

Support My School

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The case 'Support My School' Campaign for Building a Happier Tomorrow is solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a situation.

Support MySchool' Campaign for Building AHappierTomorrow

*'Numerous research studies have shown that the biggest reason for the high drop-out rate of the girl child in schools is the lack of facilities, like toilets, for them. One of the several aims of this campaign is to provide these facilities for our girl students. Please join us to help make a difference to our schools all around the country.'*¹

When Dr. Prannoy Roy made this fervent appeal, nobody, including himself, expected it to receive such a massive support as will enable them to generate sumptuous money and volunteers for this noble cause. The campaign 'Support My School' a joint initiative of Coca-Cola and NDTV, aimed at transforming the life of 50,000 students through 100 schools by providing basic infrastructure facilities like proper and hygienic sanitation, improved access to water, renovation of play-grounds and building green environment. The campaign, with the help of all associated partners, hoped to create and generate awareness among 100 model schools in villages.²

I. Status of Education in India

Education, as is widely known and said, is the most powerful tool to reduce poverty and inequality. There is not a speck of doubt that the key to socially and economically developed India comes by providing quality education to all, especially to the poor and rural population. The abysmal state of affairs at the schools run by different state governments is a major impediment in achieving the noble goal of education for all. Lack of basic amenities, especially unhygienic-sanitation in schools, results in poor attendance and high drop-outrate among girl students. Education has remained and will remain as a primary concern for both central and state governments. Post-independence, state governments have played a pivotal role in providing elementary education in India.

However there remains a wide-gap in the inclination of different state governments in this regards as is apparently reflected in their expenditure data on this account. This may be so due to the difference of emphasis as well as capacity to invest. In 1986, central government introduced new education policy through which primary education became a national priority envisioning an increase in resources commitment to at least 6 percent of GDP.³

The government of India showed its serious interest to provide better primary education to the native students by introducing varied centrally supported schemes. A series of District Primary Education Programs (DPEPs) was, especially, introduced to the districts wherein female literacy rate was very low. The initiative of DPEPs, in the form of SarvaShikshaAbhiyan (SSA) launched by the Central Government's in 2001, fetched good results. The program was designed to cater to the needs of almost 200 million children living in over a million habitations across the country and to cover upper primary education up to 6 to 8 standard. The government also set an ambitious goal named Millennium Development Goal (MDG). It is aimed to enroll all 6-14 years children in school by 2010, in order to retain them and also endow them with quality education at least upto 8th standard. The primary effort to attain this goal was to introduce a primary school within a range of one kilometer from all the habitations so that everybody could get an easy access to education. Government emphasized on including girl children and also children from disadvantaged groups like scheduled tribes and minority communities. The government also facilitated teachers in upgrading their skills through training programs. These initiatives received wide support from national and international bodies. More than 7000 NGOs (through SSA) assisted government in providing alternative education programs, enhancing the quality of education.

Even International bodies like the World Bank, the European Commission and United Kingdom's Department for International Development (DFID) joined their hands with the Indian government to jointly launch schemes like Mid-Day Meal.^{4*}

II. Scenario of Schools in Rural India

Stating that the soul of India lives in its villages is quite cliché but with 72.2% of the population living in about 638,000 villages, India cannot improve until this segment is well-taken care.⁵The father of the nation Mahatma Gandhi has said that 'India cannot progress unless the villages progress.'⁶Schools in rural areas are very few and the distance between them is also huge. They lack the basic amenities like clean drinking water, proper sitting arrangement, well-built toilets etc. Abysmal state of sanitation facilities in rural schools results in a high rate of drop-out of adolescent girl students.⁷There is a perpetual question mark on the quality of education and qualification of the teachers. Most of the schools possess poor infrastructure wherein thinking about providing important facilities like sports' education, extracurricular activities and basic computer training classes, etc. is beyond imagination.

*Free hot cooked meals provided every day to all children in state primary schools as an incentive to retain them in school.

