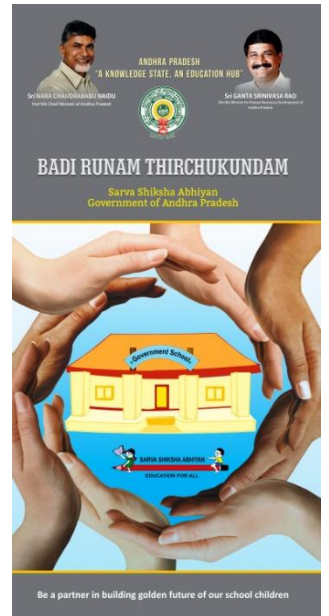


BADI RUNAM TEERCHUKUNDAM

(Successful practice to mobilize community for participation and involvement)



Hon'ble Chief Minister Sri Nara Chandrababu Naidu inaugurates Brochure on Badi Runam Thirchukundam



Brochure Cover

Quality education is possible in a congenial environment. To attain this, school should be provided with enough infrastructures, including additional classrooms, kitchen room; separate toilets for girls in all the co-education schools and a boundary wall for every school.

There is lot to be done for strengthening of schools which can be fulfilled with helping hands of the community. **“Badi Runam Teerchukundam”** was made a platform for corporate social responsibility (CSR) and donations from individuals, community and organizations for strengthening of schools.

Partnership can bridge the gaps that must be fulfilled to cater quality education. Corporate Social Responsibility can act as a major fund provider for

development of schools. Good impact and response found based on the wide publicity through hoardings, paintings on buses, brochures, etc., in this regard.



SSA Andhra Pradesh with the instructions of State Project Director BRT Cell was formed to mobilize community for participation and involvement towards school development. This BRT Cell mobilize community through Social Media like facebook, You Tube, Twitter and through pamphlets, posters, Ads, hoardings, etc.

The names top hundred donors will be placed in the yearly dairy developed. This will focus and inspire other community people to support for the development of government school in Andhra Pradesh.

Organized Rallies at Mandal/block and district levels to motivate and mobilize the community.

The posters developed by Sarva Shiksha Abhiyan Andhra Pradesh released at Finland during the Education visit by AP Team. Hon'ble Minister for HRD, Govt. of AP, Principal Secretary, Commissioner, State Project Director and Representatives of AP and Faculty of Finland are also present. This lead to increase in the community participation and involvement in school development activities.

