

# "Sanskriti, Samvidhan aur Samridhhi"

## Culture, Constitution & Prosperity Initiative

Civic Responsibility & Heritage Preservation — Harmonizing Economic Growth with Social & Cultural Values in Uttar Pradesh's Plant Influence Zone

### SUBMITTED BY

**Sarvhit Vidhut Jan Kalyan Samiti**

### PROJECT MODEL

**Cultural Hub + Civic Literacy +  
Heritage-Based Livelihoods**

### TARGET BENEFICIARIES

**100 Community Leaders + 20 Local  
Artisans**

### LOCATION

**Uttar Pradesh (Corporate Plant / Project  
Influence Zone)**

**100%**

LEGAL LITERACY  
TARGET

**Balanced**

SOCIO-ECONOMIC  
GROWTH

**Local**

CUSTOMS RESPECTED

**Harmonious**

COMMUNITY RELATIONS

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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 the "**Sanskriti, Samvidhan aur Samridhhi**" — **Culture, Constitution & Prosperity Initiative**.

This initiative is designed to operationalise high-level corporate philosophy into grassroots action — creating a unique "**Balanced Development Model**" that harmonises economic growth with social wellbeing and cultural preservation. By explicitly respecting the local customs of the project/plant location while instilling the spirit of the law, this project ensures that the corporate entity is viewed not just as an employer, but as a responsible custodian of the community's living heritage.

#### ♣ CIVIC RESPONSIBILITY VERTICAL

Establish "Nyay Ki Pathshala" — monthly legal literacy workshops educating communities on Fundamental Rights, Duties, land rights, labour laws, and consumer protection — creating a legally aware, rights-informed community that can resolve disputes without courts and resist exploitation without confrontation.

Train **100 Community Leaders** as "Corporate-Community Ambassadors" — facilitating respectful, structured dialogue between plant operations and village communities, the single most effective tool for preventing operational disruptions.

#### □ HERITAGE PRESERVATION VERTICAL

Document and promote **local folk arts, festivals, and traditional knowledge systems** specific to the plant location through video documentation, a Micro-Museum, and annual "Village Utsav" celebrations — signalling profound respect for the community's cultural identity to the people most affected by corporate operations.

Support **20 Local Artisans** — weavers, potters, folk performers — with tools, raw materials, and market linkages, creating "Heritage Livelihoods" that generate income while preserving the cultural traditions that define community identity.

**CSR Alignment:** This project directly supports Schedule VII of the Companies Act 2013 — Clause (ii): promotion of education and livelihood; Clause (v): protection of national heritage, art, and culture; and Clause (x): rural development. This is the only project in this portfolio that directly utilises **Clause (v) Heritage Protection** — unlocking a rarely used Schedule VII eligibility for CSR compliance.

CSR contributions are eligible for **80G / 12A tax benefits**. This project delivers "Social Insurance" — preventing community agitations that can cost a plant ₹10-50 Lakhs per day in downtime and legal fees, for an annual investment of only ₹16.5-24L.

□ **"Sanskriti" Respected · "Samvidhan" Upheld · "Samridhhi" Achieved**  
— **The Only CSR Project that Builds Your Social Licence to Operate**

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## About Sarvhit Vidhut Jan Kalyan Samiti

**Sarvhit Vidhut Jan Kalyan Samiti** is a community welfare organisation committed to holistic and culturally sensitive development. The Samiti believes that true growth cannot be achieved by bypassing local traditions — only by integrating them into the

modern development narrative can corporate and community interests align for sustained, conflict-free prosperity.

The organisation brings together expertise in constitutional law, cultural anthropology, social entrepreneurship, and community conflict resolution. Through years of grassroots work in Uttar Pradesh, the Samiti has developed a nuanced understanding of the specific cultural and social dynamics of UP's rural communities — the festivals they celebrate, the disputes they face, the artisans who keep living traditions alive, and the leaders who shape community opinion. This local intelligence is what makes every intervention culturally appropriate and community-owned.

