

This Teacher's Day, Nihar Shanti Pathshala Funwala celebrates the superheroes for ensuring continuity of education during the pandemic

Expresses gratitude with #ThankYouTeachers campaign for their hard work and dedication in adapting to the challenges of teaching from home

Watch the film here: <https://youtu.be/ZLFreGxyoY4>

Mumbai, September 05, 2020: Nihar Shanti Pathshala Funwala has launched an emotionally resonating campaign #ThankYouTeachers in order to celebrate and salute India's teachers for their relentless commitment as they adapt to a challenging world of teaching from home during the pandemic. Through this very real yet fun digital film, the brand that has always championed the cause of children's education, aims to convey a heartfelt message to all those superheroes – thank you teachers for learning, so that the country's future can keep learning!

The outbreak of COVID-19 has disrupted education infrastructure in India. While it has been difficult for students to learn from home, it has been equally challenging for teachers who had to learn to impart education online. Taking cognizance of this and driven by the conviction that education is the cornerstone of the progress of our country, Nihar Shanti Pathshala Funwala has partnered with Government of Madhya Pradesh and, in association with an NGO partner LeapForWord, has been working towards upskilling teachers. With this digital-first initiative, Nihar Shanti Pathshala Funwala has successfully trained 50,000 teachers to help improve English education during the lockdown. These teachers have been instrumental in providing uninterrupted education to children in rural India while the schools remained closed. It is this dedication of teachers to learn in order to teach effectively that Nihar Shanti Amla aims to honour and thank.

Conceptualised by BBH India, the #ThankYouTeachers digital campaign kick-starts with a film that is set to an up-beat, retro-folk track, showcasing a series of raw and endearing moments of teachers trying, struggling, stumbling and learning to teach from home. These scenes are captured via web-cams, phone cameras, chat interfaces and beautifully shot observational frames, all of which reiterate a profound message which teachers themselves always teach their students – if at first you don't succeed, try, try again.

Speaking about this campaign, **Koshy George, Chief Marketing Officer, Marico Limited** said, "Nihar Shanti Pathshala Funwala has always been committed towards improving the quality of children's education with a firm belief that it forms the foundation of our nation's growth. The true torchbearers and enablers of this vision have been our teachers and their perseverance, even during these trying times. Through this campaign, we aim to salute and thank them for their unabated efforts in relearning and adapting to the changing environment only to ensure that our children receive continued education. We aim to continue aiding teachers in rural India to teach English language. A unique digital-first approach that uses ubiquitous technologies like YouTube and WhatsApp empowers the teacher with online training, content and teaching

tips to help improve English education. Today, over 50,000 teachers are part of this journey and we expect more to join in our effort to harness the power of education and thereby drive positive change in the lives of their students.”

Talking about the campaign, **Russell Barrett, CEO & Chief Creative Officer BBH-PWW India**, has said, “‘The influence of teachers extends beyond the classroom, well into the future.’ Never before has this quote been more relevant than today. The teaching community has embraced the challenges that change has brought and, in the process, demonstrated a charming, vulnerable and even more inspiring side of themselves to their students. This film from Nihar Shanti Pathshala Funwala salutes and celebrates teachers for these very qualities and recommits its support, as a brand, to an educated, informed future.”

Nihar Shanti Amla has remained true to its purpose of providing underprivileged children with opportunities and access to education, contributing 5% of its profits towards the same. Under its Nihar Shanti Pathshala Funwala initiative, the brand has been actively running various programmes such as IVR-based Spoken English program, App-based Virtual School and WhatsApp based Teacher Empowerment Program to further its cause of supporting children’s education. This initiative is technologically enabled for implementation across India’s Hindi speaking states. Further, during the nation-wide lockdown, Nihar Shanti Pathshala Funwala launched the Padhai Pe Lockdown Nahi campaign, which ensured students could keep learning English even at home safely.

Agency: BBH India

- **Chief Creative Officer & Managing Partner:** Russell Barrett
- **Chief Executive Officer & Managing Partner:** Subhash Kamath
- **Head of Planning & Managing Partner:** Sanjay Sharma
- **General Manager:** Sarita Raghavan
- **Creative Director (Copy):** Deep Chhabria
- **Creative Director (Art):** Ramchandra Patil
- **Creative Partner (Copy):** Aggremma Sethi, Ananya Banga, Chintan Pandey, Heemuhn Major
- **Creative Partner (Art):** Shelton D’Souza
- **Head of Production:** Rahul Kulkarni
- **Senior Business Partner:** Shivani Dand
- **Business Partner:** Vimesh Salian
- **Strategy Director:** Purvi Mistry

Production House: Supari Studios

Director Niyantha Shekar

Cinematographer Tuhin Mukherjee



Creative Director	Akshat Gupt
Executive Producer	Mitali Sharma
Creative Producer	Shivani Mehta, Rishi K Doshi
Producer	Justin Jose
Assistant Director	Ladasha Kapse
Associate Producer	Ankita Patil
Online Team	PostBoy (Ayush Pillai and Nishant Jethva)
Offline Editor	Rajdeep Mitra
Grade	Andres (After Studios)
Art	Vidhi
Music Composer	Sagar Desai
Sound Designer	Dinesh Yuvi
Equipments	Jeki Shah (1 Stop Cine Digital)
Runner	Ilyas Bhai
Additional Shots	Mahaveer, Nitesh (Alwar) Sudharshan (Raigad)

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, Mediker SafeLife, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.