

# india reading olympiad®

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2021

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# india reading olympiad<sup>®</sup>

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# india reading olympiad®

# MESSAGE

We at Food4Thought Foundation are extremely excited and humbled in carrying forward **india reading olympiad®**

The response from last year has been overwhelming from all walks of life. We also received feedback from the participants and associated partners, and we have incorporated the same and built this year's framework.

India has always had rich tradition of reading, but the past few decades have seen an alarming drop in reading habits, and this has become more acute with the advent of new distractions like Television, Computers, Mobiles etc. we believe a developed nation without enlightened citizens is a dangerous proposition and they need to create access to books and encourage reading habits.

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

**india reading olympiad®** – 2021 had 13 categories wherein **we** received 110 entries under 11 categories and in Joy of Reflection category 85 schools participated with **645** entries (in 7 Languages: English, Hindi, Marathi, Bengali, Kannada ,Telugu and Urdu).

A special note of gratitude to the organizing committee at Hyderabad Literary Festival for providing a platform to propagate this idea. Special thanks to Dr. Kinnera Murthy & Mr Ajay Gandhi for encouraging us from the very beginning. A very special thanks to Amadeus Labs under the leadership of Mani Ganeshan & Shalini Nair who wholeheartedly supported us by encouraging to think big. A big note of appreciation to Srinivasa Farms, Signode, India and Green Gold Animation for supporting us and giving us confidence to continue this journey.

Special thanks to their esteemed Jury members who regardless of their busy schedules took time off to go through all the entries and provide their decisions based on merit.

The beautiful trophies and medals are courtesy of Samhar's India, Mr Surender Singh Arora.

An initiative of this scale wouldn't be possible without the efforts of large number of volunteers across India who selflessly contributed to various forms, a note of their sincere gratitude to them. Hats off to the organizing team from the Foundation consisting of Madhavi Sharma, Atul Sharma, Megh Risaldar, Sirisha Chilukuri and the volunteers from Amadeus..

We hope you will find value in what we are doing and bless us with your feedback, encouragement and support.

Happy Reading

K Srinivas Rao (Srin)  
Founder & Vice President  
Food4Thought Foundation

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**india reading Olympiad<sup>®</sup> - 2021**

# WHAT IS

## **india reading olympiad**

**india reading olympiad** is a <sup>®</sup> platform which enables, encourages, endorses an ecosystem which create active reading spaces & joy of reading and appreciates the efforts towards igniting a reading revolution across 13 categories. The three broad objectives of the **india reading olympiad** are Encourages reading habits <sup>®</sup> and enable Joy of Reading, Encourages and appreciate individuals, groups and institutions which promote reading and Inspire citizens to become lifelong readers & book lovers.

**india reading olympiad** is promoted by Food4Thought Foundation and supported by Srinivasa Farms <sup>®</sup> and Hyderabad Literary Festival.





# ABOUT THE FOUNDATION

Food4Thought Foundation is a not for profit organization which believes that a developed nation without enlightened citizens is a dangerous proposition.

The Foundation aims at building an enlightened nation by universalizing access to books and creating joy for reading by igniting a reading revolution.

The Foundation has opened and operates over 303 Libraries across 22 States and 81 Cities in India, with more than 89,000+ books which are tracked on Real Time basis across 11 Library Formats ranging from Schools to Communities to Jails to Hospitals to Temples.

[www.food4thoughtfoundation.org](http://www.food4thoughtfoundation.org)

# ABOUT THE



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# PARTNERS

Hyderabad Literary Festival (HLF) is an annual event that celebrates creativity in all its forms. HLF is a multi-disciplinary, multi-lingual event that draws over a hundred writers, artistes, academics, scholars, publishers from India and abroad each year. It represents the rich and cosmopolitan ethos of the twin cities of Hyderabad and Secunderabad, now Cyberabad.

Amadeus, a travel technology company, builds the critical solutions that help airlines and airports, hotels and railways, search engines, travel agencies, their operators and other travel players to run their operations and improve the travel experience, billions of times a year, all over the world.

Srinivasa Farms is a leader in the Indian Poultry industry since five decades. Their areas of operations include Poultry Production, Poultry Breeding, Animal Feed Production, Agriculture, Goat Breeding and Food Retailing, with a diverse portfolio of products and services. The purpose of the organization is to provide Quality and affordable Nutrition.

Signode Industrial Group is a leading global manufacturer of strap, stretch, and protective packaging consumables, tools and equipment. The company's products protect goods during manufacturing, transport and warehousing.

Green Gold Animation is a pioneer in creating original Indian animation content and has been entertaining the young generation for over a decade. The shows produced by Green Gold have been hugely popular across all leading kids TV channels .

# ABOUT THE



# JURY

Mr. Prabhakar is an Executive Vice President - Human resources (Agri-business Division) at ITC Limited. He actively supports multiple agencies which are dedicated towards art, culture and literature.

Parth Sarwate is leading the CSR efforts of RPG foundation. A Harvard alumni who is passionately working towards reforming education and development sector in order to develop independence and thinking abilities among the new generation.

Ms. Shefali Rao is the co-founder of 'Food4Thought' foundation. She handles corporate liaising, operations and media relations. In addition to that, she is also a part of 'The Strategist', a Global People Advisory Firm. She is an avid reader and spends time in curating endangered stories.

Mr. Nanda Kumar is the founder of 'First Principles' which specializes in the domain of Industrial Relations. Prior to founding 'First Principles', he had a solid 36 years of work experience in companies ranging across various industry sectors. He is an avid reader and curator of his personal collection of over 5,000 books.

Mr. Sridhar is Senior Product Development Manager, HCM Solutions at ADP. A 13+ years of IT experience along with over 5 years of CSR programs journey has resulted in multidimensional, unique combination of thinking to impact business and society at large. Currently, working to create models around social projects, programs, and NGOs sustainability areas.

Ms. Shalini Nair is Senior Director -HR, Communications & Branding and Facilities at Amadeus Software Labs India Pvt Ltd.

# ABOUT THE



# JURY

Mr Sachin Gupta is Head Marketing and Communication at Signode India Pvt Ltd. An experienced professional in Industrial Packaging Solutions with over 20 years expertise in Sales, Business Development, Product Management, Learning & Development, Talent Management and Marketing & Communication.

Ms Archana Naidu is an Executive Coaching and OD engagements for driving and managing change in organizations related to Environmental WasteWater, Ed Tech ,Health Care, Cash Management Services, Media and Entertainment.

Dr. Kiranmai, is currently the Head of Human Resource's and Site Administration, Intercontinental Exchange (ICE) India, the parent company of New York Stock Exchange (NYSE), starting its Data Services operations in India in 2019. Kiranmai Pendyala is also the Governing Body Member on several Higher Education Institutions/ Deemed Universities as well as on United Way, Hyderabad.

Ms Rekha Srinivasan is Chief Executive Officer at United way of Hyderabad. Experienced CEO with a demonstrated history of working in the non-profit organization management. Skilled in Nonprofit Organizations, Corporate Social Responsibility, Program design, Program Execution, Program Evaluation, and System Monitoring.

Mr Thota Ram Nagesh Naidu is Founder of Hyderabad Digital Photography Club – HDPC and CEO of Team HDPC – Professional Services.



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## Categories



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# Role Models

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# Lifetime Achievement

## Igniting Reading Habits

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 **HYDERABAD  
LITERARY  
FESTIVAL**

**amadeus**

 **SIGNODE**

  
**GREEN GOLD**  
Animation Pot Ltd

Recognizes Individuals/Institutions  
who/which devoted their life for igniting reading habits  
and left a lasting legacy



# National Book Trust



# ONCE UPON A TIME...

The National Book Trust, India (NBT) is an apex body established by the Government of India under the Ministry of Education in the year 1957. The objectives of NBT are to produce and encourage the production of good literature in English, Hindi and other Indian languages and the make such literature available at moderate prices to the public.

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NBT has 72,000 Book Club Members throughout the country and published 10,000+ titles at affordably priced reading material in English, Hindi and over 50 Indian languages (including Tribal languages, Dialects as well as Braille) for all age-groups.

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The activities of the Trust include publishing, promotion of books and reading, promotion of Indian books abroad, assistance to authors and publishers, and promotion of children's literature.

## **New Delhi World Book Fair**

NBT organizes the prestigious annual New Delhi World Book Fair, which is the largest book event in the Afro-Asian region.

## **NBT as Knowledge Partner**

NBT has collaborated as Knowledge Partner with various institutions and organizations to promote education and reading among the people, especially the younger audience. Some of the recent events include the Model United Nations by University Law College, Bangalore, Webinars on Post-COVID Publishing Scenario and Future of Publishing with FICCI, the 9<sup>th</sup> International Adolescent Summit, among others.



# Best Reading Club

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Recognizes Volunteer driven book clubs  
for their contribution, innovation and membership drive



# Ahmedabad Book Club



# READTHON TO PROMOTE JOY OF READING

The Ahmedabad Book Club is a space where people who love literature come together to talk, to discuss, to share and most importantly sustain the spirit that books evoke in them. It started its notable journey eight years ago as a brainchild of Ms.Priyanshi Patel, supported by Ms.Khursheed Ravji.

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Since then, they have made various achievements from surpassing 52,000 online members to conducting various meets every month as well as collaborating with various groups around the world

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The Ahmedabad Book Club have been arranging **Readathon** from last 2 years to promote joy of reading.

With reaching a total number of Online Members as 52,000+ & Promoted Authors – 320+ local, national and International.

