

based on a true story

Project Moo

by Olivia Wood
illustrations by Ching Yun Wu



ASHOKA



Worldreader

Project Moo is based on the true story of how one girl used her love of animals to help hundreds of farmers -and cows - in her community.

This children's picture book is the result of a collaboration between Ashoka and Worldreader. It is intended to inspire children everywhere to become Changemakers and encourage adults everywhere to support them in their journey.



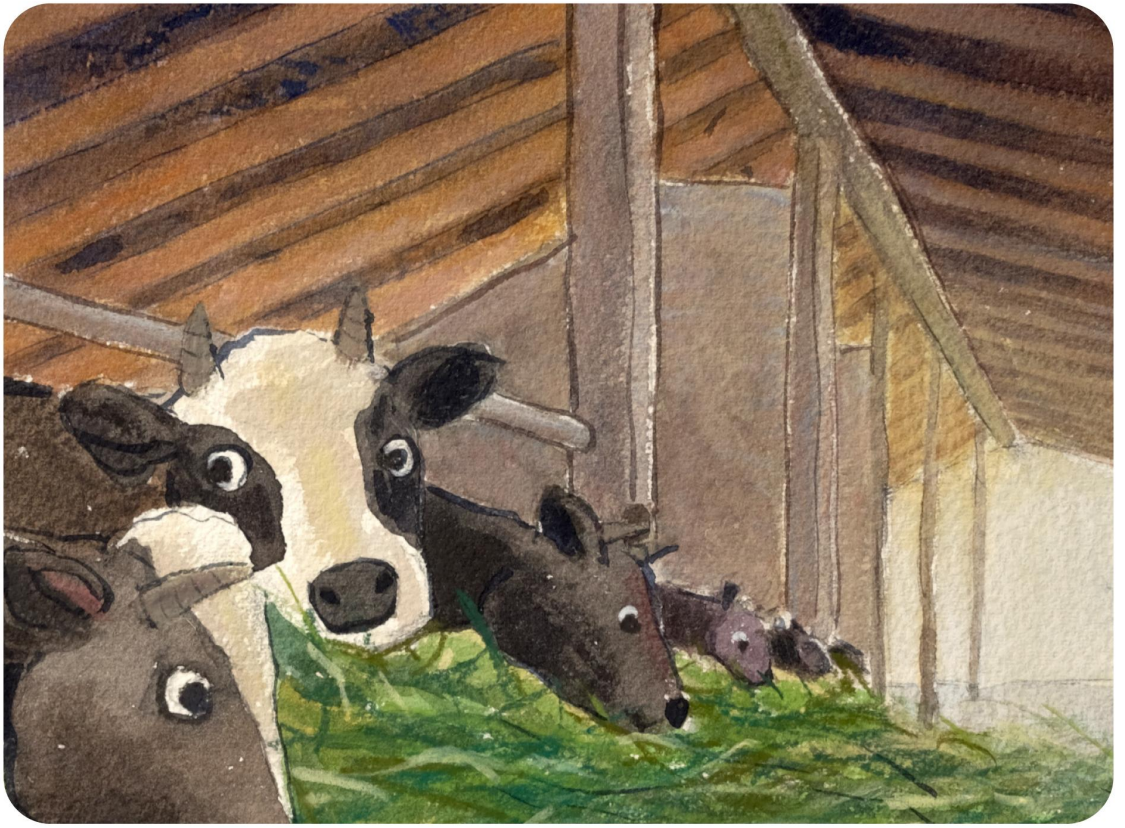
Every day Ara watched the cows in the deep green fields in her village in Indonesia. They were beautiful. With such big eyes, and such big ears, and long, pretty eyelashes.

When Ara turned ten years old, she asked her parents if they could buy a cow. Her Ibu¹ said, “Ara, it will take a lot of work to keep a cow.” And her Ayah² said, “You’ll need to clean it and milk it every day.”

Ara promised that she would. She was determined and she loved cows!

