

"Shiksha aur Swachh Hawa" Education & Environment Girl Child Empowerment + Green Belt Plantation

Equipping 500 Girl Children for a Full Academic Year & Planting 2,000 Native Trees to Build a Greener, Healthier Uttar Pradesh

SUBMITTED BY

Sarvhit Vidhut Jan Kalyan Samiti

PROJECT MODEL

School Starter Kit Distribution + Green Belt Plantation

TARGET BENEFICIARIES

500 Girl Students (Classes 1-8) + Community Residents

LOCATION

Uttar Pradesh (Rural Clusters & Industrial Periphery)

500

GIRLS SUPPORTED

2,000+

TREES PLANTED

100%

RETENTION TARGET

40 Tons

CO₂
SEQUESTRATION/YR

01 Executive Summary

Sarvhit Vidhut Jan Kalyan Samiti respectfully presents this dual-impact proposal to prospective Corporate Social Responsibility (CSR) partners for the funding of **"Shiksha aur Swachh Hawa" – Girl Child Education & Environmental Stewardship**.

This initiative addresses two fundamental pillars of sustainable development: **Social Empowerment** through girl child education support, and **Environmental Stewardship** through green belt plantation around industrial zones and community lands. By integrating these two verticals into a single proposal, the project creates a

holistic CSR narrative — educating the future mothers of society while simultaneously protecting the environment they will inherit.

▣ EDUCATION VERTICAL

500 **School Starter Kits** for girl children from BPL families in Classes 1-8 — removing the financial barrier of school supplies that causes dropout in marginalised communities.

Each kit contains a school bag, notebooks, stationery, school shoes, hygiene supplies, and a water bottle — everything a girl needs to attend school with dignity and confidence for a full academic year.

▣ ENVIRONMENT VERTICAL

2,000 **Native Tree Plantation** across industrial periphery, community lands, and road dividers — a living green belt that absorbs pollution, sequesters carbon, and improves the micro-climate around manufacturing facilities.

Species selection prioritised for pollution absorption (Neem, Peepal, Banyan), biodiversity support (Jamun, Guava), and aesthetic buffer creation — maintained by a local SHG for 2 years.

CSR Alignment: This project directly supports Schedule VII of the Companies Act 2013 — Clause (i): promoting education; Clause (iv): ensuring environmental sustainability; and Clause (x): rural development projects. Impact is measurable through school attendance and retention rates, tree survival rates (GPS geo-tagged), and CO₂ sequestration calculations.

CSR contributions are eligible for **80G / 12A tax benefits**. All funds subject to audit with post-distribution certificates and tree geo-tagging reports.

▣ **500 Girls in School · 2,000 Trees Growing · One Investment — Two Lasting Legacies** ▣

02

About Sarvhit Vidhut Jan Kalyan Samiti

Sarvhit Vidhut Jan Kalyan Samiti is a community welfare organisation committed to holistic rural development across Uttar Pradesh. With a focus on gender equity and climate action, the Samiti designs interventions that are community-owned, measurably impactful, and financially sustainable beyond the project period.

The organisation brings together expertise in education support systems, urban and peri-urban forestry (including Miyawaki dense plantation technique), and community mobilisation through SHGs. Through partnerships with government schools, State Forest

Departments, and district industries, the Samiti ensures that every CSR contribution creates lasting social and environmental value — with robust monitoring and transparent reporting to CSR partners.

03 Project Objectives

- Promote Girl Child Education** — remove the financial barrier of school supplies for 500 girls from BPL families in Classes 1-8, ensuring no girl misses school due to lack of a bag, books, or shoes.
- Achieve 100% School Retention** — ensure all 500 girl beneficiaries complete the full academic year through quarterly attendance monitoring and parent engagement workshops on the value of girl child education.
- Save ₹5L+ in Family Expenditure** — each kit (₹1,200-1,500 value) saves the BPL family the equivalent of 3-5 days of agricultural wages otherwise needed to purchase school supplies.
- Create Green Buffers** — plant 2,000 pollution-absorbing native trees around manufacturing facilities and community lands to curb industrial air pollution, particulate matter (PM10/PM2.5), and noise.
- Sequester 40+ Tons of CO₂/Year** — each mature tree absorbs approximately 22 kg of CO₂ per year; 2,000 trees at maturity will offset 44+ tons annually — a measurable, ESG-reportable climate action outcome.
- Enhance Biodiversity & Community Ownership** — native species selection supports local bird and insect populations; SHG-managed maintenance creates livelihoods while ensuring high tree survival rates.

