

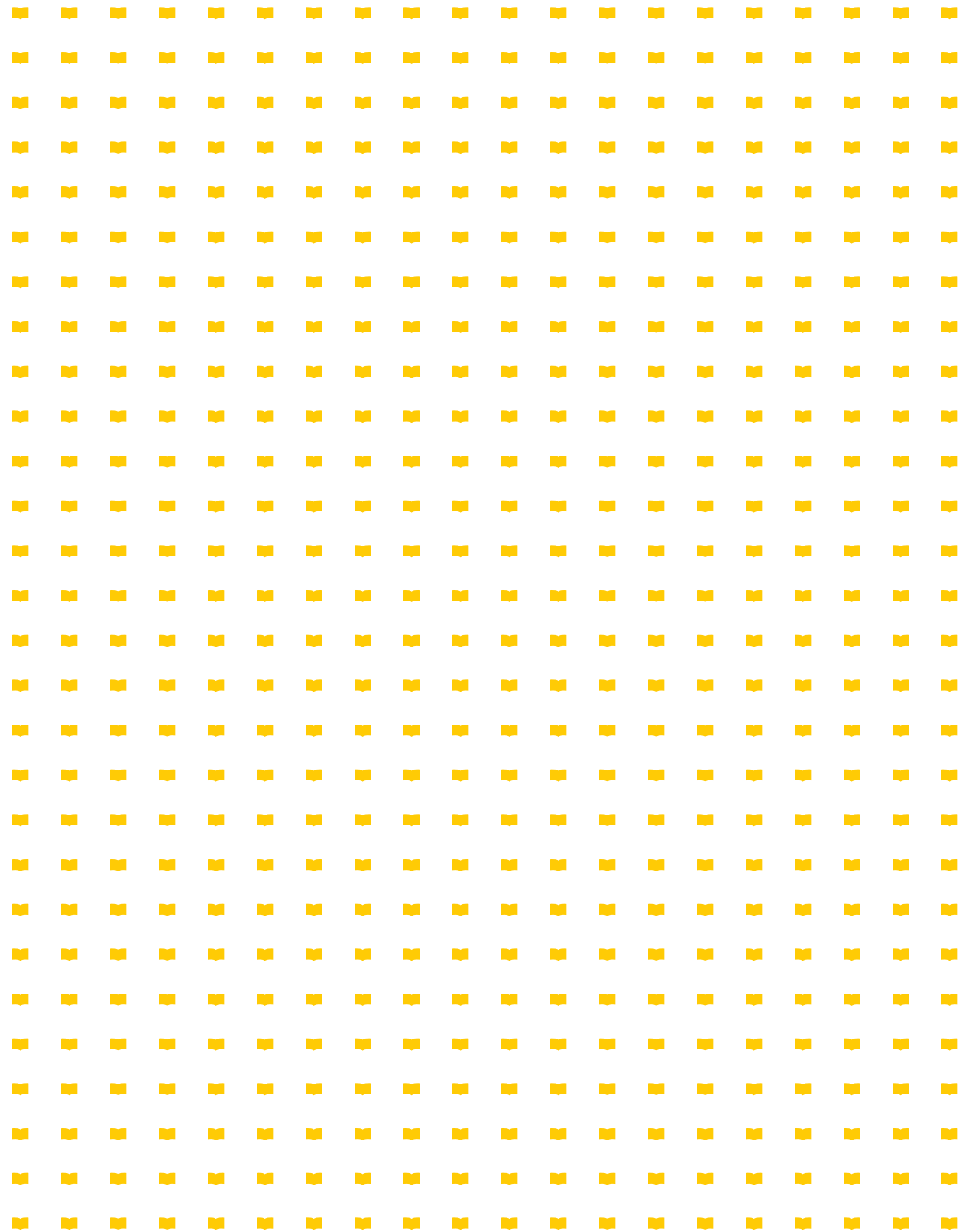


**P&G**  
shiksha

# Twenty Tales of Triumph

20 YEARS OF P&G SHIKSHA





This book celebrates the remarkable journey of P&G Shiksha — a journey marked by dedication, innovation, and an unwavering commitment to transforming lives through education. As you turn these pages, we invite you to witness the profound changes that have been made possible by this initiative, and to join us in envisioning a future where every child has the opportunity to learn, grow, and thrive.



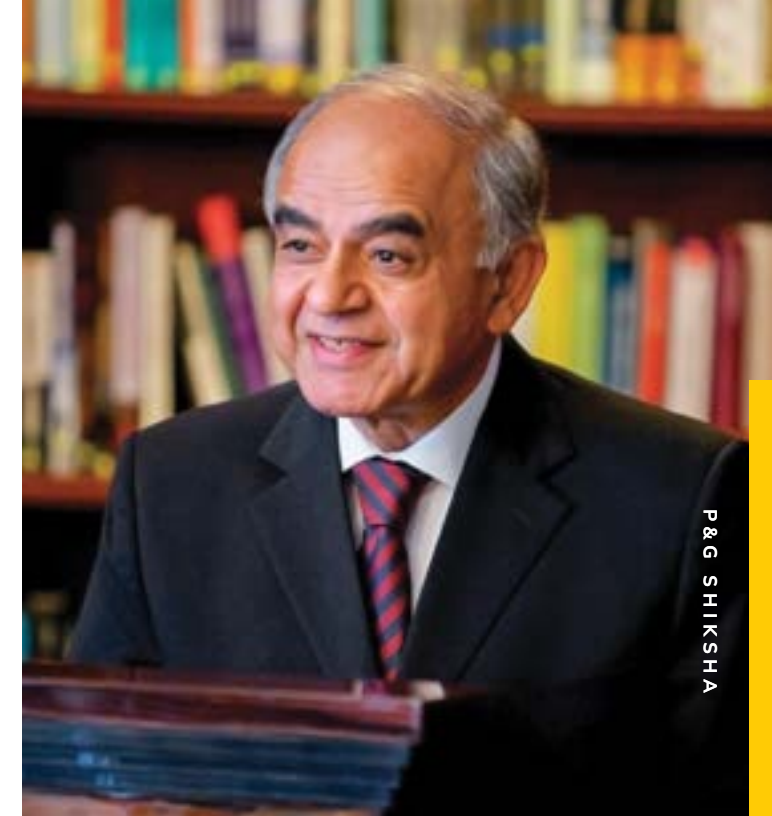
# P&G Shiksha reflects the unwavering commitment of P&G India to a single domain of philanthropy – the education of Indian children.

A decade before the Corporate Social Responsibility law came into force, the company already had vibrant programs in education.

P&G Shiksha has evolved over time in line with the nation's priorities. During the early years, the country's focus was on access to education. Thus, in partnership with Round Table India, the company focused on creating and enhancing physical infrastructure in schools – clean toilets, cheerful playgrounds, well-lit classrooms with desks and blackboards.

Once 95%+ of India's children were in school, the nation's priority shifted to educational outcomes. P&G Shiksha also moved to improve the quality of education. In partnership with Education Initiatives, for example, it employed 'Mindspark', an AI-based adaptive learning tool, which assesses each student's learning level, creating a customized path to making education interactive and joyful. Covering grades 1 to 9 in government schools, P&G Shiksha offered tailored content in subjects like Mathematics and languages, helping children learn with conceptual understanding.

The nation's latest education policy stresses the importance of early childhood education from age three onwards. P&G Shiksha also works with Pratham in implementing programs focusing on the holistic development of children aged 3 to 6 years, through the use of local resources, age-appropriate materials, and parents' involvement, in line with the latest research, proving that sharing activity-based content with mothers has a positive relationship with learning outcomes in children.



### **/GURCHARAN DAS**

*Former CEO, P&G India*

*Independent Director, PGHHCL*

*Author of the best-selling book – 'The Difficulty of Being Good'*

Another initiative is focused on gender equality. The P&G Shiksha Betiyan Scholarship, in collaboration with Centre for Civil Society, encourages girls to pursue study in STEM fields by providing financial and mentoring support. Since inception, the scholarship has been awarded at select institutions across Himachal Pradesh, Madhya Pradesh, Maharashtra, Telangana, Rajasthan, Gujarat and Goa.

The following pages of this book offer inspiring, heartwarming stories of how P&G Shiksha has impacted the lives of 20 young persons in such programs.





**About P&G Shiksha**

P&G Shiksha is the flagship CSR (Corporate Social Responsibility) program of Procter & Gamble India (P&G India), maker of well-known brands such as Tide, Whisper, Head & Shoulders, Pampers etc. The program was formalized in 2005, with the aim of positively impacting the lives of communities where P&G India serves and where its people live and work.







The year 2005 was pivotal for India's education sector, marked by significant developments and reforms aimed at boosting enrolment in schools and ensuring learning with impact. With the launch of P&G Shiksha, P&G India was set to play a meaningful part in the country's progress.

The program began with targeted educational interventions, focusing on building classrooms and enhancing educational infrastructure to boost school enrolment – a critical need of the hour. By 2010, the program had already impacted over 1,50,000 children from underserved communities.

**Over time, P&G Shiksha has evolved to focus on improving children's learning outcomes, ensuring that every child gains conceptual understanding.**

The program delivers targeted interventions to underserved communities, equipping them with technologies in partnership with communities and state governments, and inspiring a larger community focus on learning.

P&G Shiksha's journey began even before the Companies (Corporate Social Responsibility Policy) Rules, 2014, or the CSR law, came into effect and has continued to stay true to the needs of the nation. Over the past few years, the program has concentrated on improving foundational literacy and numeracy in children, a key focus area identified by the National Education Policy 2020.

**In association with trailblazing NGOs, as well as various state governments, P&G Shiksha has supported thousands of schools and communities in its 20-year history, impacting more than 50 lakh children.**





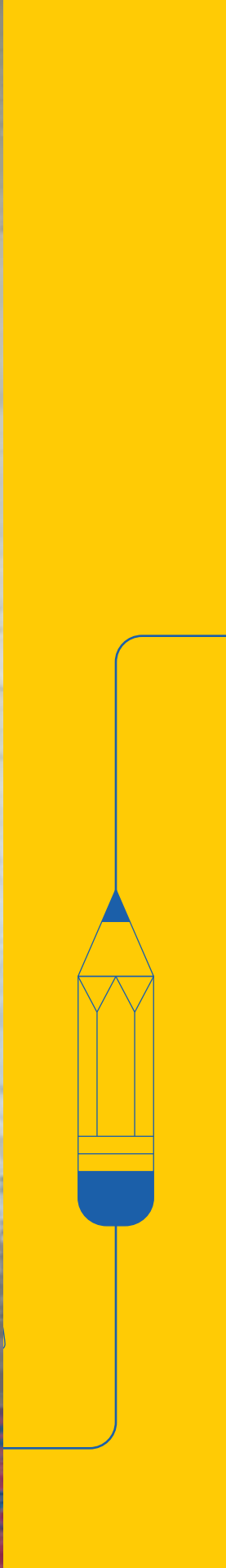


As P&G Shiksha continues to evolve, its vision remains steadfast:

**TO ENABLE EVERY CHILD TO LEARN WITH CONCEPTUAL UNDERSTANDING, PROVIDING THEM WITH THE OPPORTUNITY TO GROW AND THRIVE.**









2005...