In Readathon 2019 they reached 5,300 students, 345+ elders, & 44+ associations

Whereas in Readathon 2020 they reached 20,000+ students, 300+ elders, 18 associations

They have donated 30,000+ Books at 28 Centres

The club has hosted 80+ sessions at Ahm.National Book Fair in 2015 & 2016.

They received a huge success at Gujarat Literature Festival (2019) with 1,00,000+ reach.

**‘Unrestrained Minors’** is the book published by Ahmedabad book club

“they want to give international platforms to their rural authors to showcase their work.”,

answered The Ahmedabad Book Club when asked about the future growth plan.



# **Belongg Library**



# Cultural platform to talk about Identity n Discrimination

The Belongg Library Network is a fast-growing network of cultural and literary spaces across India that seeks to promote diversity and inclusion through regular book readings, author events, lending libraries and other exciting programs. They are very active in hosting many innovative activities like online literature festivals, library networking, young leaders programme. Belongg Library Network has 22 chapters across 17 cities as of November 2020.

The Belongg Library Network is a network of diversity which focuses on literary spaces housed in cafes, book libraries, cultural spaces, and bookstores across India. Their goal is to harness the potheyr of literature to foster communities that value and celebrate diversity. 0

The Belongg Literature Collective has been active since August 2019 and brings together regular book readings, film screenings, and open mics .

## **Belongg Online Literature Festival:**

An annual festival that brings together authors and speakers for dialogues on different aspects of diversity and inclusion. The inaugural edition took place in July 2020, lasted over four days, and brought together 30+ panels.

The belong library is very proud in their successful completion of annual 4-day-long Belongg Online Literature Festival which had nearly 100 authors and 30 panels in partnership with leading Indian and international publishing houses, media partners.

Belongg wants to start a new program called **Belongg Young Readers Program** that will organize book readings and events for children focused on themes of inclusion and diversity (March 2021))

Belongg Library Network has 22 chapters across 17 cities as of November 2020. Their plan is to grow to 100 chapters by the end of 2021



# Booknerds Club



# SPREAD THE LOVE, FOR READING

Booknerds is a book club based out of Dehradun. Booknerds team brings to you the best content from the world of books by means of their book recommendation videos, book club events, podcast, live sessions and so much more. What started as a small book lovers community co-founded by husband-and-wife duo Rohan and Neha Raj in the quaint town of Dehradun, India has now grown into a movement that is connecting book lovers across India.

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The Booknerds club was launched as a one-of-a-kind initiative, the club aims to bring together the book lovers of the valley and give them a common platform for sharing books and related ideas.

This club is unique, as it encompasses various genres of poets and writers of languages other than English too.

The club has had an overwhelming response from bibliophiles across Doon.

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Over the past 5 years, Booknerds has hosted more than **200 authors** like Anand Neelakantan, Vir Sanghvi, John Keay, Kevin Missal, Andy Griffiths and so many more conducting over 150 literary sessions.

They have collaborated with publishing houses such as Penguin, Harper Collins, Fingerprint, Rupa, Hachette, Pan Macmillan, Simon & Schuster, and many more.

Their book club community is completely inclusive and does not shy away from reading anything under the sun!

“they have pivoted in 2020 because of the pandemic and have transformed into a complete and inclusive book club online platform with their book recommendations, videos, online book club meetups, live sessions and so much more.”  
said the Booknerds.





# Club Literati



# ENLIGHTENING NEW WORLDS OF EXPERIENCE

Club Literati attempts to bring people together on a common platform and engage them in a variety of interests ranging from literature, art, culture, education to contemporary issues. It aims at supporting literature beyond academic boundaries and creating and refreshing interest in the interminable joys of creative experience. The Club is about adding value and richness to its members' thinking and experience.

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Club Literati is a group of life enthusiasts from diverse fields like teaching, medicine, civil services, theatre, art, corporate, media, homemakers, and school and college students.

The age ranges from 9 to 75 years. The club invites reputed authors, holds sessions on classics, popular, literary, and educational writings. In addition to Book launches, discussions, and talks, topical themes from various spheres of life are open for discussion.

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The club arranges festivals on renowned books & authors such as Agatha Christie, Jane Austen, Ruskin Bond, Harry Potter, have excellent reach out to public and involve extensive participation of book lovers and laymen alike.

The Club has been organizing its events virtually since April 2020, increasing reader participation manifold.

Club Literati organized the sixth edition of its signature event, the 4-day **Bhopal Shakespeare Festival**, virtual this year, bringing in 230 people from all over the world to participate in this extravaganza!.

The Club has chapters in local schools and colleges in which they have interaction sessions with their students. Impressed by their young members. Roger Jenkins, a renowned storyteller from Singapore, offered to train them in acting skills virtually, and produced a virtual play titled '**The Burning Cheek**' in June 2020.

Adding cherry on the top, The members of Club Literati Youth to distribute comics as, Amarchitrah katha to the underprivileged children from Jan 2021 under their **Pro Bono** endeavor.



# **Silent Book Club**



# WELCOME To INTROVERT HAPPY HOUR

Silent Book Club started in 2012 with a couple of friends who loved reading in companionable silence at a neighborhood bar in San Francisco. They loved books, and reading with friends, but their previous attempts at book clubs had fizzled out because of the scramble to finish the assigned book and the pressure to have something smart to say. So, they thought it would be great to have book club where you could just **enjoy books, friends, and wine, without any homework.**

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Silent Book Club wants to create warm and inviting ambience for book lovers to come and read together in companionable silence. Everyone is welcome, and anyone can join or launch a chapter. Their philosophy is “All you need is a friend, a cafe, and a book”. They have more than 240 active chapters around the world in cities, and new chapters are being launched by volunteers every week.

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Often with traditional book clubs there's the scramble to finish the assigned book, and the pressure to have something smart to say. But at Silent Book Club, there's absolutely no pressure to talk, discuss or engage. Just enjoy an Hour of reading in the company of others.

From a single member, the club today has over 368 members in Delhi Chapter.

Silent Book Club is about community. Everyone is welcome, and anyone can join or launch a chapter. They Encourages people all over the world to start their own Silent Book Clubs. **‘All you need is a friend, a cafe, and a book’.**

They have more than 240 active chapters around the world in cities of all sizes, and new chapters are being launched by volunteers every week.

# Reading 4

# Pleasure

# School

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Recognizes Schools for Promoting Reading Habits / Joy of Reading  
based on innovation, members subscribed / covered etc



# **Brighton International School**



# INVOLVE, INNOVATE & IGNITE READING HABIT

Brighton International affiliated to CBSE is aiming to provide a stimulating learning environment through comprehensive facilities and an enriching inquiry-based curriculum to the students of Raipur & Chhattisgarh.

Brighton International is offering the best in world class education to the students. Awards specific to library have been instituted for students which is awarded to the student who has issued and read maximum books.

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The winner of the Education World Best School Award - CG (2016, 2017 & 2018) started in the year 2010, Brighton International School has met with great success in winning the trust of parents in Raipur.

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The schools have added a few activities in the syllabus to improve the habit of reading among the students, such as-

## **'Building the story Pyramid'**

Each of the students are given a book, like a small mostly pictorial in nature along with some text. The student reads it and later is given a worksheet to describe the book in the form of a pyramid.

## **'A permanent section in the school student's almanac'**

For the entire year they have created a permanent section in the almanac for the teacher/librarian. Student/parent to track the list of books they have read during the entire year.

## **'A Train journey in the school library'**

Students are asked to make a train with one behind the other, the librarian become the engine. The train stops at all major landmarks within the library. This way the students get an idea what is in store for them.

## **'Locating my Favorite Fairy Tale Book'**

Students are given ideas about fairy tale stories and are asked to go and search the book in the library. Once they have found and read it. They are asked to fill in details on the worksheet.





# **Gitanjali Devashray**



# WINGS OF STORIES & IMAGINATION

The Gitanjali Devashray school have a student-centric instructional method of teaching wherein the instruction methodology focuses on the process of learning. It is guided by the need to cater to the social, emotional and educational needs of the students.

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The school believes that, children need to learn these skills if they are to thrive in today's digital and hyper competitive world. Ability to adapt and have a positive behavior to enable students to deal effectively with the demands and challenges of life, constant focus is laid on building the life skills of students. This is by laying emphasis on the Five Cs - Collaboration, Communication, Creativity, Character and Critical Thinking.

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Each class in the primary wing has its **own library** set up by the students- each student gets two books from home -so they have nearly 50 books in every class. They pick up a book to read in their free time. They also have a word-wall in every class wherein they write down a new word and its meaning.

The school organizes a **Book Challenge** wherein children are asked to read 10 books in a year and at the end of it they are awarded a **good reader certificate**.

In their student exchange programs with Turkey and New Zealand, children share their interests in various books and genres.

**Book mobiles:** Children read a book and made mobiles covering 5-6 important aspects of that book with pictures.

Every week in the general assembly students of different classes present a book review dressed up as the main character of the story.

Shri Mujib Rahiman (Innovation & Experimentation Awardee 2019)



# Kendriya Vidyalaya Kanjikode



# LIBRARY POINTS TO INCULCATE READING HABIT

Kendriya Vidyalaya Kanji Kode, Palakkad has carved a niche for itself in the map of the Kendriya Vidyalaya Sangathan by excelling in the Academic, Co-curricular and Sports Fields at all levels, from the time of its inception into the Kendriya Vidyalaya family way back in 1986. The library was also among the eight libraries shortlisted at national level for LibTech 2019 for Best Integration of Technology. The Digital Library was launched to provide library services online during Covid-19 lock down.

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Library organizes many innovative activities every year to promote reading habit. Library is fully automated with latest technologies like QR Code and barcode enabled self-circulation system, OPAC and online reservation facilities. they have devised innovative Library Points system to motivate effective utilization of library and inculcate reading habit.

