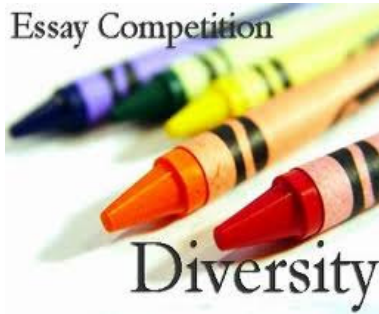


ESSAY COMPETITION – ROAD SAFETY

(Funding Support – Upto Rs. 1 Lac)



The Project – The project is to encourage students of age group between 12 – 18 who can write an essay about “Road Safety” in India. They can write the essay between 500 – 1500 words and submit the same on or before 31st Dec. 2010. NGOs of India are encouraged to promote this concept and attract students to write essay on the subject “Road Safety”. The essay can be written from the comfort of their home and send the same by courier to the local NGO Partner’s address before 31st Dec. 2010.

The student is allowed to seek the help of parents, teachers, friends and well wishers and write the essay.

Why are we conducting this Essay Competition ?

Today on an average about 14 people are dying every hour due to accidents. All these accidents are taking place due to negligence of the drivers or due to bad road conditions, dim lights, etc. Kadamba Charitable Foundation, founded by Mr Ananth Kumar Hegde, Member of Parliament located in Bangalore is seeking the views of younger generation of this country on this subject. It is expected that out of this Essay Competition, some interesting suggestions may come to avoid accidents. Students who are in the age group of 12 – 18 can think rationally and with other vested interests, can come out with brilliant ideas. This is what is being looked at in this competition.

We will also look at making a book of good essays written by the students and publish the same after converting the same to vernacular languages. Ultimately we will distribute these books at a nominal price to the vehicle owners and drivers of the vehicles so that they study and acquire good knowledge about the same.

What should the student do to register for this competition ?

He should submit an application form which will be made available with the NGO. The application form will have to be purchased by the Student by paying a sum of Rs. 25/-. The application fee paid by the student to the NGO is meant for meeting out administrative expense of the NGO. The NGO should issue proper receipt to the students and also issue the application form by taking proper print out from their computer. Alternatively they can get the same printed. The NGOs will have two months time to promote the program. The last date for submitting the application form will be **as mentioned in the application form** along with Demand Draft of Rs. 100/-. The Demand Draft should be taken in the name of Kadamba Charitable Foundation, payable at Bangalore.

Are there any Cash Prizes given to the students ?

Yes. We will give cash prizes as under :

I	Prize	Rs. 25,000
II	Prize	Rs. 15,000
III	Prize	Rs. 10,000
10	Consolation Prizes	Rs. 1,000 each.

How are we going to select the winners ?

A panel of faculty members from Academic Institutions will be engaged in evaluating the essay papers and pass their remarks. 100 best essays will be selected out of the whole lot and this will be given to the Police Department Officials who in turn will select the 13 best essays out of 100. Once this is done, then we will take the views of Home Department to select the 1st 2nd and 3rd prize winners out of the 13.

When will the Cash prize be awarded ?

The list of winners along with their photograph will be displayed in our websites www.ngofundraisers.com and www.kadambafoundation.org . The Cash prize to the students will be released through the Local NGO Partner. The local NGO Partner must organize a small function and issue the prizes to the students.

How much will the NGO get out of this project to manage expense?

Out of the registration amount of Rs. 100, the NGO will be given a sum of Rs. 25 per registration to meet out the administrative expense. It is anticipated that the NGOs make atleast 5000 students register for the Essay Competition so that they get a sum of Rs. 1,25,000. The NGO can promote this concept to the entire state. However, if there are two or more NGOs who show interest to take part in this programme, then on mutual discussions areas will be divided between the NGOs so that there are no

conflicts between the NGOs. The fund will be disbursed purely based on the performance and productivity. We need minimum of 500 students taking part in this competition and it is the responsibility of the NGO to make sure that such a participation takes place. If the number of registration is less than 500, then we will give the option of extending the time limit so that this number is achieved. All schools have to be contacted and this essay competition must be promoted vigorously.

What should the NGO do to participate in this program ?

The NGO should submit an application form which is available in our website, fill up the same and send it to us as early as possible along with application processing fee of Rs. 5000 favouring NPO Financial Services P Ltd to the following address :

V. Sridhar
NPO Financial Services P Ltd
766, 47th Cross, 8th Block, Jayanagar
BANGALORE 560082
Ph : 080-40966191

Email : gvs@ngofundraisers.com , URL : www.ngofundraisers.com

Once this payment is received, we will send all the Promotion Materials.