



NEWSLETTER

November 2011

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YELLOW TIDE SPLASHES BANGLADESH

A month of workshop's distributions and meetings finally when JAAGO celebrated Universal Children's Day 2011 during the first week of November.

About 7000 volunteers celebrated JAAGO Foundation's trademark event all over the nation and abroad in the US, UK, Japan, Malaysia, Denmark, Australia and Canada.

Young volunteers in yellow T-shirts united in Barisal, Chittagong, Dhaka, Feni, Gazipur, Khulna, Narayanganj, Rajshahi, Rangpur and Sylhet. Youngsters, who were mostly students of some of the most prestigious schools, colleges and universities of the country, spent the day on the busy road trying to raise awareness for our central theme this year.

This year's UCD 2011 campaign adopted the theme 'Primary Education For All' - which is the second goal of United Nation's Millennium Development Goal (MDG). Volunteers of this year's campaign worked to spread the message of primary education for all children of the country regardless of their background and social situation.

The event was sponsored by the US Embassy Dhaka, Transcom Foods, Airtel, Alliance Properties, Far East, Austan, Wonderland, Green World, Prescription Point, Green World, Carpet Bag, Elite Force, and Shakti Plus.

Dhaka led by Moderator Wazi Khan saw 2000 volunteers spread out over 20 signal points.

Children from around the city were taken to Wonderland Amusement Park for a day of fun, where they received free medical check-up from experienced doctors and nutritious food all day. A magic show and concert were arranged for them and they also enjoyed day-long rides.

Volunteers of Dhaka city collected a total of 17,28,102/- BDT though the campaign was suspended for 4 hours in 6 of the main signal points. Though JAAGO Foundation has been conducting the campaign for the last 2 years and had all the required documents with them, it took the administrators a few hours and contact with the high superiors to continue with their campaign. As a result, the volunteers lost a few precious hours in which they could have collected more funds.

Hasan Toufique Imam guided the volunteers in Chittagong and Feni. However, the campaign in the port city was completely stopped only after one hour in which the volunteer worked hard to collect a total of 2,31,017/- BDT.

Hasnain Razed the youngsters in Rajshahi. Imran Newaz Khursid guided Sylhet and Imran Jahangir Ony was in charge of Gazipur.

These districts all celebrated Universal Children's Day on the 3rd whereas Rangpur celebrated the event on the 2nd and Narayanganj





on the 4th.

The event was covered extensively in print and digital media in Bangladesh. A press conference was held on the 1st at the National Press Club with four special guests; Ms. Lauren Lovelace, Director, The American Center; Nazim Farhan Choudhury, Deputy Managing Director, Adcomm Limited, Korvi Rakshand, Founder, JAAGO Foundation and Zihad Zaman, General Secretary, JAAGO Foundation.

The funds generated throughout this nationwide program will be used to facilitate more JAAGO Foundation Schools all over Bangladesh so that primary education is guaranteed for every child born in this country's soil.

JAAGO Foundation thanks everyone from the sponsors and supporters of the event to the godfathers and flower vendors. Our heartfelt congratulations goes out to the volunteers who spent hours.



NEWSPAPER CLIPPINGS EXHIBITION AT JAAGO SCHOOL

On the 20th of November, 2011 the students of JAAGO Foundation School in Rayer Bazar were opened to a new dimension of learning as they experienced an exhibition of newspaper clippings.

Advocate Nazrul Islam, who approached JAAGO Foundation with this innovative idea with a view to educating children through paper clippings. Through his assortment of clippings, the children had a chance to know about Bangladesh: the history, culture, festivities, historical places, the legendary personalities of the country as well as many other such interesting topics.

Paper clippings on large sheets were hung around the JAAGO School playground for the students to look through during their breaks. Some of the students even took the initiative to write about their thoughts regarding the project and their contents on large sheets of paper to send to Advocate Nazrul Islam. They thanked him vehemently for his efforts on this project and for giving them the opportunity to experience it.

JAAGO Foundation would also like to take this opportunity to thank Advocate Nazrul Islam for his endeavors and for sharing his work with our students.



NIDO CELEBRATES UNIVERSAL CHILDREN'S DAY AT JAAGO



NIDO, the world's leading powdered milk brand, celebrated Universal Children's Day through their 'Spread the Word' campaign on November 20, 2011. Through sharing and exchanging books among the schools in Dhaka, the children of different backgrounds got a chance to know each other.

Universal Children's Day is celebrated on the 20th of November each year by UNESCO to preserve the rights of children everywhere. This year, NIDO called to action the students of numerous schools in Dhaka to collect any extra books they had at home to submit to the school. Later, these books were given to some of the underprivileged students of some of the schools.

Students from various educational institutions came to JAAGO Foundation School on the 20th of November, 2011 to give their gift to the children themselves. They shared the books and read them aloud to each other. Students from both schools recited poems at full volume, taking turns standing in front of the class.

LETTER FROM THE FOUNDER



Dear all,

A personal congratulation to the volunteers of Universal Children's Day. You guys have done a great job in raising awareness for our central theme this year.

As you all know, our trademark event was followed by heavy criticism from a few online bloggers. JAAGO feels that criticism does make us stronger as an organisation but if any of our volunteers were offended in this process, we will not hesitate to take legal action.

NIDO's initiative for Universal Children's Day 'Spread the Word' campaign this month was spectacular. The kids in the school have made us proud with their impressive exhibition on newspaper clipping. The Mosaic Summit in Qatar energised me and my fellow delegates with fresh new ideas.

November has truly been a month of achievement and none of this would have been possible with the immense support that JAAGO has been receiving. From the god fathers who gave their children to us this year to the corporate sponsors of JAAGO, I Korvi Rakhshand, thank you deeply for all that you have done.

Let there come a day when a every kid in Bangladesh wakes up in the morning to go to school.

Regards,

Korvi Rakhshand
Founder
JAAGO Foundation

