



# USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

## Spark # 55

### WORLD RIVERS DAY E-CARD CHALLENGE

**CATEGORY:**  
School Engagement

**OBJECTIVE:** To encourage students to express their thoughts creatively while developing awareness about river conservation, the importance of freshwater ecosystems, and their responsibility towards protecting rivers for future generations.



#### TIMELINE & SCOPE

**When:** September 27–  
October 10, 2026  
**Scope:** Pan-India School  
Participation

#### STAKEHOLDERS & FORMAT

**Who:** Students of Std. 6–12  
from all schools

#### NATURE OF THE SPARK

A creative writing challenge encouraging students to express their rivers' voices and raise awareness about river conservation.

### HIGHLIGHTS & IMPACT

- Invited students to write a 40–50-word message imagining their river's voice.
- In collaboration with: National Mission for Clean Ganga (NMCG) – Namami Gange.
- Provided a USO e-card template for handwritten entries.
- Promoted river conservation and environmental responsibility.
- Allowed up to three entries per school, with selected entries featured on USO's social media platforms.
- Recognised selected students with special USO goodies.

### ENDURING VALUE

The challenge encouraged students to look at rivers not merely as natural resources, but as lifelines deserving care and protection. By giving rivers an imagined voice, it inspired empathy, creativity, and environmental responsibility, reminding young people that every effort towards conservation contributes to a healthier planet.

*"Let rivers speak through our actions, and let conservation shape our future."*

### 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.