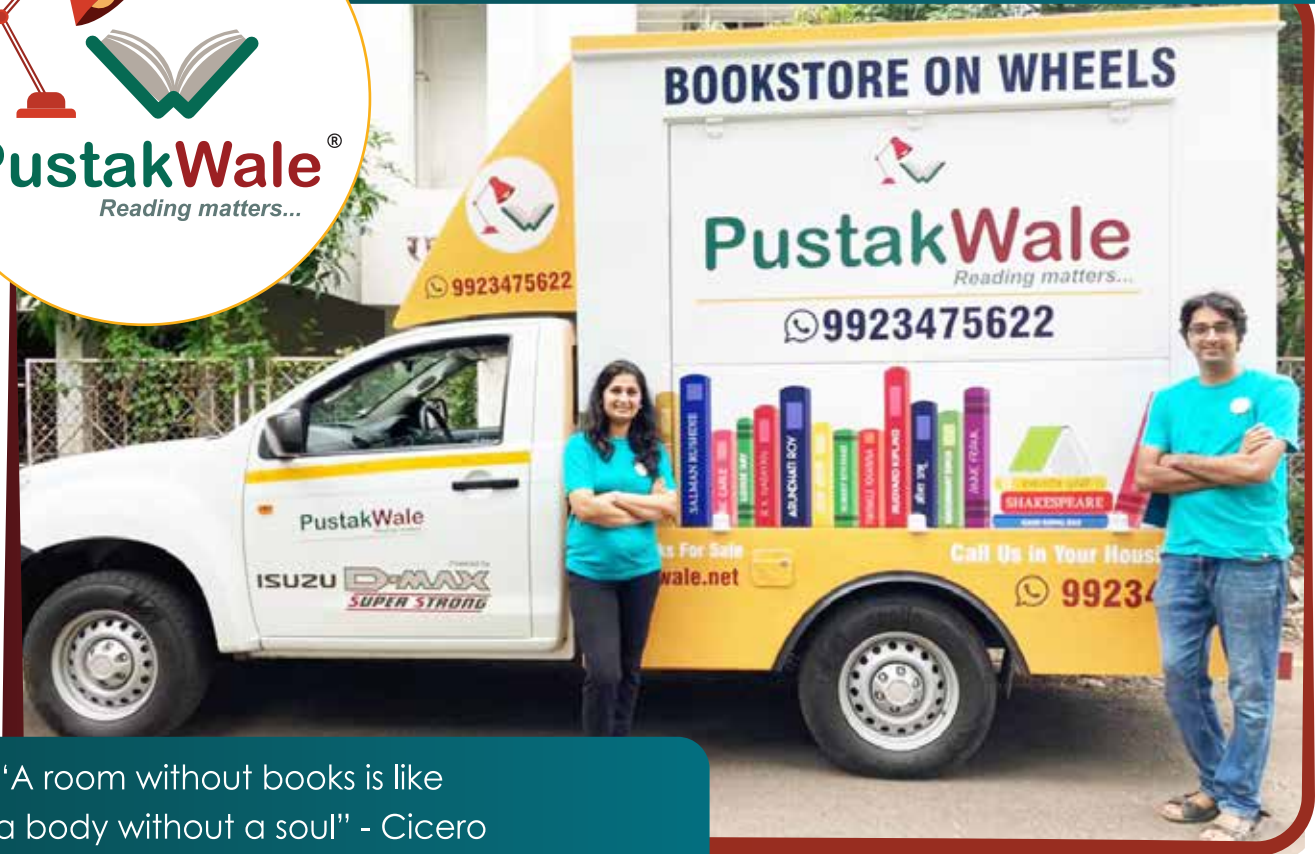
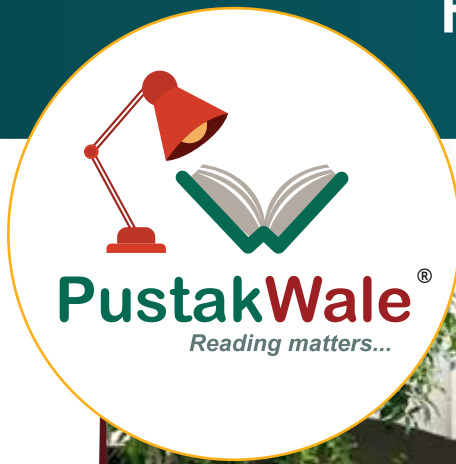


# PUSTAKWALE- A BOOKSTORE ON WHEELS

A Social Enterprise | An Award winning Start up



“A room without books is like  
a body without a soul” - Cicero

Pustakwale is an award winning Social Startup from Pune with a unique and innovative idea where a team of youngsters bring **FOOD FOR THOUGHT** in residential complexes and corporate offices where readers can purchase books on a regular basis and strengthen the **BOOK READING CULTURE AND HABIT**.