*"True development respects the soil it grows in. A company that honours our customs before building its factory becomes family — not a stranger to be suspected. That trust is worth more than any fence or security guard."*

— Community Elder, Project Influence Zone, Uttar Pradesh

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## Project Objectives — The Three Pillars



### SPIRIT OF LAW

Legal rights, duties & conflict resolution — ensuring communities understand the law before reaching for confrontation



### RESPECT CULTURE

Documenting, celebrating & monetising local heritage — making cultural preservation an economic activity, not just a sentimental one



### SOCIAL-ECONOMIC BALANCE

Heritage livelihoods & Triple Bottom Line projects — ensuring economic growth serves people and planet, not just profit



**Honour the Spirit of Law through "Nyay Ki Pathshala":** Monthly workshops educating SHG leaders, Panchayat members, and youth on Fundamental Rights and Duties, land and property rights, labour law protections for plant workers, consumer rights, and RTI — creating a legally literate community layer that prevents and resolves disputes without recourse to confrontation or blockades.



**Respect and Preserve Local Customs:** Professional video documentation of local elders' folklore, traditional knowledge systems, and cultural practices specific to the plant location; organisation of annual "Village Utsav" celebrations; establishing a Micro-Museum of Local Culture at the Centre — making the corporate partner the active custodian of the community's living heritage.

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**Achieve Social-Economic Balance through Heritage Livelihoods:** Identify and support 20 local artisans (weavers, potters, folk performers, traditional food processors) with tools, raw materials, skill upgradation, and market linkages — generating ₹50,000/month per artisan unit while preserving the traditional crafts that define community identity.

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**Create Corporate-Community Harmony:** Train 100 youth and community leaders as "Corporate-Community Ambassadors" — bilingual (plant culture and village culture) liaisons who facilitate structured communication, manage grievances before they escalate, and create a two-way channel of respect and accountability between plant management and village communities.

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**Build a "Model Global Village" Aligned with SDGs:** Link all village development activities to the SDG framework through formal SDG adoption; implement a "Triple Bottom Line" community enterprise (SHG-run eco-tourism or artisan cooperative) that generates profit (economic), employs locals (social), and protects environment (ecological) — the complete corporate citizenship narrative at village scale.

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## Skills Training Programme — Good Governance & Heritage Management

A 5-day residential "Good Governance & Heritage Management" Fellowship conducted by Legal Experts (Advocates, DLSA-empanelled lawyers), Cultural Curators (UP Folk Art and Heritage practitioners), and Management Consultants — creating 100 Community Ambassadors who are equally fluent in the language of rights and the language of culture.

Training Module	Key Content & Learning Outcomes
<b>The Spirit of Law</b>	Understanding the Constitution — Fundamental Rights vs. Duties; Rule of Law as the foundation of harmony; importance of legal compliance in personal and business life; how communities that understand the law are more prosperous and less prone to manipulation.
<b>Cultural Asset Mapping</b>	Identifying and cataloguing local festivals, artisans, folk art forms, and traditional knowledge systems; understanding the "Soul of the Village" and its sensitivities; learning which corporate actions resonate positively vs. which inadvertently offend — essential intelligence for plant community relations teams.

Training Module	Key Content & Learning Outcomes
<b>Innovative Management</b>	Design thinking for rural problems; balancing Profit (Economic) with People (Social) and Planet (Environment) — the Triple Bottom Line applied to village-scale enterprises; Lean Management for artisan cooperatives; e-governance tools for SHG leaders.
<b>Heritage Entrepreneurship</b>	Packaging local culture as economic products — branding regional handicrafts for urban and export markets; pricing traditional food products (pickles, handloom, pottery) for e-commerce; sustainable tourism basics — creating a heritage trail around local temples, tanks, and artisan workshops; GI tag awareness for UP's traditional crafts.
<b>Community Relations (Ambassador Skills)</b>	Soft skills for youth to bridge the gap between corporate operations and village sentiments — active listening, non-violent communication, structured grievance articulation; how to represent village concerns to plant management constructively; how to explain plant activities and their benefits in village-appropriate language and context.
<b>Global Standards — SDG Alignment</b>	Linking local water conservation, health, education, and artisan livelihoods to Global SDG targets (SDG 8, 11, 16); creating the village's first SDG Dashboard; understanding corporate sustainability reports and how village initiatives contribute to the company's ESG score.
<b>Ethical Leadership</b>	Transparency and accountability in village body functioning; respecting diversity — caste, religion, gender — in both corporate and village contexts; how ethical leadership builds trust and enables long-term economic growth; anti-corruption principles for Panchayat functioning.
<b>Dispute Resolution</b>	<b>Mediation techniques for land/labour disputes — separating legal rights from customary expectations and finding solutions that satisfy both; maintaining social harmony during corporate-community negotiations; when to involve the DM/SDM and how to do so constructively rather than confrontationally.</b>

