



**A
PROJECT PROPOSAL ON
“MISSION 100 TREES PER LIFE”
UNDER OUR TRUST
“DIVINITI SOCIAL PROGRAMME”**

By:

MAHAKAL MAHARAJ BIKANER SEWA MANDIR

**A-107 F/F, PLOT NO-9, VIKASH TOWER COMMUNITY CENTRE VIKASH PURI,
NEW DELHI-110018**

Mahakal Maharaj Bikaner Sewa Mandir

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Corp. office: Shop No. 141 (FF), Mahagun Mywoods Mart, Plot No. GH 04, Sec 16C, Greater Noida (West), UP-201308

Website: <http://TheDiviniti.com>



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

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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.*

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PROJECT AT A GLANCE

Proposed Project Title	Diviniti Social
Proposed Project Thematic Area	Environment
Proposed Project Budget (₹ crores)	20
Proposed Project Duration (months)	12
Proposed Project Status	Fresh
Proposed Project Location	Uttar Pradesh

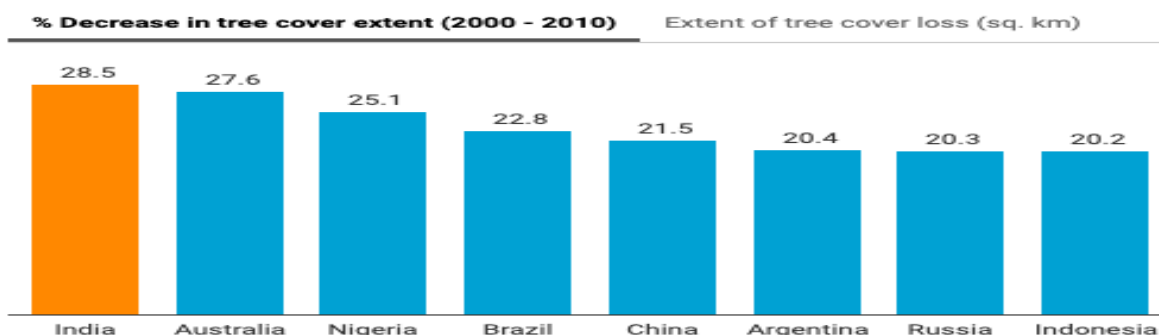
Project Abstract:

DiViNiTi Social and Green mission, A project under Mahakal Maharaj Bikaner Sewa Mandir Trust is to create social awareness around environment and planting more trees along with saving them too. The ideal green zone coverage for a country should be 33% where as in India the total forest cover of the country is 7,08,273 sq km which is 21.54% of the geographic area of the country. In terms of density classes, area covered by VDF (very dense forest) is 98,158 sq Km and that with MDF is 3,08,318 sq km and OF is 3,01,797 sq Km corresponding to 2.99,9.38 and 9.18 percent respectively of the total geographical area of the country. Due to lack of green zone we are facing acute bad air quality too. A large number of cities are facing air pollution level which is alarming. According to recent report even if we are optimistic and assume that air pollution across India can be reduced by 30 percent by 2024, 153 cities will be left with pollution levels exceeding the National Ambient Air Quality Standards (NAAQS).

The report analyses air pollution data from 313 cities and towns for the year 2017. Of these 313 cities, 241 (77%) had PM10 levels beyond the NAAQS. Thus, all these 241 cities belong on the list of 'non-attainment' cities that are required to take action under the NCAP. This is a sharp increase of 139 cities, more than twice as many as the 102 cities included on the list.

India ranks one of the highest among large countries in terms of reduction in tree cover extent

Extent of tree cover lost in the period (2000 - 2010)



