



## **Beat and Boom - Launches an iPhone and Android Music Application to Raise Money for a Village Primary School in India.**

Garland, Texas March, 23, 2011---Beat and Boom, LLC provides an outlet for South Asian artists to share their music through Beat and Boom’s website and mobile applications. Now, Beat and Boom is working to serve the young children in a village in Punjab, India through “Project Primary Edu.” Beat and Boom will raise funds for Project Primary Edu by donating profits from the sale of the iPhone and Android mobile applications and accepting private donations.

Primary school education is a critical stage in life for these children who range in age from 4 to 10; but their current school, Sarkari (Government) Primary School in Village Mor Karima, District Ludhiana, Punjab, India, lacks the most basic supplies for a proper education. Beat and Boom is raising money to purchase desks, school supplies, and a source of clean water for the students. By purchasing the Beat and Boom mobile applications, anyone can help; all proceeds of the mobile application will be used to improve the school.

Although Sarkari Primary School is funded by the Indian government, the grants, mid-day meals, and scholarships that the government promises the school sometimes do not arrive. Project Primary Edu’s immediate goal are to provide basic supplies to the Sarkari School, but in the future, Project Primary Edu will continue to serve the school. Currently, only about 10% of the enrolled students at the school are able to achieve higher education beyond 10<sup>th</sup> grade level. This low number is caused by the students’ financial background, their environment at home, and low motivation to continue learning. Most of the children who attend Sarkari School come from poor families; the other children in Mor Karima who come from good financial backgrounds attend private schools.

According to the school headmaster, Jatinder Kaur, the biggest obstacle to proper child development through education is their home environment. Most of the students’ parents are uneducated; many of the children face problems at home such as an alcoholic father, no guidance or encouragement from the family to continue studying, and no clear career path. Therefore, Beat and Boom is going to establish a program that provides regular counseling to the families in order to encourage them to support their children’s education. Because of the poor standard of education at the government school compared to the private schools in the area, most of the village families do not want to send their children to attend Sarkari Primary School, even though the education is free. Ensuring that these children are encouraged to begin the foundations of their education at an affordable government school will better their chances for success and financial security in the future. Through Project Primary Edu, Beat and Boom seeks to provide supplies to Sarkari School that will allow them to provide the best education to the children of Village Mor Karima.

To support Beat and Boom’s fundraising efforts, purchase the Mobile Application (Beat and Boom) in the iTunes store and Android market, make donations through Paypal to [beatandboom@gmail.com](mailto:beatandboom@gmail.com), spread the news of the fundraiser by liking the Beat and Boom page at [facebook.com/beatandboom](https://facebook.com/beatandboom), and suggest Beat and Boom’s page to your Facebook friends.

### About Beat and Boom, LLC

Beat and Boom was founded by Inderjit Singh in 2010. Its website: [www.beatandboom.com](http://www.beatandboom.com) provides a means for South Asian musicians to be discovered.

### Contact Information

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