



Annual Report

2012-13



Make a Difference!

Help Us Convert Stumbling Blocks Into Stepping Stones
On a Pathway to Change

Empower Women via Financial Literacy Training



Parinaam is leading the call to provide financial literacy education to India's poor. Such training is critical for these women to prosper. We've developed the **Diksha Financial Literacy Program** to teach women how to manage their incomes, debt & expenditures. We also coach them on how to save money safely. Of the 64000 enrolled, we have assisted 14000 in opening savings accounts. **Help us get to our target of reaching 1 million women with Diksha. Consider a donation & help Parinaam break their cycle of poverty.**



Help a Child Reach Her/His Academic Potential

Parinaam's **Academic Adoption Program** is a unique opportunity to invest in a child's education & future. Sponsors commit to annual contributions to cover one student's school fees, uniforms & books. Children from families with absolutely no means receive the gift of access to a quality school. **Be part of making a child's dream come true!**



Contribute to a Holistic Initiative to Support the Desperately Poor



India's extremely poor live in isolated slums with no access to infrastructure or jobs. Globally, this population is referred to as "those living on under \$1.25 a day". This destitute group is even excluded from the latest initiatives to expand financial inclusion & eradicate poverty. The mission of Parinaam's **Urban Ultra Poor Program** is to empower the poorest of the poor socially & economically, one family at a time. By expanding this 12-month program, we can provide stability, hope & momentum.



Please help us reach more families so they can take that
first difficult step to escape extreme poverty.



Join Us!



Support Higher Education



Without education, few, if any, can escape an inherited life of poverty. The greatest aspiration of most parents in India is a quality education for their kids. Parinaam's **Higher Education Scholarship Program** has relieved many parents of having to borrow high-interest loans from moneylenders. Their child now has a future, as do they, free from debt. Many of these children who dare to dream are now on their way to becoming engineers & doctors. Parinaam also connects children to vocational training programs as an effective alternative to a university education. Both of these paths deliver hope. **Join us in providing India's youth with links to a better future.**

Intern or Volunteer

For many of the world's charitable donors, the most rewarding experiences are found on the front-line. Parinaam welcomes volunteers. For university students & professionals, we also facilitate internships which provide structure & an educational dynamic found only off-campus. Participate in the office, or in the field...or both. We'd be thrilled to have you! **We promise you will not only give back, you will also receive.**



Join Our Social Media Community

Connect directly with Parinaam where you can send donations easily & quickly. We, along with our beneficiaries, will be very grateful! You can make a real impact by simply joining our social media community & spreading the word. **Our goal is to reach 2008 supporters on Facebook & Twitter this year to celebrate the year of Parinaam's launch.... every "Like" & "Follower" will count beyond the screen!**



@parinaam



Parinaam Foundation

www.parinaam.org

Parinaam Foundation is registered under Section 25 of The Companies Act, 1956 as a not-for-profit organization. The Foundation has tax exempt status and 80G (5) (vi) approval under the Income Tax Act 1961. We have the Ministry of Home Affairs General Approval (valid upto January 2017) under the Foreign Contribution Regulation Act (FCRA) 2010 to accept foreign currency contributions, grants and donations. Our mandate is to provide healthcare, educational and vocational training support, job enhancement facilities, community development and entrepreneurial development to poor families in India.



Published by:
Parinaam Foundation
#92, Jakkasandra Extension
Sarjapur Main Cross Road
Koramangala 1st Block,
Bangalore - 560 034, India

All rights reserved, No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the written permission of the publisher except where permitted by law.



Table of Contents

Letter from Chairman	1
Letter from Executive Director	3
Our Vision	7
Our Goals	7
Governance – Board of Directors	7
Diksha – The Financial Literacy Program	10
Urban Ultra Poor Program	14
Academic Adoption Program	19
One Child at a Time: Maheswari	20
Summer Camp	21
Higher Education Scholarship Program	23
Health Care	26
Parinaam in the Media:	
"Person of the Month" in the CITI-FT Financial Education Online Forum.....	29
Director's Report	30
Auditor's Report	34
Financial Report	37



Letter From the Chairman

When I addressed you last, Parinaam was a fledgling organisation, struggling to find a purpose for its existence and wondering where it would find the means to give substance to its dreams. Today I feel very proud to be able to report that that the flower-bud has blossomed and the end result not only sweetens the environment with its fragrance but its beauty is there for its beneficiaries and supporters to admire. Sure, our tireless Executive Director does complain about the eternal shortage of funds, the tensions caused by the unending procedures that need to be followed to achieve anything at all and the stresses generated by trying to balance the results to be achieved with the resources available, but at the end of it all Parinaam has not only grown beautifully but most of its programs are so innovative as to be the envy of its colleague organisations in the field. Its work and the success of its programs has in no small measure, also benefitted the results and the reputation of its partner organisation, Ujjivan Financial Services.

Parinaam has succeeded because it has not bitten off more than it can chew – a common failing with many NGOs. We decided that we would mainly focus in three major areas of work – Education, Livelihoods and Healthcare. We believe that these three areas of work are the most essential to uplift and raise the quality of life of the very poor and those who qualify for the grant of micro-finance loans. In doing so, not only do they raise their own standing and dignity in society but place themselves in a better position to discharge their debts and raise their financial standing. As often happens among the poor, getting into difficult financial straits is not necessarily caused by not earning enough money. More often it is reckless and wasteful spending that causes the problems. Our COO, Mallika Ghosh, and her team have done a wonderful job in developing a most innovative “Financial Literacy Program - Diksha” to resolve this problem. When we started administering it two years ago we could only manage to train 4000 odd people annually. However last year it took off and with the help of the Michael & Susan Dell Foundation and the Citi Foundation we were able to train over 60,000 people. Even the Reserve Bank of India called on Parinaam to share its' concepts and learnings so the RBI could implement them in its' own bank financial literacy program.

Our Urban Ultra Poor Program which was limping along a couple of years ago has suddenly now found the wherewithal to help a much larger number of the poorest of the poor to lead a more dignified life and educate their children in good schools. After all, the main purpose of living is to be happy and find ways to bring joy into the lives of our children and neighbours. Unfortunately, we have failed miserably for so many generations that when one witnesses selfless people like Elaine, Mallika and the many, many dedicated members of their teams bring joy and happiness to a large number of unhappy souls, year after year, it stirs the cockles of one's heart. This is the sort of

satisfaction that mere financial rewards can never bring. It is far reaching and deeply stirring.

I would like to take this opportunity to thank, most profusely, our generous benefactors, the Michael and Susan Dell Foundation, the Citi Foundation, Sequoia Capital India Operations LLC, Ms Sarah Owen-Vandersluis, the sponsors of the education of our children, Ujjivan Financial Services and so many others who keep us going with their gifts of cash, kind and services. THANK YOU ONE AND ALL!!

With your support and help I am sure that we can look forward to a wonderful year ahead.



Sarosh J. Ghandy, Chairman





Letter From the Executive Director

Each new year starts with reflections on the past year that trigger all the emotions of the spectrum: **SORROW** for the programs that did not quite work out the way we envisaged; **DISPAIR** when the longed-for donations and grants didn't come through as we expected; **BLEST** that those who offered support and funds kept their promises and helped us pull through on turning our powerful initiatives into reality; **PRIDE** that choked us when we looked at our Parinaam Teams with appreciation for how hard they work to change the lives of our beneficiaries; **RELIEF** that one more year had passed and we were able to stand firm and not compromise our integrity; and finally **HOPE** that this year can only get better and that we will **PREVAIL**.

2012-2013 included some incredible highs for Parinaam, and sadness for those favourite programs that went into cold storage, waiting for a better day to come alive. Parinaam has settled into the role of "Innovator", with every initiative meeting the high standards we have imposed on ourselves to deliver unique quality services to our women beneficiaries and their families. We understand that we cannot control the sources of our funding requirements and with sorrow we realize that indigent families will fall through the cracks. Yet always there is a prayer for a better day and often it works in wondrous ways.

Last year was the "Year of **Diksha**", the financial literacy program developed by Parinaam. The training sessions were launched for 33000 Ujjivan women customers, thanks to a grant from the Michael & Susan Dell Foundation. Citi Foundation also joined in as a funding partner, supporting another 31500 participants. Soon the news of Diksha spread, attracting accolades and interest from many organisations. The final feather in our cap came from the Reserve Bank of India. They contacted us for our training materials and integrated many of the Diksha concepts, including the financial diary, in their own financial literacy program for the banks. They kindly acknowledged our contribution in their training manual. In the meantime, our trainers and the Ujjivan field staff made it their mission to help the Diksha graduates open bank savings accounts and taught them how to utilize such accounts. Ujjivan encouraged the usage by offering cashless loan disbursements. Our beneficiaries, who had expressed their most desperate need for financial inclusion as how to save and where to save, suddenly found themselves empowered as they felt in control of their financial situation for the first time in their lives.

This year our goal is to find the funds to train at least half of Ujjivan's one million customer base. Our first grant for 2013-2014 has just been approved by Citi Foundation. For the second time, Citi will support the training of 30000 additional participants in Diksha. As part of the Grant we have included a unique pilot to encourage savings by tying it to the Scholarship Program. With access to financial literacy training and banks, women can actively support their children's need for quality education without falling into usurious debt.

We expanded to 9 slums in the Parinaam **Urban Ultra Poor Program**. Sadly 2 of them were demolished for reasons best known to the agencies that roared in there with their JCBs, converting the already "almost-homeless"

into “the homeless”, scattering impoverished families to the four winds. From our originally planned 240 families we took under our wing 469 women beneficiaries with 1769 family members, including 1130 children. The highlight of the year was helping the first 15 women open savings accounts. This is unheard of among the ultra poor. I will always remember the incredible high when the first UUPP beneficiary received her ATM card. Of the graduated women, 94 borrow micro-loans from Ujjivan and have a 100% repayment rate. We all smile when the Ujjivan field staffers report that our former UUPP women are more disciplined than the regular Ujjivan members. We remember those early days when we despaired because they were so irregular at their UUPP centre meetings!

