

PepsiCo-IRM Smart Schools

Project Title	Child Education Program
Implementing Partner	Institute of Rural Management (IRM)
Supported by	Lay's
Focus Area	Community Schools to Provide Education to Out-of-School Children (OOSC), Leading to Admissions in Public Schools
Geographic Focus	Villages Fatehpur, Sardarpur, Khuddian and Noorpur in District Kasur, Punjab Province Farm Daycare Center, Kasur
Beneficiaries	Out-of-School Children (Girls And Boys) of Potato Farmers and Growers Residing in Rural Agricultural Communities

Project Overview

PepsiCo Pakistan's Positive Agriculture workstream is engaged with hundreds of growers in the potato growing belt in District Kasur, Punjab. It was observed that children of many growers were out-of-school. This alarming fact echoed Government statistics according to which out of over 22 million children (ages 5 - 15) in Punjab, an estimated 15% are out-of-school. Most of these are girls.

To address this issue PepsiCo Foundation and Lay's partnered with IRM to launch "Child Education Program" and established five PepsiCo-IRM Smart Schools in District Kasur, Punjab province, in line with PepsiCo Positive (pep+) agenda to support the communities the company works with and in.

The PepsiCo-IRM Smart Schools are low-cost, high impact educational setups that utilize existing resources to educate out-of-school children in compliance with the national curriculum, and prepare them to integrate into the mainstream public educational institutions through a multi-grade classroom setting.

The students are taught by teachers who are recruited from within the communities to further create a bond of trust between the school and the parents of the children to ensure attendance and reducing the risk of dropping out.

The program offers free education and is tailored to the needs of children who are unable to access public school system due to limited access or other common barriers to education.

PepsiCo-IRM Smart Schools are safe spaces equipped with child-friendly furniture and educational aids like charts and posters. Clean drinking water and sanitation facilities are available on-site for students. Course books and necessary stationery is provided to students from Grade Nursery to 5 for a smooth academic year.



5 Smart Schools
in District Kasur



4 Villages:
Fatehpur, Sardarpur,
Khuddian, Noorpur



165+ Children

55% Girls Students

45% Boys Students

Age Range **5-14 years**

- Daily monitoring of all schools by a senior schools supervisor
- School Session: **1 year, 4 sessions, 4 periodic assessments, 1 final assessment**

Farm Daycare Center

Pakistan's first Farm Daycare Center for children of women agricultural workers was constructed by PepsiCo in Fatehpur, Kasur. It provides a secure space for children of female agricultural workers who work on PepsiCo partner farms in the area. It fosters and supports economic inclusion and empowerment of women. The facility, managed by IRM, includes an engaging playroom with educational tools and an outdoor area featuring swings and slides made from recycled plastic, sourced from Green Earth Recycling.



A safe space for better learning outcomes




Little learners striving for a better future




We are proud to be associated with the PepsiCo-IRM Child Education Program to ensure children of farming communities have a fair chance to get education for personal and national development.

Ms. Amina Zulfiqar
TEACHER, PEPSICO-IRM SMART SCHOOL IN VILLAGE KHUDDIAN



We are giving special consideration to girls' education too, whose path to education is usually more difficult.

Ms. Rubina Gamar
TEACHER, PEPSICO-IRM SMART SCHOOL IN VILLAGE NOORPUR