

Scholarship Program by Awestrich for **Research to Curate Local Experiences (SPARCLE)**

SPARCLE offers competitive scholarships to students from undergraduate to post-graduate level who aspire to research in the field of local history and culture of Mumbai. This program has been designed to encourage and motivate students to conceptualize, curate and deliver ‘a theme based local experience’, in showcasing local history and/or culture of Mumbai. This program is open throughout the year.

The program offers:

- **Research Scholarship** to Curate a Local Experience in Mumbai
- Platform for **Micro Entrepreneurship**
- **Training and Support** to students

To create scope and research in the field of Heritage Awareness, Community Building and Global Exchange SPARCLE invites students to benefit from this scholarship program.

SCHOLARSHIP, TRAINING AND SUPPORT

The scholarship will be awarded to the recipients in the following forms:

- **Financial aid** of Rs. 1,000 meant for market research, transportation and miscellaneous expenses like library fees which are required to curate and deliver a theme based local experience in Mumbai.
- **Training** in hospitality, communication, personal marketing and technical knowledge required to deliver a local experience on Awestrich
- **Support** for tech and research
- **Marketing** online + offline outreach through social media, blogs and press articles

Benefits of the scholarship:

- **Micro Entrepreneurship** by earning money on every experience
- **Share Your Passion** by showcasing your city and interests to guests
- **Cultural Exchange** by interacting with international guests who book your experience, helping you gain global exposure
- **SPARCLE Experience Certificate** awarded to students who successfully deliver 7 experience

INTERVIEW SELECTION CRITERIA

- Interest / Aptitude Test
- Resource & background the student possesses on the selected theme
- Practicality of the chosen theme
- Clarity in experience's theme regarding -
 - A. Location
 - B. Route/ mode of transport
 - C. Time & Duration
 - D. Cost per person
 - E. Targeted market
 - F. USP
 - G. Availability

TRAINING & SUPPORT

1. Hospitality Services

- A. Presentation
- B. Body Language
- C. Food & Beverage Arrangement
- D. Souvenir Arrangement
- E. Vehicle/Transportation Arrangement
- F. BackUp Plan

2. Communication Training

- A. How to conduct Ice Breaking sessions
- B. Welcome Email
- C. Creating WhatsApp Group for easy communication
- D. Preparation for the demo experience
- E. Thank you Email
- F. Native Support Contact Info

3. Personal Marketing

- A. Creating an experience profile
- B. Structure of the description
- C. Photo & Video Documentation for demo experience
- D. Interacting with bloggers and press companies
- E. Involvement in the Social media marketing

4. Technical Knowledge

- A. Access Native Dashboard to design and edit experiences
- B. Manage Availability Calendar
- C. Accepting and Responding to Booking orders

APPLICATION INFORMATION

- The students can apply by filling up the native form on www.awestrich.com/native.
- Mark 'I am applying for the SPARCLE' while submitting the form
- For queries mail us on - sparcle@awestrich.com
- An interview shall be scheduled for the applicant within a week.

IMPORTANT DATES

BATCH 1 -

- October 2, 2016 - Application Opens
- October 31, 2016 - Application Deadline

(BATCH 2 dates will be announced in the first week of November on the website)

TERMS AND CONDITIONS

You must meet all of these requirements in order to be eligible for admission into the SPARCLE.

- Student must present the following documents during the interview for verification -
 - I. College Identity card
 - II. Copy of government authorized photo ID & Address Proof
 - III. Cancelled Cheque (This will help us to pay your commission through online transfer into your bank account)
- A student can select any theme to curate a local experience in Mumbai by his/her choice as per his/her interest, expertise and convenience. Please note that the list of themes of local experiences which is attached to this perspective is suggestive
- The recipient will be given a timeframe of 10 days after their selection to curate a local demo experience
- A training session will be arranged for the recipients to improve hospitality, communication, personal marketing and technical knowledge which is required to deliver a successful local experience.
- The recipient shall be aware of the research methodology required in the curation of the theme-based experience
- The responsibility of knowledge based research required to deliver the local experience lies with the Native

- The recipient is bound to deliver his/her curated demo experience to the Awestrich Team
- The recipient must serve a minimum of 7 experiences on Awestrich to avail the Scholarship completion letter
- Recipient will receive an amount of Rs. 1,000/- in their bank account on the completion of the demo experience
- All rights of SPARCLE remain with Awestrich

PUBLISHED BY



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FOUNDER & CEO,
AWESTRICH

This program is administered without discrimination on the basis of age, race, culture, gender, sexual orientation, disability, socioeconomic status, or other non merit factors. Awestrich is a for profit social marketplace dedicated to build a community and a strong ecosystem where locals and explorers meet and make the most of their experiences

LIST OF SUGGESTIVE THEMES TO CURATE YOUR LOCAL EXPERIENCE IN MUMBAI

1. Experience the serenity at Pagoda
2. The Story of Vada Pav
3. What the Statues talk in Fort
4. Margs, Chowks, their names and stories
5. Caves. Walk and Talk in Kanheri
6. Kyani to Yazdani - Experience food as a Parsi
7. Experience the past and present - Sopara/ Ambernath /Bassein
8. Forts - Traces of Portuguese
9. Experience the Portuguese Bandra
10. Unveil the story of a Mochi
11. Mumbai Cricket culture
12. Oldest Best Bus routes
13. Rail fanning at a Junction
14. Slum experience culture - Dharavi
15. Experience the Heritage that my college possesses
16. Appreciating Carnatic Vocal Music
17. Unknown residences of famous historical figures
18. Bamboo craftsman culture
19. An hundred year old recipe
20. Unknown shrines in Parel area
22. Churches in Colaba
23. Hunt the Milestones
24. Live as a local in far suburbs - Bassein / Virar / Sopara
25. Least visited Art Galleries in town
26. Seven wonders of Salsette
27. Oldest and best Paan in Mumbai
28. Impressions of Tram
29. 5 Oldest Single-screen Theatres in town
30. 4 weirdest shops and their stories

Note -

- The themes of local experiences mentioned above are suggestive. You are free to choose your own theme as per your interest, expertise and convenience.
- **Take the following points into consideration** when you conceptualize, curate and deliver your local experience.
- **Conceptualize:** your interest, expertise, convenience, time and resources.
- **Curate:**
 - A. Location
 - B. Route/ mode of transport
 - C. Time & Duration
 - D. Cost per person
 - E. Targeted market
 - F. USP
 - G. Availability
- **Deliver:** Become a Native. Get prepared for a thrill to deliver the experience to your guests!
- Visit www.awestrich.com/mumbai to view how natives list their curated local experiences on Awestrich. This will certainly help students on how to go ahead.