



**Saarthi Education  
&  
Motivation for Excellence**

**Program Updates**

**February 2020**

**Agenda**

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# Year in Review



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# Content

Working with content experts such as Pritha Ghosh and with the Center for Early Childhood Education and Development (CECED) at Ambedkar University, developed a well-defined set of curriculum objectives and milestones.

|  | <b>Milestone 1<br/>80 activities</b>                   | <b>Level 2<br/>80 activities</b>                        | <b>Level 3<br/>80 activities</b>   | <b>Level 4<br/>80 activities</b>                           | <b>Level 5<br/>80 activities</b>  | <b>Level 6<br/>80 activities</b>                              |
|--|--|---|--|--|---|---|
| Reading Fluency<br>(25% of total syllabus) | Recognise the sound and symbol of 50% of the Varnmala, | Recognise the sound and symbol of 100% of the Varnmala, | Segment and blend to read up to 4 letter words.                                      | Read 25 non-matra word sentences, at a stretch.            | Recognise the sound and symbol of all matras.                                   | Read a Grade 1 text with 90% accuracy.                        |
| Comprehension<br>(12.5% of total syllabus) | Listen to a story and answer factual questions.        | Listen to a story and answer inference/CR questions.    | Participate in shared reading of picture-based stories and answer factual questions. | Read a short story of non-matra words to answer questions. | Read a short story with some support to answer factual, inference/CR questions. | Read a Grade 1 level text independently and answer questions. |
| Arithmetic<br>(37.5% of total syllabus)    | Recite, count and compare quantities till 10.          | Recite, count and compare quantities till 20.           | Recognise and associate quantity with numerals till 10.                              | Recognise and associate quantity with numerals till 100.   | Perform addition with carry over of numbers till 100.                           | Perform subtracting with borrowing of numbers till 100.       |

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## Content

Released 18 levelled-activity kits, a total of **348** activities; 174 numeracy activities and 174 literacy activities. Each activity was supported with a unique pre-recorded call and video.

Diversified activity kits to include concrete objects, story books, puzzles and literacy and/or numeracy skill building games.



# Content

Two-layered process for creating activities

- Alpha testing – Small group testing to test between objective and impact
- Beta testing – Large group testing test design and completion

This is followed by continuous feedback collection from the parents and schools.



## Content

The feedback collection process used by content Team meets with parents and children enrolled in the program, on a bi-weekly basis.

Content Team collects feedback along the following parameters:

- ease of use
- perceived value of activities
- activity design
- overall program satisfaction



# Content

Parents attributed their continuation in the program to three main factors:

- (1) children enjoyed doing the activities
- (2) helped in building child's knowledge
- (3) program ran from the convenience of their home



Questions for further product development:

- How do we bring personalisation into our activity kits?
- How do we in-build a practice of regular assessments of children leading to remedial or corrective action?

# Operations

| Operations Snapshot          |      |
|------------------------------|------|
| No. of Communities           | 18   |
| No. of Operations Managers   | 3    |
| No. of Community Leads       | 4    |
| No. of Marketing Executives  | 2    |
| No. of Relationship Managers | 63   |
| Price Point per Kit          | ₹100 |
| Lifetime Children Enrolled   | 2621 |
| Children Active at Present   | 1946 |





# Operations

To build a stronger data driven culture to guide Operations and decision-making, rebuilt and iterated internal Customer Relationship Management Tools (CRMs).

