

teachāclass

Annual Report





June, 2018

*For any questions or queries regarding the report,
please contact info@teachaclass.org*

*Teach A Class Foundation is a not-for-profit organisation 80g-eligible in India and
has a 501c3 certification in the United States.*

Foreward

This has been a very exciting year for Teach A Class!

Since our inception in 2012, we have worked to improve access to quality education for children who need it the most. One of the things we realised in the course of our work is that without a teacher no innovation can really work. Unfortunately teachers are the ones that are least incentivised, supported and rewarded for their hard work.

So we asked ourselves, why not tackle the problem head-on? The most critical thing is making sure teachers receive resources, both financial and professional to help their students learn better. This led to Teach A Class doing a pivot and focusing on the empowerment of teachers. We launched an online platform teachaclass.org, which aims to play a critical role as an integrator between impact-oriented programmes and motivated teachers who have shown consistent performance.



*Neil D'Souza
Founder, Teach A Class*

With the support of partners like Fidelity, Porticus and many individual donors we will be able to fund and support over 140 classroom projects through our platform. This is a big milestone as it is the first time a fundraising platform has been created exclusively for teachers.

We are very excited for the future with an awesome team of educators and implementation specialists who are going to help teachers achieve their goals. Our vision is to support 50,000 teachers in the next five years and reach over ten million students.

A handwritten signature in black ink that reads "NDsouza".

Neil D'Souza
Founder, Teach A Class

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01

Introduction

Who we are

Teach A Class is India's first funding platform for teachers. We provide teachers with a platform to harness their enthusiasm and intent to do more by helping them raise funds for innovative tools and classroom resources.

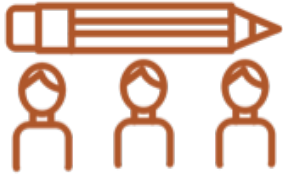
We want to ensure that every motivated teacher, irrespective of their location or income level, has access to high-quality digital resources free or at a very low cost.

Over the years, we have learnt that the success of any initiative depends, to a very high degree, on the motivation of teachers and school leaders. Motivated teachers often spend their own money on learning resources for their classes despite earning very low salaries. Our objective is to work with these teachers and schools to help them get access to tools that will make their teaching methods more efficient.

Through our platform, teachers can post their needs and connect with donors, funders and supporters to finance their requirements. Our platform acts as a central hub connecting impactful tools, deserving teachers and willing donors, while ensuring complete transparency and visibility during the process.

Our history

Teach A Class (TAC) was started in 2012 after our founder, Neil D'Souza, took a sabbatical in Mongolia. Then a Silicon Valley engineer, Neil was moved by the lack of access to modern learning resources in schools and orphanages. He realised that in order to change how children learn we need to empower the teachers who nurture and guide them for most of their school lives. While there were excellent resources available for teachers and students, most of these were only available to those with high-speed internet, leaving out a majority of students from the developing world. This led him to build what is now called ClassCloud, a personalised learning platform that can access digital content without the need of an internet connection. The desire to bring this solution to the developing world led to TAC being set up in San Francisco, and then in India in 2013.



Our mission

Reach out to **50,000 teachers** and **10 million students** in the next **5 years**.



02

Education in India

Current context

Education is one of the most powerful instruments for reducing poverty and inequality. A strong school system is critical for India's socio-economic development and global competitiveness. With a population of 572 million people between the ages of 0-24 years¹, the country needs to ensure that young people are prepared with a good education in order to benefit from the high proportion of youth.

The introduction of the Right to Education Act (RTE) contributed to increased numbers of children in primary schools - with enrolment rates staying above 96% ever since its introduction in 2009.²

However, while children are in school, they are not learning.

Only 40% of children in Std III can read a Std I textbook and only 27% can subtract two digit numbers.³ Indian students ranked 73rd out of 74 countries that took the OECD's Programme for International Student Assessment (PISA) in 2009.

The quality of education continues to remain poor despite the vast amount of money being spent. Inefficient government expenditures, the inability to attract quality talent, low quality private operators, and structural limitations have limited the education sector's ability to make an impact, especially at the bottom of the pyramid. There are also significant inequalities in access to education as far as income, gender, social group and geography are concerned.

Affordable private schools

The poor quality of education in government schools is driving students to affordable private schools (APS). Private school enrolment in the 6-14 age group has increased dramatically from around 10 per cent in 1996 to 31% in 2016⁴.

Affordable private schools emphasise quality and efficiency to justify the modest tuition fees charged. Since families are paying clients with the right to insist on

¹ Census of India, 2015

² Annual Status of Education Report (ASER), 2016

³ ASER, 2016

⁴ ASER, 2016

quality, they generate market demand and drive intense competition through school selection. While these schools are sustainable enterprises with a potential to provide affordable quality education, there is still much to be desired - especially since there is no regulating body for many of these schools. Delivering quality education to such schools is a priority for Teach A Class.

The need for innovation in the sector

While there exist many great resources for teachers, much of it is not available to those teaching in remote areas across the country. Implementing innovative solutions in schools could have a significant impact on building the capacity of teachers to improve learning outcomes. To bring students up to speed with their peers across the country and the globe, learning outcomes need to increase dramatically. Innovative technologies are one way of approaching the widening gap in education for students at the bottom of the pyramid.

Key focus areas

Teach A Class works to improve the learning outcomes of children in low-cost private and government schools by empowering motivated teachers through three key programmes:



**PERSONALISED
LEARNING**



**ACCESS TO EDUCATIONAL
RESOURCES**



**ENGLISH LEARNING
AND LITERACY**

03

Our Strategy

Why motivated teachers?

It is widely known that the most important factor affecting student learning is a teacher. More can be done to improve education by improving the effectiveness of teachers, than by any other factor.⁵

India has over 9.7 million teachers across more than 8.3 million schools. Close to half of these are low-income schools, where teachers are paid salaries as low as five to fifteen thousand rupees a month. Providing active support and an enabling culture for the professional development of our nine million teachers is perhaps the most urgent intervention required to improve the quality of education in India.⁶

Despite the consensus on the criticality of teachers, very little is done to motivate or train them. Only 22% of teachers receive any form of in-service training - a number that has steadily declined from 2005.⁷

Teach A Class aims to harness the power of motivated teachers across the country - enabling them to stay motivated and help children learn better.

Giving teachers the support they deserve

Poor student-teacher ratios⁸, improper infrastructure, harsh working environments and little to no support prevents many teachers from performing to the best of their abilities. Such conditions cause many to lose their motivation and enthusiasm for teaching.

Teach A Class believes in creating an enabling environment for teachers to stay motivated. By providing them with free access to various proven tools listed on our platform and guidance on how to use and adopt new technologies and tools we aim to give teachers the support they deserve.

⁵ Bennell and Akyeamong (2007)

⁶ <https://www.livemint.com/Opinion/QUDU1aqPuPI0SgcfG8dNuM/Of-motivated-teachers.html>

⁷ 40% of teachers received in-service training in 2005. Elementary Education in India, 2013-14

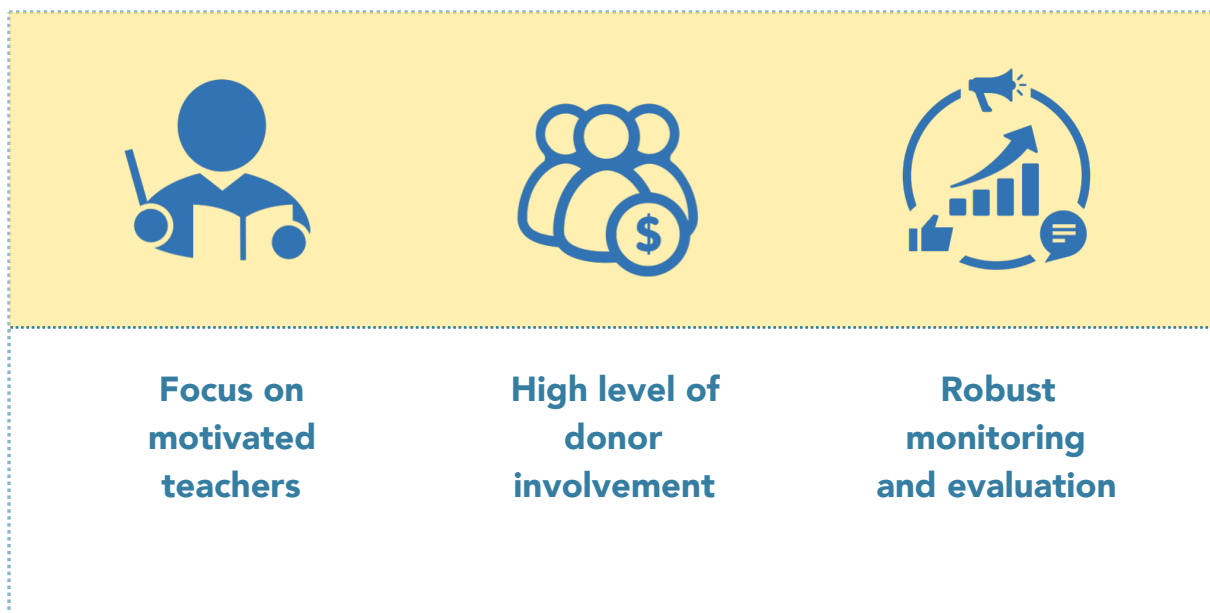
⁸ According to the District Information System for Education report (DISE) the current student teacher ratio is 50:1, as opposed to the recommended ration of 30:1

