

# CII CATCH UP CAMPAIGN 2021

बच्चों, भूल न जाना

100 students with full foundational literacy in 100 days

Response to Covid-19 Crisis and School Closure

For Re-Building Foundational Reading and Arithmetic Skills of Primary School Children

Is  $2+2$  still equal to 4?



Don't let learning be lost



Know their needs



Offer your help



Confederation of Indian Industry



As part of India@75 celebrations, CII Education embarks on a Catch-up Campaign which aims at ensuring every school has at least 100 students with full foundational literacy and numeracy within 100 days of reopening of schools.

Schools are invited to pledge support to this campaign by sending their confirmation to CII and displaying the pledge prominently on their website.



Join us and pledge your support to the CII Catch-up Campaign by writing to [shalini.sharma@cii.in](mailto:shalini.sharma@cii.in) / [neha.gupta@cii.in](mailto:neha.gupta@cii.in)

