



An Equity Focused Digital Strategy for Post COVID World

22 July 2020

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OUR VISION

Ensuring quality school education for all children in India through system-reform

Our focus areas



Foundational Learning

Indian Education System on the pathway to achieve universal FLN by Class 3



Technology in Education

Improving the supply and adoption of EdTech solutions, backed by evidence on efficacy



Private School Sector

Building a scalable model to improve quality of private school system

Our approach

Creating **political salience** and setting agenda on policy reform

Availability of **public goods** innovative organizations/ programs, research and evidence

Partnerships with government for adoption and sustainability of large-scale solutions



Agenda

1. India's COVID response
2. School Education: Medium to Long term
3. Higher Education: Medium to Long Term Opportunities



Education System's Response to COVID 19

India's response to ensure continued learning at home within the private and public school system was aggressive



Online learning, through virtual classes, phone-apps and/or **web-based educational portals** **DIKSHA** usage amplified by most states to share content with teachers and students



MHRD launched **DTH channels** devoted to telecasting of high-quality educational programmes on 24X7 (Swayam Prabha)



To ensure equity/access, states have augmented their online learning initiatives with **radio and TV based programmes, SMS, and IVRs**



Whatsapp has been adopted by many states as a tool to facilitate communication and learning-at-home



The online learning sessions take place through Google Meet, Zoom, or other **web-based communication platforms**

Several states demonstrated innovative ways to leverage technology for learning during school shutdowns

Delhi:

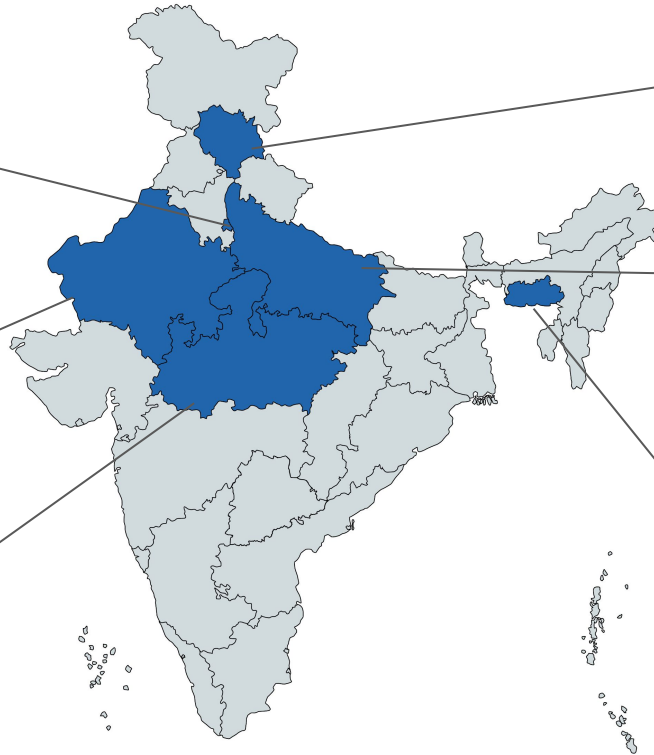
Use of IVRS to increase parental participation. State leadership conducts weekly review sessions with students and teachers which are live streamed on YouTube

Rajasthan:

Teachers have to call 5 students on a daily basis to check student progress and track learning

Madhya Pradesh:

>50K whatsapp groups created with parents to strengthen communication on student learning; daily broadcast of content on TV and radio



Himachal:

First deployment at scale of whatsapp based assessment bot to measure learning through state initiatives.

