

Routes 2 Roots[®]

QUARTERLY REPORT



July, August, September

2024



SDG 3: Good Health and Well-being

Art and culture enhancemental 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.





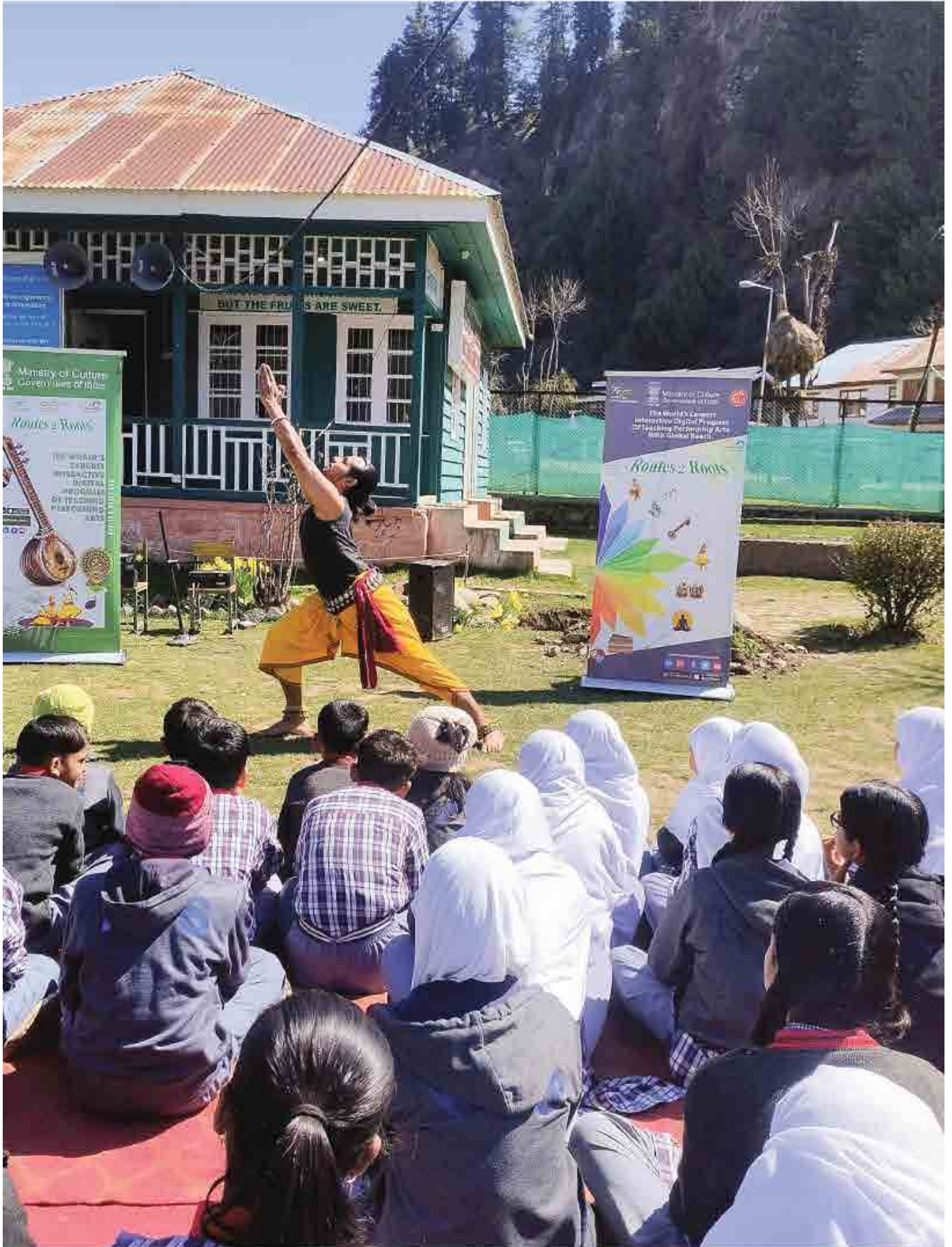
OUR VISION

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

ALL MUNICIPAL SCHOOLS OF DELHI (1716 SCHOOLS) EMBRACE ROUTES 2 ROOTS CULTURAL EDUCATION PROGRAM

The grassroot of education in any part of the country starts from the doorstep of local wards where municipal schools play an important role in providing early education up to class V. This is an important foundation building education for the weaker section of the society and the early infusion of culture will enhance inclusiveness and tolerances which are most required in our society today.



