



# **WELCOME**

**Social Movement for Quality education &  
Retention of children**

**Dhaka Ahsania Mission**

# BACKGROUND

- Education sector is facing challenges of ensuring **equal access, quality, appropriate materials, and physical facilities, reaching hard to reach areas, resources allocation/utilization and good governance.**
- Our current performance of education enrolment is very good but retention of children in schools is equally frustrating.
- Many of the committees /stakeholders are even not active. Society at large, are not very much aware of this situation.



## BACKGROUND CONT...

The concept of Social Movement for education can be conceived from this backdrop.

It is important to critically engage society (village/unions at micro level; Upazila/district at meso level and national at macro level) and our diversified civil society organization (including Ganokendra/People's Organization) to come forward as important stakeholder to steer the process.



# WHAT IS SOCIAL MOVEMENT FOR QE

- Social movement can therefore be defined as creating a sensitization and mobilization among different stakeholders within the community and society /policy makers towards ensuring quality education.
- Education here connotes mainly the primary education (up to class Eight).



# WHY SOCIAL MOVEMENT

- **There is hardly any visible impact in education sector to involve the community and society to change the scenario.**
- **Need to ensure continuation of current success of enrolment and retention of children so that they can complete the full cycle of education.**
- **People's accountability for quality education to be re-confirmed.**
- **We need a direct result and ensure national and global targets within the given time frame;**



# STAKEHOLDERS/ACTORS/PARTNERS

- Students-parents-teachers-
- Committees
- Local government-administration
- CSOs-political and religious leaders-
- CSR bearers
- Local youth/socio cultural organizations/CBOs
- Media group



# GENERIC STRATEGIES

- The social movement should start from the grass roots, where the community will have a larger stake to perform.
- Collaboration between NGO-GO and privately run schools
- Using internet based communication (Face book and e-communication) & community radio
- Using *Ganokendra*/CRC/(people's organizations), as a platform to create an interface among all actors particularly in rural areas.
- Re-strengthening LGI/UP standing committees/SMCs/PTA
- Issue based advocacy



# SOCIAL MOVEMENT- HOW

- Using techniques of social audit and citizen's Jury.
- Networking of SMCs and PTAs for horizontal learning and cross visit.
- Educational resource mapping
- Expanding this social network by building a Solidarity Platform for Education
- Information/good practice sharing/model demonstration
- Exploiting local media (both print and electronic)-
- Innovative way of message dissemination-



# SOCIAL MOVEMENT- HOW

- Formation of local community monitoring groups comprised of teachers, students, local CBOs and other stakeholders.
- Awareness/campaign/dialogue/reflection sharing
- Capacity building of all stakeholders
- Researching and dissemination of findings



Thank you