UP:

State has created video content (for hearing impaired) and audio content (for visually impaired) and uploaded on DIKSHA. Special educators to call parents of these children and support parents in using these resources

Meghalaya:

Sending physical worksheets to extremely remote areas with no connectivity

COVID education-response support to GoUP- E-Pathshala using multiple channels

Create awareness through WhatsApp, Facebook, Twitter, Print media, IVR, YouTube Channel

1. Smart Phone



Diksha App

- High quality content curation for students mapped to textbooks; **4,000 videos uploaded**
- Teacher training conducted with post assessment (**70 courses available, 200 by Sept'20**)

WhatsApp Classes

- Online classes and assessments conducted by teachers via WhatsApp (**~1.2 lac schools & ~15 lac students connected**)
- Daily chapters and activities shared by the department

2. TV



Doordarshan

- Dedicated time slot daily to telecast high quality curated content for students from 18th April
- Currently, **4 hours of content** is being telecasted daily

3. Radio



All India Radio

- **60 mins time slot daily** to broadcast high quality curated content for students on radio

4. Web-based



Mission Prerna Website, YouTube

- Grade-wise high-quality content for teachers & students available
- LO framework, lessons plans, quizzes also uploaded
- **~61k subscribers; 8 lakh views in a month (Apr'20)**

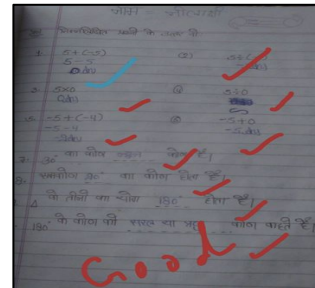
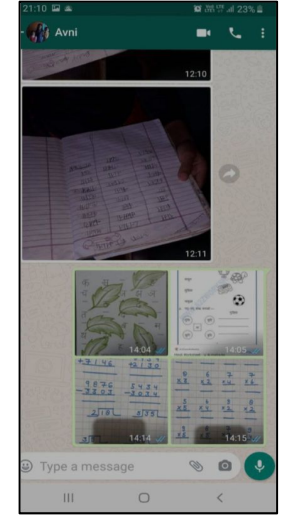
COVID education-response support to GoUP- Closing the Govt-Teachers-Parents-Students loop leveraging technology

1 Content is shared by the department via WhatsApp (also available on Mission Prerna Website/YouTube)- 2 chapters and 2 activities daily

2 Teachers fix a time for the online classes with their students

3 Teachers provide assignment to students via WhatsApp and then provide feedback based on submissions

4 Teachers are regularly interacting with parents to keep them engaged



COVID education-response support to GoUP- Extensive collaboration with multiple partners have happened in the last 3 months

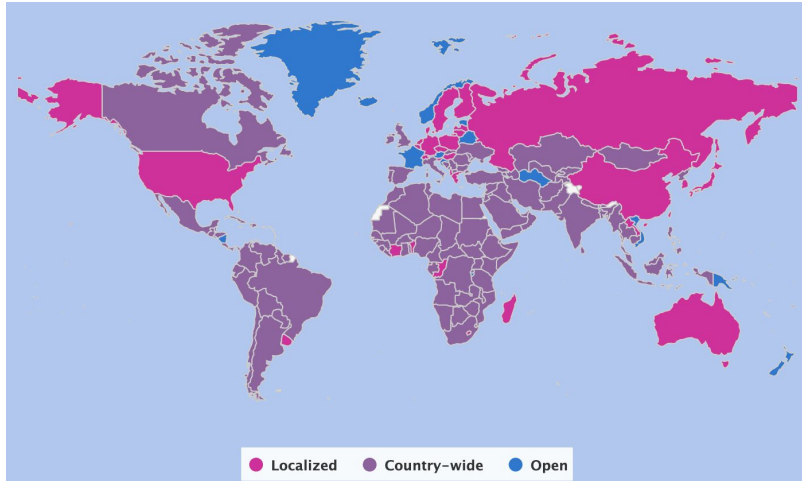


COVID-19 has significantly boosted the scope for EdTech globally as well as in India

Learners affected COVID-19 related school closures

~1.2 bn
Globally

~250 mn
K-12 learners in India



School closures around the world as of May 25, 2020

Source: [UNESCO](#)