Source: Global Forest Watch - Get the data - Created with Datawrapper

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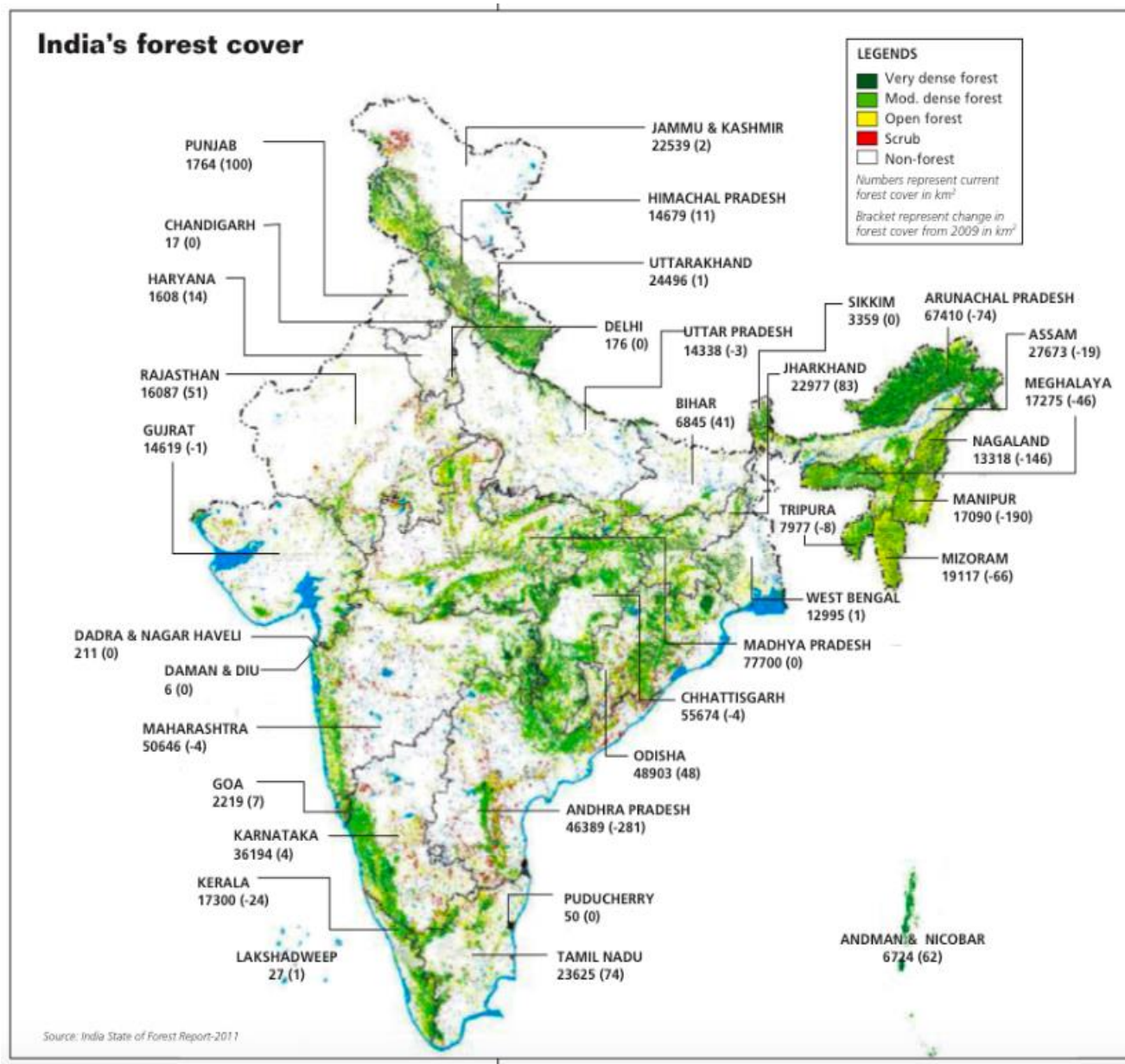
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The figure clearly shows the states lacking in the required green zones.



