

# Urban Ultra Poor Program



The only opportunity that cities offer the ultra poor is the opportunity to get poorer.

Through UUPP, Parinaam enables the ultra poor to access resources that can better their lives.

# Urban Ultra Poor Program

179 million Indians struggle to survive on less than Rs. 80 a day. Parinaam's UUPP program tackles generational and familial poverty, giving the urban poor a reason to dream once more.

# Elements of the Program

Livelihood development and counseling

Healthcare

Childcare and education support

Financial and social services support

## Achievements

21 communities

6249 members

85% employment rate after graduation

UUPP was named the Asia-Pacific winner of the 2013 Financial Times and Citi Ingenuity Awards: Urban Ideas in Action program.

The program recognises organisations that have developed innovative solutions to urban challenges that benefit cities, citizens and urban communities.



Before Parinaam's UUPP program, **Nazeema** was rolling agarbattis and earning Rs 1500 a month.

Livelihood training helped her set up two shops that more than tripled her earnings. She now has a bank account and has availed multiple loans, all of which have been repaid.

She has received help getting ID proof for herself and her family. Two of her children are in good schools; two more will be joining them. And the entire family benefitted from a preventive healthcare camp.

Parinaam's multifaceted UUPP program has helped Nazeema improve every aspect of her life, promising a better future for the entire family.

# How you can help

## **Community Welfare Cache**

- Adopt families, and provide for vocational training, healthcare, childcare, financial, and social services
- Cost: Rs. 5,000 per family per year

Organizations that  
have partnered with  
us for our programs

- HSBC • Michael and Susan Dell Foundation



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