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## **Library Points Rewarding the**

**Readers** A system of awarding Library Points to reward the readers for their reading and library related activities was introduced in 2011 as the first step towards motivating the students to read. The system proved to be effective in motivating the students to read and also provided the teachers and parents a way to assess the reading habit and library usage of the students online through QR Code.

The newly introduced activities/ competitions include: Book Title Challenge, Library Treasure Hunt, Get Caught Reading, Library Crossword, Question of the Day, Book Fairs, School Reading Together, Teacher Talks, Book Trailers, Special Programs in Morning Assembly, Story Telling, Star Reader Challenge, Book Bingo Challenge, Freeze Zone, Technology Training etc. Library also encourages creative writing and works of students are published as flipbook in their Digital Library and Creative Corner blog.



# Manav Rachna International School



# PROVIDE

# 360° EDUCATION

MRIS strives to provide an outstanding 360-degree education to its student community in a safe environment. Apart from academic excellence, through multifarious activities and opportunities, the school system focuses on character building, leadership building, development of artistic temperament, fostering sportsmanship, creating innovators and problem solvers of tomorrow while raising empathetic global citizens of the world.

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The school also seriously holds its commitment to the society and world at large. An assortment of ISR activities aim at sensitizing the students to the needs of others and Encourages them to contribute productively. The school has consciously adopted the UNSDGs as part of its curriculum in order to promote awareness and generate remedial thought and action. A successfully running inclusive and integrated Special Education Needs program ensures that no child is left behind in the learning process

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**Book Swap week** (April 2020) is held to promote Recycling of Reading and Encourages the concept of reduce, reuse and recycle. World Read Aloud Day on February 5, 2020 was held to celebrate the importance of reading and sharing stories. Manav Rachna International School sec 46 Library created environment more impactful for read-aloud.

### **MRIS Library Portal:**

Due to pandemic students can't access their school library, MRIS 46 library portal was developed in April 2020 to connect students to library in e way as due to pandemic students can access their school library. Students can enjoy Ebooks, Audio books, Daily Newspaper, Comics like Amar Chitra Katha, NBTbooks, NCERT Books and assignments and many more.



# U.M.S Mahavir Nagar, Upper Tola



# BRIDGING THE G.....AP

Upg Ms Mahaveer Nagar Upper Tola Middle School (UMMNUTMS) located at Ranchi Khelari Khelari Bukbuka is one of the popular schools in India. This School is counted among the top-rated Schools in Jharkhand with an excellent academic track record.

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The School had initially only 2 teachers and 200 students during 2004- 05, but today they have got upgraded and with improved academic record they have reached to 332 students and teachers have increased to 5. The School emphasis on overall development with academics and conduct various activities. The objective is to build an overall development of students so that they can get admitted after 8<sup>th</sup> at District Level Schools. Or State Level Schools.

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The biggest challenge the school faced was to convince students to join the schools. Later the challenge comes to sustain them in school as most of the students & the Parents are uneducated, and the students were dropping off. Thus, the school had to conduct various activities time to time to keep students as well as parents motivated and build interest in education

The school arranged **Awareness Program** among students and Parents regarding various Government education schemes & it's benefits

During the pandemic they started the activity “**Kaun banega lockdown genius quiz** “- **DIGI SATH** wherein the students themselves design and ask the general knowledge questions.

To overcome digital divide, the teachers would go to every student's house who do not have mobile and cannot watch the quiz , they will show them personally and take the feedbacks from the students.



# Innovation 4 Reading

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india reading olympiad - 2021 <sup>®</sup>

Recognizes Innovations  
which Encourages reading among individuals / groups / communities



# **Aajibai Shala,Fangane**



# GRANNIES' RECITING RHYMES

Age has no barrier when it comes to education and this has been proven by Aajibaichi Shala, a school for grandmothers in India. Women aged 60 to 90 are learning to read and write at this revolutionary school. Started in 2016 on International Women's Day (March 8), with the help of Motiram Dalal Charitable Trust, Mr. Yogendra Bangar, a primary teacher, worked with the ideology that Education means not only literacy, but it should bring changes in personality. The person whosoever educated should have Humanity, Brotherhood and benevolence.

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India's first school for grandmother. Here the age of students varies between 60 to 97. Every day for two Hours, women aged 60 to 98 in the remote village of Phangane, India, go to Aaji Bai's shala, or "grannies school"

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The Aajibaichi Shala has honoured with –

- Yugantar 2020 National Youth Conference State Level Chhatrapati Shivaji Maharaj
- Vanashree Award (Government Of Maharashtra)
- Gunvatta Shikshak Gungaurav - 2003
- Shikshak Mitr Puraskar Education Department Adarsh Shikshak Puraskar
- Limca Book Of Record
- Gloria De Souza International Excellence Award 2018 For Best Educator
- Nehru Yuva Kendra Bharat Sarkar
- MURBAD SAMAJ BHUSHAN
- KOKAN RATNA

“Knowledge has great importance in life. It is very important to educate these elderly people who never got an opportunity to go to school.”

Says Mr. Yogendra Bangar.

The grannies usually spend their weekends learning to read and write Marathi and practicing basic mathematics. “Initially, many of them would just cower at the back of the class, afraid to voice their views,” Bangar said. “Today, everyone can read and write the basics. they have achieved 100 per cent literacy.”



**Dr. Sapan Kumar**



# WALLS TURN INTO BLACKBOARDS

While school education across Jharkhand is paralyzed in wake of Covid-19 pandemic, headmaster of a government upgraded middle school in a remote tribal village in Dumka district has produced an innovative idea.

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Headmaster Sapan Patralekh has turned roadside clay wall of village houses into blackboards and is conducting classes ensuring social distancing. This way, 295 students had regular classes on their homemade blackboard. Even though the traditional schools were closed. Ensuring no breakages in their curriculum, which is just the beginning of school classes.

The colors which were used for the blackboard were made of various herbs, cow-dung, mud, water and Pulaha Rakh, utilizing the nature and staying away from the chemical fumes of traditional oil paints.

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The village is in a remote area where the facility of internet and mobile services are not available. So, in the interest of students, they decided to hold classes for them in a group at their own houses. Since tribal kids learn wall painting easily, they decided to teach them by using the walls of their houses as blackboards. This way, they succeeded in attracting students.

Every day, these students get dressed in their school uniform and sit outside their houses as per the school schedule. In order to save them from infection, each student is provided with chalk and duster. Teachers also get their blackboards where they write tasks for students. Students resolve their doubts by asking queries on their respective boards and teachers respond by answering on their own blackboards.



# Door Step School



# SCHOOL ON WHEEL'S

Reading promotion programs with the key components like listening, speaking (narrating skills), and reading skills are being implemented for children attending primary municipal schools, to Encourage, develop a healthy reading habit and thereby build language skills.

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The concept of DoorStep School came into being while working at the Social Service Centre at the Colaba Municipal School in 1988. A major activity of the center was visiting homes of municipal school dropout children; trying to determine the cause of their dropping out and trying to bring them back to school. Factors affecting the inability to attend was varied and could not always be influenced directly by us. Despite a widespread infrastructure of formal education, many children are yet uncovered by this system in Mumbai itself.

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DoorStep School seeks to eradicate illiteracy and to improve the quality of learning at the primary school level. It firmly works on the conviction that in order to effectively tackle the problem of illiteracy a beginning must be made with children and hence children between 3 and 14 years of age are its primary constituency.

**Activities** -Story narration, Read aloud, oral recall, share the experience, and narrate stories, games, puzzles & Reading fair. Suitable reading materials are developed like matra books, one-page stories, stories written by children

More than 100000 students at government municipal schools, in communities and construction sites reached out annually for the **Reading program** in cities of Mumbai and Pune.

The program can benefit all government and low-cost private schools catering to the first-generation learner, neo literate children, children learning in another language.





# Ngurang learning Institute



# FREE ROADSIDE 'SELF-HELP' LIBRARY

Thirty-year-old Ngurang Meena has set up Arunachal Pradesh's first roadside library to engage more youth into reading. Most children in the state fail to develop reading habits in their growing up years because books are scarce in rural Arunachal.

The nature of their innovation of the organization is to make reading habit a plausible thing of daily life activity as the habit is seen dying away at a very rapid state. Also, the reading idea was also to stimulate the young minds to improve their cognitive skills to learn and imbibe faster, the level of creative thinking which would in turn, help perform in their formative years of education.

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Their innovation also looks forward to Encouraging character building by reading as it helps develop their leadership skills through reading, which would boost their confidence to succeed in life.

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Each library attracts children under the age of 10 as well as working women and has over 70-80 books that cover a range of subjects.

Meena spent about Rs 10,000 to purchase the books and spent another Rs 10,000 to make the wooden shelves for the 'self-help library'. Since its economical, she plans to open more libraries not only in Mizoram but also in Arunachal Pradesh. With four numbers of libraries built by the Organisation, demands for setting up new libraries in particular districts are pouring in.

Meena started the initiative so that people can be Encouraged to take up similar activities in other areas of the state.

Her street library doesn't have a glass door to protect the books from theft. Anyone can visit the library and read books free of cost. As of now, the library has received books from two donors. But with the popularity of library more donors are coming forward to donate books and establish more libraries



# **Jaiminkumar M Randheliya**



# THE PURSUIT OF MEANINGFUL EXISTANCE

Disturbed by the decreasing attendance of students on regular basis, Mr Jaiminkumar M. Randheliya, working in Academia Primary School for the last 9 years researched and rectified the problem of his students. The students were dropping out of school for the household chores and lack of interest in studies. He found an innovative solution to promote cleanliness and academics among small children.

