

Godrej & Boyce celebrates Udayachal School's unique pedagogy on occasion of Teacher's Day

~New film captures holistic learning environment; Udayachal School among top five in Mumbai

Mumbai, 6th September, 2021: Godrej & Boyce, the flagship company of the Godrej Group, has remained committed to nation-building through the decades and has encouraged a culture of innovation and independent thinking.

This passion has led the company to champion a holistic learning environment at Udayachal School, located in the industrial garden township of Pirojshanagar at Vikhroli, Mumbai. A new film, released ahead of Teacher's Day, celebrates this passion and commitment in shaping the thinkers of tomorrow, which has placed Udayachal School among the top five schools in Mumbai.

None of this would have been possible without the teachers and mentors of Udayachal, who are true heroes of the film. The film has been conceptualised and produced by Jack in the Box Worldwide. The creative lead is Axon Alex and has been directed by Priya Shetty. The film aims to give a complete view of how Udayachal combines the sensorial experiences of the head, heart, and hands, to provide knowledge and vital skills to children of all walks of life.

Testimonials by teachers and mentors highlight the multi-disciplinary approach to learning and the emphasis on providing equal opportunities to every child passing through the doors of the school. Above all, children are encouraged to respect and nurture the environment using a combination of classroom teaching and practical lessons including growing vegetables in the school garden, which are used in their meals.

Commenting on the film, **Mehernosh Pithawalla, Head of Brand and Strategic Insights, Godrej & Boyce said**, "Godrej & Boyce's Udayachal School approaches education as a holistic development experience and believes in going beyond the prescribed syllabus. A major reason for this is the commitment and passion that our teachers exude every day as they take the profession of academics up a notch. This film is dedicated to the Udayachal teachers' hard work and commitment toward shaping the generation of tomorrow in their own unique ways."

Link to the film: <https://fb.watch/7PfuKIALGu/>
Agency & Production Company: Jack in the Box Worldwide
Creative Lead: Axon Alex
Director: Priya Shetty

Social Media Links to the Film:

Facebook: <https://fb.watch/7PfuKIALGu/>

Instagram: <https://www.instagram.com/p/CTZ8qoDhd7J/>

LinkedIn: https://www.linkedin.com/posts/godrej_happyteachersday-activity-6839944542880436224-ZUHQ

Twitter: <https://twitter.com/GodrejAndBoyce/status/1434170124441821198?s=20>

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