Our UUPP children attend 7 tuition centres, and the **Summer Camp** is the ultimate joy. Sarah Owen-Vandersluis, dear friend and well-wisher from the UK, ran an amazing triathlon to raise money for this year’s Camp. Her supporters, including her Grandfather, contributed generously to Parinaam. Our 259 children reaped the benefits of that generosity and Sarah’s efforts for a glorious 5 weeks.

Some folk think these small numbers hardly make a tiny dent in the vast majority of the desperately poor. However if you could see the smile on a well-dressed woman’s face when she is treated as a guest at the Ujjivan branch office, you would understand the impact. She has never experienced such a day. She sits on a chair, is offered snacks and tea, receives her Ujjivan membership card and her first microfinance loan... This day she is empowered. She now looks forward, beyond her memories of a year ago when her children ran about half-naked, her husband drank himself silly and beat her up at the slightest provocation; the days when she scabbled to put food in her children’s mouths, they died of the slightest illness because she had no money to pay for healthcare. I feel incredibly proud of the work our UUPP Team has done to change these lives. This I know – this program will never go into cold storage!

We realise that the Right to Education Act is a paper tiger – most schools will take in a few kids under duress, the newspapers report that parents could pay anything up to Rs. 20000 in unethical costs. Our UUPP staff helped 84 children get into good schools. Some parents can afford to pay the fees thanks to our livelihood initiative that got them good jobs. For those who could not quite make the cut, Parinaam started the **Academic Adoption Program** to give them the security of a good education. We had 17 sponsorships, up to 40 this year. People were incredible – given a choice of several child profiles they would say “I’ll sponsor all of them!” We are happy to note that not one rupee of the sponsorships go towards Parinaam administrative costs or school transport. We manage somehow and are determined to ensure that the child will benefit 100% from the care provided by a generous donor. Yes, we and our children feel truly blest.

Sadly last year we could support only 9 of the 200 applicants for **Scholarships for Higher Education**. Then, at the beginning of this year, Sequoia Capital India Operations LLC provided us the funds for the much needed support of our students, under both Academic Adoption and the Scholarship Fund. We are so excited because we know how

truly grateful these students are for being given a shot at their dreams. This year we will meet our goals. One more reason to believe in the power of prayer!

We were let down last year on a promised donation for our **Medical Interventions** and we thought it would be near impossible to manage critical care for the very ill. Through our determination to not give up and to meet the challenge head-on, we were able to help every case that came up for urgent and expensive medical care. Our Parinaam staff paid the high price of working extremely hard at all hours. They found the funds, generous doctors and hospitals that would provide quality tertiary care to poor patients at little or no cost to the families. It is quite strange – what we thought of as a really bad situation ended up being the cause of our biggest success– saving lives.

Our beloved **Jalmitra Program** that focused on the education and provision of safe water for slum dwellers was born from necessity and hard work. This livelihood initiative provided a good income to poor women trained as sales people for their communities. Unfortunately, the synergy that we had assumed existed with our partner Hindustan Unilever Ltd. was not as we had envisaged, and eventually Parinaam had to shut the program down in August 2012. We feel especially sad that women, who so enthusiastically bought into the idea of safe water for their families, were let down.

The **Educational Grant Initiative** where we refunded the interest component to women who had borrowed to send their children to school had to be set aside as we simply could not raise enough funds to meet our goals. Our beneficiaries loved this program because for the first time someone was giving them money instead of taking it away from them. The interest refund often went towards school expenses for the following academic year and with today's rising inflation every paisa counted. One day, we hope to resurrect this program.

2012-2013 was our toughest year yet. All of us multi-tasked and every week was fraught with concern that a program would not quite meet the goals and standards that we had set for ourselves. Some people, unable to manage the pressure, left which only made it imperative for those of us who were determined not to fail. We would think – “This bottomless pit of human need – can I possibly pour any more of myself into it?”

But then the moments come that remind us of purpose and humanity: an ultra poor beneficiary gets an ATM card; a Diksha graduate sends a message sharing how empowered she feels, how her business is growing and how much she is finally saving; a happy patient comes to the office to proudly show us the huge scar on his neck where a tumour had once threatened his life; a little girl who had been saved through open heart surgery is seen happily skipping in the best community school in India. This girl is a double beneficiary of the Medical Intervention and the

Academic Adoption Program. Then an email arrives “I will sponsor six”; a bank notification announces a huge, unexpected donation; a Donor says “we appreciate the work you do”; a child smiles; a young woman, old before her time, is young again because someone is there to hold her hand and walk her through the pitfalls of her life.

And we know, we just know, that we will prevail in **2013-2014**.

Sustainability and funding are key issues faced by most non-profit organizations. Parinaam works with the intention of providing the maximum and best quality benefits at a minimal cost. To successfully continue our programs, we need support from donors, sponsors, our volunteers and our friends. We appreciate donations of all types – money, time or some product / service that will benefit our families. We thank those generous sponsors who made last year’s programs possible. We are confident that this year will bring us the sponsorships and donations that will enable us to innovate and expand new programs across India.



Elaine Marie Ghosh

Executive Director

May 30th, 2013

Parinaam Foundation was incorporated as a not-for-profit organization under Section 25 of the Companies Act 1956, on March 31st, 2008. Parinaam received its tax exempt status under Section 12AA on January 20th, 2009 and its approval under Section 80G (5)(vi) of the Income Tax Act 1961 in July 2009 which has been validated “in perpetuity” under CBDT Circular No. 5/2010. The 80G approval allows Indian citizens & companies a tax break on donations. The general approval under the Foreign Contribution Regulation Act 2010 (FCRA) has also been approved by the Ministry of Home Affairs, Government of India and is valid for 5 years until January 16th, 2017. We are now in a position to also accept foreign currency donations and grants.



Our Vision

Parinaam will convert stumbling blocks into stepping stones on a pathway of "change" that will have multiple impacts on the poor, and lead to a "better life" for themselves and their future generations.

Our Goals

- Create positive 'change' in the lives of the urban and semi-urban poor.
 - Programs must meet our benchmark of "Quality & Beneficiary Satisfaction"
 - Execute programs with high efficiency and minimized costs through partnerships with NGOs; like-minded organizations and government programs.
 - Provide multi dimensional support for the entire family and not just for the woman.
- Research and develop innovative solutions to problems of the urban poor

Governance -Board of Directors

Sarosh J. Ghandy, Chairman

Sarosh Ghandy is a graduate (1958) in Metallurgical Engineering from the Carnegie Institute of Technology, Pittsburgh, USA. He joined the Tata Engineering and Locomotive Co. Ltd. (now Tata Motors Ltd.) as an Asst. Metallurgist and over a period of 14 years rose to become the General Manager of the Jamshedpur Works of Telco. He joined the Telco Board as Executive Director from 1973 to 1999. He resigned from the Telco Board to take up the Managing Directorship of a subsidiary of Telco, TELCON till his retirement in 2002. Mr. Ghandy has dedicated his life to supporting Social and Educational Services at the highest level and was the Chairman of eight related organizations. Additionally he is on the board of ten Business organizations.



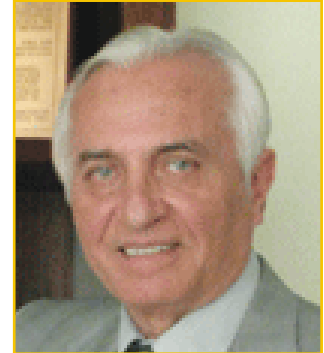
Elaine Marie Ghosh, Executive Director

Elaine began her career in 1974 as a financial analyst with Citibank N.A. and served as a banker for 10 years. In 2004/05 she was the Consultant for all administrative functions & Facility Manager for the start-up India operations of Macromedia Research and Development. She also ran a Premises Consultancy and among other projects, set up the head office of Ujjivan Financial Services Pvt. Ltd, a microfinance company that provides financial services to urban poor women. In 2007 she started Parinaam Foundation as a non-profit Section 25 company to provide social services to poor urban families. She is a strong environmentalist with a special interest in water and tree conservation.



Lt. Gen Arjun Ray, PVSM, VSM (Retd), DIRECTOR

General Ray served the army for 38 years and his career spanned two wars, two insurgencies and a socio-political campaign to win over alienated communities in Ladakh. As a Core Commander, he redefined the role of the Armed Forces from winning wars to preventing wars. He has authored Kashmir Diary: The Psychology of Militancy considered to be a purple primer to understand the mind of a terrorist. His second book, Peace is Everybody's Business was published last year.



For distinguished service and contribution to nation-building he was awarded the Param Vishist Seva Medal, and was India's nomination for the Commonwealth Award in 2002 for women's empowerment.

He is presently the CEO of the Indus Group of Schools in Bangalore, Pune and Hyderabad.

Raghavendra Singh, Director

A professional with almost 20 years of experience in the Finance, Development and Automotive sectors. He was previously CEO of Xenos Automotive Ltd and also a Director with Ujjivan Financial Services. During his association with Ujjivan, he was also involved with its not-for-profit arm, Parinaam Foundation. He co-authored Parinaam's Academic Adoption Program and is passionate about making a meaningful difference in the lives of poor families by making quality education available to bright young children - thereby enabling them to comprehensively overcome the generational poverty divide.



Raghavendra is currently a financial consultant based in New Delhi.





Diksha

The Financial Literacy Program

Background & Goals

The Diksha Program, funded by the Michael & Susan Dell Foundation and Citi Foundation, provides financial literacy to 64,500 enrolled customers of Ujjivan Financial Services.

Parinaam had five primary objectives when developing the Diksha Financial Literacy Program:

- ❑ Participants should understand the difference between “wants” and “needs”
- ❑ They should be able to manage their cash flow and track their income and expenditure with the help of the financial diary and calculator which is provided to them through Diksha
- ❑ They should understand how to borrow judiciously and within their capacity to repay their loans
- ❑ They should understand how to save on a monthly basis and their options to save, safely. They should learn to use their bank accounts regularly.
- ❑ They should understand that with careful planning and saving they need not borrow to meet their needs and wants, unless it is for capital expenditure or emergencies.

