

# Touching Hearts, Transforming Lives at Salma Public School

Since 2022, Clearwater Analytics Noida has partnered with Salma Public School in Rataul, Baghpat — bringing consistent care, celebration, and opportunity to students, teachers, and families in rural Uttar Pradesh.

**3+**

Years of partnership

**9+**

Annual interventions

**350+**

Lives touched each year

**50+**

CW volunteers engaged

## OUR STORY

### A Partnership Built on Consistent Care

Salma Public School, founded in the memory of Late Prof. Zahoor Siddiqui and nurtured today by its founder Nishat Aapa ji, stands as a beacon of light in the village of Rataul, Baghpat. Under the steady leadership of Principal Ms. Sheeba Sultana and Administrator Mr. Mehboob Ansari, the school has been quietly changing the destiny of children from underprivileged backgrounds.

Clearwater Analytics' Noida office found in this school a partner that shares its belief: that consistent, meaningful engagement — not one-off gestures — is what creates lasting impact. What began as a Gandhi Jayanti celebration in 2022 has grown into a rich calendar of interventions, with Clearwater colleagues travelling to Rataul month after month, year after year.

The passion and dedication for learning that these children display, often matching and surpassing their urban counterparts despite fewer resources, has been the greatest inspiration behind this enduring partnership.

## WHAT WE DO TOGETHER

### Annual Interventions

Each year, Clearwater volunteers plan and co-host a rich calendar of events — celebrating learning, nurturing body and mind, and ensuring no child feels unseen or unsupported.

#### **Sports Day** Since 2022

An annual outdoor celebration with lemon races, one-legged races, musical chairs, tug of war and relay events. Medals, trophies, and brighter smiling faces — children and parents alike throng the grounds as proud spectators.

**Science Day**  
Since 2023

Held on the birthday of Dr. APJ Abdul Kalam, Science Day brings out the inventor in every child. Students present working models they have built alongside teachers — a celebration of curiosity, independent thinking and the spirit of inquiry.

**Debate Competition**  
Since 2025

Twelve teams, thirty-six participants and six thought-provoking topics. The debate competition builds confidence, critical thinking and eloquence. Clearwater volunteers also take the stage, sparring with teachers in a spirited warm-up round.

**Khushi Ka Ek Din**  
Since 2024

A full day of happiness organised for the women of Rataul — folk performances, comedy skits, songs and dance, health check-ups, awareness talks by NGOs, mehendi, trinket stalls and festive food. Over 350 women celebrated each edition.

**Islahi Talim**  
Ongoing

A sustained STEM tutoring programme run in partnership with Chirag Foundation. Islahi Talim provides additional academic support to students. Each cycle closes with a joyful certificate distribution ceremony featuring poetry, role-plays and music.

**Educational Tour**  
Since 2022

Annual day trips to Delhi — the Zoo, Rail Museum with toy train rides, Waste-to-Wonder Park, and Lodhi Garden — give children their first glimpse of the capital's heritage and wonders, accompanied by cheerful Clearwater volunteers.

**Adventure Camp**  
Since 2025

At Rocksport Adventure Park in Sonapat, students experience zip-lining, rock climbing, pottery, commando hurdle training and tug of war — activities designed to build confidence, teamwork and joy far beyond the classroom.

**Stationery Distribution**  
Every year

At the start of every academic year, each child receives a welcome kit — notebooks, stationery and supplies — so that no student begins the year without the tools they need. A small act that carries enormous meaning.

**Interactive Learning Sessions**  
Since 2022

Clearwater volunteers visit the school to run hands-on learning sessions in Science, Geography, Math and English using props, games and fun activities — bridging the gap between textbook knowledge and real-world understanding.

OUR IMPACT

**How Clearwater Touches Lives**

**Students**

From receiving stationery kits at the start of term to

**Teachers**

Collaborative lesson planning, exposure to

**Parents & Community**

Events like Khushi Ka Ek

**Volunteers**

For Clearwater colleagues, each visit is

competing in debates and scaling rock walls, students experience a richer, more joyful education — knowing that people beyond their village believe in their potential.

new activity formats and visible recognition of their tireless dedication empowers teachers in under-resourced settings.

Din and Sports Day draw entire families. Mothers and fathers see their children celebrated, and women of the village receive a rare day of joy built entirely for them.

as transformative as it is for the children. The enthusiasm of the Rataul community consistently reminds them why purpose-driven work matters.

*“For long-term social impact it is necessary to choose our CSR initiatives carefully and then be at it with a well-defined and frequent cadence. Success is not an overnight journey, but rather a rewarding path that unfolds with patience and perseverance.”*

Anurag Sharma, Clearwater Analytics — reflecting on the SPS partnership

## PARTNERSHIP TIMELINE

### Year by Year

#### 2022

- Gandhi Jayanti celebration and quiz competition
- Children’s Day interactive learning sessions (Science, Geography, Math, English)
- First annual Sports Day at Rataul
- First Educational Tour to Delhi Zoo and Waste-to-Wonder Park

#### 2023

- New academic year welcome kits, quiz and painting competition on environment theme
- Inaugural Science Day celebrating Dr. APJ Abdul Kalam’s birthday
- Second and third annual Sports Days
- Educational Tour to Rail Museum and Lodhi Garden

#### 2024

- Islahi Talim certificate distribution ceremony
- Inaugural Khushi Ka Ek Din for 350+ women of Rataul (Women’s Day)
- Science Day 2024

#### 2025

- Debate competition with 36 student participants across 6 topics
- Stationery distribution at the start of the new academic year
- Khushi Ka Ek Din in Seem village, Himalayas
- Inaugural Adventure Camp at Rocksport, Sonapat

## A Commitment That Endures

The ClearwaterCares partnership with Salma Public School is not a programme. It is a relationship — built visit by visit, year by year, with every child whose face lights up when familiar Clearwater friends walk through the school gate. We remain committed to being here, for as long as these children need us.