



CSR PROPOSAL APPLICATION

SUBMITTED BY

BEKIND INDIA



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Proposal Compliance Checklist (PCC)

Sr.No.	Details about Project							
1.	Title of the Proposed Project:	“Empowering Rural Youths through Skill Development in Mathura” <table border="1"> <thead> <tr> <th>Sector</th><th>Job role</th><th>Target</th></tr> </thead> <tbody> <tr> <td>Apparel</td><td>Self Employed Tailor</td><td>96 Beneficiaries</td></tr> </tbody> </table>	Sector	Job role	Target	Apparel	Self Employed Tailor	96 Beneficiaries
Sector	Job role	Target						
Apparel	Self Employed Tailor	96 Beneficiaries						
2.	Objective of Proposed Project:	 Bridge the skills gap and promote sustainable livelihoods in Mathura.  Provide comprehensive training on apparel Sector in Self-Employed Tailor.  Enhance employability and entrepreneurship by enhancing income levels through vocational training.  Facilitate placement support for securing employment opportunities.  Offer entrepreneurship development for aspiring entrepreneurs.  Empower individuals to start micro-enterprises and contribute to the local economy.						
3.	Executive Summary (Proposed Project activities):	The BeKind India is launching a skill development cum entrepreneurship development initiative titled "Empowering Rural Poor Youths through Skill Development in Mathura". This project aims to train 96 underprivileged individuals in Mathura, focusing on the Apparel Sector, specifically in the job role of Self-Employed Tailor. Through this project, we intend to provide comprehensive vocational training and entrepreneurship development opportunities to enhance livelihood prospects and foster socio-economic growth in the region and to provide placement or entrepreneurship opportunities to approx. 70 % of total beneficiaries. <u>The key activities of the proposed project include:</u>  Mobilization and Selection: Identify and select 96 eligible beneficiaries from residents of Mathura district either permanent residents of Mathura or migrants.  Training Program: Provide six months of comprehensive training in tailoring, covering both theoretical knowledge and practical skills.  Placement Support: Facilitate job placements by connecting trainees with potential employers in the industry.						

		 Entrepreneurship Development: Offer workshops and resources to help aspiring entrepreneurs start their own tailoring businesses.  Monitoring and Evaluation: Implement a robust system to monitor progress, assess outcomes, and ensure the effectiveness of the training program.
4.	Background/Study Report/Rational of the Project:	<u>Background/Rational of the Project</u> Mathura, a vibrant city with a rich cultural heritage, is home to a diverse population with varied skill sets and aspirations. However, many individuals in the region face challenges in accessing quality vocational training and viable livelihood opportunities. According to recent data, the unemployment rate in Mathura stands at approximately 8.5%, with a significant proportion of the population engaged in informal employment, particularly in sectors like apparel. Additionally, there is a growing demand for skilled professionals in this sector, driven by the region's economic growth and industrial development. Recognizing these dynamics, the Empowering Rural Youth project seeks to address the pressing need for skill development and entrepreneurship support in Mathura. By offering specialized training in apparel sector, the project aims to equip individuals with the necessary skills to secure gainful employment or start their own businesses. Furthermore, empirical evidence suggests that vocational training programs significantly enhance employability and income levels. Based on past experience, similar initiatives in the region have resulted in an average employment rate of 70% within six months of training completion, with participants experiencing an average income increase of 40%. Moreover, Mathura's strategic location as a commercial hub presents ample opportunities for individuals skilled in apparel tailoring by leveraging existing infrastructure and partnerships, the project aims to facilitate job placements in local businesses and empower aspiring entrepreneurs to establish micro-enterprises in the region. <u>Study Report:</u> To understand the skills gap in the apparel sectors of Mathura, we conducted a comprehensive need assessment/baseline survey in collaboration with industry experts and stakeholders. The survey revealed that:  The apparel sectors in Mathura are facing a significant shortage of skilled professionals, leading to operational inefficiencies and decreased productivity.  The region lacks access to relevant training and skill development programs, leading to a skills gap and employment-related challenges.

