



Winter Relief Program
"Ushma" – Blanket Distribution Drive

LADIES HOME CLASS

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1. Executive Summary

The "Ushma" Winter Relief Project, spearheaded by **LADIES HOME CLASS**, is a proactive humanitarian intervention designed to shield the most marginalized populations from the life-threatening impact of North and Central India's harsh winter. As temperatures in these regions frequently plummet below 5°C, the lack of adequate bedding becomes a primary driver for hypothermia, severe respiratory infections, and even preventable mortality among the elderly and homeless. This project aims to bridge this survival gap by distributing 1,500 to 3,000 high-quality, heavy-duty blankets to verified "ultra-poor" families, ensuring they can endure the peak winter months of December and January with warmth and dignity.

Our strategy is built on the pillars of **operational efficiency and radical transparency**. By procuring directly from major textile hubs like Akola, we minimize middleman costs, allowing us to maintain a unit cost between ₹250–₹350 without compromising on material quality. Unlike generic distribution drives, "Ushma" utilizes a pre-distribution survey and a physical "token system" to ensure that aid reaches those who are often overlooked by mainstream relief—specifically the disabled, the elderly living alone, and families in remote rural clusters. This targeted approach ensures that every rupee of CSR funding is translated into a direct, measurable impact on human survival.

To maintain the highest standards of corporate governance, the project incorporates **real-time digital monitoring and geotagged reporting**. Every distribution is logged with GPS coordinates and photo-documentation, providing our corporate partners with an audit-ready impact report. By collaborating with local Gram Panchayats and a dedicated corps of youth volunteers, we navigate the logistical challenges of narrow village roads and city alleys to deliver warmth at the doorstep. Through this partnership, we seek to create a scalable model of winter relief that not only saves lives but also strengthens the social fabric of the communities we serve.

2. Problem Statement

Extreme cold waves in India are often a "silent disaster," claiming more lives annually than many high-profile natural calamities. According to recent data from the National Crime Records Bureau (NCRB), an average of over **800 people die annually** due to direct exposure to cold, with the states of Maharashtra accounting for over **62% of these fatalities**. For the ultra-poor and homeless populations in North and Central India, where temperatures frequently drop below 4°C the lack of a simple high-quality blanket is the difference between survival and a life-threatening medical emergency. Vulnerable groups, particularly the elderly and children, face a heightened risk of hypothermia—a condition where the body loses heat faster than it can produce it, leading to a dangerous drop in core temperature that affects brain function and physical mobility.

Beyond immediate mortality, the "cold stress" on vulnerable bodies triggers a cascade of secondary health crises. Freezing temperatures cause blood vessels to constrict (vasoconstriction), significantly increasing the risk of **heart attacks and brain strokes** among the elderly. Furthermore, the combination of extreme cold and poor living conditions leads to a surge in severe respiratory infections like pneumonia and bronchitis, which place an unbearable financial and physical burden on families already living below the poverty line. Without intervention, these families are forced into a cycle of "winter debt," spending their meager earnings on medical treatments for illnesses that could have been prevented with adequate thermal protection.

Key Data Points:

- **Target Temperature Threshold:** Risks escalate acutely when ambient temperatures fall below 12°C.
- **Vulnerability Index:** Nearly **16% of Indian districts** are classified as "High to Very High" vulnerability zones for cold waves.
- **The "Silent" Toll:** Between 2019 and 2023, a total of **3,639 deaths** were officially recorded due to cold wave exposure, a figure many NGOs believe is underreported.

3. Target Regions & Beneficiary Selection

The selection of target regions for "Project Ushma" is based on a **Climate-Vulnerability Mapping** strategy. We prioritize states in the Indo-Gangetic plains and Central India—specifically parts of Maharashtra—where the "diurnal temperature variation" is most extreme. In these areas, daytime temperatures may seem manageable, but nighttime temperatures often crash by 15°C to 20°C within a few hours. This rapid thermal shift is particularly lethal for those living in makeshift shelters or kucha houses. Our focus will be on "Grey Zones"—small towns and rural clusters that are geographically isolated and often bypassed by large-scale urban relief efforts.

