



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

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.

The screenshot shows a video submission form titled 'USOat75: #MyUSOStory' with the subtitle '75 Students. 75 Educators. 75 Parents. One Legacy.' It includes a prompt: 'Were you inspired, empowered, or transformed through your experience with USO? Share your voice. Tell your story. Be part of USO@75!'. Below this is a 'RECORD A SHORT VIDEO' section with four numbered steps: 1. Tell us your name, school, class / role, and state that you are from. 2. Mention the USO activities you took part in, and the year(s) you participated. 3. Share how being part of USO helped you grow, learn discover something new, as a student, teacher or parent. 4. Give your wishes to USO on completing 75 years, and share your hopes or vision for its future. A 'VIDEO SHOULD BE:' box lists requirements: Length: 60-90 seconds, Language: English or Hindi, Format: MP4 / MOV, Mode: Landscape. A 'GET RECOGNISED' box lists prizes: The first 75 accepted videos will be featured on USO's 75th Anniversary Platforms, Receive a Digital Certificate of Participation, and Exciting USO Goodies for the top 5 entries in each category. At the bottom, it says 'Email to USOat75@usindia.org with subject, #MyUSOStory' and 'Join our special 75yr celebration campaign to collect short videos from those who matter most.'

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."

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Seventy-Five celebrations by the United Schools Organisation of India (USO) highlighting milestones, moments, and initiatives shaping the future of education.