Pustakwale team has **50+ young volunteers under EARN & LEARN** program between 18-25 years age group who help us in setting up exhibitions across the society. The proceedings from the Sales of books is used to pay the incentives of these team members.

**Our Vision-** To strengthen the Cultural Fabric of the society through Literature and Arts.

**Our Mission-** To setup Book Exhibition at every Arts and Cultural Centre, Housing Society, Corporate and Education institute.



Housing Society



School



Company



Social Impact



Invite Us In Your  
Housing Society  
School, College  
Office



## PUSTAKWALE AT HOUSING SOCIETIES

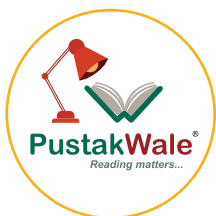
Shopping is an experience enjoyed by a family together. Pustakwale gives you a book shopping experience with your friends and family at your doorstep at your convenient time by setting up a book exhibition in your Housing society. Books exhibited are new and directly procured from Publishers or authorised distributors.

We have completed 1100+ exhibitions in 4 years and more than 600 housing Societies have been covered. During this we have earned goodwill, blessings from all the generations for doing a valuable activity in the society. We plan to visit during the festival seasons and vacations-

**Holi**  
**Gudi Padwa**  
**Summer Vacations**  
**Akshaya Tritiya**  
**Maharashtra Day**  
**World Book Day**

Independence Day  
Raksha Bandhan  
Janmashtami  
Ganeshotsav  
Navratri  
Dussehra

**National Book Day**  
**Diwali**  
**Childrens day**  
**Christmas**  
**New Years**  
**Makar Sankranti**



**Invite Us In Your  
Housing Society,  
School, College,  
Office**

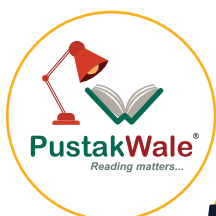




# PUSTAKWALE AT EDUCATIONAL INSTITUTES

Reading story books is an art that activates the imagination process of our brains and the concept of reading starts at a very young age. Once this habit is cultivated it stays with you forever. As they say- Once a reader, always a reader. Pustakwale boasts of a vast collection from picture books to early reading books and from magical stories to fantasy and fiction to non fiction books. Pustakwale has organised Book Exhibitions in 15+ Educational Institutes for students, parents, staff. By setting up a bookstall we let the students, parents browse physically through the books and then buy. We also help the schools to setup a Library. We plan to visit Educational Institutes for-

**Parent Teacher Meetings**  
**Report Days**  
**Open Days**  
**Annual Gatherings**  
**College Fests**



**Invite Us In Your  
Housing Society,  
School, College,  
Office**



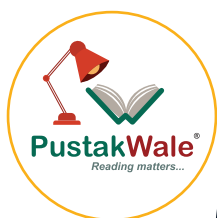
# PUSTAKWALE AT CORPORATES / OFFICES

Today a Reader, tomorrow a Leader!

We as professionals really value books and reading culture. However in current scenario of fast paced life, having a book shopping experience is narrowing down. We at Pustakwale setup book exhibitions in Corporates with a collection of Business , Management , Self Help books along with Fiction and Kids Books.

Books have a lot of positive energy. It creates a positive environment and reading culture in the organisation. HR & People and Culture teams can leverage this event as a part of Employee Engagement activity. Pustakwale has organized Book Exhibitions in companies and organizations like:

**TATA MOTORS | BHARAT FORGE | SERUM | INFOSYS | BAJAJ ALLIANZ | MOTHERSON SUMI  
BOSCH | HMH TECH | FINASTRA | AMBER | BANK OF MAHARASHTRA | ULTRA TECH**

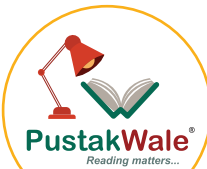


Invite Us In Your  
Housing Society,  
School, College,  
Office





Pustakwale's work has been acknowledged and appreciated by major Newspapers and Media like **SAKAL | LOKSATTA | MAHARASHTRA TIMES | INDIAN EXPRESS | TIMES OF INDIA | LOKMAT SAAMNA** and News channels like **ABP MAZA | SAAM | THANE VAIBHAV**



Invite Us In Your  
Housing Society,  
School, College,  
Office



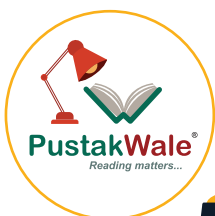
# AWARDS AND ACHIEVEMENTS BY PUSTAKWALE

Pustakwale has been hounoured by various institutes / organizations for the social impact created.

1. A Booktruck specially designed for Pustakwale by ISUZU Motors in 2021
2. Winner of Pune Start Up Fest 2021 by COEP
3. 'Udyogdipti' by Udyog Pratishthan, Thane for Women Entreprenuer (Start up category) in 2023
4. Loksatta 'Tarun Tejankit' by Loksatta - Express group in 2024



Pustakwale is proud to have received love and blessings from Sudha Murty mam and Gulzaar saab.



