



POWERED BY
CROSSWORD

IN ASSOCIATION WITH
RATNA NIDHI TRUST



MISSION MILLION BOOKS- EDUCATING YOUNG INDIA

IMPACT AT A GLANCE

Project Summary

On 18th August, 2016 Ratna Nidhi in association with Alibaba Group and Crosswords launched Mission Million Books (MMB), which seeks to donate 1 million books to 10,000 schools and colleges in India for free. The project is aimed at providing the underserved with access to quality educational materials for their growth and advancement, and supports the Indian government's efforts to enable access to quality education for all.

The initiative has opened doors for numerous educational institutions to have access to, and enhance the quality of, academic material provided to their students.

The campaign's partners are the World Bank Family Network Book Project, Delhivery, Kotak Mahindra Bank, mGage India, Shoppers Stop, Hyper City, Nav Samaj Mandal and Rotary Club of Bombay Worli.

With a vision in place to donate books to educational institutions in India, a month long book collection drive was launched. Thousands of donors from all over India donated books by calling on the toll free number of the project. Approximately 65 stores of Crossword, Shopper Stop, Hypercity and 300 branches of Kotak bank opened up their branches as a collection center to their customers and donors.

The World Bank Family Network Book Project donated 33,000 educational books. A rigorous mobile and e-mail marketing campaign was launched by mGage India and Alibaba Group respectively. Close to 10 million SMS's and 6 million e-mails were sent to individuals, urging them to donate books. A robust pick up and courier system across India was provided by Delhivery.

535
SCHOOLS IMPACTED

2,00,000
BOOKS COLLECTED

1,05,000
EDUCATIONAL BOOKS DONATED

25,000
NOTEBOOKS DONATED

75,000
BOOKS TO BE DONATED BY 2016

5,00,000
STUDENTS BENEFITED

The joint efforts of all the partners ensured close to 1.5 lakh books were collected and displayed at the exhibition. Ratna Nidhi Charitable Trust was instrumental in liaising with the schools and colleges in Maharashtra, and providing on ground execution support with managing the inventory of books. Nav Samaj Mandal was the venue partner and provided key logistical and volunteer support.

The First Exhibition

The first book exhibition was organized on **29th & 30th September, 2016**. The event commenced with an inauguration ceremony, attended by Mr. Guru Gowrappan, Global MD, Alibaba Group, Mr. Rajiv Mehta, Chairman, Ratna Nidhi Charitable Trust, Mohan Shenoi, Chief Operating Officer, Kotak Mahindra Bank, Sandeep Barasia, Managing Director, Delhivery, Ashok Kothari, Chairman - Trustee, Nava Samaj Mandal, Deepak Goyal, Chief Operating Officer (COO), Mgage and Kinjal Shah, CEO, Crossword.

The exhibition saw a rich repository of books in Science, Maths, History, Geography, Liberal Arts, Computers, Encyclopedias, Dictionaries, Fiction and Non-fiction books.

Close to 1,05,000 books were donated to 535 schools and colleges who had come from Mumbai, Pune, Thane, Raigad, Kolapur and Aurangabad.

Way Forward

The journey to cultivate reading habits among children, by providing access to quality reading material to educational institutions in India, will continue for a decade through the Mission Million Book project. A permanent exhibition setup has been instituted at the Khetwadi center of Ratna Nidhi Charitable Trust. This will make it easier for educational institutions to access books of their choice all year long, and enable the project to scale greater heights.



Testimonials

"We are very happy to receive these books. It would be very helpful to increase the knowledge of our kids who come from low economic background." - Nitynand Municipal School, Mumbai

"Exhibition was really good. It is a great way to recycle old books and educate our children even further. Nice work. Keep up the effort." - Sinhgad Spring Dale School & Jr.College

"It was a wonderful project. We got medical books which would be very useful to our students as well as our faculty. Thank you for inviting us and making us a part of this huge initiative." - B.J Govt Medical College, Pune

"It's been a very overwhelming experience. Loads of access to rich resources! Thank you. We look forward to many more." - I Leap Academy, Mumbai