



MOV'ING EXPERIENCE

The idea

Mov'ing Experience is an edutainment experience designed to mark fun and fantasy for children by making them visit recreational and educational places like Multiplexes, Restaurants and Parks. Every month, aProCh requests **Corporate and Business Houses to open up their spaces for children.**

Since children from varied backgrounds benefit from these visits and experiences, **aProCh** also conducts Workshops on Social Behavior and Personal Hygiene as part of **Mov'ing Experience**, to make these children aware about civic behavior in Public places. It is important that no spaces ever reject entry for children because of unawareness of their civic behavior.

Mov'ing Experience is a partnership between different stakeholders in the city. These relationships ensure that these events will be sustained and that the entire city takes the responsibility of taking care of childhood.



Sponsor: takes care of the expenses incurred for the experience.

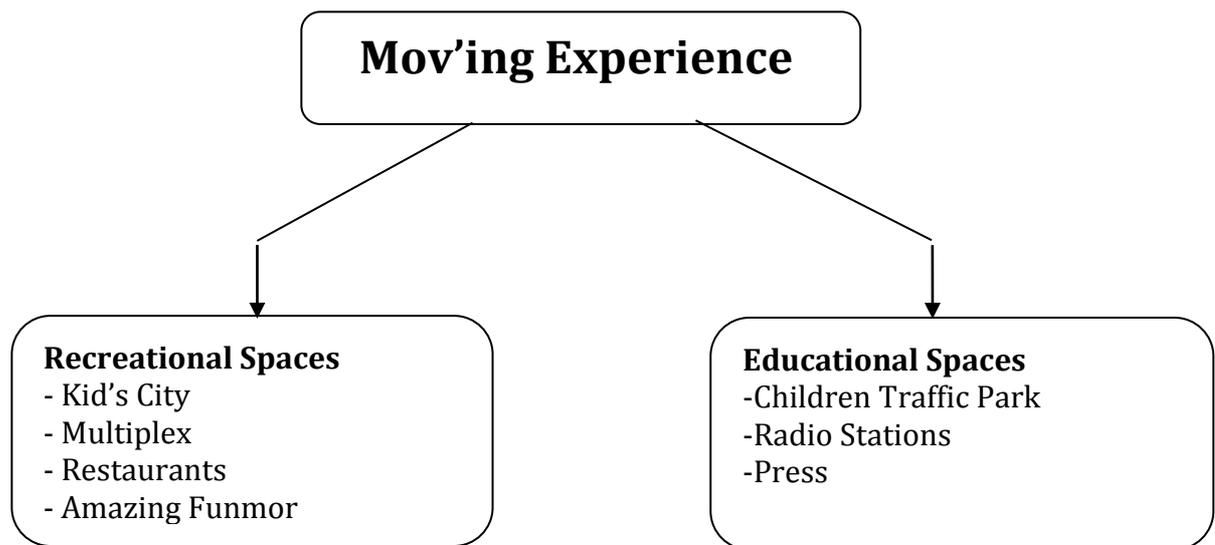
Spaces: offers the subsidized rates for entry/usage of services/food.

Schools/NGOs: children participate for the experience.

Transport: Schools or Transport Company provides free bus for children for the experience.

Press & Media: provides visibility and spread the good idea.

aProCh organizes such experiences to following places.





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MODALITIES

Pre Event

	Find out recreational or educational place that can offer subsidized or free entry to their place for 50 to 150 children. (Sample 1a, 1b)
	Identify the NGOs or communities from where children will participate
	Partner with schools, corporate and/or travel company for transport (Sample 2)

15 days before an event

	Fix a date and time with Multiplex and recreational place and inform Transport partner accordingly.
	Finalize with the participating NGOs for the date and confirm the no. of children
	Finalize with the expert who will conduct the Workshop on event day.

A week before

	Reminder of the time and date to recreational space owner, expert for workshop and participating NGO.
	Prepare Press briefs for circulation and sends it to press a day before the event (SAMPLE 4)

Event Day - Host School

	Reach the venue half an hour prior.
	Have photographer for documentation of the event.
	Send select photographs to aProCh coordinator for aProCh website and Facebook page.

Post Event Activities

	Send event pictures to press with write-up
	Send a thank you note to place owner, volunteers and transport partner with event picture.
	Host school can opt to make poster twice a year for partners or volunteers. (Rs. 180 -200) (SAMPLE 5)



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SAMPLE 1a:

Mr. Sadik Shaikh
Cinema Manager, (Grand Cinemas)
Ahmedabad - 382424
March 07, 2013.

Dear Sir,

RE: Proposal to become a Friend of the Child for Mov'ing Experience

'aProCh' – 'A Protagonist in every Child' is an initiative started in August 2007 by The Riverside School, Ahmedabad. We believe in the 'design' for and the nurturing of 'childhood'. Our ultimate goal is to create Child Friendly Cities in India. In these 5 years aProCh has moved to different cities in India. It has started its chapter in Rajkot, Seurat, and Baroda and now in Kolkata. For more details on all our initiatives kindly visit our website **www.aproch.org**.

We invite you to partner with us for our 'Mov'ing Experience' initiative. This initiative is designed such that 6 to 8 times in a year, 150 to 200 underprivileged children get an opportunity to experience popular cinema at a local multiplex theatre. We would like to invite Grand Cinemas to support and share its facilities in Ahmedabad to host 150 underprivileged children, 6 to 8 times a year. aProCh will coordinate the events with NGOs and arrange for conveyance of children to and from the Multiplex.

