



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by **NAAC** as 'A++' ♦ Approved by AICTE ♦ ISO 9001-2015 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

Report on Education Awareness Campaign and Survey Programme

Organized by: KL Business School, KLEF (Deemed to be University)

Date: 14th March 2023

Location: Kavuluru, Village

Introduction

On 14th March 2023, KL Business School organized an education awareness campaign and survey in Kavuluru village. The initiative aimed to educate the local community, particularly students in government schools, about the transformative power of education and address barriers to access and quality education.

Objectives

1. Raise awareness of the importance of education among villagers and students.
2. Understand the challenges faced by the community in accessing education through a detailed survey.
3. Encourage higher education and introduce available opportunities through KLEF.

Participants

A group of 40 students from KL Business School actively participated in the program. They facilitated sessions, interacted with villagers, and conducted surveys. Faculty members and local authorities provided their support, ensuring the event's success.

Key Activities

1. **Awareness Sessions**
 - Discussions on the role of education in socio-economic development.
 - Information about government scholarships and career opportunities for students.



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2. Interactive Workshops

- Career guidance sessions for students.
- Discussions with parents and villagers about the benefits of education.

3. Survey Implementation

- Distribution of questionnaires to gather insights on educational challenges and aspirations.

Survey Details

Survey Questions:

For Villagers:

1. What is your highest level of education?
2. Do you believe education is important for your children?
3. What are the major challenges your family faces in accessing education?
4. Are there enough educational facilities in the village?
5. Would you be interested in adult literacy programs?

For Students:

1. What is your current grade level?
2. Do you enjoy attending school? If not, why?
3. What are the challenges you face in your studies?
4. Are you aware of scholarships or higher education opportunities?
5. What is your dream career?

Survey Findings:

● Villagers' Responses:

- **Education Levels:** 40% had no formal education, 35% had primary education, 20% had secondary education, and 5% pursued higher education.
- **Perception:** 90% believed education was vital for their children.



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- **Challenges:** 50% faced financial constraints, 30% noted a lack of quality schools, and 20% cited social/cultural barriers.
- **Facilities:** 70% felt the village lacked adequate educational infrastructure.
- **Adult Literacy:** 60% expressed interest in literacy programs.
- **Students' Responses:**
 - **Grade Levels:** 60% were in primary school, while 40% were in secondary school.
 - **School Enjoyment:** 70% enjoyed attending school, but 30% faced challenges such as inadequate resources.
 - **Awareness of Opportunities:** Only 25% were aware of scholarships and higher education options.
 - **Dream Careers:** Most students aspired to become teachers, engineers, or healthcare professionals.

Key Outcomes

1. Increased awareness of the importance of education among villagers and students.
2. Identification of critical gaps in resources and infrastructure needed for better education.
3. Enhanced interest in higher education among students after interactive sessions.

Future Steps

1. **Infrastructure Development:**
 - Collaborate with local authorities to improve school facilities and resources.
2. **Community Engagement:**
 - Conduct adult literacy programs and establish village-level education committees.
3. **Follow-Up Programs:**
 - Organize regular workshops focusing on government scholarships and career guidance.
4. **Monitoring and Evaluation:**
 - Conduct periodic surveys to track progress and address new challenges.



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Acknowledgment

KL Business School extends sincere thanks to the villagers of Kavuluru for their enthusiastic participation. Special gratitude is due to the student volunteers, faculty members, and KLEF (Deemed to be University) for their unwavering support in making this campaign a success.

This education awareness campaign and survey were significant strides toward promoting equitable access to quality education. By fostering collaboration and spreading awareness, KL Business School reaffirms its commitment to empowering communities and shaping a brighter future.