The Evolution of P&G Shiksha

# A JOURNEY OF IMPACT ACROSS INDIA



Amid India's bustling cities and serene villages, a profound change has been unfolding for nearly two decades. This is the story of P&G Shiksha, the flagship CSR initiative of P&G India, which began in 2005 with a singular vision – to provide underprivileged children access to quality education. What started as a modest endeavor to build schools has evolved into a comprehensive program that addresses critical barriers to education, impacting lakhs of children across the nation.

Over the years, the program has centered on three core pillars: improving learning outcomes, enhancing educational infrastructure, and empowering underserved communities through education. These pillars have guided the program's evolution, ensuring that it remains relevant and impactful amidst evolving educational landscapes and societal needs.

## The Early Years:

### Building Foundations

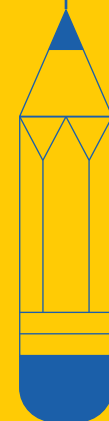
In its early years, P&G Shiksha concentrated on constructing schools in underserved areas, providing children with the physical spaces they needed to learn. This phase laid the groundwork for what would become a much broader mission.



## Expanding Horizons:

### Addressing Learning Gaps

As the program evolved, studies revealed that while school enrolments were increasing steadily, there were significant gaps in children's learning levels, with a sizeable number unable to read or write at their grade level. Recognizing this need on the ground, from 2016 onwards, P&G Shiksha began adopting a multi-faceted approach to bridge these gaps. Partnering with renowned organizations such as Pratham Education Foundation and Educational Initiatives, the program began implementing innovative strategies to enhance learning outcomes and address learning gaps.



## Innovative Interventions:

### Prevention and Remediation

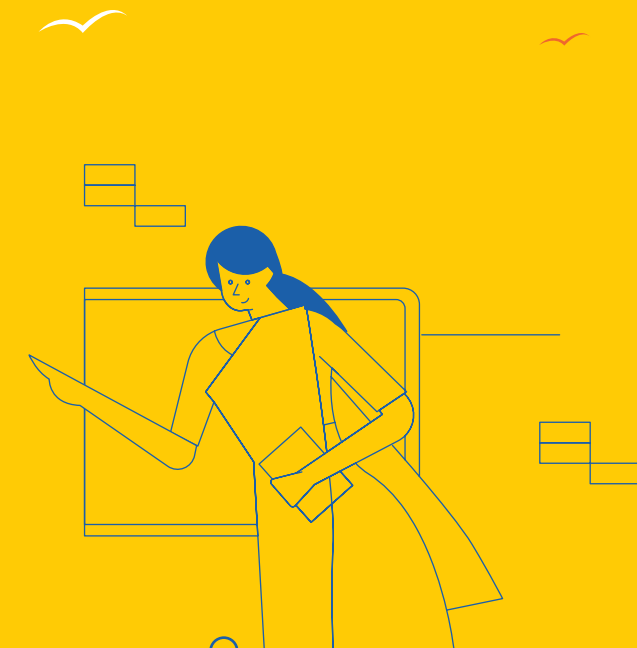
Today, P&G Shiksha's learning interventions are both preventive and remedial. Its Early Childhood Education program focuses on preventing learning gaps by developing motor, cognitive, social-emotional, language and creative skills in children aged between 3-6 years, ensuring they are school-ready. Its community-based and digital remedial learning initiatives enlist the support of community volunteers and use AI-based personalized adaptive learning tools to improve learning outcomes and bridge learning gaps. These efforts are yielding consistent results, with significant improvements in children's developmental skills and foundational knowledge.



## Community Engagement:

### A Collaborative Effort

A cornerstone of P&G Shiksha's implementation model is its deep engagement with local communities. By involving parents, particularly mothers, in their children's education, the program fosters a supportive environment that extends beyond the classroom. This community-centric approach not only enhances the effectiveness of educational interventions but also ensures their sustainability.



## Looking Ahead:

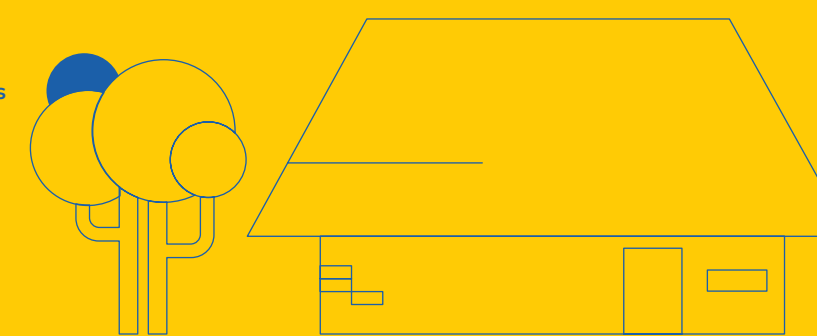
### A Vision for the Future

As P&G Shiksha continues to evolve, its vision remains steadfast: to play its part and create a brighter future for India's children through quality education, ensuring that every child learns with deep conceptual understanding.

## Measuring Impact:

### A Commitment to Excellence

P&G Shiksha's impact is meticulously measured through third-party assessments and continuous feedback from NGO partners. The program's impact is reflected in the positive impact it is creating for more than 50 lakh children, with substantial improvements in learning outcomes and community involvement.



...and beyond



Thrivng with  
Shiksha

20 TALES OF TRIUMPH

**THRIVING  
WITH  
SHIKSHA**

P&G SHIKSHA





With its multi-faceted approach to education, which includes building school infrastructure to improving educational outcomes, P&G Shiksha is transforming the future of lakhs of children across India, helping increase enrolment and reduce dropout rates.

P&G Shiksha's innovative strategies include enlisting the support of community volunteers and mothers to create a learning environment beyond the classroom as well as the use of AI-driven tools like Mindspark for personalized learning.



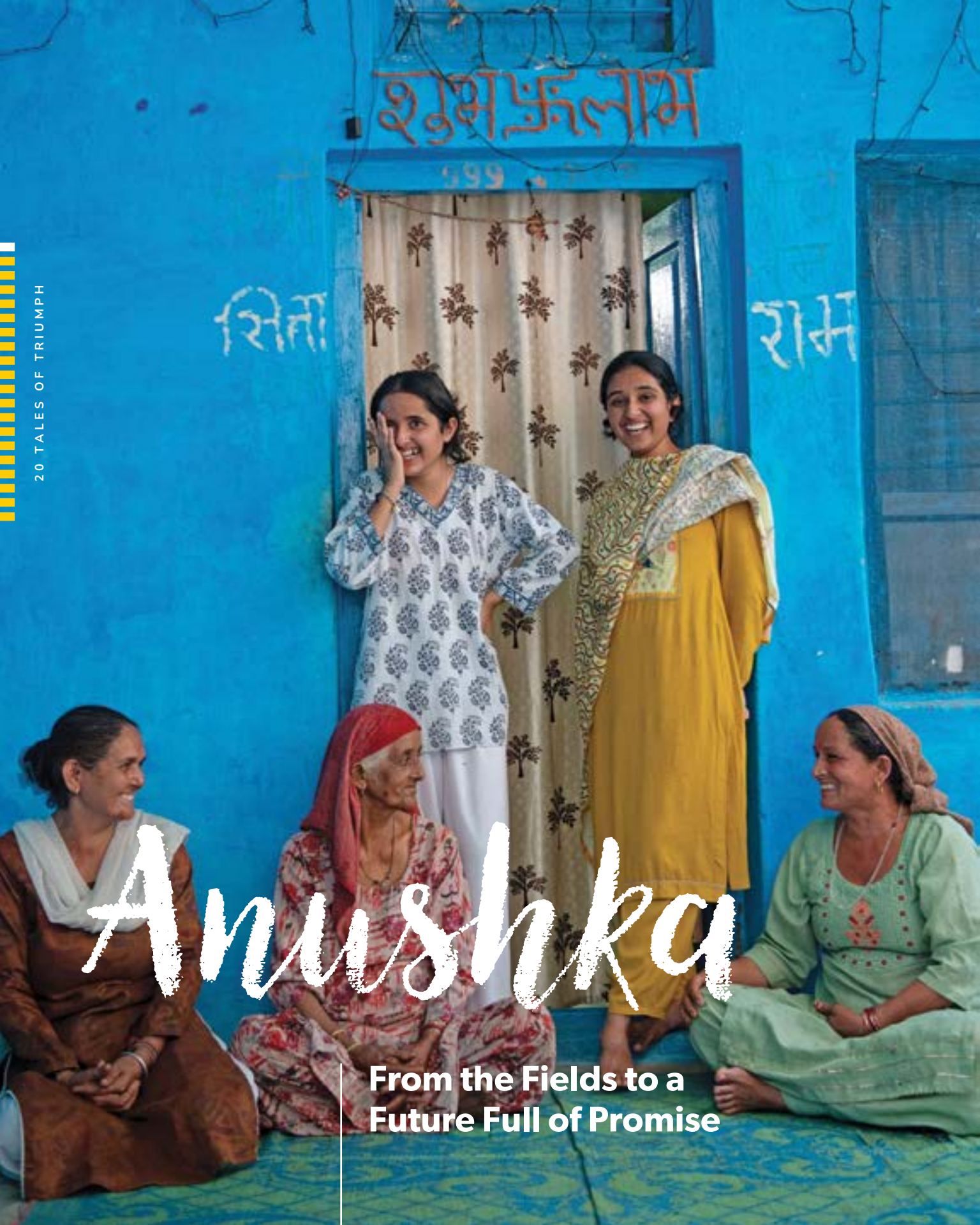




The program also empowers marginalized communities, particularly girls, by breaking down barriers to education. Programs like the P&G Shiksha Betiyan Scholarship offer financial aid and mentorship to girls pursuing careers in STEM, fueling their dreams and fostering profound societal change. The aspiration is to equip the next generation with tools they can leverage to move forward towards realizing their potential!







# Anushka

From the Fields to a  
Future Full of Promise

Anushka, a bright young girl from the small, remote village of Bedon, nestled in the hills of Himachal Pradesh, has taken it upon herself to change her world and those around her. She has taken the children of her community under her wings. She coaches them even as she studies diligently herself to become a doctor.

The journey to the present was not easy for Anushka. Her family, struggling to make ends meet, could scarcely afford to prioritize education. Anushka's father, a farmer, and her mother, a homemaker, tirelessly managed their household of six.

## YOU MUST BE THE CHANGE YOU WISH TO SEE IN THE WORLD / MAHATMA GANDHI

The youngest of four siblings, Anushka juggled school with household chores and work in the fields, lending a helping hand to her father. Amidst the family responsibilities, she quietly nurtured her love for learning.

Through all life's challenges, her school helped her keep her hopes alive. Eager to learn, she walked the long distance to school and used every free moment to study beneath the open sky. She never let the lack of resources dampen her enthusiasm.

In 2018, Anushka's learning journey took a leap forward with her introduction to P&G Shiksha's



digital remedial learning program, implemented in partnership with state governments and Educational Initiatives. The program leverages Mindspark, an AI-enabled personalized adaptive learning platform that aims to improve learning outcomes in children.

The tool soon became Anushka's window to a world of endless possibilities.



P&G Shiksha is partnering with Educational Initiatives to implement 'Mindspark', an AI-based personalized adaptive learning tool designed to bridge learning gaps in children. It assesses students' learning levels and creates customized learning paths, making education interactive through rewards or 'Sparkies'. The tool includes various subjects and also offers training for teachers on effective classroom integration.