To ensure that the blankets reach the most vulnerable individuals rather than the most vocal, **LADIES HOME CLASS** employs a rigorous, three-tier beneficiary selection process:

- **Tier 1: Pre-Distribution Survey (Week 3):** Our field volunteers, in coordination with Gram Panchayats and local ASHA workers, conduct door-to-door visits to identify "Ultra-Poor" households. Our priority criteria include:
 - Elderly individuals (60+) living alone or with no stable income.
 - Widows and female-headed households with small children.
 - Daily wage laborers living in temporary shelters or on-site construction huts.
 - Persons with disabilities (PwDs) who lack access to winter essentials.
- **Tier 2: The Physical "Token System":** Once identified, each beneficiary is issued a unique, serialized physical token. This token acts as a "guaranteed claim" on a blanket. By issuing tokens several days before the actual distribution, we eliminate the chaotic "first-come, first-served" rushes that often exclude the frail or elderly who cannot stand in long queues.
- **Tier 3: Final Validation:** During the distribution event, the token is cross-referenced with the beneficiary's ID or the survey log. This ensures a 100% match between the person identified during the survey and the person receiving the aid.

4. Budget Efficiency & Procurement Strategy

A significant portion of CSR impact is often lost to intermediary costs and retail markups. **LADIES HOME CLASS** addresses this through a "Hub-to-Hand" procurement model. By sourcing directly from **Maharashtra**—the global epi center for recycling and textile manufacturing—we leverage economies of scale that are unavailable in local retail markets.

Direct Sourcing from Akola

Akola's unique industrial ecosystem allows for the production of high-thermal-efficiency blankets using recycled wool and synthetic blends. By bypassing distributors, we secure wholesale rates that allow for a **unit cost of ₹250–₹350** for a high-quality, heavy-duty blanket (typically 1.5kg to 2kg). This means that for every ₹1,00,000 invested, we can protect approximately 300 to 400 individuals, a 40% increase in reach compared to local market procurement.

Strategic Cost Breakdown

The project budget is optimized to ensure that at least **90% of the funds** are spent on the direct benefit (blankets and their delivery). Our logistics strategy uses "Bale-Packing" techniques, which compress blankets to 1/5th of their volume, drastically reducing interstate freight costs.

Item	Specification	Est. Cost (Bulk)	Value Proposition
Procurement	Wool-blend / High-GSM Fleece	₹250 - ₹350	Durable, multi-season use
Freight	Akola to Regional Hubs	₹10 - ₹15 / unit	Bulk transit via 20ft containers
Last-Mile	Regional Hub to Village/Cluster	₹5 - ₹8 / unit	Local e-rickshaws & mini-trucks
Documentation	Tokens, Geotagging, Reports	₹2 - ₹4 / unit	Digital transparency & auditing

Quality Assurance

We do not sacrifice quality for cost. Every batch undergoes a "Thermal Retention Test" and weight verification before dispatch. We prioritize **shoddy-wool blankets** or **heavy polar fleece**, as they offer the best warmth-to-weight ratio for sub-10°C temperatures and are easy for elderly beneficiaries to wash and maintain.

5. Logistics & Ground Coordination

The most challenging phase of any rural relief program is the "Last Mile"—the transition from a regional warehouse to the doorstep of a remote beneficiary. Many traditional CSR projects fail here because large trucks cannot navigate the narrow, unpaved lanes of Indian villages or the congested "bastis" of small towns. **LADIES HOME CLASS** solves this through a decentralized, hub-and-spoke logistics model designed for speed and accessibility.

Last-Mile Delivery Infrastructure

Our logistics strategy is divided into two distinct movements to ensure efficiency:

- Primary Transit:** Bulk consignments are moved from the Akola textile hub to regional distribution centers in North/Central India using **10-ton closed containers** to protect the material from moisture and dust.
- Micro-Distribution:** From these regional hubs, blankets are transferred to **Mini-Trucks (Tata Ace/Mahindra Jeeto)** and **local E-Rickshaws**. These smaller vehicles are essential for navigating narrow village alleys and reaching hilly or waterlogged terrain where larger vehicles would be stalled. E-rickshaws, in particular, provide an eco-friendly and cost-effective solution for city-fringe distribution to the homeless.

[Image showing a map of a hub-and-spoke logistics network from a central warehouse to several remote village distribution points]

Collaboration & Safety

Ground-level execution is managed through a "Co-Ownership" model with local stakeholders:

- **Gram Panchayat Coordination:** We utilize the village community halls (Panchayat Bhawans) as distribution points. This provides a secure, organized environment and lends local legitimacy to the drive.
- **Youth Volunteer Force:** We engage local youth groups to assist with the offloading and distribution. This not only speeds up the process but also ensures the safety of female and elderly beneficiaries in crowded areas.
- **Mobile Units for the Homeless:** For urban homeless populations, we operate "Midnight Mobile Units" (E-Rickshaws) that traverse city flyovers and railway station peripheries between 10:00 PM and 1:00 AM, delivering blankets directly to those sleeping on the streets who cannot visit a distribution center.

