

MISSION MILLION BOOKS: BARAMATI



PROJECT REPORT



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PROJECT SUMMARY

Mission Million Books (MMB) is a pan India social initiative 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 project is a joint initiative of the Alibaba group and Ratna Nidhi Charitable Trust, and seeks to donate 1 million books to 10,000 schools and colleges in India for free. The initiative has opened doors for numerous educational institutions to have access and enhance the quality of academic material, provided to their students.

THE FIRST EXHIBITION

Mission Million Book was officially launched on 18th August, 2016. An idea that emerged with the thought of donating a few thousand books by Mr. Chris Wang, culminated into the Mission Million Books project, with the Alibaba Group and Ratna Nidhi Charitable Trust joining hands to impact the education landscape and reading habits of young India. The first exhibition was organized in Mumbai in September 2016.

THE SECOND EXHIBITION

The Second Exhibition was organized at Barmati in Pune at the prestigious Vidya Pratishthan institute on 26th and 27th March 2017.

With a sprawling campus of 156 acres, the Pratishthan houses 25 Institutions, where more than 23,000 students are nurtured daily. A month long campaign ensured over 52,000 books were displayed at the exhibition.

51,000 books were donated to 1104 schools and colleges at Baramati over two days. The exhibition saw a rich repository of books in Science, Maths, History, Geography, Liberal Arts, Computers, Encyclopedias, Dictionaries, Marathi books, Fiction and Non- fiction books.



From top: ribbon cutting by Mr.Sharad Pawar; Lamp lighting by Mr.Rajiv Mehta, Mr.Chris Wang & Shri Sharad Pawar; Mr.Chris Wang being felicitated by Shri Sharad Pawar; Mr.Anil Awachat being felicitated.

The event commenced with an inauguration ceremony, attended by:

- Shri Sharad Pawar, Honorable MP & President, Vidya Pratishthan
- Mr. Chris Wang, Country Head, Alibaba.com, India
- Mr. Rajiv Mehta, Trustee, Ratna Nidhi Charitable Trust
- Mr. Sanjay Thakur, Chief Marketing Officer (CMO), Kotak Mahindra Bank
- Dr. Anil Patil, Chairman, Rayat Shikshan Sanstha
- Dr. Anil Awchat, Social Activist and acclaimed Marathi author
- Shri Prabhune, Vice President, Vidya Pratishthan

The need for improving accessibility to education through Mission Million Books was echoed by the partners on the dais.

The following individuals were felicitated on stage for their contribution to the Mission Million Books project:

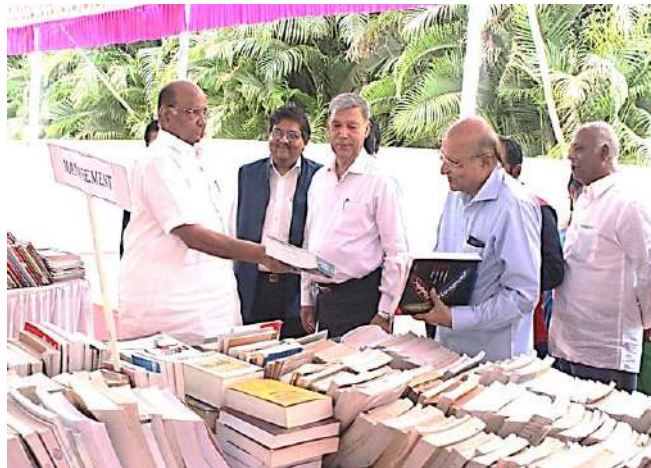
- Mr. Chris Wang, Country Head, Alibaba.com, India
- Mr. Rajiv Mehta, Trustee, Ratna Nidhi Charitable Trust
- Mr. Sanjay Thakur, Chief Marketing Officer (CMO), Kotak Mahindra Bank
- Mr. Kamran Farhat, COO, Crossword
- Dr. Anil Awchat, Social Activist and acclaimed Marathi author
- Ms. Priti Mehta, Ratna Nidhi Charitable Trust
- Mr. Sanjay Bhosale, Mentor Foundation



Trophy handed over to the dignitaries.

WAY FORWARD

The project will see a number of exhibitions being organized across the country in the future. Through these exhibitions we aim to reach out to schools and colleges in rural India.



