



Stand #withMalala
Local Partnership Activation in India
Prepared by “Snehalaya – Home of Love”

Addendum to Road Show Event
-To invest in Girls Education
-To photograph the Road Show Program

Addendum Grant - 10th May 2016

Background

Snehalaya is a 'Home of Love', supporting women, children and LGBTQ youth to find a safe exit point from poverty and the commercial sex industry. Founded in 1989 in Ahmednagar, we serve India's hidden population: people who go uncounted and uncared for. Snehalaya is run by Indians, for Indians, to fight AIDS and to end human trafficking.

Despite the immense progress that has been made in the last 15 years with nearly universalizing primary education, the state of secondary education in India, particularly for girls remains troublesome. Last year, Snehalaya teamed up with the Malala Foundation to screen the inspiring documentary 'He Named Me Malala' to several thousand beneficiaries in Mumbai and across India.

In Ahmednagar, there is much need to advocate for girls' education amongst Dalit, tribal and nomadic communities, as well as Muslim groups and people from lower socio-economic backgrounds. There is heavy human trafficking in the region and high demand for commercial sex. Sadly, young girls are often kept out of school in order to support low-income families.

Our education projects already work with our most resilient and passionate clients: children. We strive to develop education and enterprise in all our youth programs. We bring children exposed only to life on the street into a safe learning environment, away from crime. Providing day care at outreach level in six slums and running two education centers' with a variety of vocational courses and primary education on offer.

Through a targeted three-month roadshow programme of documentary screenings, radio programs, public debate and awareness days, we hope to reach out to over 27,000 high-risk young people across Ahmednagar, and help them gain access to better futures through equal education.
Essay writing competition

Take Malala's Film to Rural Indian Girls – Addendum Proposal – Essay Contest

To engage more girls in the campaign and to reinforce the message of the importance of education we are asking girls in the target age group (15-25) specifically those most likely to drop out of school, aged 15 to 25, to participate in our essay competition. By asking the question 'Why is girls education so important in society and what changes need to happen to see more girls in secondary education? Or Why is education is essential to your future?' we are asking them to reflect on the issues affecting them and provide solutions to the problem.

By accepting entries in the three main languages of our district, Marathi, Hindi and English, we are making it as accessible as many young people as possible. The competition will be promoted through radio ads and interviews with Snehalaya coordinators, flyers and posters in our target areas and at our roadshow events and through newspaper ads and articles.

The prizes will provide the winner and runners up with educational training, resources and funds for school/college fees giving them additional support to continue their own education. The messages and key issues identified by the winning entries will also be publicized through radio interviews and newspaper articles with the hope of reaching and raising awareness of the campaign and issues to an even wider audience.

Grant for scholarship funds for essay competition winners

Promotional activity

| Activity | Dates | Promotion |
|------------------------------------|-----------------|--|
| Competition Launch | 1 May | Snehalaya website & social media, newspapers, radio, local TV channels |
| Competition details and promotions | 1 May – 1 June | Malala events - announcement and flyer |
| | | Radio Nagar promotions |
| | | Newspaper articles and ads |
| | | Posters & flyers in target areas |
| Winners announced | 15 June | Prize distribution at the Malala programme finale winners will be asked to say a few words on stage |
| Winner interviews | 15 June | Immediate reaction interviews in outside broadcasting studio set up by Radio Nagar straight after collecting their prize |
| | 15 – 22 June | Follow up interview at Radio Nagar studios |
| | 15 June onwards | Press releases and winner interviews with key media |

Terms of the competition

- Open to girls aged 15-25 years who are studying in the district of Ahmednagar in any capacity (part or full time)
- Word count of 500-1000 words written in Marathi, Hindi or English
- Essays can be submitted by post, in person or by email between 1 May and 1 June (by 5pm IST)
- Judging will take place by external examiners in a controlled setting and aligned with a fairly adjudicated set of pre-determined criteria
- 1st prize will be awarded to the essay with the most compelling and convincing argument
- Four motivational prizes will be awarded to essays showing outstanding promise in subject, writing style, good directives for change explored, etc.
- Prize distribution will be at our Malala closing event on 15 June and eminent guests will present winners with a scroll and graduate cap.
- Computer training valued at Rps 5,000 will be given by Snehalaya's IT center to winner for accommodation, food and travel expenses and arrangements can be made by Snehalaya for those living outside the city.
- A further scholarship fund to support school/college fees to be awarded to the first prizewinner to the value of Rps 4,000 for educational support resources e.g. books, uniforms, fees, to be awarded to the first prizewinner.

- Computer training prizes valued at Rps 10,000 (i.e. 2500 each runner up) for 4 runner ups will be given by Snehalaya's IT center to winner for accommodation, food and travel expenses and arrangements can be made by Snehalaya for those living outside the city.
- A further 4 scholarship funds (totaling a value of Rps 10,000) for the runner ups to support school/college fees to be awarded for educational support resources e.g. books, uniforms, fees, to be awarded to runners up.

Budget

| Activity | Details | Cost |
|----------------------------------|---|---|
| 1st prize | MS-CIT and HTML programming, CV writing, Photoshop, and social media training at Snehalaya's IT Center (this will include transport, accommodation and food for out of town winners) | Rps 5,000 (worth of goods/services, accommodations, food and transport) |
| | Scholarship Fund | 4,000 Rps. |
| 4 x runner up prizes | Microsoft office suite and basic desktop publishing training including computer basics such as the fundamentals of computer literacy, touch typing, saving documents, etc. at Snehalaya's IT Center (this will include transport, accommodation and food for out of town winners) | Rps 10,000 – 2500 value per runner up |
| | Scholarship Fun | Rps 10,000 to be equally shared between 4 runner ups |
| Publicity & promotion | See promotional activity table above for breakdown of activity | Rps 10,000 |
| Scrolls and Caps | | Rps 5,000 |
| Administration & Judging entries | | Rps 15,000 |
| Transport | | Rps 2,500 |
| Total cost | | RS 61,500 |

Grant for photographer to document Road Show Screening Events

Photography Costs

Snehalaya would like to thoroughly document the program creating photography content for communications including our website, social media, email updates and newsletters and to have it documented to use for future awareness work as a case study. Snehalaya also wish to create an photographic exhibition of images for the finale of the roadshow and an archive to sustain the key messages in future educational and other promotions following the campaign.

We will give Malala Fund/ Global Giving/ Film Campaign Partners 1-3 working days to approve images for Snehalaya's promotional use. Images will be uploaded and available via a shared folder to Snehalaya and the Malala Fund by 1pm IST on each day following an event, in resized web friendly formats. Given the size of the image files these will be available in high resolution and print friendly formats on demand.

The photographer briefs and cost breakdowns are below:

| Brief | Delivery to Global Giving/ Film partners by | Cost |
|--|--|------------------|
| Photographic still shooting (all equipment included) at 16 events including the finale on 15 June | 10am IST on day following each event | Rs 39,000 |
| 24-image exhibition in two sizes (A1 and 10x8inch) on Foamex - matt finish to use in programme finale schools/colleges and outreach projects | 22 June | Rs 2,500 |
| Total cost | | Rs 41,500 |

Overall total 103,000 Rps = \$1500 USD