

NEWS UPDATE

DECEMBER 2023



“We can't help everyone, but everyone can help someone.”

- RONALD REAGAN



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INTRODUCTION

HISTORY OF M S INTERNATIONAL, INC.

Manu and Rika Shah founded MSI in 1975, in the basement of their home in Ft. Wayne, Indiana. MSI is now the largest importer and distributor in the world of Premium Surfaces including granite, marble, porcelain and ceramic tiles, slate, travertine, limestone and other natural stone products from 37 countries. Most notably, MSI provided the granite for the Vietnam Memorial in DC.

Manu and Rika Shah established Sarva Mangal Family Trust (Sarva Mangal means 'let all be happy' in Sanskrit) over 20 years ago with compassion as their driving force for philanthropy. Manu's vision for SMFT is to act as a catalyst, challenge status quo, nurture passionate change-makers and support leapfrogging ideas that are scalable and sustainable. Today, all members from the Shah family are involved in social impact initiatives that are undertaken by SMFT. Manu supports VOSAP – Voice of Specially Abled People, which has created over 10,000 change makers and rated over 18,000 buildings rated for accessibility. He also supports Lend a hand India, which provides digital vocational training to over 300,000 students in 20,000 schools.

In 2007, Mr. Manu Shah was named Ernst & Young's national "Entrepreneur of the Year" in the distribution, manufacturing, and security category.

ABOUT SARVA MANGAL FAMILY TRUST

Established in 1994 by the Founders of M S International, Inc. The mission of the Sarva Mangal Family Trust is to improve and strengthen the health, education and wellness of communities and help them prepare for global jobs of the 21st century. Sarva Mangal is a Sanskrit word which means "Goodness to All."

To advance this mission, the Sarva Mangal Family Trust has donated to and is continuing to work with various organizations and programs in health promotion and prevention, assisting victims of domestic violence, empowering seniors, entrepreneurship, technological literacy, community activism, and children's education.

MONTHLY HIGHLIGHTS



CSR EMPLOYEE ENGAGEMENT ACTIVITY CONDUCTED AT MSI INDIA

Corporate Social Responsibility Team at MSI Bangalore conducted Skills on Wheels Employee Engagement activity in collaboration with Sarva Mangal Family Trust supported nonprofit, Lend A Hand India. Skills on Wheels (SOW) is a fully equipped mobile lab refurbished on a truck chassis, equipped with Wi-Fi, audiovisual capabilities, and a generator. It serves as both a mobile lab and an advocacy tool, providing outreach and career counseling for 10th and 12th-grade students. Supported by trained vocational trainers, SOW offers skill training in areas such as welding, plumbing, electrical wiring, food processing, basic healthcare, and mobile repairs to schools in remote areas with infrastructure limitations. (Continued on Page 4).

CSR EMPLOYEE ENGAGEMENT ACTIVITY – SKILLS ON WHEELS

December 2023 – In a stride towards fostering social responsibility and employee engagement, MSI Services, Bangalore, in collaboration with Sarva Mangal Family Trust - supported nonprofit, Lend A Hand India, organized the Skills on Wheels activity right outside their office premises.

The event unfolded with the arrival of the Skills on Wheels (SOW) bus, a fully equipped mobile lab ingeniously refurbished on a truck chassis. Complete with Wi-Fi, audiovisual capabilities, and a generator, this mobile marvel serves a dual purpose – functioning as a mobile lab and an advocacy tool.

The primary focus of Skills on Wheels is to extend outreach and career counseling to 10th and 12th-grade students. Recognizing the challenges faced by schools in remote areas with limited infrastructure, the SOW initiative brings vocational training directly to their doorstep. The mobile lab, supported by adept vocational trainers, offers skill development in crucial areas such as welding, plumbing, electrical wiring, food processing, basic healthcare, and mobile repairs.

The choice to collaborate with Lend A Hand India, reflects a commitment to supporting nonprofits that drive sustainable change. The MSI Bangalore team believes in contributing not just financially but also by actively participating in initiatives that create a lasting impact.

As MSI employees participated in this employee engagement activity, the atmosphere buzzed with enthusiasm and a shared sense of purpose. Beyond the confines of office walls, employees took part in hands-on experiences with various vocational skills facilitated by the SOW mobile lab.