Our focus on innovation and technology

In order to tackle the education crisis, we deliver innovative solutions to help improve learning levels exponentially - at a minimal cost.

Technological solutions can provide access to high-quality resources at a fraction of the cost. Our programmes eliminate the high cost of creating and maintaining a library of books (by making these available digitally), and the considerable infrastructure and need for manpower. The use of digital libraries and personalised learning programmes can also track the usage and comprehension levels of students, delivering quality data to teachers and school leaders to help them understand results and make effective decisions based on the outcomes. Our focus is currently on technology solutions as they are innovative, scalable and affordable.

How we are different





Focus on motivated teachers

Teach A Class focuses on the most pivotal agent of change, i.e. the teacher. We believe that focusing on teachers that are motivated and enthusiastic about teaching will yield exponential impact. Motivated teachers are more willing to adopt new technologies and methods of teaching and by harnessing this drive we aim to keep them motivated and excited in the classroom while simultaneously impacting their students.

When teachers are motivated, it not only saves on time taken for the adoption of new tools, but also on implementation and manpower costs as a teacher's willingness to learn eases the path. On our platform, it is teachers who reach out to us for funding, so we know that they really want better resources and will use them.



High level of donor involvement

We believe that donors aren't passive supporters in the journey of a teacher but active participants. Teach A Class is building a community of donors that are passionate about education and support teacher empowerment. We want our donors to 'teach with teachers' by encouraging them through school visits and mentoring. We also advise our philanthropists to commit funds to the same teacher for longer periods (a minimum duration of 3 years) rather than support one-time grants as long-term commitments allow our teachers to function more efficiently.

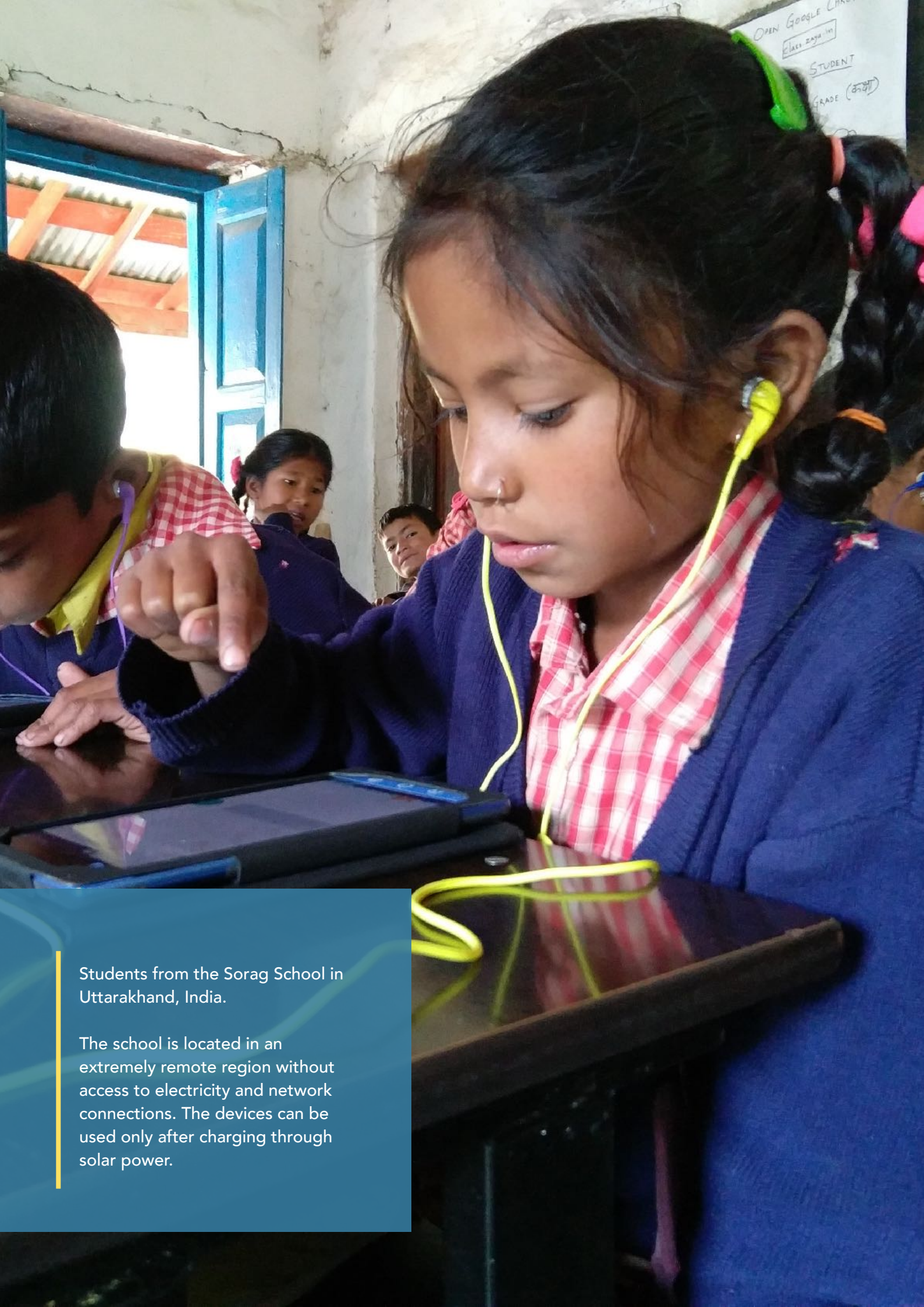




Ensuring impact through a robust monitoring and evaluation system

We are in the process of building a system to measure the impact of programmes and the classroom outcomes of teachers and students. This is a critical part of our model as we aim to be the leading implementation facilitator for technology integration in K5 classrooms.

In order to accomplish this we are developing a robust framework for internal measurement and external validation of all the tools and models hosted on our platform. The monitoring and evaluation (M&E) framework will assess the qualitative and quantitative parameters essential for various stakeholders to make informed decisions regarding investing in programmes. It will also help us make our programmes and delivery mechanisms more efficient and robust. Some of the metrics the framework will measure include dropout rates, absenteeism, changes in staff, school expenditure, student and school performance, use of resources and enrolment rates.



Students from the Sorag School in Uttarakhand, India.

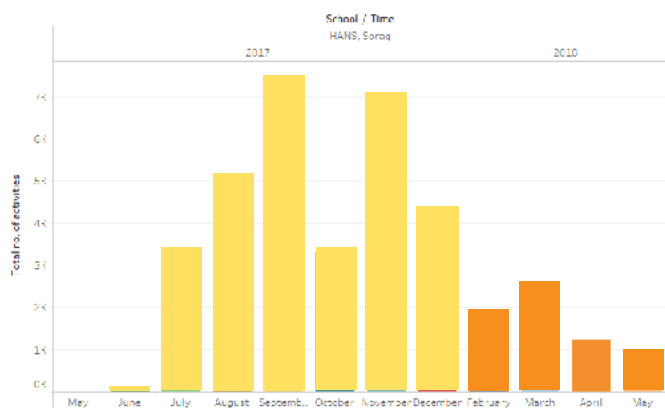
The school is located in an extremely remote region without access to electricity and network connections. The devices can be used only after charging through solar power.