Contingency Planning

Given that peak winter often coincides with heavy fog (reducing visibility and slowing transport), we build a **7-day "Fog Buffer"** into our timeline. All primary shipments are completed by the last week of November to ensure that distribution can occur during the first severe cold wave of December without delay.

6. Timeline & Rapid Execution (8-Week Cycle)

Precision in timing is the most critical factor for the success of "Project Ushma." A winter relief program is only effective if the blankets reach the beneficiaries *before* the first severe cold wave (Sheet-Lahar) hits. **LADIES HOME CLASS** has developed a compressed, 8-week execution cycle that ensures procurement, logistics, and distribution happen in a synchronized manner to meet the peak demand of December and January.

Week-by-Week Implementation Schedule

The project follows a strict linear timeline to ensure accountability at every stage:

Phase	Duration	Primary Activities	Key Deliverable
Phase 1: Planning	Week 1	Regional mapping, vendor shortlisting in Akola, and MoU signings with local partner NGOs.	Finalized Vendor List
Phase 2: Procurement	Week 2	Bulk order placement, quality testing of fabric, and bale-packing for transit.	Dispatch Clearance
Phase 3: Survey	Week 3	Ground-level door-to-door surveys by volunteers; identification of the "Ultra-Poor."	Master Beneficiary List
Phase 4: Tokenizing	Week 4	Distribution of physical tokens to verified families; setting up local "last-mile" hubs.	Token Issuance Report
Phase 5: Logistics	Week 5	Primary transit from Akola to regional centers; micro-logistics (E-rickshaws) mobilization.	Inventory at Hubs
Phase 6: Distribution I	Week 6	High-cold-stress zone distribution (Peak Dec); geotagging of every handover.	Live Photo Updates
Phase 7: Distribution II	Week 7	"Mobile Van" distribution for homeless/urban clusters; mop-up of remote village hamlets.	Distribution Completion
Phase 8: Reporting	Week 8	Financial auditing, impact assessment, and submission of the final CSR report to the donor.	Final Impact Report

The "Golden Window" Strategy

Our execution is centered around the "**Golden Window**" (Dec 15th – Jan 15th). By completing all procurement and surveys by late November, we ensure that our distribution kicks off exactly when the India Meteorological Department (IMD) issues its first cold wave alerts. This rapid execution prevents the "aid-lag" that often results in relief arriving after the winter peak has already passed.

Risk Mitigation for Delays

- **Fog Buffer:** To account for the seasonal "Great Smog" of North India, we schedule all long-distance heavy-vehicle transport to be completed by the end of November.
- **Buffer Stocks:** We maintain a 5% "Emergency Buffer" at local hubs to address immediate needs in case of unexpected localized weather emergencies or displacement.

7. Transparency & Real-Time Monitoring

In the landscape of CSR, accountability is as important as the impact itself. **LADIES HOME CLASS** employs a robust, technology-driven monitoring framework to ensure that every rupee of the ₹5L–₹10L budget is tracked from the textile mill to the beneficiary's hands. Our "Open-Book" policy provides corporate partners with real-time visibility and a 100% audit-ready trail.

Digital Proof & Geotagging

To eliminate the risk of "ghost beneficiaries" or duplicate distributions, we utilize mobile-based data collection tools.

- **GPS-Stamped Documentation:** Every distribution event is recorded using cameras that embed the precise latitude, longitude, and timestamp into the metadata of the photograph.
- **Photo Verification:** We capture a high-resolution image of the beneficiary holding their "Project Ushma" blanket alongside their physical token. These photos are uploaded to a cloud-based dashboard accessible by the donor.
- **Beneficiary Logs:** Each recipient's name, age, location, and (where applicable) thumbprint or signature is recorded in a digital register, cross-referenced with the token number issued during the survey phase.

Multi-Level Auditing

We maintain transparency through three distinct layers of verification:

1. **Internal Audit:** Our field supervisors conduct "random spot checks" during distribution to ensure the quality of service and adherence to the priority list.
2. **Social Audit:** We display the list of beneficiaries at the local Gram Panchayat office or community center 24 hours prior to distribution, allowing for community-level verification.
3. **Donor Dashboard:** For projects at the ₹10L tier, we provide the corporate partner with a weekly "Impact Digest," featuring a map view of distribution progress and a summary of families reached.

Financial Integrity

- **Direct Payments:** Wherever possible, we encourage direct bank transfers to vendors (like the Akola textile mills) to maintain a transparent paper trail.

