

CSR FUNDING PROPOSAL

Education, Literacy & Life-Skills Outreach Programme

Organisation: Mandakini Publications

Programme: Gift a Book – Brighten a Future

Prepared by: Iman Dhar

1. Executive Summary

Mandakini Publications conducts educational and social outreach programmes designed to improve access to books, literacy resources, learning opportunities and positive life guidance for children from underserved communities. Through the **Gift a Book – Brighten a Future** programme, books are provided free of charge to children, schools and communities with limited educational resources.

The programme is intended to support education, English reading and comprehension, character and life-skills development, confidence-building and meaningful engagement with learning. Mandakini Publications seeks CSR support to expand an existing programme with demonstrated community outreach rather than establish a completely new initiative.

2. Gift a Book – Brighten a Future

- Provide quality educational and reading materials completely free of charge to children from underserved backgrounds.
- Support schools that have limited access to supplementary educational resources.
- Encourage regular reading, English vocabulary, comprehension and communication skills.
- Create a longer-term educational resource for schools because donated books remain available for continued use.

3. Literacy and English Education

Books are used as practical tools to encourage reading, comprehension, vocabulary development and communication skills. Educational seminars, storytelling sessions and interactive activities are used to make learning engaging and accessible. The objective is to build a sustained interest in reading and learning rather than limiting the intervention to one-time book distribution.

4. Free Educational Programmes

Mandakini Publications has conducted **50+ free educational programmes** for children from underserved communities. Activities have included educational seminars, storytelling, interactive learning and discussions. Programmes seek to complement existing school education while developing practical knowledge, confidence and positive social values.

5. Values, Character and Life-Skills Education

The programme encourages children to develop positive values and responsible behaviour. Topics may include kindness and compassion, honesty, respect, responsibility, discipline, empathy, service to others and making positive choices. These activities are designed as supportive components of a broader education and life-skills programme.

6. Personal Development and Purpose

Age-appropriate discussions and stories may encourage children to reflect on identity, purpose, responsibility, relationships and constructive participation in society. Where included, spiritual or philosophical themes are intended to be presented in an age-appropriate and educational manner, as a supporting component rather than the primary purpose of the CSR project.

7. Support for Disadvantaged Children

- Reach children from underprivileged schools and underserved communities.
- Support orphans and vulnerable children with educational resources and activities.
- Combine educational outreach with practical support where appropriate.
- More than 1,000 children have been reached through feeding and related outreach activities.

8. Supporting Schools

Mandakini Publications can provide free books and educational programmes to schools with limited resources. Teachers and students can continue using donated materials after an outreach event, creating an impact beyond a single programme. Workshops may also provide supplementary activities for English reading, comprehension and values-oriented learning.

9. Programme for Teenage Girls

A dedicated programme is proposed for teenage girls focusing on confidence, personal development, future planning, talents and interests, positive decision-making, mentorship and meaningful direction in life. The programme will encourage participants to recognise their potential and connect personal goals with responsible participation and service to society.

10. Existing Impact

Impact Area	Reported Achievement
Books distributed	1,000+ books gifted free of charge
Children supported	1,000+ children fed through outreach activities
Educational programmes	50+ free programmes conducted
Schools & communities	Outreach to underserved schools and communities
Vulnerable children	Support including orphans and children with limited resources

11. Proposed Use of CSR Funding

- Printing and procuring books specifically for free distribution.
- Expanding outreach to additional underserved schools and communities.
- Conducting literacy, English-learning, storytelling and educational workshops.
- Providing educational resources to orphanages and vulnerable children.
- Providing meals during selected outreach programmes where appropriate.
- Developing and delivering dedicated confidence-building and mentorship programmes for teenage girls.
- Strengthening programme monitoring, documentation and impact measurement.

12. CSR Alignment

The proposed activities are designed primarily around education, literacy, educational resources, life skills and support for disadvantaged children and communities. These areas can align with eligible CSR activities under Schedule VII of the Companies Act, 2013, subject to the specific project design, implementing entity's eligibility and applicable CSR Rules. The organisation should confirm its legal eligibility to receive CSR funds and maintain the required registrations and documentation before approaching companies for CSR funding.

13. Monitoring and Impact Measurement

- Maintain records of books printed and distributed.
- Record participating schools, programmes, dates and beneficiary numbers.
- Maintain attendance and activity records for workshops and seminars.
- Collect school/partner acknowledgements where available.
- Use photographs and programme reports as supporting evidence, subject to appropriate consent and privacy practices.
- Where practical, assess reading or comprehension progress through simple pre- and post-programme measures.

14. Conclusion

Mandakini Publications has an existing foundation of educational outreach and community service. CSR funding would enable the organisation to expand the reach, consistency and measurable impact of these activities, particularly among children and schools with limited educational resources. The proposed programme combines access to books with literacy support, educational engagement, life skills, confidence-building and positive values, with the objective of contributing to children's long-term educational and personal development.

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Note: This document is a CSR funding proposal draft. Final CSR eligibility should be verified against the organisation's legal status, registrations, CSR-1 status, project structure and the applicable Companies Act and CSR Rules before submission to a corporate donor.