

*Routes 2 Roots*<sup>®</sup>  
BEYOND EDUCATION

*Annual*  
**Report**  
2024-2025







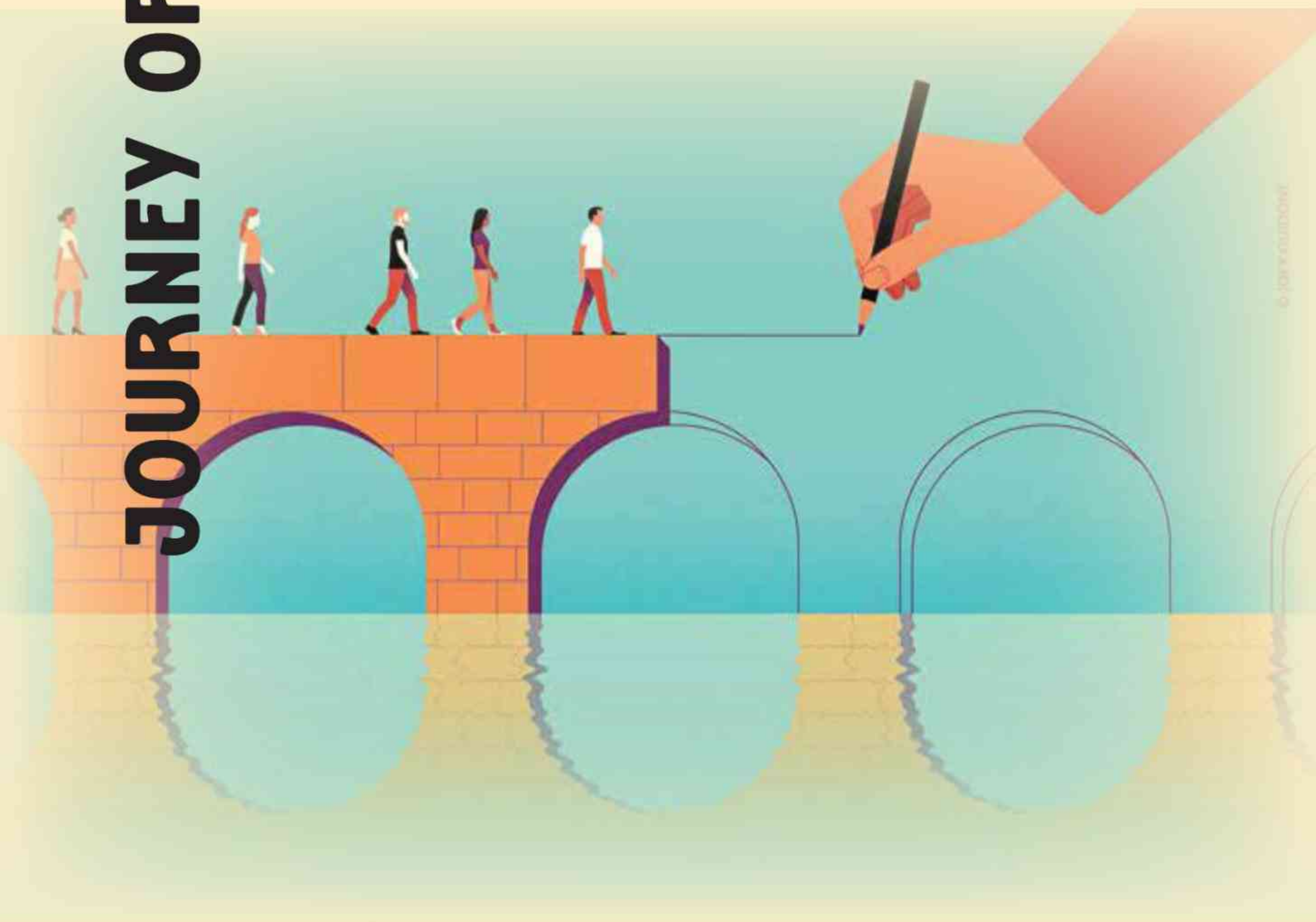
# JOURNEY OF ROUTES 2 ROOTS

## TWENTY YEARS OF BRIDGING CULTURES

For the past 21 years, Routes 2 Roots has been passionately promoting art, culture, and heritage across the globe. With a commitment to non-commercial outreach, the organization has hosted numerous international events, exhibitions and concerts all free and open to the public to foster cross-cultural unity.

In partnership with Ministry of Culture, Govt of India, Indian Council for Cultural Relations (ICCR), State & Foreign Governments, Cultural Ministries, and Embassies, Routes 2 Roots has curated meaningful Indian cultural experiences attended by the President of India, Governors, Ministers, and diverse global audiences.

Routes 2 Roots continues to inspire through heritage preservation and global cultural integration aspiring towards a tolerant and peaceful world.





# Outstanding Accomplishments

- Celebrated 60 years of Indo-China Diplomatic ties with a Film Festival in Beijing and Guangzhou with film star Sharman Joshi showcasing movie "3 idiots" and exhibition on the "Journey of Indian Cinema" in collaboration with ICCR
- In collaboration with ICCR marked 65 years of Indo-Russian Diplomatic ties in Moscow and St. Petersburg with an Indian cultural festival which travelled to 5 cities in Russia
- Organized "Journey of Indian Cinema" with Ministry of Culture of the Russian Federation and ICCR in Moscow and Vladikavkaz, inaugurated by filmstar Rishi Kapoor where we facilitated and got him honoured with knighthood by the Mayor
- Hosted Festival of India in South Africa in collaboration with ICCR which was complemented with cultural performances and an exhibition on "Journey of Indian Cinema"
- Hosted a grand ceremony in London, UK to honour film personality Shahrukh Khan with a Doctorate from the University of Bedfordshire for his contribution towards Art & Culture
- Preservation of our heritage by digitising all four Vedas with authentic Sanskrit chanting by scholars and subtitled in 9 global languages, marketed by Times Music which was a Nationwide Bestseller
- Organised a cultural evening at the 3<sup>rd</sup> SAARC Conclave held in Sri Lanka
- Conducted India's largest Oral Histories and Student Exchange Program over a period of 6 years engaging thousands of students building bridges and fostering friendships towards a peaceful co-existence
- Hosted the Centenary Celebrations of the famous subcontinent poet Faiz Ahmad Faiz across many cities in India, which was inaugurated by the President of India
- Held memorable concerts at historic monuments like Qutub Minar, Old Fort (Delhi), and Chowmahalla Palace (Hyderabad) to name a few to highlight our historical heritage



# VISION AND MISSION

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

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 further enhanced 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 for a peaceful world.







# GOALS

- Implemented digital teaching of Indian art and culture in 100 government schools in Himachal Pradesh and Uttarakhand.
- Install smart classrooms with interactive panels, K-12 e-content, and Routes 2 Roots daily art and culture classes.
- Reach over 1,00,000 student beneficiaries across 25 districts.
- Strengthen cultural education as a mainstream part of the curriculum aligned with the New Education Policy (NEP 2020).
- Conduct real-time interactive art and culture classes, physical workshops, and national-level competitions.
- Scale-up efforts to reach more schools across less privileged and backward areas.





# CORE VALUES

- **Cultural Preservation:** Promoting Indian heritage and traditional art forms.
- **Inclusivity:** Reaching underprivileged communities and remote geographies giving equal opportunities to all
- **Technology Integration:** Bridging art and modern education through digital tools.
- **Empathy & Mental Wellness:** Helping students reduce stress and build holistic personalities.
- **Transparency:** Ensuring clarity in use of funds and impact measurement.
- **Service Orientation:** No commercial motive – purely driven by social impact.