- **GST Compliance:** All procurement is done through GST-registered entities, ensuring that the corporate partner can claim the necessary tax benefits and fulfill regulatory requirements.
- **Utilization Certificate (UC):** Within 30 days of project completion, a Chartered Accountant-verified Utilization Certificate will be provided, detailing every expenditure against the approved budget.

8. Financial Roadmap & Scalability

To provide the donor with maximum flexibility, we have structured the budget into two tiers. These tiers allow the corporate partner to choose an impact scale that aligns with their specific CSR budget for the fiscal year.

Detailed Budget Breakdown

Expenditure Head	₹5,00,000 Tier (Approx. 1,500 Families)	₹10,00,000 Tier (Approx. 3,000 Families)
Material Procurement (High-GSM Blankets)	₹4,10,000	₹8,20,000
Inter-state Logistics (Akola to Hubs)	₹35,000	₹65,000
Last-Mile Delivery (E-Rickshaws/Mini-vans)	₹20,000	₹45,000
Ground Ops (Survey, Tokens, Volunteers)	₹20,000	₹40,000
Documentation & Monitoring (Geotagging/Audit)	₹15,000	₹30,000
Total Impact Reach	~1,500 Families	~3,000 Families

Sustainability & Scalability

While blanket distribution is an immediate "relief" intervention, **LADIES HOME CLASS** builds sustainability into the project through the following measures:

- **Product Longevity:** We only procure "Multi-Season" blankets. By selecting high-density synthetic/wool blends, we ensure the product does not degrade after one wash, providing the family with a reusable asset for at least 3 to 4 winters.
- **Ecosystem Strengthening:** By involving local Gram Panchayats and youth volunteers, we create a "Community Response Network." These volunteers, once trained in our survey and distribution methodology, become a ready-to-act force for future disasters or health drives.
- **Scalability:** The "Akola Hub" model is infinitely scalable. Because we have established direct links with manufacturers, we can double or triple our distribution volume within 10 days if additional emergency funding becomes available during an unexpected cold-wave crisis.
- **Brand Alignment:** For the corporate partner, this project offers high-visibility sustainability. Every blanket can be custom-tagged with the company's CSR logo, ensuring that your brand is associated with warmth and care in the hearts of the community for years to come.

Final Checklist of Documents Included in the Full Report:

1. **NGO Registration Certificate**
2. **12A & 80G Certificates** (For Tax Exemption)
3. **NGO Darpan Unique ID Proof**
4. **Audit Reports** (Last 3 Years)
5. **Detailed Implementation Map** (Targeted Clusters)

COVER LETTER

LADIES HOME CLASS

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Date: / /

To, The CSR Committee / Head of Corporate Social Responsibility,

Subject: Proposal for "Project Ushma" – Winter Blanket Distribution Drive (FY 2025-26).

Respected Sir/Madam,

As the winter season approaches, the vulnerable populations across the high-cold-stress belts of North, East, and Central India face an acute survival crisis. For the elderly, the homeless, and families living in "kucha" houses, the lack of a single high-quality blanket often results in severe health complications or preventable mortality.

On behalf of **LADIES HOME CLASS**, I am pleased to submit this comprehensive proposal for "**Project Ushma**." We are seeking a CSR partnership for a targeted intervention with a budget between **₹5,00,000 and ₹10,00,000** to provide warmth and dignity to approximately **1,500 to 3,000 families**.

Why Partner with LADIES HOME CLASS?

- **Operational Efficiency:** By procuring directly from the Akola textile hub, we eliminate middlemen, ensuring that **90% of your funds** go directly toward high-quality material (2kg + wool-blend blankets).
- **Precision Targeting:** Our unique "**Token System**" and pre-distribution surveys ensure that aid reaches the "ultra-poor"—the elderly, widows, and disabled—rather than just the most vocal.
- **Radical Transparency:** We provide 100% audit-ready reporting, including **geotagged photographs** and GPS-stamped distribution logs for every single blanket handed over.
- **Last-Mile Reach:** We utilize specialized micro-logistics, including e-rickshaws and mini-trucks, to navigate narrow village roads and urban alleys where traditional relief efforts fail to reach.

We have a proven track record of rapid execution (8-week cycle) and are ready to deploy our volunteer network to ensure your organization's contribution creates a measurable, life-saving impact this winter.

Enclosed is the detailed project report, budget breakdown, and our organizational credentials. We look forward to the possibility of discussing how we can work together to shield our fellow citizens from the harsh cold.

Thanking You,
Yours Sincerely,

(Signature)

PRESIDENT

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