



PRESS RELEASE

MY VOTE, MY CHOICE!

School Choice Campaign successfully launched “**My Vote, My Choice! Campaign**” in Delhi today with the School Choice mascots appearing in some important areas including Jantar Mantar and opposite offices of some key candidates. The highlight of today’s developments was the submission of a memorandum demanding **Right to Education of Choice to Mr Chetan Chauhan, BJP candidate for East Delhi** (photo attached) by the students of Shishu Mangal Public School, Shahdara. These children from the poor neighborhood New Sanjay Amar Colony, having benefitted from School Choice Campaign’s vouchers that allowed them to shift from government schools to English medium private schools of their choice, demanded their constituency candidate to provide similar school choice opportunities to their brothers and sisters. They went with their principal Mr VK Puri to Sarita Vihar Community Centre and presented the memorandum to Mr Chauhan. Mr Chauhan, in his turn, was very receptive and promised to work for education of choice for the underprivileged.

“School Choice is a very good idea. The poor and underprivileged children should enjoy equal rights when it comes to choosing the best schools for themselves. I support this idea and initiative and no matter what the outcome of the elections, I will work towards getting quality education of choice for the underserved community,” said Mr Chauhan.

Our parallel campaign in the lead up to the Delhi Lok Sabha elections will witness public appearance of the School Choice mascot in major political party rallies and public meetings for the next nine days. This campaign is focused around the demands of underprivileged students from the poorest neighborhoods in Delhi for access to education of choice. The campaign aims to bring educational issues to the forefront of the political debates. The mascots are taking forward the School Choice message across four Delhi constituencies (West Delhi, New Delhi, East Delhi and North East Delhi).

Our mascots have also been campaigning for School Choice in various districts in Jharkhand, Rajasthan and Orissa.

About School Choice Campaign

School Choice Campaign (SCC) advocates policy reform ideas to put parents in charge of schooling their children. The overall goal of SCC is to create an environment where every child has the **Right to Education of Choice**. Over 400 students from the most disadvantaged backgrounds have benefitted through the Delhi Voucher Project

We request your co-operation and support in taking the voices of millions of children demanding quality education of choice to the future leaders of our country and the public at large.

Thank you.

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