



Mission Million Books

Project Report

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Message from the Core Team



India is stream rolling her way into development but illiteracy continues to plague a large section of the people in India. However, in the recent times many children have shown the urge to learn, to be educated and started attending schools. Despite being able to attend school these children are unable to afford academic books due to high prices of the books.

Books play a critical role in growth and development of individuals. They open the doors to knowledge which brings progress, humility, peace and makes us all better human beings. Reading is an education in itself and it is vital that we support the school curriculum in diverse ways to inculcate and enhance the reading habit.

Mission Million Books is one step towards helping improve accessibility of education to Indian students. This is a great start and encourages us to focus our efforts into creating something bigger, to help educate the community at large. We hope our vision of empowering students through education will achieve great heights through this project. We have embarked on a journey to Educate Young India, and through the Mission Million Books initiative, we hope to realize this dream very soon.

Mr. Guru Gowrappan
Global MD, Alibaba Group

Mr. Rajiv Mehta
Trustee- Ratna Nidhi Charitable Trust

Mr. Kinjal Shah
CEO- Crossword

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, Crossword 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 to, and enhance the quality of, academic material provided to their students.

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

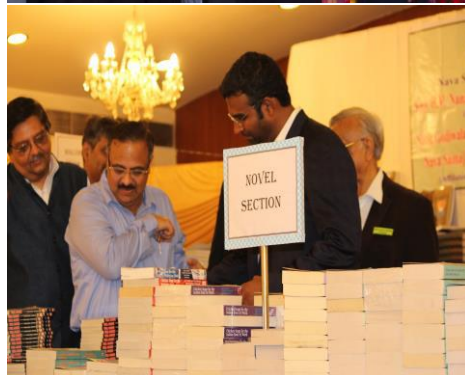
The Origin

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, Ratna Nidhi Charitable Trust and Crossword joining hands to impact the education landscape and reading habits of young India.

5th July, 2016 marked the day when Mr. Rajiv Mehta met with Mr. Vinay Bhartia from the Alibaba Group to discuss the idea of working on a book donation drive. Connecting with Mr. Kinjal Shah from Crossword, lead the trio to design and execute a game changing project for the children and educational institutions of India.

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 set up by Delhivery.

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. Crosswords also incentivized donors by providing two 100 rupees' discount vouchers for every book donated.



From top: lighting the lamp at the inauguration ceremony; Mr. Rajiv Mehta welcoming Mr. Kinjal Shah; Mr. Ashok Kothari donating the first book to students; Dignitaries checking the books at the exhibition.

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.

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. Sorting, packing and transporting the huge quantum of books to the venue was an exhaustive exercise and was diligently accomplished by Ratna Nidhi.

Nav Samaj Mandal was the venue partner and provided key logistical and volunteer support. Over 100 teachers and 25 students from the school volunteered to arrange the books systematically over ten days, making it easy for thousands of visitors to pick up the books of their choice. The joint efforts of all the partners ensured close to 1.5 lakh books were collected and displayed at the exhibition.



Mr. Guru Gowrappan and Mr. Rajiv Mehta browsing through the books at the exhibition.

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 (COO), 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 need for improving accessibility to education through Mission Million Books was echoed by all the partners on the dais. 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 to the exhibition from Mumbai, Pune, Thane, Raigad, Kolapur and Aurangabad.

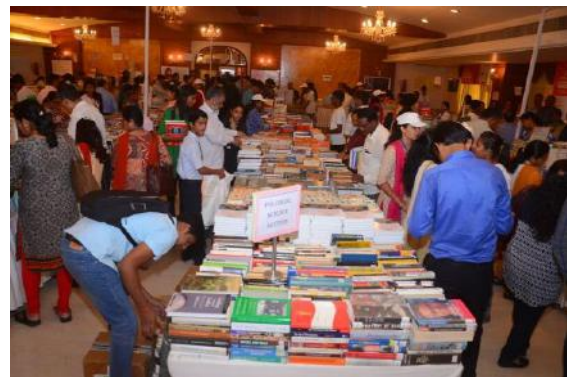
Way Forward

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. The project will also pave way to further identify other educational requirements of low income schools and colleges in India.

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.



Permanent Exhibition set up at Ratna Nidhi Charitable Trust's Khetwadi center.