Mathematics and Science quickly became her favorite subjects. With each passing session, her grasp of complex concepts grew stronger and so did her self-confidence. In one of the exams, she ranked among the top performers in her district, surpassing both her peers in the village and students from more privileged backgrounds in the neighboring areas.



**Despite the challenges — long commutes, scarce resources, and household duties — Mindspark offered her something that had once seemed distant: the opportunity to excel.**

**Anushka's experience inspired her sister, Shivani, who soon joined as a lab-in-charge in a P&G Shiksha digital remedial learning lab.**

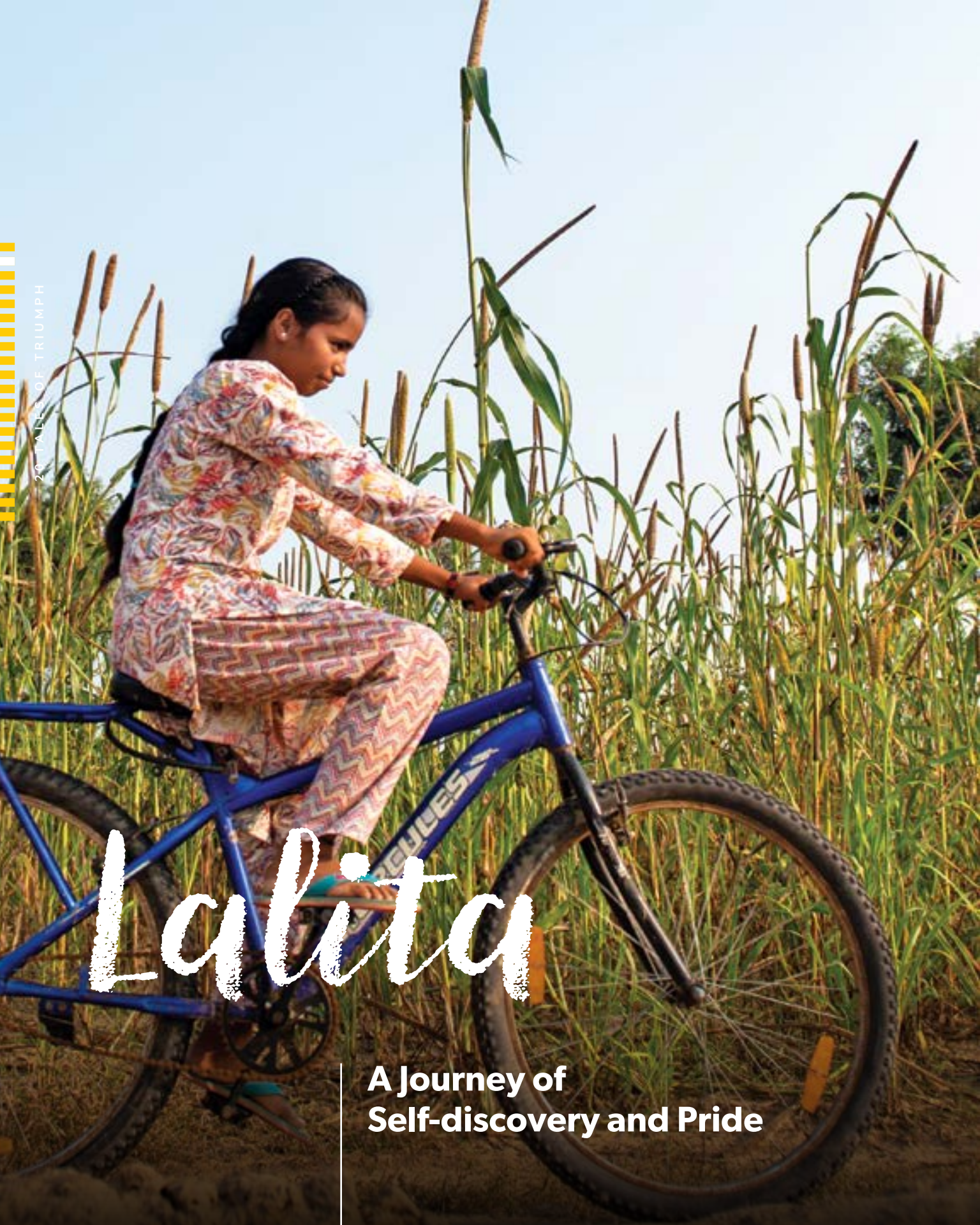
Over time, Anushka's dedication not only inspired others in her community but also helped ignite a quiet passion closer home. Her elder sister, Shivani, saw her sister inch closer towards her dream every day. Inspired by Anushka's journey, she took it upon herself to spread the word within the community on the positive impact of the program.

In 2023, Shivani joined one of the P&G Shiksha digital remedial learning labs as the Lab In-Charge (LIC). Today, Shivani mentors numerous students and has become a vital part of their academic journey. She has empowered many to see beyond their limitations, just as Anushka.

When Anushka secured an impressive 75% in her 12<sup>th</sup> Board exams — largely with the support of Mindspark — her family was overjoyed. But for her, it was the stepping stone to the next phase of her journey. Mindspark had ignited within her a dream she had once thought impossible — to become a doctor.

Today, Anushka is preparing for medical school. She also tutors other children in her village, sharing with them the knowledge and hope that have transformed her life. Her experience is a reminder that with the right tools, every child can unlock a future filled with possibilities.





20 YEARS OF TRIUMPH

# Lalita

**A Journey of  
Self-discovery and Pride**

Once struggling to write her own name, Lalita today aspires to become a schoolteacher. The story of this young girl from a small dhani<sup>1</sup> near Dhadhar village in Rajasthan's Churu district, speaks volumes about the transformative power of education and technology.

Lalita belongs to a family of six – three sisters and a brother – that faced immense hardships. Her father, the sole breadwinner of the family, met with a tragic accident in 2017, which left him with severe injuries that had a long-term health impact. The responsibility of running the household fell on Lalita's mother, a housewife, who had to take up work as a daily wage labour to support her children.

The hard work throughout the day so exhausted Lalita's mother that she could not devote much attention to her children's education. Lalita, then a 3<sup>rd</sup> grader, faced significant challenges in her learning journey. She struggled with foundational literacy and numeracy skills and couldn't even spell her own name or read simple Hindi stories.

In 2017, Lalita's school introduced P&G Shiksha's digital remedial learning program, implemented in partnership with the state government and Educational Initiatives. The program leverages Mindspark, an AI-powered personalized adaptive online learning tool that effectively allows students to improve their learning outcomes at their own pace. Initially, Lalita found it difficult to engage with the tool. She was shy and lacked

<sup>1</sup> Human settlement



P & G SHIKSHA





confidence. However, as she began to use Mindspark regularly, a gradual but remarkable change came over her.

Attending Mindspark classes every day, Lalita slowly learnt to write her name and make sense of the letters and numbers that once confounded her. The personalized learning approach of Mindspark allowed her to progress at her own pace, gradually building her skills in Hindi and Mathematics. By the time she reached 5<sup>th</sup> grade, Lalita could confidently read stories in Hindi and solve Maths problems.

Lalita continued to use the program, showing significant improvement in her academic abilities each year. The impact this had on her confidence was profound.



**Once too shy to even state her name, Lalita now interacts easily with her peers and teachers, her self-esteem bolstered by her academic success.**



With her eyes set on becoming a teacher, Lalita is now determined to inspire and educate others, just as she was inspired and empowered by Mindspark.

Today, Lalita is a 10<sup>th</sup> grader and dreams of becoming a teacher. Her mother, who previously feared that their financial hardship would take its toll on her children's education, is now proud and hopeful about her daughter's future. Lalita's engagement with Mindspark has not only enhanced her academic performance but also provided her with the skills and confidence to dream big.



Last year, Lalita had the opportunity to visit Mumbai for an event organized by Educational Initiatives. Standing before an audience, she delivered a small speech, expressing her gratitude to the P&G Shiksha program and sharing her journey with Educational Initiative's Mindspark tool. Her mother recalls this moment with pride, noting the change her daughter has undergone — from being a quiet, reserved girl to a confident young woman, ready to take on the world.



*P&G Shiksha partners with Educational Initiatives to implement 'Mindspark,' an AI-based adaptive learning tool for government school students. It assesses each student's learning level and creates a customized, gamified learning path in subjects like Mathematics, regional languages, and English. In Lalita's school, teachers report that the program has improved learning outcomes and made students more tech-savvy.*



**"When passion fuels your wings, you can fly to touch the sky."**

This is very true for Garima Mandloi, now a proud IITian, studying at the Indian Institute of Technology Roorkee. Garima had always been meritorious, consistently ranking among the top performers in her school - the only high school in her area, at her hometown in Madhya Pradesh's Satlapur.

## Walking the Corridors of The Indian Institute of Technology (IIT)

What is special about this school is that it was one of the first to receive support from P&G India, which continues to support it since 2002. P&G Shiksha's infrastructural interventions helped students like Garima by creating a conducive learning environment, supporting students as well as teachers with the right aids so that they gained the most out of the ecosystem, fueling motivation as well as school attendance. In addition, P&G Shiksha continued to support the learning outcomes for these children, by offering additional support, such as English education. The learning environment fueled Garima's dreams



as she aspired to crack the joint entrance exam for the IITs and become an engineer. But that sounded like a distant dream. Owing to financial hardships, she found it difficult to fund her exam preparation.

Three years before appearing for JEE, Garima approached the P&G Shiksha team for help. Recognizing her potential and the willingness to leave no stone unturned for the exam, one of the former senior leaders of the program extended help. Such was the relationship between the people of P&G's manufacturing plant in Mandideep, with the Satlapur school that Garima attended.

The young girl made the most of the support, and prepared hard for what is inarguably one of the most challenging exams in the country. She took the exams and was meritorious, promptly qualifying for the IIT.

Garima ultimately managed to fulfil her dream of securing admission to the IITs and is today pursuing Civil Engineering at IIT Roorkee, where she is currently a 4<sup>th</sup> year student.

The young girl thanks her school and the support she received from P&G Shiksha for her success. Talking about P&G Shiksha's program, she says, "The English teaching support I received early on at the school immensely helped me improve."

Garima will be completing her degree in 2025 and become a shining example for many girls like her to emulate.



# Garima



Garima's school was one of the first schools that P&G India began supporting as part of the P&G Shiksha initiative. The program strengthened educational infrastructure to create a conducive learning environment, and provide children like Garima with access to quality education.



# Dilkhush

**Transforming Futures  
through Home Learning**

From struggling with basic concepts in Mathematics to acing difficult problems in trigonometry and geometry, Dilkhush has come a long way with P&G Shiksha's Digital Remedial Learning Program. The program leverages the Mindspark tool, implemented in partnership with state governments and P&G Shiksha's NGO partner, Educational Initiatives. Mindspark – the AI-based personalized adaptive learning tool – has helped Dilkhush, and thousands of children like him in addressing their learning gaps.

Dilkhush, the eldest of three siblings, is from Chat village in Rajasthan's Ajmer district. His father, a truck driver, spends most of his time working out of state, coming home once every two or three months. His mother, a homemaker, shoulders the entire responsibility of caring for Dilkhush and his younger siblings. The modest family income is barely enough to meet their basic needs.



