model which is a modern method for high density fish farming that

emphasizes on water recycling and waste management. Along with UPSRLM, PCI India has also collaborated with the Directorate of Fisheries, Uttar Pradesh, and Naturgenix LLP.

Key achievement during FY 24-25:

**2,919** women mobilized,

**154** Producer Groups (PGs) formed,

**569** PG members trained

Set up **491** tanks,  
stocked 228 with Singhi fish

**1,922** applications sent to  
Directorate of Fishery for linking to  
**Pradhan Mantri Matsya Sampada Yojana**

- **Designed Digital MIS** to capture the real time progress and secured ₹6.22 Cr budget from the Government of India for training and capacity building of PG members

## TECHNICAL ASSISTANCE TO UPSRLM – BEEKEEPING PROJECT

PCI India has partnered with the Uttar Pradesh State Rural Livelihoods Mission (UPSRLM) to extend support in developing scalable models on various livelihoods intervention, and their on-ground implementations. We have opted for Beekeeping & Fisheries as two key livelihoods interventions wherein we support mission in model development, model

demonstration, capacity building of SHG members & Mission Staff. PCI India has taken a mandate of promoting beekeeping by leveraging SHG network in the state. This project is supported by the Gates Foundation. Other key partners include the Department of Horticulture, Government of Uttar Pradesh, and Buzzworthy Ventures.

The key outcomes of the project are mentioned as under:

**1,527** households mobilized

**45** Producer Groups formed

**527** SHG beekeepers trained

- Developed **Beekeeping CRP policy** (currently under process of approval)
- Set-up one apiary with 200 bee-boxes for harvesting **Jamun Honey**
- Facilitated the **allocation of dedicated budget** of Rs 9.63 Crores from UPSRLM for various activities planned under beekeeping intervention

## GOAL ORIENTED HUMAN RESOURCE MANAGEMENT (GO-HRM)

The intervention focused on strengthening institutional and human resource capacities within JEEViKA in alignment with its Vision 2030. This involved reengineering organizational systems and enhancing capabilities across all management levels—state, district, block, and community—to support complex and convergent programming across livelihoods, health, nutrition, sanitation, and climate resilience. A special emphasis was placed on transforming JEEViKA's HR systems and enabling the frontline officials to guide & drive

community-led initiatives effectively.

The technical assistance is led by PCI India, with funding and strategic support from the Gates Foundation. The project is being implemented in close partnership with the Bihar Rural Livelihoods Promotion Society (BRLPS), under the Department of Rural Development, Government of Bihar. A structured, consultative approach was adopted to design and operationalize the capacity-building framework:



### Competency Mapping Pilot:

Conducted with 564 managerial staff across various levels using the FRAC-aligned framework



### Competency Gap Assessment:

Identified skill and knowledge deficits through mixed-method tools



### Custom Learning Products:

Curated and developed tailored learning modules for three priority competencies



### Performance Management Roadmap:

Designed and validated a GO-HRM roadmap, including performance appraisal and retention policies



### Workshops and Consultations:

Engaged extensively with SPMs, PMs, DPMs, BPMs, and field staff to co-develop strategies and tools



### Technology Integration:

Planned integration of HR and performance management tools with JEEViKA's Odoo-based MIS/HRMS systems



### Recruitment Tools:

Developed competency-based recruitment tools and processes



## TECHNICAL SUPPORT UNIT – BIHAR

The Technical Support Unit (TSU) was established to accelerate JEEViKA's *Vision 2030* and align with the Government of India's "Lakshpati Didi" initiative, which aspires to enable SHG women to achieve an annual income of at least ₹ 1 lakh. This support from PCI India, provides strategic technical assistance, market insights, and systems support to strengthen JEEViKA's capacity to scale women's economic empowerment across Bihar. Its mandate spans multiple pathways—leveraging MGNREGA for

livelihood asset creation, scaling community-led food enterprises such as Didi Ki Rasoi, expanding non-farm businesses through schemes like PMFME, and fostering market linkages and value chain development to position women-led enterprises competitively. By embedding these models into government systems and connecting them to emerging markets, the TSU ensures that women are not only participants in the economy but leaders of Bihar's inclusive growth story.

### 01. MGNREGA Convergence for Women's Livelihoods:

- Supported the planning and launch of Bihar's first **women-led rural haat**, creating a dedicated marketplace for women entrepreneurs
- Designed a blueprint for **community workshops** to establish stitching clusters under MGNREGA, unlocking a potential **₹200 crore order** for supplying Anganwadi uniforms

### 02. Didi Ki Rasoi (DKR) Expansion and Institutionalization:

- Enabled new business partnerships, including kitchens across **48 police training academies**, serving over 20,000 officials and employing 1,200 women, with monthly revenues of **\$146,000**
- Conceptualized large-scale expansion through **534 block-level canteens** and **36 canteens at old-age homes**, and piloted the first **private market model** under *Didi ka Haat* in Telhara block
- Facilitated the growth of DKR turnover to **₹210 crore** and supported the registration of the **Annapoorna Mahila JEEViKA Food Producer Company Ltd.**, strengthening the institutional framework for scale
- Delivered structured capacity building, training **200+ women entrepreneurs** and **38 managers** on entrepreneurship development, food safety, hygiene, and fire safety
- Delivered 20 school awareness sessions across all targeted villages
- Organised 10 Poshan Jagrukta Melas to enhance community-level nutrition awareness



## WEAVE PLUS

The Weave Plus project, implemented in Mubarakpur (Azamgarh district, Uttar Pradesh), seeks to enhance the socio-economic status of weaver households, with a particular focus on women's empowerment, livelihood diversification, and institutional strengthening. Mubarakpur is one of the most significant weaving clusters in the state, known for its handloom artistry, but also marked by economic vulnerabilities, gender disparities, and limited access to welfare schemes.

