

# The Inner-Peace Knowledge Competition

India edition · Pilot 2026 · English & Hindi · Grades 6–12

*An 18-year international values-education contest, brought to Indian schools at scale — under the National Education Policy 2020 framework for character, ethics and holistic learning.*

CSR FUNDING ASK · PILOT YEAR 2026

**₹ 33,50,000**

25 schools · 1,500 students · ~₹ 2,233 per student

**44 yrs**

CONTINUOUS IN THAILAND  
SINCE 1981 — THE PARENT  
PROGRAMME

**18 yrs**

INTERNATIONAL EDITIONS  
SINCE 2008 — ACROSS 5  
COUNTRIES

**~2 M**

THAI STUDENTS  
PARTICIPATED IN A RECENT  
ANNUAL EDITION

**UN-NGO**

CURRICULUM SOURCE IS  
UN-ACCREDITED (DPI 1986;  
ECOSOC)

## A ready-made implementation of NEP 2020's call for values education — funded by CSR.

This is the India edition of WORLD-PEC (World Peace Ethics Contest for Young People), an international school competition that has run for eighteen consecutive annual editions across Thailand, Sri Lanka, Bangladesh, Myanmar, Nepal and India. The 2026 India Pilot is delivered jointly by Chetana Education Society and Dhammacakka Foundation Trust under a Framework MoU dated 23 April 2026.

### WHY THIS FUNDING ASK WORKS FOR AN INDIAN CSR FUNDER

1. Aligns directly with **National Education Policy 2020** — character, ethics and values education at the secondary-school level.
2. Falls cleanly under **CSR Schedule VII clauses (ii) education** and **(iii) child welfare**.
3. Funds routed through **Chetana Education Society (CSR-1 Reg. CSR00095049, Wardha)** — a registered Implementing Agency under Section 135 of the Companies Act.
4. Tax exemption available under **Section 80G** through the certified status of both partner organisations.
5. **Real-time financial transparency** — every disbursement and supporting voucher published live at [csr.dhammacakka.in](http://csr.dhammacakka.in), not buried in a quarterly PDF.

## What this CSR contribution actually buys

- A meaningful prize pool to enrol **25 schools** and an estimated **1,500 students** in Pilot Year 2026 — well within efficient CSR-spend benchmarks for school co-curricular programmes.
- Cash awards for the top three schools (₹ 3 / 2 / 1 lakh) and the top five students (up to ₹ 3 lakh) plus 10 Honorable-Mention awards.
- **20% of every prize-winning student's award goes to their homeroom teacher** — the person who actually drives student participation in Indian schools — drawn from within the prize, not added on top.
- A **National Award Ceremony** hosted on the campus of the top-ranked winning school, with the CSR funder's representative as Chief Guest handing over prize-money plaques.
- Co-branding (CSR funder + Chetana + DCFT) on every certificate, plaque, trophy, banner and press release.

- **All study material printed in India** — the funder's logo and sponsorship credit appear on the front matter of every copy of the *Values for Peace* book, a multi-year shelf-life branding asset in school libraries.

## THE PROGRAMME

# A 44-year track record in Thailand. An 18-year international history.

This is not a new or experimental curriculum — it is one of the longest-running co-curricular school programmes in the region.

## Origin — Thailand, 1981 to today

The international WORLD-PEC competition is the English-language extension of the **Path of Progress Peace Education Programme** — a Thai school values-education contest organised annually since 1981. The current Thailand edition is the **44th**, conducted in academic year 2025–26.

# 44 yrs

CONTINUOUS ANNUAL EDITIONS IN THAILAND SINCE 1981 — ONE OF THE LONGEST-RUNNING CO-CURRICULAR SCHOOL PROGRAMMES IN THAI EDUCATIONAL HISTORY

# 19,839

THAI SCHOOLS RECORDED AS PARTICIPATING IN A SINGLE ANNUAL EDITION (2006 FIGURE)

# ~2 million

THAI STUDENTS SITTING THE EXAM IN A RECENT EDITION (35TH ANNUAL, ~2016) FROM 7,447 INSTITUTIONS

Across forty-four annual editions, cumulative student participation is measured in **tens of millions of student-cycles**. The *Values for Peace* framework now being adapted for India has been refined, tested and revised through this four-decade implementation history.

