

Rocket Learning works with the entire ecosystem around children...



...and parents are a crucial part of that ecosystem

What is the journey a parent takes to build a strong relationship with their child?

We see different types of usage across the parents we serve

Power users

Spend 2+ hours
every week

Infrequent users

Spend 30 min - 1 hour
every week

Non-responders

Don't report time
spent on education

Our behaviour change work aims to understand each of these archetypes better

What we've heard from parents...

“Abhi toh bacche
chhote hain”

Kids are young now

“Samay nhi hai
padhane ka”

Don't have time

“Teacher padha deti
hain”

The teacher will teach

“Hum toh padhe likhe
nhi hain”

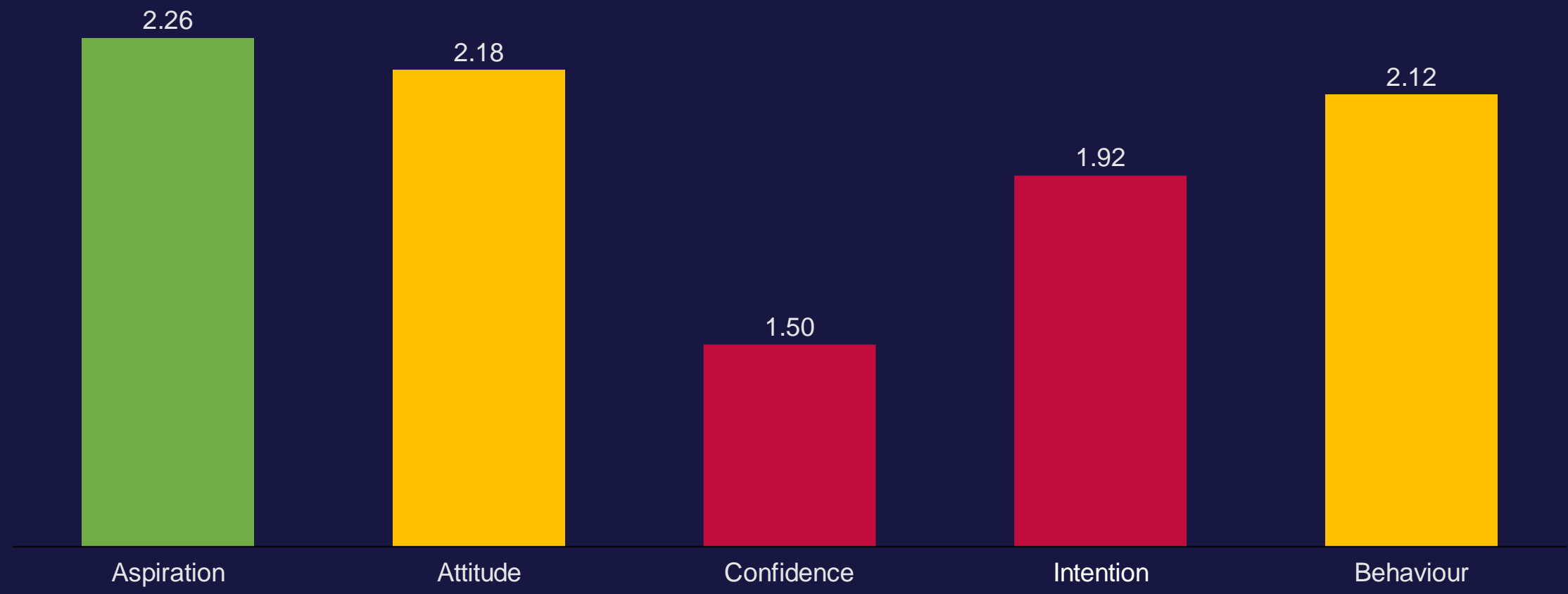
We aren't educated

RL's behaviour change framework for parents