Right of Children to Free and Compulsory Education or Right to Education (RTE) Act, introduced in the year 2009 resulted in more than 96% enrollment in school among Indian children. The Economic Times (2010) reported a study from UNICEF's Water, Sanitation, Hygiene (WASH) program about the lack of toilet facility causing a drop-out of 30 million school going children. 23% teenage girls stop going to their schools due to lack of sanitary facilities in school. As per Union Minister of Rural Development absence of sanitation in schools is a blot on Human Development Index of India. As per the national survey conducted by Pratham an NGO in 2009, 40% of the government primary schools were not having the basic facility of separate toilets for girls and those schools which had toilets had no water.⁸The alarming condition of millions of girls dropping out of schools is a potential loss and waste to the huge amount spent on education.

Media Partner

NDTV

NDTV Ltd founded in 1988 is India's leading news and infotainment network with 23 offices and studios across the country with the state-of-the-art infrastructure and archiving facilities. It possesses an unsurpassed track record of successfully launching three news channels in India and two abroad. It is credited for pioneering several broadcasting and programming initiatives in Indian television. It has expanded into one of the nation's biggest broadcasting house⁹ growing beyond news into entertainment and lifestyle broadcasting.¹⁰

Campaign Partners

COCA- COLA

Coca-Cola India, a leading brand in beverage segment has always placed high value on good citizenship. At the heart of business is a mission statement 'Coca-Cola India exists to benefit and refresh everyone that it touches.'¹¹ Coca-Cola India is known to provide extensive support for community programs across the country, with a focus on education, health and water conservation.¹²

UN-Habitat

Within the United Nations System, UN-Habitat is the coordinating agency for human settlements activities and for the monitoring, evaluation and implementation of the Habitat Agenda. It also serves as a task manager of the human settlements chapter of Agenda 21**.

**Agenda 21 addresses the pressing problems of today and also aims at preparing the world for the challenges of the next century

UN-HABITAT acts as a knowledge partner providing content on water and sanitation, value-based education support and follow up. It also provides funding for the campaign implementation.¹³

Charities Aid Foundation India

Charities Aid Foundation India (CAF), part of the CAF International network, is a well-known NGO registered, as a public charitable trust. CAF India played a pivotal role in the successful planning and execution of the campaign 'Support My School'. As a key partner to the program, it helped in smooth launching, implementation and execution of the campaign. They extended support across activities like identifying schools run by Government/NGOs/Trust, to issuing tax exemption receipts to all donors and supporters of the campaign.¹⁴The implementing partners were selected by CAF.

Sulabh International Social Service Organization

Sulabh International, a non-profit social service organization founded by Dr. Bindeshwar Pathak in 1970 has gained reputation for its commendable work in the field of cost-effective sanitation, and development of non-conventional sources of energy, thereby, playing a significant role in social transformation. Sulabh with a committed team of 60,000 volunteers is known for constructing and maintaining over 7500 such public toilets in India.¹⁵ It has also constructed 200 bio-gas plants all over the country.¹⁶

World Vision

World Vision is a Christian humanitarian organization dedicated to the causes of poverty and injustice, all across the globe. They serve the poor regardless of their religion, race, ethnicity or gender.¹⁷

Pearson Foundation

Pearson Foundation with rich global experience in sphere of education and training, has brought forward its support as a 'Learning Partner' in the form of selecting variety of books for the libraries by providing easy access to quality material to the deprived children. The foundation has also provided support to the project 'Support My School' by providing training to teachers in the schools through the support of NGOs. Their contribution to the corpus has promoted teaching-learning scenario in a big way.¹⁸ Table-1 highlights the list of NGO partners and Table- 2 highlights the criteria for selecting the implementing partners. The implementing partner selected schools based on the criteria listed in Table-3.

'SUPPORT MY SCHOOL' Campaign

Keeping in view the above state of affairs, NDTV in partnership with Coca-Cola India, CAF, UN-Habitat, Charities Aid Foundation, Sulabh International, Tata Teleservices and Pearson Foundation launched the 'Support My School' campaign on 24th of January 2011 on the occasion of World Environment Day.¹⁹ This was a nationwide movement to create awareness on sanitation, environment, healthy and active living.²⁰ By improving basic amenities like access to drinking water, sanitation and playground, the campaign aimed to provide benefit to around 50,000 students through 100 schools. This initiative witnessed wide support from all the sections of society. The cricket legend Sachin Tendulkar offered his services as campaign ambassador (Exhibit-1). Atul Singh, President and CEO, Coca-Cola India and South West Asia and Dr. Prannoy Roy, Chairman, NDTV also extended their wholehearted support²¹ (Exhibit-2). The opinions of many other top-notch officials are mentioned in Exhibit -8.

