

Takshila Education Society

Siwan, Bihar



Case Synopsis

Takshila Education Society (TES), New Delhi wished to fund a 100% CSR project under Takshila Foundation at Siwan in Bihar with a corpus of 50 crores.

The services of SCIPL was engaged to conduct a Go-To Market plan for the same encompassing the objectives of the promoters viz. catalyse change amongst women, children and farmers by harnessing existing lifestyle and culture of the society.

Key Deliverables

1. Market survey to collect relevant primary and secondary data
2. Focus group study with all stakeholders: Children, Women, Farmers
3. The Go-To market plan proposed the following
 - a) Kisan Club
 - b) Mahila "Jutan"
 - c) Bal Seva Kendra
 - d) Culture "Choupal"
 - e) Khel Duniya

Over a period of time, management of TES has collaborated with NGO's like Pratham, Magic Bus, Mahila Samakhya and others to carry forward the key deliverables