



Dhule Shikatay!

(धुळे शिकतंय!)

SARA Foundation, Dhule

ABSTRACT

“Dhule Shikatay!” is a statewide CSR initiative promoting Khandeshi culture, strengthening rural education, empowering youth through 432 annual assemblies, and planting 10,000 saplings across Maharashtra. With a ₹2 Crore investment, it delivers measurable impact and builds long-term community leadership and sustainability.

Sanket Wakale

Founder and President,
SARA Foundation

Submitted by: SARA Foundation (NGO)

Total CSR Requirement: ₹2,00,00,000 (2 Crore)

Duration: 12 Months (Renewable Annually)

Coverage: Maharashtra (Dhule as Central Node; outreach to all 36 districts)



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1. INTRODUCTION

SARA Foundation proposes “**Dhule Shikatay!**”, a state-reaching CSR program designed to uplift cultural heritage, environmental sustainability, educational resources, and youth empowerment. The initiative integrates four major pillars:

1. **Khandeshi Culture Promotion**
2. **Tree Plantation & Eco-Leadership Clubs**
3. **Books Collection & Library Development**
4. **Youth Assemblies across all districts (432 events annually)**

The project aligns with **Schedule VII of the Companies Act, 2013**.

2. NEED ASSESSMENT

2.1 Cultural Need

- Khandeshi heritage is disappearing due to limited mainstream visibility.
- Artists lack platforms and documentation support.

2.2 Environmental Need

- Declining green cover and rising temperatures in North Maharashtra.
- Schools & colleges lack structured plantation and survival monitoring systems.

2.3 Educational Need

- Rural libraries lack updated academic and general reading materials.
- Students rely on outdated books and limited access.

2.4 Youth Development Need

- Maharashtra lacks consistent, month-on-month youth leadership events covering all districts.
- Skills such as digital literacy, entrepreneurship, and mental health awareness are insufficiently addressed.

3. PROJECT OBJECTIVES

1. Promote and preserve **Khandeshi Culture** through statewide events & archival work.
2. Plant **10,000 saplings** and ensure long-term maintenance via eco clubs.
3. Collect & distribute **30,000–50,000 books** for schools and colleges.
4. Conduct **432 Youth Assemblies** across all districts annually.
5. Build a statewide network of youth volunteers and leaders.
6. Produce measurable, documented impact reports suitable for corporate CSR evaluation.

4. PROJECT COMPONENTS & ACTIVITIES

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F/15148/DHULE. NGO Darpan ID: MH/2023/0363793

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4.1 Khandeshi Culture Promotion

Activities:

- Cultural festivals and exhibitions
- Artist workshops (folk art, poetry, food, crafts)
- Documentation of oral traditions, folklore, and performances
- Digital archiving of content
- Community engagement drives

Outcomes:

- 10,000+ community beneficiaries
- 100+ artists supported
- Permanent digital documentation of Khandeshi culture

4.2 Tree Plantation & Environmental Sustainability

Activities:

- Plantation of **10,000 saplings**
- Maintenance for 3 years
- Geo-tag tracking of plantation zones
- Formation of **50 Eco Clubs**
- Eco-awareness workshops in schools
- Community mobilization through volunteers

Outcomes:

- 70%+ survival rate
- Active school/college eco culture
- 10,000+ students participating

4.3 Books Collection & Library Strengthening

Activities:

- 36 district-level book donation events
- Central sorting & cataloging center
- Distribution to rural libraries
- Media outreach & state-level book drive
- Mobilization of volunteers for collection & organization

Outcomes:

- 30,000–50,000 books collected
- 150+ libraries strengthened
- Improved reading culture in rural Maharashtra

4.4 Monthly Youth Assemblies

Activities:

- Conduct one assembly per district per month
- Topics:
 - Leadership



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- Digital literacy
- Entrepreneurship
- Career planning
- Mental health
- Environmental citizenship
- Expert speakers & trainers
- Peer learning activities
- Youth volunteer recognition

Outcomes:

- 40,000+ direct youth beneficiaries
- Enhanced communication, leadership & employability skills

5. VOLUNTEER PROGRAM (WITH HONORARIUMS)

To ensure smooth and large-scale execution, a structured volunteer ecosystem will be created:

Types of Volunteers & Honorariums

- **District Youth Volunteers (36 districts)**
- **Eco Volunteers (Tree plantation tracking)**
- **Book Drive Volunteers (sorting + district mobilisation)**
- **Cultural Event Volunteers (festival execution)**

Honorariums support:

- Travel
- Food
- Utilities
- Basic compensation for their time

6. IMPLEMENTATION STRATEGY

1. **Central Coordination Office (Dhule):** Reporting, M&E, financial compliance.
2. **District Coordinators:** Event execution & stakeholder engagement.
3. **Partnerships with Colleges:** Venues, mobilization, support.
4. **Technical & Creative Team:** For cultural documentation, design, social media.
5. **Regular CSR Reporting:**
 - Monthly reports
 - Quarterly CSR dashboard
 - Annual Impact Assessment

7. MONITORING & EVALUATION

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- Geo-tagging of plantation zones
- Attendance, feedback & learning assessments for Youth Assemblies
- Library strengthening impact metrics
- Event documentation (photos, videos, social media)
- Quarterly review meetings
- Annual third-party impact assessment (recommended for corporate compliance)

