

## STATE LITERACY MISSION/DIRECTORATE OF MASS EDUCATION

### SAAKSHAR BHARATH 2012 LAUNCH IN KARNATAKA

On 7<sup>th</sup> August, 2010, State level Launch Programme of Saakshar Bharath in Karnataka, was organized on a grand scale. The arrangement for the Launch function was made at Kanteerava Indoor Stadium with decoration and for the literacy environment outside the Indoor Stadium, exhibition stalls of various branches of Education Department and Jana Shikshana Samsthans were arranged. Arrangements were also made for Saaksharatha Cycle Rally and Saaksharatha Processions from 3 places.

The launch began with a series of processions and rallies. The Saaksharatha Cycle Rally of College Students wearing Saakshara Bharath Logo Caps and T-Shirts was flagged off at 10.30 am by Sri S.V.Ranganath, Chief Secretary, Government of Karnataka, which started from Kanteerava Indoor Stadium and returned by 1.00 p.m. covering 10 kms. of thickly populated areas, Bangalore.

Three processions of Preraks, Co-ordinators, other functionaries of the Saakshar Bharath programme of 18 districts of the State and non literates from 4 surrounding districts of the Bangalore were organized wherein NSS and NCC students of pre-university colleges, Folk artists such as Keelu Kudure, Veeragaase, Karaga, Dollu kunitha, Beesu Kamsale & Bhajana troupes also participated. The Saakshara Bharath Programme was propogated using literacy slogans, flags, placards and banners prepared by the state, districts & taluk level committees.

A colorful huge procession of 2,500 participants wearing Saaksharatha Logo Caps was flagged off by Sri K.Shivana Gowda Nayak, Hon'ble Minister for Mass Education, Public Library, Small Saving and Lottery, Government of Karnataka from Freedom Park near Maharani's Collage at 11.00 am.

Another colorful procession of 1,400 participants was flagged off by Sri Jagamohan Singh Raju, Director General, NLMA along with Smt. S.Y.Arunadevi, Member of the Executive Committee NLMA from corporation Pre-university college, Tasker town, at 11.00 am

One more procession of 1,000 participants was flagged off by Smt Tara noted National Awardy Kannada film actress from new Vani Vilas Government Pre-university college, Minerva circle at 11.15 a.m.

The Saakshara Cycle Rally and 3 Saaksharatha processions reached Kanteerava Indoor Stadium at 1.00 p.m. where the launching function was organized along with exhibition for display of stalls.

An exhibition comprising 16 stalls displaying the various programmes of Government departments- Directorate of Mass Education, Directorate of State Education Research and Training, Sarva Shikshana Abhiyana, Departments of Primary & Secondary Education, Pre-university education, Vocational Education, Libraries, Printing Press. 9 Jana Shikshana Samsthans in Karnataka also exhibited their products from vocational training programmes. The exhibition was a huge draw and was inaugurated by the Hon'ble Chief Minister.

At 3.00 pm the launch function began. Sri. B.S.Yedyurappa, Hon'ble Chief Minister of Karnataka, Dr.M.Veerappa Moily, Hon'ble Union Minister for Law and Justice,

Smt.D.Purandeshwari, Hon'ble Union Minister of State for Human Resource Development, Sri Aravinda Limbavali, Hon'ble Minister of Higher Education, Sri.R.G.Nadadur, Principal Secretary, Primary & Secondary Education, Sri.Jagamohan singh Raju, DG NLMA, Smt. B.Y.Arunadevi, Member of the Executive Committee NLMA, Smt. Arthi Mehra, Member Governing Council NLMA, Sri.Anil Kumble, Well known cricketer and Vice chairman, State Board for wildlife, Smt. Tara and Sri.Yash noted Kannada film stars attended the function which was presided over by Sri.K.Shivanna Gowda Nayak, Hon'ble Minister for Mass Education, Public Libraries, Small Savings and Lottery, Government of Karnataka. Secretaries of different Government departments and several Heads of departments were present on the occasion. Around 6000 people comprising Preraks, literary functionaries and non literates from 18 districts of state has gathered in large numbers. Smt.B.B.Cauvery, Director Mass Education gave the key note address, highlighting progress in the implementation of Saakshar Bharath programme in Karnataka.

The Hon'ble Chief Minister inaugurated the programme by administering oath for the cause of literacy to all the gathered and 18 Saakshar Jyothis were handed over to the 18 districts to be carried over to the districts to be sent to Blocks and Gram Panchayats.

The Hon'ble Chief Minister expressed the Government's staunch commitment to the programme in ensuring 100% Literacy in Karnataka by 2012 and pledged to provide personal leadership to the programme. Dr.M.Veerappa Moily, Hon'ble Union Minister for Law and Justice, in his address stated that an increase in literacy rate by 1% will ensure a corresponding increase in GDP of a nation and Saakshar Bharath Programme shall have to be implemented in a campaign mode, if Karnataka has to overtake Kerala. Smt.D.Purandeshwari, Hon'ble Union Minister of State for Human Resource Development in her address stated that the gathering epitomized that literacy is beyond party affiliations and the programme will ensure the empowerment of women. Sri Jagamohan singh Raju, DG NLMA, interacting with the audienc, demonstrated the assured benefits through literacy. All the other dignitaries also pledged their support for the cause.

The programme saw the release of "Balige Belaku" primers, Bodakara Kaipidi (Teachers Guide), Posters, Folders, Leaflets, Stickers, Badges and Website by dignitaries highlighting Saakshar Bharath Programme. Various cultural troupes showcasing the heritage of Karnataka performed during the programme.