¹ Ibu means mother in Indonesian

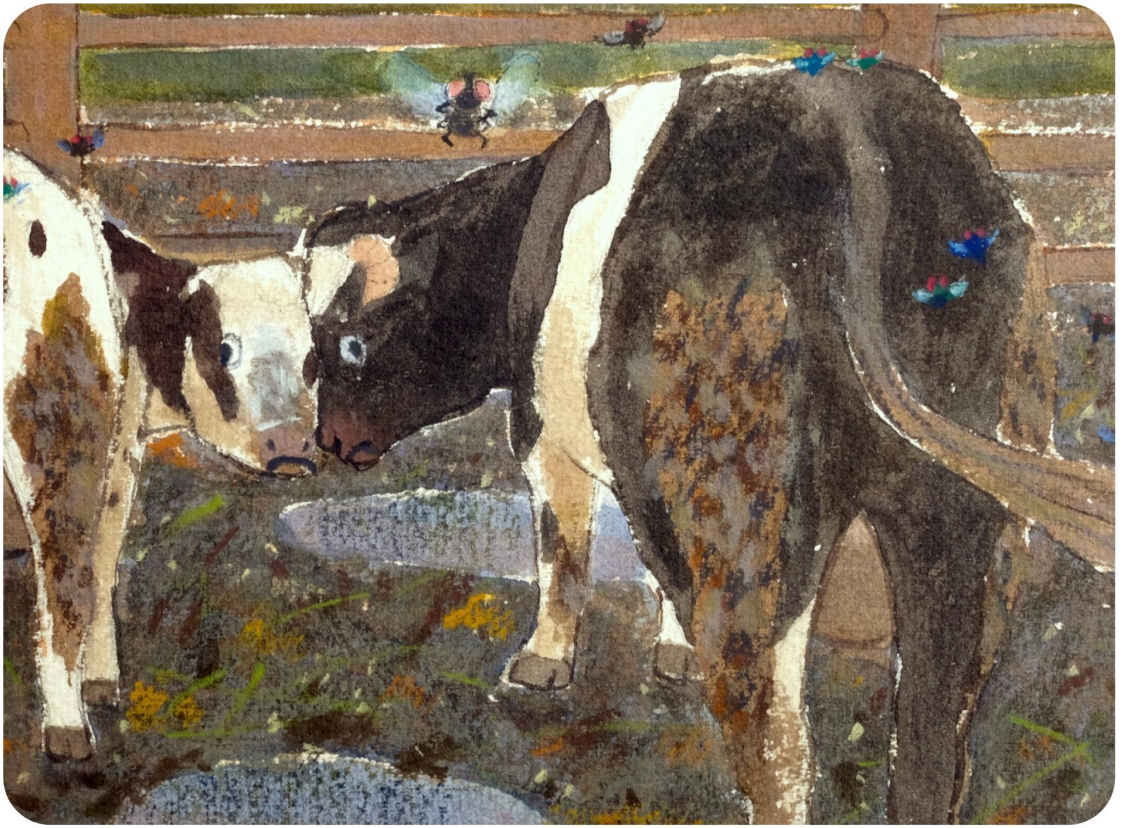
² Ayah means father in Indonesian



One day the air was wet and hot. Ara was watching the cows play when her parents came to her and said, "If we are going to buy a cow, we need to learn about cows from farmers."

The first farm they visited was amazing! It smelled fresh, like plants and rain. The cows at the farm were munching on leaves, smiling and clean.

"Our cows are happy, so they make lots of milk," one of the farmers said to Ara. He gave her some to try - it was tasty, and thick.



The second farm was different. The cows were covered in dirt. And yuck! The smell. There were bugs everywhere, buzzing in the cows' eyes.

“This feels wrong,” thought Ara. “I want these cows to be happy.”

When Ara asked about the milk, the farmers shook their heads. “We don’t get a lot of milk from our cows.”



That night Ara couldn't sleep. Her mind was full of the sad cows with the dirt all over their backs.

"Someone should help them," she thought. At first, it felt so difficult. How could she help?

Then she had an idea: "Maybe the first farmers can help the second farmers."



The next morning Ara talked to her Ibu about her idea. Together with her parents, Ara came up with a plan to help the cows and the farmers.

To get started, they went back to the first farm. Ara asked if they would help other farmers by teaching them how to take care of cows. They said “Yes!”

Then they drove to the second farm. “You don’t have very much milk,” said Ara, “but other farmers can show you how to get more.”