		- The majority of business and industry owners in the apparel sectors confirm that skilled professionals are critical to the overall success of their businesses. - There is a significant demand for trained professionals possessing domain-specific knowledge and expertise, particularly in areas such as, stitching, cutting, designing and quality control. - The establishment of new skill development training programs would help to create a skilled workforce, significantly improve the quality of human resources in the apparel sectors of Mathura, and boost the local economy. - This project also focuses on enhancing entrepreneurship development especially beneficiaries starting their own micro enterprises.
5.	Implementation Process Including Monitoring Mechanism (Methodology):	<u>Project Title: Empowering Rural Youth through Skill Development in Mathura</u> <u>Implementation Process: -</u> Step-1 Setting up training Centre, arrangement of tools and equipment's for center including induction Kits. Step-2 Training of Trainers and Staff involved in execution of project. Step-3 Mobilization-We will mobilize students by conducting seminar and aware them for vocational training programs and Job opportunities. We will target the stakeholders/channels for mobilizing trainees by awareness through networking and media communication. Step-4 Documents collection and batch creation of candidates to be trained. Batch session to be started and internal assessment of candidates Step-5 Result distribution Ceremony. Step-6 Placement support for trained candidates. <u>Monitoring Mechanism (Methodology): -</u> Key Performance Indicators (KPIs): Identify the key performance indicators that will be used to measure the success and impact of the project, such as the number of beneficiaries trained, placement rates, increase in household income, etc. Monitoring and Evaluation Approach: Outline the frequency and methods of monitoring the project's progress, such as periodic assessments, field visits, beneficiary feedback surveys, etc.

		Documentation and Reporting: Explain the processes and systems in place for documenting the project's progress, challenges, and outcomes.
6.	Target Group (Direct & Indirect Beneficiaries in numbers):	Target Group: - The target beneficiaries of the project will be candidates from underprivileged backgrounds and remote rural areas of Mathura. The training program will focus on creating skilled professionals in the apparel sectors. The target beneficiaries will include rural poor youths from Mathura district with focus on women, SC/ST & minorities. Direct Beneficiaries: - The project aims to provide skill development training to 96 beneficiaries in the apparel sector. Indirect Beneficiaries: - Families and dependents of the 96 direct beneficiaries, who will benefit from the increased household income and improved living standards. - Local businesses and industries in the apparel, made-ups, and home furnishing sector, which may hire the trained beneficiaries or collaborate with the project. - The local economy in Mathura, as the increased income and economic opportunities of the direct beneficiaries will contribute to the overall economic development of the region.
7.	Location Of Implementation (State, District, Town, Village)	Location of the Project is Uttar Pradesh- Mathura district.  Uttar Pradesh (Mathura) Satoha, Goberdhan Road, Ward No. 22 Mathura, Uttar Pradesh, 281001

		S. No.	Skill sector	Course Name	Duration of the Project	No. of Beneficiaries
8.	Project Duration with Execution/Implementation Schedule:	1.	Apparel	Self Employed Tailor	6 months including mobilization & placement (Per day 6 Hrs.)	96
		<u>Total Duration (In Hrs.) of the Selected Course (Self Employed Tailor) is 420 HRS</u> The training program will be delivered in two phases, spanning 6 months. The program will include hands-on training, practical exercises, classroom sessions, and trainer-led training sessions. There will be 3 batches Which consist 32 students per batch, with two batches running in first cycle on a rotation of 3 months & after 3 Months last one batches will be continued. <u>Project Execution Schedule with Timeline:</u> <u>Phase 1: Planning and Pre-Execution:</u>  Stakeholder engagement and requirement gathering  Survey and needs assessment  Trainer selection  Beneficiary selection <u>Phase 2: Project Execution:</u>  Training delivery  Assessment and feedback  Placement and employment facilitation <u>Phase 3: Project Monitoring and Evaluation:</u>  Ongoing monitoring and feedback collection  Project evaluation and documentation				
9.	Expected Outcome/ Impact of the Project	In this project, we propose to train a total of 96 candidates. Upon successful completion of training, the candidates will become employable and will be provided with placement support or business start-up support, with a clear commitment to secure outcomes for approximately 70% of the trained candidates. Out of the total trainees: • 40% (approximately 38 candidates) will be supported in wage employment, and • 30% (approximately 29 candidates) will be supported to start their own micro-enterprises. Through these employment and enterprise outcomes, the project will significantly contribute to financial empowerment and livelihood sustainability. Each trained candidate represents one household; therefore, the project will directly impact 96 families.				

