



#GadgetFreeHour

REPORT 2020

INTRODUCTION



SUMMARY

At ParentCircle, we have been pursuing a single-minded mission—to build confidence in parents to raise happy, healthy, confident, compassionate children. To be a confident parent, we believe a strong parent—child connection is the key.

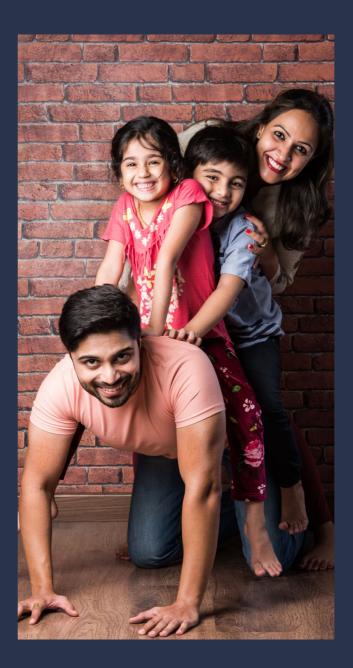
Keeping this in mind, we launched our #GadgetFreeHour campaign in 2019 to encourage parents and children to spend time together without the distraction of gadgets. Seeing its roaring success, touching the lives of millions of people, we brought it back this year, a bigger edition of #GadgetFreeHour on November 20, World Children's Day.

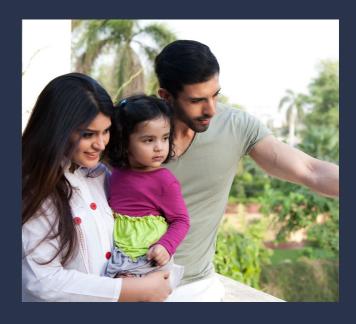
The second year of this campaign was supported by our sponsors, association partners, educational boards, schools, organizations, corporates, media partners, experts, celebrities and more. We had families who joined hands in being a part of **#GadgetFreeHour** last year as well as this year, and we also had new families joining us this year and sharing how much they found it useful.

SIGNIFICANCE

The aim of our #GadgetFreeHour Campaign was to help parents and children experience the **MAGIC** and **JOY** of connecting with each other without any distractions. We wanted this one hour to serve as a starting point to make #GadgetFreeHour a regular activity among families.

During #GadgetFreeHour, we urge all families to spend one special hour connecting and engaging with each other, free from work and gadgets. In this one hour, families can decide to do anything together—it can be some of the simplest activities like playing a board game, having a casual chat, dancing to a tune, making music with things lying around, cooking something together or even doing nothing at all together. Spending an hour without gadgets can bring families closer together and help them experience meaningful and fun-filled times and create happy memories.









THE JOURNEY

This year's campaign involved a lot of pre-events that helped in spreading the word and the importance of having gadget-free family time.

Before World Children's Day, November 20:

1. Panel Discussion in collaboration with Early Childhood Association (ECA) on Why You Need to Spend Gadget-Free Time with Your Child. The panel consisted of Nalina Ramalakshmi (Managing Director, ParentCircle), Arundhati Swamy (Family and School Counselor, ParentCircle), Swati Popat Vats (President, Podar Education Network and ECA) and Kauser Sayeed (National Core Committee, ECA). The session was moderated by Dr Meghna Singhal (Clinical Psychologist, ParentCircle).

Watch the complete panel discussion here: https://fb.watch/8iYxUkX3uK/

2. Parents vs Teenagers, Virtual Debate where we brought together teenagers and parents of teenagers for an interactive debate to hear each other's views on social media and screen usage. This exclusive virtual debate was on the topic, Parents Should Set Limits and Controls on Their Teens' Social Media and Screen Usage. We had Team Parents proposing this statement and Team

Watch the complete debate here: https://youtu.be/W_tJPLFxd6k

Teens opposing it.

3. Family Connect Sessions with families of employee where the HR team at ParentCircle individually reached out to all employees and their families to get them into a conversation together as to how they would like to spend #GadgetFreeHour. Working from home during these times definitely brought together a lot of families, and the HR team made the conversations lively and answered all the queries of the employees related to the campaign.

4. #GadgetFreeHour MY FAMILY TIME

Contest for children where we asked children to exhibit their creativity in any art form (creative, visual or performing) as to how they would like to spend gadget-free family time. We received over 350 entries from children across age groups and across the country. All the participants received a participation certificate as a token of appreciation

for their efforts, while the winners bagged gift vouchers and ParentCircle activity books.