The campaign focused on promoting the cause of health and sanitation along with the need to encourage sports in schools and raise funds to help solve the problem on a sustainable basis.²² Major assistance was extended by NDTV the national TV channel. Social networking sites like Facebook, Twitter were actively used in this initiative. The dedicated websites and blogs received splendid response from the younger generation in terms of sharing their ideas and views and support for the campaign.

A feeling to share their bit for the good of fellow being motivated youngsters to volunteer in different forms and ways. Initiative was taken to reach out to schools by providing facilities like improved access to water, water conservation through rain water harvest, separate and hygienic toilet facilities for girls and boys, proper environment through plantation and landscaping, healthy active living by providing sports facilities like basketball court/volleyball/sports kits. Initially the target was 7-15 schools run by government, municipality, NGO or trust in 8-10 states for a duration of 6 or 8 months.²³

Another action to generate support for this campaign was in the form of organizing a telethon whereby people got an opportunity to donate (tax exemption receipts to all donors) by dialing and sending SMS at given numbers or even by mailing or through cheque / DD.

III. 'Support My School' Telethon

September 18, 2011 witnessed an altogether different experiment in the history of Indian education. A 12-hour long telethon, featured stories from rural India. Sparkling spirits and dazzling performances from the rural areas were telecast live on all NDTV channels from 9 am to 9 pm on Sunday which not only motivated the current volunteers but also encouraged many others to join the noble cause (Exhibit-3). An ardent visit by the celebrities like Nita Ambani, Boman Irani and Govinda to a few government schools in Mumbai motivated many others to follow the league. During their visit, children not only learned something new, but also showcased their dancing talents. The Telethon also witnessed an hour long Walkathon by over 100 school children in Kochi in support of the cause. Sachin Tendulkar hosted 'SachinKiPaathshaala' sessions on how to play cricket, where he interacted with young cricketers across the country via videoconferencing. An 'All About Sachin' quiz was also conducted where 4 schools participated along with celebrities like Sanjay Dutt, Dia Mirza, Raageshwari and Vikram Chandra with Boman Irani and Sonali Chander of NDTV.²⁴

Batting maestro Sachin Tendulkar, spent almost nine hours on the show giving valuable tips to batches of Mumbai school students and repeatedly appealed for donations. He made a personal contribution of Rs. 10 Lakh on behalf of his children Arjun and Sara. The 12-hour Coca-Cola-NDTV 'Support My School' telethon generated Rs.7 crores, exceeding the target by Rs.2 crores. UNHABITAT made a contribution of Rs.1.35 crores, Rs.70 lakh contributed was made by an unnamed NRI from Singapore. Rotary District 3010, which has already pledged Rs.800,000 on behalf of Rotary International, contributed Rs.25 lakh and Rs.6.95 lakh contribution was made by NDTV.²⁵ For details on contribution refer to Table-4.

Pilot Phase

The initiation of the pilot phase of 'Support My School' campaign occurred with the adoption of two schools one in Sonipat and the other in Rajasthan.²⁶

Pilot Phase – 1st School in Sonipat, Haryana

The very first secondary school adopted in the pilot phase of this campaign is situated in village Jhundpur, a remote area of Sonipat District of Haryana. The major population of the village is farmer and daily wagers and hence, their children represented the most deprived and needy class of India. The major problems faced by the schools situated in the village were related to drinking water, hygiene, and sports facilities. Unavailability of playgrounds and inadequate and unhygienic toilets witnessed quite a high rate of drop-outs. The campaign focused particularly on providing clean drinking water, sports facilities, sanitation and plantation in the school. To eradicate the problems related to availability of water, the campaign also took up the task of water harvesting. CAF collaborated with Navjyoti Development Society (NDS) for implementing the project in this school. The local village community and Panchayat extended wholehearted support in the process of installation of facilities. The support from the local community with regular meeting with parents and other stakeholders resulted in a mass faith in the community for the cause. The government fund and public contributions played a significant role in the maintenance of the facilities. NDS and the office bearers of the school regularly maintained a record of installation and management of different facilities. The impact of the campaign is highlighted in Exhibit-4.