		Considering an average family size of five members, the project will positively influence the lives of approximately 480 individuals, leading to improved household income, better living conditions, and long-term economic stability. Further, the 29 candidates who establish micro-enterprises are expected to generate additional employment. Assuming that each micro-enterprise employs two persons on average, around 58 additional individuals will gain livelihood opportunities through these enterprises. This will result in a secondary impact on approximately 58 additional families, thereby expanding the project's overall reach to nearly 154 families, or approximately 770 individuals, benefiting directly or indirectly from this intervention. The impact of this project will be particularly significant in Mathura, where a large proportion of the population lives below the poverty line and depends primarily on agriculture and government ration support. Supplementing household income through wage employment and micro-enterprise development will play a crucial role in improving economic resilience, reducing dependency, and transforming the socio-economic conditions of the beneficiary families. Overall, the project is expected to create a sustainable, multiplier-driven impact, fostering employment, entrepreneurship, and long-term financial empowerment in the target region.
10.	Replicable aspect of the Project at other locations (if applicable)	The "Empowering Rural Youth through Skill Development in Mathura" project is designed with several replicable aspects that can be effectively implemented in other locations with similar socio-economic conditions. The following key features make this project adaptable and scalable:  <u>Comprehensive Training Curriculum:</u> • The structured training curriculum in apparel tailoring can be easily adapted to different regions. The curriculum covers both theoretical knowledge and practical skills, ensuring participants are well-prepared for employment.  <u>Community Engagement Model:</u> • The community engagement and mobilization approach used in this project can be replicated in other areas to effectively identify and select eligible beneficiaries. This model fosters community buy-in and support, which is crucial for the success of similar projects.  <u>Training Delivery Methodology:</u> • The phased training delivery, incorporating hands-on training, practical exercises, classroom sessions, and trainer-led sessions, provides a comprehensive learning experience that can be replicated in other training centres.  <u>Placement and Entrepreneurship Support:</u> • The placement support and entrepreneurship development components can be adapted to other

		regions, providing trainees with opportunities to secure employment or start their own businesses. This dual approach ensures a broader impact on the local economy.  Monitoring and Evaluation Framework: - The robust monitoring and evaluation framework established for this project ensures continuous improvement and accountability. This framework can be used as a model for monitoring and evaluating similar projects in different locations.  Scalability: - The project's design allows for scalability, making it possible to increase the number of beneficiaries or expand the scope of training to include additional skill sets based on local market demands.
11.	Total Project Cost (Detailed cost breakup heads, capex & Opex etc.) (INR)	Total Project Cost enclosed in Annexure-I (Budget. XLSX) The budget for the proposed project is prepared in accordance with the 5th gazette notification issued by the Ministry of Skill Development & Entrepreneurship (MSDE). The MSDE has established common cost norms for NSQF-aligned courses, categorized into Cost Category I, II, and III, with different rates. For your reference, the 5th gazette notification has been attached.
12	Financial Support required from CSR Partner. With milestone-based payment schedule (INR)	 First Instalment (10%): - Signing of Agreement / Issuing of LOI  Second Instalment (30%): -Starting of the Training Centre and Training of Trainers and Staff's  Third Instalment (30%): - Mobilization & Commencement of the initial training batch(s) against the validated candidates  Fourth Instalment (30%): - Project Completion – Successful completion of Training & Result/ Certificate distribution to Candidates and Placement or business start declaration for 70% trained candidates
13	Partnership/Convergence /Contribution/Support of other funding agencies (Material support/Financial support as applicable), If any:	-Not Applicable-
14.	Reciprocity/Visibility to CSR Partner.:	Behind India is committed to ensuring that the invaluable support of CSR Partner is prominently acknowledged and effectively communicated to all stakeholders. The following strategies will be employed to provide reciprocity and enhance the visibility of CSR Partner.:

		 <u>Branding and Acknowledgment:</u> • Logo Placement: CSR Partner’s logo will be prominently displayed on all training materials, certificates, banners, and promotional items associated with the project. This ensures consistent brand visibility across all project touchpoints. • Signage: Project locations will feature signage recognizing CSR Partner. as a key supporter, ensuring visibility within the community and highlighting their contribution.  <u>Media Coverage:</u> • Social media: The project will actively promote CSR Partner. on various social media platforms through tagged mentions, photos, and project highlights, engaging a broader audience and enhancing the company's online presence.  <u>Events and Workshops:</u> • Inauguration and Graduation Ceremonies: CSR Partner. representatives will be invited to speak and be formally acknowledged at key events such as the project inauguration and graduation ceremonies. This provides an opportunity for direct interaction with beneficiaries and stakeholders. • Workshops and Seminars: During various project activities such as workshops and seminars, CSR Partner’s contribution will be recognized through verbal acknowledgments and branded materials, ensuring consistent recognition throughout the project lifecycle.  <u>Reports and Publications:</u> • Progress Reports: Regular progress reports will include a dedicated section acknowledging the support of CSR Partner., ensuring that all stakeholders are aware of their significant contribution. These reports will be shared with stakeholders, including government bodies and community leaders. • Project Publications: Any publications or research outputs resulting from the project will recognize CSR Partner. as a key partner and supporter, further enhancing their visibility within the sector.  <u>Online Presence:</u> • Website: A dedicated section on the project website will feature CSR Partner., including their logo, a description of their contribution, and links to their corporate website. This
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		ensures continuous online visibility and recognition. • Newsletters: Regular project newsletters sent to stakeholders will highlight CSR Partner's involvement and contributions to the project's success, fostering ongoing engagement and appreciation.
15.	Documentary evidence for Audit Trail (please specify Records, details, transactions, activities, reports or other financial data related to the projects proposal those can be referred during audit):	Bekind India follow a defined accounting policy and procedures for recording project specific transactions. Documentary evidence for audit trail would be following; - 1. Copy of all Agreements for major payments 2. Copy of bills and vouchers against all payments 3. Copy of Bank Statement 4. Copy of appointment letters of staffs and their pay slips 5. Utilization certificate instalment wise.
16.	If Civil Construction (Provide Below Documents, as applicable) a. Documents proving ownership of Land in case of Own Land or Lease Agreement in case of rented premise where the construction is proposed viz. (i) Possession Letter (ii) Title of the Land in the name of the Organization (iii) Lease Deed Agreement, etc. b. Documentary evidence of Land use Conversion in case of agriculture land c. Detailed Budget Estimates of the construction plan as per the SOR/ certified by local authority d. Building Plan, Detailed Drawings, etc. duly certified by Architect.	-Not Applicable-
17.	Coordinate of point of Contact (Name, Email Id, Mobile Number of the project in charge)	Name: Narayan Singh Email Id: narayanslt@gmail.com Mobile Number: +91 94159 61646

I hereby declare that whatever has been stated above is true to the best of my knowledge, correct and nothing has been concealed therein.

Place: JAUNPUR

Date: 29.01.2026

For & On behalf of
BeKind India

Narayan Singh
(Trustee)

Annexure-1

Annexure-1 Estimated Budget-new											
As Per New Notification of Ministry of Skill Development and Entrepreneurship											
S. N o.	Sector	Job roles	NSQF Code	Training Hours / Duration	Minimum no of hours of training per day	Total days of training per batch	Category	Category wise per hour training cost	Per Students Training Cost	No. of Beneficiaries	Total Amount
1	Apparel	Self Employed Tailor	AMH/Q1947	420	6	70	1	49	20580	96	1975680
Total Budget										96	1975680

Detailed budget for the project							
Be Kind India Budget Report							
S. No	Budget Item	Number of Unit/Items Required	Unit cost/ Rent Per month	No. of months	Costs in INR to be spent from The GRANT requested	Other Grant	Total (in INR)
I	CAPEX COSTS						
1	NA		NA	NA	NA		0
	SUB TOTAL (CAPITAL COST)				0	0	0
II	OPERATION COSTS						
2	Apparel Lab Equipment's- Rental	Attached Note*2	35240	6	211440		211440
3	Apparel Lab Equipment's- Purchase	Attached Note*2	23820	LS*	23820		23820
4	Printer & Scanner	1	2000	6	12000		12000
6	Computer	1	1500	6	9000		9000