5. 20-20 Disconnect2Reconnect Challenge was an exclusive 20-Day Challenge for families to engage in creative ways for just 20 minutes for 20 days without the use of any gadgets. We had over 700 families taking part in this challenge, tracking their progress and sharing their experiences with us.

6. Expert and celebrity endorsements

- 7. Press release and media coverage On World Children's Day, November 20 (#GadgetFreeHour Day):
 - Live Blog on #GadgetFreeHour updates
 Visit our live blog for updates on all that
 happened:
 https://www.parentcircle.com/article/gadget-free-hour-2020-live-updates/
 - 2. Resources for spending #GadgetFreeHour with family

Post World Children's Day, November 20:

- 1. Stories from our community
- 2. Impact of #GadgetFreeHour 2020
- 3. Post-event media coverage

02 HIGHLIGHTS

MILLION

IMPACT

A staggering 45 million-plus reach, both offline and online; despite schools being shut due to the pandemic, we saw 41,635 schools in India participating big time; social media buzzing with 37 million-plus impressions; and exciting celebrity endorsements.

FROM OUR EXPERTS

Some individuals experience digital burnout, which refers to the feelings of fatigue and exhaustion—and reduced productivity—caused by excessive use of screens.

Experiencing digital burnout is not about the hours of usage, it's about how gadget use affects the person using screens. If you experience eye strain, fatigue and exhaustion after screen usage, you should take a break and switch to another activity.

- **Dr Manoj Kumar Sharma**, SHUT (Service for Healthy Use of Technology) Clinic, NIMHANS, Bengaluru Educational screen time is not the same as entertainment screen time, in terms of its effects on the child's nervous system. Use 'slow media' as a potentially family bonding experience by watching with your children movies or TV shows that give out a positive message or enable you to have a discussion with your child about history, or help your child learn about different cultures or nature.

 Anya Kamenetz, NYT bestselling author of 'The Art of Screen Time'

Consider protecting your time with your child, away from gadgets, to form a close and accurate connection with them. Spend time with your child to help them develop their sense of self.

- <u>Dr Nithya Poornima</u>, Assistant professor of child and adolescent psychology, NIMHANS, Bengaluru

Parents can counter screen overexposure due to online classes by ensuring that their child engages in some form of physical activity, that older children engage in reflection exercises, away from screens ... Try to mimic the 'regular' as much as you can!

- Dr Catherine Steiner-Adair, author of 'The Big Disconnect'

Have your child make a wish list of 25 nonscreen activities they can do ... Encourage your child to go on a screen vacation!

- Diana Graber, author of 'Raising Humans in a Digital World' and Founder of CyberWise.org and CyberCivics.com

Watch the #GadgetFreeHour Expert Interviews here: http://bit.lv/34CvQHC

PLEDGE TAKERS









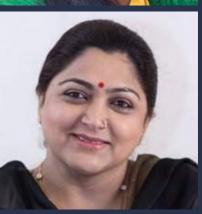


















Watch the **#GadgetFreeHour** 2020 Pledge videos here: https://fb.watch/8iYxUkX3uK/

MEDIA COVERAGE

#GadgetFreeHour 2020 was covered extensively by TV, Print and Online media houses.

A campaign to take a break from the relentless digital wor

n 2019, city-based organisation ParentCircle started with their children and La campaign called Gadget members without the c Free Hour to raise awareness tion of gadgets. Paren about the need to stay away children should spend from gadgets and to spend time together - this time with children. After the children's' confidence successful first edition, they helps them succeed. Cl will be hosting a second edi- should feel that stron tion on November 20 from 7.30 nection with the fami pm to 8.30 pm. "The movement it crucial in today's 1

tum with #Gadget FreeHour garnering pressions on social media already. This FreeHour will bring the much-needed break from our intense online activities over the past Nalina six-odd months This is an initia-

Ramalakshm tive to encourage families to have fun together Nadu Government Education and discover the joy of being with each other," says Nalina Ramalakshmi, founder and managing director of Parentbreak from their hectic online

