



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.



Spark # 24

USO: DIAMOND JUBILEE DISCOVERY

World NGO Day Digital Storybook Launch

CATEGORY:
Legacy & Milestones

OBJECTIVE: To commemorate World NGO Day by showcasing USO's 75-year journey through an innovative and student-friendly digital storybook. It aimed to introduce USO's legacy, values, and national impact in an engaging manner.



TIMELINE & SCOPE

When: 27th February (World NGO Day)
Scope: Pan-India via digital platforms

STAKEHOLDERS & FORMAT

Who: Schools, Partners
Format: Digital storybook launch on social media

NATURE OF THE SPARK

Digital legacy documentation and national engagement initiative

HIGHLIGHTS & IMPACT

- Launch of the special digital storybook USO: Diamond Jubilee Discovery
- Futuristic narrative featuring students Advik and Ishani exploring USO's impact
- Showcased USO's extra-curricular and educational initiatives across India
- Students and teachers shared experiences on social media with hashtags
- Selected responses featured on USO's official platforms
- Strengthened digital outreach and youth engagement
- Enhanced awareness of NGO contributions on World NGO Day

ENDURING VALUE

The digital storybook serves as a lasting archive of USO's journey and achievements. It continues to inspire students to understand and appreciate the role of educational NGOs. The Spark establishes a scalable model for future digital storytelling and nationwide engagement campaigns.

"Stories connect generations. Through this journey, students discovered how learning, service, and vision shape a lasting legacy."

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.