



# Organizational Profile



## PRERONA

### Women Welfare Organization

PRERONA, founded by Mrs. Shampa Goswami, aims to improve the socio-economic status of women, overcoming gender discrimination and economic challenges. With support from elder society leaders, the organization aims to make a positive impact.

[www.preronango.com](http://www.preronango.com)

+8801720360767



[preronahrd@gmail.com](mailto:preronahrd@gmail.com)



Mahatpur, Kaliganj, Satkhira



# TABLE OF CONTENTS

	<b>1</b> Table of Contents	<b>2</b> Letter From Founder & Director	<b>3</b> Introduction	<b>4</b> Vision ,Mission & Objectives
<b>5</b> Organizational Values	<b>6</b> Expertise & Capabilities	<b>7</b> At a Glance	<b>8</b> Organizational Organogram	<b>9</b> Main initiatives
	<b>10</b> Implementation Areas	<b>11</b> Governance Practice	<b>12</b> Organizational Skill Area	<b>13</b> Project Management Experience
	<b>14</b> What We Do			



## LETTER FROM FOUNDER & Director

“ I hope this letter finds you in good health and spirits. As the founder of PRERONA, I am honored to take a moment to reflect on the meaningful impact our organization has had on the lives of those we serve.



PRERONA's aims to create a strong, independent society with equal opportunities, with a motto of EEE: Equity, Equality, and Economic Empowerment for Women.

Over the years, Our team has implemented various impactful activities to protect girls' rights, enhance sustainable livelihoods, create local knowledge, ensure human rights, alleviate poverty, prevent child trafficking, save the environment, build society, raise democratic and human rights.

Should you have any questions, ideas, or wish to discuss how you can further support our initiatives, please do not hesitate to reach out to us. ”

Thank you for being an integral part of our journey.

Warm regards,

*Shampa Goswami*

Executive Director | Prerona  
Women Welfare Organization



## Introduction

PRERONA has made notable strides in poverty reduction, gender-based violence reduction, maternal health, women's empowerment, gender equality, water, sanitation, hygiene promotion, disaster response, and entrepreneurship. Despite the substantial challenges posed by the COVID-19 pandemic in terms of survival, livelihood, and economic pressure, our commitment to aiding those in need remained unwavering.

## Organizational background

PRERONA's aim has been to secure integrated development through woman's participation. The key areas identified for interventions include female rights, education, health and hygiene, Gender sensitiveness, sustainable livelihood, and women economic empowerment. Our efforts have developed lasting association with government, non-government and corporate organizations as with the communities and groups with whom we have worked.



Since its inception in 2006, PRERONA has implemented numerous projects in Bangladesh's Satkhira district, focusing on preventing child marriage, climate change, women's livelihood, minority development, sanitation, self-help groups, vocational training, and women empowerment. Their focus is on women's participation, fostering an environment that encourages positive thinking and development of skills for sustainable project implementation.



## Vision:

We are committed to creating a strong and independent society where women and men equally participate in and benefit from decision-making processes.

## Mission:

To promote gender equality in all areas of decision making through capacity development, community empowerment policy engagement.

## Goal:

The goal is to enhance the quality of life for children, women, and the community, enabling marginalized and hardcore individuals to participate effectively in national development.



## Objectives

- ⬡ To protect girls and women rights and enhance their sustainable livelihood.
- ⬡ To ensure and protect human rights in the society especially vulnerable people in society
- ⬡ To alleviate the poverty among the most vulnerable and extreme poor households
- ⬡ To save the environment through community resources and mobilization
- ⬡ To build society to raise democratic and human rights, socio-economic and cultural practice
- ⬡ To transfer ownership of the organization to the beneficiaries

## Value and Principals:

PRERONA- Women Welfare Organization the following Values to be practiced both at individual and organizational level.

### Organizational Values



### Guiding Principal





## Unique expertise & Capabilities

Prerona is a leading advocate in addressing gender-based violence, focusing on marginalized communities in the coastal belt. They provide legal aid, operate Women-Friendly Stations, and conduct awareness sessions, influencing key legislations to introduce gender and equity requirements.

### Highlights of Prerona's impact:

- ⬢ Prevention of 400 early marriages.
- ⬢ Legal support for 10,000 victims of violence.
- ⬢ Conducting 5,000 outreach information sessions on gender-based violence prevention, life-saving responses, risk mitigation, and harmful practices.
- ⬢ Operation of WFS and awareness sessions with referral services.
- ⬢ Providing primary healthcare support to 1,000 individuals, focusing on response, risk mitigation, and addressing harmful practices.
- ⬢ Supporting 75 women in agriculture.
- ⬢ Raising awareness on Sexual and Reproductive Health and Rights (SRHR) for adolescents.
- ⬢ Delivering psycho-social support to 15,000 gender-based violence victims.
- ⬢ Conducting 10,000 outreach information sessions on gender-based violence prevention and life-saving measures.
- ⬢ Allocating 5,000 program operations costs for local implementation partners.
- ⬢ Motivating the families of 5,000 pregnant women to ensure their mental and physical

Prerona directly benefits 1,200 marginalized women, adolescents, and children in rural developing communities. The organization aims to transform communities by empowering women through active participation in labor and small businesses. Prerona implements production-based income-generating projects, targeting women-headed families, to provide financial and technical support, laying the groundwork for future generations.



