



**Mahesh
Foundation**
We Care for Uncared

CSR Proposal for Establishment of Prayatna Café for Underprivileged Women in SHG.

Submitted to
CSR Committee

2025 - 2026

CSR Proposal for Establishment of Prayatna Café for Underprivileged Women in SHG.

BASIC INFORMATION OF THE ORGANISATION:

1	Name of NGO	Mahesh Foundation
2	Address of Head Office	# 792/1, Siddeshwar Nagar, Kanabargi, Belagavi. 590015, Karnataka State.
3	Legal Status-	Societies Registration Act, 1860 Registration No.: DRL/SOR/BGM/267/2010-11
4	Works since. Mention year	July 2010.
5	E mail Address	mahesh@maheshfoundation.in
6	Website	www.maheshfoundation.in
7	Organization Contact numbers	+91 7353767637 / +91 8494945327
8	Name of the contact person	Mahesh Jadhav
9	Designation of the contact person	Founder & President
10	Cell phone Number of contact person	+91 7777881183
11	Geographical area of work	Belagavi District, Karnataka State
12	Area of work	Health, Education, Skill training to youth/women, Women Empowerment, Nutrition to children, and Girl's Education
13	CSR Registration Number	CSR00003827
14	Income Tax Exemption U/S 80G	AACTM6223BF20211
15	Income Tax Exempt under sec 12A	AACTM6223BE20213
16	PAN No.	AACTM6223B
17	TAN No.	BLRM21203A
18	NGO Darpan ID	KA/2017/0155747
19	Employee Provident Fund (EPF)	GBHBL2248341000
20	Employee State Insurance (ESI)	58005143820001301
21	Labour Act	BE2/3/CE/0046/2020
22	ISO 9001:2015 Certification No	QMS- XX-XV-I-IX-2159
23	FCRA registration Number	094440130
24	JJ Act Registration Number	KA010010190Z
25	School Registration Number	100934/2022-23
26	Udyam Registration Number	UDYAM-KR-04-0017390

OVERVIEW OF THE PROJECT:

The Mahesh Foundation proposes the establishment of New Prayatna Café, a social enterprise aimed at providing sustainable employment opportunities for Self-Help Group (SHG) members. This initiative will empower economically disadvantaged women, by offering them a stable source of income and skill development in the food service industry. The café will function as a model of social entrepreneurship, ensuring long-term economic self-reliance for its beneficiaries while serving high-quality, affordable food to the community.



CURRENT SCENARIO:

Need Assessment

In many communities, SHG members, especially women, face significant challenges in securing stable and dignified employment. Lack of skill development programs, financial independence, and market access further hinder their economic empowerment. A structured, income-generating initiative like New Prayatna Café will address these issues by providing a reliable platform for SHG members to earn a livelihood while gaining essential business and hospitality skills.

Key issues identified:

- Limited employment opportunities for SHG members.
- Lack of training in food preparation and service management.
- Inconsistent income generation for economically weaker sections.
- The need for a sustainable model to support economic independence.

VISION FOR CHANGE:

The vision of New Prayatna Café is to create an inclusive, sustainable employment ecosystem for SHG members. The café will:

- Provide hands-on training in culinary and hospitality skills.
- Offer fair wages and financial stability to SHG members.
- Promote local and healthy food options to customers.
- Function as a self-sustaining social enterprise.
- Serve as a model for replicable CSR-backed livelihood initiatives.



TARGET BENEFICIARIES:

The primary beneficiaries of this initiative will be:

- Women and marginalized individuals from SHGs seeking employment.
- The broader community benefiting from affordable, nutritious food.
- Young entrepreneurs gaining insights into social business models.

IMPACT ASSESSMENT:

The New Prayatna Café will have a wide-ranging impact on society, including:

- **Economic Empowerment:** Sustainable income opportunities for SHG members.
- **Skill Development:** Training in cooking, customer service, and business management.
- **Community Engagement:** Increased social inclusion and employment prospects.
- **Health and Nutrition:** Promotion of healthy, locally sourced food choices.
- **Sustainability:** A replicable, self-sufficient model fostering long-term impact.

MONITORING AND EVALUATION OF THE PROJECT:

To ensure the effectiveness of the initiative, a structured Monitoring and Evaluation (M&E) framework will be implemented:

- **Performance Metrics:** Tracking employment numbers, income levels, and customer footfall.
- **Skill Development Monitoring:** Assessing the training progress of SHG members.
- **Financial Sustainability Analysis:** Evaluating revenue generation and reinvestment strategies.
- **Feedback Mechanism:** Regular customer and employee feedback surveys.
- **Annual Review:** CSR partner audits to measure social and economic impact.



PROJECT IMPLEMENTATION METHODOLOGY:

The implementation of New Prayatna Café will follow a structured approach:

1. **Project Planning:** Identifying location, resources, and financial needs.
2. **Infrastructure Setup:** Establishing the café with necessary equipment and facilities.
3. **Beneficiary Selection:** Shortlisting SHG members for employment and training.
4. **Skill Training Program:** Conducting hospitality and business management training.
5. **Café Launch & Operations:** Ensuring smooth running with quality control mechanisms.
6. **Continuous Improvement:** Enhancing services, training, and operational efficiency.

