

drop



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



Impact Report of Food4Thought Foundation ~ 2015 ~ 2018

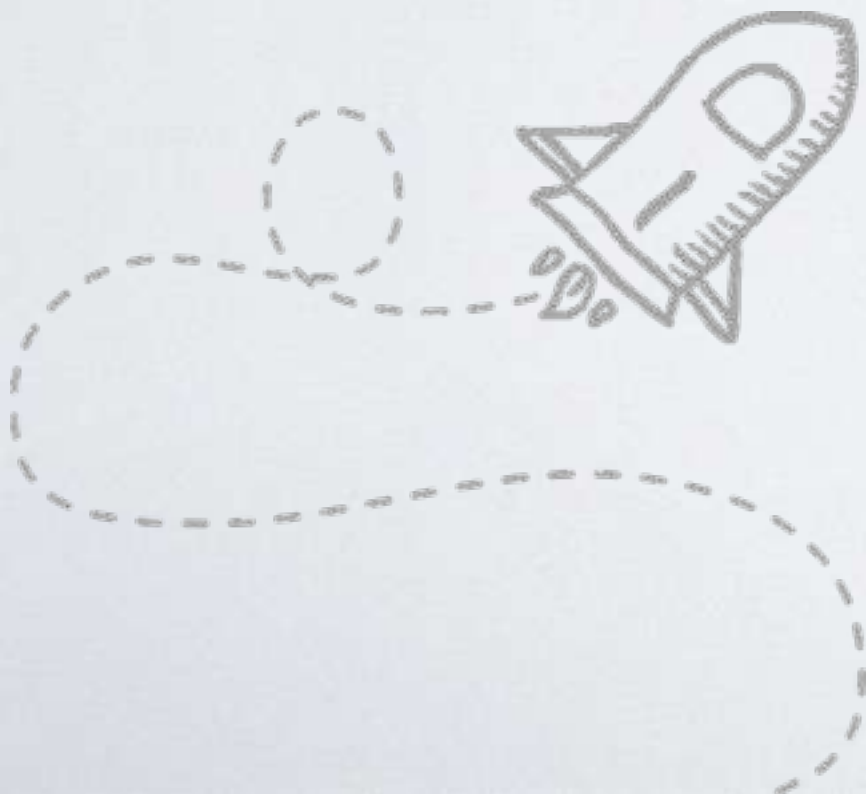


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▲ **Section 1**
Purpose

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▲ **Section 2**
Outcomes

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▲ **Section 3**
Achievements

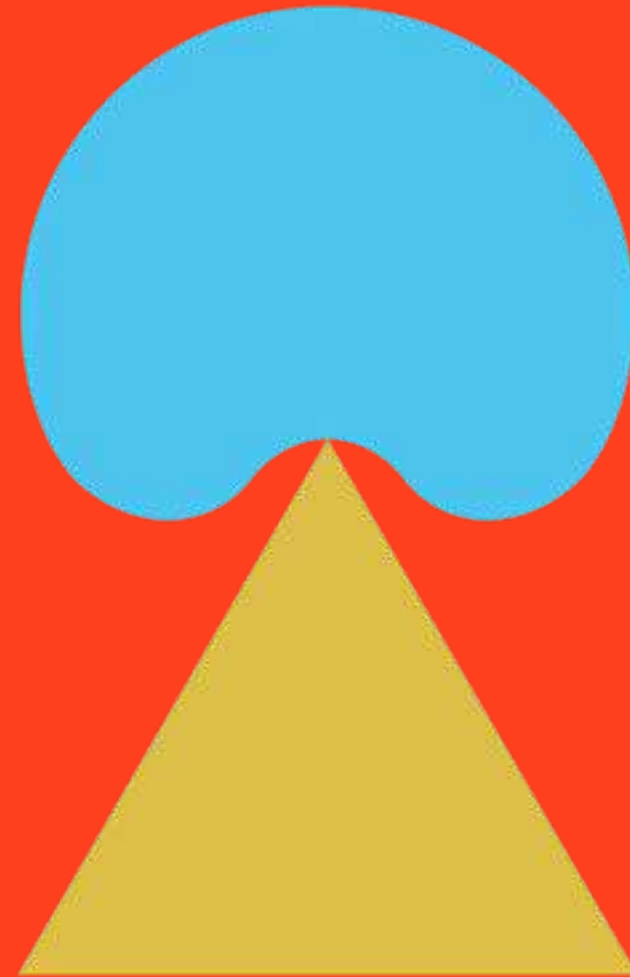
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Ecosystem



THE READ GAP

A developed nation in terms of strong GDP and Per Capita Income without Enlightened Citizens is a dangerous proposition. One of the critical components to measure the degree of enlightenment is the reading habit of its citizens. The figures in India aren't very encouraging and that is a major concern for all of us. A cumulative analysis of last 3 years studies shows that an average Indian in Urban India reads ONLY around 30 minutes per week. The lack of detailed reading trends itself is a reflection on the priority reading has in our country.

ING



the paradox
of today

*On one hand, we buy books, read
them once and shelf them away
for good and on other hand we
have millions who are hungry to
read but have no access to books*



the balance
of tomorrow

*connecting idle books
to hungry minds*



the big ▲dea

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

First Book Issued in
2015 in Hyderabad

My First
Book !

Library id - L-AA-000002

Location - Mandal Parishad Primary School, Seringampally, Gachibowli, Hyderabad



The BELIEF

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

The PURPOSE

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

The MISSION

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

FOUNDATION ASPIRATIONS

- R** **Readers Added**
 - Increase in new readers coming to library
 - Reading habits increased among readers
- E** **Enlarging Library Circle**
 - Building libraries where no libraries existed
- A** **Area covered (Geography)**
 - More demand for libraries from all parts of India
- D** **Differential Library Formats**
 - Increase in the nature of demographic profile of the readers
- E** **Endangered Stories Saved**
 - Information gained through new stories
- R** **Reenergise idle books**
 - Idle books in circulation

ANTICIPATED CHANGES

- Economic**
 - Participation in Govt sponsored social welfare programs
 - Reduction in print cost (Green Impact) by rotating idle books
- Social**
 - Launch of voluntary programs for upliftment of society
 - Reduction in the Urban - Rural divide for access of titles
- Civic**
 - Voting Participation in democratic processes
 - Decrease in untoward escalations like Road Rage etc
- Academic**
 - Increase in academic performance of students
 - Increase in the information literacy (non students)
- Culturally**
 - Increase in tolerance levels & social inclusion
 - Sense of pride for local stories, culture and customs



THEORY of CHANGE

Universalising - The Reading Spaces

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

Joy of Reading - The Active Reading Spaces

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

Enlightened Nation - Igniting Reading Revolution

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



Arrival of the First set of donated books

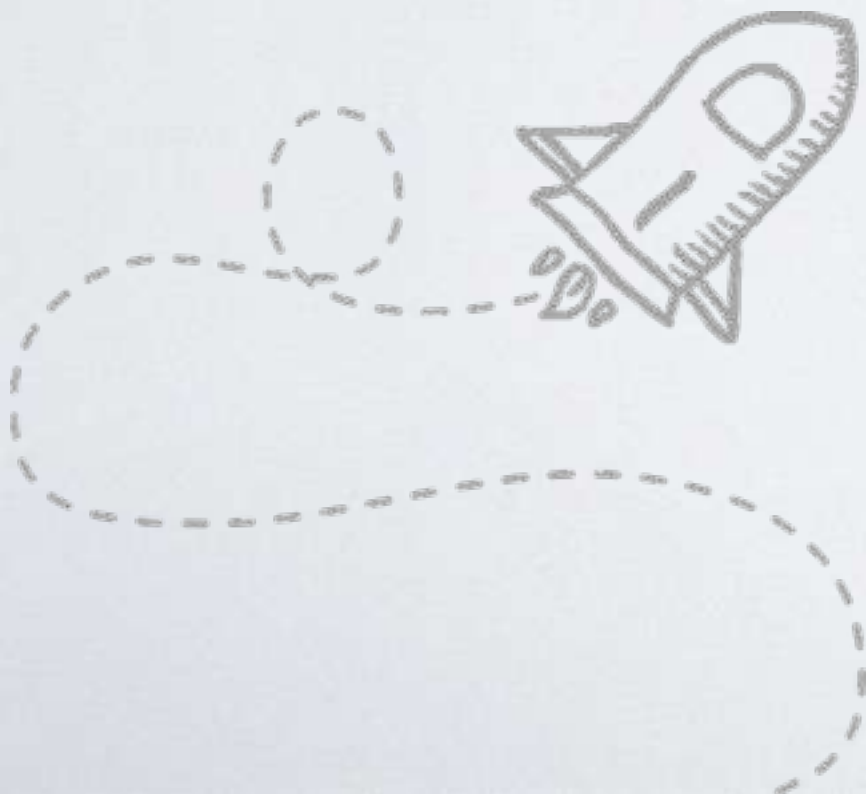


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the  **Outcomes**
indices

R

Readers Added (Registered Book Lovers)

E

Enlarging Library Circle (No of Libraries)

A

Area covered (Geography)

D

Differential Library Formats

E

Endangered Stories Saved

R

Reenergise idle books (Idle books circulated)

2015

(Nov 2015 ~ March 2016)

2016

(April 2016 ~ March 2017)

2017

(April 2017 ~ March 2018)

R

Readers Added (Registered Book Lovers)

045

167

10333

E

Enlarging Library Circle (No of Libraries)

017

056

125

A

Area covered (Geography)

007 States
007 Cities

008 States
012 Cities

019 States
057 Cities

D

Differential Library Formats

003

007

009

E

Endangered Stories Saved

003

007

012

R

Reenergise idle books (Idle books circulated)

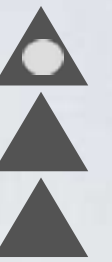
2417

17885

35600

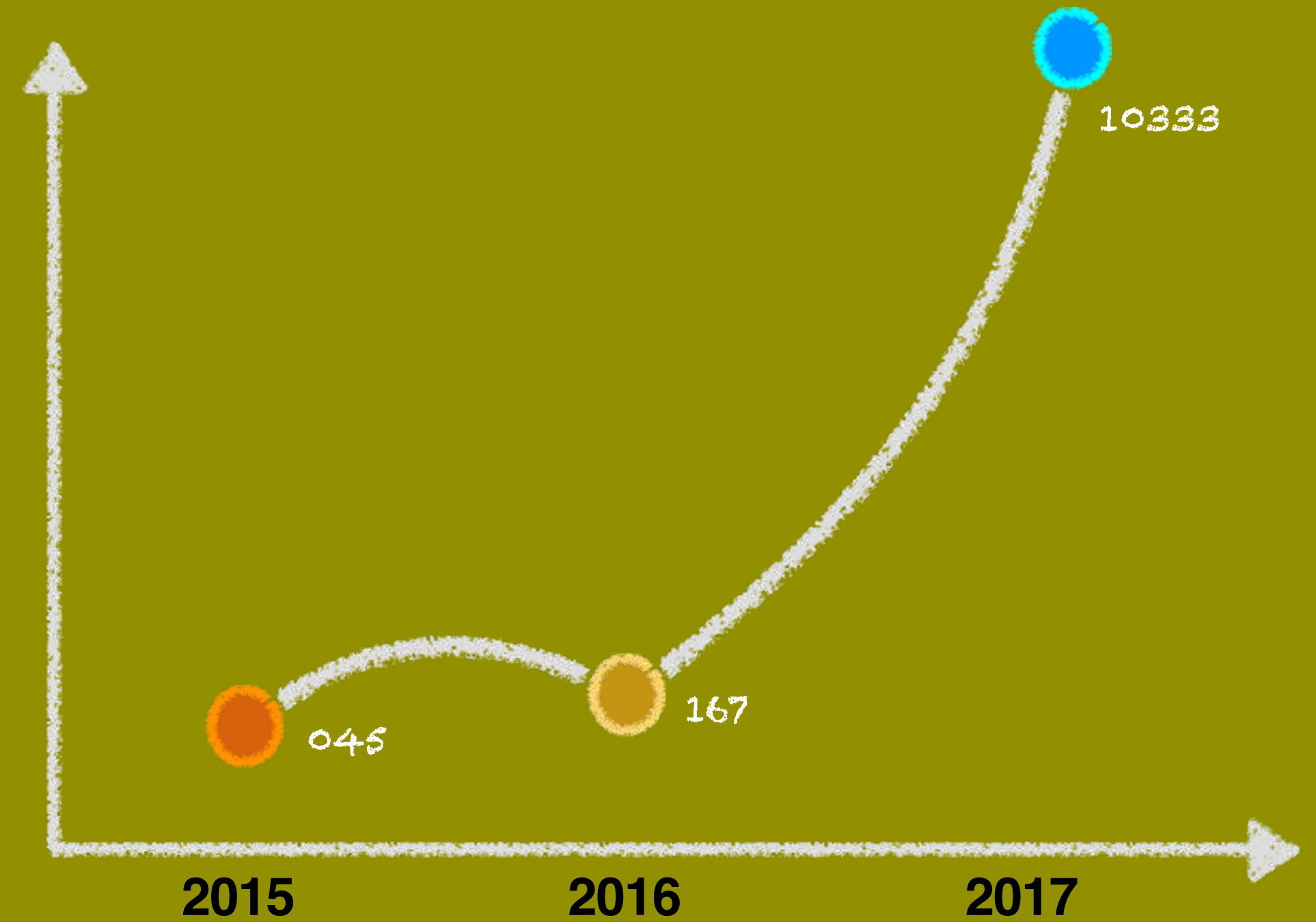
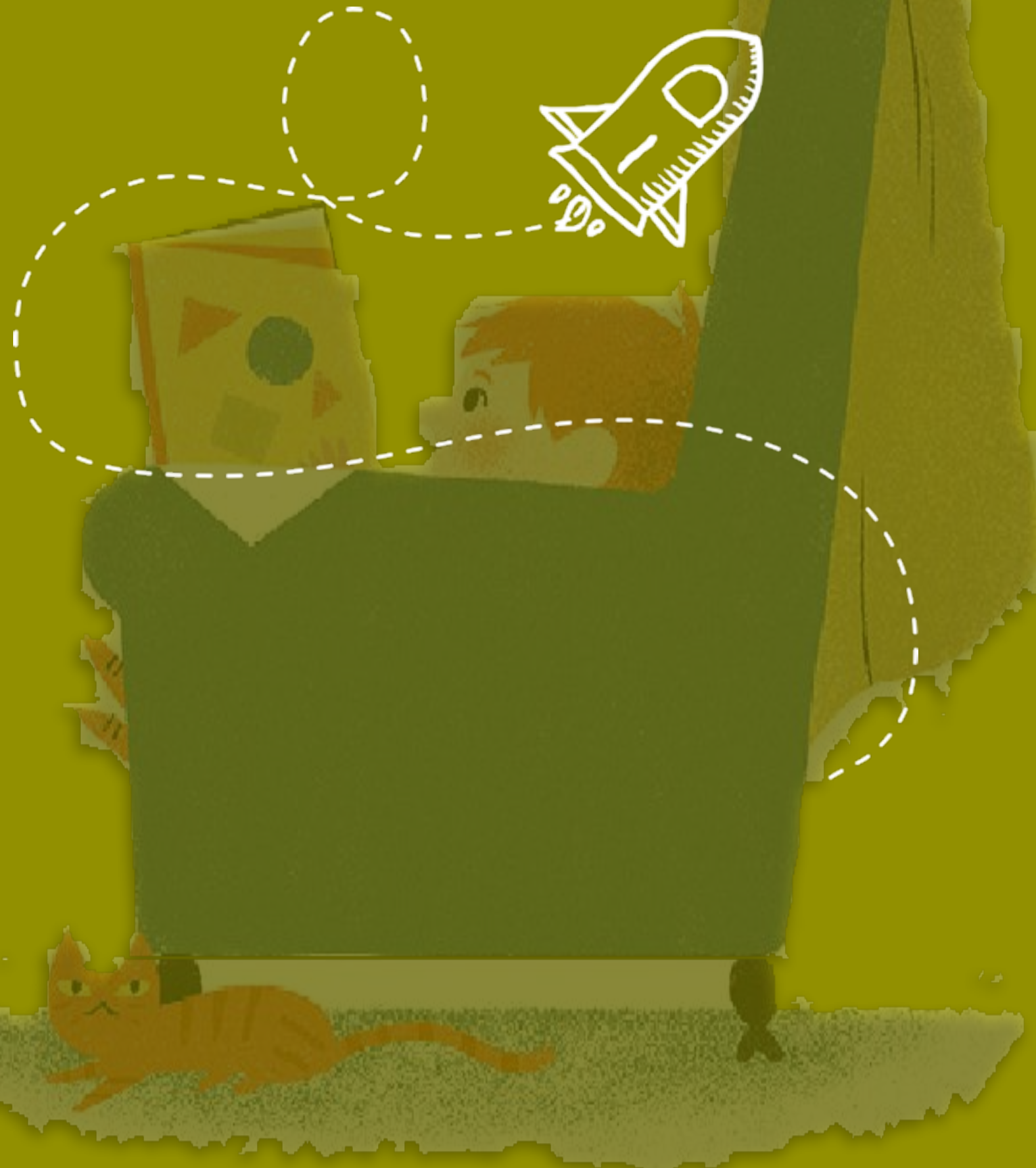
Library id - L-AA-000083