In this one hour, families will disconnect from their schedules to spend the

is imperative that pare aside some time to rec

> adds Nalina One India vev reporte down and po phase, each member in spent over 26 per week phones, ma work and hor

scrolling through

entertainment

apps. The Tamil

Department has extended its

support and has shared the

#GadgetFreeHour message by

urging teachers and parents

along with their kids to take a

படுகள்ளன. மாலை 20 பணி முறிக் 20 மணி கருடம் எட்டும், (ந.), (சுற்பதோ முழுக்குகள் நிலந்தில் கண்டு செலிப்பன், நிறுகைக்கமையும் நகர் பிறுகம், சுத்கின், நடைநில் கண்டு செலிப்பண் நிறுகைக்கமையும் நடித்தில் பொருள் நின்ற நடத்தில்கர், 'கெ.' (தெ.' (கெ.' தெ.க்கி படின் நிறுகைக்கமையும் நடக்கிய வருக்கியமான பணி கோடியுக்க துசேச்சியமான மின்களைகும், கொ. இருக்கியமான முன்ற கோடியுக்க துசேச்சியமான மின்களைகும், கி. முழுக்கு துக்கியமான மின்களைகளும், அதிசக்கியமான பணிகளைக்குக்கும், இருக்கு கிறுக்கும், கி. இருக்கும், இருக்கும், இருக்கும், இருக்கும், அருக்கும், இருக்கும், இருக்கு பேரும். எந்கின் ஓட்போது மால. நின்றிக்கமாகும் வார்சி திறியாது மால. நிறிக்கமாகும் வார்சி திறுவகங்கர். டி புடிப்புறி நின்ற பேறும் பிறம்பா ஒருந்தைகளிறுக்கு இரும்பாக அடும் ஏற்றிக்கு நின்றிக்கு நின்றிக்கு நின்றிக்கு நின்ற பேறும் பிறம்பா ஒருந்தைகளிறுக்கு பேற்றிக்கு நின்றிக்கு நின்றிக்கு நின்றிக்கு நின்றிக்கு ஏற்றிக்கு நின்றிக்கு நின்ற

'பேரன்ட் சர்க்கிள்' நடத்திய நிகழ்வால்

28/11/2

Spend an hour with gadgets tomorrow

'கேட்ஜெட் இல்லாமல் ஒரு மணி நேரம்'

1.5 கோடி பேரிடம் மனமாற்றம்

other," said N lakshmi, foun

Parents, kids join in #GadgetFreeHou

ign by ParentCircle imd 15 million lives feeling sitive change, the parent million plus reach both ne and online: despite ols being shut due to the emic we saw 41.635 ols in India participating me: social media buzzing million plus impres and exciting celebrity

rainchild of ParentCir-#GadgetFreeHour last on November 20 saw par tion from parents to ers and experts; film o sports personaliparents - all do eir bit to enjoy one of gadget-free with their chilbetween 7.30 pm 30 pm. With the

D LIVE 02 15 PM

getFreeHour, a special schools online and parent working from home, this year more than ever families un derstood the need to stay of gadgets and to spend time with their children and wel-



THE BIG NUMBERS

and organisations PLEDGED Reach was 45 million-(offline and online)* and impressions 37 million

plus+* for #GADGETFREEHOUR

Around 65 eminent expert and celebrities from all walks of life took part in the

#GADGETFREEHOUR CAMPAIGN

Around 80 videos were produced and shared around the #GadgetFreeHour

Other associations like roung Indians and Empowering Women In IT lend an activ The unprecedented rush to

'disconnect' from gadgets and 'reconnect' with children had parents eager to "log off" work and indulge in a series of activities with children (and without gadgets), "Families disconnected from their gade ets and used that time to spend with their children - playing eating, talking and laughing together. ParentCircle had giv en parents activity tips in due consultation with the finest experts from the world. "Many parents have come forward to tell us how this one hour has inspired them to spend time with their children every day without the distraction of gadgets," stated Nalina Ram alakshmi, Managing Director ParentCircle.