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Mr Jaiminkumar M. Randheliya started oiling the children's hair, help them stitching their clothes, wash their feet, make them aware of their health, calling a doctor from the health center of the village to check the health of children in the school at a regular interval so that children can study well in school and take care of their hygiene. He searched for a donor and distributed school uniforms, schoolbags, shoes, notebooks and to children. To reduce financial burden on the children.

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To keep the interest of students in school and studies, Jaiminkumar started following activities-

1. Cleanliness Drive
2. Health Check up
3. Provide Uniforms, School Bags, Shoes and Notebooks
4. To remove afraid of failing and academic learning introduce 'Self Learning and Self-Made Question Paper'

Due to his innovation, today children come to school regularly and study. all the facilities required by the students are being provided to them by the school so that students do not have to get anything on their own and they get to learn more and more and play games, as it will help the students develop vocally as well.

The project has recognized by **Makshaksha Mantra** and Forest Chief Minister Shri Prakash Javadekar.

# #iambond Above 18

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india reading olympiad - 2021 <sup>®</sup>

iambond (I AM BOND) are book lovers above 18 years and who work tirelessly to Encourages reading habits / joy of reading



# **Amar Mahadev Kalamkar**



# REQUESTS BOOKS AS WEDDING GIFTS, SETS UP LIBRARY FOR NEEDY KIDS!

Amar Kamalkar, an 'Art of Living' faculty, who has been a social worker for almost 15 years always wanted to set up a public library with educational books. So, Kamalkar decided to use his wedding as an opportunity get this dream kick-started. And, it worked!

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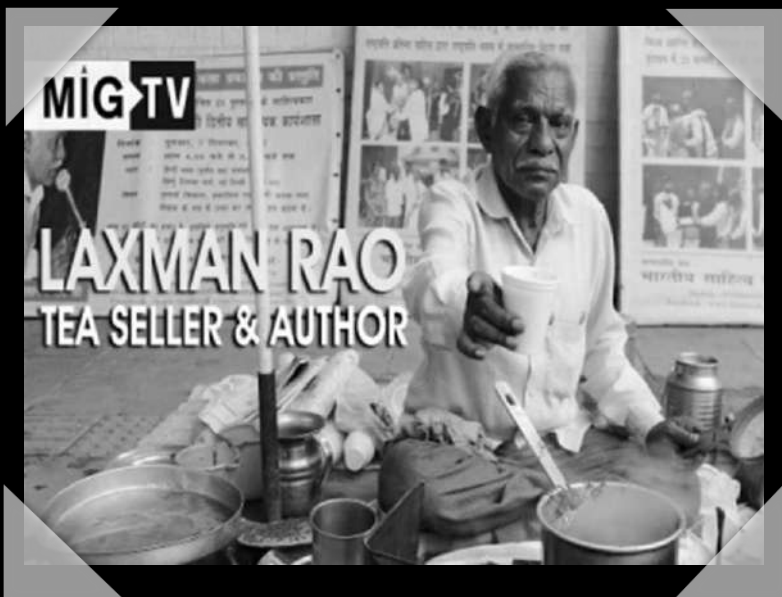
The library has 2500 books worth 5 Lac and the cost of other furniture for the library is raised by reducing the wedding expenses. At the end of the wedding, they had received almost 3000 books!

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A library of collected books was opened after the wedding ceremony. More than 1000 readers were signed up to the library. Most of these readers are children, who are preparing for competitive exams. It greatly benefited the students who could not afford to buy these books. This library helped many students out of which few have achieved their dream of become Class 1 officers. The aim was to create a love of reading in the society and to help students achieve success in competitive examinations

Inspired by this wedding ceremony, various similar activities were carried out later. The children getting into the habit of reading from the library made the happier the most. The children came together and started playing team games in small groups. The children started writing stories from pictures. Students of 11th and 12th STD in Bharatiya Jain Sanstha started doing extra reading for their own personality development which improved their writing.





# Laxman Rao



# “CHAIWALA”

## WHO AUTHORED 25 BOOKS

Laxman Rao is an author who sells tea in his stall near ITO, New Delhi. Born in Maharashtra, Rao was inspired by the writings of Gulshan Nanda. He moved to Delhi to get his books published but soon realised it was a far-fetched dream. Rao was rejected by several publishers who demanded him for money to get his books published.

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When he wrote his first novel and took it to a publisher, he was told to "get out, a chaiwala cannot write". But later, Former President Pratibha Patil had invited him to the Rashtrapati Bhawan.

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His first rejection only made him determined to educate himself and publish out his own books. From then on, he started saving every penny he could, till he had the ₹7,000 he needed to publish his first book. Later, he cycled around schools to sell his books to those who liked Hindi literature. He got his BA degree at the age of 42 and took the exams for the Masters' degree .

Every Sunday evening, a group of aspiring writers, some young and some not-so-young people listen with attention as Laxman Rao, tells them the story of how he fulfilled his dream of becoming a writer. He has been running the tea stall for almost three decades outside Hindi Bhawan near ITO. He has written 25 books in Hindi and self-published 18 of them.



# 'कहानी वाली नानी'

विदेशों में भी है फैन फॉलोइंग

कहानी वाली नानी के चर्चे अब दुबई, ब्रिटेन, अमेरिका,  
स्विट्जरलैंड, ऑस्ट्रेलिया आदि देशों तक है।



## Sarla Minni



# KAHANIWALINANI

## STORYTELLER WITH 6,000 GRANDCHILDREN

Kahaniwali Nani is on a mission to provide bedtime stories for every child. She wants to recreate the art of storytelling for children who, in today's world, are addicted to their screens. She intends to use the very technology to provide stories like the grandmothers use to tell their grandchildren in the olden days.

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Today she has gained a fan base in countries like the UK, the US, Dubai, Nigeria, Switzerland and Australia – all in the span of four months. Sarla claims that the rise in the number of subscribers has purely been through word-of-mouth, via thrilled parents.

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Now with more nuclear families in the world, this practice of story telling has reduced. Using technology, she wants to share stories with every kid and generate their interest in stories, make their imaginations run wild but at the same time keep them away from the screen. For this purpose, Kahaniwali Nani, Sarla Minni started this initiative to record and send audio stories over WhatsApp initially.

When the number of subscribers grew in number she no longer was able to use WhatsApp. So she switched to sending stories over Telegram App. She also sends stories on YouTube but without animations so that children can use their imagination and understand the story and not just the animations.



**Sheik Sadiq Ali**



# STARTED MOVEMENT

## “TOPUDU BANDI” (PUSHCART)

Sheik Sadiq Ali is an arts graduate with MA in Telugu from Osmania University, Hyderabad. He worked as central desk in-charge and chief news coordinator in 'Udayam' Telugu daily for 9 years. He also worked for a multitude of programs in electronic media. He has always been an education enthusiast and he strived to promote the habit of reading among his acquaintances.

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With this idea in the back of his head, he began strolling the streets of Hyderabad with a pushcart (*Topudu Bandi*) laden with books on Telugu literature and poetry.

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This started in February 2015 as an effort to spread awareness on Telugu poetry, spread out to selling books of all genres, across multiple languages. He is spending his hard-earned career money that he accumulated over a span of 30 years for buying the books and donating them. His businesses and properties complement his purpose of spreading the joy of reading in a great way.

Push carts, which are called as “Thopudubandi” in the local language, are a concept very close and familiar to the locals. Using this to his advantage, Sheik Sadiq Ali began with this book sharing initiative using a pushcart. It makes even remote areas & villages accessible by using push carts, thereby providing maximum coverage for this initiative.



**Artinder Sandhu**



# RETIRED FROM SCHOOL NOT FROM TEACHING..

Artinder Sandhu is a retired headmistress of government high school in Amritsar. Her qualifications are B.Sc., M.A., B.Ed. She is a well-known writer among the literary circles and readers of Punjabi language inside and outside of India.

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She Authored 13 original poetry books and translated 2 Hindi poetry books in to Punjabi. Her articles are all about propagating human values. All her articles are regularly published in many different newspapers in Punjab.

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Artinder Sandhu loves to participate in many discussions on new literary books that are organised on the platform of "**ekam sahit manch**" involving all other literary forums of the city. These discussions are extended to literary forums of other places which Encourages student participation, which in turn helps students to develop interest in literature. Monthly meetings are arranged in "baba sohan singh bhakna public library, Amritsar" and "bhai veer singh sahit sadan, Amritsar " in which Artinder Sandhu and many other authors participate.

All the Literary Activities are financed from part of her pension received for doing government service and contribution. Punjabi Sahit Sabha ( regd.) New Delhi sponsors 200 copies of "sahitak ekam" to the rural libraries of northern region of India. She is a member of "Punjabi sahit academy, Chandigarh" subsidiary of "Punjab Kala Parishad", Chandigarh " which provides funds for all these activities.



# #iambond Under 18

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iambond (I AM BOND) under 18 are book lovers who are below the age of 18 years and work tirelessly to Encourages reading habits / joy of reading



**Abhijita Gupta(7 yrs)**



# THE YOUNGEST POETRY WRITER IN INDIA- 7 YEARS

Abhijita is a 7 years old student of class 2 has published her book titled **"Happiness All Around"** which is anthology of short stories and poems and containing stories and poems with illustrations and secured her place in three prestigious record books. She is being covered in almost all news paper like The Times of India, Dainik Bhaskar, Dainik Jagran, Amar Ujala, Delhi Diaries, The Morning Standard etc. Her second book titled **they Will Surely Sustain** is also under publication which is about this pandemic.

