

PnP educational programme to improve matric pass rate

According to the Department of Education's 2014 matric review, approximately 41% of learners who enter Grade 1 end up matriculating...

And although R254-billion (20%) of the government's National Budget 2014/15 expenditure is spent on education, numerous schools across the country still do not have educational content, proper sanitation, and equipment, culminating in more and more children being demotivated to go to school each year. This leads to an increased rate of school drop outs.



Pick n Pay decided to make a positive and much needed difference in the lives of South African learners and educators. Its educational programme for primary and high schools, Pick n Pay School Club, in partnership with youth market specialist agency, HDI Youth Marketeers, has, since 2003, been making classroom activities more visual, more impactful and more interactive. The programme supports the National Planning Commission's 2025 goal of improving the Grade 12 pass rate to 90%.

"Schools are hungry for new and innovative educational approaches to help them deliver grade-specific educational content that is aligned with the national South African educational curriculum. It is great for corporates to get involved with educational initiatives which help work towards common goals such as that of the National Planning Commission. In this way, we assist in achieving better results in growing tomorrow's leaders," said Nadine Visser, Pick n Pay School Club Platform Manager at HDI Youth Marketeers.

Since inception, School Club has grown to include a database of more than 3,000 schools nationwide, which has, to date, reached more than 3-million learners, supplying them with over 250 tons of educational content each year.

"When we formed part of the Pick n Pay School Club in 2008, our classrooms did not only become a better academic environment, but also became a fun way for the kids to learn and interact with the posters that School Club has provided to us," said Grade 4 English and Life Skills educator, Mrs Radebe from Thabang Primary School in Dobsonville, Soweto. Contributions to educational facilities assist government in enhancing academic excellence, and that has reflected in schools that have been assisted by initiatives from private companies. According to a report by the World Economic Forum, South Africa's educational performance is among the lower half of the world educational system. Encouraging increased academic opportunities will not only increase the national matric pass rate, but ultimately decrease the rate of

youth unemployment in South Africa as well.

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