



## **Introduction**

In 1986 few charismatic students who were studying in the United Kingdom established the Maldivian Students Association (MSA-UK), with a view of establishing contacts and helping out with the students and to have a friendly connection with everyone studying in the United Kingdom. Since then the main aim of the association became not only to help the students studying in the UK, but they also started committing on the development of the Maldives as much as they can, during and after studies. Previous such projects include the Maravalhi Project, Thaana Project and the Maldivian Evening in London to assist the tsunami affected schools in Maldives.

With this aim, in 2006 MSA-UK came up with the idea of teaching island schools for preparation of the GCSE O' level and A' level during the summer holidays. Since the project is in the initial stage, MSA-UK decided to make an effort to target to the O' level students in some specific islands.

The programme is targeted to 7 island (Annex 1) schools in Hahdhunmathi (Laamu Atoll) for a duration of 14 days from 22nd July 2007 to coincide with their end of term holidays. The number of students identified are 311 in both the Commerce stream and Science stream. The main approach of the project will be to offer them additional help mainly in the subjects they want to have revision and providing study skills in preparation for their GCSE examinations.

To make this project a success, MSA-UK will be utilising 28 volunteers (Annex 1) working in the 7 schools for two weeks. In addition it is estimated that a total of more than Mrf 260,800.00 (Annex 2) will be spent on the project.



## **Advertising plan.**

The entire programme will be accompanied by a series of activities, ranging from pre-launch to post-project advertisements.

### **1. MSA-UK website**

The website has already been posting project updates and scheduled milestones of the project. In addition, although information sessions are held in capital city and application forms are distributed from selected places; online application via the website is also setup. The logos of the sponsors and links to the sponsors' website will be made available from the MSA-UK website.

### **2. Mariyaadhu**

MSA-UK had already confirmed a place in Mariyaadhu TV program of Television Maldives (TVM) where officials of the project will appear to give a brief about the project. Names will be mentioned saying that the project is being sponsored by the prospective sponsors.

### **3. CHSE presentation**

A two-day session will be held in CHSE to present the GoTeach Project to prospective students. Two sessions are being organised to give information mainly on the two subject areas - science stream and commerce stream – separately. During the presentation, officials will wear a t-shirt which has the GoTeach logo printed on.

### **4. Press Advertisements**

There will be a special report on the press, to give information about the project to the general public, in addition posting adverts in the newspapers



have been planned to attract volunteers. Sponsors' logo will be displayed along with the information in the Press.

#### **5. Correspondence letters.**

In the footer of the correspondence letters of the project, the names/logos of the sponsors will be displayed.

#### **6. T- shirt**

All the officials and volunteers of the project will wear GoTeach t-shirt, which will have sponsors' names/logos printed.

#### **7. Posters (A3 size)**

A total of 100 posters will be designed and displayed in the public domain in randomly selected areas with sponsors' names/logos.

#### **8. Banners (7ft by 3ft)**

7 banners will be prepared to be displayed in the islands where the project will be executed, bearing the sponsors' names/logos.

#### **9. Flags (1.5ft by 3ft)**

Flags will be printed to be hung in the wall at the closing ceremony. The quantity of the flag will depend on the amount of sponsors. It is planned to have 2 flags per sponsor hung at the right and left side of the hall.

#### **10. Heyyambo**

One week prior to initial launch of the project, an appearance on Heyyambo will be organized by Television Maldives and GoTeach 2007 project team. Two officials from "GoTeach 2007" will be on television giving a brief outline about the project.



In addition, it is planned to have an additional appearance on Heyyambo to talk about the outcomes of the project.

### **11. Radio announcement**

Possible slots will be identified after negotiating with the management of Voice of Maldives. In addition, the possibility of announcing the progress of the project in radio and TV news is under consideration.

### **12. News Conference**

Upon completion of the project, a news conference will be organized inviting all the media partners, which will be telecasted on Television Maldives. Officials from Youth Ministry, CHSE, Education Ministry and GoTeach 2007 will attend the conference to face the media.

On the back of the screen, a board will be placed with MSA-UK, GoTeach and sponsors' logos/names printed.

### **13. Closing ceremony**

A ceremony will be organized at Youth centre to distribute certificate of participation and appreciation to those who have contributed towards the successful implementation of GoTeach.

In the ceremony 10-15 minutes video documentary will be shown giving a brief about the overall project, including interviews of some students, parents and school officials. In addition, sponsors names will be shown at the beginning and at the end of the documentary.



## **Sponsor Package**

**Exclusive Sponsor** (MRf 70,000.00)

**Maximum** 4 Sponsors

### **Package:**

- Sponsor names and logos will be printed and in all the printed materials of the above mentioned activities.
- Apart from that sponsors names will be mentioned verbally in all of the above mentioned non-printed activities.

**Co-Sponsor** (MRf 35,000.00)

**Maximum** 8 Sponsors.

### **Package:**

- Sponsor names and/or logos will be printed in:-
  - Banners
  - MSA-UK website
  - Flags
  - Video Documentary
- Other means:-
  - Heyyambo

**Thank you.**



## Annex 1

### Allocation of volunteers to schools

Island	School	No. of Students	Classes			Volunteers									
			Science	Commerce	Total	English	Maths	Maths/Eng	Bio/Chem	Bio/Physics	Comm/Accnts	Commerce	Accounts	Dedicated	Total
Fonadhoo	Laamu Atoll Education Centre	29	1	1	2	1	1	-	-	1	1	-	-	-	4
Gan	Hamadh bin Khaleefa as-Saane School	134	1	5	6	3	3	-	1	-	0	2	2	1	12
Maabaidhoo	Laamu Atoll School	28	-	1	1	-	-	1	-	-	1	-	-	-	2
Maavah	Laamu Maavah School	30	-	1	1	-	-	1	-	-	1	-	-	-	2
Maamendhoo	Laamu Maamendhoo School	12	-	1	1	-	-	1	-	-	1	-	-	-	2
Isdhoo	Laamu Isdhoo School	50	-	2	2	1	1	-	-	-	-	1	1	-	4
Isdhoo-Kalaidhoo	Laamu Isdhoo-Kalaidhoo School	28	-	1	1	-	-	1	-	-	1	-	-	-	2
<b>Totals</b>		<b>311</b>	<b>2</b>	<b>12</b>	<b>14</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>28</b>