Location - Sri Sri Gnan Mandir, Kerala



Readers Added

(Registered Book Lovers)



- We have 10333 Registered Readers with Registered ID cards across India. Each of the reader has a specific ID and when books are issued they are tagged to this reader / book lover.
- Renewed focus enabled the 6187% jump on this dimension
- 100% of current Book Lovers / Readers come from the Schools
- 51% of the current Book Lovers / Readers come from this South state and second highest readers come from North state with 21%



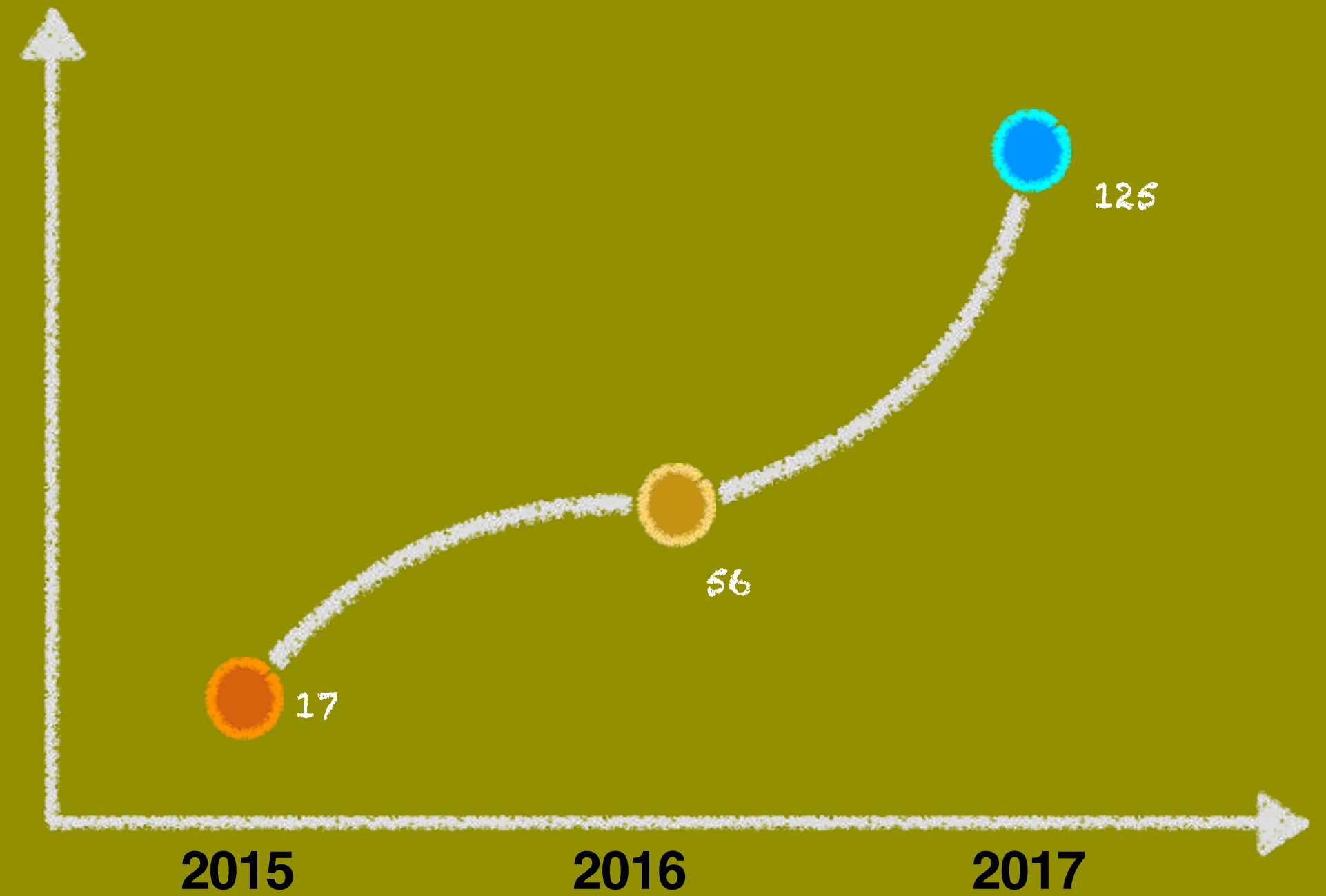
Library id - L-AA-000045

Location - NSSIIT Delhi- Munrika Slum Area- New Delhi



Enlarging Library circle

(Number of Operating Libraries)



- We have build and operating 125 Libraries across India in various formats ranging from School to Mobile libraries (reCYCLE)
- All the Libraries have signed MoU with the Foundation agreeing upon a standard operating procedures for issuing books and maintaining records
- Each of the library is tracked on READER Index to study the impact at the Micro (Grass root) level in terms of qualitative impact it is making in children / book lovers / reader lives

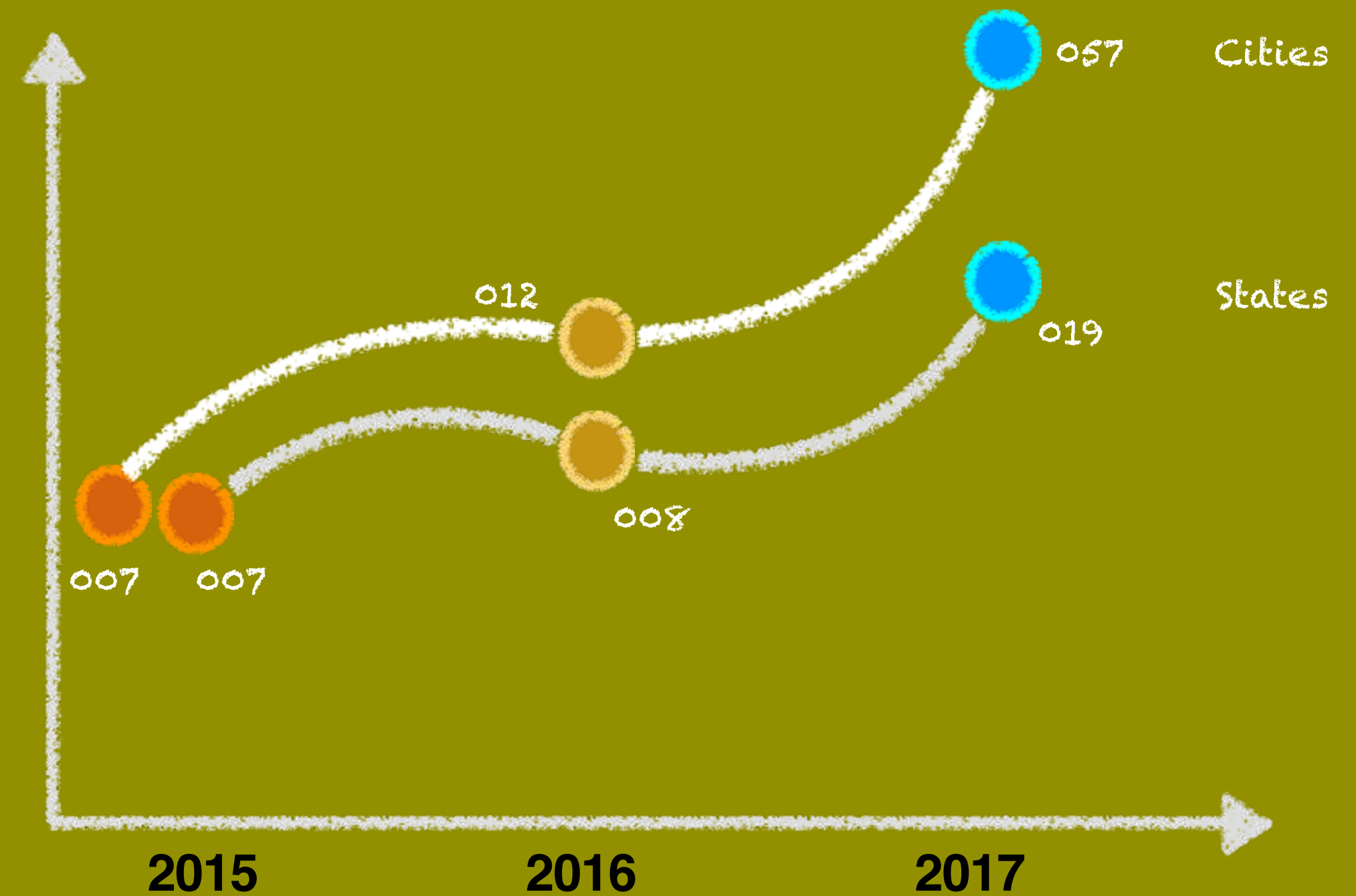


Library id - L-AA-000018

Location - MPPS Library, Mokshagundam Village, AP

Area Covered

(Geography Spread)

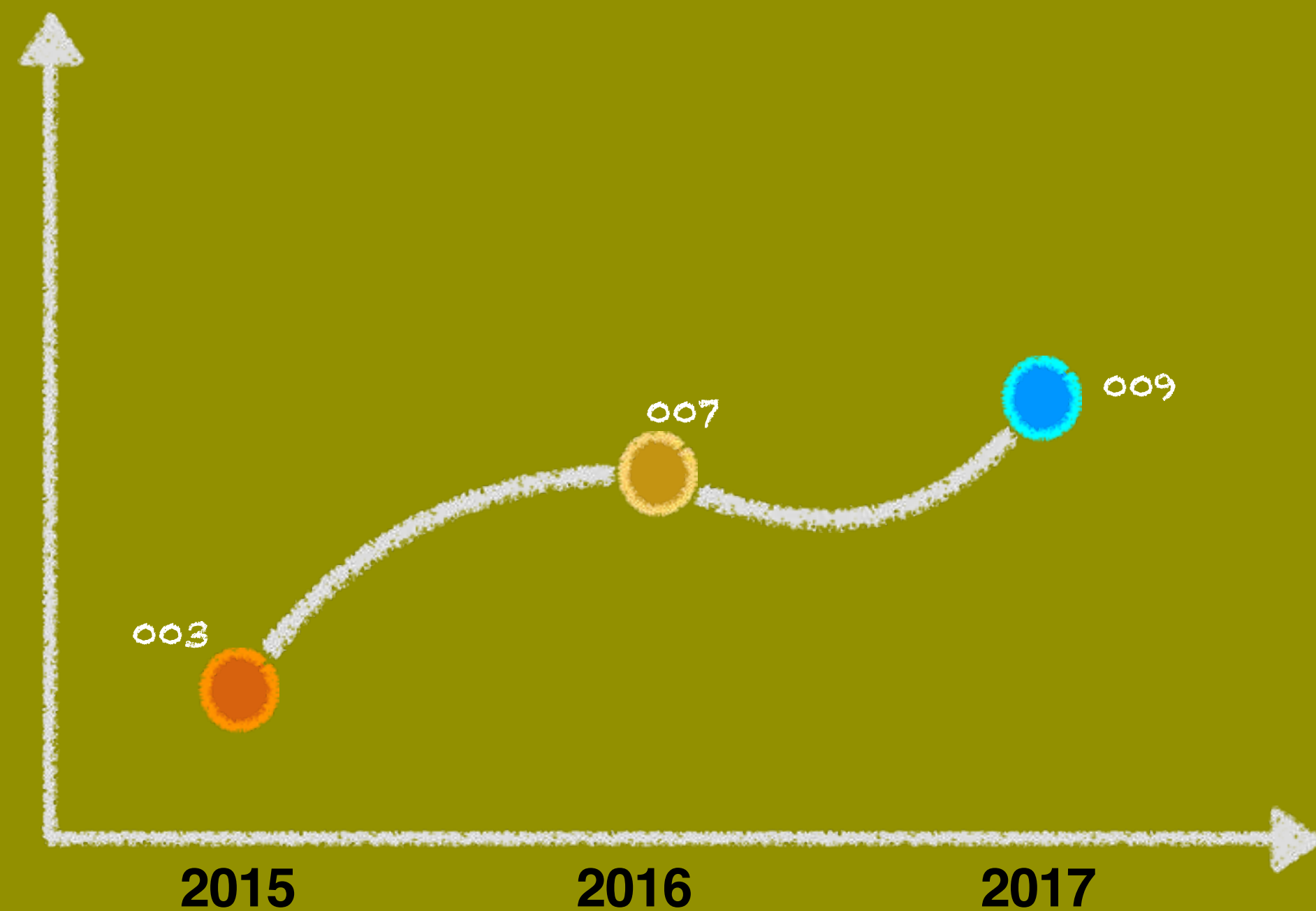


- We are operating in 19 States and Union Territories in 57 cities across India in a short span of 3 years of operations.
- The sustained focus on spread the wings has resulted in almost 100% jump on year on year basis in geographical spread
- We have grown equally across pan India ranging South to up North East and J&K
- Region wise the spread is as follows - South 48%, North 16.8%,

