d r p



drop everything, to learn more about what miracles books do when they travel . . .

food 4 thought foundation .org

iMPACT

Impact Report of Food4Thought Foundation for the Year 2019-20

Food 4 thought foundation .org

Member Firm

thestrategist &

THE READING GAP

A developed nation in terms of strong GDP and Per capita Income without Enlightened Citizens is a dangerous proposition. One of the critical components to measure the degree of englightenment is the reading habits. The Figures in India aren't very encouraging and that is major concerns for all of us. A cumulative analysis of last 3 years studies show that an average Indian in Urban India reads ONLY around 30 minutes per week. A Lack of detailed reading trends itself is a reflection the priority Reading has in our country.

bridging
the gap



the paradox
of today

we buy books, read them once and store away for good and on other hand we have millions who are hungry to read but has no access to books



the balance
of tomorrow

connecting idle books to hungry minds



the big idea

building an enlightened nation by
igniting a Reading Revolution
by connecting idle books to hungry minds

Food4Thought Foundation

The Challenge

A developed nation without enlightened citizens is a shocking proposition. Such citizens can be prone to the feeling of bias, prejudice, shame, frustration, loneliness and fear, thereby becoming vulnerable, reclusive and endangering the nation's progress.

The BELIEF

We believe one of the critical components in the creation of enlightened nation and citizens is the **cultivation of reading habit.**

The PURPOSE

building an enlightened nation *by*
universalizing access to books *and*
creating joy for reading *by*
igniting a reading revolution

The MISSION

- **Building Reading Spaces** (Provide people with opportunities to access and read books)
- **Create Active Reading Spaces** (Joy of Reading : Making reading 'fashionable')
- **Save Endangered Stories** (Saving indigenous heritage for coming generations)

The Outcomes

FOUNDATION ASPIRATIONS

R E A D E R

Readers Added
- Increase in new readers coming to library
- Reading habits increased among readers

Enlarging Library Circle
- Building libraries were no libraries existed

Area covered (Geography)
- More demand for libraries from all parts of India

Differential Library Formats
- Increase in the nature of demographic profile of the readers

Endangered Stories Saved
- Information gained through new stories

Reenergize idle books
- Idle books in circulation

The IMPACT

ANTICIPATED CHANGES

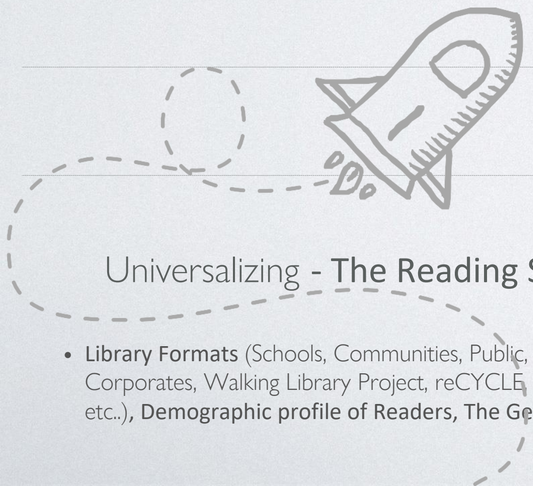
Economic
- Participation in Govt sponsored social welfare programs
- Reduction in print cost (Green Impact) by rotating idle books

Social
- Launch of voluntary programs for upliftment of society
- Reduction in the Urban - Rural divide for access of titles

Civic
- Voting Participation in democratic processes
- Decrease in untoward escalations like Road Rage etc.

Academic
- Increase in academic performance of students
- Increase in the information literacy (non students)

Culturally
- Increase in tolerance levels & social inclusion
- Sense of pride for local stories, culture and customs



food 4 thought foundation .org

THEORY of CHANGE

Universalizing - The Reading Spaces

- **Library Formats** (Schools, Communities, Public, Hospitals, Corporates, Walking Library Project, reCYCLE, Vocational Centers etc..), **Demographic profile of Readers, The Geography covered**

Joy of Reading - The Active Reading Spaces

- **Joy of Reading Framework** (Joy of Reading - Museum Visits, Library Visit and Storytelling & Reading), **India Reading Olympiad** (School ~ Corporates ~ Colleges, Region, India level)

Enlightened Nation - Igniting Reading Revolution

- **India Reading Habits Study, Reenergize idle Books** (connecting idle books to hungry minds), **iambond** (registered readers), **Saving Endangered Stories** (Tribes, Languages etc..), **Blind Date with Books**

the dream



501
Libraries

150001
Books & Magazines

50001
Registered Booklovers

501
Stories

The READER IMPACT



the impact indices

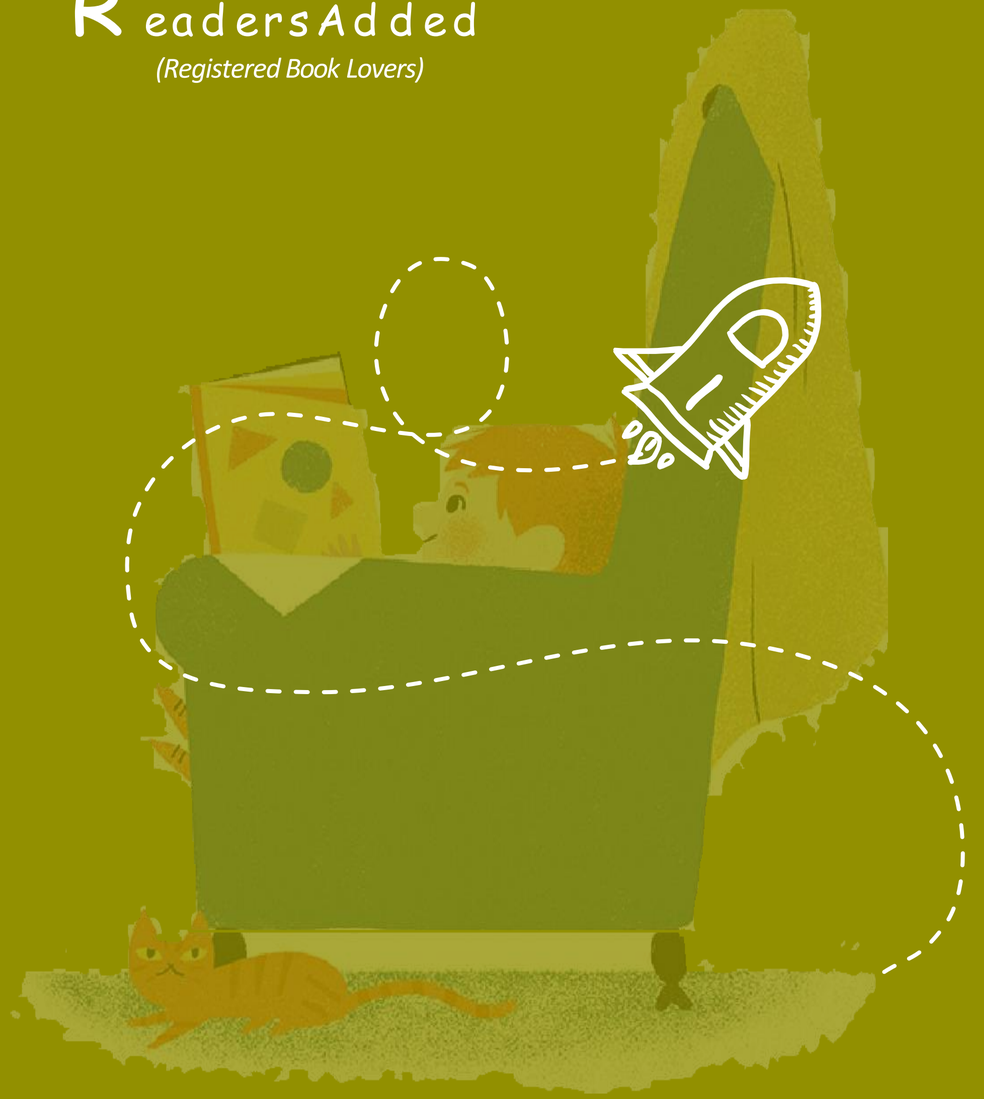
- R — Readers Added (Registered Book Lovers)
- E — Enlarging Library Circle (No of Libraries)
- A — Area covered (Geography)
- D — Differential Library Formats
- E — Endangered Stories Saved
- R — Recycle idle books (Idle books circulated)