MILESTONES

ROUTES 2 ROOTS RECEIVES AWARD FROM DELHI TEACHERS UNIVERSITY FOR OUTSTANDING CONTRIBUTION TO EDUCATION

Routes 2 Roots has relentlessly worked on providing inclusive education to students from all walks of life across the length and breadth of India for holistic development of the young generations. Starting with 50 schools eight years ago, the journey to 24,000 schools and over 2 crore students has been a bold and spirited one. To commemorate the work done by Routes 2 Roots and to recognize its deep and multi-fold impact on the education system, Delhi Teachers University honoured the NGO this month with the 'Shiksha Seva Samman'. In a ceremony held on 6 th September on the occasion of Teachers Day, the award was presented to Routes 2 Roots Founder Rakesh Gupta by the chief guest, Chairman NCTE Pankaj Arora and Vice Chancellor of Delhi Teachers University Professor Dhananjay Joshi in the presence of Honourary Director of Academics, Sanskrit Promotion Foundation Professor C K Saluja and other distinguished guests.



MILESTONES

ROUTES 2 ROOTS JOINS HANDS WITH TATA CLASS EDGE FOR INTEGRATION OF CONTENT IN IFPS

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.



ROUTES 2 ROOTS STARTS MADHUBANI, PUPPET MAKING, RANGOLI & HENNA CLASSES FOR INTERNATIONAL STUDENTS

After the stupendous success of the on-going international classes of classical dance forms such as Kathak, Bharatanatyam and Odissi across 64 countries, which have been running since January this year, Routes 2 Roots in association with Indian Council for Cultural Relations (ICCR) expanded the program with more disciplines. This month the NGO began a pilot program with four popular disciplines for the overseas students who are keen to learn about and connect with Indian art and heritage. Over 4000 students across 51 countries registered for specialized classes to learn about the skill of Madhubani Painting, Puppet Making, Henna Design and Rangoli Making. Leading exponents of the art form who have practised these art forms traditionally as part of family legacies were empaneled to teach the art forms and introduce the students to the skills, which have been a part of the rich cultural heritage of India. The live, real-time classes were the first of their kind experience for all the students, who received interactive instruction as never seen before. A glance at the classes.

भारतीय सांस्कृतिक सम्बंध परिषद
Indian Council For Cultural Relations

Live Interactive Classes

Puppet Making	Madhubani Painting	Rangoli	Henna (Mehndi) Design
Timing : 02:00 PM to 02:45 PM IST	Timing : 03:00 PM to 03:45 PM IST	Timing : 02:00 PM to 02:45 PM IST	Timing : 03:00 PM to 03:45 PM IST
Thursday			Tuesday
Date : 26th September, 2024 3rd, 10th & 17th October, 2024	Free REGISTRATION for International Candidates		Date : 1st, 8th, 15th, & 22nd October, 2024

Routes 2 Roots Launches Art Workshops across Telangana and Andhra Pradesh Schools to Integrate Arts into New Education Policy



The Hans India

Hans News Service | 30 July 2024 7:40 PM IST



Routes 2 Roots (R2R), a Delhi-based non-profit organization dedicated to promoting art, culture, and heritage, will be conducting art workshops across schools in Telangana and Andhra Pradesh

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 will feature live sessions with esteemed artists and art teachers who will visit



The workshops will feature live sessions with esteemed artists and art teachers who will visit schools to educate students in two art forms - Odissi and Kathak. The interactive sessions will provide students with a unique opportunity to learn directly from experts, watch live performances, and engage in Q&A sessions.

