

*Routes 2 Roots®*

# Quarterly Report



20 | APRIL  
24 | MAY  
JUNE





# ROOTS 2 ROOTS

Promoting  
Art, Culture  
& heritage  
keeps our  
society alive,  
connecting  
us to our  
roots,  
bridging  
the past and  
future, and  
inspiring  
future  
generations.

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**SDG 3: Good Health and Well-being :-** Art and culture enhance mental and physical health by reducing stress, fostering emotional expression, and promoting social connections. They also support preventive health through awareness campaigns and improve healthcare environments. Art therapy and cultural activities offer therapeutic benefits and aid rehabilitation.

**SDG 4: Quality Education :-** Art and culture enhance quality education by fostering creativity, critical thinking, and cultural awareness. They support lifelong learning through museums, libraries, and cultural institutions. Cultural education also promotes inclusivity and appreciation of diverse perspectives.

Art and culture challenge gender stereotypes, promote gender equality, and amplify women's voices. They empower women by showcasing their contributions and experiences. Cultural platforms foster inclusivity and representation for gender-diverse individuals.

### SDG 8: Decent Work and Economic Growth

The arts and culture sector generates jobs and stimulates economic growth through creative industries and cultural tourism. It enhances skills such as creativity and critical thinking. Cultural activities also attract investment and boost local economies.

### SDG 10: Reduced Inequalities

Art and culture promote social cohesion and bridge divides by celebrating diversity. They ensure access to cultural activities for marginalized groups, helping to reduce inequalities. Cultural initiatives foster mutual understanding and inclusivity.

### SDG 11: Sustainable Cities and Communities

Cultural heritage preservation enhances community identity and tourism. Art projects revitalize urban areas, making cities more inclusive, safe, and sustainable. Cultural initiatives promote sustainable urban development and community pride.

### SDG 16: Peace, Justice, and Strong Institutions

Art and culture foster social cohesion and peacebuilding by promoting dialogue and reconciliation. They bring people together, celebrate diversity, and support democratic participation. Cultural initiatives strengthen institutions and civic engagement.

### SDG 17: Partnerships for the Goals

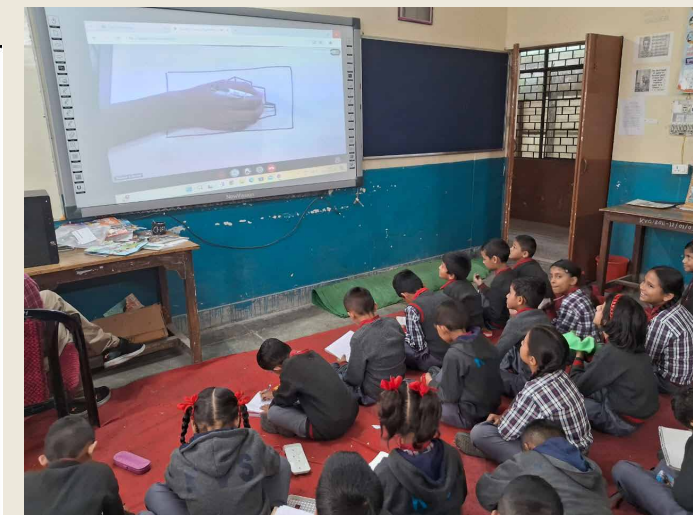
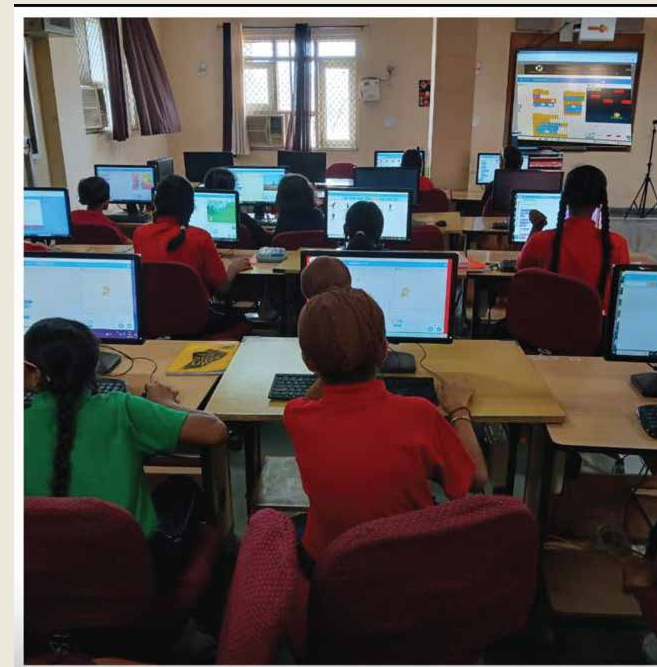
Cultural projects often involve collaborations between governments, NGOs, and the private sector, enhancing cooperation. Art and culture strengthen global networks through exchanges and shared knowledge, contributing to sustainable development goals.





# About us

**Routes 2 Roots** is a prestigious Delhi-based non-profit NGO with a presence all over India and abroad and the world's most significant cultural NGO. Since its inception in 2004, the NGO Has constantly strived to disseminate culture, art, and heritage to people and children for inclusive and peaceful coexistence. Routes 2 Roots began its Digital Learning of Performing Arts program in 2016, with free interactive streaming of online classes comprising 15 Disciplines related to Art, Culture, and heritage. Routes 2 Roots has also created Digital classrooms nationwide by installing equipment like Computers, Web Cameras with microphones, LED Screens, and IFP Panels to equip schools in remote areas to be at par with any modern school in the city. After Installation, the schools are provided daily classes in art and culture, including Yoga, Mindfulness, AI, and K-12 content, ensuring complete utilisation of digitisation with monthly attendance of all participating schools. All these are provided free of cost to these schools.





# Our vision

Our vision, "With Society, towards Serenity," aims to touch different facets of human life to make society a better place to live by our objects. Our vision embodies the concept of inclusive growth that creates a future generation of youth who appreciate art and culture and Addresses their stress levels and mental health.



# Our mission

We aim to deliver knowledge of Indian art and culture, including music, theatre, art, and heritage. The inclusion of ARTS in the new education policy, where STEM has been made to STEAM, has encouraged our mission. Therefore, education in art and culture is no longer an extracurricular activity. This will also help to create an inclusive and tolerant society.







# Milestones

## NSE Experiences Star Studded Listing Ceremony of Routes 2 Roots



This month was a big first for Routes 2 Roots. The NGO had its bell-ringing ceremony to mark its listing on the National Stock Exchange's SSE platform for the first time ever to help non-profit NGOs raise funds. Routes 2 Roots became the first cultural NGO in India to be listed on the National Stock Exchange and celebrated the occasion with an overdub-scribed first public issue on the SSE.