Through evidence generation, capacity building, and market-oriented interventions, Weave Plus aims to create a sustainable ecosystem where women can participate more actively in decision-making, access financial resources, and secure a stronger stake in the weaving value chain.

The key objectives of the project include: Stabilizing family incomes; Empowering women in financial and household decision-making; Strengthening institutional spaces; Promoting digital adoption for market access, financial literacy & scheme enrolment; Improving health and hygiene practices; Bridging the social protection gap.

A baseline survey with 777 respondents (Sept 2024) revealed that 48.4% live in poverty, with women's empowerment tied to household wealth. Smartphone access is high, enabling digital skilling opportunities, yet 71.9% lacked awareness of government schemes. Families face healthcare gaps, while aspirations varied: poorer households sought stable incomes and safety, whereas middle-income groups prioritized credit, markets, and diversification.

**Achievements in FY 2024–25:** Building on these insights, the Weave Plus project has:

- 01. Mapped and verified 2,601 households** and developed a **format for targeted support to 1,200 households**
- 02.** Facilitated initial steps towards **digital readiness** by leveraging existing smartphone use for communication and training outreach
- 03.** Generated a strong **evidence base** through baseline analysis, which now informs sector-specific interventions on livelihoods, health, and gender empowerment
- 04. Evidence-building for Policy:** Two large-scale surveys (N=777 and N=339 women weavers) conducted, generating robust insights on socio-economic conditions, digital readiness, health, and financial inclusion
- 05. Awareness Building:** Community mobilization around digital readiness, with 95% women expressing willingness to learn e-commerce and digital marketing, laying ground for structured digital skilling programs





## ZERO POVERTY UTTAR PRADESH (ZPUP)

The Zero Poverty Uttar Pradesh (ZPUP) initiative is a flagship convergence program of the Government of Uttar Pradesh. The mission is to eradicate multi-dimensional poverty through household-level identification, targeted service

delivery, and seamless convergence across welfare schemes. ZPUP adopts a data-driven, citizen-centric approach, focusing on the most vulnerable families particularly the homeless, landless, and those without a stable income.

### Key Achievements in FY 2024–25:

**01. Enumeration & Identification** – Successfully identified **13.57 lakh** ultra-poor families

**02. Digital Verification & DBT Enablement** – Conducted digital verification of 12.32 lakh families, enabling accurate scheme convergence

**03. Extensive Ground-Truthing**

- PCI India teams carried out district-level ground-truthing in Lalitpur, Chitrakoot, Sonbhadra, Maharajganj, Ghaziabad, Sorauli (Lucknow), Unnao, Mohanlalganj (Lucknow), Raghauli (Jalaun), and Chinhath (Lucknow)
- Verified household eligibility for housing, pensions, ration, Ayushman Bharat, and other DBT schemes, ensuring no eligible family was left out
- Identified exclusion cases and escalated them for departmental resolution
- Provided complete validation reports to state departments for corrective action

**04. Service Delivery Improvements**

- Streamlined access to more than 20 government schemes through convergence
- Strengthened social protection coverage by supporting widows, the elderly, persons with disabilities, and construction workers
- Enhanced citizen trust in welfare delivery by ensuring transparency and accountability in last-mile implementation

**05. Towards Sustainable Livelihoods**

- Initiated skilling, self-employment, and apprenticeship linkages for identified ultra-poor families
- Mobilized SHGs and credit linkages for microenterprise promotion
- Began groundwork for toolkits and business start-up provisioning under ZPUP

This extensive ground-truthing process not only strengthened the credibility of the ZPUP database but also enabled timely rectification of service delivery gaps, thereby improving citizen trust in the system.

Departments including Rural Development, Social Welfare, and Women & Child Development actively participated in the validation cycle. The integration of enumeration and verification into departmental workflows enabled families to be linked with over 20 government schemes.





# WOMEN AND ADOLESCENT EMPOWERMENT



## OUR INITIATIVES IN FY 2024-25

# WOMEN & ADOLESCENT EMPOWERMENT

PCI India's gender equity and adolescent empowerment initiatives adopt a strategic, systems-led approach that combines community mobilization, intergenerational engagement, and technical support to government bodies. Through models like the Gender Transformative Model (GTM) in Odisha and Umang in Jharkhand, PCI India challenged restrictive gender norms, promoted women's agency, and address child/early marriage by empowering women (as mothers and as members of women's collectives). In Assam and Tripura, we extended technical support to strengthen state and district-level responses to address child marriage. The Humein Badhna Hai initiative advanced career intentionality

among adolescent girls in residential schools through structured counselling and life skills education. SA-SNALC, hosted by PCI India, provided a regional knowledge and networking platform on shifting harmful social norms through research, cross-learning, and collaboration. These models focused on institutional convergence, capacity building, and locally-led solutions, making measurable progress in increasing women's and girls' access to entitlements, leadership roles, and decision-making. Collectively, PCI India's interventions have created enabling environments for gender-just and youth-focused development.

*During FY 24-25, we worked on social empowerment of women and adolescent girls with interventions across six states.*



## GENDER TRANSFORMATIVE MODEL (GTM)

Since 2019, PCI India has been providing technical assistance to Odisha Livelihood Mission (OLM) in implementation of GTM that aimed at reducing vulnerabilities of rural women through awareness generation and access to social entitlements and government systems in Odisha.

GTM has challenged deeply entrenched harmful gender norms and social barriers, actively promoting women's agency and

expanding their participation in public and economic life. The initiative targets women from marginalized communities across rural Odisha, with core focus on – challenging gender stereotypes, enabling economic empowerment, strengthening linkages with government schemes, and supporting survivors of gender-based violence (GBV). The initiative has been scaled up covering all 30 districts of the state.

