

TTT - AlcheMe

A JOURNEY SO FAR...





Students participating in a live session at Shimla.

APARAJITHA FOUNDATIONS



CSR arm of Aparajitha Corporate Services, is committed to the cause of bringing transformation in adolescents through inculcating awareness via honing their life skills, and, for the last decade, has been making dedicated and effective efforts to this end.

LINKS TO KEY INFORMATION

Website

<https://www.aparajitha.org/>

Trustees

<https://www.aparajitha.org/about-us/management/>

Link to Topics

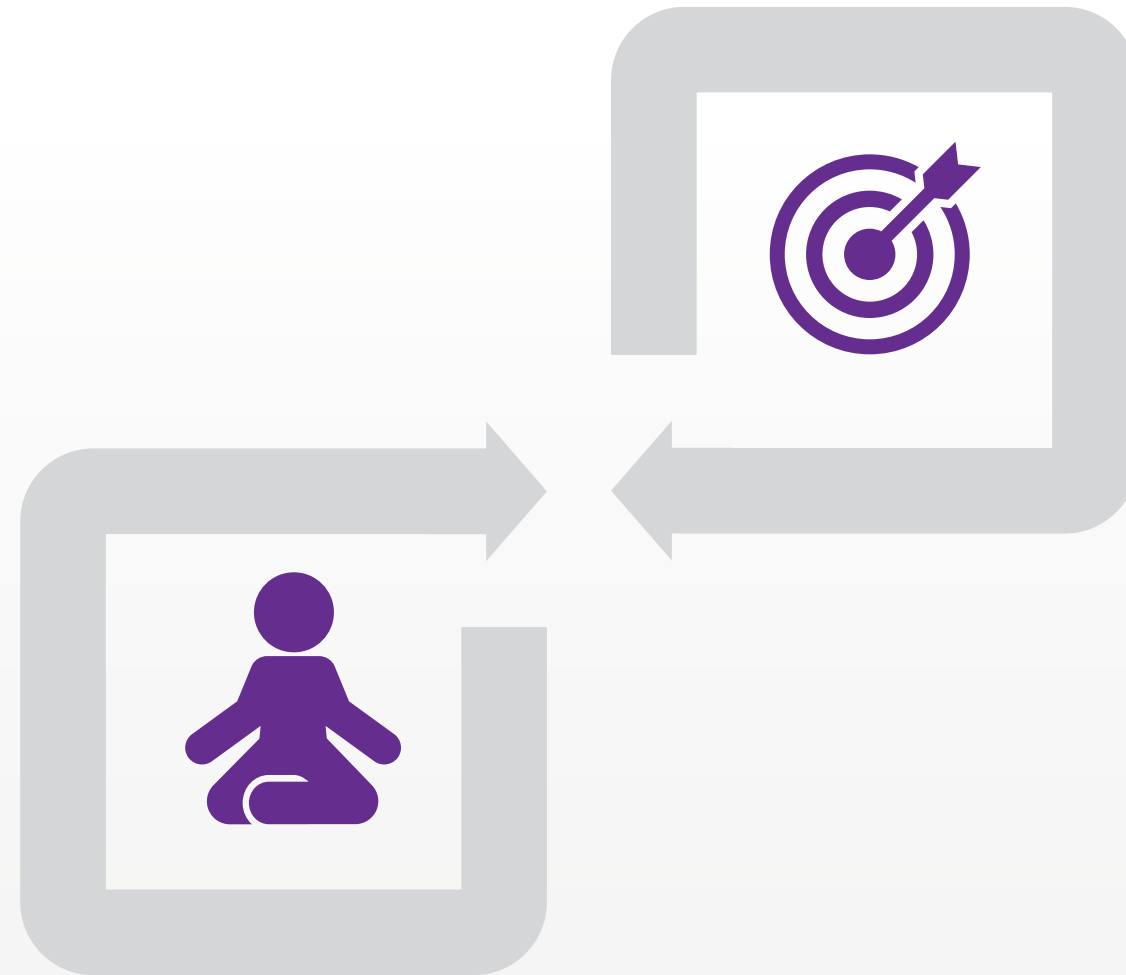
Click on YouTube in home page

Testimonials

<https://www.aparajitha.org/testimonials/>

WHAT ARE LIFE SKILLS?

Life skills are a large group of social and interpersonal skills, which can help people, to make informed decisions, communicate effectively and develop coping and self management skills that may help an individual to lead a healthy and productive life.



Today it is interchangeably used. Contrast to livelihood skills which basically involve vocational skills, business management skills etc., (generate income to fulfil economic goals) whereas life skills encompasses all the dimensions of human life, be it economic, social or psychological.

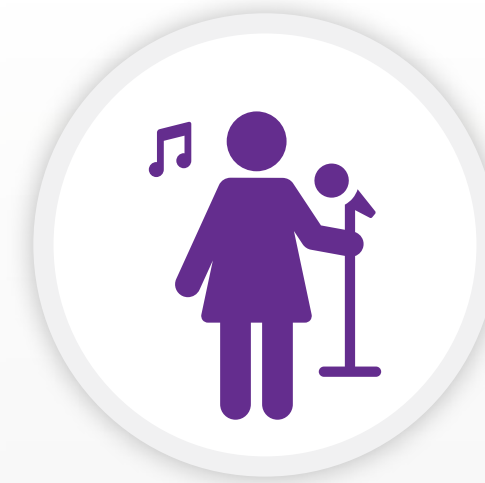
TTT – AIMS AT



Imparting life skills to adolescents to make their development holistic



Transformation through awareness by interactive sessions & peer learning



Providing enriched contents with appropriate sing-along songs, role plays, experience sharing and games to reach and stay in mind



Dr. Bharath Krishna Sankar

Managing Trustee

Dr. BKS, a visionary with a brilliant academic career, firmly believes that for any nation to develop, ‘youth power’ has to be harnessed with proper care and good moral values. Our nation has now been gifted with sizeable young population and therefore it is the right time to mould the youth. The youth then can be relied on to bring our country on par with any well-developed nation. Building a nation of character has been his cherished dream.

With great commitment he worked on a framework that would develop and integrate the youth’s emotional, moral and social development together with technical cognitive competence. This resulted in a structured format for life skills called ‘TTT’. His eye for detail and passion for perfection saw him get involved at every stage right from content preparation to finality. Thanks to him, ‘TTT’ is lauded for its concept, methodology and purpose.

Without any desire for promoting himself or the product, his sole intention has been that it should serve its purpose of ‘true nation building’. Monetisation, brand building or publicity has no place in this project. Alongside providing creative inputs, he guided and shaped a team that would work towards achieving his goal.

Thanks to this noble approach and commitment, ‘TTT’ has been well accepted by many states and is poised to be an iconic project.



Ms Durga Krishnamurthy

Trustee

Aparajitha Foundations

*“If your plan is for one year plant rice.
If your plan is for ten years plant trees. If your plan is for one hundred
years educate children.” – Confucius*

Durgamma was born with a passion to ‘give’ and ‘care’, and that too, give only the best and everlasting.

Amma believed that basic skills are hidden as treasures in the soul of every child and the effort of education should be to unlock that treasure. She converted her belief to a concept, resulting in the creation of ‘TTT’.

The conversion process was quite easy for her. All she had to do was share her thoughts with her son who instantly swung into action and achieved results. Together they created the value-based education in life skills. Their valuable time and resources were invested into a relatively new concept called ‘edutainment’ with an objective to inculcate positive thinking and adaptive behaviour in young children.

Noble Ideas are like seeds for future actions, ennobling, inspiring, powerful and opening new vistas.

‘TTT’, a noble movement with one hundred well-made topics, will go on for years.



'TTT' – ACROSS INDIA 2008- 2021

Genesis of 'TTT':

The education system focuses on academic knowledge based on a preset curriculum assuming that an increase in book knowledge would automatically create well-adjusted children who will grow on to become responsible adults. This comes at the cost of life skills that children need for survival and to live in harmony with nature and society. It is left to the families and the community to impart these skills and develop the right attitude in children. But this did not happen, leaving the young children more vulnerable. Day by day, children are facing more challenges and threats of different kinds. It is very clear that ignoring the development of their personality is wrong and an inadequate way of shaping up children. This is more so given the complex nature of the world today.

Aparajitha Foundations was quick to realise this and came out with a clear solution by developing 'TTT' – the life skills programme conforming to the WHO guidelines and framework. What started as a simple initiative at a few schools in Madurai has become a 'nation building movement'.

AlcheMe:

For children between the age group of 5 & 9 years. There are 100 topics in English and in AV format with nice animations. Appropriate rhymes with pleasant music added to a few topics.

William Davidson Institute and Ross School of Business at the University of Michigan, U.S.A.



