



You Can't Be A Celebrity Overnight – Medical and Dental wing.

Event name: International Literacy Day

Event nature: Online campaign

Mode of delivery: via. Social media applications like Facebook, Instagram, WhatsApp and Twitter.

Event Date: 08.09.2020

Organised by: You Can't Be A Celebrity Overnight – Trainers wing [®]

CAMPAIGN SUMMARY

An online campaign was organized by Trainers wing of You Can't Be A Celebrity Overnight on 8th September, 2020, **International Literacy Day**, an initiative by the members of YCBACO. On this note a **self-designed poster** was circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter**



International Literacy Day 2020 focused on “Literacy teaching and learning in the COVID-19 crisis and beyond,” especially on the role of educators and changing pedagogies. The theme highlights literacy learning in a lifelong learning perspective, and therefore, mainly focuses on youth and adults

International Literacy Day takes place on September 8 every year to raise awareness and concern for literacy problems that exist within our own local communities as well as globally. International Literacy Day was founded by proclamation of The United Nations Educational, Scientific and Cultural Organization, or UNESCO, in 1966 “to remind the public of the importance of literacy as a matter of dignity and human rights.” International Literacy Day brings ownership of the challenges of illiteracy back home to local communities where literacy begins, one person at a time. This Campaign was well appreciated and received by the people.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. **(CEO& Founder of YCBACO)**

Event Report prepared by: Sara Yeldhos **(Co-ordinator of internal affairs) Event reported on date:**11.09.2020

Authorised by: Mr. Cilvan, Director of Trainers Wing – You Can’t Be A Celebrity Overnight