\$510 bn

Projected value of the
global EdTech market in
2026 (before
COVID-19)¹



\$1 tr

Projected value of the
global EdTech market in
2026 (after COVID-19)¹

~1.96 bn

Projected value of the
EdTech market in India in
2021 (before COVID-19)²

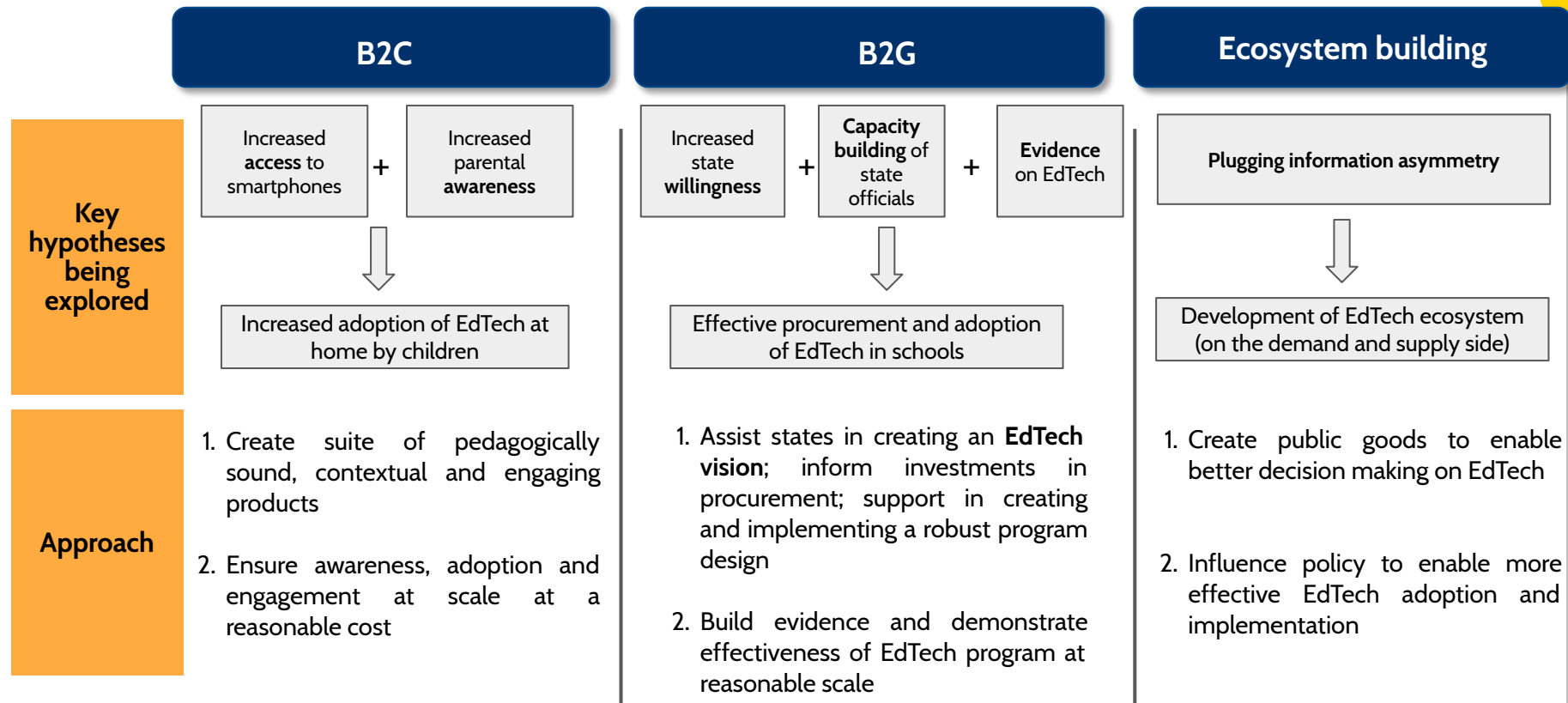
This growth is expected to magnify post-COVID, and there will be increased momentum in the online education market in India.³

Emerging disruptive technologies include personalized and adaptive products via AI, products that engage parents, and products that improve communication within the ecosystem of parents, teachers, and students.