An awe-inspiring listing program was organised with the support and assistance of the NSE on 3rd April 2024. The event, unprecedented even for the NSE, was attended by Mr Ashishkumar Chauhan, Managing Director & CEO of NSE, and Dr R Balasubramaniam, Chairman of the Social Stock Exchange & Advisory Committee of SEBI. The entertainment industry and cultural fraternity who added sparkle and soul to the event included actor and Routes 2 Roots advisor Juhi Chawla, music composer Shankar-Ehsaan-Loy, Ehsaan Noorani, IPL Kolkata Knight Riders Owner Jay Mehta, Sitar Maestro and Routes 2 Roots advisor Purbayan Chatterjee, renowned Ghazal Singer Sudeep Banerjee, music composer Joi Barua and film director Sudipto Sen among other luminaries from the business fraternity. The special guests were honoured with unique mementoes. Routes 2 Roots founders and special guests, along with Mr Chauhan and Dr Balasubramaniam, rang the ceremonial bell at 12 PM following an exciting countdown. The historic listing was broadcast live to more than 22000 schools across India.



Routes 2 Roots' NSE Listing Creates Waves Across Media

The country's leading media publications and channels extensively covered the NGO's listing event at the NSE, marked by a ceremonial bell ringing. Those who attended will not forget the day; the Indian media captured it for posterity. A look at what the media had to say!

Routes 2 Roots Listed On NSE's Social Stock Exchange

Delhi-based non-profit organization, Routes 2 Roots, becomes the first art and culture NGO to be listed on the NSE's Social Stock Exchange.

The NSE's Social Stock Exchange on Wednesday announced the listing of sixth non-profit organisation, Routes 2 Roots, on its platform.

The Delhi-based non-profit organisation became the first art and culture NGO to be listed on the Social Stock Exchange.

A SSE allows listing of social impact organisations (nonprofit and for-profit) on stock exchanges that provide an alternative fund-raising structure.

The listing has raised fund of Rs 1 crore which will enable Routes 2 Roots to implement a free digital teaching programme on Arts, Culture and Heritage in 100 schools in Himachal Pradesh and Uttarakhand by providing Smart Classroom Equipment, Musical Instruments, Training to teachers and maintenance.

"With the listing on SSE, the impact is going to increase manifold. This framework offers several advantages such as Transparency, Trust, Efficiency, Cost Saving, Discoverability, Impact Measurement and Outcome Based Philanthropy," National Stock Exchange's MD & CEO Ashishkumar Chauhan, said.

He also gave a special mention to SEBI that played a pivotal role in launching the Social Stock Exchange framework in India.

The NSE-SSE platform continues to grow and it already has 58 registered NPOs. Among these, seven NPOs have successfully raised more than Rs 10 crore.

The platform remains committed to bridging the gap between the financial markets and social welfare objectives, bringing about inclusive growth and financial empowerment.

ThePrint

Delhi-based NGO Routes 2 Roots launches IPO to raise Rs 1 crore

New Delhi, Mar 12 (PTI) Delhi-based non-profit organisation Routes 2 Roots (R2R) on Tuesday said it has launched an initial public offering (IPO) to raise Rs 1 crore for providing educational tools in flood-hit areas of Himachal Pradesh and Uttarakhand. The issue will be listed on NSE's Social Stock Exchange (SSE). This will be an [...]

PRESS TRUST OF INDIA

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NDTV Profit

Delhi-Based NGO Routes 2 Roots Launches IPO To Raise Rs 1 Crore

This will be an important entry in the newly created SSE where zero coupon zero principal (ZCZP) instruments have been introduced for non-profit organizations (NPOs), the NGO said in a statement.

PTI

12 Mar 2024, 07:21 PM IST



Delhi-based NGO Routes 2 Roots launches IPO to raise Rs 1 crore

By The Hindu Times - March 12, 2024



Delhi-Based NGO Routes 2 Roots Launches IPO To Raise Rs 1 Crore

The IPO invites a minimum subscription of Rs 2 lakh and then in multiples of Rs 50,000 from corporates, business houses, firms and institutions.



TRENDING ON

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- 2 · Trending #MotorolaEdge50Pro 4,882 posts
- 3 · Trending #Routes2RootsonNSE 1,333 posts
- 4 · Trending छत्रपति शिवाजी महाराज 23K posts
- 5 · Technology · Trending #Boycott\_MakeMyTrip 5,084 posts
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- 7 · Trending #EdelweissHNG 1,770 posts
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Routes 2 Roots Becomes India's First NGO in Art & Culture Listed on Social Stock Exchange



Routes 2 Roots (R2R), a Delhi-based non-profit NGO dedicated to promoting art, culture, and heritage, has achieved a significant milestone by becoming India's first non-profit NGO in the field of art and culture to be listed on the Social Stock Exchange (SSE). This listing marks a crucial step forward in social impact financing, providing a platform for clean funds and transparent investment practices for NGOs.

FREE PRESS JOURNAL

Mumbai: Historic Day At NSE As Routes 2 Roots Becomes First Art And Culture NGO Listed On Social Stock Exchange

Routes 2 Roots also plans to help other NGOs to get listed on the social stock exchange to build the ecosystem and make India's social stock exchange the first successful social market in the world.

Routes 2 Roots: NGO To Enrich Culture, Art & Heritage

Routes 2 Roots, an NGO dedicated to the disseminate culture, art and heritage to the common people and children throughout the world, became the sixth NPO in the country to be listed at NSE's social stock exchange. The founders, advisors and executive members of the organisation were present at the NSE office in Mumbai's Bandra Kurla Complex to mark the listing on Wednesday, with actor Jui Chawla, who is also an executive member of the organisation and music composer (Bhanu Singh), who is an advisor to the organisation.

With the most oversubscribed listing at the social stock exchange, Routes 2 Roots was oversubscribed by around 130 percent against their target of collecting its 1 crore. With the listing, the organisation will implement a free teaching programme along with music training in 100 schools of Himachal Pradesh and Uttarakhand, which suffered due to the floods in 2023.

Utilising Oversubscription To Enhance Education And Promote Cultural Diversity: Routes 2 Roots

Rakesh Gupta, founder of Routes 2 Roots, said, "Since there is no framework to utilise the oversubscription for an NPO, we had to use our donors to keep funding after we were oversubscribed by 130 percent. We will start the installation of smart classes in the schools from the month of April and will also provide music instruments as well as training to the teachers in four schools in each of the 25 districts of these states."

The organisation Routes 2 Roots had launched R2R in 2018 to enrich the education of school going children by integrating classes of performing art forms with the digital medium. Today, the organisation works in each district of India and has conducted 14 exhibitions, hosted 28 international events, 14 exhibitions and 76 concerts throughout the world to provide the masses with a shared experience of diverse cultures freely.