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She loves to read Sudha Murthy and Ruskin Bond. She is also invited by NBT for young voice initiative season 2 in January in child author panel for a webinar.

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She is a keen observer and thus take things from her surroundings and then expresses her views on the same. She is an avid reader and started reading at an early age of 4 years. She loves to read Sudha Murthy and Ruskin Bond. some of her poems like Mother Earth ,study is my best buddy are everyone's favorite. She is also invited by NBT for young voice initiative season 2 in January in child author panel for a webinar.

The COVID-19 lockdown was a fruitful time for her as most of her writing took place then. Speaking to ANI, she said, "The surroundings and even the little things inspire me. I write about positive things- what I hear, see or feel." Some of her own poems are 'Mother Earth,' Let's try let's fly', 'Study is my best buddy,' and 'Precious Friendship.'

The 7-year-old Abhijita Gupta has been recognized as the world's youngest author by the International Book of Records, while the Asia Book of Records has conferred on her title of the 'Grandmaster in Writing.'



**Niharika Chopra(12 yrs)**



# YOUNGEST NOVELIST

## IN INDIA

Niharika Chopra from Delhi loves to read and write. She says words are her best friend. At the age of 9, she published her first novel *The Secret Pink Rose*. She is a voracious reader with an aptitude for language and fiction. She loves to Encourages other children to read and write so that it helps to create an educated society and responsible citizens.

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She was the youngest speaker in Author Speaks conducted at the World Book Fair, Pragati Maidan, New Delhi (7, Jan 2018).She encourages children to read and write by going to Author Speak event in the Bookpal Library Gurugram .

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She participated in various Author Speak events using the platform of World Book Fair, Gurgaon Literature Festival, Book Library Events, School Book Fair events as resources for promoting reading and writing. She Is the Youngest Novelist in India. She is Youngest speaker in world book Fair, Pragati Maiden, New Delhi, India.

Her Q&A session with kids in the Bookpal Library Author Speak (22 April 2018) was a great Encouragement for the kids who attended that session. They were Encouraged to read more books and given subscription to the library. The kids also participated in a writing competition.



**Saivi Singh(9 yrs)**



# STORYTELLING PRODIGY IN INDIA RECORDS TELLING 1443 STORIES

Saivi Singh is a nine-year-old storyteller. She started telling stories and poems before turning two. She is into live Storytelling sessions and webinars to spread awareness, love for books and reading to inspire Children and People in the process. She was featured in various National and International programs earning several acknowledgements and awards.

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Saivi recently has got appreciations from honourable lieutenant governor, Puducherry- Dr Kiran Bedi who is India's First Women IPS and MEGASAYSAY Awardee for her Reading Interests.

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Saivi has been featured and listed in 100 international storytellers from – East London radio – talking stories. She has been contributing in it with other prominent storytellers from all over the world ,the show is 2nd global show. Her interest and talent has been appreciated all over which earned her nicknames like -vanguard and torch bearer in the field for India. She is also a State Champion, winner in Rajasthan state level ABACUS ,and won the RISING STAR title.

She has been a constant winner in international story telling - UDAIPUR TALES an international platform for renowned artists from all over India and around world. Saivi has been also chosen for "WALL OF FAME" in –Young Bhaskar from DAINIK BHASKAR. She Has been acknowledged as an active participant in “one day, one story” conducted by Pratham books storytelling campaign, celebrating international literacy day along with prominent personalities .





**YASHODA D.  
SHENOY(13 yrs)**



# A BOOK FOR ME & A BOOK FOR YOU

Twelve-year-old Yashoda D. Shenoy, a student at Thirumala Devaswom High School, Kochi, India, has been running her own library named Yashoda public library, since January 26. She started free library project when she was eleven years old. With 3,000 fiction and nonfiction books and 140 members, the library is one of the most talked about ventures in India.

Shenoy runs the library from 4–7 p.m. and her parents play librarians in the morning when she goes to school. The library is on the first floor of their house, She shares space with her father's art gallery.

Initially, the books were stacked on the floor. But another family friend built racks for the books and installed ceiling fans. Apart from donations, Yashoda's Library also has books collected and restored from the nearby scrap shops. She uses Social media for collecting books. To the well-wishers who visits library, the last thing Yashoda asks is to donate books from their personal book collections

The library contains over 2,500 books in Malayalam and about 1,000 in English. They have books for people of all ages, including children's books. They have had parents and children rush into the library to complete their assignments. Furthermore, the youngest member of the library is a two-and-half-year-old toddler who lives in the neighbourhood. One of the family members donated books worth Rs 10,000 and they receive donations all over.



# Sayam Pradhan



# PROMOTING READING

## MILLENNIAL STYLE

Sayam Pradhan is World's famous Youngest Indian blogger and author among the youth. Sayam Pradhan is a much famous name among the youth and bloggers of India. He wrote a book **named "34 Tips for Success: Learn to Touch the Sky"** in which he briefly explained the importance of reading books and applying the principles in real life to touch the skies.

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Sayan believes that the reason behind not reading books by the youth is probably because they have not found the book of their appropriate genre. Finding a suitable genre is as difficult as finding a passion. As he writes blogs on the internet, it reaches a thousand of people and influence them to read. As of today, he has reached a count of 4800 followers on Facebook and 86 followers on his blogs. Sayam promotes reading with the help of social media.

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He is a blogger who is a responsible citizen as well, and aware of advantages of reading books. That is the reason he encourages his juniors and everyone to read more and more to learn from books by giving them the example of the billionaires like Elon Musk. As of today he has 4800 followers in Facebook and written around 86 blogs.

Sayam Pradhan is a Problem Solver. He is also a Coder and a Developer who started coding and web developing at the Age of 11years. Sayam always mention his family behind his Success. However, Sayam Pradhan had gained the Title of the World's Youngest Blogger and Author from India, but there are many down situations came in his life.

# Reading 4 Pleasure NGO

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Recognises NGO / Not for Profit / Voluntary Groups  
for Promoting Reading Habits / Joy of Reading  
based on innovation, members subscribed / covered etc



# Child Fund India



# CHILD-CENTRED DEVELOPMENT

ChildFund strives to ensure that deprived, excluded, and vulnerable children have the capacity to improve their lives and become young adults, parents, and leaders who inspire lasting and positive change in their communities. ChildFund promotes communities whose individuals and institutions participate in valuing, protecting, and advancing the worth and rights of children.

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Parent engagement at home and centers also support one of the best strategies to promote reading skills among the children. To promote reading among the children, the Library at school and community is one of the best tools.

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**“Books, my Friends”** was conceived as a campaign to help children aged 6-14 years, from marginalized communities, improve their learning abilities by discovering the joy of reading at an early age. Reading bags containing joyful reading books have been distributed among 1,15,000 children. Community libraries are being set up in rural government schools and Mobile libraries are being introduced in urban areas to a dedicated space for reading.

These libraries are having a lot of learning activities, print-rich environment, a print-rich wall library having display of content developed by the children, as the most innovative part of this program. ChildFund India was honored with the **“Pralhad P. Chhabria Memorial Global Award”** for outstanding contribution to Child Development by Priyadarshni Academy's Global Awards Advisory Committee.





# Angelique Foundation



# PROJECT PUSTAKALAYA

Angelique Foundation has been working in India since March 2015. Its key focus areas are implementing projects that are tailor made to suit the ground realities in education, environment and rural empowerment. They have developed functional and meaningful libraries, conducted teacher training workshops and story-telling workshops for students within South Delhi Municipal Corporation, 2019 – 2020

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They envision every child with a book in India, No flower resource to go to waste and that every home in India has an empowered breadwinner. Till date Angelique Foundation has catered to 11m+ beneficiaries, developed **Pustakalaya** in 325+ schools, and provided with 212000 books as per student levels.

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The foundation has created meaningful and functional libraries in low-income group primary schools. Libraries with a motivating environment, comfortable seating and easy to access storage with all new child friendly books that match the literacy level of the beneficiaries thereby enhancing the reading, comprehensions and expression skills.

In addition, they have e-developed public libraries through re-designing of the library layout, added a new collection of books and conducted workshops to empower beneficiaries.

Also, they trained the teachers to make the optimum use of such a resource in their school and provided leadership development to bridge the gap of literacy level amongst the beneficiaries thereby creating confident, motivated readers, critical thinkers and innovators of the future.

They doubled up school libraries as community libraries wherever possible.

Again, they developed a Pustakalaya IOS app to connect volunteers to pustakalaya's to conduct workshops.



# **Esha Foundation**



# BRAILLE LITERACY

Esha started as an initiative to bring Braille books directly to the readers. In 2005, they pioneered braille visiting cards in India – this service is still going strong and is now managed entirely by the VI Professionals whom they mentored over years. The braille cards service has created braille enabled visiting cards for organisations like IIT Delhi, Wipro, IBM, TeamLease, and most recently, the British High Commission and a senior bureaucrat of India.

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This NGO provides supplementary education after school Hours. They can use the audio content to make their sessions more enriching.

Today, Esha focuses on the audio library and sensitization events for the sighted, to help create an inclusive mindset.

There are 6908 audio files are now available for download in 22 languages created for the use of the visually challenged

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In 2010, they realized that compared to Braille, audio was more scalable and helped us deal with declining Braille literacy. A volunteer led audio library in Indian languages was started in 2010, with 38 files recorded by the founder. Since then, the initiative has added content every year through volunteers who record as part of a summer project.

The library now has content in 23 Indian languages. Content that is unused is routinely retired from the library, so that a user does not get lost in a problem of plenty. This is especially important as their users are screen reader dependent. So, they had to ensure that they can get to their needed content in a short time.



