

PolyVision Helps Children in India Write Their Future Better

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- World's largest CeramicSteel surfaces manufacturer comes to India with a vital infrastructure solution for improvement in primary education
- Partnering with Teach for India to launch a campaign to provide schools in India with high quality writing boards for a better learning experience
- Campaign launched across 7 cities- Mumbai, Delhi, Pune, Bangalore, Hyderabad, Chennai and Ahmedabad



Delhi, September 30th, 2015: India has been facing an acute difficulty in overcoming obstacles to improve the condition of primary education in the country. According to the 2013-14 edition of the *District Information System for Education (DISE)* report the country's schooling system is overwhelmingly skewed towards primary schools. This is due to an increasing number of smaller primary schools being founded which lack in adequate infrastructure to provide the students with a suitable learning environment. Further, *the Annual Status of Education Report 2015* shows that only a little over 50% schools in the country have access to basic amenities such as electricity. As a result the image of the average classroom remains a dingy, ill-constructed room with a concrete wall as a blackboard, the floor for seating and a teacher struggling to retain the attention of a disinterested class.

In a bid to eliminate this education inequity in India, one of world's largest CeramicSteel manufacturers, *PolyVision* has decided to move beyond their current business activities to provide classrooms with a premium teaching tool. In partnership with Teach for India, a nationwide movement working towards eliminating educational inequity in India and [Whitemark Limited](#), the company's national distributor in India, *PolyVision* is donating hundreds of high

quality e³™ CeramicSteel whiteboards and chalkboards to under developed classrooms across 7 cities in India. In India, limited access to technology due to budget and infrastructure constraints as always been a hindrance to the state of education. The fact that the country reports, a school drop-out rate of 40% at the elementary level while 4% never make it to school, is alarming. Reports also claim that the low quality of education is the prime deterrent, resulting in only 10% of Indian children being able to go on to college.

Speaking about the initiative, *Mr. Peter Lewchanin, General Manager, PolyVision* said, “We aim to introduce a premium teaching tool to help improve visual communications and engagement between the teacher and the students. Research has shown that whiteboard work which is both kinesthetic and visual has a positive impact on teaching and learning, as it engages both the body and the brain. Additionally we have also launched a pre and post installation survey for the teachers to measure the positive effects on teaching and learning capabilities.”



Johan Maurissen, Director, Asia Pacific Sales, PolyVision added that, “These new writing surfaces will not only help teachers communicate to the students better but it is also for the children to use to learn better together. While writing information and ideas on a whiteboard or chalkboard frees users from having to remember important information, displaying information helps create shared group knowledge. Whiteboards make it easy for users to collaborate by jotting down thoughts, drawing correlations and building on each other’s ideas”. Furthermore research at *Indiana University* showed that neural activity in children was far more enhanced in kids who practiced writing by hand than in those who simply looked at letters. This initiative is a

step towards the goal to ensure that the future generation of India has a chance of writing a better future for themselves.

About PolyVision

PolyVision, a Steelcase company, is a leading manufacturer of CeramicSteel surfaces. For more than 60 years, the company has consistently produced durable and sustainable CeramicSteel surfaces for use in applications such chalkboards and whiteboards for education and commercial markets as well as architectural cladding and infrastructure for the most demanding environments. The global company offers its products to customers in North America, South America, Europe, Middle East and Asia-Pacific.

About Steelcase

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