Tina Vachani, who is also a founder of the organisation, said, "We always used to think that the stock market is only for big corporates but when the finance minister decided to get our organisation listed to bring complete transparency in our work and win trust of our donors, to be listed, we are art and culture IPO to be listed, we are grateful to NSE, which helped us in each step of the procedures and compliances to this historic day."

Routes 2 Roots also plans to help other NGOs to get listed on the social stock exchange to build the ecosystem and make India's social stock exchange the first successful social market in the world.

thehindu businessline

RINGING TRUE



SOCIAL CAUSE. Actor Jui Chawla at the bell ringing ceremony of NGO 'Routes 2 Roots' that was registered on NSE's Social Stock Exchange, Mumbai, on Wednesday. Routes 2 Roots is dedicated to propagating culture, art and heritage among the common people and children around the world through the medium of digital learning.



राष्ट्रीय शेअर बाजाराची ऐतिहासिक घंटा बुधवारी एक ऐतिहासिक दिवस म्हणून जाजली. दिल्ली येथील रूट्स २ रूट्स ही एनजीओ सोशल स्टॉक एक्सचेंजमध्ये नोंदणी होणारी पहिली कला आणि संस्कृती क्षेत्रातील एनजीओ ठरली आहे. शेअर बाजारात नोंदणी होणारी ही सहावी खयसेवी संस्था आहे. रूट्स २ रूट्स, जगभरातील सर्वसामान्य आणि मुलांमध्ये संस्कृती, कला आणि वारसा प्रसारित करण्यासाठी समर्पित एनजीओ आहे. मुंबईतील वांद्रे-कुर्ला कॉम्प्लेक्समधील एनएसई कार्यालयात झालेल्या नोंदणीच्या वेळी संस्थेची कार्यकारी सदस्य ज्योद्धा अभिनेत्री जुही चावला, संस्थेचे सल्लागार समीतकार एहसान नूरानी

Smart Mumbai Edit Apr 4, 2024 Page 4 Powered by: eReLeGo

FILMY.TODAY



Routes 2 Roots Becomes India's First NGO in Art & Culture Listed on Social Stock Exchange

Routes 2 Roots (R2R), a Delhi-based non-profit NGO dedicated to promoting art, culture, and heritage, has achieved a significant milestone by becoming India's first non-profit NGO in the field of art and culture to be listed on the Social Stock Exchange (SSE). This listing marks a crucial step forward in social impact financing, providing a platform for clean funds and transparent investment practices for NGOs.

The SSE initiative aims to foster an ecosystem of positive societal change by NGOs to raise funds in a used by SEBI in 2023, the SSE to revolutionize social impact the funding gap for non-profit ; them to amplify their social

R2R's listing on the SSE highlights its dedication to transparency and accountability, as well as its commitment to leveraging culture and education as powerful tools for societal transformation. Through its listing, R2R aims to amplify its impact and reach, ultimately contributing to a more inclusive and equitable society.

The event also played host to 25 school and college students, providing an opportunity for imparting financial education and fostering a culture of responsible investing from a young age. Held at NSE's headquarters in Mumbai, the listing marked a historic day for the organisation.

The 3 promo variou SSE li: recove bonafit high-q

The S signifit highlig transp contri

लोकसत्ता

लोकमान्य लोकशक्ती

कला क्षेत्रातील 'रूट्स २ रूट्स' सोशल स्टॉक एक्सचेंजवर सूचीबद्ध

05/04/2024



बुधवारी झालेल्या सूचीबद्ध झालेल्या समारंभात एनएसईचे आस्थाधिकार चोहान आणि अभिनेत्री जुही चावला.

लोकसत्ता व्यापार प्रतिनिधी

मुंबई : राष्ट्रीय शेअर बाजाराच्या (एनएसई) सोशल स्टॉक एक्सचेंजवर बुधवारी सूचीबद्ध झालेली सहावी ना-प्लेफिट संस्था 'रूट्स २ रूट्स' ही कला आणि संस्कृती क्षेत्रातील पहिली एनजीओ ठरली आहे. एनएसईवर या सूचीबद्ध झालेल्या प्रथम कला आणि संस्कृती क्षेत्रातील एनजीओ ठरली आहे. एनएसईवर या सूचीबद्ध झालेल्या प्रथम कला आणि संस्कृती क्षेत्रातील एनजीओ ठरली आहे.

विशेषतः प्रदेश आणि उत्तराखंडमधील विकासात १०० शाळांमध्ये कला, संस्कृती आणि वारसा या विषयावर सोशल डिजिटल शिक्षण कार्यक्रम राबविण्याच्या 'रूट्स २ रूट्स' या सूचीबद्धतेवर वारसाविराज्य अंदाजे एक कोटी रुपयेचा निधी भारतात असून, त्यावर तिथीच्या सहा सुरू असलेल्या उच्चमध्यम अंशिक सक्षम बनविले जाणे अपेक्षित आहे. समई वसाहसमध्ये उपक्रम, संगीत वाद्ये आणि त्याची देखभाल तसेच शिक्षकांना प्रशिक्षण यासाठी हा निधी खर्च केला जाणार आहे, असे 'रूट्स २ रूट्स' संस्थेच्या लक्ष्यात पुढा घेणे सांगिले. संस्थेच्या प्रारंभिक भागातील ज्योद्धा नूरानी यांनी याबद्दल सांगितले. संस्थेची कार्यकारी सदस्य ज्योद्धा अभिनेत्री जुही चावला, संस्थेचे सल्लागार समीतकार एहसान नूरानी उपस्थित होते.

UNI

United News of India

India's Multi Lingual News Agency

Wednesday, Apr 17 2024 | Time 12:53 Hrs(IST)

Business Economy

Posted at: Apr 4 2024 7:49PM

R2R becomes India's first non-profit NGO in art & culture

Mumbai, Apr 4 (UNI) Routes 2 Roots (R2R), a Delhi-based non-profit NGO dedicated to promoting art, culture, and heritage, is listed on the Social Stock Exchange (SSE).

R2R's listing on the SSE comes on the heels of its recent IPO, which saw overwhelming demand and was completely sold out in record time.

The event witnessed the presence of esteemed guests from various fields as well, including Bollywood and music industry stalwarts such as renowned actor Jui Chawala and others.

UNI JM GNK

Tags: Please log in to get detailed story. #R2R becomes India's first non-profit NGO in art & culture

PRESS TRUST OF INDIA

Routes 2 Roots listed on NSE's Social Stock Exchange

MUMBAI: The NSE's Social Stock Exchange on Wednesday announced the listing of sixth non-profit organisation, Routes 2 Roots, on its platform.

