



## Arham Foundation Project Proposal

Beed Vachtay  
(बीड वाचतंय)  
Beed Is Reading



## **ANNEXURE – A**

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## **About Us**

Arham Foundation was established with an objective to build a world-class institution that fosters innovative thinking, offers a conducive academic environment for various job and business oriented courses and provides best training to aspiring students facilitating their bright careers and preparing them to meet emerging challenges and opportunities.

Recognized as a leading Jain minority college in Pune, Arham Foundation is one of the highly upcoming education groups running a School, two Junior Colleges and a Senior College in the city of Pune. The founder trustees hold over two decades of experience in running various fields such as Business Management, Information Technology, Telecommunication, Media and Mass Communication, Vocational Programmes, Arts, Commerce, Science, Hotel and Tourism Management and Linguistics.

Arham is known for our state of the art infrastructure facilities and quality of education. We provide highly advanced facilities such as mobile app based academic platform, interactive social media platform for instant communication, fully integrated cloud based ERP system, intelligent online CCTV system, wireless computer laboratories, integrated high configuration computers and high speed Wi-Fi enabled campus.

The Foundation has received some of the most prestigious awards and recognitions at national and international level. We have also been involved in various social activities such as recognizing talents amongst Divyang students through Divyang National Awards, integrating students of Kashmir Valley via Kashmir Festival, cleaning various historical places around Pune under Swatch Bharat Abhiyaan, offering scholarships to over 3500 underprivileged students, etc.

## Vision

To build a **vibrant reading culture across Beed district**, where every child has access to books, stories, and learning opportunities that **ignite curiosity, build confidence, and reduce school dropouts** — shaping a generation that values knowledge, creativity, and education.

## Mission

- To **spark a lifelong love for reading** beyond textbooks by making books engaging, relatable, and accessible to all children in Beed.
- To **reduce school dropout rates** by creating fun, welcoming learning environments that keep children connected to education.
- To offer children **positive alternatives through stories and role models** that inspire hope, values, and a sense of purpose.
- To organize **reading clubs, storytelling sessions, and creative workshops** that help students express themselves and build emotional resilience.
- To work closely with **schools, families, and volunteers** to ensure that children stay on the path of learning and development, avoiding negative influences.
- To cultivate a generation that is **well-read, thoughtful, and empowered to make meaningful contributions to society**.

## About Beed District

**Beed**, located in the heart of the **Marathwada region** of Maharashtra, is a district rich in **history, resilience, and cultural diversity**. Spread across over 10,000 square kilometers, Beed is home to more than **2.5 million people**, with a majority living in rural areas and depending on agriculture as their primary livelihood.

A) There are a total of **1,031 Gram Panchayats** across the **11 talukas** of **Beed district**, Maharashtra.

B) **Taluka-wise number of Gram Panchayats:**

1. **Beed** – 132
2. **Ambajogai** – 103
3. **Ashti** – 109
4. **Patoda** – 34
5. **Kaij (Kej)** – 188

6. **Majalgaon** – 91
7. **Parli** – 105
8. **Dharur** – 56
9. **Wadwani** – 45
10. **Georai** – 76
11. **Shirur Kasar** – 92

## **Background & Context**

Beed, a district located in the Marathwada region of Maharashtra, is rich in culture but faces significant educational challenges. Despite ongoing efforts in improving infrastructure and school enrollments, many students — especially in rural and economically weaker sections — struggle to develop strong reading habits or maintain consistent engagement with education.

Several factors contribute to this:

- Limited access to quality reading material beyond school textbooks.
- Absenteeism and dropouts due to disengagement, lack of motivation, or social-economic pressure.
- Lack of creative, non-academic outlets that foster imagination and critical thinking.

These gaps not only affect academic performance but also increase the risk of children drifting toward negative influences, losing interest in education, and missing out on the

opportunity for personal growth.

### **Need for the Project**

Introducing engaging, accessible reading programs in local languages and culturally relatable formats can **bridge this gap**. Through reading, children can:

- Explore the world beyond their village
- Understand values, empathy, and social behavior
- Develop resilience and aspiration

### **Project Concept: “Beed Vachtay”**

“**Beed Vachtay**” (Beed is Reading) is Arham Foundation’s first flagship initiative, aimed at creating a **reading revolution** across Beed district. It is **not just a literacy campaign**, but a movement to connect children with books, stories, and community mentors who guide them toward a brighter, safer, and more informed future.