School education medium term

CSF has a three-pronged EdTech strategy that focuses on adoption of EdTech at home (B2C) and in-school (B2G), reinforced by shaping the ecosystem



EdTech can be used to aid learning through multiple mediums

Use-case

Role of Edtech

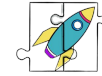
Products

At Home (via learning apps or Whatsapp)

- Students can access **free high quality content** after school in **multiple languages** using smartphones connected to the internet
- WhatsApp is a highly scalable platform to reach a large number of low-income learners

Saarthi

Saarthi
Education



Rocket
Learn



टॉप पेरेंट
Top
Parent

Free vernacular content

- Free and open-source content in vernacular languages that can be publicly disseminated
- Dissemination is done through DIKSHA, television and YouTube



TicTac Learn



DIKSHA
DIKSHA

For Teachers

- **Technology driven need-based teacher training** and support



The
Teacher App



टॉप पेरेंट
सीखने सिखाने के नए तरीके

Top Parent: To strengthen foundational learning and parental engagement through high quality curriculum aligned content

Hypothesis

Parental engagement is critical to increase usage of technology by children at home and hence improve their learning outcomes

Solution- Top Parent App






First-of-its-kind mobile app to empower parents with knowledge and strategies around child development

Core value proposition

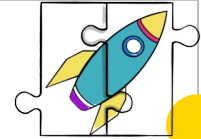
- 1 Addressing barriers and enabling motivators for technology based learning in parents
- 2 Encouraging download of curated apps for children, providing easy preview into benefits of these apps
- 3 Creating engagement through customized nudges & information related to early childhood development

Completely free of cost, this app creates access to high quality learning solutions for parents in low-income households



Product details			
Target Age Group	3-8 years	6-8 years	3-8 years
Competencies covered	Full suite Hindi and math product	Literacy product aimed at oral reading fluency	Full suite math product
Nature of engagement	Grant support	Technical advisory and distribution support	Contextualization Support

Rocket Learn: We are also engaging with a Whatsapp first approach to deliver automated activity based content to parents



ROCKET LEARNING

Content delivery



Content + Worksheet Delivery to parents on Whatsapp groups on a daily basis

Technology Platform



Proprietary platform to automate content delivery, analyze responses and provide feedback

Institutional nudges



Leverage Anganwadi workers/ school teachers to provide real time engagement nudges

Social Pull



Creating aspiration by conducting social media challenges, "Smart Family" certifications and group competitions

TicTacLearn aims to serve this segment by creating high-quality digital content in Indian languages