CSR Employee Engagement Activity conducted at MSI through the Skills on Wheels initiative not only showcased their commitment to corporate social responsibility but also demonstrated the positive change that can be achieved through collaborative efforts.



NGO VISIT – ALPHA PALLIATIVE CARE CENTRE

December 2023 – Sarva Mangal Family Trust (SMFT) team recently visited Alpha Palliative Care Center in Thrissur, Kerala, bringing a significant contribution: 100 oxygen concentrators. Alpha, the country's largest home-based Palliative Care provider, offers free-of-cost support across Kerala. Operating 24X7, Alpha's hospices and Link centers provide holistic care, including physiotherapy and dialysis.

Alpha's commitment to inclusivity is evident in its hub and spoke model, ensuring no-cost care for all patients, regardless of background. With 35,930 patients cared for, 889,329 home care visits, and 18 centers, Alpha is an inspiration of hope. The organization focuses on enhancing the quality of life for patients and families, addressing medical, social, psychological, and spiritual needs.

The core of Alpha's services revolves around providing holistic support, including Home Care, In-Patient Care, Physiotherapy Care, medicines, and various therapies such as Speech & Occupational therapies. Specially qualified professionals, including palliative care physicians, physiotherapists, nurses, and social workers, collaborate to ensure comprehensive patient treatment. Community volunteers play a vital role in providing social care, amplifying the impact of Alpha's efforts.

Noteworthy is Alpha's commitment to providing dialysis services free of cost to all patients, regardless of their background. With 28 dialysis machines actively treating thousands of kidney patients, Alpha is poised to double its capacity to meet the growing demand for these critical services.

SMFT's donation of 100 oxygen concentrators is a testament to their shared commitment to compassionate care. It is a step towards strengthening the resources necessary for Alpha Palliative Care Centre to continue its mission of providing unwavering support and care to those in need.



Oxygen Concentrator Distribution



Physiotherapy for Stroke Patients



Patients at the Alpha Dialysis Centre



Home Care Treatment for Cancer Patient

NGO VISIT – SRH DHARAMPUR

December 2023 – Sarva Mangal Family Trust team visited Shrimad Rajchandra Hospital and Research Centre, gaining firsthand insight into its remarkable healthcare and outreach efforts. The hospital, providing specialized tertiary care across various departments, stands as a example of hope with services like Cardiology, Orthopedics, Gastroenterology, and more.

With an impressive record of treating over 18.5 lakh patients, delivering 16,000 babies, and ensuring 86% receive free treatment and medicines, Shrimad Rajchandra Hospital extends its impact beyond its walls. The hospital conducts Rural Medical Outreach programs, bringing vital healthcare services to underserved communities.

During the visit, SMFT team witnessed the Mobile Clinic in Saj nibarda village, Dharampur. Eight strategically placed vans operate on a fixed schedule per village, equipped with a team comprising a Doctor, 3 Paramedics, and a Driver. Using technology-driven operations, the vans offer registration, health check-ups, doctor consultations, and medicine distribution. With over 120 medicines onboard, complex cases are referred to the SRH Hospital.

The outreach program goes beyond immediate medical needs, offering educational materials on anemia prevention and registration cards for follow-up visits. The School-based Anemia and Vision Care Project, screening over 95,000 people for anemia this year, utilizes invasive methods for detection and tablet-based vision checks.

SMFT's visit highlighted the transformative impact of collaborative philanthropy. It showcased how initiatives like the Mobile Clinic and outreach programs play a pivotal role in creating a healthier and more equitable society. As SMFT and Shrimad Rajchandra Hospital continue their collaborative journey, the ripple effects of their compassion are poised to bring sustained positive change to communities in need.



NICU



CT Scan



Medical Outreach



Doctor Consultation at the Medical Outreach

NGO VISIT – BHANSALI TRUST

December 2023 – During a recent visit to Bhansali Trust in Dharampur, the SMFT team had the privilege of interacting with the transformative initiatives of the Trust, engaging with Self Help Groups, Manav Rahat beneficiaries, and those benefiting from the Supplementary Nutrition program.

Bhansali Trust's Self Help Groups, comprising socially and economically disadvantaged women, exemplify the power of collective effort. Spread across 10 villages in Dharampur, the Trust has established 50 SHGs. Members contribute small monthly savings, which, supplemented by bank loans, foster financial independence and community development. These groups play a pivotal role in empowering women to undertake initiatives like buying livestock, constructing houses, and starting small businesses.

