

# NEWS UPDATE

OCTOBER 2024



"Remember that the happiest people are not those getting more, but those giving more."

- H. JACKSON BROWN JR.



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# INTRODUCTION

## HISTORY OF M S INTERNATIONAL, INC.

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

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

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

## ABOUT SARVA MANGAL FAMILY TRUST

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

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

## MONTHLY HIGHLIGHTS



### SMFT EXPANDS HEALTH OUTREACH ACROSS BORDERS

Sarva Mangal Family Trust, under the leadership of Dr. Nitin Shah, funded two impactful health missions in October 2024. Through the India Health Mission, essential healthcare services reached 24,585 people across Chandigarh, Delhi, and Gorakhpur, offering vision screenings, anemia testing, eyeglass distribution, and medical consultations. Similarly, the Nepal Health Mission provided care to 2,355 individuals, distributed 914 eyeglasses, conducted anemia screenings for 891 people, and extended crucial flood relief, distributing 1,000 blankets and 100 tents to flood-affected families. [\(Continued on Page 4\)](#)

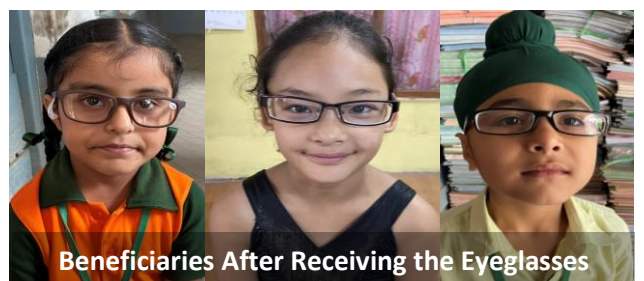


## FIELD VISIT – NEPAL HEALTH MISSION

In October 2024, the Nepal Health Mission, funded by the Sarva Mangal Family Trust and led by Dr. Nitin Shah, brought essential healthcare and relief to underserved communities across Nepal. Over four transformative days from October 2nd to 5th, the mission reached 2,355 individuals with vision screenings, checked 891 for anemia, and distributed 914 pairs of eyeglasses, with an additional 229 to be delivered soon. This mission underscored SMFT's dedication to making healthcare accessible to those most in need, bringing vital support and renewed hope to countless individuals.

Operating across sites including a church property, Shankmul, and Saraswati Vidyalay, the mission's eye care and anemia screenings had an immediate impact, restoring vision and addressing critical health needs. Additionally, the mission extended beyond healthcare to provide crucial flood relief for those affected by recent natural disasters. The team distributed 1,000 blankets and 100 tents to families displaced by floods, offering warmth and shelter during a challenging time and underscoring the mission's holistic approach to care and community support.

The success of the Nepal Health Mission was strengthened by local collaboration with Veerayatan Nepal, led by Sadhvi Shilapiji, Sadhvi Mansviji, and Mr. Modi, whose organizational expertise was instrumental in coordinating the effort. A dedicated SMFT team and volunteers from the U.S. and India came together to serve, transforming the mission into a beacon of relief and resilience for Nepal. This initiative showcased the profound impact of compassionate, community-driven healthcare and relief work in the lives of those most in need.





# FIELD VISIT – NEPAL HEALTH MISSION



Eyeglasses Distribution



Patients at School for Vision and Anemia Screening



Anemia Screening



Vision Screening



Flood Relief Work



Flood Relief Work



## FIELD VISIT – INDIA HEALTH MISSION

In October 2024, the India Health Mission, supported by the Sarva Mangal Family Trust and led by Dr. Nitin Shah, embarked on a transformative journey across Chandigarh, Delhi, and Gorakhpur, delivering essential healthcare to 24,585 individuals. This dedicated SMFT team, along with local volunteers, provided life-changing services including vision screenings, anemia testing, eyeglass distribution, and comprehensive medical consultations, underscoring a deep commitment to reaching underserved populations with essential care.

In areas where routine healthcare is scarce, the mission's focus on vision care was transformative. With 15,107 individuals screened and 2,585 eyeglasses distributed, countless lives were changed—a young student now able to see the blackboard, an elder able to read again, and workers returning to tasks with clarity. Additionally, anemia screenings reached 1,555 individuals, and 90 were diagnosed and supported in their health journey.

