



ONE WORLD

Be Educated Movement Inc. Quarterly News Letter

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Search for Entrepreneurs - New Program getting ready for 2013

Associated By Heart



In success of Be Educated Movement many contributed one way or the other, but some has gone extra miles to make this mission success. They developed the trust in team, extended their continuous support. Dr. Vishnu Marla is one of the key supporters of this movement since its inception. He has sponsored over 8 libraries and book drives. The movement wants to thank Dr. Marla for showing trust in our belief, reinforcing the foundation, and providing valuable suggestions as and when needed. We have selected our biggest supporter this time for the section "People Associated By Heart" and bring you the reflection by Dr. Vishnu Marla.

My association with the *Be Educated Movement* goes back 5 years. I saw their booth at the *India Fest* held at the Chase Center on the Riverfront in Wilmington.

After the success of Intellectual talent search 2009 and 2011, at over 70 libraries in three countries, Be Educated is coming up with an ambitious program 'Search for Entrepreneurs' for the students who are library members and are currently in grade 11th and 12th. Purpose of competition is to inculcate a culture of entrepreneurship and give the young generation an opportunity to show their hidden talents in the field of business. A 3 month process will brush them up getting their own business ideas, plan, implementation, and sustainability. Motive is also to give them confidence to succeed as businessmen in their life.

Each team will consist of three members and team will be given a budget of Rs. 500,000 (not real money) to conceive and start a business. The teams will have to come up with their own idea of business, plans to invest/spend the money and eventually make a business profitable. During the process a team will create a product or business plan, spend the entire money on raw materials, manufacturing, rent, employees and marketing strategy. Finally teams will submit their plans/proposals to Be Educated committee. Our committee will review each of these submission carefully and choose top 10 most feasible ideas. These ten teams will then move to next level where they will be given the opportunity to present their ideas before the judges. After each presentation, the team will have to go through the question and answer session. Finally 3 winners will be announced and awarded.

Winning team will be awarded a cash prize of Rs 25,000, 1st runner up will receive Rs 20,000 and 2nd runner up Rs 15,000 (All prizes in Rupees or Local currency).

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Your small support will have a big impact on future of many children

Don't wait for Tomorrow

Donate Now

Associated by Heart ...

I started talking to the organization's co-founder Mahendra Kumar and he explained what the *Be Educated Movement* was about. I felt a strong connection to the goals and the mission of the movement and it prompted some reflection.

From early childhood my parents stressed the value of well-rounded education. To them education was broader than just getting a degree – to them a good education was one which stressed equally on both technical instruction and character development. They firmly believed that such a well-rounded education was the key to achieving a human being's highest aspiration – freedom; freedom from ignorance, freedom from oppression and crushing poverty; freedom from prejudice, parochialism and bigotry.

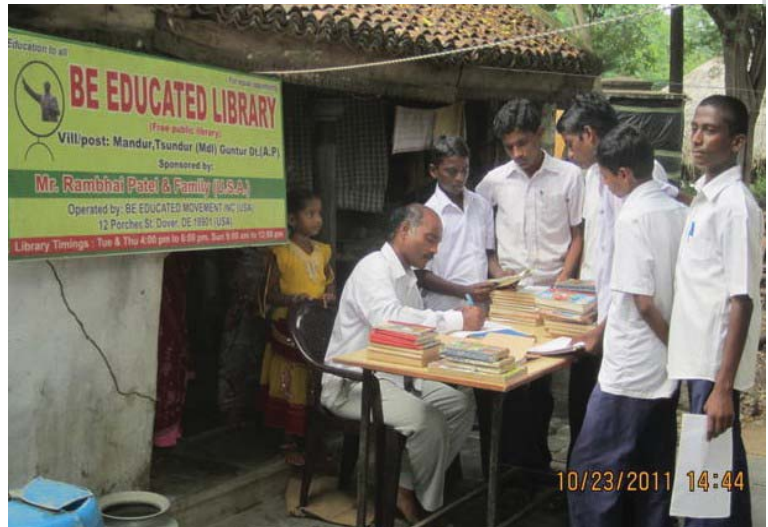
The Engineer in me is only convinced by data and numbers so I looked into some statistics of child literacy in India and was stunned by what I found. Despite education being a fundamental right for children in India, bureaucratic corruption, poor infrastructure and high drop-out rates in rural areas were rendering this Right to Education Act quite toothless.

