

District Development & Disaster Support Programme

"Local Area Development & Disaster Response Corps"

Partnering with District Administration for Resilient Communities —
Bridging Infrastructure Gaps & Building a 24/7 Disaster Response Network in Uttar Pradesh

SUBMITTED BY

Sarvhit Vidhut Jan Kalyan Samiti

PROJECT MODEL

Flexible Development Fund + Rapid Response Team

TARGET BENEFICIARIES

Community at Large + 50 Women Disaster Response Volunteers

LOCATION

Uttar Pradesh (District Priority Zones & High-Risk Areas)

24/7

DISASTER RESPONSE

Critical

INFRASTRUCTURE FILLING

50

TRAINED VOLUNTEERS

Zero

DELAY IN AID DELIVERY

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Executive Summary

Sarvhit Vidhut Jan Kalyan Samiti respectfully presents this proposal to prospective Corporate Social Responsibility (CSR) partners for the funding of **Strategic Local Area Development & Disaster Resilience Initiatives**.

This initiative creates a responsive "**Community Resilience Fund**" designed to work in close coordination with the District Administration. The project addresses two critical

needs that often fall through the gaps of both government budgets and standard CSR programmes:

▣ **DEVELOPMENT VERTICAL — INFRASTRUCTURE GAP-FILLING**

Execute high-priority **micro-infrastructure works** identified directly by the District Magistrate / Chief Development Officer — approach roads to remote Primary Health Centres, village drains, community waiting sheds, handpump repairs, and renovation of community halls used as relief shelters.

These are not vanity projects. They are the small, critical last-mile infrastructure works that government budgets repeatedly deprioritise — yet whose absence causes daily hardship for rural communities. This CSR fund fills that gap, fast.

▣ **DISASTER VERTICAL — RAPID RESPONSE & RELIEF**

Train **50 Women "Disaster Sakhis"** in Search & Rescue, First Aid, CPR, Relief Camp Management, and Early Warning dissemination — creating a permanent, village-based first-response network that activates within hours of any disaster (flood, fire, cold wave).

Maintain a pre-positioned **"Disaster Relief Reserve"** — dry rations, tarpaulins, blankets, water purification tablets, medicines — ready for zero-delay deployment when disaster strikes, eliminating the 24–72 hour lag typical of government relief activation.

CSR Alignment: This project directly supports Schedule VII of the Companies Act 2013 — Clause (i): rural development; Clause (ii): disaster management and relief; and Clause (x): contributions to public-funded institutions/Panchayats. The "Standby & Execute" model is uniquely responsive — funds adapt to real-time community needs rather than being locked into a single predetermined project.

CSR contributions are eligible for **80G / 12A tax benefits**. All civil works subject to District Administration Utilisation Certificate (UC) verification.

▣ **"Standby & Execute" — Critical Infrastructure When Needed · Disaster Relief Within Hours · 50 Trained Women Always Ready** ▣

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About Sarvhit Vidhut Jan Kalyan Samiti

Sarvhit Vidhut Jan Kalyan Samiti is a community welfare organisation with a proven track record of collaborating with local administration for public welfare. The Samiti acts as a bridge between government mandates and community execution — with a unique

ability to operate at the speed of a civil society organisation while maintaining the accountability standards required by government and corporate CSR partnerships.

The organisation brings together expertise in crisis management, civil works supervision, and community mobilisation through SHGs. Through an MoU with the District Disaster Management Authority (DDMA), the Samiti ensures that every intervention — whether a drain repair in a remote village or the deployment of a disaster relief team during floods — is aligned with official protocols, documented with government-standard Utilisation Certificates, and reaches the most vulnerable without delay.