Dilkhush attends a nearby school but given the limited means of additional support beyond the classroom, he struggled to keep up in school.

When the team implementing the digital remedial program first approached Dilkhush's parents for enrolling him in the program so he could learn with Mindspark, his father was skeptical. The idea of using a mobile phone for studying seemed far-fetched, and he feared it would be more of a distraction than a help. However, after much discussion and persuasion, he agreed and Dilkhush was enrolled in the program.



There were significant hurdles from here. For one, Dilkhush's family did not own a smartphone. Committed to ensuring that every child had the opportunity to learn with conceptual understanding and improve their learning outcomes, the implementing team invited Dilkhush to attend the sessions at a team member's home.

Determined to learn, Dilkhush began attending these sessions regularly. But this meant returning home late, and this kept his mother perpetually worried for his safety.

Understanding his mother's anxiety, Dilkhush often imagined how a smartphone for studying would ease her worries and make learning easier for him. This showed his growing seriousness about his education.

Dilkhush tried to convince his father about the need to purchase a smartphone, and explaining how it would help him in his studies. His father finally gave in, and bought a smartphone.



**With the new smartphone in hand, Dilkhush began dedicating 2-3 hours every day to Mindspark. Eventually, he clocked more than 780 hours in a single year.**



**Through quiet determination, support, and the right tools, Dilkhush has unlocked a bright future for himself and his family, one lesson at a time.**



The results were nothing short of extraordinary. Before starting Mindspark, Dilkhush struggled with basic Maths concepts and had difficulty reading Hindi fluently. But with consistent practice with Mindspark, he made remarkable progress. He mastered complex mathematical concepts like profit and loss, percentage, and factorization. In Hindi, he became a fluent reader; in English, he made significant strides, learning about nouns, pronouns, and adjectives.

The improvement was evident in his performance in school. In 2022, as a 6<sup>th</sup> grader, Dilkhush's learning levels were below average — 5 in Maths, 5 in Hindi, and 3 in English. By 2024, when he entered the 8<sup>th</sup> grade, his learning levels had improved dramatically — 8 in Maths, 9 in Hindi, and 9 in English.

Dilkhush's exceptional performance following the use of Mindspark earned him a tablet as reward under the Rajasthan 'At home' model program. The recognition has further motivated Dilkhush. His mother, who once

worried about him wasting time after school, now proudly watches him engage in his studies. Inspired by his dedication, his younger brother and sister have also started using Mindspark.

Today, Dilkhush is not just a better student; he is an inspiration to his family and peers. His journey reflects the transformative impact that timely remediation of learning gaps can have on a child's education, especially in challenging circumstances.



*During the pandemic, when learning at school became a challenge owing to school closures, P&G Shiksha and Educational Initiatives made the Mindspark tool available on smartphones through an interactive app as part of an 'at-home' model, enabling children to continue learning from the comfort of their homes.*





# Karthik

Inmulnarva village,  
Telangana

**A Journey from  
Struggle to Success**

The school seemed nothing but a noisy place, and the meaningless words in the book appeared to leap at Karthik, a child with special needs studying in grade 9 in a Telugu-medium government school in Telangana's Inmulnarva village. But that was till Karthik encountered P&G Shiksha's digital remedial learning program that was implemented in his school.

Karthik's parents work as daily wage workers. Like other children in his village, Karthik's dreams are as limitless as the open sky above him. But his learning journey has been very different from that of others around him.

That is how it has been since childhood. While his brother Harish excelled in reading and writing, Karthik struggled to read numbers and identify letters in English and Telugu. At school, Karthik often felt alone and had difficulties talking to his classmates and his teachers.

His learning journey took a turn for the better when P&G Shiksha's digital remedial learning program was introduced in his school, transforming the learning experience for children like Karthik, who can now learn at their own pace and in their own preferred way.



**The program implemented a special tool – Mindspark – in partnership with the state government and Educational Initiatives, to enable children to learn with conceptual understanding with the aid of this AI-powered personalized adaptive learning tool. With its colorful, interactive lessons, Mindspark made learning an adventure for Karthik.**





At first, he needed help from the Mindspark Lab-in-Charge (LIC) to explore the platform. He even had difficulties entering his own name on the platform in the first few days.

But slowly, Karthik began to understand how it worked. He now navigates the platform on his own, and completes tasks independently. He keeps a sharp track of the Sparkies he earns and reports it to the LIC every day.

His overall performance has improved significantly. He once struggled with counting in Maths, but he can now count each number meticulously. He especially enjoys questions that involve counting apples and diligently notes down the answers in his notebook.



⚡  
Karthik is eager to learn more every day and has started making friends, happily engaging in conversations with his classmates. With a bright smile, he proudly shines his Sparkies, a sign of his growing confidence and joy!

Karthik's teachers, who were skeptical of how he would perform with Mindspark, were pleasantly surprised by his improvement. Both the English and Telugu teachers have noted Karthik's enthusiasm for Mindspark, and so has the LIC, noting that Karthik is the first to arrive at the lab from his class.

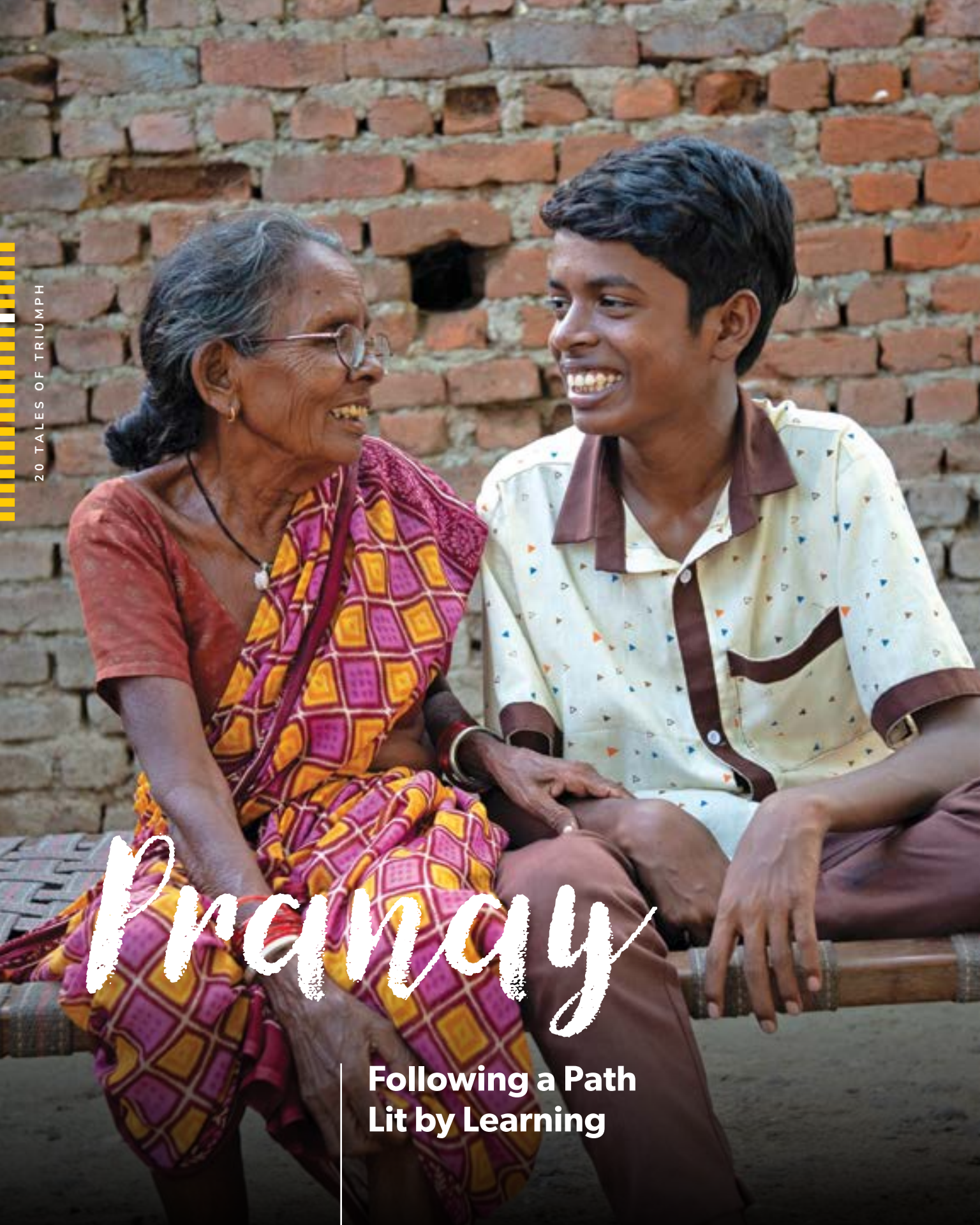
Even more remarkably, Karthik has begun to make friends and now engages in conversations with his classmates. This has strengthened his confidence and belief in his capability. He now proudly shows off his Sparkies.

☀️  
Mindspark has been helping children learn with conceptual understanding and improve their learning outcomes. Given its personalized pace and path of learning, it has proved to be a big enabler for children impacted by learning gaps, and those with special needs, helping them come up to speed.

Karthik's transformation from a struggling student to an active learner is a testament to the power of personalized learning and supportive environments. As he continues to embrace new opportunities and friendships, Karthik's story serves as an inspiration to all.







# Pranay

**Following a Path  
Lit by Learning**



For a talented student brimming with dreams, anything that enhances academic performance and fuels aspirations is welcome. And so it was with Jadi Pranay Kumar, a gifted 9<sup>th</sup>-grade student of the Tribal Welfare Ashram High School (TWAHS) in the tribal village of Vemanpalle in Mancheril district of Telangana — one whose life changed with the P&G Shiksha digital remedial learning program. The program implements a special AI-enabled personalized adaptive learning tool – Mindspark in his school, in partnership with the State Tribal Welfare Department and Educational Initiatives.

Pranay, a first-generational learner, belongs to a family of daily laborers, and has long been familiar with the

hardships of life like many of his classmates in the Tribal Welfare Ashram High School. Yet, he has always aspired to rise above his circumstances and change his family's future. His elder brother attends a nearby school, and his parents work tirelessly to provide for their two sons.

A quick learner, Pranay received a boost in his academic journey in early 2023, when the Mindspark tool was introduced in his school as part of P&G Shiksha's digital remedial learning program. This tool quickly became a key part of his everyday academic routine. Even during summer vacation, he borrowed a neighbor's smartphone to access Mindspark, eager to continue learning.



The situation suddenly changed in May 2023, when the family was hit with a financial crisis. A medical emergency involving Pranay's grandfather pushed them deep into debt. The family had no choice but to consider pulling out one of the children from school. Although the thought pained them, the parents believed they had few options.

Faced with this difficult situation, Pranay confided in his teacher, who oversaw P&G Shiksha Mindspark's implementation at his school. The teacher, recognizing the potential in Pranay and how digital education could contribute to his growth, visited the family at their home. He explained to Pranay's parents how Mindspark was more than a learning tool; it was a lifeline — one that could transform their son's future.



**After much discussion and reassurance, Pranay's parents decided to leave no stone unturned in ensuring that his education continued, hoping that Mindspark would help him achieve the success they had always envisioned for him.**

From that moment on, Pranay fully dedicated himself to his studies – both in the classroom and in the Mindspark sessions.