Library id - L-AA-000121

Location - Gaon Burha Paam , Assam (School & Community library)

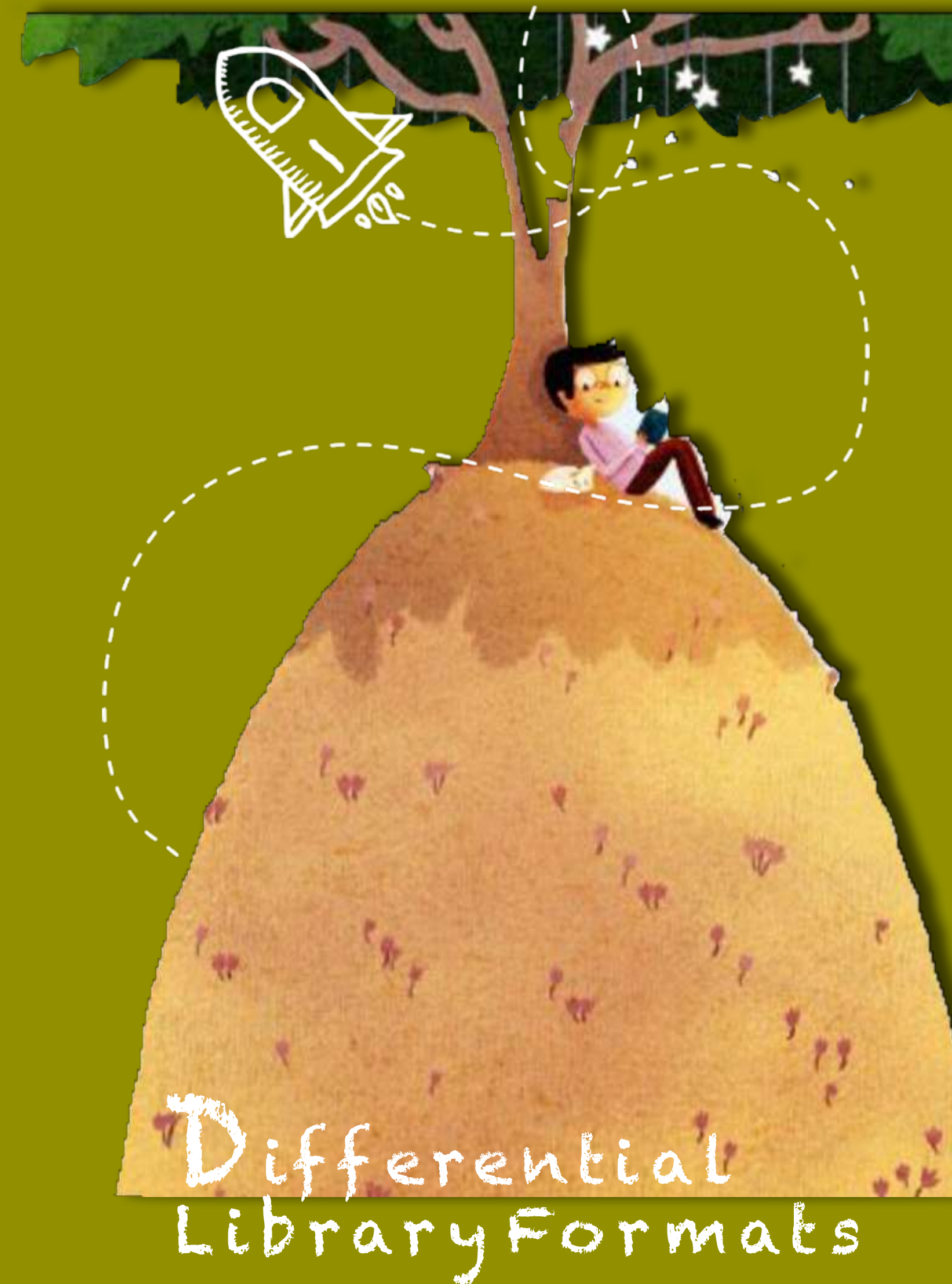




- We have always believed that reader / book lover comes in all shapes and sizes and hence we need to build differential library formats to suits their needs and aspirations. The following are the current formats :

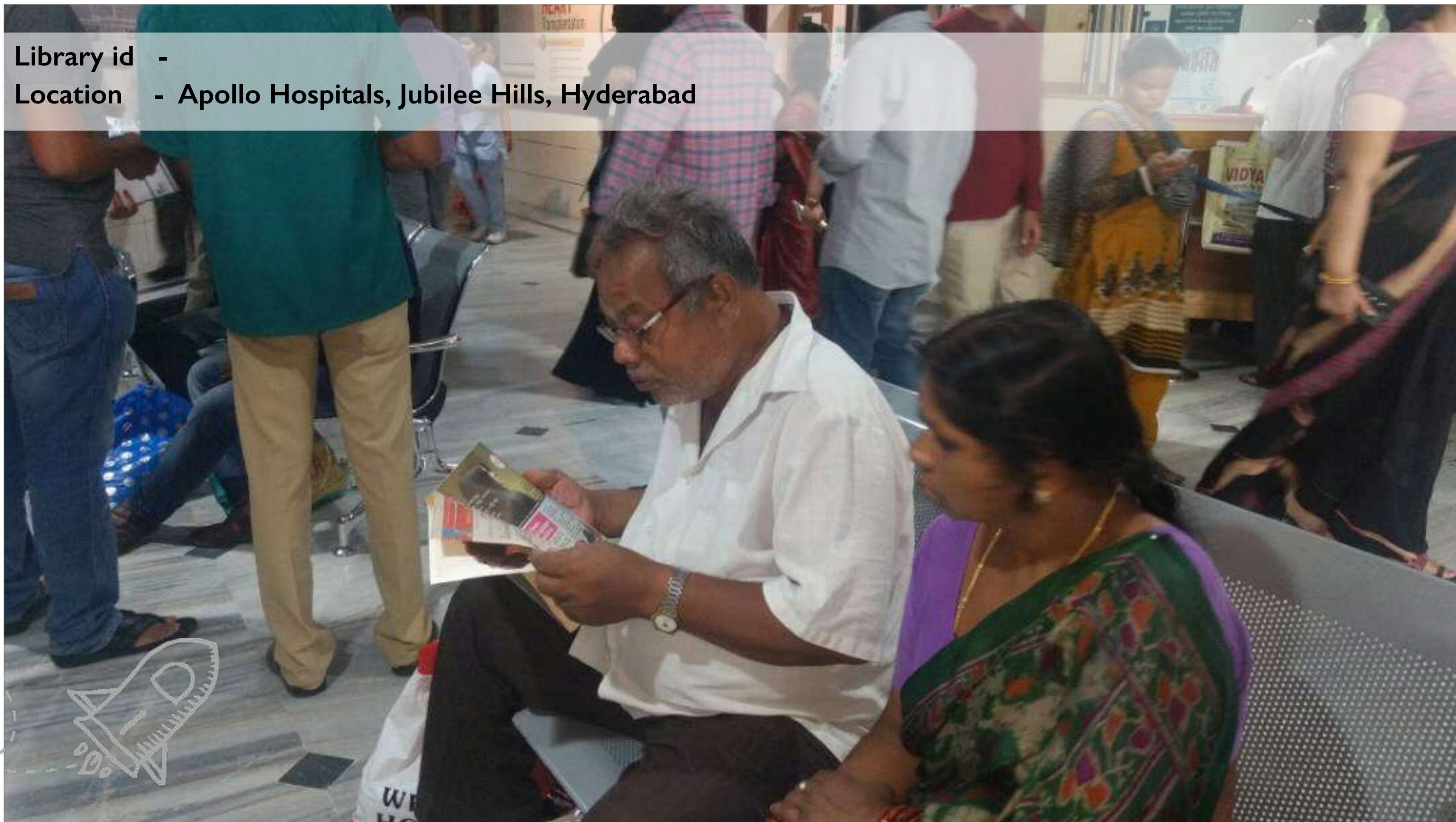
1. School
2. College
3. Community
4. Hospitals
5. Public Parks

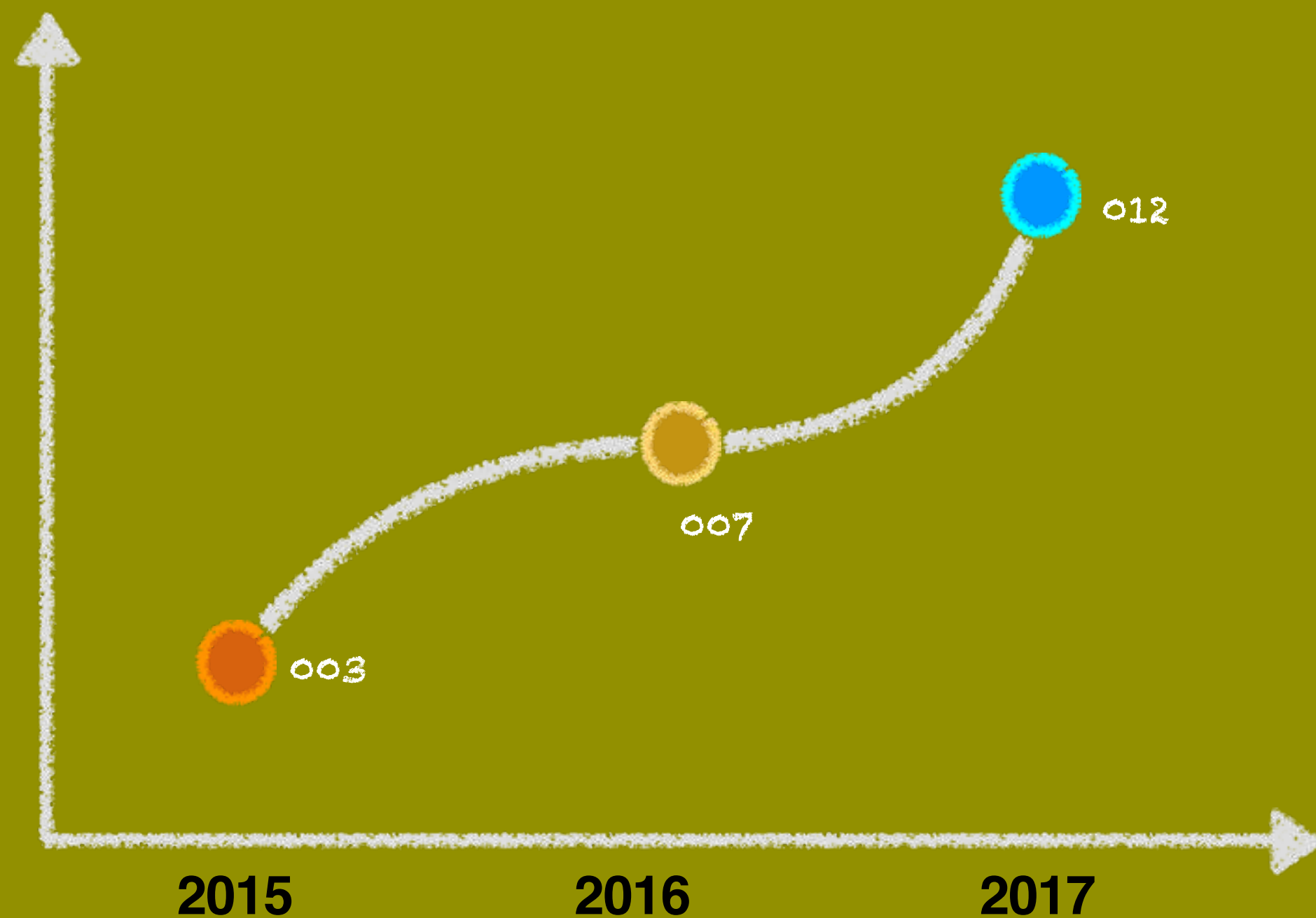
6. nLIGHTEN (Corporate)
7. reCYCLE (Mobile)
8. Vocational Training Centres
9. Arts College



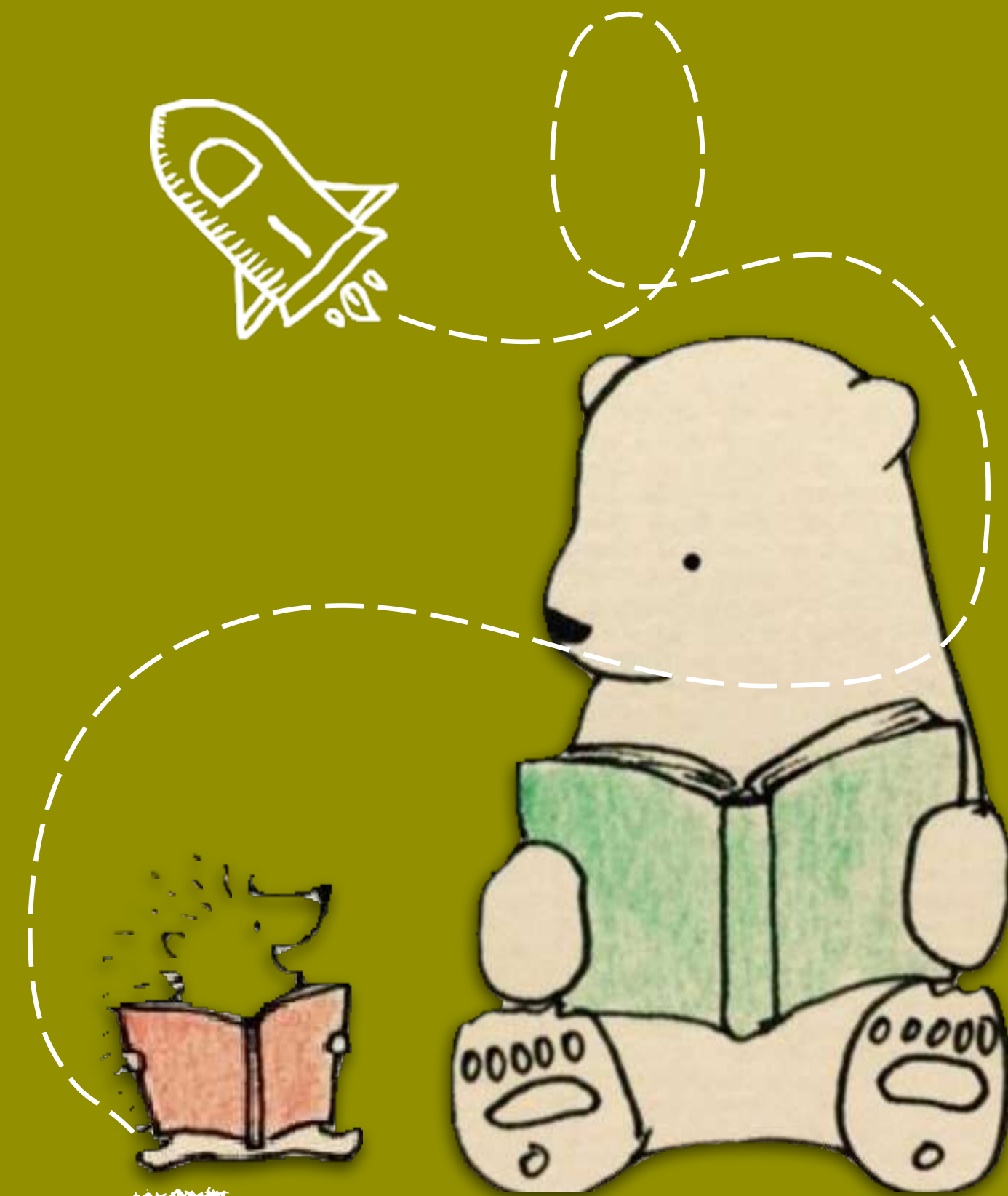
Library id -

Location - Apollo Hospitals, Jubilee Hills, Hyderabad





- Saving Stories / Folklore / Cultural Heritage has been one of the core goals of foundation.
- We have captured and digitised 12 stories till now.
- 'How did Krishna Die' has gathered more than 61000 thousand views with multiple comments and sharing threads on YouTube
- We are ready with the next 100 stories but the progress on this dimension has been relatively slow because of lack of budgets / sponsors for converting the stories in the digitised format.

