



# Going to School in India

## Annual Report 2021





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## MESSAGE FROM THE FOUNDER

It was never going to be easy going to school in a pandemic.

With schools closed across India, opening for a while and closing again, millions of children and young people had to learn from home, online. For many, that wasn't possible as they didn't have access to technology. For those that did have access, it turns out young people would much rather meet, learn together, in person, with their teachers, at school, outside, anywhere, as long as it was together.

I'm not sure who said, 'there's no replacement for turning up', this past year it was a quote, a phrase, a call to action that drove us to find new, Covid-19 safe ways to turn up for children and young people, and somehow, to turn up together.

Last summer was hot, we were in lockdown and yet, we somehow needed to encourage people to overcome their vaccine hesitancy, to come out and take the shot. It just so happens that there was a vaccination drive taking place outside, in a football pitch in Calangute, Goa.

Goa is the only state in India with football as the official state sport. There's a phrase in Konkani that says 'Football is in the blood of every Goan' and so football AND vaccination drives in pitches gave us an idea about a feature film we could make and in the end, in the monsoon, filming for 40 days, we did.



Click the play button to watch the video



**Goal Goa** is a feature film that begins in present-day Goa where football pitches have been closed. Vaccination drives are taking place in football pitches where young people once played football.



The story goes back in time to explore how football came to Goa and how women football players came to compete nationally.

Present day Goa, with girls at the centre of the story, the film features the first woman coach for the women's national team, women national team players, girl athletes who are excelling in grassroots football played on the beach.



Running through the story is a quiet message, and ask, if everyone who can 'takes the shot' one day soon, we can all go back outside to play football together.

By taking the shot and reclaiming public spaces for sport, there's a way forward after the time we're in, to equip young women with the skills they need to take on the next challenge, Climate Change.

**Goal Goa aired on DD National and on BT Sport in the UK.**

Inspired by what was possible outside, in the monsoon, during lockdown in Goa, we decided to try a variation on the theme of 'outdoors' and take school outside in Bihar.

**Get a Plan** is a project that runs in **1,000 Government Secondary Schools** equipping young people with the Sustainable Enterprise Skills they need to complete their education and transition from school to equitable work or sustainable enterprise of their choice. When schools are open, Get a Plan is delivered through graphic novel adventures. With schools closed we had to design and deliver, differently.

We designed and ran and made open to every young person in each grade, Green Enterprise Internships, 21-day, in-the-field internships with sustainable entrepreneurs, beekeepers, organic farmers, solar engineers.

Going to School teams, equipped with mobile phones and backpacks of graphic novels, were on site with young people, tracking outcomes through technology and enabling young people to choose the action-adventure stories they wanted to complete. **This happened outside, for 100,000 young people with 400 sustainable entrepreneurs.** It was a wild success. So, while they were learning outside, young people made a TV series that aired on national television.

#### **Rough Cut - Green Enterprise Adventures in Bihar.**



Click the play button to watch the video

**At the same time in Mumbai and Bengaluru, film teams making Play City, The Children's Scrappy News Service** researched, filmed and edited stories of Climate Change in the city, mapping the skills needed to solve for Climate Change in the City. When schools reopened and we were allowed to be together, we built sustainable newsrooms made of bamboo, organic cotton, powered by wind and solar. Children then made their educational television show from the newsrooms, unscripted, unpracticed, they just rolled with it and the result is a new kind of scrappy where children ask their own questions about Climate Change and find their own solutions.

#### **Play City, The Children's Scrappy News Service aired on TV channels in Maharashtra and Karnataka and on DD National nationwide.**



**Outside. Outdoors.** Turn up for children and young people.

Figure out how we can play and problem-solve, learn together.

This past year made us design and deliver differently. It has changed us forever. From now on, even when schools are open, we'll continue to design to deliver skills education offline, online to young people outside in football pitches, where they'll come back to school to play football and then learn skills and we'll work to make the pitches they come to play and learn in, sustainable, powered by solar light, surrounded by vertical urban farms, so young people coming back to school to play and learn are surrounded by sustainable enterprise solutions that take on Climate Change in the city.

And, if schools close again, we'll still be able to keep playing and problem-solving together.

#### **Lisa Heydlauff**

Founder, CEO  
Going to School  
[www.goingtoschool.com](http://www.goingtoschool.com)



## GOING TO SCHOOL IN NUMBERS

### Get a Plan

**30** Graphic novels and activity sheets

**134** Media coverage, print and online

**1,000+** Green Enterprise Internships completed

**60,000+** Young people in Bihar completed Green Enterprise Internships

**151,959** Young people in 10 districts in Bihar completed Get a Plan baseline in August-September 2021

**5 million+** Viewership of Rough Cut Season 1 on DD Bihar TV Channel; aired in January-February 2021



**156** Episodes

**6 million+** Young people reached

### Goal Goa

**2** TV channels. Telecast on DD National in India and BT Sport in the UK

**3** Number of times aired on DD National, the state-run, public service free-to-air television channel

**9** Number of times aired on BT Sport in the UK

**183** Media coverage, print and online

**10 million** Viewership; telecast in October-December 2021



### Yuwa Udhyojak Kaushalya Show (YESS TV Marathi)

**1** State-run, public service television channel, Doordarshan Sahyadri

**26** Episodes

**5 million+** Viewership; aired in January-February 2021



### Map of Me

**2** Number of consecutive years of the program

**4** Cities - Bengaluru, Delhi, Kolkata, Mumbai (newly added in 2021)

**26** Steps to becoming an entrepreneur



### Play City, The Children's Scrappy News Service

**4** Number of TV channels that aired Scrappy, nationwide on DD National, in Karnataka on DD Chandana and in Maharashtra on DD Sahyadri and ZEE Marathi

**78** Number of slots aired on television

**131** Media coverage, print and online

**236,758** Website clicks

**10 million+** Impressions online

**23 million** Reach on Television



# GOING TO SCHOOL IN INDIA





## GOING TO SCHOOL, PANDEMIC AND AFTER

If 2020 was the year of retreating indoors to save our souls, 2021 beckoned us back outdoors to reclaim open spaces.

Previously, before the pandemic, Going to School's programs were delivered on-site, in school. During the pandemic, when the world and schools shut down, Going to School successfully pivoted its offline programs to an online-television delivery model that reached 20 million children in Bihar and millions more in Karnataka, Maharashtra and West Bengal.



Click the play button to watch the video



Click to download the YES APP

We stepped into 2021 determined that, after spending almost an entire year cooped up indoors without much human interaction beyond our families, we must head back outdoors in Covid-19 safe environments to bring back to learning what we always knew to be true to its core - human interaction, play and in-person exchange of ideas and energies. This we did with 21-day outdoor Green Enterprise Internships in 11 districts in Bihar. To this, we added what we innovated and learned new - our enhanced digital capabilities and stronger presence on free-to-air, state-run, public service national television to engage with and enable young people in the farthest corners of the country to devise creative ways to respond to the biggest challenge of our time - Climate Change.