## 05 Key Project Activities

▣ CIVIC & CULTURAL CENTRE SETUP

▣ "NYAY KI PATHSHALA" — LEGAL LITERACY CLINICS

Renovation of a local community hall with traditional architectural motifs (terracotta tiles, UP folk art murals) to establish the Civic & Cultural Integration Centre — housing three permanent facilities: (i) Legal Aid Clinic with a reference library; (ii) Micro-Museum of Local Culture displaying documented folk art, artefacts, and oral history recordings; and (iii) Training Hall for all capacity-building activities. The Centre itself is a physical statement of cultural respect.

Monthly legal literacy workshops at the Centre with DLSA-empanelled lawyers — covering land and property rights (critical in plant influence zones where land acquisition generates anxiety), labour laws (protecting plant workers' rights), consumer protection, and RTI filing. One session per month focused specifically on plant-community legal interfaces — compensation claims, noise/pollution complaints, employment disputes — the highest-risk legal friction points for industrial CSR partners.

#### □ CULTURAL REVIVAL & DOCUMENTATION

Professional video documentation of local elders sharing folklore, folk songs, traditional craft techniques, and oral history of the village — archived at the Micro-Museum and shared with the community through monthly screenings. Ensures that when industrialisation changes the physical landscape, the community's cultural identity is preserved, documented, and celebrated. Annual "Village Utsav" — a large-scale cultural festival co-organised and co-funded by the CSR partner — the single most impactful community relations event in the plant's annual calendar.

#### □ HERITAGE-BASED LIVELIHOOD SUPPORT

Identify and support 20 local artisans — weavers (Khadi/handloom), potters, folk painters (Madhubani/Warli adapted to UP styles), traditional food processors (pickles, murabba, khoya), and folk performers — with specialised tools, quality raw materials, packaging design, e-commerce linkage (Amazon Karigar, Meesho), and craft fair participation support. An artisan earning ₹50,000/month from their craft is a cultural ambassador, not a displaced worker.

#### ♻️ CORPORATE-COMMUNITY EXCHANGE PROGRAMME

Structured "Culture Days" — plant employees visit the village for half-day cultural immersion (craft workshops, folk performance, traditional meal) facilitated by Community Ambassadors; village youth visit the plant for "Industry Days" (facility tour, process demonstration, career guidance). Creates mutual understanding, breaking the "us vs. them" dynamic that is the root cause of most plant-community conflicts.

#### ♻️ TRIPLE BOTTOM LINE ENTERPRISE (SHG)

Establish a pilot "Heritage Eco-Tourism Unit" run by women SHGs — guided village walks to local craft workshops, temple heritage site, and artisan demonstrations for urban visitors. Generates profit (SHG income from eco-tourism fees), employs locals (guide and hospitality roles for 10 SHG women), and protects cultural heritage (economic incentive for artisans to continue practising their craft) — the complete Triple Bottom Line in one community enterprise.

**"Social Insurance" — The Hidden Value of This Investment:** The most significant risk for any industrial CSR partner in rural UP is a community blockade or agitation. Even a single day of plant downtime costs ₹10-50 Lakhs in lost production, legal fees, and management time. The "Sanskriti, Samvidhan aur Samridhi" programme is a proactive investment in preventing exactly this risk —

legally aware communities channel grievances through proper mechanisms; culturally respected communities do not become adversaries. At ₹16.5–24L per year, this programme is the most cost-effective operational risk management tool available to any industrial CSR partner.

