STAR PARENTS

40 million+ children in India are unable to access high-quality early childhood education.

We support children between the ages of three to eight years who previously had limited or no access to preprimary and primary education. Parents use the learning content and tools we send on our WhatsApp-based digital classroom to enhance their children's foundational, cognitive, and physical skills at home.

In 3 years, we have impacted 2.5 million children across 9 Indian states through 200,000 home-learning classrooms on WhatsApp.

On average, a child in the Rocket Learning cohort reaches the top third of their class, and 80% engaged children become school ready.

Parents are doubling the time they spend with children on learning, with this behavior change persisting even post 12 months.
Our model is **innovative, scalable, and only costs $1.5/Child/Year**

1. Each RL enabled WhatsApp group has about 10 parents, facilitated by the Anganwadi worker who runs their child's day care center.

2. We send digital demos of play-based activities and worksheets that trigger real-world tactile learning of children, facilitated by parents.

3. Children and parents respond by sharing photos and videos of the tasks they performed.

4. The Anganwadi worker and other parents acknowledge and react to each other's work creating peer effects and a social pull.

5. Our tech sends behavioral nudges, emojis, and digital medals as rewards to motivate children.

6. Our state-of-the-art machine learning and artificial intelligence mechanisms analyze, monitor, each student's learning outcomes and behavior, and customize their experience for personalized learning.

Your support will help us serve more children: [www.rocketlearning.org](http://www.rocketlearning.org)