SAMPARK

A Foundation by Anupama & Vineet Nayar



Annual Impact Report

2023-24

Watch this Annual Report in a minute

SCAN ME

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SAMPARK

A Foundation by Anupama & Vineet Nayar

The Mission of the Partnership

To improve learning outcomes across
10,286 Schools through 1,93,550 Teachers
impacting 22,59,379 Children


नमस्कार
How are you?
कैसे हैं आप?

TABLE OF CONTENTS

1. OUR MISSION AND PURPOSE ••• 01 - 08

2. THEORY OF CHANGE ••• 09 - 16

3. DEPARTMENT OF ELEMENTARY EDUCATION, GOVT. OF HARYANA PARTNERSHIP AND ITS IMPACT ••• 17 - 30

4. ABOUT SAMPARK FOUNDATION ••• 31 - 34

5. EMPLOYEES FIRST AT SAMPARK FOUNDATION ••• 35 - 46





CHAPTER 1

OUR MISSION AND PURPOSE

Sampark Edge



Addressing Key Educational Challenges



Globally Acclaimed Leadership



Ethical and Transparent Operations



Wide Reach & Scalability



Strong Government Partnerships



Data-Driven Approaches



Technological Integration



Extensive Teacher Training



Improved Learning Outcomes

FROM THE DESK OF THE FOUNDERS





Despite significant efforts, education transformation, particularly in rural schools, has remained elusive, with learning outcomes often on the decline. Drawing inspiration from the 'Employees First, Customers Second' philosophy that revolutionized HCL Technologies, we shifted focus to place teachers at the heart of our educational reform strategy.

Recognizing teachers as the cornerstone for change, our approach seeks to empower them, ensuring that educational programs are not just implemented but brought to life in classrooms. By addressing their needs and valuing their contributions, we enhance the learning experience for students.

Our philosophy is underpinned by frugal yet effective technological solutions for scalability, simplified pedagogy and structured content for ease of teaching, use of data and analytics to drive transparency and accountability and finally, emphasizing the power of motivation and recognition of teachers over command and control to drive education transformation.

The success of these experiments gave birth to a transformative program that we call “Teachers First Students Second”, now a Harvard Case Study.

This journey has been further enriched by the subtle yet powerful support of our corporate and government partners, whose contributions are integral to our progress.

Vineet Anupama

SAMPARK'S TRANSFORMATIVE JOURNEY

Frugal Innovation - Transformation at Scale

DEVELOPED **1** TEACH-EASY PEDAGOGY

PARTNERED WITH **8** STATES

DISTRIBUTED **3L** TEACH-EASY KITS

BUILT **31K** SAMPARK TV CLASSROOMS

TRAINED **6L** TEACHERS

IMPACTED **1.5CR** RURAL CHILDREN

OUR IMPACT IN NUMBERS

16% INCREASE IN CHILDREN ATTENDANCE

30% REDUCTION IN TEACHING WORKLOAD

4.6/5 PROGRAM ACCEPTANCE SCORE

76% SCHOOLS TEACH AS PER PLAN

▲ **32%** HIGHER ACADEMIC SCORES

FROM THE DESK OF THE PRESIDENT



Dear Team Department of Elementary Education, Govt. of Haryana,

At Sampark Foundation, our mission to revolutionize rural education in India is driven by a transformative educational model that has markedly improved learning outcomes. Central to our approach is the integration of cutting-edge technology in our teaching methodologies, ensuring that we remain at the forefront of educational innovation. Our operations are underpinned by a commitment to ethical practices and transparency, reflecting our dedication to integrity in every aspect of our work. This professionalism is a core tenet of Sampark Foundation, enabling us to make a substantial and sustainable impact in the communities we serve.

We envision a future where education is a right, not a privilege, and where every child has the opportunity to reach their full potential.

Team Department of Elementary Education, Govt. of Haryana, your support is pivotal in our educational endeavors. Your commitment amplifies our mission, fostering a future where quality education is accessible to all, championed by a unified front.

