

ABHISHEK BACHCHAN AND PRERNA JOIN HANDS TO SPREAD AWARENESS ABOUT DYSLEXIA

Junior Bachchan has been appointed as brand ambassador to spread awareness about dyslexia, a neurological condition of children with high IQ which make for special educational needs. Abhishek is entrusted with the task of promoting national awareness on dyslexia through a combination of mass media messages and on ground out-reach programmes for dyslexic kids in collaboration with Prerna, a public trust based in Ahmedabad involved with the education of dyslexic children.

"Dyslexic children have IQ that takes them to the zone of genius but their neurological construct combines with unaware educational methods to plunge them into the bottom of the ladder. As parents and teachers, they rely on us to understand their challenge of relating to everything a little differently. The sooner we are able to help dyslexic children, the better we will be able to unlock their trapped genius and help them contribute their genius to society," expressed Abhishek.

ABHI FOR A CAUSE

