



**A
PROJECT PROPOSAL ON
“Smile - Community Kitchen”
Healthy & Nutritious Food for Old age home**

by
MAHAKAL MAHARAJ BIKANER SEWA MANDIR

Registered Office:

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NEW DELHI-110018

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1234, SECTOR-5, VASUNDHARA
GHAZIABAD – UP – 201012



Brief Introduction:

Diviniti - Name of our initiatives under our Trust (NGO) Mahakal Maharaj Bikaner Sewa Mandir; A Name, we have kept for our Vision; To open Old Age homes, Orphanages, Social reforms and awareness, healthcare along with Play School in every city of India; marriage of poor girls, skilling/Upskilling of Indian Youth, Sanity and A way to Moksha for us and others who help building this in this ERA; A completely non- profitable rather charitable trust.

- *D* is for desire, your thoughts do aspire.
- *I* is for inclusive, never leaving others out
- *V* is for vision, few can share.
- *I* is for intellect, your high capacity for knowledge
- *N* is for name, a pleasant one indeed.
- *I* is for impartial, a great arbiter
- *T* is for tender, loving nature.
- *I* is for innovator, always improving

Diviniti contains many fine qualities: musical and artistic ability, good business judgment, and a sense of responsibility for the welfare of others.

More information is available on <http://thediviniti.com>

Follow our initiative at:

- 1) Facebook book page at <https://www.facebook.com/TheDiviniti>
- 2) Instagram page at <Http://Instagram.com/thediviniti>
- 3) Twitter handler at <Http://twitter.com/tdiviniti>
- 4) LinkedIn page at <https://www.linkedin.com/company/thediviniti>

MahhaGuru Gauravv Mittal

Chairman – Managing Trustee



Vision Statement:

"To create Old age homes, Orphanages, bring Social reforms and awareness, providing best of breed of free healthcare services, awareness programs, help in marriage of poor girls, skilling/Upskilling of Indian Youth along with setting up Play School in every city of India that provides best-of-breed of education combined with Vedic sciences and ancient Indian values, leveraging technology, delivered by best-in-class people by year 2030."

Mission Statement:

"We strive to create atleast 10 Old age homes, Orphanages, Educate 5K kids, Making 100 L people aware on social reforms, Mission Green & healthcare through various campaigns in next 24 months and enabling them in auto-pilot mode with a team of compassionate people of 100K volunteers across India supporting above programs".

Our Values:

- 1) We believe that GOD has given everyone an opportunity to serve human kind.*
- 2) We believe nothing is constant; we did not bring anything and neither shall take anything with us. Materialistic things die but impact of good karma remains in the form of name/fame.*
- 3) We believe that as part of moral and social values, we should be giving back to society whatever we have earned.*
- 4) We respect every human and believe being rich or poor/ Healthy or ill is just results of good or bad karma of previous and current life and promote spirituality.*
- 5) We believe in ancient science and believe only the Vedic India sciences /Values have answer to every aspect of human life and hence the same should be inculcated in toddlers.*

The values that drive us:

- 1) **Leadership by Example:** A commitment to set standards and be an exemplar for own teams and others.*
- 2) **Integrity and Transparency:** A commitment to be ethical, sincere and open in our dealings.*
- 3) **Fairness:** A commitment to be objective and transaction-oriented, thereby earning trust and respect.*
- 4) **Pursuit of Excellence:** A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services to society so as to become the best.*



PROJECT AT A GLANCE

Proposed Project Title	Diviniti Social
Proposed Project Thematic Area	SMILE KITCHEN for DiViNiTi and its supported Old age home
Proposed Project Budget (₹ Lacs)	30
Proposed Project Duration (months)	12
Proposed Project Status	Fresh
Proposed Project Location	Uttar Pradesh

Project Abstract:

The latest report on Hunger Index is disheartening to see India lagging behind many neighboring countries too. On October 16, 2019 Global Hunger Index (GHI) 2019 jointly prepared by Irish aid agency Concern Worldwide and German organization Welt Hunger Hilfe was released. India was at rank of 103 out of 117 countries with GHI score of 30.3, down from its 2018 position of 95. The level of hunger in India is termed as “serious” in the index.

DiViNiTi has created Community Kitchen Services for old age home people and food will be given free of cost to 120 residents of 5 old age homes for 12 months. The meal will be healthy, nutritious and filling 2 times meal. The aim is to multiply the DiViNiTi Kitchens to 100 plus in next 3 years with the support of corporate, Govt and Individuals.



