

# Government Tender Proposal

## Animal Birth Control, Sterilization & Sustainability Program

**Submitted By:** CheersFurever Foundation

**Registration Number:** U85300MH2020NPL351196

**Location:** Mumbai, Maharashtra, India

**Tender Date:** January 2026

**Program Duration:** 3 Years (2026-2029)

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### 1. Executive Summary

CheersFurever Foundation proposes a comprehensive **Animal Birth Control (ABC) and Sterilization Program** integrated with **environmental sustainability initiatives** to address stray animal overpopulation, rabies transmission, and waste management in Mumbai's urban and semi-urban areas.

This initiative aligns with:

- **Animal Birth Control (Dogs) Rules, 2001** [1]
- **Prevention of Cruelty to Animals Act, 1960** [2]
- **Animal Welfare Board of India (AWBI) Grant-in-Aid Scheme for Birth Control and Immunization** [3]
- **Sustainable Development Goals (SDGs):** SDG 3 (Health & Well-being), SDG 12 (Responsible Consumption), SDG 15 (Life on Land) [4]

#### Key Deliverables:

- 5,000+ stray dogs sterilized and vaccinated annually
  - Medical camps and first-aid services in 15+ municipal wards
  - Environmental sustainability through e-waste, textile, and dry waste collection drives
  - Community engagement and awareness programs
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### 2. Organizational Background

#### 2.1 About CheersFurever Foundation

CheersFurever Foundation is a registered Section-8 Non-Profit Company established in December 2020, dedicated to animal welfare, community outreach, and sustainable development in Mumbai.

#### Registered Details:

- **CIN:** U85300MH2020NPL351196
- **Authorized Capital:** ₹15,00,000

- **Paid-up Capital:** ₹10,000
- **Governing Body:** Board of Trustees with CSR and animal welfare expertise

## 2.2 Current Operations & Track Record

### Animal Welfare Achievements:

- 1,000+ first-aid cases treated
- 100+ major surgical/castration operations completed
- 400+ rabies vaccinations administered
- Monthly medicine kits distributed to 200+ independent feeders and rescuers
- Free ambulance service for injured/distressed animals
- Sterilization camps conducted in Uttan-Bhayander and peripheral areas

### Sustainability Initiatives:

- Dry waste collection drives: clothes, e-waste, furniture, books, toys, utensils
- Partnerships with 50+ corporate partners for CSR-linked donation events
- Redistribution network: 30+ old age homes, orphanages, and rural schools
- Daan Utsav (Giving Festival) coordination and employee volunteering programs

### Community Impact:

- 10,000+ individuals engaged in annual CSR activities
- 500+ tons of dry waste collected and recycled (2024-2025)
- 150+ corporate volunteers trained in responsible waste management

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## 3. Problem Statement & Need Assessment

### 3.1 Stray Dog Population & Health Crisis

#### Current Scenario in Mumbai:

- Estimated 20,000+ uncontrolled stray dogs across municipal areas [1]
- Uncontrolled breeding leading to exponential population growth
- **Public health risk:** Rabies transmission, dog bite incidents, zoonotic disease spread
- **Community concerns:** Safety in residential areas, sanitation issues, traffic hazards
- **Animal suffering:** Malnutrition, untreated injuries, disease, overpopulation stress

#### ABC Program Benefits (Evidence-Based):

- Reduces stray population humanely without culling [1][2]
- Decreases rabies transmission by 50-70% within 3-5 years [3]
- Improves feeder capacity and community acceptance [4]
- Cost-effective long-term solution vs. reactive animal control [4]

### 3.2 Environmental & Waste Management Gap

#### Sustainability Challenge in Mumbai:

- 12,000+ tons of municipal waste generated daily; only 60% processed effectively [5]
- E-waste accumulation: 70,000+ tons annually in Maharashtra [6]
- Textile and organic waste clogging landfills; minimal circular economy integration

- Urban communities lack accessible dry waste segregation and redistribution pathways

#### **CheersFurever's Integrated Approach:**

- Combines animal welfare with sustainability to create **dual-impact projects**
  - Leverages corporate CSR mandates (₹1,300+ crores CSR spending nationally) [7]
  - Builds community responsibility while addressing two critical urban challenges simultaneously
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## **4. Program Objectives & Deliverables**