## 06 Budget Breakdown (INR)

Budget Head	Min Cost (₹)	Max Cost (₹)	Remarks
⚖️ <b>Training Programme (5 days, 100 Leaders)</b>	4,00,000	5,50,000	Residential accommodation, Legal/Cultural Expert fees, training materials, Ambassador certificates, stipends
🏠 <b>Cultural Centre Setup (Renovation + Micro-Museum)</b>	5,00,000	7,50,000	Community hall renovation with cultural motifs, Micro-Museum display units, legal library, training hall furniture, IT equipment
📦 <b>Heritage Livelihood Support (20 Artisans)</b>	3,00,000	4,50,000	Tools, raw material starter stock, packaging design, e-commerce setup, craft fair entry fees — ₹15,000–22,500 per artisan unit
📄 <b>Cultural Events &amp; Documentation</b>	2,00,000	3,00,000	Annual "Village Utsav" organisation cost; professional video documentation of folk art & oral history; photography; monthly cultural screenings
⚖️ <b>Legal Aid Camps (Monthly, 12/year)</b>	1,50,000	2,00,000	Lawyer coordination (DLSA supplements with free lawyers), documentation assistance for land/labour issues, camp logistics
⚖️ <b>Innovation, Admin &amp; Monitoring</b>	1,00,000	1,50,000	Programme coordinator, SDG Dashboard setup, Harmony Index survey, CSR impact report preparation, corporate-community exchange events

Budget Head	Min Cost (₹)	Max Cost (₹)	Remarks
<b>TOTAL PROJECT COST — Annual</b>	<b>₹16,50,000</b>	<b>₹24,00,000</b>	<b>1 Cultural Centre + 100 Ambassadors + 20 Artisans + Monthly Legal Aid + Annual Utsav</b>

CSR FUNDING REQUESTED — FULL INTEGRATED PROGRAMME (CULTURAL HUB + CIVIC LITERACY + ARTISAN LIVELIHOODS) · ANNUAL

**₹16.5L - ₹24L**

"Social Insurance" for your plant operations — at ₹16.5-24L/year, prevents community agitations that cost ₹10-50L/day in downtime. Schedule VII Clause (v) Heritage eligibility unlocked — a rarely used CSR compliance category with high government visibility.

COST/AMBASSADOR

**₹4,000**

COST/ARTISAN

**₹15,000**

**Named Component Sponsorship:** Donors may sponsor the "**Cultural Heritage Centre**" (₹5-7.5L — Centre named with donor attribution at the entrance and on the Micro-Museum permanent display; visible to every community member for the Centre's 20+ year life) or the "**Legal Literacy Programme**" (₹4-5.5L — all "Nyay Ki Pathshala" workshops branded with donor name; 100 Community Ambassador certificates carry donor branding).

**Government Convergence:** District Legal Services Authority (DLSA) provides free lawyers for Legal Aid Clinics; Ministry of Culture provides grants for heritage documentation under Scheme for Promotion of Culture of Science; UP Tourism Department provides support for heritage-based eco-tourism units under their Village Tourism initiative — collectively reducing net CSR ask by ₹2-3L.

## Heritage Artisan Showcase — 20 Supported Artisan Units



**Community Harmony Index — A Unique CSR Metric:** Unlike infrastructure projects measured in square feet, or livelihood projects measured in income, this programme introduces the "**Harmony Index**" — a bi-annual survey of community sentiment towards the corporate partner, measuring: (i) trust score; (ii) perceived cultural respect; (iii) knowledge of legal rights; and (iv) satisfaction with grievance resolution. A rising Harmony Index is the most predictive metric of zero-disruption operations. CSR partners receive the survey results and trend analysis each bi-annual cycle — the world's most relevant operational performance metric for a plant CSR programme.

## 08 Return on CSR Investment

🏠 TANGIBLE RISK MITIGATION ROI

🏡 REPUTATION & CULTURAL LEGACY

Cost of 1 day plant downtime (agitation)	₹10-50L
Annual cost of legal disputes prevented	₹5-20L
Cost of "Nyay Ki Pathshala" per month	₹12,500

**ROI on programme vs. 1 day downtime**     **10:1 - 50:1**

### ROI

Village Utsav — community loyalty     Priceless value

Heritage documentation —     Permanent cultural legacy

Ministry of Culture grant convergence     ₹2-3L

**Brand — "Guardian of Local Heritage"     Differentiated**

### Cost-Benefit Analysis — The "Social Insurance" Calculation:

- ✓ A single legal awareness camp (₹25,000) that prevents even one major land dispute saves the company ₹5-10 Lakhs in legal fees and management time — a 200:1 to 400:1 return.
- ✓ A single "Village Utsav" event (₹1,00,000) that builds trust with 1,000 community members creates brand goodwill and social licence that prevents blockades worth ₹10-50 Lakhs per day in downtime.
- ✓ An artisan unit supported at ₹2,00,000 that generates ₹50,000/month income creates an economic stakeholder with 3× the motivation to protect the plant's operations as a source of their community's prosperity.