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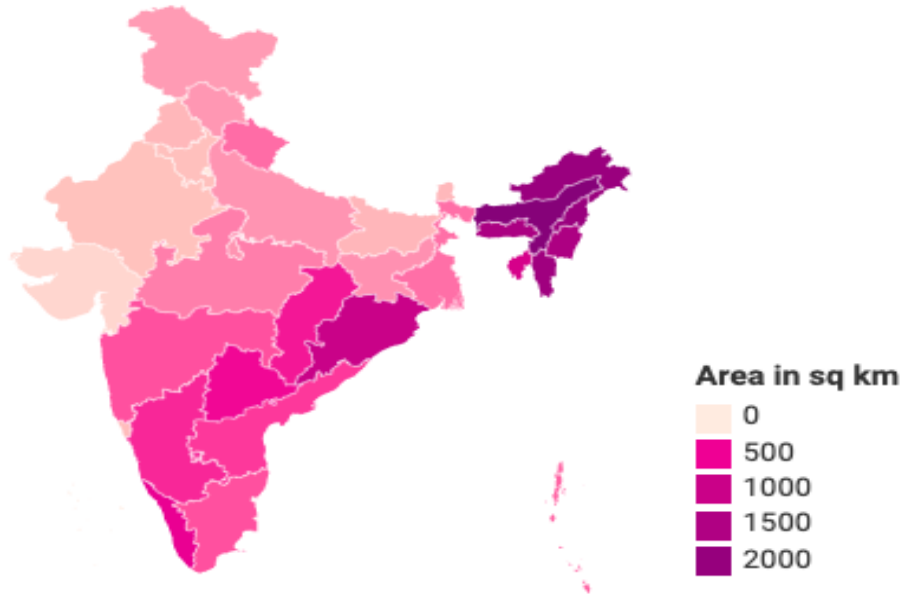
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Cumulative loss of tree cover between 2001 - 2017

At 10% Canopy cover, according to Global Forest Watch



Source: [Global Forest Watch](#) • [Get the data](#) • Created with [Datawrapper](#)

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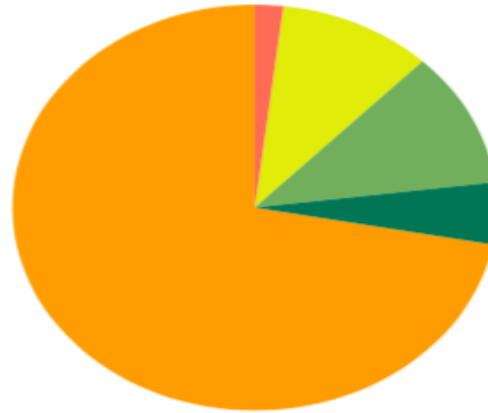
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Forest Cover of India



Non Forest	77.06%
Scrub	1.40%
Open Forest	9.18%
Moderately Dense Forest	9.38%
Very Dense Forest	2.99%

State	Geographic Area	VDF	MDF
Gujarat	196,244	378	5200
Madhya Pradesh	308,252	6563	34,571
Maharashtra	307,713	8,736	20,652
Delhi	1483	672	56.24
Odisha	155,707	6967	21,370
Uttar Pradesh	240,928	2,617	4069

If a state wise comparison is done, we find that few states are in alarming zone which is evident in frequent draught situation as well as dipping ground water level too.

*None of the states have 33 per cent forest cover

There has been keen declination in the tree cover across country which needs to be dealt upon with proper strategy.