To meet these objectives Parinaam ensured, through the 5-module classroom training, that participants would understand how to manage their cash-flows; how to differentiate between their “needs” (essential expenditure) and “wants” (non-essential aspirations); how to save regularly each month and the importance of opening bank accounts to keep their money safe; how to borrow judiciously and understand their debt and the repayment thereof and how to take control of their financial situation. Only those customers who complete all five modules are certified as “graduated” from the Financial Literacy Program. Customer feedback shows satisfaction with the design, concepts and the trainer delivery.



Capacity building & Community involvement

By the very nature of how the Diksha Program has been developed, financial education provides women the capability to manage the most crucial aspect of their lives through informed choices. Anecdotal information collected from a proportion of graduated participants showed that the highest retention of concepts concerned those modules that appealed most to the women, i.e. methods to save and options on how to save safely. We are



told that after going through the Diksha training, they feel empowered to take responsibility for their own financial situations. Many of them now work with their husbands to manage their family finances rather than, as previously, being told what to do by the men. By ensuring capacity building as part of the program, we are benefitting our participants where they need help most on a sustainable basis. Helping them to open savings accounts gives them a reason to feel in control.

Once a sufficient number of women have been trained in each branch area, financial literacy would, and could, be taken forward for others in the slums that would benefit from such an education. Diksha graduates inform us that they are sharing financial literacy education with their neighbours, friends and relatives and methodology of keeping the financial diary is an important lesson to be taught and learnt. As they gain an understanding and the confidence to open their bank accounts and utilize them, this too becomes a boon they can share with their fellow community members.



Sustainability

Parinaam has the flexibility to work in close coordination with Ujjivan, modifying delivery as required and therefore making the program amenable to adoption by institutions as a micro "plus" approach rather than as a separate program that the MFI is required to run. Thus, as bank accounts are now the norm, we are modifying the Diksha to train the women on how to utilize and manage their accounts.



Diksha has also received external recognition from the Reserve Bank of India who has used some of the content for their own Financial Literacy Program for banks. The BRAC financial literacy team visited us in the South and East to understand the methodology of Diksha and how it is being effectively integrated into microfinance.

Data & Impact

Software was developed to manage the MIS of Diksha from baseline data; attendance, attrition, bank account applications, opening of accounts and stock (financial diaries; calculators etc) distributed to participants. MIS weekly reports are generated to enable Diksha teams to manage and strengthen attendances for the programs. Baseline data is collected as part of the registration process and is being encoded by an external vendor. Only those participants who complete all 5 modules are certified. Ujjivan and Parinaam utilize the quantitative information from the software and the qualitative feedback and anecdotal information collated from customers, Ujjivan branch

staff and trainers to share on an on-going basis with their Sponsors. We will begin our 3 month and 6 month external impact assessment in July 2013 once we have completed our initial 5 programs.

Ujjivan’s Contribution

Ujjivan provides about 40% of direct program costs for Diksha. This amount is not part of required grant funding and is Ujjivan’s contribution to their commitment to financial inclusion. If the cost of Ujjivan operational support for Diksha; back-end processes and branch staff support is included in the budget to show a “Total Cost of the Project” – it provides a fully loaded “Total Cost per Customer” of Rs. 410/- (as compared to Rs.248/- CPC on grant funding). In addition to this “per customer” quantitative contribution, Ujjivan also provides invaluable intangible benefits such as committed and direct supervision from its senior management; their senior Distribution Staff help in the internal impact evaluation process; they paid for the development of the software and the support staff to run it; they support Diksha graduates with an increase in credit limits; provide cashless loan disbursement facilities to those women who have opened back accounts and will upgrade them to individual lending once other internal criteria are met.



Future

Ujjivan is committed to continue the Diksha program, until their entire customer base of one million members are financially literate. However to meet some of the costs we will continue to seek Sponsors who will mitigate the expenses of the program. Ujjivan requested the Reserve Bank of India for permission to charge participants a nominal fee for Diksha. However the RBI has turned down the request, and Diksha will be delivered free of cost to their customers. The 1st program under the Ujjivan umbrella will begin on May 27th, 2013.

Region Wise Statistics (as of 30th March 2013)

Region	Targeted Registered Customers	Full Attendance Rate	Bank Accounts Opened through Diksha
East	16200	76%	2782
West	6900	84%	1339
North	7200	74%	1131
South	20400	75%	3376
Total	50700	76%	8628



Parinaam's Urban Ultra Poor Program

Goals

When we began the program in November 2009 we budgeted to make a difference in the lives of 240 women and 1200 family members. We wanted to ensure sustainable livelihoods for the adults, financial literacy to manage their cash flow & how to save and eventually graduate them to microfinance in one year from the time they enrolled in the program. We wanted healthcare for the families and good schooling and childcare for the children. We were provided financial support for the first year of operations from Mr. Ravindra Bahl and a grant for one year from the Michael and Susan Dell Foundation to carry out this unique concept of how to help the ultra poor to live a better life and pull themselves out of the pit of desperate poverty.

Achievements

Today, three years later, we have almost doubled the number of primary beneficiaries to 469 women and 1765 family members from 7 desperately poor urban slums in Bangalore.

Women Beneficiaries

143 women have graduated of whom 94 borrow from our MFI strategic partner Ujjivan Financial Services. 211 women have savings accounts with banks and have ATM cards/cheque book facilities. Some of them even get cashless loan disbursements into their accounts from Ujjivan. Our women have saved a total of Rs. 4,47,535/- with Parinaam. 63.4% of the savings have now been credited to their bank accounts and an additional 14.6% has been withdrawn by the women to pay for education, healthcare and other needs based requirements. Our community workers take them regularly to the banks and educate them on how best to use their accounts and ATM cards.

Constant capacity building exercises, exposure visits from successful peers and the confidence they gain from their families' approbation, ensure that they are eager and willing to continue jobs that provide them with sustainable income. They no longer wish to fall back into the past of being unemployed or working infrequently and earning less.





Case Study

Chandbi joined the UUPP program 2-1/2 years ago as an unemployed housewife. We sent her for tailoring classes and after she completed the course, through the livelihood initiative, she was given a sewing machine. In the two years that she has been working, she has saved Rs. 30,000/- in her bank account, is on her 2nd loan from Ujjivan and now conducts tailoring classes for other women.



Children

For the 259 children who attend our 7 tuition centers it is an opportunity to learn beyond the lessons taught in their government-run schools; to have a nutritious snack each evening and their biggest joy of all, to attend a summer camp (this year being sponsored by Sarah Owen-Vandersluis, who put her heart and soul into running a triathlon to raise the money for it).

These children are our biggest supporters to encourage their mothers to take the plunge into the unknown world of employment and to sustain their membership in the UUP Program. For if their mothers drop out, sadly, so do the children. They help their mothers in multiple ways to stay true to their new lives: they help them keep their financial diaries and regularly attend the center meetings, they are trained to save in their little savings boxes for their future aspirations and all of them understand that there is a new world outside their slums that their families can aspire to.

To make sure that the children are given a strong foundation to help pull themselves out of their parents' world, Parinaam started a parallel "Academic Adoption Program" that provides sponsorships to each child for completion of a school education (up to 12th grade) in a quality school. Of the 84 children enrolled in the AAP, 40 have received sponsorships. We have also started a corpus fund for each sponsored child to enable them to access a higher education.



Healthcare and Social & Community Support

Through Health Camps, access to the Parinaam network of hospitals and education on health issues and primary care, our beneficiaries and their families are now able to access what is a basic right. Family planning is encouraged and we have several women who have had

tubectomy; awareness camps on substance abuse are also conducted. Key necessities such as birth certificates and ID proof are on-going initiatives. The general communities of the slums where we work are grateful for our constant presence and the work we do with their poorer brethren. They see Parinaam as a support for the wider issues that afflict them, especially with the Slum Board, who have no thought for the people supposedly under their care.

Conclusion

The urban ultra poor (UUP) are undefined by society. A paucity of statistical information from even government sources on the urban poor, give rise to unsubstantiated claims that the only urban ultra poor are the beggars or destitute. However these families are those that have migrated from their villages with the hope of jobs and a new life for their families. Without proof of residence, they receive no government benefits or consideration. They lack food; water; housing; healthcare; education and secure economic sustenance.

In the world of social development, footprints are the key to access grant funding - it is always the first question “how many people will be affected by the funds that are poured into this program?” Sadly in the chase for quantitative measures, families who are the “ultra poor” fall through the cracks as their multiple needs for basic human rights & necessities are not handled en masse by any one traditional program. Merely providing livelihoods, or the odd health camp, or perhaps a tuition center for a few months or a couple of days a week, will not make a major difference to their lives. At the first health shock, the livelihood asset will be sold or abandoned. Children will be sent to work irrespective of their age. Husbands will find solace and forgetfulness in gambling, alcohol and other women. Women will borrow from unethical sources and will fall into the bottomless pit of debt just to keep some food in the family pot.

Four years ago Parinaam, understanding that if we were to make a real difference, had to take a holistic approach to these families. We developed the unique and multi-dimensional Urban Ultra Poor Program, and were fortunate to find two sponsors who believed as we did, that the crucial answer to making a long term difference was to treat the family unit for its major needs and not just one woman for a livelihood. They believed, as we did, that making a long-term and sustainable difference in one family’s life was worth more than unsustainable mass scale interventions.



Mr. Bahl and the Michael and Susan Dell Foundation have supported the Urban Ultra Poor Program for two years and with judicious spending of the grant from MSDF we have stretched those funds for an additional one and half years.

We are committed to this program and must find the means to continue with it. We have seen the difference in the families and most especially in the children under our care and we know that there is only one way to go – forward.