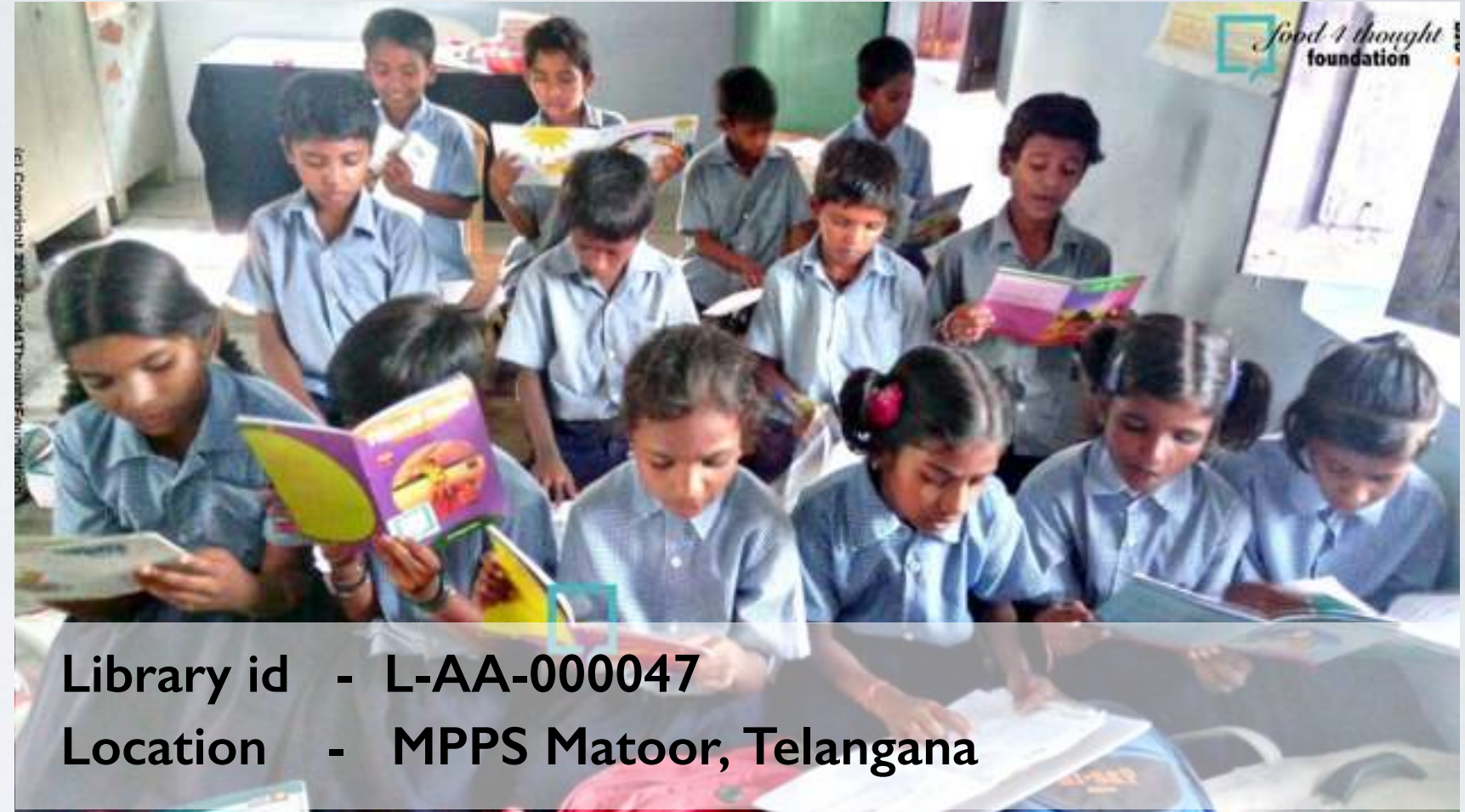


Endangered
Stories saved

(Digitising Folklore)



Library id - L-AA-000021
Location - MPPS Bonakal, Telangana

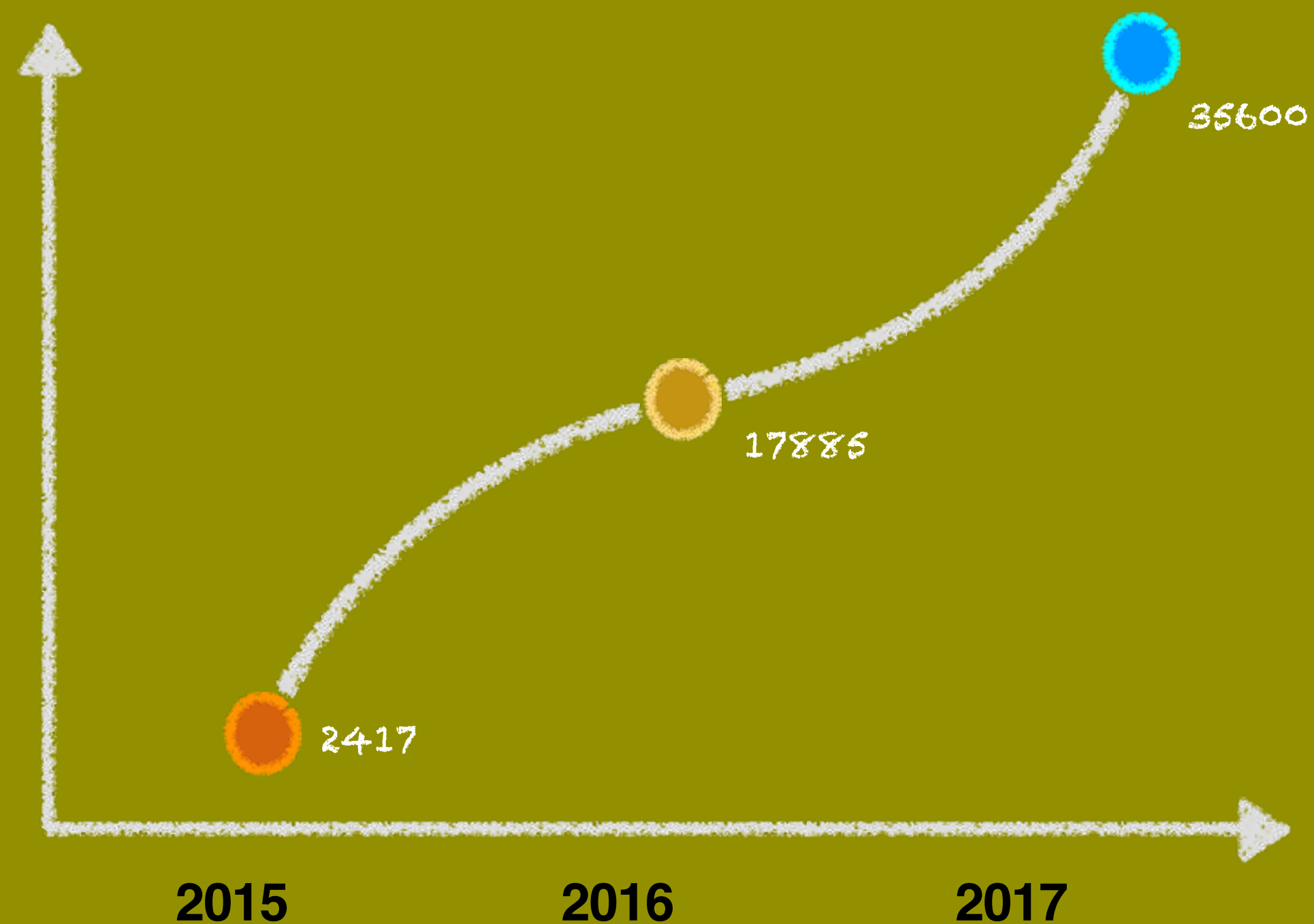


Library id - L-AA-000047
Location - MPPS Mator, Telangana



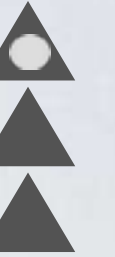
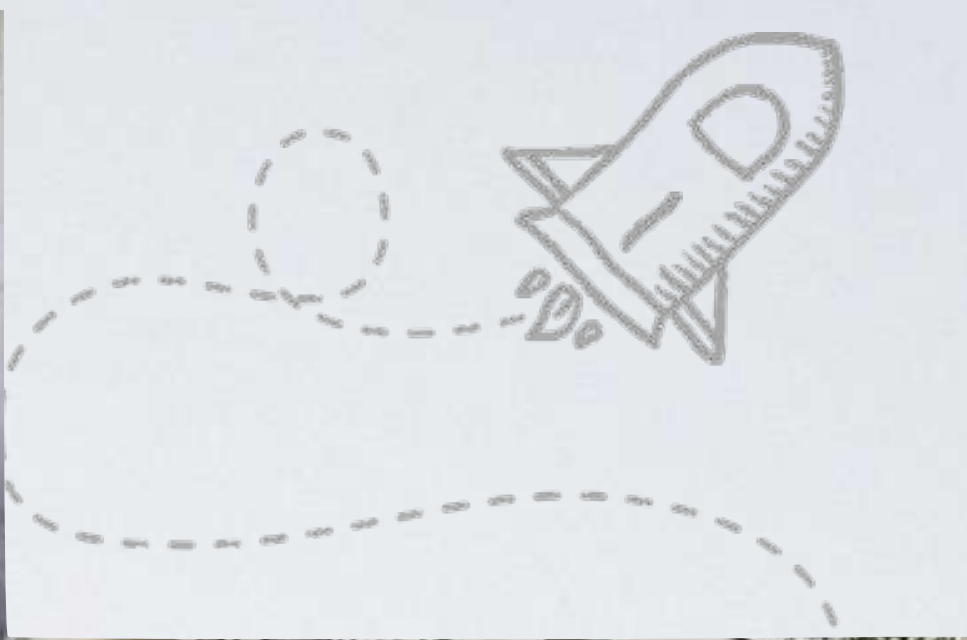
Library id - L-AA-000030
Location - LMG School Library, Hyderabad





- Brining idle books to re-life is one of the core objectives of the foundation and we are extremely proud and happy to share that we have been extremely successful on this front
- Currently we have around 35600 books, periodicals and magazines registered and tagged
- All of these books have come as donations by book lovers ranging from the age group of 8 to 80 and we have around xx language books and magazines in our libraries



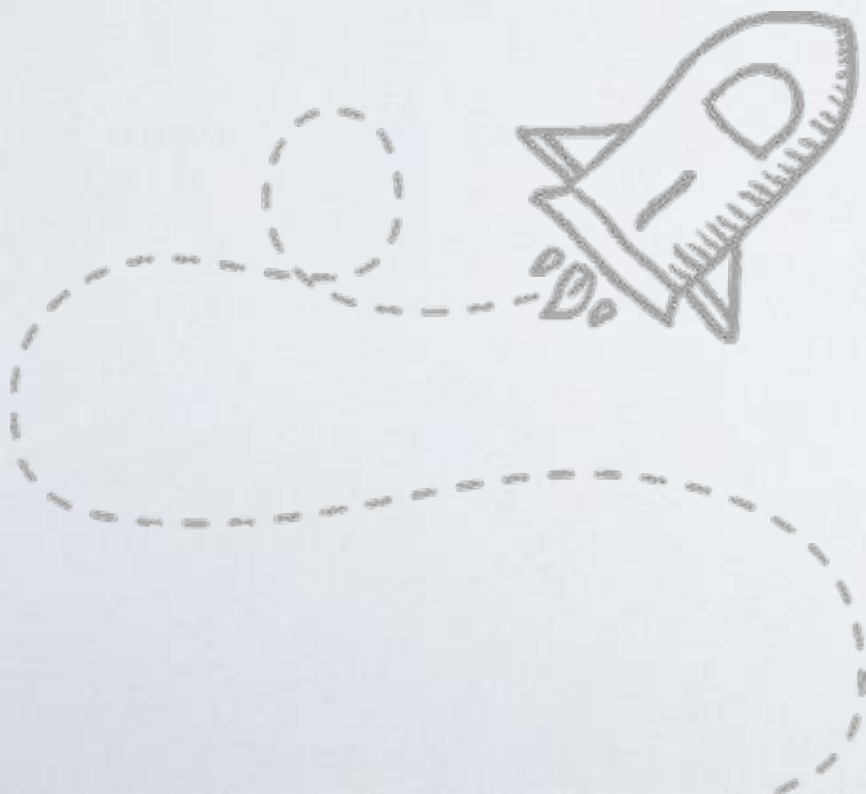


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The Secret Sauce :

**GOING
BEYOND
the REGULAR
NORMS**



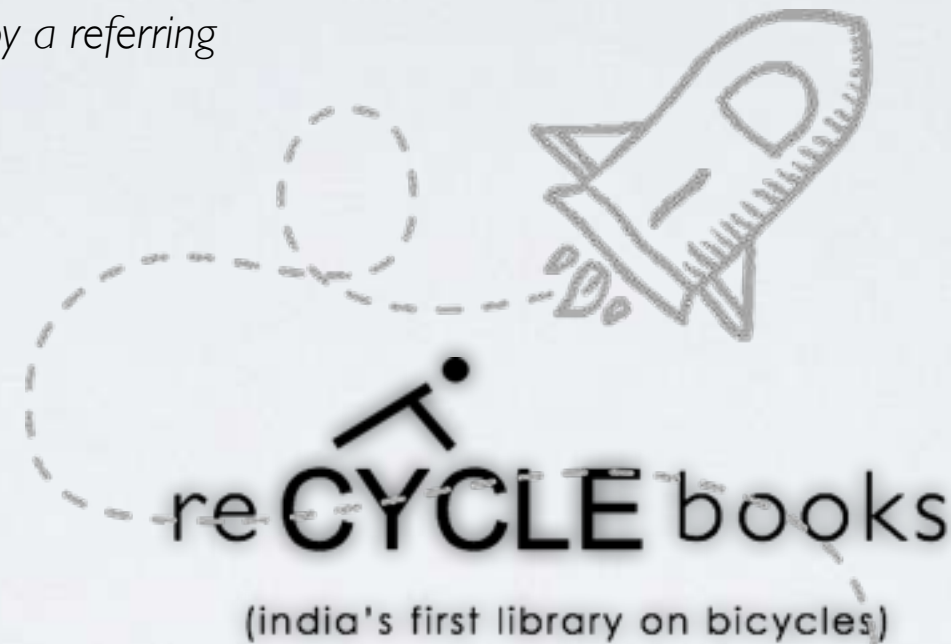
An innovative library & reading corner concept conceived specifically for Corporate & Organisations. 'nLIGHTEN yourself' serves dual purpose of Lightening oneself from the rigours and routine tasks, by taking welcome breaks as well as providing an platform to Enlighten oneself by a referring to a cross section of readings.



