
BAREFOOT COLLEGE



Project Proposal: Barefoot College STAND #WITHMALALA INTERNATIONAL CAMPAIGN

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SUMMARY

Mission & Values: Barefoot College

For the last 40 years the Barefoot College has been promoting Mahatma Gandhi's vision of developing the inner strength of the rural poor to improve the quality of life in the poorest of the poor rural communities across the developing world. The focus has been to upgrade traditional knowledge, wisdom and practical village skills existing in these communities and applying them for their own development so that they are not too dependent on people and skills from "outside". The Gandhian barefoot approach has been development with compassion, humanity, dignity and self respect from the bottom up. An approach that is totally contrary to the World Bank, UN and National Governments who are great believers in the top down centralised approach. This is wasteful of funds, technical and human resources and proven to be totally unsustainable. But the impact of this alternative community based Partnership Model is there for everyone to see. A model of development that is simple and low cost minimising waste.

Proposal Impact Goals

To coincide with the release of the documentary film [He Named Me Malala](#), film partners including the Malala Fund and Participant Media have launched Stand #withMalala, a 12-month social action and advocacy campaign that will accompany the film in order to advance the movement all girls' right to 12 years of safe, quality education. The Barefoot College proposes to leverage its night school network through Rajasthan, Bihar, Uttarakhand and Karnataka to show the film using solar powered projectors in rural night school settings, holding discussion groups and documenting feedback and impressions through 12 pilot night schools enabled with remote solar connectivity and iPads.

Boys and girls as well as adults will see the film and participate in discussions. A puppet show will accompany the film to act as proponent of the discussion groups.

When a person votes in india their finger is marked with a pen showing they have participated in a critical right of citizenship:voting. We would propose to create a campaign whereby everyone who had seen the movie and supported Girls education was similarly noted with a special color permanent marker or wrist band that would designate support for eduction of girls universally.

Impact Targeted

Reach 2000 boys and girls of which 80+% are girls.

Cræete awareness of the right for girls to attend schools and the value and affects of education for rural communities and girls health.

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- Gain press support and coverage for the ability of grass roots organisations using Renewable Energy to spread large scale messaging and awareness campaign. Target influencers and decision makers involved in girls' education and girls' rights to push for free, safe quality secondary education for girls.
- Catalyse grass roots support
- Launch a screening series, followed by a creative interpretation of the film via traditional/local storytelling techniques and share with the community.
- Hold advocacy-training workshops for girls to become their own advocates for their education.

Project Timeline

March-June

March -Preparation of materials and puppet show

April -Week 2 & 3 Rajasthan

May -Week 1 & 2 Bihar

May -Week 4 Karnataka

June -Week 1 Uttarakhand



BUDGET

Description	Quantity	Unit Price	Cost
Solar projector with sound and iPad Mini	10	\$ 1'500	\$ 15'000
Puppet Show development with materials for workshops	10	\$ 580	\$ 5'800
Community implementation, travel, sensitisation and press outreach	10	\$ 1'600	\$ 16'000
Total			\$ 36'800
