



Pushp-kiran Union For Real Enlightenment

## PURE India Trust

Registered office : 106-Asola, Chhattarpur Road, Delhi - 110074

Head office : 82, Katewa Nagar, New Sanganer Road, Jaipur (Raj) – 302019

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**Sub:** CSR Proposal for running a **PURE HOME Learning & Development center** for slums children & youth to strengthening Education foundation & Livelihood trainings

Greetings from PURE India Trust!!!

Please find attached a proposal of PURE Home Learning & Development center; we would like to start in Aspirational district Karauli in Rajasthan for the benefit of marginalized & tribal Children & youth. This development center will provide education, sports, Art, Culture, Livelihood and life skill trainings to children & youth.

**PURE India Trust** started in March 2013 to provide quality Education & Employment opportunities to poor. We have been running our **8 learning** centers across Delhi NCR and Rajasthan and so far we have impacted 20,000+ people.

We would like to start our PURE HOME learning & development center and for the same we would need help from your CSR. The detailed proposal is attached for your consideration & approval. Please let me know if any suggestions or query on the given proposal.

Thanking you

A handwritten signature in blue ink, appearing to read 'Prashant Pal', is written over a horizontal line.

Regards

Prashant Pal

Founder & CEO

Pushp-kiran Union For Real Enlightenment

[www.pureindia.org](http://www.pureindia.org)

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## About our NGO

**Pushp-kiran Union for Real Enlightenment** (popularly known as **PURE India Trust**) is a not-for-profit charitable organization started by ex-corporate working professionals in March 2013, with a mission to provide quality education, Healthcare & Employment opportunities. Our focus areas are:

- Education for strengthening Foundation
- Skill Development to improve human productivity
- Career Guidance & Mentoring to improve human productivity
- Adopt a School for integrated Development
- Women Empowerment through Entrepreneurship development

In brief, we encourage women to become an **Entrepreneurs in their own villages, provide Skill Development trainings, Scholarships for higher Education & professional courses, Career Guidance & Mentoring, Employment at our own centers** to women from under-served community.

### Vision

Our vision is to create an environment which will inspire youth to become an entrepreneur or get skills to be employed

### Mission

- Help 2000+ youth to become Entrepreneurs or get employed by 2022
- Provide Career Guidance to 100,000 students from Govt Schools by 2022

### Trust Legal Status summary:

Name of Organization	Pushp-kiran Union for Real Enlightenment PURE
Delhi Registered address	106, Asola, Chhattarpur Road, Delhi 110074
Other Locations	Noida, Gurgaon, Jaipur, Karauli, Satara
Telephone	(+91) 9212102580, 8376884522
Contact person	Prashant Pal / Medha naruka
Registration No.	353/4/10876
Registered on	30 'March 2013, New Delhi
12A certificate no.	DEL – PR24513 – 05082015 / 4891
80G certificate no.	DEL – PE26181 – 05082015 / 6670
FCRA Certificate no.	231661705
FCRA Certificate issue date	17-Aug-17
PAN Number	AACTP3367R
Niti Ayog Darpan registration no.	DL/2017/0115061
Website	<a href="https://www.pureindia.org/">https://www.pureindia.org/</a>
Facebook	<a href="https://www.facebook.com/pureindiatrust/">https://www.facebook.com/pureindiatrust/</a>
Twitter	<a href="https://twitter.com/PUREIndiaTrust">https://twitter.com/PUREIndiaTrust</a>
Youtube	<a href="https://www.youtube.com/channel/UCJZrrP-inAgOtvX09WcoYfA">https://www.youtube.com/channel/UCJZrrP-inAgOtvX09WcoYfA</a>

## Impact & Success Stories

We have started serving the community in Mar 2013 and within a short span on time we have built a strong brand in the social development domain. We have been supporting students & women regularly and empowering for sustainable development. Following are some of the achievements we have so far: `

- **Best Social Enterprise Award 2019 for Women Entrepreneurship Development**
- **Betiyan Award 2019 for Women Entrepreneurship Development**
- **Navratna Award 2019** for women Entrepreneurship Development
- **National Youth Motivator Award 2019** for Career options awareness
- Finalist of National **iVolunteer Award in 2018 & 2019** for corporate volunteer engagements
- Our student "Sonu Mali" got "**National Bravery award in 2017**"
- Projects being executed across (Delhi, Raj, HR, UP, MH) : 5 states
- Villages engaged in social development activities : 100+ villages
- Operational development centers : 8 NGO centers
- Successful women entrepreneurs across 20+ villages : 60+ Women Entrepreneurs
- Women provided Vocational Trainings : 350+
- Employment provided : 150+
- Scholarships provided for higher education or others : 500+
- Career mentoring workshops conducted at : 60+ Schools
- Students provided career guidance & Mentoring : 10000+
- Free Computer labs established in villages : 22+ schools
- students getting digital education at the schools : 2000+
- English Learning Labs established in villages : 8 Schools
- Book Libraries established in villages : 6 villages