Success story: No electricity doesn't mean no learning!

Teach A Class has been working with The Hans Foundation as part of their Integrated Village Development Project in Bageshwar district, Uttarakhand.

The Government Public School Sorag located in the interior parts of the Pindar Valley is very remote, with no electricity or phone or internet networks. Coupled with this, weather conditions are also extremely harsh with heavy snowfall, landslides and rain. Understandably, children in the region find it very difficult to attend school.

During the project, teachers in 5 schools were provided with 20 tablets and the ClassCloud system. Since there was little to no electricity for most of the year, solar panels were installed to charge the devices and keep the classes running. Despite the lack of phone network and electricity, children from Sorag were able to use the tablets to learn. The graph shows their usage throughout the last year. (Low usage in the months from mid-December to January are due to winter holidays, an exam period and the enrolment of new students.)



Number of hours spent on the personalised learning platform in Sorag

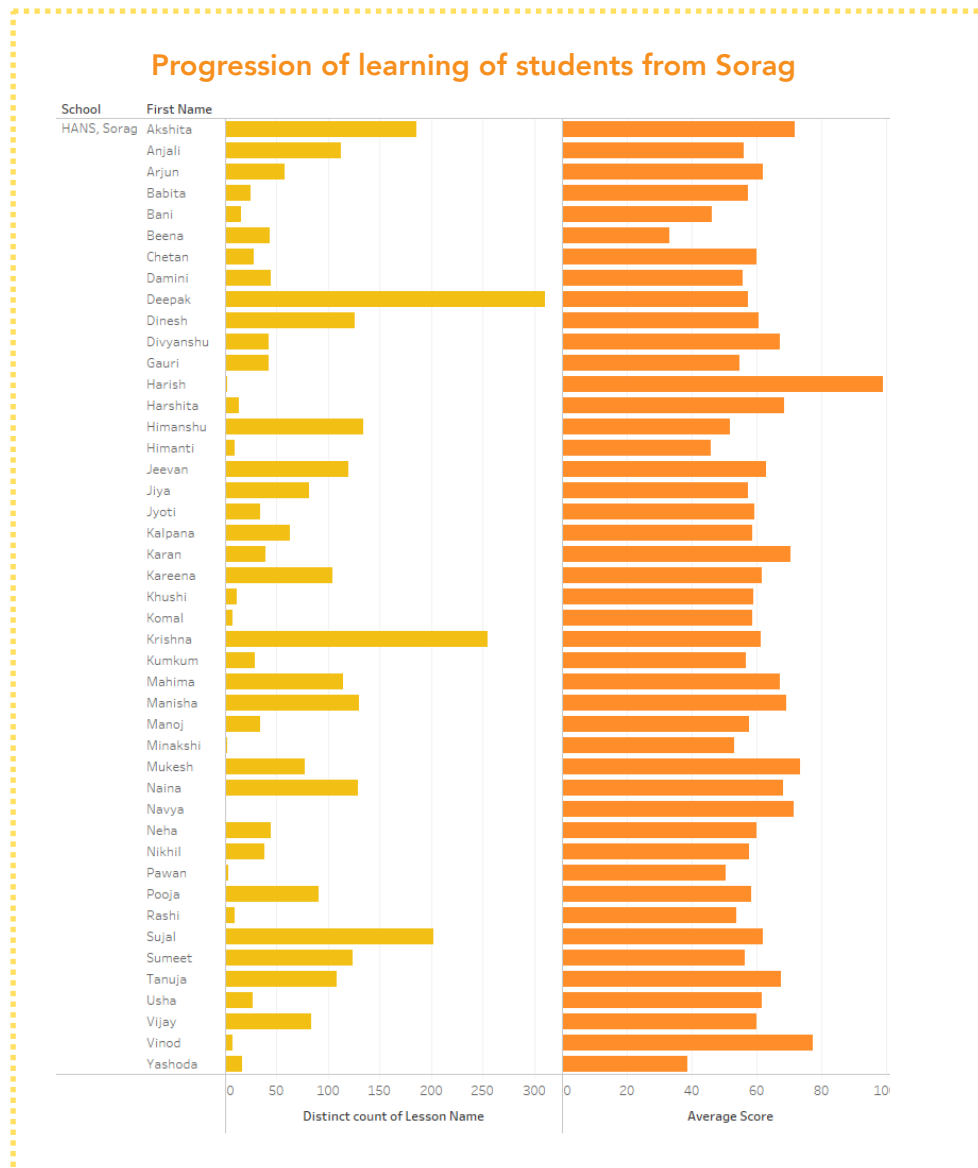
We worked with teachers to help them understand the ClassCloud and prepared frequent timetables for them to use, recommending students to spend about 6 hours a week on the tablets.

Since the ClassCloud is a personalised learning platform students can learn at their own pace. A lesson begins with a teacher introducing a topic and conducting group exercises or doing a read-aloud to their class. Students then learn independently by watching videos, reading stories and taking practice and final tests.

Teachers are trained to read individual and class reports and are then encouraged to organise regular remedial classes for low-performing students or repeat lessons in a new style if the entire class under-performed.

Mr. Anand Singh Rawat, a teacher at Sorag, believes that his students are able to grasp concepts faster through the ClassCloud while also making it easier for him to pay attention to weaker students.

The graph shows how students have progressed through the year. Different students have completed different skill levels over the same period of time. While there was a wide variation in skill levels at the beginning of the year, the personalised learning platform has enabled children to catch up to their grade level. They are now all learning at their own comfort levels and mastering subjects according to their pace.



04

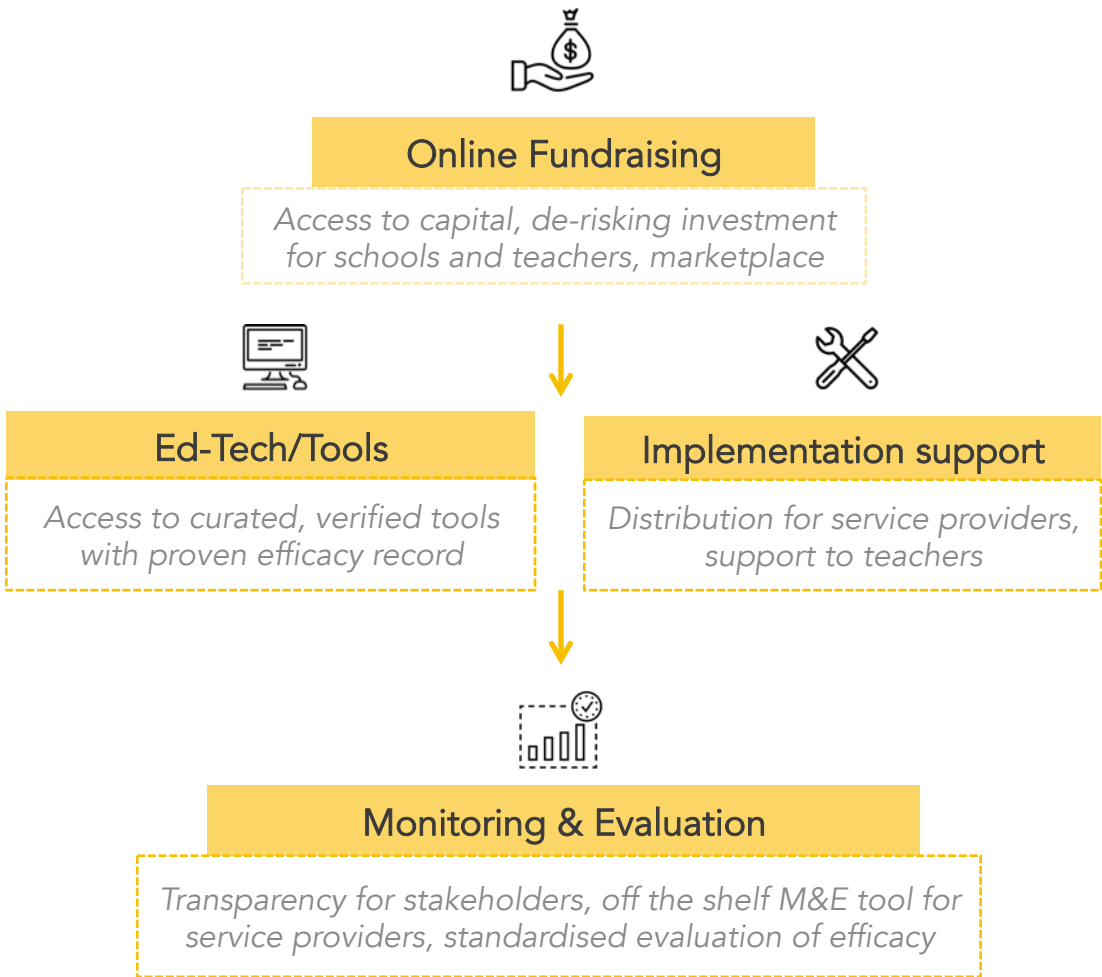
Implementation

How does Teach A Class work?

