



## The Somaiya School



Date: 24<sup>th</sup> April 2018

Dear Parents,

As our children step into a new academic year, we would like to encourage them to do a bit more for the community and for each other. The school is happy to announce its participation in the **BEHTAR INDIA campaign**. It is an award winning, innovative and annually recurring national campaign that aims to make cities cleaner, greener and healthier.

The Behtar India campaign has been conceptualized by DHFL Pramerica Life Insurance Company and is being jointly implemented by Republic TV, Charities Aid Foundation, India and DHFL Pramerica team.

### HOW CAN YOU HELP THE CAMPAIGN

You can help the campaign by encouraging your child / children to take up recycling as a regular habit.

**Tie up old newspapers into bundles and send them to the school to be donated for recycling by or before 26<sup>th</sup> April 2018.**

Visit [www.behtarinida.in](http://www.behtarinida.in) for more details and kindly register him / her under the student category.

#RecycleKiyakya

With Regards

Ms. Parveen Shaikh

Principal