



Digital Innovations and Experiences during School Closures


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Pratham

Every Child in School & Learning Well

CONTEXT

- All schools are closed
 - Urban and higher income families are taking care of their children with English content online and offline.
 - Government schools caught without digital content in regional languages and no mechanisms of reaching children and parents for encouraging learning at home.
 - Partnerships are forming - NGOs, governments, learning platforms to step into this gap.
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7 Different Channels

Audio Calls



12,000 Villages in 21 states

IVR



Delhi

Content Portals



Himachal Pradesh, Uttar Pradesh, Chhattisgarh, Odisha and MP

WhatsApp



Punjab, Himachal Pradesh

Radio



Maharashtra (Nagpur), Uttar Pradesh

SMS



Himachal Pradesh, Haryana

TV



Bihar, Rajasthan and Jharkhand

600 NGOs and School Partners



1 ACTIVITY

10 LANGUAGES

MANY INTERPRETATIONS

Karona, Thodi Masti, Thodi Padhai!

Staying at home the whole day in this crisis time can be tough for children.

But creative, fun learning activities can help relieve this stress.

Every alternate day, we'll bring to you many such activities of creative learning. Let's begin!

Make a beautiful peacock with bangles!

https://youtu.be/L2sT_Bu0mXQ

Make a parachute, land safe!

<https://youtu.be/w9mZwhxQb1>

Stay home and stay safe.

Download PraDigi App for more Masti and Padhai

<https://bit.ly/2xZZKf1>

By PraDigi- Pratham Education Foundation

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Process for Dissemination and Feedback

Flow of an 'Activity'

SMS/WhatsApp message created and sent by Pratham Central Team



Pratham District Leaders



Pratham Block Leaders



Pratham cluster lead



Parents and Volunteers



Students

What indicators are we collecting?

Survey in all communities

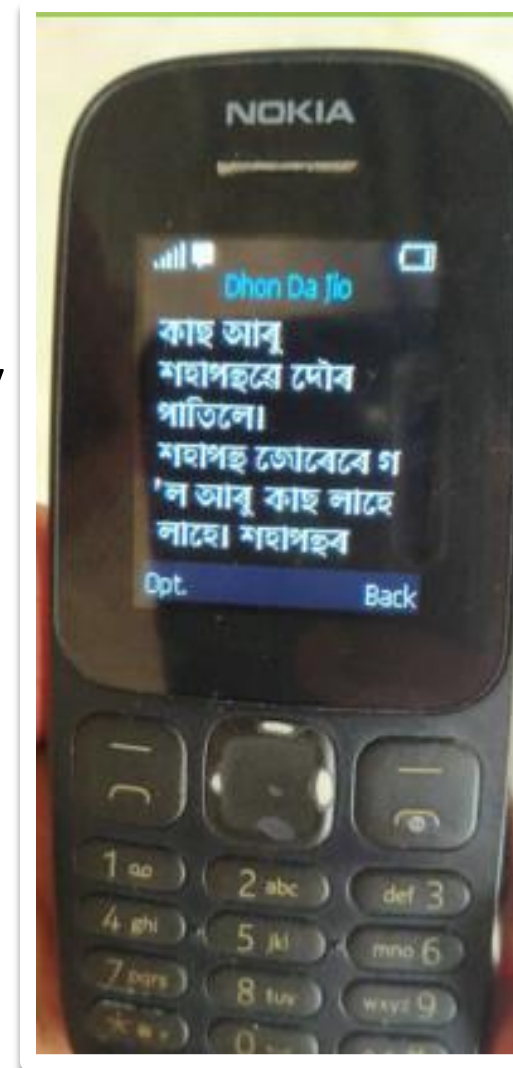
Weekly information collected by the Field Team Members

- No. of students receiving the messages
- No. of calls made by the Pratham field team members
- No. of students who could be contacted directly
- Challenges faced in receiving messages

Sample based survey

Weekly information collected by the Block Leaders

- Receipt of the messages (SMS & WhatsApp)
- Completion rates of the 'padhai' and 'masti' activities
- Student learning from the activities
- Initiatives taken by the schools