## 09 CSR Alignment & Compliance

This project qualifies under **Schedule VII of the Companies Act 2013** — uniquely utilising **Clause (v): Protection of National Heritage, Art and Culture** alongside Clause (ii) Education and Clause (x) Rural Development. This is directly addresses multiple UN Sustainable Development Goals (SDGs):

### SDG 11.4

**Sustainable Cities — Heritage Protection:** SDG Target 11.4 specifically calls for "strengthening efforts to protect and safeguard the world's cultural and natural heritage." This project directly implements 11.4 at village scale — video documentation of folk arts, Micro-Museum creation, Village Utsav support, and artisan livelihood protection are all SDG 11.4 activities that contribute to national heritage conservation targets.

### SDG 8

**Decent Work & Economic Growth:** Heritage-based livelihoods for 20 artisans create decent, dignified, culturally grounded work — the most authentic form of SDG 8 compliance. Traditional craft and food processing livelihoods are climate-resilient, low carbon, high social value employment that represents exactly the

resilient, low-carbon, high-social-value employment that represents exactly the kind of inclusive growth SDG 8 envisions — work that is economically productive and culturally enriching simultaneously.

**SDG 16**

**Peace, Justice & Strong Institutions:** "Nyay Ki Pathshala" — legal literacy for communities in industrial influence zones — ensures equal access to justice for communities that are often legally disadvantaged in negotiating with corporate entities. Community Ambassadors trained in principled negotiation and legal rights create a structured, peaceful channel for corporate-community dialogue, directly implementing SDG 16's goal of peaceful and inclusive societies.

**SDG 17**

**Partnerships for the Goals:** The Corporate-Community Exchange Programme — plant employees visiting villages, village youth visiting plants — is SDG 17's multi-stakeholder partnership model implemented at its most tangible and human level. Creating genuine two-way relationships between corporate and community stakeholders is the foundation for the long-term partnerships that all SDGs depend on for sustained implementation.

**Government Convergence — DLSA, Ministry of Culture & UP Tourism:**

✓ **District Legal Services Authority (DLSA):** Free empanelled lawyer time for Legal Aid Clinics — eliminating the largest single cost component (₹1-1.5L/year) of the Civic Vertical.

✓ **Ministry of Culture — Scheme for Protection of Culture:** Grants available for professional documentation of folk arts and traditional knowledge systems — Heritage Documentation activity partially fundable by Ministry grants (₹50K-1L).

✓ **UP Tourism Department:** Village Tourism scheme provides technical support and marketing for heritage eco-tourism units run by SHGs — free government co-promotion of the Heritage Eco-Tourism Enterprise.

**Monitoring, Reporting & Accountability**

Mechanism	Details	Frequency
<p>⚖️ <b>Harmony Index Survey</b></p>	<p>Structured community sentiment survey — measuring trust in corporate partner, perceived cultural respect, legal awareness level, and satisfaction with grievance resolution mechanisms; trend analysis shared with CSR partner; rising Harmony Index = zero disruption operations</p>	<p>Bi-Annual</p>

Mechanism	Details	Frequency
📄 <b>Cultural Audit &amp; Heritage Report</b>	Annual report on cultural traditions documented (video archive), folk art forms revived, Village Utsav participation numbers, Micro-Museum visitor count, oral history recordings completed; qualitative narrative on cultural preservation outcomes	Annual
⚖️ <b>Legal Literacy Assessment</b>	Pre-post knowledge test for all 100 Community Ambassadors — measuring improvement in awareness of key laws (land rights, labour law, consumer protection, RTI); case log from Legal Aid Clinics — type of issues, outcomes, time to resolution; quarterly legal dispute count in influence zone	Post-Training & Quarterly
📄 <b>Artisan Livelihood Tracker</b>	Monthly income tracking for all 20 supported artisan units — baseline vs current income; products listed on e-commerce platforms; craft fair participation; customer orders; artisan self-reported wellbeing score; photographs of active artisans and their work	Monthly
⚖️📄 <b>Annual CSR Impact Report</b>	<b>Comprehensive "Balanced Development Report" — 5 Ambassador case studies with photographs; Harmony Index trends; artisan income data; legal cases resolved; cultural events conducted; before-after photographs of Centre; SDG contribution analysis; plant-community exchange event summaries</b>	<b>Annual</b>