## Success Stories

- **Thaneshwari** is getting scholarship for her Athletics trainings and she is now a national player and won various state level prizes in cross country race, 200 & 400 meter race
- **Priya Gautam** is from Nagla village in Noida and she is getting scholarship for her National level shooting training and also studying in 12th class
- **Sonu Mali** is from Manoharpura village in Rajasthan and he did a bravery act so we nominated him for National Bravery Award in 2016 and he got in Jan 2017 by honorable PM of India.
- **Shivani** is from Asola village, Delhi and now studying in 12 class with our scholarship support and also got tailoring training at our NGO and now working as part-time Bag stitching trainer
- **Nisha** is a 2015 school dropout & she got tailoring training and we also encouraged her to re-start study with open school. She is expert in tailoring skill and now earn for her family
- **Neha** is a 2015 school dropout & she got tailoring training and we also encouraged her to re-start study with open school. She is expert in tailoring skill and now earn for her family
- **Sarita Devi** completed her BA final year with our scholarship & completed 6 months of computer and tailoring skill trainings. Now she is an expert tailor and also work in office as floor supervisor
- **Kulsum** (class 12 students) got scholarships for higher education as she has been a bright student in studying and she comes from a low income family. Her mother earns little to run the family.
- **Sunidhi's** father is a taxi driver. She got her admission in Delhi University but has limited funds for studying. Hence she got selected for scholarships for BA and she wants to become a civil officer.
- **Nakul** was a housekeeping boy and now he has turned into a Choreographer at Noida
- **Ayudhan** is now in 10 class, we have been supporting him since 2015 in his education and supporting him to become a success artist. He makes human size deity idol, paintings etc.
- **Sanja** is from Kosara village in Karauli district (Raj). We have been supporting her since her 10<sup>th</sup> class and completed B.Ed in 2019. She has inspire many girls from a village to studying beyond 10<sup>th</sup>

# Proposal: PURE HOME Learning & Development Center

## Problem statements

We believe that God has given equal capability to all human beings but it depends on the availability of resources & awareness about various opportunities to achieve success in life. We believe that following are the three root causes which leads to un-employability in our country and un-employability is bigger problem than unemployment:

- A. Poor Education system producing un-employable youth
- B. Lack of awareness about employment opportunities in different domains
- C. Lack of equal opportunities to women in society

### **A. Poor Education system producing un-employable youth:**

In India, Right to Education (RTE) Act 2009, was introduced to improve literacy level in India and ensure all children between the ages of 6 to 14 years have the right to free and compulsory education. Under the act no child shall be held back, expelled or required to pass a board examination until the completion of elementary education. Due to RTE Act, students reach up to 8<sup>th</sup> grade without any proper knowledge assessment and there is no penalty on teachers if their students do not perform well in higher classes hence this makes the student weak in their educational foundation and later it might lead to a school dropout.

As per the survey conducted at Delhi Govt schools, more than **70%** of 6<sup>th</sup> or 7<sup>th</sup> class students are not able to read the text books of class 2<sup>nd</sup>. We also recorded **69%** of girl's **dropout from school** after 5<sup>th</sup> /8<sup>th</sup> class in the villages and 42% girls suffer from "**child marriage**". In short our education system is producing youth with poor education foundations and without any skills to succeed.

### **B. Lack of awareness about employment opportunities in different domains**

In our society Career planning is not considered as important as it should be. Many students make career choices based on the most picked-up career options like Engineering, Doctor, Police, and Teacher etc. Students are usually not sure what they want to become in life and what is their interest area for their career. Picking a career usually comes after picking a course. If a student doesn't pick the right course, it would eventually affect their career choice.

A recent study showed that 1 in 3 students are unhappy with the course that they picked and almost 4 out of 5 working professional are not satisfied with their jobs which leads to unhappy employee or less productive human resources.

We also found that most of the students and teachers are not aware about various popular career options, what are minimum qualifications, institutes, what to do after 10<sup>th</sup> & 12<sup>th</sup> and growth opportunities in each sectors etc. The root cause of this problem is lack of career awareness & availability of various careers options in easy to understandable format. This is increasing un-employability among literate youth and also negatively impacting productivity of our country.