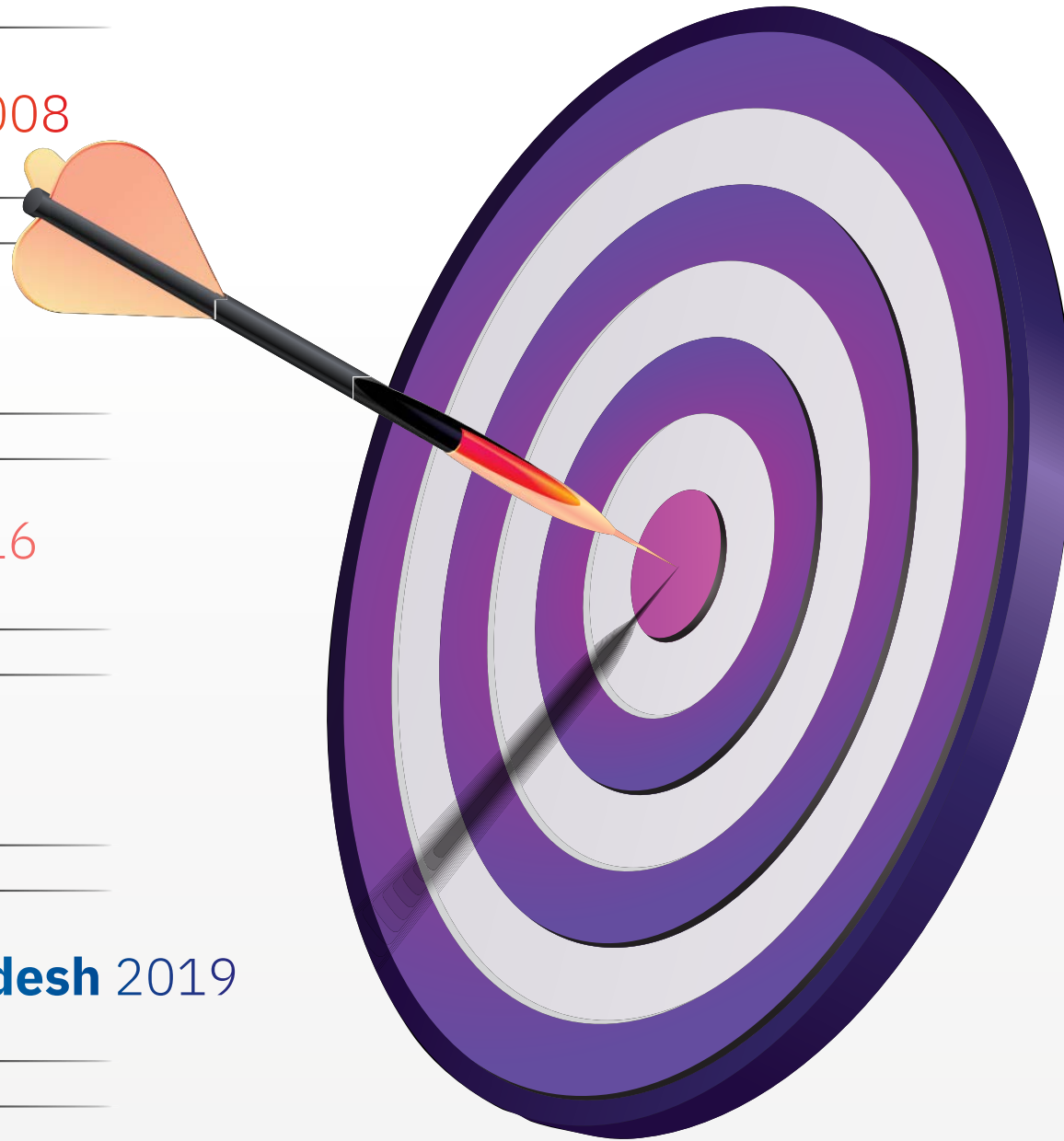
Paul Clyde

MAP team students (Multi-disciplinary Action teams) from ROSS School of Business sponsored by William Davidson Institute have been actively involved with the project from the founding years under the able and continuous guidance of Prof. Paul Clyde. We are thankful to WDI for sponsoring MAP students year after year for studies on TTT.

The teams have been playing a great role in offering guidance based on in-depth study of 'TTT' at various levels and stages. These research reports are a very valuable source of information and an enabler for decision making process.

ACROSS INDIA 2008-2021

- 01 Tamil Nadu 2008
- 02 Gujarat 2012
- 03 Rajasthan 2016
- 04 Haryana 2017
- 05 Himachal Pradesh 2019
- 06 Jharkhand 2019



2021

TTT recognised to be a part of
curriculum in 9 states

- 07 Chhattisgarh 2020
- 08 Bihar 2020
- 09 Uttar Pradesh 2020
- 10 Madhya Pradesh 2020
- 11 Chandigarh 2020
- 12 Uttrakhand 2020

'TTT' – Across India 2008- 2021

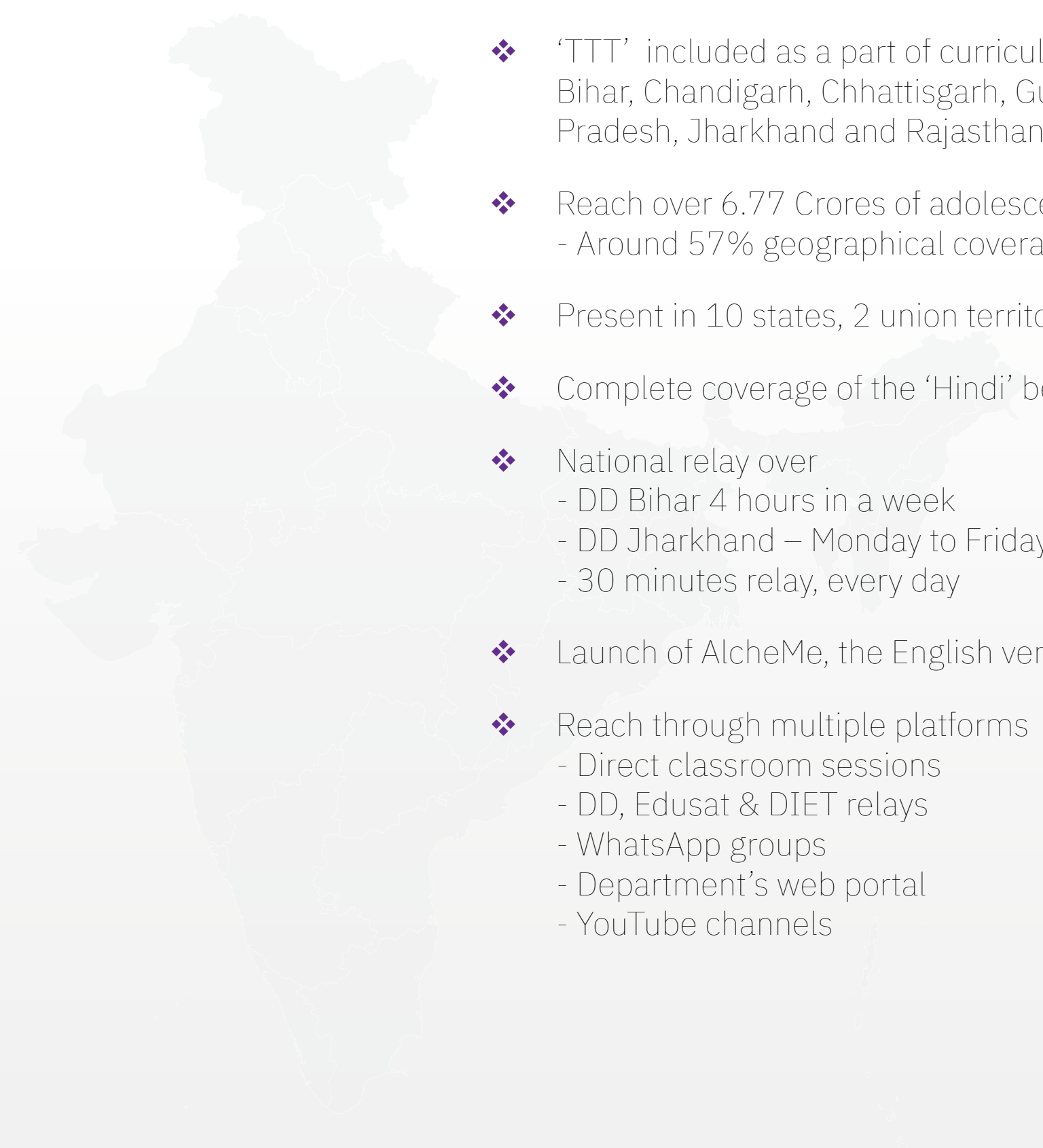
TTT'S POWERFUL PRESENCE STATE-WISE - 30-09-2021

S. No.	State	Reach in Lacs	Our reach	Adolescents	Population
1	Uttar Pradesh	207	20,743,000	51,858,000	237,883,000
2	Bihar	109	10,882,000	27,206,000	124,800,000
3	Madhya Pradesh	74	7,443,000	18,608,000	85,359,000
4	Rajasthan	71	7,066,000	17,665,000	81,033,000
5	Tamil Nadu	68	6,788,000	16,969,000	77,841,000
6	Gujarat	56	5,570,000	13,924,000	63,872,000
7	Jharkhand	34	3,365,000	8,413,000	38,594,000
8	Chhattisgarh	26	2,567,000	6,417,000	29,436,000
9	Haryana	25	2,460,000	6,149,000	28,205,000
10	Uttrakhand	0	0	0	11,251,000
11	Himachal Pradesh	7	650,000	1,625,000	7,452,000
UT -1	Chandigarh	1	101,000	253,000	1,158,000
UT -2	Dadra & Nagar Haveli and Daman & Diu	1	54,000	134,000	616,000
		Total	67,689,000	169,221,000	787,500,000

