



Katrina Kaif joins the non-profit organisation Educate Girls as Ambassador

Mumbai, 19 March 2018: India's leading and accomplished actor Katrina Kaif has joined the international award-winning non-profit organisation, Educate Girls as their Ambassador.

Katrina is deeply inspired to lend her voice to one of the most pressing development issues – that of educating girls. Through her association with Educate Girls, she attempts to bring renewed focus to girl child education and gender equality. *“For over a decade now, Educate Girls has been partnering with the Government in bringing out-of-school girls back to school. I am committed to support Educate Girls in the endeavour to build an India where girls have equal opportunities to access quality education”* she said.

Katrina has spent time acquainting herself about the several barriers to girls' education in the country, especially in rural, tribal regions. She calls Educate Girls' program model “highly sustainable” as it is based on principles of community-ownership and collaboration that involves the families, village leaders, local administration and school authorities to jointly push for change.

Speaking on the occasion, Safeena Husain, Founder of Educate Girls said, *“It is a moment of immense honor for Educate Girls to have Katrina Kaif join us as an Ambassador. With Katrina as an advocate, we are hoping to unite voices and amplify conversations on the subjects of gender equity and girls' education. We are hoping that this partnership will help contribute to the national mission of “Beti Bachao, Beti Padhao.”*

In partnership with the Government, Educate Girls has been bridging the gender gap in education across 12,000 villages, working with over 21,000 schools in Rajasthan and Madhya Pradesh over the last ten years. In the coming years, the organization aims to expand its work to more educationally backward districts, in the states of Bihar and Uttar Pradesh. The organisation is widely recognized for its work to bridge the gender-gap in education by bringing girls into schools. It has received the prestigious NITI Aayog's Women Transforming India Award in 2017, the Skoll Award, the WISE Award, the USAID Millennium Alliance Award and the Stars Impact Award. Safeena has in the past received the British Asian Trust's Special Recognition Award from HRH Prince Charles for outstanding contribution in education.

Educate Girls:

Educate Girls, a non-profit organisation founded by Safeena Husain, has a holistic, community-based program model which is focused on improving the Enrolment – Retention – Learning cycle, of every out-of-school girl (OOSG) in the educationally backward districts in which it operates. Conceptualized in 2007 and strongly aligned with the ‘Right to Education Act’ or the ‘Sarva Siksha Abhiyan,’ Educate Girls is strongly committed to the government’s vision to improve access to primary education for children, especially young girls, by involving the local government and communities. By leveraging the Government's existing investment in schools, Educate Girls delivers measurable results to a large number of beneficiaries and avoids duplication or parallel delivery of services.

Educate Girls presently has its programmatic intervention in over 21,000 schools in over 12,000 villages spread across 15 districts of Rajasthan and Madhya Pradesh. With support from the government and community, the organization has enrolled over 200,000 out-of-school girls since inception and helped improve the learning outcomes for over 650,000 children (both girls and boys) across Hindi, English, and Math.

More about the organisation can be found at www.educategirls.ngo

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