The workshops commenced on 26th July and will continue till 9th of August across schools in Telangana and Andhra Pradesh. Artist Akhilesh Patel, a renowned Kathak dancer will conduct workshops in Andhra Pradesh, and Shomrita Mandal, Odissi Dancer, will conduct workshops



THE HINDU

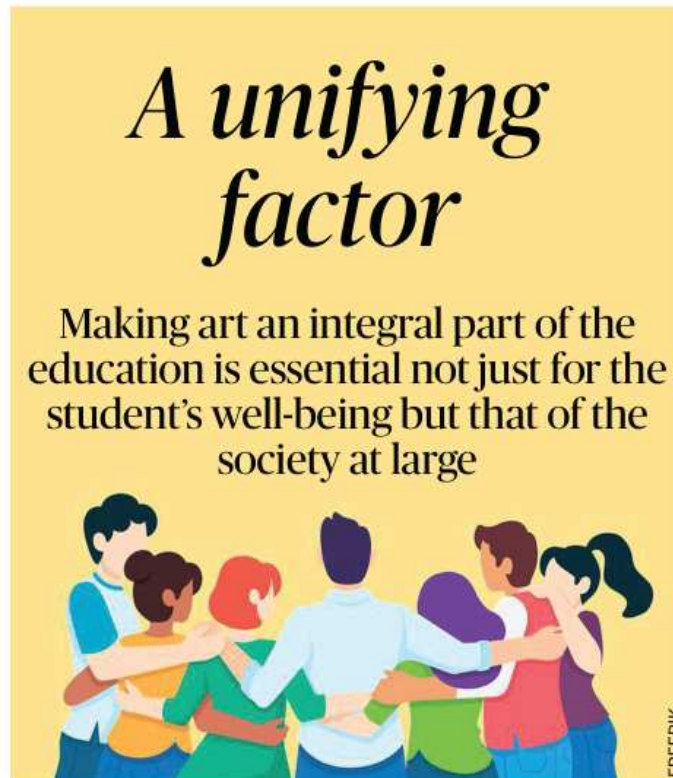
Rakesh Gupta

French impressionist Edgar Degas famously said, “Art is not what you see, but what you make others see.” Art reveals new perspectives, offers insights into different worlds and cultures, and has the power to change perceptions. Throughout history, art and culture have played crucial roles in easing tensions between nations and fostering dialogue.

Every country has a Ministry or Department of Culture, reflecting the universal recognition of culture’s importance. It is widely acknowledged that no society can thrive without culture, which is the foundation of human connection and expression.

Self expression

Art can be a powerful tool for students to express themselves and for parents and teachers to gain insights into their thoughts and feelings. As a tool for self-expression, art helps reduce stress and promote well-being. A student who may not be able to communicate through words



can use art forms to talk about their deepest feelings.

However, today, art often takes a back seat in our education system. It is treated as a luxury rather than a necessity. Many institutions lack dedicated art departments and this neglects art’s vital role in nurturing creativity and fostering emotional health. The National Education

Policy (NEP) 2020 has transitioned from STEM to STEAM and incorporated A (Arts) into the curriculum to ensure that students receive a balanced and enriching educational experience.

When students participate in performing arts and cultural exchanges, they are exposed to various world views without bias. These experiences

help them appreciate diversity and cultivate empathy. Art and culture offer a broader perspective and help people become more socially aware and inclusive.

For art and culture to truly make a difference, they must be seamlessly integrated into the curriculum, without being perceived as an extra. This requires collaboration between schools, policymakers, cultural organisations and local artists so that art can become mainstream and students get real-world experiences.

Today, news about conflicts between nations, people and communities is an everyday affair. The only way to create a harmonious world is to appreciate our differences. Early exposure to art and culture can help us realise this vision. By making these elements a central part of their lives, students will grow into adults who can transcend boundaries, promote social change and build a more just and empathetic society.

The writer is Founder, Routes2Roots.

In a first, an art and culture NGO gets listed on stock exchange

ROUTES2ROOTS, WHICH IMPARTS CULTURAL EDUCATION TO OVER 22 MILLION STUDENTS IN MORE THAN 24,000 SCHOOLS FREE OF COST, HAS BEEN LISTED ON NSE'S SOCIAL STOCK EXCHANGE



Schoolchildren learning the nuances of classical dance



NEHA KIRPAL
@patriot_delhi

DELHI-BASED non-profit organisation, Routes2Roots, recently became the first art and culture NGO to be successfully listed on the National Stock Exchange's (NSE) Social Stock Exchange (SSE) platform in a glittering programme held at the NSE headquarters in Mumbai.

SSE, introduced by Securities and Exchange Board of India (SEBI) in 2023, holds immense potential to revolutionise social impact investing in India. With over 3.4 million non-profit organisations, the SSE can play a pivotal role in bridging the funding gap for these enterprises, enabling them to amplify their social impact.