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



If you believe in socially conscious shopping, we have a range of products which you can buy and the proceeds from the same go to building libraries across. The products are have bee specially designed from 'Green Material' and produced by our partners with the help of other NGO & Charities



An innovative mobile library & reading corner concept where in the volunteers pick up books from a central master library and ride their bicycles to their destinations and operate the mobile library for the specified hours.

A android based mobile app which empowers the contributors to track their books on real time basis besides sharing interesting details like the nearest location of library, drop boxes, new stories that have got uploaded besides major events happening near them.

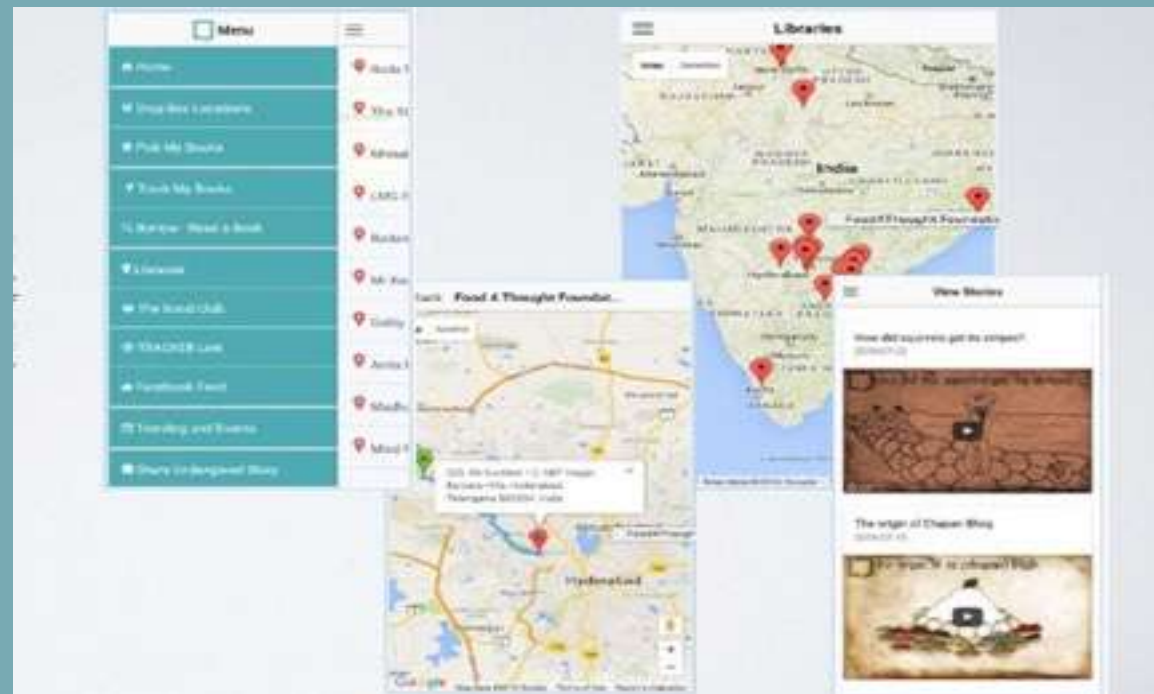


Joy of Reading Framework works on the Philosophy & Assumption that Reading Habits can be Nurtured among Children & Adults Joy of Reading is a 1500 Minutes (25 Hours) Intervention, incorporating various Techniques ranging from Story Telling to Reflection Journals etc

Bond Clubs are volunteer associations which endorse the cause and agent of the foundation. Some of the popular activities that they conduct are Book Donation Campaigns, Fund Raising Campaign , Signing in Volunteers for the cause, Joy of Reading Awareness Sessions - Reading as Habit, Popularise Merchandise etc



TRACKER



“TRACKER” is a Multipurpose Cloud and Mobile App based Library & Book management system. For the book donor - it helps them track their donations on real time basis, for the librarian- it helps to issue books and for the Admin i-t helps in in deifying and plotting reading trends across India


reCYCLE books
(india's first library on bicycles)



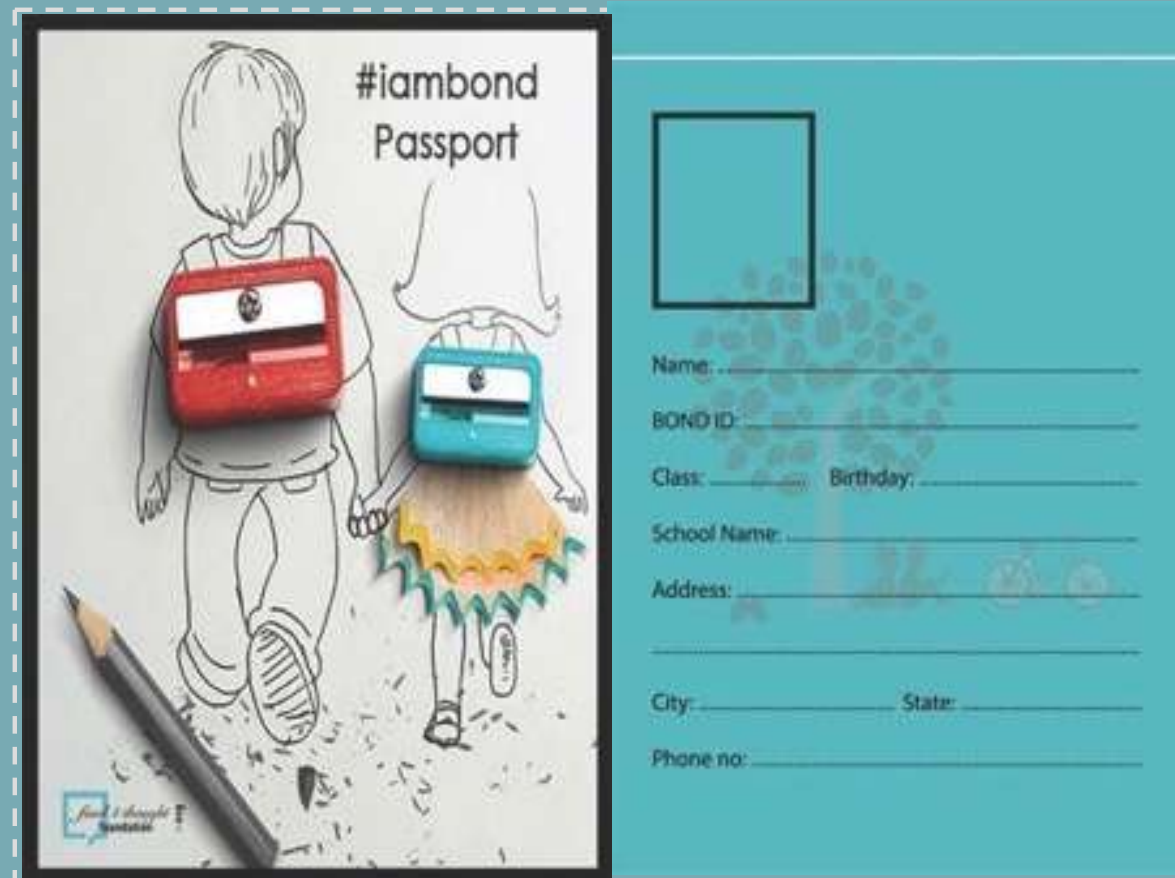
“re-CYCLE books” an innovative mobile library and reading corner concept wherein the volunteers pick up books from a central master library and ride their bicycles to the nearest destinations and operate the mobile library for a specific hours.



Library id - L-AA-000048

Location - ZPHS Namavaram library, Khammam dsit., Telangana





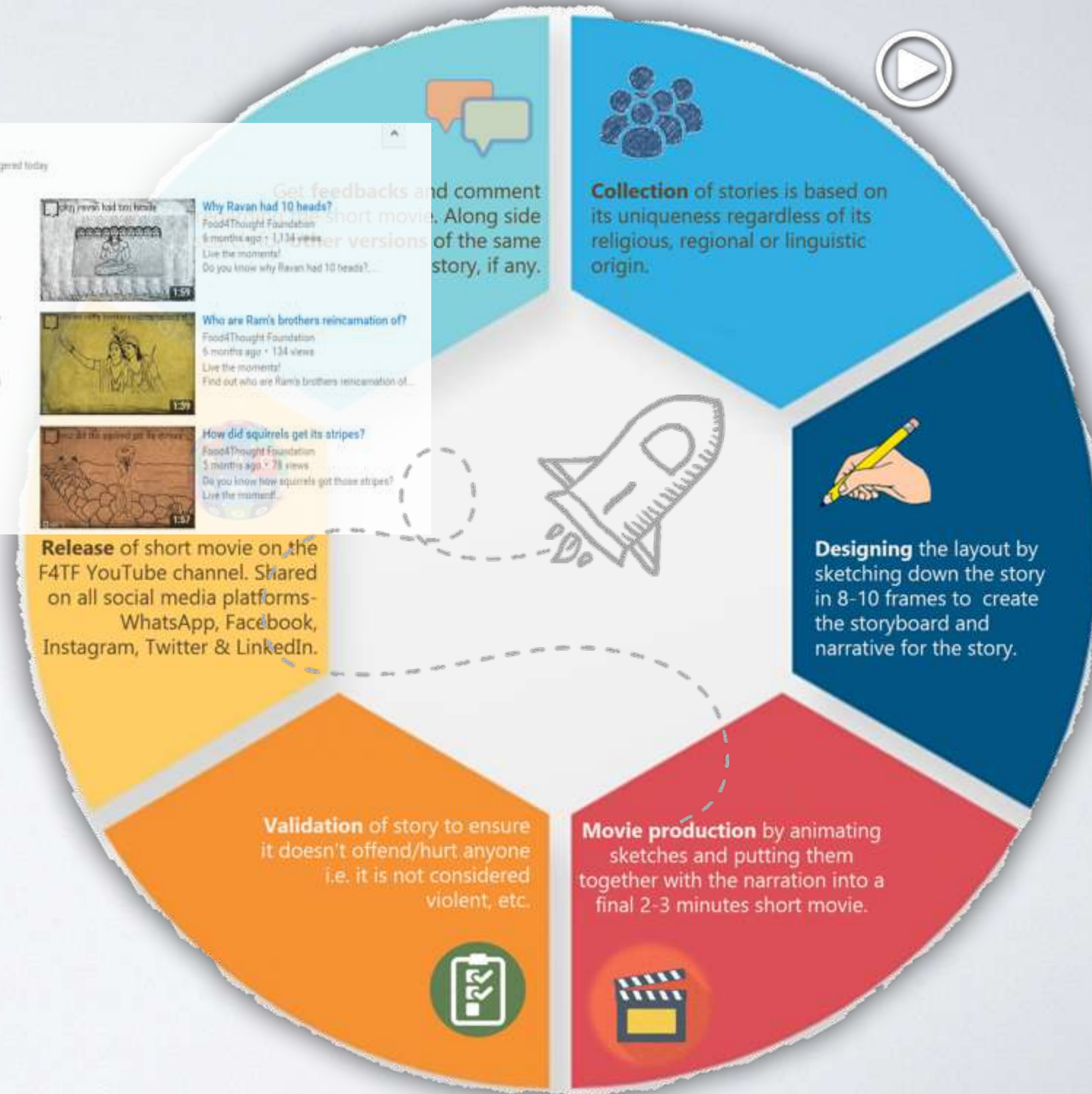
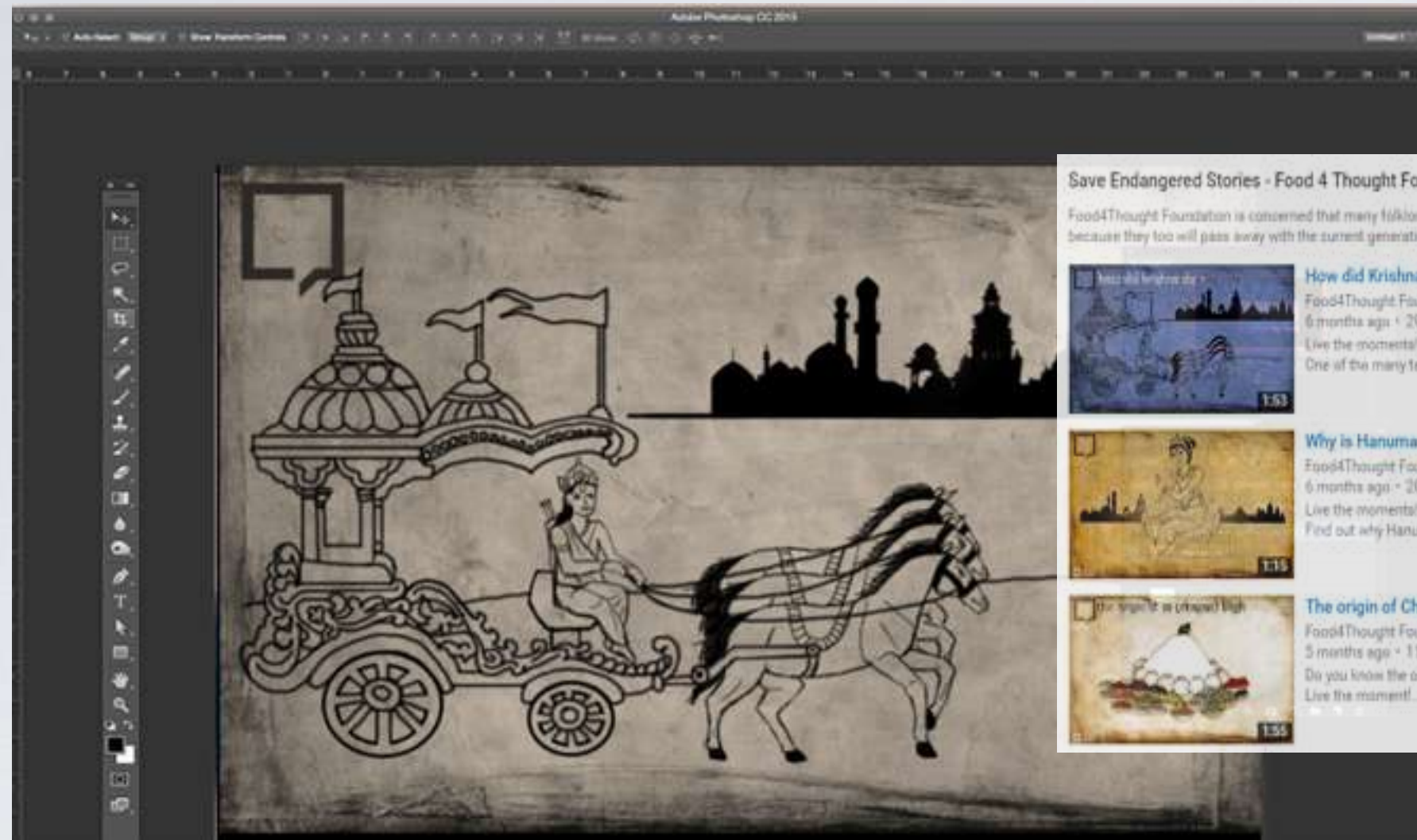
“iambond passport” is a small dairy which students carry with them to the library whenever they have a period and pen down the book reads. At the end of the Month one of their favourite reads they write down in form of a book review and sketch a picture related to that review.