The Manav Rahat Project, another noteworthy endeavor by the Trust, extends monthly aid to over 1500 needy families. This tailored financial support is designed to address the specific circumstances of each beneficiary. Additionally, recipients receive fruit seeds and training in home-based cultivation, empowering them to generate income through the sale of produce.

Notably, the Trust's commitment extends to healthcare through a team of dedicated health workers operating across 10 villages. Conducting regular home visits, these paramedical workers provide medical care equipped with a stocked medical box for various common ailments. This holistic approach ensures that the community's health needs are met at their doorstep.

Bhansali Trust's dedication to grassroots empowerment and holistic well-being is evident in their multifaceted initiatives. The SMFT team's visit allowed for a deep appreciation of the positive impact generated by the Trust's work, reinforcing the belief in the transformative power of community-focused initiatives. As Bhansali Trust continues its commendable efforts, their work is bound to create lasting positive change in the lives of the beneficiaries.



NGO IN FOCUS FOR DECEMBER'23 – ROCKET LEARNING

Rocket Learning, through the Shah Center for Early Childhood Development, is catalyzing the establishment of a high-quality, universal early learning system in India. This is achieved by leveraging collaboration among families, communities, and schools, utilizing technology to create a unique behavioural change product tailored specifically for the low-income population, including children, parents, and government daycare Anganwadi workers.



The initiative focuses on enabling behaviour change in primary caregivers through AIM - Awareness (emphasizing the need for Early Childhood Care and Education), Information (delivering educational content through Government-anchored WhatsApp groups), and Motivation (providing personalized nudges for at-home activity completion and in-classroom instructions). This approach aims to establish teaching and engagement as habits, strengthen the teacher-parent relationship, and foster a community movement towards Early Childhood Care and Education (ECCE). The ultimate goal is to unlock transformative early learning experiences, building readiness and motivation for future learning among children.



Anganwadi Centre in Ghaziabad UP

SMFT Funded Project

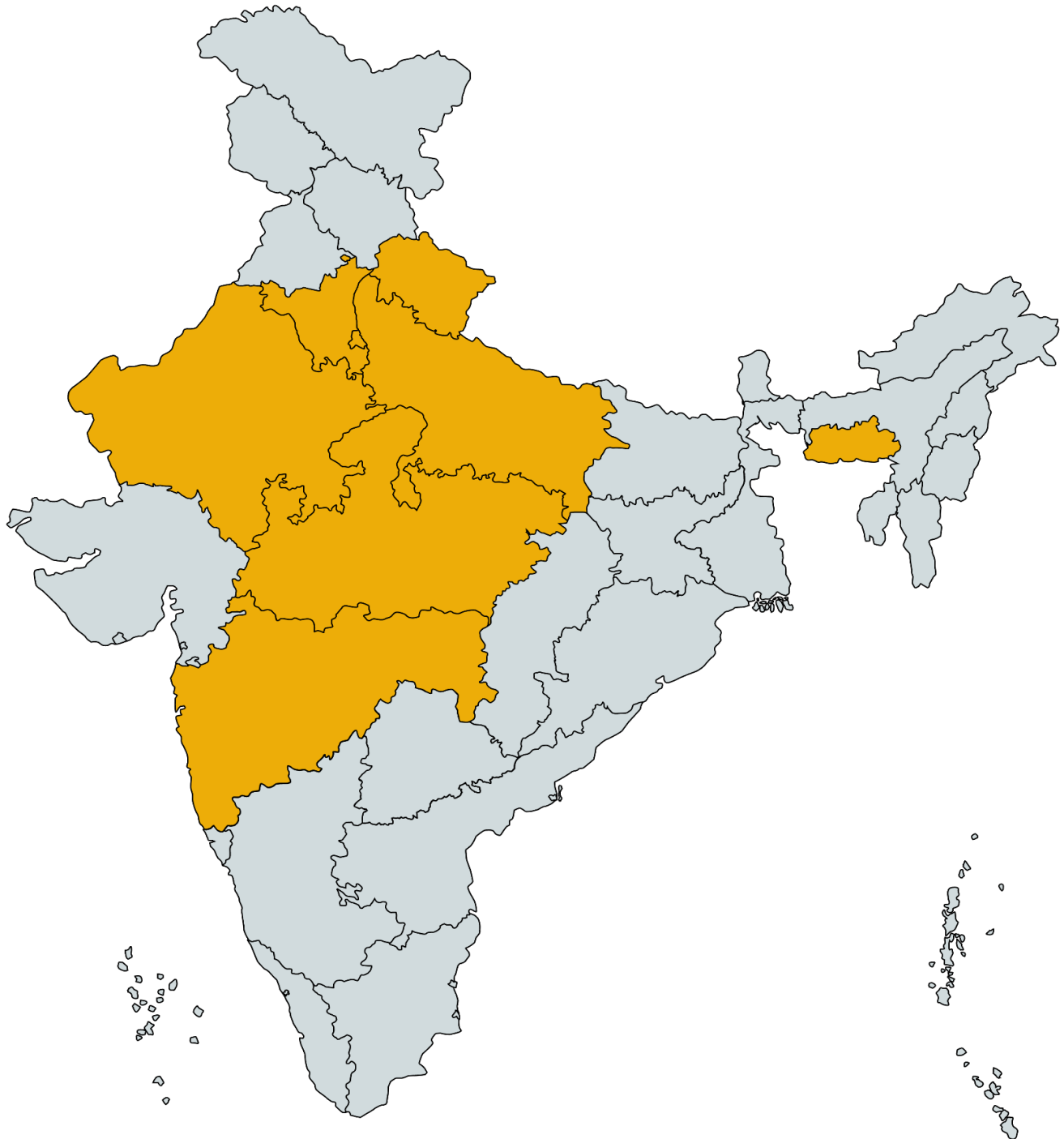
SMFT and Rocket Learning have established the Shah Lab for Early Childhood Development, aiming to provide an equal foundation for 50 million children by 2028 across 12 Indian states. This initiative leverages a unique WhatsApp-based content delivery platform, integrating the government Anganwadi system with parents and communities.