## Organizational overview At a Glance

### Organization Name

PRERONA ~ Women Welfare Organization

Head Office address: Mahatpur, Kaliganj, Satkhira



### Organization Type

non-governmental organization



### Year Of Establishment

2006



### Number Of Employees

100 ~ 150 Person



### Ongoing Projects

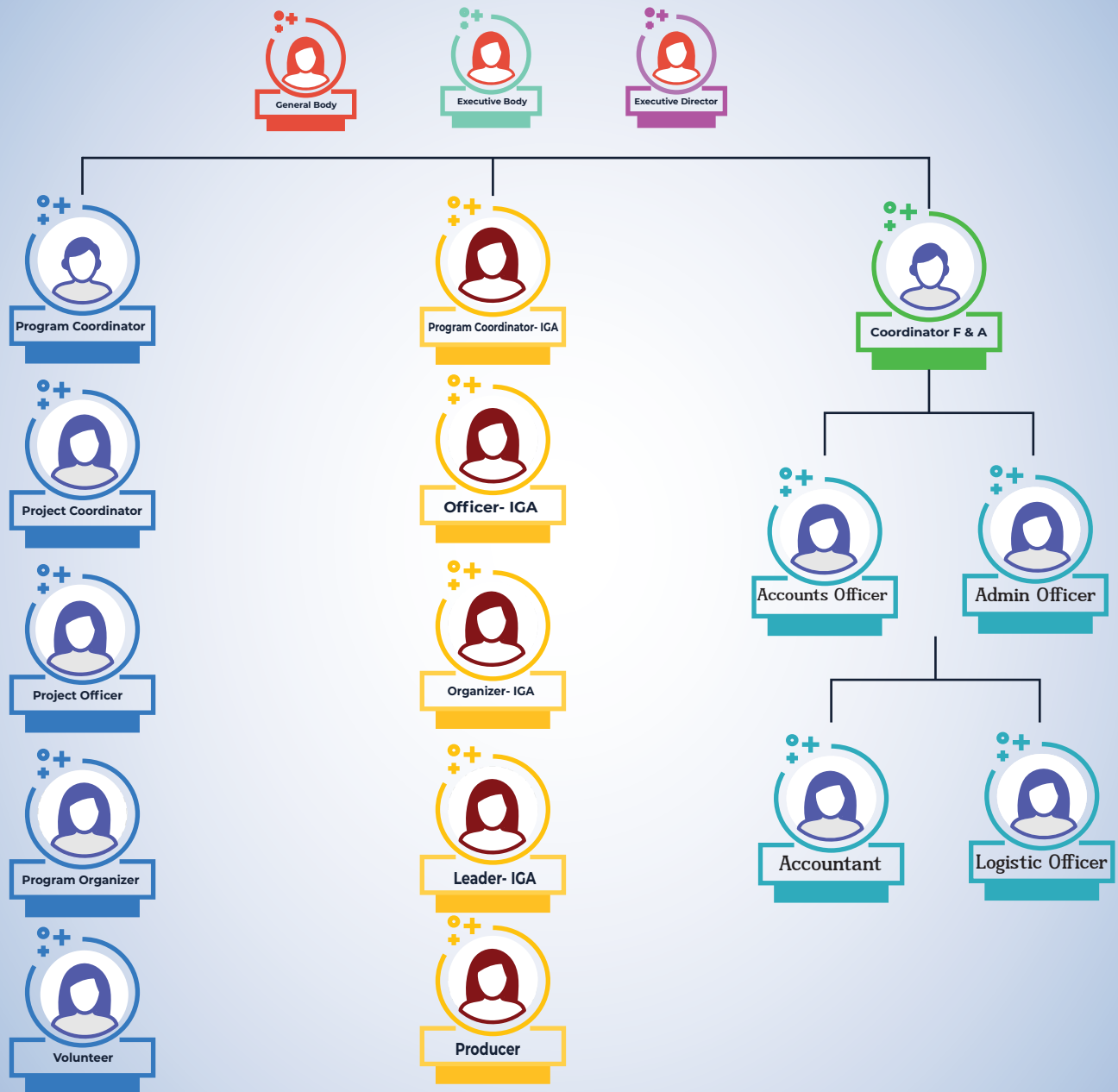
25 Projects are Ongoing







# Organizational Organogram



## PRERONA Engages in two main initiatives:

### Low-Cost Sanitary Napkin Production:

PRERONA, a low-cost sanitary napkin production project, employs 50 women to produce 150 packets daily, targeting economically disadvantaged women and adolescents in rural areas. Priced at only BDT 40 per packet, these hand-made sanitary napkins undergo a germ-removing process using an electric machine. They also empower women through handicrafts training.