As I started tying all these threads, I visited **Beeducated.org** and learnt more about their programs. I learnt that an \$800 contribution can help build a Library in some of the most remote corners of the country where illiteracy and hence poverty is high. This Library would house several hundred books focusing on core curriculum and personality development. The location of the Library is chosen such that several deserving kids would be beneficiaries. This Library would be the place where these kids could get together, socialize, get motivated to read and be inspired by what they read. I was blessed to have parents who provided me the means and the motivation for a solid education which has opened up doors to one opportunity after another in my professional life. The kids in these rural areas have parents who are neither educated nor have the means to provide a decent education to their child. These kids would be deprived of opportunities which I was fortunate to have. The playing field had to be leveled so that these kids could have the basic skills to compete in the world and go on to lead lives with dignity. I found the idea of building libraries quite compelling and figured this would be the first step in leveling the playing field. The very next day I got involved with the Be Educated Movement and have tried to support their mission in whatever capacity I can. Last I checked, they have built close to 100 libraries and have a presence not just in India but in Pakistan and Nepal as well.

In my life, time and again, I have seen the transformative power of one idea, one thought, one goal when it is backed by purpose-filled action, persistence, determination and hard work. I see the work that the *Be Educated Movement* is doing and it only reinforces this belief. I congratulate everyone associated with this movement for their outstanding contribution to society and wish them the very best for the future.

SPOTLIGHT

Interview with Regional Coordinator Kaila Poulusbabu



To what extent a person can sacrifice for the family and for the society? Kaila Poulusbabu, our regional coordinator is one of spectacular examples of that. Having lived a lavish life after competing a degree in Mechanical Engineering and working in reputed company in a metro city, it might not be a an easy decision for someone to leave this and go back to root. But Kaila Babu is a live example who did this for sake of his family and society, the people who needed him the most. He renounced his career in engineering and lives on farming. Bottom line is he is always happy with his decision and life. Kaila Poulusbabu is our regional coordinator for south Indian states and also one of the librarians. Every morning he opens library and many children come to seek the help and guidance he provide them with open heart. Be Educated is very proud to have him in team. He was born in a small suburb of Nagarjuna Dam. He studied there until 7th grade in a Missionary school. Let us hear Kaila's story in his own words.

After my schooling at St Joseh high school in Nagarajun sagar. My father was in state Department of Health as multipurpose heath worker. I was only child. I went to Latur to study Mechanical Engineering . I finished my engineering 1991 and worked gainfully with a private company for 5 years, I was getting good salary.

During that time my father fell sick badly, I came to see him to hospital and doctor recommended immediate surgery. I had to resign from my job as my long leave was not approved. At the same time there was no one to look after my father. That is when I took a decision to leave my job and stay with him. It took 2 years for him to recover from his sickness. In mean time I started getting involved in social works and made farming my means of livelihood. My Parents were so closed to their motherland that they would not move with me to the City. Being only child and very close to my parent I could not leave them alone and finally decided to choose a new destiny. While leaving in the remote village I observed the poverty and hardship of people. I decided to devote my life helping the poor children in my village so that they can have a better life in future. Since my childhood I always wanted to work with people who are not so privileged. When I see people in pain I feel the same pain inside me. My father inspired and motivates me to help the unfortunates to whatever extend I could.

Continues ...

Continues—Kaila Poulusbabu

Competition has become so hard now that one needs to spend a lot in good schools, books, private tuition etc. The poor cannot afford all these, there is no level playing field truly, and that's why the poor children cannot compete with main stream. Higher education is so expensive now a day that poor cannot afford. Most of the seats are in private college and it is impossible for many to pay the fee.

Most of the children are not being able to go for higher education and without higher education there is no job, no future. This is the reason I got associated with Be Educated Movement to help the children to make them worthy and eligible for higher education.

What Happening right now ...