The Rocket Learning platform facilitates the distribution of bite-sized, play-based academic content. This content is delivered daily to thousands of WhatsApp groups simultaneously. This strategic approach aligns with their overarching mission: to develop an unparalleled, high-quality, government-run early childhood education system for children aged 0-6 in India, setting a standard unmatched in the developing world.



Project Location

Rocket Learning is based in India and operates across nine states, including Delhi, Chandigarh, Haryana, Madhya Pradesh, Maharashtra, Meghalaya, Rajasthan, Uttar Pradesh, and Uttarakhand.



NGO IN FOCUS FOR DECEMBER'23 – ROCKET LEARNING (Cont.)

Recent Project Updates

- Rocket Learning has reached 3.5 million children and 100,000 Anganwadi workers and classrooms across 9 states in India.
- Their initiatives over the last year have seen a 50% improvement in engagement, increased confidence in mothers and Anganwadi workers, and improved learning outcomes for children.
- Their guidelines helped the Government of India introduce TLM/Toy creation workshops and monthly ECCE days, shifting the focus from nutrition to a holistic approach of nutrition + education.
- They supported the Ministry of Women & Child Development and Child Development's (WCD) launch of Poshan Bhi Padhai Bhi (Education Along with Nutrition) in their capacity as a National Early Childhood Care & Education Taskforce Member.



Rocket Learning team explaining their Product to Anganwadi Workers

NGO IN FOCUS FOR DECEMBER'23 – ROCKET LEARNING (Cont.)

Overall Impact

- **Depth:** Increased their engagement depth with communities through innovations in learning content, technology, AI, and behavior change communication. This effort helped raise the proportion of Parent Power Users from 30% in 2022 to 50% by the end of 2023.
- **New Frontiers:** Achieved a very strong product-market fit for their recent model expansion, aimed at upskilling and supporting Anganwadi daycare workers for in-classroom instruction. In 2023, they supported 100,000 AWWs, with over 70% becoming frequent users and showing improvement in their knowledge as educators.
- **Expanding their Influence:** Extended early childhood education (ECE) coverage to nine Indian states, constituting 25% of the total, and representing 40% of the population. This expansion followed successful launches in Rajasthan, Madhya Pradesh, and Meghalaya. Additionally, they played a crucial role in supporting these states and the Government of India in launching the country's first modern ECE policy, 'Poshan Bhi, Padhai Bhi.' This initiative included a threefold budget increase and a greater focus on upgrading Anganwadis into learning centers.