### **C. Lack of equal opportunities to girls / women in society**

Mostly, women in our society are not allowed to go out of the home to do some work due to social restrictions and their own family commitments. At the same time, female child in our families, are not given equal opportunity to complete education or get professional skills compared to a male child and this situation is worse in the villages. Women are also not exposed to various skill development programs available in cities. That is why women are not able to get employed.

Largely women are dependent on male member of their family even if she is an aged mother, grandmother, young daughter or a wife. Women are always dependent on their father, Husband, Brother or uncle for their any financial & non-financial requirements. Women hardly keep their owned money or maintain their own bank balance even if they earn money by working as a labor, maid or other work. Money earned by women

is collected by male member of the family and largely they only decide how to use that money.

Hence most of the women in our country are deprived of basic facilities required for quality life. Women also do not get equal rights & freedom to participation in decision making process compared to a male member of the same family. Root cause of this is “lack of financial independence” of a woman.

## **Solutions - PURE HOME Holistic Development Center**

PURE India Trust has been working on a PURE HOME Development Model since 2015 and we focus on holistic development of a children and women. We provide quality education for children and handhold them until they get employed and become self-employed. At our center, we have been providing **Informal educational classes, computer Education, Life Skill Coaching, Scholarships for higher education, English Language proficiency, Skill Development, Career mentoring and other required skills** to succeed in life.

We have been successfully running a community development center (PURE HOME) at **Delhi NCR & Rajasthan** for poorest of poor families especially who cannot afford a good education for their children and need help to get relevant education and get employment opportunities. We want to start a similar social development center near your refinery in Chembur Mumbai and replicate the best practices being followed at our other 8 learning center.

We take pre-admission test of all the students who comes to our center. The pre-admission test focuses on elementary education and based on the pre-defined syllabus of PURE India NGO to ensure that all the students with same level of understanding get admitted with same group.

**Purpose:** is to strengthen Education Foundation and confidence Building of youth

Following activities are organized at our center

- **Hostel facility** for Children & youth who are coming from remote villages
- **Education classes** for 1-12 students & school non going children or illiterate women
- Putting students in **main stream school** after improving level of education
- **Open Schools** exam for drop out students
- **Computer classes** (students class 4th & above)
- **English speaking** (for class 6th & above)
- Establish Tab Lab for **digital learning** of students
- Video recorded content (**STEM**) to help student in learning Science, Maths & other subject
- Special classes by experts to encourage them to be **innovative** and confident
- **Book Library** for all students
- **Uniform**, School Bag, Shoes, Stationeries etc.
- **Encouraging Talent** in Sports, Cultural, Art, Music, Yoga, GK Quiz, Stage performance, etc.
- **Entrepreneurship** Development & Learning
- **Life Skill** & confidence building workshops
- **Career guidance** & mentoring session by domain experts
- **24x7 Career Helpline** for youth
- **Scholarships** for poor but talented students
- **Exposure visits** of students to: Industry, hotel, mall, police station, court, Universities, Sports complex, IT/ITES office etc. to give exposure to build confidence
- **Coaching classes** for girl student dropout from school after 8th to 10th grade
- **Half yearly Health** check camp & Hygiene awareness session
- **Hygiene kit**, Stationary distributions to all the students
- **Parental coaching** meetings to create awareness about importance of education

**Target Beneficiaries**

Our beneficiaries belong to poorest of poor family members of security guards, Riksha-puller, vegetable vendors, hocker, farmers, daily wage labor etc. Especially Govt School Students of 1-8 grades or children of age between 6-16 yrs or slums women who wants to learn read and writing.

## **Sustainability**

PURE India Trust is continuously supported by its volunteers and few corporate. We have been running & expanding our NGO activities successfully and we try to ensure our centers are self sustained. Following are the key points which makes us financially sustainable organizations and providing best of the community service to the local people. Following are the key points for sustainability:

- **Nominal training Fee:** We charge nominal training fee from all the students to ensure the value of the service we are providing to them.
- **Sponsorship:** we encourage individual donors to sponsor training fee of a child by donating monthly amount in the name of a student as part of **Each one, teach One** program
- **Member's contributions:** Our NGO board members and other patron members contribute to run our NGO activities and also as per the need.

