



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

Spark # 45

CAPTURE KINDNESS. INSPIRE CHANGE.

CATEGORY:
School Engagement

OBJECTIVE: To inspire students and teachers to practise kindness, strengthen community engagement, and promote positive social impact by documenting and sharing meaningful acts of compassion through creative storytelling and responsible digital participation.



TIMELINE & SCOPE

When: June 25-30, 2026
(National Camera Day & World Social Media Day)
Scope: Pan-India Digital Participation

STAKEHOLDERS & FORMAT

Who: Students, Teachers & Schools
Format: National Kindness Campaign

NATURE OF THE SPARK

A nationwide campaign encouraging acts of kindness through storytelling and social sharing.

HIGHLIGHTS & IMPACT

- Encouraged kindness through meaningful community actions.
- Promoted creative storytelling using photography and short videos.
- Celebrated National Camera Day and World Social Media Day through purposeful participation.
- Fostered empathy, civic responsibility, and community engagement.
- Inspired participants to use social media as a platform for positive change.
- Created a repository of inspiring stories showcasing the values of compassion and service.

ENDURING VALUE

The initiative reinforced the importance of kindness, empathy, and responsible digital citizenship by encouraging participants to transform everyday acts of compassion into stories that inspire others. It demonstrated how simple actions, when shared thoughtfully, can create a lasting positive impact within communities.

"Every act of kindness has the power to inspire another."

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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.