### **4.1 Primary Objectives**

#### **Objective 1: Animal Birth Control & Sterilization**

- Sterilize and vaccinate 5,000+ stray dogs annually (15,000+ over 3 years)
- Establish 4 permanent ABC centers with OT facilities, recovery wards, and equipment
- Conduct monthly medical camps in 15+ municipal wards
- Provide emergency ambulance services and first-aid support
- Train and equip 100+ community feeders with sterilization awareness and medical support

#### **Objective 2: Rabies & Disease Prevention**

- Vaccinate 100% of sterilized dogs against rabies
- Conduct school and community awareness programs (rabies prevention, safe animal interaction)
- Establish disease surveillance and reporting mechanism
- Reduce human dog-bite incidents by 40% in target zones within 2 years [1]

#### **Objective 3: Environmental Sustainability Integration**

- Conduct 50+ dry waste collection drives annually
- Collect and process 600+ tons of e-waste, textiles, and reusable items annually
- Partner with 100+ corporates for CSR-linked ABC + Sustainability events
- Train 500+ employees and volunteers in responsible resource management
- Redistribute goods to 75+ beneficiary institutions (old age homes, orphanages, schools)

#### **Objective 4: Community Engagement & Awareness**

- Conduct 40+ awareness workshops annually on ABC benefits, animal welfare, and environmental responsibility
- Engage 5,000+ community members, residents, and corporates annually
- Build 200+ trained community feeders as program partners and advocates
- Create educational content (videos, posters, social media) reaching 100,000+ residents

## 4.2 Measurable Deliverables (3-Year Targets)

<b>Deliverable</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total (3 Yr)</b>
Dogs sterilized	4,500	5,200	5,500	15,200
Rabies vaccinations	4,500	5,200	5,500	15,200
Medical camps conducted	36	36	36	108
First-aid cases treated	800	1,000	1,200	3,000
Dry waste collected (tons)	150	200	250	600
E-waste processed (tons)	30	50	80	160
Corporate partnerships	50	75	100	100+
Community volunteers trained	150	200	250	600+
Awareness workshops	12	14	14	40
Community members engaged	1,500	1,800	2,000	5,300+

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## 5. Proposed Implementation Model

### 5.1 Operational Structure

#### ABC Program Components:

##### 1. Sterilization & Vaccination Centers (4 units)

- **Center 1 (HQ):** Bandra-Worli, Mumbai – Full surgical OT, recovery ward, pharmacy
- **Center 2:** Malad (West) – OT facility, ambulatory care
- **Center 3:** Thane-Uttan (satellite)\*\* – Mobile sterilization unit
- **Center 4:** Eastern Mumbai (expansion)\*\* – Planned Year 2-3

##### Facility Features:

- Operating theaters with WHO-standard sterilization protocols
- Recovery wards with kennels, observation, and post-operative care
- Veterinary consultation rooms and pharmacy
- Equipment: Operating tables, anesthesia machines, surgical instruments, ultrasound, digital radiography

##### 2. Field Operations

- 20+ trained veterinarians (combination full-time and contract basis)
- 50+ animal health workers and sterilization assistants
- 3 ambulances for animal rescue and transport

- Mobile clinic van for community awareness and vaccination camps
- 3. Community Partnerships**
  - 200+ registered community feeders (primary data collectors and advocates)
  - 50+ corporate CSR partners (funding and volunteer support)
  - Municipal Corporation coordination (ward-level support, access permissions)

## 5.2 Sustainability Integration Model

### **Dry Waste Collection & Circular Economy:**

- 1. Corporate CSR Events (Quarterly)**
  - Partner corporates organize on-site or in-community donation collection drives
  - Combine ABC awareness talk + dry waste segregation workshop
  - Employees donate reusable items, old clothes, e-waste, books, furniture
  - CheersFurever handles logistics, sorting, and redistribution
- 2. Community Collection Centers (15+ locations)**
  - Designated collection points in residential societies, housing complexes
  - Monthly pickup schedules; community volunteers facilitate sorting
  - Material categories: e-waste, textiles, furniture, utensils, books, toys
- 3. Beneficiary Distribution Network**
  - **Old Age Homes:** Clothing, utensils, furniture (dignity + practical needs)
  - **Orphanages:** Books, toys, school supplies, bedding
  - **Rural Schools:** Furniture, educational materials, science equipment
  - **Waste Processors:** E-waste sent to certified recyclers; textile waste to upcyclers
  - **Vulnerable Communities:** Direct redistribution of essential goods