04 Implementation Strategy

Unlike vocational training projects, this initiative focuses on **resource provision and environmental action** — targeted, immediate, and visible delivery with built-in community-led monitoring for sustained impact.

Component	Strategy & Approach
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Component	Strategy & Approach
<p>□ Education Component</p>	<p>Need Assessment: Survey of government schools in the cluster to identify girls from Classes 1-8 at highest dropout risk — specifically daughters of agricultural labourers, daily-wage workers, and single-parent households.</p> <p>Kit Design: Assembled in consultation with school teachers to match current syllabus requirements — durable, age-appropriate items selected over a single season to test quality before bulk procurement.</p> <p>Ceremonial Distribution: Handover event conducted in the school involving parents — sensitising families on the importance of girl child education while creating a visible, celebratory moment that reinforces school attendance as a family priority.</p>
<p>□ Environment Component</p>	<p>Site Survey: Identification of plantation sites — factory periphery (as green buffer wall), community open lands (biodiversity patches), and road dividers (linear green belts) — mapped and GPS-marked before planting.</p> <p>Species Selection: Native, hardy species (Neem, Peepal, Jamun, Sheesham, Banyan, Ashoka) chosen for industrial soil tolerance, rapid growth, and pollution absorption — no exotic or water-intensive species.</p> <p>Protection & Survival System: Installation of GI tree guards around each sapling protecting against grazing cattle — the single biggest cause of plantation failure in rural UP. SHG-managed drip watering "buddy system" ensures every sapling is watered twice daily for the first monsoon season.</p>

05 Key Project Activities

Education Vertical — Delivery in 5 Steps

1. Beneficiary Identification (School-Level)

Coordination with government school principals to prepare class-wise lists of girls from Classes 1-8 from BPL households. Cross-verification with Gram Panchayat BPL list and Rashtriya Parivar Sahayata Yojana rolls. Priority to girls who missed previous year due to lack of supplies — the most at-risk dropout group.

2. Kit Procurement & Quality Check

School bag, 10–15 notebooks (as per UP State syllabus), stationery set (pen, pencil, eraser, scale, geometry box), black school shoes (ISI marked), hygiene kit (sanitary napkins for older girls + soap), and BPA-free insulated water bottle. All items procured from certified suppliers with quality inspection before packing. Kits packed with beneficiary name and school printed on the bag flap — personalised for ownership.

3. Parent-Teacher Awareness Workshop

Gram Sabha-level meeting before distribution, engaging parents (specifically mothers and fathers) with sessions on: girl child education statistics, scholarship opportunities for daughters (UP State scholarships, NSP), and the documented earnings premium of educated women. Conducted by the Samiti in the local dialect — not a formal lecture, but a community conversation.

4. Ceremonial Distribution Drive

Village-level distribution events at each school with participation of Panchayat representatives, teachers, parents, and CSR partner representatives (if present). Each girl receives her personalised kit in a ceremony that publicly honours her as a scholar — creating peer motivation. Distribution photographed and geo-tagged at the school.

5. Quarterly Attendance & Retention Follow-Up

Samiti field team verifies attendance of all 500 beneficiaries at 3-month intervals through school registers. Any drop in attendance triggers an immediate home visit by the Swasthya/Shiksha Sakhi to identify and resolve the cause (illness, family crisis, seasonal migration). Attendance data reported to CSR partner quarterly.

Environment Vertical — 5-Week Plantation Sequence

Week 1 — Site Survey & Soil Testing

GPS mapping of all 2,000 plantation points across the identified sites; soil pH and quality testing; debris clearing; marking of pit locations at species-appropriate

spacing (5×5 m for large trees, 3×3 m for medium). Site photographs for baseline documentation.

Week 2 — Sapling & Tree Guard Procurement

Native saplings sourced from registered Forest Department nurseries and certified private nurseries — minimum 2-year-old saplings (knee height) for higher survival rates than younger nursery stock. GI tree guards (1.2 m height, 4-stake design) procured for all 2,000 saplings — the single most important survival investment.

Week 3 — Pit Digging, Soil Treatment & Manure

2-ft × 2-ft pits dug at all marked locations; soil mixed with organic compost (FYM) and neem cake for nutrient enrichment; pit sides scarified to prevent hardpan formation; first watering done before planting to settle soil and test drainage.