Adolescents – 21.8% of population; our reach – 40% of adolescents

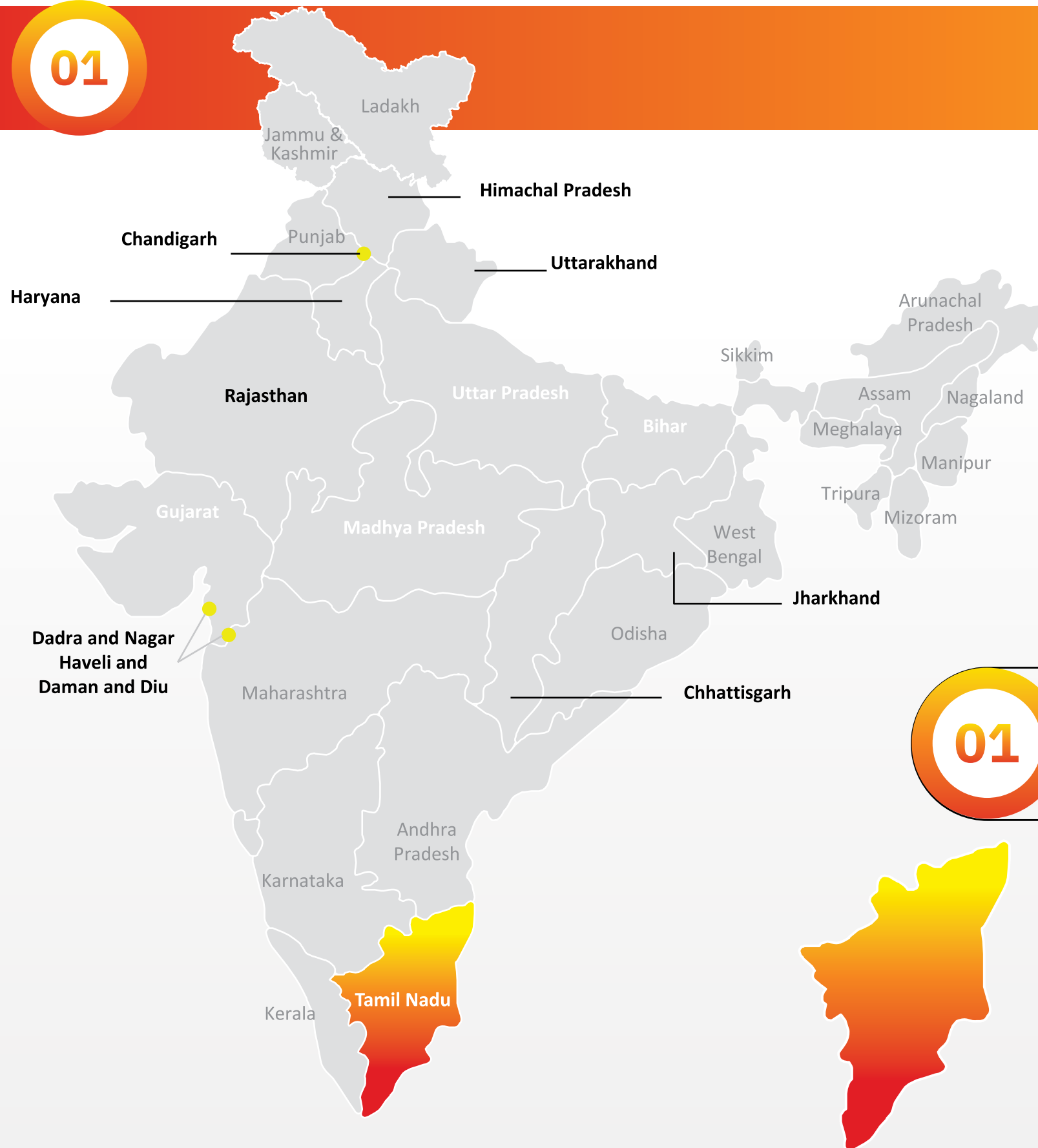


GRAND HIGHLIGHTS

- 
- ❖ 'TTT' included as a part of curriculum under 'Life Skills' in Bihar, Chandigarh, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand and Rajasthan.
 - ❖ Reach over 6.77 Crores of adolescent population
 - Around 57% geographical coverage
 - ❖ Present in 10 states, 2 union territories
 - ❖ Complete coverage of the 'Hindi' belt
 - ❖ National relay over
 - DD Bihar 4 hours in a week
 - DD Jharkhand – Monday to Friday
 - 30 minutes relay, every day
 - ❖ Launch of AlcheMe, the English version in Bihar and Haryana
 - ❖ Reach through multiple platforms
 - Direct classroom sessions
 - DD, Edusat & DIET relays
 - WhatsApp groups
 - Department's web portal
 - YouTube channels

Tamil Nadu

01



01

Tamil Nadu 2008

Seeds sown in few schools in Madurai, spreads across Tamil Nadu and gains recognition in 2010

State/UT : **Tamil Nadu**

Total Population : 7.78 Crore

Adolescent : 1.69 Crore

Project started : **2008-2009**

Tamil Nadu



Launch of 'TTT' in TN by Sri Thangam Thennarasu, Hon. Education Min of T.N. in 2009.



Amma arriving at 'TTT' annual day celebration venue



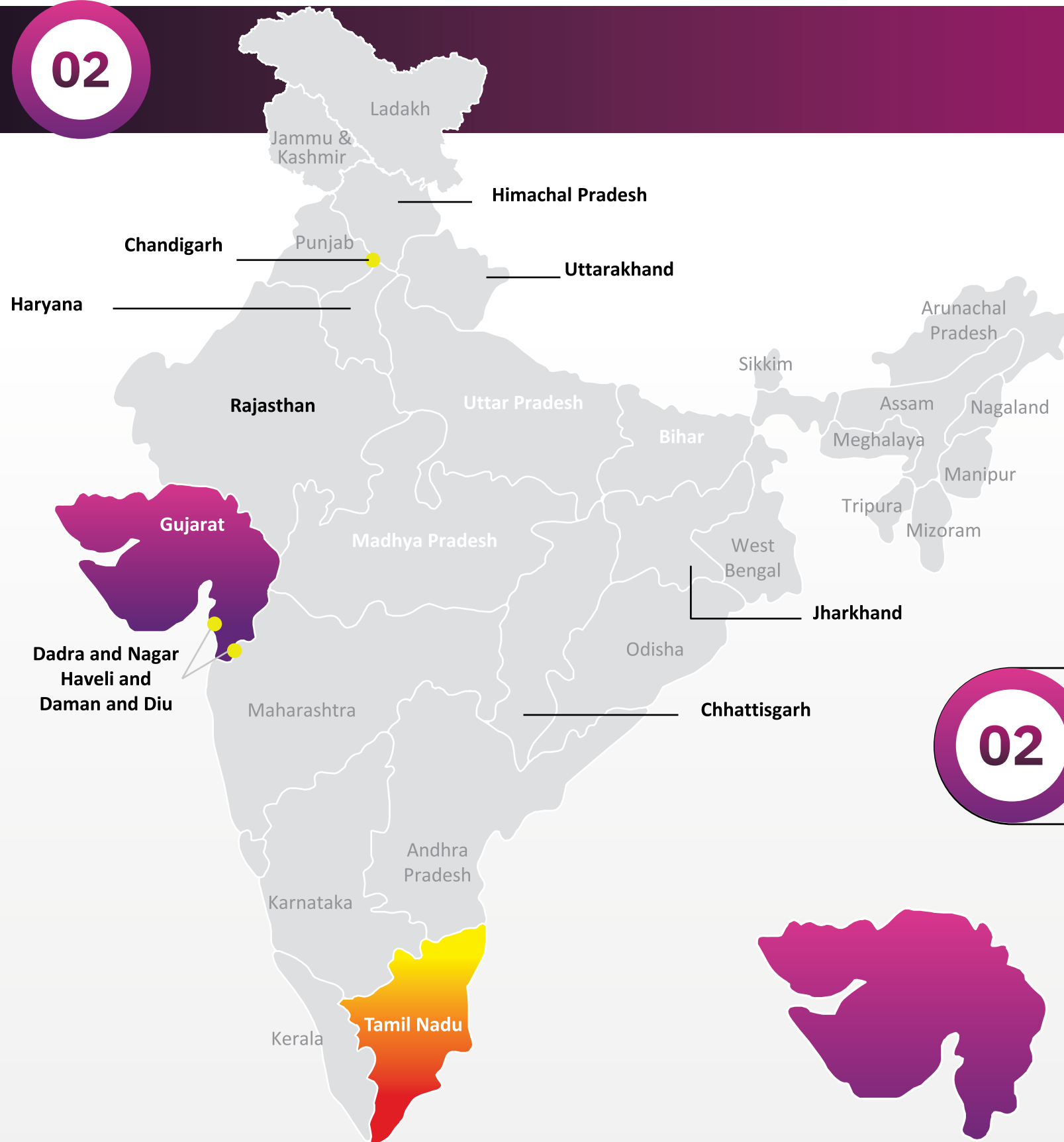
MAP team during their project in a school in Madurai



Role play by differently abled students during 'TTT' day celebrations

Gujarat

02



02

Gujarat 2012

From just 10 schools in 2012, 4,500 schools in 2017. Direct relay started in 2018. Now over 55,000 schools are covered through the relay. There are multiple relays during the day.