03 Project Objectives

- ❑ **Support District Administration with Critical Infrastructure** — execute high-priority micro-infrastructure works (approach roads, community drains, waiting sheds, handpump repairs) identified by the DM/CDO in "Priority Gap Areas" that government budgets have been unable to address due to allocation constraints.
- ❑ **Build Disaster Preparedness Capacity** — train a cadre of 50 women "Disaster Sakhis" in Search & Rescue, First Aid/CPR, Relief Camp Management, and DDMA coordination protocols — creating a permanent community-level emergency response capability that does not expire with the CSR project.
- ❑ **Maintain a Ready Disaster Relief Reserve** — procure and store a pre-positioned corpus of emergency materials (dry food rations, tarpaulins, blankets, water purification tablets, candles, torches) for **zero-delay deployment** — within hours of a disaster, not days.
- ❑ **Improve Civic Amenities in the Influence Zone** — targeted repair and improvement of existing civic assets (defunct handpumps restored, community drains desilted, bus-stop waiting sheds constructed) that directly improve daily quality of life for residents in the area surrounding the CSR partner's operations.
- ❑ **Maximise Government Scheme Convergence** — align CSR spending with MGNREGA (for unskilled labour in civil works), DDMA (for technical training support and official disaster protocols), and DRDA (for supervision of development works) to maximise the real community impact from each CSR rupee invested.

04 Disaster Sakhis — Skills Training Programme

A **5-day intensive residential training programme** conducted by State Disaster Response Force (SDRF) instructors and Red Cross Society trainers — the highest standard of disaster response training available at the district level. Selection criteria: Women living in flood-prone / fire-risk zones; aged 20–45; physically fit; with a mobile phone and willingness to be "on call" during monsoon and winter seasons.

Training Module	Key Content & Learning Outcomes
Disaster Types & Assessment	Understanding floods, fire, cold wave severity; assessing damage and casualty estimates; vulnerability mapping of the village — identifying households most at risk (elderly, disabled, children, livestock-dependent families).
Search & Rescue Basics	Safe evacuation techniques for flooded and fire-affected structures; carrying injured persons safely; swimming safety protocols; use of ropes and improvised flotation; crowd management during panic situations.
First Aid & CPR	Treating drowning victims — clearing airways, recovery position; burns treatment and wound dressing; fracture immobilisation; administering primary life support (CPR); when to call ambulance vs when to transport immediately.
Relief Camp Management	Setting up temporary shelters with tarpaulins; organising food and water distribution queues; maintaining hygiene at relief camps (preventing disease outbreak); managing crowd behaviour and maintaining calm.
Early Warning Systems	Using mobile phones and WhatsApp groups for flash warning dissemination; monitoring Community Radio / Doordarshan alerts; linking with IMD rainfall and flood level alerts; village-level siren or bell system protocols.
Psychosocial Support	Recognising trauma in disaster victims — especially children and women who have witnessed destruction; basic counselling techniques; identifying those needing professional mental health referral; self-care to prevent volunteer burnout.
Coordination with District Administration	Reporting protocols to District Magistrate/SDM emergency control room; how to request additional resources (boats, NDRF teams, medicines); crowd management and maintaining security; documentation of relief distributed for government records.
Resource Stockpiling & Inventory	Maintaining the Disaster Relief Reserve — physical stocktaking, expiry date management for medicines and food, replenishment planning; record-keeping for all materials distributed during disasters.

Development Vertical — "Priority Gap" Infrastructure Execution

Step 1 — District Administration Consultation

Formal meeting with the District Magistrate (DM) / Chief Development Officer (CDO) to present the CSR fund availability and request identification of "Priority Gap Areas" — infrastructure needs that are critical for the district plan but unfunded in the current financial year. This government-led need identification ensures 100% relevance of every rupee spent.

Step 2 — Priority Infrastructure Works Selection

Joint prioritisation meeting with DM/CDO/BDO/Panchayat representatives; works shortlisted on criteria of community need, feasibility, and measurable impact. Works selected are those with highest "lives improved per rupee" ratio — not showcase projects, but daily-life essentials. Three representative examples of typical development works:

EXAMPLE PROJECT A

□ Approach Road to Remote PHC

Construction of 500m kutcha-to-pakka approach road to a Primary Health Centre currently inaccessible during monsoon — directly enabling emergency medical access for a remote village cluster during the highest-risk flood season.

EXAMPLE PROJECT B

□ Village Drain Desilting & Repair

Deep cleaning and concrete lining of main village drain to prevent annual waterlogging that damages crops, contaminates drinking water sources, and triggers vector-borne disease (dengue, malaria) — the single most common and preventable rural health crisis.

EXAMPLE PROJECT C

□ Bus Stop Waiting Sheds (2 units)

Construction of 2 permanent weather-protected bus stop waiting sheds on high-footfall routes — benefiting daily commuters, school children, and market-going women SHGs who currently wait in open sun and rain.

