



December 18, 2023

## Celebrating Initiative

The Bachpan Manao mission has been buzzing for the past two weeks. Here's what's been happening!

### *Through Online Gatherings Celebrations and Campaigns*

- International Children's Day began with a bang with a conversation between collaborators **Sesame Workshop India, The Better India, Tech Mahindra Foundation, Bookosmia** and **Planet Read** discussing early childhood. They also brought along something that represented childhood for each of them! [Watch the recording here.](#)
- **Societal Thinking** brought in voices from the ground to open up a conversation on Reimagining Early Childhood Education. Makkala Jagriti, Key Education Foundation and Rocket Learning [Watch the recording here.](#)

### *Through Celebrations*

- Can fathers be role models to their daughters? **Dharma Life** believes so! The [#BeHerHero](#) initiative was launched in over 1000 villages to encourage rural fathers to play a more meaningful role in their daughter's childhood, through a 3-day event that culminated in a talent show.
- **Bookosmia** brought children's voices to life at the Bangalore Literature Festival by organising a lovely [children's corner](#) where they expressed themselves through multiple modes of art. In the founder Nidhi Mishra's words, "It is moving to see what it would be like if children were allowed a space to just sit and colour or write a story, become aware that they too are creative and are appreciated for their expression."
- **#CelebratingBachpan** and how! **Tech Mahindra Foundation** conducted numerous activities and events from November 14th - 24th with children, teachers, volunteers, and staff as a part of Bachpan Manao's celebrations across the country. From reliving, and reminiscing childhood memories to the Tech Mahindra MD & CEO Designate Mr Mohit Joshi's virtual interaction with children from their [ARISE](#), and [ARISE+](#) schools, the celebrations were great fun across the country while also bringing to light the importance of early childhood. Read more in the November edition of their [newsletter](#).

### *Through Campaigns*

- **RANBIR KAPOOR** in the house!! The newest supporter of Bachpan Manao, Badhte Jao is none other than superstar Ranbir Kapoor! You heard that right. Hear what he has to say about early childhood in this [post](#).
- Muddy puddles, paper balls, and the glow of fireflies...children learn from everything! To highlight the significance of early childhood **Pratham Education** launched a [campaign](#) to collect children's photos, artworks, and more to showcase the boundless ways in which children learn through play and every living moment.
- **Sesame Workshop India's** Khel Khel Mein campaign is underway! Take a look at [Post 1](#) and [Post 2](#). Stay tuned for lots more coming up.



### Through Masterclasses

- **The Art and Magic of Storytelling** conducted by **Nita Luthria Row**, from **Adhyayan Foundation**, saw 70+ people (including children!) joining in to get a stellar 101 on Read Alouds. [Watch the recording online here](#), and don't miss out on Nita's fabulous Read Aloud demo! Dil maange more? have a look at the Read-Aloud Manual [here](#).
- **ChangeInkk's** super informative Master Class on Inclusive & Accessible Education recording is available to [watch online here](#). For more details, have a look at the guidebook available [here](#).
- Here is a masterclass that will be useful for everyone. "Crafting Narratives" field notes by **Factor Daily** will look at how to craft compelling stories that resonate with your audience and amplify your cause. Available to watch soon.

### Through Events and Challenges

- **Saajha's** Reading Saajhedaari club hosted a webinar for children to have conversations about their favourite stories and school moments. Catch a snippet of Neetu Maam reading "Dibba Party" [here](#).
- Dance, games, and self-defence sessions! **PVR Nest** brought childhood to life by engaging kids in all these activities on a power-packed day, with their community at Garima Grih. Check out the [post](#) to see how the children had a blast with sessions facilitated by actresses Sonamm Sharma, Tanushree Chakrabarti and Harshit Masand - a branding and PR consultant!
- Did you know that Tinkle comics were.....well, whatever the question if you were at **Key Education Foundation's** childhood quiz, you would've found out! Participants thoroughly enjoyed an evening of nostalgia through a fun quiz that tested not only their knowledge but also brought so many childhood memories to life.

### CALL TO ACTION

#### CONTRIBUTE FIRST SONGS + AMPLIFY YOUR WORK THROUGH PARTICIPATORY MEDIA!

**Lullabies are critical first songs** for language development. **Billion Readers (BIRD)** has launched a unique [First Songs Project](#) to collect those almost forgotten Indic language lullabies, that are rooted in nostalgia for all of us.

**CALL TO ACTION** - PARTICIPATE AND CONTRIBUTE LULLABIES in ANY INDIAN LANGUAGE [here](#)!

**Gram Vaani** has launched the [Bachpan Manao campaign](#) on Mobile Vaani, a participatory IVR platform for rural areas. Give a missed call to **9266657999** to tune in! If have content in Hindi that you'd like to contribute to the platform, do get in touch.