State/UT : **Gujarat**

Total Population : 6.38 Crore

Adolescent : 1.40 Crore

Project started : **2011-2012**



Hon. CM of Gujarat Anandiben Patel launching 'TTT'



'Devanshi & Dhimant visit to school'



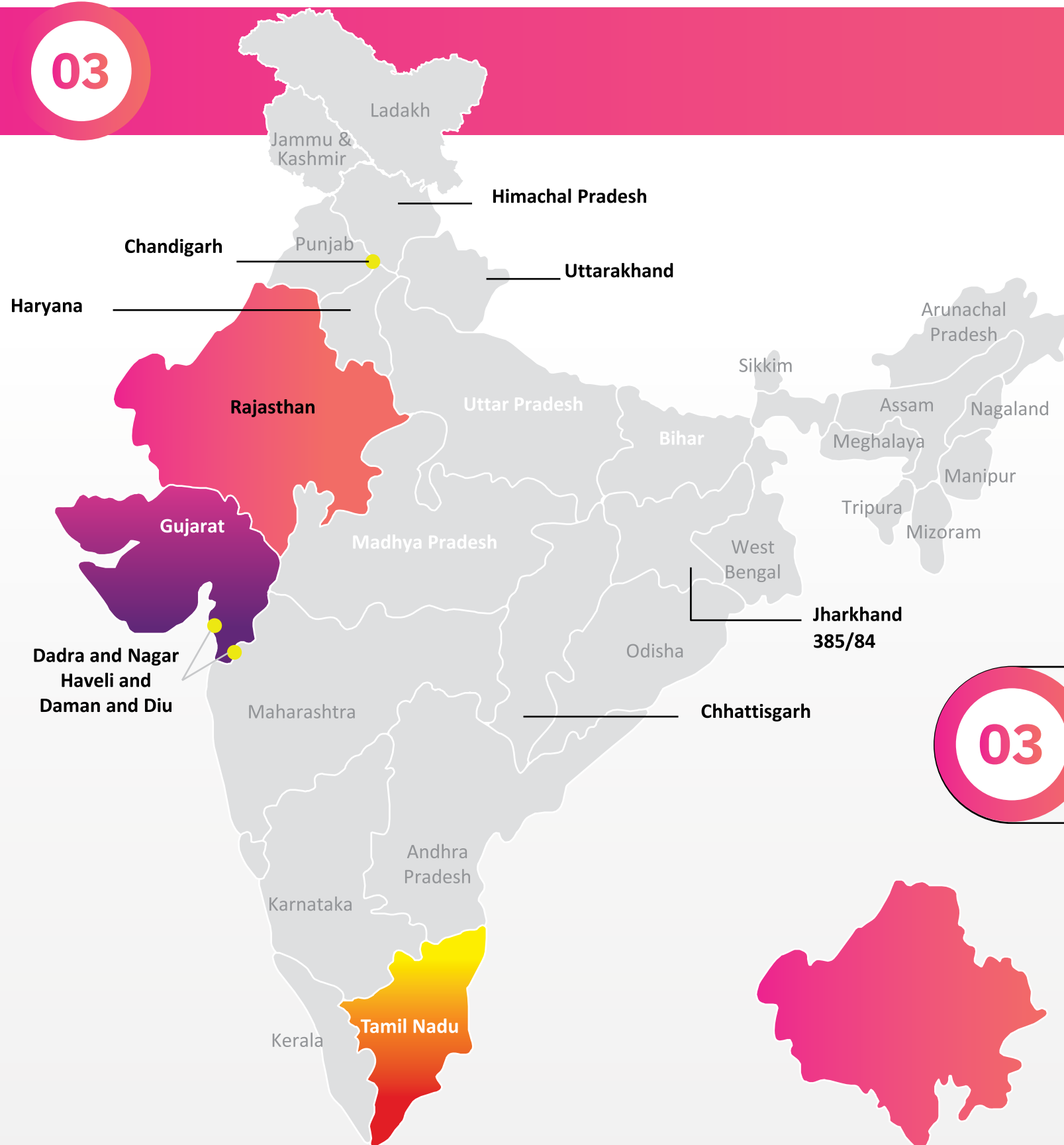
Live session in Vande Gujarat studios



Students during activity

03

Rajasthan



03

Rajasthan 2016

First state for the Hindi version & peer learning. Provided leverage to other Hindi states. Started with 1410 schools. First state to relay through DD, with national coverage. From 2021, TTT will be relayed from DIET relay centres. All schools across, state will be covered.

State/UT : **Rajasthan**

Total Population : 8.10 Crore

Adolescent : 1.76 Crore

Project started : **2015-2016**

Rajasthan



'TTT' Presentation before
P. S. Education Mr. N.P. Gangwar I.A.S. for Rajasthan



Teacher's Training Program
on LSE in Rajasthan



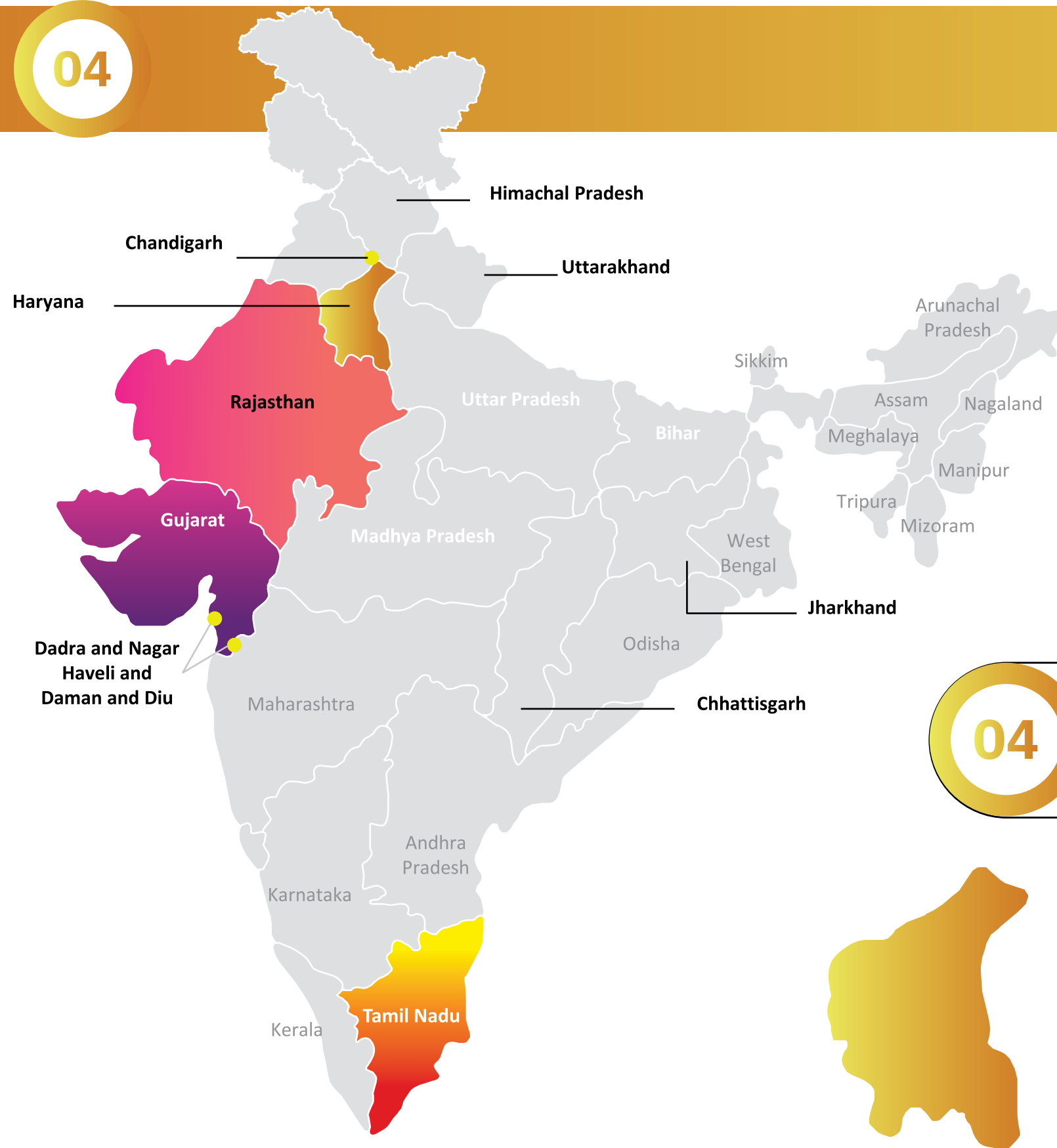
Active participation of
Students during 'TTT' session.



Peer learning in progress – session
handled by Chi. Abhimanyu, Model School Kherwara

Haryana

04



04

Haryana 2017

First state to add 'TTT' to school time table for 'Joyful Saturday'. 'TTT' relays for 6 days in a week. Aparajitha is 'resource partner' for many activities in the state. AlcheMe is also relayed regularly in Haryana.