Major achievements in the FY 2024-25:

**01.** Program scaled up to cover additional 1026 Gram Panchayats in 59 new blocks totalling 2,391 Gender Facilitation Centres (GFCs) across 122 blocks in the state by 2024-25.

**02.** **Training and Capacity Building:**

**109** Block Level Trainers (BLTs)  
trained through a 3-day residential training in Bhubaneswar

**157** Block level MIS staff trained  
on Gender MIS; 2,054 Master Book Keepers (MBKs) & G-CRPs trained across 64 blocks

**1026** G-CRPs across 59 blocks  
received block-level training and exposure visits. Also, 1-day training for 1,507 MBKs & G-CRPs across 38 blocks organized

**1,233** G-CRPs trained  
on Gender MIS and Dashboard across 57 blocks

**03.** **Nodal Gender Facilitation Centre (NGFC):**

Funding for 62 NGFCs sanctioned, out of which 32 inaugurated and 29 became operational

**04.** **Case Redressal:**

45,437 social security entitlement cases registered; 51% successfully closed, ensuring access to services. In additional 3,414 GBV cases reported out of which 62% resolved through community-led mechanisms

**05.** **Convergence:**

26 District and 83 Block level Convergence meetings were organized with active participation from other departments like WCD, DSLA, Police, Education and Social Security to expedite case redressal and strengthen the ecosystem for gender equality

**06.** **Two state level thematic workshops:**

workshops on 'Breaking gender norms' and 'Women's safety and security' organized in Bhubaneswar



Umang is a norm-shifting and empowerment-focused model for addressing the issue of child/early marriage of girls in Jharkhand and for promoting adolescent empowerment. The project focuses on education and economic aspirations as foundational pillars for adolescent empowerment. Umang has been implemented by PCI India in partnership with Palash – Jharkhand State Livelihood Promotion Society (JSLPS) under the Dept of Rural Development, Govt of Jharkhand – with support from Global Communities.

Umang has taken a distinctive approach to empowering girls—by working with their mothers, enabling them to voice and nurture their daughters’ aspirations within families and communities. It leverages the three-tier institutional structure of JSLPS comprising SHG, VO and CLF to work on empowerment and collective leadership among women. It started as a pilot at two blocks in Godda and Jamtara districts in 2019 and has scaled up to seven districts of Jharkhand, namely Godda, Jamtara, Deoghar, Sahebganj, Giridih, Koderma, and Palamu.

The two core components of Umang have been:

- 01.** Community Sensitization, local action, and system engagement through Graded Module-Based Sessions
- 02.** Offering counselling support to adolescent girls through Kishori Help Desks

Key achievements during FY 2024-25:

**Emerged as a scalable model** for intergenerational empowerment from mother to daughter, expanding to five new districts

Reached over **6.05 lakh SHG women and 2.46 lakh adolescent girls** across seven districts

Over **4,000 community cadres were trained** using a cascade model, who further facilitated over 50,000 collective sessions and 12,000+ mother-daughter conversations, strengthening intergenerational dialogue and shared decision-making

Over **200 villages declared child marriage-free**, preventing numerous cases of child, early, forced marriage (CEFM) and enabling girls to pursue their goals

**2,082 adolescent girls directly benefited** as they were connected to schools, skill training, and government schemes

**Agency among mother-daughter duos increased** from 23% to 57%, with mothers now influencing decisions around education and marriage, and daughters feeling confident to resist CEFM and stay in school

## EXTENDING TECHNICAL SUPPORT TO THE GOVERNMENT TO ADDRESS VULNERABILITIES AROUND CHILD MARRIAGE IN ASSAM AND TRIPURA

This initiative aims at reducing prevalence of child marriage in the two states by providing technical support to government departments at the state and district levels for implementing strategic actions. PCI India is implementing the

project in partnership with UNICEF India, and support from SANKALP Hub at eight districts in Assam (Goalpara, Dhubri, Kamrup Metropolitan, Kokrajhar, Baksa, Udalguri, Sribhumi, Hailakandi) and Dhalai district in Tripura.

Its objectives include:

- 01.** Strengthen government efforts to address child marriage through effective planning and execution of initiatives
- 02.** Foster interdepartmental coordination to create a sustainable impact in addressing child marriage
- 03.** Empower adolescents through capacity building initiatives and ensuring timely access to schemes, entitlements, and resources
- 04.** Promote awareness and social mobilization at the community level to combat child marriage

PCI India is supporting in implementation of schemes and programs under Mission Sambal under Mission Shakti. The schemes include – Baal Sabha, Mahila Sabha – under Beti Bachao Beti Padhao, Nari Adalat and supporting SANKALP Hub under Mission Samarthya. PCI India is building capacity of the state and district officials in implementing the schemes and activities under the Mission. PCI India has also developed various knowledge products, training materials and SOPs.

## SOUTH ASIA SOCIAL NORMS AND AGENCY LEARNING COLLABORATIVE (SA-SNALC)

SA-SNALC is a platform for institutions and individuals who are researchers, practitioners, and enthusiasts working in the domain of social norms. PCI India hosts the Collaborative in South Asia. This is an initiative of the Institute for Reproductive Health, Georgetown University.

The vision of this initiative is to create a Learning Collaborative to advance normative change in South Asia and allow its members and affiliates to strengthen and build the capacity to improve social development programming.

