

Dear Parent

We at The Somaiya School, have always upheld the community flag. Yet again, we have associated with a national campaign called BEHTAR INDIA, which has been launched, by **NDTV** and **DHFL Pramerica Life Insurance Company Limited**. The campaign will help our city become a bit cleaner, greener and healthier. **The Students from Grade 1 – 10 of TSS have been briefed on this last week through an extensive seminar and also informed by their students on how to go about this.**



The campaign aims at creating nationwide movement, focusing on its three platforms –**HEALTH, CLEANLINESS & ENVIRONMENT**. Developed as a path breaking 360-degree campaign, it allows citizens, school children and corporates, to supplement the local administration's efforts to drive awareness and tangible progressive actions towards building a better India.

Through an innovative and engaging technique, the campaign has designed a contest for schools (and students), which will transform the core campaign beliefs into action. For the first time, **Schools & School children** will be given the opportunity to make tangible difference in society, in the next **6 months** - through **3 tasks** - all leading up to **ONE amazing goal** – "**BEHTAR INDIA**".

The campaign is getting phenomenal response from all across the country and nearly all the top schools have already registered.

The time-based tasks corresponding to each platform are as follows:

- **Raising Dengue awareness** and **initiating crowd funding for providing Dengue protection kit** for under privileged children.
- **Spot cleaning activities** towards a “swachh” city.
- **Planting saplings** to combat environmental hazards

Through bonus points and gratifications, the contest aims to not only engage school children but also their parents and school authorities.

How can PARENTS help?

- By encouraging their child / children to become a volunteer for BEHTAR INDIA by registering on <http://sites.ndtv.com/behtarindia/registration-form-school-students-18/>
- By motivating the child / children by working for the cause with them.
- By just showing interest in the child / children's efforts.
- **Register only the student and not the school** as the school has already been registered. Upon registration of the child, a **unique code will be generated** that is to be used by all donors tagging the student's Unique ID code to enable the child gain more points.
- **Donation is strictly by net banking / Bank transfer directly to the fund raising NGO and NO cash contributions shall be accepted.**

What the CHILDREN may gain by participating?

- A sense of responsibility towards the community
- A cleaner, greener and healthier society to live in.
- The sense of pride for highlighting the school at the national level.
- Potential sponsored invite to NATIONAL SCHOOL ENCLAVE in Delhi in Jul/Aug where he/she gets to interact with young leaders, young achievers from fields of sports, corporate sector, community service and an opportunity to meet the campaign Ambassador- Sushant Rajput.
- Recognition and reward up to the national level depending on the performance of the student (Oct) – More info at <http://sites.ndtv.com/behtarindia/about-the-behtar-india-campaign-24/>

Look forward to 100% participation from all our students,
With Regards,
Ms. Parveen Shaikh
Principal