



**Amar Singh Club**  
SONWAR, SRINAGAR, KMR

*Presents*

# The Cashmere Recuperation

*Sponsorship Proposal*

# *‘The Cashmere Recuperation’*

## *A Positive Community Intervention*

*The Managing Committee of Amar Singh Club, Srinagar recently started a program titled ‘Common Interest Conversations’. The first topic taken up for discussion was ‘Digital Addiction’ regarding which we have had five sessions so far where we had the privilege of listening to the thoughts of our most eminent and brilliant six of Kashmir who have excelled in their respective fields like Dr Sushil Razdan, Dr Kaiser Ahmad, Dr Mustaq Margoob, Prof Shakil A Romshoo, Mr Zaffar Shah and experts from various fields.*

*Views shared by the experts and a study of various research studies on the subject indicate that although digital devices had engaged and distracted the minds of all age groups, their irreversible impact on the minds of children during the formative years of their brain development was most dangerous and alarming. The age group of 0-6 years appears to be the most affected by the harmful effects of digital stimuli which inhibits the brain from growing and parents do not seem to be aware about the issue until it is too late.*

*Our deliberations also establish that today our children, besides having multiple physical problems also suffer from sleep disorders, anxiety, depression and more worryingly there are not only structural changes to their brains but also toxic pollution of their moral beliefs and value systems. We have a sad, confused, isolated and angry generation which needs careful and delicate weaning back to real life. The fact that our children would be spending the rest of their lives in a complex digital world is apparent and therefore the need to provide guardrails for them to use technology is of critical gravity. We have also realized that only we possess the power to provide our children an environment in which they flourish.*

*The above stated deliberations led to the conceptualization of “The Cashmere Recuperation”, a scientifically designed, evidence based, doable community intervention which has the potential for being the benchmark for future community interventions all over the world. The intervention is designed for riveted infusion of awareness amongst children and primary care-givers being parents and teachers and at the same time engage and nudge youth towards healthy digital consumption. We plan on giving back childhood to our children through incentivization of real-life problem solving and other challenges which include public speaking/debating, painting, chess, physical competitions, performing arts with a separate segment for Neurodivergent children. The challenges are aimed at development of critical thinking skills which this generation requires more than any previous generation. The competition is open for all boys and girls, whether a student of an elite school or an unschooled child, belonging to any district of Kashmir. They are free to speak in English, Kashmiri or any language of their choice that they feel comfortable in.*

*With the view of laying unshakeable foundations for tomorrow’s families and society, cash awards for public speaking automatically double if the winner is a girl. The winners of the Public Speaking Challenge will be crowned the ‘Techno-Sentient Prince or Princess of Cashmere’, and receive handsome cash awards, a Star of Kashmir Trophy & Certificate, loads of gifts, shopping vouchers and an all expenses paid one night stay in star hotels of Kashmir for the family. They shall however be responsible for visiting all nooks and corners of their Kingdom and giving their presentations to schools and community platforms. Prizes for other segments would also be fantastic enough. Details of the proposed segments are enclosed which are open to improvement in so much as challenges may be added or reduced.*

*We believe that nurturing and guiding young minds to be fully aware of the complex digital world they are destined to grow up in, would not only help them cope with the threat of technology but tremendously reduce their vulnerability to substance and other addictions. Experts are of the opinion that unless the mind is made strong, individuals would always be falling for one or the other addiction.*

*Be that as it may, today the society and our institutions also need to step forward and collectively support "The Cashmere Recuperation" in every possible manner. It doesn't matter how you support, but it does matter that you support to the best of your capacity. Support could range from sponsorships, logistics, to sharing information about the event.*

*We invite you to be a part of this important intervention. The sponsor categories are as follows:*

1. *Title Sponsor {1 Slot}:*
  - *Investment: Rs. 10,00,000/-*
  - *Branding: 'Presented By { Sponsor Name} on all event materials, press releases, press releases. Social media campaigns, and event stage backdrop.*
  - *Recognition: Mention during event opening and closing ceremonies.*
  - *Special Privileges: Presence with Chief Guest at Trophy Presentations*
2. *Co-powered Sponsor {2 Slots}*
  - *Investment: Rs 5,00,000/- each*
  - *Branding: 'Co-Powered by [ Sponsor Name ] on event materials and promotions.*
  - *Recognition: Verbal acknowledgement during events.*
  - *Special Privileges: Opportunity to display banners at event venue.*
3. *Category Sponsors ( One for Each Event )*
  - *Investment: Rs 2,50,000/-*
  - *Branding: [Event Name] Sponsored by on related materials.*
  - *Recognition: Mention during respective event.*
  - *Events: Public Speaking/Debate, Painting, Chess*
  - *Physical Challenge: Push-ups/Squats*
4. *Autistic/Specially- Abled Segment Sponsor (1 Slot)*
  - *Investment: Rs 2,50,000/-*
  - *Branding: Recognition as the supporter of inclusivity*
  - *Recognition: Dedicated acknowledgement during the Prize Distribution Ceremony.*
5. *Community Partner ( Multiple Slots)*
  - *Investment: Rs 1,00,000/- each*
  - *Branding: Logo presence on social media and event brochures*
6. *In-kind Sponsorship Opportunities*

*In-kind event sponsors are businesses like food & beverages, audio-visuals, digital, prizes that provide services or goods to an event in exchange for promotional opportunities. They receive branding benefits proportional to the value of their contribution.*



*Account No. 0526010100000022*  
*Title: Secretary, Amar Singh Club*  
*Bank: Jammu & Kashmir Bank Limited*  
*IFSC: JAKAOSONWAR (Fifth letter is zero)*  
*M-Pay: 9419046713*