## Annex 2

### Estimated Provisional Budget

MSA GoTeach 2007

Revised:

No.	Description	Qty	Unit	Unit Rate (Rf)	Total (Rf)
<b>EXPENSES</b>					
<b>1</b>	<b>Travel</b>				<b>47,624.40</b>
1.1	Airfare MLE-KDO-MLE (Tkt 622+Ins 17+Fuel SC 80)	28	volunteers	1,222.30	34,224.40
1.2	Dhoni fare Malé to Airport & back	6	trips	100.00	600.00
1.3	Taxi fare to Gan (return)	6	trips	100.00	600.00
1.4	Taxi fare to Fonadhoo (return)	2	trips	50.00	100.00
1.5	Boat fare to Isdhoo, Isdhoo-Kalaidhoo & Maabaidhoo	2	trips	3,000.00	6,000.00
1.6	Boat fare to Maavah & Maamendhoo	2	trips	3,000.00	6,000.00
1.7	Taxi fare Ishoo to Isdhoo-Kalaidhoo (return)	2	trips	50.00	100.00
<b>2</b>	<b>Accommodation &amp; Food</b>				<b>67,200.00</b>
2.1	Accommodation @Rf75/person/day for 15 days	28	volunteers	1,125.00	31,500.00
2.2	Food @Rf60/person/day for 15 days	28	volunteers	900.00	25,200.00
2.3	Pocket Money @Rf250/person	28	volunteers	250.00	7,000.00
2.4	Mobile phone allowance @Rf200/person	7	team leaders	200.00	1,400.00
2.5	Incidental expenses	7	teams	300.00	2,100.00
<b>3</b>	<b>Teaching Materials, Stationery</b>				<b>87,736.50</b>
3.1	Teaching materials purchase/preparation	7	subjects	500.00	3,500.00
3.2	Photocopying, printing				80,736.50
3.2.1	English				8,737.00
	Coursebook (20 pages)	333	copies	0.50	3,330.00
	Workbook (8 pages)	333	copies	0.50	1,332.00
	Workbook (5 pages)	10	copies		25.00



				0.50	
	Teachers' book (13 pages)	10	copies	0.50	65.00
	Others (14 pages)	555	copies	0.50	3,885.00
	CD Copying (2 CDs)	10	copies	5.00	100.00
3.2.2	Maths				27,220.50
	Study Guide (117 pages)	323	copies	0.50	18,895.50
	Booklet (50 pages)	323	copies	0.50	8,075.00
	Teachers' book (50 pages)	10	copies	0.50	250.00
3.2.4	Biology				9,311.00
	Study Guide 1 (191 pages)	41	copies	0.50	3,915.50
	Study Guide 2 (251 pages)	41	copies	0.50	5,145.50
	Teachers' book (50 pages)	10	copies	0.50	250.00
3.2.3	Chemistry				4,480.00
	Study Guide (? pages)	25	copies	0.50	
	Teachers' book (? pages)	2	copies	0.50	
	CD Copying (? CD)	1	copies	5.00	
3.2.5	Physics				923.00
	Study Guide (104 pages)	9	copies	0.50	468.00
	Booklet (100 pages)	9	copies	0.50	450.00
	CD Copying (1 CD)	1	copies	5.00	5.00
3.2.6	Commerce & Accounting				30,065.00
	Singapore Book (142 pages)	15	copies	0.50	1,065.00
	Accounts Booklet (100 pages)	290	copies	0.50	14,500.00
	Commerce Booklet (100 pages)	290	copies	0.50	14,500.00
3.3	Stationery	7	teams	500.00	3,500.00
<b>4</b>	<b>Logistics, Communications</b>				<b>8,800.00</b>
4.1	GoTeach HQ in Malé	1	nos	-	-
4.2	Telephone, fax, email (16 Jun - 10 Aug)	55	days	-	-
4.3	Mobile phone expenses @Rf500/person	5	staff		2,500.00



500.00

4.4	Tea & snacks @Rf30/day	5	staff	1,260.00	6,300.00
<b>5</b>	<b>Publicity &amp; Advertisement</b>				<b>8,195.00</b>
5.1	T-shirts with 4 colour logo	100	nos	30.00	3,000.00
5.2	Banners 7ft x 3ft	7	nos	105.00	735.00
5.3	Printing leaflets	1600	nos	0.80	1,280.00
5.4	Posters	100	nos	30.00	3,000.00
5.5	Producing Project DVD	10	nos	18.00	180.00
<b>6</b>	<b>Closing ceremony</b>				<b>11,930.00</b>
6.1	Hall hire	1	days	2,500.00	2,500.00
6.2	Invitations	150	nos	5.00	750.00
6.3	Refreshment	150	nos	30.00	4,500.00
6.4	Printing Certificates	60	nos	3.00	180.00
6.5	Decoration and other costs	1	nos	4,000.00	4,000.00
<b>6</b>	<b>UK Expenses</b>				<b>7,500.00</b>
6.1	Telephone/email/fax to Island Schools	1	lump sum	7,500.00	7,500.00
	<b>Contingencies (10%)</b>				<b>21,886.09</b>
	<b>TOTAL EXPENSES</b>				<b>260,871.99</b>