



# USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

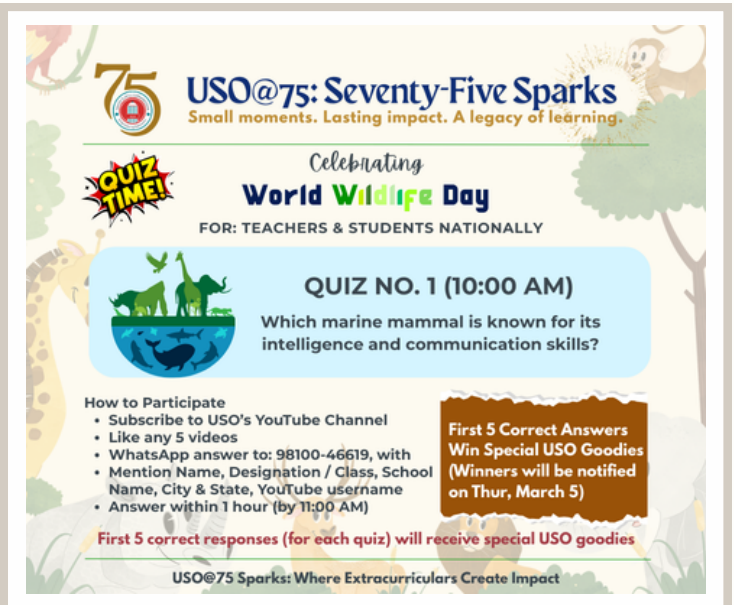


## Spark # 25

### WORLD WILDLIFE DAY ONLINE QUIZ INITIATIVE

**CATEGORY:**  
School Engagement

**OBJECTIVE:** To promote awareness and appreciation of wildlife conservation among students and teachers through an interactive digital quiz. It aimed to encourage participants to learn about biodiversity and environmental responsibility.



#### TIMELINE & SCOPE

**When:** March 3 (World Wildlife Day)  
**Scope:** Digital participation via YouTube and WhatsApp

#### STAKEHOLDERS & FORMAT

**Who:** Students, Teachers,  
**Format:** Online quiz on YouTube with response submission via WhatsApp

#### NATURE OF THE SPARK

Digital awareness campaign and interactive learning initiative

#### HIGHLIGHTS & IMPACT

- Conducted two online quizzes at 10:00 AM and 2:00 PM.
- Quiz questions shared through USO's YouTube channel.
- Participants required to subscribe and like five videos for eligibility.
- Responses collected via WhatsApp.
- 13% participation recorded from teachers.
- Increased subscriber base on USO's YouTube channel.
- Enhanced awareness of wildlife conservation issues.
- Strengthened student-teacher participation in digital learning.

#### ENDURING VALUE

The initiative continues to promote environmental consciousness through accessible digital resources. It strengthened USO's online learning ecosystem and encouraged sustained engagement with educational content. The Spark established a replicable model for combining awareness campaigns with digital outreach.

*"Every question answered today is a step toward protecting tomorrow's wildlife."*

### 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.