### Shopping Bag Production:

Another venture by PRERONA involves the production of shopping bags, engaging 250 women from impoverished communities in both production and marketing. These bags are tailored to meet the demands and designs specified by various vendors. The majority of the women involved are from female-headed households. By achieving financial independence, these women gain leadership roles within their families.





## Entrepreneurship Development:

PRERONA actively fosters entrepreneurship by nurturing over 100 women, equipping them with the skills and resources needed to establish their small businesses. This initiative significantly contributes to the economic and social progress of these women, fostering their overall empowerment and self-sufficiency.



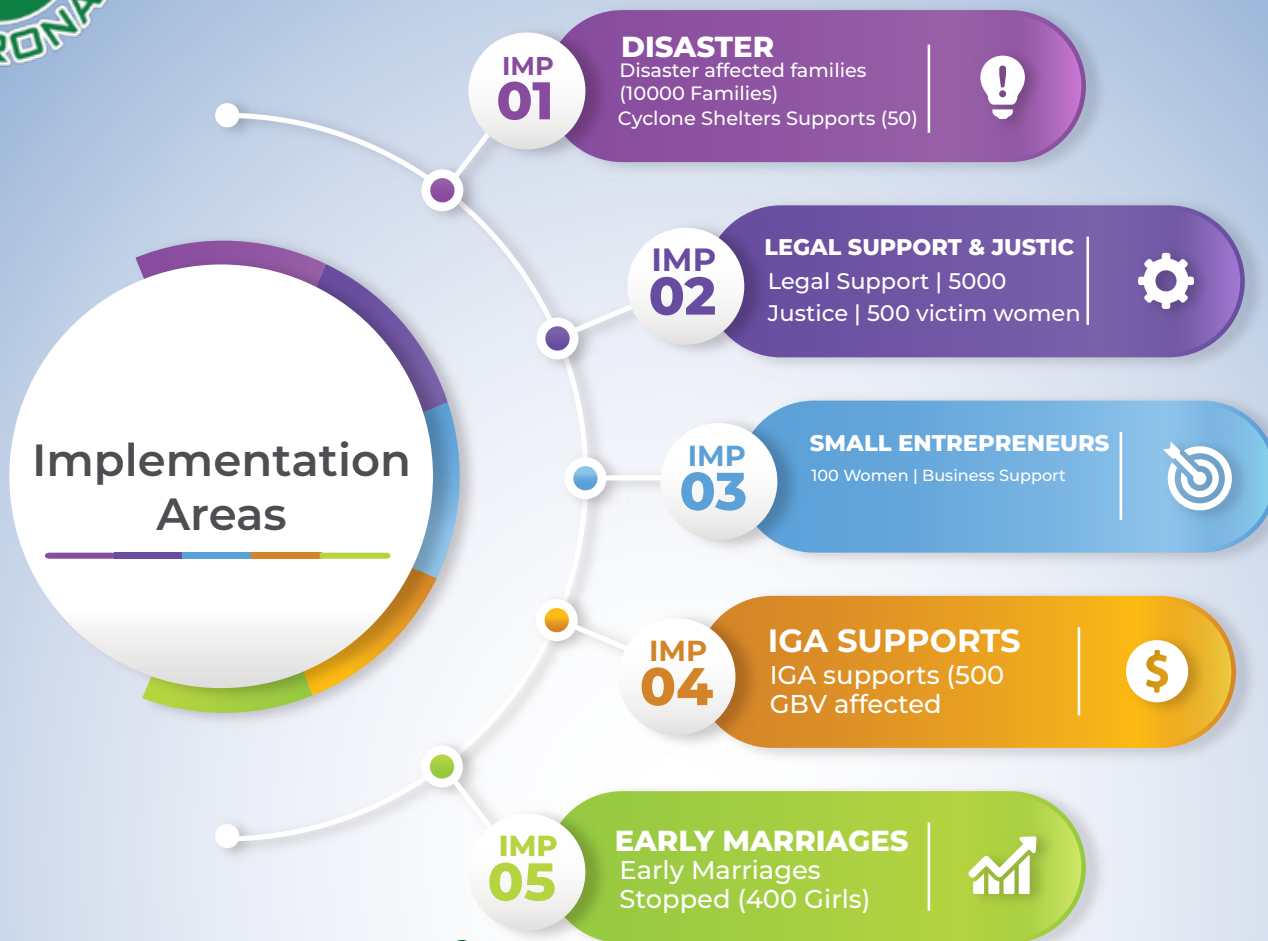
## Our Implementation Areas

### Governance:

PRERONA is a Women's Welfare Organization working in the Satkhira District of Bangladesh since 2006. PRERONA is a women-focused and feminist organization. It has a strong general body consisting of 21 members and an executive body consisting of 7 members, with both bodies being female-dominated. The executive body is responsible for the overall implementation of organizational activities, with 80% of the staff in the Social Management Committee (SMC) being female. Females hold key positions in areas such as finance and program management.

### Financial Management & Control:

PRERONA employs a robust financial management system at both field and head office levels, overseeing project quality and compliance with technical guidance and donor requirements.



## Governance Practice :

### General Committee:

The General Committee, comprising 21 members, guards the constitution and elects seven members for a three-year term, known as the 'General Members' of the organization.

### Executive Committee:

The Executive Committee, led by the Chairman and Secretary, is responsible for formulating organizational policies, approving accounts, budgets, and programs, convening quarterly.

### Potential Staff:

PRERONA, with 22 skilled staff members, focuses on grants facility, IGA, finance, administration, and resource mobilization, ensuring smooth coordination and proper implementation of programming.

## Organizational Skill Area



## Legal Status:

Registration Authority	Registration Number	Date
Department of Social Services	NGO Affairs Bureau 705/2006	18.02.1996
Department of Women's Affairs	Satkhira /96/15	07.07.2015
NGO Affairs Bureau	3311	20.08.2022
TIN Registration: National Board of Revenue (NBR) Deputy Commissioner Office Companies Circle-2, Tax Region Khulna	140537152425	October17,2021
Trade License Registration: Satkhira, City Corporation	Registration: 3/ 676	Registration Date 30-06-2022