# Swati Project



# KNOWLEDGE REACHING EVERY CORNER..

The Swati project is a unit of the Rajeev Neelu Kachwaha Public Charitable Trust and was started in the year 1990. they have completed 30 years of dedicated and sustained work in the bastis (slums) of Delhi.

Over the past 3 decades, Swati has touched the lives of thousands of slum dwellers, especially women and children, bringing them out of the systemic cycle of impoverishment and abuse.

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At Swati, they try to ensure that their outreach extends to each and every resident of their basti (slum), and that the span of their work is broad enough to improve all aspects of their lives.

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At Swati, the teachers work with great enthusiasm. By using innovative strategies and learning tools, they help the children to advance to higher educational levels. Innovative methods of learning such as e-modules and interactive videos are employed to attract maximum attention of children.

Teachers take additional classes to help children perform better. Some of their learning modules have become extremely popular and teachers from government schools often visit the center for learning.

Some of the activities conducted by Swati to Promote Reading Are as follows-

- Balwari Programme (Early Childhood Education)
- Remedial Education Programme
- Adult Literacy Program for Women Adult literacy classes
- English Speaking Ctheirse
- Library Programme



**We4You**



# THEY'VE GOT BOOKS TO HEAR

We4You Charitable Trust is a decade old Non-Profit Organization situated in Bhubaneswar and they have been recording AudioBooks for Visually Impaired Students. Now they are recording books in multiple languages such as Odia, Hindi, English, Bengali, Gujarati, etc, and circulating the books in few neighboring states as well.

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The NGO provide these books through Mp3 Players, Memory Cards, or send them through online mediums. In these past 10 years, over 15,000 students have received help and have been benefiting from these Audio Textbooks. they are preparing Tactile Books too, to help visually impaired students attain a better education.

We4You is also a part of the DEVI program by Rotary Club, Bhubaneswar Elite through which they are imparting spoken English training to Children from Adruta Children Home for free of cost.

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Audio Books: An initiative by We4You to provide Audio format of the textbooks from class 1 till Ph.D. level for visually impaired students. In the past 10 years, over 1000 books have been produced by We4You and circulated throughout special schools and colleges across Odisha and few neighboring states in multiple languages for free of cost.

We4You has created this network including Individuals with Autism Spectrum Disorder, Intellectual Disabilities, Locomotor Disability, and Dwarfism whom they provide the raw materials, and the children provide them with the finished products such as Crafts Items, Dry food items, Home Essentials, Creative Craft Items, etc.



# Joy of Reading Reflection

**Schools**

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**amadeus**



Recognizes children  
for their ability to read and assimilate the essence of books / authors  
ideas  
based on Reflection Journal

# ENGLISH



**Yogyaatha Rao**  
**Students High School, Hyderabad**  
**(Category 1 – 4)**



**Neelam Kanojiya**  
**Sri Sri Gyan Mandir, Ghaziabad (U.P)**  
**(Category 5 – 7)**



**Asmita Verma**  
**Army Public School, Gorakhpur**  
**(Category 8 – 10)**



**Aastha Tanwar**  
**Sri Sri Gnan Mandir, Ghatoli, Rajasthan**  
**(Category 1 – 4)**



**Shivani Ahirwar**  
**Sri Sri Gyan Mandir, Guna, M.P.**  
**(Category 5 – 7)**



**Pukesh Deshmukh**  
**Sri Sri Gyan Mandir,, Sankara, Chattirsgarh**  
**(Category 8 – 10)**



# VERNACULAR



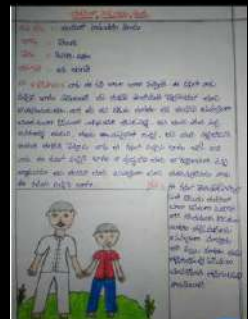
**Shambhavi Shashikant Rajmane**  
**SSGM Shikar, Shingnapur (Category 1 – 4)**  
**Language- Marathi**



**Deekshitha**  
**GLPS Chikkadasarahalli, Bengaluru. (Category 5 – 7)**  
**Language- Kannada**



**Sivadi Akhila**  
**ZPHS Mathukumalli, Guntur (Category 8 – 10)**  
**Language-Telugu**



# HIGHEST PARTICIPATION



**SSGM Dainchara**  
**Category- 1<sup>st</sup> to 4<sup>th</sup>**



**SSGM Kerala**  
**Category- 5<sup>th</sup> to 7<sup>th</sup>**



**SSGM Kerala**  
**Category- 5<sup>th</sup> to 7<sup>th</sup>**



**SSGM Beetul**  
**Category- 5<sup>th</sup> to 7<sup>th</sup>**

# Book Store Of The Year

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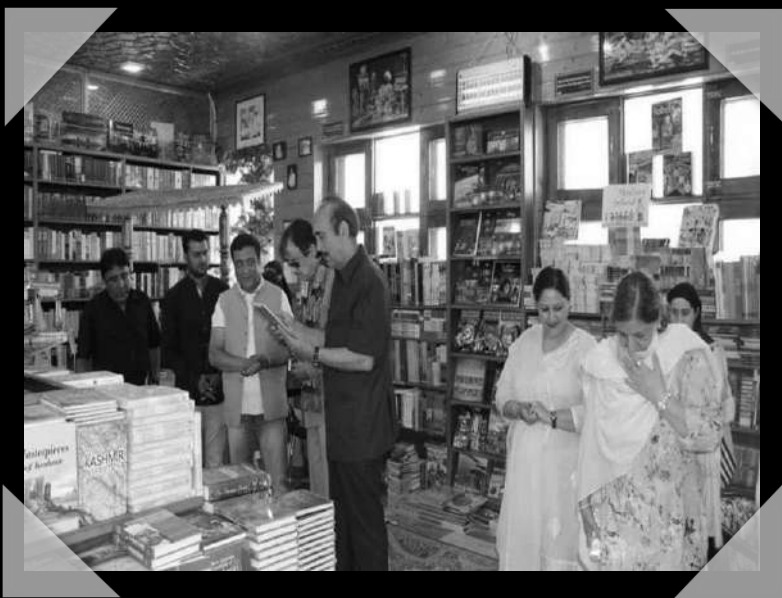


amadeus



Recognizes Boutique bookstores  
which are more than 50 years old and are using creative ways  
Of making books accessible to all and Encouraging reading habits & the joy  
of reading





# Gulshan Books



# LIBRARY ON A LAKE

Gulshan Books, a publishing house in the valley which runs a bookshop-cum-cafe on Nehru Park in the middle of Dal Lake, has been featured in the new edition of the records book., biography, travel, art, music and children's books. Apart from this they sell famous works on Sikkim, Tibet, Greater Himalaya and the regional history. A Kashmiri bookshop, housing over 80,000 books, has made it to the Limca Book of Records 2018.

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The bookshop can be reached by a shikara ride and the owner of the shop, Sheikh Ajaz Ahmad (46), offers free shikara rides to people keen to read books on Kashmir and its literature.

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They decided to open their bookstore some two decades ago, as there were not any large bookstores in their city Srinagar. Reading wasn't a popular habit among people. Since they had been in the book publishing business for a long time, it became an obligation for them to start this venture which at that time wasn't a popular business idea.

In order to introduce reading to their local public on a large scale, they had to start their bookstore on a busy prime location so that the chances of this venture making a meaningful difference they are maximized.

As a result, they chose Lal Chowk which was the hub of business activities not just in their city, but in the valley as whole. their bookstore was designed in such a way that interaction and intellectual simulation among people would be achieved. They wanted their bookstore to be a meeting spot for Historians, journalists, Students, Intellectuals and people from all walks of life so that ideas and thoughts are exchanged and thought-provoking discussions would take place.



# R. Narain & Co



# THE STORE IS OLD, Not THE BooKs

R. Narain & Co. was established in the year 1929 when the first proprietor, Mr. Ram Narain Tewari acquired ownership from the erstwhile Murray & Co. business operating in the same location. Since 1929, the establishment remained a bookstore at the core of it, with the latest catalogues of books from England, pulp fiction from Russia, magazines, vinyl records, post-cards, and small items that were necessary for thriving social life in the colonial context.

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Jim Corbett, one of the most famous persons in the Kumaon region, himself was a patron of our bookstore and has stood many-a-time in front of the same desk and counter where you would find yourself today, if you ever visited.

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The bookstore is a resource for best-selling books as well as the classics, both in English and Hindi literature. They also sell a variety of books for children as well as popular fiction which is increasingly the only genre that is tying people to reading in the digital age. They have a section which is completely dedicated to spirituality and philosophy which has always been interesting to some of their most regular customers.

The future is uncertain, but the next generation is being prepared to plan and create presence in the digital world with a website and a host of resources relating to the heritage and history of Nainital that interested parties may access from anywhere in the world. Today, the bookstore remains true to its origin and deals exclusively in books worth reading, and not diversifying into stationery, gift items, school-books etc. as the capitalist marketplace would demand.



# Comic bookstore



# INDIA'S 1<sup>ST</sup>

# COMIC BOOKSTORE

The Comic bookstore is India's 1<sup>st</sup> comic bookstore and the world's 1<sup>st</sup> marketplace for comic and pop-culture. Comics have been an integral part of every 90s (& earlier) kids. We've grown up on cartoons like Batman, Justice League, Spider-Man, etc. but somewhere along the line with the birth of social networks and smartphones, we all lost our way. Comics became scarce and with it our childhood non-existent!