160 Characters to learn

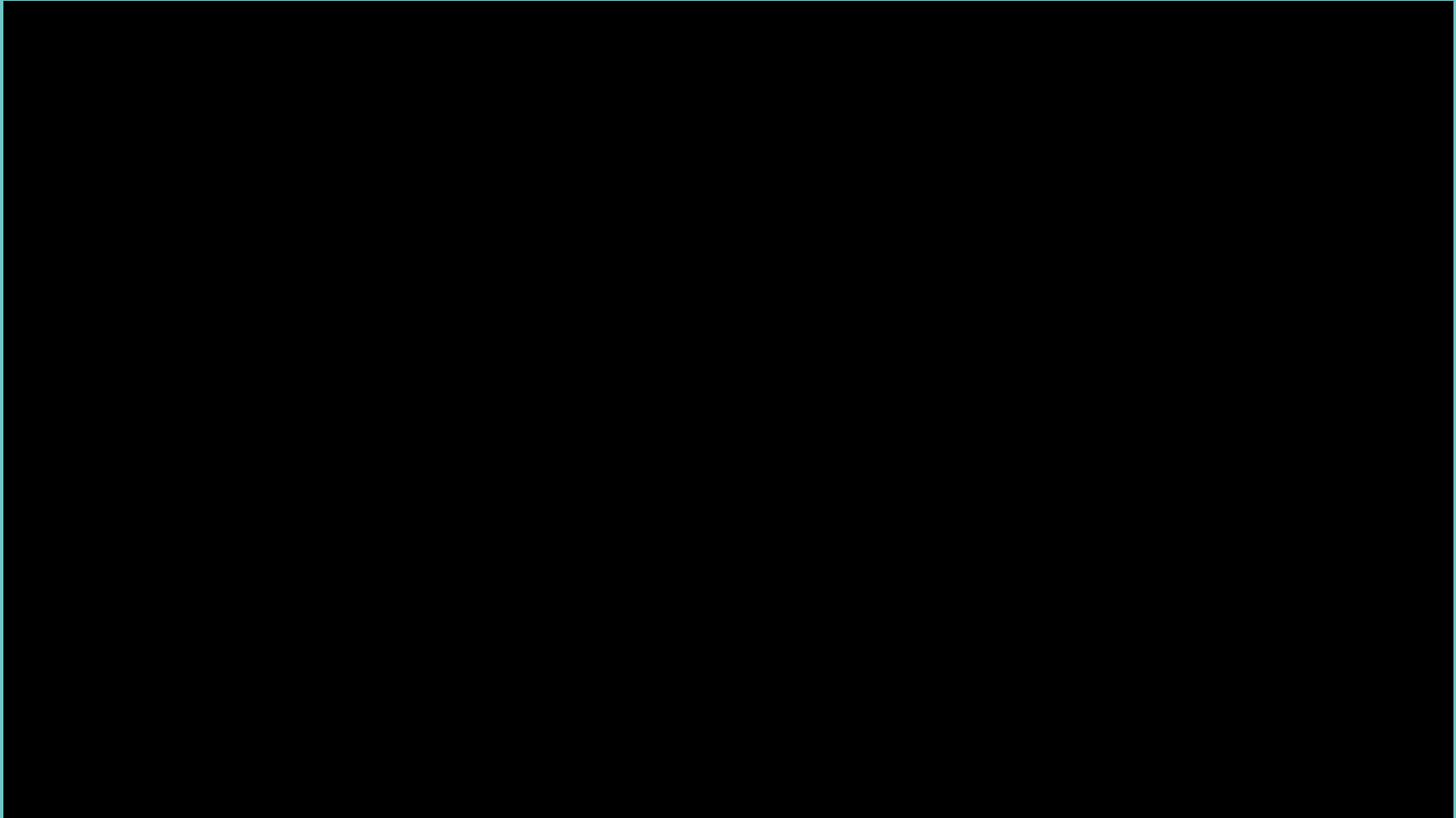
साइकिल के पहिये में कितने स्पोकस या तीलियाँ हैं? उन्हें गिनिए और लिखिए। फिर पहिए की गोलाई को नाप कर बताइए कि गोलाई कितने सेंटीमीटर है?