7500 minutes of **Mathematics** video content for **grades 1-10** per language



3500 minutes of **EVS/Science** video content for **grades 3-10** per language



40+ Content Creators and Translation Organizations engaged in the process

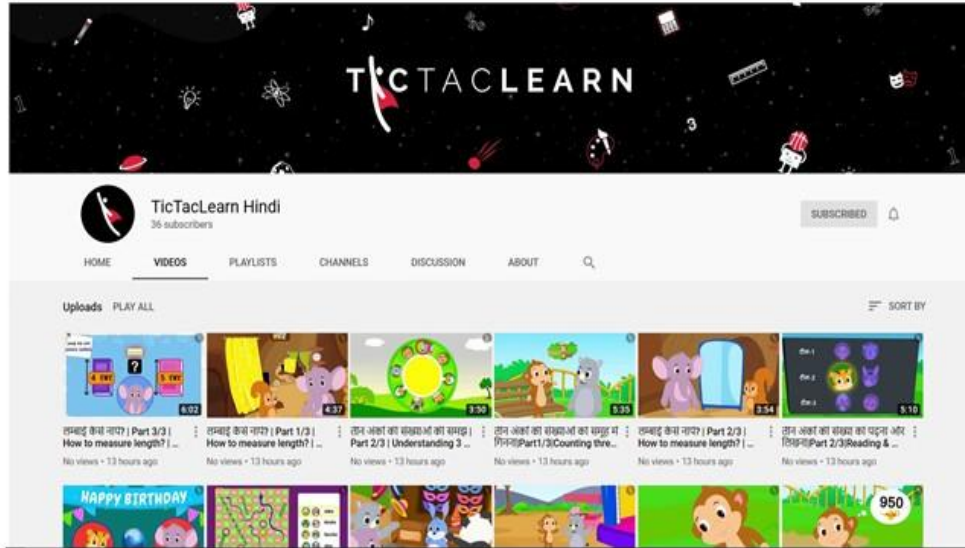


30 + pedagogy experts and reviewers engaged for review of quality and design

- Coverage in **five languages - Hindi, Telugu, Marathi, Odia and English**
- **Free and open-source**
- **Small, bite-sized ,animated, audio-visual content** ensuring more effective learning
- Closes the gap on the availability of **curriculum-aligned digital resources**, especially in **regional languages**.
- **Supports teachers** with sound **pedagogical tools**
- Enables school students to **learn independently** outside the classroom or at home.

You-Tube and DIKSHA provide open access and ensures easy uptake and usage of the content by learners, parents and teachers alike

LIVE NOW on



17 mn video views on Youtube in first 3 months of channel launch

[TicTacLearn Hindi](#)
[TicTacLearn Odia](#)
[TicTacLearn Telugu](#)

[TicTacLearn English](#)
[TicTacLearn Marathi](#)



Uploading the content on the DIKSHA platform through QR Codes in ETBs (Energised Textbooks) ensures easy access for teachers and learners alike. More than 500 mn energized textbooks are being printed by states in the coming academic year

Multiple states are also looking to leverage this content in their educational technology initiatives



DIKSHA as a platform is ensuring that learners in most states/UTs using Energized textbooks will have access to TICTACLEARN content



Credited with mapchat.net



- QR codes have been integrated on these textbooks on a chapter or topic level
- On scanning these QR codes on App, students and teachers access audio-visual content and worksheets related to the topic

500 million energized textbooks are being printed for the coming academic year

7 mn app downloads

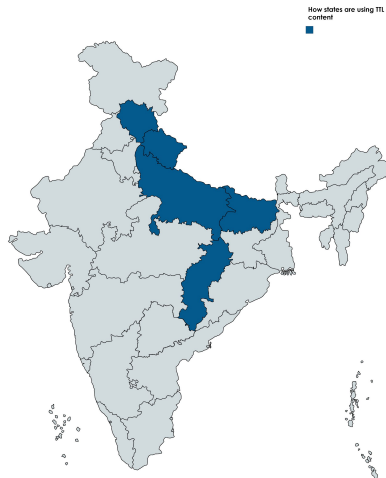
120 mn content plays

Teacher App: Free and open source, digital learning experiences for the Professional Development of teachers across India

Adoption by States in India

Signed MoU with 5 State governments:

- Chhattisgarh, Uttrakhand, Himachal, UP and Jharkhand



Use Case and Program

- State Governments to provide the Teacher App platform free-of-cost for Teacher Professional Development
- Independent teachers to download app from play store
- Produced 100 hrs of content (60 Courses, 45 podcasts)

Scope

- Teachers; Professional Development Tool

Evidence

- Successfully onboarded over 250,000 teachers in four state and would cross 300,000 teachers by march 2020.
- High organic usage on the App
 - Monthly unique return users – 25896; weekly return users – 8500
 - over 10% super active users
 - 36% completion rates for courses
 - high engagement ratio for all the content

Pricing

- Teacher App is free of cost in perpetuity



Technology in Higher Education

Ashoka University's Vision



Ashoka's vision is to build a world-class university in the tradition of the Ivy League and the other top-ranked global institutions.

Our objective is to create and nurture the next generation of leaders for India and the world.