Teach A Class currently hosts three programmes on its platform. Below is a broad flow of how we work.

Once a teacher contacts Teach A Class and selects a tool, we then work with teachers and donors to fundraise for their classroom. Once funds are raised, we work with the teacher for one year to ensure the tool is used and provide much-needed support to our teachers. Our support includes lessons plans matched to the textbooks used in schools, tips to use the tools more efficiently and troubleshooting. Donors receive regular updates on the progress of their teachers and are encouraged to interact with the teacher they've funded.

The programme is evaluated at regular intervals. We conduct a baseline and endline study and monitor monthly progress.

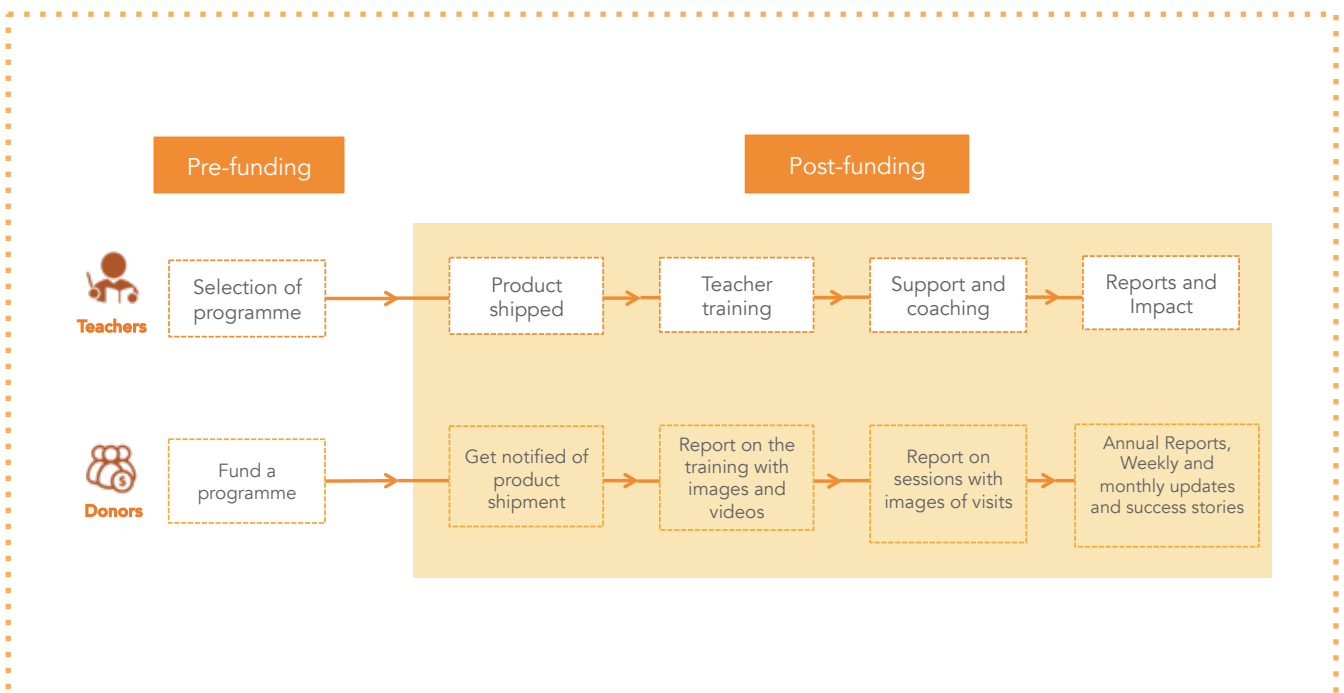


Involving donors at all stages

Our focus on creating a thriving community of donors means that we involve them at every stage of implementation and keep them regularly updated on progress.

After funding a programme, donors are notified when a teacher receives the product and when trainings are conducted along with regular updates. We also share stories from teachers with photos and videos of training sessions and teachers conducting their classes.

The diagram below showcases the journey of a donor through all the stages of the programme.



Cost breakup and funding model

Teach A Class raises funds for the teachers listed on our platform in three ways:

- From High Net-worth Individual (HNI) donors who can choose to fund infrastructure, implementation costs, the programme or alternately support the complete project for a teacher for a duration of the project (detailed below).
- From CSR funds of companies that support education programmes in schools
- Operational costs (including capacity building of the team) are covered by grants from large foundations and organisations willing to support our efforts as a whole.

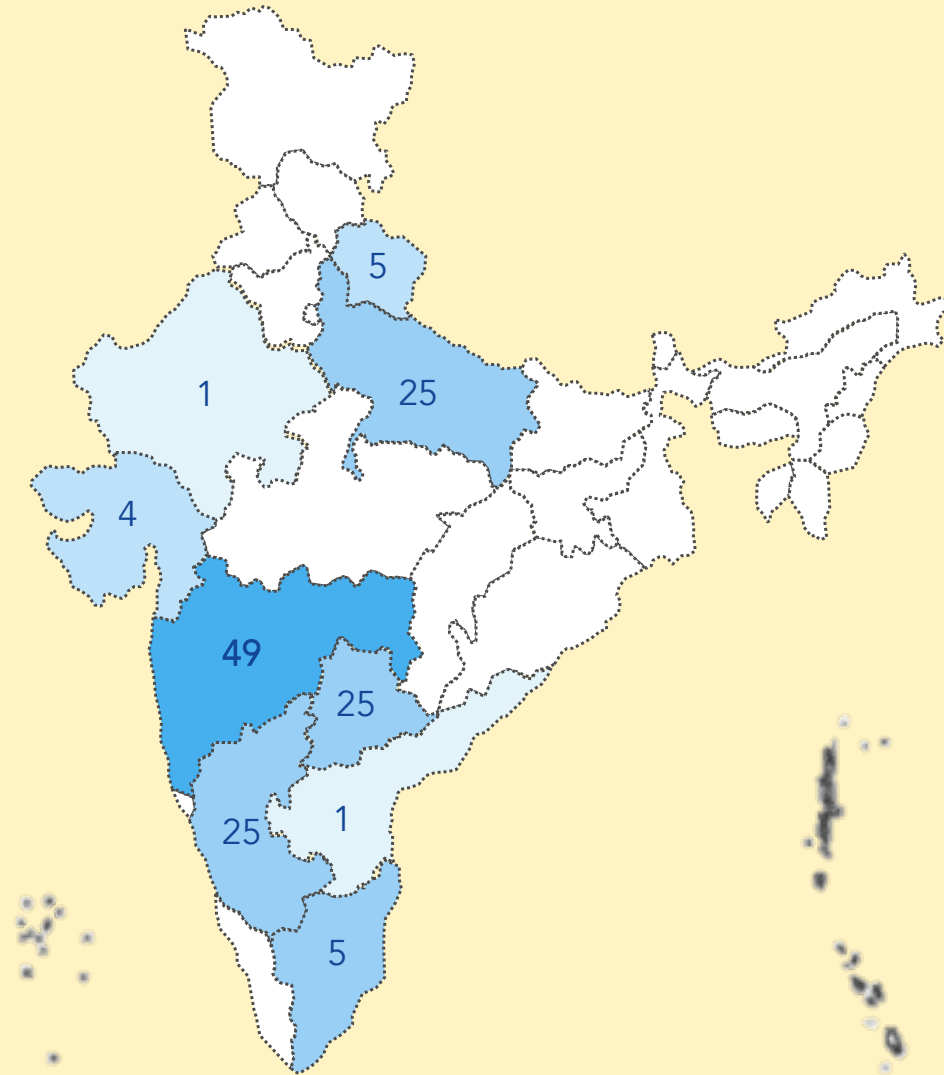
Individual Programme Costs:

Name of the Programme	Name of the Solution used	Programme Cost			
		Year 1	Year 2	Year 3	Total: 3 years
<i>Personalised Learning Platform</i>	<i>Blended Learning Tool- ClassCloud</i>	INR.35,000	INR.35,000	INR.30,000	INR.1,00,000
<i>Digital Library</i>	<i>SchoolWiFi</i>	INR.25,000	INR.25,000	INR.25,000	INR.75,000
<i>English Learning Programme</i>	<i>English Duniya + Lesson Plans</i>	INR.10,000	INR.10,000	INR.10,000	INR.30,000

05

Impact

Our Presence



We currently have **140** schools and after school centers across **9 states** in India, including Maharashtra, Gujarat, Rajasthan, Uttar Pradesh, Uttarakhand, Andhra Pradesh, Telangana, Karnataka and Tamil Nadu.

Long-term impact

Our long term goal is to support 50,000 classroom projects in the next 5 years.

We aim to develop a clear understanding of what makes classroom innovation successful by supporting teachers in implementing innovative tools. Through our M&E system which is currently being built, we will be able to measure effective tools across the education spectrum. The platform will also help inform government practices and implementation as well as other private players (like companies looking to implement CSR programmes) who want to scale these programmes.

We aim to standardise measurement for impact and help both public and private players use their funds more effectively through our M&E platform.



06

Programmes

Programme 1: Access to resources

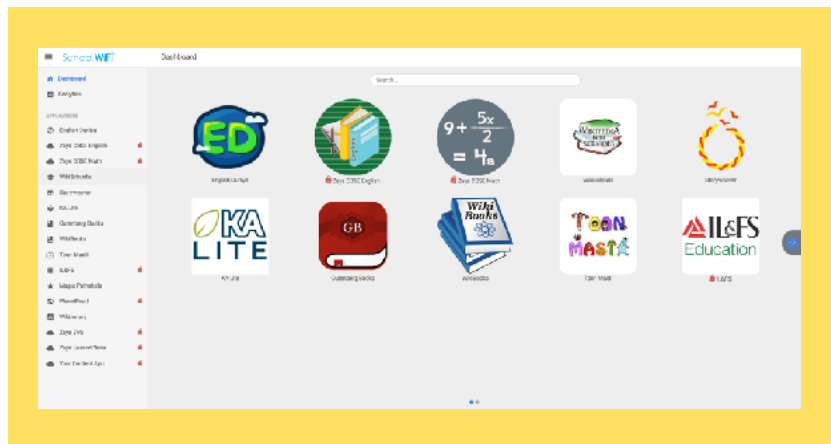
The Problem

Access to high quality material to tackle basic literacy and numeracy issues is one of the main challenges plaguing the Indian education system. While quality resources exist, these are not accessible to a majority of schools since they lack the funding, adequate infrastructure or communication networks required.

Current textbooks are inaccurate and many do not contain guidance for teachers, leaving teachers without access to resources needed to increase literacy and numeracy levels in their classrooms.

What is Teach A Class doing to address this?

Our programme aims to tackle the issue of quality resources through a digital library of books, videos and lesson plans that supplement curriculum and enhance reading ability and engagement. Our digital solution reduces the cost of infrastructure and manpower and enables us to track usage and learning outcomes clearly.



A key offering for teachers is the curated lesson plans that are mapped to the syllabus. Sourcing relevant content is critical for teachers since the volume of information available can get overwhelming and prevent many from using digital libraries. Teach A Class uses the learning product, SchoolWiFi, to deliver quality educational content to the last mile.

What is SchoolWiFi?

SchoolWiFi is a device that allows teachers to access quality resources over a wireless network without the need for the internet. Pre-loaded with quality learning material, teachers can use this to supplement their teaching and keep children engaged through videos and interactive stories available on the platform. Content is aligned to the school curricula, making it easy for teachers to find exactly what they're looking for.

Learning material on the platform includes content from the following partners:



How will it help teachers?

Teachers can supplement their lessons with interesting videos and stories found on the platform. Teach A Class works with teachers to plan their lessons and selects content tailored to their syllabus and needs.

SchoolWiFi will also benefit teachers and their schools with:

- Reduced operational costs
- Improvement in reading outcomes
- Content that can supplement existing teaching methods and engage students

How are we doing it differently?

- Teach A Class is the first to build a content delivery network (CDN) for teachers in India

- Strategies on how to use resources available on the SchoolWiFi based on current school syllabus and a teacher's lesson plan
- An implementation model that includes training, advice and support to teachers for a year

Cost: 25,000/Year

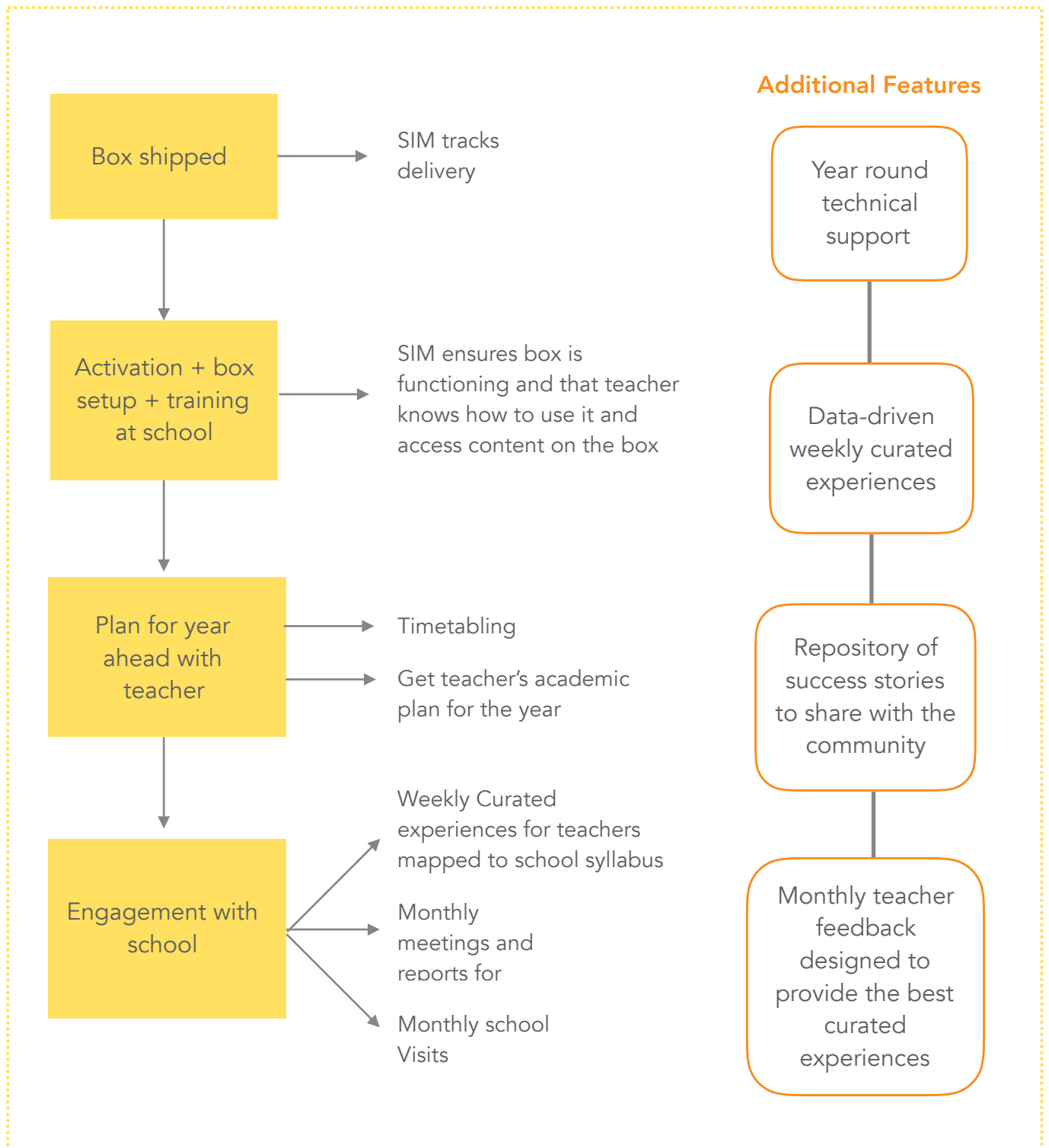


Goals

- Improve teachers' ability to use digital tools
- Improve reading ability of students



Implementation Model for Access Programme



Programme 2: Personalised learning platform

The Problem

Classrooms in India today have an extremely high teacher to student ratio, sometimes ranging as high as 65:1. In this scenario teachers act more as facilitators and cannot provide the much-needed individual attention to students. For K-5 students who are building foundational skills in literacy and numeracy, such attention is critical to ensure that they develop a strong grounding to be able to perform at the next stage. The oft-quoted ASER study which highlights the inability of almost 40% of students in Std V to read a Std II or III textbook is a stark reminder of how far behind our students lag.