Shri Sharad Pawar browsing through the books at the Baramti Exhibition along with Mr. Rajiv Mehta.



The MMB exhibition setup and teachers browsing through the books displayed at the venue

IMPACT AT A GLANCE

1104

SCHOOLS & COLLEGES IMPACTED

52,000

BOOKS COLLECTED

51,000

EDUCATIONAL BOOKS DONATED

5,00,000

STUDENTS BENEFITED

PRESS COVERAGE

बारामती में मिशन मिलियन बुक्स डिस्ट्रीब्यूशन कैम्प

शरद पवार करेंगे उद्घाटन 50 हजार किताबें मुफ्त में दान की जाएंगी

संवाददाता
पुणे. गुगल डॉट ओआरजी द्वारा सहायता प्राप्त मुंबई की विकलांगता और शिक्षण पर केंद्रित गैर लाभगत संस्थान रत्ना निधि चॉरिटेबल ट्रस्ट ने 'मिशन मिलियन बुक्स' की घोषणा की है. यह एक पुस्तक वितरण समारोह होगा, जिसका आयोजन बारामती, पुणे के भिगवन रोड स्थित गा-टी-मा सभागृह, विद्या प्रतिष्ठान में 27 मार्च को सुबह 11 बजे से शाम 5 बजे तक किया जाएगा. इस प्रदर्शनी के दौरान भौतिकी, रसायनशास्त्र, गणित, कम्प्यूटर, भूगोल, इतिहास, शब्दकोष, इंसाकलोपीडिया जैसे विषयों से संबंधित लगभग 50000 किताबें स्कूलों और पुस्तकालयों को दान में दी जाएंगी. भारत में गुणवत्तापूर्ण शिक्षा और शिक्षाप्रद किताबों का अभाव है. इससे बच्चे विभिन्न विषयों को पढ़ने और आवश्यक ज्ञान प्राप्त करने से हतोत्साहित होते हैं. अच्छी किताबों की उपलब्धता के लिए रत्ना निधि ने शहर के विभिन्न स्कूलों, कॉलेजों और पुस्तकालयों को मुफ्त में पुस्तकें दान करने और अपनी पसंद की पुस्तकें चुनने की यह पहल की.

राजीव मेहता, रत्ना निधि के ट्रस्टी इस दान अभियान पर कहते हैं कि, 'रत्ना निधि के पुस्तक प्रोजेक्ट का यह 20वां साल है. अब अपने मिशन मिलियन बुक्स प्रोजेक्ट के तहत हम भारत भर के 10,000 निम्न आय वाले स्कूलों और कॉलेजों को 2018 तक मुफ्त में 1 मिलियन किताबें वितरित करने की कोशिश कर रहे हैं.



हम प्रकाशन समूहों से मदद की अपेक्षा भी करते हैं, ताकि वे युवा भारत को शिक्षित करने के लिए उन्हें गुणवत्तापूर्ण शिक्षण सामग्री उपलब्ध करवाने में हमारी मदद करें. हम शरद पवार के आभारी हैं कि उन्होंने हमारे अभियान का उद्घाटन किया और मदद की पेशकश की.

अगले कुछ महीने में मिशन मिलियन बुक्स पहल के तहत पुणे, बडोदा और अहमदाबाद में बुक डोनेशन एक्जीबिशन आयोजित करने की उम्मीद करता है. अब कोटक बैंक, कार्निवल थिएटर, पेटीएम मेल, ब्रॉसवर्ड बुकस्टोर, रिटेलर्स एसोसिएशन ऑफ इंडिया, इन्कॉम एक्सप्रेस कूरियर भी युवा भारत को शिक्षित करने के अभियान के साथ जुड़े हैं. ऐसी पहलों पुस्तक प्रदर्शनी का आयोजन 29 और 30 सितंबर को मुंबई में किया गया था. इस प्रदर्शनी को अच्छा प्रतिसाद मिला और अभियान में सक्रियता से हिस्सा लेने वाले 535 स्कूलों को लगभग 1,05,000 किताबें दान में दी गईं.