Exhibit-4

Impact Assessment – Sonipat, Haryana²⁷

- The project benefits initially 400 children.
- Attendance in the schools increased especially among girls because of better sanitation and sports facilities.
- There have been 144 new admissions in Jhundpur school from nearby villages.
- The school community-teachers, support staff also benefited.
- 1 rainwater harvesting system for ground water recharge has been constructed.
- 4 urinals and 3 toilets for girls have been constructed along with modification of existing toilets used by boys.
- Approximately 40 plants with tree guards have been planted and set up.
- Landscaping with 3-4 swings, 1 basketball court have been constructed and sports equipment have been provided.
- Sports facilities have inculcated an interest among children to stay in the school resulting in children coming to the school regularly.
- The school of the pilot project in Jhundpur village got upgraded to a private school after the SMS intervention.
- The school in Garh village has now been upgraded to the 12th class as well.
- Pure drinking water facility has reduced the cases of water borne diseases.
- Water harvesting system has solved the problem of water logging in the villages of Sonipat, especially during the rainy season
- The hand pump of Jhundpur school, which had earlier dried out, now has started to work leading to an increase in the level of ground water

Pilot Phase – 2nd School under the Pilot Phase of the campaign – Bibipur Rajasthan

The primary government school located in Bibipur village in Tijara Block of Alwar District was the second school adopted in the pilot phase. The village with around 400-450 households and average family size of 7-8

members, was a hub of extreme low literacy rate. Quite obviously, in such a circumstance, education was not the primary concern of the villagers. Parents didn't pay attention to get their children enrolled in schools. Those who were enrolled rarely used to go to the school. To make the situation worse, societal and religious barriers constrained the members of the community, particularly women from accessing facilities for education. The student-teacher ratio was also very low. The infrastructure facilities in the school premises had been far from being satisfactory. The basic amenities were completely missing. No access to potable water, unavailability of proper drainage systems for rain water outflow used to create havoc as schools used to get submerged in the rain water. Without any tree, nearly barren ground of the school added to the problem of water scarcity.

Many a time these circumstances compelled the school authorities to run the school in makeshift places. Renovation of the classrooms, up-gradation of the sanitation facilities was some of the urgent requirement of this school. The campaign received wide acceptance from the masses and many local communities and committees started working for the protection of the assets created. People volunteered to support in excavation, construction and plantation works. Not only local community stakeholders but others, related to school management committee and educational authorities also participated to ensure future protection and maintenance of created assets by forming a users' community in the form of a neighborhood committee. This ensured continuous allocation of funds for maintenance and protection of assets created. The impact of the campaign is highlighted in Exhibit-5 and Exhibit-9.

Exhibit-5

Impact Assessment - Bibipur Rajasthan²⁸

- 118 children have gained access to potable drinking water facility in their school, better sports material and opportunity to participate in sports events at Block and District level. This ensures joyful learning within the school and retention of the children for continuing their education without dropouts.
- The rainwater harvesting structure has been set up which not only meet the needs of water during acute summer but also demonstrate the new technique in the villages for storage of water and allow the schools to remain free from drainage problems during rainy season.
- Toilet facility has been set up in the school with adequate water enhancing the personal hygiene and sanitation levels of children.
- Five classrooms have been renovated with new windowpanes, doors, blackboards etc. and also with the concept of Building and Learning Aid (BaLa).
- Tree plantation and landscaping have also helped to improve the environment of the school and children will learn about the safety of the environment.
- A positive response has been observed among the teachers towards the children as well. Teachers are confident and happy.
- Children are more responsible and caring towards the facilities being provided.
- Children from the nearby private school have started taking new admission in these schools. There have been 100 such admissions.
- Nearby government schools have started requesting for support as well.

The campaign so far has been initiated in 24 government schools which include 2 schools of the pilot project (Table-5).

Impact Assessment – Ahmedabad, Gujarat

The progress of the campaign that was implemented in 9 schools in Gujarat with SAATH as implementing partner is indicated in Exhibit-6.

