

spoken English, this platform provides children free-of-cost education modules along with songs, mnemonics, memorable and relatable characters as learning aids. Characters like Abbu and Dabbu, alongside Shanti Didi, have been introduced to make the learning mechanism more engaging. Last year, more than two lakh children interacted with the platform, and the average time spent on the modules was above 16 minutes. Additionally, we also partnered with Educate Girls, an NGO which makes efforts to enrol and retain girl children in schools. We also collaborated with the radio channel, All India Radio, to run the modules for 1-3 months.

Nihar Shanti Amla's Brand Ambassador - Vidya Balan - demonstrated the modules at an on-ground event in Gopal Khera, Lucknow, Nihar. Over 450 residents of the village were present at the event, including 300 children, and the Sarpanch who actively supported the initiative. Additionally, children from five neighbouring villages attended the event. We partnered with AIR for a week-long contest where children were asked questions based on the modules. Participants

who were able to provide correct answers got an opportunity to meet Vidya Balan.

We took the programme to the next level with a unique initiative called 'Phone Uthao India Ko Padhao', which connected urban volunteers with underprivileged children in rural areas who want to practice speaking English and seek clarification on the earlier modules they initially learned from the Pathshala Funwala platform. Over 200 volunteers registered and more than 2000 students joined in to practice.

**Nihar Shanti Amla Digital Classrooms:** Furthering Nihar's commitment towards building a progressive society by contributing towards children's education, Digital Classrooms were set up under the Pathshala Funwala initiative in Uttar Pradesh and Jharkhand in August 2019. The digital classrooms initiative takes on a unique approach to teaching through remote volunteers who can connect online and teach children in government schools. These volunteers use the eVidyaloka platform to connect with the students over Skype, teaching

them English, Maths and Science, therefore bringing their expertise and quality education to the most remote villages in the area via technology. The urban volunteers have been teaching the regular school courses for students of Grade V till Grade VIII and are also helping the students learn concepts and spoken English as part of this programme.

**Teach Little Minds:** Realising the importance and relevance of education in the society, we launched the initiative, 'Teach Little Minds', to nurture young minds and raise awareness among students by teaching them the importance of quality practices in their daily life. Our Quality Assurance team visit the primary schools to educate the students on maintaining healthy hygiene, safe food habits and behaviours habitually. Our successful initiative has cascaded into various teams throughout India and has inspired them to engage with various schools and students. Through this initiative, we hope to inspire children and mould them to become responsible citizens. We believe this initiative is a step forward in our journey of playing a noteworthy social role and in making

