



ROCKET LEARNING

Building an equal foundation, early

A photograph of five children of diverse backgrounds sitting together outdoors. They are all smiling and looking towards the camera. The image has a teal tint. The text 'ANNUAL REPORT 2020-21' is overlaid in white.

ANNUAL REPORT 2020-21

Note from the Rocket Learning Leadership Team

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 100,000 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

About Rocket Learning

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 and Chandigarh to impact 100,000+ children in 10,000+ 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

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



A photograph of five children of diverse backgrounds, all smiling and huddled together in front of a rustic wooden wall. The image is tinted with a blue monochrome filter. The children are wearing casual clothing, including a t-shirt and button-down shirts. The text "DEEP DIVE INTO 2020-21" is overlaid in the center in a white, sans-serif font.

DEEP DIVE INTO 2020-21

Key highlights

3	States/UTs taking part in Rocket Learning operations
10,000	Schools and anganwadis reached
100,000	Parents and children impacted
15,000	Teachers reached
800	Content videos created/ curated
30	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



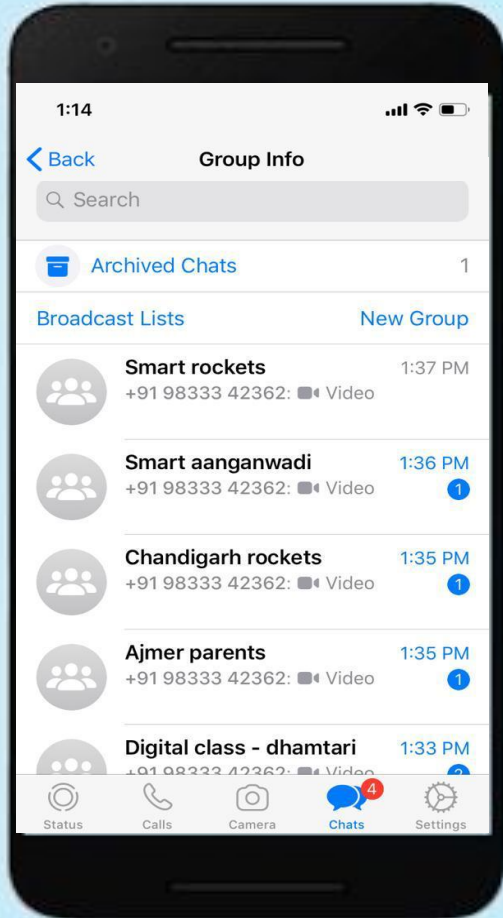
OUTCOMES

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



Our Solution: Technology and community-led behaviour change, scaled through the government to provide AIM (Awareness, Information, Motivation) to parents

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

 **प्रगती अहवाल पत्र**
Date: 07 to 12 Sep 2020

तुम्ही विडिओ / फोटो पाठवलेत

नाव	07 Sep Mon	08 Sep Tue	09 Sep Wed	10 Sep Thu	11 Sep Fri	12 Sep Sat
Vijay Pawar	😊	😊			😊	😊
Gajanan Chathe		😊	😊	😊		
Gajanan Chathe	😊	😊	😊	😊	😊	😊
Ankush R Mauser	😊					
1-4-3-समाधान	😊					
Shivani	😊					
Sonali Sandip Bhivsane	😊	😊				
Bharti Jambhulkar	😊	😊	😊			

प्रगती अहवाल पत्र
Date: 07 to 12 Sep 2020

नाव :
पालकाचे नाव : Gajanan Chathe
फोन नंबर : 918080165629

07 Sep Mon	08 Sep Tue	09 Sep Wed	10 Sep Thu	11 Sep Fri	12 Sep Sat
😊	😊	😊	😊	😊	😊

तुम्ही विडिओ/फोटो आमहाला पाठवलेत



Gold medal to highly active parents



Certificates to teachers for engaging parents

We impacted 100,000 children in 2020-21

Geography	Details	June '20	July	August	Sept	October	Nov	December	January '21
Aurangabad	Rural AWCs								40,000
Aurangabad	Urban AWCs								12,000
Chandigarh	Urban AWCs, nursery schools								4,000
Chandigarh	Urban AWCs, pre-nursery schools								4,000
Uttar Pradesh	Grade 1 and 2 in 5 districts								50,000
Mumbai/Pune	Akanksha govt. schools								1,000
Mumbai	MCGM balwadis								6,000