Listing on the NSE earns multiple benefits in terms of tapping into the financial markets for funding. It also ensures transparency and compliance. With adequate funding, more activities can be planned to promote rich historical Indian art and culture.

With a pan-India presence, Routes2Roots covers all the country's districts, imparting cultural education to more than 24,000 schools without cost, and affecting over 22 million students.

The listing on the NSE comes close on the heels of the organisation's recent IPO which saw overwhelming demand and was oversubscribed in record time.

In 2016, Routes2Roots initiated the world's largest cultural education programme by creating interactive digital classrooms to impart art and cultural activities.

Routes2Roots raised Rs 1 crore from this public issue, which was used to create digital classrooms in 100 Uttarakhand and Himachal Pradesh schools.

Much before Covid-19 when nobody had heard of webinars, they developed

their own software to run these classes. In the process, they also set up digital classrooms nationwide to facilitate students' virtual joining of these classes in their classrooms.

Due to unprecedented rains and floods in Uttarakhand and Himachal Pradesh last year, many schools were extensively damaged. They decided to provide modern learning tools to these schools by installing interactive flat panels so that they could attend cultural classes as well as K12 e-content with more than 50,000 videos and 1,00,000 question and answers as per NCERT curriculum.

Further, they digitised four schools in each district of these states and completed 100 installations in all 25 districts. The panels also help these schools comply with the New Education Policy (NEP).

"What started with 50 schools has expanded to over 24,000 schools, where 20 million children are trained in performing arts in about 20 disciplines," informed Rakesh Gupta, co-Founder, Routes2Roots.

The organisation also surveyed schools in the country and found that most do not have Indian art and culture teachers and classes, and just one or two music teachers at the most.

"India's rich art, culture and heritage consists of various musical instruments, dance forms and vocals which one teacher cannot possibly teach," explained Gupta.

The organisation was provided financial support by the Ministry of Culture, Government of India. It developed live, real-time interactive software to reach students across India even in remote areas. This facilitated access to quality cultural education by gurus from reputed gharanas.

"This helped to not only preserve our Indian cultural heritage but also bring about



Children at a school receiving education on art and culture through a Routes2Roots programme



A musical event aimed at inculcating art and culture among children

awareness of art appreciation in young minds, thereby enhancing their holistic growth," added Gupta.

In 2010, Routes2Roots initiated the historic 'Exchange for Change,' which focused on letter exchanges between students in India and Pakistan.

The yearlong programme consisted of four stages: letter writing; making postcards to share each other's culture, like festivals, food, sports, among others; writing postcards depicting their hobbies, environment or family; and oral history, shared stories by parents or grandparents, narrated and recorded.

After completing these stages, a physical exchange of select students took place, giving them a life-changing experience of visiting their pen pals and witnessing each other's culture first-hand.

"Misconceptions embedded over the years by vested groups were all crushed when similarities surfaced, and old dogmas were demolished. Educationists admitted that they were misguiding students with untrue histories," said Gupta.

When it started in 2004, Routes2Roots started cultural exchange programmes in SAARC countries, during which Indian artists were flown into these countries, and artists from SAARC nations travelled to India. From facilitating Shahrukh Khan's historic UK doctorate ceremony to Rishi Kapoor's visit to Russia, the organisation's efforts expanded beyond classical music to include popular music and cinema.

Further, Routes2Roots has promoted 65 years of diplomatic relations between India and Russia, showcasing 100 years of Indian cinema in China and South Africa, spreading Indian values, ethos and culture and playing a significant role in soft diplomacy. In collaboration with the Indian Council for Cultural Relations, Routes2Roots is also imparting live interactive classes in traditional Indian dance to more than 65

countries.

In April, Routes2Roots concluded its 14th national-level art and culture competition for students across India.

The competition covers keyboard, guitar, Carnatic vocal, flute, yoga, Bharatanatyam, violin, sitar, theatre and more. This initiative is a movement to preserve and promote Indian classical performing arts among the youth.

"Integrating arts into the curriculum is essential for the holistic development of students. It enhances their cultural awareness and creativity. Our offline art workshops and competition is 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. This initiative is a significant step towards making art education accessible to students across the country," said Gupta.

Routes2Roots also routinely conducts art workshops in remote and security sensitive areas of Jammu. In June, a workshop was conducted at Doda and Baderwah in Jammu. Similar workshops are conducted across India. The workshops feature live sessions with esteemed artists and art teachers who visit schools to educate students on various traditional art forms, such as Kuchipudi, Hindustani classical music, Bharatanatyam and Odissi.

