

'1-D: 1-Y' (1 Donor: 1 Youth) Grassroots Campaign

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Purposeful Partnership: IWSF is thankful to all the collaborating non-profits and societally conscious corporate entities. Many offer their products and services either (i) free (ii) at cost or (iii) subsidize the price to help the less fortunate. IWSF does not promote any particular product, service or company; but at the same time, does not hesitate to appreciate the contribution and thank those who come forward to empower the poor in many ways through its missions and projects.

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As part of the 'IGNITING MINDS' Mission, '1D: 1Y' Campaign was launched on July, 1, 2015.

A) Language of Convenience: By default, English (American) has become the language of global communication for international trade & commerce. Learning a new language does not discourage one from excelling in one's own mother tongue. The Drop Box link provides details:

<https://www.dropbox.com/sh/o1ao56kas4vfbyr/AAB16CTqVk0Dlta2S3SLMxj-a?dl=0>

*'Centre for Research and Analysis of Migration',
Dept. of Economics, University College of London, UK
Report on English Fluency in India:*

- ✓ **34 % better hourly earnings with fluency in English language**
- ✓ **13 % higher hourly earnings with basic English language**


B) Preventable Tragedies: Recently, a brilliant student from a poor family took his own life due to the stress of adjusting (from local medium in high school) to English medium in college. Thousands of talented youth (especially from rural areas & non-English medium schools) hesitate to converse in English and perform poorly in interviews. This seriously affects their chances for higher education, better employment / promotion / earning, etc. Language fluency skills will easily resolve this.

C) Essence of Communication: Appropriate use of pronunciation, grammar, syntax, idioms, expressions, inflections and intonations of a language conveys one's thoughts, moods and emotions. Communication is effective when the recipient comprehends what is conveyed.

D) Significant Benefits: Those with fluency in a new language enjoy:

- ✓ Better EMPLOYMENT opportunities in India and abroad
- ✓ Better OPPORTUNITIES for Promotion, Leadership, etc.
- ✓ Better CHANCES for BPO / Outsourcing jobs for foreign clients
- ✓ Better EARNING (**up to 34 %**) throughout one's career
- ✓ Better EDUCATION in Post-Secondary studies abroad
- ✓ Better EXPERIENCE during trips to foreign destinations

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	<p>Accelerated learning designed in sequence Technology based approach</p> <p>Interactive & Effective way to learn Fraction of the cost of classroom learning</p> <p>Immediate feedback builds confidence Meets Regional and National Standards</p> <p>Students are ready for Global Challenges</p>
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Govt. High School, Samayanallur, TN

Immersive + Interactive

E) Life-enhancing Gift: Generous Individuals, Organizations and Institutions shall sponsor deserving youth (of their choice in their area) to learn a new language. The interactive phonetic training allows fluency. Mobile devices (Smart Phones, Tablets, etc.) help learning at one’s own convenience.

	<p>Language Learning opens huge opportunities Skilled Staff face Global Challenges</p> <p>Technology facilitates learning capabilities Speech Recognition improves fluency & confidence</p> <p>Deliver top level Customer Experience & Care Ready for Global business growth</p> <p>Enhanced cultural appreciation and respect</p>
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Govt. High School, Fathima Nagar, TN

Advantages of a Skilled Work-force

F) How to proceed:

- ◆ Donate online (any amount): <https://www.weservefoundation.org/donate>.
- ◆ Donate via ‘**Crowdrise**’: <https://www.crowdrise.com/ignitingminds/fundraiser/>
- ◆ Parents / Grandparents / Relatives / Schools / Colleges / Businesses / Organizations / For-profits / Non-Profits, etc. may sponsor the children / staff / public school or college students, etc. to celebrate Birthday / Anniversary / Promotion / Staff Appreciation / Festivals / Holidays, etc.

