ECR launches Knowledge Box

KNOWLEDGE Box is a new outreach initiative by East Coast Radio that will put books in the hands of underprivileged pupils across KwaZulu-Natal. Tens of thousands of children across the province don’t have access to libraries in their schools, severely compromising their education.

The station’s marketing manager, Renee Burton, said the box contains books that are approved by the Department of Education. “It’s because of this alignment we believe this project can have a real impact on the education of thousands of children,” she said.

This project has such potential that one of the leaders, within social development, has come on board as the Knowledge Box ambassador. Buhle Dlamini, a successful businessman and motivational speaker, knows first-hand the value of books, “When a small library of books was donated to my impoverished school in Hlabisa, those books shifted the direction of my life. Books opened a whole new world for me; I saw possibility beyond my circumstances at the time,” he said.

The Department of Basic Education estimates that 78 per cent of schools do not have libraries. Knowledge Box can change that. Each unit will house about

East Coast Radio’s Ramona Kasavan with Knowledge Box ambassador Buhle Dlamini. The programme is a new outreach initiative will put books in the hands of underprivileged learners across KwaZulu-Natal.

300 books, depending on the phase of learning that it is geared towards.

East Coast Radio is calling on residents to donate money towards the purchasing of books that will form part of these mobile libraries. For more information visit www.ecr.co.za