The program focuses on:

- Creating **reading clubs and weekly sessions** in all secondary schools in Beed district.
- Hosting **storytelling and expression workshops** with trained volunteers
- Conducting **book donation drives and literary festivals**
- Encouraging students to **stay in school** and build positive life paths

Develop a structured **reading workshop module** for students, covering:

- Why reading matters
- How to read effectively
- How to build reading speed and comprehension
- How to develop interest and consistency in reading
- Types of literature children should explore (stories, biographies, science, etc.)

**Train local volunteers, teachers, or youth ambassadors** to conduct these workshops in schools. This ensures long-term local ownership and sustainability.

**Minimum Frequency:** Each school should conduct this workshop at least once per year.

After book distribution, ensure that **monthly feedback is collected** from teachers or volunteers.

### **Weekly Book Highlight on School Notice Board**

Encourage schools to feature a "Book of the Week" on their notice board. This includes:

- The book's cover photo, author name, and summary
- Why students should read it
- Quotes or fun facts from the book

This builds curiosity and gives visibility to a wider range of books.

Motivate students to write short **book reviews or introductions** and display them on the school notice board for healthy competition & peer-to-peer inspiration.

### **Guest Visits to Inspire Reading**

Once a year, arrange a guest session by a **young officer, author, teacher, or community leader**. They should:

- Share how reading shaped their journey

- Recommend meaningful books
- Engage with students in an interactive Q&A

This adds motivation and connects reading with real-life role models.

### **Annual Reading Recognition Program**

Conduct an annual “**Book Reflection Submission Drive**”, where each student submits a write-up on a book they’ve read.

Organize a **school-level event** (preferably on **15th August or 26th January**) to:

- Showcase top reflections
- Award students for consistent reading and creative expression
- Celebrate reading with parents and the community

### **Expected Participants:**

- Students from **rural and semi-urban secondary schools**
- Includes learners from **government, semi-government, and private institutions**
- Focus on **grades 5 to 10**, where dropout risks and lack of exposure to non-textbook reading are highest

Hence considering approximately 700 secondary schools in Beed district having approximately **150000 students** studying.

### **Work Plan :**

#### **1. Purposeful Book Distribution**

Book distribution in schools should not be limited to merely handing over books. Every book donation should be accompanied by a short inspiring session or

lecture on the importance of reading, helping students understand why and how reading can transform their lives.

## **2. Workshop on Reading Skills**

Develop and implement an engaging workshop module that covers:

- Importance of reading
- Techniques to develop reading habits
- Improving reading speed and comprehension
- Cultivating interest in reading
- Guidance on choosing the right kind of literature (age-appropriate, value-based, etc.)

Local community members or volunteers should be trained in advance to conduct these workshops effectively across different schools.

## **3. Annual Reading Workshop in Each School**

Ensure that each school conducts this workshop at least once every academic year, ideally within the first semester to allow impact throughout the year.

## **4. Teacher Engagement for Reading Follow-up**

Select and empower at least one or two teachers from each school as "Reading Champions" responsible for monitoring reading progress, encouraging students, and coordinating follow-up activities.

## **5. Monthly Feedback from Schools**

Design a simple monthly feedback system where teachers report:

- Book usage
- Student engagement
- Any challenges or suggestions

This will ensure continuous improvement and help identify support needs.

## **6. Weekly Book Highlight on School Notice Board**

Each week, feature a new book (with summary, author note, why it's interesting,

etc.) on the school's notice board. This initiative will trigger curiosity and promote self-initiated reading.

**7. Student-Created Book Reviews on Notice Board**

Encourage students to write short reviews or introductions of books they've read. The best ones should be displayed on the notice board to inspire peers and foster healthy competition.

**8. Inspire Through Guest Visits**

Organize at least one guest interaction per year in each school. Invite young professionals, government officers, writers, or local achievers to speak about how reading influenced their journey.

**9. Book Review Competition and Recognition Program**

Conduct an annual event (preferably on 15th August or 26th January in presence of parents) where students submit their best book reviews.