G) Online Language Course License:

i) Promoter in India: Grandskills Education Pvt. Ltd. (India) promotes ‘**EDUCARO Online Language Courses**’ (prepared & powered by **Rosetta Stone**). Online payments are paid in Indian Rupees to Grandskills at the time of Registration.

ii) Use ONLY in INDIA: Anyone from anywhere in the world can sponsor one or more licenses. But the online language Licenses must be used **ONLY** within India. Any violation is subject to summary cancellation of the license without any refund and subject to further legal action.

iii) Minimum Enrollment: The Vendors (Rosetta Stone & Educaro) agreed to an incredibly low, **INTRODUCTORY** price valid in India **ONLY during the month of July 2015**, for a **minimum 15,000** licenses for the online **English Language Levels [1 & 2] (American or British) with a 3-**

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month license. If less than 15K enroll, the Vendors are free to decide either (a) cancel this unique offer or (b) seek higher price, based on the actual enrollment volume.

iv) FIRST SESSION: After receiving the payment, the Vendors shall release the licenses for the first session within 15 working days. From then on, licensing would take less time (7 to 9 working days). If the registration of 15,000 enrollment and full payment to the Vendors are completed before July 31, 2015, the first session shall be scheduled to start about Aug. 15, 2015.

H) System Requirements:

<p>i) Operating System (One of the following):</p> <ul style="list-style-type: none">• Windows 7, 8 or higher• Mac (Intel based only): OS X 10.7 (Lion) or higher
<p>ii) Computer Hardware (All of the following):</p> <ul style="list-style-type: none">• On Windows: 2.33GHz or faster x86-compatible processor or Intel® Atom™ 1.6GHz or faster processor for netbooks• On Mac: Intel Core™ Duo 1.33GHz or faster processor• 1 GB of RAM or higher• 3 GB free hard-drive space (per level)• 1024 x 768 display resolution• Broadband Internet connection• One available port for a headset with microphone
<p>iii) To access Online Services: (Please ensure this)</p> <ul style="list-style-type: none">• Must have standard Broadband Internet connection (slow internet connections will not suffice)• Must be age 13 or older

I) Enrollment for the ONLINE Course:

- ◆ Online Language Course: ENGLISH Level 1 & 2 (American) or (British) 3 months license
 - a) Reservations made until July 31, 2015 **Rs. 2,900 + 14 % Service Tax / License**
 - b) Price from Aug. 1, 2015 **Rs. 3,400 + 14 % Service Tax / License**
(INR 62 / \$) [Rs. 3,310 = US \$ 53.50 Rs. 3,880 = US \$ 62.50]
- ◆ RESERVATIONS made until July 31, 2015 shall receive the INTRODUCTORY price, (Rs. 2,900 + 14 % Service Tax) when Registration is completed within the time indicated in your email / SMS. Reservations from Aug. 1, 2015 → Rs. 3,400 + Service Tax / License.
- ◆ Payment is due at the time of REGISTRATION (not during RESERVATION).

J) Thank You: Your generosity and active support enables ‘1 D: 1 Y’ campaign to positively impact thousands of the economically disadvantaged youth, in improving their language skills, literacy, proficiency & confidence leading to better personal, professional, social and economic well-being.

Best regards. Yours truly,

July, 19, 2015

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‘EDUCARO’ ONLINE LANGUAGE COURSES

RESERVATION Form

Step 1 - RESERVATION: Email: ceo@igrandee.com with copy to: msviji2020@riinc.net

Please email the RESERVATION at your earliest convenience, with all the following 3 items:

Description	Selection <i>(Please PRINT legibly)</i>
<p>1. Sponsor / Donor: <i>(Individual Responsible)</i></p> <p>Organization Name: <i>(If applicable):</i></p> <p><i>Location (Area, City, State)</i></p> <p><i>Type of Entity:</i></p>	<p>(First, Middle & Last name)</p> <p>Non-Profit () For-profit () Govt. ()</p>
<p>2. Contact Email:</p> <p>Cell Phone Number:</p>	<p>Contact: ()</p> <p>Contact: ()</p>
<p>3. English Level 1 & 2* <i>One Version per License</i> <i>(Threshold = 15,000 licenses)</i></p> <p>-----</p> <p><i>Other Language: (PRINT)</i> <i>(For the Introductory rate, must enroll 15,000 licenses / course)</i></p>	<p>(i) American English () (ii) British English ()</p> <p>Total number of Licenses (i) + (ii) =</p> <p>-----</p> <p>Language:</p> <p>Total number of Licenses:</p>

*Vendors offer **Levels 1 & 2** as a **SPECIAL BONUS** (subject to change after July 31, 2015) during this **INTRODUCTORY OFFER – saving additional Rs. 3,300 / license.**

INTIMATION: Once the threshold RESERVATION number is reached, each shall receive email / SMS to complete the online **REGISTRATION and PAYMENT within a specified time.**

STEP 2 – REGISTRATION: (Done Online through Grandskills URL)

Registration details shall be provided in the GRANDSKILLS Website.