ग्रंथालयांमुळेच होईल पुढील पिढी समृद्ध

शरद पवार यांचे मत; बारामती येथे ग्रंथप्रदर्शनाचे उद्घाटन

बारामती, ता. २६ : 'गुणवत्तापूर्ण कायदाची अपेक्षा ही ही पुस्तकांचा अभाव, अज्ञान याचोचोनी पुस्तके इतरांचा कल्पनावादाचे वेगळेपणाचा पुण्या अंतर्गत सारी. अज्ञानाचा संकट आहे, त्याच पुढील पिढी घडणे आधी 'समृद्ध पिढी' असे प्रतीपत्तर ज्येष्ठ जे शरद पवार यांनी केले.

ज्योतिबाबा ग्रुप, रत्ननिधी चॉरिटेबल ट्रस्टने आज जिल्हा प्रतिष्ठानच्या कार्निवेल थिएटर इमारतीमध्ये उद्घाटन अंश (एडिटरांनी) शरद पवार यांनी केले. या प्रसंगी रत्ननिधीचे ज्येष्ठ निदेश, अलिबाबाचे लक्ष्मी अशुभ निदेश को. हास शिक्षण संस्थेचे निदेशाच को. अजित खांडेकर, कायस्थकाय कोषाध्यक्ष काय. संघाध्यक्ष अशुभ निदेशाची संकट

पुढील पुस्तक प्रदर्शनी सातत्यात
शरद पवार यांनी पुढील प्रदर्शनी सातत्यात घेणे प्रेषणाची सूचना कायदा याच शिक्षण संस्था आताही ज्योतिबाबा ग्रुपला दिले, असे शरद पवार यांनी म्हणून सांगितले. याच २०१९ सालात अज्ञानाचे तुम्ही घातपातीतही केला जाई. येथेच पुस्तके याच कायदा अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई.

अज्ञानाची जडोवा... असे पवार यांनी या वेळी म्हणून सांगितले. त्याच काळातच वरील निदेशाप्रमाणे व हायड्राबादला अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई.

बेचाळीस हजार पुस्तके नेलीसुद्धा!
एवढेच अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई. अज्ञानाचे घातपातीतही केला जाई.



बारामती : अलिबाबा ग्रुप, रत्ननिधी चॉरिटेबल फाउंडेशन आणि विद्या प्रतिष्ठानच्या जतीने आयोजित ग्रंथप्रदर्शनाचे उद्घाटन शरद पवार यांनी केले. तब्बल साठ हजार पुस्तकांचे हे प्रदर्शनी सभागृहातही झालेली गेई.

TESTIMONIALS

School & Colleges

- *"I really liked the exhibition. There were various types of books showcased, which are good for the children."- Vidya Pratishthan Marathi Primary School, Baramati*
- *"I came here to attend the exhibition organized by Ratna Nidhi and it is very well organized. All the volunteers are very cooperative."- Manorama Memorial Girls High School, Baramati*
- *"The books provided at the exhibition are very useful for the children of my school. Thank you Mission Million Books."- Purandar Tehsil Jyotinder High School, Baramati*
- *"The exhibition has displayed so many books from primary section to senior levels. Maths, Science, English, Computer Science all types of books are present. These books will not only benefit the students but will also teach me many things. I am thankful to Mission Million books for this great initiative." – Katewadi High School, Baramati*
- *"The exhibition had maximum English language books. We would like more Marathi and children's based books. The variety of books was huge and it was very well organized. The English books present at the exhibition will encourage our kids to read in English. The management was extremely cooperative at the exhibition. Thank you."- Dhond Z P Primary School*
- *"The exhibition has displayed some good quality books which will be very beneficial to rural schools. Thank you to Ratna Nidhi for all their support in setting up an exhibition of this scale." Saswad Pharmacy College, Pune*
- *"Very beautiful arrangement of books arranged at the exhibition. We got very useful books for our school students."- New English School Khalate Wasti , Baramati*
- *"Nice exhibition and the books are useful to our students to gain knowledge."- Z.P.Primary School, Humberasti*
- *"The exhibition is good for English medium students. Need more Marathi language books."- New English School, Mandki, Purandar*
- *"This is a marvelous exhibition and the management has been very cooperative."- Janta Madhyamik Vidyalaya, Daund*
- *"This concept of exhibition cum donation is a very interesting concept. It helps to enhance our library."- Smy Kusumtai Rajarambapu Patil Kanya Mahavidyalaya, Sangli*
- *This is a big social activity from Ratna Nidhi Charitable Trust. We are grateful."- Arts of Commerce College, Sangli*