Urban Ultra Poor Program Communities	7
Total Primary Beneficiaries	469
Spouses	442
Children 0-17 years	1130
Children 18 years and above	74
Other family members	119
Total members under UUPP	2234
Attrition (%) - Dropped after being in our program >3 months	10%
Children currently attending the tuition centers	259
Primary beneficiaries working	425
Primary beneficiaries Unemployed	40
Bank Accounts opened for beneficiaries	211
Birth certificates arranged for kids	109
ID proof (UID), voter ID, ration cards, PAN cards for beneficiaries	96
Beneficiaries graduated	143
Beneficiaries who have been chosen to become Ujjivan Clients	94
Children under the Academic Adoption Program	84
Beneficiaries referred to hospitals	310
Total beneficiary savings with Parinaam	Rs.4,47,535



Parinaam's Academic Adoption Program

We are continually being inspired by the much larger challenges faced by our children just trying to get to school each day to make something more of their futures. Parinaam's Academic Adoption Program lets the team and the Sponsors focus on removing some of the major barriers to advancement – one child at a time.

Over the last three years we have enrolled 84 children into 8 excellent schools that specialize in giving children from disadvantaged backgrounds an education that will help them make their previously inconceivable dreams of becoming doctors, police officers, teachers, lawyers or engineers a reality. The sponsors are able to experience and watch their children grow and develop into intelligent and engaging little students. The mothers and fathers are so grateful for the generosity of people to help their children that they start to work on stabilizing their home life. Our favourite part of this journey is when we see them reprimand their children because their grades weren't as good as expected or they are not paying attention in class. It only means they care and are determined to ensure their children succeed with the opportunity gifted to them, like any parent should be.

It is not just enough to have a "Right to Education Act" or promise seats in schools for the children coming from an ultra poor background. Several other problems surrounding the issue need to be solved simultaneously if we want to make "real" change. Creating awareness, counseling and building confidence among the family members to be able to approach such schools, putting together the required documents, solving the transport issues and finally making sure the child goes to school every day, are the immediate and vital issues. Alcoholism, unhygienic living conditions, indiscipline and health problems are the other peripheral issues that will hinder the child's future growth and requires constant follow up.

The partnership that Parinaam and its AAP Sponsors begin together at the beginning of each child's academic life is a holistic one. Each of us has a role to play and we encourage our Sponsors to track their children in multiple ways with advice, visits and lots of questions about their development. It is why we call our initiative the "academic adoption" program.



Academic Year	Total Number of Children		#Of Children Sponsored	# of Children yet to be sponsored		
	Boys	Girls		Boys	Girls	Total
2011-12	6	11	14	2	1	3
2012-13	17	27	26	9	9	18
2013-14	22	9	4	20	7	27
with Total	47	47	44	31	17	48

Parinaam's Academic Adoption Program

One Child at a Time: Maheswari

Six-year old Maheswari is unusually obedient for a child her age, coming from an environment of poverty. She is highly motivated to go to school and fulfill her dream of becoming a teacher. She is quite lucky to have parents who recognize her potential and support her enthusiasm. They know all too well the consequences of lacking good schooling. Education, they believe, has the unique power to help even the most desperate escape extreme poverty. Unfortunately, due to their financial constraints, Maheswari's parents were only able to send her to a government school close to their home.

Mrs. Rao, at first hesitant to take on the responsibility of a child's education, ultimately couldn't resist the opportunity to help a young soul in need. She decided to become an Academic Adoption Sponsor and Maheswari is the recipient of her generosity. Like most of our Sponsors she has taken her relationship with Maheswari to another level. To strengthen their bond beyond financial aid, she ensures that she spends quality time with her little girl, in addition to sending small gifts.

Maheswari has been on her Academic Adoption school journey for over two years. At age four she joined Resurrection School, laying a strong foundation for her future. This year, with the help of the Parinaam team, she applied to Crystal House School and was one of 70 children chosen from a pool of more than 500 applicants. With this access to quality education, Maheswari has greatly improved her chances of following her dreams, living a better life and leading her family out of poverty.





Parinaam's Summer Camp

One exceptionally popular and important Parinaam program is our 5-week Summer Camp. The program is fun and engaging for the kids, but most importantly helps their mothers. Summer Camp enables mothers to hold down decent full-time/year-round jobs and focus on their careers. Without the Camp, mothers would be taking poorly paid casual labour assignments during the school year in order to stay home with the kids in the summer. The 5-week program costs \$15 per child. 284 children signed-up this year and 70% attended full-time, allowing their mothers to stay in formal employment. Sarah Owen-Vandersluis, who was competing in her first-ever triathlon, rallied her friends and family to support her. She ran on behalf of Parinaam's Summer Camp and raised this year's required funds! It was staggering and humbling to see the level of enthusiasm donors showed for our work.

A core team of 4 volunteers signed-up to run the Camp and companies such as Cross Fit and Pollinate Energy participated by hosting fun events. Each week was headed by a theme: English and Math, Science, Geography, Colors, Culture (Indian), and basic general knowledge. Activities ranged from drawing and coloring to making picture frames, coasters, and alphabet charts. A compulsory weekly activity was badge making. This served as an exercise to familiarize each child with his/her name and its spelling. Name badges were designed in accordance to the theme of the week, such as Festivals, Colors, Science and Nature etc. Morning snacks and a scrumptious afternoon lunch were provided for all the children throughout the camp. There were two major outings organized – a day in a science and aquarium museum, where they got to watch their first 3D film, and a train ride and picnic in the park. We wrapped-up Summer Camp with our beloved finale - Sports Day!

If Summer Camp had to be described in one sentence, it would read: "In every way the Parinaam Summer Camp is all that is good and all that is bad about our beautiful country, India!" Through all the chaos and mayhem, there is still harmony. While it can be overwhelming, frustrating and very exhausting, it is simultaneously uniquely welcoming and fulfilling. It presents all those involved with a great opportunity to grow, learn, and, most importantly, to have fun.

The Camp involved seven communities around the city of Bangalore and classes were conducted in make-shift huts and small classrooms, with little or no access to water or electricity. All these factors become secondary, if not completely negated, when one simply enters a classroom and sees the faces of the (mostly) excited, smiling children, all so very eager to learn. On spending some time with the children one realizes not only the vast amount of potential these incredibly smart kids possess, but also just how grounded and grateful they are for everything they



have and everything they receive. Complaints are as rare as electricity and water and smiles are as abundant as the mosquitoes!

The sense of community and contentment that we feel emanating from the children is cause for reflection for the rest of us. In many ways we have as much to learn from them as they can learn from us. Lessons in companionship, trust, faith, hope, compromise and appreciation for the little things – these are principles that somehow get lost in our highly competitive and globalized world. To see these children so happy and in possession of such values, all the while surrounded by conditions of hardship, well, this truly does put things in perspective.

Summer Camp Guidelines:

- ❑ NO HITTING! Punishment extends no further than making a child stand in a corner of the area, facing away from the rest of the children.
- ❑ Discipline: Slippers must be arranged neatly. Children must raise their hands before answering a question or speaking.
- ❑ Hygiene: The centre must be cleaned every morning and once again before lunch. Hands to be washed with soap before lunch.
- ❑ No Wasting! Drinking water is only meant for consuming. It is not to be used for anything else, including washing hands.
- ❑ Punctuality: Staff is to encourage children to arrive on time. A child who is continuously late will be reprimanded.
- ❑ Groups: Children are to be divided into groups, with older children acting as leaders of each group.
- ❑ Learning: Attention to be paid to the slower children. Quick learners to sit with these students to help them.
- ❑ Reporting: A file containing material created and work completed through-out the Camp is to be maintained for each individual child. This collection will be sent home to the parents so the child may show-off his/her accomplishments.





The Higher Education Scholarship Program

A total of 9 scholarships were given to Ujjivan Customers' children who wish to pursue Higher Education but lack the necessary funds or have unsupportive family members. The Higher Education Scholarship Program relieves students from the burden of taking on huge amounts of debt well before they even start their careers.

In 2012-2013 we received 200 applications and thanks to Mr. and Mrs. Viswanathan generosity we were able to respond positively for some scholarships. At the beginning of 2013-14 we received a donation from Sequoia Capital India Operations LLC who has an amazing "match an employee's donation" scheme. Parinaam will be able to keep our commitment to the families that really require the support to ensure their child completes her/his education. Here is a list of some of the scholarships given:

1. **Sudha Rani**, daughter of Lakshmi stays in a very small hut in Channapatna working area and her parents are into agriculture and milk business which are seasonal. There are three children who are studying in college and they were finding it extremely difficult to cope with their financial condition. Sudha Rani would like to become an Engineer in Electronics and Communication and is currently in her 2nd year BE with excellent grades.

2. **Chethana**, daughter of Dhakshyani, is doing her Polytechnic Diploma in Computer Science Engineering. Her father, an auto driver, is an alcoholic and has accumulated huge debts. He harasses the family and thinks education for his daughters is a waste of money and time. He regularly physically abuses the mother and there is very little peace in their home. In spite of this situation Chethana manages to do well in college and wants to become a Computer Engineer.



3. **Abid Baig**, son of Nurjan Begum from the Chikkaballapura area. Both parents are tailors and their income is inconsistent. They stay in a very small single room house and earn around Rs.8000/- per month. Abid just received his first mobile as a gift. He is a Mechanical Engineering student and is consistently above 80% in all his exams. After completing his degree he wants to do M.Tech, get into a good company, and help children like him by educating them.



4. **Aishwarya Hegadi**, daughter of our beneficiary Meenakshi Hegadi hails from Dharwad in North Karnataka. Her father is suffering from throat cancer and all three daughters are studying. The mother is the only breadwinner of the family earning Rs.5000/- per month. Aishwarya is excellent in her studies and wants to become a Civil Engineer.
5. **Jayanthi R**, daughter of Alis Mary from HAL in Bangalore, is a B.Com student with an ambition to become a Chartered Accountant. They stay in a very small house with no electricity. She studies under the lamp post near her house. Her grades are good and she feels the desire to help her fellow students so has started to give them tuitions free of cost. Her parents are tailors and the family income is only Rs. 8000/- per month. With this small salary the family has financial constraints in managing their daily expenses along with the educational expenses of 3 children.