*As we reflect on the past year, I am filled with deep gratitude for the incredible journey we have had in promoting our mission of spreading cultural education to the last mile. Our endeavor has been to inculcate the cultural ethos in our young generation to give them an all rounded development and we continue to enhance this with modern learning techniques to equip them for today's world. This would not be possible without our team's dedication, passion and hard work which have driven remarkable progress and I am proud of what we have achieved together and excited for the opportunities ahead. As we look to the future, I am inspired by the potential for growth, impact and positive change. Our mission remains our guiding force and I am confident that together we will continue to make a difference.*

*Teena*

**Teena Vachani**  
Founder

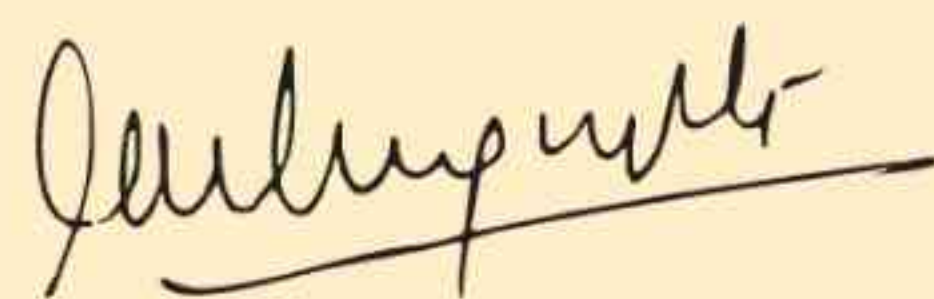


**MESSAGE**



# MESSAGE

The last year has been full of challenges and achievements. After the glittering star-studded listing on the SSE platform of the National Stock Exchange in Mumbai in early April 2024, it was a year to prove ourselves again, especially to our new donors. The adoption of 100 schools in all 25 districts of Himachal Pradesh and Uttarakhand, and completing the digitisation of classrooms in the remotest areas where even last-mile connectivity by road was unavailable. Compliance with the SEBI and NSE guidelines was ensured by promptly uploading the quarterly reports, followed by the annual and impact assessment reports prepared by SEBI-registered independent assessors. This year, more schools were added to the Routes 2 Roots program, and the reach of the digital classroom reached more than 93 countries internationally. For a long time, Routes 2 Roots contemplated publishing the books on Indian Art and culture. Finally, three books written by the faculty of Routes 2 Roots were published by Parragon, and the launch was held at a large gathering of art lovers, artists, and other dignitaries. The books are being well-received by the schools for their libraries.



**Rakesh Gupta**  
Founder







|  |   |
|--|---|
|  | SDG 3: Good Health and Well-being               |
|  | SDG 4: Quality Education                        |
|  | SDG 8: Decent Work and Economic Growth          |
|  | SDG 10: Reduced Inequalities                    |
|  | SDG 11: Sustainable Cities and Communities      |
|  | SDG 16: Peace, Justice, and Strong Institutions |
|  | SDG 17: Partnerships for the Goals              |



**Routes 2 Roots** is a Delhi-based non-profit NGO with a presence all over India and in over 64 countries across the world making it the most significant cultural NGO. Since its inception in 2004, the NGO has constantly strived to disseminate culture, art, and heritage to all ages and in particular 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 16 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 and orientation 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.

# OUTLINE OF THE PROJECT







## **ROUTES 2 ROOTS TRANSITION TO THE DIGITAL LEARNING PROGRAM**

Between 2010 and 2015, Routes 2 Roots engaged with schools across India—from low-income municipal schools to elite schools. A study conducted during this period revealed a shocking gap in the presence, awareness and learning of Indian classical art and culture in school education. Where music existed, it was limited to one or two art forms, often diluted with popular (filmy) culture, compromising the authenticity of India's classical heritage.

This inspired Routes 2 Roots to conceptualize VIRSA, a project aimed at reviving and preserving authentic Indian classical performing arts in schools. Under the guidance of an esteemed advisory board of classical art stalwarts, the NGO developed a curriculum rooted in traditional Gharana styles.

In 2016, with token support from the Ministry of Culture, Routes 2 Roots developed its own real-time interactive software—a pioneering step when platforms like Zoom and Google Meet weren't even in common use. This led to the official launch of Project VIRSA in August 2016 by the Hon'ble Minister of Culture, starting with 50 schools.

Today, VIRSA has expanded to over 24,000 schools, impacting more than 2 crore students across India. The program uses a hybrid model, blending live digital classes with physical workshops, enabling students to interact with Gurus and allowing for direct assessment of impact.

The program's scale and impact have been recognized by the Limca Book of Records as the largest cultural education initiative in India. With the support of ICCR and Indian missions abroad, the program has also extended to over 93 countries, offering training in English of traditional dance forms Kathak, Bharatanatyam, Odissi, and folk arts like Mehndi, Rangoli, Puppetry, and Madhubani painting accommodating their time zones.

VIRSA remains the only initiative of its kind in India—offering cultural education of this magnitude completely free of cost, preserving and promoting India's rich artistic heritage for generations to come.



# KEY AREAS OF ROUTES 2 ROOTS

## Cultural Education



- Teaching of Indian classical music, dance, theatre, and visual arts.
- 16 disciplines offered: Hindustani & Carnatic Vocal, Tabla, Flute, Harmonium, Sitar, Guitar, Keyboard, Kathak, Bharatnatyam, Art, Theatre, AI, Mindfulness, Punjabi Literature and Yoga.
- Real-time interactive classes by renowned Gurus and Maestros.

## Digital Learning Infrastructure



- Setup of Smart Classrooms in schools (65"/75" smart panels, e-books, and software).
- Access to live and archival cultural classes via proprietary software.
- Integration with AI tools and K-12 content (free of cost, not part of fundraising).

## School Outreach



- Operates in over 24,000 schools including Kendriya Vidyalayas, Navodaya Vidyalayas, BSF, Sainik, Army, Govt schools of Punjab and Haryana, MCD, NDMC Telangana schools and many more.
- Digitized 100 more schools in Himachal Pradesh and Uttarakhand through the ZCZP Issue.



## Teacher Training & Support



- On-ground training and orientation for teachers to use smart classroom equipment to support their lessons.
- Continuous technical and academic support via Whatsapp, calls, and emails.

## Social Impact & Mental Wellness



- Focus on reducing student stress, enhancing creativity and promoting inclusiveness.
- Special focus on disaster-affected and underprivileged areas.

## Monitoring & Impact Assessment



- Quarterly reporting of fund utilization.
- Outcome tracking after 12 months.
- Audited by internal auditors and reviewed by the Governing Body.

## Maintenance & Sustainability



- 3 years of equipment maintenance included.
- Long-term support with physical workshops and digital updates.



# HIGHLIGHTS OF THE PROJECT



**DIGITISING SMART  
CLASSROOM**

**235**

**WORKSHOPS**



**273**



**LIVE INTERACTIVE  
CLASSES**

**305**



**ART & OTHER  
ACTIVITIES**

**138**



**ANNUAL COMPETITION  
PARTICIPANTS**

**1635**



**INTERNATIONAL LIVE  
CLASSES**

**164**



**SCHOOLS**

**24733**



**COUNTRIES**

**93**



**BENEFICIERIES**

**21329276**



# Digitising Classrooms

Gaming & Coding

Art and Culture Activities

Physical Workshops

Vocational Training

Yoga

21st Century Learning Skills

All India Competition

Mehendi

Handicraft Activity

Guidance and Career counselling

Kathak

Musical Instrument Distribution

Puppet Making

Tabla

Hindustani Classical Vocal

K12 Education Content

Brain Development

Guitar

Live Interactive Classes

Citizenship Skills

Odissi

International Live Classes

Psychometric Test

Madhubani

Hindustani Classical Harmonium

Carnatic vocal

Sitar

Flute

Bharatanatyam

AI

PROJECT ACTIVITIES





# GLOBALIZING INDIAN CULTURE ROUTES 2 ROOTS AND ICCR INTRODUCES CLASSES



Following the remarkable success of live digital classes in Kathak, Bharatanatyam, and Odissi for international students across 93 countries, Routes 2 Roots, in collaboration with ICCR, launched pilot sessions in popular folk art forms—Madhubani Painting, Rangoli Design, Henna Design, and Puppet Making.

These short, introductory courses were taught by master artisans who carry forward family legacies in these traditional crafts. This initiative marks a unique step in connecting global learners with India's vibrant cultural heritage through real-time, hands-on learning experiences. These courses received a record-breaking number of enrolments, offering students a foundational understanding of each art form. The overwhelming response and student feedback have led to growing demand for future sessions—highlighting the program's global impact and appeal.





Installation of state-of-the-art panels in the rural areas and aspirational districts of India with facility of real time interactive art & culture classes with digital e-books for online and offline education at par with any school in the country.

## **DIGITISING CLASSROOMS**



Routes 2 Roots conducts cultural workshops nationwide, even in remote areas like Tawang and Leh. Artists demonstrate and teach Indian classical art forms, followed by student participation and feedback collection. Over 50 such workshops were held in underprivileged schools, promoting national integration by showcasing diverse regional art forms across India.