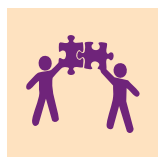
The Collaborative strategically and regularly engages its members through:



**Knowledge Sharing**  
to amplify social norms  
interventions and research  
in south Asia



**Capacity Building** to  
enhance local capacity for  
designing and implementing  
norms-intentional interventions  
through workshops



**Cross-collaborative  
Learning** to synthesise  
evidence on norms



**Independent Research**  
to generate contextual  
evidence and insights

During the reporting year, SA-SNALC hosted Intersection 2025 in New Delhi – an event that delved into the intersectionality of gender and social norms in climate action. These apart, we hosted 5 webinars and two workshops.



## HUMEIN BADHNA HAI

This initiative offers holistic counselling package, with a stronger emphasis on career counselling, to students from grades 6th–12th at government residential girls schools across the state of Jharkhand. Residential girls' schools include Kasturba Gandhi Balika Vidyalyaya (KGBV) supported by the central government, and Jharkhand Balika Awasiya Vidyalyaya (JBAV) supported by the state government. With the aim to foster career intentionality among students for meaningful workforce participation and adolescent empowerment,

Humein Badhna Hai has been implemented by PCI India in partnership with the Jharkhand Education Project Council (JEPC), Government of Jharkhand, with support from Cummins Foundation and RISEUP. Through a holistic package including modular sessions, group counselling and individual counselling sessions, students are provided guidance on educational pathways, career options, life skills, and on issues related to emotional well-being and mental health.

Key achievements during the reporting year include:

### 01. **Training of Teachers:**

106 teachers from KGBV and JBAV received two rounds of training as counsellors

### 02. **Rollout of modular and counselling sessions:**

Nearly 1,000 counselling sessions have been imparted under the initiative. Girls have primarily enquired about career (910), followed by educational pathways (79) and scholarships (10)

### 03. **Digitized MIS:**

For maintaining a robust mechanism of tracking the status of modular sessions, group career counselling and individual counselling across all schools and districts, a digitized management information system (MIS) has been developed under the project

### 04. **Experience Sharing Events:**

A host of activities including quizzes, elocution, debate, poster making competitions, etc, were held at various KGBV and JBAV campuses in Jharkhand in May 2024. The main purpose was to assess how well girls have received key messages of career intentionality and life goals and to reiterate those messages









## OUR INITIATIVES IN FY 2024-25

# CLIMATE ACTION

*During FY 2024-25, we offered innovative climate action solutions across four states.*

### TAKE HOME RATION (THR) UNITS

Our work under the THR Units initiative is a classic example of public procurement supported by the community. It showcases the **intersectionality** we excel in. The project took off with twin objectives of improving **nutritional outcomes** and promoting large-scale **Women's Economic Empowerment**. Gradually the intersection of climate action was layered, with solarization of THR units.

PCI India is providing Technical Assistance (TA) to a strategic convergence initiative between the Department of Women and Child Development and Uttar Pradesh State Rural Livelihoods Mission (UPSRML) for seamless rollout of all '**rural SHG women-led THR initiative**' of the Government of Uttar Pradesh since 2022. The initiative aims at addressing supply chain challenges in the last mile delivery, quality concerns of THR based on local taste, increasing the accessibility of nutritional food supplements to address malnutrition issues and achieving better nutrition outcomes for three key target groups – pregnant & lactating women, children and adolescent girls.

As a part of technical assistance, we have supported in assessment of economic viability of the enterprises; capacity building of SHG women for end-to-end operations of the enterprise; coordination with ICDS towards securing demand indent and timely release of funds; design and development of technology interface; supporting the government in optimization of recipe in alignment with National Food Security Act 2023 guidelines; pilot Decentralized Renewable Energy (DRE) transition of three THR enterprises and its scale-up.

There was collaboration with technical institutes such as IIT-Kanpur and IIM-Lucknow towards examining and vetting economic viability and enterprise business viability. For the optimization of recipes as per the latest government guideline. PCI India collaborated with ICMR-National Institute of Nutrition, India (NIN), Central Food Technological Research Institute (CFTRI), National Institute of Food Technology Entrepreneurship and Management (NIFTEM), and Babasaheb Bhimrao Ambedkar University (BBAU).

Key achievements during the reporting year include:

- a. All 204 THR enterprises in UP are operational, producing approximately **1.9 lakh metric tons** of THR (February 2025), valued at ₹1,274 crore (~\$159 million). These enterprises have achieved 87% of their production targets and streamlined bill settlements, with ₹923 crore settled out of ₹992 crore submitted. A key milestone has been the optimization of THR recipes, aligned with the National Food Security Act (NFSA) 2023 guidelines. Two out of the three recipes, wherein PCI India supported optimization, have been approved by the government for further testing and rolling out
- b. PCI India steered the introduction of **Distributed Renewable Energy (DRE) solutions** at three demonstration sites and the exemplary results of the same have further enhanced production of THR and reduced CO2 emissions, with 21 THR units solarized and 29 more in progress. The phenomenal results of DRE transition of 3 enterprises led the Govt of Uttar Pradesh to take a decision to replicate the proposed design for the remaining 201 enterprises in the state in a phased manner. This is supported by a 90% subsidy from the Department of Horticulture & Food Processing (DoHFP)
- c. **Strategic partnerships** have been instrumental, with PCI India mobilizing approximately ₹335 crore in funding through government, philanthropic, and CSR sources, achieving a 1:22 leverage ratio

## DECENTRALIZED ENERGY FOR WOMEN'S ECONOMIC EMPOWERMENT (DEWEE)

DEWEE seeks to enhance the livelihoods of 10,000 women entrepreneurs through the adoption and implementation of DRE applications aimed at increasing productivity, reducing operational costs, and carbon emissions for environmental sustainability.