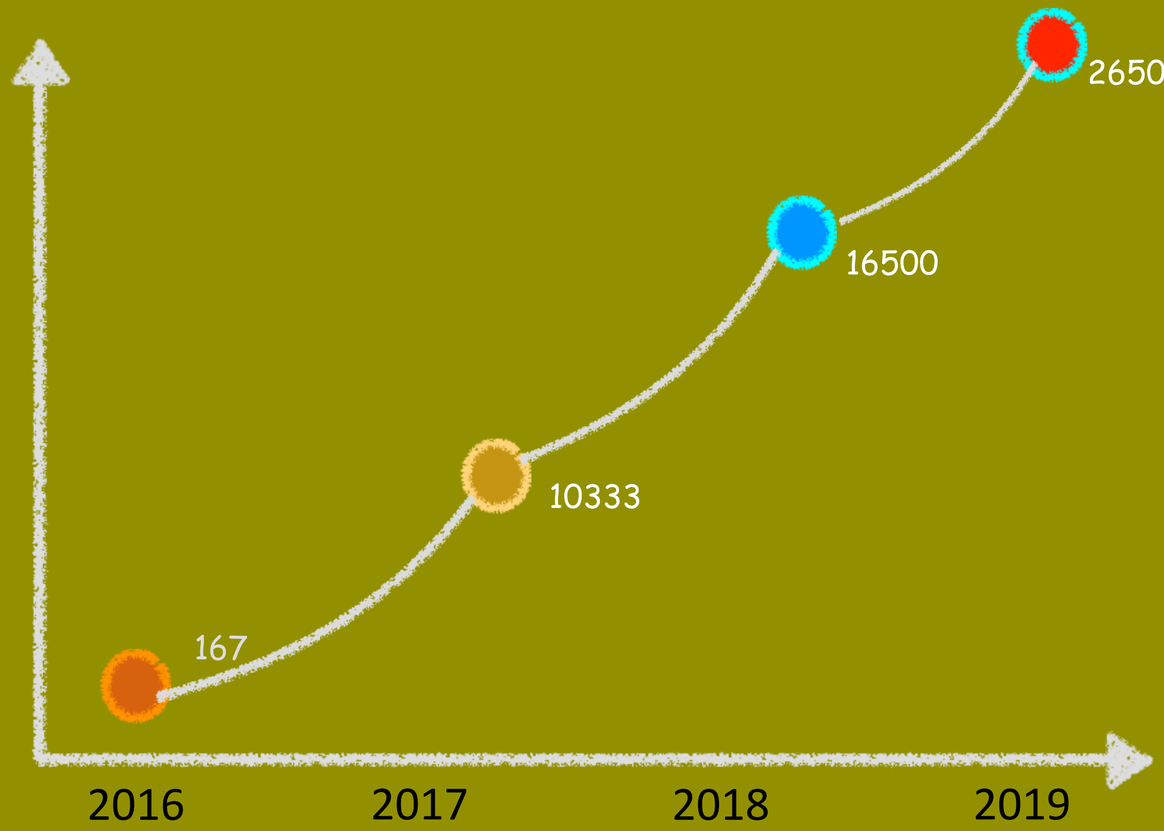
The READER IMPACT

	Year 1 2015 ~ 16	Year 2 2016-17	Year 3 2017-18	Year 4 2018-19	Year 5 2019-20
R Readers Added (Registered Book Lovers)	45	167	10333	16500	26500
E Enlarging Library Circle (No of Libraries)	17	056	125	205	325
A Area covered (Geography)	7 States 7 Cities	008 States 012 Cities	019 States 057 Cities	021 States 081 Cities	022 States 084 Cities
D Differential Library Formats	003	007	09	012	012
E Endangered Stories Saved	003	007	012	015	051
R Recycle idle books (Idle books circulated)	2417	17885	35600	62340	97200

ReadersAdded

(Registered Book Lovers)



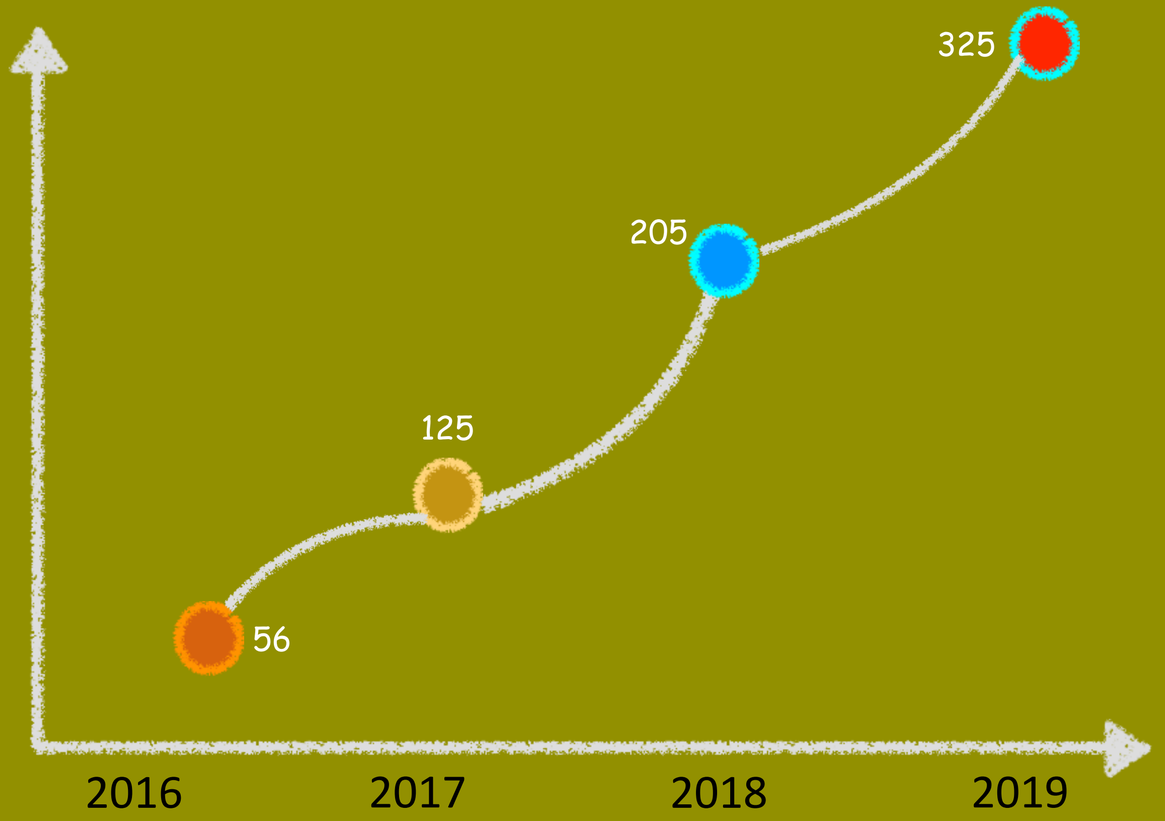


- We have 26500 Registered Readers with Registered ID cards across India. Each of the reader has a specific ID and when books are issued, they are tagged to this reader / book lover.
- Renewed focus enabled the 60% jump on this dimension
- The focus continues to be on registering Book Lovers / Readers coming from the Schools
- Other book lovers who use community library don’t have registered ID cards as of now

Enlarging Library circle

(Number of Operating Libraries)



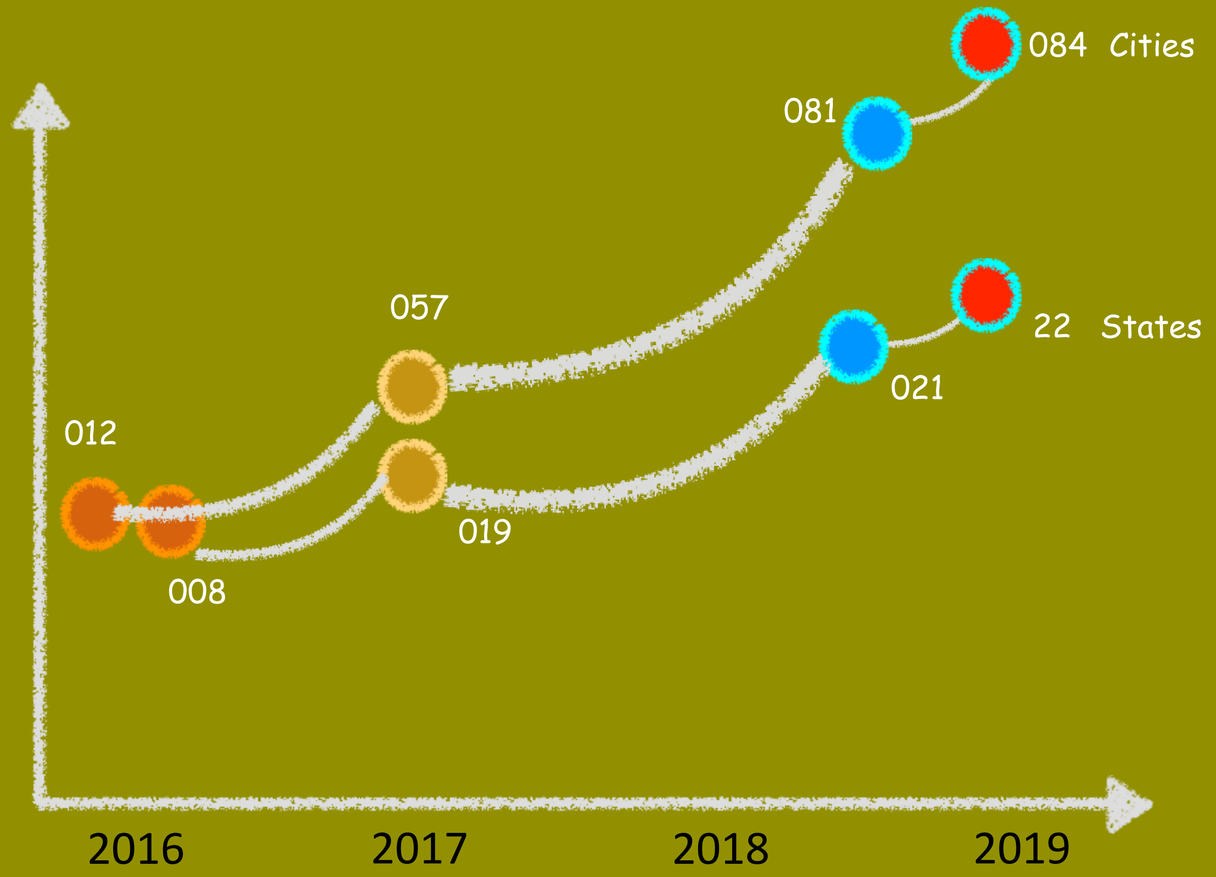


- We have built and are operating 325 Libraries across India in various formats ranging from School to Mobile libraries (reCYCLE)
- We are extremely proud of achieving our 2019-20 goal of opening ‘One Library Every Week’
- Each of the library is tracked on READER Index to study the impact at the Micro (Grass root) level in terms of qualitative impact it is making in the lives of children / book lovers / readers