State/UT	: Haryana
Total Population	: 2.82 Crore
Adolescent	: .61 Crore
Project started	: 2017-2018



Students watching Live relay of 'TTT'



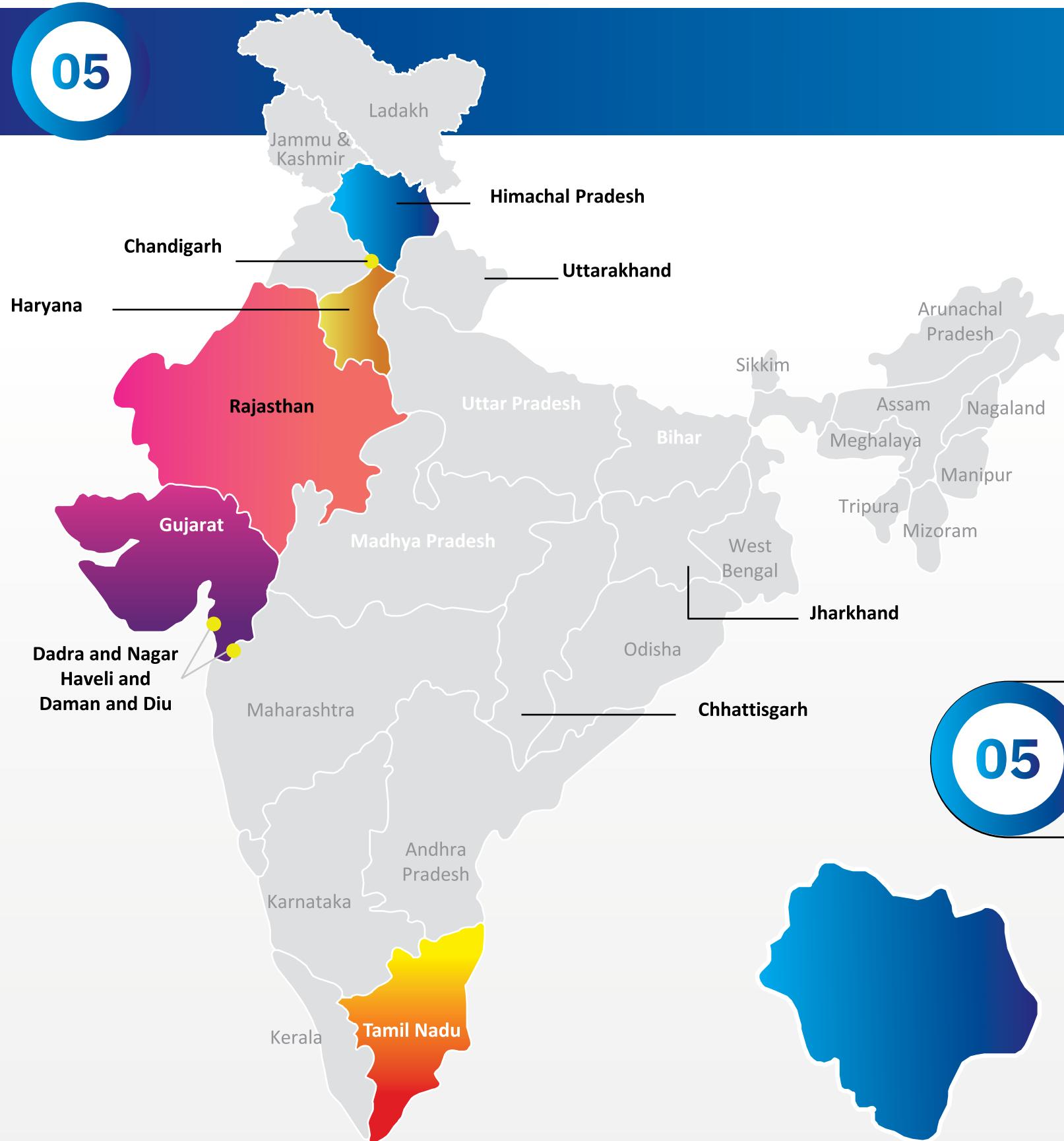
Students participating in 'TTT' during summer camp



Teachers participating in 'TTT' training programme



'TTT' Live classroom session.

**Himachal Pradesh 2019**

Himachal Pradesh. With very vibrant launch, the programme is gaining foot hold in the state. The relays are done through JIO TV & Jio apps, covers entire Himachal

State/UT : **Himachal Pradesh**

Total Population : .74 Crore

Adolescent : .16 Crore

Project started : **2019**

Himachal Pradesh



MoU Himachal Pradesh signed at Shimla on 5th March 2019.



Team Aparajitha at State Level Training Programme for Master trainers of Himachal Pradesh.



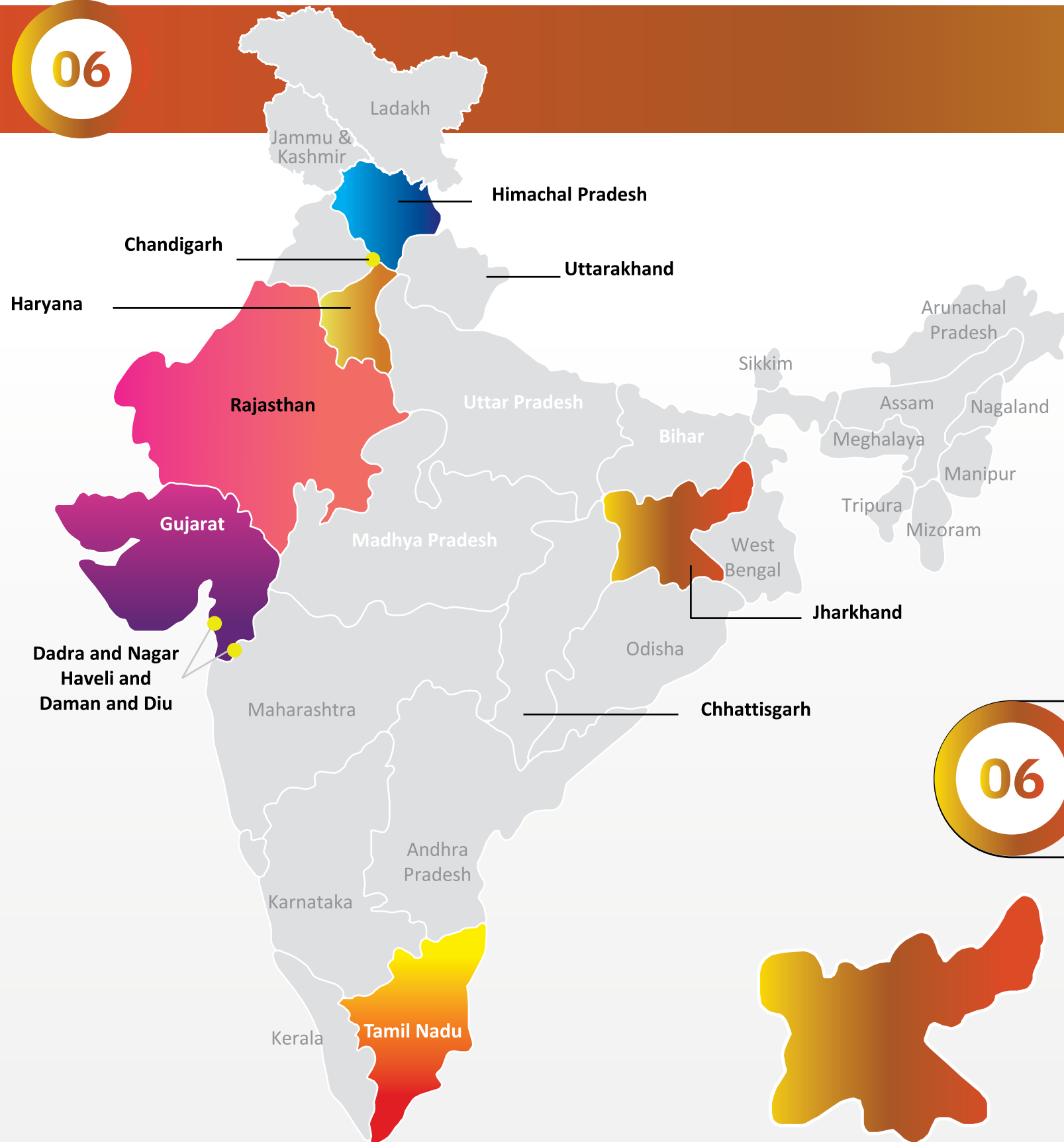
Teacher Training Programme and LIVE Recording session being enjoyed by students from various schools at Shimla



Mr. N Sood, being facilitated in presence of State Project Director Mr. Ashish Kohli (HAS) by Foundation Head Mr. TA Padmanabhan

Jharkhand

06



Jharkhand 2019

Our programme is shared through WhatsApp, YouTube and direct relay. Very pro-active state. The relay is done through DD for 30 minutes on Thursdays and Fridays.

