



## Project 'SAKSHAM KANYA', the brainchild of Aalia Jain, a student of Class VIII of Sat Paul Mittal School



'SAKSHAM KANYA' is an attempt to help underprivileged girls gain empowerment through the powerful digital medium. It is the brain child of 13 years old Aalia Jain, a student of Class VIII B of Sat Paul Mittal School who after achieving financial success with her cooking channel on YouTube – Qgrub and her Facebook page Qgrubrecipes, wanted to help and guide girls of her age.

Saksham Kanya, a Digital Empowerment Initiative of the Girl Child, run by Aalia Jain, organized "First Income" Distribution Ceremony at Govt. Middle School, Giaspura, Ludhiana. More than 40 girls of the school aged 12 to 14 received their life's First Income ever ranging from as low as Rs. 90 to as high as Rs. 930. This income was generated as a part of RAKHI Project wherein the girls learned how to make Rakhis and sell online using the power of social media. Aalia got the motivation from her parents and in her first attempt, she undertook this project at 2 schools, namely: Govt. Middle School, Giaspura, Ludhiana & Govt. Senior Secondary School, Lohara, Ludhiana. More than 75 young girls aged between 10 years to 14 years from both schools have enthusiastically joined Saksham Kanya in this journey of learning. Aalia has been taking Digital Classes on the weekends in the schools for the past 3 months now. Sakshamkanya is teaching young girls how to harness the power of Social Media such as Whatsapp, Facebook, Youtube, etc. The girls are learning various facets of creating online content, making and editing videos, addressing audiences, marketing products, etc. Thus, Aalia Jain with her immense potential and dedication made the parents and the school proud and taking its glory to the zenith.

Aalia Jain said that 'In today's world, we cannot imagine a life without the connectivity of Internet, Whatsapp, Facebook, YouTube, etc. We all use these apps and websites on daily basis. However, this digital medium can be used for various positive and creative purposes. Even our Prime Minister, Sh. Narendra Modi and our CM, Capt. Amarinder Singh, are big advocates of Digital India'.

Ms. Bhupinder Gogia, Principal, Sat Paul Mittal School commended the humble effort made by Aalia Jain and encouraged her to keep up the good work.

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