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SPIRIT OF MUMBAI

Uber Cool, Hot & Happening in Mumbai

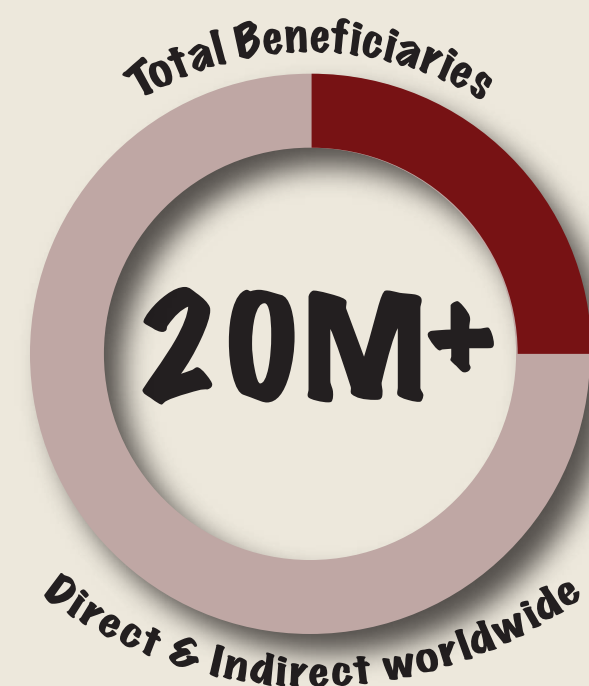
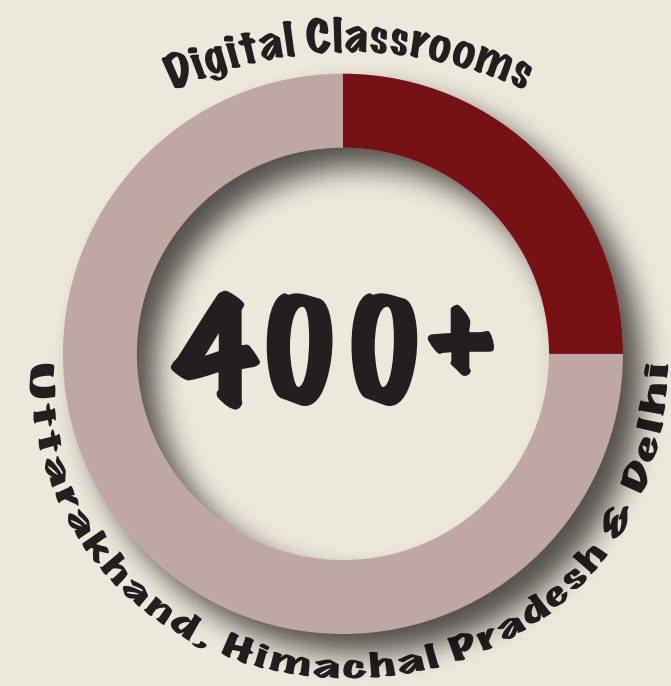
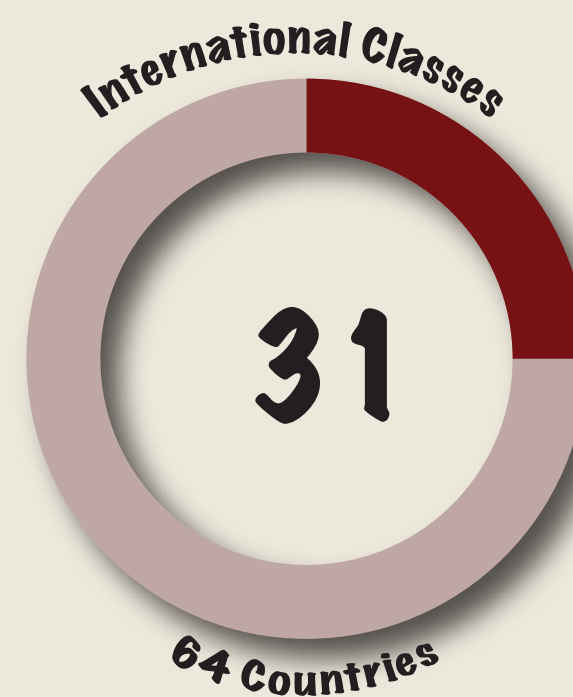
Thursday, April 4, 2024

Routes 2 Roots (R2R) Becomes India's First non-profit NGO in Art & Culture to be Listed on Social Stock Exchange



SSE expected to provide push to clean funds and transparent investment practices for NGOs; R2R initiative to support cultural education and disaster recovery initiatives in Himachal Pradesh and Uttarakhand





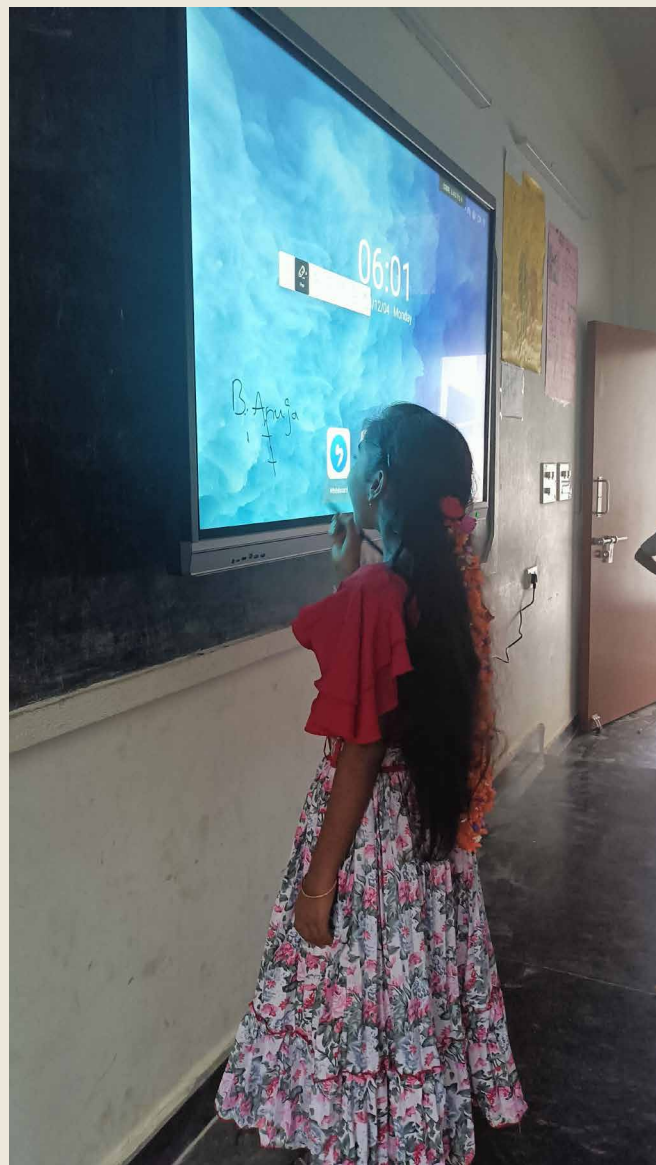
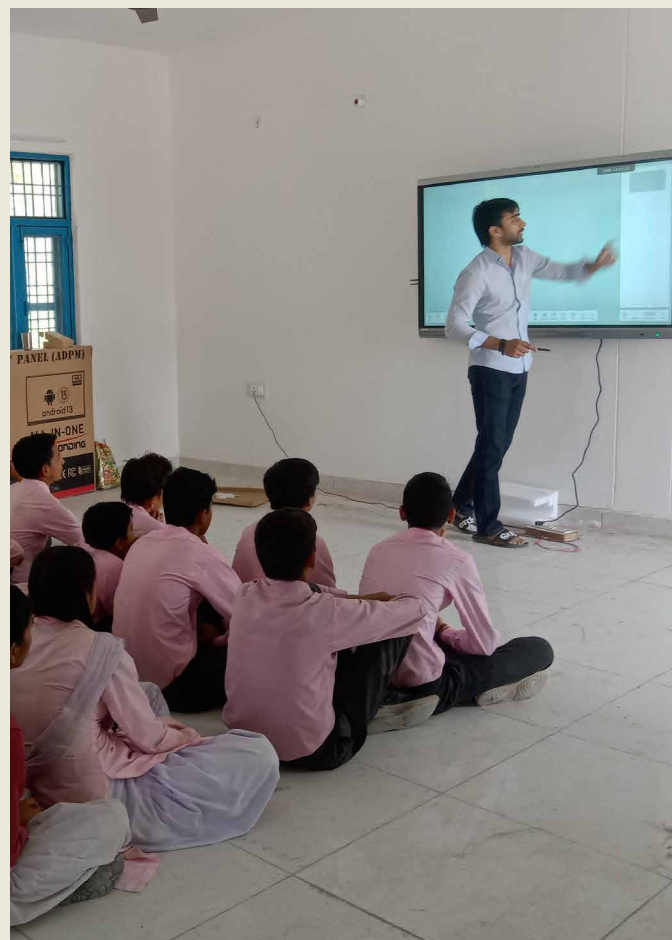
# PROGRAM ACTIVITIES