## International expansion — WORLD-PEC since 2008

In 2008 the Thai programme was extended internationally as WORLD-PEC, administered by the World Peace Ethics Club, Thailand. The 18th annual edition was held in 2025; the Indian edition is one of five active national editions.

# 18 yrs

CONTINUOUS WORLD-PEC EDITIONS SINCE 2008

# 5

COUNTRY EDITIONS: THAILAND · SRI LANKA · BANGLADESH · MYANMAR · NEPAL · INDIA

# 5+

LANGUAGE EDITIONS: THAI, SINHALA, BENGALI, BURMESE, NEPALI, ENGLISH — HINDI ADDED 2025

The Sri Lankan edition (in collaboration with the Sri Lankan Department of Religion since 2010) scaled to **over 60,000 contestants in 20,000+ teams** across 300+ examination centres nationwide. The programme is offered **free of charge to participating students and schools** — no registration fee, no examination fee, no fee for the prescribed study book or reflection diary.

## United Nations recognition

*"Since August 2529 B.E. (1986) the Dhammakaya Foundation has become the United Nations-accredited Non-Governmental Organization associated with the Department of Public Information (DPI)."*

— Dhammakaya Foundation, official organisational profile

The international body that maintains the curriculum has held formal United Nations accreditation for nearly four decades — original DPI accreditation in 1986, subsequently **Consultative Status with the UN Economic and Social Council (ECOSOC)**. The international foundation network maintains affiliated branches in over **eighty countries**, of which the Indian arm is the Dhammacakka Foundation Trust executing this programme on the ground.

## The programme in plain terms

A school-based written examination paired with a 30-day daily reflection journal. Students study a single prescribed book and sit a multiple-choice paper at their own school on a single morning. Top-scoring students and schools are publicly recognised in an awards ceremony. Content is **universal values education** — self-discipline, family responsibility, civic citizenship, work ethic, generosity, and inner reflection — framed in language the organisers describe as "universal and accessible to people of any race, religion and creed."

### POLICY ALIGNMENT

## Why it matters for India — NEP 2020 alignment

The National Education Policy 2020 is the single most consequential statement of Indian education policy in over three decades — and it is unusually explicit on the centrality of character, ethics and values education.

*"Education must build character, enable learners to be ethical, rational, compassionate and caring, while at the same time prepare them for gainful, fulfilling employment."*

— National Education Policy 2020, Ministry of Education, Government of India

*"The curriculum must include basic arts, crafts, humanities, games, sports and fitness, languages, literature, culture, and **values**, in addition to science and mathematics, to develop all aspects and capabilities of learners and make education more well-rounded, useful, and fulfilling."*

— National Education Policy 2020

NEP 2020 also explicitly requires the integration of **Indian Knowledge Systems** — ethics, values, and traditional wisdom literature — as elective content available from Grade 6 onwards. The Inner-Peace Knowledge Competition is a precise, ready-made, internationally validated implementation of this policy direction.

## The funding gap on the Indian side

Government school budgets are constrained by core academic instruction, leaving formal co-curricular character-and- values programmes structurally under-resourced — particularly any programme with an inter-school competitive layer requiring a prize pool, professional event production and printed material distributed free to every student.

Two consequences follow. School principals will not commit faculty time to an unfunded co-curricular activity regardless of content merit. And character-education without a tangible recognition framework remains aspirational rather than operational. **CSR funding closes both gaps simultaneously.**

#### THE ARGUMENT IN ONE SENTENCE

An Indian CSR funder, by contributing ₹ 33.5 lakh to this Pilot, is purchasing the operational implementation of a stated NEP 2020 policy direction — reaching an estimated 1,500 students across 25 schools using a curriculum and examination architecture that has been independently validated for eighteen years across five countries.

#### EXAMINATION FORMAT

## Three age divisions. One exam. Held at the student's own school.

DIVISION	CLASS	CURRICULUM SCOPE	STUDY TIME
<b>Junior</b>	Grade 6 (and 4–5 by approval)	Chapters 1–14 of <i>Values for Peace</i>	~ 6 weeks
<b>Middle</b>	Grades 7–9	Chapters 1–18	~ 8 weeks
<b>Senior</b>	Grades 10–12	Chapters 1–38 (full book)	~ 10 weeks

# 80%

THEORY SECTION — WRITTEN EXAMINATION

100 multiple-choice questions plus one short essay-style response. Approximately 100 minutes in a single morning slot. **Held at the student's own school** — no travel required.

