



CSR Proposal: Project Lakshya

Empowering Rural Youth to serve the Nation through Physical Fitness and Written Exam Preparation



An initiative by- Sankalp Abhinav Bharat Foundation, Pune

Organization Overview

Sankalp Abhinav Bharat Foundation is a non-profit organization founded with a mission to serve the nation by empowering rural communities. Established four years ago, the foundation focuses on three core areas: **physical and mental fitness, protecting the environment, and women empowerment**. We dedicate our efforts to impactful on-ground activities rather than administrative overheads, ensuring that every resource directly benefits our beneficiaries.

Our journey has been nothing short of inspiring. Although as a deliberate choice to minimize our administrative expenses, we don't have a formal office, it is our way to ensure that every donation we receive directly benefits society. Being from corporate backgrounds, our founding members understand both the expectations of corporate partners and the needs of the beneficiaries. This unique perspective allows us to effectively bridge the gap between the two, driving meaningful change in society.

Through initiatives like **Project Lakshya**, the foundation achieves its dual objectives of promoting physical fitness and empowering women. By training rural youth—including young women—for recruitment into the Indian Army, Maharashtra Police, CAPF (comprises of BSF, CISF, CRPF, ITBP, etc.), Forest Guards and other government services, we address fitness, discipline, and gender equity simultaneously.

Project Overview

India has the largest youth population in the world, and this demographic holds immense potential to contribute to nation-building. However, many rural youth lack the guidance, support, and resources needed to achieve their dreams. **Project Lakshya** bridges this gap by providing structured training and mentorship, empowering them to serve the nation.

Project Lakshya is a transformative initiative aimed at:

- ⇒ Preparing rural youth for recruitment into the **Indian Military, Maharashtra Police, CAPF, Forest Guards**, and other government services through physical fitness and written exam training.
- ⇒ Promoting discipline, mental and physical well-being, and a sense of purpose.
- ⇒ Empowering young women and men alike, fostering a culture of equality and nation-building.

This initiative aligns with the foundation's broader goals of nurturing self-reliance, fitness, and empowerment in rural communities.

Need for Project Lakshya

Rural youth in Maka Goan and surrounding areas face several challenges:

- **Lack of Training Facilities:** Many rural regions lack accessible training centres for physical and academic preparation.
- **Limited Guidance:** Without proper guidance, even capable youth fail to meet the requirements of competitive recruitment exams.
- **Break from Academics:** Most of the existing entrance preparation academies are residential and thus if a student manages to get in there, they have to take a break from their academic routine (College, etc.), impacting them in the long run.
- **Financial Constraints:** The preparation academies are expensive and also in a way take away a helping hand from the Farmer's family.

- **Social Challenges:** Unemployment and lack of opportunities often lead to societal issues such as addiction, lack of motivation, loss of direction, and migration to cities for low paying jobs.

Project Lakshya provides the infrastructure, training, and mentorship required to address these issues, ensuring rural youth have a fair chance to achieve their dreams of serving the nation.

Why Sponsor Project Lakshya?

Sponsoring **Project Lakshya** ensures:

1. **Transforming Lives:** Each beneficiary who secures a government job not only achieves personal success but also uplifts their entire family, creating financial independence and stability.
2. **Role Models for Future Generations:** Successful participants become role models, inspiring other youth to pursue their aspirations of joining military or government services.
3. **Nation Building:** By channelling the energy of rural youth into meaningful careers, the project strengthens the country's human resource potential and contributes to societal well-being.

Your support can ignite a ripple effect, enabling hundreds of families to break the cycle of poverty and creating a legacy of empowerment and success.

For more information : www.sabindia.org/project-lakshya

Project Activities & Milestones

Project Lakshya follows a structured training approach, ensuring youth develop **discipline, physical fitness, and career opportunities** to join the **Indian Army, Maharashtra Police, CAPF** (comprises of BSF, CISF, CRPF, ITBP, etc.), Forest Guards and other government services. The program runs on a **year-long cycle** with phased support, and CSR sponsorship can directly contribute to making a meaningful impact.

Phase 1: Outreach & Enrolment (August - October)

Activities:

- **College Outreach (August-September):** Conduct awareness sessions in 7-8 nearby colleges to the training centre targeting 12th-grade students (17+ years old) to encourage enrolment.
- **Initial Training Begins in September:**
 - **Written Exam Preparation:** Basic subject training and assessment of student dedication.
- **Encouragement & Enrolment:** Provide T-shirts to 75-80 students to motivate them.
- **Student & Parent Engagement:** Conduct home visits and parent meetings to encourage participation.