06

State/UT : **Jharkhand**

Total Population : 3.85 Crore

Adolescent : .84 Crore

Project started : **2019**

Jharkhand



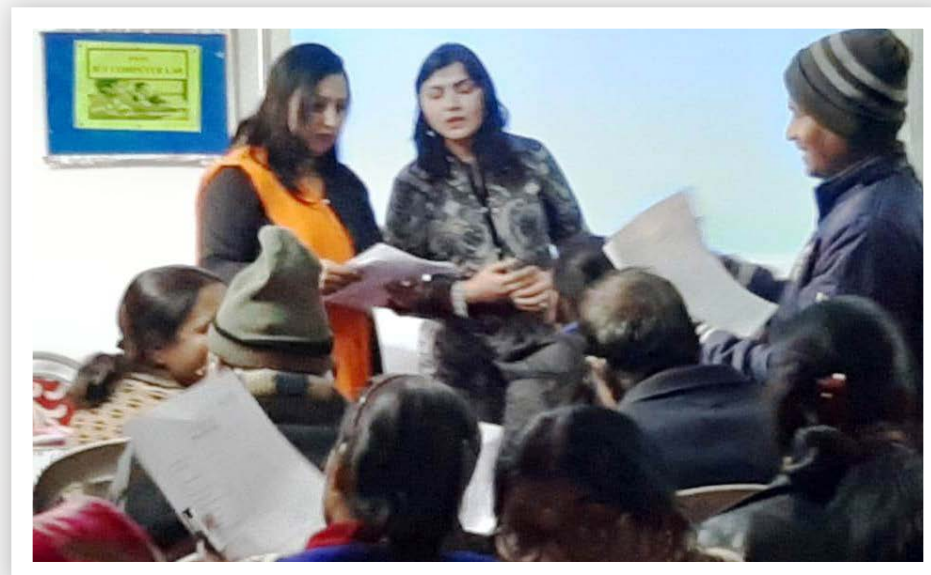
Meeting held with VC of NSU, Jamshedpur



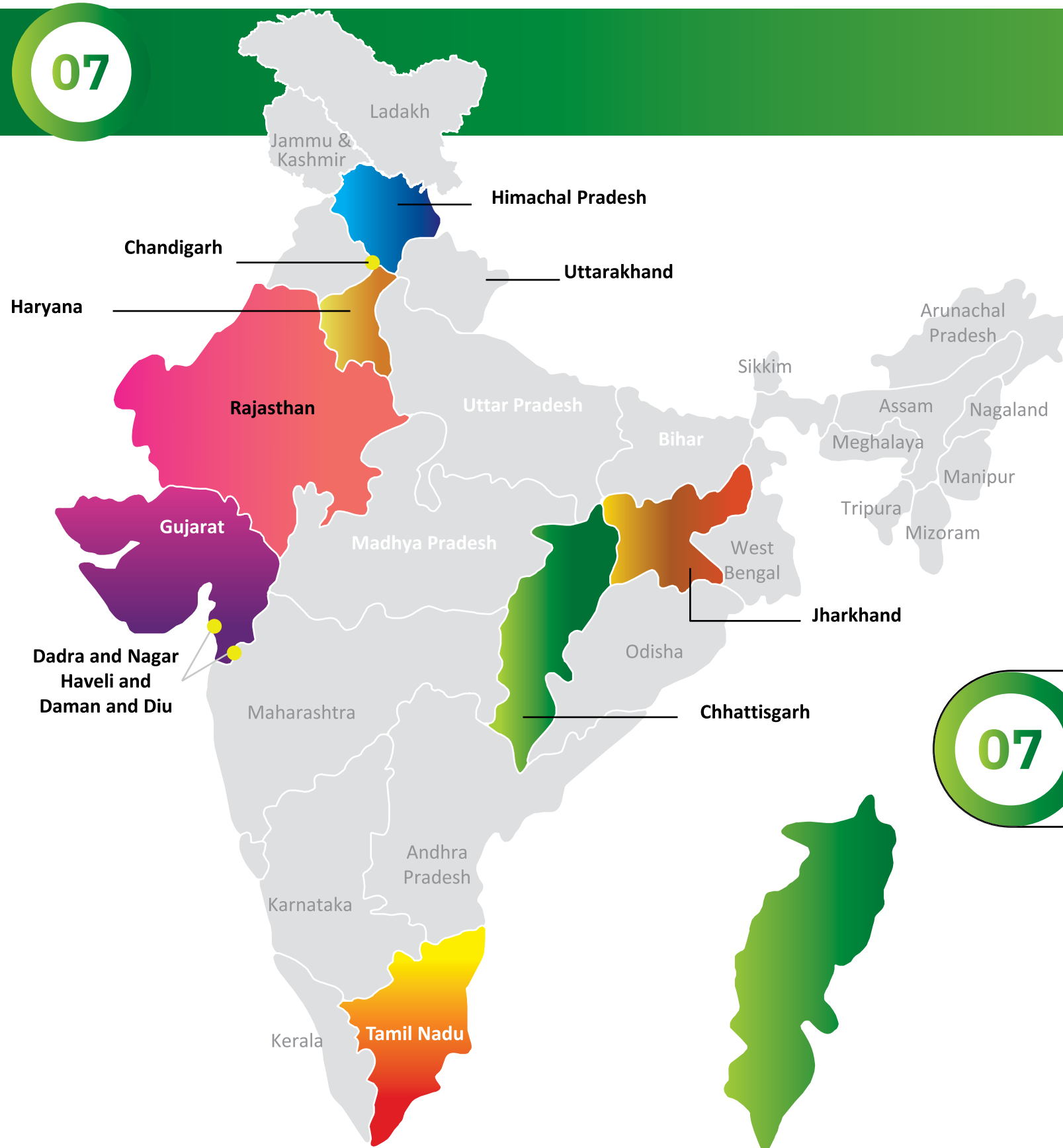
Dr. Abhinav Kumar SPO, Jharkhand at 'TTT' presentation



'TTT' awareness Session following SOP's during Covid-19



DVD distribution, during 'Teacher Training Programme'



07

Chhattisgarh 2020

Despite the states' constraints, 'TTT' is shared through WhatsApp & department's portal.

State/UT : CHHATTISGARH

Total Population : 2.94 Crore

Adolescent : .64 Crore

Project started : 2020

Chhattisgarh



Dr. M. Sudhish delivering lecture in training



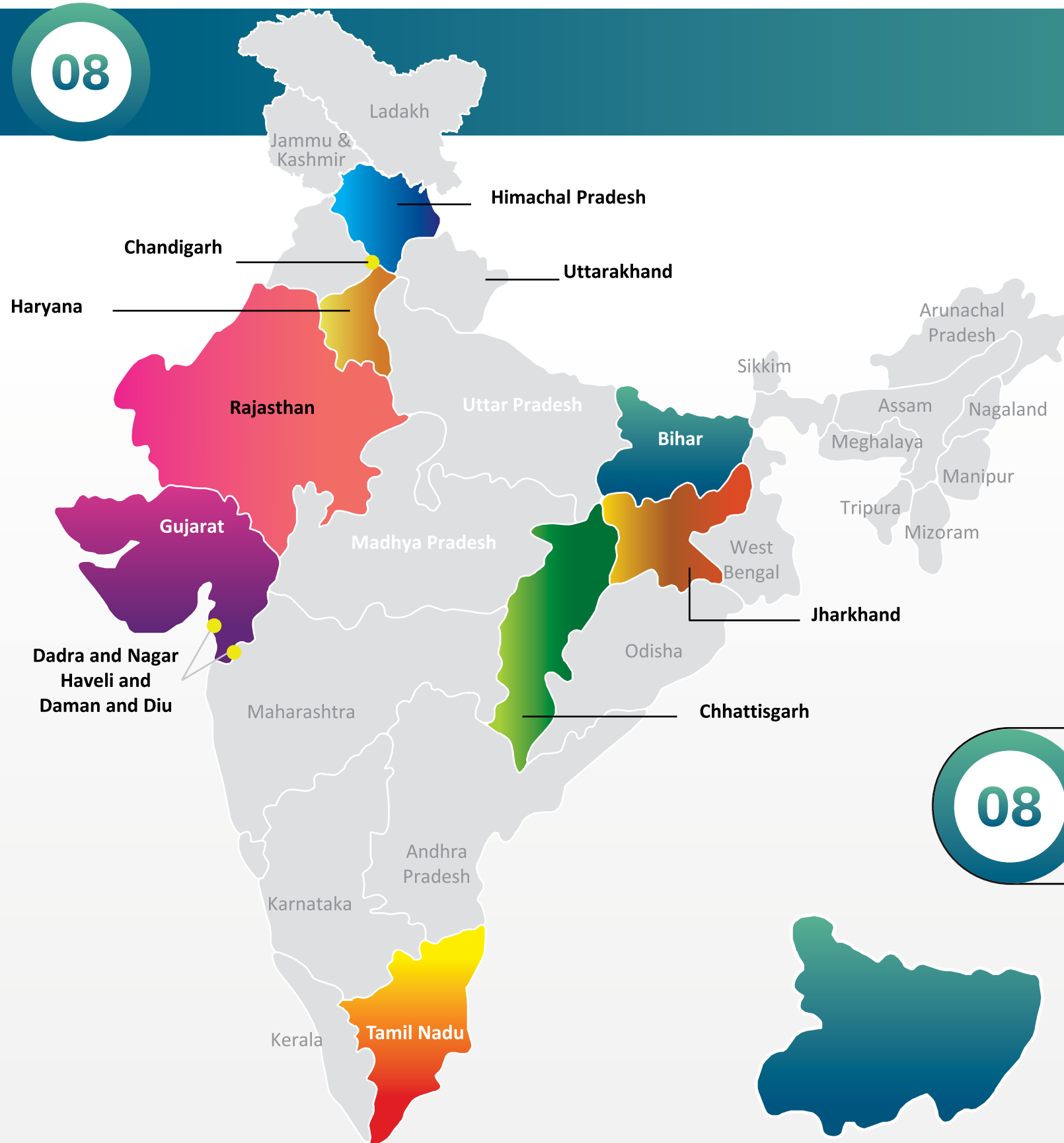
Participants paying attention in training programme