Invite Us In Your  
Housing Society,  
School, College,  
Office





# SOCIAL IMPACT BY PUSTAKWALE

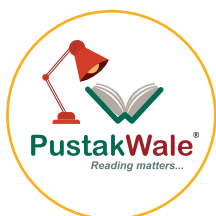
Book Lovers meet Book Lovers!

Pustakwale was initially started by Rutica and Ashay Walambe in August 2020, their family and friends joined them in Book Exhibitions. Now it is a team of 50+ young college going students all accross Pune. The Book exhibitions are head by young incentive based volunteers of age 18 to 25 under the **EARN AND LEARN** programme, where the proceedings from the Sales of books is used to pay the incentives of these team members.



Pustakwale has the privilege to be a Book Partner with an NGO- Swapnabhoomi, who has donated 25 boxes of books to young girls from rural villages in Maharashtra in 2022.

Pustakwale was invited by the renowned Chitale family for Book festival at the Public Library, Educational institute of Bhilawadi and the Chitale Dairy at Bhilawadi, Sangli in February 2024.



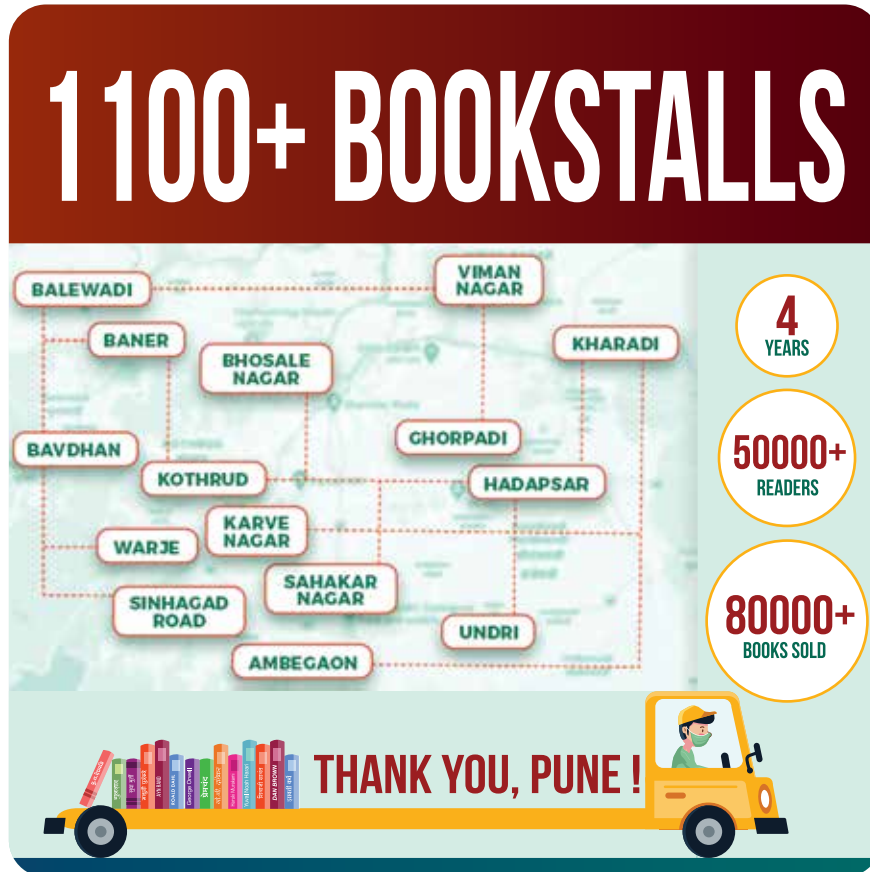
Invite Us In Your  
Housing Society,  
School, College,  
Office



# PUSTAKWALE SAYS THANK YOU!

Journey of Team Pustakwale

Starting in August 2020 Pustakwale has sold **80000+ books** to **50,000 readers** and setup **1100+ Book Exhibitions in housing societies, schools, colleges, offices etc.** around various parts of Pune city along with Thane, Mumbai and Bhilawadi, Sangli.



Pustakwale conducts around 50+ exhibitions each month around Pune city in  
**Housing Societies**

**Corporates**

**Education Institutes**

**Cultural festivals**

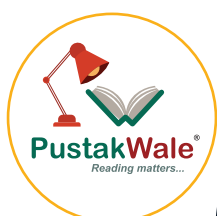
For this, Pustakwale is looking for cultural sponsorship / financial support from organizations, foundations etc. As a part of the proposal we will conduct below activities during the exhibitions.

**Branding of your products on Pustakwale Van**

**Promotion of your products and services at exhibition**

**Distribution of your pamphlets, leaflets**

**Display of Standee at the exhibition**



**Invite Us In Your  
Housing Society,  
School, College,  
Office**