Express Features

20ක් 'භංඡලූම්య బాలల ඩිකි්ඡූක්



సమావేశంలో నశన రామలక్ష్మి.ఎ.వి.ధర్మకృష్ణన్, జ్యోతి ప్రభాకరన్

చెన్నై నవంబరు 18, ప్రభాతవార్త: ఈ నెల 20న 'అంతర్వాతీయ బాలల దినోత్సవం' సందర్భంగా ఆ రోజు రాత్రి 7.30 8.30 వరకు పిల్లలతో తల్లిదండ్రులు గడపాలని చెన్నైకి చెందిన పేరెంట్ సర్మిల్ సంస్థ ఒక ప్రకటనలో తెలిపింద సందర్భంగా బుధవారం చెన్నై, మైలాపూర్లలో ఏర్పాటు చేసిన సమావేశంలో పేరెంట్ సర్మిల్ సంస్థ వ్యవస్థాపకులు, మేనే డైరెక్టర్ నళిన రామలక్ష్మి, రామ్కో సిమెంట్స్ సీఈఓ ఎ.వి.ధర్మకృష్ణన్, జ్యోతి ప్రభాకరన్ 'అంతర్వాతీయ బాలల దినోత్సవం' గురించి, బాలల కోసం పేరెంట్ సర్మిర్ చేపడుతున్న సేవా వివరాలను తెలియజేశారు. నళిన రామలక్ష్మి మాట్లాడుతూ నేటి ఆధునిక యుగంలో తల్లిదం(దులకు పిల్లల (పేమ కరువవుతోందని, 20న ప్రపంచ వ్యాప్తంగా నిర్వహించే 'అంతర్వాతీయ బాలల దినోత్సవం' సందర్భంగా తల్లిదండ్రులు రాత్రి 7.30 నుంచి 8.30 వరకు పిల్లలతో సరదాగా గడిపే విధంగా పేరెంట్ సర్మిల్ వినూత్స కార్యక్రమాన్ని నిర్వహించబోతోందని తెలిపారు. ఈ సందర్భంగా తల్లిదంగ్రదులు ఎక్కడ ఉన్నా ఆ రోజు రాత్రి 7.30 నుండి 8.30 వరకు పిల్లలతో సరదాగా ఆటపాటలతో గడపాలని తెలిపారు. ఈ కార్యక్రమానికి తమిళనాడు విద్యాశాఖ మంత్రి సెంగొట్లన్, విద్యాశాఖ డైరెక్టర్ కన్నప్పన్ అభినందనలు తెలియజేసినట్లు ఆమె పేర్కొన్నారు. 'అంతర్వాతీయ బాలల దినోత్సవం' సందర్భంగా తల్లిదండ్రులు పిల్లలతో గదిపే వినూత్స కార్యక్రమాన్సి నిర్వహిస్తున్న పేరెంట్ సర్మిల్కి నటుదు హరీష్ కళ్యాడ్, చెస్ లెజెండ్ విశ్వనాథన్ అనంద్, నటి సానియా అగర్వాల్, భాజపా నేత, నటి కుష్బూ సుందర్, ఐబిఎం అంబాసిదర్ భూమికా పబేల్, క్రికెటర్ కిరణ్మార్, నేపథ్య గాయకుడు ఉన్నికృష్ణన్ తదితర ప్రముఖులు శుభాకాంక్షలు తెలియజేశారు. ఇలాంటి కార్యక్రమాలు తల్లిదండ్రులకు, పిల్లలకు వారథిగా నిలుస్తాయని తెలిపారు.

செலவிட உறுதி ஏற்க வேண்டும்

குழந்தைகளுடன் ஒரு மணி நேரம்

புதுச்சேரி, நவ. 19-உலக குழந்தைகள் தின மான நாளை, 20ம் தேதி, ஒரு மணிநேரம் மொபைல், லேப்டாப் உபகரணங் களை நிறுத்தி, குழந்தைக ளூடன் நேரத்தை செலவிட உறுகி ஏற்க வேண்டும் என கல்வித்துறை தெரிவித்துள்

1 Intraff கல்வித்துறை இயக்குநர் ருத்ரகவுடு வளியிட்டுள்ள செய்தி குறிப்பு:

முன்னாள் பிரதமர் நேரு பிறந்த தினம், குழந்தை இணைக்க இறவு 7:30 கள் தினமாக கொண்டா மணி முதல் 8:30 மணி டப்படுகிறது. அன்றைய தினத்தில், பெற்றோர் பெற்றோர்கள் மற்றுப் குழந்தைகளுடன் கலந்துரையாடுவதற்காக சாதனங்களுடான நமது தொலைக்காட்சி, டாப், மொபைல்போன், ும் ஆட்டர் போன்ற மின்

ஒரு மணி நேரம் அணைப போம் என்று உறுத

இந்தாண்டு திபாவள் பண்டிகை, குழந்தைகள் தினத்தன்று இணைந்து வந்ததால். உறுதிமொழியை, நாளை 20ம் தேதி உலக குழந்தை கள் தினத்தன்று எடுத்துக் கொள்வோம்.

அன்றைய தினத்தில் துண்டிக்கப்பட்ட மனிக உறவுகளை வரை ஒரு மணி நேரம். மாணவர்கள் அனைவரும் லேப் உறவை துண்டிக்க உறுதி கொள்வோம்.