“Hanging books” an innovative way to run a library even if the school lacks infrastructure of library.

The librarian during the period of library takes the books out of the box and hangs them on a simple rope line and once the students have finished reading, she keeps back the books in the box.

Save endangered Story



Ritika Sharma
Sketch Artist & Designer



Nandini Pokhriyal
Voice Over Artist



K Shubhankar Rao
Director

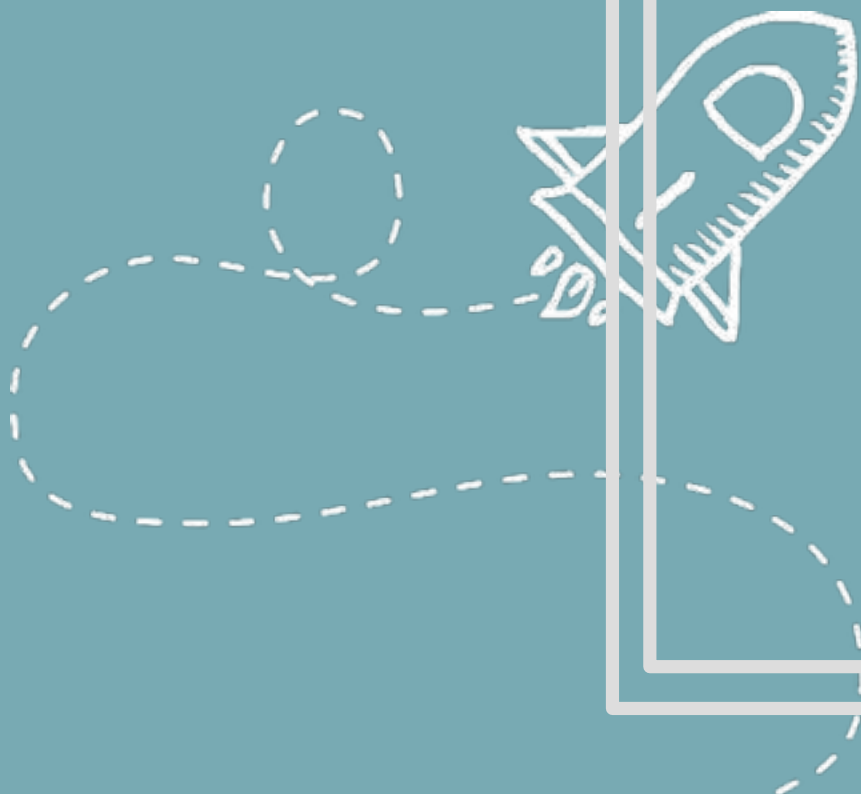
**Change Maker -
GAP Foundation
- Madhavi Sharma
2018**

**Hyderabad
Top 10
Startups
HYSEA - 2017**

**Best Software
Product - Social
Impact Category
HYSEA - 2017**

**IIM Indore
Kalpavriksha
Jury Special
Recognition
2017**

**eNGO Digital
Empowerment
and Tools- 2016
Finalist**



When books keep depression away



n honour

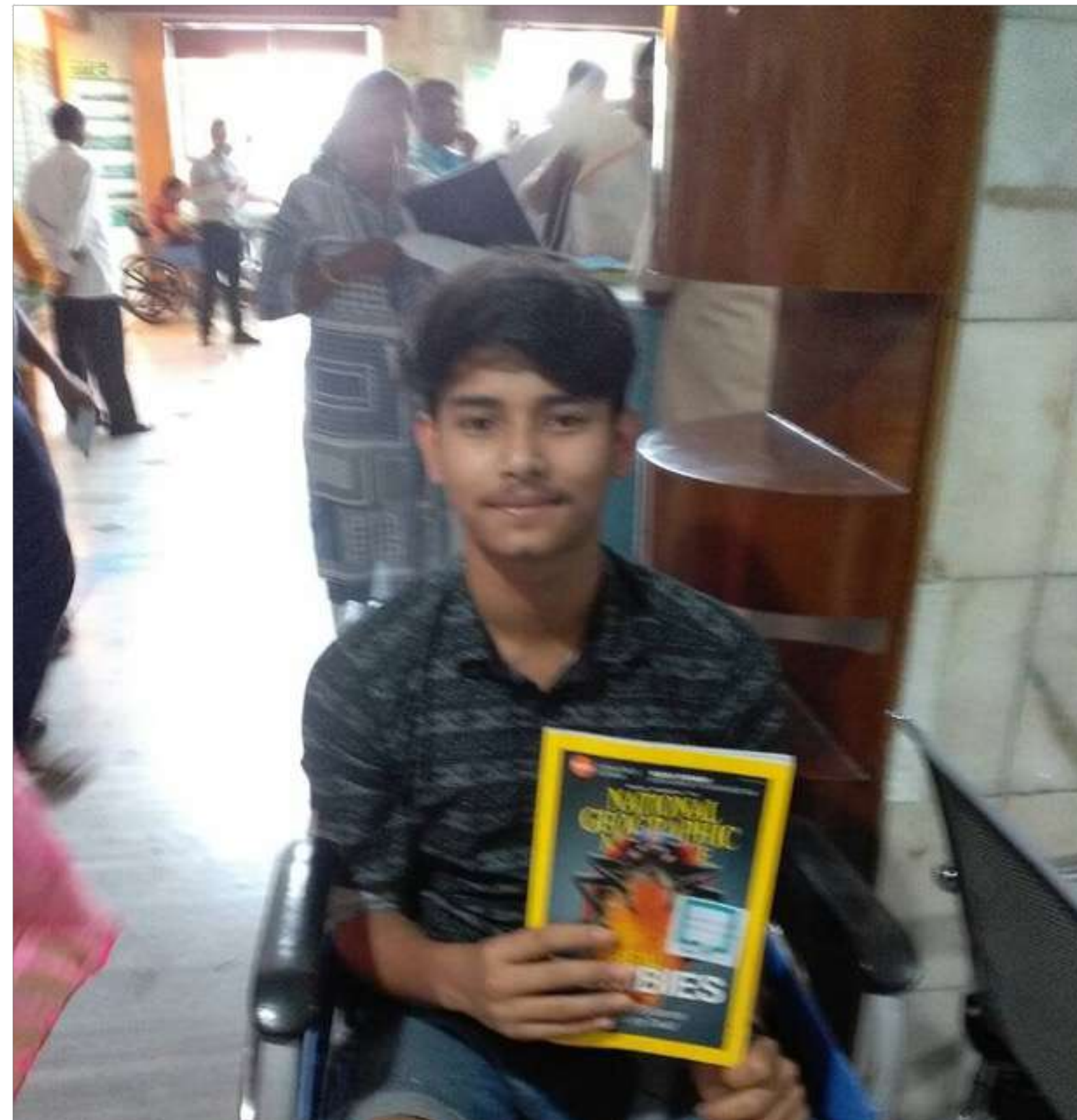
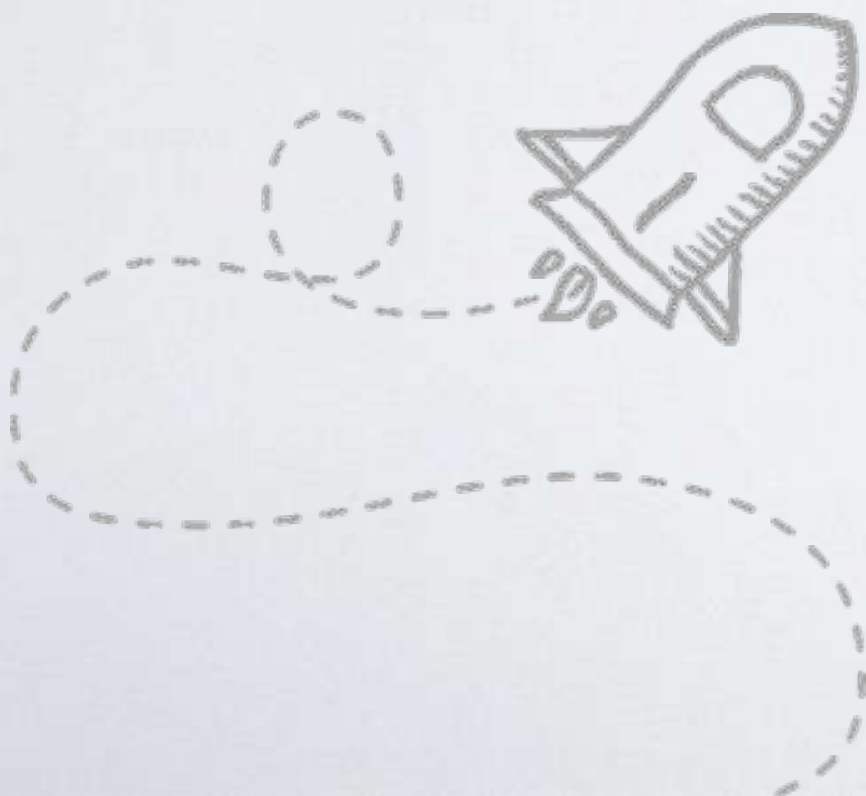
(Testimonials)



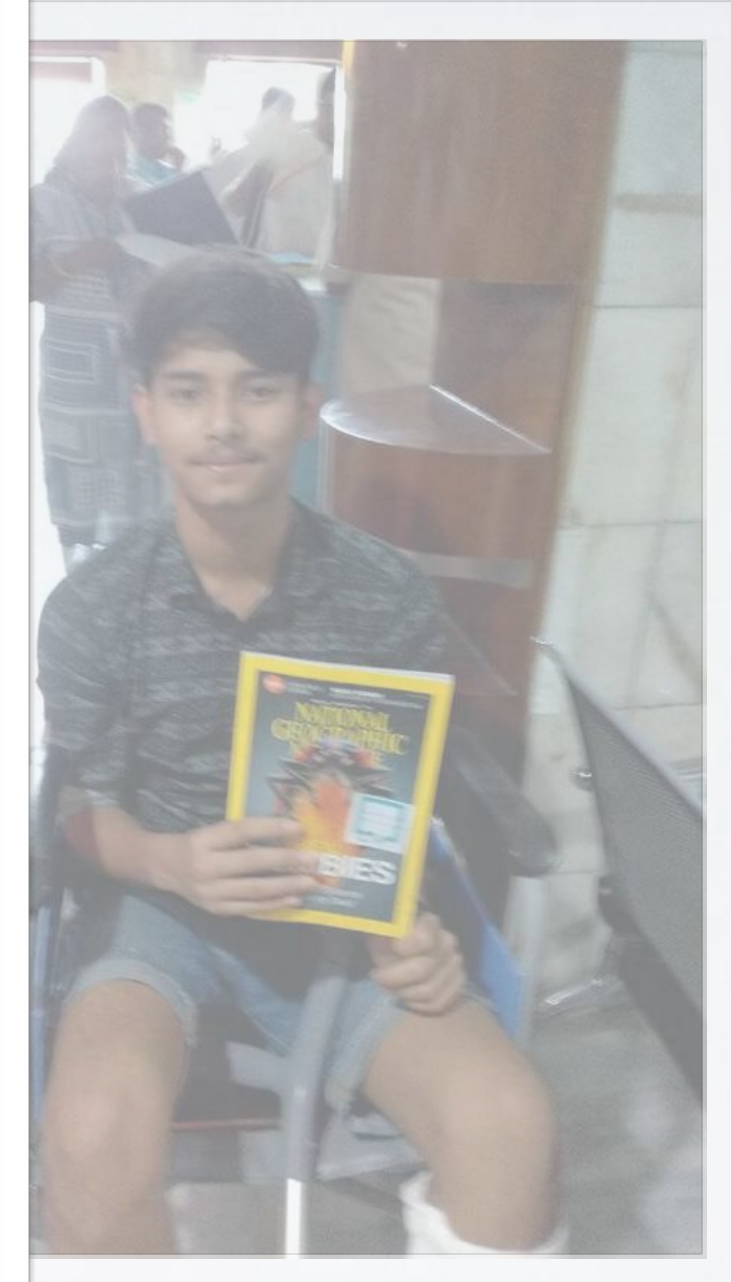
* Recently my husband was admitted in Apollo Hyderguda for a surgery. As part of it, me and my family spent almost 2 days in the hospital. I got a chance to visit the library and really, its a wonderful initiative to have a library in hospital and provide books for free to read while we are in hospital. Not only me but my husband as well used those books which gave him some peace of mind n happiness. Thanks a lot for the simple but a very useful library. "

