Rocket Learning (Ekho Foundation) believes in the power of each individual, and believes in providing each individual the capacity to be their best versions.

Set up as a non profit, Rocket Learning partnered with state and districts governments through this difficult pandemic year to enable learning to over 800,000 children. We enabled parents and community to become teachers of their children at home, and build upon the aspirations that they have for their children.

Our journey has shown us the need to work with governments to better assist the work they are doing. There is reach, and there is immense potential in working with the existing systems. It has also brought to the forefront the magnitude of the learning gap in our country. There has also been a learning gap for most low income children, but never before has it been as prominent as in the past year, when schools have been shut.

This has made our work even more critical. We commit to provide learning to children at their critical foundational years, and will do our best in the next year, and the year after that, until we can enable each child to access high quality education.

- Rocket Learning Leadership team
Rocket Learning is an ed-tech NGO founded by alumni of IITs, IIMs, Harvard and reputed companies and NGOs, with the goal of catalysing early childhood education and community engagement in India. It links the government system with parents and communities, using technology, media and social influence techniques. Our solution creates the social incentives and behavioural nudges to pull parent communities to engage with children and teachers. Bharat is changing with tech penetration and impact opportunities are multiplying with that change.

Rocket Learning is anchored by Central Square Foundation and funded by other prominent organisations such as Microsoft, Accel and RG-MFE. We are partnering at scale with state governments and IAS officers in UP, Maharashtra, Haryana, Delhi and Chandigarh to impact 800,000+ children in 50,000+ schools and anganwadis.

The dream is to create a national social movement in the next 5 years – in which 5 crore parents build the habit to engage with their child’s learning, and to create a future in which no child loses their future by the age of 8. Today’s situation is a travesty – changing it is the least we can do as a country.

Please see a 2 minute illustrative video about Rocket Learning - https://www.youtube.com/watch?v=awFt3vagbiY

More about us on www.rocketlearning.org
Our vision is to create a fully scalable system for school and life readiness through home and school for all young children everywhere
Our Mission

Mission

• **Eradicate** the inequality faced by low-income children by creating a **national parent-led social movement** for early learning, through partnerships, mass awareness, information, incentives and engagement

• **Enable a universal high-quality ECCE system** by collaborating with governments through results-based advocacy, capability building and technology

• **Build a catalytic expert organization** in the early learning space, which facilitates sustainable childcare and education reform by generating strong political capital
Our Values

Impact First
Innovation and action
Systems change at scale
Diversity
Empowerment with ownership
Energy, optimism, and empathy
Trust and Transparency
DEEP DIVE INTO
2021-22
Key highlights

5 States/ UTs covered
58,000 Schools & Anganwadis
9,00,000 Parents and children impacted
2,000 Content videos created/ curated
70 Awareness/ motivation campaigns created
14 Funding, content, media and research partners
Our Theory of Change in Education

**INPUTS**

- Govt. anchored Teacher-Parent messaging groups
  - Two-way group engagement & accountability in an online-offline model through teachers, AV content

- Social pull with aspiration, validation
  - Social media challenges, influencer role modelling, “Smart Family” certifications, group competitions

- Technology Stack
  - Real-time nudges and big data feedback analytics. Computer vision AI to classify individuals and responses

**OUTPUTS**

- Low-income Parents have AIM - aspiration, information, motivation and measurement - to support their child’s learning

- Parents do regular learning activities with their children at home, and engage with school system

**OUTCOMES**

- Home Effects leading to Improvement in child’s abilities and learning outcomes

- Change in parental knowledge, attitude and confidence for the long-term

- Knock-on effects on child and parent’s participation in school
Our Solution: Technology and community-led behaviour change, scaled through the government to provide AIM (Awareness, Information, Motivation) to parents.
Our Solution: Awareness through events, influencers

**Shiksha Chaupals (Parent teacher meetings)**

Example: Statewide “Shiksha Chaupals” facilitated across UP state

**Celebrity messaging**

Example: Awareness campaign with ex-India cricket and captain, Suresh Raina
Our Solution: Information, fun and learning oriented

- Local language, contextualized content
- Daily automated delivery
- Play based, fun, easy to do activities
- Activities doable with material at home
- Call to Action with every video, parents respond
- <2 mins videos, optimised for low bandwidth

Content prepared on national guidelines, and aligned with the state curriculum
Our Solution: Motivation - recognising and rewarding

Weekly report cards, creating accountability in parents and teachers

Gold medal to highly active parents

Certificates to teachers for engaging parents
**We impacted 800,000 children in 2021-22**