தை உபக்ரண்டிகளை பட்டுள்ளது.

'செல்போனை ஒருமணி நேரம் அணைத்து வையுங்கள் கலந்துரையாடல் இல்லாத நிகழ்ச்சி இன்று ஒலிபரப்பு

சர்வதேச குழந்தைகள் தினமான இன்று (வெள்ளிக்கிமமை வீட்டில் உள்ள பெற்றோர்கள் மற்றும் குழந்தைகளுக்கு இடையோன உறவை பலப்படுத்தும் வகையில் செல்போன், லேட் டாப், டேப்லட், டி.வி. உள்பட அனைத்து மின்னணு உபகு னங்களையும் ஒரு மணி நேரம் **அணைத்து வைக்கு**ம் நிகழ்வு டைபிடிக்கப்படுகிறது. 'பேரன்ட்ஸ் சர்கிள் காம்' என் அமைப்புடன் இணைந்து இந்த பிரமாண்ட நிகழ்வை ஹீலா

இரவு 7.30 முதல் 8.30 மணி வரை மேற்கொள்ளப்படவள்ள ங்கணு சாதனங்கள் இல்லா ஒரு மணி நேரம்' நிகழ்கை வட்டி. ஹீலோ எப்.எம்.மில் இன்று காலை முதல் மாலை வன ிறப்பு நிகழ்ச்சிகள் ஒலிபரப்பாகின்றன. காலை 7 மணிக்க ஹ்லோ தமிழாவில், 'மின்னனு சாதனங்கள் இல்லா ஒரு மணி தேரம்' விழிப்புணர்வு பிரசார அமைப்பு மற்றும் "பேரன்ட்ஸ் விரமாக அமலில் | சர்கிள் காம்' நிறுவனர் நளினா ராமலட்சுமி, செல்லமே பத்தி

ுற்றும் தொற்று ''பின்னனு சாதனங்கள் இல்லாத ஒரு மணி நேர' விழிப்பு றந்ததிலையில், ணர்வு பிரசாரத்தின் முக்கிய நிகழ்வான, மின்னனு சாதனங் வமையில் சமத் களை அணைத்து வைக்கும் நேரமான இரவு 7.30 மணி முதல் இயின் மாநில 8.30 மணி வரை, ஹீலா எப்.எம். தாறுமாறு தர்பார் நிகழ்ச் ty time with children, frey லோசனைக் கியில் வழக்கமாக இடம்பெறும் தேயர்களுடனான கலத்துறை யாடல் நிறுத்தி வைக்கப்படுகிறது. அதற்கு பதிலாக அந்த ஒரு மணி நேரமும் பாடல்கள் மட்டுமே ஒவிபரப்பாக இருக்கிறது.

இந்த நிகழ்வை ஒட்டி, பெற்றோர்கள் தங்களது மின்னணு சாதனங்களை அணைத்துவிட்டு, குழந்தைகளுடன் செலவிடு நடைபெற மாறு தமிழக அரசின் பள்ளிக்கல்வித்துறை வேண்டுகோள் ன்ற தேர்தல் விடுத்துள்ளது. இரண்டாம் ஆண்டாக முன்னெடுக்கப்படும் their gadgets - either work திய உறுப்பி 'மின்னனு சாதனங்கள் இல்லா ஒரு மணிதேரம்' விழிப்புணர்வு ing from home, engaged with பது, கட்சியை கிகழ்வின் அடுகாரபூர்வ ரேடியோ பாட்னர் ஒருகோரப் எம். எம் பிரித்து என்பது குறிப்பிடத்தக்கது.



நெடுஞ்சாலைத்துறை

ுந் (புருக்கி வைத்துறை தித்த அளிக்கி இருக்கி இருக்கி

Burgues applicationables main flexis manual (1855 males flexis) a point flexis

2nd edition of gadge the same and same free hour tomorrow safe and also safe and as safe and

Chennai: ParentCircle will hold its second edition of #GadgetFreeHour, an initia- gadgets and screens. Nowsens அலு tive aimed at encouraging students, parents and teachers to dedicate one hour every day with their families away from their gadgets, on

Nalina Ramalakshmi, founder and managing director of ParentCircle, said, "To have a strong trusting relationship with your child, you need to have a clear line of communication and con-

parents need to spend qua from distractions especial நனயில் உள்ள more than ever before be நடைபெற் cause of Covid-19, familie subpasses

online classes or socia's Kener Bunti

"This is an initiative ties outside encourage all families பூவிவாதிக்கப் have fun together and d cover the joy of being wi each other," she said.