Our students come from backgrounds that would normally make it impossible for them to attain a degree or diploma that would enable a well paid career. All of them have high hopes and a need to work past the poverty that keeps their parents and families at the bottom of the pyramid. If Parinaam can only level the playing field for them and give them a chance through a scholarship, then we will consider our job well done.







Health Care

Medical Intervention

Parinaam's community activities include a platform of Medical Intervention. Of the many ways we help the poor get access to quality medical treatment, we most often do so by utilizing a partner network of hospitals and navigating various Government and Non-Governmental Organization (NGO) schemes. During the Financial Year 2012-13 Parinaam engaged with 88 patients, 14 of which were successfully assisted in completing their entire treatment process. Our beneficiaries included one patient in Pune (West Region) whose costs for dialysis over three months were paid for by Parinaam. Many cases were referred to Parinaam for healthcare financial aid, but due to lack of funds we unfortunately could not deliver on most of them with direct funding.

We persevered in our mission though, one person at a time. In spite of the difficulties in funding, our program successfully supported the following patients:

- ❑ Kaverappa (42 years old) required dialysis twice a week after both of his kidneys failed. We brought down his cost of dialysis treatment from Rs. 1000/- per cycle to Rs. 200/-, thanks to Humanitarian Hospital (RMV Foundation).
- ❑ Shafulla (48 years old), suffering from heart disease, was assisted in obtaining finance from the Chief Minister (CM) Fund along with a discount from Jayadeva Hospital. As one of Parinaam's beneficiaries, Shafulla had to pay only Rs. 10000/- towards her surgery vs. the initial cost estimate of Rs. 85,000/-.
- ❑ Ravi, the 24-year-old son of our beneficiary Kempamma, had a hole in his heart. His family had lost hope as they were not able to afford the surgery he required. Parinaam intervened and referred this patient to Jayadeva Hospital where doctors noticed two holes in the heart. Parinaam helped the family access funds from the CM fund and succeeded in securing a maximum discount from the hospital Director. In the end, Ravi had to pay only Rs. 45,000/- for a surgery which costs nearly Rs. 1,80,000/-.
- ❑ Mrs. Anitha (49 years old) lost one leg due to Diabetes and gangrene. Her children neither had the time nor the money to help her. Not only was she unable to work, she was not even able to walk. With the support of Jaipur Foots, Parinaam arranged for Anitha to receive an artificial leg free of cost. Anitha is now able to walk freely and even do a bit of the household work.
- ❑ Mrs. Jayamma (37 years old) suffered from Mouth Cancer. On her behalf, Parinaam approached doctors at St. John's Hospital and arranged for her the best treatment available at an extremely low cost. Mrs. Jayamma was extremely thankful and happy. She stated that even her family members could not have taken care of her the way Parinaam and Ujjivan had.

- ❑ Iliyaz Khan, the 60-year-old husband of our beneficiary Zabeena Bee, underwent open heart surgery for IHD with the help of aid in the amount of Rs. 25,000/-. On his behalf, Parinaam successfully obtained the funds from Have a Heart Foundation.
- ❑ Zeeshan Pasha, the 14 year-old son of Mubeena Taj, underwent eye surgery that cost an estimated Rs. 40,000.Parinaam intervened and successfully solicited funds from Vittala Institute of Ophthalmology, bringing down the final cost to the family to Rs. 10,000/-.
- ❑ Mehaboob Pasha (35 years old), the husband of Shahanaz Begum, was diagnosed with heart problems (CAD, TVD) and advised to undergo coronary bypass surgery at an estimated cost of Rs. 114,000/-. He was the only breadwinner in the family and his income was far too small for him to afford such treatment. The situation worsened when he became too ill to work. Now he was further away from having surgery and the household was simultaneously left without income. Rotary Club, at Parinaam's request, stepped in to help this patient in need. In the end, the bill for Mehaboob Pasha was only Rs. 10,000/-.
- ❑ Nishanth, the 12-year-old son of Kamakshi, was suffering from a hole in the ear and was advised to undergo surgery quoted at nearly Rs.20,000/-. Parinaam brought down the cost of surgery to Rs. 5,000/-, thanks to Divine Specialty Hospital.
- ❑ The brother of one of our Bihar branch employees, Kashinath Mehato, was suffering from a tumor in his throat. Treatment taken at various hospitals unfortunately did not work out. The family soon gave up hope that Kashinath would survive. Their last option was Parinaam. Kashinath was brought to Bangalore and treated at St. John's Hospital. An operation there successfully removed the tumor. Kashinath got a new lease on life and his family got their hope and happiness back. Many thanks to St. John's Medical College Hospital for bringing the treatment cost down to only Rs. 50000/-.
- ❑ 9-year-old Ganesh Chawan, the son of Rajashree Chawan, was suffering from kidney failure. Doctors had given the option of a transplant, but no one in the family was able to donate a kidney. The boy therefore had to continue with very expensive dialysis. After Parinaam's intervention, the cost for treatment was brought down



to Rs. 750/- per cycle. Parinaam paid Rs. 400/-, and the patient, Rs. 350/- per week. With funds donated by Fazal Manekia, we were fortunate enough to contribute a total of Rs. 5,400/- over 3 months to help keep this child alive.

- ❑ Rohit Sonawane, the 6 year-old son of Usha Sonawane, was suffering from heart disease. His surgery, estimated at Rs. 80,000/-, was unaffordable for his family. Parinaam spoke to the Social Work department of Shirdi Sai Hospital and the treatment was done free of cost.
- ❑ Sagar Nivangune, 4 years old and the son of one of our Pune beneficiaries, was suffering from urinary infection. Due to financial limitations, he was unable to get treatment at a cost of Rs. 12,000/-. Parinaam intervened and brought the cost down to Rs. 8000/-. With the help of Lions Club, the treatment was done at no cost to the baby boy's family. Lions Club contributed the entire Rs. 8,000/- to ensure that little Sagar would receive his treatment.
- ❑ 17-year-old Rahul Kumar, the son of Gowri Devi from Bihar, was suffering from problems of heart valve leakage. The required surgery could not be done in Bihar so he was referred to Bangalore Narayana Hrudayalaya. The family did not know the local language and was lost without support. Parinaam intervened and took the patient to the hospital, spoke to Doctors to determine the exact, appropriate treatment plan, then applied to the CM and PM funds. After having borrowed money for Rahul Kumar's urgent surgery, the funds came through from the CM fund and the family was able to pay off all of their debt.



When someone is sick and their life is at stake, we at Parinaam cannot turn away. Economics and finances should not stand in between a human's life and his/her death. We take each case one person at a time and are forever grateful to our donors and our healthcare network of hospitals and doctors. Going forward, our mission is to raise funds during FY 2013-14 so we can do our part to help more of those who suffer. We stand confident in the Parinaam team's commitment, the continued support of our partners and in the generosity of new donors.



Parinaam in the Media

CITI-FT Financial Education Online Forum

Featured Person: Elaine Marie Ghosh



Elaine Marie Ghosh, Executive Director of **Parinaam Foundation**, began her career as a financial analyst with **Citibank N.A.** and served as a banker for 10 years. She also ran a premises consultancy, and set up the head office of **Ujjivan Financial Services**, a leading microfinance company that provides financial services to urban poor women among other projects. In 2006, she started **Parinaam Foundation** to provide social services to poor urban families.

Reflecting on your experience at Citibank and Ujjivan Financial Services, how do you think it has shaped your philosophy and overall strategy at Parinaam?

I was 22 when I joined Citibank, a good age to absorb lessons in being systematic, never accepting failure, and learning to swim when thrown into the deep-end. The focus on microfinance came from my husband, also a former Citibanker, who was part of the retail banking thrust of Citibank India in the mid 1980s. He felt that if banks could be successful in delivering financial services to the middle-class then why not to the poor. **Ujjivan Financial Services** was launched based on the Grameen model in 2005. Having worked with construction workers, the poorest of the poor in the Indian subcontinent, highlighted the need for a holistic approach that addressed a spectrum of needs such as financial services, healthcare, vocational training, and even safe drinking water. It was a natural progression to establish **Parinaam** in 2006. The years at Citi, managing my own business and my association with **Ujjivan** taught me one key lesson – “best practices” worked just as well for a not-for-profit as it does for a top corporation. It was the way that **Parinaam** would operate but with a little extra thrown in – tough love.

Parinaam's approach in helping the "ultra poor" (bottom 5% of the poor) is different than your other beneficiary groups. Has your strategy in tackling the family unit instead of individual women been more effective and created more impact overall?

Developing the Urban Ultra Poor Programme (UJPP) was a huge challenge, as it was the first of its kind in India. As we already had multiple programmes for the **Ujjivan** families, it seemed natural to reach the ultra poor families desperately in need of basic necessities. It was hard work to bring absent husbands back into the fold, convince mothers to enroll their children into school, and provide women the self-confidence to work and save for the future. The women who finish the programme can access micro loans from **Ujjivan** and all of the borrowers to date have a 100% repayment rate. We have also enrolled 103 children in exceptional schools under a parallel “Academic Adoption” programme - they are our biggest success and best advocates. Children encourage their mothers to go to work, help them keep financial diaries (part of the financial literacy support) and soak up each and every opportunity. After 3 years of operation, we have been completely convinced that supporting the family unit as a whole is the only way to alleviate poverty.

Parinaam's Diksha Financial Literacy Programme is two-phased, the first phase uses a film to highlight the dangers of over borrowing and the second phase is in-depth classroom training. What are some of the opportunities and challenges for this programme?