<table>
<thead>
<tr>
<th><strong>Primary schools : grades 1-3</strong></th>
<th><strong>Pre-schools and Anganwadis</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>32,000 classrooms,</strong></td>
<td><strong>26,000 classrooms,</strong></td>
</tr>
<tr>
<td><strong>510,000 children covered</strong></td>
<td><strong>340,000 children covered</strong></td>
</tr>
<tr>
<td><strong>Uttar Pradesh</strong></td>
<td><strong>Maharashtra</strong></td>
</tr>
<tr>
<td>12 districts - Grades 1-3</td>
<td>7 districts - anganwadis, pre-schools (Mumbai)</td>
</tr>
<tr>
<td><strong>Haryana</strong></td>
<td><strong>Uttar Pradesh</strong></td>
</tr>
<tr>
<td>22 districts - Grades 1-2</td>
<td>4 districts - anganwadis</td>
</tr>
<tr>
<td><strong>East Delhi</strong></td>
<td><strong>Chandigarh</strong></td>
</tr>
<tr>
<td>350 schools - Grades 1-2</td>
<td>Anganwadis and pre-schools</td>
</tr>
</tbody>
</table>
Funders for 2021-22

- Central Square Foundation
- N/Core
- Harvard University
- RG-MFE
- Accel CSR
- Microsoft
- Friends and Family
- Agency Fund
- Amazon, Capgemini
- DRK Foundation
- Godrej Foundation
- ACT Ambition Fund
- Bansuri Foundation
- Motivation for Excellence Foundation
- Ekstep
- MIT
- WEF-Deloitte
# Profit and Loss Statement for the Year Ended 31st March, 2021

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Notes</th>
<th>31.03.2021</th>
<th>31.03.2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from operations</td>
<td>9</td>
<td>1,17,76,200</td>
<td>-</td>
</tr>
<tr>
<td>Other income</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>1,17,76,200</td>
<td>-</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee benefit expense</td>
<td>10</td>
<td>63,25,974</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>6</td>
<td>2,37,149</td>
<td>-</td>
</tr>
<tr>
<td>Other expenses</td>
<td>11</td>
<td>26,70,435</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td></td>
<td>93,23,558</td>
<td>-</td>
</tr>
<tr>
<td><strong>Profit before tax</strong></td>
<td></td>
<td>25,24,351</td>
<td>-</td>
</tr>
<tr>
<td><strong>Tax expense</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) Current tax</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(ii) Deferred Tax</td>
<td>-</td>
<td>42,986</td>
<td>-</td>
</tr>
<tr>
<td><strong>Profit/(Loss) for the period</strong></td>
<td>12</td>
<td>24,81,365</td>
<td>-</td>
</tr>
</tbody>
</table>

**Earnings per share**

2,481.97

Summary of Significant accounting policies

1

1. **EQUITY AND LIABILITIES**
   - Shareholders' Funds
     - Share Capital: 2
     - Reserve and Surplus: 3
   - Share application money pending allotment
   - Non-Current Liabilities
     - Deferred tax liabilities: 4
   - Current Liabilities
     - Other current liabilities: 5

2. **ASSETS**
   - Non-current assets
     - Fixed assets
       - Tangible assets: 6
   - Current assets
     - Cash and cash equivalents: 7
     - Short-term loans and advances: 8
   - Other current assets

Total

26,14,037

Summary of Significant accounting policies

1

For ASHWANI & ASSOCIATES

CHARTERED ACCOUNTANTS

ON BEHALF OF THE BOARD OF DIRECTORS

FIRM REG. No.: 004877

GANGA NARAYAN

AZEEZ GUPTA

UTSAV KHERIA

M.No.: 0812301

DIN NO. 0832891

DIN NO. 0859587

Date: 20/03/2021

Place: New Delhi

---

# Balance Sheet as at 31st March, 2021

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Notes</th>
<th>AMOUNT AS AT 31.03.2021</th>
<th>AMOUNT AS AT 31.03.2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EQUITY AND LIABILITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Shareholders' Funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Share Capital</td>
<td>2</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>(b) Reserve and Surplus</td>
<td>3</td>
<td>24,81,965</td>
<td></td>
</tr>
<tr>
<td>(2) Share application money pending allotment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(3) Non-Current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred tax liabilities (Net)</td>
<td>4</td>
<td>42,386</td>
<td></td>
</tr>
<tr>
<td>(4) Current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Other current liabilities</td>
<td>5</td>
<td>1,09,064</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>26,34,037</td>
<td></td>
</tr>
</tbody>
</table>

**ASSETS**

- Non-current assets
  - Fixed assets
    - Tangible assets: 6

- Current assets
  - Cash and cash equivalents: 7
  - Short-term loans and advances: 8

**Total**

26,34,037

Summary of Significant accounting policies

1

For ASHWANI & ASSOCIATES

CHARTERED ACCOUNTANTS

ON BEHALF OF THE BOARD OF DIRECTORS

FIRM REG. No.: 004877

GANGA NARAYAN

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M.No.: 0812301

DIN NO. 0832891

DIN NO. 0859587

Date: 20/03/2021

Place: New Delhi
Note of thanks

We are deeply thankful to governments, corporates, institutions and agencies who have placed their trust in us. Most importantly, we thank the parents and community who have placed their trust in us to help educate their child.

Rocket Learning (Ekho Foundation)
103, Pratap Bhawan Bahadur Shah Zafar Marg, New Delhi - 110002

Email: contact@rocketlearning.org

Website: www.rocketlearning.org

https://www.facebook.com/learning.rocket/

https://www.linkedin.com/company/67108050/admin/
Together, let's ensure an equal foundation for each child