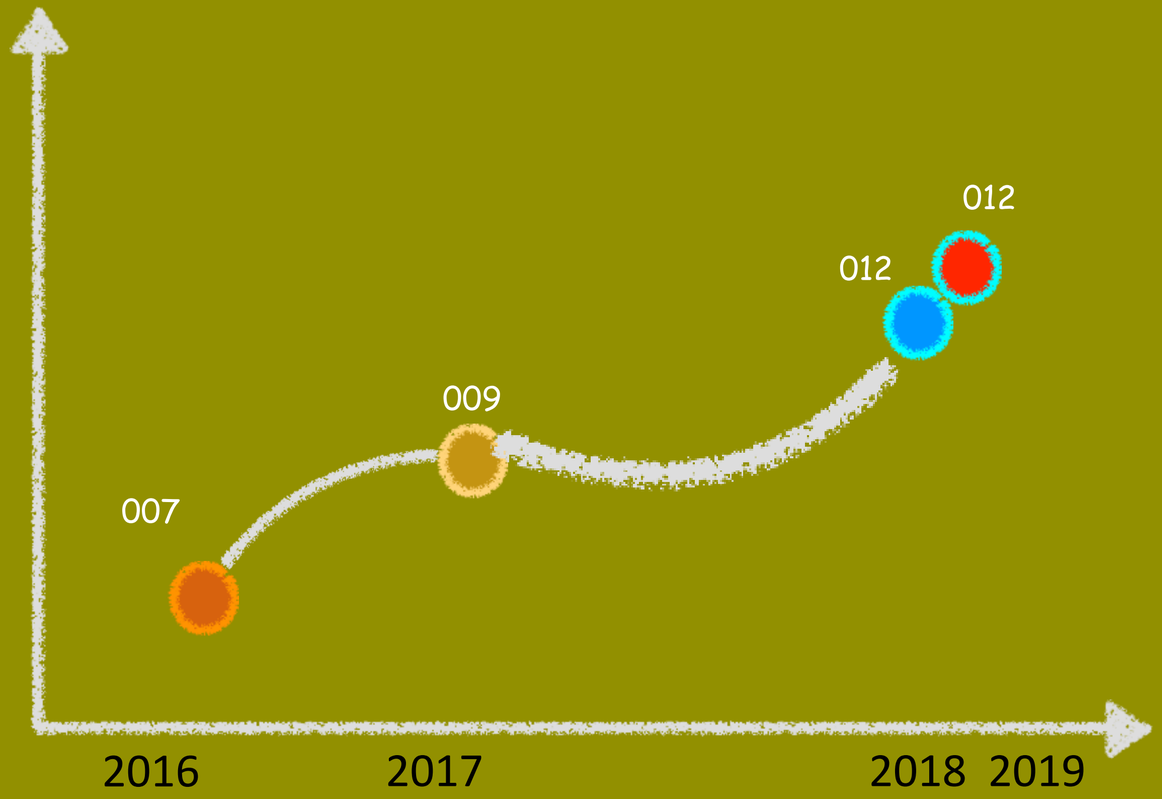
Areas Covered

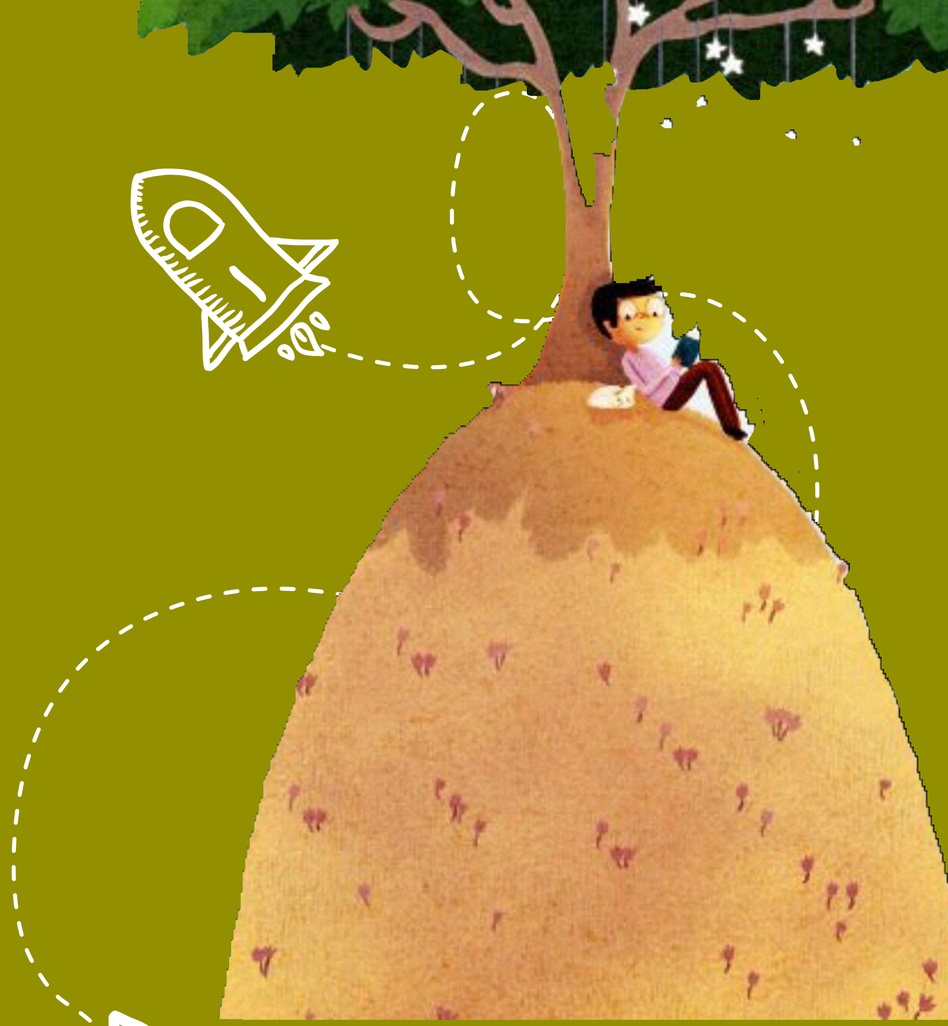
(Geographical Spread)





- We are operating in 22 States and Union Territories in 84 cities across India in a short span of 5 years of operations.
- The sustained focus on spreading our wings has resulted in a Pan India presence. In coming years to focus is on consolidation
- We have grown across India ranging from South to up North East and upto J&K
- Efforts are being made to touch 100+ cities in next year and each city to have a minimum cluster of 5 libraries

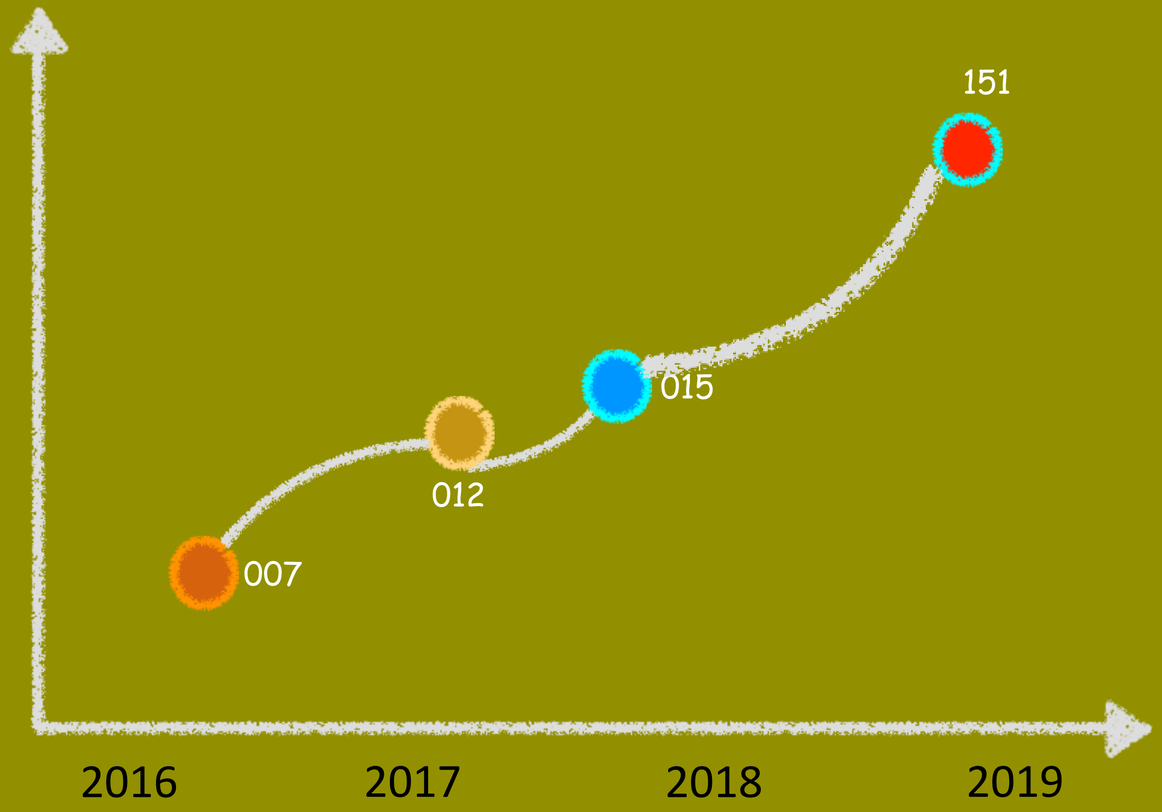




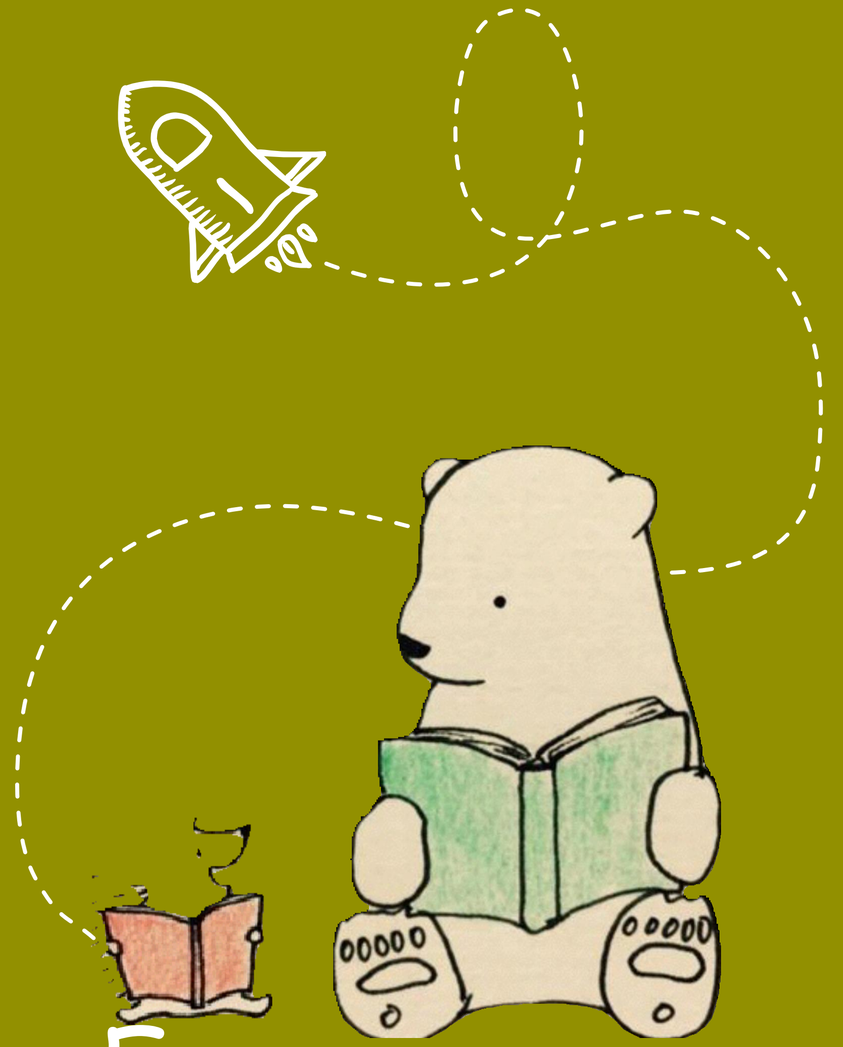
Differential Library Formats

- We have always believed that readers / book lovers come in all shapes and sizes and hence we need to build differential library formats to suits their needs and aspirations. The following are the current formats. To ensure larger impact we have not added any new formats this year and are focusing consolidating the existing ones.

1. Schools
2. Colleges
3. Community
4. Hospitals
5. Public Parks
6. Mental Health Center
7. nLIGHTEN (Corporate)
8. reCYCLE (Mobile)
9. Vocational Training Centres
10. Jails
11. Temples
12. Walking Library

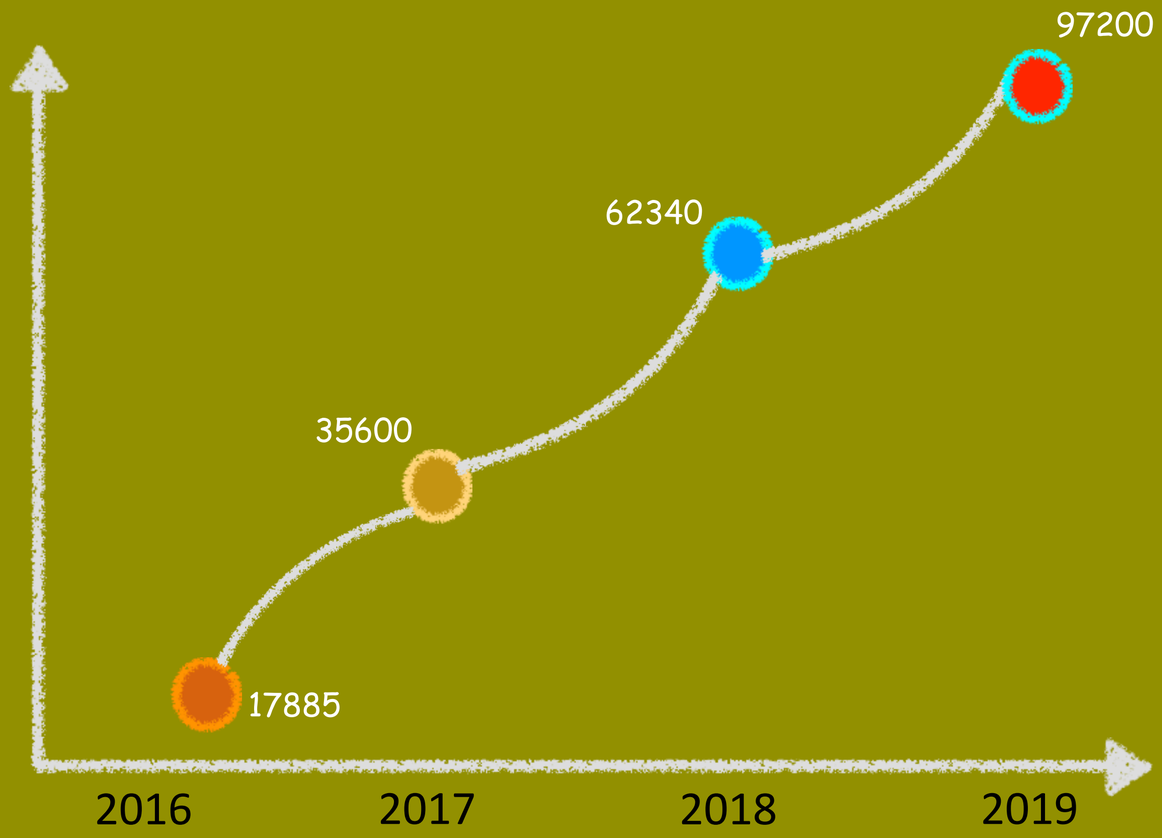


- Saving Stories / Folklore / Cultural Heritage has been one of the core goals of foundation.
- We have captured and digitized 151 stories till now.
- We are happy to share that we have successfully moved beyond English and have identified 11 Indian Languages in which these stories will be restored
- We intend to continue the Podcast format to digitize the endangered stories in form of Story Telling



Endangered Stories saved

(Digitizing Folklore)



- Bringing idle books to Relive is one of the core objectives of the foundation and we are proud and happy to share we have been extremely successful on this front

- Currently we are the custodians of 97200 books, periodicals and magazines , all registered and tagged with unique tracking codes

- These books have come majorly from donations by book lovers ranging from the age group of 8 to 80 and we have around 10 plus language books and magazines in our libraries



Reenergize idle books

(Idle books circulated)

The Secret Sauce :

GOING BEYOND *the* REGULAR NORMS

Surprisingly

even today we love peeping into
someone else's books and read what they are reading



© Copyrights 2018 Food 4 Thought Foundation

School : SSGM East Belbari
Library Code : L-AA-000194
Location : Tripura

Success Stories

Heroes come

in all shapes and sizes.
Building Libraries in Communities



Success Stories

Community : Ghar Ghar Pustakalaya
Library Code : L-AA-000310
Location : Hyderabad

Reading surely

has no age, no barriers



Community : L V Prasad , Eye Institute
Library Code : L-AA-000157
Location : Vijaywada, A.P

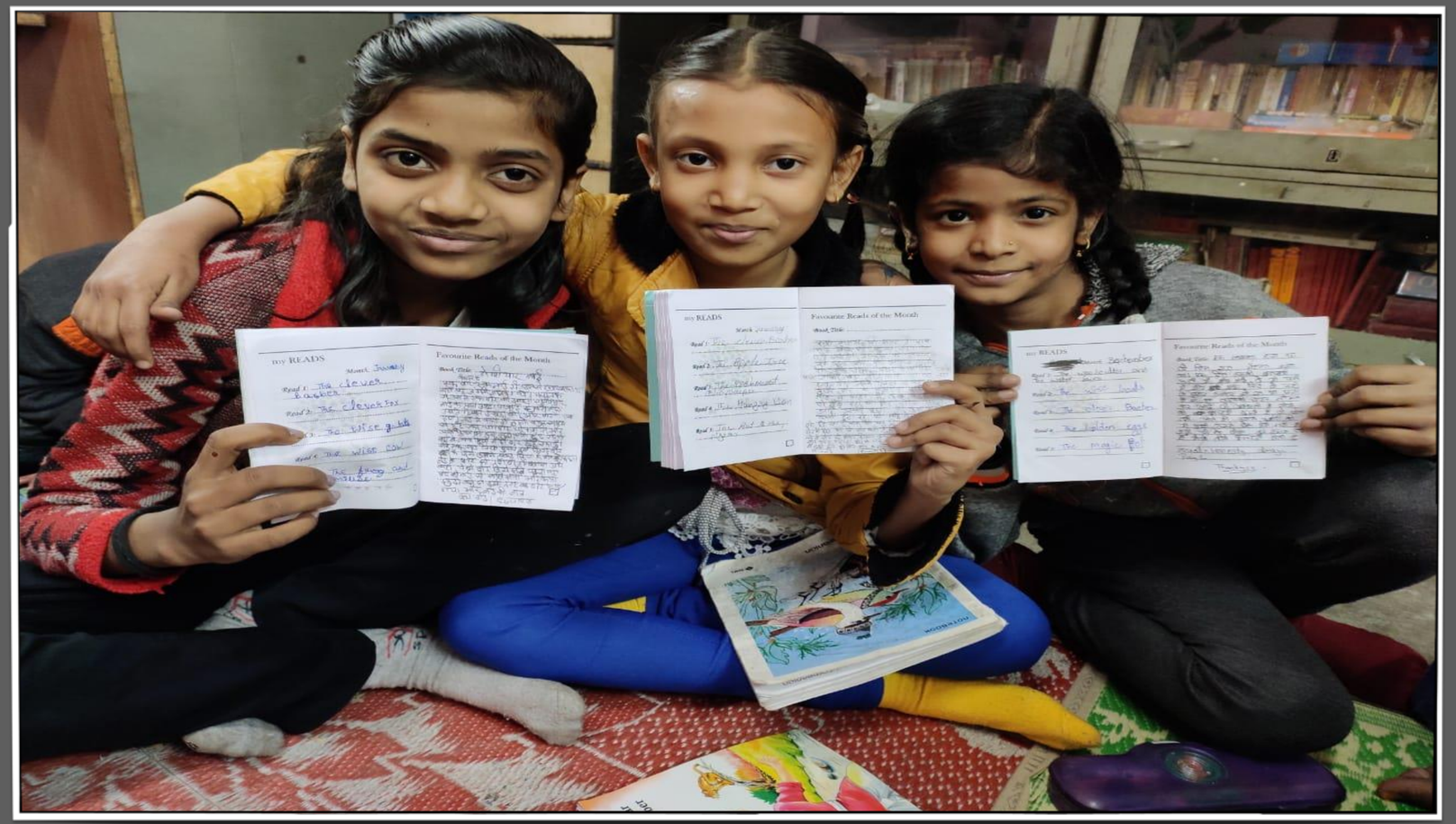


Community : Ka Ompyllew Mini Library
Library Code : L-AA-000137
Location : Meghalaya

Success Stories

Wow

the world is surely in iambondpassport



NGO Library : Swati
Library Code : L-AA-000219
Location : Delhi

Success Stories

Passioniate

book lovers who would go beyond and look for opportunities to catch their joy of reading

the walls, enabling the readers and book lovers

Beyond



School : Ved Agama Samsruth Mahapatshala
Library Code : L-AA-000281
Location : Chamba, Himachal Pradesh



School : ZPHS Hafeezpet
Library Code : L-AA-000217
Location : Hyderabad

Success Stories

Friends

with benefits- Taking help from Dictionary to overcome obstacles in form of new & difficult words



Success Stories

Who needs

benches and libraries, true blue
book lovers just need books



School : MPPS Chitkul
Library Code : L-AA-000201
Location : Telangana

Success Stories

Age is just a number

Champions in form of iambond young volunteers, who used their summer holiday for benefit of others!



Success Stories

Colony : L&T Serene County
Books Donated : 2000+
Location : Gachibowli, Hyderabad

Thank you

has many forms and shapes but
warmth is still the same – So many
Joy of reflections



Success
Stories

Success Stories

New Beginning for.....



F4TF Library – L V Prasad Eye Institute, Vljaywada

Greetings from L V Prasad Eye Institute, Vijayawada. We have received 500 books of different genres from "Food for Thought Foundation" including fictions, novels, thrillers, religious and children's books, in both Telugu and English language. These books are displayed at our Supporters, Sight savers and Children waiting lounges with a system in place to track these books and document feedback from the readers. Majority of the readers are our patients of all ages who read these books during their hospital stay while waiting for their eye checkup.

We at LV Prasad Eye Institute are extremely obliged to Food for thought foundation for their generosity in donating these books which are of immense help to our patients as well as trainees. These books have received excellent feedback from our patients, as one of them rightly said 'Books are the quietest and most constant of friends, they are the most accessible and wisest of counselors and the most patient of teachers. Thanks for providing these books and helping us spend our waiting time in the hospital productively.' Apart from patients, many of our optometry trainees like vision technicians, interns have also shown interest in reading these books during their free time.

P V Kiran
Assistant Director
L V Prasad Eye Institute
Kode Venkatadri Choudary Campus
Vijayawada –521137, India

LVPEI
So that all may see
LV Prasad Eye Institute

Established in 1987, L V Prasad Eye Institute (LVPEI), a World Health Organization Collaborating Centre for Prevention of Blindness, is a comprehensive eye health facility.

The Institute has ten active arms to its areas of operations: Clinical Services, Education, Research, Vision Rehabilitation, Rural and Community Eye Health, Eye Banking, Advocacy and Policy Planning, Capacity Building, Innovation and Product Development. LVPEI is managed by two not-for-profit entities - Hyderabad Eye Institute (HEI) and Hyderabad Eye Research Foundation (HERF).

Importance of Library in Schizophrenia Research Foundation India (SCARF)- Chennai



F4Tf Library at Schizophrenia Research Foundation (SCARF)

When minds go astray and the world looks pallid, a comforting voice led me to a cupboard with books there where I found my solace. – *(A Person fighting mental illness, SCARF)*

Food 4 Thought Foundation, in August 2019, initiated a collaboration with Schizophrenia Research Foundation (SCARF), a not for profit, non-governmental organization enduring 36 years of experience in the field of mental health care. SCARF works towards rehabilitating individuals with serious mental disorders towards their integration into mainstream society. SCARF is also one of the very few NGOs in the world to be named as a Collaborating Center of the World Health Organization or Mental Health Research and Training.

This initiative helped in upgrading the 'reading corner' for patients in the residential facility and also those attending the day-care. The corner, now a mini library, has been aptly named 'Sakhi-The book room. There are around 500 books which include fiction, and non-fiction including mystery, thriller, romance, religious/ spiritual, humor, and motivational books.

The variety of genres attracts patients of all age groups. "They not only entertain us but educate us and has become a good company for many of us here"- (*A Person fighting mental illness SCARF*). While the younger ones claim to have discovered the joy of reading, for many middle-aged patients, reading not only helped them to improve vocabulary but also made them nostalgic, reliving their school and college days when they were avid readers.

The venture is now a huge success, as voiced out by many patients. They claim that they find the books illuminating. They say that books helped them to lighten their mood and keep them productively occupied. Patients also describe enthusiastically how books have become a topic of conversation amongst them and have in turn improved their social skills.

We are all aware that any mental health condition can cause significant disability and the long-term nature of the illness creates burden not only in the lives of those affected but also their caregivers. As service providers and caregivers along with patients trying to find innovative and cost-effective ways to improve cognitive skills and remain engaged during the day, simple tasks like reading go a long way in enhancing productivity.

Thus, imbibing the culture of reading not only gives us wisdom but also aids in the overall process of rehabilitation promoting recovery.

Jainey Joseph
Rehabilitation Co-ordinator
Dept of Psycho social Rehabilitation
SCARF (I),Anna Nagar West

Success Stories

Schizophrenia Research Foundation

Schizophrenia Research Foundation (SCARF), was founded in 1984 with the primary objective of providing quality care and rehabilitation to those suffering from severe mental disorders. SCARF has a Mental Health Center located in Anna Nagar, Chennai, along with two residential rehabilitation centres at Thiruverkadu and Mahabalipuram.

SCARF has been involved in several studies conducted by the World Health Organization. Some of its other collaborating partners in mental health research are, World Psychiatric Association, Johns Hopkins University, King's College London, Oxfam, Indian Council of Medical Research, AIIMS, NIMHANS and TISS.[1] Tamil Nadu MGR Medical University has approved SCARF as a center for doctoral studies in 'Mental health and Social Sciences'

The Walking Library Fellows

Success Stories

Food4Thought Initiative

"A room without books is like a body without soul"

In this digital age of social media, people are rapidly moving away from the original source of Knowledge, i.e., books. To install the habit of reading books, Tata STRIVE has partnered with Food4Thought organization to encourage our youth to spread the happiness of reading books.

Swami Vivekananda once said "Reading is to mind what exercise is to body". Reading keeps our mind healthy and strengthens our analytical thinking skills. It is the cheapest and most easily available source of knowledge. At Tata STRIVE, keeping in mind Swami Vivekananda philosophy, we encourage our learners to read books and also arrange reading sessions for the community. On completion of 12 hours of reading sessions, learners are awarded with a certificate as a token of appreciation.



Published in Newsletter of Tata Strive, Mumbai , Issue 04, July 2019

Tata STRIVE is the skill development initiative of the Tata Community Initiatives Trust under the aegis of Tata Trusts, addressing the pressing need of skilling India's youth for employment, entrepreneurship and community enterprise

.

It reaches to communities, develops skills of people from financially challenged backgrounds and acclimatises them with the changing work environment. The core philosophy is to create courses that would help in creating and supplying trained manpower across the entire industrial spectrum as well as develop entrepreneurial talent.

New Beginning for Jail Inmates of Warangel

Success Stories

GOVERNMENT OF TELANGANA
PRISONS DEPARTMENT

From
The Superintendent of Jails,
Central Prison, Warangal.

To
The Director,
Food 4 Thought Foundation,
Hyderabad.

The books received by your foundation helped us very much to bring a change in inmates. So many of the inmates after entering in to a jail with conviction feel a type of short time depression. Your books helped them very much to create a positive thinking, positive thoughts and a hope on their remained life.

Some of the inmates are very rude and with an attitude of criminal thoughts. Such kind of inmates forget their moral values. By reading your books such kind of inmates are also getting change in their behaviour and knowing the moral values. The books sent by your foundation helped us very much to teach moral values to the inmates.

Most of the inmates in prisons always think how to get out of the jail or how to get release soon. But, no one of them think how to utilise the leisure time that they get in the prison. So many inmates started utilising their leisure time to gain knowledge, to gain physical fitness, to gain education etc. All these happened by reading your books. Now, all the inmates known the actual value of time.

Regret is a very important thing in a human life. Most of the inmates doesn't show their regret towards the crime, offence or mistakes done by them, which made them to be convicted. After reading few books from the books sent by your foundation, they felt very regret towards the mistakes done in their life and shared their experiences with some of us. Not only these thingsand alsofew inmates are designing their life with a SMART and a perfect goal after release to lead a happy and prosperous life.

All these has happened by reading the books sent by your foundation. We and our inmates are very grateful towards the help done by your foundation. Your foundation had helped us very much in motivating inmates towards a positive thinking in all the aspects. We heart fully thanking you very much for sending these books and we wish to get more change in our inmates by reading your books.

Thanking you,

Superintendent,
Central Prison, Warangal.



The Central Prison, Warangal was established in the year 1886. The total area of the prison is 54.5 acres (closed prison area+Quarters+Open area around the prison). This Prison has a Central Tower with octagonal architecture. Many political prisoners were confined in this prison during emergency, Majority of the Maoist (Naxal) prisoners and their leaders were confined in this Prison right from the days of emergency. Structural modifications were made to strengthen this Prison and high security blocks were added to keep the extremist prisoners securely in this Prison. There is a separate annexe in this Prison for the confinement of woman Prisoners. Durrys(mats) made in this Prisons are known for their Quality and Durability in the whole state.

Connecting idle books to hungry minds

(Testimonials)

in honour



NSS IIT Delhi would like to thank Food4Thought organization for providing a platform to our volunteers to connect idle books to hungry minds, restore endangered books & stories, reignite the joy of reading. Food4Thought project comes under education, one of the five domains of NSS IITD. This project is one of the actively working projects, with a base of 20+ volunteers. This project was led by the former General Secretary of NSS IITD Vidushi Toshniwal and the team members Saksham Sharma, Ruhanshi Barad, and Prityush Bansal.

NSSIIT Delhi in association with Food4thoughtfoundation have worked in different projects for last 4 years i.e books donation wherein we collected 300+ books from the faculty members, students, staff and residents of IIT Delhi. In the month of December, we had a "Story Telling Session" at IIT Delhi for the kids who study at libraries of F4T NGO which was a very engaging event for volunteers and Food4Thought community. Along with that, we had regular volunteering every Saturday at the four libraries namely Erada, Vidya, Swati, and Masoom Zindagi.

One of the experience shared by Volunteer were "It was really inspiring to see the enthusiasm those kids depicted towards learning despite of all the challenges in their lives. I definitely grew lots of respect towards kinder garden teachers. But it is really great feeling when they all laugh at your silly mistakes in your stories and when they read them back at the end. All those laughing faces stay with you. I hope NSS and F4TF continue this journey and bring us more opportunities to work for unprivileged kids in developing their learning habits."

Due to COVID'19, all the regular volunteering is stopped but we want to thank Food4Thought for giving our volunteers an opportunity to work with them.
NSS IITD and Food4Thought are now working remotely and we will try to bring activities that will definitely be going to help the kids to resume their learning in the present scenario. It was a great experience towards spreading joy of reading and being a part with F4TF towards building an enlightened nation.

NSSIIT Delhi

NSS IIT Delhi is the IIT Delhi chapter of the National Service Scheme, institutionalized under the Ministry of Youth Affairs & Sports Govt. of India.
Our sole aim is to motivate students at IITD to indulge in nation building activities through various events and projects which are aimed towards the benefit of people in and around IIT Delhi. We share the belief that such activities are almost always means of great satisfaction and joy.

Food and Books, instead of just Food

In honour (Testimonials)



F4Tf Library at Cafe TFH - The Food Habit, Uttarkashi

Books are the lifeblood of knowledge, learning and entertainment. They are not just stacks of paper bound prettily but are one pure means of interacting with the best of minds. Books elevate literacy to the level of education.

We have a cafe, named Cafe TFH - The Food Habit, in the small hill town of Uttarkashi enroute to Gangotri and situated by the banks of the Bhagirathi River. We've always been book lovers and when Madhavii ji from Food4ThoughtFoundation came visiting and suggested that their organisation could contribute books for the visiting cafe clientele to read and enjoy, we were more than happy to say yes.

Needless to say, the now collection of fiction and general reading books contributed by food4thoughtfoundation was an instant hit with whoever visited our cafe. From the top most government officials to the visiting tourist, from the young student to the aging intellectual, there was no limit to book lovers who started frequenting our cafe for two reasons - food and books, instead of just food.

We are very thankful to the food4thoughtfoundation team and especially Madhavi ji to have entrusted us with this treasure trove of books that we can share not just with the people Uttarkashi but pretty much visitors from not just all over the nation but also a huge number of tourists from abroad.

Please do keep up this effort of spreading the habit of reading books as you are. There is no better way to make a positive difference to the world at large and across all age groups, nationalities, ethnicities, beliefs and social backgrounds.

Sandeep Goswami
Owner
Cafe TFH



Inspiration

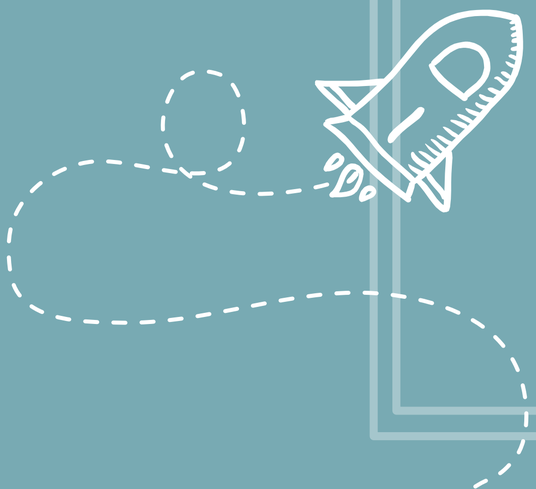
Change Maker - GAP Foundation - Madhavi Sharma 2018

Hyderabad Top 10 Startups HYSEA - 2017

Best Software Product - Social Impact Category HYSEA - 2017

IIM Indore Kalpavriksha Jury Special Recognition 2017

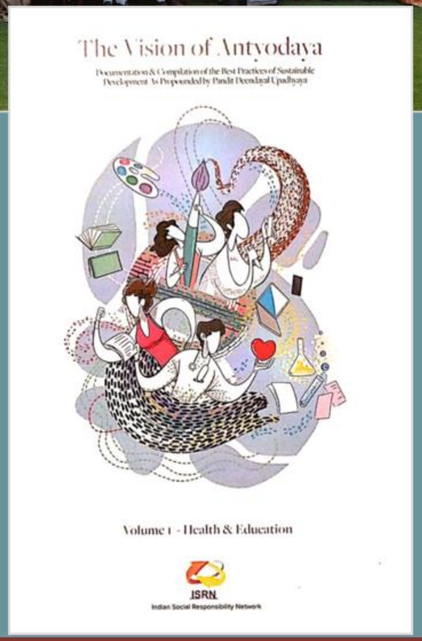
eNGO Digital Empowerment and Tools- 2016 Finalist











Inspiration

Food 4 Thought Foundation has been featured in "The Vision of Antyodaya", a study on Documentation and Compilation of Best Practices initiated by Indian Social Responsibility Network (ISRN) and supported byMinistry of Culture, Government of India. On Wednesday, 12 February, 2020 Shri M. Venkaiah Naidu Ji, Hon'ble Vice President of India facilitated at the Vice President's House , New Delhi.

Times of India recognizes and lauds city's Good Samaritans through its Times Hyderabad Heroes Initiative.

Food4thought has been featured in their First Issue .



TOI CITIZEN REPORTER

TIMES CIT

THE TIMES OF INDIA, HYDERABAD | WEDNESDAY, FEBRUARY 26, 2020

DOWNLOAD APP ON GOOGLE PLAY/APP

Step 1 Search for 'TOI Citizen Reporter' on Google Play/App Store

Step 2 Install the app on your phone

Step 3 Register yourself

Step 4 Upload content and become a TOI Citizen Reporter

Starting today, for the next several days, TOI will recognise and laud city's Good Samaritans through its Times Hyderabad Heroes initiative. We will bring you stories of Hyderabadis who overcame obstacles to bring about a positive change in the society

Lost & found: Stories & childhood

Students of MMPS Chitkul, a school in Medak, browse through their new books

City couple has a story for every child

Meghana.Kurup
@timesgroup.com

The children of Dogra Nagar in Jammu often wake up to sounds of shelling. On days like these, they gin-erly find their way to the house of an elderly couple because it means scape in more ways than one. The ouse, which doubles as a communi-y library, is stacked with books that re brought from homes of children heir age, living over 2,000 km away n Hyderabad, and tell tories about kids like hem, in lands away rom theirs.

These books made this journey, thanks to the efforts of city-based couple, Srinivas Rao and Shefali Rao that run a consultancy firm in Banjara Hills.

The two are book-lovers who wanted to revive the dying art of reading. In less than four years, the couple and their team of volunteers ave managed to spread the read-g bug to villages and semi-urban eas in 22 states. With 303 librar-s, Food4Thought Foundation has ached prisons, schools and hospi-s across India.

"We source books through dona-ns or buy them, segregate them o genres and identify locations that need books but have no access to them," says Srinivas. "There are areas such as Nongshken village in Meghalaya that cou-rier companies refuse to deliver packages to. So, we have volun-teers who carry books on their backs and scale hilly terrains to deliver them," Shefali adds, stressing that volunteers are the foundation's spine.

The economics of running the foundation is, how-ever, a constant chal-lenge. The foundation sends books to five libraries every week, costing them close to half a lakh per month in courier charges alone. Established four years ago, the organization only recently quali-fied for CSR status.

However, over 70% of funds come from the founders' pockets. Rest are collected through donations. The team members draw no salary.

To the proverbial 'what next' question, the Shefali says, "We hope to set up 500 libraries by December. We want to create a network to con-nect book-lovers across the country. We also plan to develop Braille and audio books to make storytelling more inclusive."

Freedom TIMES HYDERABAD HEROES

Giving dropouts one more chance to dream

Shaña.Parveen
@timesgroup.com

Nineteen-year-old Yadamma is engaged to an autorick-shaw driver. But despite opposition from home, she is determined to complete her Class X before tying the knot.Yadamma is one among 20 students, mostly school dropouts, living in a slum near the Miyapur Metro station, who study in a one-room school run by Chottu Ki Education (CKE), a NGO that has been working here for four years now.

When TOI visited the place, it found students — aged from eight to 19 — sitting on mats and loudly reading out Hindi alphabets from the blackboard. Parents of most children are either beggars or do odd jobs.

Founded by Yuvaneshwari K, CKE provides a one-year bridge course to dropouts, and helps them join school again. A scientist with a Hyderabad-based generic pharma company, 33-year-old Yuvaneshwari started the NGO after moving here from Chennai in 2016.

Initially, she started teaching child beg-gars near KPHB Metro station on weekends, along with col-leagues and friends. Eventually, with the help of a charita-ble organisation, she managed to get those children into residen-tial schools. Thus, was born the desire to help more child beggars join mainstream.

"Our first hurdle was convincing parents to let their children study and not beg — that meant a dent in their income. The second challenge was to develop a basic curriculum, which would suit a mixed group. We also had to ensure that when admitted to schools, the students they stayed there and did not return to their old ways," she said.So far, CKE has worked with 55 children, of which 28 are now en rolled in mainstream schools.

Her team includes about 50 people including those who provide funds clothes, guidance on how to help chil dren, and draw up the curriculum.

"I dropped out in Class VI," said 15-year-old Raju. "I used to collec garbage for money. But now I enjo studying here. I love photography an Akka (Yuva) has said if I complete my education she will enrol me in a multimedia course." Yuvaneshwari's efforts have given these children an teenagers a chance to dream of a se cure future. "After learning to sew and embroider here, I stitch my ow clothes," Yadamma beams.

A NEW BEGINNING: Children study at CKE's one-room school near Miyapur Me Station. There are about 15 students who regularly attend school

MARK YOUR FEB

TIMES HYDERABAD HEROES

#City Couple has a story for every child

India reading Olympiad is a platform which enables, encourages, endorses an ecosystem which create active reading spaces & joy for reading and appreciates the efforts towards igniting a reading revolution across 13 categories. The three broad objectives of the **India reading Olympiad** are Encourage reading habits and enable Joy of Reading at large, Encourage and appreciate individuals, groups and institutions which promote reading and Inspire citizens to become lifelong readers & book lovers.

India reading Olympiad was promoted by Food4Thought Foundation and supported by Srinivasa Farms, Hyderabad Literary Festival, Amazon Pen to Publish, Odessa and IIT Delhi.