We continued to maintain a special focus on girls' retention at and transition from school to equitable work through the green enterprise internships. Since we could not ignore the reality of the pandemic, some of our major initiatives during the year also carried the message of the importance of getting vaccinated and staying safe.





## GET A PLAN

Get a Plan, through an MoU with the Government of Bihar, is a series of graphic novel adventures led by young women entrepreneurs who take on and solve problems of climate change in their villages, towns and cities by starting sustainable green enterprises and creating jobs for many.

The content, delivered in school, online, on television and on the ground, reaches a large number of young people as they negotiate 21st century challenges. Gorgeously designed, the graphic novels in this series are 70-100 pages long and bi-lingual (Hindi/English). Each story features a young entrepreneur who demonstrates how to set up and run a sustainable enterprise that can tackle not just climate change but also the growing unemployment problem among Indian youth. The graphic novels are available as printed books, e-books, and animated short films.

In 2021, the graphic novels were read and their activity sheets completed by students outside on the Green Enterprise Internships. Students were able to learn firsthand the skills they read in the books on the Green Enterprise Internships. They were also able to learn how enterprises are set up and run, and what young people need to do to start their own enterprises, including market research, branding, pitching and refining their business idea, fundraising and, finally, starting up.

### SAY YESS!

Get a Plan's Android APP, called the Young Entrepreneurs Skills School (YESS), hosts all the content for the programme, including the graphic novel e-books, graphic novel videos, the action projects for upload and assessment that children and young entrepreneurs can access as well as the baseline and endline. YESS also enables measurement of programme outcomes by hosting the baseline and endline data.

Through the 21-day Green Enterprise Internships, Going to School created fun, action-packed opportunities for students to gain hands-on experience working with sustainable entrepreneurs in Covid-19 safe, outdoor settings. Our teams designed the skills challenge and were also present at the internship locations every day, tracking young people's learning outcomes on mobile phones through the YESS APP. Our sustainable graphic novel adventures provided not just inspiration to the interns but also enterprise ideas they wish to pursue; at the end of the internship, students submitted completed action projects.

60,000+ YOUNG PEOPLE IN BIHAR COMPLETED 1000+ GREEN ENTERPRISE INTERNSHIPS.



Green Enterprise Internships	
Beekeeping	Integrated farming
Organic farming	Journalism
Solar	Organic nursery
Mushroom farming	Organic compost
Sustainable/repurposing furniture	Paper plate company
Garbage recycling	Policewoman internship
Art and craft	Physical fitness internship
Mobile banking	Self defence
Bio coal briquettes	Recycling
Sustainable packaging/bags	Logistics



### An Adventure Series, for and by Young People

The young people on the internships also documented their adventures with green internships in a TV and web series called *Rough Cut: Green Enterprise Adventures in Bihar*. Digging deep into what is sustainable and what is not, this mini-series made by young people for young people has been watched by 5 million+ on Doordarshan Bihar in February 2021.



Supported by  IKEA Foundation

An Original Series by Going to School

युवा उद्योजक  
कौशल्य शो

YUWA UDHYOJAK KAUSHALYA SHOW (YESS TV MARATHI)

## YUWA UDHYOJAK KAUSHALYA SHOW (YESS TV MARATHI)

The Yuwa Udhyojak Kaushalya show ran as a 26-part Marathi TV series telecast on state-run, public service television channel Doordarshan Sahyadri in Maharashtra (free-to-air nationwide) when schools were shut in February 2021.

The show was based on the Yuwa Udhyam Kaushal Show that ran on DD Bihar, teaching entrepreneurial and life skills to students in grades 9-12 to help them make the transition from school to equitable work or enterprise of their choice after grade 12.

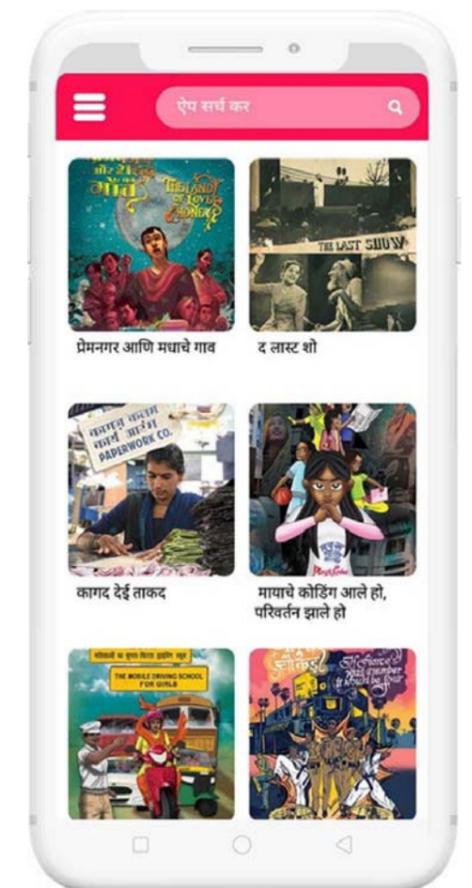
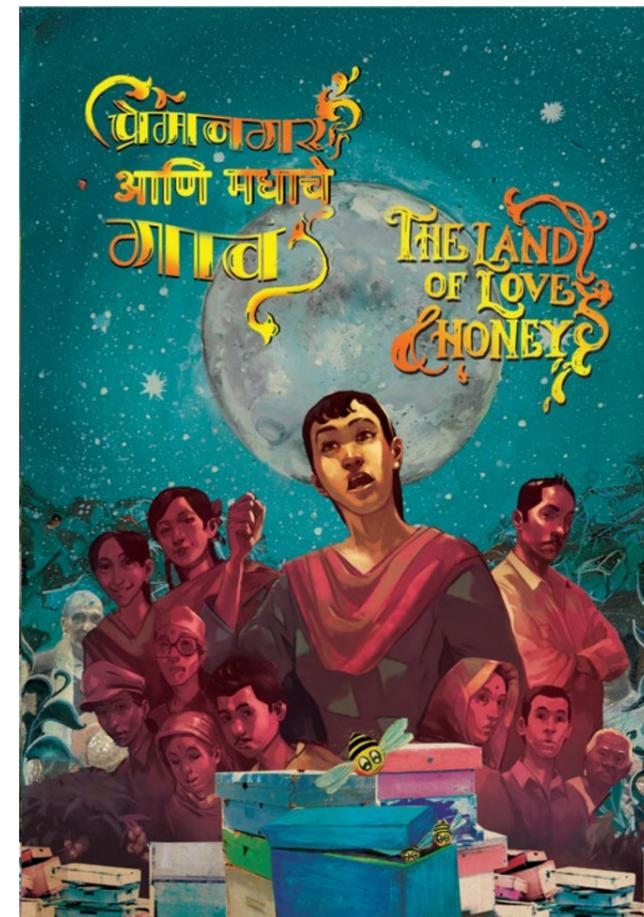
This was supported by the YESS APP in Marathi that introduced young people to the joys of learning the skills required to become entrepreneurs.