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## Partnership Opportunity

We invite forward-thinking CSR partners to invest in this "Harmony & Growth" programme. An investment of **₹16.5 to ₹24 lakhs** annually will deliver:

- ★ **A conflict-free operating environment** — driven by legal awareness and structured grievance channels, not security gates and fences. Communities that understand their rights negotiate; they do not blockade. This is the most direct operational value any CSR programme can deliver to a plant CSR partner.
- ★ **Deep community integration** by explicitly honouring local culture — a Village Utsav co-organised by the corporate partner, artisans thriving with corporate support, a Micro-

Museum that tells the community's own story — creates a relationship that no competitor CSR programme can easily replicate or displace.

- ★ **Sustainable heritage livelihoods** for 20 artisans generating ₹50,000+/month each — economic growth that is culturally grounded, climatically resilient, and deeply valued by the community as an affirmation of their identity's worth.
- ★ **A "Model Global Village"** aligned with SDGs — showcaseable globally as a case study for "Sustainable Community Development" — a village that is legally literate, culturally proud, economically active, and a willing, enthusiastic partner in the corporate entity's regional growth story.
- ★ **The most direct "Social Licence to Operate"** any industrial CSR investment can generate — legally aware, culturally respected, economically partnered communities simply do not agitate. At ₹16.5-24L per year, this is the most cost-effective operational risk management tool in any plant CSR budget.

#### **Flexible Sponsorship Options:**

- ✓ **Cultural Heritage Centre Only** (₹5-7.5L) — Micro-Museum + Renovation; Centre permanently named with donor attribution.
- ✓ **Legal Literacy Programme Only** (₹4-5.5L) — 100 Ambassador training + Monthly Legal Aid Clinics; all certificates and camp materials branded with donor.
- ✓ **Heritage Artisan Livelihood Programme** (₹3-4.5L) — 20 artisan units supported; Heritage Shop at Centre named after donor; artisans' produce carries donor-branded "Made With Cultural Pride" label.
- ✓ **Full "Sanskriti, Samvidhan aur Samridhhi" Programme** (₹16.5-24L) — the complete corporate citizenship statement; your brand as the "Guardian of Local Heritage."

#### ANNEX A · PROGRAMME REFERENCE

### **Training Modules, Cultural Activities & Budget Reference**

Good Governance Fellowship curriculum, heritage activity schedule, and consolidated financial summary

#### **A1 — Training Programme (Summary)**

<b>Training Module</b>	<b>Key Content &amp; Learning Outcomes</b>
⚖️ <b>Spirit of Law</b>	Constitutional Rights, Duties, Compliance, Rule of Law — foundation of community stability and economic growth

Training Module	Key Content & Learning Outcomes
📁 <b>Cultural Asset Mapping</b>	Identifying local festivals, artisans, and "dos and don'ts" — the intelligence layer for plant community relations
⚖️ <b>Innovative Management</b>	Triple Bottom Line, Design Thinking, Lean SHG management, e-governance — balancing profit, people, and planet
📁 <b>Heritage Entrepreneurship</b>	Packaging culture as products — branding, e-commerce, eco-tourism, GI tags; sustainable cultural livelihoods
⚖️ <b>Conflict Resolution</b>	Mediation for land/labour disputes; community-corporate negotiation; when and how to involve administration
📁 <b>Global Standards</b>	<b>SDG alignment, climate action, corporate sustainability reporting — making villages ESG-ready partners</b>