His efforts quickly paid off.

By the end of the academic year, Pranay had logged an impressive 77 hours on Mindspark, earned 14,883 Sparkies, or reward points that the gamified tool gave children to encourage them to improve their performance. His grade on Mindspark had also jumped 3 levels – a testament to his hard work and dedication. His commitment did not go unnoticed. He was awarded the Best Student Award and a Certificate of Achievement.



**Mindspark gave Pranay the confidence to believe in his abilities and offered his family hope during one of the darkest periods of their lives.**



Mindspark has been combining an interactive, gamified learning management system, pedagogy and teacher guidance to create a personalized learning pathway tailored to the needs of each individual child.

For Pranay, Mindspark has become more than a learning platform — it is his gateway to a brighter future. It has given him the confidence to believe in his abilities and has offered his family hope during one of the darkest periods of their lives.

Today, Pranay continues to excel in his studies. He is filled with gratitude for his teacher, who believed in him, and for the Mindspark program that has played a pivotal role in transforming his life.

His story is a powerful reminder of the impact digital education can have, not just on a student, but on the entire family. Pranay's story is one of resilience, hope, and the power of education to change lives.



Proud founder of a tutorial institute, Raksha Sahu refused to let her circumstances limit the flow of her life. She belongs to a joint family and like Garima Mandloi, she finished her schooling from the same high school at Satlapur, which received support from P&G Shiksha. This is one of the first schools that P&G India began supporting as part of the P&G Shiksha initiative when the program came to life. At the school, the program strengthened educational infrastructure to create a conducive learning environment and provide children like Raksha and Garima with access to quality education and enablers to make the most of the opportunity.

## Helping Others Build their Future



It was at this very school that Raksha completed her education from Grade 1 to Grade 10, developing a passion for helping others like her access quality education. She also pursued a career that intrigued her, donning the hat of a make-up artist alongside her other endeavors.

Raksha had a natural interest towards learning the English language from an early age, fuelled by the strong support in English that was also provided by the P&G Shiksha program. The guidance she received at school enabled her to pursue a Master's degree in English and Economics.

Today, Raksha juggles multiple responsibilities, both as a make-up artist and a tutor for children of grades 1 to 12 at her own coaching institute.

She is thankful to P&G Shiksha for the support provided at an early age, which, she says, helped her aspire and complete her postgraduation in English.



Raksha's school was one of the first schools that P&G India began supporting as part of the P&G Shiksha initiative. The program strengthened educational infrastructure to create a conducive learning environment, and provide children like her with access to quality education.



## Shining through Struggles and Inspiring Change



Now a B.Sc student, Parikshit once struggled to finish his homework. This young boy from the scenic village of Masli in Himachal Pradesh comes from a modest background. While in school, there was no one in his family to whom he could turn to for guidance on doubts and questions related to his studies. As a result, he continued to fall behind in class.

Life took a remarkable turn when community classes began in his village with P&G Shiksha's community remedial learning program in

partnership with Pratham Education Foundation. Initially hesitant, Parikshit was soon captivated by the innovative 'play-way' and 'learning-by-doing' methodology used by Pratham Foundation's instructors. The engaging activities, designed to teach children core fundamental skills, sparked Parikshit's passion for learning, marking a pivotal shift in his academic journey.

Under the guidance of the volunteers of the implementing team, Parikshit blossomed into a confident learner, actively participating in class, and displaying remarkable progress. Parikshit's academic graph soared – he scored 90% in the 10<sup>th</sup> Board exams and an exceptional 93% in the 12<sup>th</sup> Board exams.

Buoyed by his excellent results, Parikshit continued to excel and dream, and is now pursuing a Bachelor's degree in Horticulture at a college in Himachal Pradesh.

Parikshit's story serves as an inspiring example of how access to quality education and tailored support can tap inherent potential, irrespective of the learner's background. Parikshit has emerged as a shining example for his village – one who has shown that it is possible to transcend one's circumstances and blaze the trail towards a bright future.



P&G Shiksha partners with Pratham Education Foundation to implement remedial learning interventions using a community-based, in-school model with trained local volunteers and teachers. Adopting the 'Teaching at the Right Level' approach, children in Grades 3 to 5 are grouped by learning level rather than grade, strengthening their understanding of key subjects through targeted activities.

Parikshit



# Sonika

Learning to Read  
through Fun and Games



Few could have foreseen the trajectory of Sonika, a bubbly college student, just a few years ago.

Reminiscing this, a volunteer with Pratham Education Foundation says, "It was during the Read India camp organized by Pratham Foundation and P&G Shiksha in Madhya Pradesh that our team met this shy 4<sup>th</sup> grader from the Panwari village."

Sonika rarely interacted with other children and preferred to keep to herself. She wouldn't participate in any camp activity unless her parents were around. In their presence, however, she would engage in both studies and fun activities.

As the 10 days of the camp progressed, she gradually opened up and began talking to others. This change was partly due to the camp's activities. There were plays that the children thoroughly enjoyed, and which helped them foster friendships.



**A keen observer, Sonika clearly wanted to participate, but she was yet to overcome her hesitation in speaking up.**





⚡  
**Sonika commutes 18 km every day to Itarsi, where she is pursuing her graduation while preparing for the Madhya Pradesh police services.**


During the staging of a particular play, the lead girl did not turn up. This gave Sonika an opportunity to play her role. Though shy, Sonika performed superbly. There was no turning back from that moment onwards. She became more integrated with the other children and teachers. She began to enjoy the activities at the camp and complete assigned tasks at home. She also started going to school with friends, something her parents were only too happy to see since this meant their daughter did not have to go to school alone anymore.

Sonika studied till grade 8 in a school in her village. Following that, a determined Sonika walked 3 kilometers each day to a higher secondary school. She passed her 10<sup>th</sup> and 12<sup>th</sup> grades with flying colors.

Committed to continuing her education, Sonika now commutes 18 km every day to Itarsi, where she is pursuing her Bachelor's degree while preparing for the Madhya Pradesh police services exams.

She is aware that her parents cannot afford to send her to a coaching center, but that hasn't stopped her from preparing at home for the state civil services, which she hopes to qualify someday.



  
 P&G Shiksha partners with Pratham Education Foundation to address critical learning gaps among children through special community learning camps that help primary children learn to read, do Maths and make up for the basic skills in which they have fallen behind. Sonika attended one such learning camp in 2015.



 A Little Help Goes a Long Way

20 TALES OF TRIUMPH

  
A  
LITTLE  
**HELP**  
GOES  
A LONG  
WAY 

P & G SHIKSHA





Over the years, P&G Shiksha has shown how fostering equal access to education for underserved sections help them forge their own path to success.

As the following stories show, through focused efforts to promote early childhood education, safe and conducive learning environments, and targeted initiatives to support girls' education, P&G Shiksha has created significant outcomes for individuals belonging to families of limited means.







A Little Help Goes a  
Long Way



The beneficiaries not only changed their own lives through education but also helped sow dreams and aspirations for change among their wider communities. Each success story embodies the belief that with the right support, every child can rise above their circumstances and achieve their dreams, creating a brighter tomorrow for all.





“The future belongs to those who believe in the beauty of their dreams.”

And Dipiksha Prabhu, a newly graduated electrical engineer, did nurse beautiful dreams.

She always knew it would be difficult for her father, a humble employee in a state government department and sole breadwinner of the family, to fund her higher education.

## Dreaming Hard, Working Harder

Despite the financial hardships, young and meritorious Dipiksha never let go of her dream of studying Electrical Engineering someday, a field of science she was passionate about. When the time came for her to seek admission in an engineering college, her family found the college fees an insurmountable financial challenge.



Around the same time, the P&G Shiksha Betiyan Scholarship program, which provides financial support and mentorship to girls pursuing STEM education, was introduced; and it became a turning point in Dipiksha's life. For her, the scholarship provided not merely financial relief but a lifeline. It made it possible for her to enrol in the Goa College of Engineering, where she could pursue her dreams in earnest.

Throughout her time in college, Dipiksha remained deeply aware of the sacrifices her family had made for her education. She knew that with each step she took, she was not only propelling herself forward, but also her family.

Today, as Dipiksha prepares to begin her career as a Junior Engineer at a renowned organization, she looks back with gratitude and pride. Her story is not merely one of personal achievement. It is a powerful reminder how determination, support, and the right opportunities can help one overcome even the most challenging circumstances and fulfil one's cherished dreams.



  
The P&G Shiksha Betiyan Scholarship, in collaboration with Centre for Civil Society, aims to encourage girls to pursue study in STEM fields and access STEM related jobs by providing financial and mentoring support. Since its inception, the scholarship has been awarded at various institutions across the country, by meticulously identifying those in need, based on merit and annual household income.

# Dipiksha



# Archana

**Overcoming Gender  
Barriers to Chase Dreams**

## BELIEVE YOU CAN AND YOU'RE HALFWAY THERE

/THEODORE ROOSEVELT

Self-belief was never in dearth for Archana Kharol from Rajasthan's Ajmer district, a determined young lady who has defied all odds to fulfil her dream of becoming an engineer. Archana's father, heading the family of six members, is an auto driver. Despite the financial constraints, he has always wholeheartedly supported his children's education, including Archana's academic aspirations.

Archana attended Kasturba Gandhi Balika Vidyalaya (KGBV) in Tabiji, located in the Pisangan block of Ajmer. Her enthusiasm for learning was evident from the beginning. She eagerly participated in all school activities – be it theatre, training in life skills or self-defense – demonstrating a keen interest in holistic education.



**Despite her academic excellence, expectations of early marriage and managing household responsibilities started to hinder Archana's progress as she entered grade 8.**





Archana emphasizes that self-determination and perseverance are key to overcoming societal barriers.

In partnership with Bal Raksha Bharat, P&G Shiksha works towards breaking gender-biased barriers to education faced by girls in the country. Under this initiative, the program supports 49 government-run residential Kasturba Gandhi Balika Vidyalyayas (KGBV) and 36 other schools across 7 districts of Rajasthan to provide quality education to girls through holistic infrastructure and learning interventions.

This was when P&G Shiksha's program, aimed at breaking gender-based barriers to education for girls in partnership with Bal Raksha Bharat, came to her support alongside her school teachers. Together, they advocated for her continued education, and also inculcated an environment that challenged stereotypical societal expectations. Thanks to their support, and her family backing her aspirations, Archana could continue her studies. She also transformed, ensuring she became equipped and empowered to steer her life in a direction she wished.

Archana went on to score an impressive 95.67% in her 10<sup>th</sup> grade Board exam, topping the district. She secured 86.80% in the 12<sup>th</sup> Board exam, earning the Gargi and Indira Priyadarshini awards for her outstanding

performance. On both occasions, she was awarded a laptop and scholarship under the state government's incentive scheme.

Archana defied all barriers to pursue a Bachelor's degree in Electrical and Electronics Engineering (EEE) at a renowned university in Ajmer. She then enrolled for a Postgraduate Diploma in Industrial Automation (PGDIA) at a professional institute in Bengaluru. In October 2023, Archana began working as a Project Engineer at a private organization.

Today, Archana is brimming with optimism for the career that lies ahead of her. She credits her success to the support she received from her school, teachers and well-wishers, the financial support provided by the

scholarships she earned, the conviction of her parents in her abilities and, of course, her hard work.