Most teachers today act as instructors who teach to the median, leaving behind both those that cannot grasp concepts quickly enough and those that have understood and are not being challenged. Add to that the fact that every child learns differently and needs different methods of teaching, the learning crisis can seem impossible to overcome.

Personalised learning solutions however, can help tackle the issue by allowing students to learn at their own pace, in their own way, with the help of a teacher. By receiving an education that is personalised to their needs and abilities, children can grasp ideas at their own pace, challenging those ahead and bringing those behind up to speed.

What is Teach A Class doing to address this?

We believe that a teacher knows best and want to support them in order to make their teaching methods more effective. As current methods of schooling do not address the disparity within the classroom, we aim to provide teachers with self-paced interactive learning tools for their students.

Teach A Class uses a personalised learning platform, the ClassCloud, to help teachers implement personalised learning in their classrooms. The ClassCloud was developed by education specialists who understood the issues within the education system.

What is the ClassCloud?

The ClassCloud platform delivers personalised learning at an affordable price. The device can store, access, and screen content in classrooms without the need for an internet connection.

With the ClassCloud, students can watch videos and do practice tests while earning points and badges along the way - making learning fun and interactive.

Teachers can also use the device to plan their lessons and review a student's performance. The ClassCloud's extensive reporting features allows teachers to monitor an individual student's progress and see how her class is faring as a whole.



How will it help teachers?

The platform enables a balanced self-paced learning environment with resources and curriculum designed to allow granular level of progression.

Teachers will be able to understand the level and pace at which their students are learning and direct their attention accordingly. Since the platform is digital, detailed reports will give teachers a clear idea of classroom progress without them having to spend hours compiling data - freeing up more time for teachers to do what they do best: teach.

How are we doing it differently?

- Provide teachers with the tools and content to create plans for students (for example: weekly playlists of videos and lesson plans matched to school curriculum)
- Support for teachers to facilitate the blended learning process while the system collects data

- Create cost-effectively with low-income schools in mind (can be used through solar power,
- Provide teachers with implementation support (training, workshops and troubleshooting support)
- We work with teachers for a year to ensure they are comfortable with the new technology and willing to use it
- Customised classroom design and seating arrangement to ensure maximum learning

Where are we now?

A study conducted by Gray Matters India to measure the impact of the personalised learning platform on students revealed that students improved by an average of 20% in English and 8% in Maths in one year alone.

The personalised learning programme has been implemented for over 5 years. Currently Teach A Class is implementing the programme in 32 schools across India including places such as Lucknow, Uttarakhand, Chennai, Hyderabad and Mumbai.

Long-term Impact

With the platform we aim to support teachers in keeping their students engaged in school and learning at their own pace. This will result in enthusiastic teachers, engaged students and improved learning outcomes.

Cost: 35,000/Year

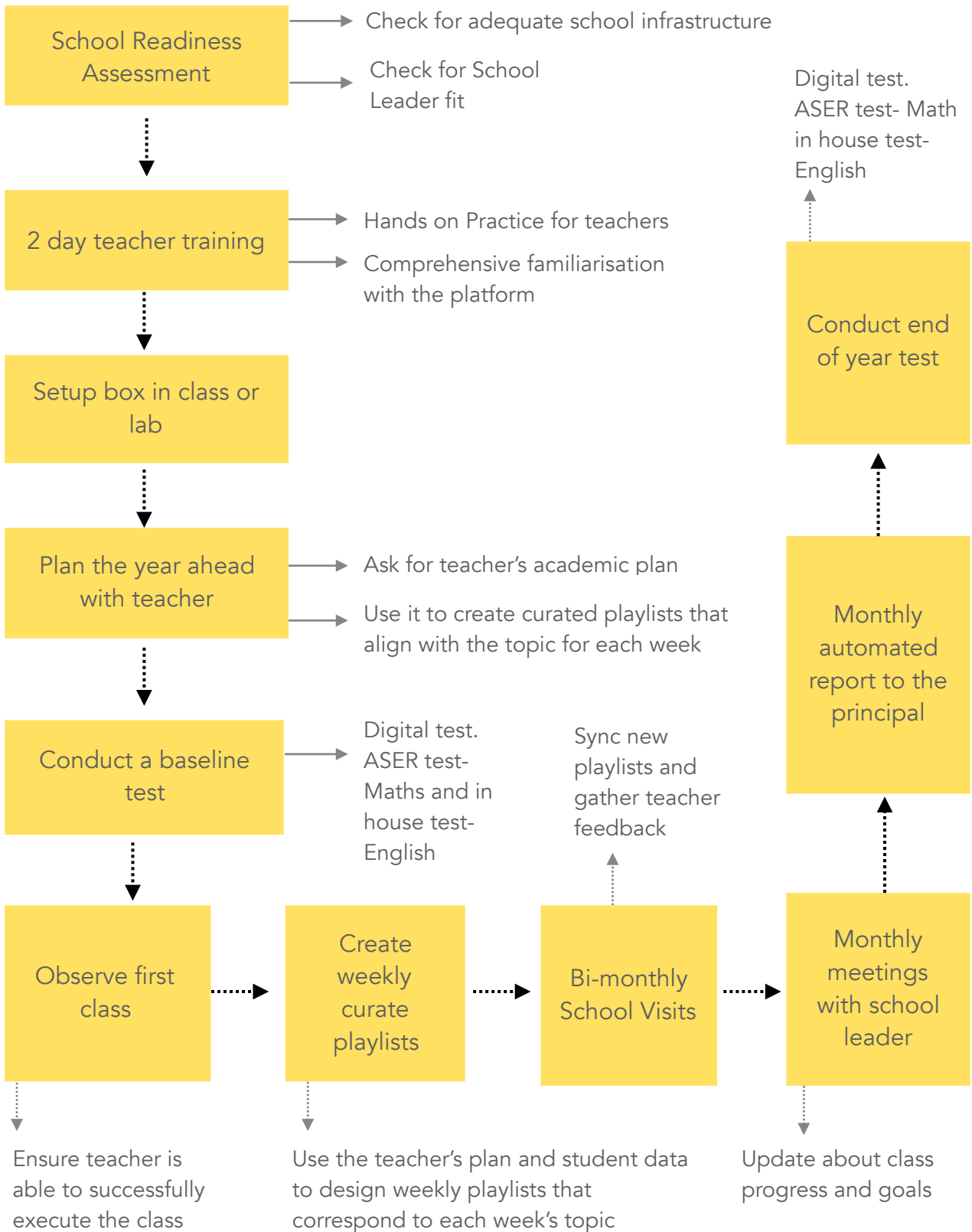


Goals

- Improved English and Maths skills in students
- Students learning well at their own pace



Implementation Model for Personalised Learning Platform



Programme 3: English Skills and Literacy

The Problem

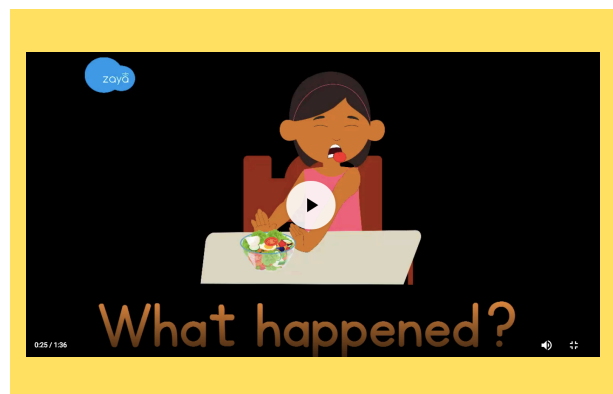
Students in India are not performing at grade level. This has been proven every year in the ASER tests conducted country-wide. English textbooks that are created by the system are ridden with errors that are responsible for students growing up speaking incorrect English. They are not sufficiently trained in conversational English which requires a mixture of vocabulary, grammar, listening and reading skills.