## Project Management Experience:

SL	Project Name	Funded By	Working Area
1	Gender Based Violence in Humanitarian Response Project	Action Aid, Bangladesh UNFPA	Kaliganj, upazila, Satkhira
2	Protection of women and girls affected by the Cyclone Amphan	Action Aid, Bangladesh UNFPA	Kaliganj, upazila, Satkhira
3	Extension on science education	Ministry of Science & Technology	Satkhira District
4	Emergency Response to meet the immediate food and other basic needs of people affected by Cyclone AMPHAN	Christian Aid	Shyamnagar upazila
5	Empowering Minorities and Addressing for Ensuring their Rights	NORAD	Kaliganj upazila
6	Participatory Action on Resilience (PAR)	NGF, Shyamnagar	Shyamnagar upazila
7	Income Generating Activities	PRERONA Own Found	Satkhira District
8	Strengthening Organizational Capacity, Advancing Post-Marriage Child Rights, and Promoting Menstrual Hygiene Equality	CREA	Kaliganj, Satkhira
9	Strengthening the capacity and leadership of women leaders, civil society organizations, and other marginalized groups in climate actions and decision-making	Manusher Jonno Foundation	Kaliganj, Satkhira
10	Empowering vulnerable women of Kaliganj at Satkhira through accessing to claiming Rights Project	Manusher Jonno Foundation	Kaliganj, Satkhira
11	Vulnerable Women Benefit	Dept. of Women Affairs	Nagaon

PRERONA has already implemented 13 different development projects on Preventing Child marriage, Climate change, Women livelihood, Minority development, Sanitation, self-help groups, vocational training to youth, and women empowerment related projects. Here are given some selected sector wise project related experiences of PRERONA-

PRERONA, working with a team of committed individuals, is dedicated to fostering integrated development through the active participation of women. The key areas identified for intervention include women's rights, education, health and hygiene, gender sensitivity, sustainable livelihood, and women's economic empowerment. Our efforts have established enduring partnerships with government, non-governmental, and corporate organizations, as well as with the communities and groups we have collaborated with.



Prerona strongly believes that when women are economically empowered, they gain the ability to assert their rights more effectively. This empowerment extends to their wealth, education, healthcare, and even entertainment choices. Consequently, it contributes to a reduction in social inequality between men and women.





## Our Partnership



preronahrd@gmail.com  
shampahrd@gmail.com  
www.fb.com/preronangobd



+8801720-360767  
+8801992-722547



### Registered Address

PRERONA – Women Welfare Organization  
Mahatpur | Kaliganj | Satkhira

### Correspondence Address

Shampa Goswami | Executive Director  
PRERONA – Women Welfare Organization  
Nalita, Kaliganj, Satkhira