Get A Plan Marathi content was also made available by the Maharashtra State Board via DIKSHA, the national platform for school education. Our content has ranked high, as per feedback received from the platform, with 8,612 views registered for 53 modules.

Supported by

ORACLE



MAP OF ME

Mumbai

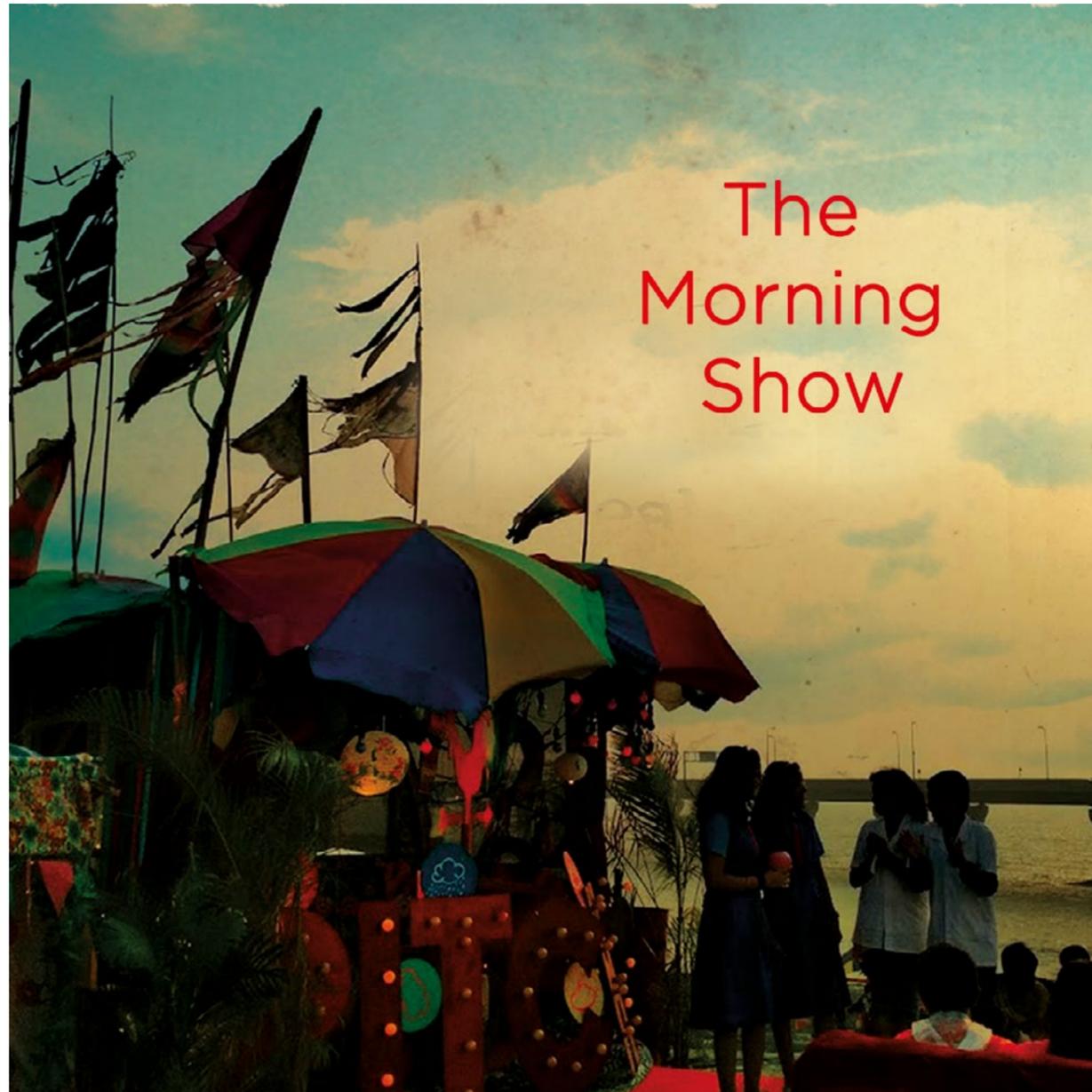
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Map of Me is a youth-led mobile-digital channel that seeks to help young people - girls studying in grades 9-12 in government schools and women aged 18-23 who take public transport to college/ work and/or are aspiring entrepreneurs - make a new life plan, explore new careers and

enterprises and understand and acquire the skills they need to succeed. The digital channel ran in Bengaluru, Delhi, Kolkata and Mumbai, powered by a 26-Step Skills Building Challenge, hundreds of inspiring entrepreneur success video stories and two seasons of a streaming morning show covering 246 episodes.



With a basic cell phone that gives them access to the channel during their long commute to work or school, young people learn the skills they need to succeed at work.

Map of Me TV aired 90 episodes on television between October 2020 and March 2021 in four languages—English, Kannada, Hindi and Bengali—in three states Karnataka, Delhi and West Bengal.

After reaching millions of young people in these cities, Season 2 of Map of Me was The Morning Show in Bengaluru, Delhi and Kolkata with Mumbai added as a new city in September 2021.

Season 2, The Morning Show, featured 156 episodes in a digital show format with young women from each city as hosts who travel across the city interviewing young entrepreneurs about their businesses, how they do what they do, the skills they use to do their work and how a million more young people can do the same. In its first few weeks of launching, the show increased traffic to the digital channel by 91 per cent. The show also aired on the DD Chandana TV channel in Karnataka in December 2021, reaching 6 million+ young people as per DD Chandana.