## 5.3 Timeline & Milestones (3 Years)

Phase	Timeline	Key Milestones
<b>Phase 1: Setup &amp; Scaling</b>	Jan-Jun 2026	Center inaugurations, staff recruitment, corporate partnerships, initial 500 dogs sterilized
<b>Phase 2: Expansion &amp; Integration</b>	Jul 2026-Jun 2027	Full operational capacity, 5,000+ dogs annually, 50+ partnerships, 150 tons dry waste collected
<b>Phase 3: Consolidation &amp; Sustainability</b>	Jul 2027-Dec 2028	Optimized operations, established community networks, 200+ volunteer feeders, financial sustainability plans
<b>Phase 4: Impact Assessment &amp; Scale</b>	Jan-Dec 2029	Program evaluation, sustainability report, replication model for other cities

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## 6. Financial Proposal & Budget

### 6.1 Total Program Cost (3 Years)

Budget Head	Year 1	Year 2	Year 3	Total (₹)
<b>Sterilization Operations</b>				
Veterinary staff (salaries)	24,00,000	25,00,000	26,00,000	75,00,000
Surgical equipment & OT setup	15,00,000	2,00,000	2,00,000	19,00,000
Consumables (anesthesia, sutures, drugs)	8,00,000	10,00,000	12,00,000	30,00,000
Ambulance & transportation	4,00,000	3,00,000	3,00,000	10,00,000
<b>Subtotal Sterilization</b>	<b>51,00,000</b>	<b>40,00,000</b>	<b>43,00,000</b>	<b>134,00,000</b>
<b>Community &amp; Sustainability Operations</b>				
Community coordinator salaries	4,00,000	5,00,000	6,00,000	15,00,000
Dry waste collection & logistics	3,00,000	4,00,000	5,00,000	12,00,000
Corporate partnership management	2,00,000	2,50,000	3,00,000	7,50,000
Awareness programs & training	1,50,000	2,00,000	2,50,000	6,00,000
<b>Subtotal Community/Sustainability</b>	<b>10,50,000</b>	<b>13,50,000</b>	<b>16,50,000</b>	<b>40,50,000</b>
<b>Administrative &amp; Monitoring</b>				
Program director & monitoring staff	5,00,000	5,50,000	6,00,000	16,50,000
Data management & reporting systems	1,50,000	1,00,000	1,00,000	3,50,000

Budget Head	Year 1	Year 2	Year 3	Total (₹)
Auditing & compliance	1,00,000	1,00,000	1,00,000	3,00,000
Office rent & utilities	2,40,000	2,40,000	2,40,000	7,20,000
<b>Subtotal Administration</b>	<b>9,90,000</b>	<b>9,90,000</b>	<b>10,40,000</b>	<b>30,20,000</b>
<b>TOTAL 3-YEAR BUDGET</b>	<b>71,40,000</b>	<b>63,40,000</b>	<b>69,90,000</b>	<b>204,70,000</b>
<b>Cost Per Dog Sterilized</b>	<b>₹1,587</b>	<b>₹1,220</b>	<b>₹1,271</b>	<b>₹1,346 (avg)</b>

## 6.2 Cost-Benefit Analysis

### Economic Impact (3-Year Program):

- **Direct cost per dog:** ₹1,346 (all-inclusive: surgery, vaccination, post-op, administration, community work)
- **Cost comparison:** ₹1,300-2,000 per dog is standard government ABC program cost across India [1]
- **Municipal savings:** Avoided reactive animal control costs, reduced public health incidents, lower waste management burden
- **Economic benefits:** Rabies prevention (₹50,000-100,000 per human case averted), workplace productivity, reduced animal-related traffic incidents

### Community Value Generated:

- **Dry waste diverted from landfills:** 600 tons over 3 years = ₹15-20 lakh in avoided landfill tax/processing costs
- **E-waste recycling value:** 160 tons = recoverable metals/materials worth ₹40-60 lakh
- **Community volunteer engagement:** 600+ trained volunteers = ₹30+ lakh in equivalent volunteer labor value

## 7. Alignment with Government Schemes & Guidelines

### 7.1 AWBI Grant-in-Aid Programs (Active 2026) [3]

CheersFurever is eligible for the following AWBI schemes:

#### 1. Scheme for Birth Control and Immunization of Stray Dogs and Stray Cats

- Government provides grant assistance for ABC program implementation
- Covers sterilization surgeries, vaccination, medical care
- Requires NGO registration under animal welfare (✓ CheersFurever meets criteria)



- **Application:** Tender response demonstrates operational capacity and cost efficiency

## 2. Scheme for Animal Shelters Seeking Grants-in-Aid

- Up to **₹15 lakh for small animal shelters** (200 animals)
- Up to **₹27 lakh for large animal shelters** (300 animals)
- 50% government assistance; 50% organizational contribution
- **CheersFurever's Status:** Planning to construct a shelter for disabled/aged animals; eligible for co-funding

## 7.2 Compliance with Regulatory Frameworks

### ✓ **Animal Birth Control (Dogs) Rules, 2001** [1]

- Program strictly follows standard operating procedures for humane sterilization
- Trained veterinarians certified under Animal Welfare Board guidelines
- Post-operative care and monitoring protocols established

### ✓ **Prevention of Cruelty to Animals Act, 1960** [2]

- All procedures meet animal welfare and ethical treatment standards
- Anesthesia, painkillers, and post-operative care mandatory
- Regular third-party veterinary audits conducted

### ✓ **Municipal Corporation bylaws** (Mumbai BMC)

- Coordination with municipal wards for data sharing and resource optimization
- Compliance with waste segregation and e-waste management rules

## 7.3 Alignment with CSR Mandate (Schedule VII, Companies Act 2013) [7]

CheersFurever's program directly aligns with eligible CSR activities:

- **Animal Welfare:** Schedule VII(iv) – programs benefiting animals in need
- **Environmental Sustainability:** Schedule VII(vii) – ensuring environmental sustainability and ecological balance
- **Community Development:** Schedule VII(i) – promoting education and livelihood enhancement

Corporate partners can fulfill CSR obligations by supporting CheersFurever; organization provides compliance reporting and impact documentation.

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## 8. Risk Mitigation & Sustainability Strategy

### 8.1 Operational Risks & Mitigation

<b>Risk</b>	<b>Mitigation Strategy</b>
Insufficient veterinary staff availability	Hybrid model: 8 full-time vets + 12 contract/part-time based on seasonal demand; partnerships with veterinary colleges for intern rotations
Equipment breakdowns affecting operations	Preventive maintenance contracts; backup equipment stored at central facility; partnered veterinary clinics for overflow capacity
Adverse weather impacting mobile clinics	Flexible scheduling; contingency indoor venues in partner NGOs/municipal buildings
Community resistance in some zones	Dedicated awareness programs; involving local leaders and corporates; demonstrating early wins in pilot areas
Funding delays or shortfalls	3-month operational reserve maintained; corporate partnership commitments staggered to smooth cash flow; phased program rollout

## 8.2 Long-Term Financial Sustainability (Post 3-Year Tender)

### Revenue Diversification Model:

1. **Government Recurring Grants** (Primary)
  - Secure AWBI annual grants for ABC operations
  - Municipal Corporation tenders for ward-level sterilization programs
2. **Corporate CSR Partnerships** (Significant)
  - 50+ corporates commit ₹1-2 lakh annually for ABC + sustainability events
  - Estimated: ₹50-75 lakh annual recurring CSR income
3. **Philanthropic Donations & Individual Sponsors**
  - Monthly donors for medical expenses
  - Dog adoption sponsorship program (medical support + naming rights)
  - Estimated: ₹20-30 lakh annually
4. **Sustainability Revenue Streams**
  - Fee-based corporate dry waste management services
  - Commission from e-waste recyclers for certified material supply
  - Estimated: ₹10-15 lakh annually (Year 3+)
5. **Social Enterprise Models**
  - Upcycled product line from textile waste (bags, furnishings)
  - Training center for waste management and upcycling
  - Estimated: ₹15-25 lakh potential (Year 4+)

### Projected Annual Income (Year 3 Onwards):

- Government grants: ₹40-50 lakh
  - Corporate CSR: ₹50-75 lakh
  - Donations & sponsorships: ₹20-30 lakh
  - Sustainability income: ₹10-15 lakh
  - **Total: ₹120-170 lakh annually** (estimated ₹210 lakh annually by year 5)
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## 9. Monitoring, Evaluation & Reporting