7	Power Backup	1	3000	6	18000		18000
8	Furniture’s		16100	6	96600		96600
9	Rent	-	35000	6	210000		210000
10	Study Material		76800	LS*	76800		76800
11	Assessment Expenses		115200	LS*	115200		115200
12	Cerficate & Marksheet Printing		4800	LS*	4800		4800
13	Petty Expenses	-	5000	6	30000		30000
14	Mobilization Expense	-	-	-	51020		51020
15	Branding Expenses	-	-	-	22000		22000
16	Salary	-	176500	6	1059000		1059000
	SUB TOTAL (OPERATION COST)				1939680	0	1939680
III	ADMINISTRATIVE COSTS						
1	Electricity Bill		3000	6	18000		18000
2	Internet Bill		1000	6	6000		6000
3	Water Expenses		2000	6	12000		12000
	SUB TOTAL (ADMINISTRATIVE COST)				36000	0	36000
SUB TOTAL					19,75,680	0	19,75,680
GRAND TOTAL					19,75,680	0	19,75,680
TOTAL GRANT =Rs.19,75,680/- Including GST							

Salary Expenses for 1 Center				
S. No	Designation	Number of Employee	Per Month Salary	Total Salary
1	Project Head	1	30000	30000
2	Centre Manager	1	28000	28000
3	Trainers	2	25000	50000
4	Mobilizer	1	18000	18000
5	Placement Officer	1	18000	18000
6	MIS Executive	1	20000	20000
7	Other Staff (Cleaner, Guard)	1	12500	12500
Total				176500

Per Students details			
S.No	Particulars	Description	Amount
1	Study Material	Rs. 800 per Book *96	76800
2	Assessment Expenses	Rs.1200 per Assessment Exp. 96	115200
3	Certificate & Marksheet Printing	Rs.50 per Certification	4800

Apparel Sector- Self Employed Tailor Equipment List (70 Beneficiaries) -Each Centre						
Sr.no	Job Role	Equipment List	Number Of Unit	Procurement Type	Rental Cost Per Unit/ Month	Total Cost
1	Self Employed Tailor	Sewing Machine	30	Rent	1000	30000
2	Self Employed Tailor	Automatic Sewing Machine	1	Rent	1500	1500
3	Self Employed Tailor	Flat Key Sewing Machine	1	Rent	1500	1500
4	Self Employed Tailor	Cloth Cutting Scissors	32	Rent	20	640
5	Self Employed Tailor	Cutting Machine	2	Rent	800	1600
Total Lab Equipment Rental Cost per month						35240

Total Rental cost in one month for 1 Centre is Rs.	35240
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Items to be purchased for domain lab

Apparel Sector- Self Employed Tailor Equipment List (100 Beneficiaries) -Each Centre						
Sr.no	Job Role	Equipment List	Number Of Unit	Procurement Type	Cost per unit	Total Cost
1	Self Employed Tailor	Machine Needle & Sticking (packet)	10	Purchase	8	80
2	Self Employed Tailor	Machine Oil (Ltr)	2	Purchase	400	800
3	Self Employed Tailor	Laces	96	Purchase	100	9600
4	Self Employed Tailor	button (packet)	10	Purchase	50	500
5	Self Employed Tailor	Cloth piece	96	Purchase	120	11520
6	Self Employed Tailor	Measuring tape	32	Rent	10	320
7	Self Employed Tailor	Thread (Box)	10	Purchase	100	1000
One Time Purchase Total Lab Equipment Cost						23820

Total Purchase cost in one month for 1 Centre

23820

Note

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Furniture					
Sr.no	Item	Unit	Procurement type	Rent/Months	Total
1	Desk- capacity of 2 people	35	Rental	5000	10000
2	Sitting Chair	70	Rental	2000	5000
3	White Board	2	Rental	600	600
4	Computer table & Chair set	1	Rental	500	500
Total					16100

For 1 Centre the total Cost of Rented Items in a Month will be
Rs.

16100