



**Sharanya Sanalkumar**  
(CEO)

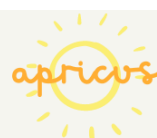
**Devanki Melath**  
(Project Manager)

**Dhwani Arun**  
(Chief Content Officer)

**Teresa Kuruvila**  
(Marketing Head)

IT'S THE LITTLE THINGS THAT MAKE LIFE BIG

small•little•things



00:37:06- 'For Sama' by Waad Al-Kateab- the exact moment that triggered the creation of **small.little.things** by team Apricus. No child should be subjected to such a hopeless situation. Every child deserves a safe space to be themselves, to have friends, to be happy! And that's exactly what **small.little.things** is working towards.

**small.little.things** would like to stand up as empathetic supporters addressing the situation of these children, who are deprived of their basic right to well-being. From one student to another...

## OUR AIMS

1. To motivate the youth to take collective action thereby giving the children (target population) and themselves an opportunity to realise their full potential.
2. To restore the basic right to education and well-being by providing a happy, healthy, and child-friendly space for the children.
3. To instill the consciousness of becoming an asset more than a liability within the target population for their community, family, or country through the various programs we have planned for them.

**small.little.things** works on 2 fronts:

- a) Awareness and sensitization of youth by providing volunteering opportunities through small little things
- b) Indirect assistance to children in conflict zones through web-based programs.

## SDG IN FOCUS:



Through our efforts of espousing amongst the youth the deplored mental and physical state of children in conflicted areas, we wish to also address their well-being.



Our diverse array of tutorial material ranges from multilingual audiobooks, basic lessons on literacy, numeracy, IT skills and life skills, aim to ensure accessible, quality education for children

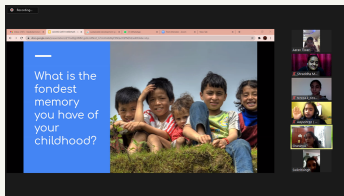


Educating the youth will not only accelerate their development, but reduce social, gender and economic inequalities and create an inclusive growth process.



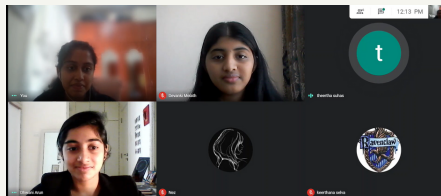
## WEBINARS CONDUCTED:

We successfully held webinars with the youth to spread awareness. The age groups present were from 9-12. The audience was very enthusiastic! They were eager to know how they could help bring about a change.



ADORE EARTH WEBINAR

28 participants 3 countries



SLINGS VOLUNTEER MEET

## HOURS SPENT ON THE PROJECT:

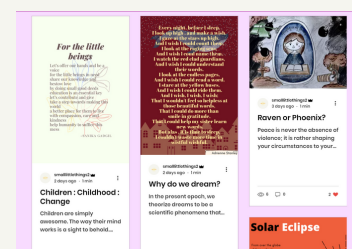
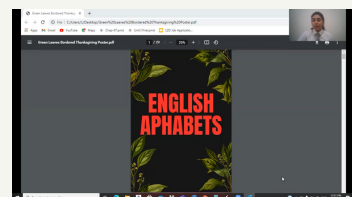
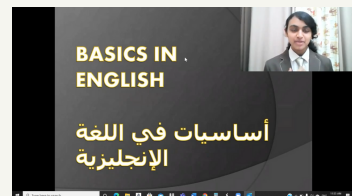
100+

## NUMBER OF VOLUNTEERS:

20+

## WORK BY SLINGS

Our volunteers, SLINGS, have worked the hardest! We have a resource bank that comprises over 15+ educational videos for conflict affected children. Videos made by our volunteers range from 10-15 minutes and help provide a basic skill-set.



## UPCOMING PROJECTS

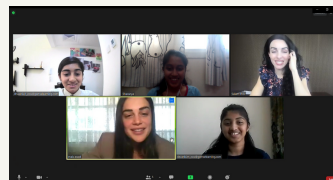
- Collaboration with SmallWorld UAE and Biology for Better to reach our target audience.
- Featured article in UAE based youth blog Young Times.
- Virtual awareness campaign.

## RECOGNITION FROM REPUTABLE ORGANIZATIONS:

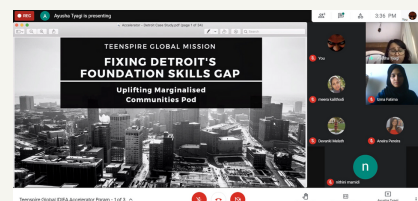
We are currently in talks with organizations that have expressed their interest to partner with us (Biology For Better and SmallWorld UAE). We were also lauded for our efforts by organizations like Malala Fund.



FIRST MEETING WITH THE PRESIDENT OF SMALLWORLD UAE AND COMMUNICATIONS HEAD.

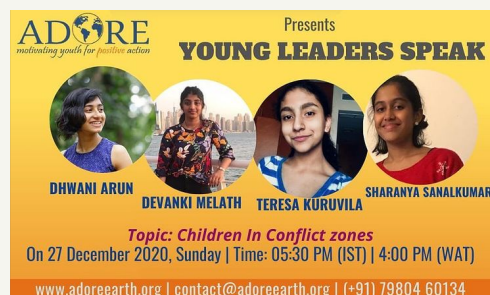


## THE PREPARATION



### The team:

- Attended a three day accelerator program.
- Attended webinars as panel speakers on topics such as Empathy and Inclusivity for a Sustainable Future with professor Cynthia Kiro.



## OUR TAKEAWAYS

Our journey has been enriching and exciting since its inception and no doubt, a learning experience that we'll cherish forever. From meeting with our incredible volunteers and interactions with renowned organizations that support our cause, we're grateful for the collective spirit and cooperation of all our members and volunteers.

### FOR MORE INFORMATION:

WEBSITE LINK- <https://smalllittlethings2.wixsite.com/slings>

INSTAGRAM- [@small.little.things2020](https://www.instagram.com/small.little.things2020)

## OUTREACH:

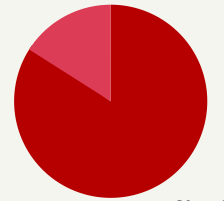
115 active followers

208 profile visits

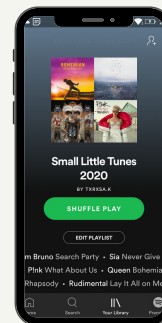
160 average post outreach

WEBSITE- 300 visits

Returning Visitor 16%



New Visitors 84%



Our collection of popular earworms from diverse genres that tackles important issues are available on Spotify. (small little tunes)

## ONLINE CAMPAIGNS

Keeping the pandemic in mind, **small.little.things** went completely online with campaigns such as Ad Meliora and #lowemyeducationto\_



AD MELIORA

#IOMET\_

"I really enjoyed the webinar, it made me understand the state of war children and realize how grateful I am for my well-being and education."

-T.A  
Participant from Nepal

"What a beautiful initiative"

-Salam Hamzeh Ghaith  
(President of SmallWorld UAE)