## **Expected Outcome**

We monitor and evaluate the performance regularly and report to our partners based on different Key Performance Indicators at defined intervals. Following the key Outcome / Impact of the projects:

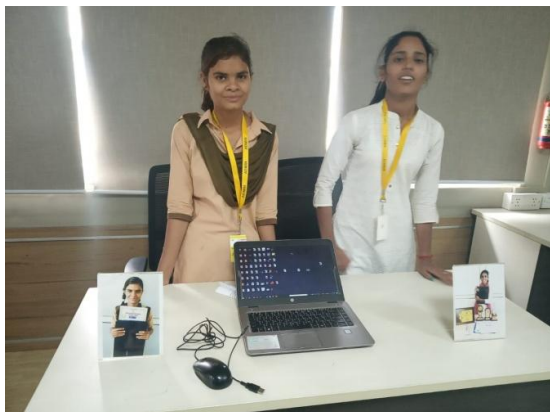
- Provide quality education & sports facilities to 500+ children
- 25-50% Improvement in student's performance score card
- Ensure 100% registered students get computer literate
- Encourage 100+ non-school going children & women to re-start their higher education
- Provide Career mentoring & Guidance to 50,000+ youth in the nearby slums
- Organize educational, sports & other related tournaments to encourage 500+ talented students
- At least 10-15 students participate at district or state level activities in various fields: Education, Sports, Innovations, Music, art etc.
- Help get admission in main stream school to 30+ non school going children
- Conducting monthly welfare activities and help 2000+ community people to get medical & healthcare facilities



**Pictures of our: Knowledge Center, Jaipur**



**Science Workshops at BOSCH office**



**Team Building activities**



**Exposure Visits**



## Budget Estimate

Cost details of the proposal: (Copies of all latest quotations will be provided as soon as we get approval and we start implementation of the project)

S N	Items description	Type of Exp	Per Unit cost	Quantity	Estimated cost (INR)
1	15 computers, Software, Projector, CCTV Camera / Tab Lab	Capex	523550	1	523,550
2	40 chair, 100 stool, 50 table, 2 power backup, 10 cooler & Elmira	Capex	761500	1	761,500
3	Infrastructure Development - Furniture	Capex	550550	1	550,550
4	Building Repair & Maintenance	Capex	1050000	1	1,050,000
4	Rent of PURE HOME development center	Opex	70000	60	4,200,000
5	Food - BF, Lunch & Dinner for resident students	Opex	50000	60	3,000,000
6	Utilities exp - Electricity, Water, Housekeeping, Internet etc.	Opex	25000	60	1,500,000
7	Mobilization Local conveyance, Fuel, maintenance, Taxi etc	Opex	12600	60	756,000
8	Salary of a Project Manager cum computer trainer (Full time)	Opex	30000	60	1,800,000
9	Salary of Eight Pathashala Teachers for 8-10 classes (Part time)	Opex	80000	60	4,800,000
10	Salary of Four Pathashala Teachers for 1-4 classes (Part time)	Opex	40000	60	2,400,000
11	Salary of 1 Mobilizer cum Field staff (Full time)	Opex	20000	60	1,200,000
12	Student Uniform, Shoes, Bag, Stationary etc.	Opex	600000	1	600,000
12	Printing & Stationery - Banner, Poster, Printing, Stationary etc.	Opex	5000	60	300,000
13	Student Welfare Exp & General admin expenses	Opex	10000	60	600,000
14	Exposure visits to: Industry, hotel, mall, police station, court	Opex	50000	4	200,000
15	Life Skill Training Workshops	Opex	10000	60	600,000
16	Career Seminar to create Employment awareness among Youth	Opex	30000	25	750,000
17	One Book Library Set up for students, Women & youth	Opex	150000	1	150,000
18	One year English learning Lab license for 6-8 classes	Opex	530	1100	583,000
19	Sports items for students: Football, Volleyball, Chess, Badminton etc.	Opex	160000	1	160,000
20	Organizing a annual event to encourage talent in various fields	Opex	765000	1	765,000
<b>Sub Total (A)</b>					<b>27,249,600</b>
<b>Overall Project admin expenses B = 14% of A</b>					<b>3,814,944</b>
<b>Total project expenses for one year durations - (C = A + B)</b>					<b>31,064,544</b>

\*Overall Project admin expenses: Include all indirect expenses of the project e.g. HR, Recruitment, staff trainings & development, compliance, Accounting, Project report making, Utilization Certificates, PF, ESI compliance, audit, legal, professional services etc.

We are looking forward to working with you on long terms assignments and  
Regards

Regards  
Prashant Pal  
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