# 20%

PRACTICE SECTION — REFLECTION DIARY

Each student maintains a 30-day "Diary of Inner Peace" recording one good deed and one personal reflection per day. Diaries are submitted to the homeroom teacher for daily-completion scoring.

# The student journey, step by step

1

## School Application (free of charge)

The school principal nominates one or more coordinating teachers to submit the application. No application fee. Deadline ~12 weeks before exam date.

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2

## Study Material Delivery

Each participating school receives the *Values for Peace* book (English or Hindi) at one copy per three students, plus one personal reflection diary per student. Materials delivered free of charge.

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3

## Study Period (8–10 weeks)

Students study at their own pace; daily reflection-diary entries for 30 days. Coordinating teachers run weekly check-ins.

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4

## Diary Score Recording

Coordinating teachers collect the diaries, score the daily completion, and submit a school-level summary. Diaries of perfect-score students are couriered for verification.

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5

## Examination Day — at the school

Students sit the 100-MCQ + 1-essay paper at their own school on a fixed nationwide examination date. Invigilated by school faculty under programme protocol.

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6

## Marking and Results

OMR-readable answer sheets are couriered to the central marking centre. Final scores combine 80% theory + 20% diary. Results announced ~6–8 weeks after the exam.

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7

## Award Ceremony at the Top-Ranked School

Top schools, students and homeroom teachers are invited to a formal ceremony hosted at the school that places first nationally. The CSR funder's representative personally hands over the prize-money plaques.

# One Implementing Agency. Three institutional layers. Zero curriculum-licensing risk.

The Pilot is delivered through a clean, registered, accountable structure built specifically for tax-deductible CSR disbursement and Form CSR-2 utilisation reporting.

## IMPLEMENTING AGENCY · SOLE CSR SIGNATORY

### Chetana Education Society

Wardha, Maharashtra  
Indian secular education society — Section 8 / Society registered  
12A & 80G certified

Receives CSR funds, executes financial controls, files Form CSR-2 and utilisation certificates, manages programme audit.

**Sole authorised signatory and primary point of contact for the CSR funder.**

CSR-1 Reg. No. CSR00095049

## GROUND-LEVEL PROGRAMME EXECUTOR

### Dhammacakka Foundation Trust

Sarnath, Varanasi, Uttar Pradesh  
Indian Public Trust under Indian Trust Act 1882  
12A & 80G certified

School outreach, study-material distribution, examination logistics, scoring, ceremony production. Operates the live financial-transparency portal on which every disbursement is published in real time.

Reg. AAFTD1099M · Indian arm of the Dhammakaya Foundation network

## International curriculum source

The international body maintaining the curriculum is the **Dhammakaya Foundation, Thailand** — UN-accredited NGO with the Department of Public Information since 1986; ECOSOC Consultative Status thereafter; affiliated branches in 80+ countries. **DCFT is the registered Indian arm of the same foundation network.** That means there is **no third-party licensor, no licensing fee, and no curriculum-access risk** — the Indian execution partner is institutionally connected to the international curriculum source.

#### WHY THIS INSTITUTIONAL STRUCTURE MATTERS

The international source of the programme and the Indian Trust executing it on the ground are part of **the same institutional family**. The Indian secular Implementing Agency (Chetana, CSR-1 registered) sits at the front of the structure to receive CSR funds and handle all funder-facing compliance. The funder gets the credibility of a 44-year-old, UN-accredited international programme combined with the regulatory cleanness of an Indian Section 8 / Society Implementing Agency.

The partnership operates under a written **Framework Memorandum of Understanding dated 23 April 2026** between Chetana Education Society and Dhammacakka Foundation Trust. A copy is available on request to the funder's due-diligence team.