How many spokes are there in a bicycle wheel? Count them and write your answer. Measure the circumference of the wheel. How many centimetres did you get?

एक खेल खेलिए। यह खेल 30 मिनट का होगा। घर के सब लोग खेल सकते हैं। एक शब्द बनाइए जैसे कि घर। अब अगला शब्द र से शुरू होगा जैसे रेल। अगला शब्द ल से होगा, खेलते रहिए।

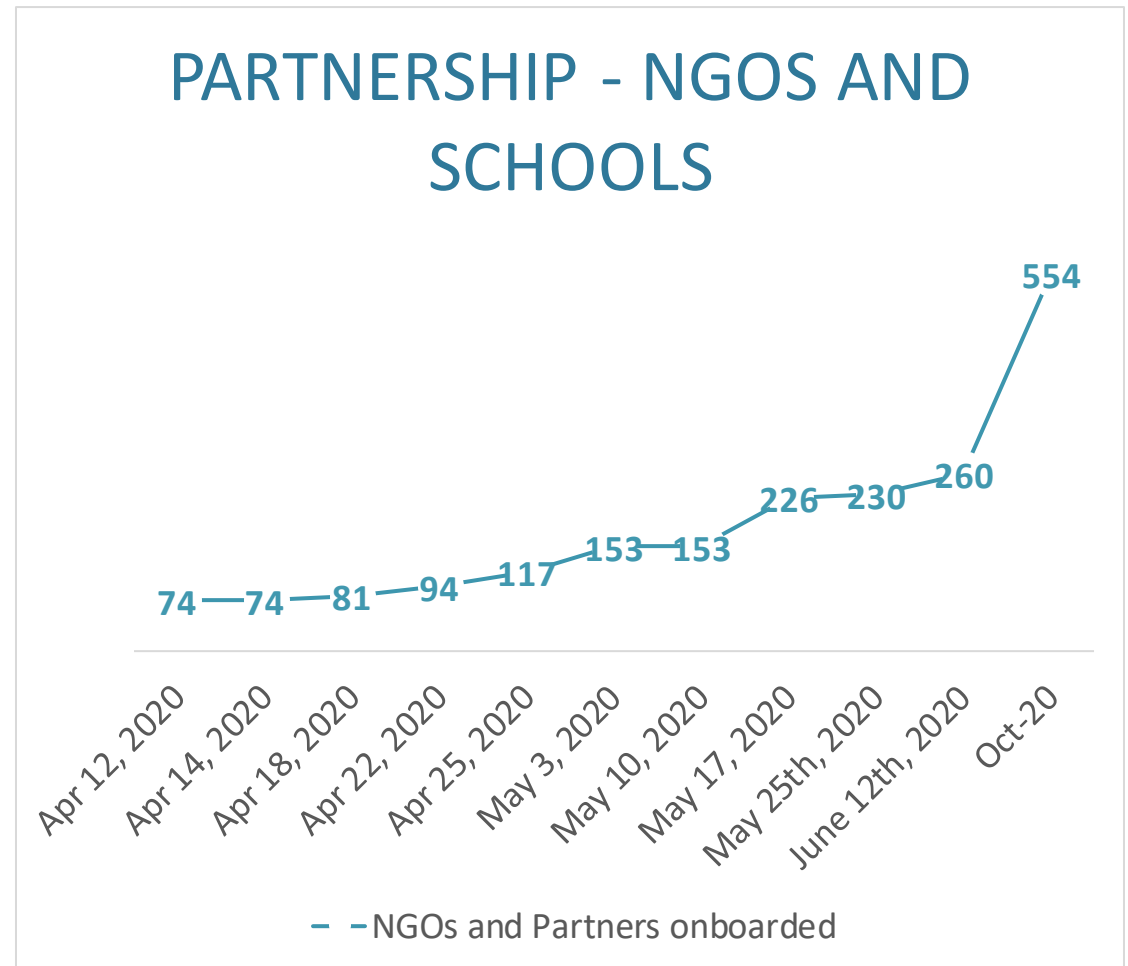
Let's play a game. This game will be 30 mins long. Everyone can play. Pick a word, like 'house'. Now the next word will start with 'e', like egg. The next word will start with 'g', keep playing.