What is Teach A Class doing to address this?

By providing a comprehensive English learning programme with content on grammar, listening, reading and vocabulary in 7 regional languages along with lesson plans for teachers.

What is the English Language Learning Programme?

The English Language Learning programme has been developed for students from grades 1-5. The programme enables teachers to supplement their English lessons with videos and content mapped to lesson plans. Through our lesson plan application teachers can find and play relevant content and access lessons plans based on topics. As the programme is audio-visual, it tackles



issues like conversational English and pronunciation.

Students are also encouraged to use a free online application, called English Duniya, to practice what they learnt at home. Here, students can explore new levels, new zones, and new regions in a game while they learn English.

Our programme teaches students English through their local languages. Current languages include:

- Hindi
- Marathi
- Gujarati
- Bengali
- Telugu
- Tamil
- Kannada

How are we doing it differently?

Teach A Class has designed a programme that helps teachers teach English in a more comprehensive way. We include a lesson plan application and provide training for teachers. While the current programme uses offline content along with curated plans, students are also encouraged to use the online version on their parents phones at home to supplement and reinforce their learning.

Where are we now?

In one year the programme has been accessed in 14 cities all over India. Here are some key usage metrics:

12,000+
Students
learning

+4 million
Activities
completed

28,241
Lessons
learned

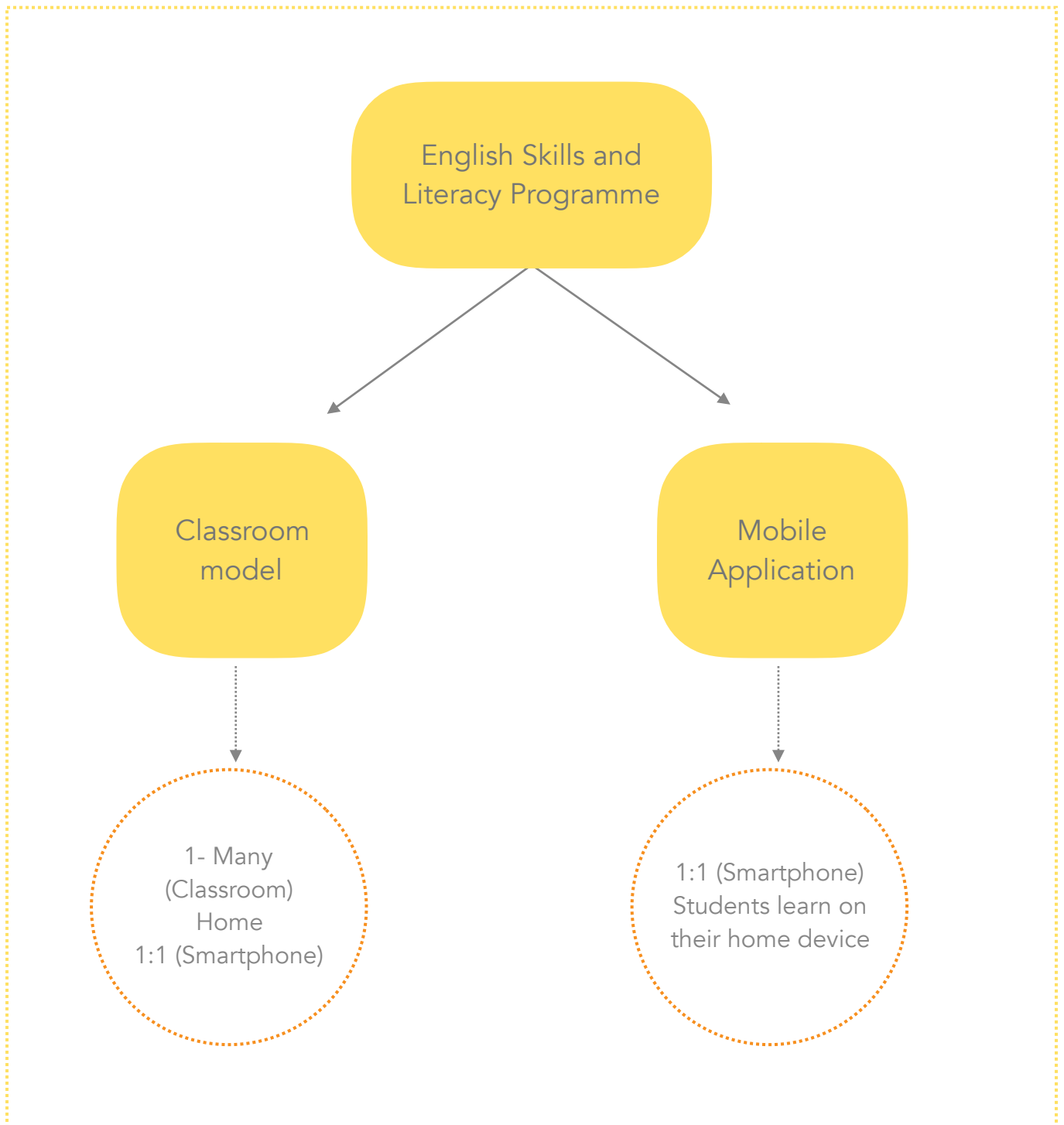
Cost: 10,000/year



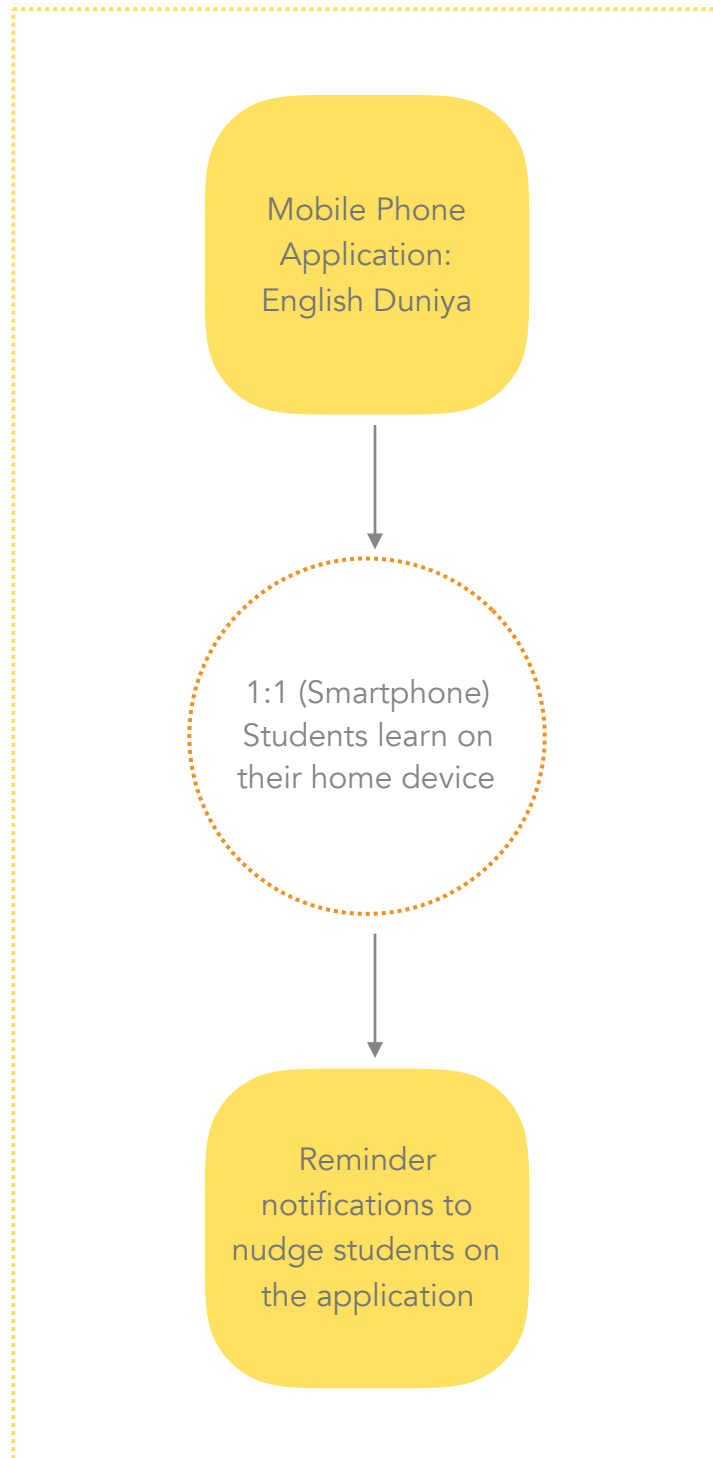
Goal

- Improve literacy levels for K-5 students
- Skill-based growth in English grammar, reading, vocabulary and listening.

