

## Bhoti@17000ft

### Project Basics

17000 ft Foundation, a Non Profit based in Ladakh, proposes the translation of 15 famous/most read story books of Pratham Books into Bhoti language, local/mother tongue of all Ladakhi children.

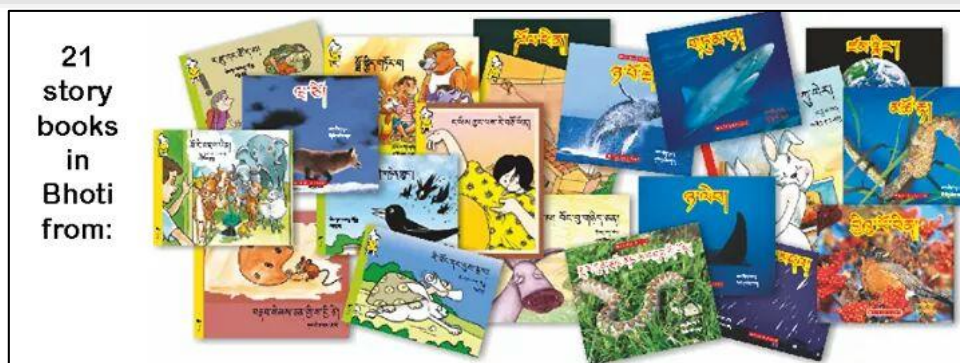
<b>No. of Schools:</b>	<b>300 Schools</b>
<b>Region:</b>	<b>Leh District, J&amp;K.</b>
<b>Project Duration:</b>	<b>May 2018 to November 2018</b>
<b>Project Impact:</b>	<b>300+ schools, 30000 students (approx.)</b>
<b>Total Project Cost:</b>	<b>12,60,000 INR (approximate, subject to actuals)</b>
<b>Amount already raised</b>	<b>7,00,000 INR</b>
<b>Target Amount to be raised</b>	<b>5,60,000 INR</b>

### Background

Ever since its inception, 17000 ft Foundation has been tirelessly working to create a culture of reading in Ladakh, by setting up libraries across hundreds of schools in remote areas. In a region where the only books available to read were either religious texts or travel books, the presence of hundreds of books in each school opened up a world of imagination and discovery for these children. Even though, 17000ft was providing books and libraries to the remote schools of Ladakh, story books in local language (Bhoti) were missing from these libraries due to unavailability of story books in Bhoti language. However, in 2015, after two years of hard work and dedication, 17000 ft was able to provide the children of Ladakh with the joy of reading in their own language, when it successfully translated 20 of the most iconic stories from Pratham Books and Scholastic into Bhoti language and distributed more than 20,000 copies in over 300 schools of Leh district, a historic first in the region.



*Launch event of the Bhoti Books in 2015*



21 story books were translated in the first phase.

## Project Description

Given the overwhelmingly positive response of children, parents and the local Administration, 17000 ft is now committed to making this a recurring event and publish more story books in Bhoti, which will also be contextualized to fit the local geography and culture. In this second phase, 17000 ft plans to contextualize, re-illustrate and translate another 15 story books from Pratham Books and distribute more than 15,000 copies in over 300 schools of Leh and Kargil districts.

The most exciting feature of this year's project is the contextualization and illustrations of the books to feature scenarios, people and surroundings familiar to Ladakhis

## Project Timelines

**Dec 2017 – Mar 2018** - In consultation with CIBS, Leh (Central Institute of Buddhist Studies Leh), and Department of Education, finalize top 15 and relevant story books from Pratham Books catalogue and complete translation. The list of titles has already been finalized. Please refer to Annexure 1 for complete list. Start work on the Contextualization and illustrations

**Mar 2018 - May 2018** – Complete work on the Ladakhi illustrations with a local illustrator

**May 2018 – July 2018** - Finalize the translations and make them into print ready files. Files to be sent to Pratham Books for final print.

**July - October 2018** - Printed books to be shipped to Leh and launch of the second phase of the project to be held on May 19, 2018.

**November 2018** - Conduct event to launch the new titles. Distribute books across 300 plus schools of Ladakh

## Cost Break Up

S. No	Project	Cost in (INR)
1	Translation of 15 titles	
1.1	2 Translators @ 25,000 per month for 3 months	150,000.00

1.2	1 Illustrator @ 30,000 per month for 3 months	90,000.00
1.3	2 Computer @ 40,000 each	80,000.00
1.4	Software for Illustrations	20,000.00
1.5	Launch Event	100,000.00
	<b>TOTAL</b>	<b>440,000.00</b>
<b>2</b>	<b>Printing, Shipping &amp; Distribution</b>	
2.1	15000 copies @ 50 per copy. 15 titles, 1000 copies each	750,000.00
2.2	Shipment to Ladakh	25,000.00
2.3	Distribution within Ladakh @ 3 per copy	45,000.00
	<b>Total</b>	<b>820,000.00</b>
	<b>GRAND TOTAL</b>	<b>1,260,000.00</b>

**Note:** 17000ft Foundation has already secured a funding of 7,00,000 INR for the second phase of Bhoti@17000ft from one of our individual donors and 17000ft is aiming to raise an amount of 5,60,000 INR from Global Giving Platform

## Annexure 1

List of Titles from Pratham Books selected for Translation –

1. Smile Please
2. Rani's First Day of School
3. Little Painters
4. Aloo MalooKaloo
5. Colours of Nature
6. Royal Toothache
7. Pehelwanji
8. Annual Haircut Day
9. No Smiles Today
10. Rain Rain
11. Chulbul's Tails
12. Red Raincoat
13. Joy
14. Sparrow and the Fruit
15. Why do Bees Buzz