INVOLVE ME, I LEARN

The new Sambhali Trust's rallying cry

Help us spread the word about the launch of Sambhali Trust's new “Involve Me, I Learn” campaign, which will be marketed through #InvolveMeILearn.

This month, our marketing and social media teams focused on creating a global campaign around Sambhali’s work to educate Rajasthani women and youth. In the past, we joined the “I Made your Clothes” international movement with our Sambhali Trust Boutique. We then began looking for a slogan that would be Sambhali’s own and could become our rallying cry, with the same global impact.

We developed #InvolveMeILearn, an extract of the famous quote attributed to one of the United States’ Founding Fathers, Benjamin Franklin: “Tell me and I forget, Teach me and I may remember, Involve me and I learn.”

This seemed like the perfect slogan as we believe that the key for education is not only to give information to our students but also to involve them as active participants in their education and in creating their futures. Our aim is to challenge the traditional way in which the Indian education system works, where students remain more passive.
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This campaign encompasses all of Sambhali’s projects, whether it be our rural projects in government schools in the desert village of Setrawa or our urban projects in Jodhpur that include multiple Empowerment Centres for women and Primary Education Centres for children. This is the reason why we came up with different visuals, some with Jodhpur women wearing Sambhali’s pink uniform, others portraying Setrawa children in front of colourful backgrounds. Thus #InvolveMeILearn slogan unites all Sambhali projects.

The launch of this global campaign coincides with the International Women’s Day, a perfect opportunity to launch our campaign as Sambhali Trust focuses on women’s rights and empowerment.

We invite you to write about our campaign and to share our #InvolveMeILearn on your blogs and social media pages. You can help us make a strong statement with the launch of this campaign and advance the cause of Indian women.

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If you need any further information, please contact us : info@sambhali-trust.org