

December 4, 2008

Dear Teachers / Parents,

Good morning and its nice to have you all here. Sorry for the change in the programme twice over and it must have caused inconvenience, but due to unavoidable circumstances there was no choice. I know there were multiple rumours yesterday and you'll must be wondering why we decided to keep school closed. I wanted to convey my thought process and what made us take this step.

At the outset let me first express our deep appreciation to all of you for your unstinting support and passion in taking the IGCSE stream forward at our School. In a relatively short time our School has gained an excellent reputation and apparently our students seem to be enjoying the learning process. Our School has become a brand to reckon with overwhelming response for the new primary admissions.

Our endeavour is to establish a world-class School as we begin the pre-primary section in the next academic year and take the children through the IB. Apart from the international course curriculum as we all are aware, our aim is to provide an excellent environment, where a student develops as well-rounded a personality as possible, and rises to his optimal potential. Our overarching vision is to make education a fun-filled, enjoyable, learning and growing experience on the solid foundation of values. Our School will be distinctive – *An International School with an Indian Soul.*

To truly reflect these characteristics and given that we are now starting from ground-up, we decided to change the name of the international section.

Our School stands for values like honesty, integrity, performance and excellence, energy, vibrancy and passion - all qualities that our founder my late Father-in-law Aditya Vikram Birla stood for. So the name – “**Aditya Birla**”, which evokes all that is positive in education.

Our curriculum is truly international and contemporary. We now have an affiliation with the Cambridge University for the pre-primary and primary which is CIPP, the CLPP which is for Grades VI-VII & VIII, the IG-Grades IX & X and we will have the IBDP for XI & XII. This curriculum truly helps us understand world better in holistic manner and will benchmark against schools around the world. So therefore, we also wanted the word “**World**”. Children from another part of the world can fit into this curriculum at any point during the year.

Ours is a place of learning where not only academics, but other special subjects and skills are also taught to our children from the drums to football / from dance to drama / from confidence building to life skills building. Ours is a place of learning which boasts of an excellent faculty and distinguished teachers and therefore the word ‘Academy’ fitted like a glove.

We put it all together and we have the name ‘**Aditya Birla World Academy**’ – An International School with an Indian Soul.

Let me now talk about the logo. The logo of the Aditya Birla World Academy captures the essence, the motto, the theme and the philosophy of this new age educational institution. At a macro level, it symbolizes the Sun and all its nuances such as energy, vibrancy, illumination. The Sun which is the source of light and knowledge, the Sun which transcends religions and cultures and it is truly an international symbol.

The symbolic representation of the Sun, the logo has a core and also two layers of outer expression. The Aditya Birla World Academy believes that every child has a core personality, which manifests itself in different hues and forms like the sun expresses itself in different forms at different parts of the day. Therefore, the core personality expresses itself given diverse opportunities.

The four solid grid lines around the core, connecting the four directions represent the global outlook of the school. The twelve similar spokes going out from the core, stand for the twelve months of the year, symbolizing our desire for excellence all the time.

The sharp edges of the logo represent the school's desire to provide cutting edge knowledge and skills to our children, while keeping an open and outward looking perspective on the world.

The solid blocks between the outward looking sharp edges focus on keeping the core intact and represent maturity, serenity and calmness that the school hopes to build in its students - the future global citizens.

I hope all of you share the passion we feel and I look forward to your ongoing commitment and dedication to make "The Aditya Birla World Academy" a great place for children to learn and grow to make it shine among the **finest** world-class institutions.

Thank you.