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

IMPACT AT A GLANCE

535

SCHOOLS IMPACTED

2,00,000

BOOKS COLLECTED

1,05,000

EDUCATIONAL BOOKS DONATED

25,000

NOTEBOOKS DONATED

75,000

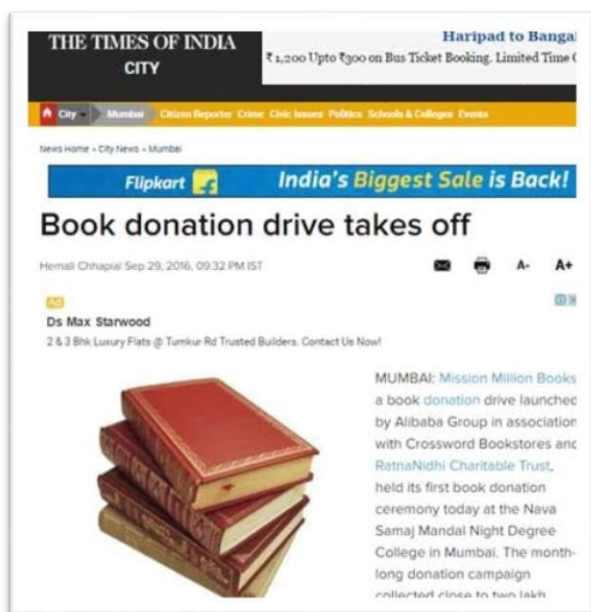
BOOKS TO BE DONATED BY 2016

5,00,000

STUDENTS BENEFITED

Press Coverage

The first exhibition of the Mission Million Books project was mentioned in more than **32 pieces** of media coverage, across print and online forum in Mumbai, Bangalore. New Delhi, Chennai and Hyderabad. Prior to the event, the project had generated **over 80 stories** since its announcement in mid-August.



From Left: Coverage in TOI; India CSR Journal; The Education Post

Testimonials

School & Colleges

- *"It is a very good initiative for the schools in the interiors of Maharashtra, where children do not get an opportunity to see such books. "- **Bahare Sagapada School, Palghar***
- *"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***
- *"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***
- *"Ratna Nidhi is doing a humanitarian project. This exhibition felt like a sea of books. One can get lost in these books for hours. With such kind of help many schools can maintain good libraries. Our school is unaided and caters to lesser privileged children. You have filled us with happiness and we can't wait to take these gifts to our children. " - **Shree Sarvajanik Balmandir School, Mumbai***
- *"Books of all ages were exhibited. The books seems to be very informative , educative and interesting. I sincerely hope these books will develop the habit of reading amongst the students. All the best for your future endeavors. "- **Podar International School, Mumbai***
- *"You have given us an opportunity to visit this wonderful exhibition. The different book from the exhibition will be useful to our student. I am very much thankful to you and all other members of the Trust."- **Sudhagad Education Society Sheth T N Paliwala Commerce, Arts, Seince College***
- *"The Exhibition was too good. There were all types of books in the exhibition. Over all the exhibition was successful."- **Patel Primary School, Mumbra***
- *"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***

- *"Very Good Exhibition. Should Be organized twice in a year."* - **Adu.V B Deshpande College of Commerce**
- *"I enjoyed and collected some useful books regarding secondary level. Books in Urdu languages and dictionaries also need to be kept. Over all great job."* - **Hari Nagar Mun Urdu Sec. School**
- *"We are very grateful for having the treasure of books. Thanks a lot."* - **New Sion Municipal Secondary School**
- *"Good initiative. The books are an excellent collection for my school children."* - **Rajaram Seth Vidylaya**
- *"Excellent effort. Very happy with this initiative. Thank You! Looking forward to many more."* - **Pearls & Corals English School**
- *"The exhibition was very good & informative. I enjoyed it very much. Thanks to the organizers."* - **Vidya Vikas Night School**
- *"Books exhibition is very useful to the teacher & to those who love reading."* - **Elia Aarwat Urdu High School**
- *"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**

Visitors & Dignitaries

- *"Very good way to mobilize schools and students and provide real value to the schools. We only dream of getting such books and reading materials which are way too costly for us. And here we are getting them free of cost."* - **Tarun Mapare, Head CSR- Navneet**
- *"Amazing way to mobilize and utilize study materials in a very effective manner. It's a great initiative as education is integral and MMB is a great step ahead in the right direction."* - **Mayank Bajaj – Ketto**

