

“SapnoKaGhar”

Sapno se Haqeeqat Tak



AN INITIATIVE OF



PLUS APPROACH FOUNDATION
'SPANDAN'

(Sapno ka Ghar)

Positive Inspired & Empowered (PIE) Village is a concept based on the philosophy of Mahatma Gandhi towards the development of the country through Village development. It will pave the way to a new development model for rural India in terms of the creation of jobs and better amenities to its inhabitants. Following attributes are aimed to make a PIE village sustainable:

1. All have Food, Cloth and Shelter
2. All are educated, Healthy and Happy
3. Each of the families earns their livelihood
4. Employment to youth either outside or in Village

Plus Approach Foundation (PAF) is a non-profit organization established under the Laws of India, with charitable status under a **"Deed of Trust" on 9th May, 2011**. The donations to the trust are exempted from tax under section 80 G of the Income Tax Act, 1961. The Foundation is also registered as a CSR implementing organization with the Ministry of Corporate Affairs and is implementing CSR projects in the remote villages of Uttarakhand. Since its establishment, the Foundation endeavours to develop a Positive Eco-System, Positive Thinking & Positive Actions, to have **Progress, Prosperity, and Peace**.

Plus Approach Foundation is working on the concept of PIE (Positive Inspired & Empowered) to transform the lives in remote villages of Uttarakhand. The remote village of Matila in Almora district of Uttarakhand has been selected as PIE village and initiatives towards positive transformation of villagers covering everyone from children, women, youth, adults and elderly. Some of the major activities in progress are as under

1. **"Yes I Can"** Transformation & skilling Academy
 - a. **Remedial Classes** for children to strengthen their fundamentals
 - b. Digital awareness & **Computer** training
 - c. **Vakta** Programme for students to strengthen communication skills
 - d. **Sewing** & Tailoring skill center for women empowerment
2. Renovation / construction of houses **"Sapno ka Ghar"** for poor

3. Vidushi Vivah **"Kanyadan"** Yojana for marriage of poor families daughters

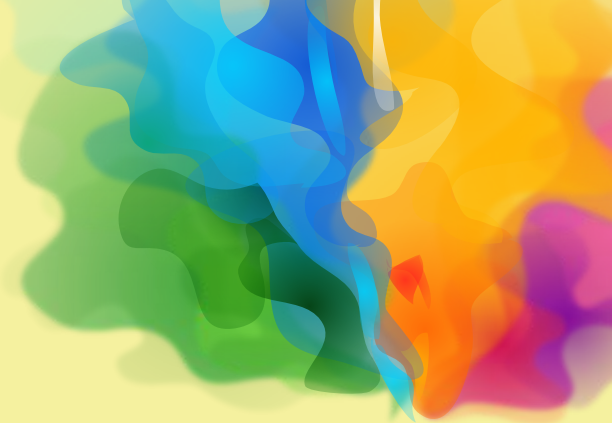
4. **Awareness** on health, sanitation & positivity

"Roti Kapda aur Makaan" was once considered to be basic necessity of life, which has now extended to education, information & digital. However, proper shelter is still the primary need of a person. In the village, many poor families are still deprived of this and living in unhygienic, dilapidated spaces at the mercy of GOD from the extreme conditions of cold winter & monsoon for survival.

Plus Approach Foundation adopted a remote village Matila in District Almora (Uttarakhand) for transforming it to PIE village wherein activities in the areas of Remedial Education, upliftment of living conditions, Digital Awareness, Healthcare & skilling are being undertaken in this village in progressive manner as per availability of funds & resources.

"Sapno Ka Ghar" i.e. SKG is being taken up as a flagship project to provide basic living infrastructure to many families living in unsafe dilapidated unhygienic structures in the remote villages through repair / construction of dilapidated houses. The initiative to provide roofed shelter also falls under the areas identified by United Nations under the Sustainable Development Goals 8 and 11. It is our constant endeavor to help people lead a life of dignity with a positive mindset. The project is of low investment delivering high impact fulfilling the basic need of **"Roti Kapda aur Makaan"**. The project aims to provide these families at least One Room house with kitchen and toilet either through refurbishment or new construction along with basic amenities of gas connection & light.

It is Foundation's firm belief that Villages are to be developed first than the cities which are taken care of by many, it is also essential to stop migration of youths. The 2-3 year's efforts of PAF facilitated positive transformation in the lives of more than 600 people in another remote village of Lobanj in Almora district adopted in 2017.