TARGETED COMMUNITIES

This initiative specifically focuses on empowering HIV-positive women, women from slum areas, and those from economically disadvantaged backgrounds. By providing them with training and employment opportunities, the project aims to break the cycle of poverty and social stigma, ensuring a dignified and self-sufficient life.

TARGET GROUP

The project focuses on underprivileged women, including those who are widows, single mothers, HIV-positive, or from low-income households. These women often struggle with financial security and require skill-based training to achieve self-sufficiency.

PROFILING

The beneficiaries are women with limited educational qualifications and little or no prior work experience. Many come from marginalized backgrounds, facing social stigma and economic hardships. The initiative aims to equip them with hospitality and entrepreneurship skills to establish long-term financial stability.

OUTREACH

Our outreach strategy involves collaborations with local NGOs, women's welfare groups, and community-based organizations. Awareness programs will be conducted in slum areas, rural communities, and urban settlements to identify potential beneficiaries. Additionally, we will engage with government agencies and corporate partners to strengthen the initiative.

DEMOGRAPHICS

The project will benefit women aged 18-45 from urban slums, semi-urban, and rural areas. Many of these women belong to socially and economically disadvantaged groups, with household incomes below the poverty line. The initiative will ensure they receive employment opportunities and financial security.

DELIVERY CHANNELS

The program will be implemented through community kitchens, training centers, and café setups where women will undergo structured hands-on training in hospitality, hygiene, food service, and customer interaction. The café will be managed by SHGs, ensuring that women not only gain employment but also take ownership of business operations. Revenue generated from the café will be shared among the women involved, ensuring long-term sustainability.

FINANCIAL LITERACY INTEGRATION

As part of this project, beneficiaries will receive financial literacy training covering topics such as budgeting, savings, banking processes, and credit awareness. This ensures they can manage their earnings effectively, make informed financial decisions, and work towards long-term economic stability.

BUDGET:

The estimated budget for the Establishment of **Prayatna Cafe** for Underprivileged Women in SHG.

Sl. No	Requirement Details	Estimated Budget
1	Vessels & Cutlery Items & Other Equipment Cost	17,50,000/-
2	Furniture's and setup Cost	8,00,000/-
3	Computer and Other accessories	2,00,000/-
Total Estimated budget to Setup Prayatna Cafe		Rs. 27,50,000/-



PROJECT IMPLEMENTATION PERIOD:

Start of the Project : **April 2025**
Completion of the Project : **August 2025**

CONCLUSION:

The New Prayatna Café initiative aligns with CSR goals by promoting economic empowerment, skill development, and social inclusion. By supporting this project, corporate partners will contribute to a sustainable and impactful social enterprise, transforming lives and creating a model that can be replicated across communities. The Mahesh Foundation seeks CSR funding and support to establish and operate this initiative, ensuring long-term benefits for SHG members and the broader community.

BRANDING, RECOGNITION AND PARTNERSHIP:

As a token of our gratitude for your support, we offer various recognition and partnership opportunities. These include

a. **Prominent Branding:**

Your organization's logo is prominently displayed on the school premises, providing visibility and demonstrating your commitment to social responsibility.

b. **Acknowledgment:**

Recognition on our website, social media platforms, and annual reports, highlighting your partnership and contribution.

c. **Public Relations Opportunities:**

Press releases, media events, and interviews to showcase the impact of our collaboration and raise awareness about the importance of supporting HIV-positive children and needy individuals.



Linde India CSR



Itron India Pvt Ltd CSR



SFS Group India CSR

DETAILS OF THE MAJOR SUPPORTERS FOR THE LAST OF LAST 3 YEARS:

Sl. No.	Financial Year	Name of Donor Agency	Funds/ Resources	Activity Undertaken
1.	2024-25	UTI Infrastructure Technology and Services Limited	25,00,000/-	School Bus for Underprivileged Children
2.	2024-25	Brother International (India) Private Limited	15,00,000/-	Education Support to Underprivileged Children
3.	2024-25	RailTel Corporation of India Limited	18,59,256/-	Nutrition Support of HIV-positive Children
4.	2024-25	GIA India Laboratory Pvt. Ltd.	48,99,846/-	Blood Collection Vehicle
5.	2024-25	Multi Commodity Exchange of India Ltd	46,13,587/-	Construction of New School & Skill Center
6.	2023-24	GIC Housing Finance Ltd	30,49,200/-	School Bus for Underprivileged Children
7.	2023-24	SBI Funds Management	40,91,587/-	Construction of New School
8.	2023-24	Air Water India Pvt. Ltd.	20,00,000/-	Construction of New Classroom
9.	2023-24	Itron India Pvt. Ltd.	23,30,000/-	Solar Power Installation
10.	2023-24	Tourism Finance Corporation of India Ltd.	14,78,000/-	Computer Lab Setup for Underprivileged Children
11.	2022-23	Linde Plc	40,18,000/-	Construction of New School & Skill Center
12.	2022-23	SFS Group India	15,00,000/-	Construction of New Classroom
13.	2022-23	The New India Assurance Co. Ltd.	22,00,140/-	School Bus for Underprivileged Children
14.	2022-23	India Shelter Finance Corporation	40,70,000/-	Construction of Skill Center
15.	2022-23	ICICI Foundation	27,00,000/-	School Bus

Please visit <https://www.maheshfoundation.in/our-partners> for more information