ர்கல் பிரசார

மக்கள் சந் ள் போன்ற ..ம் குறித்தும்

குழந்தைகள் நல செயற்பாட்டாளர் មេសាវា உலக குழந்தைகள் தினம் இன்று கொண்டாடப்படுகிறது வழக்குப்பதிவு செய்யப்பட்டுள்ள 3 பேரும் தலைமறைவான

சென்னைள்ளர் முத்தரசன் வகியுறுத்தல் 🌘 மீனவர்களுக்கு என்று ஒரு அமைச்சகத்

நிலையில் காவல்துறையினர் தேடி வருகின்றனர்

GALLERY















STORIES & TESTIMONIALS

It's indeed our pleasure to join hands in your endeavor toward a community of better parent-child relationships.

Dr Sumathi Chandrasekharan,
 Founder of Yuvathi (NGO), Chennai

Had our regular talk time and early dinner. My son prepared the chutney for the dosa. Our cousin's family, too, joined us for GFH. Nice to know that many people had observed GFH and intend to follow it regularly in the future, as it meant a lot to them.

- Sathiyapriya

We would like to join hands with you in this wonderful campaign. Thanks for inviting us to participate in the noble cause.

 Kalpana Suryakumar, President - Chennai Counselors' Foundation

Thank you very much. I personally was part of this and enjoyed every minute of those 60 minutes with my son without gadgets. Glad that we as an organization could be part of this initiative.

- Punitha Antony, CSS Corp

ParentCircle is doing a wonderful job! Appreciate all your work and would love to be part of it.

Kaumudi Nagaraju, Co-founder - Learning
 Space Foundation, Hyderabad



Looking forward to being a part of this again.

 Leeann Almeida, Jeevan Aadhar Transformative Services, Mumbai

My dog was waiting for this moment. We had a lot of fun being gadget-free. The most surprising thing was the dog at home. Looks like very rarely she had all eyes on her. Our family even extended the time by 10 minutes to fully enjoy the moments of togetherness. I must admit the first 10 minutes were tough, with everyone staring at each other, looking lost.

- Jaigopal Nair





The one hour assigned for gadgetfree activities was the most
enjoyable time for us. After a
long time in this pandemic, we
as a family stopped working on
our respective gadgets. My kids
organized interesting family games,
and we drove and shared views on
different topics. There were so many
interactions that we continued past
the allotted time. Actually, we did
not realize how much time we spent.
Thank you, Team ParentCircle,
for this, as it was a memorable
experience.

- Mansi Chaturvedi

Me, my husband, daughter and my mother in law had a wonderful time together. Actually it extended to 9. Me, my daughter and my mother in law sang together.

- Suguna

What an hour it was! Such a simple concept but so rewarding. My sister and kids are at home, so we stepped out. Found ourselves a beautiful place with nobody around. So, the place was corona-safe, too...

- Meera Matthew

Had a wonderful experience. Never had it before. My elder daughter started asking why I had kept my phone switched off for a long time. I explained to her about GFH. She loved it and wants it every day. Thanks for the great moment.

- Franklin Philip

We played hide-and-seek with my son. He enjoyed it a lot. We (hubby, father-in-law, my son and I) played together, laughed together. My son's long-time dream came true. We played as a family. Thanks, ParentCircle, for this lovely time.

Deepika

After a long time, I took out our wedding album. We gave an intro about our various relatives to our daughters and explained how they are related to us. On seeing the photos, the old memories came back and we enjoyed remembering those good old days. Thanks for GFH.

- Mandiramoorthy

My daughter and I prepared an instant no-cook meal today and cherished the new preparation, which was tasty. She told me that when we need food during our trips, we can try making instant meals. And then we read a few moral-based kids' stories.

- Abhishek Bothra

The grandkids are with us for the weekend. We played dumb charades and then had dinner during which all conversation was in song. The kids are still singing! I discovered that the kids have a great sense of humor.

- Arundhati Swamy

The first 10 minutes were challenging for me, because my kids' mealtime has always been their TV time as well. Then my husband picked up the Narakasura story from this month's issue of ParentCircle. Once that got over, we made up our own stories. One of my daughters came up with a hyena story that went on for hours. Finally, she ended up saying hyenas may look cunning, but they are friendly wild animals!