EXAMPLE PROJECT D

□ Handpump Restoration (5 units)

Repair and deepening of 5 defunct handpumps in water-scarce hamlets — restoring drinking water access for families who currently walk 2-3 km daily for water; directly reduces waterborne illness and women's unpaid water-fetching labour burden.

Step 3-6 — Sanction, Execution, Handover & Donor Site Visit

Administrative sanction from competent authority; work order issued by DRDA/BDO; construction executed under site engineer supervision with

MGNREGA unskilled labour; completed work handed over to Gram Panchayat by Utilisation Certificate (UC); donor invited for formal handover site visit with photo documentation and plaque installation.

Disaster Vertical – Three-Phase Readiness Model

PREPAREDNESS PHASE	RESPONSE PHASE	RECOVERY PHASE
<p>50 Disaster Sakhis trained and equipped</p> <p>Relief Reserve stocked and inventoried</p> <p>Mock drills with Fire Dept & police conducted bi-annually</p> <p>WhatsApp alert network established across 5+ villages</p> <p>MoU signed with DDMA for official integration</p>	<p>Disaster Sakhis activated within 2 hours of alert</p> <p>Relief Reserve deployed to evacuation points</p> <p>Search & Rescue commenced in high-risk zones</p> <p>SDM Emergency Control Room linked for reinforcement</p> <p>Relief distribution with government documentation</p>	<p>Damage assessment documentation submitted to DM</p> <p>Psychosocial support provided to trauma victims</p> <p>Linkage with government compensation schemes</p> <p>Relief Reserve replenishment planned</p> <p>Lessons-learned debrief with DDMA for future readiness</p>

Mock Drills – Keeping the Response Force Sharp

Bi-annual mock disaster drills conducted in coordination with the District Fire Station and local police – simulating flood evacuation (monsoon drill) and fire response (winter drill). All 50 Disaster Sakhis participate. DDMA officials invited to evaluate performance. Debrief report submitted to CSR partner – the most compelling monitoring mechanism of any project in this portfolio (video-documented, quantitatively scored on response time and accuracy).

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Budget Breakdown (INR)

Budget Head	Min Cost (₹)	Max Cost (₹)	Remarks
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Budget Head	Min Cost (₹)	Max Cost (₹)	Remarks
□ Local Area Development Fund (Civil Works)	15,00,000	20,00,000	Approach roads, drains, waiting sheds, handpump repair — specific works determined by DM/CDO; MGNREGA labour convergence reduces this
□ Disaster Volunteer Training (5 days, 50 volunteers)	2,00,000	3,00,000	SDRF/Red Cross instructor fees, training materials, rescue equipment demonstration kits, residential accommodation and meals for 5-day camp
□ Disaster Relief Reserve (Materials Corpus)	5,00,000	8,00,000	Dry rations, tarpaulins, blankets, water purification tablets, ORS packets, medicines — corpus fund kept in FD; interest replenishes materials annually
□ Volunteer Equipment & Safety Kits	1,00,000	1,50,000	Rubber boots, raincoats, helmets, first aid kits, torches, life jackets, rope sets — personal safety gear for all 50 Disaster Sakhis
□ Communication & Coordination	50,000	1,00,000	DM/BDO/DDMA consultation meetings, printing of district maps and vulnerability maps, basic communication devices, mock drill expenses
TOTAL PROJECT COST — Annual	₹23,50,000	₹33,50,000	1 Year Development Works + Disaster Preparedness + Relief Reserve

CSR FUNDING REQUESTED — FULL PROJECT
(DEVELOPMENT + DISASTER CAPACITY) ·
ANNUAL COMMITMENT

₹23.5L - ₹33.5L

Flexible allocation based on real-time district needs —
Development Fund shifts from roads (summer) to relief
(monsoon) without bureaucratic reallocation delays.
Net CSR ask after MGNREGA convergence: ₹20-28L.

NET (MGNREGA)

₹20-28L

RELIEF CAPACITY

500 Families

Named Component Sponsorship: Donors may sponsor the "**Disaster Response Corps**" (₹8–12.5L — 50 Sakhis trained and equipped, volunteer programme named after the donor; all relief kits carry donor branding) or the "**Infrastructure Development Fund**" (₹15–20L — all civil works carry a named plaque at each completed site for the 10–30 year life of the structure).

