

JAGANNATH INSTITUTE OF EDUCATION

Jims Engineering Management Technical Campus

Greater Noida.

Report-

Two week's Literacy Campaign

(from 11/07/2022 ---22/07/2022)

Learning campaign is a learning experience that occurs over time and across different mediums that are designed to create behaviour change. A Literacy Campaign was organized at **Jagannath Institute of Education, JEMTEC, Greater Noida**, from 11th July 2022 to 22nd July 2022 for the community helpers to grasp the literacy skill and teach them basic alphabets. The learning process began with providing sheets and pen to the learner's. Individual pupil teacher were assigned to each individual for help and guidance while learning to write their own names. Pupil-teachers guided them and taught them letters in Hindi (स्वर और व्यंजन) used to write their name. They traced the letters first with the help of a pupil teacher then practiced writing name few times. This literacy drive helped the individuals learn to write their names themselves. Through this initiative we pupil teachers also got the opportunity to help the community helpers in developing literacy skills.



By- Social Service club