## **PHYSICAL WORKSHOPS**

Art has no boundaries—Routes 2 Roots, in collaboration with ICCR and CCRT, conducts weekly online Indian classical dance classes in English for participants from over 93 countries. With support from Indian Missions, expert Gurus teach Kathak, Odissi, Bharatanatyam, Madhubani, Rangoli, Heena and Puppet making spreading Indian culture globally.

## **ONLINE INTERNATIONAL CLASSES**





Monday to Saturday, two to three classes are held digitally from our studio. The three camera shoot enhances the experience of learning the art form giving a real time feeling. Each school is sent the timetable a week before the commencement of each month & monthly attendance is shared with the schools.



## **LIVE INTERACTIVE CLASSES**



Most schools do not have instruments for the children to learn and practice the art form which deprives them of proper learning. Routes 2 Roots provides musical instruments and costumes to schools with talented underprivileged children, channeling their energies into skill-building rather than wasting time on the streets.

## **DISTRIBUTION OF MUSICAL INSTRUMENTS**



## **ANNUAL COMPETITION**

Routes 2 Roots also organizes an annual All India Inter-School Competition, receiving thousands of digital entries in various art forms. Winners across regions and age groups receive prizes like TVs, tablets, smartphones, and cash coupons, with all participants getting certificates. Esteemed Gurus judge the entries, helping assess program impact.



Focus on developing students capacities to become global citizens through communication skills, Creative activities, literary activities, Presentations, Group discussions, brainstorming talks etc.

## **21ST CENTURY LEARNING AND INFORMATION SKILL**



The product is unique and innovative as it does not entirely depend on pen-and-paper, these tests are conducted online on specially designed AI enabled software the reports instantly generated so that counselling can be conducted.

## **GUIDANCE AND CAREER COUNSELLING THROUGH PSYCHOMETRIC TEST**

Conduct Workshops by the civic leaders, and historians to share their knowledge about the constitution of India on two major pillars. Organize contests and quiz shows with prizes included. Shown a documentary created by the students on the Constitution of India.

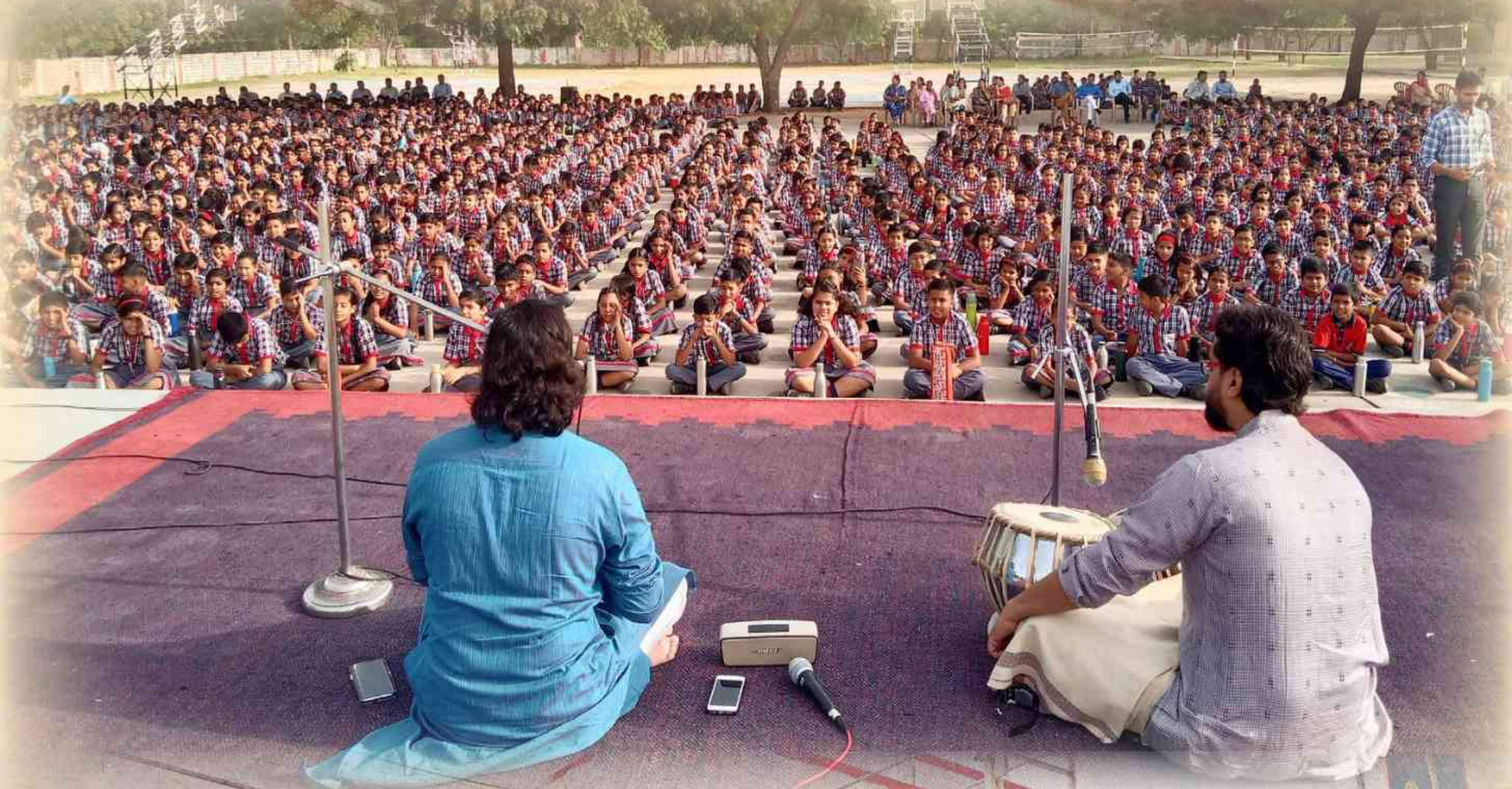
## **CITIZENSHIP SKILLS, CONSTITUTIONAL VALUES AND KNOWLEDGE OF INDIA**







# WORKSHOPS CONDUCTED PAN INDIA THROUGH ALL SEASONS







**SPECIAL EVENTS**





BMW INDIA  
FOUNDATION




# INAUGURATION OF CULTURAL EDUCATION PROGRAM IN SCHOOLS DIGITISED UNDER BMW FOUNDATION'S CSR SUPPORT

Beginning with the Impressive Bharatanatyam Workshop On December 20<sup>th</sup>, Routes 2 Roots launched its cultural education program at PM Shri Government Sr. Secondary School, Chakkarpur, Gurgaon, supported by BMW India Foundation under CSR. The event featured a Bharatanatyam workshop and a lively Garbha performance by students.

All schools under this grant—including those in Jammu, Kashmir, Bihar, Jharkhand, and Tamil Nadu—had joined the program. Attendees included Vinod Pandey and Paramanu Roy from BMW Foundation, Tina Vachani, Rakesh Gupta, advisor U.N. Khaware, and the school Principal. The initiative brings online cultural classes in 16 disciplines and K-12 content to participating schools, enriching their educational experience.







## **ROUTES 2 ROOTS GURU CURATES SPECIAL PERFORMANCES FOR STUDENTS ANNUAL FUNCTION**

In another first, the NGO curated the dance performance of the Annual Function of Bal Bharati schools in the NCR. The function held on 3<sup>rd</sup> February brought together schools from different branches of Bal Bharati, where students converged to present a cultural piece for parents, educationists and other luminaries. Routes 2 Roots curated the centre-piece dance performance, which was designed and choreographed by the NGO's senior Kathak guru, Rani Khanam.

The celebrated Kathak artiste choreographed two pieces and took rehearsals for over a month-and-a-half to select the right students and teach them the dance to prepare for the big day. She also designed their costumes, styling, sets and lighting for the performances, which mesmerised the school management, administration and the audience. A look at some moments from the stunning performances!