Diksha is considered one of the best financial literacy programmes in India because women are receptive to the training modules. It works on the premise that women who have not gone through formal education are more likely to retain information taught through story-telling, role-playing and games. Real life skills like keeping a financial diary, opening savings accounts and using ATM cards are part of the curriculum. The final graduation and certification gives women a real sense of achievement. We have taken a conscious decision to start with the basics yet technology is important because it allows us to present a quality programme that will not intimidate our participants. Thanks to **Ujjivan's** state-of-the-art back end processes, we are able to track the behavioural changes of our graduates. We have found that quite a few customers, especially small business owners are grateful to understand their cash flow and therefore find it easier to save each month. Another interesting trend is that participants seem to have reduced personal costings as they now have a safe place to save which appears to be the one biggest benefit and incentive.

Looking to the future, how do you see Parinaam evolving?

Over the years, **Parinaam** has developed a reputation for financial and ethical integrity and out-of-the-box innovative programmes. We will not continue a programme if we realize, in spite of every effort, it does not provide a sustainable outcome for our beneficiaries. We will not go for mass scale or unrealistic interventions just to access funding “footprints” for our sponsors and donors. This has gained us the kind of support that we appreciate. So I see **Parinaam** in a niche market, running programmes that are not as easy as they are constantly evolving, but will have the greatest impact on our target market – the urban poor and ultra poor.

PARINAAM FOUNDATION

REGISTERED OFFICE:	#92 Jakkasandra Extension Sharjapur Main Cross Road Koramangala 1 st Block Bangalore 560034
BOARD OF DIRECTORS:	Mr. Sarosh J. Ghandy, Chairman & Director Mrs. Elaine Marie Ghosh, Executive Director Lt. General (Retd) Arjun Ray, PVSM, VSM Mr. Raghvendra Singh
BANKERS:	HDFC Bank Limited Jakkasandra Branch 21/33 & 20/42 Sarjapur Road Jakkasandra Bangalore 560034 Kotak Mahindra Bank Jakkasandra Branch #18/1 Ground Floor Sarjapur Main Road Koramangala Bangalore 560034
AUDITORS:	CA. V. Sridhar Chartered Accountants Bangalore

REPORT OF THE BOARD OF DIRECTORS

To All Members,

Your Directors have pleasure in presenting the 5th Annual Report of Parinaam Foundation along with the Audited Accounts of the company for the year ended March 31st, 2013.

1) STATE OF COMPANY'S AFFAIRS:

Particulars	As of March 31, 2013 (Rs.)	As of March 31, 2012 (Rs.)
Income	24,200,137	7,187,094
Expenditure	13,661,556	5,377,605
Income/Expenditure transferred to Balance Sheet	12,090,950	1,552,369

2) TRANSFER TO RESERVES

The company has transferred Rs.12,090,950/- to reserves for its programs for the next financial year.

3) DEPOSITS

The Foundation has not accepted any fixed deposits from the public during the year ending 31st March 2013.

4) CONVERSION OF ENERGY, TECHNOLOGY ABSORPTION FOREIGN EXCHANGE INFLOW AND OUTFLOW DURING THE YEAR

The company has no activity relating to Conversion of Energy, Technology Absorption.

The Foreign Exchange Inflow for the Foundation during the year was Rs. 22,751,323/- (previous year: Rs. 2,603,234/-).

The Foreign Exchange Outflow for the Foundation during the year towards training expenses is Rs. NIL (previous year: Rs. NIL)

Page 2 of 4



5) DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to Section 217(2AA) of The Companies Act 1956, the directors hereby confirm that they have:

- Followed the applicable accounting standards in the preparation of the annual accounts;
- Selected such accounting policies and applied them consistently and made judgments and estimates that were reasonable and prudent so as to give a true and fair view of the state of affairs of the Foundation at the end of the financial year and of the income and expenditure of the Foundation for the year under review.
- Took proper and sufficient care of the maintenance of adequate accounting records in accordance with the provisions of The Companies Act, 1956, for safeguarding the assets of the Foundation and detecting fraud and other irregularities.

RELATED PARTY DISCLOSURES

- 1) Holding Companies: NIL
- 2) Subsidiary Companies: NIL
- 3) Key Management Personnel: A) Elaine Marie Ghosh
Executive Director
B) Mallika Ghosh
Chief of Staff
C) Roshan Mascarenhas
Manager-Urban Ultra Poor Program

- 4) Common Control: NIL

- 5) Related party disclosure as per Accounting Standard 18:

Related party relationships are as identified by the management of the Company and relied upon by the auditors.

Ujjivan Financial Services Pvt. Ltd. – Company in which directors are interested.

6) PARTICULARS OF EMPLOYEES UNDER SECTION 217 (2A) OF THE COMPANIES ACT, 1956

During the Financial year, the company has not employed any person with the aggregate remuneration for Rs. 24 lacs per annum if employed through the year or Rs. 2 lacs per month if employed for part of the year. None of the employees hold alone or along with spouse or dependent children 2% or more of equity shares of the company.

Page 3 of 4



7) AUDITORS

M/s CA. V. Sridhar, Chartered Accountants, Bangalore will retire at the conclusion of the forthcoming Annual General Meeting and have offered themselves for re-appointment. Members are requested to consider them for reappointment and remuneration to be decided by the Board.

8) ACKNOWLEDGEMENTS

The Board of Directors wishes to gratefully acknowledge the assistance and guidance received from our Sponsors, Donors, Government Departments, Partner Institutions, NGOs & Foundations, Doctors, Hospitals and Medical Colleges, Lawyers, Accountants and Advisors, Interns, Volunteers and Well Wishers. The Board also wishes to place on record their warm appreciation for the creative and dedicated efforts of staff at all levels.

We look forward to our next stage of developmental work and hope that the support provided by all our partners and volunteers continue to sustain our beneficiaries. Our thanks go out to all of them.

For and on behalf of the Board of Directors
Parinaam Foundation



Sarosh J. Ghandy

Sarosh J. Ghandy
Chairman

Elaine Marie Ghosh

Elaine Marie Ghosh
Executive Director

Place: Bangalore
Date: June 27th, 2013



Auditor's Report

V. Sridhar, B.Com., F.C.A.
CHARTERED ACCOUNTANT



72, 5th Main Road, 3rd Block
Thyagarajanagar
BANGALORE-560 028
Ph : 26767255

Ref.

Date :

INDEPENDENT AUDITOR'S REPORT

To the Members of Parinaam Foundation

Report on the Financial Statements

I have audited the accompanying financial statements of Parinaam Foundation ("the Company"), which comprise the Balance Sheet as at March 31, 2013, and the Statement of Income and Expenditure for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position and financial performance of the Company in accordance with the Accounting Standards referred to in sub-section (3C) of section 211 of the Companies Act, 1956 ("the Act"). This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's



Ref.

Date :

Judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion and to the best of my information and according to the explanations given to me, the financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- (a) in the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2013;
- (b) in the case of the Income and Expenditure Account, of the Surplus of the Company for the year ended on that date;

Report on Other Legal and Regulatory Requirements

1. The Companies (Auditor's Report) Order, 2003 (CARO) issued by the Central Government in terms of Section 227(4A) of the Companies Act, 1956 is not applicable to the Company in terms of Clause 1(2)(iii) of the Order, the company being licensed to operate under section 25 of the Act and hence the statement on the matters specified in paragraphs 4 and 5 of the order is not reported.



V. Sridhar, B.Com., F.C.A.
CHARTERED ACCOUNTANT



72, 5th Main Road, 3rd Block
Thyagarajanagar
BANGALORE-560 028
Ph : 26767255

Ref.

Date :

2. As required by section 227(3) of the Act, I report that:
- I have obtained all the information and explanations which to the best of my knowledge and belief were necessary for the purpose of my audit;
 - in my opinion proper books of account as required by law have been kept by the company so far as appears from my examination of those books;
 - the Balance Sheet and Statement of Income and Expenditure dealt with by this Report are in agreement with the books of account;
 - in my opinion, the Balance Sheet and Statement of Income and Expenditure comply with the Accounting Standards referred to in subsection (3C) of section 211 of the Companies Act, 1956;
 - on the basis of written representations received from the directors as on March 31, 2013, and taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2013, from being appointed as a director in terms of clause (g) of sub-section (1) of section 274 of the Companies Act, 1956.
 - Since the Central Government has not issued any notification as to the rate at which the cess is to be paid under section 441A of the Companies Act, 1956 nor has it issued any Rules under the said section, prescribing the manner in which such cess is to be paid, no cess is due and payable by the Company.

Place Bangalore

Date 27th June 2013

V. Sridhar

Chartered Accountant

Membership No. 28617





Financial Report

PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Block, Bangalore - 560034)



BALANCE SHEET AS AT MARCH 31, 2013

(Amount in Rupees)

PARTICULARS	Notes	As At 31.03.2013	As at 31.03.2012
EQUITY AND LIABILITIES			
1. SHAREHOLDERS' FUNDS			
[a] Share Capital	3	500,000	500,000
[b] Reserves and Surplus	4	12,090,950	1,552,369
		12,590,950	2,052,369
2. CURRENT LIABILITIES			
[a] Short-Term Borrowings	5	-	61,296
[b] Other Current Liabilities	6	258,309	41,046
		258,309	102,342
TOTAL		12,849,259	2,154,711
ASSETS			
1. NON-CURRENT ASSETS			
[a] Fixed Assets			
[i] Tangible assets	7	74,512	4,286
[ii] Intangible assets		-	-
		74,512	4,286
2. CURRENT ASSETS			
[a] Cash & Cash equivalents	8	12,756,203	2,143,975
[b] Short-term loans & advances	9	13,845	6,450
[c] Other current assets	10	4,699	-
		12,774,747	2,150,425
TOTAL		12,849,259	2,154,711

See accompanying notes forming part of the financial statements.