CHILDREN'S TAKE ON OUR SMS MESSAGES



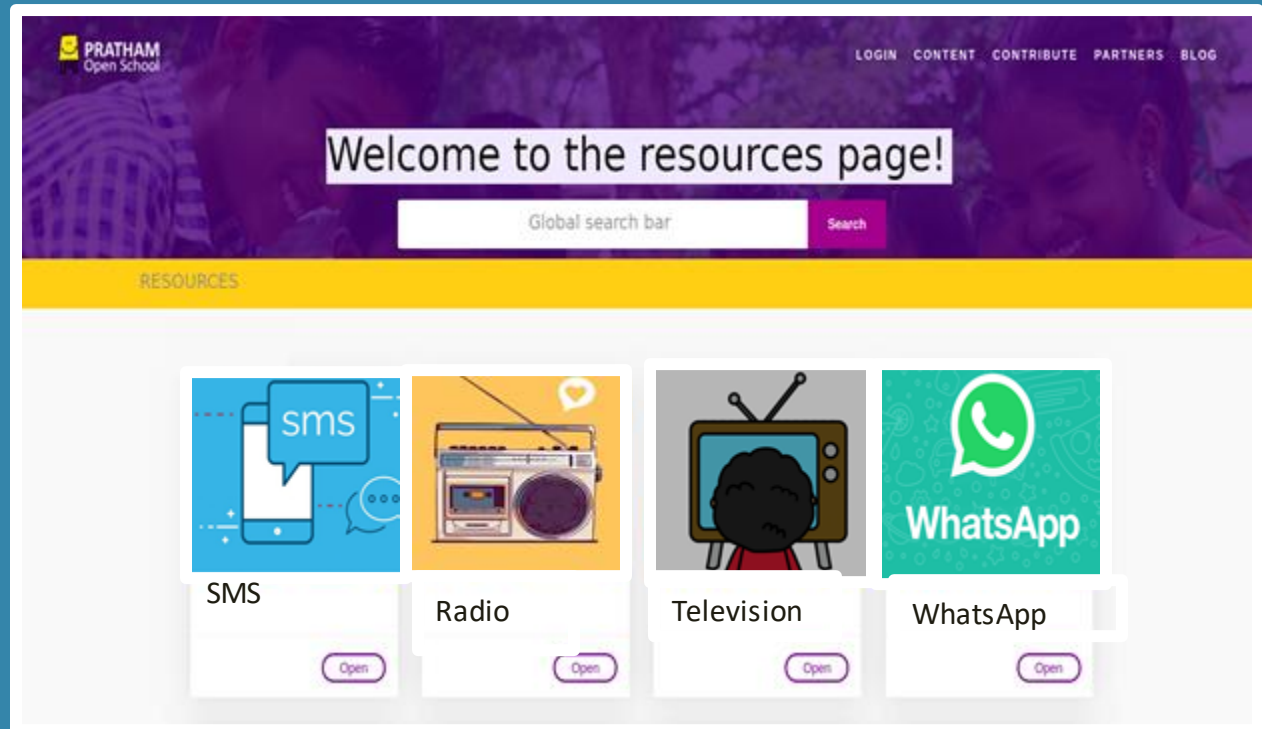
NGO and School Partnerships

- We send the content every **Monday, Wednesday and Friday**.
- To assess if they were actually receiving, we asked how often they did, **77%** said they received on the designated days
- **67%** said they actually used the content when they received it.
- **95%** of the respondents share the content forward (**87% always**)
- **53%** have downloaded the PraDigi App



Low Tech Resources

- 200+ episodes of TV shows for Bihar
- 100+ episodes of Radio show for UP and 50+ for Maharashtra
- 700+ WhatsApp and 1000+ SMS messages in 11 languages





WILL KEEP YOU POSTED!

The situation is changing daily.
More partnerships are being built,
New ideas are coming up.
The whole organization is highly
activated.

Visit prathamopenschool.org to explore
content in 11 Indian languages!