## **DIGITISING REMOTE SCHOOLS IN UTTARAKHAND AND HIMACHAL PRADESH**

Routes 2 Roots continues its mission to make education inclusive and accessible, especially in remote and difficult terrains like Uttarakhand and Himachal Pradesh. As part of its latest outreach, the NGO installed Interactive Flat Panels (IFPs) in schools across 25 aspirational districts—digitizing four schools per district. Alongside art and culture curriculum, K-12 NCERT-aligned content with 50,000 videos and 100,000 Q&As has been provided. Teachers received extensive training, and the IFPs, equipped with 1 TB storage, support learning even in low-connectivity zones.

Many of these schools were severely affected by last year's flash floods and lack basic infrastructure. Classes are often held outdoors or on the floor. Routes 2 Roots' efforts are bridging this gap, empowering students with quality education and modern tools for a brighter future.

Our team braved tough terrains to reach the remote schools of Auli in Uttarakhand despite rough weather conditions and faced extreme risks to reach Kedarnath another difficult destination situated amid glaciers and snow clad peaks to install the IFP's.

Similarly Routes 2 Roots team installed equipment in schools in Spiti Valley (12,000 ft) and Kinnaur (13,000 ft), regions marked by extreme terrain and last year's flood damage but the mission to equip these schools was the driving force behind the teams efforts who at places had to carry the IFP on their backs for lack of transport in these remote areas.









# WORLD MUSIC DAY AND INTERNATIONAL DAY OF YOGA CELEBRATED

To celebrate World Music Day, students from Dr. B.R. Ambedkar School of Specialized Excellence, Amity University, and T.A. Pai Management Institute curated a special musical concert and quiz for Routes 2 Roots students from the studio. The event saw thousands of students nationwide joining in, filling classrooms with vibrant performances of dance and music.

On International Day of Yoga, a special session was broadcast live from Routes 2 Roots' Delhi studio, led by Yoga Guru Dr. Sanjeev Pathak. Lakhs of children from thousands of schools participated as Dr. Pathak guided them through asanas themed around Women Empowerment and Yoga for Society – promoting holistic well-being and unity.







## MAX INDIA FOUNDATION SUPPORT CONTINUES TO TRANSFORM LIVES THROUGH CULTURAL EDUCATION

Max India Foundation (MIF), a key donor of Routes 2 Roots, has once again pledged its support to expand the cultural education program, especially across the less privileged schools in Punjab. Their funding enables us to add more schools in SBS Nagar and Ropar District, reaching thousands of students with free digital classes in 16 art disciplines. Routes 2 Roots also provides these schools free musical instruments to enable their participation and enhance their learning. Schools receive state-of-the-art Interactive Flat Panels installed by our team and the teachers are given orientation to help them with optimum usage. On ground workshops are conducted in these schools where they are briefed with the history and significance of the art form followed by a short performance and then students are encouraged to perform and practice alongside the Guru enhancing their confidence and interest which helps them benefit from expert-led workshops. We sincerely thank MIF for their continued support in advancing our mission.





# **ROUTES 2 ROOTS CELEBRATED CHILDREN'S DAY BY INTRODUCING AND DIGITISING AN ART AND CULTURE CLASS AT ASPAM SCOTTISH SCHOOL**

This year, Routes 2 Roots celebrated Children's Day, with the students of ASPAM Scottish School. The students were overjoyed to witness the digitisation of their music room with live interactive art and culture classes. An intelligent interactive panel loaded with K-12 educational content was installed, creating an innovative space where students can explore Indian music and arts. This initiative aims to foster a deeper connection with cultural roots while embracing modern educational practices. The esteemed Founder of Routes 2 Roots, Rakesh Gupta, in the presence of the Chairman, Mr Ashok Mangaliwala, Principal Ms Meenakshi Zarabi and faculty, inaugurated the program on Children's Day, adding to the joy and enthusiasm of the students.







## **BRINGING HOPE AND HEALING THROUGH THEATRE AND MUSIC WORKSHOP FOR BOYS OF OBSERVATION HOME**

In its first initiative for boys at an Observation Home in Delhi, Routes 2 Roots organized a theatre workshop for 200 children aged 16–18. Conducted by the NGO's theatre expert, the session also featured interns from B.R. Ambedkar School of Specialised Excellence, Amity University, and Manipal's TAPMI, who performed popular songs, bringing joy to the participants. The event ended on a sweet note with ice creams for all.

The home, under the Department of Women and Child Development, houses boys with pending criminal cases. This workshop offered them a rare opportunity to express creativity in a safe environment—helping them explore their potential through art and culture.



# BOOK DONATION DRIVE UNDERTAKEN BY ROUTES 2 ROOTS IN COLLABORATION WITH NASSCOM FOUNDATION

Continuing its mission to empower education, Routes 2 Roots, in collaboration with Nasscom Foundation, carried out a book distribution drive for Municipal schools in Delhi. Books were donated to MCD School, DDA Flats, Ghazipur, and MCD School, Joshi Road, Karol Bagh, enriching their libraries with valuable learning materials.

The donated books included storybooks, EVS kits, and other educational resources aimed at enhancing concept clarity and visual learning for young students – further strengthening foundational education in these schools.





# ROUTES 2 ROOTS CELEBRATES INDIAN ART WITH EXHIBITION AT AIFACS GALLERY, DELHI



Routes 2 Roots, known for its long-standing commitment to cultural exchange, continues to support visual artist Bhaskar Singha, whose paintings were recently featured in a group exhibition at AIFACS Gallery, Delhi, inaugurated by the NGO's founder, Rakesh Gupta, on 21<sup>st</sup> March.

The event brought together artists from across India and included notable guests like Biman B. Das, Sushma K. Bhal, and Ashok Bhowmik, reflecting the NGO's dedication to artistic collaboration. Singha's journey continues with a solo exhibition at Jehangir Art Gallery, Mumbai, scheduled for April 2025.





# Annual Trip to **KASHMIR**



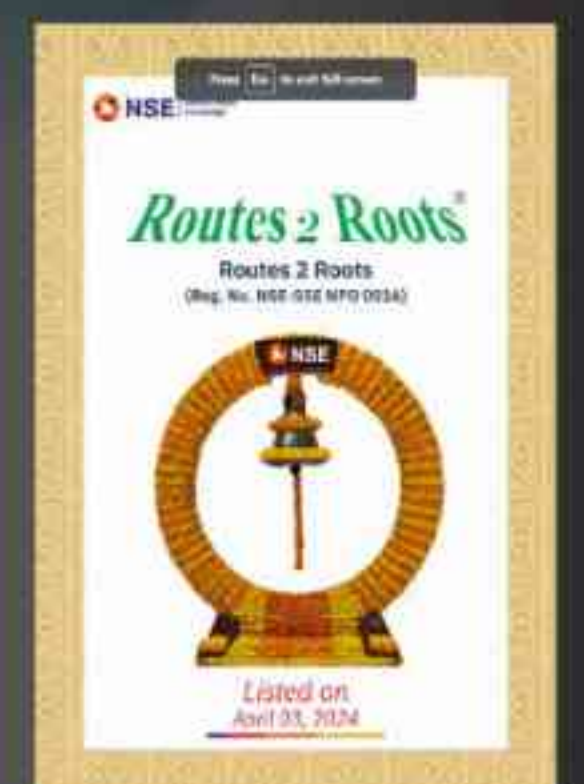
At Routes 2 Roots, we believe in working hard and partying even harder. Every year, the team organises an annual trip to another part of the country to let off steam, celebrate the year's achievements and bond together as a cohesive unit. This year, the locale was picturesque Kashmir. The team spent four mesmerising days between Srinagar and Gulmarg being awe-struck by the natural beauty of the land, doing Shikara rides, Gondola rides, Sledging and site-seeing beautiful locations such as the Shankaracharya Temple and the iconic Lal Chowk.

If the evenings were filled with taking in the stunning beauty of the state, the nights were spent dancing and singing around spirited bonfires and cosy late-night chat sessions. This trip was one of the most memorable one besides the previous ones at Udaipur, Dalhousie & Mussorie.





