

The Robin Sharma Foundation for Children Announces Philanthropic Support for Literacy in India

Toronto, Canada: The Robin Sharma Foundation for Children has pledged a significant donation to Pratham BC Foundation, the Canadian branch of the Pratham India Education Initiative (PIEI). The Robin Sharma Foundation for Children was founded by Mr. Sharma with a simple mission to help disadvantaged children grow into leaders and is aligned with his personal commitment to help people around the world Lead Without Title.

Since the Pratham India Education Initiative's inception, their goal has been to ensure that "every child in poverty stricken areas is in school, is learning well and has a head start in life". Over its 9 year history PIEI has reached out to one million children in India. The Global Development Network Award, sponsored by the World Bank and Government of Japan was awarded to PIEI and was named as one of the top three "most innovative development projects" by industry experts.

Robin Sharma added at the announcement; "Pratham takes a total geographical approach, be it a city, a rural block or other impoverished area. They train hundreds of young people to serve as teachers and thus gives them a chance to escape the cycle of illiteracy, poverty and exploitation. Their commitment not to leave single child behind drew me into their network and distinguishes it from other non-governmental organizations."

For further info contact:
Media Relations
media@robinsharma.com or +1 416 962 7900

About Robin Sharma

Robin Sharma, LL.B., LL.M., is one of the world's top experts on leadership and personal success. The author of ten major international bestsellers including The Greatness Guide Series, The Monk Who Sold His Ferrari, Robin is the CEO of Sharma Leadership International Inc., a global training firm with a simple mission: to help people Lead Without Title. Profiled regularly on leading international media such as CNN and MSNBC, clients include GE, Nike, FedEx, NASA, Unilever, Microsoft, BP, IBM, The Harvard School of Business and Yale University. His website **robinsharma.com** is one of the most popular leadership and personal success destinations on the Internet.

About Pratham

Pratham India Initiative started in Mumbai India in 1994 with a mission to provide universal primary education for all children in India. Pratham's activities have spread to 21 Indian states; assistance has come from local governments, leading corporations globally.

Pratham chapters exist in the USA, UK and the Middle East and counts ICIC Bank as one of its primary benefactors. For more information please go to www.pratham.org