The mission conducted over 5,200 medical consultations, addressing chronic pain and therapy needs, bringing both relief and hope for healthier futures. The compassionate care of the mission's team created a ripple effect of wellness and empowerment within each community.

Local partners amplified this impact: Prabh Aasra in Chandigarh (led by Harjeet and Rajinder Kaur), the World Peace Centre in Delhi (guided by Lokesh Muni), and Santosh, Anshumali, and Ankit Dwivedi in Gorakhpur. Their tireless work in mobilizing communities and fostering trust helped make this mission a truly life-changing experience for thousands, highlighting the powerful difference that compassion and coordinated action can make.



Orientation Session for the Medical Students



Medical Consultation



Dispensing Eyeglasses



Dispensing Eyeglasses



# FIELD VISIT – INDIA HEALTH MISSION



Vision Screening



Patient Registration



Anemia Screening



Anemia Screening



Medical Consultation



Anemia Screening



## FIELD VISIT – INDIA HEALTH MISSION



Health Mission Team in Chandigarh



Health Mission Team in Delhi



Health Mission Team in Gorakhpur



## NGO IN FOCUS FOR OCTOBER'24 – ROCKET LEARNING

### *About the Nonprofit*

Forty million children in India lack access to pre-primary education. Half of them can't identify a single alphabet by first grade. This lack of access to quality early childhood education (ECE) stifles brain development and IQ and produces poor learning outcomes for low-income children in India. To tackle this, Rocket Learning, a nonprofit supported by SMFT, enables equitable access to quality early childhood education by developing simple and effective solutions for the Anganwadi and Public preschool systems. Through a top-tier, community-led model, they ensure every child, regardless of socio-economic background, achieves full brain and body development by age six, creating a world where all children reach their full potential.





### *About the SMFT Funded Project*

With SMFT's support, Rocket Learning aims to create sustained behavior change for low-income individuals, leading to regular positive actions over a long period for young children's foundational learning. To do this, they empower parents and coach Anganwadi workers to foster holistic child development. They work closely with governments to form and execute policy and structural reforms to improve the Anganwadi systems. Under the Shah Lab for Early Childhood Development (ECD),



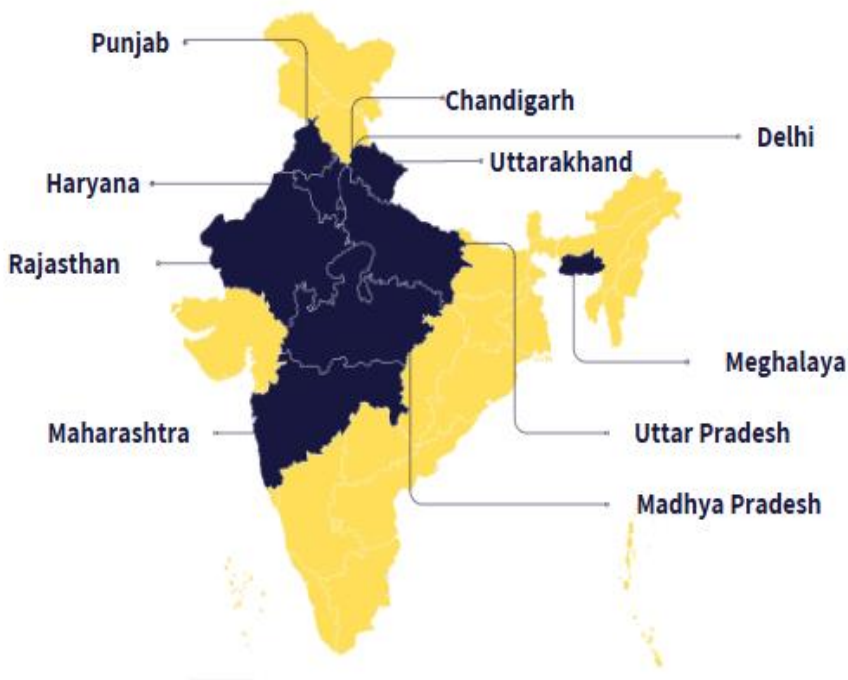
Rocket Learning has built scalable, tech-enabled solutions that have helped them become the largest civil society organization in this critical field. They continue to identify and execute initiatives to develop a high-quality government-run early childhood education system in India.





