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**PROJECT REPORT
of**

Mani Foundation Trust

Jaldaan - A step to new life





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What is Mission Jaldaan

- Mission Jaldaan is our initiative where in we want to ask the privileged members of our society to come forward and pledge to donate clean drinking water to the needy
- Which means the expectation is that every affordable house in the country will donate at least 5 litre of healthy drinking water daily to people around them who needs them the most like their maids , drivers , Vegetable vendors etc. .
- It's a pledge which the society will take together to make clean drinking water available to everyone around





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School Contact Programme

- We aim to cover 325000 schools across country to take the pledge
- We have already conducted a pilot activity 3 cities covering 17 schools, which gave us a tremendous response
- We should look at extending the School contact program to rest of the country

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Cost for the Pilot Campaign

Sr.No	Element	Rate	Qty	Visit	Schools	Amount
1	Permission Phase					
i	Manpower for Permission for the Activity	1500	1	2	17	51000
ii	Travel for Manpower	500	1	2	17	17000
2	Execution Phase					
i	Presenter for the School activity	5000	1	1	17	85000
ii	Promoter for the activity	1500	4	1	17	102000
iii	Print & Collateral	5000	1	1	17	85000
iv	Jaldeen Wrist band & Book Sponsor branded	54	750	1	17	688500
v	Essel Stand	2500	1	1	17	42500
vi	PA System	3500	1	1	17	59500
vii	Flip Chart	3000	1	1	17	51000
viii	Ground Transportation	3000	1	1	17	51000
ix	Projector with screen	4000	1	1	17	68000
x	Misc	300	1	1	17	5100
xi	Reporting & Communication	200	1	1	17	3400
3	Collection of Pledge Form					
1	Manpower for collection of Pledges	1500	3	1	17	76500
2	Ground Transportation	3000	1	1	17	51000
	Total					1436500
	Agency Fees@10%					143650
	Sub Total					1580150



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Process @School-Approach & Process

- ✓ Identifying A,A+ schools in each area or zones
- ✓ 325000 Schools to be covered across country in 3 phases the 1st phase to start from January 2019
- ✓ Scheduling meetings with the school Principal and finalize the date for the activity , activity will be conducted in 2 phases –
 - ✓ Phase 1 – Informing the kids about the whole initiative , distributing them a pledge form (Which they need to get it signed by their parents)
 - ✓ Phase 2 – Collecting of collected referred pledges

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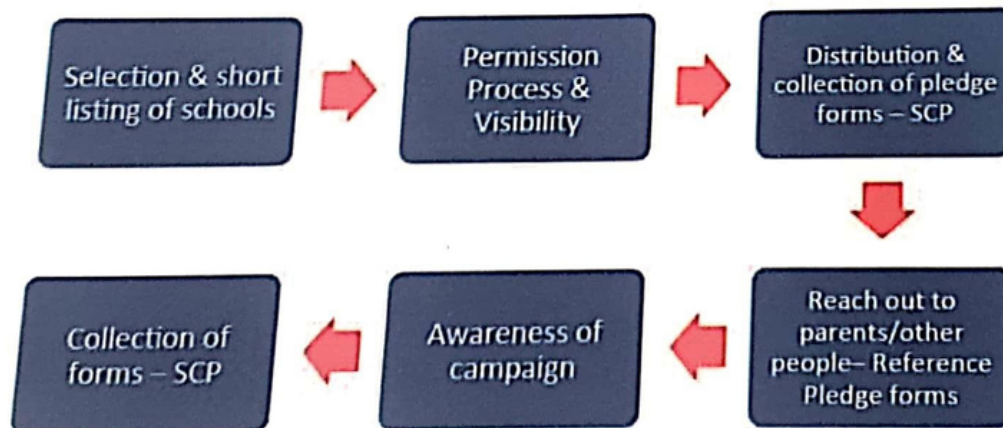
✓ 1 team allotted for each school to conduct the process



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Activity at a glance



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SCP Visit 1

- Blocking dates for selected schools for the activity
- On the day of the activity our team of trained promoters to reach the school
- Each team consists of 1 Presenter – Dressed as a Doctor and 3 Helpers
- Presenter to open the speech by explaining the problems caused due to non availability of clean drinking water to a large section of the society
- To explain the same , he shall have a flip card with easels with the names of all the water borne disease written over germ like creatures
- This helps the kids to retain the information of water borne diseases in an interesting manner



