

Asha for Education  
Project Proposal Submission Form

P.O.Box 322, New York, NY 10040-0322

www.ashanet.org

Project Name: BCT Model Residential High School

Date: Feb, 2010

	Project Contact	Asha Contact
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Part I : Information about your group / organization

1. Name of the group / organization requesting funds.  
BCT – Bhagavatula Charitable Trust
2. When was the group established ?  
1976 of November at Visakhapatnam with registration No.412 / 1976 under Societies Registration Act XXI of 1860.
3. FCRA Registration Number  
010 3500 14
4. Briefly describe the motivation for starting this group.

The Founder of BCT, Dr.B.V.Parameswara Rao, from the time he returned from USA in August 1967, is spending all his time in the villages, experimenting various approaches, for integrated rural development. Starting with the first project of construction of a model building for High School and running it, in his native village of Dimili in Visakhapatnam district, all with the contribution – monetary and physical labour of the villagers around (a model of self-help & self – reliance way back in 1967), he tried various experiments, numbering over 120 and finally came to the conclusion that “Education” is the key for development. With the conviction that education is the birth-right of every child born in the country, he is spear-heading the activities of BCT, in making it as a reality – first with running Non-Formal Education (NFE) centres in many villages and then running an “Innovative and Experimental Projects for Universal Elementary Education” with the support of Ministry of Human Resource Development, Govt. of India, since 1997.

In the year 2005-06, BCT is running 135 Primary Schools and 15 Upper Primary Schools, covering 7500 children. Through a Social animation skit, called “BALAMANDIRAM” (Balalatho Mana Bratukula Diddukundam Randi), played by the children of the BCT Model High School in different villages, BCT was able to make the villagers feel responsible for the education of their children and saw that no child was left without attending a school. Village Education Societies (VES) formed in these villages took responsibility in managing the schools, as well as making place available for running the schools.

5. Briefly describe the aims of your group.

Our Mission:

- Create opportunities at the door steps of the villagers.
- Continuous self-improvement in the quality of their lives.
- Generating their leadership in solving their problems & utilizing their resources most effectively.

Our Vision:

- To transform 100 villages in 3 mandals, viz. Yellamanchili, Atchutapuram and Rambilli of Visakhapatnam District, Andhra Pradesh into model villages in such a way that all able bodied persons are gainfully employed, that substantive improvements in the state of literacy, health and economic sustenance take place and that local leadership and facilitation is fully developed.

Our Values:

- Our Attention is the poor villagers
- Our Motto is concern for the other person
- Our Belief is the intrinsic capacity of every person, even the poor to help one self
- Our Approach is participatory
- Our Role is motivating and facilitating.
- Honesty of purpose, openness and truth, upholding human dignity and being fair to all will be guiding principles of our conduct.

6. Does your group have any religious or political affiliation ? If yes, please describe the type of affiliation and the reason for it.

No. Ours is a non-political and secular group.

7. What non education-related community development activities is your group involved in?

Past BCT Agriculture Projects:

- Wasteland Development – over, 12,000 acres reclaimed.
- Nursery Program
- Drilling of community boreholes
- Calf exchange program
- Imparting Life Skills to youth, women & disadvantaged group.

Examples of Women's empowerment programs designed by BCT :

- Thrift groups
- Adda leaf stitching
- Nursery raising
- Papad Making
- Screen Printing
- Dairying and animal husbandry
- Tape weaving
- Poultry keeping
- Training of paravets, paramedics, and village animators
- Screen Printing
- Etkoppaka toy making
- Training in Tailoring & Garment making
- Gardners' Training Programes.

## **Part II : Details about your Skill imparting Projects :**

8. The need of the hour is to empower the youth with Life Skills. With the collaboration of National Academy of Construction, with headquarters at Hyderabad, a Centre was established at Haripuram Farm Complex, to give skills in Construction activity. 120 youth were given training in Masonary & 180 youth were given training in Electrical Trade. 90% of them are eking a living with then their new skills while the rest reverted back to their agriculture work. With the support of Asha Toledo, and Rotary Cloub of Toledo (thanks to the initiatives taken by the Asha Toledo), a full-pledged Tailoring & Dress Making Centre was established in the Haripuram Farm to give these skills to "Teen-aged girls" of the district.

9. Location of the Centre : RURAL

10. Specify the training provided :

Masonary trade.

Electrical Trade.

Tailoring & Dress making and Embroidery.

11. What is the literacy rate in the local community :

Around 40% in the rural area where BCT works.

12. Describe the Socio – economic.

Majority of the parents belong to the agricultural labour, small & marginal farmers.

13. How many students are currently undergoing the skill training.

Presently 18 girls from villages from distances of 14 to 25 km from our Centre and 16 girls from tribal belt from a distance of 120 km are undergoing the training.

