



Gali Mohalla  
**CRICKET LEAGUE**

# CSR Partnership Proposal: Building Disciplined Youth, Empowered India

**ALIGNED WITH UN SDGS & GLOBAL  
IMPACT STANDARDS**

**SPORTS FOR DEVELOPMENT**

**SOCIAL ROI AMPLIFIED**



# THE CHALLENGE: INDIA'S YOUTH CRISIS



- 250M+ TOBACCO USERS | 35% OF TIER 3 YOUTH ADDICTED
- UNEMPLOYMENT, PURPOSE DEFICIT, AND GENDER INEQUALITY THREATEN INDIA'S DEMOGRAPHIC DIVIDEND.



# **Gali Mohalla Cricket League** **SPORTS AS SURGICAL SOCIAL** **INTERVENTION**

**GMCL IS INDIA'S FIRST LARGE-  
SCALE, GRASSROOTS STREET  
CRICKET LEAGUE DESIGNED TO  
UNLOCK TALENT, DRIVE INCLUSION,  
AND CREATE MEASURABLE SOCIETAL  
IMPACT.**





# **Gali Mohalla Cricket League**

## **Alignment with Global Goals**

### **Aligns with SDGs:**

- **SDG 3 (HEALTH & WELL-BEING)**
- **SDG 4 (QUALITY EDUCATION VIA SCHOOL ALLIANCES)**
- **SDG 8 (DECENT WORK & ECONOMIC GROWTH)**
- **SDG 10 (REDUCED INEQUALITIES)**

### **Tackles India's Core Youth Challenges:**

- **DRUG ADDICTION, LACK OF ACCESS, DROPOUT RATES**
- **SKILL GAP, UNEMPLOYMENT**

### **Sport as a Behavioural Tool:**

- **REDUCES AGGRESSION, BUILDS TEAM SPIRIT**
- **PROMOTES DISCIPLINE, ASPIRATION, HEALTH**





Impact Metric	Description	Projected 2025 Figures
Youth Directly Engaged	Teams × Players	2,00,000+
Matches Conducted	Across 8 Indian States + Nepal	45,000+
Addiction Mitigation & Wellness	Through sport-led intervention	100+ workshops & recovery linkups
School/Academy Linkages	Participation via formal institutions	500+ institutions onboard
Employment Generation	Coaches, scouts, managers, referees	10,000+ indirect jobs

# Gali Mohalla Cricket League

## Measuring What Matters: Social ROI Framework





## SPORTS FOR DEVELOPMENT, LIVELIHOODS, AND PROSPERITY

- Wean youth away from addiction challenges
- Promote sports as a purpose
- Envision robust livelihoods and prosperity



### ROI Metrics

KPI	Your Impact	Measurement
Addiction Averted	1,000+ youth	Pre/post health surveys
Women Empowered	300+ athletes/coaches	Employment tracking
Talent Scouted	50+ state-level players	Academy placements
Economic Value	₹7 Social ROI per ₹1 invested	Ernst & Young impact assessment framework

# Gali Mohalla Cricket League

## Measuring What Matters: Social ROI Framework





# Gali Mohalla Cricket League

## Why Partner with us?

### Mission-Aligned Deployment:

YOUR CSR FUNDS DIRECTLY POWER TEAM FORMATION, EQUIPMENT, TRAINING, WELLNESS, AND DEVELOPMENT

### Brand Visibility with Purpose:

NATIONAL GRASSROOTS RECOGNITION + ASSOCIATION WITH INCLUSIVE GROWTH

### High Social ROI:

₹1 INVESTED = EXPONENTIAL RETURN IN YOUTH EMPOWERMENT, CRIME REDUCTION, AND ECONOMIC ACTIVITY

### Customised Integration:

VISIBILITY AT REGIONAL/STATE LEVEL, CO-BRANDED PROGRAMS, EMPLOYEE VOLUNTEERING OPPORTUNITIES

### Best Practice

Emulates Google's CSR partnerships, linking social impact to brand equity.



## For Your Brand

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**Trust** in Tier 2/3 markets (500M+ consumers)

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**Employee Engagement:** Volunteer as coaches/talent scouts

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**Media Multiplier:** 5x coverage via human-interest stories

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## For Your ESG Goals

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**SDG 3/5/8/10** deliverables for annual reports

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**Dow Jones Sustainability Index** eligibility

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**Tax Efficiency:** 100% CSR claim under Co. Act

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**Gali Mohalla Cricket League**  
**Why Partner with us?**





- **Scalable Ecosystem** — replicable across India, adaptable in South Asia
- **Operational Transparency** — monitored with tech-based reporting & third-party audits
- **Guided by Experts** — led by a coalition of educationists, impact investors, and grassroots changemakers
- **Institutional Linkages** — Schools, colleges, NGOs, spiritual and civic organizations
- **Built for India's Demographic Dividend** — unlocking the power of Bharat's gallis and mohallas

# Gali Mohalla Cricket League

## Why Partner with us?



## Partner for a Stronger Tomorrow

- **FUNDING FOR TEAMS, KITS, TRAINING & HEALTH MODULES**
- **SUPPORT IN CAPACITY BUILDING AND SOCIAL AUDIT SYSTEMS**
- **LONG-TERM PARTNERSHIPS WITH A CO-OWNED VISION OF YOUTH UPLIFTMENT**
- **CSR Opportunity:** Fund GMCL to empower youth, champion equity, and drive prosperity.
- **Next Steps:** Schedule a call to explore tailored CSR partnerships.
- **Impact Commitment:** Annual Social ROI Report, co-branded campaigns, and community events.

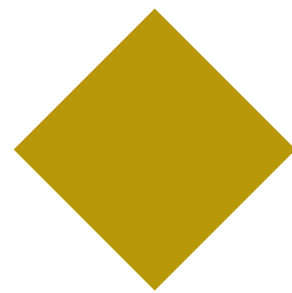
**Pilot Partnership: ₹50 Lakh for 50 matches → Scale to 5 states.**

### Next Steps:

- 1. Sign MoU with Satkarmic Mission spiritual endorsement**
- 2. Launch with national press conference**







GLOBAL MIDDAS  
CAPITAL



# Ecosystem

**ECOSYSTEM: PRIDE ACADEMY (TRAINING), SATKARMIC MISSION (SPIRITUAL GUIDANCE), INDIA BLOCKCHAIN ALLIANCE (TECH, DIGITAL TRUST CONVERGENCE).**

- **GALI MOHALLA BOX CRICKET LEAGUE: 10-OVER, TENNIS-BALL MATCHES ON BOX CRICKET TURF. ENGAGING LOCAL COMMUNITIES.**
- **PRIDE ACADEMY: EXCLUSIVE TRAINING PARTNER, COACHING 2,000 YOUTH IN 2025, FOSTERING RESILIENCE AND TALENT.**
- **SATKARMIC MISSION: SPIRITUAL GUIDANCE FOR YOUTH EMPOWERMENT, COMBATING ADDICTION.**
- **SPORTSTECH: ANALYTICS, LIVE STREAMING, AND BLOCKCHAIN FOR TRANSPARENT TICKETING/MERCHANDISE.**



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**CRICKET LEAGUE**

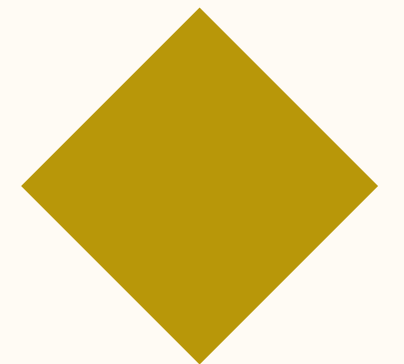
## Helplines

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