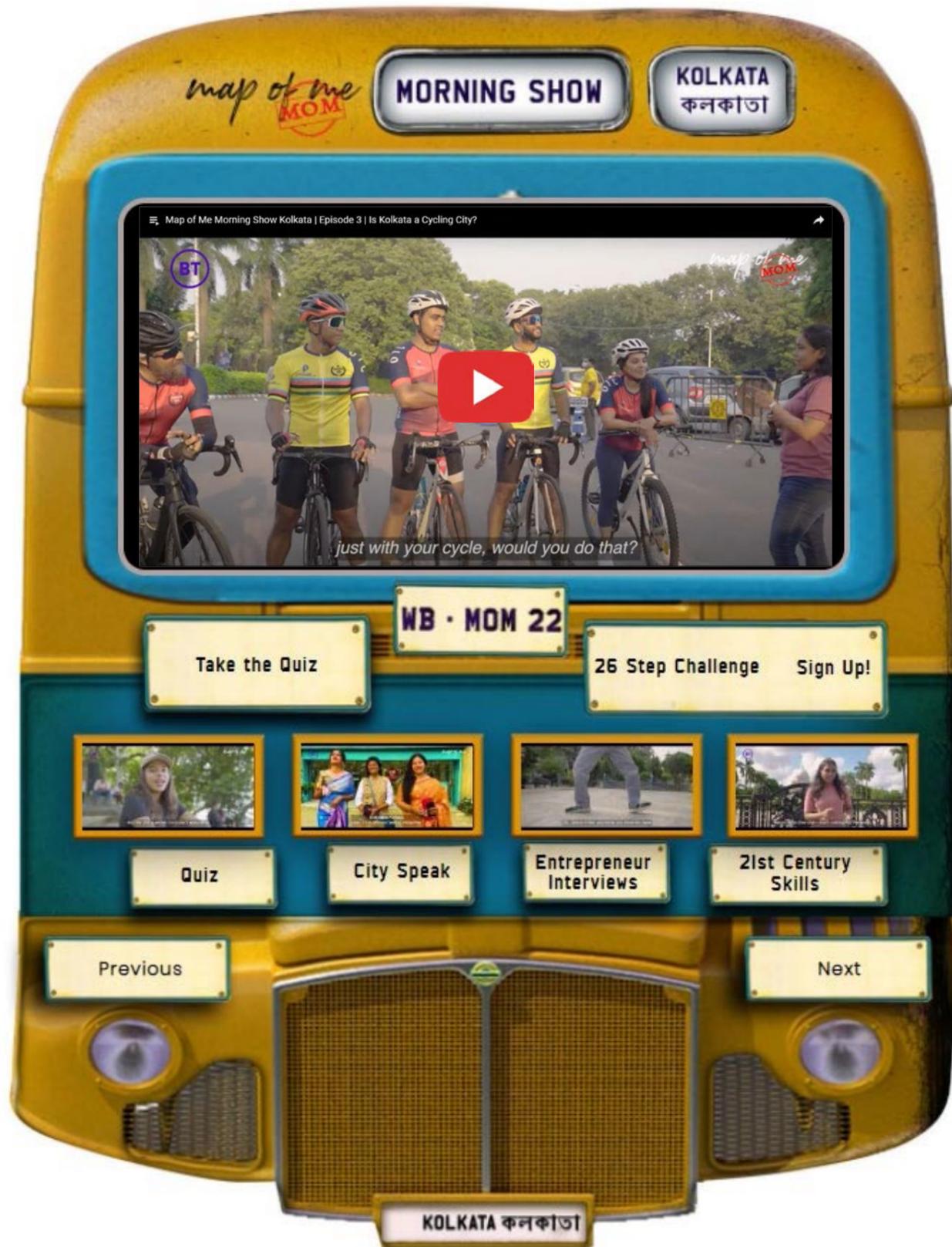
MAP OF ME MORNING SHOW, MUMBAI



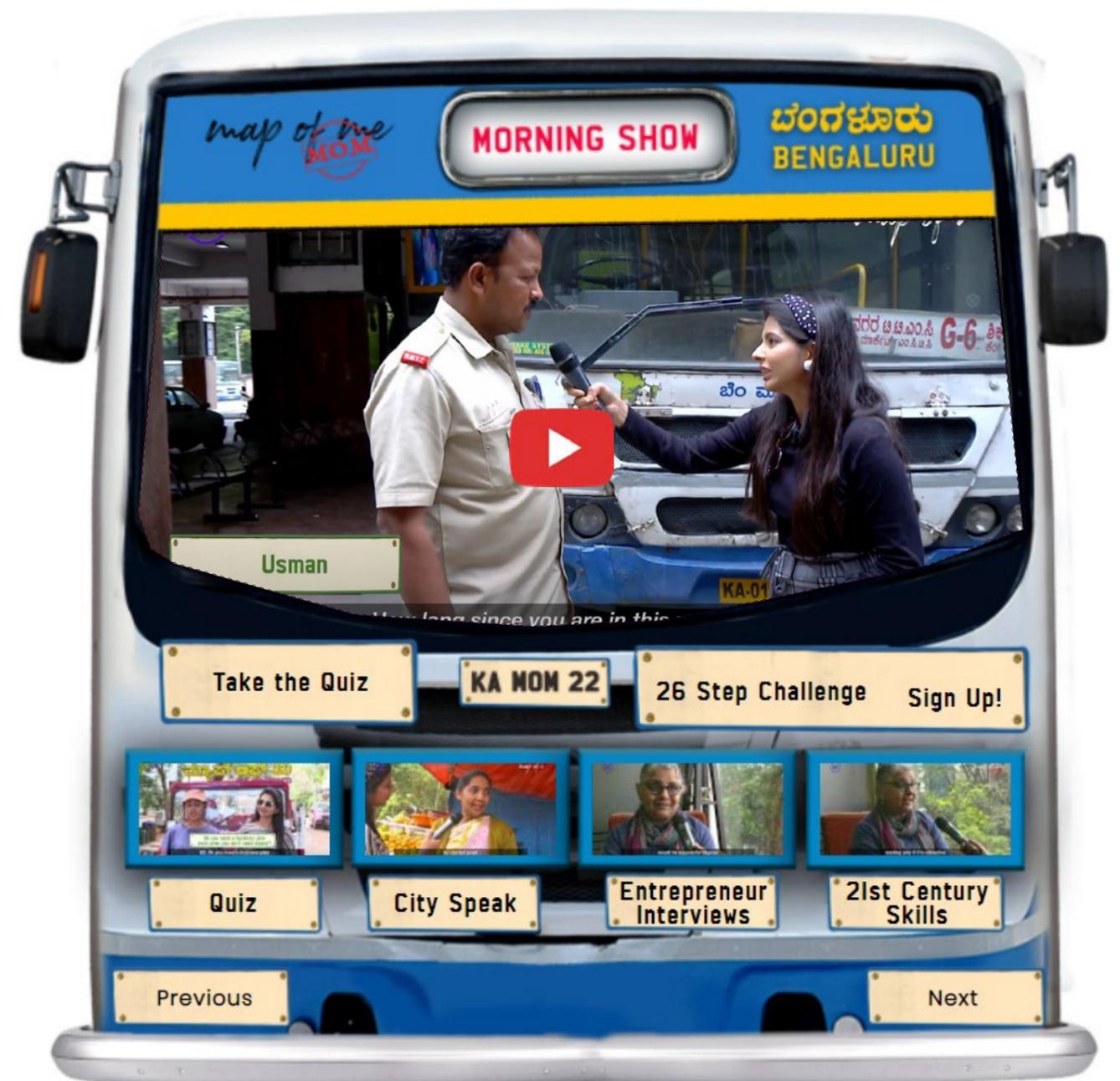
MAP OF ME MORNING SHOW, DELHI



MAP OF ME MORNING SHOW, KOLKATA



MAP OF ME MORNING SHOW, BENGALURU





Goal  
God

# Goal Goa

Goal Goa is a 60-minute public service film created with the twin aims of countering vaccine hesitancy and inspiring adolescent girls to reclaim open spaces and pursue grassroots football. With 10 million adolescent girls dropping out of school in India, Goal Goa makes a case for investing in girls' football to enable them to begin learning again and then take on the next challenge fearlessly.



The film features some of the biggest names in Goan football.



Players from leading football clubs, local government.



The first woman coach for the women's national team, legendary women national team players.



And girl athletes who are excelling in grassroots football with the idea to take women's football in India to the next level post the pandemic.