# DIGITAL SMART CLASSROOMS

Routes 2 Roots is progressing steadily to make education inclusive and accessible to students in remote areas of India and for students who do not have easy access to such facilities.

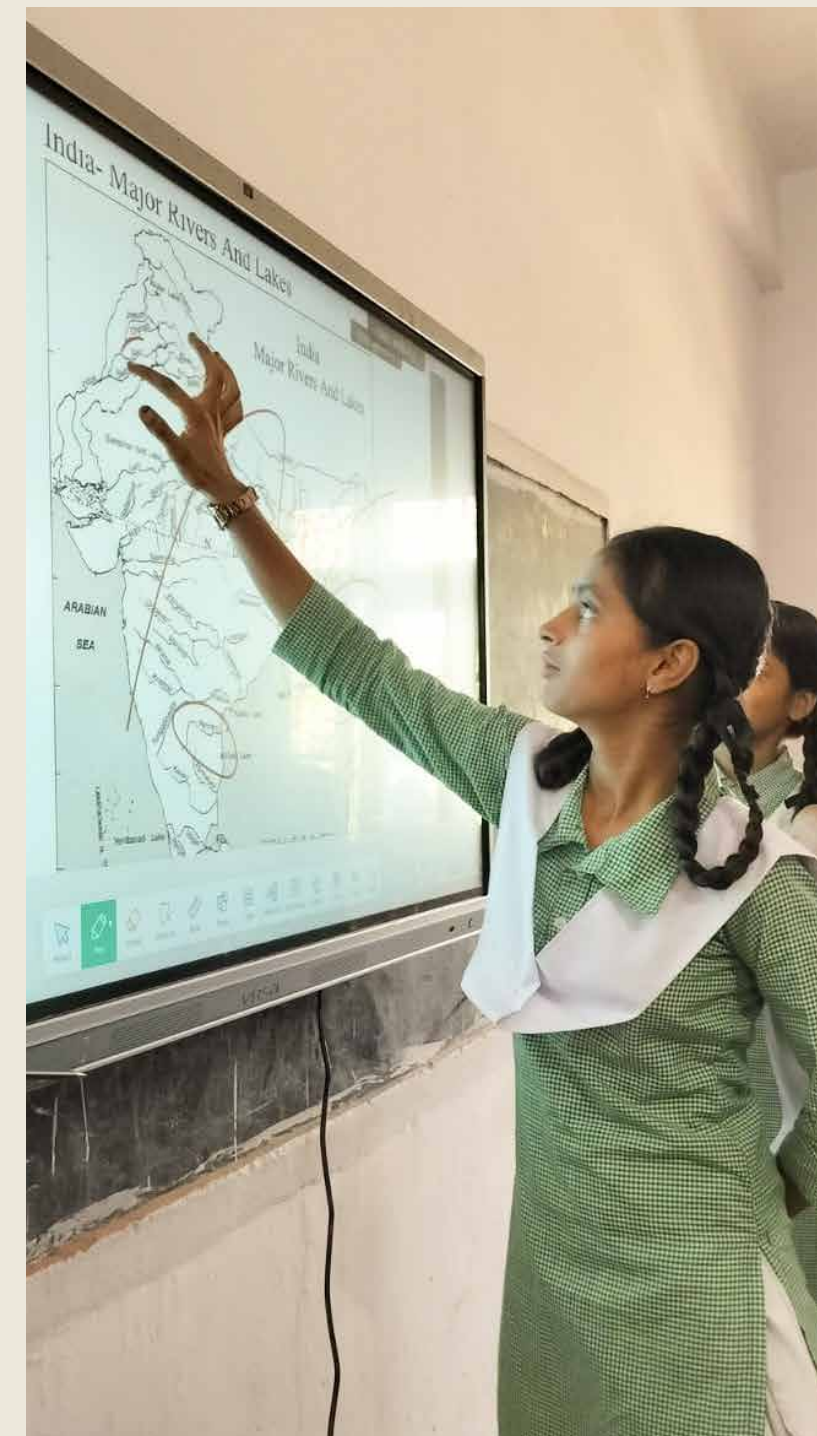


The state-of-the-art IFP panel with configurations best in the class has been installed.

Interactive Flat Panel (8 GB RAM, 128 GB ROM, 1 TB SSD)

Key Features of the Educational Panel (IFP)

- 48 megapixels Auto Motion Camera with 8 Microphones
- Android 13, dual-core ARM, 8 GB RAM, 128GB Flash, Crystal-clear 4K Resolution
- Best digital display, Multi-touch, Viewing angle of 120 degrees, Total 3 USB Ports,
- Screen Resolution-- 3840 x 2160 pixels, Bluetooth & WiFi, Screen Recording, Built-in speakers.
- Integrated K-12 learning e-books (NCERT-based curriculum for all classes) with more than 50000 videos & 100000 question answers
- Performing Art & Culture real-time interactive application (S.T.E.A.M),
- Can be used as an Interactive whiteboard, Computer & TV, Hybrid and Remote Classroom Facility.