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The idea is to make the store an epicentre for all comic and pop-culture activities not just in India but over the world. Even without trying in less than a year, The Comic bookstore has already become a de facto authority for comic books in India. The Comic bookstore nominated for Top 30 under 30 Entrepreneurs

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'India has the 2nd largest fan base after the USA. Despite housing one of the world's biggest geek communities what India lacks is a centre where all these nerds can find their haven. Comic-Con fests are held in 5 major cities across India but those fests now no longer focus on Comics but rather on locally printed accessories. NOT A SINGLE COMIC! People want to invest in a comic book but are incapable of finding one at a decent price. This is where we come in! This is the pain PROBLEM prevalent in our country and in order to solve that, started The Comic bookstore' says Hamza Sayeed

"There's this massive gap between the demand & supply of comic books. The Comic bookstore eliminates this gap by bringing international titles to India right from the house of Marvel, DC and many more! We sell these premium comics at not-so premium prices with a Marvel Avengers comic starting from INR 99. We offer free shipping, delivery and COD all over India with multiple delivery partners covering over 52,000+ pin codes. We dispatch over 100 comics daily!" he added further.



# **Blossom Book House**



# THESE BOOKS ARE SECOND TO NONE

Bengaluru's Blossom Book House, the city's much-loved purveyor of used books on Church Street. The three-story 3,500 sq ft bookshop with stacks of mostly used and some new books has not just survived but thrived. On Thursday, proprietor Mayi Gowda opened his second store spread over a massive 8,650 sq ft, just down the road from the first.

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Gowda, a slim, dark man with a moustache and the ready smile his customers associate with him,

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Gowda has something else in common with the global shopping behemoth's founder Jeff Bezos: the credo of customer obsession. Except that for Gowda, it's a skill he picked up from his days of selling used books on the pavements of MG Road. It feels appropriate that the stage for this journey from the footpath to the high street should be Bengaluru, the new Mecca for young entrepreneurs.

"I am optimistic about the future of books, based on the number of supportive parents I see on a daily basis, "Parents come in with their kids and tell them to buy any book they want, it's great to see that they encourage reading. I think it's wonderful that kids today are able to appreciate the joy that books can bring." says Gowda

"We are Planning to Start a dedicated Website for only books wherein all the second hand books will be listed so that students from all part of India can buy and study." he added further





# Oxford Book House



# HERITAGE BOOKSHOP

## IN THE QUEEN OF HILLS

Oxford Book & Stationery Co. is a heritage bookshop in the Queen of The Hills - Darjeeling. Built in the typical hill style architecture of fretwork and pitched roof with high wooden ceiling and pillars, the Book Shop has been a landmark on Mall Road, Chowrasta, Darjeeling, for over 80 years. It is a large store with over 3000 sq. ft. of space, stacked with books of many different genres.

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As one enters the shop one is instantly filled with awe forth large collection of books. The space lends itself to fostering human connections out of shared love for the simple and pure joy of books.

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The present owner Mrs. Maya Primlani is a Sindhi lady and the youngest daughter-in-law of the founder late Mr. Jivatram Hassamal Primlani. Having migrated from Hyderabad to Darjeeling, he started the shop in the late 1930s and ran it during his lifetime till 1975. The shop was then managed by his youngest son Mr. Hiroo Primlani who returned from USA. Mrs. Maya Primlani has carried forward the legacy with complete support of her loyal and dedicated staff - some of whom have been employed since the days of the founder Mr. Jivatram Primlani. The staff relate to the shop as their home and family

Oxford Book & Stationery Co. Is an individual and sole Proprietorship concern and does not have any other branches. Oxford deals with all leading Publishers and Distributors all over India, the more important ones being Oxford University Press, Rupa & co., Timeless Publishers, Prakash Books (India), Roli Books etc. We have a large stock of Indian as well as foreign books. At present besides Books and Stationery, we have a small section of Darjeeling tea packed from different Tea Gardens in and around Darjeeling and is a tourist item.

# Reading 4 Pleasure Institute

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based on innovation, members subscribed / covered etc.



# Jabalpur Engineering College- Kaarwaa.N



# STUDENTS UPLIFTING THE SOCIETY

Kaarwaa.N is a non-government Organisation founded and run by the students at Jabalpur Engineering College who are committed to work for poor, underprivileged, downtrodden and unaware, with the primary aim to teach students for JNV(Jawahar Navodaya Vidyalaya)

Entrance Exam and promote 'girl's education'. Through different activities we try to address different issues like education, health and hygiene, environmental issues, government schemes and plans, livelihood and community issues

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Apart from teaching, Kaarwaa.N also organizes other activities such as awareness campaigns for environmental issues and tree plantation drives within and around the college. We also make regular visits to the local orphanage and organize activities such as festival celebrations, teaching them new things and encouraging them to learn.

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Every year Kaarwaa.N conducts teaching sessions for the preparation of examinations like Navodaya, Gyanodaya & Samodaya for underprivileged kids. Kaarwaa.N conduct these sessions in several local schools. This is done to help children enroll in schools with good study programs, getting into which is very hard. The children are provided with study material and stationery from the organizers and the alumni of Kaarwaan..

The greatest achievement of Karwaa.N is that more than 20 students have been admitted to various Gyanodaya, Eklavya, and other such institutes, three of which have been in the last academic year.

Kaarwaa.N was awarded the best social community award by Jabalpur Municipal Corporation in Swachta Sarvekshan 2019.

In addition to above, they have successfully organized many nukkad natak to raise social issues.



# **Management Education & Research Institute(MERI College)**



# EMPOWERING n NURTURING THE YOUTH

Management Education and Research Institute (MERI) was established in 1995 by Triveni Educational and Social Welfare Society. MERI, understand THEIR commitment of empowering youth and nurturing the minds and strengthening the values of their students and therefore making them employable as per the industry standards.

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The activities are oriented towards updating the students with news related to different functional areas. This objective is achieved through organizing different types of reading contests that are followed by book reviews.

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Due to the pandemic situation when the activities of the club could not conduct in offline mode. The students and faculty members of the club produced an innovative idea of, '**Online book review**', the objective behind this contest was to persuade students sitting at home and wasting their time in non-fruitful activities, to adopt the habit of reading through a book.

Literary Club of MERI College is proud to be associated with the Rotract Club of Delhi Elite for organizing literary activities and guest lectures to promote healthy reading and writing habits among youngsters. They received 1st position in online business quiz contest organized by BCIPS Institute, New Delhi and 3rd. position in E-Mpulse intercollegiate Management Event, organized by S.I.A. College of Higher Education





# NSSIIT Delhi



# BE THE CHANGE, YOU WISH TO SEE

NSS IIT Delhi is the IIT Delhi chapter of the National Service Scheme, institutionalized under the Ministry of Youth Affairs & Sports Govt. of India. Their 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. They share the belief that activities are almost always means of great satisfaction and joy.

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NSS IITD has a volunteer base of around 2000 students belonging to various disciplines and degrees of IIT Delhi. They work on a diverse range of social issues including blood donation, teaching, environmental issues, etc. they also collaborate with several NGO's in and around IIT Delhi on working on these issues.

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Further they have wide range of teaching projects covering primary education to training for JEE. They believe that education is the key to achieve the aim of Nation Building and focus on academic as well as Value based education. Their projects like Vidya, Aarohan, NEEM and a lot others work in this direction.

Kaizen, the annual social festival of NSS IIT Delhi is a platform to recognize the continuous improvements in their society initiated and accelerated by the combined efforts of all socially motivated student bodies and NGOs across India and abroad. Interaction and opinion sharing is the prime focal point of Kaizen.



# **Pondicherry Technology Institute**



# 'I THINK, THEREFORE I AM'

The literary club of PEC has grown into a hub of intellectual discussion.

The literary club is a haven for free thought, where differences are encouraged and appreciated. The club strives to raise the calibre of students by nurturing their dormant talents of oratory, writing, debating, acting, and quizzing.

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The Literary Club conducts a book exchange program yearly such that the students get to read a variety of books.

Every year the club celebrates a literary day called "**CURIOSO**" in which the club acknowledges the talents and ends the day by staging a play based on literary work.

The Literary Club presents various books as gifts to the students who actively participate in the activities conducted.

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Yearly tasks-

A rolling trophy is handed to the department which has the highest score in yearly activities.

The "**Individual Championship Trophy**" is awarded to an individual who performs best.

All the alumnae of the club and the active members come together to interact and have an intellectual discussion.

The literary club aims at promoting the holistic development of the students by

- Honing communication and presentation skills
- Cultivating a critical outlook and encouraging out of the box thinking
- Providing a platform to showcase creativity
- Instilling confidence, vis-À-vis, the English language.



# **Indo Asian Girl's PU and Women's Degree College**



# READ IT OUT LOUD

## & BE PROUD!

Indo Asian Girls PU College and Indo Asian Women's Degree College, strongly believe that they will make a positive difference not only in the life of their students but in the community and society at large. The students have a sustained record of academic excellence over the past years under Pre-University Board and Bangalore University. The college has variety of clubs and societies which train the students to discover their forte and create awareness on social issues

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These include the Career Guidance Cell, The Entrepreneurial Development Cell, The Business Line club, The Soft Skills Club, Cultural Club, The Environment Club.

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One of their agenda is to help young women grow into confident, creative, emotionally balanced and professionally competent individuals by nurturing their all-round potential through an excellent educational system that is dynamic and innovative to women from all sections of society.

'Some time we better learn when we try to teach others.' with this idea they took a project to help orphan kids to be habitual of reading and create an interest with the interesting way.

They started a library at orphanage and started visiting the orphanage .

