



SHOONYA पाठशाला

School Outreach Campaign in

UTTAR PRADESH



In Association With

NEWSPAPER
IN EDUCATION

nle THE TIMES OF INDIA

An Initiative By :



TARINI

Knowledge Partner



Shoonya
Zero Pollution
Mobility

Campaign

Overview

- ▶ **25** Elite Schools across Lucknow, Ayodhya, Varanasi, Allahabad, Kanpur
- ▶ **10,000+** students (Classes 11 & 12) + faculty engagement
- ▶ **5** Launch Events (one in each city) with media coverage
- ▶ Knowledge Partner: Shoonya Zero Pollution Mobility
- ▶ Outreach Partner: Times of India NIE

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Partner



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Why this Campaign ?

- ▶ Mobilising youth as clean mobility ambassadors
- ▶ Carbon neutral energy must be the main source of energy today, not just an alternative
- ▶ Establishing clean fuels as the future of India's energy landscape
- ▶ Bringing industry, government, and academia together

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Student Impact & Engagement

- ▶ Students come face-to-face with electric mobility experts
- ▶ Guidance on career opportunities in EV & clean mobility sector
- ▶ Hands-on learning through workshops, demos, and competitions
- ▶ Empowering youth to become change leaders for zero-emission mobility

Government Connect

- ▶ Each city launch will feature a State/
District Government Representative
of Repute
- ▶ Addresses on policy support, adoption
barriers, and opportunities
- ▶ Government presence adds credibility,
visibility, and gravitas

Innovation Challenge

My City, My EV Future

A competition is the best way to deepen engagement and make students own the message of electric mobility. **Shoonya Innovation Challenge -**

" MY CITY, MY EV FUTURE "

Format: Students form small teams (2-3 members).

Task: Design an innovative idea/project for making their city more EV-friendly.

Examples: EV charging hub designs, EV-friendly school bus concepts, battery swapping kiosks, or awareness campaigns.

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Innovation Challenge

My City, My EV Future

- ▶ **Output:** A short presentation (PPT/poster model) or prototype.
- ▶ **Judging:** Creativity, practicality, and sustainability impact by knowledge partner Shoonya team.
- ▶ **Reward:** Winners trophy and a certificate

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Sponsorship

Opportunities

Title Sponsorship –
25,00,000.00 + GST
(One Only)

- ▶ Branding as 'Presented by [Sponsor Name]' on all collaterals
- ▶ Prime visibility at all 25 schools and 5 city launches
- ▶ Exclusive keynote / product showcase opportunity
- ▶ Media branding via NIE + digital promotions

Sponsorship

Opportunities

Co-Sponsorship -
2,50,000 + GST (Each)
(10 Slots)

- ▶ Branding as 'co sponsored by [Sponsor Name]' on all collaterals
- ▶ Branding visibility at 25 schools
- ▶ Product/service display opportunity at 25 schools
- ▶ Logo presence on collaterals & digital promotions

Sponsorship

Deliverables

- ▶ Direct Access to students + staff of 25 top schools
- ▶ Showcase Products & Services (demos, displays, handouts)
- ▶ Visibility through NIE network, social media, campaign literature
- ▶ Association with Shoonya & Times NIE - policy-backed credibility
- ▶ CSR Alignment: Youth, Environment, Mobility, Sustainability

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Campaign

Impact

- ▶ **10,000+** students engaged directly
- ▶ **50,000+** digital/media reach via NIE channels
- ▶ Youth Ambassadors created for clean mobility
- ▶ Career pathways illuminated for students in EV sector
- ▶ Measurable footprint in five major UP cities

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Next Steps

- ▶ Confirm sponsorship slot (Title / Co-Sponsor)
- ▶ Joint branding approvals (Shoonya + Sponsor + NIE)
- ▶ Event calendar finalisation (school list + dates)
- ▶ Sponsor onboarding & visibility plan

Past Glimpses

Event : Shoonya Pathshala

Location : Kendriya Vidyalaya Across
Delhi

Date : May 2025



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Past Glimpses

(Contd.)



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Past Glimpses

(Contd.)



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Past Glimpses

(Contd.)



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An Initiative By:



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