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**CSR Proposal**

**Contents**

[1. About the Organization 3](#_Toc38656668)

[2. Project Summary 3](#_Toc38656669)

[3. Problem Statement 5](#_Toc38656670)

[4. Proposal 5](#_Toc38656671)

[4.1. Details of the Product 5](#_Toc38656672)

[4.2. Specifications of product 5](#_Toc38656673)

[4.3. Research and Development Results 5](#_Toc38656674)

[4.4. Distribution 5](#_Toc38656675)

[4.5. Distribution event 5](#_Toc38656676)

[4.6. Methodology of the selection of the beneficiaries and number of beneficiaries in detail 6](#_Toc38656677)

[4.7. Monitoring mechanism for the project 6](#_Toc38656678)

[4.8. Outcomes/Result Expected 7](#_Toc38656679)

[4.9. Sustainability 7](#_Toc38656680)

[5. Execution Plan 7](#_Toc38656681)

[5.1. Signoff amongst stakeholders 7](#_Toc38656682)

[5.2. Distribution & Training for the beneficiaries 8](#_Toc38656683)

[5.3. Post Distribution follow up & reporting 8](#_Toc38656684)

[5.4. Roles and responsibilities of involved stakeholders 8](#_Toc38656685)

[5.5. Team for the Project 8](#_Toc38656686)

[5.6. Timelines and Milestones 9](#_Toc38656687)

[5.7. Impact Assessment 9](#_Toc38656688)

[5.8. Risks & Mitigation 9](#_Toc38656689)

[6. Financial Plan 10](#_Toc38656690)

[6.1. Tentative Payment Schedule 10](#_Toc38656691)

[7. Conclusion 10](#_Toc38656692)

[8. Enclosures 10](#_Toc38656693)

# **About the Organization**

*<Please write a brief description of your organization. It may include the following:*

* **Brief History** - Year of Establishment , brief history of the startup coming into existence
* **Status of the Organization *-***Whether NGO/ Trust/ Society/ Section 8 Company/ Commercial Establishment/Any other?

Status viz. Registration & Income Tax Exemption

* **Mission and Vision** - A Mission Statement defines the company's business, its objectives and its approach to reach those objectives. A Vision Statement describes the desired future position of the company
* **Objectives** -should be specific statements that define measurable outcomes
* **Success Stories** -an entire program or part of a program that is particularly noteworthy and significant
* ***Impact created so far*** *-* # of users/ customers (paying/ non-paying), user stories, cities/ countries, languages etc. Case studies, testimonials etc.
* **Name and background of members of the trust/ governing/ management body** Management -their education and experience

* **Awards and Recognition**- Any awards or recognition backed or any sponsorship

# **Project Summary**

*<This should be a snapshot of the entire proposal.> (Sample project: A school program under which specially designed educational books for deaf children are distributed in 5 special schools for the deaf.)*

|  |  |
| --- | --- |
| Project Name |  |
| Thematic Area |  |
| Period of the Project |  |
| Total Budget |  |
| Project Partners |  |
| Geography of Implementation |  |
| Project Abstract *(The project abstract should present a concise summary of the project)* |  |
| Statement of Need *(The statement of need should describe the problem that the project will attempt to address. Also, describe the population that will be served)* |  |
| Number of Target Beneficiaries |  |
| Program Goal & Objectives |  |
| Key Outcomes and Impact *(Expected key outcomes in bullet points and overall intended impact)* | * % teaching time saved in the classrooms * Average % improved understanding among students * Average % improvement in students’ academic performance |
| Impact on the Society *(How do your project implementation and impact sustain post the implementation of this project?* | Same books are passed on to the new batches. |
| Uniqueness of the proposed project in comparison to the existing sector-specific initiatives |  |

# **Problem Statement**

*<Please describe the problems of the beneficiaries that are being addressed through this proposal. Please include the larger disability numbers, challenges faced by them etc.>*

# **Proposal**

# **Details of the Product**

*<*Please describe what your product is and how does it specifically address the gaps mentioned in the need statemen*t>*

# **Specifications of product**

*<*Please give specifications of the product e.g. key elements of the product, technology used, user experience etc.*>*

# **Research and Development Results**

*<*Please list any patents, certifications, papers published related to the product (If any)>

# **Distribution**

<Specify your distribution channels and strategy to ensure that the product/service reaches every beneficiary>

# **Distribution event**

<In case of a distribution event, please describe objectives and process for the same. Some of the points that can be covered in the event are:

Objectives

Impact Creating

Branding/Visibility/Mileage to the organization from the project.

