

## Marico Limited's Nihar Shanti Pathshala Funwala partners Madhya Pradesh's School Education Department under its 'Humara Ghar, Humara Vidyalaya' initiative

*Enables continuous English education for 2.4 million students across the state*

**Bhopal, XX June, 2020:** Marico Limited's Nihar Shanti Pathshala Funwala has announced its partnership with the School Education Department of Madhya Pradesh for its new initiative, '**Humara Ghar, Humara Vidyalaya**', aimed at providing continuous education for government school students in the state. In line with the Nihar Shanti's commitment towards supporting children's education, Nihar Shanti Pathshala Funwala will enable English education for 2.4 million students across the state through first of its kind highly structured programs on Doordarshan and via WhatsApp.

The 'Humara Ghar, Humara Vidyalaya' initiative was launched by Smt. Jaishri Kiyavat (IAS), Commissioner, Department of Public Instructions (DPI) on 1st July 2020 for secondary school students who connected to the event through Facebook and YouTube Live sessions. This launch event was witnessed by teachers, government officers and parents from across the state.

Nihar Shanti Pathshala Funwala, along with its NGO partner LeapForWord, has pioneered in catering to the State's need for an effective English Learning Program. A first-of-its-kind, well designed and modular television friendly programme has been developed which will be aired on Doordarshan Madhya Pradesh at 10:00 AM from Monday to Friday and will be delivered through 50 episodes of 20-30 minutes each. Each episode will focus on a specific technique and will have three parts to it – recap of previous session, delivery of a new concept and practice of the concept. Along with this, byte-sized English Language concepts in the form of videos, practice sheets and quizzes will be delivered in sync with TV programme through WhatsApp led DigiLEP – Digital Learning Enhancement Program

Speaking about the initiative, **Smt. Jaishri Kiyavat (IAS), Commissioner, Department of Public Instructions (DPI), MP Government** says, "*The Humara Ghar, Humara Vidyalaya' initiative has been launched to ensure a continuity in education for children in Madhya Pradesh during this lockdown. It aims to empower students to further their studies safely in a virtual environment. We are extremely delighted to have partnered with Marico Limited's Nihar Shanti Pathshala Funwala and are confident that this collaboration will enable our children to gain access to quality English lessons through innovative teaching methods.*"

Speaking on the partnership, **Udayraj Prabhu, Executive Vice President - Business Process Transformation & IT at Marico Limited** says, "*Nihar Shanti Paathshala Funwala has always championed the cause of children's education with a belief that it is the cornerstone of growth and progress of individuals and the nation. Through our collaboration with the School Education Department of Madhya Pradesh to further their new initiative 'Humara Ghar, Humara Vidyalaya', we aim to provide easy access to education leveraging technology and help children reach a stage where they can read, spell and comprehend English efficiently. We intend to make a positive impact to the lives of children by making education available*

*during lockdown to children across Madhya Pradesh, which will open up opportunities, instill confidence and equip them to make the most of their potential.”*

Over the last few years, 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 Paathshala 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.

**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, True Roots, Kaya Youth O2, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.