



**A
PROJECT PROPOSAL ON
“CREATING AWARENESS ABOUT VITAMINS DEFICIENCY”
UNDER OUR TRUST
“DIVINITI SOCIAL PROGRAMME”**

By:

MAHAKAL MAHARAJ BIKANER SEWA MANDIR

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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/Up-skilling 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	Health
Proposed Project Budget (₹ Lacs)	30 L
Proposed Project Duration (months)	2
Proposed Project Status	Fresh
Proposed Project Location	Delhi - NCR
Proposed Number of people impacted	2L+

Project Abstract

DiViNiTi Social, A social Initiative of Mahakal Maharaj Bikaner Sewa Mandir Trust to create social awareness around the Vitamin Deficiency which is proving to be a new age slow epidemic. A large number of healthy-looking urban Indians are suffering from vitamin deficiency, a new study revealed. According to a recent report of Hyderabad National Institute (NIN) conducted amongst 270 apparently healthy adults (147 men and 123 women) between 30 and 70 years of age to check their vitamin levels, half of people had Vitamin B2 deficiency followed by vitamin B6 deficiency (46 percent). Vitamins are micronutrients essential for the normal cellular and molecular function, growth and maintenance of tissues. The results are alarming and need quick intervention in form of creating awareness around the deficiency.

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 Direct Beneficiaries
To spread awareness around vitamin deficiency which is creating a health challenge amongst the Indian population.	The health of a country depends on the health of its citizens. India is heading to a slow epidemic of vitamin deficiency which will create major problem, hence needs to be catered.	This project will cover both rural as well as urban population of Delhi NCR.	Collaboration Volunteers Creating awareness and Supply Survey.	Urban and Rural population who are facing deficiency.	INR 15 per person.

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Project Proposal

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 Vitamin Deficiency in rural as well as urban population. Vitamin Deficiency is proving to be a new age slow epidemic. A large number of healthy looking urban Indians are suffering from vitamin deficiency

b) 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 and make people aware about prevention and cure. The project will be launched in FICCI with a press conference and brand ambassador for the campaign in presence of influential and affluent people. This will make people take a notice towards the campaign.

c) Project Beneficiaries:

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

Direct Beneficiaries are those who will participate directly in the project, and thus benefit from its existence and implementation.

Indirect Beneficiaries are often, but not always, all those living within the zone of influence of the project.

Direct beneficiary groups	Projected number of beneficiaries	Indirect beneficiary groups	Projected number of indirect beneficiaries
General Population	200000+	Manufacturing Staffs, Volunteers, distribution agents and Program Manager.	500

d) Logical Framework Analysis (LFA):

	Description	Indicators	Source of verification	Assumptions
Overall objective / Goal	To promote vitamin deficiency awareness	No. of areas covered in awareness campaigns	Surveys	Availability of survey resources
Project purpose	Increase awareness around the Vitamin	Health level	Surveys	Availability of survey Resources

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	Deficiency			
Results	Decrease in deficiency	Decrease in Infections	Surveys	Availability of survey resources
Activities	<ul style="list-style-type: none"> • By creating awareness by print and radio campaign • Creating awareness campaign in school and colleges. • Through Bloggers and celebrity influencers. • Organizing health check-ups and open area canopies for awareness campaign • Nukkad natak at public places to approach more and more people. • TV/Print Ad. 	Number of Events and people present	Surveys	Availability of survey resources

e) Leveraging Technology

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

Yes, electronic /social media like Facebook, Instagram, YouTube etc., WhatsApp, SMS and project effectiveness measuring tool will be used as our operational tool for creating more awareness.

f) 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 current health situation and its drawbacks.

g) 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

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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 awareness (thinking vitamins are not important supplement) and limitations in current busy life in urban areas. This can be overcome by conducting campaign by volunteers and coordinators.

h) 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 health hazard and its cure and will have a long lasting effect on peoples mind which will be revised by time article in prints and social media by bloggers and experts.

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 min to their own health and will benefit them in long run. This will also help Pharma companies to increase the supply of vitamins nutrients’.

PROPOSED DURATION

The duration of the proposed project shall be next 2 months post grant.

GRANT REQUESTED

The grant requested for the project is approximately Thirty Lacs rupees (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.

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Activities

1) Recruitment of project implementation team

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

2) Setting up the command center

We shall be using our Vasundhara School facility second floor as command center for this project since the focus of the project is in and around Delhi/NCR. It will have all basic facilities and amenities.

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.

Activities

1) Rally/TV/print ad:

Rally is a very effective means of drawing the attention and communicating a message to the public. A rally shall be conducted to portray the need of Vitamins and it's deficiency across Delhi/NCR.

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 suffering from Vitamins Deficiency. Remaining

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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 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 pamphlets, leaflets and posters 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 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.

C. ACTIVITY SCHEDULE

Sl. No.	Activity	M 1-2	M 2
1	Project Implementation		
a	Project Inception		
	Selection of human resources required for project		
	Setting Up of infrastructure		
	Baseline study		
b	Community Mobilization		
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 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.

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Community Mobilizer-Twenty plus community mobilizers shall be put on job from the community in the first month 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.

In addition to these internal monitoring processes, donor agency (Intas Pharma), 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.

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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.

PROJECTED PROJECT COST SUMMARY

Budget – 30 Lacs (All amounts in Lacs)											
Activity	Launch of the campaign , Celebrity Guests & Central/ state politicians, Press conference	Radio and Print Media	TV ad and Ad Film for social media	Nukkad natak	Print flyers, banners and canopies	SMS and Whatsapp marketing	School college tie up and awareness events	Marathon for awareness	Payment to volunteers	Health camp with IMA (for both urban and rural population)	Bloggers meet (primarily targeting urban population)
Month 1	2	1	2	2	1	1	0	0	3	1	1.5
Month 2		2	1	2	1	1	2	0	3	2	1.5
TOTAL	2	3	3	4	2	2	2	0	6	3	3

Important: Health is wealth and without health wealth is useless. Hence its important to create awareness of vitamin deficiency among people of world on regular basis. With the help of just INR 30L, we are creating an impact with approximately 2L people; to create an impact on world 7.5Billions, one can see what kind of funds requirement shall be there.

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