300M-Katha

# 300M Alliance Agreement

Katha
4-5-2023

# 300M ALLIANCE AGREEMENT

This 300M Alliance Agreement ("Agreement") is entered into between **DEVI Sansthan, Dignity, Education, Vision International, India** (hereinafter referred to as"Partner") and **300M-Katha** (hereinafter referred to as"300M Team") to create a consolidated platform for enhancing the joy of learning and improving learning outcomes for children, especially those from underprivileged backgrounds.

## INTRODUCTION

The 300M Citizens' Challenge is India's first and unique model to improve learning outcomes for children through broad-based open-collaborative partnerships. The 300M Partnerships are designed to engage, enable, and empower like-minded partners and last-mile delivery agents with child-centric rich content and a 33-year proven pedagogy. The brick-and-click model is built around a world-class technology platform, the 300M Learning Portal, which is India's first and world's only multi-language Active Story-Based Learning [ASBL] platform. The partner ecosystem consists of diverse member organizations operating in the education domain, including large foundations, non-governmental organizations, shelter homes, community radio stations, youth-based organizations, and community self-help groups for women empowerment, to name a few.

## STRATEGIC ALLIANCE GUIDELINES

The Partner and the 300M Team agree to the following guidelines:

a) The Partner respects and finds a resonance in the shared values that the Alliance represents.
b) This Agreement is not a legal partnership entity. Instead, it brings together transparent and ethical organizations that are non-divisive and have no political affiliations.
c) Under this Agreeement the 300M Team will not procure funds for the Partner, nor will it restrict Partner's own fundraising abilities.
d) Each Party/organization will pursue its own set of agreed-upon objectives while remaining independent. They will not share their assets or knowledge unless they wish to do so.
e) The Partner will have access to the the resources available on the 300M Portal, including those offered by other partners to this Alliance.
f) The intellectual property rights (IPR) of the content and assets created by each organization rest with itself.
g) Partner may choose to do the activities on the 300M Portal based on their mission goals and abilities.
h) The 300M Team at Katha will support 300M member Partner with ideas and content on reading and learning for all children. In addition, they will train facilitators and teachers with workshops and blended learning (*Nirantar Abhyas)*.

## STRATEGIC 300M CHECKLIST

The Partner and the 300M Team agree to the following strategic checklist:

a) The LEAP STRATEGY is Katha's strategy for the 300 Million Challenge is based on the principles of Leverage. Engage. Advocate. Partner.
b) SYNERGISTIC: a meeting of value and mutually aligned goals. We are like a cooperative that gives and takes, to benefit the 300 million children in schools today in India.
c) CORE COMPETENCIES: Each partner presents and shares their core competencies as much as possible. This will help the underserved children have choices - the one thing that poverty denies our children - education.
d) COLLABORATIVE EFFORTS: Quality results for the 300 Million, though individually achieved, will be collectively represented on the 300M website/portal to bring greater visibility to the Challenge and the impact gained collectively.
e) VISIBILITY: Each Partner's work will be fully acknowledged on the 300M website/portal.

## PARTNERS

The 300M Alliance will partner with organizations - schools, non-profits, communities, foundations, and governments - currently providing children with sustainable learning opportunities and are eager to make more sustainable changes through their work. Partners, on their own, can recommend other local non-profits to the Alliance.

## PARTNER BENEFITS

The Partner will benefit from the following:

a) Katha will leverage and share its StoryPedagogy, eBooks, Activities, and content material through the 300M Portal - www.learn.katha.org/learn.300m.in
b) Katha will engage children by providing eBooks and offer workshops - most of them at no charge.
c) Katha will advocate quality learning for all children. We will advocate for all children to receive the quality education they deserve, not just what their parents can afford. We will strive to contribute to the government school system and advocate.
d) Katha's team will strive to bring in various partnerships until the 300M starts to grow organically.

## PARTNER OFFERINGS

Each Partner will offer the following:

a) Each partner creates benefits for their children and may share their strategy and material with other members of their own volition.
b) Each partner provides their own devices, classrooms, connectivity and brings in the children and measure impact.
c) They will share whatever resources they have to be able to provide quality learning materials for all children.

## REPORTING IMPACT

The Partner and the 300M Team will report the following:

a) Measuring impact helps both the Partner and the 300M Team in continuous improvement of the program. We suggest Partners share their usage and benefits from the portal as well as success stories, videos, impact data as they deem valuable.
b) They can upload their achievements regularly, on the first week of the following month for the previous month on the portal or via the 300M coordinators.
c) Together, we will gain leverage for our children through the visibility of impact.

## 300M LEARNING PORTAL

The Partner and the 300M Team will use the 300M Learning Portal for the following:

a) The model is simple: Through the 300M Portal, Katha offers quality learning for children who partner with first-generation school-goers.
b) We encourage our Partner to engage in the Learning Portal actively. You may follow the instructions on the portal.
c) Each "course" is of short duration and may include activities and missions.
d) The courses are based on Katha's StoryPedagogy, promoting active story-based learning (ASBL) and critical thinking for problem-solving and closely align with the National Education Policy (NEP) 2020, NCF 2022, or NIPUN, its philosophies and objectives.
e) Courses are built continually to foster Learning to Read and Reading to Learn, from enhancing grade-level reading skills to entrepreneurship to technology.

## LOGO AND NAME USAGE

The Partner and the 300M Team will use each other's logos on the respective websites/portals, promotion material, or promotion in events to amplify branding and drive positive impact for the Challenge.

Grant of License: 300M Team will grant the Partner a non-exclusive, royalty-free license to use the Katha Logos in your organization's advertising, literature, and websites solely connected with the marketing and resale of 300M/Katha branded products and services.

## VALIDITY

This Agreement remains valid perpetually unless either party terminates the same.

By signing this Agreement, the Partner and the 300M Team agree to work together to improve learning outcomes for children through broad-based open-collaborative partnerships and to adhere to the guidelines, checklist, and terms outlined in this Agreement.

| | **Partner** | **Katha** |
|---|---|---|
| **Name** | **Dr Sunita Gandhi** | Rajesh Soundararajan |
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| **Organization** | **DEVI Sansthan** | 300M- Katha |
| **Date** | **4 April 2023** | 17 April 2023 |





