

IZIFISO ROOTS



IIM CALCUTTA
INNOVATION PARK

.....return to innocence



Organizers Speak

It's a bright Sunday morning. You could be standing in your balcony, enjoying the beautiful view over the lake in front of your house. There are several birds all over the lake and surrounding trees. You spot one mighty bird perched on a fence beside the lake, the fresh morning sunlight shining off the brilliant colours of its feathers. Did you just want to fetch your camera?

Photography does not mean owning expensive cameras and equipment. Photography is all about the passion to capture moments that you want to treasure. Here at Izifiso, we look to create myriad opportunities of experiences for all passionate about photography and travelling. Izifiso is where your desires get wings.

"One promise to everyone is an exceptional experience", says Gopal Paul, CEO (Izifiso Incorporation). The central pursuit of Izifiso is to open up a virgin world of education outside of walled classrooms for those

looking to take home a journal full of interesting facts, a cassette tape spilling over with memories and a mind that knows what it feels like to have had a once in a lifetime experience.

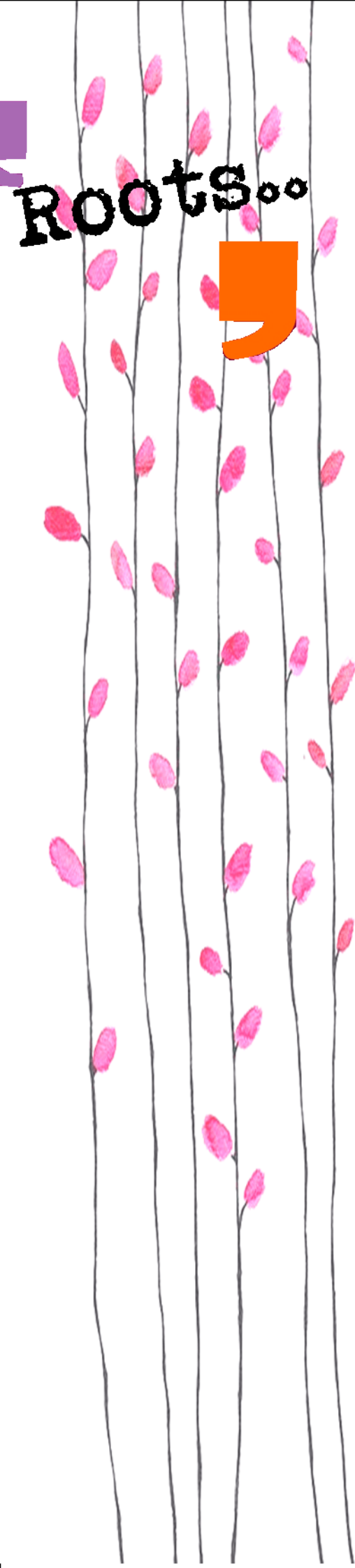
With experts on board, ranging from professors, scientists, geologists and paleontologists among others, we introduce to you industrial tours, scientific research tours like fossil hunting, marine conservation, and

art and culture tours like musical treks, art village explorations and educational safaris. Our tours and events explore new avenues for opportunities in photography and blogging.

So hop on and let yourself be carried into an endless abyss of enlightenment that's pedagogic and intoxicating at the same time. What's more? There's an added advantage, your hosts here at Izifiso are absolutely crazy about travelling, on the road and off it!

The greatest gifts you can give your children are the roots of responsibility and the wings of independence.

Denis Waitley



Roots

" I must go to Nature disarmed of perspective and stretch myself like a large transparent canvas upon her in the hope that, my submission being perfect, the imprint of a beautiful and useful truth would be taken."

John Updike, The Centaur

As we grow up, we get more and more disconnected from nature and start exploiting Mother Earth despite of knowing the consequences. Come join hands with us as we inculcate the same feelings of love for Mother Nature that she feels for her kids, us. Come join us on the journey of connecting the brightest minds of the city back to where it all began from, the Roots .

Izifiso invites all students to come together as it brings out the first edition of its yearly event Roots to be conducted amongst the top 50 schools in Kolkata.

"One touch of nature makes the whole world kin."