Rajeswara Rao

Dr K. Rajeswara Rao (Retd. IAS, 1988 Batch)
President, Sampark Foundation
Former Special Secretary of NITI Aayog

Endorsed by 8 Chief Ministers





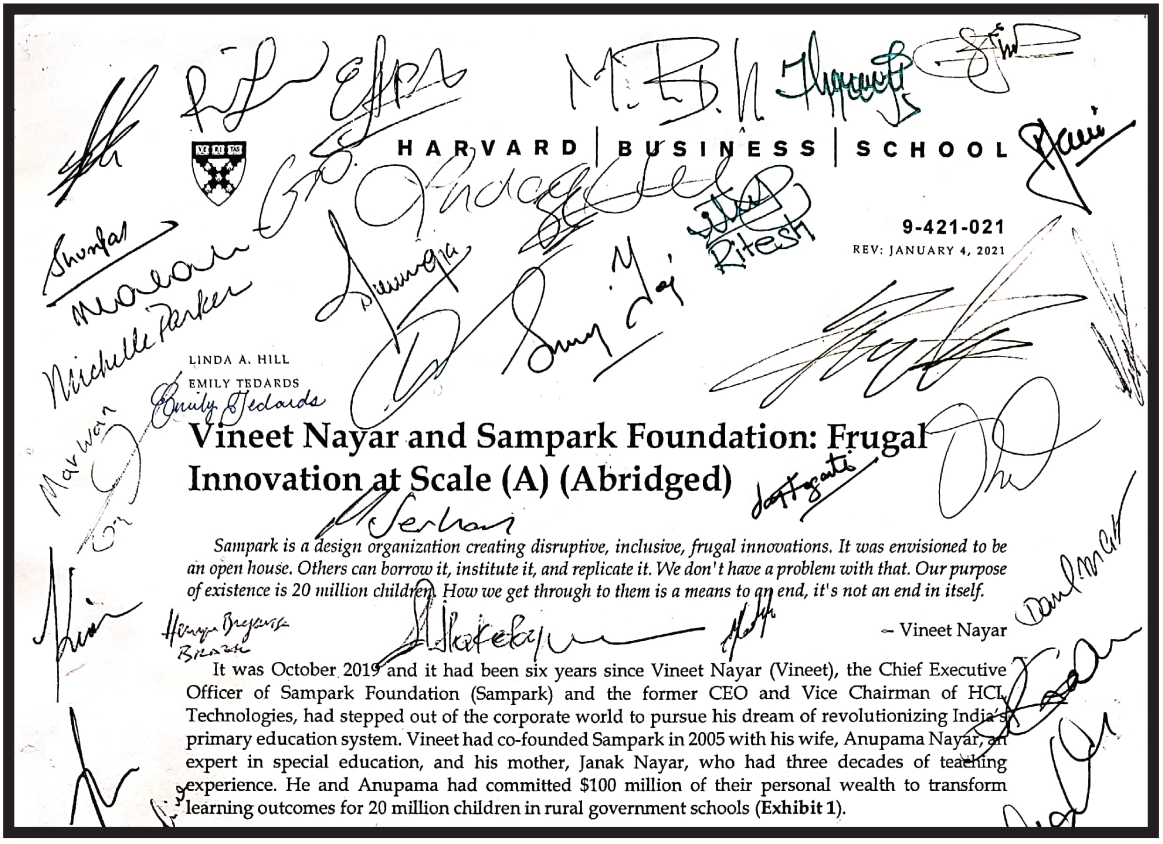


Backed by active support from eight Chief Ministers, we work as catalysts to re-energise state education FLN and Science programs, by investing in innovation and technology to ensure quality learning for every child.

- Haryana
- Chhattisgarh
- Uttarakhand
- Uttar Pradesh
- Jharkhand
- Maharashtra
- Rajasthan
- Himachal Pradesh

Changing Global Mindsets

Recognised globally by Forbes and Foreign Policy Magazine and taught as a case at Harvard, our approach of frugal innovation is inspiring new thinking around tech-enabled education innovations and reforms.



HARVARD | BUSINESS | SCHOOL

9-421-021
REV: JANUARY 4, 2021

LINDA A. HILL
EMILY TEDARDS

Vineet Nayar and Sampark Foundation: Frugal Innovation at Scale (A) (Abridged)

Sampark is a design organization creating disruptive, inclusive, frugal innovations. It was envisioned to be an open house. Others can borrow it, institute it, and replicate it. We don't have a problem with that. Our purpose of existence is 20 million children. How we get through to them is a means to an end, it's not an end in itself.