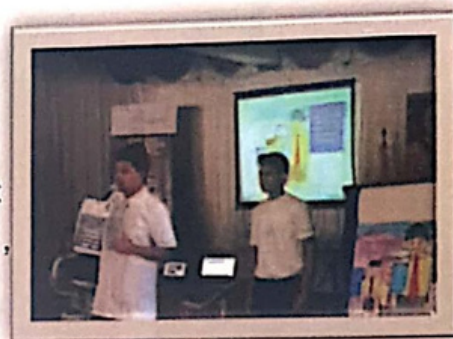


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Cont..

- Post the introduction about the problem the presenter will speak about the Jaldaan initiative and explain them how they can make a big difference
- Pledge forms will be distributed to the kids , which they need to sign .
- Signed pledges from the kids will be collected on the spot
- Each kid will be given a wrist band with Jaldaan branding , a symbol which they carry back home
- Each child will be requested to increase the pledge chain ahead with their known people (Family & Friends in the community)
- Reference sheet will be distributed to each kid , where they need collect pledge from more and more people



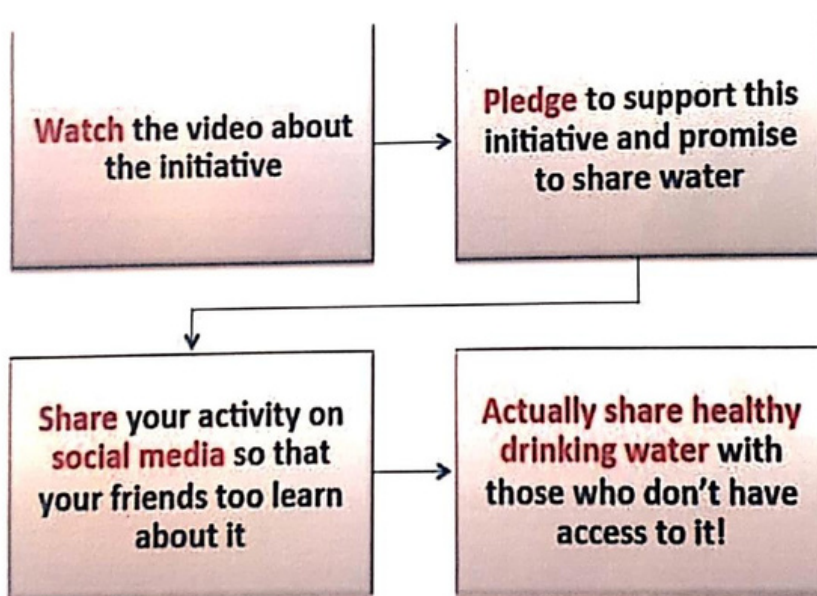
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Steps to be a part of this Campaign





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Cost for over all CSR Campaign

Sr.No	Element	Rate	Qty	Visit	Schools	Amount
1	Permission Phase					
i	Manpower for Permission for the Activity	1500	1	2	325000	975000000
ii	Travel for Manpower	500	1	2	325000	325000000
2	Execution Phase					
i	Presenter for the School activity	5000	1	1	325000	1625000000
ii	Promoter for the activity	1500	4	1	325000	1950000000
iii	Print & Colleteral	5000	1	1	325000	1625000000
iv	Jaldaan Wrist band & Book Sponsor branded	54	750	1	325000	13162500000
v	Essel Stand	2500	1	1	325000	812500000
vi	PA System	3500	1	1	325000	1137500000
vii	Flip Chart	3000	1	1	325000	975000000
viii	Ground Transporration	3000	1	1	325000	975000000
ix	Projector with screen	4000	1	1	325000	1300000000
x	Misc	300	1	1	325000	97500000
xi	Reporting & Communication	200	1	1	325000	65000000
3	Collection of Pledge Form					
1	Manpower for collection of Pledges	1500	3	1	325000	1462500000
2	Ground Transportaion	3000	1	1	325000	975000000
	Total					27462500000
	Agency Fees@10%					2746250000
	Sub Total					30208750000



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Thank You

