



Who Are We ?

LeapForWord is a registered not-for-profit organization that develops simple English solutions for children from regional language backgrounds and delivers them through trained & certified local youth by helping them set up language centres in their respective communities.

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.

Some Facts:

- 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.8th 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 ('05), 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.

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 4 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.

Our Solution:

If the above context is accepted, then there are only 2 ways to solve this problem:

1. Recruit English-proficient teachers and send them to government schools at a pay which will compensate them adequately for the otherwise scarcely available skill.

OR

2. Develop an alternate pedagogy that enables the existing network of varyingly abled teachers to effectively teach English and deliver measurable outcomes.

The primary elements of our solution are:

- Content: Highly structured, Modular & Rule based.
- Delivery: English can be taught like any other subject in any local language e.g. Marathi, Hindi, Gujarati etc...
- Economical: At Rs.4 per day for a period of only 24 months.
- Measurable: Through a proprietary assessment framework that allows effective measurement of individual student learning and recommendation of appropriate corrective teaching actions.

Our solution completely eliminates the need of English expertise and enables existing teachers to take our students from English illiteracy to a stage where s/he can Read, Write, Comprehend & Structure grammatically correct sentences.

What sets us apart from the rest?

- Pedagogical Innovation: The core of our solution is a set of rules that allows translation from English into any Indian regional language and vice versa. Limited testing has shown translation results to be grammatically better than the most commonly used Google translator.
- Flexibility: Our solution can be delivered in any local language by a person who need not know how to speak English. Kids can enter into any of the 5 learning levels depending on their enrollment capabilities.
- Economical: We are arguably the cheapest classroom learning solution on a per hour learning cost basis.
- Holistic: Our proprietary Assessment Framework allows collection of feedback, recommendation of corrective teaching actions and sharing of results with parents, donors and other involved stakeholders.
- Operational Sustainability: Educated unemployed youth are trained and certified to become "Teacher Entrepreneurs". They are assisted in setting-up English learning centers where they teach kids for a small fee. These youth earn about Rs. 3,500 - 4,000 per month for about 3 hours of teaching everyday.
- Offline virtual content: All our content is digitized and delivered through Micro SD data cards which play even on low-end mobile phones.

Work done till date:

- We have extensively tested our content through the TEACHER ENTREPRENEURS' (TEs) in our pilot test-bed of Shirpur (district Dhule, Maharashtra).
- We have reached out to over 12,000 kids through 300 trained teachers across 5 districts in Maharashtra.
- Since 2009 our average performance across both formal & non-formal education system has been ~71% i.e. between 69% - 74% of all kids enrolled in a particular level exit having achieved the desired learning outcome.
- More than 75 young people in rural Maharashtra have been certified as LFW Teacher Entrepreneurs.
- About 10 students in our captive geography of Shirpur have cleared English entrance exams to secure admissions in military schools run by the Maharashtra State Government *(For the first time in the last 60 years in this Taluka these many students studying in Marathi medium Zilla Parishad schools cleared this test)*

Future Plan:

The TEACHER is central to our ambition of achieving an English Literate End-State. There are only 5 types of teachers namely: Government School Teachers | Private School Teachers | Supplementary Teachers on the payroll of Community Based Organizations | Tuition Teachers | Volunteers / Parents

Our endeavour is to make our solution - *Content, Teaching Methods & Measurement* - available to each of these teachers.. We have set out to achieve this in 3 phases:

- PHASE 1: EFFICACY - Test all elements of the solution extensively in one geography:- COMPLETE
- PHASE 2: SCALE - Extend the solution to about 5-6 large districts and demonstrate effectiveness of the model:- ONGOING (Till December, 2018)
- PHASE 3: SUSTAINABILITY - Test an alternate ownership / control structures that allows for donor independent operations.

The ongoing scalability phase will be demonstrated through achievement of the following target over the next 3-years:

500 Institutional Partners	10,000 Trained Teachers	500 Teacher Entrepreneurs	1,65,000 Students
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Video References:

[Click on the links below](#)

[Introduction](#)

[Word Power Championship](#)

[Feedback from a ZP school teacher who attended LFW training](#)

[Can't read Marathi but reads English](#)

[This 2nd grade ZP school student understands English](#)

Basic Information

1. Name of the organization: LeapForWord
2. Registration type: TRUST
3. Year of registration: 2009
4. Registration Number: E-25680
5. Address (Registered): C-10, Om Shree Yashodhan Society, Road no 5, Jaiprakash Nagar, Goregaon (E), Mumbai - 63
6. Website: www.leapforword.org
7. Contact details: Pranil Naik (09892810716)
8. Tax exemption details: Exempt under 12A & 80G of the I-T act
9. PAN: AAATL 7223
10. FCRA: Not available

Partners:

