

UNITED WAY OF BENGALURU'S BORN LEARNING CAMPAIGN

QUARTERLY NEWSLETTER | Coverage: April - June 2022



The Born Learning Campaign is one of the flagship initiatives of United Way Bengaluru focusing on complementing the efforts of the Government of India to strengthen the delivery of Early Childhood Care and Education through the Anganwadi centres. United Way Bengaluru conceptualized the campaign in 2016 realising the need to ensure that every child receives quality care, proper nutrition, and effective learning of concepts at a very early stage, thereby making them equipped when they enter the next stage of schooling at the age of 6. The importance of the campaign was vindicated when strengthening Anganwadi Centres found a significant mention in the National Education Policy (NEP 2020). The importance of the work was further emphasized by the Government of India's introduction of the Saksham Anganwadi framework. Recognizing the impact of the campaign on the 900+ centres that we worked in, the Karnataka Government's Women and Child Development department further strengthened the approach by signing an MOU with United Way Bengaluru to scale up the work to all centres across the state. The campaign runs with an integrated approach with a 3-year framework to ensure that all aspects of the AWCs are strengthened, including the community outreach component and capacity building of the Anganwadi workers (AWWs) and the helpers. The sustainability approach and emphasis on building ownership among the different stakeholders make this campaign a unique initiative that will act as a model to replicate and scale across the country and complement the vision to see all the Anganwadi centres as centres of excellence in all aspects. We sincerely appreciate the support that we have received from our CSR partners who joined hands with United Way Bengaluru to march towards realizing the campaign's vision.

BLC Team





“IN THESE UNCERTAIN TIMES, THE ONLY POSITIVITY AND HAPPINESS I FOUND WAS BEING ABLE TO SPEND TIME WITH MY DAUGHTER.

I ONLY SAW THIS AS AN OPPORTUNITY TO CONTRIBUTE TO HER EDUCATION & GOOD FUTURE. THE DAILY ACTIVITIES I RECEIVE OVER WHATSAPP ARE BENEFICIAL, AS THEY SUGGEST SIMPLE BUT ENJOYABLE WAYS TO TEACH CHILDREN. ALTHOUGH WE WISH FOR SCHOOLS TO REOPEN SOON TO BENEFIT HER FURTHER, WE HOPE WE ARE PREPARING HER WELL ENOUGH THROUGH OUR EFFORTS AT HOME.”

Pawan Kumar, a concerned father, having lost his means of livelihood during the COVID lockdown, was one of the fathers who has been actively & equally partaking in his role as a parent and a caregiver. He would engage in all the telecall sessions with AWWs & United Way of Bengaluru’s ECCD team to provide the best learning experience to his daughter at the home level. Despite the other challenges at home, he put his engagement with his daughter at the forefront.

Even after getting into a regular job, Pawan ensures he spends at least 2-3hrs in the evening and weekend activities with his daughter. He dreams of sending his daughter for higher education and wishes his daughter would be an independent woman. For this, with the help of the United Way Bengaluru ECCD team, he signed up for Sukanya Samruddhi Yojana to secure his daughter’s future.

Thus, such positive & productive engagement of parents in the planning of child care routines, mapping of available resources within households to aid the activities, and cost-effective encouraging methods have helped create a stimulating environment at home. This has been immensely helpful in bringing them into the equation of being equal partners in childhood success and effectively contributing to school readiness.



Involving Fathers in Early Childhood Care & Development



Active engagement by the father helps the child learn life skills and lessons in their early years, which can have a long-term impact on school and adult success. Reckoning the vital role of the fathers in a child's development process, as a part of the BLC program, we involve them in their child's care & early education journey. We do it by engaging fathers through various activities. Parents as one unit engaged in the caregiving process.

Recently on Fathers' Day, Jun 18, 2022 Fathers were invited to the centres to engage with the children in activities including making hand made learning tools using local resources such as- bottle caps, paper cups, straws, cardboard boxes etc. This also helped to strengthen the bonding between children & their fathers. On the occasion, children also made greeting cards for their fathers and expressed their love.

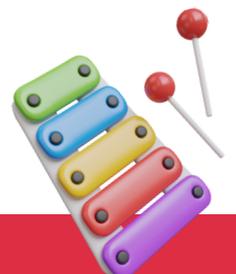
Drum rolls: 500 new children enrolled in Anganwadis

Did you know? - Research from neurobiology and cognitive development suggests that 90% of brain development occurs in the first six years of life. The New Education Policy rightly focuses on Early Childhood Education. Our Enrollment Drive is committed to ensure every child between 3 -6 years has access to quality preschool education.

Source: The Science of Early Childhood Development, National Scientific Council on Developing Child, Harvard University

As Anganwadi centres(AWCs) re-opened post-pandemic, an enrollment drive was taken up across 80 AWCs with the objective to ensure an increase in the enrollment of community children of preschool age to the Anganwadi Centres.

We are delighted that as a result of this rigorous effort that included community processions, home visits, use of effective Information, Education & Communication(IEC) materials, parents were convinced to send the children to Anganwadi Centres. The drive helped to get as many as 500 new children of the 3-6years age group to get enrolled in the centres.



Towards the Physical & Mental Well-being of Children



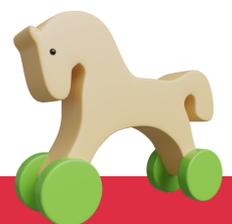
Did you know? - Yoga at an early age encourages self-esteem and body awareness with a physical activity that's noncompetitive. Fostering cooperation and compassion—instead of opposition—is a great gift to give our children.

We are proud that our AWCs are able to ensure maximum engagement of children by facilitating attractive & stimulating activities in everyday curriculum . On International Yoga Day, our BLC team supported Anganwadi workers(AWW) to demonstrate, plan & conduct “Balya Yoga” at the Centres. The Yoga Day celebration helped to sensitize children as well as their parents about the importance of yoga in the physical as well as mental well-being of children.

Promoting organic produce and green environment

Did you know? - Under the ICDS Scheme States/UTs are directed to provide 500 calories and 12-15g of protein per day per child at Anganwadis

Green and Clean environment is part of the initiatives under Born Learning Campaign which is adding value to build self-sustainability within the community for access to local produce. In this quarter, parents' groups and community stakeholders were engaged intensively through activities such as planting saplings, making seed balls and nurturing the kitchen gardens. Parents' groups enthusiastically carried out plantations in the Anganwadi Centres. In 80 AWCs, over 6000 plants and seed balls have already been planted.





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Association of Early Childhood Education & Development (AECED) held a 3-day virtual conference in collaboration with Mobile Creches on 'Re-imagining & Re-shaping Early childhood care & education in the new normal' in June 2022. The BLC team presented a paper titled 'Parents: Our Partners of Change'.

United Way of Bengaluru has enrolled as an institutional NGO member for 3yrs with AECED. The membership opens up a platform to showcase best practices and innovations, promote the ECCD sector campaign and, most importantly, present ourselves as thought leaders.

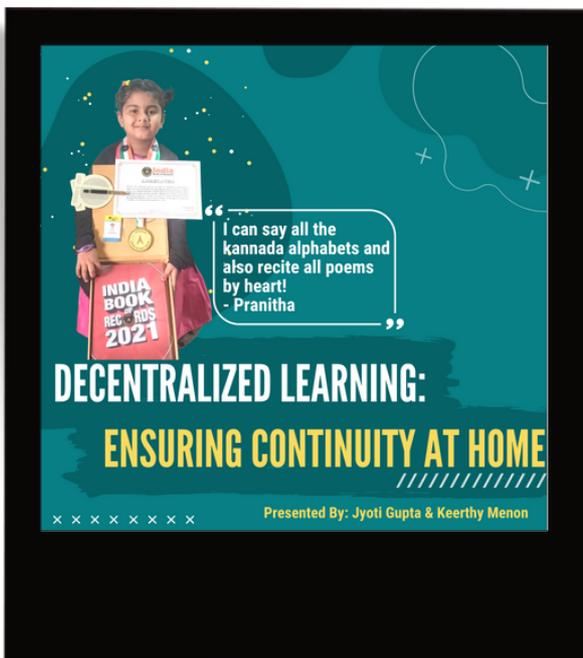
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United Way of Bengaluru has signed an MoU with the Ministry of Women and Child Development to strengthen and improve the quality of ICDS services for the holistic development of children in 25 districts across Karnataka over the next three years.

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OUR CORPORATE PARTNERS



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