#### PILOT YEAR 2026

## Programme plan at a glance

PARAMETER	PILOT 2026 TARGET
Participating schools	<b>25</b> — floor 15, ceiling 30 (subject to study-material availability)
Estimated participating students	<b>~1,500</b> across all three age divisions
Programme operations centre	<b>Wardha, Maharashtra</b> — co-located with Chetana Education Society headquarters
Languages	English and <b>Hindi</b> (both editions, both printed in India)
School type	Open to all CBSE, ICSE, IB and state-board schools — private, government-aided, and government schools
Cost to schools and students	<b>Free of charge</b> — book, diary, examination, certificates and ceremony attendance all free
Per-student CSR investment	~₹ 2,233 per student at the 1,500-student target

## Indicative timeline

PERIOD	ACTIVITY
May – June 2026	CSR funding agreement signed; Hindi edition proofreading finalised; school outreach begins.
July 2026	School applications close; books and diaries delivered to participating schools.
August – October 2026	Student study period; reflection-diary practice section runs.
November 2026	National examination day, simultaneously at all participating schools.
December 2026 – January 2027	OMR scoring; merit-list compilation; results announcement.
February 2027	<b>National Award Ceremony</b> , hosted at the top-ranked winning school. CSR funder representative attends as Chief Guest.
March 2027	Utilisation Certificate, audited financial statement and impact-report photo book delivered to the funder.

### RECOGNITION & AWARDS

## The recognition pool is the heart of the proposal — and the largest line item.

A meaningful prize pool is what converts a written examination into a school-level event with sustained principal-and-teacher engagement.

### School awards — top three participating schools

#### 1ST PLACE SCHOOL

**₹ 3,00,000**

Library, sports, lab or scholarships

#### 2ND PLACE SCHOOL

**₹ 2,00,000**

Discretionary use by principal

#### 3RD PLACE SCHOOL

**₹ 1,00,000**

Discretionary use by principal

## Student awards — top five individual scorers + 10 Honorable Mentions

1ST PLACE ₹ 3,00,000	2ND PLACE ₹ 2,00,000	3RD PLACE ₹ 1,00,000
4TH PLACE ₹ 50,000	5TH PLACE ₹ 25,000	HONORABLE MENTION × 10 ₹ 10,000 each

### TEACHER RECOGNITION BUILT INTO EVERY STUDENT AWARD

The homeroom teacher of every prize-winning student receives **20% of that student's announced award amount**, paid directly to the teacher. **This is drawn from within the prize, not added on top** — the headline figures above remain the publicly announced amounts. In Indian schools, students do not enrol in co-curricular contests on their own initiative — the homeroom teacher does. This recognises that fact structurally.

## The Award Ceremony — format

- **Venue:** Hosted on the campus of the top-ranked winning school. Converts "winning the school award" into a year-long visible legacy at the school.
- **Chief Guest — CSR funder:** The funder's designated representative attends as Chief Guest of Honour and personally hands over the prize-money plaques.
- **Co-branding:** Stage backdrop, banners, certificates, plaques, press releases and post-event report all carry the CSR funder's branding alongside Chetana and DCFT.
- **Coverage:** Local press invited. Professional photo book and 2–3 minute documentary video delivered to the funder for use in their Annual Report and CSR communications.

### MULTI-YEAR SCALE PROJECTION

# Per-student cost falls 45% from Year 1 to Year 3.

Pilot Year 2026 establishes the operational infrastructure. From Year 2 onwards, the same fixed prize pool is shared across more students — the per-student CSR cost improves materially every year.

YEAR	SCHOOLS	NEW	STUDENTS	BOOKS PRINTED	ANNUAL BUDGET	PER STUDENT
Year 1 — 2026 (Pilot)	25	25	1,500	500	₹ 33.5 L	₹ 2,233
Year 2 — 2027	50	+25	3,000	625	₹ 44 L	₹ 1,467
Year 3 — 2028	75	+25	4,500	750	₹ 55 L	₹ 1,222
3-year combined			9,000 cycles	1,875 books	~₹ 132.5 L	₹ 1,472 avg

## Why the efficiency improves

- **Fixed prize pool.** Whether 25 schools or 75, there are still only Top-3 school awards, Top-5 student cash awards, and 10 Honorable Mentions. The ₹ 13.75 L recognition pool stays constant; total students grows.
- **Books are personal property — not recalled.** A student who receives a book keeps it; same single *Values for Peace* volume covers G6 → G12 (chapter scope expands progressively). A student carries the same copy through their school career.
- **Returning schools need only ~25% fresh books each year** — primarily for new Grade 6 entrants joining after the previous cohort moved up, plus a small allowance for lost/damaged copies.
- **Diaries are an annual recurring per-student cost** — every student receives a fresh reflection diary every year.
- **Operational lines (coordinator stipends, travel, project management) scale linearly with school count.** The proposition is not that operational cost is free at scale — it is that the fixed prize pool dilutes per-student.

