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

“Teacher padha deti hain”
The teacher will teach

“Samay nhi hai padhane ka”
Don’t have time

“Hum toh padhe likhe nhi hain”
We aren’t educated
RL’s behaviour change framework for parents

**Aspiration**
- I aspire my child to learn new skills (short term)
- I aspire my child to study in a good school (medium term)
- I aspire my child to have a good life (long term)

**Attitude**
- I understand that intelligence is malleable
- I understand the importance of early childhood education
- I understand the impact of parental inputs

**Confidence**
- I feel confident as a parent
- I feel confident interacting with my child
- I feel confident in helping my children learn basic skills

**Intention**
- I want to know more about my child’s learning
- I want to contribute to my child’s learning

**Behaviour**
- The quantity of interactions with my child has increased
- The quality of interactions with my child has improved
- The relationship with my child has strengthened
Tool used to survey 1000 parents across 5 districts
Confidence, Intention low across districts

Aspiration: 2.26
Attitude: 2.18
Confidence: 1.50
Intention: 1.92
Behaviour: 2.12

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

~30K parents active daily

~10K poll responders

Engagement

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

- Yes, will be worried that they will be left behind
- No, children learn at different paces

Pre: 3,383, Post: 3,047

Pre: 6,651, Post: 6,987

+5%
Ensure each parent is spending the right quantity and quality of time with the child
Dekho aur seekho