**डाटा फॉर्म**

\* Required

वुड़े हुए पैरेंट का सिस्टिम फॉर्म

सिस्टिम की सारीख \*

Date

सहयोगी कोड \*

Choose

टोकन नंबर \*

Your answer

| 1    | A         | B       | C                | D             | E             | F           | G                 | H               | I               | J             | K                                   | L            | M                         | N                  | O                               | P              |
|------|-----------|---------|------------------|---------------|---------------|-------------|-------------------|-----------------|-----------------|---------------|-------------------------------------|--------------|---------------------------|--------------------|---------------------------------|----------------|
|      | Parent ID | RM Code | RM-Parent Status | Parent Status | RM Start Date | RM End Date | Parent Start Date | Parent End Date | Hold Start Date | Hold End Date | लीड ID (अगर सारथी कि तरफ से लीड है) | बच्चे का नाम | बच्चा कौनसी कक्षा में है? | बच्चे की जन्म तिथी | बच्चा किस टाइप के स्कूल में है? | माता का नाम    |
| 2920 | 2574      | M314    | Active           | Enrolled      | 2/2/2020      |             | 2/2/2020          |                 |                 |               |                                     | Karna        | 1st                       | 21/11/2011         | प्राइवेट                        | Aasha          |
| 2921 | 2575      | M221    | Active           | Enrolled      | 2/3/2020      |             | 2/3/2020          |                 |                 |               |                                     | Saransh      | UKG                       | 24/11/2015         | प्राइवेट                        | Madhu          |
| 2922 | 2576      | M221    | Active           | Enrolled      | 2/3/2020      |             | 2/3/2020          |                 |                 |               |                                     | Hinnu        | Play                      | 15/6/2017          | प्राइवेट                        | Madhu          |
| 2923 | 2577      | M305    | Active           | Enrolled      | 2/3/2020      |             | 2/3/2020          |                 |                 |               |                                     | Kashish      | Play                      | 3/11/2011          | स्कूल नहीं जाता                 | Saban          |
| 2924 | 2578      | M305    | Active           | Enrolled      | 2/3/2020      |             | 2/3/2020          |                 |                 |               |                                     | Mayank       | UKG                       | 2/1/2013           | प्राइवेट                        | Asha           |
| 2925 | 2579      | M206    | Active           | Enrolled      | 1/2/2020      |             | 1/2/2020          |                 |                 |               |                                     | perdina      | Nursery                   | 6/12/2015          | प्राइवेट                        | geeta          |
| 2926 | 2580      | M206    | Active           | Enrolled      | 1/30/2020     |             | 1/30/2020         |                 |                 |               |                                     | khana        | No Class                  | 4/1/2017           | स्कूल नहीं जाता                 | poorj          |
| 2927 | 2581      | M327    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Neha         | No Class                  | 17/01/2015         | स्कूल नहीं जाता                 | Rupa           |
| 2928 | 2582      | M327    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Arush        | Play                      | 14/01/2017         | प्राइवेट                        | Privika tiwari |
| 2929 | 2583      | M327    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Preeti       | Play                      | 7/03/2018          | प्राइवेट                        | Preeti         |
| 2930 | 2584      | M322    | Active           | Drop Out      | 2/4/2020      |             | 2/4/2020          | 2/8/2020        |                 |               |                                     | Anas         | 1st                       | 01/01/2016         | सरकारी                          | Soni           |
| 2931 | 2585      | M322    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Doll         | No Class                  | 01/01/17           | स्कूल नहीं जाता                 | Vineesh        |
| 2932 | 2586      | M314    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Falk         | No Class                  | 2/11/2             | स्कूल नहीं जाता                 | Shabnim        |
| 2933 | 2587      | M227    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Avyanna      | Play                      | 5/1/2017           | प्राइवेट                        | Nitya Ra       |
| 2934 | 2588      | M327    | Active           | Enrolled      | 2/4/2020      |             | 2/4/2020          |                 |                 |               |                                     | Neha         | Play                      | 01/01/2017         | प्राइवेट                        | Pinki          |

# Evaluation

To measure the impact of Saarthi's program, partnered with two Monitoring and Evaluation agencies:

- Evaldesign (New Delhi)
- Center for Early Childhood Education and Development (CECED, Ambedkar University, Delhi)

## Evaldesign Qualitative Study

Objective of the Study: to identify parent profiles (highly involved in facilitating activities, moderately involved in supervising activities, indifferent to Saarthi activities) and to identify strategies and communication to shift parents on spectrum from being indifferent to highly involved.

Methodology: categorise parents into groups: highly involved, moderately involved and indifferent

randomly select 4 families from each group to follow as case studies over several

weeks

tweak Relationship Manager training and communication inputs during this time

# Evaluation

## CECED Mixed Method Study

Objective of the Study: to identify changes in parent knowledge, attitude and practices as well as changes in student learning outcomes (numeracy and Hindi literacy) attributed to Saarthi's program.

Methodology:

- identify key themes in parents' knowledge, attitude and practice through an open-ended interview questionnaire
- measure student performance on numeracy and Hindi literacy tasks through a scaffolded tool for nursery through Grade 1
- compare and contrast parent responses and student performance between a treatment group of 150 families and a control group of 50 families

Status: Baseline interviews and assessments conducted, endline to be conducted April-May



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