



CIN – U85300MH2020NPL341150

✓ *section 8 company*

✓ *12 A - registered*

✓ *80 G - registered*

+91 98210 28460

swagfoundation.in@gmail.com

SWAGfoundation.in

To

The CSR / ESG Committee

**SUBJECT: CSR Partnership Invitation – SWAG AWARDS
(Humanity & Kindness Initiative)**

Dear Sir / Madam,

Warm Greetings.

I Am Writing To Present SWAG AWARDS, A Purpose-first, Invitation-only Honours Platform Initiated By SWAG Foundation, Created To Recognize And Support Individuals, Communities, And Organizations Whose Actions Reflect **Humanity, Kindness, And Compassion In Practice.**

Guided By The Belief “**Where Kindness Becomes A Legacy**”, SWAG AWARDS Exists To Celebrate Those Who Serve The Voiceless, While Ensuring That Recognition Is Firmly Anchored In Verified, On-ground Impact Rather Than Visibility Or Promotion.

Why This Initiative Matters

Across India, Countless Individuals And Organizations Act Selflessly To Reduce Suffering And Protect Life. However, Such Efforts Often Remain Unrecognized, Under-supported, Or Overshadowed By Commercial Narratives.

SWAG AWARDS Was Created To Correct This Imbalance — By Honouring **Values In Action**, Not Professions, Industries, Or Scale.

CSR & ESG Alignment

The Initiative Aligns With **Schedule VII Of The Companies Act, 2013**, Particularly Under:

- Animal Welfare
- Social Development
- Preventive Care And Relief

It Also Contributes Meaningfully To The **Social Pillar Of ESG**, Supporting Ethical Conduct, Community Well-being, And Long-term Sustainability.

Importantly, SWAG AWARDS Has Been Designed As A **Non-commercial, Integrity-led Platform**, Addressing Governance And Credibility Concerns Often Associated With Recognition Programs.

Mumbai : Nawab Ayaz Ali Masjid Compound, Room No 8 & 15, Opp Nirmal Park, Dr B A Road, Mumbai 400027

502-1C, Patliputra Nagar, New Link Road, Diagonally Opp Mega Mall, Near Oshiwara Bus Depot, Mumbai-400102

Delhi : 141 Ekta Apartment, Pocket 1 And 2, Sector 3, Dwarka, New Delhi - 110078



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Governance & Integrity Framework

To Ensure Transparency, Trust, And Audit Comfort, SWAG AWARDS Follows A Robust Framework:

- Independent **7-member Jury**
- Transparent **100-point Evaluation System**
- Strict Verification Of Nominees And Beneficiaries
- **No Paid Nominations, Awards, Or Influence**
- Clear Separation Between Any Public Figure Presence And Award Decisions

This Structure Ensures Responsible Utilisation Of CSR Support And Protects Institutional Credibility.

Utilization Of CSR Support - CSR Contributions Directly Enable:

- Emergency Animal Medical Treatments
- Feeding And Rescue Missions
- Support To Shelters And Community-based Welfare Partners
- Development Of Long-term Animal Welfare Infrastructure, Including Clinic And Shelter Initiatives

All Funds Are **Traceable, Documented**, And Supported By Post-event **Impact Reporting**.

Partnership Philosophy

SWAG AWARDS Welcomes CSR Partnerships From **Value-aligned Organizations Across Industries**.

Partnerships Are **Not Industry-restricted**, But Are Carefully Curated To Ensure Alignment With **Humanity, Kindness, And Ethical Action**.

CSR Partners Are Recognized As **Founding Contributors** To A Long-term National Platform That Is Designed To Grow Responsibly Over Time.

Invitation

We Respectfully Invite Your Organization To Consider Supporting **SWAG AWARDS** As Part Of Your CSR Initiatives And To Join Us In Strengthening Systems Of Compassion That Extend Well Beyond A Single Event.

We Would Be Pleased To Share Any Additional Information Required For Internal Review Or To Engage In A Brief Discussion At Your Convenience. Thank You For Your Time And Consideration.

Warm Regards,

Shabbir Ali

Founder Director, SWAG Foundation



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