Week 4 — "Van Mahotsav" Plantation Drive

Large-scale plantation event — a "Van Mahotsav" — involving CSR partner employees (volunteer engagement opportunity), school students, SHG members, Panchayat representatives, and Forest Department officials. Each tree planted and geo-tagged with GPS coordinates; each volunteer can "adopt a tree" and receive a digital certificate naming their tree — a lasting personal connection to the plantation.

Week 5+ — SHG Maintenance Contract (2 Years)

A local women's SHG is formally contracted for 2-year plantation maintenance — watering twice daily (morning/evening) for the first monsoon season, then weekly thereafter; weeding and mulching around each tree guard; reporting of any tree guard damage or sapling death for immediate replacement. SHG members receive ₹150–200/day for maintenance work — a livelihood earned by protecting the environment.

Budget Head	Min Cost (₹)	Max Cost (₹)	Remarks
□ Education: School Starter Kits (500 kits)	5,00,000	7,50,000	@ ₹1,000-1,500/kit — Bag, Notebooks, Stationery, Shoes, Hygiene Kit, Water Bottle
□ Education: Workshops & Distribution Events	50,000	75,000	Transport, venue, PA system, awareness banners, parent-teacher meeting costs
□ Environment: Native Saplings (2,000 nos)	1,00,000	1,50,000	@ ₹50-75/sapling — 2-year-old minimum, knee-height, from Forest Dept / certified nurseries
□ Environment: Tree Guards & Fencing (2,000 nos)	4,00,000	6,00,000	GI tree guards @ ₹200-300 each — single most critical investment for sapling survival
□ Environment: Pit Digging & Organic Manure	1,00,000	1,50,000	Labour for pit digging + FYM compost + neem cake soil treatment for all 2,000 pits
□ Environment: 2-Year Maintenance (SHG Contract)	1,50,000	2,00,000	SHG watering, weeding, guard repairs, replacement saplings for dead trees — 2-year contract
TOTAL DUAL-IMPACT PROJECT COST	₹13,00,000	₹18,75,000	500 Girls Educated & 2,000 Trees Planted + 2-Year Maintenance

CSR FUNDING REQUESTED — FULL DUAL-IMPACT PROJECT (EDUCATION + ENVIRONMENT) · ANNUAL INVESTMENT

₹13L - ₹18.75L

Most affordable project in this portfolio relative to impact — ₹1,300/girl educated and ₹500/tree planted including 2-year maintenance. Net CSR ask after community contribution: ₹12-17.25L.

COST/GIRL

₹1,300

COST/TREE

₹500

Named Component Sponsorship: Donors may sponsor the "**Education Vertical**" (₹5.5-8.25L — 500 kits branded with donor name on each school bag; each girl's kit has the donor brand visible every school day) or the "**Environment Vertical**" (₹7.5-10.5L — Van Mahotsav event co-hosted by donor; "Sponsored by [Corporate Name]" nameplate on the main plantation site).

Government Convergence: State Forest Department provides free saplings under Van Mahotsav drives (reducing sapling cost to near-zero); "Beti Bachao Beti Padhao" district programme may contribute supplementary support for distribution events; SHG MGNREGA entitlement can cover pit-digging labour wages.

07 Expected Impact & Outcomes

Native Tree Species — The Right Trees in the Right Places



Native species across industrial periphery, community land, and road dividers — 90%+ survival target

Annual carbon sequestration at maturity — measurable, GPS geo-tagged, ESG-reportable climate action

Reduction in PM10/PM2.5 dust near facility; micro-climate cooling effect; soil erosion prevention

Employee Volunteer Engagement Opportunity: The Van Mahotsav plantation event provides corporate employees a structured, meaningful volunteer day — planting trees, interacting with school girls receiving kits, and engaging with the community in a festive, positive environment. Each volunteer receives a "Tree Adoption Certificate" with GPS coordinates of their tree — creating a personal, lasting connection to the CSR investment. This drives internal ESG pride and team cohesion alongside external community impact.