### 9.1 Key Performance Indicators (KPIs)

#### Animal Welfare Metrics:

- Monthly sterilization numbers (target: 400-450/month by year 2)
- Vaccination completion rate (target: 100% of sterilized dogs)
- Community feeder satisfaction and engagement (quarterly surveys; target: >85% satisfaction)
- Dog bite incident reduction in program zones (target: 40% reduction by year 3)
- Rabie vaccination coverage in city (target: reach 80% of accessible stray dogs by year 3)

#### Sustainability Metrics:

- Dry waste collected and diverted from landfills (tons/month)
- E-waste processed through certified recyclers (tons/month)
- Corporate partnerships and volunteer engagement (number; hours contributed)
- Beneficiary institutions reached and items distributed (monthly tracking)
- Community awareness reach (social media, events, materials distributed)

#### Operational Efficiency:

- Cost per sterilization (target: ₹1,300-1,400 by year 3)
- Staff retention rate (target: >90%)
- Equipment utilization rate (target: >80% of capacity)
- Timeliness of medical camp schedule (target: 100% punctuality)
- Fund utilization rate (target: >95% quarterly)

### 9.2 Reporting Framework

#### Quarterly Reports to Municipal Corporation & Tender Authority:

- Sterilization statistics and ward-wise breakdown
- First-aid cases, medical camps, emergency responses
- Community volunteer engagement and training updates
- Sustainability achievements (waste collected, partnerships, distribution)
- Financial statement and budget variance analysis
- Photos and beneficiary testimonials
- KPI dashboard and trend analysis

#### Annual Comprehensive Report:

- Impact summary (animals helped, lives touched, waste diverted)
- Case studies of beneficiary institutions and rescued animals
- Comparative analysis vs. targets; lessons learned

- Sustainability roadmap for next phase
- Audit report and financial statements
- Third-party program evaluation (if available)

#### Midterm & Final Evaluations (3-Year Program):

- Independent third-party impact assessment
- Cost-effectiveness analysis (sterilization cost vs. public health outcomes)
- Replication feasibility study (applicability to other Indian cities)
- Recommendations for government policy and future funding

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## 10. Conclusion & Call to Action

CheersFurever Foundation presents a **comprehensive, evidence-based, and fiscally responsible solution** to Mumbai's dual crises of stray animal overpopulation and urban waste management. By combining animal welfare with environmental sustainability, this program:

- ✓ **Addresses Public Health:** Reduces rabies transmission and stray population humanely
- ✓ **Serves Community:** Engages 5,000+ residents and 100+ corporate partners annually
- ✓ **Promotes Sustainability:** Diverts 600+ tons of waste from landfills; enables circular economy
- ✓ **Cost-Effective:** ₹1,346 per dog (in line with government standards) with long-term financial viability
- ✓ **Scalable & Replicable:** Model can be extended to tier-2 cities across India

We respectfully seek government tender approval and grant-in-aid support to launch this transformational initiative in January 2026. CheersFurever is committed to transparency, accountability, and measurable social impact.

#### Contact for Tender Discussion:

- CheersFurever Foundation, Mumbai
- Registration: U85300MH2020NPL351196
- Available for pre-bid conference and clarifications

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## References

- [1] Ministry of Agriculture & Farmers Welfare. (2001). Animal Birth Control (Dogs) Rules, 2001. Government of India. <https://awbi.gov.in>
- [2] Ministry of Agriculture & Farmers Welfare. (1960). Prevention of Cruelty to Animals Act, 1960. Government of India.
- [3] Animal Welfare Board of India. (2025). Financial Assistance Schemes: Birth Control and Immunization of Stray Dogs. AWBI Official Guidelines. <https://awbi.gov.in/view/index/financial-assistance>
- [4] Animal Welfare Board of India. (2024). Scheme for Animal Shelters Seeking Grants-in-Aid. Government of India Publication.

[5] Mumbai Municipal Corporation. (2024). Solid Waste Management Report 2024-2025. BMC Sanitation Department.

[6] Maharashtra Pollution Control Board. (2024). E-Waste Management in Maharashtra: Status Report. MPCB.

[7] Ministry of Corporate Affairs. (2013). Companies Act 2013 – Schedule VII (CSR Activities). Government of India. <https://www.mca.gov.in>

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**Status:** Ready for Government Tender Submission

**Validity:** Valid for all 2026 government tenders related to animal sterilization and environmental sustainability programs in Maharashtra