The 18 girls commute everyday to the Centre, while the 16 girls from the Tribal belt are given lodging and boarding FREE at the Haripuram Farm Complex.

14. In addition to the Training, does your Centre provide other services to the girls :

Yes. (i) All of them get Medical attention ( a competent Gynecologist & a Physician attend to them every weekly)

(ii) The girls from far off places get accomodation and food free.

15. Benefits of the Training to the girls :

1. As the girls are away for training from 8 AM to 5 PM, they were avoiding the dominance of the parents and other elders, to do many chores, which are not to their liking and freedom of movements with youngsters of their age.
2. Normally, from the time of the puberty of the girls, the parents are always on the look out for getting them married, and free their responsibility. As they are out of their presence for long time, the children are saved.
3. Normally the girls are either 10<sup>th</sup> failed and are of lower levels of education. Our effort is to slowly persuade them to study, help them in studies for 1 to 2 hours every day, purchasing & providing books for them and slowly make them appear the 10<sup>th</sup> standard examination (There is a provision for candidates to appear for exams privately).
4. Take them out for excursions to cities and temples nearby, to give them a feel of liberty and enjoyment and move with people outside their circle etc. ....)

16. How many staff are employed for this training ?

Two – one male & one female.

17. How many candidates have gone through this programme and what they are doing.

129 girls have so far gone through this programme. 89 of them got employed in the “Aparel Park” that has come into existence ( at a distance of 20 km in Special Economic Zone (SEZ) set up by the Government. They are drawing salaries, ranging from Rs.2500 to Rs.3000 per month. These are the Salaries, never dreamt of, for by youngsters in the rural areas of the district.

Through, all of them can get this employment with the “acquired skill”, 40 have opted out, as the parents are not willing to send the daughters working in shifts (6 AM to 2 PM, 2PM to 10 PM and 10PM to 6AM),

However, they obtained their own sewing machines, on interest - free loans arranged by the Trust, to be repaid on easy 4 monthly – instalments, sitting on the verandahs of their own homes in the village, and working at their convenient hours, they are able to earn a minimum of Rs.2000 per month (Now-a-days, the traditional tailors are no more existent in the villages).

18. Do you help out you candidates in education :

Yes. We not only encourage them to continue educating themselves, but also help them in providing books, payment of examination fees and give them tutorial classes.

19. How is your training programme different from others :

The training centres are normally situated in big towns (Mandal Head quarters) and district headquarters.

This centre is in the village getting and in easily accessible area for the girls to commute from home. They have their privacy. They have medical facilities. They are constantly visited by Visitors of BCT, who give them a pat and encourage them to become self-confident & self-reliant.

20. Do you have any suggestion on how Asha can be a positive influence in changing the scenario in the India ?

The efforts of Asha in giving fillip in Education and imparting Life Skills is laudable.

In the last 3 years, the effort & support of Asha in setting up this Tailoring & Garment Making Centre, has been a great influence in giving confidence to the Teen-aged girls in facing their parents boldly, and refusing to marry early. They are confident to get employment, without any difficulty, and stand up on their own. In many families, they have become the bread-winners for the family, earning the respect of the Community

Training programmes for giving Life-Skills should be another important activity of Asha for Education in addition to the laudable education programmes.

21. If possible, provide us with contact information of 2 individuals from your community who can describe the impact of the program.

Smt M.Chellayamma  
Ex-Panchayat President  
Rajakoduru – 531 061  
Rambilli Mandal  
Vizag District

Smt Yedla Ademma  
President for Mahila Mandal 10 years  
Lanka Dharmavaram – 531 061  
Rambilli Mandal  
Vizag District.

22. ASHA for Education required reports.

Name	Sri B.V.Sreenivasa Rao
Address	Haripuram Farm Complex Haripuram – 531 061 Visakha Dist. A.P. India
Phone	91 8924 253850 - 9346331 181

### **Part III : Financial Details :**

Audited Accounts for the last three financial years are already given.

23.     1. Vibha  
          2. Friends from within & outside the Country.  
          3. Indian Council of Agriculture Research, Ministry of Agriculture, Govt. of India.

24. Support Needed for the program.

Salaries of Two Instructors – One for Tailoring and another for embroidery, totaling to Rs.12,000/- per month.

Yearly at Rs.1,44,000/-

We shall be thankful for whatever support Asha can provide for the financial year 2009-10

A continuous support of this for three years will help giving a new lease of life to the Teen-aged girls in the villages of the district.

25. Additional information :

3 scanned photographs of the Centre are included below.



Standing from ( L to R ) Sri B.V.Sreenivasa Rao (BCT)  
 Sri Y.Manohar, Director (Personal) Vizag Steel Plant  
 Sri G.S.R.Murthy, Executive Director, Vizag Steel Plant  
 - interacting with trainees.