## Project Location/Geography

Rocket Learning currently works in 10 states in India (Uttar Pradesh, Uttarakhand, Rajasthan, Maharashtra, Haryana, Delhi, Chandigarh, Madhya Pradesh, Meghalaya, Punjab), reaching 15% of all Anganwadi pre-schools in India. They also work with the Government of India's Ministry of Women and Child Development to strengthen the Anganwadi system across the country.



Number of children reached

**3.2 million**

Number of Daycare workers trained

**210,000**

Number of states

**10**

## Recent Project Updates

- Became the most influential ECD organization in India:** Rocket Learning is reaching 15% of all Anganwadi pre-schools in India, impacting 3.2 million 3-6-year-old children across ten states/UTs. They plan to scale up by 50% this year to reach 250,000 AWWs and 5 million children directly, in addition to 15 million children indirectly through national work, with their team of 400 members (which was fewer than 50 when SMFT started supporting them).
- Learning content and pedagogy revolution:** Under the Shah Lab, Rocket Learning developed Navchetana (a curriculum framework for 0-3 years old) and Aadharshila (a curriculum for 3-6 years old) as the national curricula for 0-6-year-olds upon request by the national government. This curriculum, to be taught in all 1.4 million Anganwadis in India, includes 21st-century skills such as executive function, working memory, creativity, and other social-emotional skills.
- Developing a first-of-its-kind personalized coach for low-income communities:** As India's largest AI nonprofit, Rocket Learning is developing an AI-based PDC (personalized development coach) on WhatsApp to understand children's learning levels, suggest personalized strategies, and engage families throughout a child's early years.



Constitution of the Internal Committee to finalize the National Early Childhood Care and Education (ECCE) Curriculum Framework, 2024, MWCD		
Sl. No.	Name	Designation
1.	Prof. Venita Kaul, Professor Emerita, Ambedkar University- Delhi	Chairperson
2.	Ms. Tripti Gurha, Joint Secretary (MWCD) & Director (NIPCCD)	Member
3.	Dr. Shubhra Chatterjee, Director, Vikramshila Education Centre	Member
4.	Ms. Sunisha Ahuja, Education Specialist	Member
5.	Dr. Reetu Chandra, Deputy Secretary (ECCE & FLN Policy), MoE	Member
6.	Dr. Vibha Krishnamurthy, Ummeed	Member
7.	Prof. Suniti Sanwal, Child Development Department of Elementary Education, NCERT	Member
8.	Dr. Shobhna Gupta, Deputy Commissioner and In-charge (Child Health & RBSK), MoHFW	Member
9.	Ms. <b>Namya Mahajan</b> , Co-Founder, Rocket Learning	Member
10.	Ms. Jyotika, Deputy Secretary, MWCD	Member
11.	Dr. Geeta Chopra, Professor, Institute of Home Economics, University of Delhi	Member
12.	Dr. Rita Patnaik, Joint Director, NIPCCD	Member Secretary

In order to synthesize the document, based on the valuable recommendations of the Internal Committee Members, a Working Group was constituted comprising of Dr. Rita Patnaik from NIPCCD, and Ms. Vibha Iyer, Ms. Sanjana Manaktala, and Ms. Sukhna Sawhney from Rocket Learning.



### Overall Impact

- **First-of-its-kind digital model for high impact and scale at low cost:** Rocket Learning has combined WhatsApp, the power of communities, AI, and government partnerships into an effective model. This hybrid online-offline approach has improved the motivation and knowledge of 210,000 Anganwadi workers and supported 3.2 million children's learning.



- **Deepening impact:** As a result of their intervention, parents spend twice as much time on learning with their children, and 70% of children achieve school readiness by age six, compared to the national average of 50% at just \$1.5 per child, making it one of the most effective early childhood interventions globally.
- **Changing India's focus and policies around ECD by being system integrators:** As the only NGO partner in the Government of India's official task force on ECD, Rocket Learning supported the launch of India's first modern ECCE policy, "Poshan Bhi Padhai Bhi," increasing training and learning material budgets by \$100M annually.