"We believe that art and culture generates tolerance and holistic living. We aim to reach out to the new generation at the school level teaching Indian art and culture as well as reaching the block level of the country," concluded Gupta.

For more such stories, log on to www.thepatriot.in

Get in touch with us at editor@thepatriot.in



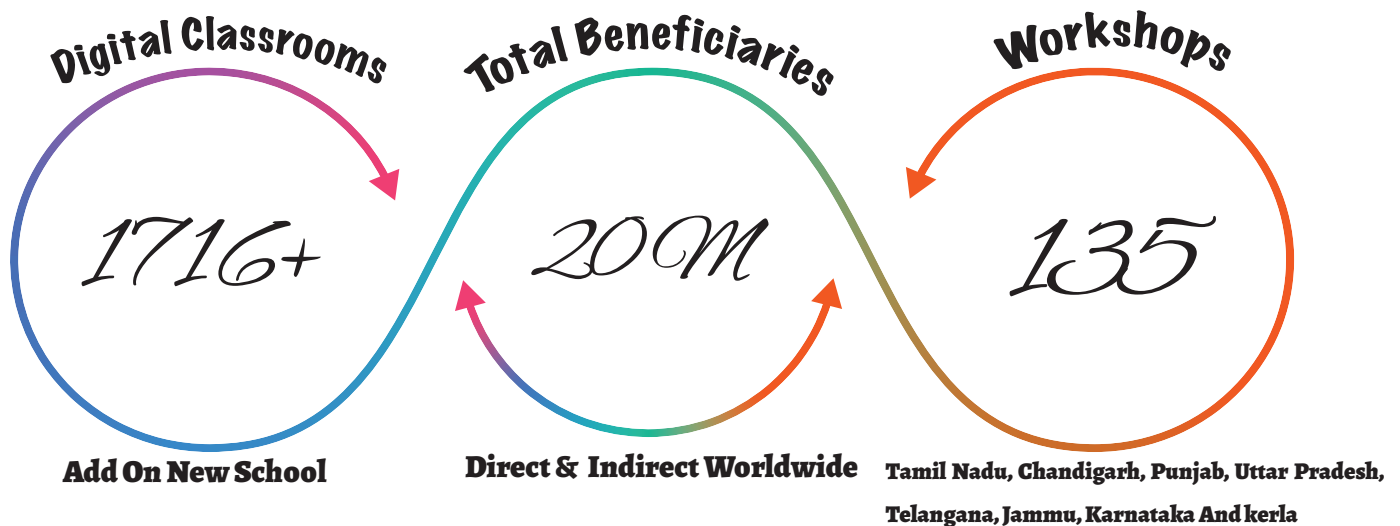
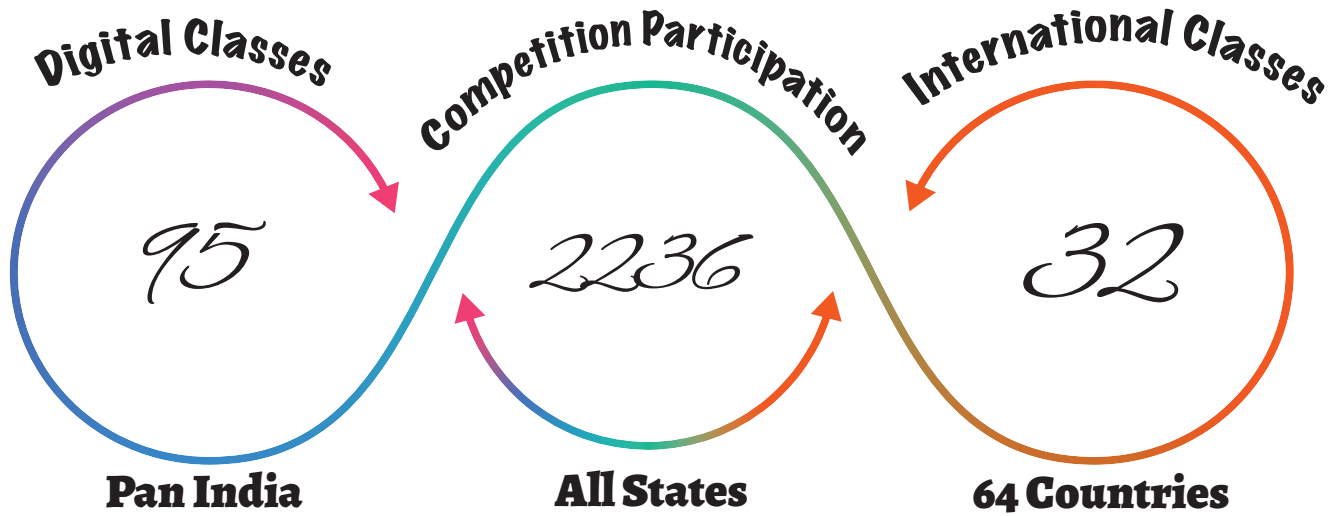
Tina Vachani, co-founder of Routes2Roots