Concept Note:
http://food4thoughtfoundation.org/concept-note/

Role Model Magazine:
http://food4thoughtfoundation.org/role-model-magazine-2020/

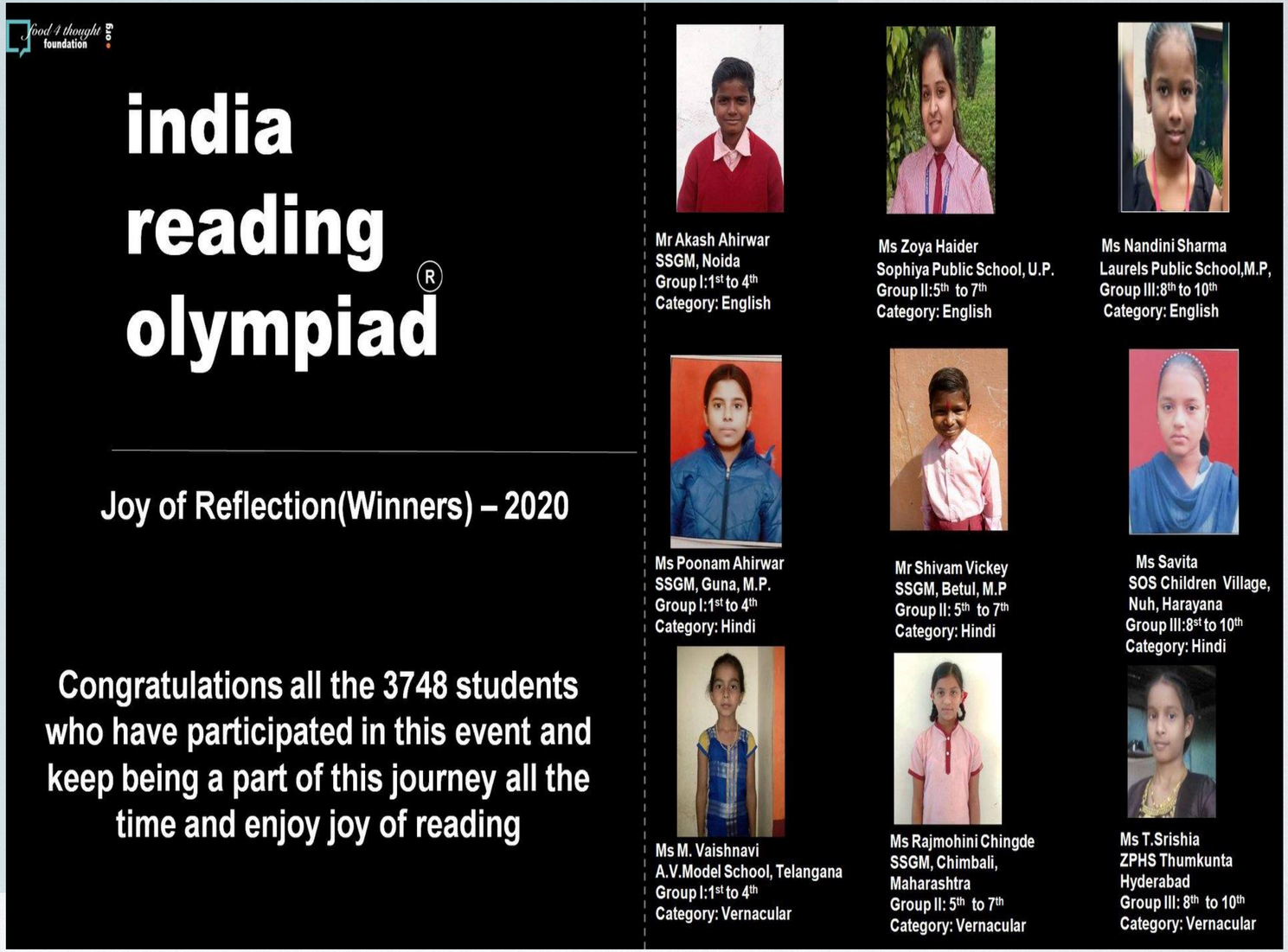
Winners 2020:
https://www.youtube.com/watch?v=tkQlgUdxFMs&list=PLv51mYb[illegible]7v5JJrmJcrkg2Vi6tuVT&index=31

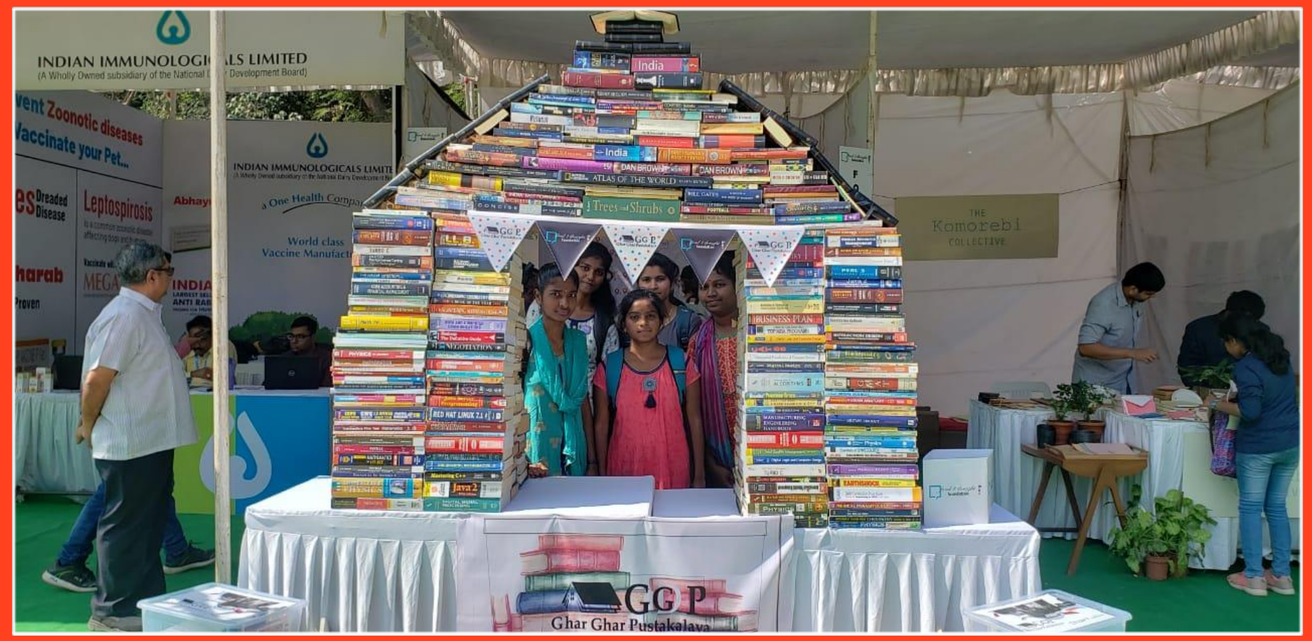


School Participation:
63 PAN India

Winners 2020:
Category English:3 Winners
Category Hindi: 3 Winners
Category Vernacular:3 Winners
(Telugu and Marathi)

Participation Certificate to Students:
Total 3748 distributed PAN India











Hyderabad Literary Festival~2020

SAVE ENDANGERED

STORIES.

We at Food 4 Thought Foundation believe in this age of fast life, we are losing touch with our past. One of the everlasting strengths of our culture has been its ethos which has been passed over centuries through folklore & stories, and with each passing day these stories are getting in lost in maze of unwarranted data & information

Project Save a endangered Story focuses on recording & saving endangered stories, folklore etc. which are being passed through generations and are now facing a possible of extinction. These recorded stories will also be digitized and be available for wider circulation & references through e-Library

Our Major Focus areas is Digitize and Record endangered books & catalogue them in a Podcast

Today we take the pride of having around 85000+ views to our 500+ video in 11 religion languages

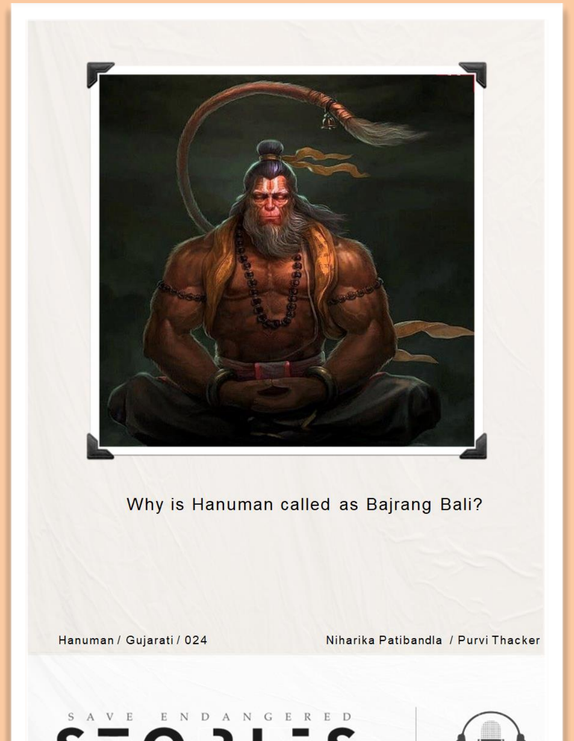
YouTube / **Save Endangered Stories**

SAVE ENDANGERED

STORIES.









In honour

(In Media)



BIBLIOPHILES

Making reading COOL again

Food4Thought Foundation seeks to broaden people's thinking through its many initiatives

Dravika Trehan

"We are a family of book lovers, but when we observed that we outgrow books after reading them it disappointed us. We could never throw them away. We wanted to share the joy of reading with like-minded people and that's how Food4Thought Foundation was born," said Shefali Rao, one of the founders of the organisation. Started in 2015, the Food4Thought Foundation believes that India has always had a rich tradition of learning, but the last few decades have seen an alarming drop in reading habits, and this has become graver with the advent of new distractions like television, computers, mobiles, etc. It is essential to be able to excite young minds and drive them towards delving into and taking advantage of this rich culture and learning from the wisdom of our ancient and tremendous heritage.

The Foundation's Leadership team believes it is critical to create access to books and encourage reading habits.

"Society might be literate, but it is not educated enough. Books are a strong medium to liberate society from close-minded thinking. Books nourish us and provides food for our thought," explains Shefali.

In last three years, the foundation has opened and operates approximately 303 libraries across India in schools, hospitals, jails, temples, community homes, old age homes, etc. After donating their books to the center, the donor gets a login ID so that they can keep a track of the books.

They can trace where their books are sent with the help of barcode on their books which are linked to an app.

While recalling an incident from last year, Shefali shares, "When I visited Guwahati jail in Assam I saw inmates reading out our books to others and having a discussion with each other. It gave me immense satisfaction that we are able to provide them an escape from the four walls of prison with the help of our initiative."

Save Endangered Stories, an initiative by the foundation aims to conserve the lost fables and folklores. A new initiative called GGP: Ghar Ghar Pustakalaya is another step by the foundation. "A nation's growth is analysed with the help of GDP. Similarly, our concept of GGP is to help society progress. We aim to build small libraries in the buildings where families can adopt and keep the books at their homes. Like that every home will have a small library," she explained.

"While we are making efforts to save endangered species, the endangered habit of reading also needs our attention," Shefali concludes.

Apart from the libraries, the foundation conducts various activities and reading sessions to encourage the habit of reading. Their annual event India Reading Olympiad (IRO) is a competition held across India in13 different categories. An award ceremony for the same will be held at the upcoming Hyderabad Literary Festival. The list of eminent winners include the late Anant Pai, founder of the prestigious publication, Amar Chitra Katha as well as 4-year-old Ayan Gogoi from Assam, who is one of the youngest authors.

