

Albaraka Turk Extends Significant Support to Education

Albaraka Turk, Turkey's leading participation bank, has reaffirmed its commitment to nurturing the potential of our youth by endorsing the Andalusian Reading Project.

Pioneering educational initiatives, Albaraka Turk continues to fortify the pillars of our future. Demonstrating its dedication to education and the empowerment of students, Albaraka Turk has lent its support to the Andalusian Reading Project, which champions the cultivation of a reading-centric ethos.

Andalusian Reading Project

The Andalusian Reading Project, initially piloted in Van during the 2016-2017 academic year, now spans across 22 provinces, encompassing 186 schools.

Comprised of dedicated volunteer educators, the initiative seeks to foster a culture of reading while instilling virtues and ethics alongside nurturing reading habits.

At its core, the Andalusia Reading Project adopts a student-centered approach informed by psychological principles. Drawing inspiration from strategies employed by global corporate entities to enhance brand recognition, the Andalusia Reading Project utilizes psychological methodologies. One such technique, "Unconscious Motivation," facilitates a harmonious fusion of sensory experiences and emotional resonance. By associating books and reading with uplifting emotions and behaviors, this approach engenders a profound sense of enjoyment and fulfillment in students.

During the 2022-2023 academic year, a remarkable 15,916 students from 186 schools across the nation participated in the Andalusian Reading Project, collectively consuming a staggering 180,715 books.

"We Stand Behind Today's Youth, Paving the Way for Tomorrow's Leaders"

Dr. Ömer Emeç, Deputy General Manager responsible for Strategy and Transformation, underscored the paramount importance of education, stating, "Throughout history, leaders distinguished by their impact and acumen have invariably demonstrated a voracious appetite for reading. Albaraka Turk's support transcends mere financial assistance; it embodies an investment in the lifelong development of students. We extend our sincere wishes for the Andalusian Reading Project to yield fruitful outcomes for our nation, fostering a generation committed to perpetual learning."