# 14<sup>th</sup> All India Inter School Competition

## Routes 2 Roots 14<sup>th</sup> All India Inter-School Competition Announced

Routes 2 Roots announced the opening of the 14th edition of its much-awaited All India Inter-School competition, which will hereafter be an annual contest. Students from all over the country send video entries of their performances in Classical music and dance, folk forms of dance and music as well as lighter forms of the disciplines to Routes 2 Roots in vast numbers. These are seen and evaluated by the esteemed faculty and team members of the NGO and the finest among these are awarded with high value prizes, while all the participating students are given certificates for their effort in a bid to encourage the students to learn about the rich cultural heritage of India. The competition is open under three categories created based on age to create a level playing field for all competitors from elementary to high school. Entries have already started pouring in and it promises to be an exciting if not tough time for the judges who will be evaluating the rich pool of talent this year.

**Routes 2 Roots®**  
Express Your Creativity, Seize the Spotlight and Win Exciting Prizes and Certificates!

**14<sup>th</sup> ALL INDIA INTER SCHOOL COMPETITION**

**EXTENDED TILL 31<sup>ST</sup> May, 2024**

Follow these 4 simple steps:  
1. Record a video in good quality of you performing  
2. Download Routes 2 Roots application from play store/ Apple store or Go to the link: [www.routes2roots.com/competition](http://www.routes2roots.com/competition)  
3. Fill the registration form  
4. Follow the steps under - "How to upload video on your YouTube channel"

**Categories:**  
Guitar, Keyboard, Flute, Yoga, Harmonium, Hindustani Classical Vocal, Carnatic Vocal, Folk & light Music, Fun with Arts, Kathak, Bharatanatyam, Folk & light Dance, Other Classical Dance Form, Violin, Sitar, Theatre, Tabla, Other Instruments

**TERMS AND CONDITIONS**  
• Entries will be judged in three different categories as per the following age groups:  
• 6-10 years, 11-14 years & above 15 years  
• Entries received after the closing date shall be disqualified  
• Entries of videos from previous events shall be disqualified

Email ID: [virsa5@routes2roots.com](mailto:virsa5@routes2roots.com) Sachleen: 9870192408 Deepika: 96671 66988 Website: [routes2roots.com](http://routes2roots.com)

## Workshops of Routes 2 Roots Continue to Regale Students Across India

Propagation of promoting the culture of music & arts by leading maestros, and facilitating workshops to create a difference amongst the younger generation.



## Digital Classes of Routes 2 Roots

A brilliant way of learning music & arts through digital classes in the classrooms and also from the comfort of their homes.

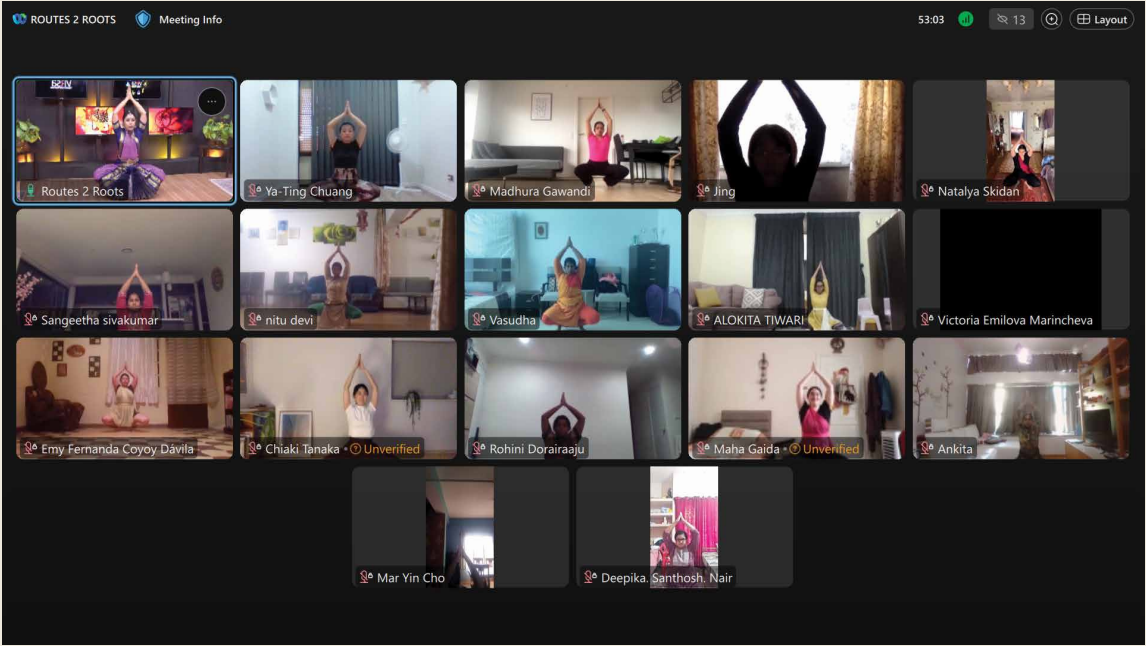




# TAKING INDIAN ART TO THE WORLD



भारतीय सांस्कृतिक सम्बंध परिषद  
Indian Council For Cultural Relations



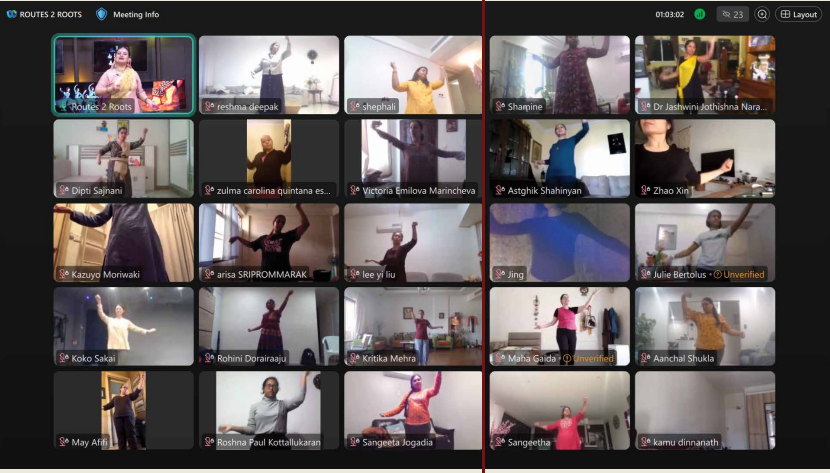
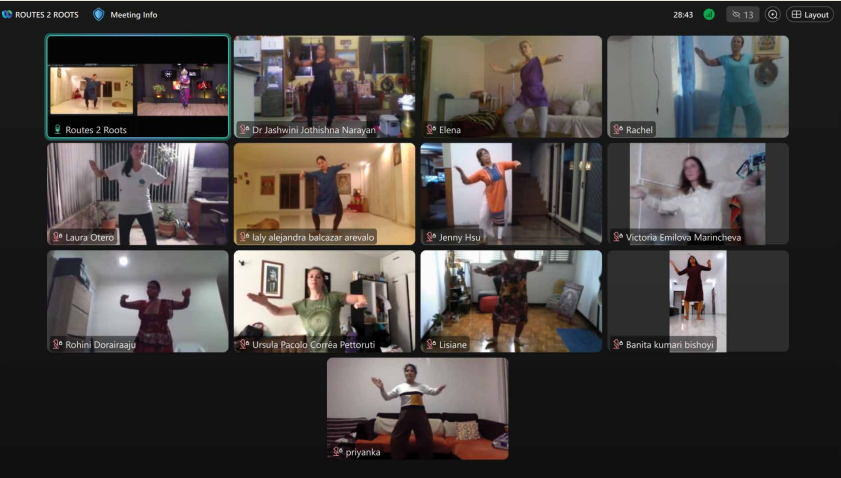
## KATHAK