Details about physical and social milestones/deliverables to be achieved>

# **Methodology of the selection of the beneficiaries and number of beneficiaries in detail**

Define the methodology for implementation of the program such as implementation schedule, execution plan, and selection criteria for specific beneficiaries etc.

|  |
| --- |
| *Profile* |
| *Age* |
| *Socio-Economic status* |
| *Geography* |

# **Monitoring mechanism for the project**

*<*Describe very specifically how will the project be monitored. This should include the framework that will be used, monitoring team (who will actually monitor) and reporting structure*>*

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Monitoring parameter*** | ***Performance Indicator*** | ***Method of monitoring*** |
| *1)* | *No. of students reached* | *No. of books distributed* | *Distribution reporting at the beginning of the program* |
| *2)* | *Usage* | *Number of hours spent to study/learn from the book* | *Usage log framework to be filled by teachers & parents* |

# **Outcomes/Result Expected**

*<*Please specify quantifiable output aligned with a qualitative outcome and impact the product will have on the targeted population. >

Logical Framework

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Objectives***  *List down your objectives for the project* | ***Activities***  *Specific activities to achieve the corresponding objective* | ***Output***  *What will be the output of the activity?* | ***Outcome***  *What are the outcomes of the output?* | ***Impact***  *How will it impact the beneficiaries* | ***Risks/Assumptions***  *What are your assumptions in the process?* |
|
| *- Make appropriate study material available for deaf students* | *- Distribute specially designed books in deaf schools* | *500 deaf school students get access to study material that is easier to understand* | *% increase in usage of books for studying compared to original textbooks* | *Increased willingness in students to learn and study* | *Assumptions:*  *- School teachers support and encourage students to use the new books*  *- Distribution activity is done effectively to reach each and every beneficiary* |

# **Sustainability**

<Details of sustainability mechanisms and substantiate the sustainability of this project (*Current Status of the Program and the future plans of sustainability)>*

# **Execution Plan**

# **Signoff amongst stakeholders**

# **Distribution & Training for the beneficiaries**

*<How is your product actually going to reach the beneficiaries? What are the distribution channels? Is any training required before the beneficiaries start using the product? If yes, how do you plan to do that? >*

# **Post Distribution follow up & reporting**

*<How do you plan to follow up with the users to make sure there are no on-ground loopholes/difficulties during the usage of the product? How do you plan to report these things? >*

# **Roles and responsibilities of involved stakeholders**

*<Specific roles and responsibilities of all stakeholders identified for this project, E.g.*

* *Roles and responsibilities of the startup*
* *Roles and responsibilities of the local NGO*
* *Roles and responsibilities of any vendor/ third party>*

# **Team for the Project**

*<Please mention the core team along with the operating team with their qualifications, relevant experience and roles and responsibilities in the particular project>*

|  |  |  |
| --- | --- | --- |
| ***Name*** | ***Designation*** | ***Role description*** |
|  | *Project Manager* |  |
|  | *Project Coordinator* |  |
|  | *Trainer* |  |
|  | *M&E officer* |  |
|  | *Point of Contact from CSR Partner* |  |
|  | *Project Manager from partner NGO* |  |

# **Timelines and Milestones**

*<Timeline and Milestone: Effective plan and steps to meet the milestones at each stage of the project*

|  |  |  |
| --- | --- | --- |
| ***Timeline*** | ***Milestones*** | ***Action Plan*** |
| *Quarter 1*  *(JUNE 2020 - AUGUST 2020)* | *1) Distribution of Books*  *2) Baseline report* | *- Book procurement*  *- Book distribution event*  *- Baseline study for monitoring purposes* |
| *Quarter 2* |  |  |
| *Quarter 3* |  |  |
| *Quarter 4* |  |  |

# **Impact Assessment**

*<Please describe the framework you will use to assess your product’s impact on the users. What are the main parameters that will be measured/assessed in order to analyze if the intended objectives have been achieved? Mention your success metrics for the same. >*

|  |  |  |  |
| --- | --- | --- | --- |
| ***Impact parameter*** | ***Impact Indicator (Describe the indicator)*** | ***Success indicator (Specify quantitatively e.g. % growth)*** | ***Method of measurement*** |
| *INCREASED WILLINGNESS TO STUDY* | *How many hours were the books used for self-study* | *Average 50% growth from the baseline study* | *Observational log framework given to teachers and parents* |

# **Risks & Mitigation**

Project Risks *(What are the risks associated with the project? Any crucial assumptions? What is the plan to overcome them?)*

Mitigation measures for unintended consequences *(means to prevent, reduce or control adverse environmental effects of a project, and include restitution for any damage to the environment caused by those effects through replacement, restoration, compensation or any other means)*

# **Financial Plan**

Please refer to 04 CSR proposal Budget.xlsx in the CSR Package

# **Tentative Payment Schedule**

# **Conclusion**

In its latest report, World Health Organization (WHO) reports that over a billion people around the world live with disabilities today. Some were born with it, some developed it overtime due to health reasons or other factors like accidents or natural disasters. No matter how they are affected, each of their struggles is real - to live their lives with a certain degree of normalcy and dignity. There are many who have stepped forward to build technology solutions that can help this sizable part of our world population.

[Write 2-3 Lines about your Startup and how its solving the problems of persons with Disability]

We are pleased to partner with you and believe that our partnership will create a positive impact. [include potential impact details here]

# **Enclosures**

NGO Documents: Attach

Device Patent documents: Attach