## A2 — Key Project Activities Sequence

- 1. Centre Setup** Renovation of community hall with cultural motifs; Micro-Museum, Legal Library, and Training Hall established.
- 2. Cultural Documentation** Professional video documentation of elders, folk arts, and oral history begins; Micro-Museum content curated and displayed.
- 3. Ambassador Fellowship** 5-day residential training for 100 Community Leaders; certification ceremony; Ambassador network formally constituted.
- 4. Legal Aid Launch** Monthly "Nyay Ki Pathshala" clinics begin; DLSA lawyers; case log initiated; community awareness drive for clinic.
- 5. Artisan Support** 20 artisans identified; tools and raw materials distributed; e-commerce and craft fair linkages established.
- 6. Village Utsav** Annual Cultural Festival co-organised with corporate partner; folk performances, craft fair, traditional food stalls, community celebration.
- 7. Exchange Programme** First Corporate-Community Exchange Day — plant employees at village (craft workshops); village youth at plant (facility tour).
- 8. Harmony Index** First bi-annual Harmony Index survey conducted; baseline community sentiment documented; results shared with CSR partner.

## A3 — Budget Breakdown (INR)

Budget Head	Min Cost (₹)	Max Cost (₹)
☞ Training Programme (5 days, 100 Leaders)	4,00,000	5,50,000
☐ Cultural Centre Setup (Renovation + Micro-Museum)	5,00,000	7,50,000
☐ Heritage Livelihood Support (20 Artisans)	3,00,000	4,50,000
☐ Cultural Events & Documentation	2,00,000	3,00,000
☞ Legal Aid Camps (12/year)	1,50,000	2,00,000
☞ Admin & Monitoring	1,00,000	1,50,000
<b>TOTAL</b>	<b>₹16,50,000</b>	<b>₹24,00,000</b>

#### ANNEX B · BUSINESS BLUEPRINT

## Balanced Development Model – Respect, Rights & Revenue

Corporate Values to Community Action: "Sanskriti" + "Samvidhan" = "Samriddhi"

### B1 – The "Sanskriti, Samvidhan aur Samriddhi" Value Translation

Corporate Philosophy	Project Activity	Measurable Outcome
<b>Spirit of Law</b>	Legal Aid Clinics + Community Ambassador Training	Zero blockades; disputes resolved in <7 days via mediation
<b>Respect Culture</b>	Heritage Documentation + Village Utsav + Micro-Museum	Rising Harmony Index; 2-3 folk traditions actively revived
<b>Social-Economic Balance</b>	Heritage Artisan Livelihood Units	20 artisans earning ₹50K+/month; cultural preservation funded
<b>Global Harmony (SDGs)</b>	<b>SDG Alignment of all village activities + SHG Eco-Tourism</b>	<b>Village SDG Dashboard; ESG-reportable community impact</b>

### B2 – Hub Self-Sustainability Model

The Civic & Cultural Centre sustains its operating costs through:

- ✓ **Legal Documentation Services:** Nominal fee (₹50–100) for government certificate applications assisted by the Centre — ₹5,000–8,000/month.
- ✓ **Heritage Shop Revenue:** Artisan products sold through Centre's Heritage Shop (physical) and e-commerce links — 5% platform commission to Centre maintenance fund — ₹5,000–10,000/month as artisan sales scale.
- ✓ **Village Utsav Stall Fees:** Annual Utsav's artisan stall allotment fees and food stall rental — ₹30,000–50,000 per annual event to maintenance fund.
- ✓ **Training Hall Rental:** Hall rented for government trainings, bank camps, and Panchayat meetings at ₹500/day — ₹1,500–2,000/month. Post-project, the Centre is financially self-sustaining with zero recurring CSR need.

### B3 — Social ROI — The "Social Insurance" Calculation

#### LEGAL DISPUTE PREVENTION VALUE

Monthly Legal Aid Clinic cost	₹12,500
Major dispute prevented per camp	1 avg/quarter
Value of 1 dispute prevented	₹5–20L
<b>Annual ROI on Legal Aid camps</b>	<b>40:1 - 160:1</b>

#### ARTISAN LIVELIHOOD ECONOMIC RETURN

Investment per artisan unit	₹15,000
Monthly income generated	₹50,000
Break-even period	<30 days
<b>Annual economic return (20 artisans)</b>	<b>₹1.2Cr+</b>