- Gayathri



To share your #GadgetFreeHour experience with us and to read more such interesting stories, visit https://www.parentcircle.com/circle-topic/gadgetfreehour-2020-experience-the-joy-magic-of-connection-b4f7a/

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Smart Vision International Kindergarten Best

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Smart Vision International Kindergarten Best

Preschool, Pune (Keshav Nagar)

Smart Vision International Kindergarten Best

Preschool, Pune (Nanded City)

RAMCO Vidyalaya, Virudhunagar

Lakshmi Matriculation Higher Secondary School,

Madurai

Sri Ramana Vidyalaya, Rajapalayam

EuroKids Preschool, Chennai (Porur)

Hive Play School, Madurai

Loknayak Jayaprakash Narayan Vidyalaya, Chennai

The Shri Ram Universal School, Chennai Vishwa Vidyapeeth, Bengaluru San Academy, Chennai (Velachery) Vidya Mandir Matriculation Higher Secondary School, St. Nicholas Middle School, Salem San Academy, Chennai (Pallikaranai) Alathiyur Islamiyah Matriculation Higher Secondary School, BMS Matriculation School, Madurai Coimbatore S.P.A.C.R. Sethuramammal Primary School, The Indian 3C School, Madurai Rajapalayam Vedic Lore Preschool by Moms, Bengaluru Vidyamandir Matriculation School, Pandalkudi Chinmaya Vidyalaya, PACR Matriculation Higher EuroKids Preschool, Navi Mumbai (Sector 15) Pandugudi Sri Lakshmi Narayana Vidyalaya (CBSE), Secondary School, Rajapalayam Grace Public Nursery & Primary School, Madurai Madurai Gnan Srishti School of Excellence, Bengaluru Sri Vidyalayam Matriculation Higher Secondary Crescent Matriculation Higher Secondary School, School of India, Bengaluru School, Madurai Madurai Sree Cauvery School, Bengaluru Little Diamonds Matriculation School, Madurai Young World International School, Madurai TVS Higher Secondary School, Madurai S.B.O.A. Senior Secondary School (CBSE), Madurai PNU ASN Matriculation School, Madurai EuroKids Preschool, Navi Mumbai (Kalamboli) Sri Vani Vidhyalaya Matriculation Higher Secondary SPJ Matriculation Higher Secondary School, Madurai School, Madurai ASP Public School, Navi Mumbai Panchayat Union Middle School, Madurai Seventh-Day Adventist Matriculation Higher EuroKids Preschool, Navi Mumbai (Sector 19) Sethurajan Padma Matriculation Higher Secondary Secondary School, Madurai (Ellis Nagar) School, Madurai The Tree House. Pune EBG Matriculation Higher Secondary School, Madurai O.P.R. Reddy Nursery and Primary School, Madurai Assisi School, Bengaluru Yadava Matriculation Higher Secondary School, Happy Kidz Playschool, Madurai Amudham Matriculation Higher Secondary School, Madurai Mahalakshmi's Princess Preschool, Madurai Madurai Kiddies Choice Montessori and Kindergarten School, Bala Vidya Mandir Senior Secondary School, Chennai P.N. Matriculation Higher Secondary School, Madurai Chennai KVT Matriculation Higher Secondary School, Madurai Podar Jumbo Kids. Pune Bharat Vidya Mandir Matriculation School, Madurai Akshar Arbol International School, Chennai St. Peter's High School, Hyderabad Bharathi Vidhyashram, Madurai Kidzee. Pune Darbari Lal D.A.V. Model School, Delhi MPF International School, Madurai My Madurai Nursery and Primary School, Madurai White Clouds Public School, Tiruppur St. Michael Matriculation Higher Secondary School, Madurai

Panchayat Union Middle School, Thanjavur Oxford Matriculation Higher Secondary School, Sivaganga ANV Vidhyalaya Matriculation School D.A.V. Boys Senior Secondary School, Chennai (Gopalapuram) D.A.V. Girls Senior Secondary School, Chennai (Gopalapuram) D.A.V. Boys Senior Secondary School, Chennai (Mogappair) D.A.V. Girls Senior Secondary School, Chennai (Mogappair) D.A.V. Higher Secondary School, Chennai (Mogappair) D.A.V. Matriculation School, Chennai (Gill Nagar) Legacy School, Bengaluru E-Campus OneWorld Junior School, Vadodara PSGR Krishnammal Nursery and Primary School, Coimbatore Whitefield Global School, Bengaluru Jana Gana Mana English Secondary School, Dombivli Aalam Montessori House of Children, Coimbatore RVS Matriculation Higher Secondary School,