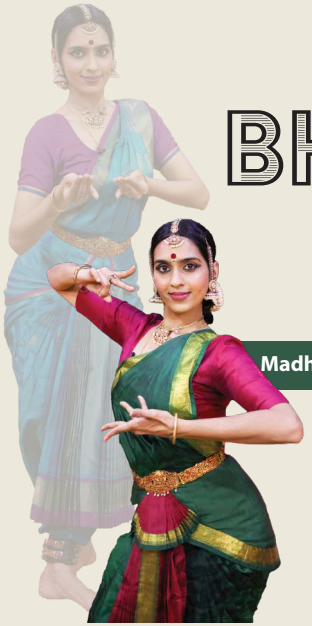
Richa Jain



Ragini Maharaj



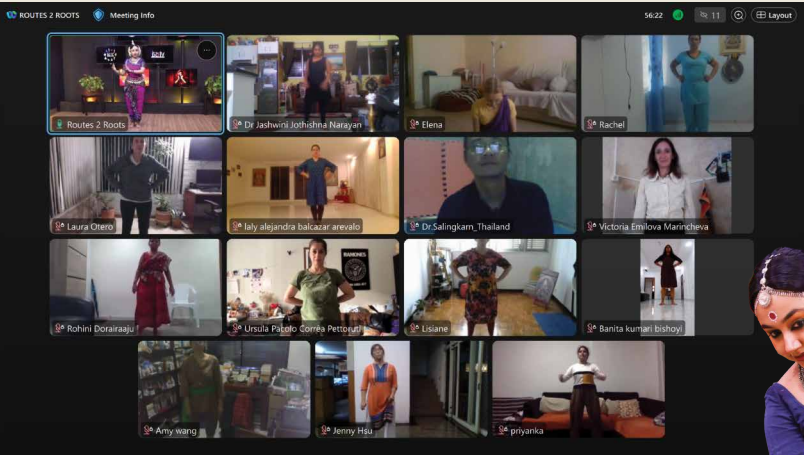
## BHARATANATYAM



Madhura Bhrushundi



Gayatri Deka

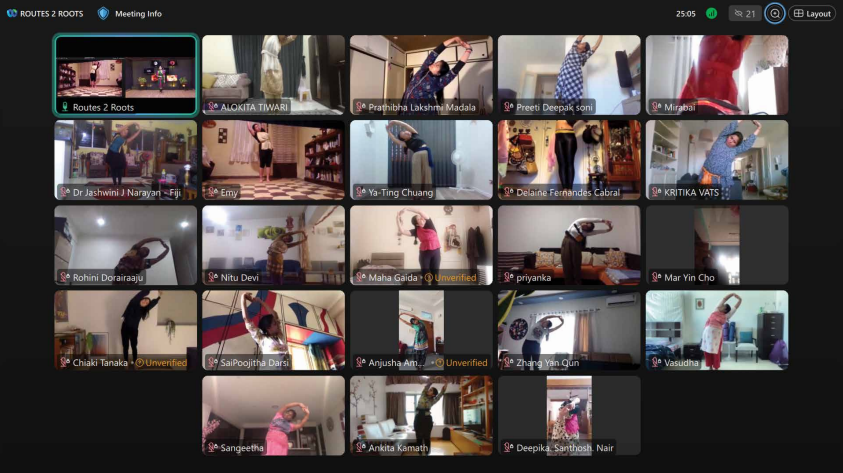


Vrinda Chadha



Arunima Ghosh

## ODISSI





## Routes 2 Roots Puts up Captivating Cultural Showcase at Fund Raising Event

Routes 2 Roots organized a special evening of culture and conversation that was riveting for its attendees. The NGO highlighted a spectacular presentation at a special fundraising dinner organized in association with Azelis India Private Limited at the Hotel Taj Palace, New Delhi, for the industry leaders of the Chemical & Food Ingredients Industry. As part of the showcase, Routes 2 Roots presented their work and its expanse to the selected senior management gathering in leading industry companies. The informative presentation was followed by a cultural show where exponents of different disciplines from the faculty of Routes 2 Roots and their students sampled performances to give a glimpse of the kind of work done by the NGO in the cultural education segment. The music and dance performances traversing various different genres, from Classical to Sufi, were enthralling. Hindustani Classical Vocal, Kathak and Odissi gurus of Routes 2 Roots put up an awe-inspiring and vibrant show with their students, adding a lot of beauty and colour to the evening. The cultural exposition and the presentation were followed by dinner.

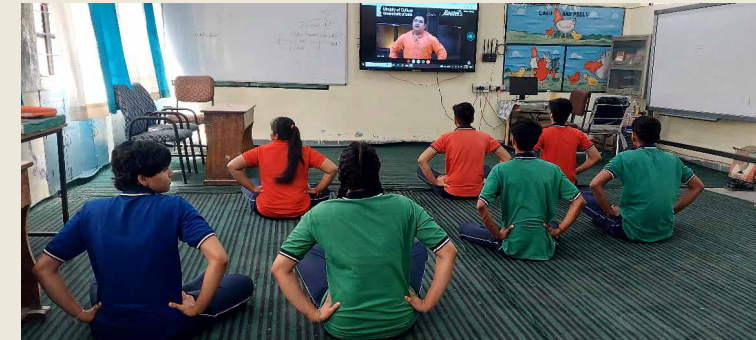




# WORLD MUSIC DAY



Students from Dr B R Ambedkar School of Specialized Excellence, Amity University, and T.A. Pai Management Institute specially curated a musical concert and quiz for a World Music Day event for students at Routes 2 Roots. Thousands of students from every corner of the country participated in this celebration, with dance and music being played in every classroom.