PCI India leads implementation through technical assistance, field execution, and capacity building of women collectives. GEAPP,

HSBC and BMGF provide strategic and financial support to enable scale and sustainability. Government of Uttar Pradesh, through UPSRLM and the Department of Horticulture, facilitates subsidies, demand mobilization, and build human resource infrastructure for DRE. Women-led enterprises and private DRE service providers drive ground-level operations, system maintenance, and post-installation market integration.

The focus of our activities is multi-pronged:

- 01.** Demonstration of DRE-based women enterprises which includes demand aggregation, developing client profile and products, installation of solar solutions and tracking their performance
- 02.** Enabling sectoral partnerships with stakeholders for adoption and scale up
- 03.** Supporting policy framework to promote DRE enabled women entrepreneurs

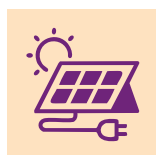
Key Achievements during FY 24-25:



**DEWEE Launch Workshop** was organized in Feb '25, event was jointly hosted by UPSRLM & PCI India in Lucknow and witnessed rich participation from senior Govt. officials placed at the state and in the 21 intervention districts. All our partners actively engaged at the event



A **digital application** named 'DEWEE' has been developed, which is published-on Play Store and is being used by field team for lead generation from women-led enterprises for solarization



**17 Model Demonstration sites** have been set-up in Suratganj, these offer 9 diverse products categories for solarization



**SBC tools** have been developed for key products to facilitate early buy-in by clients through building their understanding & helping field team have a standardized tool

*DRE solutions of 1704 kW capacity has been installed under the initiative, reaching 457 women entrepreneurs in the state. These installations covered 2 aspirational districts – Bahraich and Fatehpur – in UP.*



## CREDIT OFFSETTING RICE EMISSION (CORE)

As climate change increasingly impacts rural livelihoods, it disproportionately affects women farmers—especially small and marginal ones—due to limited access to adaptive practices and technologies. Recognizing this, PCI India is implementing CORE in Jind and Fatehabad districts of Haryana, aiming to help women gain greater control over their income generation, asset ownership, and financial decisions through environmentally sustainable

livelihoods. The initiative is operational since 2023 by PCI India in partnership with UN Women, International Rice Research Institute (IRRI), Farmer Producer Companies (FPCs), and Women Business Collectives (WBCs), and it focuses on enabling women to lead sustainable and climate-resilient agricultural transformation, especially in the rice value chain, one of the most water- and emission-intensive crops in India.

PCI India has:

- 01. Mobilised 2,800 farmers** in Haryana for practising Alternate Wetting and Drying (AWD) technology
- 02. Partnered with 3 Community Level Federations (CLFs)** for supporting on adoption of AWD practices in 2 districts

Key achievements: Based on a study conducted by IRRI & CGIAR in 5 Kharif fields of Haryana, under project CORE :

**Methane emissions reduced by 54%** through AWD compared to conventional continuously flooded systems

Overall **global warming potential reduced by 36%**, showcasing Haryana's contribution to climate mitigation

On-farm evaluation across 5 locations in Haryana (including Jind District) reinforces the scalability of AWD across similar agro-ecologies.

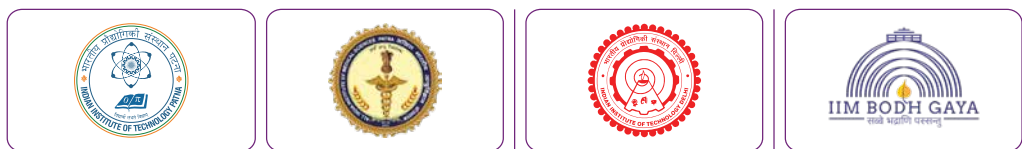


# OUR ASSOCIATIONS

## GOVERNMENT



## INSTITUTIONS



## DONORS





## NEW DONORS WE PARTNERED WITH IN FY 2024-25



**HCL**



**OAK**  
FOUNDATION

**ABB**



Extraordinary Together







# FINANCIALS

## BALANCE SHEET



# FINANCIALS

## BALANCE SHEET

AS ON 31<sup>ST</sup> MARCH , 2025

**PROJECT CONCERN INTERNATIONAL**  
Registered under Societies Registration Act, 1860  
(All amounts in lakhs unless otherwise stated)

	Particulars	Note	As at March 31, 2025	As at March 31, 2024
<b>I</b>	<b>Sources of funds</b>			
	<b>Funds</b>			
	Unrestricted funds	2	861.68	352.09
	Restricted funds	3	3,721.99	2,843.02
	Capital Assets Fund	4	163.06	-
			<b>4,746.73</b>	<b>3,195.11</b>
	<b>Liabilities</b>			
	Non – Current Liabilities			
	Long-term provisions	5	10.01	666.56
	<b>Current Liabilities</b>			
	Payables	6	129.41	-
	Other current liabilities	7	124.19	175.46
	Short term provisions	8	-	207.79
			<b>263.61</b>	<b>1,049.81</b>
	<b>Total</b>		<b>5,010.35</b>	<b>4,244.91</b>
<b>II</b>	<b>Application of funds</b>			
	<b>Non-Current assets</b>			
	Property, plant and equipment and intangible assets	9		
	Property, plant and equipment		150.36	155.10
	Intangible assets		12.70	21.17
	<b>Current assets</b>			
	Receivables	10	2,407.34	1,600.26
	Cash and bank balances	11	2,124.88	2,359.13
	Short term loans and advances	12	26.73	36.08
	Other current assets	13	288.33	73.18
	<b>Total</b>		<b>5,010.35</b>	<b>4,244.91</b>