Vimla Devi ke “Sapno se Haaqeeqat tak” ka safar

Under the pilot Project “Sapno Ka Ghar”, repair of 2 houses was initially taken up at Lauban center in 2018. The volunteers of foundation came to know the hardship & suffering faced by a widow of Matila Vimla Devi, a widow whose husband expired 2 years ago and she was forced to live in Panchayat Ghar with her 2 daughters due to huge damage to her house in heavy rains of June 2021. Her application for SKG was taken up by Plus Approach Foundation, and it was decided to construct the new house at the place of old structure by partly utilizing the material. PAF successfully constructed the new house with an expenditure of around Rs 1.58 Lacs and handed it over to her on 17.08.2021 with essential household items. (see pic.) The happiness & satisfaction of ownership of her house can be felt on her face and presence of roof on the heads of her daughters can be best imagined by all of us.

Subsequent to the successful implementation & impact of SKG of Vimla Devi, many requests were received from other poor villagers of the area. Considering the importance of shelter & permanent roof in this area of extreme cold weather for villagers, longevity, benefits and social impact of the Project, Plus Approach Foundation decided to further expand this Project and seek support of Corporates & Business Organizations in this noble cause.

The real beneficiaries of SKG project lives in remote villages



| Sr No | Name of the beneficiary | Village | Category | Financial Assistance for SKG (Rs) |
|--|-------------------------|----------|----------|-----------------------------------|
| 1 | PURAN RAM | Lauban | REPAIR | 25,000 |
| 2 | VIMLA DEVI | Matila | NEW | 1,58,000 |
| 3 | KAMLA DEVI | Matila | REPAIR | 64,800 |
| 4 | ASHA DEVI | Matila | REPAIR | 37,600 |
| 5 | REKHA BISHT | Kharkiya | NEW | 100,000 |
| 6 | PRATAP BISHT | Matila | REPAIR | 90,000 |
| 7 | PAN SINGH BHANDARI | Matila | REPAIR | 81,600 |
| 8 | GEETA DEVI | Matila | REPAIR | 100,000 |
| 9 | DHANA DEVI | Matila | NEW | 100,000 |
| 10 | MAYA DEVI | Matila | REPAIR | 48,000 |
| 11 | BACHI RAM | Matila | NEW | 100,000 |
| 12 | KHIMULI DEVI | Matila | REPAIR | 91,000 |
| 13 | CHANDRA DEVI | Matila | REPAIR | 25,000 |
| 14 | PUSHPA BHANDARI | Matila | REPAIR | 50,000 |
| 15 | SARITA BISHT | Matila | REPAIR | 50,000 |
| 16 | PADMA DEVI | Matila | REPAIR | 50,000 |
| 17 | SHANTI DEVI | Chitai | NEW | 125,000 |
| 18 | LALITA KANDPAL | Chitai | REPAIR | 125,000 |
| Total Assistance Provided by CSR Supports | | | | 1421000 |

where most of the schemes & CSR projects are not able to reach. Although many organizations are spending huge sums of CSR funds towards upliftment of society but is largely focused around their area of operations, however in this global era, the beneficiaries of the fund spent in non-operational areas today may become a future prospect of the organizations. These low cost high impact spending will be beneficial in the long run for brand & sustainability of organizations. The SKG project is being implemented on the following basis:

1. **Level 0 : Repair of damaged roof with metal sheet Estimated Cost Rs 1,15,000**
2. **Level 1 : Repair of supporting walls & roof Estimated Cost Rs 2,53,000**
3. **Level 2 : Construction of complete house Estimated Cost Rs 3,33,500**

To realize the vision of providing SKG to at least 50 beneficiaries by 2022-23, Plus Approach Foundation sought collaboration and support from Corporates. With the generous CSR funding of the corporates, presently work is in progress in 16 SKG houses as detailed in table.

Identification and selection of beneficiaries for the "SKG" houses is an ongoing process with the help and assistance of local administration. It is worth sharing the quantum of requirement of SKG in the district of Almora itself is around 450 which has been received from District Authorities.

Plus Approach Foundation appeals all corporate & individuals to extend financial support to transform the houses of extremely poor & needy families of remote villages. The donations not only eligible for Income Tax Benefit under Section 80G but will also earn blessings of the poor family.

Corporates are requested to sponsor these SKG under their CSR Initiatives, detailed report on beneficiary, nature of repair / construction undertaken along with photographs will be submitted after completion of the project and sponsorer logo & details along with PAF logo will be printed in the banner to be affixed on the house. Further, CSR team may also monitor the progress of the work. This will not only enhance brand of the organization but generate goodwill by paving the way for better living for some of the poorest of the poor families.

Donations can be made through Bank transfer in following account

Plus Approach Foundation

Current A/c No : 03291450000075

Name of Bank : HDFC Bank Ltd

IFSC : HDFC0000329

or

Log in to our website www.plusapproach.co.in and click the link **Donate Now**

(Certificate to claim Income Tax rebate u/s 80G will be received in your email)

Snapshots of SKG Applicants with their dilapidated house and Construction progress of new SKG Houses at Matila...



Think Positive Help Others