- *We have embarked on a journey to Educate Young India, and through the Mission Million Books initiative, we hope to realize this dream very soon."* - **Rajiv Mehta, Trustee-Ratna Nidhi Charitable Trust**
- *"One of our mission statements is to inculcate reading habits amongst society and we are thrilled to be able to contribute to the Mission Million Books project."* - **Kinjal Shah, CEO-Crosswords**
- *"Mission Million Books is one step towards helping improve accessibility of education to Indian students. This is a great start and encourages us to focus our efforts into creating something bigger to help educate the community at large."* - **Guru Gowrappan, Global Managing Director, Alibaba Group**

Acknowledgements



International Partner



BOOK PROJECT
THE WORLD BANK FAMILY NETWORK

Banking Partner



Communications Partner

mGage
India

Logistics Partner



Volunteer Partner

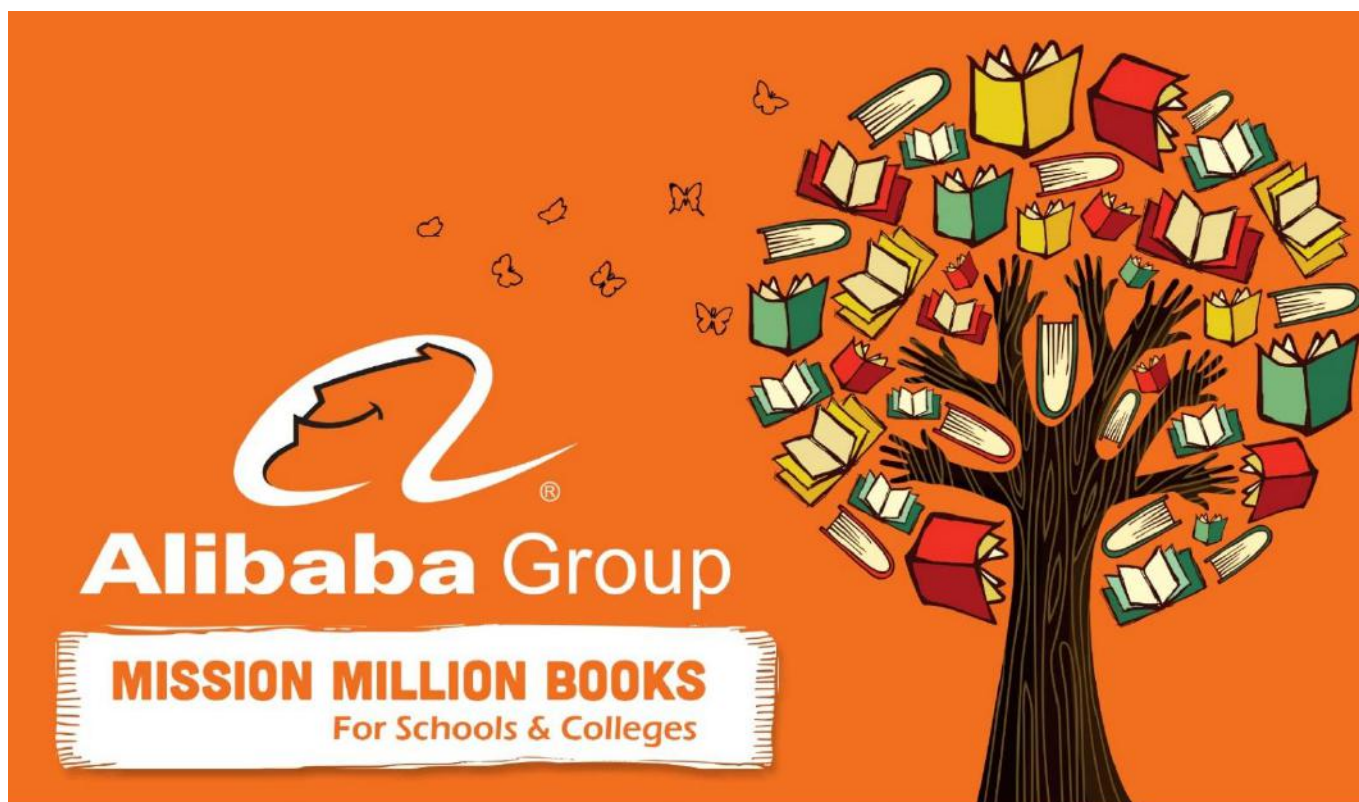


Retail Partner

SHOPPERS STOP
START SOMETHING NEW

Venue Partner





POWERED BY

CROSSWORD

IN ASSOCIATION WITH

RATNA NIDHI TRUST

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