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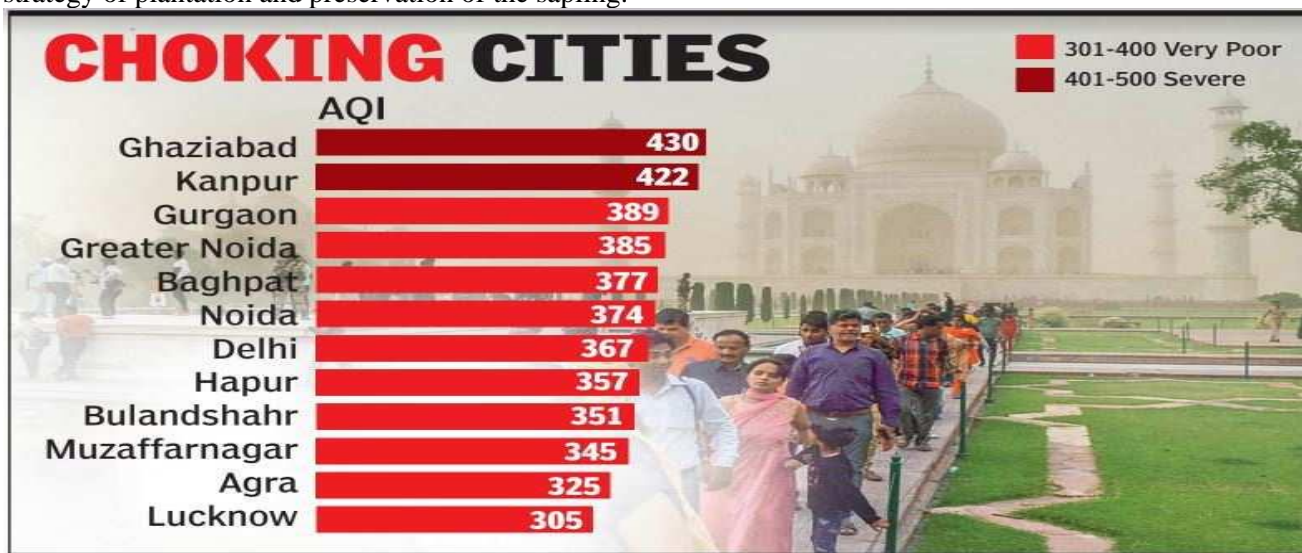
Project Proposal: Snap Shot

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 Unit Cost for plantation
To spread awareness about the importance of green cover and Plantation of variety of trees to protect environment the provide clean/healthy air to residents of UP in coordination with district administration.	The green cover is lifeline of a country as it not improves the air quality but also balances rain and ground water level.	This project will cover whole UP but during Phase 1 focuses will be on UP following area as depicted in the problem statement picture.	Collaboration Volunteers Creating Awareness Procuring samples Plantation and Supply Survey	In association With State Government	Rs 13.42/ tree.

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 create awareness around the effect of depleting number of trees and dropping Air Quality Index. The trees are the life line of human civilization and we need to work on war footage with concrete strategy of plantation and preservation of the sapling.



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Proposed Purpose and Strategy:

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

Proposed project is to promote awareness by various means among the population of both urban and rural areas. 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.

Plantation drive along with the slogan of “**Each One Adopt Hundred**”, we will promote this to make people take the responsibility of the saplings and protect them.

b) Project Beneficiaries:

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

This project will have the highest number of direct beneficiaries as every person living in the vicinity will be benefitted.

Direct beneficiary groups	Projected number of beneficiaries	Indirect beneficiary groups	Projected number of indirect beneficiaries
General Population	20.42 crores people of UP.	Nursery owners Volunteers, companies	10000000

c) Logical Framework Analysis (LFA):

	Description	Indicators	Source of verification	Assumptions
Overall objective / Goal	to promote importance of greenery and tree (Peepal, neem , Bel) and increasing the green zone of the country.	No. of areas covered in awareness campaigns.	Surveys	Availability of survey resources
Project purpose	Increase awareness around the need of plantation in today's time.	Increase in Green zone%	Surveys	Availability of survey Resources
Results	Better air quality index and more rains	Decrease in Pollution level	Surveys	Availability of survey resources
Activities	By creating awareness	Number of	Surveys	Availability of survey

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	<p>by print and radio campaign.</p> <p>Creating awareness campaign in school and colleges.</p> <p>Short film for social media and TV ads.</p> <p>Connecting trees with cultural importance and beliefs.</p> <p>Neem, Peepal are considered to be associated with various astrological beliefs and are highest oxygen yielding plants too.</p> <p>Roping brand ambassador who can connect with people instantly.</p> <p>Organizing plantation drives and making people aware of green benefit.</p> <p>Nukkad natak at public places to approach more and more people.</p>	<p>Events and people present</p>		<p>resources</p>
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d) Leveraging Technology:

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

Yes, electronic media as well as social media can be used as our operational tool with the capacity of creating more awareness. We shall also be using mobile app for plantation pics, measurement and geo tagging/location of sampling planted. The calculation of green zone increment and Air Quality Index will also be checked by technology only.

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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 making them aware of the environment depletion and need of the hour in terms of plantation.