Tool used to survey 1000 parents across 5 districts

Confidence, Intention low across districts



Note: All scores are on a scale of 1-3

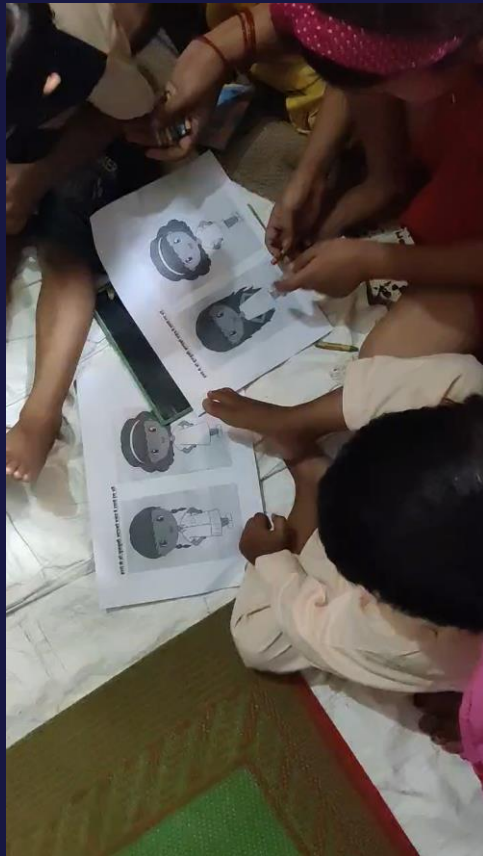
Mummy hai sab janti hai

Campaign to improve mother's confidence



Assessments to continuously improve our campaigns

Workshops



AB tests



Cooking with father

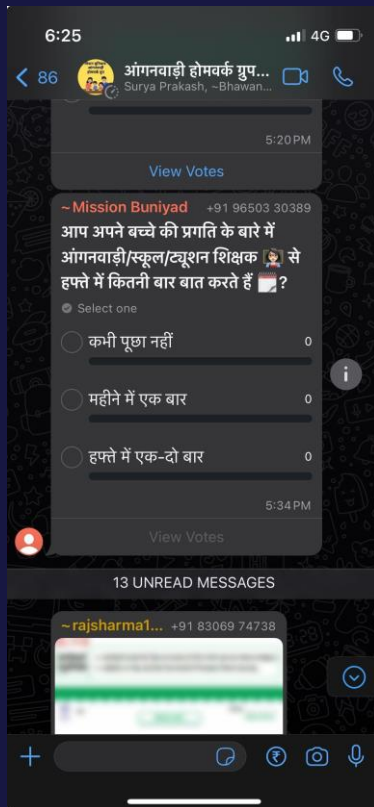


Cooking with family

Campaigns' success via both quantitative and qualitative means

Example of a campaign "Har Baccha hai Anokha"

Polls on whatsapp



Engagement

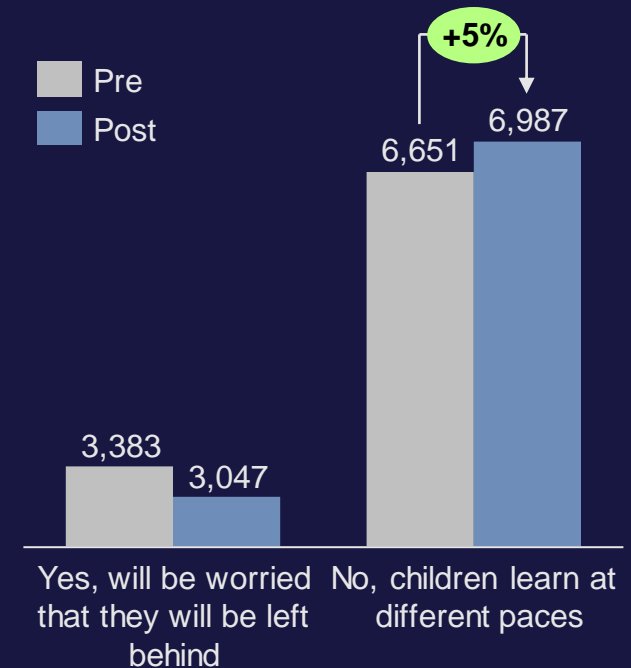


~30K parents active daily



~10K poll responders

Would you be worried if your kid learns slower than others in the class?



Ensure each parent is spending the
right quantity and quality of time
with the child

Dekho aur seekho