Goal Goa was a feature film that aimed to encourage families in India to get vaccinated, so we can all go out to play football again, together.





Goal Goa aired nationally in India on the government-run, public service television channel Doordarshan National on 28th, 29th and 30th October, 2021, reaching 10 million people.

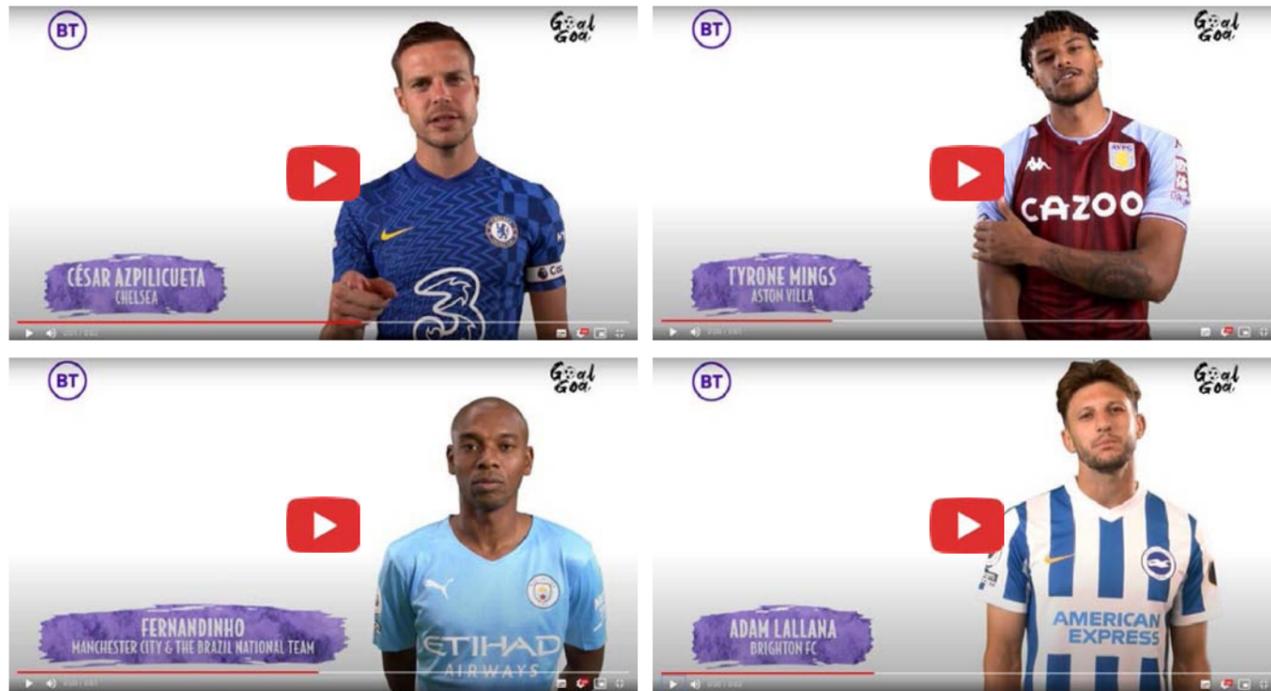


The film also aired in the UK on BT Sport on 20th November, encouraging the South Asian community in that country to get vaccinated.



Subsequently, Goal Goa aired nine times on BT Sport between November 2021 and January 2022.





The story of Goal Goa was covered by 183 publications, both print and online

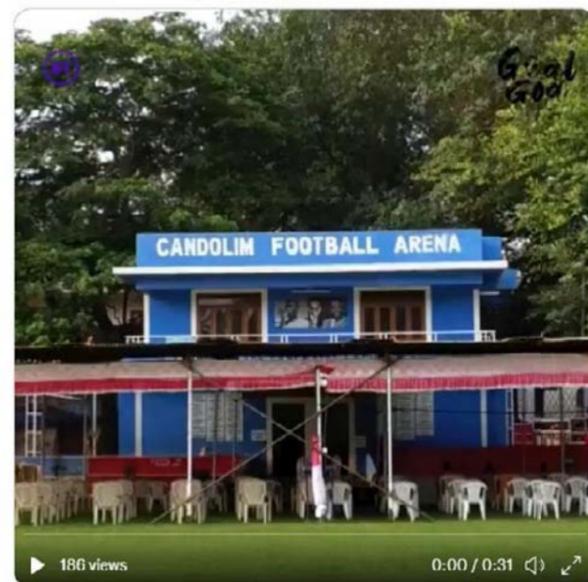
The film received a shoutout from leading sportspersons, filmmakers and other media personalities in India and the UK who supported the idea of young girls and women pursuing the great game to beat the pandemic, overcome gender stereotypes and learn skills that will empower them.

**British Asian Trust**  
@britishasiantrust

In #Goa, the #football pitch is at the heart of every community. Watch the documentary #GoalGoa on @DDNational on 30th October at 6 PM IST and see how the #BritishAsianTrust, @bt\_global @goingtoschool are using passion for sports to tackle vaccine hesitancy in #SouthAsia.

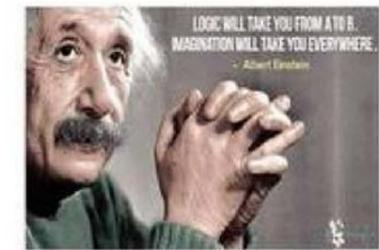
**RR Foundation**  
@RoyalRajasthanF

In #Goa, the #football pitch is at the heart of every community. Watch the documentary #GoalGoa on @DDNational on 30th October at 6 PM IST and see how @britishasiantrust, @bt\_global @GoingtoSchool are using passion for sports to tackle vaccine hesitancy in South Asia.



6:50 PM - Oct 28, 2021 - Hootsuite Inc.

Panjim | Friday | October 22, 2021



THOUGHT FOR THE DAY

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## It's all about love for the game

A film about football in the state has been produced featuring young and experienced footballers who talk about their experiences and more importantly about the game played by young girls and how it is slowly but steadily improving

Football is in the blood of Goa. It is discussed with great passion by everyone and anyone. The game has featured in books, in plays and in movies. Now yet another feature film will showcase the love for the game in the state. The film titled Goal Goa talks about the time when football pitches were not filled with players kicking the ball around during the pandemic. Vaccination drives were taking place in football pitches where young people once played football. Interestingly the film also talks about how football came to Goa and how women players from the state compete nationally.

"We had a very good women's football team in the 70s and the 80s. We had a certain standing and we were no 2 in Asia. We used to compete with other countries. But our transition was poor. Let me give you an example. We drove with West Germany. We did well in the invitation world cup. This was in 1981 in Tuzel. Germany took the step and they moved with the men. Our women's federation was not recognised and this break destroyed the game. Now however, interest is growing again."

Yolanda de Souza



CONVERSATION: Lisa preparing for a shot with a young footballer

to young footballer both boys and girls, senior and retired players, talk about their experience and discuss how to make the game better for girls and boys. Lisa said it was a shock to learn that there was only one football tournament for girls. She said a major goal for her was to get the game back to the grassroots level. It was important to invest in the game. Girls playing the game learn new skills. The film was done over four days, driving around the state talking to people who had never talked about their love for the game before. People talked about how the game came to the state and how one could do it differently after Covid.