## THE MULTI-YEAR PROPOSITION IN PLAIN NUMBERS

A funder that commits to all three years secures a **9,000-student-cycle reach at an average cost of ₹ 1,472 per student** — comparable to the most efficient school-CSR programmes in India. **The Pilot Year funder receives first-right-of-refusal on the multi-year scale-up MoU.**

## DETAILED BUDGET

# Pilot Year 2026 — ₹ 33,50,000 across four operational blocks.

All figures in Indian Rupees (₹). Funds route through Chetana Education Society and are subject to external audit, with a Form CSR-2 Utilisation Certificate issued to the CSR funder.

CODE	LINE ITEM	AMOUNT (₹)
<b>A. RECOGNITION / PRIZE POOL</b> (includes 20% teacher-recognition share, drawn from within each student award)		
A1	School awards — Top 3 schools (3 / 2 / 1 lakh)	6,00,000
A2	Student awards — Top 5 (3 / 2 / 1 / 0.5 / 0.25 lakh)	6,75,000
A3	Honorable Mention awards — 10 students × ₹10,000	1,00,000
<b>Subtotal A — Recognition / Prize Pool</b>		<b>13,75,000</b>
<b>B. NATIONAL AWARD CEREMONY</b>		
B1	Marquee / tent, chairs, staging	1,20,000
B2	AV system — sound, mics, projector, LED screen	80,000
B3	Stage backdrop, branding (Funder + Chetana + DCFT)	50,000
B4	Trophies (3 schools + 5 students + 3 teacher recognition)	35,000

CODE	LINE ITEM	AMOUNT (₹)
B5	Prize-money plaques and symbolic mock cheques (~70 pieces)	35,000
B6	Printed certificates (~1,500–1,700 total)	35,000
B7	Catering — lunch and tea for ~500 attendees	2,00,000
B8	Photography and videography	60,000
B9	Press kit, media outreach, post-event impact report	30,000
<b>Subtotal B — Award Ceremony</b>		<b>6,45,000</b>
<b>C. PROGRAMME OPERATIONS</b> (all study material printed in India)		
C1	Study books — <i>Values for Peace</i> , India edition (500 copies, India-printed, EN + HI). Funder logo on the front matter of every copy.	1,00,000
C2	Reflection diaries — 1,500 copies, India-printed	75,000
C3	Hindi edition translation and proofreading (one-time)	40,000
C4	School coordinator stipends — 25 schools (liaison, invigilation, diary scoring)	3,75,000
C5	Field travel and logistics — school visits across Maharashtra and adjacent states from the Wardha office	1,50,000
C6	Online registration platform + WhatsApp helpdesk for schools	40,000
<i>(Examination papers and OMR sheets — provided in-kind by the international programme partner, no charge to this CSR contribution.)</i>		—
<b>Subtotal C — Operations</b>		<b>7,80,000</b>
<b>D. PROGRAMME MANAGEMENT</b>		
D1	Project Coordinator — 12 months (part-time, scaled for 25-school workload)	2,80,000
D2	Bookkeeping and external utilisation-certificate audit	40,000
D3	Bank charges, stationery, communications	20,000
<b>Subtotal D — Management</b>		<b>3,40,000</b>
<b>E. Operational Budget — Subtotal A + B + C + D</b>		<b>31,40,000</b>

CODE	LINE ITEM	AMOUNT (₹)
F	<b>Scale-Up Buffer (~6.7%) — refundable to funder if unused</b>	2,10,000
<b>GRAND TOTAL — CSR Funding Ask</b>		<b>33,50,000</b>

Notes: (i) Per-student investment at the 1,500-student target is approximately ₹ 2,233 — efficient for a school co-curricular programme of this complexity. (ii) The CSR funder may, at its discretion, fund any sub-block (A, B, C or D) independently — multiple funders are welcome to share blocks. (iii) **The Scale-Up Buffer in line F is the funder's buffer, not an operational allocation** — any unused portion is returned to the funder under Form CSR-2 utilisation norms. (iv) Examination papers, OMR sheets and central marking infrastructure are provided in-kind by the international programme partner.

## RISK & COST MANAGEMENT

# The Scale-Up Buffer — what it covers, and what happens if it's not used.

The line items in the budget are estimates based on current market rates. An event-driven school programme will inevitably encounter line-level variances. The protocol below sets out exactly how variances are managed in either direction (overrun or underspend), so the funder has clarity before any contribution is made.

