

## PRESS RELEASE

### DishTV supports Ekal Vidyalaya to educate underprivileged

**New Delhi, 30<sup>th</sup> Nov'17:** On 15 August ' 2014, speaking from the Red Fort, honorable Prime Minister had stressed, "If we have to build a nation, let's start with villages." In the same speech, he also focused on the fact that education plays an important role in eradicating poverty which helps in building the nation. With this vision to contribute in nation building; DishTV, Asia's largest DTH brand provider has joined hands with **Ekal Vidyalaya** and Bharat Lok Shiksha Parishad (BLSA) to provide basic education to underprivileged children across rural parts of Uttar Pradesh in India. Starting from adopting hundreds in UP, the idea is to grow this number quarter after quarter, year after year and contribute in mission of eradicating illiteracy in India.

Being Asia's largest DTH brand and a responsible corporate, DishTV has also mobilized its several million strong subscriber network to contribute even more towards this cause. Every time a DishTV subscriber recharges on-time, some part of the amount is contributed towards this noble cause of educating a child. Our valued subscribers will be able to make this difference by just sitting at home and while being entertained.

The Ekal Vidyalaya Foundation is a non-profit organization which says "One Guru One School". It is involved in imparting both education and the village's development in rural & tribal areas of India. The curriculum not only includes the basic literacy — arithmetic, science and languages — but also includes topics on health and hygiene, physical activities, moral sciences as well as yoga and introduction to local skills. The Acharya (teacher) is handpicked from the village and is most often a young, educated girl who undergoes rigorous training in order to learn how to teach. The content is taught in local languages using local stories of the region. With more than 50,000 Ekal Vidyalaya at present, this is one of the unique organizations working towards the upliftment of villages of India.

On the association **DishTV's Group CEO, Mr. Anil Dua, said**, "We feel privileged to be a part of the movement which is contributing to a cause as noble as education for the underprivileged children. By doing our bit for these children, we feel we are contributing towards the growth of our nation. Over the course of the next few years, we aim to adopt thousands of schools across the country in order to provide maximum support towards rural education. We are working towards making this initiative a success and happy to see the whole hearted support we are receiving support from our customers."

Extending gratitude towards DishTV's contribution, **Shri Vinod Kumar Agarwal, President-CSR, Ekal Vidyalaya, said**, "We are extremely grateful to the DishTV family for their profuse support towards our initiative in supporting rural education. Our endeavor through this movement is to reach out to as many rural areas as possible where education has just been a dream for many. With support from organizations like DishTV, this movement will go long way and will make lives of thousands of underprivileged people more meaningful."

**About DishTV India:**

About Dish TV India Limited: Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of the Essel Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,108 distributors & over 290,180 dealers that span across 9,291 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

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