08 Return on CSR Investment

EDUCATION ROI — PER GIRL

Kit investment per girl ₹1,300

Family savings (school supplies) ₹1,000+

10% annual wage premium (educated girl) ₹50,000+

Social ROI (lifetime earnings uplift) 38:1

ENVIRONMENT ROI — PER TREE

Total investment per tree (incl. guard + ₹500 care)

CO₂ sequestration per tree at maturity 22 kg/year

Carbon offset value over 20 years ₹2,000+

ROI on tree investment (carbon only) 4:1 (20 yr)

Brand Value of Green Belt for Industrial CSR Partners: A visible, thriving green belt of 2,000 trees around a manufacturing facility serves as a "**Living CSR Report**" — visible to regulators, community members, employees, and visitors every day. Green belt plantations are specifically noted by pollution control boards (CPCB/UPPCB) as a mitigation measure in environmental clearance assessments, providing tangible regulatory goodwill alongside community appreciation.

Long-Term Education Impact — Beyond the Kit: Statistical data consistently shows that the biggest predictor of a girl child's continued education is family

buy-in and visible investment in her schooling. The kit distribution ceremony, which publicly honours each girl as a scholar in front of her family and community, creates a psychological commitment from parents that sustains school attendance well beyond the kit's physical life. Follow-up monitoring reinforces this commitment across the academic year.

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 4

Quality Education: Ensuring inclusive and equitable quality education — by removing the financial barrier (lack of supplies) that prevents 500 girls from completing a full academic year, this project directly reduces India's most stubborn driver of girl child dropout in rural primary schools.

SDG 5

Gender Equality: Ending gender disparities in education — girl child dropout in rural UP is disproportionately high due to supply cost and cultural deprioritisation of girls' education. Targeted support for girl children specifically addresses this gap, creating a visible "girls-first" community norm around education.

SDG 13

Climate Action: 2,000 trees sequestering 40+ tons of CO₂ annually at maturity; eliminating open burning and dump-site methane by replacing degraded land with green cover; creating a measurable, GPS-verified, annual carbon offset contribution reportable in corporate sustainability reports and ESG disclosures.

SDG 15

Life on Land: Sustainable management of terrestrial ecosystems — native species plantation supports local pollinator populations (bees, butterflies), bird species, and soil micro-ecology; prevents soil erosion at industrial periphery; creates a perennial biodiversity corridor in areas typically degraded by industrial activity.

"Beti Bachao Beti Padhao" & Van Mahotsav Alignment: Both verticals of this project align perfectly with two of India's most prominent national campaigns. The education component directly implements the spirit of BBBP — keeping girls in school as the foundation of the Mission's objectives. The tree plantation component aligns with the Ministry of Environment's annual Van Mahotsav drive — enabling Forest Department partnership and potential government sapling provision at no cost, reducing the net CSR ask.

Monitoring, Reporting & Accountability

Mechanism	Details	Frequency
☐ Attendance Tracking	Field verification of all 500 beneficiary girls' attendance from school registers; comparison against quarterly targets; home visit protocol for any attendance drop; report shared with CSR partner	Quarterly
☐ Tree Survival Audit	Physical count of surviving trees at all plantation sites; GPS-verified survival rate vs total planted; dead saplings replaced under maintenance contract within 30 days; photo-documented survival percentage report	Bi-Annual
☐ Kit Utilisation Certificate	School principal-certified proof of kit receipt by all 500 beneficiaries; photograph of each distribution event with beneficiary list; parent acknowledgement signatures	Post-Distribution
☐ Geo-Tagging of Trees	GPS coordinates recorded for all 2,000 plantation points using mobile geo-tagging app; unique tree IDs assigned; satellite image overlay of plantation area; remote monitoring possible via geo-tag database	One-Time at Planting
☐☐ Annual CSR Impact Report	Comprehensive narrative report — case studies of 5 individual girls (with photographs); tree growth chart comparing Year 1 and Year 2 height; CO₂ sequestration calculation; family savings analysis; before-after plantation photographs	Annual

Partnership Opportunity

We invite forward-thinking CSR partners to invest in this holistic "Dual-Impact" project. A one-time annual investment of **₹13 to ₹18.75 lakhs** will deliver:

- ★ **500 educated futures** — girl children from BPL families equipped with personalised school kits (branded with donor name) attending school with dignity and confidence for a full academic year, monitored and reported quarterly.
- ★ **A living green forest of 2,000 trees** — a visible, permanent green belt around the facility bearing the donor's name, absorbing 40+ tons of CO₂ annually, and serving as a "Living ESG Report" to regulators, community, and employees.

★ **Dual Schedule VII compliance** — education (Clause i) and environment (Clause iv) in a single, efficiently managed project, simplifying CSR committee reporting and maximising Schedule VII category coverage.

★ **Employee volunteer engagement** — Van Mahotsav plantation day provides a structured, meaningful corporate volunteering opportunity that builds team cohesion and internal ESG pride while delivering real community impact.