– Vineet Nayar

It was October 2019 and it had been six years since Vineet Nayar (Vineet), the Chief Executive Officer of Sampark Foundation (Sampark) and the former CEO and Vice Chairman of HCL Technologies, had stepped out of the corporate world to pursue his dream of revolutionizing India's primary education system. Vineet had co-founded Sampark in 2005 with his wife, Anupama Nayar, an expert in special education, and his mother, Janak Nayar, who had three decades of teaching experience. He and Anupama had committed $100 million of their personal wealth to transform learning outcomes for 20 million children in rural government schools (**Exhibit 1**).

* Signatures by HBS class and professors





CHAPTER 2

THEORY OF CHANGE

The Unsolved Problem

Challenges Faced by Rural Teachers in Haryana

Despite its scenic beauty, Haryana faces educational challenges. NAS and ASER reports show its students underperform in mathematics, english and science against the national average. Rural students particularly struggle with reading and basic math. The stark rural-urban educational divide is marked by poor teacher attendance and inadequate facilities. These findings highlight the critical need for educational reform in Haryana.



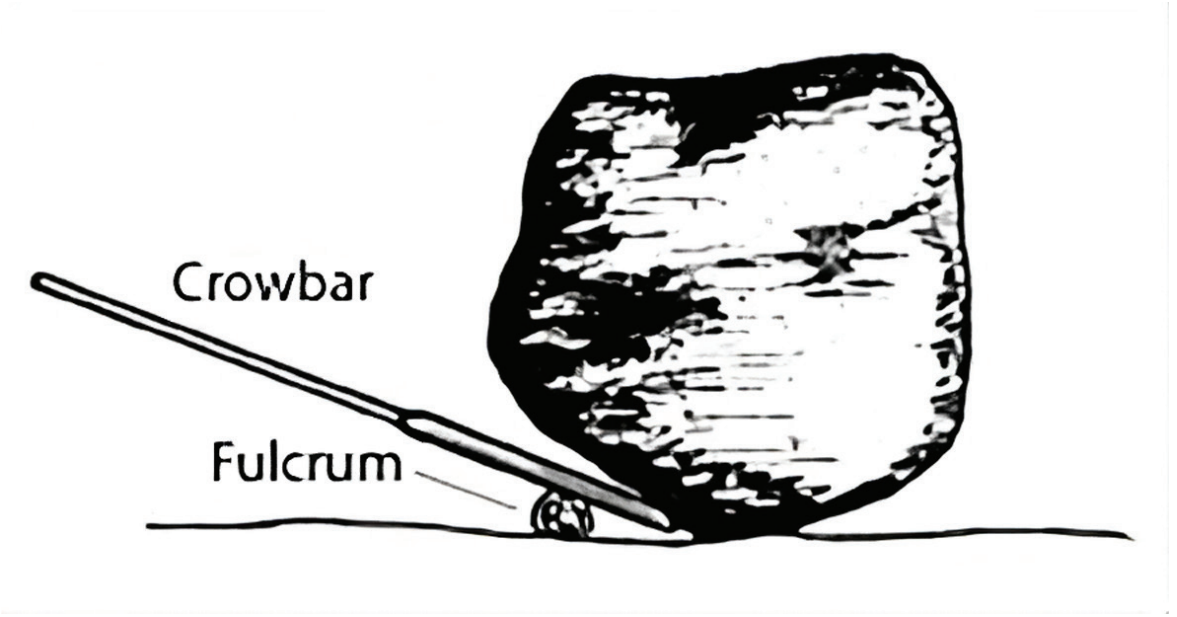


19% TEACHING TIME	**81%** NON -TEACHING TIME	**65%** COMBINED GRADE CLASSROOMS
1.2 L SCHOOLS WITH JUST **1** TEACHER	**60%** ATTENDANCE IN PRIMARY SCHOOLS	**30%** DROP OUT RATE IN PRIMARY SCHOOLS

*National Data

The Crowbar Model of Change

Department of Elementary Education, Govt. of Haryana & Sampark are transforming Education from Within



For decades, despite increased investments, education's learning levels have stagnated. Traditional models focusing on replacing systems with resource-intensive interventions have proven ineffective, fostering dependence rather than independence. At Sampark Foundation, we advocate for a different approach – one that empowers the existing system to evolve from within.