*( Nasir Hamid Khan )*  
*Secretary,*  
*Amar Singh Club, Srinagar*  
*Contact No. 9419 00 0001*  
*Email: secretaryamarsinghclubsrinagar@gmail.com*

# The Club Challenge

Group	Age	Public Speaking*	Painting		Chess	Physical Challenge: Push-ups / Squats		Performing Art
			General	Neurodivergent**		For Boys	For Girls	
I	3 to 6		i. Rs 20,000 ii. Rs 15,000 iii. Rs 10,000	i. Rs 20,000 ii. Rs 15,000 iii. Rs 10,000		i. Rs 5,000 ii. Rs 3,000 iii. Rs 2,000	i. Rs 10,000 ii. Rs 6,000 iii. Rs 4,000	i. Rs 20,000 ii. Rs 15,000 iii. Rs 10,000
II	6 to 10	i. Rs 30,000 ii. Rs 20,000 iii. Rs 15,000	i. Rs 30,000 ii. Rs 20,000 iii. Rs 15,000	i. Rs 30,000 ii. Rs 20,000 iii. Rs 15,000	i. Rs 20,000 ii. Rs 15,000	i. Rs 10,000 ii. Rs 7,000 iii. Rs 5,000	i. Rs 20,000 ii. Rs 14,000 iii. Rs 10,000	i. Rs 30,000 ii. Rs 20,000 iii. Rs 15,000
III	10 to 14	i. Rs 40,000 ii. Rs 30,000 iii. Rs 20,000	i. Rs 40,000 ii. Rs 30,000 iii. Rs 15,000	i. Rs 40,000 ii. Rs 30,000 iii. Rs 15,000	i. Rs 30,000 ii. Rs 20,000	i. Rs 15,000 ii. Rs 10,000 iii. Rs 5,000	i. Rs 30,000 ii. Rs 20,000 iii. Rs 10,000	i. Rs 40,000 ii. Rs 30,000 iii. Rs 15,000
IV	14 to 18	i. Rs 50,000 ii. Rs 30,000 iii. Rs 20,000	i. Rs 50,000 ii. Rs 30,000 iii. Rs 20,000	i. Rs 50,000 ii. Rs 30,000 iii. Rs 20,000	i. Rs 40,000 ii. Rs 30,000	i. Rs 20,000 ii. Rs 15,000 iii. Rs 10,000	i. Rs 40,000 ii. Rs 30,000 iii. Rs 20,000	i. Rs 50,000 ii. Rs 30,000 iii. Rs 20,000
V	18 to 25	i. Rs 50,000 ii. Rs 30,000 iii. Rs 20,000						

\* The Amount automatically doubles if the winner is a Girl in the Public Speaking Segment

\*\* Neurodivergent: It is an umbrella term for those diagnosed with autism, ADHD, learning disorders like dyslexia, dyscalculia, etc and it also includes those who have delayed development.

Note:

- The cash award figures and number of segments are provisional which are likely to be revised upwards depending on the support received.
- In addition to the cash awards, the winners shall also be taking a Techno-Sentient Trophy & Certificate, loads of gifts, shopping vouchers, and may also include all expenses paid one night stay in Star Hotels of Kashmir for the winner and their immediate family unit. The cash and other rewards are likely to go up, if we are supported by our Society.

*The groupwise topics for the participants are:*

*Group II (6-10 years):*

*Study the lives of the below-mentioned icons of Kashmir and tell us how they– despite adversity – rose and through their actions, ideas and social concerns influenced the lives of Kashmiri's across the world and tell us who amongst them would inspire you the most and why. Judges may pose questions about any the icons, so it is suggested that you acquire knowledge about all. The icons are:*

- *Late Begum Zaffar Ali*
- *Late Master Sat Lal Razdan*
- *Late Begum Rehana Jalal-ud-din (Barkat Begum)*
- *Dr Ghulam Qadir Allaqaband*
- *Late Miss Mehmooda Ahmed Ali Shah*

*Group III (10-14 years):*

*Watch two Netflix documentaries 'The Social Dilemma' and 'Buy Now: The Shopping Conspiracy' and other shows and studies having similar themes. Following the leads therein, do your own research on the environmental impact of excessive consumption due to online shopping and e-commerce. You shall be speaking about the tactics and strategies used in manipulating our minds to buy more and more and it's environmental impact on the planet and how you would save the planet, followed by an interaction with the Judges.*

*Group IV (14 – 18 years):*

*Watch two Netflix documentaries 'The Social Dilemma' and 'Buy Now: The Shopping Conspiracy' and other shows and studies having similar themes. Following the leads therein, do your own research on the impact of Social Media Apps. You would be speaking on the practices adopted by tech companies to hook users to Social Media Apps, the mental and physical impact on young minds and what you would do to control or manage digital consumption in your home and the community, followed by an interaction with the Judges.*

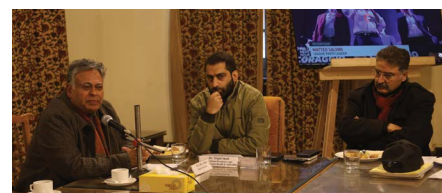
*Group V (18-25 years):*

*Your presentation speech shall be a combination of the topics assigned to Group III & IV above, followed by an interaction with the Judges.*

*A panel of judges, more illustrious than ever seen before in Kashmir, would be critically evaluating the content of your speech, it's delivery and may ask questions to gauge your level of understanding on the topic.*



## Session 1



## Session 2



## Session 3





Session 4



Session 5



Session 6





📍 Sonawar, Srinagar, Jammu & Kashmir, 190001

🌐 [amarsinghclubsrinagar.com](http://amarsinghclubsrinagar.com) 📞 +91-194-2500651