The activity-based education in her school, brought in as part of the interventions by P&G Shiksha and Bal Raksha Bharat, helped develop her soft skills and confidence, and contributed to her ability to give presentations, participate in team discussions, and manage tasks independently.

Archana's journey – from her rural setting, bound by conventions, to a professional world where she is making her mark – speaks volumes of how girls, with the necessary support, can break societal barriers to live their dreams. Besides showcasing individual determination, it also points to the transformative power of education.



The learning environment has a powerful role to play in a child's education journey. A well-lit classroom, a roof that can withstand a thunderstorm, tables and chairs that keep children from experiencing the dampness of the floor, a science laboratory that ignites the imagination, or a homely plate of steaming rice and lentils – simple things that can be life-changing for children. More so for children from underserved socio-economic backgrounds, who experience other hardships in life.

## From Receiving Care to Giving Care



And so they proved in the case of Dr. Ankur Jyoti Baishya. A student of a government school in Dadra, Guwahati that was supported by P&G Shiksha's infrastructure support program, he grew up in a family with modest resources but with ambitious dreams. After finishing school in 2016, Dr. Ankur Jyoti went on to complete his MBBS. He is now a doctor at Gauhati Medical College and Hospital (GMCH), Guwahati where he dedicates his life to caring for others, driven by the belief that every act of compassion can change a life, just as the support he received once changed his own.

Dr. Ankur Jyoti's training as a doctor not only transformed his own future but also brought his family out of the shadows of struggle into the light of hope and stability.

Says the 24-year-old doctor, "My role as a doctor at GMCH helped me to lift my family from hardship and give them the life of dignity they deserve. My education has played a significant role in my life. My school education would not have been effective to such an extent without P&G Shiksha's support in building classrooms in our school."



In partnership with Round Table India, P&G Shiksha enhances educational infrastructure in schools by constructing classrooms and providing essential equipment such as furniture and blackboards. The focus is also on improving playgrounds and health and hygiene facilities, including clean and separate toilets for girls and boys.



Ankur Jyoti



Jayamani's journey as a successful chartered accountant began at a humble government school in Minjur, an institution on the outskirts of Chennai that has since transformed significantly with the help of P&G Shiksha and Round Table India.

Jayamani still fondly recalls the warmth of her friends and the school, as she talks to us as a well-established professional and proud founder of her own accountancy firm. She is grateful to her school for the education she received, which, she believes, has contributed immensely to her professional growth. After finishing school, she

went on to do her B. Com and M. Com before becoming a qualified chartered accountant. As Jayamani puts it, "My school education has played a pivotal role in helping me build my career."

Jayamani is thankful for the change the school too has undergone. She says, "I joined the school in the 2<sup>nd</sup> grade, when it was little more than a small hut. The school now has more than 1,000 students, and I am proud to be its alumni. I am grateful to P&G Shiksha and Round Table India for helping build classrooms and toilet blocks so that we could have good facilities as well as a good faculty."

Jayamani has much to thank her school for. Benefiting from its strong faculty and pedagogy, she never required coaching outside school, and could pursue her dreams on her own, with focus and dedication.

## Honoring her Roots



In collaboration with Round Table India, P&G Shiksha has been improving the educational infrastructure in public schools by constructing classrooms, building toilet blocks, upgrading playgrounds among undertaking other interventions.

Jayamani



# Reaching the Heart of Global Tech

It's been a long journey for Rakesh Kannan from the small town of Minjur near Chennai to the global hub of technology innovation – Silicon Valley in the United States of America. And the journey has not been an easy one.

Even as a child, Rakesh knew what financial hardship meant. Despite finding it difficult to make ends meet, his parents went to great lengths to support his education.

Rakesh joined a school in Chennai's suburbs as a student of the 4<sup>th</sup> grade. It was his parents who convinced Rakesh, a school topper with a passion for science and technology, to pursue engineering.

After finishing school in 2013, Rakesh did his B.Tech and then joined the Research & Development wing of a leading technology company in Bengaluru. Today, he is pursuing a postgraduate degree in computer science and engineering in USA, his sheer hard work and passion paying off.

"You have to choose your path early, when you are young; then you will be able to reach your destiny sooner," says Rakesh.

It was his school, as much as his parents, which inspired Rakesh to

pursue engineering. He is thankful to the principal and teachers for guiding him and helping him build his career. He particularly remembers how, during his 10<sup>th</sup> Board exam, the teachers, including the principal, played with students to reduce stress before the finals. "They taught us well and that's why our school has always achieved great results."

He also credits the tremendous transformation that his school underwent to P&G Shiksha and Round Table India. Rakesh remembers the time when he joined the school, which had limited infrastructure then. He reminisces, "We used to study in a small hut; snakes would come slithering inside the class often, forcing the students to throw away their books in panic. Thanks to P&G Shiksha and its partner Round Table India, we got access to proper classrooms, auditorium and science and computer labs."

That, Rakesh believes, proved to be the turning point in his life. Till then, says this young computer engineer, "I had never used a computer. I was thrilled to see and lay hands on one when the computer lab was set up. The smart classes made learning fun and helped us become more creative in our field of interest."

Rakesh is doing his internship with a leading global technology giant and will be joining them soon as a full-time employee.



P&G Shiksha works with Round Table India to enhance infrastructure to be learning-conducive by building classrooms and providing other essential infrastructure. These upgrades foster better learning environments, leading to increased enrolment and improved learning outcomes.

Rakesh



## From Sports and Literature to Medicine

Following your passion leads to rewarding outcomes. This is what Veena Sri S, a budding doctor in Chennai, has realized.

Veena joined a government girls' higher secondary school in Chennai in 2017, as an 8<sup>th</sup> grade student. Her family of six, including two elder sisters and a brother, depended entirely on the earnings of their father, who worked in a local pharmaceutical manufacturing company.

Despite the financial challenges, her parents provided all the support they could to provide Veena and her siblings with a solid foundation in education. This fueled Veena's aspirations immensely and acted as a catalyst in her growth.

Overcoming all challenges that came her way, Veena today is a 2<sup>nd</sup> year MBBS student at a premier government medical college, having secured her place at this institute through the highly competitive NEET examination.

Veena is also passionate about doing her bit for the community, and volunteers with an NGO, mentoring

and inspiring students and kindling their aspirations. She is deeply passionate about literature, and has written and published two books, one of which won her the Young Writer Award from Ezhuthuga organization. Veena is also an ace athlete who has competed at the national level.

For all this, she is deeply grateful to her school, which, she believes, laid her foundation in academics and sports, and helped her grow as a person. Reflecting on the times Veena says, "My school exposed me to diverse fields, from literature to athletics, and helped me build the resilience and confidence to pursue my dreams."

It was also in school that she discovered her passion for research, which led her to secure 2<sup>nd</sup> place at the district level in a SCOPE project.

Veena is all praises for P&G Shiksha and its partner Round Table India, which has built several classrooms in her school and enabled other critical infrastructure.

She adds, "The classroom infrastructure helped me develop an overall perspective towards academic progress, and this, together with the encouragement and immeasurable support of my teachers, coupled with the values I learnt in school, enabled me to overcome various challenges in my life."



P&G Shiksha continues to remain committed to making infrastructure learning-conducive for lakhs of children across the country, working together with Round Table India.

# Veena



**SHAPING  
LIVES  
BEYOND  
SCHOOL**





**P&G Shiksha has sparked a powerful ripple effect in the wider community, transforming not just the lives of its direct beneficiaries but also those around them.**

Many participants, be it community volunteers or computer laboratory operators, have elevated their families' social and sometimes economic status and earned newfound confidence.





Mothers, empowered by their involvement in the program, have stepped beyond traditional roles, rediscovering their identities and altering societal norms. These stories show how individuals associated with the program became its beneficiaries as well, how they helped shift perspectives, long-held attitudes and societal mores, promoting a culture of education and empowerment.





# Naina

Growing a Special Bond Through Education

Parents play a critical role in children's early development, helping and guiding them to navigate the world around them and develop foundational skills. This is why P&G Shiksha and Pratham Education Foundation, through the Early Childhood Education (ECE) program, emphasize upon the role of caregivers, particularly mothers, in promoting early learning.



But how could one encourage parental involvement when there was something amiss in the bond between the mother and the child due to unforeseen circumstances?

This was a unique challenge facing a Community Instructor Mentor (CIM) of P&G Shiksha's ECE program.

Naina, a six-year-old girl studying at MCD School in Mandoli, Delhi, found it challenging to stay focused in class and often missed school. Despite numerous attempts by the CIM to reach out to Naina's mother, there was little response from her. Concerned about Naina's development, the CIM decided to visit her home.







Through Pratham's play-based activities, which Naina's mother could do with her amidst the daily chores, the mother-daughter relationship grew and gradually strengthened.

During this visit, the CIM discovered that Naina had been adopted by her parents. Moreover, she had not been adopted as an infant, which made it difficult for her to adjust to her new environment and bond with the two people she now called her parents.

CIMs usually deal with parents unsure of how best to support their children's learning, but this was a different situation. Here was a mother

struggling to connect with her child. The CIM suggested that Naina's mother join a group of mothers with children of similar age from school.

Naina's mother accepted the offer. She regularly attended the group meetings, learnt from other mothers, shared her challenges, and found ways to bond with Naina. Through Pratham Foundation's play-based activities, which she could do with Naina even

amidst her daily chores, the mother-daughter relationship grew and gradually strengthened.

By the end of the academic year, Naina was attending classes regularly, following the CIM's instructions, getting along better with her classmates, and making significant progress in her learning. Her mother had become a regular participant in the mothers' group and had found a supportive community.

Nowadays, Naina comes home and shares details of her day with her mother, who listens attentively and engages with her through Pratham's activities, all while helping her with her homework. This newfound connection has blossomed into a beautiful bond, bridging the gulf that once separated them.



P&G Shiksha partners with Pratham Education Foundation to implement its Early Childhood Education program, focusing on the holistic development of children aged 3 to 6 through local resources, age-appropriate materials, and parental involvement. Research shows that providing engaging, activity-based content for mothers positively impacts children's learning outcomes.



Homemaker and adult learner, Lata Bhoje, is an exception in her village - Bhojepada, Vikramgad in Maharashtra. Located merely 80 kms away from the bustling metropolis of Mumbai, Vikramgad is famous for its Warli paintings, and is home to tribal communities traditionally involved in farming. Here, historically, literacy rates have been low, and many girls have not had access to formal schooling, even though mothers play a central role in the family.

Lata herself studied till the 7<sup>th</sup> grade before she got married and started her new life. Soon household responsibilities took over and she

helps women over the age of 14 who have dropped out of school to attain their grade 10 certification.

The coordinator asked Lata if she would like to take the 10<sup>th</sup> grade exams to continue her education. Initially, she declined, believing she was too old and that her chance to return to school had long passed.

However, with some encouragement as well her proximity to education as part of the Early Childhood Education program, Lata's passion for learning was reignited.

At 43 – 31 years after leaving school – Lata picked up her pencil and books to start learning again.

Despite the household chores and difficulty in commuting, Lata continued attending her classes with as much passion and dedication as she had when she was a child. She persevered to learn English, Maths, Science, Social Science, Hindi, and Marathi.