# MILESTONES AND TRIUMPHS OF THE YEAR







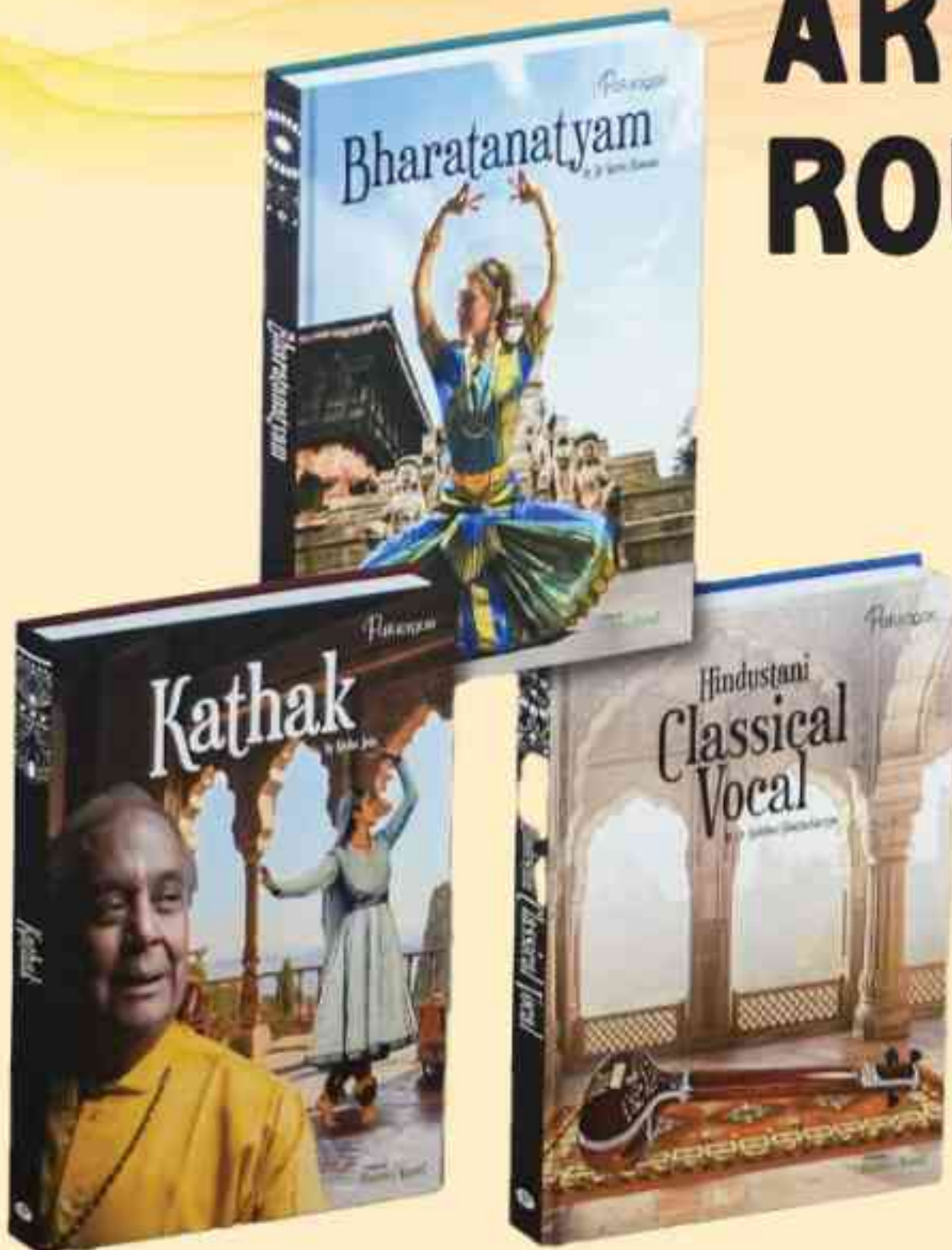
## NSE WITNESSES STAR STUDDED LISTING CEREMONY OF ROUTES 2 ROOTS

Year 2024 was a landmark for Routes 2 Roots as the NGO had its bell ringing ceremony to mark its listing on the National Stock Exchange's Social platform, created for the first time ever to help non-profit NGOs to 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 oversubscribed first public issue on the SSE.

An awe-inspiring listing program was organised with the support and assistance of the NSE on 3<sup>rd</sup> April, 2024. The event, which was unprecedented even for the NSE, was attended by Mr Ashishkumar Chauhan , Managing Director & CEO, NSE as well as Dr R Balasubramaniam, Chairman, 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. Senior students from Commerce stream were also invited from our participating schools to experience the listing ceremony. The special guests were honoured with unique mementos and the ceremonial bell was rung by Routes 2 Roots founders and special guests along with Mr Chauhan and Dr Balasubramaniam at 12 PM following an exciting countdown. The historic listing was broadcast live to more than 24000 schools across India.



# A COLLECTION OF TIMELESS ART BOOKS – A PROJECT BY ROUTES 2 ROOTS



On 7th February 2025, Routes 2 Roots launched three landmark books on Hindustani Classical Vocal Music, Kathak, and Bharatanatyam at an event at India Habitat Centre, Delhi. These books, published in collaboration with Parragon Publishers, are an extension of the NGO's cultural education initiative reaching over 2 crore students. They delve into the history, evolution, gharanas, and unique elements of each art form, making them essential for

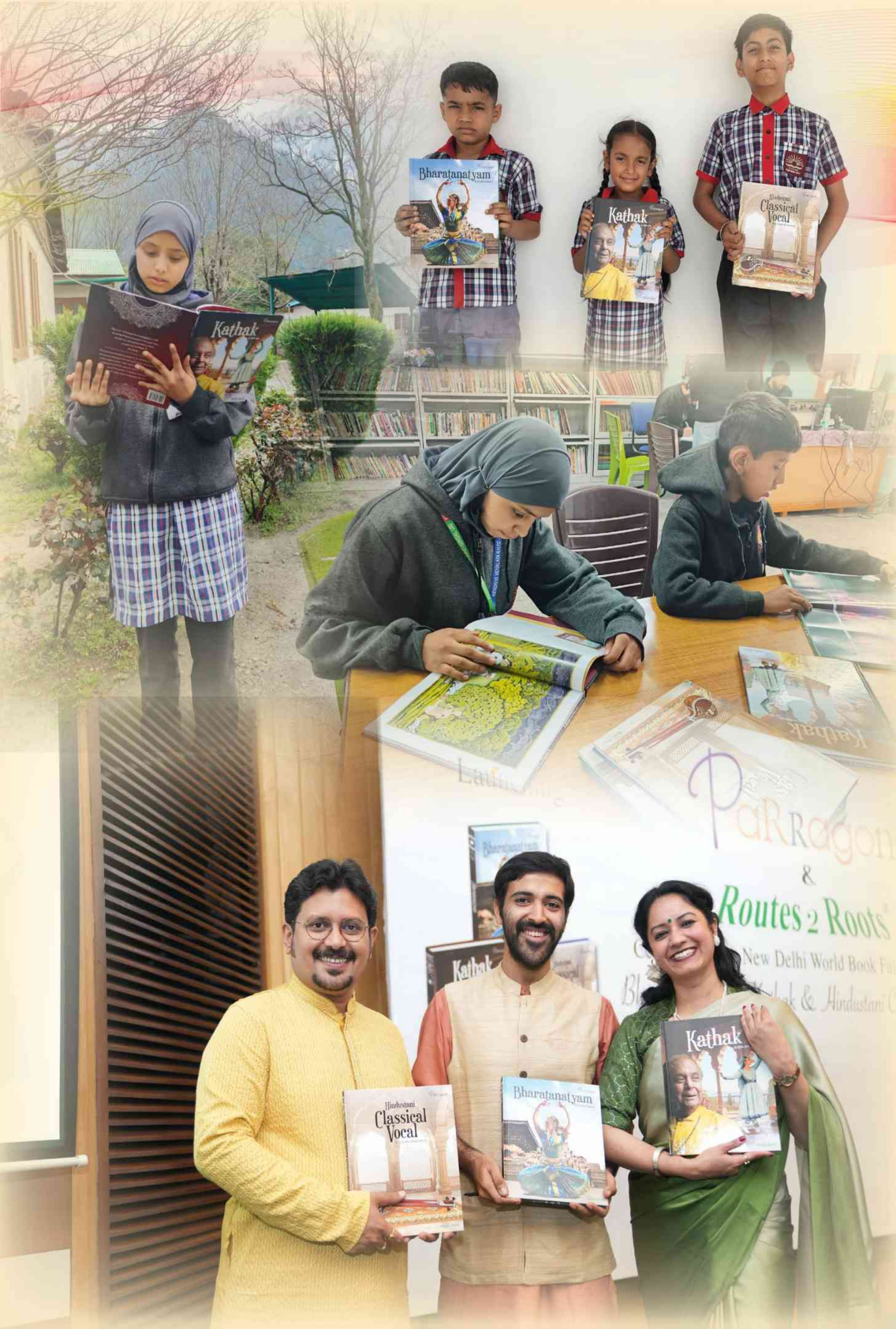
students and art lovers alike.