Exhibit-6

Impact Assessment – Ahmedabad, Gujarat²⁹

- A rainwater harvesting system for ground water recharge has been constructed.
- 4 urinals and 3 toilets for girls, modification of existing toilets to be used by boys have been constructed.
- Approximately 40 plants with tree guards have been planted and set up.
- Landscaping with 3-4 swings, one-basketball court and sports equipment's have been constructed.
- Children no longer have to carry water from home for drinking.
- Rainwater harvesting structures have been a huge positive for all schools because in Gujarat during the summer month's water is scarce.
- Sanitation facilities that have been provided have stopped open defecation and girls now come more regularly because of separate toilets.
- Attendance has increased, especially of girls.
- One of the schools, Matruchhaya, the principal reported an increase in the interest of parents from the neighboring slum to enroll their children in school.
- Children have access to more sports options so in the recess most of them stay on the school premises, especially in the rural schools.
- According to the Gujarat government there is a prescribed list of trees, through the project the schools were able to get the required ones for greening.

Impact Assessment- Bhopal, Madhya Pradesh

The project that was implemented in 8 schools in Bhopal (M.P.) with AARAMBH, as implementing partner under the first phase post intervention is depicted in Exhibit-7.

Exhibit-7

Impact Assessment – Bhopal, Madhya Pradesh³⁰

- The enrollment especially of girl has increased by 30% during the current academic session because of toilet and water facilities.
- The school environment has become more children friendly, clean and welcoming.
- Children are now enjoying coming to school and enjoy spending more time in the school.
- A positive response has been observed among the teachers towards the children as well. Teachers are confident and happy.
- Children are more responsible and caring towards the facilities being provided.
- Children from the nearby private school have started taking new admission in these schools. There have been 100 such admissions.
- Nearby government schools have started requesting for support as well.

Impact of the Campaign

The mammoth success of the campaign in the initial phase motivated many others to come along. Many of the American organizations have shown their inclination to help Indian children in rural and semi-urban areas. 'Support My School' campaign launched by Coca-Cola India and NDTV in January got a wide publicity and attention in US due to the constant efforts of Global Water Challenge (GWC), a coalition of leading organizations committed to universal access to water, sanitation and hygiene.³¹ GWC has sought to leverage the program's impact by reaching out to US based organizations and individuals. In conjunction with Coca-Cola India it has brought new partners to the table including H2O for Life, Merck and Weston Solutions, Monica Ellis, CEO, Global Water Challenge (Economic Times, December 18, 2011).³²

Apart from Global Water Challenge many other organizations like J.P. Morgan, Cummins, Rotary International and the United States Agency for International Development (USAID) have expressed interest in the campaign that has already revitalized 26 schools at a cost of \$11,000 each in Madhya Pradesh, Haryana, Gujarat, Maharashtra and Rajasthan.³³

The campaign has received wide support from NRIs in the form of both finance and services. During the summer break in India, the students studying in US have served as volunteers to spread the message about the campaign. NDTV and Coca-Cola have been reaching out to other countries like Singapore by organizing panel discussions on state of education in India and ways and means to improve it. NDTV and Coca-Cola have also organized many programs in other countries to garner support for the campaign. The active participation of members clearly showed their passionate support to the program.³⁴

The Road Ahead

Undoubtedly the campaign started by NDTV and COCA COLA is only the first step towards the journey of building a bright future for the children of India, many of whom still dream of attending schools and getting access to best in class education. This is a nationwide attempt to create awareness on water and sanitation, environment, healthy and active living. The campaign on 1st June 2012 reached a critical milestone of 100 schools and has already touched the lives of over 43,000 children across India.³⁵ There are many more corporate bodies who are charting on this path. It is a hope for the poor in the era of commercialization of education. This campaign has inspired many corporate bodies and hopes to inspire many more to step up and work for the mission of happy schools in India.

Exhibit-1

Campaign Ambassador



<http://www.ndtv.com/micro/supportmyschool/ambassador.aspx> (06/06/2012)

Exhibit-2

NDTV Coca-Cola 'Support My School' Campaign Launch



<http://social.ndtv.com/supportmyschool/photo#tab>

Exhibit-3

‘SUPPORT MY SCHOOL’ TELETHON



<https://www.google.co.in/#q=Coca+Cola+NDTV+Support+My+School+campaign+image> (09/06/213)

Exhibit-8

Celebrities' views about the Campaign 'Support My School'

*'A child needs holistic nature of education. Hence to help setup such schools with enhanced facilities for holistic education, our primary focus of this campaign will be capacity building, promoting water conservation, sanitation and hygiene education.'*³⁶

Dr.KulwantSingh, Advisor, United Nations Human Settlements Programme (UN-HABITAT)

