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**A] ABOUT LEAPFORWORD:**

LeapForWord is a registered non-profit organization committed to solving the English learning challenges faced by children & youth from regional language backgrounds.

**B] MISSION:**

To address and resolve a chronic legacy problem that limits higher education & employment possibilities for millions of Indian kids studying in regional language schools - English Illiteracy

**C] OBJECTIVES OF THE TRUST**

- To Provide Educational and training facilities to economically backward and underprivileged persons for making them fit to earn their livelihood.
- To implement educational schemes in Municipal or government school pertaining to English Literacy and English Teaching.
- To make people English Literate by way unique teaching methods.

**D] BACKGROUND:**

- Around 200 million students study in rural government schools. Of these, 82% cannot read simple English words while almost 86% cannot even recognise the alphabets
- In Maharashtra alone, almost 15 million students study in FREE government regional language schools, of which almost 9 million by the time they reach Std.8<sup>th</sup> cannot even read simple English sentences.
- In the last 5 years, about 15% regional language Government schools in Maharashtra have shut down and 80,000 students in Maharashtra have exited FREE government schools. In the same period Low Cost Private English medium schools have grown almost 2.5 times
- In India, professional education (*medicine, engineering, architecture etc...*) can be accessed only in English.
- According to The India Human Development Survey 2005, for same-skilled jobs, people who speak fluent English earn ~34% more and people who speak a little English earn ~13% more than those who cannot speak at all.
- ~55% of all content on the Internet is in English while only 1% is in regional languages. For millions of English Illiterate Indian youth with access to smart phones, internet has been reduced merely to become a medium for consuming photos & videos.

**E] PROBLEM CONTEXT:**

To almost 200 million school-going kids in India, English is what Swahili is to most of us - **A FOREIGN LANGUAGE**.

There are only four sources to learn a language from: An environment which speaks that language, | A peer network which converses in that language. An expert tutor who can teach in a structured manner | Technology which allows for self-learning

It is humanly impossible to learn any language in absence of any of these elements. Incumbent solutions however good, assume the presence of one or more of the above mentioned elements. Hence their ability to address the English learning challenge at best has been limited to urban & urban periphery geographies.

LeapForWord's definition of under-served is "A place where all the 4 learning sources are absent", which is true for most of rural India. In such places, the onus of teaching English to kids falls solely on the government school teacher who is a product of the same education system and as a result has neither the capabilities nor the confidence to teach English effectively.

Dependency on an English-competent teacher is the single biggest bottleneck in the pursuit of English Literacy

## **F] THE SOLUTION:**

1. Multiple iterations (*product development & prototyping*) has resulted in a English learning solution whose scope is "Complete English illiteracy to an ability to Read, Write, Comprehend & Structure Grammatically correct English sentences"

This solution is unique in the following 2 ways:

a. It can be delivered by an individual who is not English complete (*No need to be speaking English in order to teach*)

b. The entire solution can be delivered in any regional language

The above 2 product features in conjunction with delivery using mobile phones, will allow this solution to be effectively deployed in some of the most resource scarce locations.

2. This solution is delivered through what we call "The Teacher Entrepreneur Mode". Identify local youth (*SSC / HSC passed*) desirous of contributing to their communities, train & certify them into becoming LFW trainers and assist them in setting up language learning centers (*at their homes, ZP school premises, community centers*). These teachers spend 1 hour / day six days a week with students for which parents pay them a tuition

fee - those who afford pay 2 Rs/day while others pay 1 Re / day. In the last academic year, our teachers **earned an average monthly income of Rs.1,290.**

3. The efficacy of the unique features (*which eliminate the need of expertise*) got underscored by the fact that **all 23 teacher entrepreneurs in our pilot test location of Shirpur (Dhule, Maharashtra) are farmers** who have discontinued education years back and have had no exposure with English. Collectively they reached out to ~1,200 students over the year.

## G. WORK DONE IN THE PAST YEAR:

### 1] BEYOND MAHARASHTRA & MARATHI:

- While this solution has allowed us to bring sustainability without compromising on effectiveness, the biggest benefit has been our introduction to many community based organizations which have interests in Education but were not aware of how to provide English to their students (*Traditional way of learning English necessitates the presence of an English speaking teacher and people who speak English come at a premium*). We are at advanced stages of interaction with many ~11 organizations and we look good to take this solution across the following states - *Maharashtra, Rajasthan, Madhya Pradesh, Tamil Nadu & West Bengal*
- In the current academic year, we have set ourselves a target of enabling 100 teacher entrepreneurs. 35 from Shirpur while the remaining 65 from our partners
- We have committed to translating our first learning level (*of the 4*) into 7 regional languages by March 31st namely - Marathi, Hindi, Urdu, Tamil, Kannada, Gujarati & Bengali.
- We believe that ultimate scale will happen when our work aligns with government schools, till then we need to be at it and continue improving the product. A first step in this direction is the approval from BMC to pilot the solution in 100 schools (*Marathi, Hindi & Urdu*). This will be a Train the Trainer program where students will be impacted by trained in-service teachers.