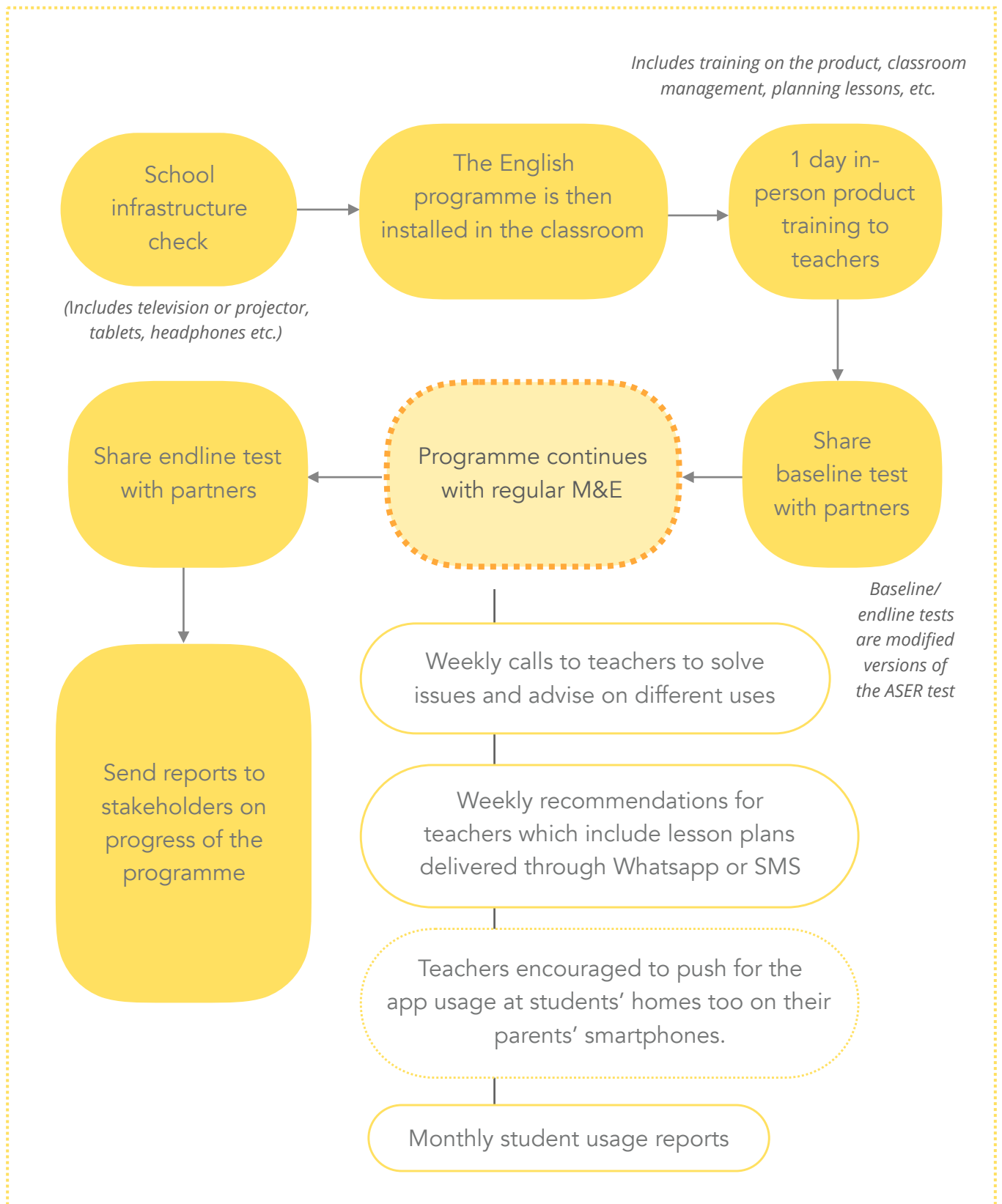
Implementation Models for English Skills and Literacy Programme



Mobile Application Model: English Duniya



Classroom Implementation Model



Success Story: Learning English through Marathi

We conducted a pilot project with the Bombay Mothers and Children Welfare Society in Rajgurunagar, Pune to teach students English.

The English Duniya platform allows teachers to teach students English through their native language. A Marathi version of the programme was installed in a TV kit to enable a teacher to teach many students at once.

After a 2-day training, the programme began. Using our lesson plans teachers start lessons by introducing various concepts and then moving on to group activities and clarifies any doubts.

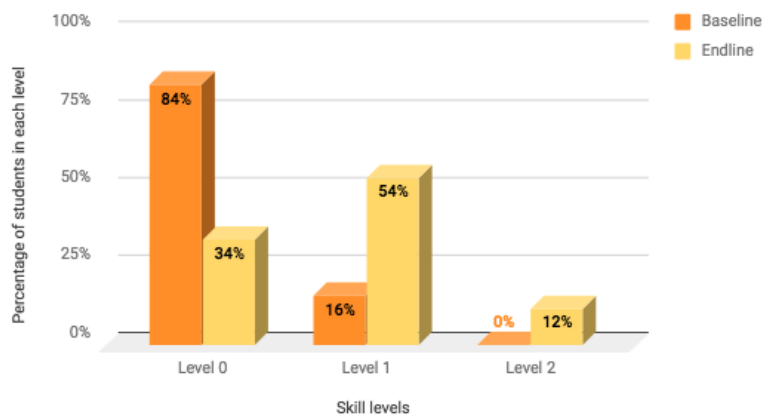
Students can also learn independently by downloading the English Duniya app on their parents' smartphones to revise the concepts at home. The game-like interface helps students have fun while learning.

While we recommended that the programme run for 1 hour a day, time constraints meant that students could only use the app for 30-40 minutes a day.

At the end of the project there was a significant improvement in students performance from Level 0 to 1.

While 84% of all students were at Level 0 in the beginning only 34% remained at the same level after the programme. 12% of the class also moved up to Level 2.

Student Progress - English Duniya



06

Goals

Long-term goals

We have 3 key long-term goals:

1. Support 50,000 teachers through the implementation of different innovative programmes and tools
2. Add partners across the spectrum of education, including reading, literacy, personalised learning, assessment, teacher professional development and school transformation
3. Collect data to benchmark different systems against each other

We believe that in order to successfully transform a school all issues within the system need to be tackled. Our M&E platform will be able to identify what it takes to make each tool scalable and successful and also what it takes to provide implementation support for these tools and what it will take to scale.

Partner Roadmap

2018-2019	2019-2020	2021-2022	2022-2023
Year 1: Focus on access to resources, literacy, tech-delivered	Year 2: Personalised learning - classroom kits, teacher training, student learning	Year 3: Teacher professional development science kits, student assessments	Year 4: Leadership development, coaching and social emotional learning

07

Partners

Implementation Partners

Current



Past



Funding Partners

Current



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Monday - Friday between 9:00am - 6:00pm.

Email:

If you're a teacher: kareena@teachaclass.org

If you're a donor: sneha@teachaclass.org

If you're anyone else: info@teachaclass.org

Visit:

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