Relief Reserve Corpus Model: The ₹5–8L Relief Reserve is best structured as a Fixed Deposit — the FD principal is preserved permanently while annual interest (₹40–65K/year at 5–8%) replenishes consumed materials each year, making this a *perpetual relief capacity* from a single CSR contribution with zero ongoing ask.

07 Expected Impact & Outcomes

Disaster Relief Kit — Pre-Positioned for Zero-Delay Deployment

 <p>TARPAULIN 1 heavy-duty tarp — ₹500 Emergency shelter</p>	 <p>BLANKETS 1 woollen blanket — ₹300 Cold wave / flood</p>	 <p>DRY RATION (5 KG) Rice, dal, salt, biscuits — ₹250 3-day supply</p>
 <p>WATER POUCHES + ORS 5L safe water + ORS sachets — ₹20 Dehydration</p>	 <p>CANDLE / MATCHBOX SET Emergency lighting — ₹50 Power outage</p>	 <p>TOTAL PER KIT ₹1,120 — covers 1 family for 72 hours</p>
<p>2-3 KEY ASSETS BUILT Critical micro-infrastructure works — government- identified, community- validated, district-managed</p>	<p>50 TRAINED VOLUNTEERS Certified Disaster Sakhis — SDRF-trained, equipped, on standby 24/7 in high-risk zones</p>	<p>500+ FAMILIES COVERED Relief kits ready for immediate deployment — 500 family kits (₹1,120 per kit) pre-positioned for zero- delay activation</p>
<p>High ADMIN PARTNERSHIP Direct coordination with DM/SDM/DDMA — the highest level of government alignment available to any</p>	<p>2 Hrs RESPONSE TIME Disaster Sakhis activated within 2 hours of alert — vs 24–72 hours for conventional government</p>	<p>Perpetual RELIEF CAPACITY FD corpus model — Relief Reserve fund earns interest that replenishes materials annually with zero additional</p>

Transforming Women's Role in Disaster Response: In rural UP, disaster response is traditionally male-dominated — yet women are often the first to respond within their homes and immediate communities, and among the most vulnerable victims. Training 50 women as certified Disaster Sakhis creates a transformational gender dynamic: women become community safety leaders, recognised by the District Administration, the local police, and the DDMA as essential components of the official emergency response chain. This changes how communities perceive women's leadership roles — permanently.

08 Return on CSR Investment

DEVELOPMENT VERTICAL RETURNS

Infrastructure assets created (2-3 key works) ₹15-20L

MGNREGA labour convergence reduction ₹3-5L

Government relationship (District Admin alignment) Invaluable

Net CSR ask (after MGNREGA) ₹10-15L

DISASTER VERTICAL RETURNS

Disaster Sakhis trained (lifetime asset) 50 women

Families covered by relief reserve 500 families

FD corpus annual interest (material replenishment) ₹40-65K/yr

Social ROI of timely disaster relief Priceless relief

Brand Association with Disaster Relief — The Most Powerful CSR Story:

When a corporate partner's branded relief kits reach a flood-affected family within 2 hours of a disaster, that moment creates a deeper, more authentic emotional connection than any amount of advertising. The District Magistrate publicly acknowledging a corporate partner as "First Responder" at the relief camp generates media coverage, government goodwill, and community trust that cannot be purchased through conventional PR — it is earned through presence in the community's moment of greatest need.

Development Investment — Ease of Doing Business Dividend:

Infrastructure investments that visibly improve the quality of life in areas adjacent to corporate operations create a powerful social license to operate. Approach roads repaired, handpumps restored, and drains fixed are remembered by communities for generations. They generate deep goodwill that translates into a cooperative, supportive community relationship — the most underappreciated value driver in rural CSR investment.

09 CSR Alignment & Compliance

This project qualifies under **Schedule VII of the Companies Act 2013** and directly addresses multiple UN Sustainable Development Goals (SDGs):

SDG 9

Industry, Innovation & Infrastructure: Building resilient, inclusive infrastructure — this project directly funds the critical last-mile infrastructure that government programmes repeatedly leave unfilled; an approach road to a PHC or a repaired handpump in a water-scarce hamlet represents exactly the kind of targeted, high-impact infrastructure investment that SDG 9 envisions at the community level.