Select top entries and reward them with certificates, books, or recognition badges to create a sense of achievement and reinforce the reading habit.

**10. Career Guidance Workshop**

Arrange a career guidance camp for students (preferably 8th–10th grade), helping them understand various career options, entrance exams, and the role of reading and knowledge in long-term success.

**11. Special Activities for High-Performing Schools**

In schools showing high student engagement in reading, introduce inter-school or intra-school competitions such as:

- Reading marathons
- Storytelling contests
- Literary quizzes
- Book-based debates

This will further boost participation and visibility.

**12. Weekly Review Meetings**

Conduct a weekly review meeting with the project team. These meetings should

include:

- Review of books collected and dispatched
- School-wise response and progress
- Challenges faced and possible solutions  
This ensures real-time problem solving and coordinated execution.

### 13. Donor Acknowledgement System

Every individual or organization that donates books or contributes in any form should receive a **formal thank-you letter or appreciation certificate**. This fosters goodwill and encourages sustained participation.

### 14. Event Documentation and Media Collection

All school-level events under this initiative should be **properly documented**. Efforts should be made to:

- Capture photos and videos of students engaged in reading
- Record testimonials from teachers and students
- Maintain visual evidence of book corners, workshops, etc.  
These can be used for outreach, promotion, and reporting.

### 15. Systematic Program Documentation

Maintain comprehensive records of the initiative, including:

- Book inventory and dispatch log
- Schedule and reports of workshops conducted
- Teacher feedback and student reading logs
- Participation records and gender-wise data  
A centralized documentation system will help assess long-term impact and ensure transparency.

### 16. Enhancing Participation of Girls

Special emphasis should be given to increasing the participation of girls in all

activities by:

- Ensuring equal access to books and events
- Featuring success stories of girl readers
- Involving female mentors or role models from the community
- Monitoring gender-based participation and addressing any disparities

**Total Estimated Budget: ₹4,58,60,000**

● Project Reach: Beed Vachay Initiative

- District Covered: Beed, Maharashtra
- Talukas: 11
- Gram Panchayats: 1,031
- Targeted Secondary Schools: ~700
- Estimated Students Benefited: 1,50,000 (Grades 5 to 10)

### Budget

| Category                                                                                              | Description                         | Estimated Cost (INR) |
|-------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------|
|  Books & Materials | 120 books × 854 schools × ₹250/book | ₹3,58,68,000         |

|                                                                                                                      |                                                             |            |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|------------|
|  Logistics (Books Delivery)         | Packing, transport, and distribution to 700 schools         | ₹14,00,000 |
|  Trainer/Team Travel                | 20 round trips Pune–Beed, for workshops, follow-ups         | ₹6,00,000  |
|  School Events                      | Events, guest talks, exhibitions @ ₹5,000/school            | ₹35,00,000 |
|  Miscellaneous                      | Admin, printing, overheads, buffer                          | ₹10,00,000 |
|  Fellowship Program (12 months)     | ~60 fellows × ₹8,000/month × 12 months                      | ₹57,60,000 |
|  Volunteer Support                  | 100 volunteers × ₹2,000/month × 6 months                    | ₹12,00,000 |
|  Digital Outreach & App Development | Website, mobile app, documentation, video stories, branding | ₹30,00,000 |

## Conclusion: Vision for a Reading-Inspired Generation

The core objective of the Beed Vachay initiative is not only to improve literacy but to nurture a generation of thoughtful, sensitive, and responsible citizens. By cultivating a deep love for reading among students, we aim to sharpen their critical thinking, instill empathy, and lay the foundation for a society driven by positive values.

This movement is especially vital for students in rural and under-resourced areas who often lack access to books and exposure to inspiring ideas. Through books, we introduce them to new worlds, diverse perspectives, and empower them with the tools to dream bigger and choose better paths.

Ultimately, this initiative aspires to serve as a shield—protecting the youth from the lure of negative influences—and instead guiding them toward meaningful lives anchored in knowledge, curiosity, and civic responsibility.

With consistent effort, community support, and school-level ownership, "Beed Vachay" can become a model of transformative educational intervention across rural India.