When the results of the 10<sup>th</sup> grade examination came out, the entire village brimmed with pride and respect for Lata. After all, she had passed the exams with a score of 56%!

Today, Lata works as the village's ASHA worker and continues to support children's clubs and mothers' groups created by Pratham Foundation as part of the P&G Shiksha intervention. She holds out a beacon of hope for her community, inspiring many to rewrite their own story through education.

was unable to continue her education. When she became a mother, she took it upon herself to ensure that her child received the right educational support while growing up.

It was with this ambition that she joined the local mothers' group as part of P&G Shiksha and Pratham Education Foundation's Early Childhood Education Program, in order to help her child gain foundational literacy through an activity-based approach at home.

It is here that she met the coordinator of Pratham Education Foundation's 'Second Chance' program, which

## There's no Fixed Time or Place for Learning



P&G Shiksha and its partner, Pratham Education Foundation, support mothers' groups in the Early Childhood Education program to promote continuity in education at home. These groups empower women to take an active role in their children's future and their own, overcoming gender imbalances. Lata has benefited from both the Early Childhood Education program and Pratham's Second Chance program for adult learners.

# Lata





# Bheru

**From a Puncture Shop to the Computer Lab**



A busy morning in the school computer lab, and then overseeing the labs in three other schools. There is also a personal business to handle. Bheru Singh Rajput has no time to catch his breath. But it was not always like this.

Born into a joint family in the small village of Suwana in Rajasthan's Bhilwara district, his life once revolved around the puncture shop run by his father, the family's sole source of income. Despite holding a Bachelor's degree in Computer Applications (BCA), Bheru struggled to find a job that matched his education and skills. He fell back on the cycle shop, earning a modest livelihood – barely enough to sustain his family of six.

Bheru's story is not uncommon in rural India, where many individuals

often find themselves in menial jobs due to varying factors and limited opportunities. Despite his skills, Bheru lacked the confidence to seek employment in his field. The thought of spending the rest of his life tied to the puncture shop, barely making ends meet, weighed heavily on him, adding to his despondence.

Things changed in 2019, when P&G Shiksha's digital remedial learning program – Mindspark – was introduced in Swami Vivekananda Government Model School (SVGMS) in Bhilwara, in partnership with the state government and P&G Shiksha's ed-tech partner, Educational Initiatives. The program, aimed at enhancing learning outcomes in children through AI-enabled personalized adaptive learning, also opened employment opportunities in



the community. Amidst this wave of change, Bheru was hired as a Lab-in-Charge (LIC) at SVGMS in Kotri, marking his first step into formal employment.

Initially, Bheru was hesitant and unsure about his new role. The responsibilities of managing the school's computer lab, ensuring the smooth operation of the Mindspark program and liaising with school stakeholders, were daunting for someone who had never held a job before. The three-day orientation and demonstration sessions were overwhelming for him, and he struggled with self-doubt and the fear of failure.

But as days turned into weeks, Bheru's confidence grew. The support and training he received from the P&G Shiksha Mindspark team played a crucial role in his development. Within a year, Bheru had not only mastered the technical aspects of his job but also gained the confidence to take on additional responsibilities. Recognizing his growth, the team entrusted him with the management of three more schools, where he effectively ensured the use of Mindspark, the interactive tool that helps children bridge their learning gap.

Speaking with a lot of pride and gratitude, Bheru says, "Before joining the P&G Shiksha Mindspark program, I thought my life would be confined to the puncture shop, struggling to provide for my family. But this program changed everything and opened newer horizons for me. I am finally able to give my family a better life."



**'My confidence and skills have improved so much that I can now handle additional work like hardware configuration and software installation', says Bheru.**

From a young man with limited prospects, Bheru has transformed into a confident professional. His income has increased substantially, and he has become a role model for his community. The change in his outlook and confidence has been the most remarkable aspect of his journey.

Bheru's story is a powerful reminder of the power of education and skill development, and what can be achieved with the right support and opportunities.



From a young man with limited prospects, Bheru has transformed into a confident professional.



The dedication of lab assistants like Bheru Singh Rajput, who are part of the Mindspark ecosystem, shows how the program, apart from remediating learning gaps in children, has generated an unintended yet profound impact on communities, creating a powerful ripple effect of support and opportunity.



# Durga

**From Homemaker to Advocate  
of Early Childhood Education**

Durga Tai epitomizes the impact that can be created when individuals go beyond their call of duty and bring communities together to create large-scale change.

She represents lakhs of mothers like her, across the country, who are part of the work P&G Shiksha and Pratham Education Foundation have been undertaking in communities across the country, promoting active participation of mothers in their children's education, both at home and in school.

Even today, in many households, especially in underserved communities, mothers continue to take on the responsibility of supporting their child's learning. However, typically, it is the father who attends parent-teacher meetings. On being asked why they don't attend these meetings, many mothers respond by saying, "That's outside work. It's something the fathers will handle".

P&G Shiksha and Pratham Education Foundation have been working to







enhance parental involvement in children's educational progress in underserved communities through their Early Childhood Education (ECE) program. The program focuses on developing motor, cognitive, social, emotional, language and creative skills in children in the age-group of 3-6 years, to help set them up for a fast-paced growth as they begin their education journey.

Mothers, often the first teachers for children, are encouraged to form groups through which learning continuity for children is ensured at home and in the community. This enables women to come to the forefront, sometimes take on leadership roles within these groups, and thus influence decisions affecting their children's lives.

Durga Tai is one such mother from Amravati where the ECE program is implemented. She is the leader of a group of seven mothers, named the 'Ahilyabai Holkar Group' after the revolutionary queen.

The mothers' group engages in discussions, plays educational games, and shares experiences. While the mothers are expected to work with the resources provided by Pratham Foundation, Durga Tai has gone a step further. She has encouraged – and continues to do so – her group members to create their own educational materials and share them within the group. They carefully design activities and games linked to various developmental skills, and once the efficacy of an activity is confirmed, they share it with each other.



**Durga Tai has made significant strides. She and her group members have stepped out of their homes and gone beyond their conventional roles to advocate for quality education.**

On August 15, 2023, Durga Tai's village, Gaulkhed, held its Independence Day celebrations outside the Zilla Parishad school. Durga Tai neither stayed at home nor disappeared into the crowd that gathered in front of the national flag that day. She stood proudly in front of the crowd, microphone in hand, to address the entire village. She spoke about the progress made by the Ahilyabai Holkar group, and how the mothers were helping their children learn better.

Her speech was met with a resounding applause — a new and unfamiliar experience for Durga Tai. This was the first time she had spoken publicly before an audience. She was honored by the school principal and the sarpanch for her contributions as a leader mother.

Durga Tai proudly says, "It was such an overwhelming feeling to be honored as a 'Leader Mother' in front of the village. I have never received such acknowledgement before, so this



"Winning praise as 'leader mother' has made me realise that what I'm doing and saying is important, and I will continue to speak about the importance of education!"



was one of the most joyous moments of my life. It made me realise that what I'm doing and saying is important, and I will continue to speak up on the importance of education!"



The Early Childhood Education program empowers communities by involving mothers. Teachers organize groups of five mothers from the same area, whose children attend the same school. They meet weekly to discuss educational videos and materials from the P&G Shiksha-Pratham team, then replicate the activities with their children at home. Each group has a 'leader mother,' typically one with access to a smartphone.





# Sudha

**A Community Leader Lighting the Way for Others**

# IT IS IN YOUR HANDS TO MAKE A BETTER WORLD FOR ALL WHO LIVE IN IT

/NELSON MANDELA

Sudha Rani of Southwest Delhi's Dallupura Basti may not have heard of Mandela, but she is unwittingly living out this ideal through her own life and work.

As a young child, Sudha Rani would be a regular at Pratham Education Foundation's remedial learning center, which they had been organizing in the community over the years. The activities at the center helped Sudha overcome the learning gap that had held up her academic progress.

Soon this passion for learning transformed into a passion for helping others like her. Today, she is a volunteer for P&G Shiksha's community remedial learning program

implemented by Pratham Education Foundation, where she leads its community initiative.

Sudha lives in a small, rented house with her three siblings and parents. While her parents work hard to make ends meet, she has taken on the responsibility of teaching her siblings and ensuring that they excel at school.



**Sudha's story is about giving back and ensuring that every child receives the opportunity she once did.**



When the Pratham Foundation team was mobilizing volunteers to conduct learning camp activities in the local communities in Delhi that help children strengthen their foundational literacy and numeracy skills, they stumbled upon Sudha. Upon hearing about the opportunity, Sudha felt inspired to support the children in her community and eagerly joined the Pratham implementing team.

She immediately began mobilizing more volunteers and meeting parents to spread the word about the learning camp. Sudha was praised for her efforts by all, including parents in the community, who were glad to see a significant improvement in their children's learning levels after attending the Maths camp.



⚡ Sudha juggles several roles at the community library; sometimes she is a librarian, keeping a tab on books; sometimes a storyteller for the children and sometimes an art wizard, creating paper puppets.



This boosted Sudha's confidence, which led her to conduct a language camp as well. It is at the language camp that she realized that most of the children were unable to read.

Her experience as a volunteer made her feel more responsible for the children in her community. Sudha realized that volunteering at Pratham Foundation's community library was the best way to channel her desire to help the children learn through reading, also her favorite hobby.

Today, Sudha juggles several roles at the community library. At times, she is the librarian, strictly tracking the issue and return of books. Sometimes, she is the storyteller, building a colorful world for the children through

words. At other times, she is the neighborhood art wizard, creating paper puppets.

Stories of Sudha's success in getting kids to read have spread fast. During a summer camp conducted by the Delhi government and supported by Pratham Education Foundation, Sudha was asked by her school to help teachers run the learning camp within the school!

Sudha is now a confident young woman, sure of her abilities and eager to continue serving her community. In the streets of Delhi, where the daily grind often means prioritizing self-interest, Sudha is a shining example of how community leaders can inspire change and resilience.



PS&G Shiksha collaborates with Pratham Foundation to implement its Early Childhood Education program and community-level remedial learning interventions. Empowering mothers and engaging community leaders are crucial, as volunteers provide local knowledge that supports students and fosters a positive learning environment. By building relationships with children and families, they bridge gaps between the community and the education system.



This book celebrates the indomitable spirit of the people impacted by P&G Shiksha, their resilience and grit against life's tremendous odds, inspiring us all to keep pushing boundaries and reminding us that education is the most powerful catalyst of change. Each triumph reflects the collective effort of our partners, educators, and communities, in overcoming great challenges. As we continue this journey, we remain committed to enabling every child to dream and achieve.



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Contributing to the growth journey of the country over almost four decades, P&G India today serves two out of three households with its superior propositions. The P&G India group operates multiple entities in India, including two listed entities – Gillette India Limited (GIL) and Procter and Gamble Hygiene and Healthcare Limited (PGHHCL).



## Acknowledgements

We extend our heartfelt thanks to all our partners for their invaluable support and collaboration in bringing to life P&G Shiksha's journey.

