

**Jiyo Parsi - The Way Forward!!**

*“Jiyo Parsi has been like a guardian angel for us.”*

*Says a Jiyo Parsi beneficiary.*



For the first time in the history of India, the Ministry of Minority Affairs, Government of India has started a programme to increase the population of a specific community. Aptly named JIYO PARSI, the programme has proved to be a ray of hope for many couples of the Parsi community.

The programme has two components: Advocacy and Medical Assistance. Couples who face difficulty in starting a family can avail of financial assistance for reproductive treatments. Reimbursements of expenses are made according to their annual income. Workshops, articles and stories in the press, presence on the social media and Internet, presentations at various community events are ways through which the Jiyo Parsi team attempts to influence the mindset of the community.

The grave situation of dwindling numbers that the Parsi community is facing today is a result of many socio economic factors like late marriages, single child norm, nuclear family system as well as high standard of living and housing problem that the community faces in metro cities like Mumbai.

Many couples within the community who can biologically have more than one child choose not to have a second child whereas an equal number of couples crave to have a child of their own but find it difficult to do so. Modern advancements in medical science can treat 90% of such conditions but the treatments are very expensive. Jiyo Parsi helps couples to fulfil their dream of having a baby without the stress caused by the financial burden of the cost involved.

Jiyo Parsi programme has yielded positive results since its inception in December 2013. 77 babies have been born and many couples will soon be parents. Besides these couples, many other couples have been influenced by the advocacy component to either have a second child or seek medical assistance to conceive.

Connect with us on the Jiyo Parsi facebook page. Please do visit the Jiyo Parsi website at [www.jiyoparsi.com](http://www.jiyoparsi.com). Please contact:

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**The Jiyo Parsi team will be there at Baaya Design Store to provide you information on this unique programme.**

**When : 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> October, 2016 (10:30 am – 8:00 pm)**

**BAAYA DESIGN STORE**

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