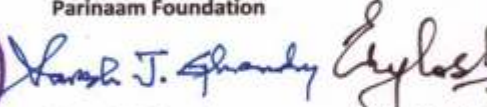
As per my report of even date



V. Sridhar
 Chartered Accountant
 Membership No. 28617

Place : Bangalore
 Date : June 27, 2013

For and on behalf of the Board of Directors of
 Parinaam Foundation




Sarosh J. Ghandy
 Chairman


Elaine Marie Ghosh
 Executive Director



PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Blk, Bangalore - 560034)

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2013

(Amount in Rupees)

PARTICULARS	Note	For the Year Ended 31.03.2013	For the Year Ended 31.03.2012
(I) INCOME			
Donations Received	11	24,134,058	7,122,446
Other Income	12	66,079	64,648
TOTAL INCOME		24,200,137	7,187,094
(II) EXPENDITURE			
Employees Benefit Expenses	13	-	2,267
Depreciation	7	35,699	4,906
Other Administrative expenses	14	88,649	391,438
Program Implementation Costs	15	13,537,209	4,978,994
TOTAL EXPENDITURE		13,661,556	5,377,605
(III) Surplus/(Deficit) Before tax [(I)-(II)]		10,538,581	1,809,489
(IV) Tax Expense		-	-
(V) Surplus/(Deficit) After Tax [(III)-(IV)]		10,538,581	1,809,489
(VI) Earnings Per Share (nominal value of Rs.10 per share) Basic and Diluted (in Rupee)		210.77	36.19

See accompanying notes forming part of the financial statements.

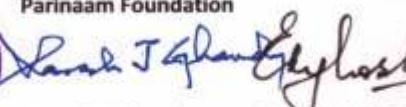


As per my report of even date



V Sridhar
 Chartered Accountant
 Membership No. 28617

Place : Bangalore
Date : June27,2013

For and on behalf of the Board of Directors of
Parinaam Foundation




Sarosh J. Ghandy **Elaine Marie Ghosh**
 Chairman Executive Director

PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Block, Bangalore - 560034)

Notes on Balance Sheet and Statement of Income and Expenditure Account for the year ended 31.03.2013

(Amount in Rupees)

PARTICULARS	As at 31.03.2013	As at 31.03.2012
NOTE - 3 : SHARE CAPITAL		
AUTHORISED		
50,000 (PY- 50,000) Equity Shares of Rs.10/- each	500,000	500,000
ISSUED, SUBSCRIBED AND PAID UP		
50,000 (previous year: 50,000) Equity Shares of Rs.10 each fully paid up.	500,000	500,000
TOTAL	500,000	500,000
[a] RECONCILIATION OF NUMBER OF SHARES AND AMOUNT OUTSTANDING AS AT THE BEGINNING AND AT THE END OF THE YEAR		
Outstanding as at the beginning of the year - 50,000 Equity shares	500,000	500,000
Issued during the year - NIL	-	-
Outstanding as at the end of the year - 50,000 Equity shares	500,000	500,000
[b] TERMS/RIGHTS ATTACHED TO EQUITY SHARES		
<p>The Company has only one class of equity shares having a par value of Rs.10 per each. Each holder of equity share is entitled to one vote per share and ranks pari passu.</p> <p>As per Clause X of Memorandum of Association (MOA) of the Company, in the event of liquidation of the Company, the holders of equity share will not be entitled to receive any of the remaining assets of the Company after distribution of all preferential amounts. The remains shall be given or transferred to such other Company having similar objects, to be determined by the member of the Company at or before the time of dissolution or in default thereof by the High Court of judicature that has or may acquire jurisdiction in the matter.</p>		
[c] DETAILS OF SHARES HELD BY SHAREHOLDERS HOLDING MORE THAN 5% OF AGGREGATE SHARES IN THE COMPANY		
Name of the Shareholder	As at 31.03.2013	As at 31.03.2012
ELAINE MARIE GHOSH - (90% Holding) 45,000 (PY - 45,000) Equity Shares of Rs.10/- each	450,000	450,000
SAROSH J. GHANDY - (10% Holding) 5,000 (PY - 5,000) Equity Shares of Rs.10/- each	50,000	50,000
As per the records of the Company, including its register of shareholders/members, the above shareholding represents both legal and beneficial ownership of shares.		
TOTAL	500,000	500,000



PARINAAM FOUNDATION

Note - 7

Fixed Assets

(i) Tangible assets

[Amount in Rupees.]

SI No	PARTICULARS	GROSS BLOCK			DEPRECIATION			NET BLOCK		
		As at 01.04.2012	Additions	Sales \ Transfer	As at 31.03.2013	Up to 31.03.2012	For the Year	Up to 31.03.2013	As at 31.03.2012	As at 31.03.2013
1	Computer & Software	12,600	105,925	-	118,525	12,600	34,280	46,880	-	71,645
2	Office Equipment	10,202	-	-	10,202	5,916	1,419	7,335	4,286	2,867
	TOTAL	22,802	105,925	-	128,727	18,516	35,699	54,215	4,286	74,512
	Previous Year	22,802	-	-	22,802	13,610	4,906	18,516	9,192	4,286

(ii) Intangible assets

[Amount in Rupees.]

SI No	PARTICULARS	GROSS BLOCK			DEPRECIATION			NET BLOCK		
		As at 01.04.2012	Additions	Sales \ Transfer	As at 31.03.2013	Up to 31.03.2012	For the Year	Up to 31.03.2013	As at 31.03.2012	As at 31.03.2013
	-	-	-	-	-	-	-	-	-	-
	TOTAL	-	-	-	-	-	-	-	-	-
	Previous Year	-	-	-	-	-	-	-	-	-



PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Block, Bangalore - 560034)

Notes on Balance Sheet and Statement of Income and Expenditure Account for the year ended 31.03.2013

(Amount in Rupees)

PARTICULARS	As at 31.03.2013	As at 31.03.2012
NOTE - 4 : RESERVES & SURPLUS		
Surplus in the Statement of Income and Expenditure		
Opening balance as per last balance sheet	1,552,369	(257,120)
Surplus for the year	10,538,581	1,809,489
TOTAL	12,090,950	1,552,369
NOTE - 5 : SHORT -TERM BORROWINGS		
UNSECURED		
a). Loans from related parties (director) (Maximum outstanding during the year Rs.61,296/- PY- (Rs.61,296)	-	61,296
TOTAL	-	61,296
NOTE - 6 : OTHER CURRENT LIABILITIES		
a). Statutory Dues payable	3,463	750
b). Program expenses payable	148,616	-
c). Other payables	106,230	40,296
TOTAL	258,309	41,046
NOTE - 8 : CASH AND CASH EQUIVALENTS		
a). Bank Balances		
- In Current Accounts	11,556,486	1,386,225
- In Saving Bank Accounts	622,999	545,465
- In Deposit Accounts	562,747	209,000
b). Cash on hand	13,971	3,285
TOTAL	12,756,203	2,143,975
NOTE - 9 : SHORT - TERM LOANS AND ADVANCES		
(Unsecured and Considered Good)		
- Advance Tax (Net of Provision)	13,845	6,450
TOTAL	13,845	6,450
NOTE - 10 : OTHER CURRENT ASSETS		
Interest accrued on Fixed deposits	4,699	-
TOTAL	4,699	-



PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Block, Bangalore - 560034)

Notes on Balance Sheet and Statement of Income and Expenditure Account for the year ended 31.03.2013

(Amount in Rupees)

PARTICULARS	For the Year ended March 31,2013	For the Year ended March 31,2012
NOTE - 11 : DONATION RECEIVED		
Donations Received - FCRA		
Citi Foundation - Grant for Diksha Financial Literacy Program	10,870,000	-
Michael & Susan Dell Foundation - Grant for Urban Ultra Poor Program	2,575,395	2,578,204
Michael & Susan Dell Foundation - Grant for Diksha Financial Literacy Program	9,153,708	-
Donations for Academic Adoption Program	131,220	-
Donations General	21,000	25,030
Total (a)	22,751,323	2,603,234
Donations Received - Domestic		
Donations for Academic Adoption Program	372,000	520,000
Educational Grant	-	900,000
Donations for Scholarship Fund	319,200	237,000
Donation for Vactional Training Program	32,000	-
Donations General	178,400	783,000
Grant for Jalamitra Program	481,135	1,882,892
Other Receipt - Financial Literacy Program	-	196,320
Total (b)	1,382,735	4,519,212
TOTAL (a+b)	24,134,058	7,122,446
NOTE - 12 : OTHER INCOME		
Bank Interest on Savings Bank Accounts	21,136	63,125
Interest Received on Fixed Deposits	44,547	59
Miscellaneous Income	396	1,464
TOTAL	66,079	64,648



Signature



PARINAAM FOUNDATION

(Regd Office: No. 92, Jakkasandra Extn, Sarjapur Main Cross Rd, Koramanagala 1st Block, Bangalore - 560034)

Notes on Balance Sheet and Statement of Income and Expenditure Account for the year ended 31.03.2013

(Amount in Rupees)

PARTICULARS	for theYear ended March 31,2013	for theYear ended March 31,2012
NOTE - 13 : EMPLOYEES BENEFITS		
Salaries, Wages and bonus *	-	-
Staff Welfare Expenses	-	2,267
TOTAL	-	2,267
* The amounts paid / payable on account of short term employee benefits, comprising largely of salaries and wages towards specific projects and charged to specific projects balances to income and expenditure account.		
NOTE - 14 : OTHER ADMINISTRATIVE EXPENSES		
Professional and Consultancy charges	-	32,169
Audit Fee	29,500	27,575
Professional Tax Renewal Charges	2,500	2,500
Training Expenses	-	102,687
Travelling and Conveyance	19,431	137,958
Printing and Stationery	10,783	74,196
Rates and Taxes	3,499	3,140
Repairs and Maintenance - Others	3,600	2,700
Website Renewal Charges	7,025	2,116
Fees & Subscriptions	10,700	-
Communication expenses	-	3,937
Miscellaneous expenses	1,611	2,460
TOTAL	88,649	391,438
NOTE - 15 : PROGRAM IMPLEMENTATION COSTS		
For Academic Adoption Program	25,772	103,537
For Urban Ultra Poor Program	-	45,944
For Financial Literacy Training Program	10,262,541	231,374
For Educational Grants Program	-	1,222,243
For Jalamitra Program	718,065	1,335,669
For Scholarship Fund Program	144,790	229,310
For Vocational Training Program	65,178	56,259
For Health Care Program	140,004	212,105
For Urban Ultra Poor Program - FCRA	2,175,901	1,506,617
Social Support & Financial Literacy	4,958	-
For Sports Day Program	-	35,936
TOTAL	13,537,209	4,978,994