### 2] HIGHLIGHTS

- Another highlight in this year has been the digitization of our content into **small videos which can work on low-end feature phones**. The intention was to explore how we could reach out to the most inaccessible location without us having to physically travel. We pilot tested this solution with a group of 25 girls (*aspiring teacher entrepreneurs*) in Nareshwadi (*rural Dahanu*). The results were comparable to the ones achieved via a physical training session. We have now decided to conduct all future trainings using these video units with limited physical intervention slowly leading to a complete trainer-free model.
- Another promising development has been the development of a program specifically for regional language in-service teachers. **This 3-day workshop spread over 6 weeks aims to enable regional language school teachers to translate their thoughts into correct grammatical English** (*All non-native English speakers think in their mother-tongue and then translate in English during the early days of communication*). We successfully pilot-tested this workshop with 25 Zilla Parishad school teachers, and are now working towards reaching out to 100 such teachers

in this year (*partners have been identified, locations are Thane rural, Mumbai, Pune & Chinchwad*)

### 3] ACHIEVEMENTS

- In September, we won the Growth Challenge organized by UnLtd India (*This is a support for ready - to - scale efforts. It is a joint initiative between UnLtd India, the Edmond de Rothschild Foundations and the Marshall Foundation.*). The award money supposed to be used exclusively for hiring a team has allowed us to bring 4 good young people on board.
- We have also been incubated by Central Square Foundation. This 1-year support program (*called Ed Celerate*) is aimed at building early-stage efforts into organizations that can sustain at significant scale.
- Pranil Naik got elected as a Ashoka Fellow this year

### 4] LOOKING BACK AT 2014:

- This year has been very rewarding, it seems to be paying us for the efforts that have gone in over the last 7 years. And hence 2015 will be a year to shoulder bigger responsibilities, and I am extremely excited. The prospect of working with 4 highly energized young people for what possibly could become a pan-India solution is highly energizing.
- Pursuit of a solution is very invigorating infact it is intoxicating, but believe me this intoxicated state-of-being is worth all the struggles that come with it. I now have the responsibility of leading a young team on this path. I am looking forward to it.
- Mobile phone is an amazingly powerful tool and we believe it will play a big role in education. I am teacher by choice and every class interaction turbo-charges me, but this exciting space of content + technology + internet + mobile is out of this world. We hope to use these amazing advances to reach out to all those who have been out-of-sight for a long time.

### 5] CLOSING THOUGHTS:

At LeapForWord, we will bid adieu to 2014 with immense gratitude and a promise that 2015 will be a water-shed year in the pursuit of solving the English learning challenge.

**H] ORGANISATION DETAILS:**

- ◆ Constitution : Trust (BPT Act, 1950)
- ◆ Trust Registration No: E-25680
- ◆ Registration Date: 24-April-2009
- ◆ TAN = MUML07539A
- ◆ PAN = AAATL 7223L
- ◆ 12A available = TR/42846 ( 15-01-2010)
- ◆ 80G available = Yes
- ◆ FCRA available = No

**Area of Operation:**

Presence in States	2 - Maharashtra, Gujarat
No of Districts	5 - Raigad, Pune, Nashik, Dhule & Mumbai
Languages in which the content is available	3 - Marathi, Hindi & Gujarati)

**PERIOD OF REPORTING:** 1st April 2014 - 31st March 2015

## I] FINANCIALS

No	Account Name	Bank	Opening Balance	Inflow	Expenses
1	LeapForWord	HDFC	Rs.1,76,283	Rs.7,86,916	Rs. 5,50,860
2	LeapForWord Account Donation	HDFC	Rs.6,08,263	Rs. 17,21,349*	Rs. 5,21,862

\*Note: An amount of 10L as inflow in LeapForWord Account Donation was due to maturity of a FD. Real inflow is 7,21,349

## J] DONATION

### 1. Sources of Donations:

- ◆ Institutional Donation = **Rs. 9, 53, 732**
- ◆ Individual Donation = **Rs. 3, 97, 070**
- ◆ Earned Income (*including interest*) = **Rs. 1,57,263**

### 2. Donor Profiles:

- ◆ Institutional Donors:
  - EdelGive Foundation
  - Central Square Foundation
- ◆ Individual Donors:
  - No of individual donations: 15
  - Highest individual contribution: Rs.50,000/-
  - Average individual contribution: Rs.23,000/-

**KJ TEAM:**

Particular	Employee	Professional	Total
Male	-	3	3
Female	2	-	2
Total	2	3	5

**Remuneration Details**

Highest remuneration	Rs 30,000/- per month
Lowest remuneration	Rs 30,000/- per month
Average remuneration	Rs 30,000/- per month

**LJ GOVERNANCE:**
**Attendance in Board Meetings Conducted**

Name	Age	Position on Board	Occupation	Area of competence	Meetings Attended
Ms. Sudeshna Das	33	Trustee	Employed	Content	April, August and November.
Mr. Pranil Naik	34	Trustee	Employed	Content	April, August, November and February.
Mr. Ankit Dani	33	Trustee	Employed	Finance	April, August and November.
Mr. Tushar Mohite	31	Trustee	Employed	Accounts	April, August, November and February.