Ara organised a farmers meeting. On the day of the meeting, Ara felt nervous. “What if I can’t help the cows?” she thought.

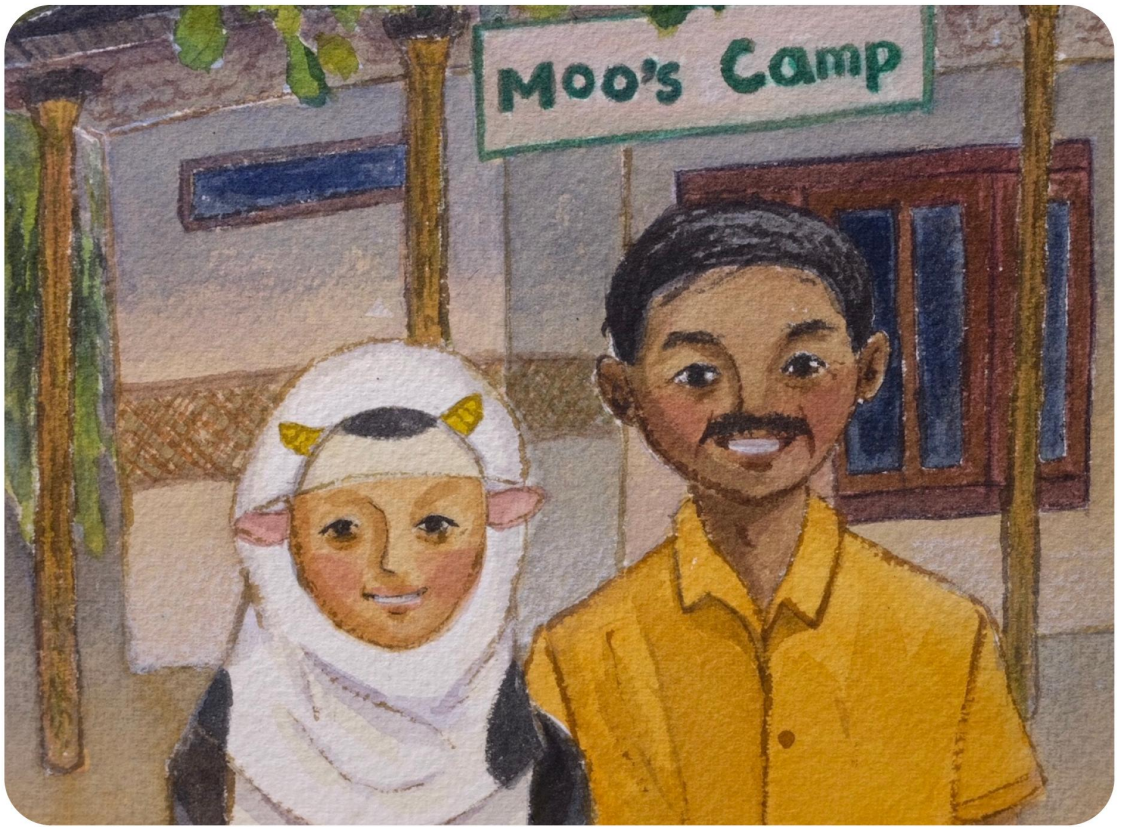
At the meeting, the first farmers stood up, and shared their tips for keeping happy cows.

After the meeting the farmers thanked Ara. The day was so helpful, and everyone learned a lot!



One day the sun was beating down on Ara's head. She and her Ibu decided to go on a trip to visit the cows.

All the farms were much cleaner. There were no bugs or mud on the cows, and the air smelled fresh, like cut leaves. The farmers also said they had much more milk!



One of the farmers smiled when he saw Ara. His face was wrinkled, and kind. "Thank you so much for helping us learn," the farmer said. "We want to keep meeting other farmers, and sharing tips."

At the next meeting, there were many more farmers. Some of the farmers had asked their friends and neighbours to come too!

After the meeting, Ara's Ayah gave her a big hug. "You made a difference to our community," he said. "It's amazing what just one girl can do."



That night, Ara went to sleep slowly, thinking about all the cows and people she had helped. "You can create change at any age," she thought proudly. What would be her next change to make?