CSR Sponsorship Options:

✓ T-Shirts for 75-80 Students	₹40,000
✓ Outreach Travel & Food Expenses (Home & Parent Visits – Phase 1)	₹5,000
✓ Physical Fitness Trainer (Sep.-Oct. @ ₹15,000/month)	₹30,000
✓ Written Exam Trainer (Sep.-Oct. @ ₹15,000/month)	₹30,000
✓ Guest Lecturers (Sep.-Oct. @ ₹5,000/month)	₹10,000

✓ Rent for the Training Centre (3 Months)	₹15,000
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Phase 2: Intensive Preparation (November - April)

📌 Activities:

- **Structured Written Exam Training** (6 months), including guest lectures and daily practice.
- **Weekly Tests:** Conduct weekly assessments covering the syllabus taught throughout the week.
- **Daily Physical Fitness Sessions** Begin (Trainer hired for 6 months).
- **Marathon Participation & Endurance Events** to enhance student motivation and physical stamina.
- **Essential Learning Materials:** Distribution of books, stationery, and study kits to students.
- **Provide Shoes:** After monitoring student dedication for two months, distribute shoes to those committed to the training program.
- **Mid-Year Home & Parent Visits:** Conduct another outreach effort for follow-ups and additional enrolments.



CSR Sponsorship Options:

✓ Written Exam Trainer (for 6 months @ ₹15,000/month)	₹90,000
✓ Guest Lectures (for 6 months @ ₹5,000/month)	₹30,000
✓ Physical Fitness Trainer (for 6 months @ ₹15,000/month)	₹90,000
✓ Books & Stationery for Students	₹50,000
✓ Shoes for 25 Students (1st Pair)	₹25,000
✓ Exposure Visits, Marathon participation, and misc. expenses	₹10,000
✓ Outreach Travel & Food Expenses (Home & Parent Visits – Phase 2)	₹5,000
✓ Rent for the Training Centre (6 Months)	₹30,000

Phase 3: Exam & Post-Written Training (May - October)

📌 Activities:

- **Advanced Written Exam Training:** Focused revision, Practice/ Mock Tests, and Mentorship.
- **Advanced Physical Training:** Students who pass the written exam receive advanced fitness coaching for the physical test.
- **Essential Gear:** Provide a 2nd pair of shoes to those undergoing physical exam training.
- **Recruitment Rallies:** Provide travel support for students attending recruitment exams and physical tests. **Recruitment Rally Dates** depend on Announcements by the different Departments based on the Vacancies.
- **Mentorship & Career Guidance:** Assist selected candidates with final preparations and next steps.
- **Outreach efforts & basic training** will start for new Batch of Students, simultaneously from August onwards.

CSR Sponsorship Options:

✓ Physical Fitness Trainer (for 6 months @ ₹15,000/month)	₹90,000
✓ Written Exam Trainer (for 6 months @ ₹15,000/month)	₹90,000
✓ Guest Lectures (for 6 months @ ₹5,000/month)	₹30,000

✓ Shoes for 25 Students (2nd Pair)	₹25,000
✓ Student's Travel for recruitment rallies	₹30,000
✓ Rent for the Training Centre (6 Months)	₹30,000

Phase 4: Project Report & Financial Compliance (March - April)

Activities:

- **Project Impact Report:** Compilation of detailed program achievements, student success stories, and CSR impact.
- **CA & CS Fees:** Compliance with financial auditing and legal reporting for CSR funding.

CSR Sponsorship Options:

✓ Project Report Compilation & Documentation	₹10,000
✓ CA & CS Fees (Financial Compliance & Reporting)	₹15,000

Total Estimated Budget for 1 Training Cycle for 1 Centre (14 months) : ₹7,80,000

CSR partners can **fully or partially sponsor** different segments of the project. Their contributions will be acknowledged through **branding on training gear, social media promotions, press releases, and event sponsorship**.

Note:

At the end of the financial year, a **detailed impact report** will be prepared, highlighting the outcomes, achievements, and utilization of CSR funds. This ensures **transparency, accountability, and compliance** with regulatory requirements, enhancing the credibility of the project and CSR partners.

Branding Opportunities: Co-Branding & Recognition

CSR partners' logos will be prominently displayed on:

- Training gear and banners at the project location, acknowledging their sponsorship.
- The Certificates issued to trainees for various training programs.

Volunteering Opportunities

1. Mentorship & Training (Online & Virtual Engagement)

Corporate employees can volunteer to train and mentor rural youth in:

- Soft skills, communication, and personality development through online sessions (Google Meet, Zoom, etc.).
- Subject-specific lectures beneficial for the Agniveer exam (e.g., General Knowledge, Mathematics, Logical Reasoning, English, and Current Affairs).
- Basic IT and digital literacy training to enhance career opportunities beyond defense services.

2. On-Ground Engagement

- Participate in awareness programs about careers in schools and colleges, inspiring rural youth to join the Indian Armed Forces.

Project Lakshya: Journey and Success

Project Lakshya began in April 2022 as a small initiative to train rural youth for physical fitness and competitive exams. Over the past years, the project has grown significantly, impacting dozens of lives and achieving remarkable milestones. The training centre at Maka Goan has become a beacon of hope for young men and women aspiring to serve the nation.