Rakesh Gupta, co-founder of Routes2Roots



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.



Routes 2 Roots
Express Your Creativity. Shine the Spotlight and Win Inspiring Prizes and Certificates.

14th ALL INDIA INTER SCHOOL COMPETITION

EXTENDED TILL 31st 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
3. Fill the registration form
4. Follow the steps under - "How to upload video on your YouTube channel"

Categories:

Guitar	Kathak
Keyboard	Bharatanatyam
Flute	Folk & Light Dance Form
Veges	Other Classical Dance Form
Harmonium	Violin
Hindustani Classical Vocal	Sitar
Carnatic Vocal	Theatre
Folk & Light Music	Tabla
Fun with Arts	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 Sachin: 9870192408 Website: routes2roots.com
Deepika: 9667166988



ROUTES 2 ROOTS 14TH ALL INDIA INTER-SCHOOL COMPETITION PRIZE DISTRIBUTION



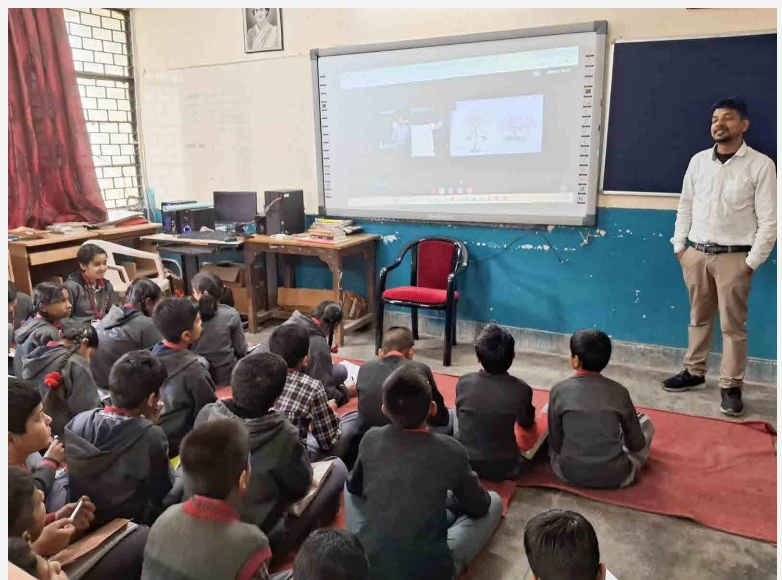
WORKSHOPS OF ROUTES 2 ROOTS CONTINUE TO REGALE STUDENTS ACROSS INDIA

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

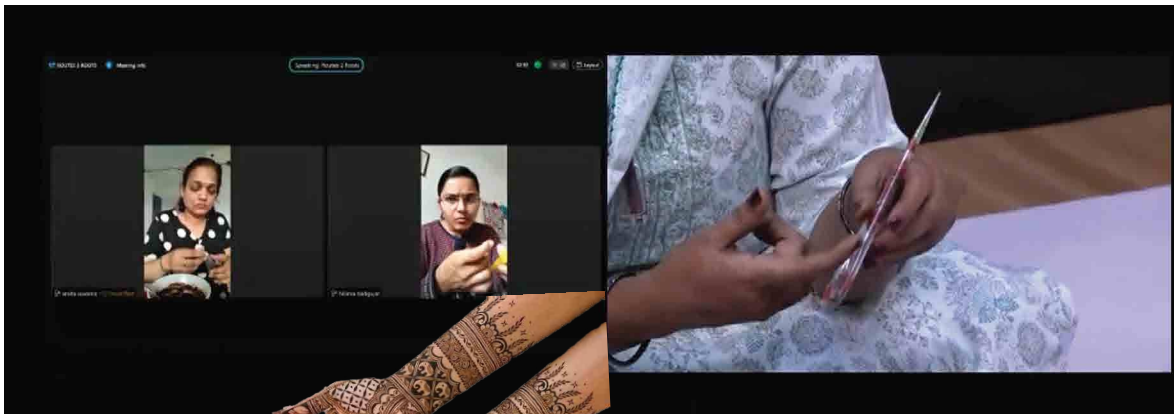


DIGITAL CLASSES OF ROUTES 2 ROOTS

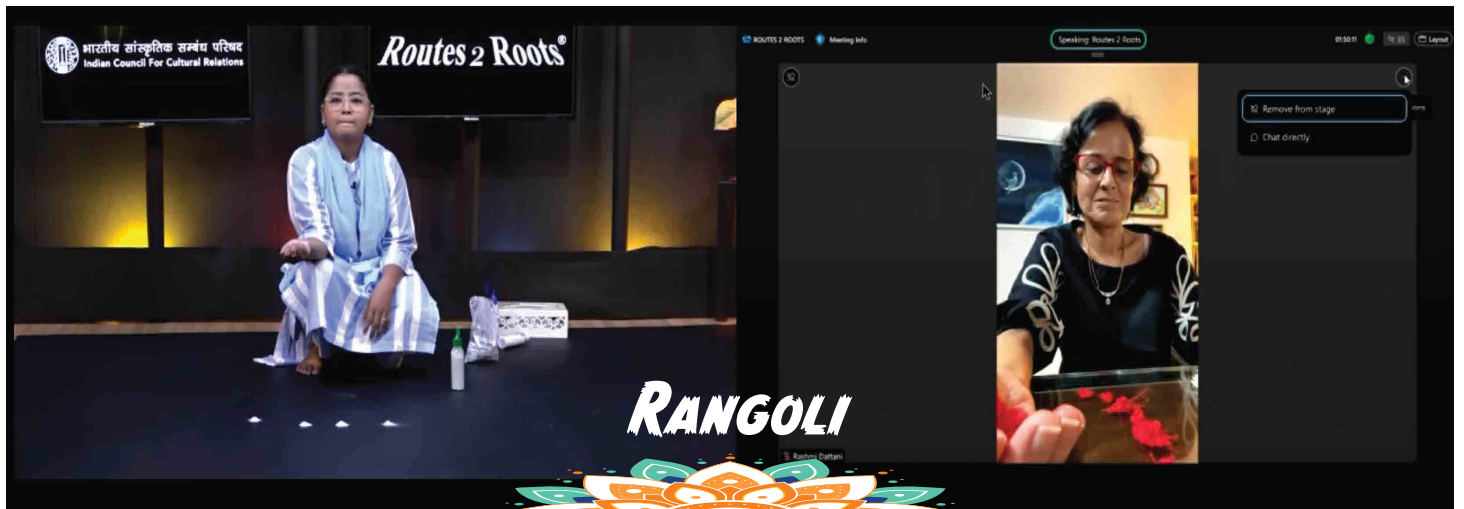
A brilliant way of learning music & arts through digital classes in the classrooms and also from the comfort of their homes.