Coimbatore

Tiny Teddies Playgroup & Activity Centre by KADAL, Chennai Kids Club CBSE School, Tiruppur Vels Vidyasharam, Chennai Sri Balaji Nursery & Primary School, Cuddalore Periwinkle Day Care and Preschool, Bengaluru Little Diamonds Matriculation School, Madurai Shri Natesan Vidyasala Matriculation Higher Secondary School, Chennai Lakshya's Launchpad, Bengaluru National Public School, Chennai Chettinad Vidyashram, Chennai Lalaji Memorial Omega International School, Chennai Anjuman Matriculation Higher Secondary School, Chennai Maharishi Vidya Mandir Group of Schools, Tamil Nadu S J T Surana Jain Vidyalaya Higher Secondary School, Chennai Madras Christian College Higher Secondary School, Chennai Sri Bala Vidyalaya, Chennai St. Thomas Higher Secondary School, Chennai Anita Methodist School, Chennai

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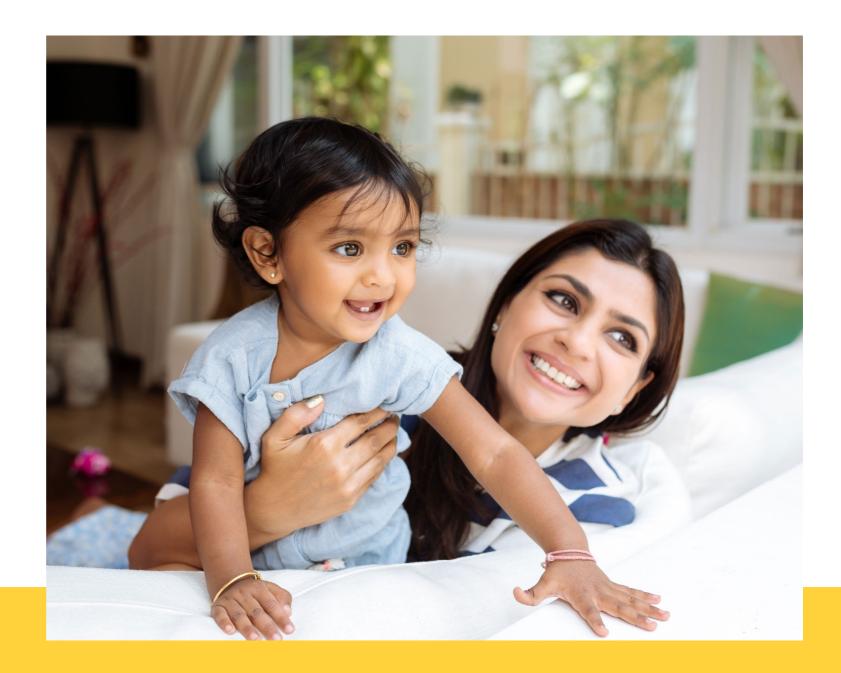
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ROAD AHEAD

We endeavor to make this initiative much bigger in the next season and urge parents to understand why such moments are important. MD of ParentCircle Nalina Ramalakshmi, says, "#GadgetFreeHour 2020 has been an immeasurable success. In spite of our apprehensions about COVID-19 impacting the reach of this initiative by ParentCircle, I am glad to say we were able to reach out and touch the lives of millions of children and parents. Many parents have come forward to tell us how this one hour has inspired them to spend time with their children every day without the distraction of gadgets. This motivates all of us at ParentCircle to come back with a bigger edition of #GadgetFreeHour next year."



BEHIND THE SCENES

Although it was the second year of organizing #GadgetFreeHour for us as a team, this time was certainly challenging and different than usual in many ways. All of us at ParentCircle were working remotely from different parts of the country all through the campaign. Right from the ideation and planning stage, until the final stage of documenting this year's impact, learnings and experiences, everything was done virtually. Working from home, nevertheless, had a positive overall impact on the campaign. The whole team managerial, design, editorial, PR, digital marketing, community, sales, marketing, product, HR—contributed in various ways to make this entire process fun-filled, vibrant and interesting to all.

We also took several virtual initiatives to connect with employee families and to lighten the load and stress of employees during such busy campaigns. The team showcased collaboration, resilience, adaptability and enthusiasm during the whole campaign. Looking forward to more such opportunities to build the community together.

