

## WORKSHOP FOR CLASS 9 STUDENTS

### **Sub: CROWDFUNDING AS A LIFE SKILL FOR STUDENTS IS TRANSFORMATIVE**

Dear Students and Parents,

This is to inform you that we have scheduled two very interesting sessions on the topic of **CROWDFUNDING** with students of Grade 9. The sessions are scheduled for the 5<sup>th</sup> Aug (Friday) and 12<sup>th</sup> of Aug (Friday) at the school.

The crowdfunding sessions will be conducted by Ranganath Thota (Founder of Fueladream.com) who used to work in the corporate world in India, SE Asia and China for over 25 years with firms like Pepsi, Godrej-GE, Whirlpool, Hindustan Times and Mobile2win China. He now runs Fueladream, a crowdfunding platform based out of Bengaluru. They teach crowdfunding as a life skill to students at schools and have successfully engaged with over 14000 + students across 100+ schools across India. Our school and students have been a part of this program earlier.

**Fueladream teaches crowdfunding as a science and a life skill to students in Grades 8 to 12 usually.** Crowdfunding marries storytelling, technology, communication skills, and consumer behaviour. Students learning to crowdfund are in a unique position to impact others through supporting social causes and can also use it to fund their own ideas and innovations. Their online footprint (Google search results) improves dramatically as the campaign appears on a google search and helps with admissions to colleges etc.

**There are no costs to the school or to the students to participate.** Many schools have made it a part of their SUPW and CAS initiatives.

### **Why is crowdfunding critical for students?**



In addition all students will get an e-certificate after the campaign ends.

**The schedule for the Intro and Training sessions are given below :**

Session 1 - Introduction to crowdfunding : 5th August (Friday) from 7:40 am.

Session 2- A deep dive and training session. : 12th August (Friday) from 10 am.

### **PROCESS :**

There will be two sessions, both of approximately 45-60 mins each. The first session is an introduction to crowdfunding and a discussion on the initiative they can support. The second session is a deep dive into the science of crowdfunding where students learn how to manage their campaigns.

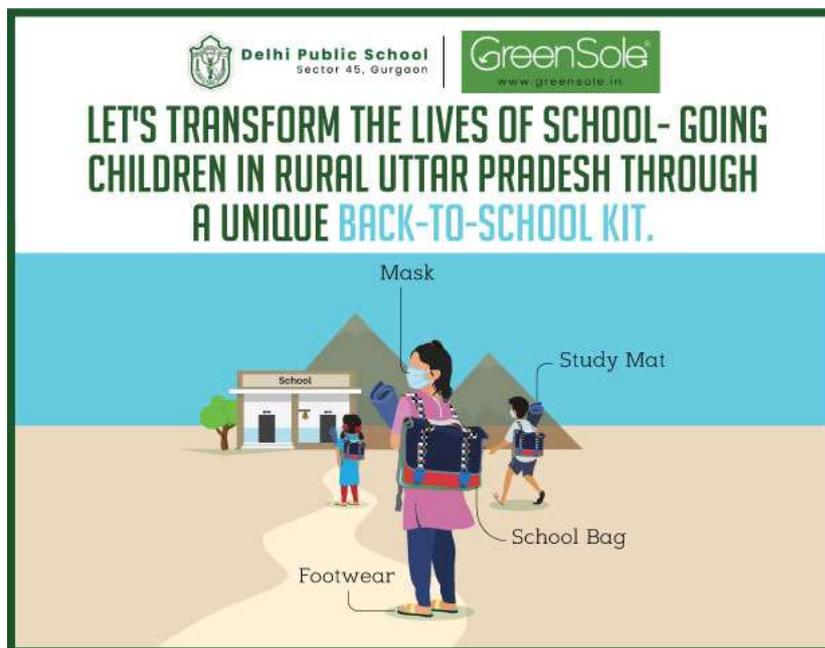
**To take part in the campaign** students need to register after the first session. This registration is done at an online link that will be shared with all of the students AFTER the first session.

Students need to get parental permission to register and take part.

**There are no costs to you or to the school to take part.**

The 2nd session is when students are taught the science of crowdfunding. All the student campaigns will be launched on 12th AUG (Fri) at 7:30 pm approx. Each student has their own campaign and these run for 14-days and take 10-15 mins a day to manage from home. Post the campaign e-certificates are given to all students.

### **THE CAMPAIGN**



**CAUSE:** To provide Back-to-School kits to rural children in Uttar Pradesh.

**NGO PARTNER :** Greensole Foundation (NGO)

**IMPACTS :** Children in mainly rural schools.

**BENEFITS :** Education and health of children. Also impacts the environment (as the kits are made from recycled material) and provide employment to women.

School going children in many govt schools across UP are greatly disadvantaged when they go to school. They walk barefoot for long distances, they do not have a proper school bag, and they sit on the floor. All this leads to poor attendance, health issues and a lack of interest in studies (as sitting posture is very uncomfortable). The campaign is about providing back-to-school kits to students in rural schools.

The kit includes an upcycled school-bag, an upcycled mat, a pair of upcycled footwear and a cloth mask. The cost of one back to school kit including the distribution cost is just **INR 900**. This encourages kids to go to school ( attendance improves), the footwear improves health (as no foot-related issues), is easy to focus ( as sitting on the mat is comfortable) and gives them immense self-confidence.

**Three components of the kit are made out of recycled material.** Old shoes - the soles are used to make footwear for children. Clothes that are discarded and thrown away are used for the school bags, mats.

**Did you know that India gets rid of 300 million pairs of footwear which go into land-fills AND that every year the clothes we get rid of need a land-fill area that equals 8 to 10 Mumbai's ( every year - yes).**