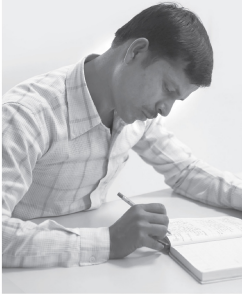


project akshar


(alphabets)

How we graduated Dubai's labourers from blue collar to white collar for \$0.



In Dubai, learning English will help its many labourers get better jobs and salaries. But with average **monthly salaries of \$220**, and a hard life of **12-hour work shifts**, they neither have the money nor the time to educate themselves.

SmartLife, an NGO for Dubai's labourers, launched **free English classes** to help them improve their lives. And to encourage them to register and enroll, we first needed to show them **how easy it is to learn English**.

bulb → बल्ब +  = बल्ब

We took words that are useful to them

wrote their English phonetic pronunciations in the Hindi script

and combined them with their visual representations

to create words that teach them English through their own language

लॉक बरि कॅरट कोम नेल बोल्ट
स्पॅनर पेंसिल बोन्स सिजरर्स पेन पिलर
शावर बलून अॅपल मॅग्नेट बॉल स्पैकर
फोर्क की पिइझा फिश टीथ लेमन
कपकेक रोज बूम रिंग वॉटरमेलन क्रैन

We then placed hundreds of words like these across their daily journey, across Dubai



Labour camps became Educational camps



Transport buses became School buses



Construction sites became Learning sites



Mundane routines became Inspiring journeys



They picked up English words across key touch points



Each word brought them closer to learning the English language



In the spirit of free English classes, we shared a number they could give a missed call to



And SmartLife called them back to enroll them



We also took the project across channels



Learning flashcards



Interactive karaoke song



Print ads in vernacular media



Bus shelter ads around labour camps

And transformed their life of labour into a life of learning



4000+ students graduated



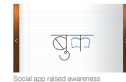
12% launched businesses back home



33% got promoted and 97% got higher salaries



Invited to be a part of the Government's 'Happy Dubai' initiative



Social app raised awareness



People from over the world contributed their words to the cause



Special edition book was sold in bookstores to raise funds



\$20,000 earned media across TV, Press, Radio, Social Media

All costs were pro bono (\$0) courtesy our partners