— Photo: Anand Dharmana

— Photo: Surya Sridhar

On various occasions F4TF works have been covered by the media, both in print and on broadcasts

(In Media)

In honour

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DECCAN Chronicle



Oh, the joy of reading

Hyderabad-based Food4Thought Foundation operates more than 300 libraries across India and strives to make books available in the remote corners

:: SANGEETHA DEVI DUNDOO

An installation shaped like a house, built with books, was one of the many attractions at the Hyderabad Literary Festival (HLF). There were smaller boxes of books placed near the installation, labelled Ghar Ghar Pustakalaya (GGP). It's the new initiative of the Food4Thought Foundation. "I think GGP is necessary to boost our country's GDP (Gross Domestic Product)," says Shefali Rao, one of the founders of the organisation.

Beyond the word play, GGP is an attempt to make books available in places where it's tough to set up a conventional library. "Not everyone can maintain a library and catalogue the books. It involves time, effort and money. GGP is an alternative method to take books to remote hamlets and slums. Each box contains about 50 books, and once these have been read, we issue a new set of books," she explains.

Established in 2015, Food4Thought is now spread across 22 States and 81 cities. The organisation has helped set up more than 300 libraries in schools, hospitals, homes and even prisons.

The organisation came about when Shefali had a collection of books that she had outgrown and wanted to donate. These were treasured volumes and she was eager to know who would benefit from it. "I discussed it with my husband [K Srinivas Rao] and he said it was time to do something on our own," she shares. The couple runs an HR consultancy firm called The Strategist and had been wanting to do something pertaining to social responsibility. They registered Food4Thought as a voluntary organisation.

The first generous contributions came from within their family circles. "They were generous enough to forego the money they had allocated for vacations and birthday gifts," says Srinivas.

Food4Thought recently approached a few corporate houses to see if they would be keen to help set up libraries as part of their corporate social responsibility activities. "It's still in the early stages," Srinivas says.

Srinivas talks about their two-fold approach – to make books available to remote, rural parts of the country, and to rekindle the urge to read among urban children.

Meanwhile, individuals came forward and donated books. Books received are catalogued and circulated to readers, and the donors can track where their books are travelling.

"When we began, we wanted to take books to the farthest of places and explored the north eastern states. It was easier said than done," recalls Shefali. Courier companies wouldn't go beyond the major cities of the northeastern belt and hired porters/couriers would have to carry the books on their backs for a few kilometres. But this is where heartwarming stories also came to the fore: "One of the courier agents told us that he's willing to do two trips for free when he heard about the work we do," says Shefali.

The organisation networked with Art of Living which had branches in remote parts of the country and made books available through them.

Srinivas talks about the two-fold approach of the organisation – to donate books to the remote rural parts of the country, and to rekindle the urge to read among urban children. "We say no to text books and religious volumes. The idea is to encourage reading habits not linked to academics," he says.In urban schools, members of the foundation occasionally play two or three-minute podcasts from their Save Endangered Stories (on YouTube) series that highlight oral tales that used to be narrated by grandparents. "Children get interested and want to know more, and the teacher directs them to related books in the library," adds Srinivas.

The foundation gets language books from National Book Trust periodically and from private organisations like Green Gold Animation which gives away hundreds of Chhota Bheem books. "When these books arrive, we have our hands full. In addition to five full-time volunteers, everyone at The Strategist helps in cataloguing the volumes as there's a lot of joy in doing this. We are in this for good," she says with a smile.

READ AND WIN

Food4Thought has been organising the India Reading Olympiad (IRO) and giving away prizes. The winners of the 2020 edition were chosen in 13 categories and awarded last weekend. To know more about IRO and to donate books, check food4thoughtfoundation.org

Making a difference (from left) Madhavi Sharma, Srinivas Rao, Shefali Rao and Aayushi; Visitors to the stall and A young student listens to a podcast from the Save Endangered Stories series

• BY ARRANGEMENT

Vishnu is also learning ... make a video for the song.

http://food4thoughtfoundation.org/online-media/

http://food4thoughtfoundation.org/print-media/

On various occasion F4TF works has been covered by the following media groups in print and TV channel at various occasion:

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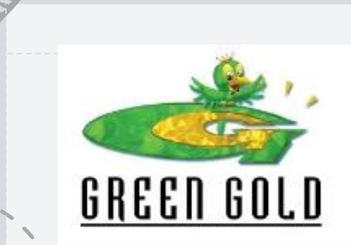
For supporting the foundation by providing volunteers to build Endangered Stories and Vocational centres for libraries



NSS IIT Delhi is supporting the foundation through the reCYCLE program, wherein students operate mobile libraries and conduct Joy of Reading



Promoting reCYCLE program, wherein students operate mobile libraries and conduct Joy of Reading



For supporting the foundation by providing over 10000 Chotta Bheem books and stationary material



We appreciate the confidence expressed and giving us the opportunity to operate libraries in communities and other sections of society

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University of Hyderabad

Promoting reCYCLE program, wherein students operate mobile libraries and conduct Joy of Reading

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LV Prasad Eye Institute

For supporting building and operating Libraries in their Hospitals

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We appreciate the confidence expressed for book donation and other activities

We appreciate the confidence expressed and giving us the opportunity to build and operate libraries in the Juvenile Jail

For supporting Joy of Reading drives at Hyderabad Literary Festival and beyond by providing free classmate books

We appreciate the confidence expressed for book donation and other activities

For supporting by providing free storage space for Master Library Books at Hyderabad

For being the technology partner in building Mobile APP and continuously upgrading based on the needs and aspirations of stakeholders

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We appreciate the support of providing us books on discounted rates

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We appreciate the support of providing us logistics support on discounted rates across AP and Telangana

For being the technology partner in building TRACKER and continuously upgrading based on the needs and aspirations of stakeholders

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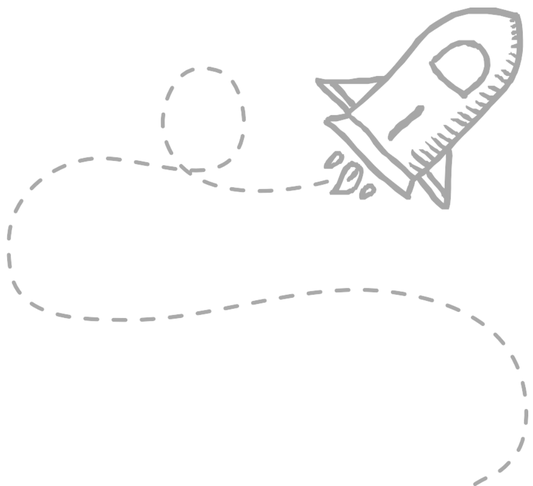
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- Best Book Sore
- Best Library



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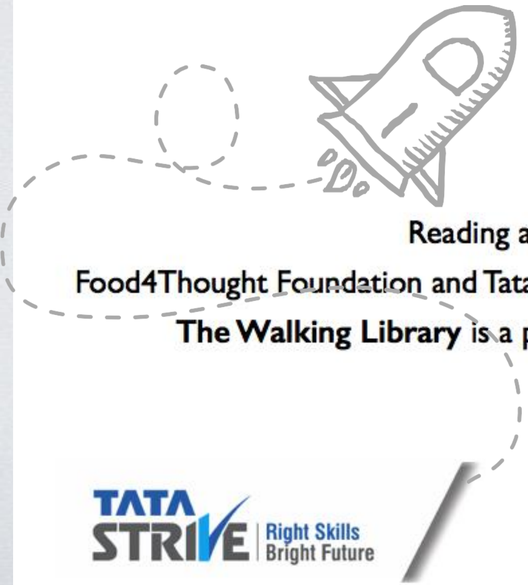


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Food4Thought Foundation and Tata Strive believe in reviving the Joy for Reading in our Society and Communities by providing easy access to books and conducting regular reading sessions.

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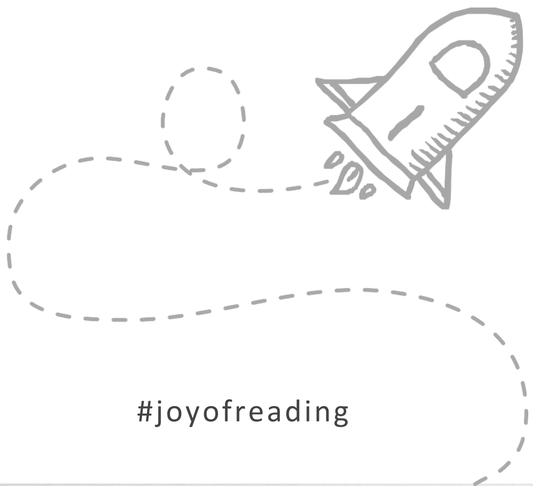
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Book Readers Association of India



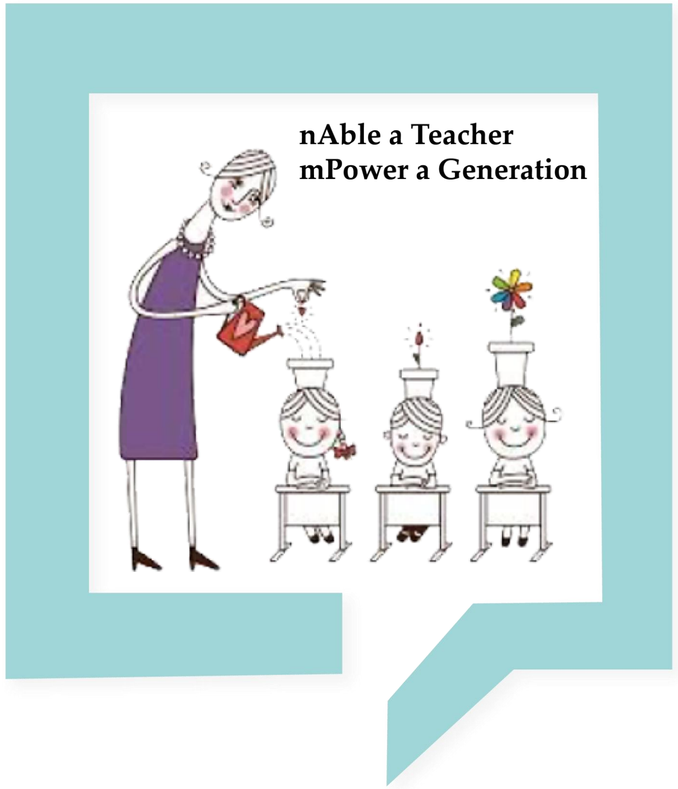
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150001

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Stories



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Save Endangered Stories -
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