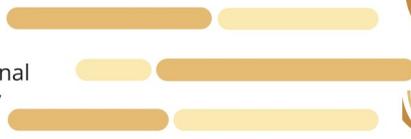




BREADS

Bangalore Rural Educational
and Development Society



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Slice



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Executive Director, BREADS

Director's Message

Facilitating development in society is the responsibilities of many agents, not just of the government and the not-for-profit organisations. Over the past few years, there has been a lot of emphasis on the role of the corporates in establishing a more equitable society and a healthier environment. There are numerous instances where Corporate Social Responsibility (CSR) has taken the form of highly effective interventions for the benefit of the marginalised in society. In this Slice, BREADS is happy to report on one of many such successful CSR partnerships which impacts hundreds of children in Bangalore.

The Impact

Ranjith, a young boy living in a colony at Kithaganur, Bangalore had a very tough time in his academic life. His parents work hard at menial jobs to earn meagre wages. In fact, it was a pathetic situation for him as he was not encouraged in any way to study nor was he guided to have the right focus in life. The lack of proper attention from school teachers and lack of classes during the pandemic were other factors that contributed to him dropping out of school. He started coming in to the evening supplementary centre set up by BREADS in his locality. This brought about remarkable changes in him. With the proper care and guidance provided, Ranjith, now 18 years old, is focused and preparing himself for the upcoming board exams.

The Supplementary Education and Activity Centre (SEAC) that Ranjith attends is one of **ten** such centres that BREADS promotes in association with the Social Service Guild (SSG), its local Don Bosco partner, which has been working in the are

as around Thambuchetty Palya in Bangalore, since 1973.



Madhura S. is a 16-year-old girl from the same Kithaganur village. Her father is a road work contractor, her mother is a babysitter and her sister is currently studying in the 12th grade. Madhura demonstrates high potential in her academics. She scores quite well in her exams but always faced difficulty with the English language as she attends a Kannada-medium school.

After she started coming to the SEAC for the evening classes, there has been a tremendous change in her interpersonal skills. She has gained greater confidence to interact with people around her. It is quite interesting to see the way she tries her best to initiate conversations with others in English, clearly

improving her proficiency in English every day. As Madhura currently prepares for her 10th grade board exam, she is very motivated and is making studious preparations for the same. The change that can be brought into the lives of children by small timely interventions is deep, and can be most impactful.

Thanks to the shared vision and collaboration of the corporate partner and its CSR intervention, development organisations such as BREADS, Bosconet and SSG are able to create notable impact through these ten SEACs. **Three hundred and ninety-six** such *Ranjiths and Madhuras*, who go through challenging situations in their academic and personal life, get the required support they need to make it through these times.



The SEACs are located in low-income areas in Bangalore city such as T.C. Palya, Anandapura, Halehalli, Janata Colony, Jyoti Nagar, R.M.S. Colony, Priyanka Nagar, Battarahalli, Chikkabasanapura and Swatantranagar. These areas are thickly populated with migrant labourers and daily wagers, whose children are underprivileged as they are often denied their fundamental right to adequate development and education.



The Rationale

The right to education became a fundamental right through the 86th amendment to the Constitution in 2002. However, this right is often denied because of various familial, societal, and environmental challenges faced by children from deprived and marginalised communities.

rights of the child to protection, development and participation, being denied to them.

Children in these communities with whom BREADS usually works, often also suffer from malnutrition, which has a great impact on their general growth and mental development. The lack of adequate nutrition again has various causes; such as the lack of awareness, income, or the time and ability to provide the necessary nutrition. Thus, we see multiple





All of BREADS' work evolves from its firm commitment to the promotion and protection of child rights. The access or denial of a child's rights is dependent on their environment. Important stakeholders in this environment are the people: parents, siblings, teachers, local government departments etc. Through the SEAC, BREADS reaches out to these important stakeholders through awareness and training, to motivate them to create and build a positive environment for the children, in which their

The Intervention

BREADS believes education is not only from textbooks, but is a holistic learning process where children learn to capacitate themselves to face the world. The supplementary education and activity centres are safe spaces in slums and other low income areas, where an average of 40 children can meet every evening to receive individual attention from a teacher, who assists them with their aca-

rights are ensured. Thus, the SEAC becomes an agent of change in the community to promote child rights. BREADS also reaches out to collaborate and create momentum with like-minded people and groups outside the child's immediate environment—whether individual, institutional or corporate—to proactively bring about the realisation of child rights in society.



ademic needs. Apart from this, children are made aware of child rights and also trained in life skills. Other recreational and craft activities are also organised for the children to bring elements of play and enjoyment into their lives. Nutritional supplements are provided thrice a week to the children as well to help improve their nutritional status and body mass index (BMI).





Since the children are from a poor economic background, many most of them do not have enough educational materials such as stationery, books, bags, etc. When this was identified, the CSR partner took the matter to its employees, encouraging and challenging them to pool their financial resources to sponsor the same for the children. To the great joy and gratitude of the children, numerous employees purchased the necessary materials and distributed them to the children, through BREADS.

The basic provision of food and schooling, though vital, are not enough to enable a child to enjoy his/ her childhood. Therefore, the SEAC also functions as a fun space where children are encouraged to showcase their talents and opportunities are provided to develop the same. The observance of important days and celebration of different festivals with their friends, helps to make their childhood more colourful. Planned annual outings help to create happy memories of a childhood that the children can carry through their lives. The imbibing of life skills and rights-based values help children develop self-respect and empathy for others, leading them to make healthier and more humane choices in their futures as well.



BREADS is fully accountable to its CSR partners and other stakeholders, and regular updates are submitted to the partners about the progress and impact of the intervention. The doors of CSR partnerships with BREADS are always open for those companies who wish to go beyond their business operations, and who share the vision and the passion to create an equitable healthy environment where every individual child and adult has access to their rights. BREADS welcomes such partnerships, which are opportunities for growth of all the stakeholders and society at large.

Calendar

January 2023

- Monitoring and evaluation of BREADS' projects
- Celebration of Don Bosco's Feast Day

February 2023

- Monitoring and evaluation of BREADS' projects
- Visits from partner agencies
- Inauguration of the 20th skill training batch—DB BEST Academy
- CREAM state-level staff meeting and training

BREADS NEWS



Migrants' Cricket Premier League by KISMAT Thrissur

The Thrissur Migrant Help Desk (MHD) of the Kerala Interstate Migrants Alliance for Transformation (KISMAT) in collaboration with the Excise Department, organised an exciting football tournament among the migrants at...[more...](#)



LAHARIYAVAM KALIYIDANGALODU- Campaign by DREAM Kasaragod

The team of DREAM Kasargod in association with the Democratic Youth Federation of India (DYFI), conducted a football match to create awareness among the local youth. The programme was held on 7 January 2023 at...[more...](#)



Observance of National Youth Day by KISMAT Kozhikode

The KISMAT programme under BREADS Bangalore, in association with the Mukkom Municipality, conducted a tug-of-war competition for the guest workers in Kozhikode district on 8 Jan 2023 at...[more...](#)



A Medical Camp for Migrant Workers

The Karnataka Interstate Migrant Alliance for Transformation (KISMAT), a project of BREADS, organised a medical camp for migrant workers on 27 January 2023 at K. Narayanapura and BDS Nagar...[more...](#)

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