These books, offering deep insights into classical art forms, are in high demand and are quickly becoming essential resources in school libraries.

Aligned with the National Education Policy's focus on cultural education, schools across states have shown keen interest in the books that serve as valuable tools for aspiring artists and cultural enthusiasts alike. With author visits and book signings underway, these publications are playing a key role in preserving and promoting India's artistic heritage.











## **ROUTES 2 ROOTS & TATA CLASS EDGE JOINS HANDS TO PROVIDE QUALITY K-12 CONTENT TO PROMOTE DIGITISATION IN CLASSROOMS**

Among many firsts this year, Routes 2 Roots entered into another novel tie-up with Tata Class Edge Limited (Smart Class Edge Systems Limited), a subsidiary of Tata Industries Limited, to solely and non-exclusively integrate TCE's proprietary educational content into its Interactive Flat Panels. The IFPs, which are being installed in schools across the country to provide education to remote and underprivileged educational institutions, will feature this special content. This initiative is yet another milestone in providing free of cost education to enhance the learning capabilities of students across the country. This tie-up also enables Routes 2 Roots to continue in its efforts to provide quality educational content and comes as a boon for its digital cultural education program. This also takes education in remote areas to new levels driven by technological advancement.





# **TEENA VACHANI, CO-FOUNDER ROUTES 2 ROOTS RECEIVES THE "STREE SHAKTI SAMMAN 2025" ON WOMEN'S DAY CELEBRATIONS.**



On Women's Day, Delhi Teachers University honored exceptional women at a special event, where Teena Vachani, Co-founder of Routes 2 Roots, received the "Stree Shakti Samman 2025" for her remarkable contributions to education and cultural preservation.

Her efforts have empowered countless students and helped preserve India's rich heritage globally through innovative learning programs. The award celebrates her vision, leadership, and dedication to cultural education.

The ceremony was attended by prominent dignitaries including Sangeeta Saxena, Dr. Shobha Vijendra, and Vice Chancellors of leading universities—highlighting the importance of women in shaping a culturally enriched and progressive future.



# ROUTES 2 ROOTS RECOGNISED FOR OUTSTANDING CONTRIBUTION TO EDUCATION BY DELHI TEACHERS UNIVERSITY



Routes 2 Roots, known for its unwavering commitment to inclusive education, has grown from 50 schools to 24,000, reaching over 2 crore students across India. In recognition of this transformative impact, Delhi Teachers University conferred the 'Shiksha Seva Samman' on the NGO.

The award was presented to Founder Rakesh Gupta on 6<sup>th</sup> September, during a Teachers' Day ceremony, by NCTE Chairman Pankaj Arora and Vice Chancellor Prof. Dhananjay Joshi, in the presence of dignitaries including Prof. C.K. Saluja, Honorary Director of Academics, Sanskrit Promotion Foundation.



# **ROUTES 2 ROOTS-ICCR'S PLATFORM FOR EMERGING GLOBAL FILMMAKING COMPETITION**



The Routes 2 Roots-ICCR International Filmmaking Competition recently announced its winners, with the top prize going to Arun Ashok from Melbourne, Australia, for his impactful short film “The Throw” on the theme “Beyond Borders.”

The award ceremony at the Indian Consulate in Melbourne was led by Dr. Sushil Kumar, Consul General, who felicitated Arun. This initiative continues to promote global cultural exchange and support emerging talent, offering filmmakers a platform to share stories across boundaries.



# OUR INTERNATIONAL PRESENCE



Bahrain  
Fiji  
Cote d'Ivoire  
Vietnam  
Bulgaria  
Chile  
Guyana  
Denmark  
Tanzania  
Estonia  
Croatia  
Angola  
Spain  
Brunei  
Egypt  
Argentina  
Guatemala  
Namibia  
Algeria  
Zambia  
Ireland  
Italy  
Turkey  
South Korea  
Venezuela  
Antigua  
Finland  
Belarus  
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Cyprus  
Saudi Arabia  
Switzerland  
Damascus  
United Kingdom  
Kazakhstan  
KUWAIT  
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Thailand  
South Africa



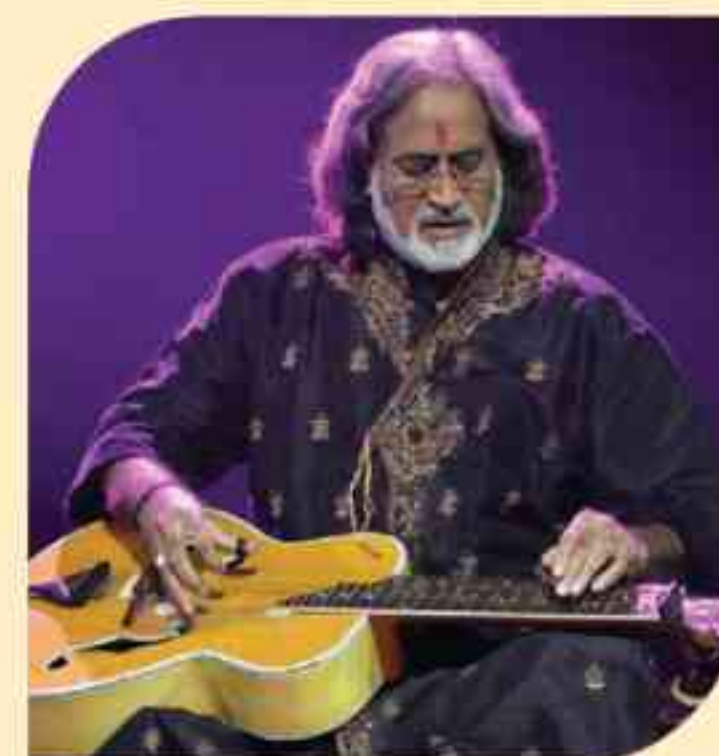
# BOARD OF ADVISORS



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## दैनिक जागरण

### केवी के विद्यार्थियों को दी गई सांस्कृतिक शिक्षा की जानकारी



शैक्षणिक कार्यक्रम में शामिल स्कूल के बच्चे। जयपुर

संवाद सहयोगी, जागरण, जयपुर : पीएम श्री केंद्रीय विद्यालय आदि में छात्रों को सांस्कृतिक शैक्षणिक शिक्षा के लिए भारत सरकार की संस्कृतिक मंत्रालय की ओर से एक एनजीओ को मदद से रूट्स 2 रूट्स कार्यक्रम का आयोजन गुरुवार को विद्यालय में किया गया। इस कार्यक्रम को शुरूआत विशिष्ट प्राचार्य कपिल सहगल ने दी।

इसके अंतर्गत एक ओडिसी नृत्य कार्यक्रम आयोजित की गई। जिसमें विद्यार्थियों को भारतीय सांस्कृतिक विरासत और शास्त्रीय नृत्य शैलियों में उत्कृष्ट शिक्षा और भागीदार बनने के लिए प्रेरित किया गया। नृत्य कार्यक्रम का संचालन प्रख्यात शास्त्रीय कलाकार अर्चना चटर्जी और ओम प्रकाश पाठक ने किया। कार्यक्रम को शुरूआत स्थल के प्रबन्धनकर्ता कपिल सहगल सर द्वारा अतिथियों के स्वागत किया और सभी ने दीप प्रज्वलित किया। इसके बाद अर्चना



केवी आदि में कार्यक्रम के दौरान संबोधित करते प्राचार्य कपिल सहगल। जयपुर

चटर्जी ने गुरु वंदना के साथ कार्यक्रम को शुरूआत की। इसके बाद उन्होंने नृत्य के माध्यम से विभिन्न मुद्राएं, आसन, ताल और मन, सिर और हृदय के अभिव्यक्तियों का प्रदर्शन किया। यह सत्र नृत्य, प्रदर्शन, प्रश्न और उत्तर और छात्रों के व्यावहारिक प्रदर्शन का एक जीवंत संयोजन था। विद्यार्थियों ने हंस खंडे के सत्र का भरपूर आनंद लिया। प्राचार्य कपिल सहगल ने कहा कि बच्चों को सांस्कृतिक शैक्षणिक कार्यक्रम रखा गया है।

## Business Minutes

CURRENT BUSINESS UPDATES

### Routes 2 Roots Launches Art Workshops across Tamil Nadu Schools

CHENNAI

Routes2Roots (R2R), a Delhi-based non-profit organization dedicated to promoting art, culture, and heritage, will be conducting art workshops across schools in Tamil Nadu.

