



**Project Proposal: Promoting Sustainable Development Goals (SDGs) through Educational Institutions in Rural Areas of Telangana under CSR grants**  
**Project Title: Promoting Sustainable Development Goals (SDGs) through Educational Institutions in Rural Telangana**

Proposed By: Multipurpose Awareness Society (MAS)

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Project Duration: 12 months

Total Funding Requested: ₹50 Lakhs

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### 1. Executive Summary

This project aims to promote the United Nations' Sustainable Development Goals (SDGs) within educational institutions in rural areas of Telangana, leveraging the platform of schools and colleges as catalysts for societal change. Through awareness campaigns, training programs, and curriculum integration, we plan to equip students and teachers with knowledge about the SDGs and provide them with tools to implement sustainable practices in their communities. The project is designed to be implemented over a period of 12 months with a total funding requirement of ₹50 Lakhs.

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### 2. Background and Rationale

Telangana, despite its rapid urbanization, has a significant rural population with limited access to quality education, awareness of global issues, and sustainable development practices. While SDGs have global recognition, their localized implementation remains low in rural areas. Educational institutions, particularly schools and colleges, can play a vital role in spreading awareness and driving positive change within their communities.

The rural regions of Telangana face challenges like poverty, lack of clean drinking water, gender inequality, and limited access to healthcare. However, these challenges present opportunities for change through education. By promoting SDGs in schools and colleges, we can empower future generations to lead the way in sustainable development.

Multipurpose Awareness Society (MAS) aims to bridge this gap through CSR (Corporate Social Responsibility) grants, creating a grassroots-level initiative to promote SDGs.

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### 3. Project Objectives

#### Primary Objective:

To promote awareness, understanding, and implementation of the SDGs among students, teachers, and communities in rural Telangana, creating sustainable change.

#### Secondary Objectives:

To conduct awareness programs on SDGs in 50 schools and colleges in rural Telangana.

To develop and integrate SDG-centric educational materials for students and teachers.

To train at least 500 teachers on sustainable teaching practices and SDG awareness.

To engage 5,000 students through interactive workshops and community-based projects.

To implement small-scale SDG-driven community development initiatives led by students.

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#### 4. Project Scope and Activities

##### A. Awareness Campaigns & Workshops (Months 1-4)

Conduct awareness campaigns on SDGs across 50 educational institutions (schools and colleges) in rural Telangana.

Host 10 regional workshops to train educators on how to incorporate SDGs into their teaching practices.

Develop SDG-related educational content (brochures, posters, digital presentations) tailored to the local context, including vernacular languages.

##### B. Teacher Training Programs (Months 2-6)

Conduct a series of teacher training programs focused on the following SDGs:

Quality Education (SDG 4)

Clean Water and Sanitation (SDG 6)

Gender Equality (SDG 5)

Decent Work and Economic Growth (SDG 8)

Climate Action (SDG 13)

Train 500 teachers on integrating SDG-related topics into their classrooms and daily life practices.

Introduce project-based learning modules where students and teachers work on community-focused SDG initiatives.

##### C. Student Engagement and Community Development (Months 4-9)

Organize interactive sessions for students on SDGs, encouraging them to create action plans for their communities.

Launch small-scale SDG-driven community development projects led by students, such as:

Waste management initiatives

Tree plantation drives

Water conservation programs

Gender equality awareness campaigns

##### D. SDG Curriculum Integration (Months 5-8)

Collaborate with educational authorities to incorporate SDGs into the school and college curricula.

Develop SDG-centric textbooks, supplementary materials, and online resources.

Provide students with digital tools (Smartphone apps, online courses) to track progress on SDG-related initiatives.

##### E. Monitoring, Evaluation, and Reporting (Months 9-12)

Establish a Monitoring & Evaluation (M&E) framework to assess the impact of the program on awareness, behaviour change, and community outcomes.

Collect data from participants through surveys, feedback forms, and project assessments.

Prepare a final report showcasing the outcomes, challenges, and recommendations for future SDG promotion initiatives in rural Telangana.

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#### 5. Expected Outcomes

Short-Term:

Increased awareness of SDGs among 5,000+ students and 500+ teachers.

Development of SDG-centric educational resources for rural schools.

Successful implementation of at least 10 community development projects led by students.

Long-Term:

Enhanced incorporation of SDGs into local education curricula.

Strengthened community engagement with sustainable practices.

Creation of a sustainable model for SDG promotion in rural education systems.

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## 6. Project Budget

Activity	Cost (INR)
Awareness Campaigns (50 institutions)	₹8,00,000
Teacher Training Programs (500 teachers)	₹10,00,000
Development of SDG Materials	₹5,00,000
Student Engagement & Community Projects	₹10,00,000
SDG Curriculum Integration	₹7,00,000
Monitoring and Evaluation	₹5,00,000
Miscellaneous (Travel, Logistics, Admin)	₹5,00,000
<b>Total</b>	<b>₹50,00,000</b>

## 7. Sustainability Plan

To ensure long-term impact:

**Institutionalization of SDGs:** Work closely with local education departments to integrate SDGs into standard curricula, ensuring that the impact outlasts the project duration.

**Community Ownership:** Involve local stakeholders, including community leaders and NGOs, to take ownership of SDG initiatives, ensuring they continue after the project ends.

**Post-Project Training:** Set up a follow-up training program to sustain SDG knowledge and practices among teachers and students beyond the initial implementation phase.

## 8. Monitoring and Evaluation

A robust M&E system will track progress against the following metrics:

Number of teachers and students trained.

Number of SDG-related activities initiated by students.

Community feedback and changes in behavior (e.g., reduction in waste, improved water conservation practices).

Pre- and post-project surveys to measure the increase in awareness of SDGs.

Reports will be compiled and shared with stakeholders, including CSR partners, government bodies, and community leaders, to ensure transparency and accountability.

## 9. Conclusion

By promoting SDGs in rural educational institutions, this project seeks to empower young minds and educators with the knowledge and tools to address pressing global challenges at the local level. Through collaboration with CSR partners, we can ensure that this initiative not only delivers impactful results during the 12-month period but also lays the foundation for long-term sustainability in rural Telangana.

We request your generous support in funding ₹50 Lakhs to drive this transformative project, which will make a lasting impact on education and community development.

Submitted by:

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