Visitors & Dignitaries

- *“Thank you Shri Rajiv Mehta of Ratna Nidhi Trust for distributing over 50000 books to over 850 schools, colleges in Barmati & Pune. Also Thank you to Mr.Chris Wang, Country Head, Alibaba India , Kotak & Crosswords for the social initiative of Educating Young India”- Shri Sharad Pawar, Hon’ble Member of Parliament & President, Vidya Pratishthan*
- *“Mission Million Books is one step towards helping improve the accessibility of quality reading material to Indian students. This is a great initiative and helps us in reaching rural India with books that will empower thousands of children. ”- Chris Wang, Alibaba.com, India*
- *“Our school libraries will one day ignite our children to be the next Isaac Newton, Einstein, Steve Jobs, Rabindranath Tagore and Dr. Abdul Kalam. We are doing our duty of providing opportunities to young minds and in the process becoming a catalyst for change.”- Mr. Rajiv Mehta, Trustee, Ratna Nidhi Charitable Trust*
- *“This is a great way of inculcating reading habits among children and opening access to quality books in rural India. We are proud to spearhead this great mission.”- Vinay Bhartia, Vice President-Strategic Partnership, Alibaba India*

ACKNOWLEDGEMENTS

Banking Partner



International Partner



BOOK PROJECT
THE WORLD BANK FAMILY NETWORK

Media Partner



Multiplex Partner



Logistic Partner



Outreach Partner



Knowledge Partner



Organising Partner
Vidya Pratishthan

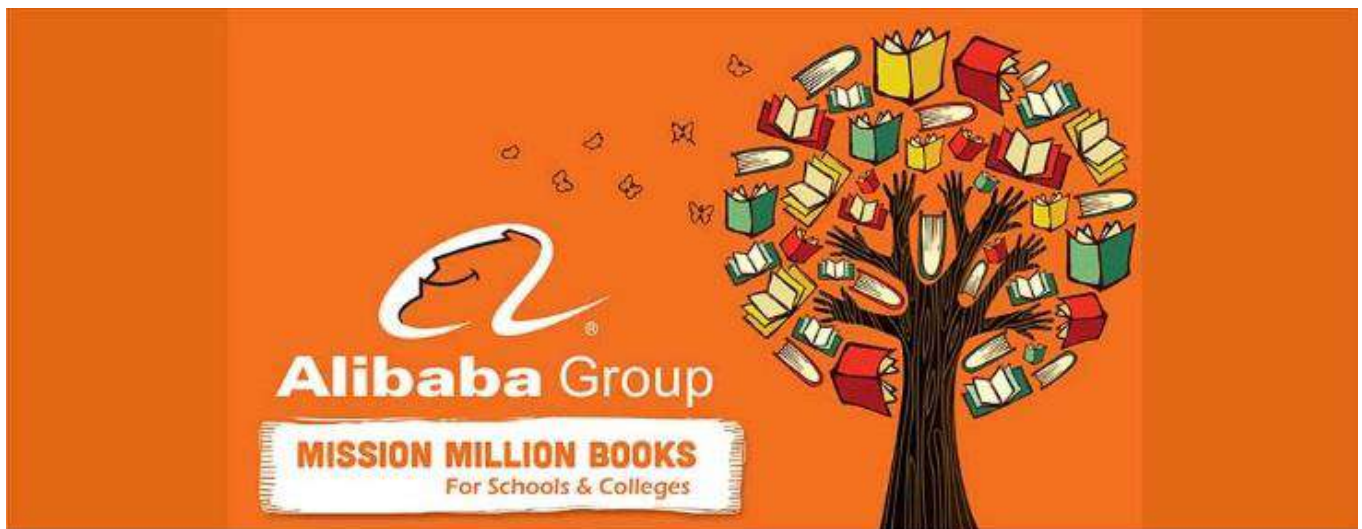


Exhibition Partner



Ecommerce Partner





In association with



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