City Pulse, Gandhi agar has been supporting this initiative generously by opening its services to these children at least once a month for the past 4 years. Shrinath Travels, Anandniketan School and Zydus School of Excellence have been providing buses to ferry children to facilitate the cause. Cinemax, Gandhinagar also contribute to this.

We believe that it is a win-win idea for all of us. Grand Cinemas have an opportunity to exercise its corporate social responsibility for a meaningful cause and builds goodwill in the community through website, press and media coverage. Children from underprivileged backgrounds get an opportunity to enjoy spaces in the city that are not otherwise economically viable for them.

aProCh in its pursuit to make Ahmedabad, a Child Friendly City will be excited to have another Friend of the Child in Ahmedabad. Please **visit <http://youtu.be/K4Nse8tLBBM>** to witness the joy and thrill of a child who experienced having popcorn, a drink and a movie with 500 other children for the first time in a Multiplex theatre.

Since August 2007, aProCh has organized 30 Mov'ing Experience events and have shared the joy and smiles on the faces of over 7000 children. All our events have been received very well by print and news media and the visibility in the press has helped us garner more support from the wider community. We look forward to your positive response to support this initiative and partnering with us to make Ahmedabad, A Child Friendly City.

Thank you

Kirti Zala
aProCh Coordinator
+91 99251 55925



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SAMPLE 1b:

Mr. Chirag Panchal,
Ahmedabad Municipal Corporation,
AHMEDABAD.

Dear Mr. Panchal,

Further to our conversation on 20th September, 2012 this is to confirm that we wish to bring about 40 NGO children from Savera to Kids city visit at Kankaria on 22nd September, 2012. There will be a total of about 40 children and 4 adults.

Our sincere request to you is that if you could waiver the entry fee at Kankaria and allow 4 adults volunteers to kids city. This will help us to make this a memorable trip for these NGO Children.

You have been a constant support of all our endeavors, and we look forward to receiving your continued co-operation, to make this outing as memorable as possible for our young guests.

Many thanks and Warm Regards,

Yours sincerely,

Kirti Zala
aProCh Coordinator
+91 99251 55925



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SAMPLE 2:

June 27, 2012

Mr. Maulik Trivedi
Paavan Travels
Paldi
Ahmedabad.

Dear Mr. Trivedi

Thank you for showing interest in 'aProCh' and agreeing to support our 'Mov'ing Experience' initiative. **Mov'ing Experience** is an initiative based on the belief - **"From to whom much is given, much is expected"**. Every month aProCh asks multiplexes, corporate and citizens to open their hearts and doors to sponsor shows of entertaining cinemas for underprivileged children.

As per our conversation, I would like to confirm that this month Mov'ing Experience is scheduled on **28th of June at 9:30am** for the screening of **"Ferrari Ki Sawaari"** at **City Pulse (Gandhinagar)** for **150 children** from the **Pehchaan**, an Ahmedabad based N.G.O. working for opportunity-less children from across the city.

We thank you for offering to arrange transportation and request you to send a bus at Children Home, Khanpur at 7:30 am. The bus will be used to commute the children and their care-takers to the City Pulse, Gandhinagar. The same bus will be needed to transport them back to the Khanpur center at 12:30 pm.

Please let us know if you would like any other information from our side.

Thank you
Sincerely,

Kirti Zala
aProCh Coordinator
+91 99251 55925



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SAMPLE 3a:

Press Brief

'32nd Mov'ing Experience by aProCh.org (since 2007)
Entertainment for every child!

"Ek Tha Tiger"

For **150** underprivileged Children at

City Pulse (Gandhinagar)

Tuesday, September 4, 2012 | 9:30 am | City Pulse (Gandhinagar)

aProCh (a Protagonist in every Child) believes that Children need to be **'SEEN'**- as creative; Children need to be **'HEARD'**-their voice matters; Children need to be **'TALKED ABOUT'** - as protagonists. *City Pulse (Gandhinagar)* has sponsored a **free** showing of **'Ek tha Tiger'** for 150 children of **Khanpur Observation Centre and Sarjan**.

Mov'ing Experience is an initiative based on the belief - **"From to whom much is given, much is expected"**. Every month aProCh asks multiplexes, corporate and citizens to open their hearts and doors to sponsor shows of entertaining cinemas for underprivileged children.

We are organizing the Mov'ing Experience on **4th September at 9:30am** for the screening of **"Ek Tha Tiger"**. We are happy to partner with **City Pulse (Gandhinagar)** and **Shrinath Travels** and thank them for providing this fabulous opportunity to **150 children** from **Khanpur Children Observation Centre and Sarjan**, an Ahmedabad based NGOs working for opportunity-less children from across the city.

We look forward to your support in helping us spread the word by giving adequate coverage through your enterprise.

Yours sincerely,

Kirti Zala
aProCh Coordinator
+91 9925155925

Sample 4: Poster



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10 Experiences | 750 Children | 11 NGOs
2013:16 July | 13 Aug | 12 Sep | 4 Oct | 18 Oct | 22 Nov | 19 Dec.
2014:13 Jan | 12 Feb | 19 March



**Friends of the Child: City Pulse, Gandhinagar | Children's traffic park
Kids City, Kankaria | U S Pizza | Riverside School | Anand Niketan, Satellite
Anvil Foundation | Shrinath Travels | Mahakali Travels
Kushal Bhanshali | Amit Shah | Mehboob Ghanchi**