8. **RISK MITIGATION**

Risk	Mitigation
Low sapling survival	Maintenance teams + eco clubs + geo monitoring
Weak youth turnout	Partnering with NSS, NCC & colleges
Book donation slowdown	Corporate volunteering & online campaigns
Cultural event reach constraints	Media partnerships & influencer outreach

9. **SUSTAINABILITY PLAN**

- Eco Clubs ensure long-term tree care
- Libraries gain permanent benefit from donated books
- Youth Assemblies create leadership networks
- Cultural documentation preserved online for future generations

10. **DETAILED CSR BUDGET (₹2 CRORE)**

- A. Khandeshi Culture Promotion – ₹25,00,000
- B. Tree Plantation (10,000 saplings) – ₹30,00,000
- C. Book Collection & Distribution – ₹20,00,000
- D. Youth Assemblies (432 events) – ₹1,00,00,00
- E. Project Management & Staff – ₹15,00,000
- F. CSR Compliance + Reporting – Included
- G. Volunteer Honorariums – Included in all components
- H. Contingency Reserve – ₹10,00,000

TOTAL = ₹2,00,00,000 (Two Crore Only)

10.1 YEARLY EVENT PLAN (12 THEMATIC EVENTS × 36 DISTRICTS = 432 EVENTS)

(Note: Each district repeats the same event theme for that month.)

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TABLE 1: Month-wise Event Name + Planning + Budget (Per District + Total per Month)

Month	Event Name	Key Activities / Planning	Per District Budget (₹)	Monthly Budget for All 36 Districts (₹)
January	Youth Leadership & Motivation Assembly	Leadership workshops, goal setting, motivational speakers, youth networking	₹20,000	₹7,20,000
February	Digital Literacy & Cyber Safety Clinic	Basic digital skills, online safety, AI awareness, hands-on demos	₹20,000	₹7,20,000
March	Entrepreneurship & Startup Awareness Camp	Startup basics, idea pitching, financial literacy, guest entrepreneurs	₹20,000	₹7,20,000
April	Mental Health & Stress Management Assembly	Counsellor talks, meditation sessions, youth wellbeing toolkits	₹20,000	₹7,20,000
May	Career Guidance & Competitive Exam Prep Session	Job pathways, exam strategy, scholarship info, mentor interactions	₹20,000	₹7,20,000
June	Environment & Climate Action Assembly	Tree plantation launch, eco club training, climate education modules	₹20,000	₹7,20,000
July	Arts, Culture & Folk Heritage Youth Meet	Khandeshi culture promotion, folk arts, performances, local artists	₹20,000	₹7,20,000
August	Book Donation Festival & Reading Movement	Distribution drive, book reading competitions, library strengthening	₹20,000	₹7,20,000
September	Women & Youth Safety Awareness Assembly	Police-led session, self-defense demo, rights awareness talks	₹20,000	₹7,20,000

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October	Social Responsibility & Community Action Assembly	Cleanliness drive, civic duty sessions, student action plans	₹20,000	₹7,20,000
November	Skill Development & Employability Assembly	Communication skills, interview prep, resume building, soft skills	₹20,000	₹7,20,000
December	Innovation, Technology & Future Skills Expo	Robotics demos, AI showcases, innovation challenges, STEM booths	₹20,000	₹7,20,000
			Total	₹86,40,000

TOTAL BUDGET (ALL 432 EVENTS)

₹7,20,000 × 12 months = ₹86,40,000

10.2 TABLE 2: Detailed Cost Distribution Per Event (₹20,000 per district)

Cost Head	Amount (₹)
Venue + Setup (college halls)	3,000
Branding & Flex Banners	1,000
Resource Person / Guest Speaker Honorarium	4,000
Student Kits (Notebooks, certificates)	3,000
Volunteer Honorariums (5–10 volunteers)	3,000
Media, Photography & Documentation	2,000
Refreshments	2,000
Coordination, Travel & Misc	2,000
Total Per Event / District	₹20,000

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10.3 TABLE 3: Volunteer Payment Structure (Included in ₹20,000)

Volunteer Role	Payment (₹)
District Lead Volunteer	₹600
Coordination Volunteers (2–3 persons)	₹300 each
Registration & Logistics Volunteers (2–3 persons)	₹200 each
Social media & Documentation Volunteer	₹400
Total Per Event	₹2,500 – ₹3,000

11.CSR ALIGNMENT BENEFITS FOR COMPANIES

Meets Key CSR Focus Areas:

- Education
- Environment
- Art & Culture
- Rural Development
- Youth Empowerment

Corporate Visibility & ROI

- Branding across 432 events
- Logo placement in cultural festivals
- Social media acknowledgements
- Impact documentation for CSR annual reports
- Opportunity for employees to volunteer

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12. CONCLUSION

“**Dhule Shikatay!**” is a high-impact, multi-sector CSR program with measurable outcomes, excellent statewide reach, and strong sustainability indicators. The proposed **₹2 Crore CSR investment** will deliver significant community benefit while ensuring visibility and compliance for corporate partners.

SARA Foundation welcomes collaboration and is ready for presentations, MoUs, field visits, and due diligence.

Sanket Wakale

President
SARA Foundation



fwakale

Vice President
SARA Foundation

Date: 22.11.2025

Place: Dhule