This initiative is designed to support the implementation of India's New Education Policy (NEP) by incorporating the arts into the traditional STEM (Science, Technology, Engineering, and Mathematics) curriculum, transforming it into STEAM (Science, Technology, Engineering, Arts, and Mathematics).

The workshops commenced on 20th of August will continue till the 7th of September across schools in Tamil Nadu. Experienced artists Ashna Dev, Padmapriya NV, Karthik Manikandan will conduct Bharatanatyam workshops across schools in Thanjavur, Rameshwaram, Nagercoil, Ooty, Coimbatore, etc.

Commenting on the initiative, Rakesh Gupta, Founder, Routes2Roots, said, "Integrating



arts into the curriculum is essential for the holistic development of students. It enhances their cultural awareness and creativity. Our offline art workshops are well aligned with NEP's vision of fostering creativity and cultural awareness among young learners. By experiencing and engaging with various art forms, students can develop a deeper appreciation for their cultural heritage. We are excited to have a team of talented and experienced artists collaborating with us to bring the richness of the arts to every child. This initiative is a significant step towards making art education accessible to students across the country."

## अजीत समाचार



स.स.स. संकायों के विद्यार्थियों ने रूट्स 2 रूट्स संकाय वलें नृत्य नाटक प्रदर्शन में भाग लिया। जयपुर

### रूट्स 2 रूट्स संकाय वलें सभाजिक वृत्तों में नृत्य नाटक प्रदर्शन

नवागौरव, 25 अक्टूबर (संवाद) - सभाजिक संकाय 'रूट्स 2 रूट्स' वलें सभाजिक संकायों में नृत्य नाटक प्रदर्शन के माध्यम से सांस्कृतिक शिक्षा को बढ़ावा देने के लिए एक कार्यक्रम आयोजित किया।

इस कार्यक्रम में सभाजिक संकायों के विद्यार्थियों ने नृत्य नाटक प्रदर्शन किया। कार्यक्रम का संचालन प्रख्यात शास्त्रीय कलाकार अर्चना चटर्जी और ओम प्रकाश पाठक ने किया। कार्यक्रम को शुरूआत स्थल के प्रबन्धनकर्ता कपिल सहगल सर द्वारा अतिथियों के स्वागत किया और सभी ने दीप प्रज्वलित किया। इसके बाद अर्चना

## दैनिक भास्कर

### आईसीसीआर, रूट्स 2 रूट्स और यूपी राजर्षि टंडन ओपन यूनिवर्सिटी ने कक्षाएं शुरू करने के लिए मिलाया हाथ

#### भास्कर समाचार सेवा

नई दिल्ली। भारतीय सांस्कृतिक संबंध परिषद आईसीसीआर, रूट्स 2 रूट्स और यूपी राजर्षि टंडन ओपन यूनिवर्सिटी यूपीआरटीओयू ने 30 अप्रैल, 2025 को आईसीसीआर मुख्यालय, आजाद भवन, नई दिल्ली में एक महत्वपूर्ण त्रिपक्षीय समझौते पर हस्ताक्षर किए। इस समझौते पर हस्ताक्षर आईसीसीआर की कार्ययोजना, अर्चना शर्मा, रूट्स 2 रूट्स के संस्थापक, राकेश गुप्ता, और यूपीआरटीओयू के रजिस्ट्रार, कर्नल विनय कुमार द्वारा किए गए। इस समझौते में यूपीआरटीओयू के कुलपति प्रो. सत्यकाम, आईसीसीआर और रूट्स 2 रूट्स के अन्य अधिकारी उपस्थित रहे। इस ऐतिहासिक सहयोग का उद्देश्य भारत की महान संस्कृति का प्रचार-प्रसार करना है, जिसके तहत अंतरराष्ट्रीय छात्रों और दुनिया भर के भारतीय प्रवासियों के लिए भारतीय प्रदर्शन अथवा निष्पादन कलाओं



की लाइव, इंटरएक्टिव ऑनलाइन कक्षाएं आयोजित की जाएंगी। यह समझौता भारत के नवाचार और रचनात्मकता के माध्यम से वैश्विक सांस्कृतिक संबंधों को बढ़ावा देने की प्रतिबद्धता का प्रतीक है। प्रस्तावित कला विधाएं हैं: कथक, भरतनाट्यम, ओडिसी, तबला, हारमोनियम, हिंदुस्तानी वोकल, कठपुतली निर्माण, रंगोली, मधुबनी कला, मेहंदी और बॉलीवुड लोकप्रिय नृत्य। 2023 और 2024 में, रूट्स 2 रूट्स एनजीओ ने आईसीसीआर भारत सरकार के विदेश मंत्रालय का स्वायत्त निकाय के सहयोग से कथक, भरतनाट्यम, ओडिसी, कठपुतली निर्माण, रंगोली, और मधुबनी कला में प्रायोगिक कक्षाएं संचालित कीं।

### रूट्स2रूट्स ने सुदूरवर्ती इलाकों में स्थापित किए 100 डिजिटल क्लासरूम इस पहल के लिए औली, केदारनाथ, स्पीति घाटी और किन्नौर आदि जिलों को चुना गया है।

#### अमर हिन्दुस्तान

देहरादून। देश के दूरदराज के इलाकों में छात्रों के लिए शिक्षा को सुलभ और समावेशी बनाने के उद्देश्य से, दिल्ली स्थित गैर-मुनाफा प्राप्त संगठन रूट्स2रूट्स ने उत्तराखंड तथा हिमाचल प्रदेश के दूरस्थ भागों में डिजिटल क्लासरूम स्थापित किए हैं। यह संगठन देश में कला, संस्कृति और विरासत को बढ़ावा देने के लिए समर्पित है। रूट्स2रूट्स ने इन दो राज्यों में 100 डिजिटल क्लासरूम स्थापित किए हैं। इस पहल के लिए औली, केदारनाथ, स्पीति घाटी और किन्नौर आदि जिलों को चुना गया है। रूट्स2रूट्स ने हिमाचल प्रदेश के 12 तथा उत्तराखंड के 13 जिलों में प्रत्येक में चार स्कूलों को डिजिटलाइज किया है, जिसके परिणामस्वरूप देश के सबसे सुदूर भागों में आधुनिक एजुकेशनल



कक्षा को पहुंचाया गया है। महत्वाकांक्षी जिलों के तौर पर चिन्हित इन जिलों में शिक्षा तथा छात्रों के सर्वांगीण विकास में सुधार पर ध्यान दिया जा रहा है। रूट्स2रूट्स द्वारा तैयार किए गए आर्ट एवं कल्चर कन्टेंट के अलावा, आईएफएबी के एनसोईआरटी कार्यक्रम के अनुसार के-12 शैक्षणिक कन्टेंट

से भी सुसज्जित किया गया है। इनमें 50,000 एजुकेशनल वीडियो और 100,000 प्रश्न एवं उत्तर, शामिल हैं जो छात्रों के लैंग्वेज आभारों को बढ़ाएंगे। इस पहल के अंतर्गत शिक्षकों को भी विस्तृत ट्रेनिंग की व्यवस्था की गई है ताकि वे नए उपकरणों का कारगर तरीके से इस्तेमाल

कर सकें। इस पहल के बारे में, राकेश गुप्ता, संस्थापक, रूट्स2रूट्स ने कहा, "हमारा मिशन अत्यंत दूरस्थ इलाकों में समेत देशभर के सभी छात्रों के लिए लैंग्वेज के समान अवसरों को उपलब्ध बनाना है। हम भविष्य की पीढ़ियों के लिए उत्तम शिक्षा उपलब्ध बनाने का इरादा रखते हैं। हालांकि कुछ इलाकों तक पहुंचना बेहद कठिन है लेकिन हमारी टीम ने ऐसे बाधाओं को ध्यान में रखते हुए देश के सुदूरतम भागों में रहने वाले छात्रों के लिए इसी प्रकार की शैक्षणिक सुविधाएं सुनिश्चित करने के प्रयास जारी रखेंगे जैसे कि शहरी इलाकों में रह रहे छात्रों के लिए उपलब्ध होती है।"



