

# Appeal For Donation

# Governing Body 2018-20



The laudable effort of 'Vidyadaanam' is inspiring many donors to augment our funds. Let us repay our debt to the society by lending a hand to the underprivileged ones. Join us in this Mission.

1. Sponsor a BREAD Children's Library with a donation of Rs. 40,000.
  2. A donation of Rs.800 will help us add 40 new books to an existing BREAD Children's Library.
  3. Multiples of Rs.800 will help replenish multiple schools with 40 new books.
  4. Donations in any denomination are welcome.
  5. BREAD gives annual statements of account of utilization of donations to all donors individually.
- Bread Society is registered with FCRA. NRIs can donate directly or through eligible Institutions to claim tax credit facility. It is listed with Give India. It is also a partner of Global Giving Foundation.
  - Donations to BREAD Society are eligible for Income Tax exemption U/s 80 (G) of I. T. Act.
  - Indian donors may do NEFT/RTGS transfers to Basic Research Education And Development Society's Andhra Bank Account (ABFSB # 013910029900006) with Gagan Mahal Road Branch, IFSC:ANDB0000139
  - Secretary will mail receipts for donations.

**For enquiries:** Secretary: Ph# 9342109434/9391357141

Head Office: BREAD Society, Plot #: 1300 A, Road #: 66, Jubilee Hills, Hyderabad 500033 Telangana.  
Admn. Office: Plot# 3 IDA, Ramanayyapeta, Kakinada 533005 East Godavari Dt. Andhra Pradesh

Email: [breadociety@gmail.com](mailto:breadociety@gmail.com)  
Website: [www.breadsocietyindia.org](http://www.breadsocietyindia.org)

**PLEASE VISIT OUR WEBSITE FOR FURTHER DETAILS**

November 2018

- Mr. Chundru Janakiram Prasad**  
Entrepreneur
- Mr. K Padmanabhaiah**  
Retd. Secretary to Govt. of India
- Mr. M Narasimhappa**  
Retd. Chief Commissioner of Income Tax
- Dr. K Ramachandra Murthy**  
Media Specialist
- Mr. Vijaya Sai Meka**  
Entrepreneur
- Mr. Ramamohan Rao Kakani**  
Retd. Dy. Adviser, Planning Commission, GOI
- Ms. Anita Medasani**  
Social Service
- Mr. Surya Prasad**  
Social service
- Mrs. Jhansi Lakshmi G**  
Entrepreneur
- Mr. Sureddi Sudhakar**  
Entrepreneur cum Farmer
- Dr. Raavi Sarada**  
Secretary, A P Library Association
- Dr. N Bhaskara Rao**  
Chairman, CMS & Founder, BREAD Society
- Mrs. Rajani Uppala**  
Social Worker
- Dr. Ashok Kache**  
Medical Specialist, USA
- Mr. M Siva Ram Prasad**  
C A & Former Secretary, BREAD Society
- Mr. Jagannadha Rao S**  
Secretary, Kriya Society
- Mr. Lion G Appa Rao Rao**  
Retd. Lecturer, SJ Govt. College, Kurnool
- Mr. Varahala Srinivas**  
Social Service
- Mr. C Kesavulu**  
Retd. Govt. High School Head Master
- Mr. Narasimhulu Naidu N**  
Retd. Govt. High School Head Master
- Mr. Krishnam Naidu M**  
Retd. Govt. High School Head Master

- President
- Mentor
- Mentor
- Vice-President
- Vice-President
- Secretary
- Treasurer
- Jt. Secretary
- Jt. Treasurer
- Chief Coordinator
- Project Director (Libraries)
- Patron
- Patron
- Patron
- Adviser
- Member
- Member
- Member
- Member
- Member
- Member





# Sponsor A Children's Library

# Think Big & Beyond. Be An Example

## **Mission Statement:**

To inculcate the thirst for knowledge among students from marginalized sections of the society helping them to achieve their full potential so that the inherent human excellence is brought forth for the good of the individual and the society. To achieve this Mission, mobilize adequate resources and administer them with dedication, efficiency and transparency.