#### ANNEX C · FINANCIAL REFERENCE

### Cost-Benefit Analysis & Government Convergence

Per-Ambassador and per-artisan unit economics with DLSA, Ministry of Culture, and UP Tourism convergence

### C1 — Cost-Benefit Summary

Investment	Cost (₹)	Community/Corporate Benefit
<b>Legal Aid Camp (per camp)</b>	12,500	Prevents 1 major dispute per quarter — saves ₹5–20L in legal fees and downtime

Investment	Cost (₹)	Community/Corporate Benefit
<b>Village Utsav (annual event)</b>	1,00,000	Builds deep trust with 1,000+ community members — prevents blockades worth ₹10-50L/day
<b>Artisan Livelihood Unit (per artisan)</b>	15,000	Generates ₹50,000/month income; artisan becomes cultural ambassador and economic stakeholder in plant's regional presence
<b>Ambassador Training (per person)</b>	4,000	<b>Permanently trained community-corporate liaison — prevents misunderstandings before they become grievances, for the rest of their career</b>

### C2 — Government Convergence:

- ✓ **District Legal Services Authority (DLSA):** Free empanelled lawyer time for "Nyay Ki Pathshala" camps — reducing legal aid vertical cost by ₹1-1.5L annually.
- ✓ **Ministry of Culture — Promotion of Culture Scheme:** Grants for documentation of folk arts and traditional knowledge — ₹50K-1L available for video documentation component.
- ✓ **UP Tourism Department:** Village Tourism initiative provides technical support and state-level marketing for heritage eco-tourism units — free government co-promotion worth ₹2-3L in marketing equivalent value.

### SUMMARY

## Overall Project — Total CSR Funds Request

Consolidated annual funding for Civic & Heritage Programme — Corporate Plant Influence Zone, Uttar Pradesh

#	Project Component	Scope	Min (₹)	Max (₹)
1	<b>"Sanskriti, Samvidhan aur Samridhhi" Programme</b>	Cultural Centre + 100 Ambassadors + 20 Artisans + Legal Aid + Annual Utsav	16,50,000	24,00,000

#	Project Component	Scope	Min (₹)	Max (₹)
<b>TOTAL GROSS PROJECT COST</b>			<b>₹16,50,000</b>	<b>₹24,00,000</b>

Metric	Civic & Heritage Programme
Community Ambassadors Trained	100 — Corporate-Community Liaisons trained in law, culture, and mediation
Heritage Artisans Supported	20 — heritage livelihood units generating ₹50K+/month income each
Cultural Traditions Preserved	2-3 folk art forms documented, archived, and actively revived through economic incentive
Community Harmony (Target)	Zero blockades/agitations; Harmony Index >75% positive sentiment bi-annually
Legal Awareness (Target)	100% of 100 Ambassadors with legal knowledge score >80% post-training
<b>Schedule VII Coverage</b>	<b>Clause (v) Heritage Protection + Clause (ii) Education + Clause (x) Rural Development — unique 3-clause compliance</b>

### Why This Investment Makes Sense for Your CSR Portfolio:

This proposal is unique because it addresses the *"Software of Development"* — the mindsets, laws, and traditions that govern a society. It perfectly mirrors the donor's corporate philosophy of **Honouring Law** and **Respecting Culture**. More practically, it ensures that your corporate presence is not just tolerated, but *celebrated* by the local community.

- ✓ **Philosophical Alignment:** Direct mapping to Corporate Mission — law, culture, and balance are not just values but operational strategies reflected in every programme activity.
- ✓ **Risk Management:** Reduces legal and social friction at plant locations — a legally aware, culturally respected community does not blockade or litigate; it negotiates and partners.
- ✓ **Cultural Legacy:** Preserves the identity and heritage of the project location — the corporate partner becomes the "Guardian of Local Heritage," a title that no

competitor can claim or purchase.

✓ **Balanced Growth:** Ensures prosperity reaches the bottom of the pyramid through heritage livelihoods — artisans thriving, traditions surviving, and the community growing alongside the company.

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**Authorised Signatory**

Sarvhit Vidhut Jan Kalyan Samiti

Date: \_\_\_\_\_

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**Project Coordinator**

Civic & Heritage Programme — "Sanskriti, Samvidhan aur Samridhhi"

Date: \_\_\_\_\_