



**SACHDEVA
GLOBAL SCHOOL**

Monday, 24 July 2017

Circular No.: -SGS/Admin./008/2017-18

Classes:- I - VI

**Subject: Behtar India – A Globalite's hand print
towards Nation Building**



Dear Parent

We at “**Sachdeva Global 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 more cleaner, greener and healthier. 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 **1 amazing goal** – “**BEHTAR INDIA**”.

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

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

1. Raising Dengue awareness and initiating crowd funding for providing Dengue protection kit for under privileged children.
2. Spot cleaning activities towards a “swachh” city.
3. 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.

A small presentation summing up the campaign is attached for your perusal.



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How can PARENTS help?

By encouraging their child / children to become a volunteer for BEHTAR INDIA by registering on www.ndtv.com/behtarindia

By motivating the child / children by working for the cause with them.

By just showing interest in the child / children's efforts.

Registration steps and task 1 steps are attached for perusal.

What the CHILDREN may gain by participating?

1. A sense of responsibility towards the community
2. A cleaner, greener and healthier society to live in.
3. The sense of pride for highlighting the school at the national level.
4. Potential sponsored invite to NATIONAL SCHOOL CONCLAVE 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 of the campaign Ambassador- Sushant Rajput.
5. Recognition and reward upto the national level depending on the performance of the student (Oct).

Let us step forward pro-actively to work towards a BEHTAR INDIA.

To register and be a part of the change, Log on to www.ndtv.com/behtarindia (screen shots attached for perusal and steps mentioned below), also PFA a video stating steps for registration and stages in Behtar India.

Warm Regards

**Sumana Dutta Sarkar
Head of School**