**For T R Chadha & Co LLP**

**Chartered Accountants**

Firm Registration Number: 06711N/N500028

**Rajendra Prasad**

Partner

M.No.: 098941

Place: Noida

Date: 25<sup>th</sup> July 2025

**For and on behalf of Project Concern International**

**Pankaj Vinayak Sharma**

President

Place: New Delhi

Date: 25<sup>th</sup> July 2025

**Indrajit Chaudhuri**

Chief Executive Officer

Place: New Delhi

Date: 25<sup>th</sup> July 2025

**Pallavi Chaturvedi**

General Secretary

Place: New Delhi

Date: 25<sup>th</sup> July 2025

*This is an extract from the audited report of financial statements. The full set of statements is available on our website.*



# FINANCIALS

## INCOME & EXPENDITURE



## FINANCIALS

**INCOME AND EXPENDITURE ACCOUNT**FOR THE YEAR ENDED 31<sup>ST</sup> MARCH, 2025**PROJECT CONCERN INTERNATIONAL**

Registered under Societies Registration Act, 1860

(All amounts in lakhs unless otherwise stated)

	Particulars	Note	As at March 31, 2025	As at March 31, 2024
<b>I</b>	<b>Income</b>			
	Donations and Grants		8,839.95	9,705.31
	Fees from Rendering of Services		276.69	36.53
	Other income	14	34.29	101.25
	<b>Total Income</b>		<b>9,150.93</b>	<b>9,843.09</b>
<b>II</b>	<b>Expenditure</b>			
	Employee Benefit Expenses	15	3,709.98	3,705.26
	Depreciation and Amortization Expense	16	54.85	55.48
	Other Expenses	17	5,342.84	6,097.95
	<b>Total Expenses</b>		<b>9,107.67</b>	<b>9,858.70</b>
<b>III</b>	<b>Excess of Income Over Expenditure/ Excess of Expenditure Over Income) - Transferred to General Fund</b>		<b>43.26</b>	<b>(15.60)</b>

For T R Chadha &amp; Co LLP

Chartered Accountants

Firm Registration Number: 06711N/N500028

For and on behalf of Project Concern International

**Rajendra Prasad**

Partner

M.No.: 098941

**Pankaj Vinayak Sharma**

President

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Chief Executive Officer

Place: Noida

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Date: 25<sup>th</sup> July 2025**Pallavi Chaturvedi**

General Secretary

Place: New Delhi

Date: 25<sup>th</sup> July 2025*This is an extract from the audited report of financial statements. The full set of statements is available on our website.*





## MEDIA POINT RECOGNITION AND AWARDS

### Project Umang Bags 1<sup>st</sup> Prize at Stories of Change Awards

In May 2024, Umang received First Prize at the Stories of Change Awards hosted by Azim Premji University, recognizing its impactful case study on transforming mother-daughter relationships and community norms.

Project Umang brought pride to PCI India by securing the First Prize at the 5th Stories of Change Awards—a prestigious national case study competition organized by Azim Premji University (APU), Bengaluru. The award

recognizes compelling documentation of impactful development practice and social transformation. Umang was awarded for its powerful case study that illustrated how the model enabled mothers to become change agents and supported adolescent girls in reimagining their futures. This recognition affirmed the strength of Umang's integrated approach—combining empowerment, social norm change, and community mobilization.



## EVENTS

Facilitating open dialogue, in-depth exploration, and knowledge exchange on critical social issues remains central to PCI India's thought leadership. During the reporting year, PCI India convened a series of high-impact deliberations that served as

collaborative platforms, bringing together industry leaders, policymakers, corporates, researchers, practitioners, academicians, and community members to foster critical thinking and co-create actionable solutions.

### Intersection 2025, New Delhi

A leading event of the reporting year was Intersection 2025 hosted by PCI India on 24th January 2025 in New Delhi where we engaged in path breaking conversations on the intersection of social norms and gender with climate actions that have an impact on health, livelihoods, and financial inclusion. This convention brought together experts to discuss climate-smart, socially inclusive solutions.





## Workshop: Breaking Gender Norms and Creating the New Normal, Bhubaneswar

On 18<sup>th</sup> March 2025, PCI India hosted a dynamic one-day workshop in Bhubaneswar, convening a diverse group of corporate leaders, civil society organizations (CSOs), media professionals, and development practitioners. The focus was on transforming gender norms through cross-sector collaboration and identifying actionable strategies to promote gender equity in areas like workforce participation, financial independence, and social empowerment.

Speakers emphasize that shifting societal attitudes, alongside strengthening legal and policy frameworks, is essential for sustainable gender transformation. The panel discussions spotlighted the powerful roles of CSR, media, and civil society in challenging deep-rooted inequalities and tackling pressing issues like child marriage, and gender representation.



# RESEARCH

PCI Research undertakes a comprehensive range of Monitoring, Evaluation, Research, and Learning (MERL) services that cut across multiple sectors and thematic areas including health, nutrition, gender, women's economic empowerment, livelihoods, social protection, and climate change. Just in the past five years, the team has conducted over 50 research and evaluation studies, and more than 100 rounds of large-scale primary surveys across various states in India. These have resulted into published papers in peer-reviewed journals and presentations in various national and international conferences.

The Research team is guided by a distinguished Research Advisory Board (RAB) comprising renowned researchers from India and abroad. The team ensures robust concurrent measurement through its distinctive MHT approach—data mining, hunting, and

triangulation. Along with rigorous evaluations, it conducts formative research, periodic assessments, situational analysis, and portfolio reviews. The team's work spans a wide spectrum, from quantitative to qualitative research, and includes both large-scale and small-n focused studies.

In 2024, PCI India received recognition as a Scientific & Industrial Research Organization (SIRO) by the Department for Scientific and Industrial Research (DSIR), Government of India. Recently, PCI India established its own Institutional Ethics Committee (IEC) and has applied for registration with the Indian Council for Medical Research (ICMR). Along with supporting various projects within PCI India with evaluation studies, impact assessment, baseline and endline studies, PCI Research has also implemented some leading studies during FY 2024-25.