Success stories include:

- 70 + Students participated in recruitment rallies for the Indian Army, Maharashtra Police, and BSF.
- Twelve candidates successfully passed both physical and written exams in the Agniveer Indian Army Bharati 2023, with four securing positions in the Indian Army.
 - Mr. Prashant Pandhare: Indian Army Soldier Tradesman.
 - Mr. Arjun Dhekale: Indian Army Soldier Technical.
 - Mr. Shriram Londhe: Indian Army Soldier General Duty.
 - Mr. Vishal Kedar: Indian Army Soldier General Duty.
- **Mr. Akshay Shirsath:** Successfully joined the Maharashtra Police in the 2021-22 recruitment drive and now serves his state with pride.
- **Ms. Seema Bhangude:** A dedicated participant who excelled in both physical and written exams of BSF, setting an example for other young women in her community.
- **Mr. Ajitnath Pandhare** selected for the Territorial Army General Duty in **2025**.
- **Mr. Yogesh Gardhe** selected for the Territorial Army General Duty in **2025**.
- **Mr. Prashant Bhangude** selected in the CIFS in **2025**.

Beyond employment, the project has instilled discipline, confidence, and a strong sense of purpose among its participants. Girls have actively participated, highlighting the project's role in promoting gender equity and empowerment. With each batch, **Project Lakshya** continues to inspire and uplift the community, reinforcing the foundation's mission.

United Nations Sustainable Development Goals Alignment

Project Lakshya aligns with several United Nations Sustainable Development Goals (SDGs), including:



By enabling youth to secure stable employment, the project uplifts families out of poverty.



Facilitates access to stable and meaningful employment opportunities.



Promotes physical fitness and mental discipline among participants.



Bridges the resource gap for rural youth, enabling equitable opportunities for success.



Provides structured training and mentorship, equipping youth with essential skills.



Strengthens the nation's workforce by preparing disciplined and dedicated individuals for roles in military and government services.



Actively includes young women, empowering them to pursue careers in government services.

Expected Outcomes and Impact

1. **Nation First:** Instil a sense of pride and purpose in youth by enabling them to serve the nation.
2. **Increased Employability:** Equip participants with the skills to pass physical and written exams, opening doors to government jobs.
3. **Family Transformation:** Beneficiaries' success directly improves the financial stability of their families.
4. **Community Development:** Address unemployment and reduce social challenges in rural areas through structured guidance.
5. **Empowered Women:** Foster gender equity by including young women in the training programs, encouraging their participation in national service.
6. **Role Models:** Create success stories that inspire others within the community to follow a disciplined path.
7. **Holistic Growth:** Promote discipline, physical fitness, and mental well-being among participants, fostering personal and professional growth.

Monitoring and Evaluation

- **Quarterly Reviews:** Conduct assessments to measure progress in training participation, exam preparation, and physical fitness.
- **Performance Indicators:**
 - Number of students successfully completing training.
 - Success rates in clearing government exams and securing placements.
 - Participant feedback and testimonials highlighting program effectiveness.
- **Post-Training Surveys:** Evaluate the long-term impact of the program on participants' lives and the community.

Risk Management

- **Low Participation:** Engage with community influencers and conduct village-level meetings to drive awareness and participation.
- **Dropouts:** Implement regular counselling and motivational sessions to ensure student retention and commitment.

- **Exam Challenges:** Provide targeted language support, practice tests, and personalized coaching to address student difficulties.

Stakeholders

- Partner with ex-servicemen and professional trainers for mentorship and skill-building sessions.
- Collaboration with local schools, colleges, and NGOs to reach eligible students and expand awareness.
- Seek CSR sponsorships and support from corporates to ensure financial sustainability and scalability.

Five- Year Roadmap

We aim to continue *Project Lakshya* at the current location: *Maka Goan*, Taluka Newasa, Dist. Ahmednagar, Maharashtra, while expanding to *Ahilyanagar*, *Chhatrapati Sambhaji Nagar*, and other areas with high potential for youth joining the **Indian Army**. Our focus remains on **discipline, career opportunities, and physical fitness**, ensuring holistic development. By establishing new centres, we will empower more aspirants with the right training and guidance to serve the nation.

Conclusion

Sankalp Abhinav Bharat Foundation believes in empowering rural youth through **Project Lakshya**, a flagship initiative designed to bridge the gap in access to resources and opportunities. By providing physical fitness training, academic support, and essential resources, we empower youth to overcome challenges and achieve their dreams of serving the nation. With your support, we can expand this transformative project, fostering a disciplined, employable, and self-reliant generation that contributes to a stronger, more prosperous India.

Contact Details

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Compliance & Certificates

All our reports, certificates are published on our official website: www.sabindia.org/compliance

Thank You!