ANNUAL REPORT
2022-2023
Founders' Note

In the annual report for the fiscal year 2022-23, we reflect on Rocket Learning's progress in bringing education access to children in some of the most remote and impoverished parts of India. We extend our heartfelt appreciation to the central government, district leaders, state representatives, investor partners, team members, parents, and Anganwadi workers for their invaluable partnerships and support. Together, we have made significant progress in advancing education equity and evangelizing the criticality of early childhood education.

As we reflect on the journey thus far, we are moved by the stories of hope and transformation that have emerged. The spark of curiosity ignited in a child's eyes, the newfound confidence in their abilities, and the dreams that are now within reach — these remind us of the importance of our collective efforts.

Together, let us continue to champion education equity, advocate for early childhood development, and strive for a society where every child has the opportunity to flourish.
Who We Are

In 2020, Rocket Learning's co-founders got together to build a scalable, cost-effective, technology-enabled solution that worked in tandem with the free public daycare system. Read More about our journey.

Mission

To empower children in India through AIM (Awareness, Information, and Motivation), forging government partnerships, raising mass awareness, and deploying affordable AI solutions, ensuring all children, regardless of location or socio-economic status, are prepared for a bright future.

Vision

We envision a society where every child in India has equal access to high-quality early childhood education.
Impact

The year 2022-23 was critical for us. By focusing on underserved communities, we have worked tirelessly to break down the barriers that hindered educational opportunities.

Our unwavering commitment is helping ensure that no child is left behind, empowering these young minds and giving them the tools to build a brighter future.
Operating across 7 states and partnering with 60 districts, our efforts reached 1.5 million children. With a dedicated team of 140 members and a budget of $2 million, we delivered high-quality early childhood education programs that are transforming lives.

These numbers represent more than mere statistics; they embody the immense potential being unlocked in each child, the dreams being nurtured, and the pathways to a brighter future being forged.

1 Improving the parent model

At Rocket Learning, the learning never stops. We keep one ear to the ground and respond to community needs quickly. This year, we conducted extensive A/B tests and rapid trials, rapid prototyping workshops, analytics and user visits, and large-scale tests across 50,000 to 80,000 parents. During these visits, we observe users interacting with diverse educational content lessons and iterate on the spot to find the best fit. These efforts have helped us understand parent aspirations, motivations and behavioural patterns, furthering our effectiveness.
We made several changes to our gamification and nudges based on our observations from these field trips:

- We are now using visuals that kids love - localized emojis/incentives, famous celebrity figures like Taarak Mehta, and voice notes in dialect.
- We are linking thumbnails leading to double open rates.
- Based on parents’ attention span, we limited our texts to 10-15 words. We are also sending more and more messages in pictorial format and reduced our video length to 1 min wherever possible.
- We realized that generic nudges were not working well, so we introduced nudges like alarmed Gaffy (a giraffe character) or personalized gamified nudges as reminders.

- We introduced 3-step know-how videos (<1 min) to upskill users on digital micro-skills.

2 Launching the teacher model

In 2022, we extensively tested and launched our teacher model to enable Anganwadi (daycare) workers to become empowered preschool educators. Most Anganwadi workers have an exhaustive list of duties, including surveying the community, caring for pregnant and lactating mothers, providing nutrition and care to all young children, etc. Often, education takes a backseat.
Moreover, most Anganwadi workers do not receive prior training to educate young children before taking the job. Our teacher model utilizes a hybrid training model that provides Anganwadi workers with the tools and resources to teach India's future leaders.

In just one year, we reached 60,000 Anganwadi workers across Maharashtra and Uttar Pradesh through our successful interventional model. We also conducted comprehensive user research and content tests to study the value derived from this newly launched model, inform design principles for content and product features, and understand content consumption patterns and digital user behaviour.

3 Strengthening our policy and advocacy efforts

We have made significant achievements in the field of Early Childhood Care & Education (ECCE) by implementing various initiatives:

- We set up pro bono Program Management Units with Government of India (GoI) and multiple states and districts, ensuring effective coordination and monitoring of ECCE programs.
Rocket Learning was part of GoI's Ministry of Women and Child Development's ECCE Taskforce, helping draft a roadmap for operationalizing ECCE across 1.3 million Anganwadi centers.