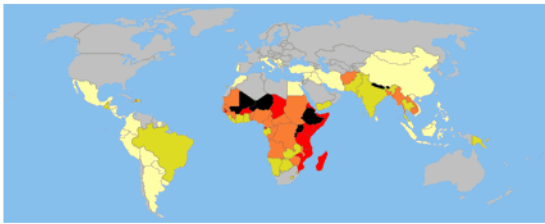
William Shakespeare

This Inter School competition calls all students from classes 9 to 12 to share their ideas of a project within 300 words and 10 photographs. Interesting workshops and seminars await the upcoming brightest minds of the city to take on the journey of re-connecting themselves with mother Nature.

December

project example

'Children of Heaven'



Child labour worldwide, 5-14 age group, 2003
By *historicair 1958, 5 December 2006 (UTC)*

You must have heard a lot of people say that children are God's harbingers to mankind and that children are the future of the world. But how many of us truly think about the little souls who are forced to work tirelessly, their hands soiled with grease and dirt while they should ideally be going to school, learning and playing? Child labour is one of the evils of society that has existed throughout most of history. It is unfortunate that several parts of the world are yet to eradicate this form of abuse.



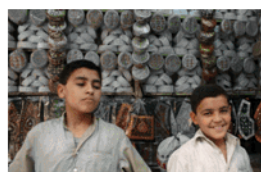
Child working in retail in Hainan, China
By *chong chongchongchong*



Artisan mining in Kailo, Congo.
By *Julien Harneis.*



In Bangladesh
By *Shanjoy*



In Pakistan
By *Seattle Globalist*

Before 1940, numerous children aged 5-14 worked in Europe, the United States and various colonies of European powers. These children mainly worked in agriculture, home-based assembly operations, factories, mining. Some worked night shifts lasting 12 hours. With the rise of household income, availability of schools and passage of child labour laws, the incidence rates of child labour fell.



Some of the young workers in Koscuisco cotton mills, Mississippi, United States,



In North Carolina, United States
By *Preus Museum*



Child Shepherds in Ethiopia
By *Damien Hallieux Radermecker*

However, in developing countries, with high poverty and poor schooling opportunities, child labour is still prevalent. In 2010, sub-saharan Africa had the highest incidence rates of child labour, with several African nations witnessing over 50 percent of children aged 5-14 working. Worldwide agriculture is the largest employer of child labour. Vast majority of child labour is found in rural settings and informal urban economy; children are predominantly employed by their parents, rather than factories.



In India
By *Peter van der*

Malala Yousafzai, a Pakistani activist for female education and the youngest-ever Nobel Prize laureate.

“

One child.
One teacher.
One book and
One pen can
change the world.
Education is the
only solution.

- Malala Yousafzai



Associate with Roots

By now, you must have had a fair idea of our event. In a nutshell we're venturing into the exceedingly ambitious world of photography and edutourism. We've tied up with several nongovernmental, nonprofit organisations, media houses, industries and both established companies as well as startups working in tourism, education social or developmental sectors to add that edge to the entire experience. A tieup with Izifiso will therefore open up for you infinite number of opportunities that the world of tourism and education has in store. Read on to find out more about what we offer to our partners and collaborators...

- Opportunity to showcase your brand and ideas to the brightest minds from fifty of the best schools across the city.

- Collaborating organizations will share with us National/Regional Newsmedia print, broadcast, social and other electronic media that we have tieups with. Primary online reportage will also be provided on our website and posts we share online.

- Though our social media activities and our field programs you can identify and access your target groups and communities among our immediate and extended clientele.

- Dedicated space on our posters and over other print media, communications, platforms on which we market our event.

- Opportunities to develop contacts with schools, colleges and other educational institutes for projects that you undertake or ones that might interest you among those being run by them.

- Opportunity to talk about and publicize the kind of work you do to a large body of audience comprising students, academics, experts, institutions and visitors to our website shall also be assured.

- We also plan to call for your active collaboration with us in the seminars that we organize where we'll be thrilled to share the stage with you. The seminars shall be held for a wide audience comprising of students, teachers and representatives from 50 top schools in the city.

- You can also expect to find potential interns, volunteers and employees among our clients since the maiden venture is seeking participation primarily from students.

- Scope to participate and partner with us in our future endeavours.

“Starting
up,
making waves
at IIM-Joka.

The Times of India

Voluntourism:
JU alumni's
startup 'teaching
tool' for who
growing up.

The Indian Express

 Izifiso

Visit www.izifiso.com/roots

 at roots@izifiso.com



Gunjan Goyal (8961640541)

Anirban Saha (8961509899)