

Art for Akanksha Partnership Options

We have hundreds and thousands of children in our country with incredible potential and talent. We have Picassos and Van Goghs and Razas and Hussains lying undiscovered with little hope of being revealed. Art is not a priority in most of our schools, with little access to art material or teachers who inspire or a space and time where children can just be children. The biggest hurdle that children from low income communities face is the lack of opportunity – to discover who they are and what they can be.

‘Art for Akanksha’ is about children who instinctively use the brightest of colours to break free from some of the darkest of realities of their life. Art has been a vehicle through which they can speak their mind, paint their world and dream of a very different life for themselves. Art class is a space where children come to learn art, to laugh, do ‘masti’, to immerse themselves in a world that takes them on a magical journey of discovery. It’s a way to hang on to a childhood that so many of them don’t have.

Art for Akanksha empowers children from low income communities through a powerful education, provides alumni with art-related career opportunities and generates revenue through high quality products and services.

Art for Akanksha reaches all 4500 Akanksha children in different ways.

The Schools have a special art curriculum which covers 6 strands – painting, drawing, clay, fabric, construction and printing and carefully follows the developmental abilities of the child at various ages. The curriculum is designed to be low in cost, easy to implement and allows children to be creative while expressing and exploring who they are. Art teachers are trained to use the curriculum. All children enjoy atleast 1 art class a week if not more.

Design Class is a special class for children who love art, are skilled and want to pursue it more seriously. These classes are run by teachers who have a background in art and they aim to give children an understanding of various art techniques, a chance to express themselves as well as create products that are unique. Design class runs on the weekends from multiple locations. Each class has approximately 20 to 25 children along with an Akanksha alumni who is a teaching assistant. Design classes provide children many opportunities like field trips to art galleries, workshops by artists and designers, learning and exploring new art medium and techniques. Children are also supported to take their elementary and intermediate exams.

Internship Program is designed for Akanksha alumni who are interested in exploring careers linked to art and get a chance to work in various art related professions like Desk top publishing, clothing boutiques, Jewelry designers, graphic designers, art teachers, etc.

Career Guidance and Financial Aid is provided to alumni who are pursuing art as higher education and it helps them plan their future as well as support them in the high expenses that many of these courses entail.

A	SPONSORSHIP	Amount	Duration	Details
1	Sponsor a Design class	Rs. 1.75 lakhs a year	Yearly	Teacher, training, material, children's incentives and conveyance. High impact
2	Sponsor art material	Rs. 1.25 lakhs	Yearly	9 schools in Mumbai High impact
3	Sponsor art material	Rs. 50,000	Yearly	90 children in 3 design classes
4	Sponsor artist workshops and art field trips	Rs. 15,000	Yearly	Design Class students
5	Sponsor art showcase / exhibit by Design class	Rs. 50,000	Yearly	In 3 renowned art galleries of the city. High impact
6	Sponsor internship costs	Rs. 50,000	Yearly	For 25 alumni
7	Sponsor scholarships	Yet to be defined	As per tenure of course	Higher studies for alumni/ need based
8	Lead corporate donor	Rs.60 lakhs	3 years	Includes all of the above; complete sponsorship of all programs linked to students for the next 3 years. High impact

B	AFA SERVICES: WORKSHOP	Who	What	Those who've been coloured!
	<p>Art for Akanksha believes that art can be a special way of bringing children and adults from different backgrounds onto a common platform.</p>	<p>Akanksha alumni are trained in the non formal methodology that was used to teach them. They are equipped to teach art to children as well as adults.</p>	<p>Every activity can be customized, theme tailor made to suit a specific objective – teaching a new art technique, or a value, ensuring children have lots of fun at a unique birthday party workshop, or as interactive team building workshops.</p>	<p>HSBC, Citigroup, Yes Bank, Thermax, Rave Technologies, Godrej, Franklin Templeton Ltd, Forbes Marshall, Good Earth and many others.</p>
	<p>Jigsaw canvas: Rs.500-700 per person; includes material costs, alumni stipend, etc. This activity has many variations. Reach out to us with your specifications and we can tailor make the workshop to suit your requirements.</p>			<p>Greater awareness of what Akanksha does and the power of education in changing lives of children from low income backgrounds. Awareness and pride in organisation's CSR initiatives and the individuals need to do more. Higher retention of information shared through a memorable experience.</p>

	AfA SERVICES: MURALS	Who	What	Those who've been coloured!
	<p>Art for Akanksha has been creating special murals in offices and homes. The murals are a fun way to interact with our children who are passionate about art and to get an insight into their world.</p>	<p>The art team has been a part of numerous murals creating art with employees and their children and at homes.</p>	<p>From painting a tree in a kitchen, to an airport like room, to a jungle scene in a classroom, from intricate Madhubani painting in an office cafeteria and much more.</p>	<p>Tanishq, WSD, Ummeed, Novartis, Samhita, Wall Project, AISEC as well as many children's rooms.</p>
	<p>Murals: Rs.350-500 per square feet, depending on design/ intricacy. Includes all materials, alumni stipend, travel costs, design/palette options and final painting. Reach out to us with your specifications and we can tailor make the mural to suit your requirements.</p>			<p>Greater awareness of what Akanksha does and the power of education in changing lives of children from low income backgrounds. Awareness and pride in organisation's CSR initiatives and the individuals need to do more. Feeling of joy, fun and belonging, having had a role to play in painting the wall.</p>