PARINAAM FOUNDATION					
(Regd office: No.92, Jakkasandra Extn, Sarjapur Main Cross Road, Koramangala 1st Block, Bangalore - 560034)					
RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED MARCH 31, 2013					
Receipts	Amount (Rs.)	Amount (Rs.)	Payments	Amount (Rs.)	Amount (Rs.)
Opening Balance :			Administrative Expenses		
- Cash	3,285		Audit Fee	27,500	
- Bank	1,931,690	1,934,975	Professional Tax Renewal Charges	2,500	
			Travelling and Conveyance	19,431	
Direct Income (Donations Received)			Printing and Stationery	10,783	
Donations Received - Foreign Contribution Regulation Act 2010 (FCRA)			Rates and Taxes	2,663	
Citi Foundation - Grant for Diksha Financial Literacy Program	10,870,000		Repairs and Maintenance - Others	3,600	
Michael & Susan Dell Foundation - Grant for Urban Ultra Poor Program	2,575,395		Website Renewal Charges	7,025	
Michael & Susan Dell Foundation - Grant for Diksha Financial Literacy Program	9,153,708		Fees & Subscriptions	10,700	
Donations for Academic Adoption Program	131,220		Miscellaneous expenses	1,611	
Donations General	21,000				85,813
Total (a)	22,751,323		Program implementation costs		
			For Academic Adoption Program	25,772	
Donations Received - Domestic			For Financial Literacy Training Program	10,080,593	
Donations for Academic Adoption Program	372,000		For Jalamitra Program	705,950	
Donations for Scholarship Fund	319,200		For Scholarship Fund Program	144,790	
Donation for Vocational Training Program	32,000		For Vocational Training Program	65,178	
Donations General	178,400		For Healthcare Program	140,004	
Grant for Jalamitra Program	471,512		For Urban Ultra Poor Program	2,154,701	
Total (b)	1,373,112	24,124,435	Social Support	4,958	13,321,946
TOTAL(a+b)			Fixed assets Purchased		105,925
			Fixed deposits Created		562,747
Other Income			Unsecured Loan paid during the year		61,296
Bank Interest on Savings Bank Accounts	21,136	57,158			
Interest Received on Fixed Deposits	35,626		Closing Balance :		
Miscellaneous Income	396	5,614	- Cash	13,971	
			- Bank	12,179,485	12,193,456
Tax deducted at source refund received					
Current Assets					
Fixed Deposits matured		209,000			
TOTAL		26,331,182	TOTAL		26,331,182

As per our Report of even date

(V.Sridhar)
Chartered Accountant
Membership.No.28617



Place : Bangalore
Date : June27,2013



For and on behalf of the Board of Directors of
Parinaam Foundation

Sarosh J. Ghandy
Chairman

Elaine Marie Ghosh
Executive Director



PARINAAM FOUNDATION

SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS:

1. Company Overview :

Parinaam Foundation is a not for profit organization founded in the year 2008 to cater to the educational and healthcare needs of the Urban Poor. The company is registered under Section 25 of the Companies Act, 1956 and is recognized under section 12A of the Income Tax Act, 1961. Parinaam Foundation is also registered under the Foreign Contribution (Regulation) Act, 2010

2. SIGNIFICANT ACCOUNTING POLICIES

a) BASIS OF PREPARATION OF FINANCIAL STATEMENTS

The Financial Statements have been prepared under the historical cost convention in accordance with the provisions of the Companies Act, 1956, and Accounting Standards contained in the Companies (Accounting Standards) Rules, 2006 (Indian GAAP) as adopted consistently by the company. All income and expenditure having a material bearing on the financial statements are recognized on accrual basis.

b) USE OF ESTIMATES

The preparation of the financial statements requires the management to make estimates and assumptions considered in the reported amounts of assets and liabilities (including contingent liabilities) as of the date of the financial statements and the reported income and expenses during the reporting period. The management believes that the estimates used in preparation of the financial statements are prudent and reasonable. Future results could differ from these estimates. Such differences are recognized in the period in which the results are ascertained.

c) FIXED ASSETS & DEPRECIATION

Fixed Assets is stated in the books at the historical cost inclusive of all incidental expenses incurred for acquisition of such assets. The assets purchased (net of sale proceeds) are shown in the Balance Sheet at written down value under the head 'Fixed Assets'.

Depreciation is provided on the written down value at the stated rates on pro rata basis from the day the asset is put to use at the rates provided in Schedule XIV of the Companies Act, 1956.



d) REVENUE RECOGNITION

The company being a charitable institution does not have any revenue generating activity.

(a) Voluntary contributions are accounted on the date of receipt. All voluntary contributions received during the year are towards the objectives of the Company.

(b) Interest income on Savings Bank accounts and Fixed Deposits are accounted on accrual basis.

e) RETIREMENT BENEFITS

Defined Contribution and Defined Benefit Plans :

The number of employees is below the statutory limit prescribed under The Gratuity Act, 1972 and The Provident Fund & Miscellaneous Provisions Act, 1952 and as such there are no defined benefit or contribution plans in the company.

f) PROVISIONS AND CONTINGENT LIABILITIES

Provisions are recognized when the company has a present obligation as a result of a past event, for which it is probable that a cash outflow will be required and a reliable estimate can be made of the amount of the obligation. Provisions are not discounted to its present value and are determined based on management estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the correct management estimates.

Contingent Liabilities are disclosed when the company has a possible obligation or a present obligation and it is probable that a cash flow not be required to settle the obligation.

g) PROVISION FOR TAXATION

The company is registered under section 25 of the Companies Act, 1956 and is recognized under section 12A of the Income Tax Act, 1961 and hence there are no tax liability arising on the company's activity.

Since there is no liability for income taxes the company has not recognized deferred taxes arising out of timing difference on a prudent basis.

h) EARNINGS PER SHARE

Basic earnings per share is computed by dividing the surplus/(deficit) after tax by the weighted average number of equity shares outstanding during the year. Diluted earnings per share is computed by dividing the surplus/(deficit) after tax as adjusted for expense or income relating to the dilutive potential equity shares, by the weighted average number of equity shares considered for deriving basic earnings per share and the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares.



NOTES ON ACCOUNTS

16. The Company has not received any intimation from service providers regarding their status under the Micro, Small and Medium Enterprises Development Act 2006. Based on available information there are no details to be disclosed under the said Act.
17. Contingent liabilities not acknowledged as debt: NIL
18. Capital Commitments: NIL
19. Related party disclosure as per Accounting Standard 18:
Related party relationships are as identified by the management of the Company and relied upon by the auditors.
- a. Ujjivan Financial Services Pvt. Ltd. – Company in which directors are interested.
- b. **Key Management Personnel:**

NAME	DESIGNATION:
Elaine Marie Ghosh	Executive Director
Sarosh J. Ghandy	Chairman & Director
Lt. General (Retd) Arjun Ray, PVSM,VSM	Director
Raghvendra Singh	Director

a. Transaction with Related parties

Particulars	As on 31 st March 2013	As on 31 st March 2012
Loans / Advances Taken:		
From Directors (maximum amount outstanding during the year)	NIL	61,296
From Relative of Director	NIL	NIL
Related Party Transactions	NIL	NIL
Professional fees to Relative of Director	NIL	NIL
Salary to relative of Director	9,64,000	7,20,000

Reimbursement of actual expenses paid to Ujjivan Financial Services Pvt. Ltd. during the FY 2012-13 – Rs.48,50,847/- (P.Y 3,60,000/-)

20. Additional information pursuant to notification under Schedule VI to the Companies Act, 1956, to the extent applicable are given below. Since the company is not a



manufacturing company, other particulars falling under the said notification do not apply to the company

Particulars	01 st April 2012 to 31 st March 2013	01 st April 2011 to 31 st March 2012
A. Value of imports on CIF basis, in respect of:		
i) Capital Goods	NIL	NIL
ii) Spare parts and components	NIL	NIL
B. Expenditure in foreign currency in respect of training program:	NIL	62,720

21. The Company is registered under the Foreign Contribution Regulation Act, 2010. The company has during the year received Rs.22,751,323 (P.Y 26,03,234) as foreign contribution towards the charitable activities of the company.




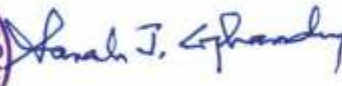
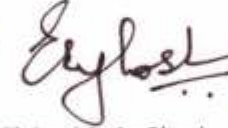

22. Earnings per share :

In accordance with Accounting Standard 20 on 'Earnings Per Share' as notified under the Companies (Accounting Standards) Rules, 2006, the earnings per share has been calculated as under:

Particulars	AS AT MARCH 31, 2013	AS AT MARCH 31, 2012
(i) Net surplus/(deficit) after tax	10,538,581	1,809,489
(ii) Weighted average number of equity shares (Nos.)	50,000	50,000
(iii) Basic and diluted earnings per share	210.77	36.19
(iv) Nominal value per share	10.00	10.00

23. Previous year's figures have been regrouped wherever necessary to align with current year's classification.

For and on behalf of Board of Directors of Parinaam Foundation

V. Sridhar
Chartered Accountant
Membership.No.28617

Sarosh J. Ghandy
Chairman

Elaine Marie Ghosh
Executive Director

Place: Bangalore
Date : June 27,2013







Registered Office:

Parinaam Foundation #92, Jakkasandra Extension, Sarjapur Main Cross Road
Koramangala 1st Block, Bangalore - 560 034, India
Telephone: + 91 80 4071 2121
email:info@parinaam.org | www.parinaam.org