- Lavanya Latha

SNo	Name	Phn. No.	Email	Address	Book Name	Book ID	Date Issue	Date Return	Condition	Signature
1.	MRS. Sunilka			Wangalpet	3E201	BAH-0002	20/9/16	30/9/16	Good	Sunil
2.	Mr. K. M. Subash			Wangalpet		BAH-0004	20/9/16	30/9/16	Good	Mr. Subash
3.	Mr. Suminathan			Indraprastha Nagar	3E201	BAH-0005	20/9/16	30/9/16	Good	Suminathan
4.	M. P. S. S. S. S.			Hyderabad	3E201	BAH-0006	20/9/16	30/9/16	Good	M. P. S. S. S.
5.	Lavanya			Saidabad Colony	3E201	BAH-0007	20/9/16	30/9/16	Good	Lavanya
6.	Lavanya			Saidabad Colony	3E201	BAH-0008	20/9/16	30/9/16	Good	Lavanya
7.	Lavanya			Saidabad Colony	3E201	BAH-0009	20/9/16	30/9/16	Good	Lavanya
8.	Lavanya			Saidabad Colony	3E201	BAH-0010	20/9/16	30/9/16	Good	Lavanya
9.	M. Subash			Hyderabad	3E201	BAH-0011	20/9/16	30/9/16	Good	M. Subash



Library id - L-AA-000019
Location - Apollo Hospital, Hyderguda, Hyderabad





 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*

 **n honour** *(Testimonials)*



(Testimonials)

 **n honour**



A Difference Made
#Impact



मेरा नाम मनीष है। मैं अम्बेडकर नगर (उ०प्र०) के ग्रामलिङ्गेश्वर चर रहने वाला हूँ। वर्तमान समय में 'दिल्ली यूनिवर्सिटी' से ग्रेजुएशन कर रहा हूँ। दोस्तों जैसे 'युद्ध' सभी जंग को जीतने के लिए 'अस्त्र' की आवश्यकता होती है, वैसे उसी प्रकार पढ़ाई सभी जंग को जीतने के लिए 'विद्वान्' सभी प्रकार की आवश्यकता होती है, बिना अस्त्र के जंग जीतना नामुमकिन है योद्धा ताकतवर क्यों नहीं।

दोस्तों कक्षा 12 तक मुझे किताबों की कमी बहुत महसूस होती थी क्योंकि गरीब परिवार से था, इसलिए किताबें खरीद नहीं पाता था, जैसे किताबों से मुझे बहुत धारा खता था, लेकिन ऐसे के कारण क्लास नोट व सीरीज से काम चलाता था। यही बात जब दिल्ली आया तो भी थी, लेकिन कुछ ही दिनों में 'ध्यासे की ध्यासे' बुझाने वाला एक नए दिन कोई जरूर मिल जाता है।

आमद वह दिन आ ही गया था कि IIT दिल्ली में Food4Thought Foundation की डायरेक्टर Madhavi Sharma Ma'am मेरी ध्यासे बुझाने के लिए मिल ही गयी। वहाँ मैंने जितने स्टाल देखे सब पर कुछ न कुछ ऐसा जरूर लग रहा था, लेकिन जब F4T Foundation स्टाल पर आगामी मैंने यह सुना कि "बुक फ्री में मौलाइड" कराती है। यह सुनकर फ्लेन सभा रसगुल आखिरकार मेरा आत्मा (दिल) अन्दर से लीन ही दिया कि "असमं सलसल" में निस्वार्थ भाव से सेवा करने वाले गरीबों की आवश्यकताओं की पूर्ति करने वाले कुछ लोग बचे हैं। जब मुझे बुक मिला तो इतनी खुशी हो रही थी कि उसका वर्तन शब्दों में नहीं बिसा जा सकता है। Food4Thought संस्था की देन है, मैं क्लास के Top one student में आया।

मैं Food4Thought संस्था व मादवी शर्मा मैम का बहुत-बहुत आभारी रहूँगा। मैं संस्था की इस सेवा को जीवन में न भुला पाऊँगा। साथ ही वो शब्द जरूर कहना चाहूँगा-

मेरे ऐसे सभी लोग हो जाते, जो दूसरी की परेशानियों, आत्माओं की समझ उसके तो संसार का तमस्तार खपल जात कलमरा, सलसल में बहल जाता।
Maneesh

My name is Maneesh. I am a resident of Ambedkar Nagar, Grameen Shetra. At this point of time I am pursuing my graduation from Delhi University. Friends, as to win a war weapons are important similarly books are important for studies. Without weapons its difficult to win a war even if the warrior is strong enough to win the battle.

Till class 12th I always felt the necessity of books. As I belong to a poor family I was not able to buy books. I loved books but due to financial conditions I had to depend on class notes and series. The same thing happened when I arrived in Delhi, but as its said "Some one always come to help a thirsty". Finally the day arrived at IIT Delhi when I met the Director of Food4thought Foundation, Mrs. Madhavi Sharma Ma'am. At all the stall I saw everything had a price tag on it but when I reached the Food4Thought Foundation Stall I heard that they provide books for free. I was really happy when I heard that, After that my Soul (Heart) finally spoke out " Even In this age people are there to help others selflessly, There are some people to serve the needy and try to fulfil their wishes". When I got the books I needed I was so happy, that I was left speechless. It is because of Food4Thought Foundation that today I stood 1st in my class.

I am really grateful to Mrs. Madhavi Sharma Ma'am and Food4Thought Foundation. I will never forget the help provided to me by the organization. At the end I would like to say a few words :

" I wish all the people in the world become like this who understand the problems and the needs of others. If that would happen, this world would have been a different place to live in".

Maneesh

Books play the role of best friends, guide and most importantly, teaches values of life.

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

Eenadu

Sakshi



<https://timesofindia.indiatimes.com/city/lucknow/telenor-celebrate-world-book-day-encourages-children-to-enjoy-reading/articleshow/58281362.cms>

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

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

<https://ytvideos.tk/watch?v=JnAIDP7IZeo>

https://ytvideos.tk/watch?v=p9Lg5_fdx_E

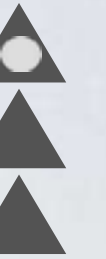


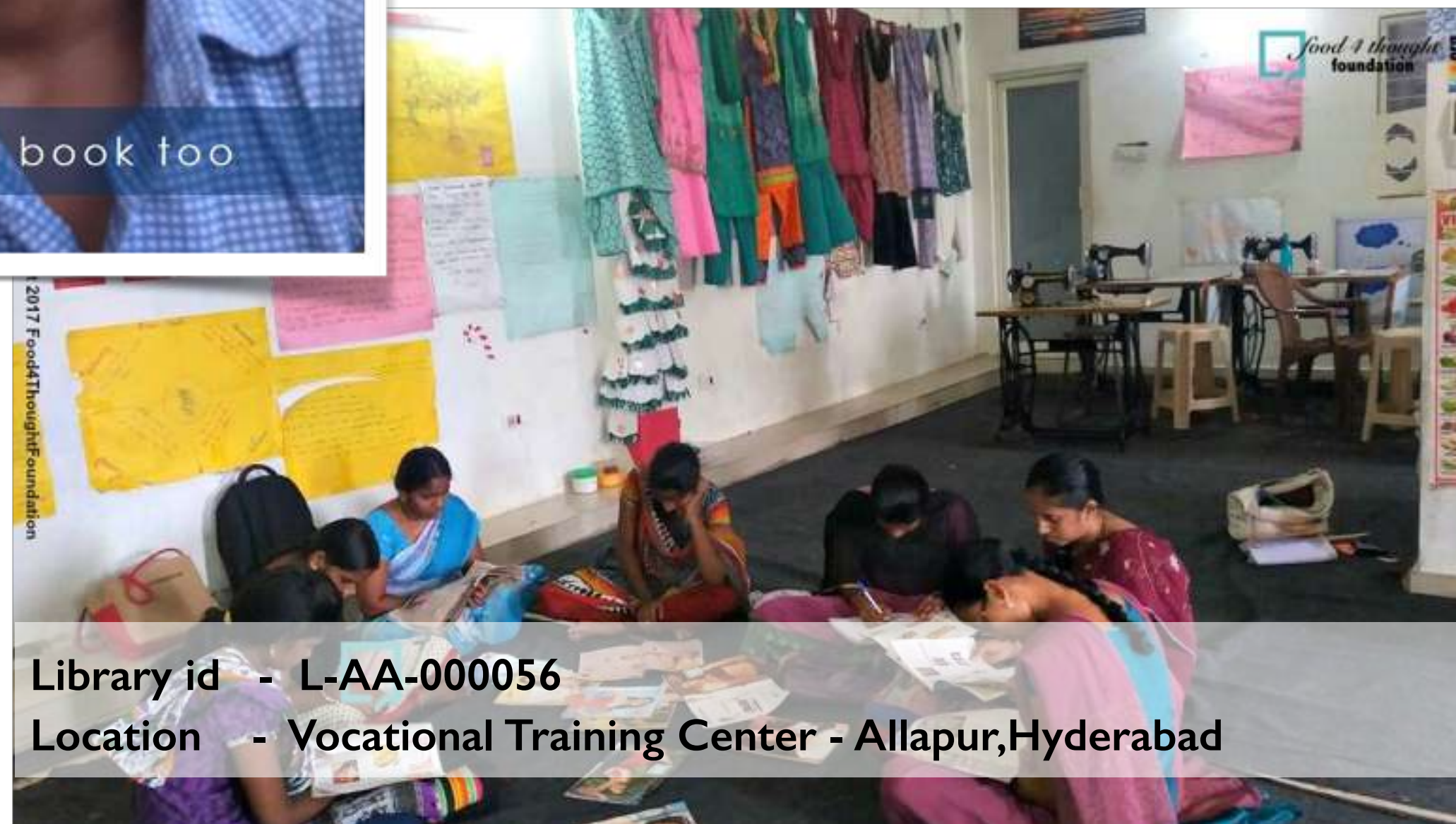


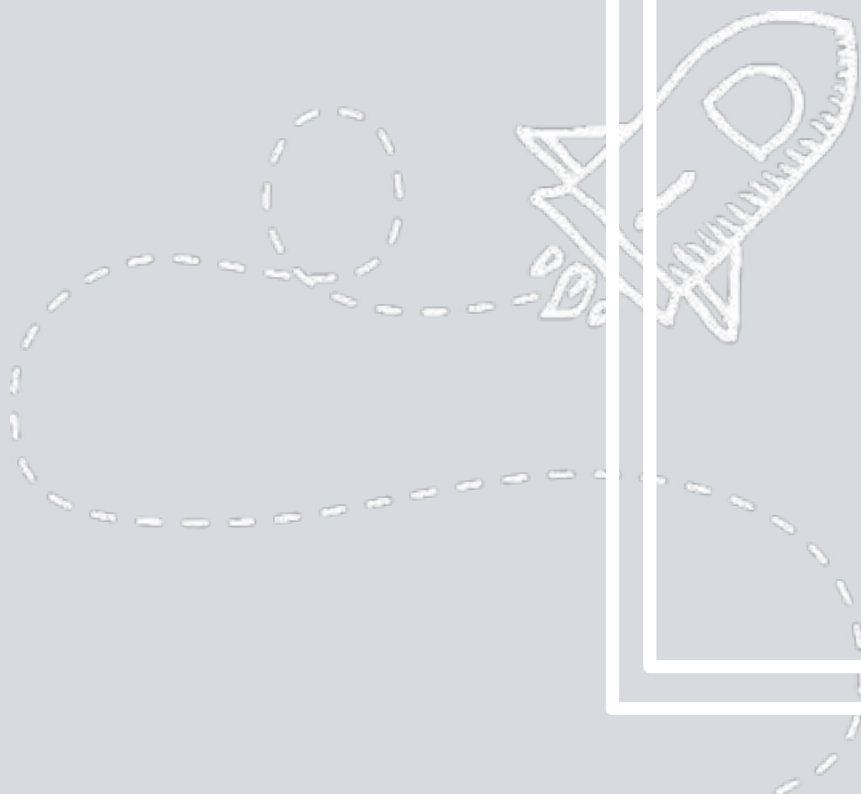
Library id - L-AA-000032

Location - ZPHS Turlapadu Library, Vijayawada

food 4 thought
foundation org





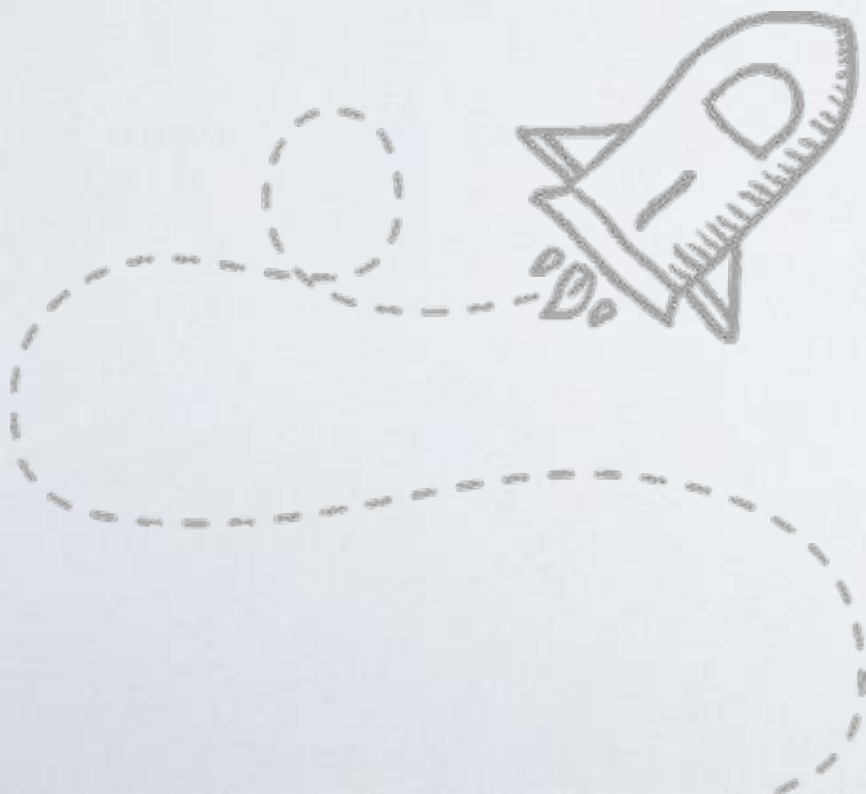


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Section 1
Purpose

▲
▲
▲
Section 2
Outcomes

▲
▲
▲
Section 3
Achievements

▲
▲
▲
Section 4
Ecosystem



Heartfelt Thanks

to all the Partners for standing by us and supporting us relentlessly



We appreciate the confidence expressed and giving us the opportunity to build and operate libraries in their schools



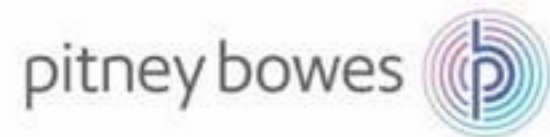
For supporting the foundation by providing volunteers to build Endangered Stories and Vocational centres for libraries



For financially supporting the foundation for last three years and also by extending the office space to operate the Foundation.



