



Build India Group

Cultivating Citizenship Consciousness • Since 2008

Building Responsible Citizens. Strengthening India.

The BIG Ethics Partnership is a year-round school programme that turns constitutional values and Fundamental Duties into everyday practice — building character, leadership, and active citizenship in students.

“When values are taught, experienced, and practised — every young mind becomes a force for good.”

OUR FOUNDATION. OUR FUTURE.

- Responsible Citizens
- Ethical Leadership
- A Stronger India



*Empowering the youth. Strengthening institutions.
Enriching society. Upholding the nation.*



Build India Group

BIG Ethics Partnership

THE NATIONAL NEED

Why This Matters

It will be our young who shape the nation we dream of.

India has immense potential and timeless values — but today's challenges can only be overcome through conscious, responsible, and ethical citizenship. Education gives knowledge; values give direction. Together they build the character of our young and the strength of our nation.

Values Under Pressure

Erosion of integrity, empathy, and respect in everyday life.

Digital Distractions

Excessive screen time, misinformation, and declining attention spans.

Mental Health Concerns

Rising stress and anxiety among youth.

Civic Disengagement

Less dialogue, respect, and active participation.



“When young minds are guided by values, nations move forward with strength and purpose.”

THE SOLUTION IS CLEAR: NURTURE VALUES. BUILD CHARACTER. INSPIRE ACTION.



Build India Group

BIG Ethics Partnership

THE FRAMEWORK

What Is the BIG Ethics Partnership?

A year-round partnership between Build India Group and educational institutions that turns constitutional values and Fundamental Duties into practical action — rooted in constitutional values, collaborative, experiential, and measurable.

Rooted in
Constitutional Values

Collaborative &
Inclusive

Experiential & Action-
Based

Measurable &
Sustainable



A practical framework for learning, action, leadership, and citizenship — built to be measured and sustained year after year.

How the Partnership Flows



A PRACTICAL FRAMEWORK FOR LEARNING · ACTION · LEADERSHIP · CITIZENSHIP



Build India Group

BIG Ethics Partnership

WHAT WE OFFER

The 6 Pillars of the Programme

A structured, year-round programme built around six focus areas.

1 Values Education

Constitutional values, Fundamental Duties, and ethical living.

2 Environment & Sustainability

Conservation, sustainability, and climate responsibility.

3 Health & Well-being

Physical, mental, and emotional well-being.

4 Digital Citizenship

Using technology responsibly, safely, and ethically.

5 Unity & Heritage

Celebrating India's diversity and the spirit of oneness.

6 Service & Community Action

Empathy and action through community service.

SIX PILLARS. ONE GOAL: STRONGER VALUES, STRONGER YOUTH, STRONGER INDIA.



Build India Group

BIG Ethics Partnership

THE YEAR-ROUND CYCLE

How It Works

Continuous learning. Meaningful action. Lasting impact.

1. Plan

Institutions plan annual activities with BIG support.

2. Orient

Teachers and student leaders are oriented and empowered.

3. Implement

Activities and campaigns run throughout the year.

4. Engage

Students participate, learn, and take action.

5. Reflect

We assess and document learnings and outcomes.

6. Celebrate

We recognise achievements and inspire greater impact.

A consistent cycle that turns values into habits, habits into character, and character into citizenship.

What Your Institution Achieves

- A culture of values, responsibility, and respect
- Real-world skills, confidence, and community connect
- Active student participation and leadership
- Recognition as an institution of ethical excellence

SMALL STEPS EVERY DAY. BIG CHANGE EVERY YEAR.



What Changes for Students

The BIG Ethics Partnership transforms learning into life.

1 Understand

Students learn constitutional values, Fundamental Duties, and their role as citizens.

2 Participate

They engage in discussions, campaigns, and collaborative activities.

3 Practise

They practise values through service, health, and environmental action.

4 Lead

They grow into confident leaders who inspire change in school and community.

Students Develop

- Stronger values & integrity
- Environmental consciousness
- Empathy & respect
- Digital responsibility & safety
- Responsibility & discipline
- Leadership & confidence

“We don't just teach values. We create opportunities to practise them.”



Build India Group

BIG Ethics Partnership

A YEAR OF ACTION

Annual Programme Calendar

A continuous journey of learning, action, and impact — every month of the year.

Q1 · Jan–Mar

Foundations

Constitution & citizenship, health & well-being, environment awareness.

Q2 · Apr–Jun

Values in Action

Life skills, community service, teamwork & collaboration.

Q3 · Jul–Sep

Leadership & Ethics

Leadership projects, ethical thinking, digital responsibility.

Q4 · Oct–Dec

Reflection & Recognition

Unity & diversity, Constitution Day, review and celebration.

Themes that guide us all year: Awareness · Well-being · Sustainability · Values · Service · Leadership · Ethics · Unity

EVERY MONTH HAS PURPOSE. EVERY ACTIVITY CREATES IMPACT.



Partner Commitments

A successful partnership is built on shared purpose, clear roles, and mutual commitment.

What BIG Ethics Partnership Provides

- Programme framework: year-round themes & calendar
- Resources & training: toolkits, orientation, support
- Student engagement: projects, campaigns, leadership
- Recognition & continuing guidance

What the Institution Commits To

- Leadership: nominate a coordinator & champion
- Participation: time & opportunities for students
- Engagement: support the Ethics Club's activities
- Feedback: share outcomes, sustain the programme

Our partnership is the foundation for ethical, responsible, and active citizens who will build a stronger India.



Build India Group

BIG Ethics Partnership

Let's Partner Today to Build a Better Tomorrow

Join the BIG Ethics Partnership and be a catalyst for change — nurturing responsible citizens and shaping a stronger, united India.

- **Meaningful Impact:** Build ethical, engaged young citizens.
- **Year-Round Support:** A structured programme with resources & guidance.
- **Recognition & Partnership:** Celebrate achievement through strong ties.

+91 85276 61777 info@buildindiagroup.org www.buildindiagroup.org

Your Next Step

1. Connect

Let's talk about your school's goals.

2. Orient

A short session to explore the partnership.

3. Partner

Formalise the BIG Ethics Partnership.

4. Transform

Empower students, strengthen community.