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### Program & Stories:

- Educational Initiatives
- Pratham Education Foundation
- Round Table India
- Centre for Civil Society
- Bal Raksha Bharat
- P&G Shiksha

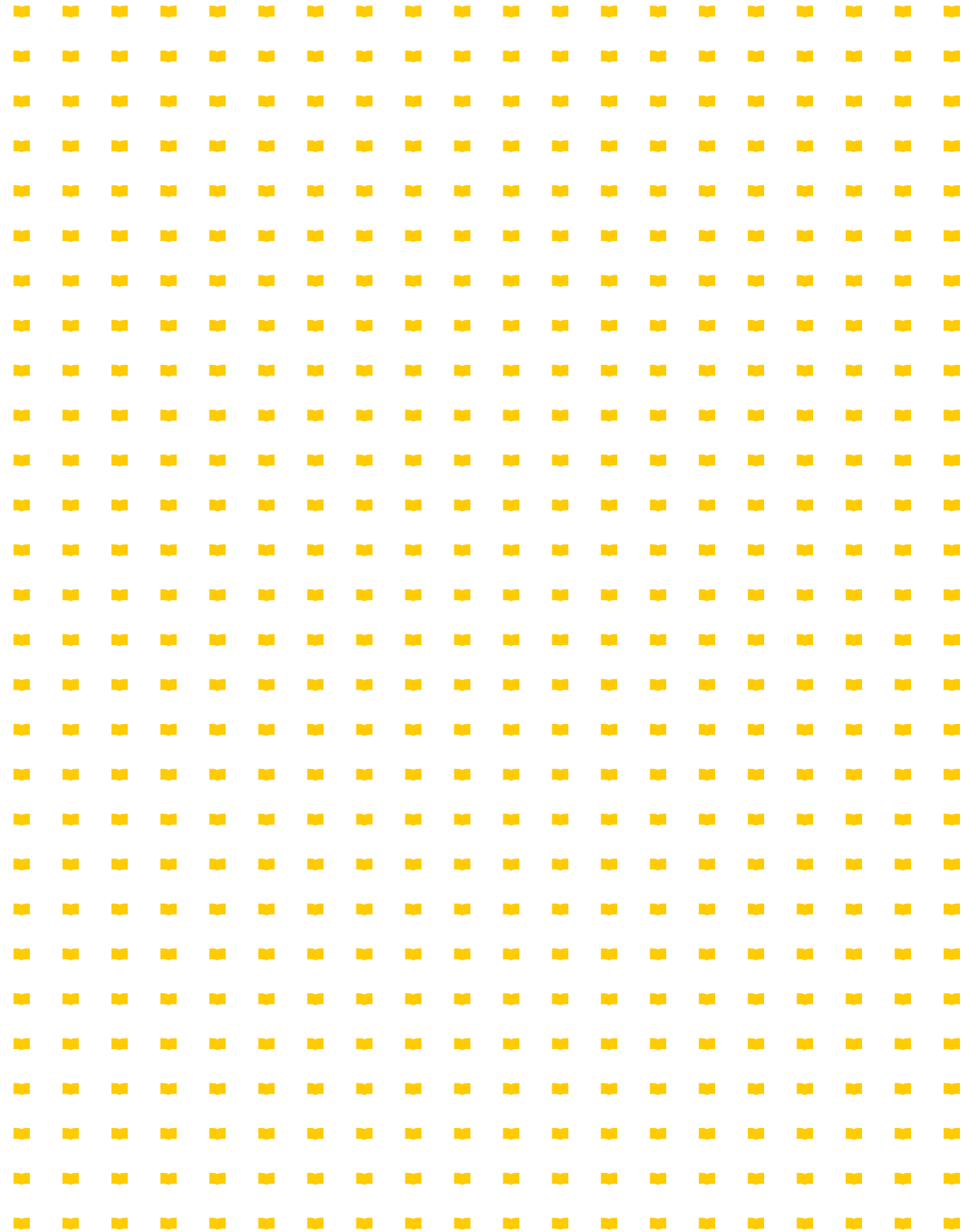
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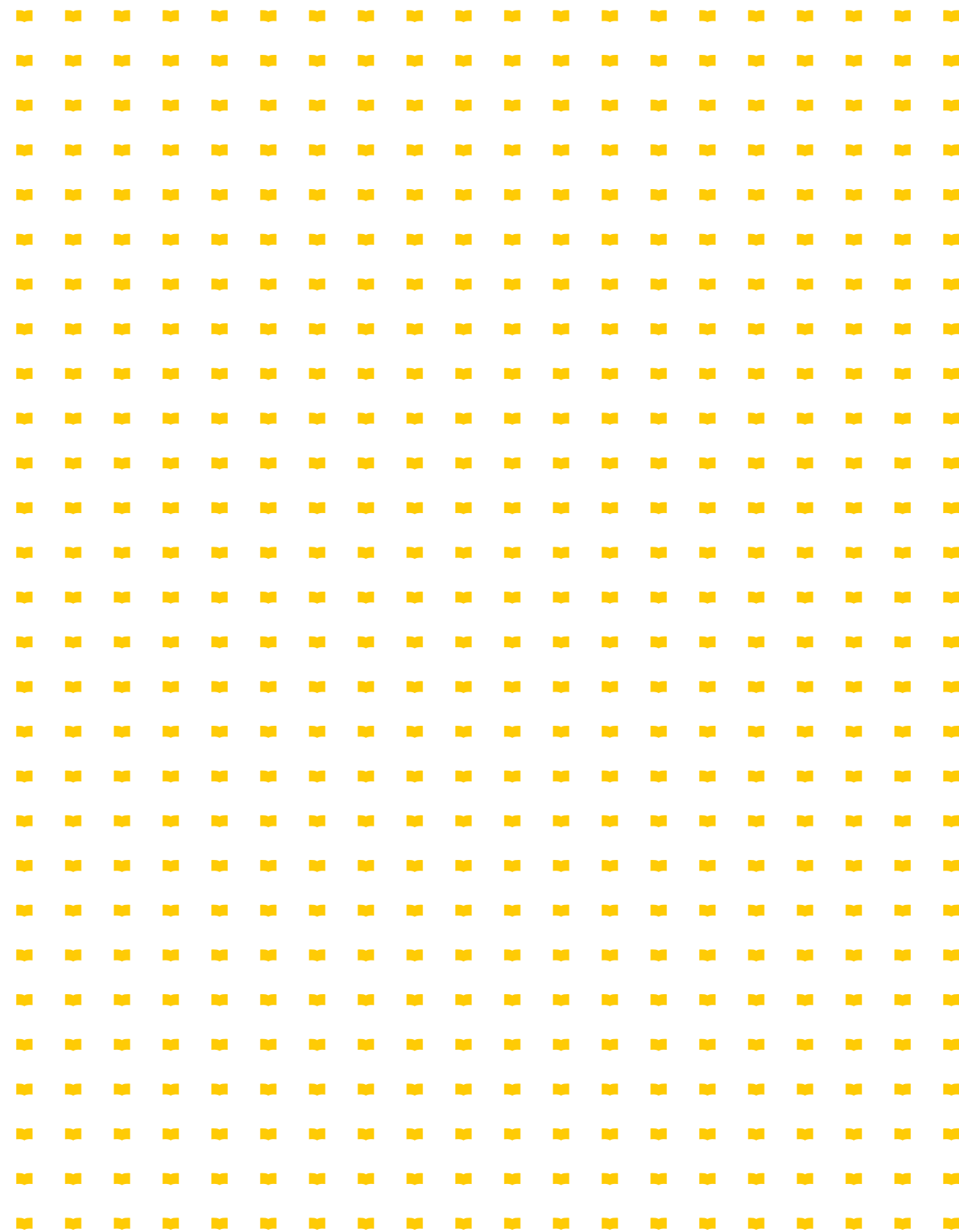
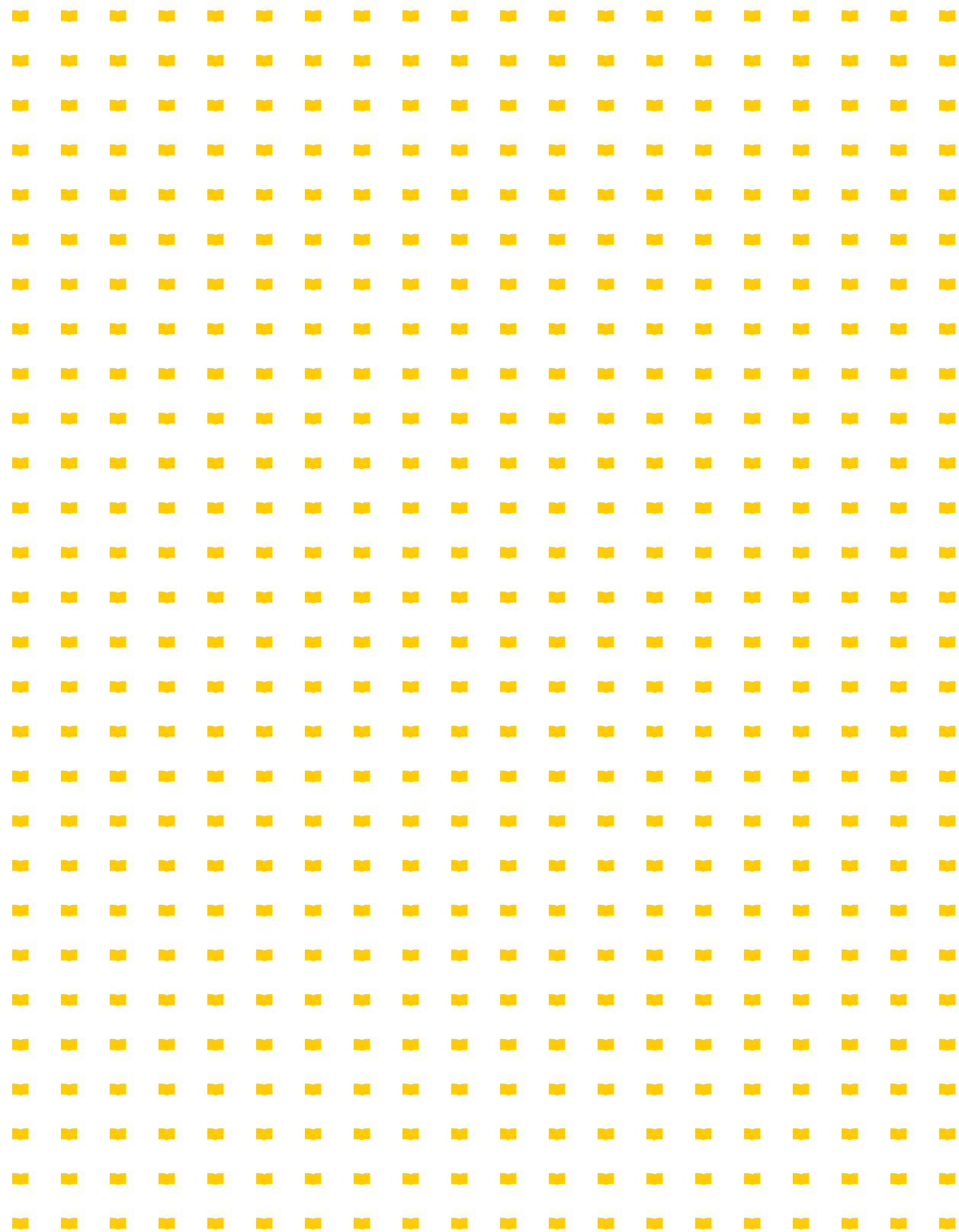
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