★ **The most affordable dual-impact investment in this portfolio** — at only ₹1,300 per girl educated and ₹500 per tree planted (including 2-year maintenance), this project delivers two categories of CSR impact at the lowest per-unit cost of any project presented.

Flexible Component Sponsorship:

✓ **Education Vertical Only** (₹5.5–8.25L) — 500 personalised school kits with donor branding visible every school day.

✓ **Environment Vertical Only** (₹7.5–10.5L) — 2,000 trees planted with named plantation site; Van Mahotsav event co-hosted by donor.

✓ **Full Dual-Impact Project** (₹13–18.75L) — Both verticals with comprehensive branding across kits, plantation site, and annual impact report.

ANNEX A · PROGRAMME REFERENCE

Education Kit Specifications & Environment Activity Schedule

Detailed kit contents, tree species mix, activity timeline, and consolidated budget

A1 — Education Kit Specification (Per Girl — ₹1,200 Kit Value)



SCHOOL BAG

1 durable bag — branded with donor name + beneficiary name label on flap



NOTEBOOKS

10–15 notebooks as per UP State syllabus subject requirements



STATIONERY SET

Pen, Pencil, Eraser, Scale, Geometry Box — full academic year supply



SCHOOL FOOTWEAR

1 pair black school shoes (ISI marked) — reduces bare-foot dropout



HYGIENE KIT

Sanitary napkins (older girls), soap, comb — menstrual hygiene support



WATER BOTTLE

BPA-free insulated bottle — reduces dehydration-related absenteeism

A2 — Environment Vertical Activity Schedule

Week 1	Site survey, GPS mapping of all 2,000 plantation points, soil testing, debris clearing and pit location marking.
Week 2	Procurement of 2-year-old native saplings from Forest Department / certified nurseries + GI tree guards for all 2,000 points.
Week 3	Pit digging (2x2 ft), FYM compost and neem cake soil treatment, first watering to settle soil before planting day.
Week 4	"Van Mahotsav" plantation event — corporate volunteers, school students, SHG, Panchayat; GPS geo-tagging of each tree; tree adoption certificates.
Week 5+	SHG 2-year maintenance contract begins — daily watering, weeding, tree guard repairs, dead sapling replacement reporting.

A3 — Budget Breakdown (INR)

Budget Head	Min Cost (₹)	Max Cost (₹)
☐ Education Kits (500 girls)	5,00,000	7,50,000
☐ Distribution & Awareness Workshops	50,000	75,000
☐ Native Saplings (2,000 nos)	1,00,000	1,50,000
☐ Tree Guards & Fencing	4,00,000	6,00,000
☐ Pit Digging & Organic Manure	1,00,000	1,50,000
☐ 2-Year SHG Maintenance Contract	1,50,000	2,00,000
TOTAL	₹13,00,000	₹18,75,000

ANNEX B · BUSINESS BLUEPRINT

Sustainability Model — Community Ownership for Longevity

Education Monitoring Beyond the Kit & SHG Employment from Tree Maintenance

B1 — Education: Beyond the Kit

The kit is an entry point, not the endpoint. Post-distribution, the Samiti coordinates with school teachers to monitor the academic progress of all 500 girls — tracking whether

kits lead to attendance, and attendance leads to learning. Teachers are enrolled as "Shiksha Champions" — with a small incentive (stationery supplies) for maintaining detailed attendance and progress records for beneficiary girls.

- ✓ Quarterly field visits to each school verify attendance from registers.
- ✓ Home visits for any girl with >10% attendance drop — addressing the root cause.
- ✓ Annual parent re-engagement event celebrating girls who maintained 90%+ attendance.
- ✓ Linkage with UP State scholarship programmes for outstanding performers.

B2 — Environment: SHG Employment Generation

The 2-year maintenance of 2,000 trees is formally contracted to a local women's SHG — ensuring high survival rates through paid accountability, while simultaneously generating livelihoods. A paid workforce protects trees far more effectively than community volunteers.

- ✓ **High Survival Rate:** Paid SHG maintenance workers have accountability for survival outcomes — their contract renews only if survival rate exceeds 85%.
- ✓ **SHG Livelihood:** ₹150–200/day per maintenance worker × 5 women × 260 days/year = ₹1.95L+ annual wages for the SHG maintenance team.
- ✓ **Tree Health Data:** SHG workers record daily watering logs and monthly survival counts — providing ground-truth monitoring data for the CSR partner's annual report.