Dr. M. Sudhish providing instructions to participants regarding implementation at school



Attentive Participants in the training programme



08

Bihar 2020

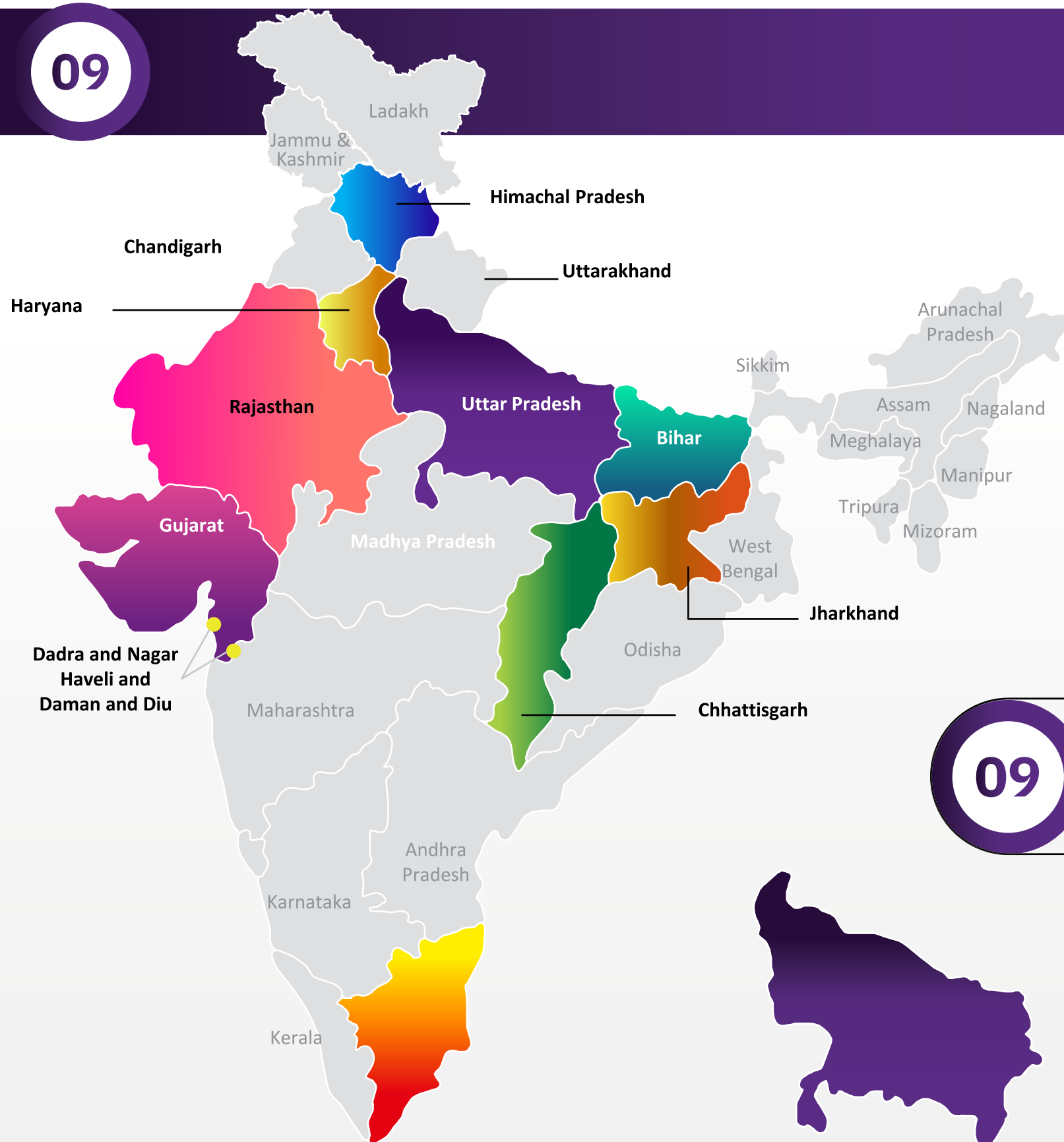
Bihar relays 'TTT' for two hours on every Saturday and Sunday through DD- Bihar. This relay can be watched across the nation. AlcheMe is also relayed by DD Bihar.

State/UT : **Bihar**

Total Population : 12.48 Crore

Adolescent : 2.72 Crore

Project started : **2020**

**Uttar Pradesh 2020**

'TTT' has been implemented in U.P., the heartland of the Hindi belt. 'TTT' is relayed daily through DD-U.P. and can be watched across India.