TAKING INDIAN ART TO THE WORLD



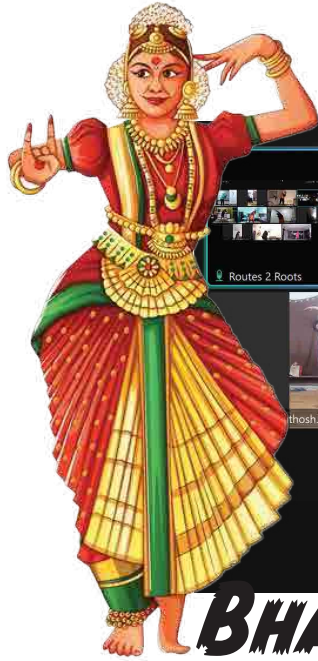
HENNA-MEHENDI



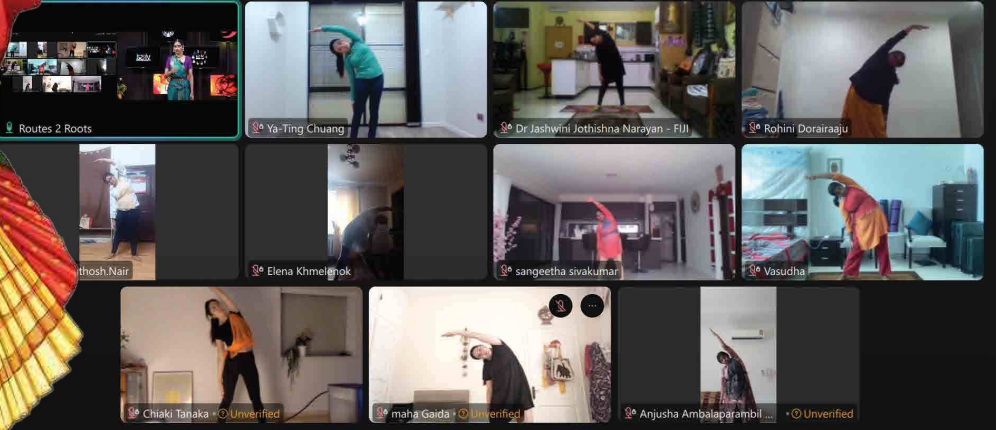
RANGOLI

KATHAK

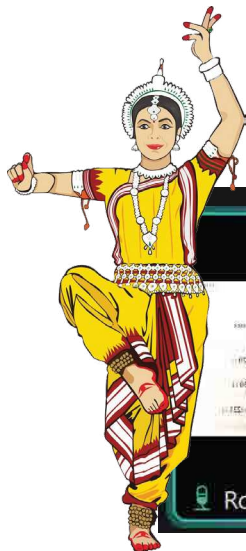




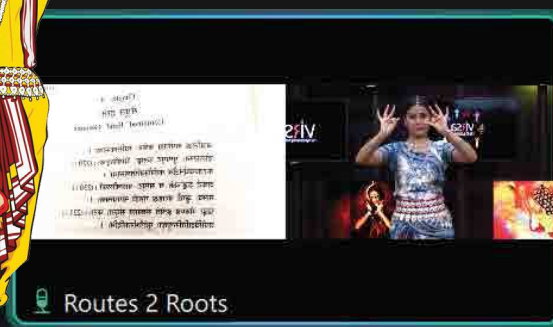
BHARATANATYAM



MADHUBANI PAINTING



ODISSI



FEEDBACKS

KENDRIYA VIDYALAYA, JODHPUR DODA

Guru Avinash Mishra, an artist of Hindustani Classical Vocals, conducted a workshop in Kendriya Vidyalaya, Jodhpur Doda is organized by Routes 2 Roots. Many students participated in the workshop, and it was a very informative, interactive, and engaging session where the students also got the opportunity to learn the nuances of Hindustani Classical Vocal discipline, and they freely interacted with the artist.

PM SHRI KENDRIYA VIDYALAYA, MYSURU,

We are delighted to offer our sincere appreciation to Routes 2 Roots for the captivating program presented by the esteemed Kuchupudi dancer Natya Bhusana Kumari Ashwini C H at PM SHRI KV MYSURU. The event was a resounding success, leaving the audience spellbound and enchanted. Kumari Ashwini C H 's insightful introduction, juxtaposing Bharatanatyam and Kuchpudi, 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, and Lord Ganesh, 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.

GOVT HIGH SCHOOL JAGALBE

Our students are taking benefit to the Routes 2 Roots online classes, which are held in remote areas like Sirsi. Our students now have an exposure to Indian art and culture. We do have a problem in making our students understand the language English/Hindi in which your classes are held and would request a translation into Kannada if possible. However, your physical workshop is also an attraction of our school. We look forward to this year's workshop.

ADDRESSING KEY ISSUES

1. Preservation of Cultural Heritage



2. Promotion of Diversity and Inclusion



3. Development of Critical Thinking and Creativity



4. Enhancement of Emotional and Social Skills



5. Economic Opportunities



6. Community Engagement and Cohesion



7. Global Understanding and Peacebuilding



8. Personal Development and Fulfillment



9. Environmental Awareness



10. Interdisciplinary Learning



11. Health Issues



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



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