	AfA SERVICES: ART AUCTION	Who	What	Those who've been coloured!
	<p>On occasions that a corporate wants to initiate a fund raising drive that is creative, interactive, loads of fun and leaves everyone wanting for more they reach out for Art for Akanksha auctions.</p>	<p>The art team has been part of very successful art auctions, working in tandem with the organising corporate team.</p>	<p>Incredible canvas art painted by Akanksha children to don office walls, or furniture pieces beautifully worked upon by employees, their children, under the able guidance of our art alumni and design class kids - have all been auctioned with much fervour and great results.</p>	<p>Morgan Stanley, Franklin Templeton Ltd, Gaja, Radhika Goenka's art exhibition</p>
	<p>Art or furniture auction: All material costs borne by the corporate. Stronger the representative from the organisation conducting the auction, the more rewarding the outcome. We have raised a minimum of Rs.2.5lakhs through every art auction.</p>			<p>Greater awareness of what Akanksha does and the power of education in changing lives of children from low income backgrounds. Awareness and pride in organisation's CSR initiatives and the individuals need to do more. Sense of achievement in breathing life into something that is finally sold to help raise funds.</p>

	PRODUCTS	Who	What	Those who've been coloured!
	<p>Art for Akanksha products range from simple ideas to complicated pieces of art! At the heart of each product is the immense talent in children and their spontaneous creativity. Our products aim to be creative, unique and stand for quality.</p>	<p>All the art on the products come piping fresh from Design Class and our schools! Each product carries more than a piece of art. It carries the children's unique stories of discovery and expression.</p>	<p>We have the ability to customise products from the concept, to the ideation stage, down to the very execution of a product of your need. Our USP has been the spontaneity of expression combined with a theme that was dear to our partner and packaged with the thought that this was much more than a mere product.</p>	<p>Franklin Templeton, Citibank, Forbes Marshall, HDFC, TATA AIG, Swastik production, Jindal Steel Works, Novartis, Barclays, Viacom, Kouni, Fremantle, Sutherland, and others.</p>
	<p>Our products cover vast product categories such as home, desktop, stationery, bags, paintings, festive specials and more. And they can be customised as per your requirements as well.</p>			<p>Greater awareness of what Akanksha does and the power of education in changing lives of children from low income backgrounds. Awareness and pride in organisation's CSR initiatives and the individuals need to do more. An Akanksha product combines utility, quality and creativity all in one.</p>

	CAREERS PROGRAM FOR ART ALUMNI	Who	What	Those who've been coloured!
	<p>"I feel I am in heaven when I am with my colours. I can create my own world and have control over it," Raju, 18, Akanksha Alumni</p> <p>We began the series of workshops on 'The Great Artists' with a simple question – 'Do you know any great artists?' 12 year old Suraj looks up with complete disbelief – 'Didi of course we know a great artist – Raju bhaiya!!'</p>	<p>23 year old Raju – a gifted student, who began in design class, is today following his heart by studying art in one of the best art colleges in the city. His art keeps us all spell-bound and the hardships he is going through to make his dream a reality is inspiring and over-whelming. Children like Raju make us truly believe.</p>	<p>Scholarships for Art students: Some of our students pursue art as a career by taking commercial/ fine art courses. These are 3-4 year long, are resource intensive and do not allow the alumni to do part time jobs. We are looking for scholarships for a few students so that they can pursue their dreams.</p>	
			<p>Part time job opportunities for Akanksha Art Alumni: Students like Raju need to build a strong portfolio and get opportunities to work on projects that will add to their skill sets and experience.</p>	
			<p>Akanksha alumni as interns: Some Akanksha alumni are not academically inclined but are very talented. They could gain a lot through internships either during summer or Diwali break for a month.</p>	

	OTHERS	Who	What	Those who've been coloured!
	<p>Building a stronger brand identity to generate awareness and reach more children</p>	<p>Art for Akanksha is a seven member team, which consists primarily of Akanksha alumni. We've been lucky to be supported by many other individuals and organisations who have believed in our work and the role art and a strong education plays in the lives of our children. In order to come closer to our vision we need to be able to reach out to more people and strengthen these bonds.</p>	<p>Support in setting up our own website / e-commerce portal. Run successful fund raising or awareness initiatives. Applications to market and drive campaigns through media/ Facebook applications. Online promotion, PR and social media. Communication collateral</p>	
<p>Volunteering activities</p>			<p>School painting: Bringing in employees to paint an Akanksha school. Field trips: Art-related field trips to galleries, museums, etc. Volunteering in design class: Supporting art teachers during weekend classes. Mentoring Akanksha children: Providing career guidance and support. Sharing expertise: Someone who is passionate about photography can volunteer to shoot an Akanksha event, etc.</p>	<p>Engaging and contributing to social initiatives and supporting the organisation in many ways than one. Bringing about change in the lives of our children.</p>