



# USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.



## Spark # 22

### INTERNATIONAL MOTHER LANGUAGE DAY

**CATEGORY:**  
School Engagement

**OBJECTIVE:** To promote awareness and appreciation of India's linguistic diversity among the community. It aimed to encourage pride in mother languages and strengthen cultural identity by reinforcing the importance of preserving and celebrating linguistic heritage.



#### TIMELINE & SCOPE

When: 21st February  
(International Mother Language Day)  
Scope: National

#### STAKEHOLDERS & FORMAT

Who: Students, Teachers, Parents  
Format: Online quiz

#### NATURE OF THE SPARK

Awareness-based, participatory, digital outreach initiative focused on linguistic education

### HIGHLIGHTS & IMPACT

- Conducted in alignment with International Mother Language Day.
- Two interactive quiz rounds @ 10 AM & 2 PM ensured sustained engagement.
- Participation window of 1 hour with responses on WhatsApp.
- First five correct respondents in each round received USO goodies.
- Strengthened USO's digital outreach.
- Generated enthusiasm for learning about Indian languages.
- More than 100 responses (60% students; 40% teachers), and increase in followers by 10%.

### ENDURING VALUE

The quiz continues to serve as a model for using digital platforms to promote cultural awareness and educational engagement. It has strengthened USO's approach to combining heritage education with modern communication tools. The initiative remains a reference for future language, culture, and awareness-based programs.

*"Every language carries a legacy. By celebrating our mother tongues, we celebrate our identity, diversity, and shared heritage."*

### USO@75: Seventy-Five Sparks

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