

Cover of the book. Brown Like Dosas, Samosas, Sticky Chikki

## It's cool to be #Brown

FunOkPlease is a children's publishing house that has tied up with Apne Aap Women's Collective to raise funds for the girl child in red light districts, as they launch their book, Brown like Dosas, Samosas, Sticky Chikki



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FUNOKPLEASE, a city-based publishing house for children wants to spread smiles with their new book, Brown like Dosas, Samosas, Sticky Chikki. The editors have tied up with Apne Aap Women's collective (AAWC), an NGO that works towards empowering women and children in the red light districts of Mumbai. They have launched the #BrownChallenge where children under 15 years can raise funds for the NGO through fun activities.

### How it Works?

For each of their titles, FunOkPlease associates themselves with an NGO to raise awareness and funds through the book launch event and sales. Previously, they raised

₹1.2 lakh for the Cuddles Foundation for infants with Cancer. This was with the release of the book Alphabet Dress-Up. Another title, Your Turn Now also raised ₹1.7 lakh for the Vatsalya Foundation that works for street children. Also, their previous book, Number, raised ₹3.5 lakh for the Bal Asha Trust in March, shares Preeti Vyas, the editor.

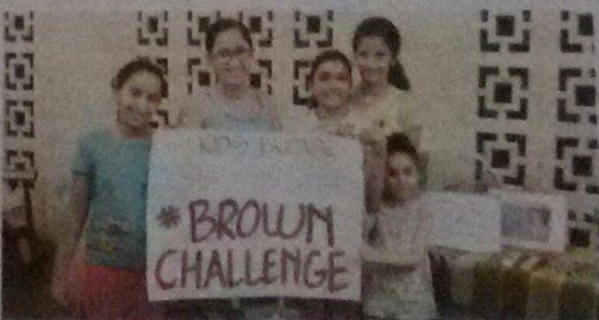
This time, Vyas feels that AAWC and FunOkPlease fit in perfectly. "The book gives the message of loving your skin colour and being proud of yourself. Since this is a message of self-belief and the notion of beauty is so linked to the female form, we wanted to tie up with an NGO that focusses on the girl child and on women, and empowers those who need it the most. Kids here grow up with unimaginable abuse around them. Apne Aap does outstanding work with women and children in the red light districts."

### think out of the book

If you are under 15 years of age, form a team with friends, choose one of the fundraising goals - ₹2,000, ₹5,000, ₹10,000 and send the publishing house a mail. As a team, one can make cards/ bookmarks, bake cookies or sell something brown for the challenge. You can share pictures on the publishing house's Facebook page. Vyas promises to send each helper a gift.

Speaking of the #BrownChallenge, she remarks, "Our goal is to break the previous record. We expect to raise ₹1 lakh on the launch day and hence, the target for the challenge was taken as ₹2.5 lakh. We have dedicated space to the NGO in our book too. Also, 1% of the sales from the book will go them until the book is in print. It's our lifelong commitment to them."

**TILL** December 12  
**CALL** 9833302019  
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Adolescents taking up the #BrownChallenge