100,000+

Funders for 2020-21

Central Square Foundation

N/Core

Harvard University

RG-MFE

Accel CSR

Microsoft (upto \$120k free credits)

Friends and Family

A photograph of five children, three girls and two boys, smiling and posing together outdoors. They are wearing light-colored, short-sleeved shirts. The background shows a rustic wooden structure and some foliage. The entire image is overlaid with a blue tint. Centered over the image is white text that reads: "Plan for 2021-22: Impact 1 million children in 2021-22".

Plan for 2021-22: Impact 1
million children in 2021-22

Financials for 2020-21

103, PRATAP BHAWAN, BHADUR SHAH ZAFAR MARG, NEW DELHI-110002
CIN: U80902DL2020NPL366388

Balance Sheet as at 31st March, 2021

(Amount in Rs)

Particulars	Notes	AMOUNT AS AT 31.03.2021	AMOUNT AS AT 31.03.2020
I. EQUITY AND LIABILITIES			
(1) Shareholder's Funds			
(a) Share Capital	2	10,000	-
(b) Reserves and Surplus	3	24,81,963	-
(2) Share application money pending allotment		-	-
(3) Non-Current Liabilities			
Deferred tax liabilities (Net)	4	42,386	-
(4) Current Liabilities			
(a) Other current liabilities	5	1,00,966	-
Total		26,34,417	-
II. Assets			
(1) Non-current assets			
(a) Fixed assets			
(i) Tangible assets	6	9,01,773	-
(2) Current assets			
(a) Cash and cash equivalents	7	16,98,626	-
(b) Short-term loans and advances	8	34,018	-
(c) Other current assets		-	-
Total		26,34,417	-

Summary of Significant accounting policies 1

The accompanying notes are an integral part of the Financial Statements.

As per our report of even date attached.

For ASHWANI & ASSOCIATES
CHARTERED ACCOUNTANTS
FIRM REG. No. : 000497N

BEHALF OF THE BOARD OF DIRECTORS

Azeez
AZEEL GUPTA
(DIRECTOR)

UTSAV KHERIA
(DIRECTOR)

(2008/2021) UDIN: 2604205 AAAALB 6202

103, PRATAP BHAWAN, BHADUR SHAH ZAFAR MARG, NEW DELHI-110002
CIN: U80902DL2020NPL366388

Profit and Loss statement for the year ended 31st March, 2021

(Amount in Rs)

Particulars	Notes	31.03.2021	31.03.2020
Revenue from operations		-	-
Other Income	9	1,17,76,200	-
		1,17,76,200	-
Expenses			
Employee benefit expense	10	63,23,974	-
Depreciation and amortization expense	6	2,37,440	-
Other expenses	11	26,90,435	-
Total Expenses		92,51,849	-
Profit before tax		25,24,351	-
Tax expense:			
(1) Current tax		-	-
(2) Deferred Tax		42,386	-
Profit/(Loss) for the period		24,81,963	-
Earning per share	12	2,481.97	-

Summary of Significant accounting policies 1

The accompanying notes are an integral part of the Financial Statements.

As per our report of even date attached.

For ASHWANI & ASSOCIATES
CHARTERED ACCOUNTANTS
FIRM REG. No. : 000497N

ON BEHALF OF THE BOARD OF DIRECTORS

(SANJEEVA NARAYAN)
PARTNER

M No. : 084205
UDIN: 21024205 AAAALB 6202

Place: New Delhi

Date: 20.08.2021

Azeez
AZEEL GUPTA
(DIRECTOR)
DIN NO.08523091

UTSAV KHERIA
(DIRECTOR)
DIN NO.06396887

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/>



Rocket Learning

*Together, let's ensure an equal
foundation for each child*