

## Media Coverage

Publication	Date	Edition	Link	Headline
Consciouscar ma	17 June 2021	Online	<a href="https://consciouscarma.com/community/genius-consultants-undertakes-many-transformative-initiatives-to-raise-positive-impact-amongst-underprivileged-children-and-their-communities/">https://consciouscarma.com/community/genius-consultants-undertakes-many-transformative-initiatives-to-raise-positive-impact-amongst-underprivileged-children-and-their-communities/</a>	~ Encourages children to continue their studies in these testing times~



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~ Encourages children to continue their studies in these testing times~

Genius Consultants has always been on the forefront to support underprivileged communities through its various initiatives. To further strengthen its commitment, Genius Foundation, the CSR arm of Genius Consultations Ltd. has pledged to lend its support to educate underprivileged children in association with its partner NGOs. The project aims to touch lives of multiple children and empower them to be agents of change in their communities.

Genius Consultants with its constant endeavours has been working very closely with its partner NGOs to support homeless children, orphans and kids engaged in labour to receive formal education and are enrolled in schools. In its half-a-decade long relationship, the company through its various initiatives has brought a transformative change not only in the lives of these children but also their communities. The project has impacted lives of around 3000 such children and looking forward to strengthens it further.

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Genius Consultants undertakes many transformative initiatives to raise positive impact amongst underprivileged children and their communities

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The CSR team has further analysed the causes with help of their partners to streamline the causes of children dropping out of school. They have been working collectively to ensure that children continue attending school. During the testing times of COVID-19, to ensure that children continue receiving their education, timely online sessions were held. Along with that, a mobile library carrying story books for children would reach the doorstep of every child in order to make sure that children continue reading to maintain their psycho-social wellbeing. With children's exposure to the internet and

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usage increase, mentoring sessions and awareness programmes were also held to inform them about the risks of the online space and how to use it safely.

The project also works closely with the parents through engaging sessions to encourage their children to continue their education. As observed in most cases, parents were found to be the underlying reason for kids to drop out of school. With reasons ranging from gender discrimination, financial crunches, lack of awareness about schemes, orthodox mindsets, etc.