



INTERNSHIP WITH HAMARI LAADO

15 May 2024

Dear Bhargavi,

We are very happy to have you contribute to Hamari Laado as part of your summer internship project for two months: May 15th to July 15th!

We have an audacious goal of making public spaces fully enjoyable to all young girls all across the country by 2047 as part of our #ViksitBharat vision! It directly contributes to SDG#3 & SDG#4!

As part of that, we run transformative programs such as NEEV that end with a public 5K on March 8th (International Women's Day) and October 11th (International Day of the Girl). These are our efforts to change social norms around public spaces for young girls, and give them a sense of accomplishment at a young age.

As we move from pilot to scale, we would like to convert this into a mass movement. We are looking towards your contribution in building first critical steps of that journey through this project: "5K Run for Rural Girls: Portal, Partnerships, and Donate-A-Shoe Campaign".

As discussed, we look forward to the following deliverables over the 2 months:

- Create a 5K registration portal on Hamari Laado website to have folks sign up from across the world - ensure legal, technical, culture pieces are taken care of : June 1st
- Create relevant marketing/communication content for it - audio, video, written tools : June 15th
- Build partnerships/collaboration: June 30th
- Collaborate with educational institutes (IITs/IIMs) for the 5K
- Partnerships with Corporates to do employee participation in 5k
- Partnership with other govt initiatives for young students: NSS/NCC/AIM
- Partnership with relevant health ministries
- Get "shoe ordering" piece working on the website with right back-end alignment with shoe company/e-commerce company - ensure testing and Go Live : June 30th
- Run "Donate A Shoe" & "5K Sign-up" campaign across all audiences : July 15th

We appreciate your voluntary efforts and hope that you will continue to contribute to Hamari Laado even after the summer months. We also hope that you will create a pipeline of students at IIT Guwahati who will continue to take this relationship forward! All the relevant links are in the signature below.

Please share your acceptance of the same.

With Best Wishes



Premlata Poonia

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Links: [Website](#) I [Linkedin](#) I [Instagram](#)