SDG 11

Sustainable Cities & Communities: Making rural settlements safe, inclusive, and resilient — pre-positioned disaster relief reserves and a trained 50-woman volunteer corps ensure that vulnerable rural communities have a functioning safety net that does not require waiting for government machinery to reach them during the critical first 24 hours of a flood or fire.

SDG 13

Climate Action: Strengthening resilience and adaptive capacity to climate-related hazards — the Disaster Sakhi network directly builds adaptive capacity for the climate impacts most acute in UP: annual monsoon flooding, cold wave mortality, and increasingly intense weather events. This is community-level climate adaptation at its most practical and immediate.

SDG 5

Gender Equality: 50 women trained and certified as Disaster Response Volunteers — placed in leadership roles within their communities' most critical public safety function — represents a transformational gender equality intervention. Disaster Sakhis are recognised by the District Administration as official emergency response assets, a recognition that elevates women's leadership status community-wide.

Government Convergence — DDMA, MGNREGA & DRDA:

✓ **DDMA (District Disaster Management Authority):** Provides technical training support, official certification for Disaster Sakhis, and integration with the

district's emergency response chain — eliminating duplication and maximising operational effectiveness.

✓ **MGNREGA:** Unskilled labour wages for civil works (road earthwork, drain excavation) fundable through Gram Panchayat MGNREGA entitlement — reducing CSR material-only cost by ₹3–5L in the Development Fund.

✓ **DRDA (District Rural Development Agency):** Provides technical supervision for civil works at zero additional cost — ensuring construction quality and government Utilisation Certificate issuance for all completed works.

10

Monitoring, Reporting & Accountability

Mechanism	Details	Frequency
□ Development Committee Review	Joint review meeting with SDM/BDO to assess civil works progress; site visit with donor representative; photographic progress documentation; funds utilisation statement shared	Quarterly
□ Utilisation Certificates (UC)	Government-standard UC format issued by DM/BDO for each completed civil work — the gold standard of fund accountability; UC submitted to CSR partner for records and audit	Post-Work Completion
□ Relief Reserve Stock Audit	Physical inventory count of all disaster relief materials; expiry date check on medicines and food items; reconciliation against materials deployed during any disaster events; stock photograph submitted	Quarterly
□ Mock Drill Performance Report	Video-documented mock disaster drill; DDMA observer evaluation form; response time and accuracy scores for all 50 Disaster Sakhis; debrief and improvement plan — the most compelling monitoring artifact in this portfolio	Bi-Annual
□ Disaster Event Impact Report	Immediate post-disaster report for any real disaster event — beneficiary families reached, materials deployed, relief camp duration, DDMA coordination log, photographs from the field; case studies of lives saved/aided	As Incurred

Mechanism	Details	Frequency
☐☐ Annual CSR Report	Consolidated annual narrative — total infrastructure created (with UC), Disaster Sakhis trained and active, relief events responded to, families aided, stock balance, mock drill results; 3-5 individual beneficiary case studies with photographs	Annual

11 Partnership Opportunity

We invite forward-thinking CSR partners to invest in this "Strategic Partnership" model. An investment of **₹23.5 to ₹33.5 lakhs** annually will deliver:

- ★ **Direct alignment with District Administration goals** — infrastructure works vetted and approved by the District Magistrate, ensuring 100% relevance to community need and zero risk of duplication with government expenditure. Named plaques on all completed works.
- ★ **A 24/7 trained Disaster Response Team** of 50 certified Disaster Sakhis, deployed within 2 hours of any emergency — positioning the corporate partner as a "First Responder" in the district, a brand association that no advertising campaign can replicate.
- ★ **Critical micro-infrastructure created** — approach roads, handpumps, drains, waiting sheds that solve the daily hardships the government cannot address within its current budget cycle; visible, named, permanent assets in the communities surrounding your operations.
- ★ **Perpetual relief capacity** — the Relief Reserve Corpus FD model ensures that the community's disaster relief capability is self-replenishing permanently from a single CSR contribution, with no recurring demand on the partner's budget after Year 1.
- ★ **Maximum CSR programme flexibility** — the "Standby & Execute" model ensures that the Development Fund adapts to real-time community needs: road repair in spring, drain desilting before monsoon, relief deployment during floods — one fund, all seasons, always relevant.