*'Education is the foundation for a nation to grow and develop and sustain the progress in the long run. This project is our endeavour to empower the underprivileged sections of the society through education by providing the necessary infra-structural aid to the children of the school.'*³⁷

MrsAmitaPuri, Head of CAF India

*'Access to basic amenities including water and sanitation is a basic necessity for a child to engage in learning at school and absorb the teachings. The initiative will help in focusing the child's attention back in school.'*³⁸

Ms.AbhaBahadur, Senior Vice-President Sulabh International Social Service Organization

*'I think we have touched a chord that even 65 years after Independence, we haven't been able to provide separate toilets for girl students in government schools. As a next step, we now pledge to visit each chief minister to urge them to provide in their next budgets Rs.50 crore to Rs.100 crore for creating basic infrastructure in government schools.'*³⁹

Dr. Prannoy Roy, Chairperson NDTV

*'This campaign is a unique mass movement that sensitizes people and gives them an opportunity to make a difference by contributing towards the transformation of schools.'*⁴⁰

Cheryl Self, National Director of Global Corporate Partnerships at World Vision

Exhibit -9

Images of Schools before and after 'SupportMySchool' CampaignBibipur



<http://www.ndtv.com/micro/supportmyschool/gallerylist.aspx?pagenum=3&ID=10422&#talk>

Table -1

NGO Partners

Alternative Resources Action Mobilization & Brotherhood (AARAMBH)
A Society for Integrated Rural Development (ASSIST)
AkshaynagarPallisriSangh
Bless
FORCE
Navjyoti Development Society (NDS)
Rural Centre for Human Interests (RUCHI)
Society for All Round Development (SARD)
SabujSangha
SAATH (Initiatives for Equity in Development)
SevaMandir
Sivasri Charitable Trust (SCT)

http://partnerships.cafindia.org/media/ndtv/1011/FAQ_sheet_for_website.pdf

Table -2

CAF India is primarily involved in selecting the NGOs based on the below mentioned parameters:-
Minimum 3 years old, registered non-government organization with no political affiliations;
Promoting the cause of water and sanitation, environment, education and natural resource development;
Prior experience in handing similar projects with schools;
Experience with government initiatives;
Ability to cover at least 3 schools;
Staff capability with technical know-how;
Access to necessary equipment and facilities for WATSAN Project implementation;
A proven track record in project management;
Demonstrated gender focus in its community development work

Criterion for Selection of Implementing Partners

http://partnerships.cafindia.org/media/ndtv/1011/FAQ_sheet_for_website.pdf

Table -3

Parameters for Selection of Schools

Government/Municipality/ NGO/ Trust run schools
Not well equipped but with access to power (at least for sometime – for water supply mechanism to work)
With physical infrastructure like land and building
Student strength of minimum 200
Get some amount of rain in the year for the RWH system to be effective
Catering to lower & lower middle strata of society
Within 1-2 hours driving distance from cities (semi urban areas) not inaccessible
Schools where toilets exist but need up gradation or do not exist
Schools, which does not have a RWH, structure or have a defunct RWH structure
Schools where there is a need to enhance or introduce sports facilities
Schools that have less than adequate access to potable water
Schools which are willing to and are capable of mobilizing community support.

http://partnerships.cafindia.org/media/ndtv/1011/FAQ_sheet_for_website.pdf (17/1/2012)

Table -4

Key Contributors

Name	Amount
Coca Cola & UNHABITAT	1.35 Crore
Nita Ambani	1 Crore
Coke Bottlers	40 Lakh
AmolGupte	20 Lakh
Ajay Bijli	15 Lakh
Sanjay Dutt	11 Lakh
Sachin Tendulkar	10 Lakh
Ajay Devgn	10 Lakh
Akshay Kumar	10 Lakh

<http://www.ndtv.com/micro/supportmyschool/sulabh.aspx> (17/1/2012)

Table -5

Improved Access to Water
Water Conservation - Rain Water Harvesting
Improved Sanitation – Separate Toilets for Boys and Girls
Environment Conservation- Tree Plantation and Horticulture
Healthy Active Living - Promoting Active Sports
Library Set Up and Teacher Training

Areas of Impact on 24 Government Schools Adopted

<http://www.ndtv.com/micro/supportmyschool/aboutthecampaign.aspx> (06/06/2012)

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