## What the Scale-Up Buffer is for

The 6% Scale-Up Buffer (₹ 2,10,000) is held specifically to absorb costs that arise when **actual enrolment exceeds the Pilot's stated target of 25 schools / 1,500 students** — for example, when one of the participating schools turns out to have a far larger student body than estimated and registers more students than budgeted, or when an additional school is admitted after the application window closes. The additional logistics costs — extra book and diary printing, additional school coordinator stipends, larger catering at the Award Ceremony, additional travel for Wardha-based field staff — are funded from this Buffer.

It is not a slush fund. **Any portion of the Scale-Up Buffer that is not drawn against legitimate enrolment-driven overrun at year-end is returned to the funder** under standard utilisation-certificate norms applicable to Section 135 CSR projects, or (at the funder's election) carried forward as a credit against the Year 2 ask.

## Two-tier overrun protocol

TIER	TRIGGER	MECHANISM	FUNDER ACTION
<b>Tier 1</b> Buffer absorption	Operational overrun within the ₹ 2,10,000 Buffer cap (total spend up to ₹ 33,50,000)	Drawn from Block F. Cross- block reallocation between A/B/C/D is also permitted within the Operational Budget cap of ₹ 31,40,000, with quarterly disclosure on the live transparency portal.	<b>None.</b> Funder is informed via the transparency portal at csr.dhammacakka.in and via the quarterly utilisation update.
<b>Tier 2</b> Variation Order	Anticipated overrun exceeds the Buffer (total projected spend exceeds ₹ 33,50,000)	Implementing Agency issues a <b>formal written Variation Order</b> to the funder before incurring the overrun, with line-by-line reconciliation and root-cause explanation.	<b>Three options:</b> (a) approve additional contribution; (b) decline – programme is scaled down (fewer schools / leaner ceremony); (c) co-funder syndication.

## Specific risk-mitigation measures already built into the budget

- **Catering at fixed contract**, not per-head. Award ceremony catering is procured for an agreed maximum head-count, not on a per-plate basis with open-ended attendance.
- **Print runs locked at MoU signature.** Book and diary print quantities are committed once the funder MoU is signed, eliminating mid-cycle re-printing risk.
- **Coordinator stipends paid milestone-based**, not as a flat upfront payment.
- **No FX exposure.** Vendor contracts (catering, AV, printing) are signed in INR. The Buffer covers nominal inflation between MoU signature and final invoice settlement.
- **Live portal disclosure.** Every disbursement appears on the transparency portal as it occurs — the funder sees overrun risk forming in real time, not retrospectively.

### IN ONE SENTENCE

The funder commits up to **₹ 33.5 lakh**; the Scale-Up Buffer absorbs minor enrolment-driven overruns within that cap; any overrun beyond the cap requires written approval before spend; **any underspend is refunded.**

### WHAT THE CSR FUNDER RECEIVES

# Branding, recognition, statutory compliance — and continuous transparency.

In plain terms — here is exactly what your company gets in return for the ₹ 33.5 lakh CSR contribution.

## 1 Your name & logo printed inside every study book.

Front matter of every *Values for Peace* copy in every participating school library — a permanent, multi-year shelf-life branding asset.

## 2 Your representative as Chief Guest of Honour at the National Award Ceremony.

Personally hands over the prize-money plaques to all school, student and teacher winners. Front-stage placement, full photo coverage.

## 3 Your logo on every printed surface.

Reflection diary covers, all certificates (~1,500–1,700 in the Pilot year), every trophy and plaque, ceremony stage backdrop, and all printed banners and outreach material.

## 4 Local press, photo and video coverage.

Press invitations, professional photography, and a 2–3 minute documentary video of the ceremony — ready for your Annual Report and digital channels.

## 5 A 24-page Annual Report photo book.

Documenting the Pilot — school visits, students at study, examination day, ceremony — delivered to you for direct inclusion in the CSR section of your next Annual Report.

## 6 Real-time financial transparency portal.

Continuous live access to [csr.dhammadakka.in](http://csr.dhammadakka.in) — every disbursement against your contribution is published as it occurs, with the supporting voucher attached. Materially stronger than the disclosure norm for comparable Indian CSR-funded education programmes.

**7****Full statutory compliance package.**

Form CSR-2 utilisation certificate, externally audited financial statement, attendance and beneficiary records, signed Implementing Agency declaration.

