



Cosmo Foundation

*Corporate Social Responsibility
Initiative of
Cosmo Films Limited*

Quarterly News Letter
January to March-2014

EMPOWERING RURAL CHILDREN & YOUTH THROUGH EDUCATION.

ISSUE NO.-1

Dear Friends,

We are glad to bring in & share with you the first Quarterly Newsletter of Cosmo Foundation (CF) a philanthropic arm of Cosmo Films Limited.

As you may all know that we had set up 'Cosmo Foundation' in the year 2008 with an objective to impart Computer Education to the underprivileged and marginalized communities for enhancing their skills and to improve their quality of life in the neighboring villages of our manufacturing facility in Karjan Block of Vadodara District in India.

Cosmo Foundation (CF) began its journey by building partnership with Government Primary and Grant- in-aid schools and launched "Computer Literacy Program" (CLP) in 5 schools in 5 villages covering 914 students.

Year-on-year, we had observed during the course of training on Computers, there is a need for basic education for the student community. Therefore, in the year 2010 CF initiated "Cosmo Gyan Vihar Kendra"(CGVK) to impart basic reading, writing, arithmetic skills to young students. Subsequently, after assessing the progress of the students in Computer Education, it was felt that there is a need for 'learning English' and we had taken a further step ahead to promote "Basic English Learning Program"(BEP) to make children more comfortable and confident in the language. After successful 5 years, today we are covering 9 Villages, comprising of 16 schools with 2500 students per year.

In order to motivate the Students and to create a competition among

them, we had initiated 'Reward & Recognition' by selecting three best performers in the field of computers every year from all the 16 schools (9 villages) & Award with 'Cosmo Computer Award'.

Further, with an aim to add positive values and creativity to these programs various yearly events have been organized viz. Children's Fair, Book Fair, visit to Cosmo's manufacturing facility, celebration of National Days and Festivals etc.

The year 2013 had been very special for us as our Programs have got recognition by the International Organizations and other local bodies at large due to the quality parameters set in imparting quality education to the children of the marginalized communities in rural areas and the impact it creates in the lives of its intended beneficiaries.

Programs.....

1. COMPUTER LITERACY PROGRAM

It was the year 2008 and CF stepped in Karjan area with Computer Literacy Program as its launching pad. During the span of five years the program is implemented across ten schools in 8 villages. 1500 students from class 1 to 12 covered under this program. Government of Gujarat has provided computer sets, local schools provide space and electricity and CF provides trained computer teachers,

curriculum, periodic planning, monitoring and assessment. Local youth trained by CF and placed in these local schools as teachers. The curriculum includes Basic fundamentals of computer, writer, spread sheet, presentation, social networking, e-commerce as

well as various games and digital art activities for young children.



2. COSMO GYAN VIHAR KENDRA



This program was initiated in the year 2010 with an aim to build foundation for learning among young children. It imparts basic reading, writing, arithmetic skills along with life skill education and physical, mental readiness skills. The program is implemented across 6 villages in partnership with 7 Government Primary Schools. This is an out of school program. Local women trained by CF as Balmitras and they provide coaching to these young children. 500 students representing from class 1 to 8 and who are struggling with basic literacy skills are enrolled in this program.

3. BASIC ENGLISH LEARNING PROGRAM

Looking at the dire need for improvement of English, CF initiated this program in year 2011. CF faculty teaches English to 5th to 8th class students in Government primary schools. The focus is on building language comfort, phonetics, word-vocabulary, communication and pedagogic exercises. 325 students across 2 villages from 2 schools were covered in this program. Exam oriented inputs were given to 180 students representing from class 9th & 10th.



Motivational Events....

1. COSMO COMPUTER AWARD

This award is announced by Cosmo Foundation for the best performer students in computer education. The aim is to promote competitive spirit, motivation and honor the outstanding talents. Till now 18 students have received this prestigious award. Recently the award function was organized at Shivam Vidyamandir, Village: Vemar on 21st February 2014. Three best performer students were awarded Laptop with internet connectivity.



2. CHILDREN'S FAIR



Every year CF organizes Children's fair to celebrate children's fair. The aim is to promote joyful learning and enhance creativity among children and teachers. The major attractions are children's rally, magic show, puppet show, computer games, indoor games, science experiments, mathematical magic, English Learning and Book Corner. 600 students, parents, village leaders and Government school teachers participate in this event. This year the Children's Fair was organized on 10th January 2014 at Primary School, Village: Choranda.

3. INDUSTRIAL VISIT OF STUDENTS

With an aim to motivate students to pursue higher education, to orient them about functioning of the production unit and importance of technology, every month CF organizes visit of selected students to Cosmo Films, Karjan plant. In January 2014 and February 2014 15 students and a teacher from C & Z.J.Patel High School, village: Bodka and Patel J.K.Sarvajani High school, Village: Kandari visited.



4. VISIT TO BITA FAIR



Baroda IT Association organized BITA Show- the biggest IT Show of western India during 24th to 26th January 2014. CF organized visit of selected students, CF teachers and school teachers. It was a great learning exposure for them to see upcoming development of technology and how efficiently customer services are taken care with this technology. BITA President arranged special session for these rural students on scope of higher education and career options in IT sector.

Special support in Flood Relief...

Gujarat faced worst floods due to heavy rainfall during 23rd to 26th September 2013. Karjan town and villages were adversely affected. CF did sanitation and chlorination activities with local youth in six villages, made donation towards community kitchen to support 250 flood affected families and provided educational support to 125 students who lost their books in floods.



Awards and Recognitions:



We would like to take this opportunity to share with you that Cosmo Foundation had received two prestigious Awards - Asia Pacific Enterprise Leadership Awards (APELA) 2013 for commitment to philanthropy at Singapore- 15th March 2013 and the Africa CSR Leadership Awards for support and improvement in Quality of Education at Mauritius- 12th December 2013. Our compliments to the Team for their dedication and passion combined with an incredible support and faith in us by the local schools and communities which had made this possible.

On our ongoing journey, we would like to seek involvement and support of our Colleagues and their Family Members in any manner which will have a strong foundation for education of the underprivileged and whose empowerment will have a very positive impact to the society as a whole.

We will be in communication with you all every quarter & would keep you updating on our steps ahead which could transform lives.

For further information log on to our CSR:
www.cosmofilms.com

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