## YOUNG WIVES STUDY

The study titled, "Young Wives: An Exploratory Study of Married Women Below Twenty and the Socio-Cultural Determinants of their Contraceptive Behavior in Low Resource Settings in India" explored the socio-cultural norms shaping FP behaviors among young couples and their decisions regarding childbearing. This study was sub-awarded to

PCI India by the National Academies of Sciences, Engineering and Medicine (NASEM), USA, under the Partnerships for Enhanced Engagement in Research (PEER) International Grants Program, 9th cycle. It was funded by USAID, with International Institute for Population Sciences (IIPS), Mumbai, as local partner and the University of Texas at Austin, as USG Partner.

### Objectives of the study:

- 01.** To examine various social and gender norms and beliefs surrounding family planning and fertility and explore how the norms vary by culture, gender, and generation
- 02.** To identify the predictors and drivers of family planning adoption among young rural married couples by studying the complex cultural ecologies of health and how the norms and gender roles interact with the family planning decisions of young couples in areas with a higher prevalence of underage marriage



The study was conducted during July 2022 and April 2024. Geography included two districts (Goddā in Jharkhand and Dhubri in Assam). After the ethnographic phase, the study was withdrawn from Assam and shifted to Ujjain in Madhya Pradesh. **During the reporting year, two state-level workshops and one national level workshop were held.**

Key findings:

- 01. Social Norms – belief vs. action:** Belief and action seemed to have positive correlation. These were measured on modern FP practices and of becoming pregnant soon after marriage
- 02. Norms around fertility:** There was a high degree of consensus across young wives, mothers-in-law, husbands, and frontline workers. The study noticed mild gender but no inter-generational differentials
- 03. Contraceptive use norms:** Lack of consensus and overarching silence. Around 54% of young wives, 61% husbands and 31% mothers-in-law opted for ‘No idea’ for all the items
- 04. Family Planning practices:**  
Overall contraceptive use low. Use of traditional methods outpaced modern methods

## SKILL ADVANCEMENT FOR ABLE LEADERSHIP (SAFAL) – III

PCI Research team partnered with Global Communities to undertake an evaluation study for examining the efficacy and effectiveness of interventions undertaken in Odisha and Gujarat as part of Personal Advancement and Career Enhancement (PACE) program by Gap Inc. to

empower female cotton farmers. The interventions focussed on enhancing leadership, entrepreneurship, and employability among women in cotton farming through targeted training and skill development.

### Objectives of the evaluation:

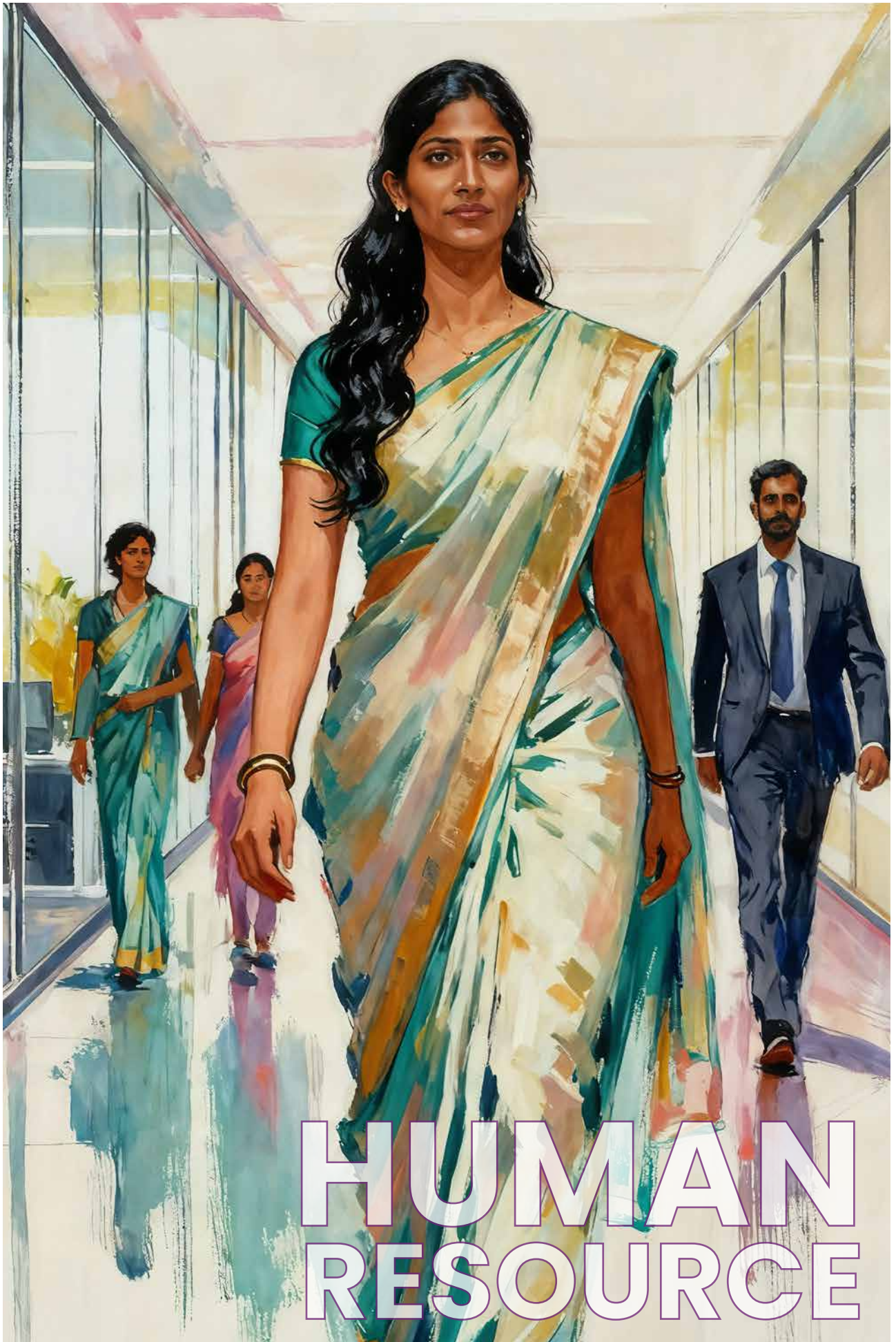
- 01.** Assess knowledge, attitudes, and practices around leadership, communication, financial planning, and decision-making
- 02.** Evaluate the adoption and application of life skills in daily life
- 03.** Examine awareness and implementation of CRA techniques
- 04.** Analyze changes in income control, asset ownership, mobility, and social participation
- 05.** Identify best practices and recommend strategies for scale-up and improvement