Be Educated India:

So many libraries, over 75 , all over the places. Team of four coordinators are rushing to finishes annual inspections. Over 60% of library inspection have been done and rest of 40% still need to completed and deadline is Dec 31st 2012. Beside that Art competition is going on each libraries. In next three months India office has schedule to open 5 new libraries one in each state Madhya Pradesh, Bihar, Uttrakhand, Andhra Pradesh and Manipur.

Be Educated Pakistan:

Be Educated Pakistan has 8 libraries and now opening two new libraries. Inspection work is going on along with art competition. We are preparing to open two new libraries in month of Oct-Nov. All the books have been purchased however Books binding takes time. A total of over 600 books need to be binded along with dedicated and log page.

Be Educated Nepal:

We are in process of opening two new libraries one in Dang and another in Sarlahi district. They are in very remote areas, challenges are transporting the books and rack. We are on it and we have scheduled to open in month of Nov and Dec. Inspection is up on schedule.

Art Competition - Sparks Enthusiasm among Kids

Report by Ashish Shrestha



For this year 2012, Be Educated Movement Inc. has organized Drawing Competition in India, Nepal and Pakistan. Students of class 5 and 6 are the participants who are the members of the Be Educated libraries. There are 25 participating students from each Be Educated Libraries. Students are provided with different themes such as - Save Mother Earth, Stop Pollution, My Dream Home, Let us go to School and My Dream City. Participants are to draw with the colored pencil in the provided drawing sheets. Time duration of 90 minutes is allocated for the competition. Results of the competition will be announced by the end of 2012. 15 best selected drawings are awarded with Rs.2000 each. 12 best drawings will be selected for the calendar of 2014. Winners will be selected by John Waters and Maria Ruffin, artists from USA.

Shri Ashish Shrestha, the country coordinator for Nepal has been designated as the program manager for this Competition and he will make announcement in the end of Jan 2013.

This drawing will not only allow the children to express themselves but also encourage them to participate in competitions. Be Educated drawing competition is successfully being organized in the Be Educated libraries after the grand success of the Intellectual Talent Search organized in the year 2011-12.

In Nepal, Competition has been successfully organized in four libraries. We are reaching two other libraries for the drawing competition in the month of November. Similarly, drawing competition will be organized in the two proposed libraries to be opened this year in the month of November and December. In India country coordinator Ved Prakash informed that this competition was very well accepted by the children. It has been completed at about 50 libraries in India so far and the rest are going per schedule. Similar news has been received from Pakistan where over 200 children participated in 4 libraries and it is scheduled to be organized in 6 libraries in next 3 months, Ramesh Lohana, country coordinator Pakistan reported.

Dear friends,
We are excited to bring this new edition to you. Another reason of excitement is because we are on the way to achieve 100 Libraries by end of the year 2012. This is a great achievement specially for a small size organization. We are proud to announce that we are running in three countries and 16 states of India. We also claim that our libraries are running in remotest and even the disturbed areas like Manipur, Meghalaya and Assam. It is all possible because of your support, Please spread the word and keep donating for the cause.

Team Be Educated

Our Mission is to build a well-educated society, through promoting awareness of the education, literacy, science and health in India and other developing countries and to provide equal opportunity to masses to help them attain and sustain development, and become responsible citizens.

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Donations made to the organization are tax-deductible in the US under Section 501(c)(3) of the IRS Code. IRS EIN: 20-2300308

Making a Difference Making a Difference

High School Volunteer Program

Receive - 25/50 Volunteer hrs* Encourage your Children

The Making a Difference program is a volunteer program designed for high school students interested working with the Be Educated Movement. They get an opportunity to develop their personality, communication, organizational and marketing skills and same time earn volunteer hours for their college. For details www.beeducated.org

Email at contact@beeducated.org

* Restrictions may apply

Learn
Plan &
Excute

Pictures worth a thousand words....



Village girls showing books. Library recently opened in UP India,



A girl from Andhra Pradesh Village busy drawing portrait for Drawing competition



Children gathered during the opening of library in Maharashtra (India)



Be Educated Library in Pakistan



Be Educated Coordinator Narendra with children



Children from Nepal Library NP004 participating in drawing competition