B3 — Species Selection (Industrial Area Optimised)

Category	Species	CSR Value Proposition
Pollution Absorbers	Neem, Peepal, Banyan (Ficus)	Highest CO ₂ absorption; PM10/PM2.5 leaf capture; industrial soil tolerance
Aesthetic / Boundary	Ashoka, Cassia, Arjuna	Dense canopy forming visual green wall; fast-growing for early buffer effect
Fruit / Bird-Attracting	Jamun, Guava, Amla	Supports local biodiversity; community benefit from fruit; highly visible CSR story

Unit Economics — Per Girl & Per Tree Cost Analysis

Cost per beneficiary, government convergence, and overall expected returns on the dual-impact investment

C1 — Education Cost Per Girl

Item	Cost (₹)
Kit Contents (Bag, Books, Stationery, Shoes, Hygiene, Bottle)	1,200
Distribution & Admin per girl	100
Total Per Girl Beneficiary	₹1,300

C2 — Environment Cost Per Tree

Item	Cost (₹)
Sapling (2-yr old, from nursery)	50
Pit Digging & Organic Manure	50
GI Tree Guard (survival protection)	250
2-Year Watering & Maintenance	150
Total Per Tree	₹500

C3 — Government Convergence:

- ✓ **Beti Bachao Beti Padhao (Education):** District BBBP programme may contribute supplementary support for distribution event costs and parent sensitisation workshops — reducing education vertical administrative costs.
- ✓ **State Forest Department (Environment):** Van Mahotsav scheme provides free or subsidised native saplings from government nurseries — potentially eliminating ₹1-1.5L of sapling procurement cost from the CSR ask.
- ✓ **MGNREGA (Environment):** Pit digging labour at plantation sites is eligible for MGNREGA job card wages through the Gram Panchayat — reducing unskilled labour cost in the environment vertical.

SUMMARY

Overall Project — Total CSR Funds Request

Consolidated funding for Girl Child Education + Green Belt Plantation — dual Schedule VII verticals

#	Project Component	Scope	Min (₹)	Max (₹)
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#	Project Component	Scope	Min (₹)	Max (₹)
1	Education & Environment (Dual Vertical)	500 Girl Kits + 2,000 Trees + 2-Year Maintenance	13,00,000	18,75,000
TOTAL GROSS PROJECT COST			₹13,00,000	₹18,75,000

Component	Gross Cost	Community / Govt Contribution	Net CSR Ask
Dual Vertical (Education + Environment)	₹13L-₹18.75L	₹1L-₹1.5L (SHG labour + BBBP support)	₹12L-₹17.25L

Metric	Education & Environment Programme
Girl Beneficiaries	500 girls — Classes 1-8, BPL families, full-kit support for academic year
Trees Planted	2,000 native trees — GPS geo-tagged, GI guard protected, SHG maintained
Survival Rate Target	90%+ at end of Year 2 — backed by paid SHG maintenance contract
School Retention Target	100% for the academic year — quarterly attendance monitoring by Samiti
Annual CO ₂ Sequestration	40+ tons/year at tree maturity — measurable, ESG-reportable climate action
Schedule VII Coverage	Dual compliance — Clause (i) Education + Clause (iv) Environmental Sustainability

Why This Investment Makes Sense for Your CSR Portfolio:

This project combines "**Heart**" (Education — the most emotionally resonant CSR story, photographable, share-worthy) with "**Science**" (Environment — measurable carbon offsets, GPS-verified outcomes, ESG-reportable climate action). It covers two Schedule VII clauses, engages employees as volunteers, provides tangible regulatory goodwill, and delivers the lowest per-unit cost of any project in this 20-proposal portfolio.

✓ **Dual Impact:** Social and Environmental returns from a single investment — maximum Schedule VII coverage per rupee spent.

- ✓ **High Visibility:** 500 branded school bags seen every school day; 2,000 growing trees visible from the factory gate.
- ✓ **Brand Image:** "Green and Socially Responsible" — the dual narrative that defines the most admired corporate citizens in India today.
- ✓ **Employee Engagement:** Van Mahotsav volunteering + kit distribution events provide two structured employee CSR engagement opportunities in a single annual programme.

Authorised Signatory

Sarvhit Vidhut Jan Kalyan Samiti

Date: _____

Project Coordinator

Education & Environment Programme

Date: _____