



Spark #5

MyUSOStory

75 Voices. One Shared Journey.

CATEGORY:
Legacy & Milestones

OBJECTIVE: To capture and celebrate USO's 75-year impact through personal narratives, giving voice to students, educators, parents, alumni, and partners whose lives and institutions have been shaped by USO's programmes and platforms.



TIMELINE & SCOPE

When: July 1, 2025
Scope: Pan-India

STAKEHOLDERS & FORMAT

Who: All USO programme beneficiaries, USOIC clients and partners
Format: Short video

NATURE OF THE SPARK

Nationwide storytelling and documentation initiative; anniversary-specific legacy project

HIGHLIGHTS & IMPACT

- Invited 75 authentic stories reflecting USO's reach across generations and geographies.
- Showcased diverse engagements from national tests and conferences to community learning centres.
- Captured voices of special students, alumni, educators, parents, and institutional partners.
- Reinforced USO's role as a lifelong educational companion, to promote confidence, continuity, and meaningful learning at every stage of a learner's journey.

ENDURING VALUE

The collected stories form a lasting digital archive of trust, transformation, and impact, preserving personal memories and collective experiences that continue to affirm USO's relevance across communities, classrooms, and generations.

"When people share their USO story, they are not recounting an event—they are affirming a relationship built over time."