Rocket Learning Team at the Launch of the Anganwadi Protocol for Divyang Children in Delhi

Highlight of the Month

Rocket Learning supported the Ministry of Women and Child Development (MWCD) in **the national launch of the 'Anganwadi Protocol for Special Needs Children.'** **Leveraging their expertise in measuring early learning, they played a key role in drafting the protocol.** The MWCD organized a comprehensive day-long event, featuring a fireside chat with the Honorable Union Cabinet Minister for Women & Child Development and Minority Affairs, and four panels addressing nutrition, Early Childhood Care and Education (ECCE), care for Divyang (differently-abled) children, and the use of toys as Teaching Learning Material (TLM). Rocket Learning **co-founder, Azeez Gupta,** participated as a panelist in the ECCE panel. [Link](#)



Rocket Learning Co-founders Azeez Gupta, Namya Mahajan, and National Initiatives Lead Sanjana Manaktala with Hon. Minister, Women and Child Development, GoI, Smriti Irani



Rocket Learning Co-Founder Azeez Gupta as a Panelist at the Event

NGO IN FOCUS FOR DECEMBER'23 – ROCKET LEARNING (Cont.)

Awards

Rocket Learning has received the following awards/recognitions recently-

- Google AI for Global Goals Award
- WISE Awards 2023
- Elevate Prize
- [London School of Economics 100x Accelerator](#)
- Recognized as a 'Great Place to Work' for two consecutive years.



In the News

- **The Hindu:** [Watch | How Anganwadis in Haryana, U.P. are transforming preschool learning](#)
- **The Hindu:** [The Measure of a Working Woman](#)
- **EdSurge:** [Breaking Barriers to a Foundational Early Childhood Education](#)
- **IANIS Live:** [Rocket Learning using advanced AI to reform early childhood education in India](#)
- **Money Control:** [Unleashing the power of early childhood learning: NIPUN Bharat](#)
- **UNESCO World Education Blog:** [Empowering 1.39 Million Indian Daycare Workers to Transform Early Education](#)
- **Wall Street Journal:** [Connecting Innovation to Impact to Solve the World's Most Pressing Problems](#)
- **Mirror Now:** [EMPOWERING EARLY EDUCATION: 'Rocket Learning'](#)

SUCCESS STORY – ROCKET LEARNING



Name: Arun Sapkal

Project: E-Aakar (Rocket Learning's Digital Classroom)

Location: Aurangabad

Rocket Learning has always firmly believed that a **parent is a child's first teacher** and has incorporated this belief into their program to empower marginalized parents with awareness, information, and motivation to be equal participants in their child's learning trajectory.

Arun Sapkal, a farmer and power user from Aurangabad, describes the positive impact of E-Aakar activities (Rocket Learning's digital classroom) on his son Mayur.

It is heartening to know that Rocket Learning's self-paced learning model allows Arun to engage in play-based activities at night with his son when he returns from the farm. The father-son duo thoroughly enjoys these interactive play-based activities and looks forward to them every day, creating learning moments and spaces at home. Arun is delighted that Mayur has transformed from a shy, struggling child into a joyous, confident learner today.

Rocket Learning is committed to spreading awareness about the crucial role of parents in supporting the early learning of young children through their intervention. They send personalized nudges to every parent, encouraging sustained engagement and making **quality early childhood education accessible to all, regardless of their locations.**



SUCCESS STORY – ROCKET LEARNING



Name: Jaya Wagh

Project: Anganwadi Teacher

Location: Maharashtra

Jaya Wagh, an Anganwadi worker from Maharashtra, describes how her students' lives and her teaching approach have changed since enrolling in E-Aakar (Rocket Learning's digital classroom).

The Rocket Learning team has heard countless stories about parents struggling to convince their children to attend school. Interestingly, Jaya's class has turned the narrative around, with her students rarely wanting to leave her class.

In a recent conversation with her, it was revealed that through Rocket Learning's play-based interactive activities, children participate in class confidently, holding conversations and thoroughly enjoying reciting contextualized poems, stories, counting, etc., with her.

Jaya's unique teaching style, catering to the different temperaments of her students, makes her an accurate role model for how an ideal contemporary preschool teacher should be. At Rocket Learning, they are on a mission to empower and upskill Anganwadi workers (a cadre entirely consisting of women) as self-reliant champions of Early Childhood Care and Education (ECCE).

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