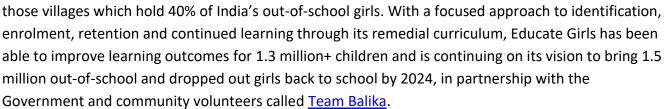# Educate Girls' unveils new brand mascot, advocating for the cause of education and gender equity

- **On #InternationalLiteracyDay2020, Educate Girls' launched a new brand mascot – Vidya, a 10-year-old school-going girl from rural India**

September 8, 2020, Mumbai: Educate Girls, a non-profit working in remote, rural regions of India, today unveiled their new brand mascot – Vidya, who will be championing for the cause of girls' education and gender equity, in line with Sustainable Development Goal 4 (SDG4).

Since its inception in 2007, Educate Girls has been evolving as a human brand, bringing out-of-school children, especially vulnerable girls, back to school. During these 12 years, Educate Girls has seen many successes and enrolled 750,000+ girls in schools in the states of Rajasthan, Madhya Pradesh and Uttar Pradesh.

Through technological intervention and the use of Machine Learning, Educate Girls has identified 5% of those villages which hold 40% of India's out-of-school girls. With a focused approach to identification, enrolment, retention and continued learning through its remedial curriculum, Educate Girls has been able to improve learning outcomes for 1.3 million+ children and is continuing on its vision to bring 1.5 million out-of-school and dropped out girls back to school by 2024, in partnership with the Government and community volunteers called Team Balika.

"As we continue on this journey to bridge India's literacy and gender gap, working in the most remote, rural geographies, with varied dialects, diverse cultures and marginalized communities, Vidya will become our voice to reach a larger population," explains **Safeena Husain, Founder and Executive Director** of Educate Girls, while unveiling the new brand mascot.

The Covid-19 pandemic has been a stark reminder of the existing gaps in socio-economic conditions, education and gender equity: a gap that already existed pre-Covid-19 and is further worsening, deeply affecting the learning levels of marginalized children from rural and poor communities who have no or low literacy skills as first generation learners. "As the impact of Covid-19 crisis deepens, there exists a stronger need to effectively position girls' literacy in global, national and state responses and in strategies for the recovery and resilience-building back phase. Vidya, our brand mascot, will be the voice for these efforts, towards the achievement of the SDG4," adds Safeena.

Notes to the Editor:

Vidya's personality: Vidya is a chirpy, smart, sharp and brainy 10-year-old girl from rural India, who loves going to school! Her favorite time of the day is when she is studying and playing with her friends. She motivates everyone around her to learn every day. She wants to be an educator, so that no girl in this world remains uneducated. As an empathetic brand mascot, she has all the positive qualities of a 10-year girl, dressed in school uniform. Her accessories – school bag, hairstyle, shoes, dress are all a representation of a 10 year-old going to school and will remain consistent in all future usage.

Vidya's life story: A few years ago, Vidya had dropped out of school because of the patriarchal mind-set of her grandmother. Her grandmother was of the opinion that only sons should be allowed to go to school. But with the support of her parents and motivation from Educate Girls' Team Balika volunteers, Vidya is now back to school. Despite living in poverty, her parents and Vidya are now encouraging her friends and their parents to send their daughters to school.

ABOUT EDUCATE GIRLS

Educate Girls is a not-for-profit organization that focuses on mobilizing communities for girls' education in India's rural and educationally backward areas. Working in partnership with the Government, Educate Girls currently operates successfully in over 18,000 villages in Rajasthan, Madhya Pradesh and Uttar Pradesh. By engaging with a huge base of community volunteers, Educate Girls helps to identify, enrol, and retain out-of-school girls and to improve foundational skills in literacy and numeracy for all children (both girls and boys). To date, Educate Girls has helped to enrol over 750,000 girls into public schools, ensuring 94% retention of the girls enrolled.

Learn more at www.EducateGirls.ngo | Facebook | Twitter | Instagram | Blog | YouTube