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 in nurturing of saplings and protection from outer destruction, and limitations in current busy life in urban areas where people think its government duty only to protect the environment and making it clean and green. This can be overcome by conducting campaign by volunteers and coordinators.

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 of trees and the life cycle associated with it, will have a long lasting effect on peoples mind which will be revised by timely article in prints and social media by bloggers and experts and survey of change brought by their contribution.

Reason why our Project Should Be Shortlisted Grant?

This is one of its kind initiatives which have so far been somehow overlooked by various authorities. This is also a project which will ask people from all walks to take a day towards mother earth and do their bit. Moreover, government authorities need human resources and support system from a large machinery to ensure that objective is not just achieved but over achieved.

PROPOSED DURATION

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

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GRANT REQUESTED

The grant requested for the project is approximately Twenty crore rupees for the first phase (Rs.2000Lacs/-).

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

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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 recruited in the first two 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.

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Activities

1) Rally/TV/print ad:

Rally is a very effective means of drawing the attention and communicating a message to the public. Multiple rallies shall be conducted to portray the need of tree plantation and its direct and indirect benefits in human life.

2) Home visits/Door to door campaign

The community mobilizers shall make home visits and conduct door to door campaigning to spread awareness about the proposed intervention.

3) Stakeholder Engagement

The primary stakeholders of the project shall be the people living in UP and nearby vicinity areas. Remaining will be the secondary stakeholders of the proposed intervention. Tertiary stakeholders shall comprise local leaders, influential members of the community, social activists and organizations working in the field of environment and healthcare reforms.

a) Focus Group Discussions (FGDs)

The Project Manager shall conduct four focus group discussions with all the stakeholders of the project. Small informal groups shall be formed and participants shall be selected to represent a specific category of project stakeholders.

b) Development and dissemination of IEC materials

Low-cost creative Information, Education and Communication (IEC) materials such as Whatsapp, SMS, pamphlets, leaflets, posters and other social media shall be developed and disseminated so as to generate awareness among various stakeholders.

c) Information dissemination workshop

A workshop involving all the stakeholders shall be conducted at the end of the project. Officials from the Environment/ social and healthcare department, beneficiaries and other stakeholders shall be present in the workshop where the outcome of the project along with supporting documents shall be presented to all the stakeholders.

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C. ACTIVITY SCHEDULE

Sl. No.	Activity	M 1-3	M 3-12
1	Project Implementation		
a	Project Inception		
	Selection of human resources required for project		
	Setting Up of infrastructure		
	Baseline study		
b	Community Mobilization and coordination with district administration.		
c	Capacity Building & Training		
	Training sessions		
	Forward Linkages		
2	Reporting & Documentation		
3	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-District wise community mobilizers shall be hired from the community in the initial 2 months of the project 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.

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In addition to these internal monitoring processes, donor agency (UP Govt), external experts or an external agency shall evaluate effectiveness, outcomes and sustainability of the project. An end line study of the same baseline conditions (indicators) shall be conducted at the end of the project for reliable comparison of the changes brought about through the implementation of the project. The evaluation approach should be participative in nature, including to the extent possible, stakeholder perspectives.

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.

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PROJECTED PROJECT COST SUMMARY – 20Cr (All figures are in Lacs)

Activity	celebrity campaigning and Project launch	Radio and Print Media	TV ad and Ad Film	Nukkad natak	Flyers & banners and hoardings	SMS and Whatsapp marketing	School college tie up and awareness events at various prominent places	Procuring saplings	Transportation	Plantation drive expense and agency margins	Payment to volunteers	Safety of plant watering and security	Survey and analysis for finding suitable place for plantation
Month 1	35	7.5	10	5	10	10	7.5	75	5	7.5	20	15	10
Month 2		7.5	5	5	10	10	7.5	75	5	7.5	20	15	10
Month 3		7.5	5	5	10	10	7.5	75	5	7.5	20	15	10
Month 4		7.5	5	5	10	10	7.5	70	5	7.5	20	15	10
Month 5		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 6		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 7		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 8		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 9		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 10		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 11		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
Month 12		7.5	5	5	10	10	7.5	55	5	7.5	20	15	10
	35	90	65	45	120	120	90	745	60	90	240	180	120

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

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