First, they made the kids comfortable by story telling session given by the volunteers of the college. Then motivated the kids and volunteers to read a story books and explain in the group to each other. Some time kids liked to draw as well as to explain the story. These activities motivated others also to involve in the Noble project of reading books and understand the value of books and knowledge. Volunteers also organise small competition like tell story through drawing, storytelling competition which keep the students motivated.

# Caught Reading

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Recognizes photographs  
which capture the essence of Reading Habits / Joy of Reading



# A PICTURE TO INSPIRE



## **Ramakrishna Matta**

A part time photographer. He liked the theme and intent behind this contest. He believes these pics will create that visual impact and will encourage others to read as they'll encourage reading habits.

# CAPTURING THE JOY OF READING



## **Vandana Bhatnagar**

Professor Hindi at Indo Asian women's degree and PU Girl's college, Bangalore. She is also Behavioural Counsellor, Career Counsellor and Motivational Speaker.

She is avid reader and enjoys photography whenever she is free and believes in that there is no other friends like books.

# SEIZING THE MoMENT



## **Samuel Swaroop**

Samuel Swaroop interests include photography and bike rides. He believes his biggest achievement in photography is winning a photography contest by SHOOTERS OF CANON India.

He like to capture Candid pictures of kids, nature and few other things.

# BETWEEN THE GAPS...



## **Sridhar. K**

Sridhar. K is born and raised in Hoskote. Electronics and Communications engineer by education, he has worked in IT industry for close to 2 decades across companies and countries.

His work gave him an opportunity to live and experience other countries, America and Australia

# TELLING A STORY BY CLICKS



**Khushi Rai**

Khushi Rai is studying in Class 10<sup>th</sup>. Her hobby are reading books, photography and listening music.

Whenever she gets time after studies keep clicking photo and brush up her skills.

# Best Library

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Recognises Schools where the Foundation Libraries are operating  
based on READER index parameters  
which include, how many books are being read, by how many children  
etc



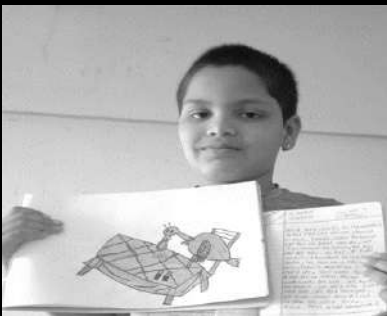
**MPPS Shamshiguda  
(South Zone)  
Principal: Ms Anuradha**



**ZPHS Rudraram  
(South Zone)  
Principal: V. Ramadevi**



**SSGM Dainchara  
(East Zone)  
Principal: Ratanmani Nath**



**SSGM Shikar, Shingnapur  
(theyst Zone)  
Principal: Swati Pratap Poi**



Kukatpally in Sangareddy has a school named MPPS Shamshiguda. In 1972, MPPS Shamshiguda, Telangana was launched with the student teacher ratio being 18:1 and the primary medium of instruction being Telugu. Classes from 1st to 5th run in this school .

Z.P.H.S Rudraram high school was established in the year 1997. As it is a high school they have classes from 6 to 10 . they are very proud to say their school has many facilities and a very good infrastructure also they have 6 class rooms.

Sri Sri Gnan Dainchara is English Medium school from Class Nursery to Class IV. they believe in overall development and stress-free education.

Sri Sri Gnan Mandir, Shingnapur school started in 2011 and from LKG to Class 7<sup>th</sup> they believe in overall development and stress-free education.

# Innovative Library Format

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 **HYDERABAD  
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 **SIGNODE**

  
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Animation Pvt Ltd

Recognizes Innovations  
which are Encouraging reading among individuals / groups / communities  
Through innovative approach which is a best practice



# **Badriya Library**



# UNDERGROUND

# KNOWLEDGE

The library built 16 feet under the ground houses around 900,000 books. The libraries come in different shapes and sizes across the world. But the one laying beneath a temple at the Bhadariya village of the

Thar Desert region in Rajasthan is unique. This treasure trove of knowledge figures in the Asia's biggest libraries with a collection of around 900,000 books and the capacity to seat 4,000 people.

That too 16 feet under the ground. However, the location helps keep it cool even during scorching summers.

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The books range from science to astrology to astronomy to epics, history, dictionaries, atlas and many more preserved in 562 glass shelves.

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The library is built in the Bhadariya village of Pokaran Tehsil in Jaisalmer district of Rajasthan. This unique treasure trove in the Thar region has the capacity to seat 4000 people at once, which makes it one of the biggest libraries in Asia.

This bibliotheca features 562 glass shelves, where all the books are well-preserved and are made available to scholars and learners, who come here from all over the world for research and learning purposes.

The library was built by Harbansh Singh Nirmal, who is also known as Bhadariya Maharaj. Being an avid reader, he collected books from different regions of the world. There are also thousands of books that were gifted to him and from the year 1998, he funded to construct a temple for a goddess here.

Seating capacity 4000 people, 9lac books which have been so neatly lined up in shelves with glass sliders. Such huge place of seating capacity, thus scalability is less but yes concept can be adopted with smaller version of library.



# ACCESSIBLE TO ALL

Team of eight college students from Pune opened a 24\*7 library, where books can be dumped and picked up at any time.

The first library corner was inaugurated in Kothrud, Pune on December 7. This brilliant concept is named “Open Library Movement” where there are no restrictions on reading books. They do not have any membership fees or timings for the readers. There is a shelf completely dedicated to read and donate books in Jeet Ground, Lokmanya Colony.

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The library is not expecting any donations or money but just exchange of knowledge by reading and donating one book at a time.

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They intend to create an opensource platform of interdisciplinary books to offer their beneficiaries a wide variety of subjects to experiment and experience with which in their usual course of lives they never had exposure to. They intend to make such books accessible to people that have been read, rejoiced and recommended (3 Rs).

Their beneficiary includes children from rural background, citizens in various inning of their life, professionals, people seeking wellness and physical fitness.

Open library leverages on their core theme that pre-owned books should be made available to the masses. Such libraries exist at crossroads, around school and college campuses, sit-out and garden areas.

Since this is run on open library format the borrower may or may not return the books depending on his convenience



# **Salon Library (Mr. Ponmariappan )**





# COLLECT DISCOUNT POINTS BY READING

Six years ago, Ponmariappan started collecting books from stores and scrap dealers. At the end of every month, he would save some money from his income and purchase them. Today, the salon has a collection of 900 books, and Ponmariappan has ensured a varied selection—from autobiographies to fiction, and even self-help books—in both Tamil and English. Another reason behind keeping the book rack was to help people move away from their smartphones

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Ponmariappan has studied till 8 std & he understands the importance of education and knowledge hence, the library is created for students to create awareness regarding education.

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Normally for hair cutting, the charges are ₹80, if the customer read books, the money reduces to ₹50. Every customer should learn how to read in this digital era. His salon is has become famous in the village and everyone come down and accept to read before cutting their hair.

An interesting way to know if the customers have read the book is to ask them for feedback. So, to receive a discount, the customer must write something about the material they read.

It need not be critical analysis, just writing a small paragraph does the trick.

Further for odd customer who detests the idea of reading, Ponmariappan plays audiotapes of orators like Nellai Kanna and Bharati Bhaskar, so that no one leaves the salon without learning something new.



# Sister Library



# FEMALE EXCELLENCE

The Sister Library is first ever community-owned feminist library in India. It is a library powered by female excellence. It is an evolving and procreative artwork that engages in in-depth reflection on the visual and reading culture of our times. About five years ago, Thami noticed a gap in her personal collection of books and recognized the reality was as little as 20 per cent of her shelves were occupied by female authors.

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Sister Library offers an experience of being surrounded by the works and visions of thousands of female creators and thinkers.

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The Sister Library is a travelling library of one hundred books from Thami's own book collection that focuses solely on women's writing. The library will tour Mumbai, Delhi, Mumbai, Pune, Bangalore, Goa, and Cochin with accompanying talks and discussions. The activist decided to establish a permanent space in Mumbai (while continuing to tour, with a focus on small towns), as the thought of a safe haven for minorities to call their own appealed to her greatly. It is community-owned, volunteer-run and a safe space.

A space that incites different emotional reactions from different people. It is also a work which is constantly evolving and changing just like our thoughts about a certain subject. She hopes of building a more inclusive world, stretching beyond her pink walls of comfort and stories. In 2018 Sisters library was given a fine art award and they used that money to travel with an installation of 100 works of women, zines, graphic novels, academic writing, nonfiction, movement-based writings and artist books to six major cities in India.



# **Snehwan Container Library**



# INSIDE THE BOX

Snehwan is a non-profit organization founded by Ashok Deshmane in December 2015. It is based near Alandi, Pune. Snehwan aim is to create a nurturing and inclusive learning environment for the less fortunate children of farmers and poor families.

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Snehwan is a movement for those children who are deprived of learning due to adverse situations and surroundings. Snehwan believes education is a gift of life; it is the only way to improve the life of underprivileged children, forever.

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When we say container, we remember a rectangular skeleton used to carry goods on a ship or a confined space for storing goods on a truck. However, Snehwan has managed to set up a library for the children of suicidal farmers using the same container. The Container Library aims to create a different reading environment for children while inculcating a love of reading in them. To improve children's mental health and knowledge, Snehwan has created a Container library supported by Bookwallah Organization based in Chicago that hosts 2500 books spanning various subjects.

Along with quality education and schooling, Snehwan guides and prepares these children for competitive exams. Snehwan ensures they trot on right path, know their rights and responsibilities, seek opportunities, fight injustice and, develop leadership qualities. The Container Library aims to create a different reading environment for children while inculcating a love of reading in them

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