"One of the people in the feature is Yolanda de Souza, one time national footballer. She said she was interested about her experiences as a footballer. She said 'We had a very good women's football team in the 70s and the 80s. We had a certain standing and we were no 2 in Asia. We used to compete with other countries. But our transition was poor. Let me give you an example. We drove with West Germany. We did well in the invitation world cup. This was in 1981 in Tuzel. Germany took the step and they moved with the men. Our women's federation was not recognised and this break destroyed the game. Now however, interest is growing again.'"

spoke to me and said I would be the main character. I had to be myself a female player and the experience was very good."

Sania Pednekar

The film also features Sania Pednekar, Current Technical Director, India National Football Team, Former Captain, Indian Football team (1981-1986) and Urvashi Fernandes, International Footballer, Air Force Officer. It is believed to name a film. The feature film Goal Goa will air on DD National on October 30, 2021.

"It was raining and we had a chat. Women's football is picking up in the country as well as in the state. I saw the coach of the national team and stepped down for a while. The national team is training again and we are slowly going back to the good times of the 80s."

Maymol Rocky

## Folding paper into an intricate art

Ayush Shinde a young artist has learned the intricate art of Kirigami which is a Japanese art form and he learned this skill from his mentor at school a few years ago. His talent is very evident in the art he has created

Shiraj Tharadkar

MS SHINDE/WWW.KIRIGAMI



Tony Child is an artist. The problem is how to remain an artist once he grows up? Pablo Picasso has rightly said and that is his saying lots of support, guidance and consistency is required for any artist to give an edge and excellence in his art form. A 15 year old young boy from Vadodra named Ayush Shinde is trying to create his own amazing world by the Kirigami art which he got inspired by his mentor from his school a few years ago. During a candid conversation with young Ayush Shinde, it was learnt that when he was studying in standard 6th, he came across Kirigami and the Kirigami Artwork which was practiced and had displayed

mentor Shri Arun Karanji some beautiful art work of some paper with help of some tools such as cutters, some sort of measurement board. After that Ayush got some guidance from his brother Arun who supplied tools such as cutters, required for cutting papers and also taught some nuances of Kirigami art. Kirigami art makes use of fine and some more are in the process of completion. When asked about how required and how he gets to take up these artworks, Ayush said that time to make one takes weeks, sometimes it takes a week and some time even it takes one or two months. There were some Kirigami art work on display. He said that he and his observation of Kirigami art helps me and inspires me to do various art works. Later when questioned about what he intends to do in the near future, Ayush said that his parents, teachers have supported and encouraged him to do such

# गोवा, पर्यटन मोसम, पर्यटक इत्यादी...

पर्वट मोसम सुरू झाला आहे. चार्टर्ड विमानांकडे सारे डोळे लक्ष्य बनले आहेत. आता प्रश्न असा आहे, विदेशातील उच्च दर्जाच्या पर्यटकांना गोवाकडे आणायलाय का? दरवर्षी पर्यटक रजाते व सरकारी विदेशात जाऊन राहण्यातील पर्यटन व्यवसायाला उपाय मिळवणे यामाठी उभावायलाय जवळपासची करते मात्र यानाच्या पर्यटकांना अर्थिक किनारी सोयी सुविधा मात्र पुढच्या जात नाहीत. त्यामुळे किनारी भागात तारांकित हॉटेल निवासी सोयी नसल्याने या भागात उच्च दर्जाचे पर्यटक येत नाहीत. पेटणे तालुक्याचाच विचार केला तर मोरवी, आग्ने-मान्दे, ह्यमल आणि केरी, तेंडोळार हे या किनारी भागात एकत्री तारांकित सोयी सुविधा असलेले हॉटेल नाही. मुळाव्या व्यवसायाचेही तेंपे वाढलेले असतात. शिवाय किना-याकरा कच्चा, सांसार होणारे धानियदुग्धा, मुरे-यरी त्याचाही काम पर्यटकांना होत असते. गोव्याचे हे असे असंख्य कारणां निच आंतरराष्ट्रीय स्तरावर पर्यटकांमध्ये विचारे केले आहे. त्यामुळे दरवर्षी पर्यटक आबही या किनारी भागात पर्यटकांना आनंद लुटवण्यासाठी येत नाहीत.

किनारी भागात आब स्वस्त पर्यटक रिस्तात. मट करून एखादे घर किंवा खोली भाड्याने घेवून ते राहतात. रात्रीही किनाऱ्यावर होणारा. हॉटेलर वेकवॉपेक्षा ते स्वस्त-च खोलीवर स्वयंपाक करून येतात. हॉटेलर भाड्याण घ्यावून दिवस घालतात. काही भिरेबांदक पर्यटक रात्रीच्या वेळी संगीत रात्रीचे आयोजन करतात. हॉटेल पाकबाकत, संगीत पाकबाचे वादिले पक्कं रस्त्यावर आरंभून लावतात. वेकवॉप व्यवसायातील त्यांचा हात असतो. काही



# स्त्रीशक्तीच्या सन्मानासाठी लढणाऱ्या जुलियाना लोहार यांचा सन्मान

अलीकडच्या वर्षांत गोव्यात वेग्या व्यवसायाचा फैलाव करणाऱ्या मासुकी तय्यारीचे प्रमाण पिला करायी इतके वाढले आहे. या मासुकी तय्यारी विस्व गेली वेप दरके लडा देणाऱ्या गोव्यातल्या अर्ध या संस्थेच्या समन्वयिका जुलियाना लोहार यांना फोर्ड फाउंडेशन तर्फे देण्यात येणारा 'फोर्ड ग्लोबल फेलो' हा जागतिक प्रतिष्ठेचा सन्मान वाढीर झाला आहे. भारतामधून हा सन्मान फिजव्याऱ्या त्या विल्हत्याच आहेत. वेपवेगळ्या सामाजिक क्षेत्रात काम करणाऱ्या आणि समाजात सकाटारक बदल घडवून आणण्यासाठी झटणाऱ्यांना ही फेलोशिप आणि अनुदान देण्यात येते.

मुंबईत 'ममाकार्य' या विषयावर पदव्युत्तर अभ्यासक्रम पूर्ण केल्यानंतर 'अर्ध'च्या मुंबई शाखेने त्यांनी निवड कॉलेजच्या कॅम्पसमध्ये केले आणि २००२ साली त्यांनी गोव्यात काम सुरुवात सुरुवात केले. त्या शिकत असतानाच वेग्या व्यवसायावरून मुदुका झालेल्या एका घटनेमुळे काम करत होत्या. तेव्हापासूनच त्यांनी सामाजिक अत्याचार बंदी घडलेल्या विवाहांना अभ्यास करताना सुरुवात केली होती. या विषयाच्या सहाकार्यक्रमासाठी आणू काहीती करणे असे त्यांना ठरवलेले पाडवणे. 'अर्ध' या संस्थेने त्यांना ती सौची मिळवून दिली.