Ashoka University is a Transformational Initiative



Nobel Laureate Venkatraman Ramakrishnan (above) and Gita Gopinath, Chief Economist, IMF address Ashokans

- › **Not-for-profit** university built on the principles of collective public philanthropy
- › Ethical and independent governance model
- › India's **first Liberal Arts and Sciences University** in a higher education system dominated by technical and vocational institutes
- › Building a model institution for India that provides breadth and depth in its curriculum and co-curricular programmes
- › Emphasis on the development of 21st century skills and leadership attributes
- › **Commitment to enhancing inclusion, diversity and social impact**

COVID-19 and Ashoka University's transition to Online Learning



ASHOKA
UNIVERSITY

Ashoka University transitioned to online teaching-learning to minimize disruption to student learning

Few lessons we learnt that are applicable to other institutions across the world:

- Online context is different, hence a mere copy-paste of existing content rarely works
- Needs more engaging content (high distractions and and difficult to create energy)
- Vary the pedagogy to suit the platform
 - Polls, Cold Calls, Students sharing the work online, breakout rooms, online chat
- Asynchronous works; recording lectures and using the class time for discussion

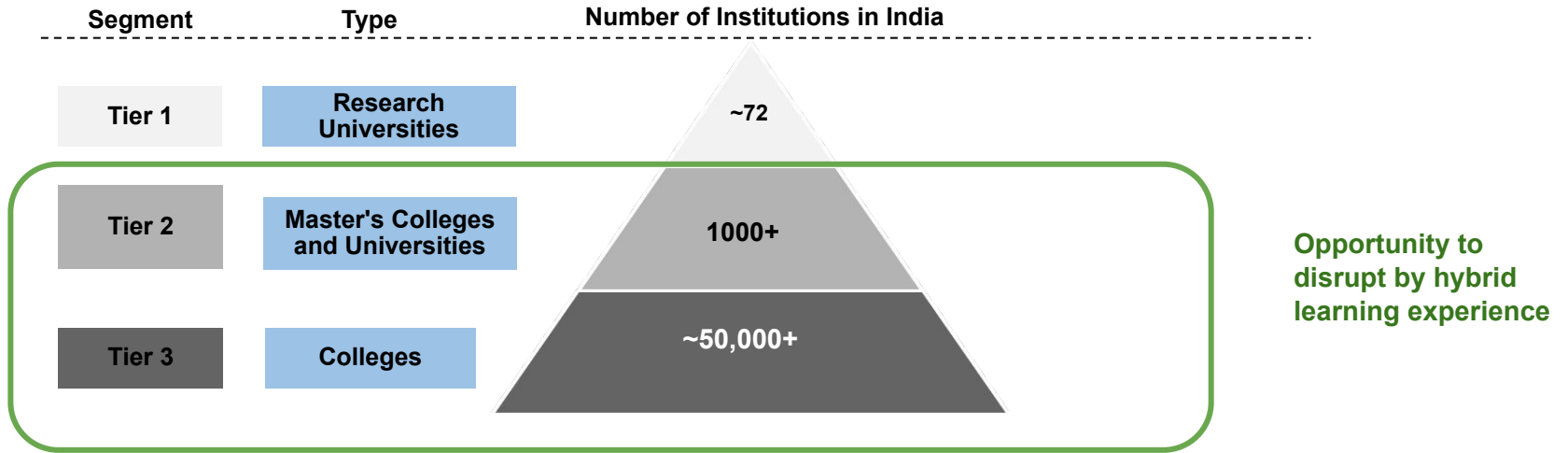
However, COVID-19 also allows us to reimagine the college experience

“We can start by turning the residential-versus-remote comparison on its head and asking: What are the shortcomings of the residential experience and advantages of the virtual one?”

Prof. Bharat Anand, Harvard Business School



Engaging online content can disrupt Tier 2 and Tier 3 Higher-Education market



Asynchronous
Content of very high
quality



Facilitator-led session
to drive student
engagement



Strategy for scale and
engagement

Need and the pathway for a Continuous Learning 60 Year Curriculum

Lifelong learning will be a key driving force of higher-ed going forward

Continuously master
new skills

Adapt to complex world

Certification linked to
micro-skills

Breadth of
quality content

Outline of possibilities is immense



An online
learning experience by



Learners Segment	Form	Channels
High School	Pre-college/ Summer courses	Hybrid - Online and On Campus
College	Short Programs	Hybrid - Online plus Off-Campus
Young Professionals	Specialization	Fully Online



Thank you!



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UNIVERSITY