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## औडिमी नृत्य

आज हमारे विद्यालय में Routes 2 Roots कार्यक्रम के अंतर्गत किनारवा  
कला जहाँ हमारे विद्यालय में आए। उन्होंने हमें औडिमी नृत्य के बारे में  
बताया और हमें अपने देश के कुछ नृत्य और परम्पराओं की  
सिखने का मौका मिला, जिससे हम लाभता थे। हमें सीखने का  
मौका मिला, उन्होंने हर नृत्य करने के बाद हमें उसके बारे में  
भी बताया। उन्होंने छोटे-छोटे वीडियो की नैप पर क्लिप कर नृत्य सिखाया  
और वीडियो ने भी वह नृत्य काफी अच्छी-खूबी सिखा। उन्होंने  
हमें आठ (8) प्रकार के उल्लास-उल्लास जगहों ने नृत्य के बारे में बताया  
हमें बहुत अच्छा लगा कि वह अपना कीमती समय निकालकर कर, हमारे  
विद्यालय आए और हमें सिखाया।

धन्यवाद!

नाम:- भुवि  
कक्षा:- 10वीं  
अनुक्रमिक:- 3

## Routes to Roots

- 1) मैंने पञ्चम वेद नाट्य शास्त्र के बारे में जाना।
- 2) मैंने भरतनाट्यम के बीना मल्लिक को सीखा।  
पहला है कि भरतनाट्यम भाव, राग, ताल और  
नाट्य व और दूसरा भाव भरत ऋषि के बारे में
- 3) हमारे भारतीय संस्कृति के बारे में कई ऐसी चीजें  
जानने को मिली जो हमें पहले पता नहीं थे।
- 4) हमें उन्होंने अपनी संस्कृति के बारे में जागरूक किया।  
\* हम सौख्य सर और शिरम सर सर को  
बहुत बहुत धन्यवाद देना चाहती हैं।
- 5) हमें प्रेरित भी किया।

धन्यवाद

प्रीतिका नन्दन सरस्वती  
कक्षा- 10वीं / 9th  
पीएम श्री केन्द्रीय  
विद्यालय सिद्धार्थ नगर

## Routes 2 Roots

नाम - रिजुल  
कक्षा - X  
विद्यालय - केन्द्रीय विद्यालय बंगाला  
समीक्षा / feedback -

आज हमारे विद्यालय में Routes 2 Roots  
कार्यक्रम के अंदर एक नृत्य का कार्यक्रम हुआ। नृत्यकार ने  
हमसे पहले नृत्य का अर्थ समझाया और उसकी महत्ता बताई।  
उन्होंने हमें फिर नृत्य के प्रकारों के बारे में बताया व हमें  
शास्त्रीय नृत्य के आठ प्रकारों के बारे में अवगत कराया। फिर  
हमें औडिमी नृत्य की एक सुंदर प्रस्तुति देखने का मौका  
मिला जो कि बहुत ही मनमोहक थी। फिर सर ने हमें शास्त्रीय  
नृत्य के इतिहास के बारे में जानकारी दी व उसके  
बाद हमें पल्लवी नृत्य की एक छोटी सी प्रस्तुति  
दिखाई। अंत में सर हमें व हमारे विद्यालय के छात्र व छात्राओं  
को नृत्य की मुद्राओं के बारे में बहुत जानकारी पूर्ण ज्ञान  
दिया। बहुत सी नयी चीजों के बारे में सीख कर  
मुझे बहुत सारा ज्ञान मिला व मैं चाहती हूँ कि  
भविष्य में हमें और ऐसे ज्ञान की प्राप्ति हो व यह  
नृत्यकार वापिस हमारे विद्यालय में आए, इसका हमेशा  
हमारे विद्यालय में दिल से स्वागत है।

## PM SHRI KENDRIYA VIDYALAYA SIDDHARTH NAGAR

For both of you,

First of all thank you to both of you and  
Routes 2 Roots for coming in our school  
and teaching us about our culture and  
tradition. Today we learned alot of things.  
Saurabh Sir, your expressions, gestures were  
extremely good. and Shiram Sir, your way of  
presenting things were really good. I was  
dumbstruck, like your dance was mesmerising.  
We learnt that pursuing any art form  
is great. We have to work towards it.  
We also learnt how rich our culture and  
tradition is. Once again thank you.

Priyanka kumari  
Class X



# IMPACT

In this year Routes 2 Roots (R2R) enhanced cultural education by reaching over 1.36 million students across 24,497 schools in India, with a strong presence in rural and underserved regions. Using a hybrid model of digital live classes, recorded content, and in-person workshops, the program promoted performing arts education, improving student well-being, creativity, and cultural awareness.

## KEY METRICS AT A GLANCE

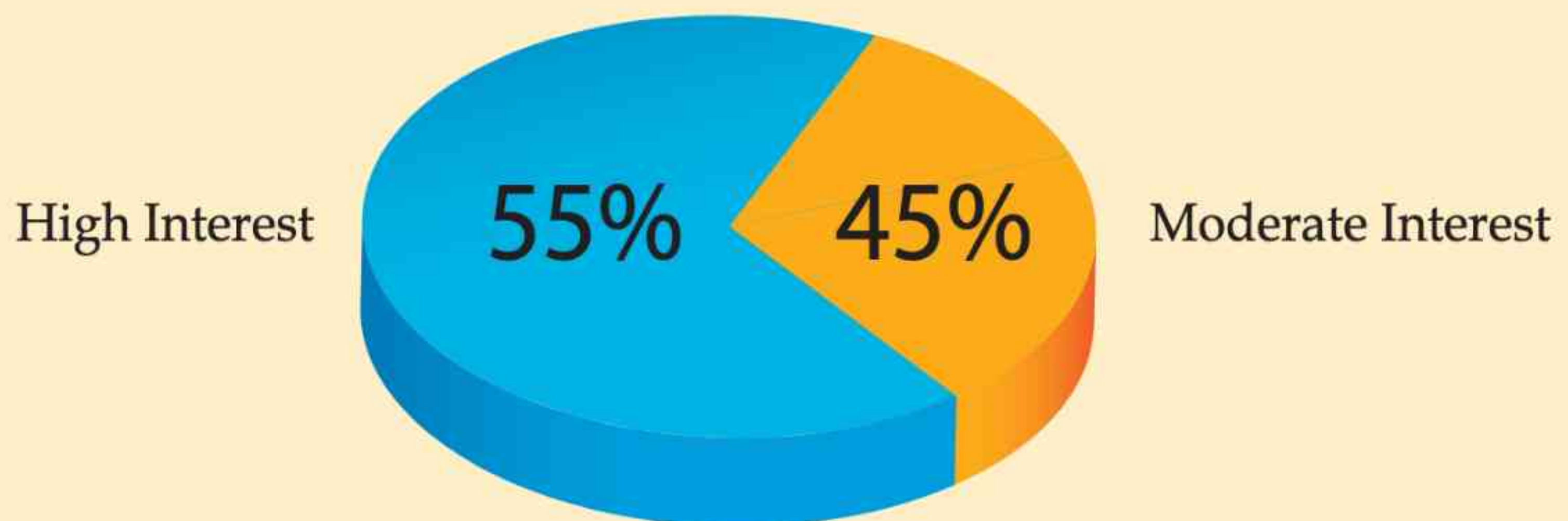


## IMPACT HIGHLIGHTS

- 65% of students attended online classes daily
- 25% of students attended archival classes
- 55% of students showed high interest in digital arts & culture
- 99% rated digital infrastructure positively
- 45% of teachers faced technical challenges



## STUDENT INTEREST IN DIGITAL ARTS



## STRATEGIC ALIGNMENT

- SDGs: SDG 4 (Quality Education), SDG 16 (Peace, Justice, Strong Institutions)
- National Education Policy (NEP) 2020: STEAM framework integration

*Routes 2 Roots continues to build bridges between tradition and modern education by digitising India's rich cultural heritage for the next generation.*





**Registered Office -**

S-43, Panchsheel Park, New Delhi- 110017

**Corporate Office & Studio -**

**Routes 2 Roots,**

G2 Level, 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)**