Project Moo

Activities



Activity 1: Thinking like Ara

Age Group: 3-8

Skill: Empathy, Critical Thinking

Materials: None

Why? Stories enable us to step into an imagined world and encounter characters, experiences, and events we would never otherwise experience. Through stories, we can step into the shoes of those whose experiences are dramatically different from our own and take on new perspectives. In this process, we arrive at a new appreciation of the world around us.

How? Ara's journey started with something simple: a love for animals. Think back to the beginning of Ara's story when she saw sad and dirty cows.

1. How would you feel if you were Ara?
2. How do you think Ara might have been feeling?
3. How do you know?
4. Can you think of a time when you felt the same way?
5. What led her to helping the cows and farmers?
6. What would you have done if you were Ara?

Activity 2: Empathy Ticket

Age Group: 3-8

Skill: Empathy, Socio-emotional intelligence

Materials: Piece of paper, pencil

Why? Writing down takeaways can help young people internalize what they've learned. Empathy tickets can be used to summarize big ideas of a story or activity. Feeling-related questions help young people recognize and communicate their emotions with others.

How? Empathy helps us recognize what is going on in the lives of others and to think with our hearts. By asking questions, Ara learned about the lives of farmers and how she could support them. After reading Ara's story, take a small piece of paper and grab a pencil. Write or draw one thing you learned from reading Ara's story. Think about:

1. What part of Ara's story made you happy ?
2. Throughout Ara's journey, she has learned how to be confident and courageous while becoming a risk-taker and a problem-solver. What skill does Ara have that you want to practice?
3. What is one thing you are going to do differently after learning about Ara?

Hang your empathy ticket up in your room. After you read another story, repeat this activity. Soon, you will have learned many new skills and ideas!

Activity 3: Appreciating Others

Age Group: 3-8

Skill: Empathy, Relationship-building

Materials: Piece of paper, pencil

Why? Practicing gratitude is an important activity when understanding new perspectives and learning how to appreciate contributions we rely upon each day. The following activity is a great way to cultivate young people's listening abilities and to deepen their understanding and appreciation of those around them.

How? Ara's parents played a big role in her journey as a changemaker. They supported her by encouraging her to take risks because they knew learning how to create a positive change while young will last her a lifetime. In return, Ara always makes sure to thank her parents and tell them how much she values their guidance. And when we feel valued, we're willing to work harder and stick with things.

Write or draw a thank you note for someone who supports you. This could be a sibling, a parent, a teacher, or a friend. Once you write the note, make sure to give it to the person so they know you appreciate them!

Use the example below to write your thank you note:

I am thankful for _____ (name what or who you are thankful for) because _____ (describe the difference it makes in my life. Be specific!). Without _____(name what or who you are thankful for) _____(then describe what things would be like with it or them).

So thank you for _____ (describe what they do and how it impacts your life. Name at least two things that you can do to support them or it.)

Meet the real Ara



The Moo's Project was the beginning of Ara's life-long changemaking journey. As a young adult, Ara started the Aha! Project, which is a social initiative that provides tools for creative and quality education at home for underprivileged children in rural areas in Indonesia. She is also co-leading the Everyone a Changemaker Movement with Ashoka by

enabling young people to find their power to be changemakers and create positive change to problems they deeply care about in their community.

In Ara's own words, "It was not a norm for a young person, especially a little girl, in Indonesia to think of solving a social issue in their community, not to mention actualizing the idea into reality. Still, it was not impossible either. It takes empathy to realize a cause you deem worthy. It takes courage to be different and to make a difference. And it takes support from (at least) one person to move forward with the action."

About Ashoka

Ashoka believes the ability to adapt to and drive change is essential for everyone to thrive in a rapidly changing world. Ashoka is building a global community that is laying the foundation for a world where everyone is a changemaker. At the heart of the Everyone a Changemaker movement is a vision to transform the way children and young people grow up so everyone has the power and skillset to create change for the good of all.

www.ashoka.org

About Worldreader

Worldreader believes that readers build a better world. We work with partners globally to support vulnerable and underserved communities with digital reading solutions that help improve literacy and learning outcomes for children.

www.worldreader.org

*We want to hear from you!
Share your feedback here:*





2021 Ashoka and Worldreader

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

For inquiries please contact privacy@ashoka.org or publishing@worldreader.org