State/UT : **Uttar Pradesh**

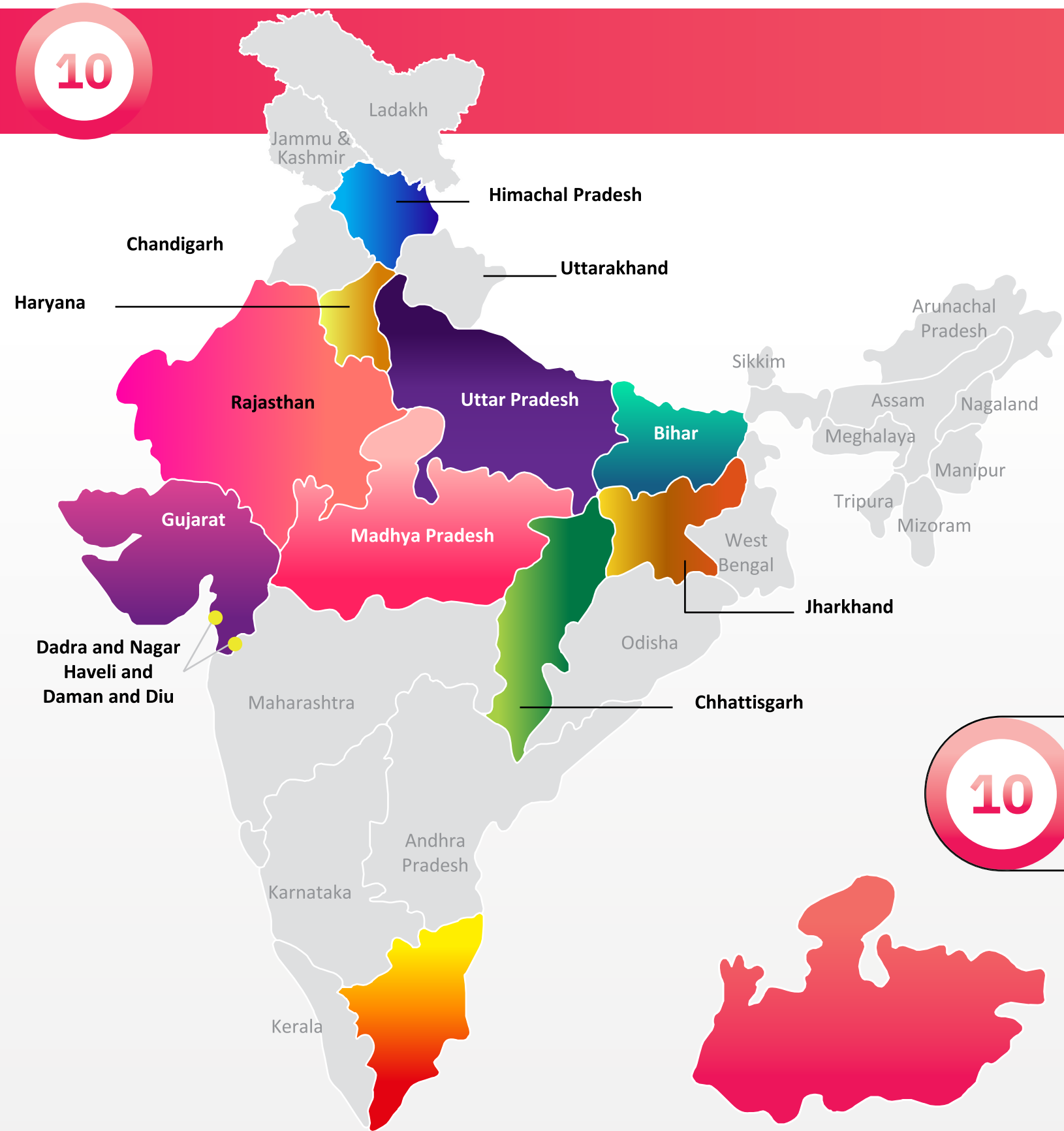
Total Population : 23.78 Crore

Adolescent : 5.18 Crore

Project started : **2020**

10

Madhya Pradesh

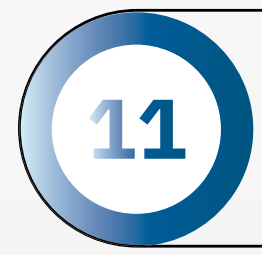
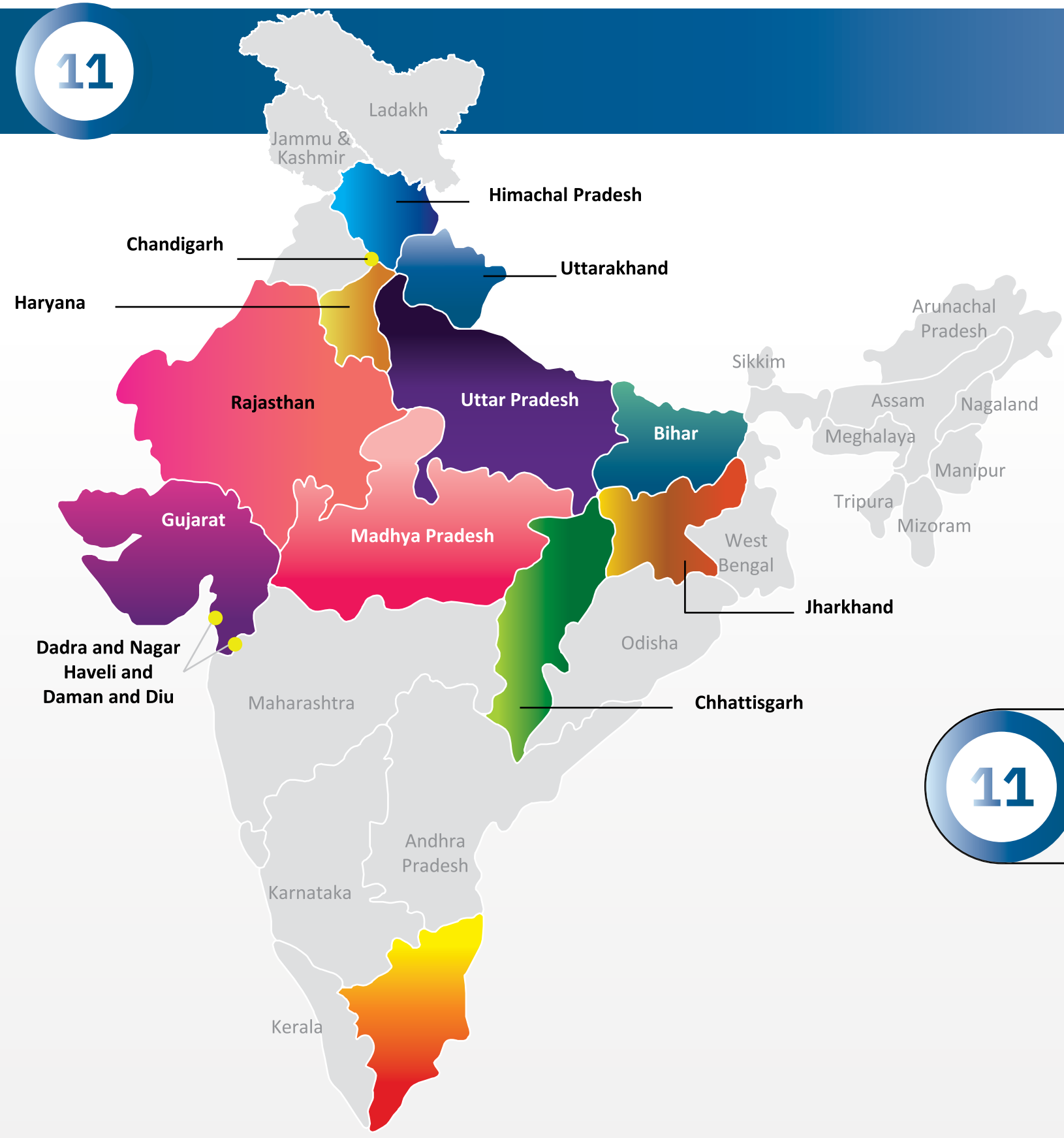


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Madhya Pradesh 2020

Currently, the relay from U.P. cover M.P. also. We are following-up for independent relay from the state too.

State/UT	: Madhya Pradesh
Total Population	: 8.53 Crore
Adolescent	: 1.86 Crore
Project started	: 2020



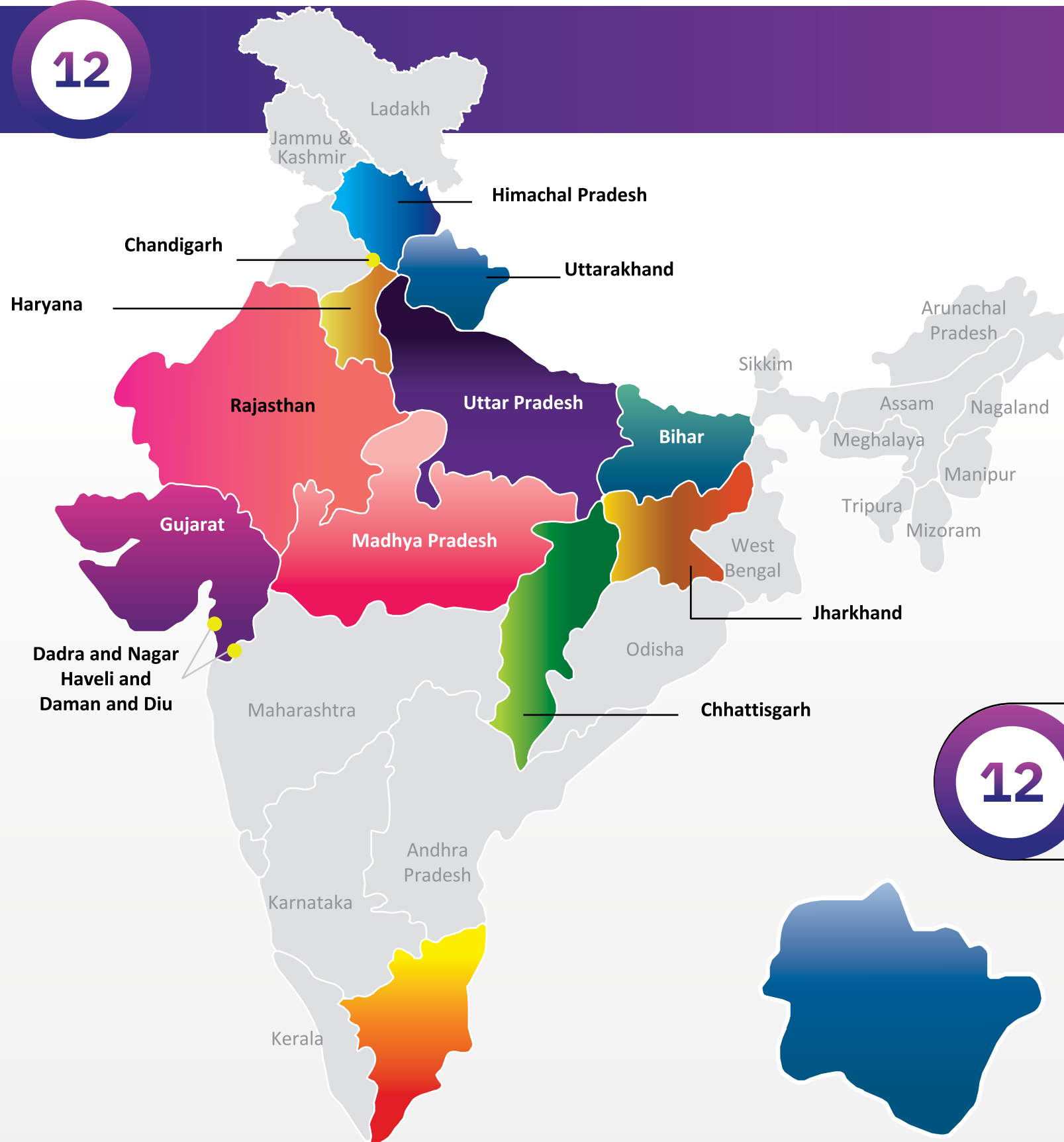
Chandigarh 2020

Contents are shared through the WhatsApp group for half an hour every day. We are working towards direct relays too.

State/UT	: Chandigarh
Total Population	: 1.15 Crore
Adolescent	: .25 Crore

Uttarakhand

12



12

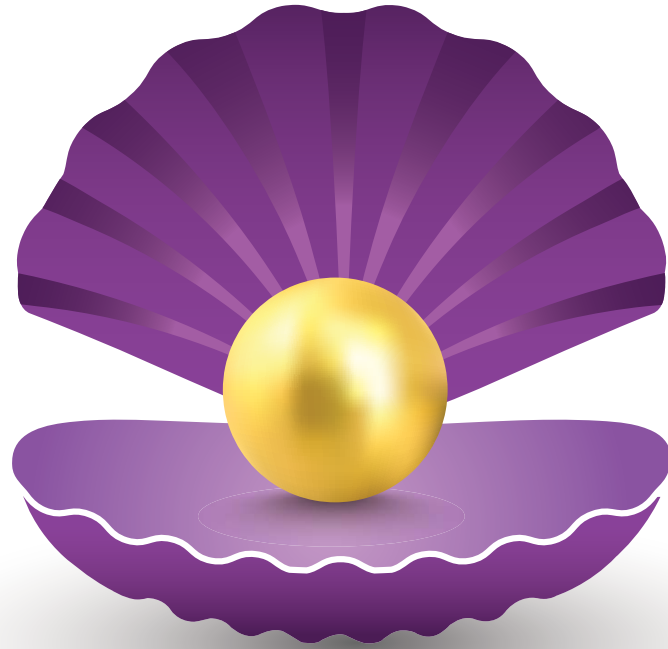
Uttarakhand 2020

Final approval has been received from the department. We are awaiting for reopening of the schools to have a good reach

State/UT : Uttarakhand

Total Population : 1.12 Crore

Adolescent : .24 Crore



Making a difference in the lives
& education of children.



W W W . A P A R A J I T H A . O R G

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