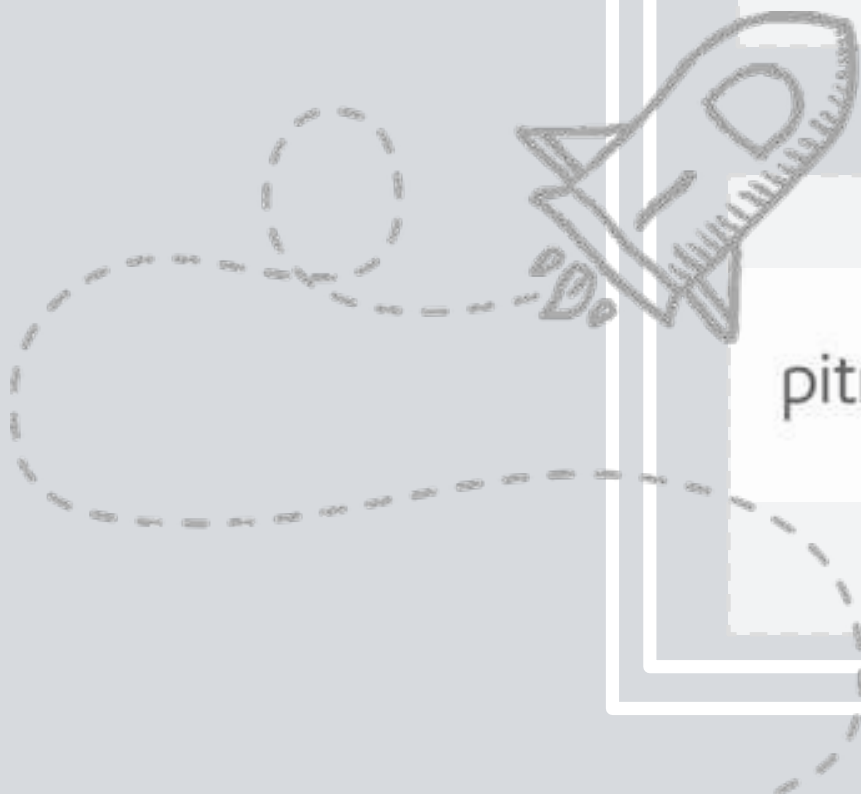
For unconditionally supporting the cause by providing free Stall at the festival last 2 years and encouraging us by introductions to the celebrity guest sand other forums



For supporting the foundation by adopting 5 libraries and building nLIGHTEN in the office premise to encourage reading habits



For supporting the foundation by adopting 3 libraries and supporting the cause by encouraging employees to drive the campaigns



Library id - L-AA-000095

Location - SRM Academy, Lanka, Karbi Anglong,
Assam



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Heartfelt Thanks

to all the Partners for standing by us and supporting us relentlessly



For supporting in the book donation drives for 2 years and helping in collection over 12000 books across a wide range of subjects



For supporting the foundation by providing volunteers to build carry out a wide range of activities from time to time



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



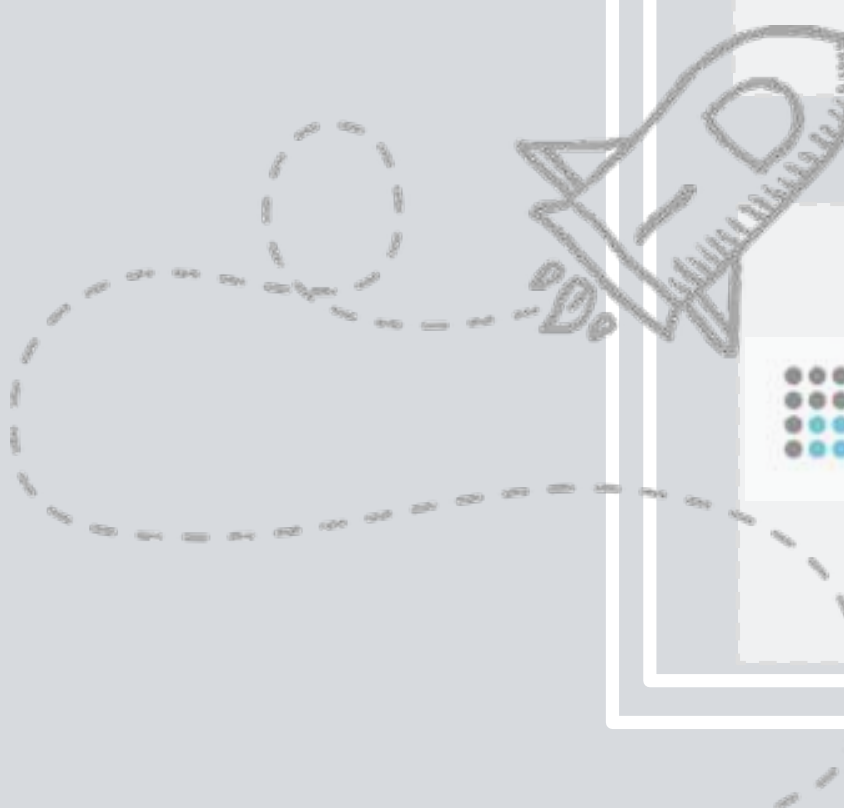
For being the technology partner in building Mobile APP and continuously upgrading based on the needs and aspirations of stakeholders



For supporting by discounting the courier changes for transporting of books and ensuring timely delivery across India



For supporting the foundation by guiding and mentoring the Senior Leadership from time to time



Heartfelt Thanks

to all the Partners for standing by us and supporting us relentlessly



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



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



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



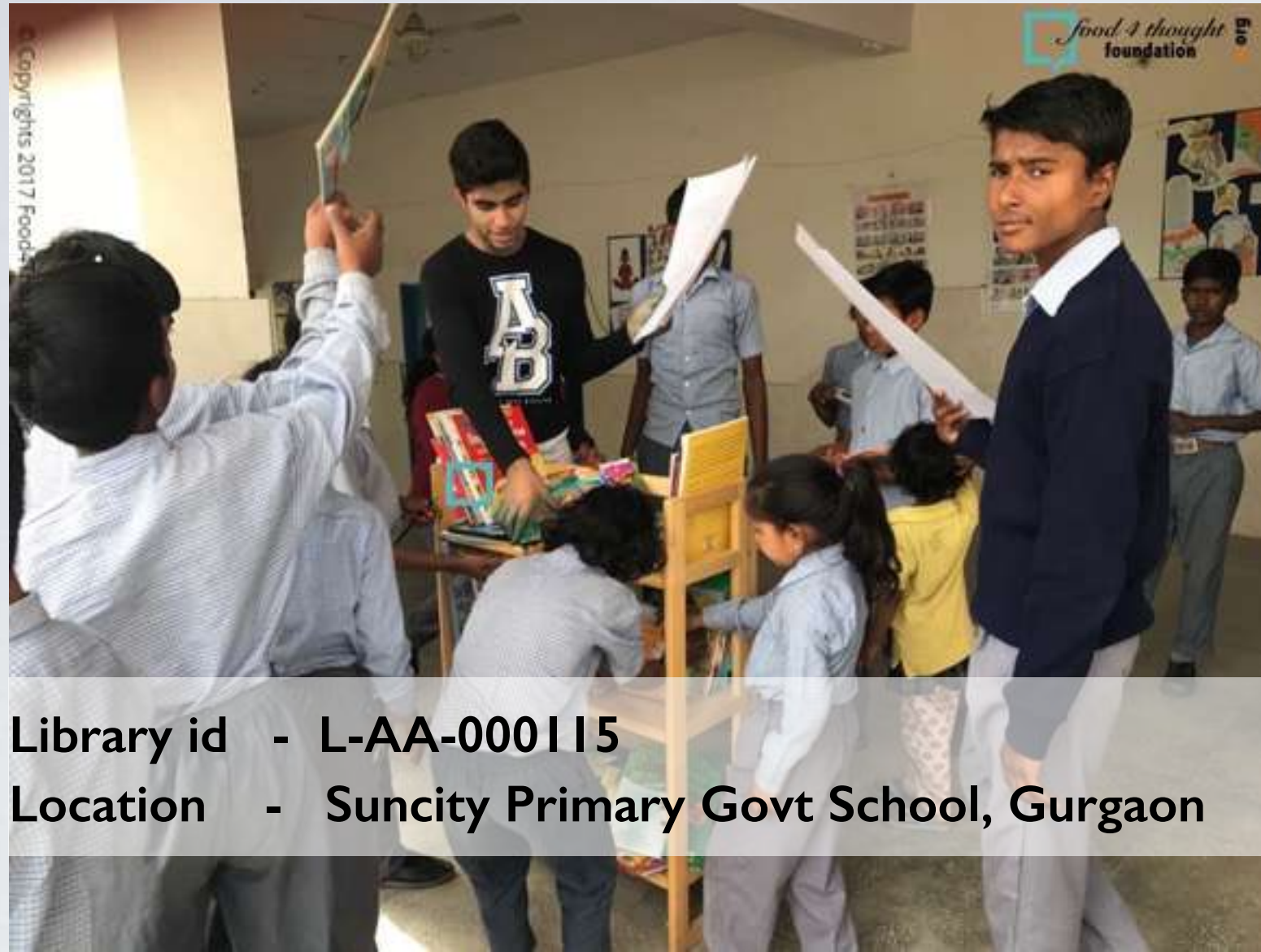
For supporting building and operating Libraries in their Hospitals



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



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



Library id - L-AA-000115

Location - Suncity Primary Govt School, Gurgaon



Library id - L-AA-000044

Location - Cradle2Crayons, Dogra Nagar, Jammu



Library id - L-AA-000046

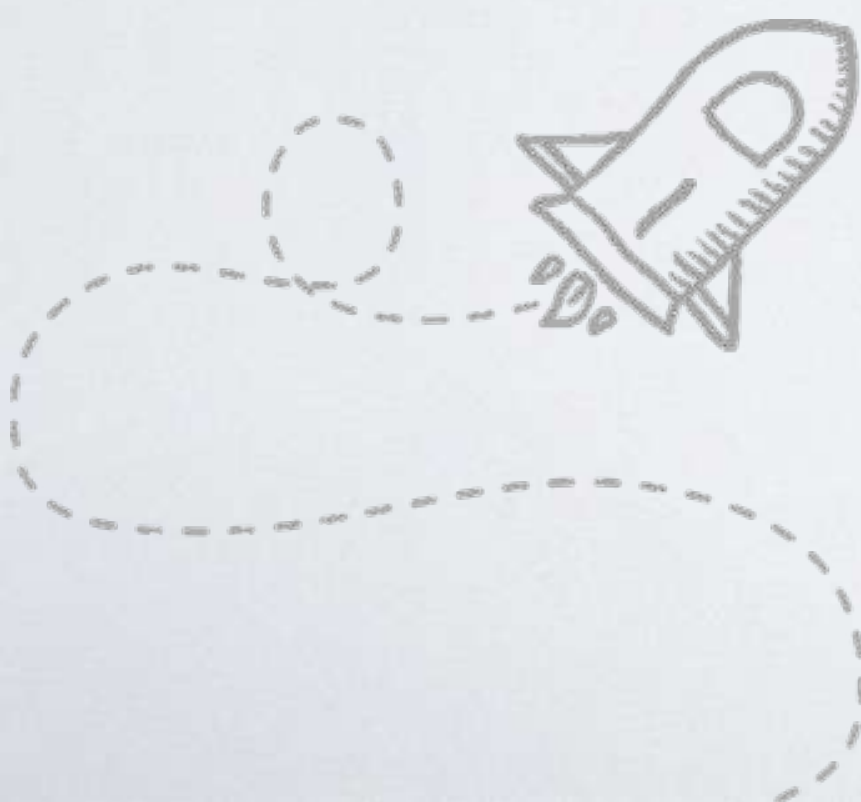
Location - Sri Sri Vidya Mandir, Pasighatlnagar, Arunachal Pradesh





the
walking
library
project

enlighten on the move





Mamtha Ranjan
Program Director
Alliances



Parth Sarwate
Advisor



Uma Sharma
Program Director
Volunteers & Alliances



Sunil Savarana
Friends of Foundation



Madhavi Sharma
Co-Founder
Foundation Director



Ramesh Sharma
Program Director
Alliances & Fundraising



K Nanda Kumar
Advisor



Divyasri Yellapragada
Program Director
Save Endangered Stories



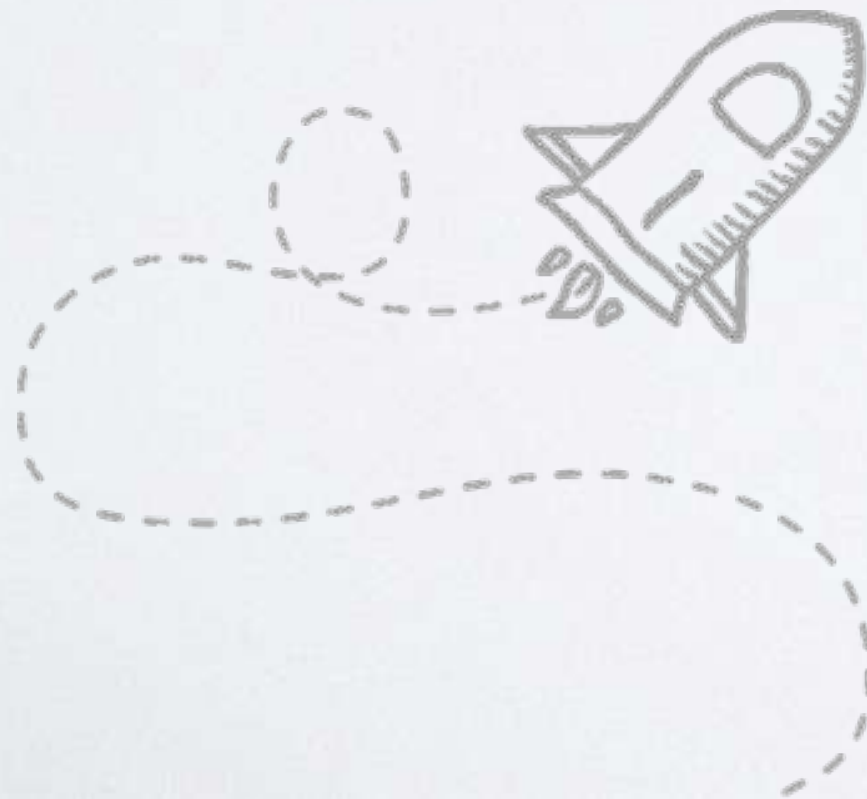
Suma Niveditha
Friends of Foundation



K Srinivas Rao
Founder
Chief Mentor



Nainish Tikoo
Program Director
Alliances & Fundraising



Indu Dwivedi
Program Director
Library Operations



L Prabhakar
Friends of Foundation



Shefali Rao
Co-Founder
General Secretary



getting

Back to work



501

Libraries



150001

Books & Magazines



Our Dream

2020



50001

Children - Joy of Reading



501

Stories



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Save Endangered Stories -
Food 4 Thought Foundation