Flexible Component Sponsorship:

- ✓ **Disaster Response Corps Only** (₹8-12.5L) — 50 Disaster Sakhis trained, equipped, and deployed; Relief Reserve pre-positioned; all materials carry donor branding.
- ✓ **Infrastructure Development Fund Only** (₹15-20L) — critical civil works executed with named plaques; MGNREGA convergence reduces net ask to ₹10-

15L.

✓ **Full Strategic Partnership** (₹23.5–33.5L) — both verticals with the highest District Administration alignment and the strongest brand presence of any CSR programme in this district.

ANNEX A · PROGRAMME REFERENCE

Implementation Framework — Development & Disaster Management Protocols

Training modules, development activity sequence, and consolidated budget reference

A1 — Disaster Sakhis Training Programme (Summary)

Training Module	Key Content & Learning Outcomes
Search & Rescue	Evacuation drills, rope knots, carrying injured persons, swimming safety, crowd management
First Aid & Medical	CPR, drowning victim management, burns, fractures, emergency transport decisions
Relief Logistics	Setting up camps, organising food/water distribution, hygiene maintenance at shelters
Communications	WhatsApp alert networks, Community Radio, IMD flood alerts, SDM control room reporting
Psychosocial Support	Trauma recognition, basic counselling, referral protocols, self-care for volunteers
DDMA Coordination	DM/SDM reporting protocols, requesting reinforcements, documentation of distributed relief

A2 — Development Vertical Activity Sequence

1. Consultation	Meeting with DM/CDO to present CSR fund and request "Priority Gap Area" identification — government-led need assessment.
2. Prioritisation	Joint DM/CDO/BDO/Panchayat shortlist of 2–3 highest-impact micro-infrastructure works from identified gap list.
3. Sanction	Administrative approval from competent authority; DRDA technical sanction; MGNREGA labour entitlement mapped for unskilled work

components.

4. Execution	Work order issued; construction commenced under site engineer + DRDA supervision; daily progress log maintained with photographs.
5. Handover	Completed works handed to Gram Panchayat; Utilisation Certificate issued by BDO; named plaque installed at each site.
6. Donor Visit	CSR partner representative invited for formal site visit, handover ceremony with Panchayat, and photo documentation.

A3 — Budget Breakdown (INR)

Budget Head	Min Cost (₹)	Max Cost (₹)
☐ Local Area Development Fund (Civil Works)	15,00,000	20,00,000
☐ Disaster Volunteer Training	2,00,000	3,00,000
☐ Disaster Relief Reserve Materials	5,00,000	8,00,000
☐ Volunteer Equipment & Safety Kits	1,00,000	1,50,000
☐ Communication & Coordination	50,000	1,00,000
TOTAL	₹23,50,000	₹33,50,000

ANNEX B · BUSINESS BLUEPRINT

Operational Model — Public-Private-Community Partnership (PPCP)

How Government, CSR Capital, and Community Execution Combine for Maximum Impact

B1 — The Public-Private-Community Partnership Model



Why PPCP Outperforms Standard CSR Models:

- ✓ **Speed:** Bypasses the lengthy government procurement process for small civil works — CSR funds can execute a drain repair in 3 weeks vs 6–12 months through government tender.
- ✓ **Relevance:** Works chosen directly by the District Magistrate — zero risk of funding a project the community does not need or want.
- ✓ **Trust:** Official DDMA/DRDA/UC involvement ensures full transparency and the highest accountability standard available in Indian CSR governance.

B2 — Development Project Examples (Representative)

Project	Description	Est. Cost
Project A	Construction of 2 permanent weather-protected bus stop waiting sheds on high-footfall routes	₹3–5L
Project B	Repair and deepening of 5 defunct handpumps in water-scarce hamlets — restores drinking water access	₹2–3L
Project C	Desilting and concrete lining of main village drain — prevents monsoon waterlogging and vector disease	₹4–6L
Project D	Approach road (500m, pakka) to remote PHC — emergency medical access during monsoon	₹6–10L

B3 — Relief Kit Composition (Per Family Kit — ₹1,120)