# INTERNATIONAL DAY OF YOGA

Yoga Guru Dr Sanjeev Pathak celebrated International Day of Yoga from our studio in Delhi. Lakhs of children from thousands of schools joined Dr Pathak as he guided them through special asanas. The session was curated to keep with this year's theme of Women's Empowerment and Yoga for Society.



## Seminar on Accelerating Social Impact with SSE in New Delhi on 14th June, 2024

Routes 2 Roots Founder Mr Rakesh Gupta was invited to address the Non-Profit organisations at a function held by the National Stock Exchange at the Bharat Mandapam, New Delhi. This program was primarily held to address the concerns of NPOs regarding registration on the NSE's SSE platform.

# ACCELERATING SOCIAL with Social Stock Exchange (SSE)

14<sup>th</sup> June, 2024 | Leader's Lounge  
Bharat Mandapam, New Delhi





# FEEDBACKS



We are delighted to offer our sincere appreciation to Routes 2 Roots for the captivating program presented by the esteemed Kuchupadi dancer, Natya Bhusana Kumari Ashwini CH at PM SHRI KV MYSURU. The event was a resounding success, leaving the audience spellbound and enchanted.

Kumari Ashwini CH's insightful introduction, juxtaposing Bharatanatyam and Kuchpadi, skillfully drew the children into the performance. Her artistry was on full display as she segued from the invocation song to the awe-inspiring dance depiction of Jatayu, followed by the mesmerizing Krishnaleela Tharangani on the Thamarai Bronze plate a true masterpiece that transcended words.

The program's inclusivity was evident in the beginner-friendly dance movements, while the diverse poses of mythological characters, including Goddess Saraswati, Goddess Parvathi, Lord Ganesha, left the children in a state of wonder. The interactive question-answer session further immersed them in the rich tapestry of mythology.

PM SHRI KV MYSURU extends its heartfelt gratitude to Routes 2 Roots for crafting an unforgettable experience that will resonate with us for a long time. Their dedication to promoting cultural heritage is truly commendable,

**KV Mysuru**



We are very happy to install the New Age IFP panel in our school. It not only has great features like a built-in camera, 1TB SSD, and a strong microphone but also gives our students the opportunity to benefit from the K12 learning app, Routes to Roots cultural education app, and Biometric app for student assessment and counselling. All this will hugely add value to our students' education.

**Govt. Sr. Sec. School Thulel Teh.  
Sihunta, Distt. Chamba (H.P)**



We have other panels installed in our school, but today, we installed a VIRSA IFP panel, and the installation and training process was very smooth. The quality and features of the VIRSA panel are outstanding, especially the built-in 1TB SSD, camera, and powerful microphones. The K12 content, with thousands of questions and answers, is very helpful for students. Virsa panel also helps our school implement NEP by providing an application for daily live interactive Art classes, which include Yoga and AI classes.

**DEHRADUN  
Army Public School**



Guru Arpita Banarjee, an artist of Kathak, conducted a workshop in our school PM SHRI Kendriya Vidyalaya, Army Cantt. Pangode today organized by Routes 2 Roots NGO. The workshop has certainly helped our students to know the importance of culture in academics. This workshop also helped the students to de-stress from the routine of academic pressures. Many students participated in the workshop and it was a very informative, interactive and engaging session where the students also got opportunity to learn the nuances of Kathak discipline and they freely interacted with the artist. This workshop is very useful as it is an extension of Routes 2 Roots online daily interactive classes.

I am hopeful more students will participate in your programme.

**KV Army Pangode**



# Addressing Key Issues

## 1. Preservation of Cultural Heritage

- **Problem:** Loss of cultural heritage and traditions due to globalisation, modernization and neglect.
- **Solution:** Art and culture education can help preserve and promote an understanding of different cultural traditions and practices.



## 4. Enhancement of Emotional and Social Skills

- **Problem:** Increasing mental health issues and lack of emotional intelligence among students.
- **Solution:** Engagement with art and culture helps in emotional expression, empathy, and social interaction.



## 2. Promotion of Diversity and Inclusion

- **Problem:** Cultural ignorance and lack of appreciation for diversity.
- **Solution:** Education in art and culture fosters respect for different cultures, promoting diversity and inclusion in society.



## 5. Economic Opportunities

- **Problem:** Unemployment and lack of skills relevant to the modern economy.
- **Solution:** Art and culture education can lead to careers in creative industries, which can significant contributors to the economy.



## 3. Development of Critical Thinking and Creativity

- **Problem:** Overemphasis on rote learning and standardized testing in education systems.
- **Solution:** Art and culture education encourages creative thinking, problem solving, and critical analysis.



## 6. Community Engagement and Cohesion

- **Problem:** Fragmented communities with little sense of unity or common purpose.
- **Solution:** Community art projects and cultural programs can unite people, fostering community spirit and cohesion.





### 7. Global Understanding and Peacebuilding

- **Problem:** Conflicts and misunderstandings between different cultural groups.
- **Solution:** Understanding and appreciating different cultures through education can promote global peace and cooperation.



### 10. Interdisciplinary Learning

- **Problem:** Education systems often silo knowledge into separate subjects, limiting integrated learning.
- **Solution:** Art and culture education can be interdisciplinary, linking history, sociology, literature, and more to providing a holistic learning experience.



### 8. Personal Development and Fulfillment

- **Problem:** Lack of personal fulfillment and purpose among individuals.
- **Solution:** Engaging with art and culture can provide personal satisfaction, purpose, and a sense of identity.



### 11. Health Issues

- **Problem:** Mental health in students has taken the shape of a pandemic, and educators are taking up this problem with all seriousness. High stress, anxiety, depression, Social isolation, peer competitions, Difficulty expressing emotions, pro-cussing trauma.
- **Solution:** Art therapy reduces stress, improves mood and alleviates symptoms. Group art activities foster social connections and community support. Art offers a medium for emotional expression and aids trauma recovery.learning experience.



### 9. Environmental Awareness

- **Problem:** Disconnection from nature and lack of environmental responsibility.
- **Solution:** Many cultural practices and art forms emphasise harmony with nature, promoting environmental awareness and responsibility.





*Our culture is a gift to the future,  
ensuring our stories and traditions  
live on for generations to come.*

Registered Office - S-43, Punchsheel Park, New Delhi- 10017

Corporate Office -

Routes 2 Roots, G2, Max Towers, Delhi One, Sector-16 B,  
Gautam Buddh Nagar, Noida, Uttar Pradesh 201301

Email:- [info@routes2roots.com](mailto:info@routes2roots.com)

Tel. No. - 01204123996, 01204124949 [www.routes2roots.com](http://www.routes2roots.com)