## **BREAD Children's Library:**

Govt. school children have no access to reading books other than text books. With a view to inculcating reading habit among them, BREAD Society has established 1,146 Children's Libraries in government schools in Andhra Pradesh and Telangana to date since 2009.

## **Books in the Library:**

An Expert Committee selects 600+ books of interest to children with colorful graphic designs on moral values, history, biographies, epics, culture, country's freedom, science, geography, mathematics, general knowledge, personality development, puzzles, sports etc.

## **Replenishing new books and prizes for write-ups**

BREAD Society replenishes existing libraries with new books annually. It also gives valuable prizes to 10 students from a school for best write-ups on books read by them every year.

## **Value of a BREAD Children's Library:**

We buy 600+ books valued at about Rs. 23,000 at a discounted price of about Rs. 15,500 and provide a lockable steel bookcase valued at over Rs.7,300 with 4 glass doors for safe custody of books. Packing and forwarding charges cost around Rs. 2,200. Delivery is done free of cost at nearest Transport Depot to school. Remaining amount of Rs. 15,000 is Corpus for replenishing 40 new books and giving prizes to students every year.

## **Third party evaluation of BREAD libraries:**

Tata Institute of Social Sciences, Hyderabad has conducted a field study of BREAD Children's Libraries sponsored by WATIS (Wipro Applying Thought In Schools).

## **Highlights of the Report are reproduced below:**

1. BREAD libraries are one of the "largest network of school libraries in the country".
2. Extremely impressive achievements both in terms of the operational model as well as its many positive effects.
3. Cost effectiveness and efficiency are the hallmark of the program.
4. Remarkable range of age appropriate books better than govt. school library books.
5. BREAD library gives students freedom to borrow books to take home and read.
6. Teachers also read books and created interest among students in reading books catalyzing their academic and overall development.
7. Parents, siblings and friends also showed interest in reading books brought home by the children.
8. The importance of having such BREAD libraries in rural schools in particular cannot be overemphasized since the possibilities of accessing reading materials in the villages either do not exist or are very limited.
9. Use of BREAD libraries helped students in school activities ranging from speeches given by students in morning assembly and in inter and intra school competitions to developing projects for mandatory continuous and comprehensive assessments.
10. The presence of the library has enabled schools to engage their students in constructive ways during unscheduled "free" slots that surface at times due to a teacher's absence.
11. Showed that interesting age appropriate books make a difference in reading culture, not necessarily expensive books.

## **Guidelines to run BREAD Children's Library**

- i. One student selected by class teachers as Voluntary Student Librarian (VSL) along with class leader may be trained by library teacher to issue books to classmates in the library period to take home, read and return.
- ii. Students can exchange library books in vacations and can return any library book after vacation.
- iii. Students can borrow another book after returning the book borrowed. They can read books in the library.
- iv. Giving responsibility to students to issue and receive books develops responsible behavior, team spirit and life skills among them.
- v. Doing brief write-ups on books read will improve writing, comprehension and communication skills.
- vi. 10 students from each school will get prizes every year for best write-ups if 10 students from each class do write-ups on at least 10 books.
- vii. HM will recommend students for awarding prizes.
- viii. A student can get prize only once. This will encourage other students to do write-ups.

## **Sponsor a BREAD Children's Library:**

Donors can select a govt. school of their choice to establish a library. If the choice is left to BREAD Society, it selects a high school securing 5 or more NMMS awards or an Upper Primary school with 3 or more NMMS awards in a year. It felicitates teachers responsible for NMMS awards.

## **Special features of BREAD Society:**

Objective selections, accountability to all stakeholders, total volunteerism and transparency are hallmarks of BREAD. It has not engaged a single paid employee since inception. Members meet their own out of pocket expenses on tours.