**8****Section 80G tax exemption.**

Full deduction available through Chetana Education Society's 80G certification.

**9****Multi-year first-right-of-refusal.**

First refusal on Year 2 (50 schools, 3,000 students) and Year 3 (75 schools, 4,500 students) — at progressively better per-student economics.

## More detail on each deliverable

### Funder logo on every study book

Because all study material is printed in India, the funder's logo and sponsorship line appear on the front matter of every *Values for Peace* book — a permanent multi-year branding asset in school libraries, well beyond the funding year. *A structural advantage of India-printed material that cross-border-shipped material cannot offer.*

### Co-branding on every printed surface

Funder logo on reflection diary cover, all certificates (~1,500–1,700 in the Pilot), all trophies and plaques, ceremony stage backdrop, and all printed banners and outreach material.

## Chief Guest at the National Award Ceremony

The funder's designated representative personally hands over the prize-money plaques to all school, student and teacher winners. Front-stage placement, full photo and video coverage.

## Press, photo and video coverage

Local print and online press invitations. Professional photography. A 2–3 minute documentary video of the ceremony, suitable for the funder's Annual Report and digital channels.

## Annual Report photo book

A 24-page photo book documenting the Pilot — school visits, students at study, examination day, ceremony — delivered to the funder for inclusion in the CSR section of the next Annual Report.

## Real-time financial transparency portal

Beyond the standard end-of-year statutory paperwork, the funder receives **continuous live access** to a public transparency portal at [csr.dhammadakka.in](http://csr.dhammadakka.in). Every disbursement is published as it occurs, with the supporting voucher attached. Materially stronger than the disclosure norm for comparable CSR-funded education programmes in India.

## Statutory compliance package

Form CSR-2 utilisation certificate, externally audited financial statement, attendance and beneficiary records, signed Implementing Agency declaration — in addition to the live portal above.

## Tax exemption

Full deduction available under **Section 80G** of the Income Tax Act through Chetana Education Society's 80G certification.

## Multi-year first-right-of-refusal

The Pilot Year funder receives first-right-of-refusal on the Year 2 (50 schools, 3,000 students) and Year 3 (75 schools, 4,500 students) scale-up commitments — at progressively better per-student economics. For a CSR funder seeking a long-horizon flagship education programme, this is a clean, scalable, audited vehicle.

## CSR Schedule VII Eligibility

The proposed activity falls cleanly within the activities prescribed under Schedule VII of the Companies Act 2013 for the purposes of Section 135 (Corporate Social Responsibility):

- **Schedule VII (ii)** — promoting education, including special education and employment-enhancing vocation skills especially among children. The Inner-Peace Knowledge Competition is a co-curricular education programme for school students.
- **Schedule VII (iii)** — measures for reducing inequalities faced by socially and economically backward groups. The programme is open to all students irrespective of gender, caste, faith or background, and free of charge to schools and students.

### GET IN TOUCH

## Ready to discuss this proposal with your CSR Subcommittee.

All CSR engagement, funding agreements and statutory correspondence are handled by Chetana Education Society as the sole authorised signatory. Please direct your enquiries below.

IMPLEMENTING AGENCY · SOLE CSR SIGNATORY

## Chetana Education Society

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REGISTRATIONS

CSR-1 Reg. No. **CSR00095049** · 12A & 80G certified

**Joint partnership.** The 2026 India Pilot is delivered jointly with **Dhammacakka Foundation Trust** (Sarnath, Varanasi) as the ground-level programme executor under a Framework MoU dated 23 April 2026. DCFT operates the live financial-transparency portal at [csr.dhammacakka.in](https://csr.dhammacakka.in) on which every disbursement is published in real time. *For all CSR funding correspondence, please contact Chetana Education Society directly.*

## THE INNER-PEACE KNOWLEDGE COMPETITION

India edition of the WORLD-PEC international values-education contest. Pilot Year 2026 delivered jointly by Chetana Education Society (Implementing Agency, CSR-1 Reg. CSR00095049) and Dhammacakka Foundation Trust (Ground-Level Executor, Reg. AAFTD1099M) under Framework MoU dated 23 April 2026.

## SECTIONS

The Programme

Why India · NEP 2020

Partnership

Pilot 2026 Plan

Awards

Multi-year Scale

Budget

Risk Protocol

## RESOURCES

Full proposal (PDF)

Transparency portal

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