The baseline survey was conducted in September 2024, and the endline was carried out in January 2025 in Odisha and in March 2025 in Gujarat.

### Methodology:

PCI Research adopted a pre-post observational study design encompassing quantitative studies in both geographies (Odisha and Gujarat). For the quantitative assessment, a cross-sectional design with two rounds of surveys was adopted. Prior to the implementation of the program, a roster of women cotton farmers was compiled. These participants were included in the baseline assessment to establish pre-intervention indicators. This cohort of women was tracked through the MIS. A total of 800 respondents (200 in Odisha and 600 in Gujarat) were covered during both the baseline and endline assessments.







# HUMAN RESOURCE

At PCI India we treat talent development, especially for those with future leadership potential, as a significant constituent in shaping organizational culture. We firmly believe that leadership talent development programs are crucial as they help build a strong internal

pipeline of capable leaders, improve employee engagement and retention, and drive business stability as much as business performance. Starting 2024, we have undertaken two significant initiatives towards creating bench strength and future leadership:

## Shining Star Program

### Strategic Talent Development at PCI India



The Shining Star Program, launched in December 2024, is PCI India's flagship initiative to identify and nurture high-potential talent across the organization. Through a rigorous two-stage assessment rooted in PCI India's leadership competency framework, 4 Shining Stars and 4 Rising Stars were selected from an initial pool of 19 candidates. Each participant has undergone a Development Centre and psychometric assessment facilitated by certified experts, followed by the creation of tailored Individual Development Plans. The selected individuals have now embarked on a 6–12-month structured development journey including executive coaching, learning modules, and mentorship. This initiative marks a significant step toward strengthening our internal leadership pipeline.

## Campus Hiring

### Building a Future-Ready Workforce



In 2024, PCI India made strategic investments in campus hiring to attract emerging talent into the development sector. Notably, we successfully recruited 4 fresh hires from top B-schools—2 from IIM Ahmedabad and 2 from IIFM Bhopal—who are now driving critical work in sustainability, climate action, and community resilience. Additionally, we onboarded 28 interns from diverse academic backgrounds including public policy, gender studies, public health, business, design, and law. Interns came from leading institutions such as IIT Delhi, IIMs, Jamia Millia Islamia, IGNOU, Panjab University, and IIPH. This dual approach of hiring future talents and nurturing a multidisciplinary intern pool reflects our commitment to building a future-ready, diverse, and mission-aligned workforce.

**With every step, we strive to create inclusive pathways toward a happier, healthier, safer, and sustainable world for all.**

# LIST OF ABBREVIATIONS

ANM .....	Auxiliary Nurse Midwife
ASHA .....	Accredited Social Health Activist
AWD .....	Alternate Wetting and Drying
CAG .....	Community Action Group
CGPP .....	CORE Group Partners Project
CHO .....	Community Health Officer
CLF .....	Cluster Level Federation
CORE .....	Credit Offsetting Rice Emission
DBT .....	Direct Benefit Transfer
DEWEE .....	Decentralized Energy for Women's Economic Empowerment
DRE .....	Decentralized Renewable Energy
FNHW .....	Food, Nutrition, Health and WASH
GBV .....	Gender-Based Violence
GTM .....	Gender Transformative Model
HCD .....	Human-Centered Design
JBAV .....	Jharkhand Balika Awasiya Vidyalaya
JSLPS .....	Jharkhand State Livelihood Promotion Society
JTSP .....	JEEVIKA Technical Support Program
KGBV .....	Kasturba Gandhi Balika Vidyalaya
LF .....	Lymphatic Filariasis
mCPR .....	Modern Contraceptive Prevalence Rate
MERL .....	Monitoring, Evaluation, Research, and Learning
MO .....	Medical Officers
NCD .....	Non-Communicable Disease
NCVBDC .....	National Center for Vector Borne Diseases Control
NRLM .....	National Rural Livelihoods Mission
NTD .....	Neglected Tropical Disease
OLM .....	Odisha Livelihoods Mission
PHC .....	Primary Health Center
PRI .....	Panchayati Raj Institution
PTSP .....	Prerna Technical Support Program
SA-SNALC .....	South Asia Social Norms and Agency Learning Collaborative
SBCC .....	Social and Behavior Change Communication
SHG .....	Self-Help Group
SRLM .....	State Rural Livelihoods Mission
THR .....	Take Home Ration
TSA .....	Technical Support Agency
VAB .....	Vaccine Avoidance Behavior
VBD .....	Vector-Borne Disease
VO .....	Village Organization
WEE .....	Women's Economic Empowerment
WGFP .....	Women and Girl Friendly Panchayat
ZD .....	Zero Dose





## GET IN TOUCH

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