We helped GoI create the theme of "Poshan Bhi, Padhai Bhi" during Poshan Maah, to support community workers in actively involving parents and caregivers in the developmental journey of their children.

Rocket Learning aligned our ECCE content with the National Curriculum Framework to ensure curriculum coherence, enabling a nationwide standardized approach. These materials are now available on the national government's websites and Diksha app.

We advocated for prioritized the procurement of Teacher Learning Materials, helping ensure an increased budget and facilitating their creation through Toy workshops under the National Action Plan for Toys.
This March, we hosted India’s pioneering Early Childhood Education Conference - Udaan’23, a groundbreaking event that gathered over 200 experts, including government officials, researchers, and social workers, to discuss Early Childhood Education and Care (ECCE) in India. This conference marked the first time such diverse stakeholders came together to address the urgency of the matter.

The conference featured seven in-person panels and one virtual session, focusing on aligning states with the National Curriculum Framework, empowering Anganwadi workers to become better educators, and involving parents in a community-driven early childhood development (ECD) solution.

200+ ECCE Champions

1 Goal
Educate, empower, engage for early childhood education

7 Panel discussions + global virtual webinar

Shri Indevar Pandey, Secretary, MWCD

“One of the biggest tasks ahead of us is to make India’s youngest capable of continuing our march into Amrit Kaal and ensuring they are fit to take care of our country. It is absolutely essential for us to have a clear focus and roadmap for ECCE.”
Dr. V.K. Paul, Member, NITI Aayog
"The time has come that we invoke the guidance from the National Education Policy (NEP) in particular where it says pathways should be found for 0-3 years age group."

Tripti Gurha, Joint Secretary, MWCD; Director, NIPCCD
"By collaborating with Rocket Learning, we are trying to launch a very ambitious plan of training about 14 lakhs plus Anganwadi workers directly and are developing a capsule of three-day training which would consist of "Poshan Bhi, Padhai Bhi."

Amneet Kumar, Commissioner & Secretary, WCD, Haryana
"Investment in young children, in the 0 - 6 cohort, is what we need to work on. And if you have standardized curriculum, outcome delivery and concurrent evaluations, you will see good results."

Pavneet Kaur, District Collector, Maharashtra
"From civil society organizations, as a district collector, I need more (support) with systemic changes, planning processes, monitoring and evaluation."

Abhishek Surana, CEO, Zila Parishad, Rajasthan
"Parents when they get recognised, it always feels good - gamification is an incentive, almost a nudge. They are getting access to the same tech used in private schools... so, there is a sense of empowerment."
**Token of Appreciation**

**Government Support:**
The unwavering support and commitment of the government have been instrumental in our success. Their policies and initiatives have created an enabling environment for our programs to thrive. By recognizing the criticality of early childhood education, the government has inspired us to push boundaries and reach those children who need it the most.

**Anganwadi Workers:**
The dedicated and passionate daycare workers have been the unsung heroes in our mission. Their tireless efforts in providing children with a safe and nurturing environment have made a profound impact. Their commitment to fostering a love for learning sets children on a trajectory for lifelong success.

**Investor Partners**
We sincerely thank our investors for believing in our vision and providing unwavering support. Without their generous contributions, our achievements would not have been possible. Their commitment to education equity and early childhood development has been the backbone of our work. Their investment in our mission has helped pave the way
for countless success stories, creating a brighter future for over a million children.

**Team members:**
Rocket Learning's dedicated employees have been instrumental in translating our vision into reality. Their passion, expertise, and unyielding dedication have made a profound impact on the lives of countless children and families. Whether in the field, the office, or the Anganwadis, their relentless pursuit of educational excellence is shaping the future of our nation.

**Parents:**
We extend our heartfelt appreciation to all parents for their vital role in our mission. Their trust, support, and active participation have been crucial in ensuring the success of our programs. By embracing education as a fundamental right for their children, parents have become powerful advocates for change. In the fiscal year 2022-23, we have achieved significant milestones, but we recognize that much work still needs to be done. At Rocket Learning, we remain committed to ensuring equitable access to quality education for every child. With the continued support of our stakeholders, we are confident in our ability to reach more children in need and expand our impact.