जुलियाना म्हणतात, गोव्यात होणाऱ्या मासुकी तय्यारीचे प्रमाण आंतरराष्ट्रीय स्तरावर जाहीर करणे गरजेचे आहे. आंतरराष्ट्रीय स्तरावर जाहीर करणे गरजेचे आहे. आंतरराष्ट्रीय स्तरावर जाहीर करणे गरजेचे आहे.



त्यांचा शिवा झालेला नाही. अर एकाही वेगो पापडान गरी तर वेग्याव्यवसायासाठी पुर्तुगा प्रवृत्त करणारा हा व्यवसाय कामा अटोम्युलत वैधुल सार्व त्या निविल होत्या पण जुलियाना आतातयक सकारत पुढे अर्धही म्हालाऱ्या, 'पुलीर काड्यात राय्य सरकारच्या आणि जगुत समाजाच्या मदतीने गोव्यात चालवारी हो वरु प्रवृत्ती करुकीच अटोम्युलत वैधुल शकते. ती सांख्ये हेच आमचे ध्येय आहे.' १९९८ सालपासून गोव्यात 'अर्ध' ने काम सुरू आहे.

'फोर्ड ग्लोबल फेलोशिप' असे ही समाजातल्या कुत्रांवर मात करून, लोकांना नवीन मार्ग दाखवणाऱ्या वैदुकातल पाडवड देऊन, त्यांना हे सांगणे -'पुढी एरुका

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हिंदी न्यूज़ • मनोरंजन • गोवा के फुटबॉल पैशन को दिखाती है 'गोल गोवा', जानें कैसे मुफ्त में देखें...

# गोवा के फुटबॉल पैशन को दिखाती है 'गोल गोवा', जानें कैसे मुफ्त में देखें ये फिल्म

गोवा की मस्ती, लोकेशन और गलियारों के दिलफेंक अंदाज को कई फिल्मों में बखूबी से दिखाया गया है। लेकिन क्या आप जानते हैं की फेंनी, फिश के अलावा गोवा के लोगों के रगों में फुटबॉल का भी नशा है। जी हां ऐसा...



पर्यटक तूय व्यवहारगही घामील असतात. अशा पर्यटकांकडून रमनिक व्यवसायाकराही अर्थिकात फायदा होत नाही.

हे निच गोव्याच्या एकाच भागाचे नाही तर उल्लेखित्या सामान्यत समुद्रकिनाऱ्याचे आहे. अशा पर्यटकांमुळे राण्याच्या सामने-सुविधांवर ताम घडतोच पण एकदा असात-नेची प्रसिद्धी झाल्यावर जागतिक पातळीवर देखील राण्याची बदनामी व्यवसाय सुरुवात होते. गोवा आतापर्यंत जगातल्या चालण्या सौंदर्य स्थळांच्या यादीत सामाविष्ट होते. मात्र या यादीत टिकून राहण्यासाठी ज्या गोष्टींनी आरंभकता असते त्या मात्र खूबकुडू खालत चालण्या आहेत.

आज विदेशी पर्यटकांची गर्दी राण्यात खूप वाढलेली आहे. भारतातल्या इतर स्थळांपेक्षा गोवा अधिक 'गोलगोवा' आहे हे त्याचुत सिद्ध होते. याच देशी पर्यटक हा आंतरराष्ट्रीय दर्जाच्या पर्यटकांना पर्यवे होऊ शकत नाही. उरट काही देशी पर्यटकांच्या वागण्यामुळे गोव्याच्या आंतरराष्ट्रीय प्रतिष्ठेला धक्का ही लागते.

आंतरराष्ट्रीय स्तरावर पर्यटन रम्य म्हणून गोव्याचे नाव अर्थात राह्यामध्ये असले तर उच्च दर्जाचे पर्यटक गोव्यात वेतिले असतात-नेच्या सामने-सुविधांनी व्यवस्था गोव्यात निर्माण झाल्या हवी.



गो ल गोवा या नवने लक्ष्यदाता २४ ऑक्टोबर रोजी गोव्यात प्रथिप्य होत आहे. गोव्याच्या समुद्रकिनाऱ्यावरच्या मोकळ्या जागी प्रदर्शित होणाऱ्या या लक्ष्यदाता या कोरेनसकळात मोकळ्या अस्कारापासून रू राहिलेल्या आपल्या जीवनाला 'पुन्हा एकदा घेवून लक्ष्य दे' अशी अपेक्षा काळागारा असून मांडण्यात आला आहे. गोव्यात लोकप्रिय असणाऱ्या फुटबॉल या खेळातून या लक्ष्यदाती काही उरपडोसे. कथनात्मक आणि माहितीपर अशा दोन्ही स्तरांचा वापर या लक्ष्यदात झाला आहे.

या लक्ष्यदाते निर्मित 'गो फर्नीटिम' यांचे पुर्व्यांत्तर अतिराय प्रेम आहे. ते अरी व्यावसायिक फाटजीकर सवार; फुटबॉल खेळू शकले नमाले तर त्यांच्या आपुल्यातल्या चाळीस फेकी तीव्र योर् ते पुर्व्यांत खेळात आलेले आहेत. मोरवी हा त्यांचा गाव. कामज्यांतिरित फुटबॉल खेळणे, समुद्रावर बागवणे, मागेमारी करणे हे त्यांचे छंद. मात्र मासुकीच्या काळात कोरेनसमुळे त्यांना आपले सारे जीवनच थांबवण्यासारखे वाटले. या मनस्थितीतून बाहेर कसे पावे हा प्रश्न त्यांना सतावत होता. या सिमेगाच्या दिव्यशिक्षा रीतीला हेईदुलोक या देखील गोव्यात अडवून घडल्या होत्या. रीतीला या हेईदुलोक्या, जेव्हा रेंगींनी लोहामोरे आपल्या मनातली असंख्यता व्यक्त केली, तेव्हा मोकळ्या अस्काराची 'आकांक्षा' काळागारा एखाद्या लक्ष्यदात बगळा आले होते. शिवा यांच्याकडे चिरपट निर्मितीचा अनुभवही होता. चरम्यान पुणेमध्ये फुटबॉल खेळू सुरू झाला होता. रेंगीला आता गोव्यात फुटबॉल करी मुरू होते याचे वेध लागले होते. पुर्व्यांत्तरिना असंख्य झालेल्या 'सोने 'फुटबॉल' हाच आपल्या लक्ष्यदाता निचव असले हे ठरवले.

गोवा भर पावसाळ्यात या सिमेगाच्या शृंगारिता सुरुवात झाली. माहिती आणि कथा या दोन्हीचे मिश्रण असणाऱ्या या लक्ष्यदातात तयार न्याकरत रीड घडिता लागला. गोव्यात फुटबॉल या खेळाची सुरुवात करी आणि कशी झाली या टण्यावर सुरू होऊन या लक्ष्यदाती करुंगा पुढे सरकते आणि हा लक्ष्यदात 'पुलांन घेवूनसार फुल चला' असा संदेश देतो. फुर्तीमैथिली फुटबॉल खेळाच्या क्षेत्रात येने किती आरंभक आहे यावरही हा लक्ष्यदात भाष्य करते. गोव्यात ज्यांनी फुटबॉल कळकला, जोपासला आणि लोकप्रिय केला त्या अनेकांचा सहभाग या लक्ष्यदात आहे. वेपवे रंगेरां करुवने श्रीनिकाम वेपे, राष्ट्रीय फुटबॉल संघाचे तांत्रिक संचालक मेरेठा, भारतीय महिला संघाच्या माजी प्रशिक्षक गोमोल रीकी, भारतीय फुटबॉल संघाचे माजी कर्णधार ज्ञानरंज शंखवळकर, आंतरराष्ट्रीय खेळाडू आणि फिश रेंगी जेन्ना फर्नीटिम अशा गोमंतकीय फुटबॉल क्षेत्रातील निर्मिती असणाऱ्या अनेक नामवंतांचा सहभाग या लक्ष्यदात आहे.

या लक्ष्यदाता दिव्यशिक्षा शिवा म्हालात, गोव्यात फुटबॉलचा विकास करणे होईल आणि खेळाडूंना चर्चकपणे रमून घालतात साकार करणे कसे सज्ज होईल याची याची चाचणी हा लक्ष्यदात करतो. हा लक्ष्यदात दूरदर्शनच्या राष्ट्रीय वाहिनीवर २० ऑक्टोबर रोजी सायंकाळी ६ वाजता तर हेईदुलोक्यातील रींगी म्पोटर्स वाहिनीवरून नोव्हेंबरच्या पहिल्या आठवडात प्रेषित करणार वेणार आहे.



# PLAY CITY

**THE CHILDREN'S SCRAPPY NEWS SERVICE**

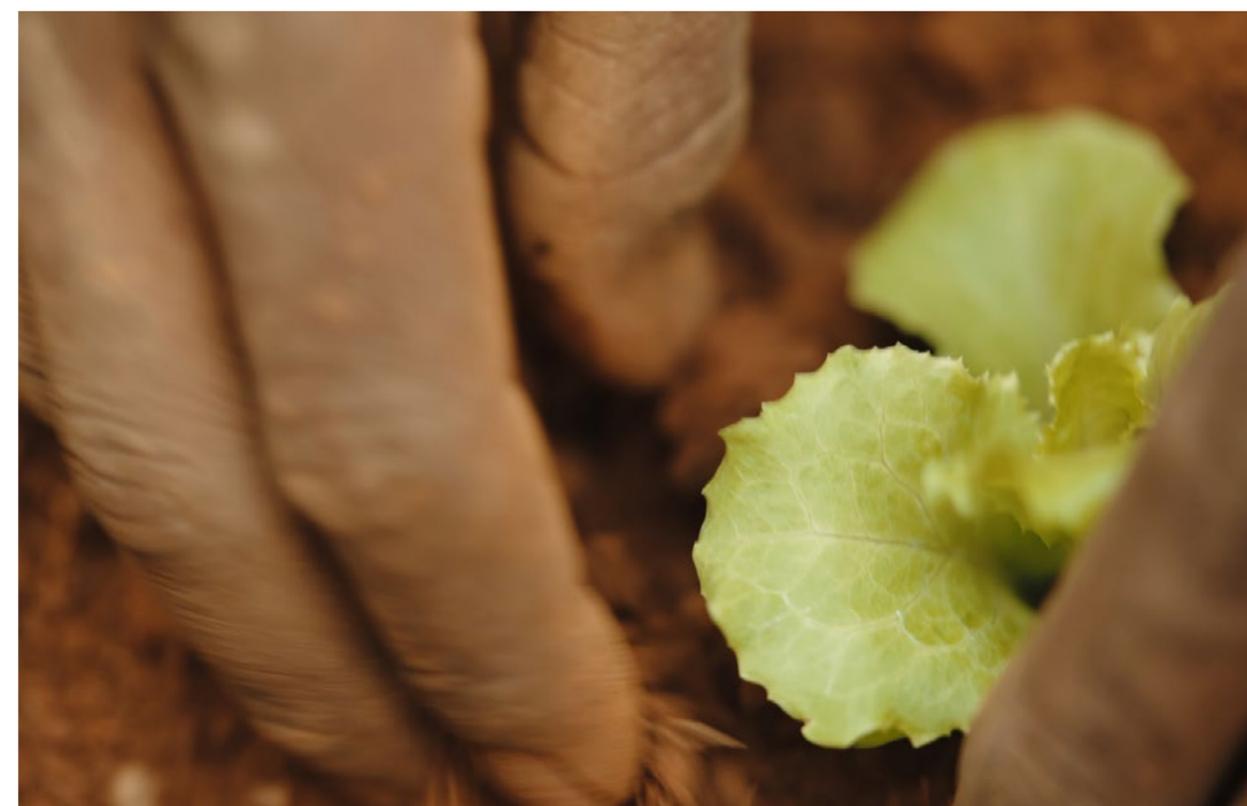


# PLAY CITY

Play City, The Children's Scrappy News Service is 26 episodes of sticky TV in a news-talk-game show format, made by children for children in Mumbai and Bengaluru, broadcasting from newsrooms made of once-loved and sustainable things that went live on TV in Karnataka and Maharashtra.



Scrappy News Service is in search of what's heating cities up. And, what millions of kids can do to cool their cities down. Kid anchors and reporters in each city got to the bottom of big and small problems they wanted to solve and asked the big question, 'Is this happening because the Climate is Changing?' Kids then created games that helped them think about what can a million children, playing together, do about solving climate change?





Scrappy kids filed reports on diverse topics - the mangroves that surround Mumbai, what does it mean to be a fisherman even as fish in our seas and oceans continue to deplete, rainwater harvesting, organic farming, beekeeping in the city, why we need to be friends with cats, dogs and other animals, the state of rivers and lakes in and around Mumbai and Bengaluru, an energy audit and what it means to convert to solar, traffic, electric vehicles, public transport. Then the kids devised and played fun games - a garbage game, a water taxi game, the mangrove in a jar game, the colour of veggies game, the worm game and more. Playing to find solutions in the way they understand best.

Scrappy aired Monday to Friday on multiple national television channels. On the public service, free-to-air TV channel Doordarshan National, it was telecast at 10 am, reaching an approximate 10 million young people. In Karnataka, it aired on Doordarshan Chandana at 8 am, 10 am, 3 pm and 5 pm, reaching an approximate 7 million young people. In Maharashtra, it aired on Doordarshan Sahyadri at 5.30 pm, reaching an approximate 4 million young people and on ZEE Marathi at 3.30 pm, reaching about 2 million.



Online, Scrappy chalked up 10 million impressions with a 3 million+ reach and 236,758 website clicks and received extensive media coverage in 130+ print and online publications.

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