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If a state wise comparison is done we find that few states are in alarming zone which is shown in Hunger Index of India with Madhya Pradesh, Bihar and Jharkhand leading top 3 places.

Although the situation is overall not very satisfactory for whole country and needs intervention.

Project Proposal: Snap Shot

What does this project intend to do?	Why does it intend to do so?	Where – which Geographical area Will it cover? State, Districts, Number of Villages	How – Key words indicating strategies/ activities	With whom? Who are the target beneficiaries?	Per month cost of running kitchen
With this project we intend to set up community kitchen for 120 residents of 5 old age homes in areas where it is most required.	The food is one of the basic necessities and if a country is not able to fulfill the need of the citizen it is a grave issue. We want to contribute in solving this problem of our country.	This project will cover 5 old age homes of UP East villages in phase wise, which are run by MMBS trust under its Diviniti program.	Free food for old age home residents.	Target Beneficiaries are the residents of old age homes people located in rural areas.	INR 2,50,000/-

a) Problem Statement:

What is the problem that the project aims to address? Why is it important to address these issues?

The project wants to contribute in solving the nutritious food for residents of old age homes located in country side which don't get any external help. As citizen of a country it is or responsibility to contribute in social cause and solving problem which effects a large number of people.

Proposed Purpose and Strategy:

What are the objectives of the proposed project and strategy to achieve these?



Sadly, **India Falls To No. 102 In Global Hunger Index, 2019**



**Below Pakistan, Bangladesh,
Nepal Out Of **117 Countries****

The project will be inaugurated in along with assigning brand ambassador and premiering short film on this issue. This will make people take a notice towards the campaign and bring more volunteers.

b) Project Beneficiaries:

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List out type and number of beneficiaries to get impacted directly or indirectly through the proposed project.

This project will have the lowest of strata as beneficiaries.

Direct beneficiary groups	Projected number of beneficiaries	Indirect beneficiary groups	Projected number of indirect beneficiaries
People of rural old age homes for 12 months	120	Volunteers, FMCG and transport companies	10-15

c) **Logical Framework Analysis (LFA):**

	Description	Indicators	Source of verification	Assumptions
Overall objective / Goal	An effort to tackle the issue of hunger with society cooperation	No. of areas covered for distribution of food	Surveys	Availability of survey resources
Project purpose	Increase involvement of public in tackling the issue. Avoid food wastage and reduce the hunger ration of our country.	Increase in Hunger Index	Surveys	Availability of survey Resources
Results	More people with food as basic necessity	Overall better life with basic amenity and low mortality rate	Surveys	Availability of survey resources
Activities	Organizing community kitchen at more places sponsored by societies and corporates Nukkad natak at public places to approach more and more people.	Number of Operational community kitchen	Surveys	Availability of survey resources

d) **Leveraging Technology:**

Does the proposed project leverage any technology? If yes, what is the role of technology and how important it is?

No, this program doesn't use any technology but the surveys will be analyzed further.

e) **Inclusiveness:**



How does the proposed project promote a culture of inclusiveness irrespective of social (physical, literacy level, gender, ability, religious cultural barriers, etc.) and economical (land ownership, income levels, access to services that enhance economic opportunities, etc.) factors?

By interacting with more people and including them in fighting against the hunger problem of our country.

f) Risk Analysis:

An overview of potential challenges and limitations related to the proposed project. What could be the potential risks that may impact outcome of the project and what is the risk mitigation strategy? It should also provide proposed approach and actions identified by the organization to overcome the limitations and address the challenges, if they were to arise.

The possible challenges may be in form of lack of a) distribution chain b) right beneficiary

g) Sustainability and Exit Strategy

Brief narration of approach for self-sustainability of the project post withdrawal of support:

Awareness campaign is created to make people informed about importance coming together to a) avoid food wastage b) share from our share to less privileged.

Reason why our Project Should Be Shortlisted Grant?

This is one of its kind initiatives which need immediate intervention and attention from public as well as society. Food is basic amenity of a citizen which if not fulfilled take our country away from the league of developed countries.

PROPOSED DURATION

The duration of the proposed project shall be next 12 months post grant.