### Highlight of the Month

- The "Poshan Bhi, Padhai Bhi" (Not just nutrition but also education) initiative received national recognition when Prime Minister Narendra Modi endorsed it. This positions Anganwadi Systems as a foundational site for early childhood education, potentially increasing budgets, capacity building, and infrastructure investment in the system.
- Rocket Learning is expanding its model to support parents of children from birth to three years, focusing on cognitive development from the start. Their pilot program, the first in India to focus on cognitive stimulation for this age group, has shown promising results, with a 74% increase in parents' understanding of brain development and a 27% boost in children being "developmentally on-track."





## NGO IN FOCUS FOR OCTOBER'24 – ROCKET LEARNING (Cont.)

### Awards

Rocket Learning has been awarded the Google AI for Global Goals Award, WISE Award, London School of Economics Impact Accelerator, Elevate Prize, MIT Solve Award, and Bloomberg Catalyst Award. Their model was also featured as a case study by Harvard Business School, Stanford Graduate School of Business, and IIM Bangalore.



## NGO IN FOCUS FOR OCTOBER'24 – ROCKET LEARNING (Cont.)

### *In the News*

Rocket Learning were recently featured in the [Stanford Social Innovation Review](#) and have also been featured in [Forbes](#), [World Economic Forum](#), [Wall Street Journal](#), and [CNN](#). Their work has been covered in esteemed publications such as [The Hindu](#), [UNESCO World Education Blog](#), [Indian Express](#), [Times of India](#), [Hindustan Times](#), and [Brookings](#).





## SUCCESS STORY – ROCKET LEARNING

Puja Devi, a dedicated mother from Panchayat Pindrai, is committed to securing a bright future for her two young children, Arpita and Bhuvneshwar. Despite completing her

**Name:** Puja Devi

**Location:** Gurgaon

**Project:** Anganwadi Center

secondary education and recognizing the importance of early learning, Puja was unaware of the full potential of the local Anganwadi Center (AWC) until a few months ago.

In the past, Puja, like many others in her community, visited the AWC only to collect monthly food rations and was unaware of the educational activities offered there. This changed when Puja attended her first Parent-Teacher Meeting (PTM). It was a turning point. She learned that the Anganwadi workers weren't just providing nutrition; they were actively engaged in developing young minds. Through storytelling, playful learning, and other interactive activities, children were learning foundational skills to prepare them for school. Inspired by this discovery, Puja made a promise to herself and her children: they would attend the AWC regularly.

Since then, Puja has become a dedicated participant in her children's education. She ensures that Arpita and Bhuvneshwar attend classes at the AWC daily. Puja attends every PTM—four so far—eager to discuss her children's progress and learn more about their development. She values how the Anganwadi worker provides insights into her children's growth and offers activities she can practice with them at home.

This journey has enriched Puja's life as well. She cherishes the time spent with her children in new ways, whether practicing rhymes or engaging in storytelling, enhancing the quality of family time. What was once a simple ration distribution center for Puja has now transformed into a supportive environment that promotes nutrition, development, and early education.

Puja's story is a powerful reminder of the impact of parent awareness and engagement in early childhood education. Her dedication to her children's growth highlights how Anganwadi Centers can become community hubs for knowledge, development, and support, laying the foundation for a better future.

## SUCCESS STORY – ROCKET LEARNING



**Name:** Anita Rani

**Location:** Uttar Pradesh

**Project:** E-Pathshala

Anita Rani, an Anganwadi worker from a rural village in Uttar Pradesh, has witnessed a profound transformation in her classroom thanks to Rocket Learning’s E-Pathshala digital platform. Since introducing the platform, Anita has seen her students evolve into active, confident participants, excited to engage in class discussions, recite poems, and share stories. This shift has brought renewed energy to her classroom, as children eagerly share their learning experiences with both their teacher and parents.

Rocket Learning’s play-based, interactive content—presented in engaging, bite-sized visuals similar to TikTok—has proven to be a powerful tool for young learners. By using relatable and easily digestible visuals, E-Pathshala helps children understand abstract concepts and retain knowledge in a fun, accessible way. Anita has noticed her students make remarkable progress, from mastering basic counting and drawing skills to building advanced storytelling abilities. Each lesson ignites curiosity, unlocks potential, and nurtures a love of learning.

Beyond the classroom, the impact extends to the children’s homes. Parents are now engaged and excited to support their children’s education, encouraged by the easy-to-follow digital content. With Rocket Learning’s innovative approach to accessible, high-quality early education, Anita Rani’s classroom has become a thriving environment for discovery, setting a strong foundation for each child’s future.



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