Item	Quantity	Unit Cost (₹)
Heavy-Duty Tarpaulin (emergency shelter)	1 pc	500
Woollen Blanket (cold wave / flood)	1 pc	300
Dry Ration Pack (rice, dal, salt, biscuits)	5 kg	250
Safe Water Pouches + ORS Sachets	5L + 5 sachets	20
Candle Set + Matchbox	1 set	50
Total Per Family Kit	3-day emergency supply	₹1,120

Cost Effectiveness — Leveraging Government Convergence & Corpus Model

MGNREGA integration, FD corpus structure, and consolidated project economics

C1 — INFRASTRUCTURE COST OPTIMISATION

CSR pays for: Materials (cement, steel, bricks)	₹10-15L
MGNREGA funds: Unskilled labour wages	₹3-5L
DRDA provides: Technical supervision (free)	₹0
Net CSR for Development Vertical	₹10-15L

C2 — RELIEF FUND CORPUS MODEL

One-time Relief Reserve FD deposit	₹5-8L
Annual FD interest (5-8%)	₹40-65K
Annual material replenishment cost	₹40-60K

Additional CSR needed after Year 1 ₹0

C3 — Government Convergence Schemes:

- ✓ **DDMA (District Disaster Management Authority):** Provides technical training support, SDRF instructor time, and official certification for all 50 Disaster Sakhis at zero additional cost — the government's own disaster preparedness investment supporting the CSR programme.
- ✓ **MGNREGA:** Unskilled labour wages for civil works (earthwork, excavation, manual carrying) fundable through Gram Panchayat job cards — direct reduction in CSR Development Fund requirement by ₹3-5L per year.
- ✓ **DRDA (District Rural Development Agency):** Technical oversight of all civil works construction at no charge — providing government quality control and enabling UC issuance without additional supervisory cost to the CSR fund.

SUMMARY

Overall Project — Total CSR Funds Request

Consolidated annual funding for District Development + Disaster Response Corps — Uttar Pradesh

#	Project Component	Scope	Min (₹)	Max (₹)
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#	Project Component	Scope	Min (₹)	Max (₹)
1	District Development & Disaster Support	Development Works + 50 Trained Volunteers + Relief Reserve	23,50,000	33,50,000
TOTAL GROSS PROJECT COST			₹23,50,000	₹33,50,000

Component	Gross Cost	Govt Convergence (MGNREGA/DDMA)	Net CSR Ask
Full Project (Dev + Disaster)	₹23.5L- ₹33.5L	₹3L-₹5L (MGNREGA labour)	₹20L- ₹28L

Metric	District Development & Disaster Support Programme
Infrastructure Created	2-3 key civil assets — government-identified, District-UC-verified, Panchayat-managed
Volunteers Trained	50 SDRF/Red Cross-certified Disaster Sakhis — equipped, on standby, DDMA-integrated
Relief Capacity	500 family kits pre-positioned — deployable within 2 hours of disaster activation
Administration Alignment	Highest in this portfolio — DM/SDM/DDMA/DRDA all formally engaged in the programme
Relief Fund Sustainability	FD corpus model — perpetual annual replenishment from interest; zero recurring CSR ask after Year 1
Schedule VII Coverage	Dual compliance — Clause (i) Rural Development + Clause (ii) Disaster Management & Relief

Why This Investment Makes Sense for Your CSR Portfolio:

This is the "**High Trust**" project in this portfolio. By partnering directly with the District Administration, the corporate donor is not funding a standalone NGO programme — they are becoming a formal stakeholder in district governance. The DM-vetted infrastructure fund ensures 100% relevance; the DDMA-certified Disaster Sakhis ensure 100% emergency readiness; the FD corpus model ensures 100% long-term sustainability.

✓ **Strategic Alignment:** Every infrastructure project is vetted by the District Magistrate — the highest guarantee of relevance and impact in Indian rural

development.

✓ **Crisis Management Brand:** Brand associated with disaster relief — the most emotionally resonant, deepest-connecting CSR identity available.

✓ **Community Safety:** Providing a safety net for the most vulnerable — the 2-hour disaster response vs government's 24-72 hour delay is the starkest example of CSR filling a critical gap.

✓ **Flexibility:** Funds adapt to real-time needs — roads in spring, drain desilting before monsoon, relief deployment during floods — one investment, year-round relevance.

Authorised Signatory

Sarvhit Vidhut Jan Kalyan Samiti

Date: _____

Project Coordinator

District Development & Disaster Support
Programme

Date: _____