GRANT REQUESTED

The grant requested for the project is approximately 30 Lacs rupees for the first phase (Rs.30 Lacs/-).

Details of the bank account for Indian donation:

Account Name: Mahakal Maharaj Bikaner Sewa Mandir
Bank name: HDFC Bank Ltd
Account number: 50200037505802
IFSC/RTGS code: HDFC0000728
Bank Branch: B-51&60 sector 50, Noida



PROJECT IMPLEMENTATION & MANAGEMENT PLAN

A. INCEPTION PERIOD ACTIVITIES

The 1 month of the project shall be the inception period during which the following activities shall be conducted.

Activities

1) Recruitment of project implementation team

The Project Manager will onboard the community mobilizers shall be on boarded in the first month of the project.

2) Setting up the command center

We shall be using our Vasundhara School, Ghaziabad facility second floor as command center for this project while there will be many satellite offices shall be opened in each district in span of the project to take the benefits of centralized yet distributed control mechanism.

3) Baseline Study

Baseline data shall be collected to provide a historical point of reference to inform programme planning, such as target setting and monitor and evaluate change. The methodology for the proposed study shall involve an in-depth primary survey as well as a secondary survey. The Project Manager and the community mobilizers shall visit the project area and interact with the community to conduct the primary survey through structured questionnaire, personal interviews, meetings, qualitative information and observations. The secondary survey shall involve the collection of data and information from credible sources like published literature, reports, write-ups, Census reports and the basic statistics available with the government offices.

B. COMMUNITY MOBILIZATION

Community mobilization drive shall be conducted by the Project Manager to create awareness among the community, particularly among the parent community, about the project aims, benefits, activities and the facilities to be provided through the intervention. Community mobilization shall be an ongoing activity throughout the entire project duration.



C. ACTIVITY SCHEDULE

Sl. No.	Activity	M 1-3	M 3-12
1	Project Implementation		
a	Project Inception		
	Selection of old age homes		
	Setting Up of infrastructure		
b	Start of Community Kitchen		
c	Capacity Building		
	Forward Linkages		
2	Monitoring & Evaluation		

PROJECT IMPLEMENTATION TEAM

Project Manager- A Project Manager from existing team (who is Masters in Environmental/ Social Work/Sociology or someone with relevant experience) shall be engaged who shall head the project and shall be responsible for overall project management, implementation and monitoring. She shall conduct baseline study, focus group discussions (FGDs), advocacy along with community mobilizer.

Community Mobilizer-Old home wise community mobilizers shall be engaged and trained intensively by the Project Manager on the mobilization activities.

MONITORING & EVALUATION

Periodic monitoring reports with relevant photo and video documentation shall be submitted by the Project Manager highlighting the progress of project, lessons learned and the corrective measures needed to address problems, if any. Project monitoring system shall include maintenance of an MIS by the Project Manager comprising detailed logs of FGDs, meetings, trainings, time dedicated to the activities, tests, feedback on performance, registers for recording the attendance of the learners and the teachers, problems faced by the learners. Individual progress reports of the learners shall be maintained and updated every month for progress monitoring. End of each campaign session reports shall be prepared by the Project Manager. The Project Manager shall maintain record of the expenses for all the project activities and utilization of the total fund volume.

On-site observations of the campaigns shall be made by the volunteers.



SUSTAINABILITY

Project Sustainability

After the completion of the project, the centers and the resources shall be used to continue the project with support from the stakeholders and financial grants from other sources.

Another strategy for making the project sustainable shall be to make the process participatory to strengthen the community's sense of project ownership. This shall make it more likely that the programme would be continued in the future and it therefore shall promote project sustainability. By fostering participatory approaches and strengthening the capacity of the stakeholders to plan and manage future actions, can help ensure that interventions have a lasting impact on the vulnerable community.

Social Sustainability

The organization shall play a pivotal role in promoting the results of the project and advocacy vis a vis the target community with an aim to promote sustainable attitudinal change among the community members in terms of enrollment and retention. A well-educated future generation shall lead to socio-economic sustainability of the vulnerable community in the long run.

Sustainability Component- Global Perspective

Viewing from a macro perspective, the project is aligned with Goal 4 of the Sustainable Development Goals (SDGs) i.e. - Ensuring inclusive and equitable quality education and promote lifelong learning opportunities.

**THANKS.
WE LOOK FORWARD TO YOUR SUPPORT.**