

Request for CSR Partnership (RFP)

Project Title: SnehAngan – Modern Anganwadi Development

Issued By:

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1. Project Background

India has over 13.5 lakh Anganwadi centers, yet many struggle with inadequate infrastructure, lack of educational tools, and minimal health facilities. These centers are often the first point of contact for early childhood education, nutrition, and maternal care, especially in rural areas.

SnehAngan is an initiative of UDGI Foundation that aims to transform traditional Anganwadis into model early childhood learning and care centers. We are seeking CSR partners to fund the development of 100 SnehAngan Centers in high-need rural and backward regions of India.

2. Project Objective

- To develop modern, inclusive, and sustainable Anganwadis equipped with child-friendly infrastructure, digital learning tools, and basic health facilities.
- To promote holistic growth and school-readiness among children aged 0–6 years.
- To train Anganwadi workers and mothers in digital learning, nutrition, hygiene, and early childhood development.

3. Key Components

Infrastructure Upgrade – Painting, wall art, furniture, storage units

Digital Learning Setup – Smart TV/projector, tablet, AV content

SnehAngan Learning Lab – Science kits, puzzles, flashcards, books, activity mats

Health & Hygiene Zone – Growth charts, weighing machine, first aid, nutrition posters

Solar Backup (optional) – Solar panel, inverter for power continuity

Training & Capacity Building – Monthly workshops for staff and community mothers

Monitoring & Evaluation – Digital reporting system, field visits, impact assessment

4. Proposed Budget per SnehAngan Center

Expense Head	Amount (INR)
Classroom Painting & Wall Art	₹ 35,000
Child-Friendly Furniture (25–40 kids)	₹ 65,000
Power Backup	₹ 40,000
Smart TV/Projector + Audio-Visual Setup	₹ 40,000
Alexa	₹ 10,000
CCTV	₹ 20,000
Tablets & AV Content	₹ 30,000
2 Tablets	₹ 40,000
Learning Kits & Toys	₹ 40,000
Library Shelf + 50 Books	₹ 20,000
Health Monitoring Equipment	₹ 15,000
Hygiene & Safety Materials	₹ 10,000
Capacity Building Workshops	₹ 25,000
Staff Honorarium & Field Monitoring	₹ 20,000
Misc/Admin + Branding	₹ 20,000
Total per Center	₹ 4,30,000

5. Total CSR Ask (Example for 100 Centers)

₹4,30,000 x 100 centers = ₹4,30,00,000

(Customizable for 10/25/50/100+ centers based on CSR partner interest)

6. Implementation Plan

Month 1: Site selection, MoU with local ICDS, procurement, pre-assessment

Months 2-3: Infrastructure work, installation of equipment

Month 4: Staff training, lab inauguration, community mobilization

Month 5–12: Continuous monitoring, learning sessions, health check drives

7. Expected Outcomes

- Over 5,000 children directly impacted in 100 model centers.
- Improvement in early learning indicators (pre-math, language, social skills).
- Enhanced parental and community participation.
- Digitally enabled Anganwadi workers.
- Strengthened health awareness among mothers and caregivers.

8. CSR Benefits

- Full visibility and branding at each Snehanagan center.
- Annual impact report and social media recognition.
- Direct field visit opportunities for donor teams.
- Alignment with SDG 3, 4, 5 & 10.
- Tax exemption under Section 80G & 12A.
- Eligible under Schedule VII of the Companies Act, 2013.

9. Documents Available

- UDGI Foundation registration & 80G, 12A, CSR-1 certificates
- PAN card, audited financials
- Past impact reports and success stories

10. Contact for CSR Collaboration

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