We see ourselves as the crowbar of change, leveraging the fulcrum of innovation to shift the education mountain. Our strategy addresses all stakeholders – administrators, teachers, parents, and children – catalyzing innovation across these fronts simultaneously for lasting impact. It's a hands-on approach to innovation, light on interference, emphasizing patience and perseverance for systemic transformation.

Our approach is guided by six key principles:

Do:

- Invest innovatively to simplify teaching and learning.
- Collect classroom data extensively to drive systemic awareness and change.
- Reward and acknowledge positive changes at various levels.

Do Not:

- Replace teachers or take over teaching roles.
- Overburden teachers with additional effort-intensive tasks.
- Visit schools to inspect or judge schools' progress.

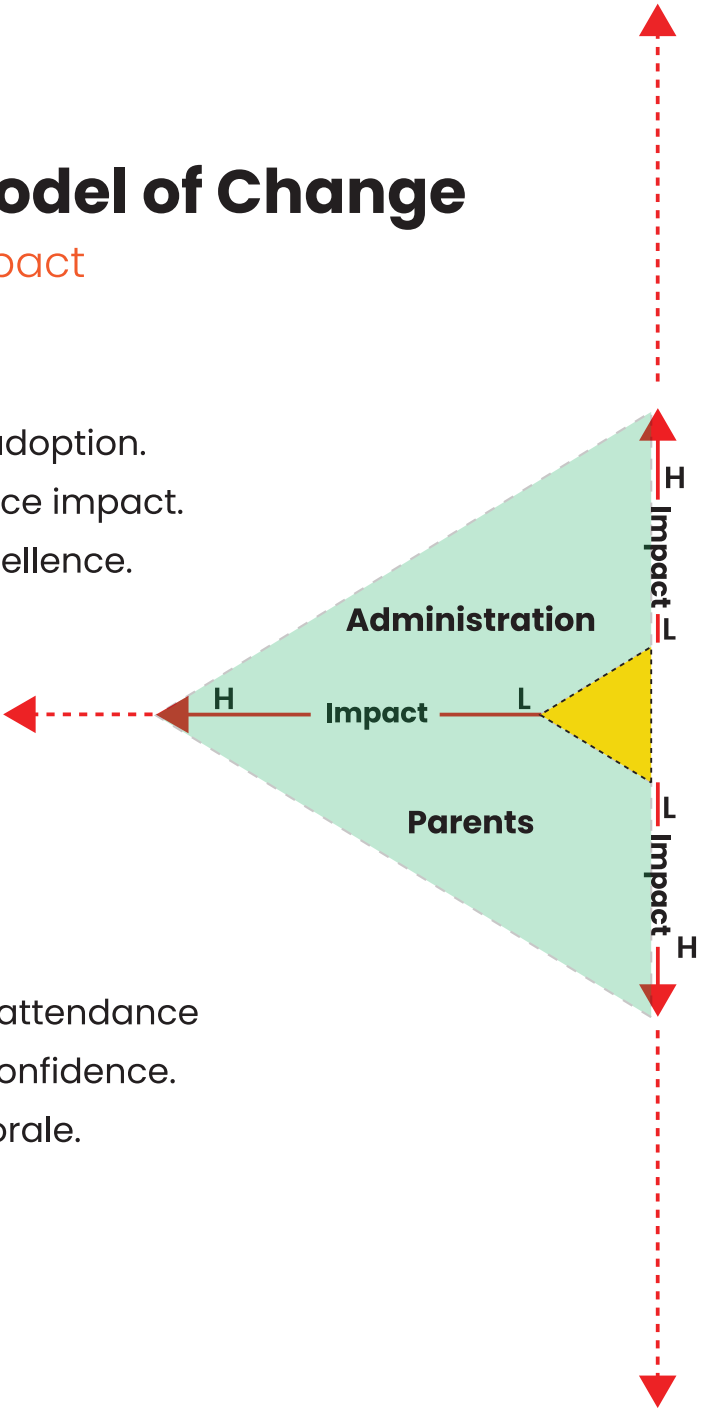
Implemented in eight states, our approach has garnered high adoption rates and long-term agreements transcending changes in government. It's a zero cost for state and a state-led and owned initiative driven by teachers' demand, ensuring sustainable transformation from within.

The Crowbar Model of Change

12 Reasons for High Impact

Administration:

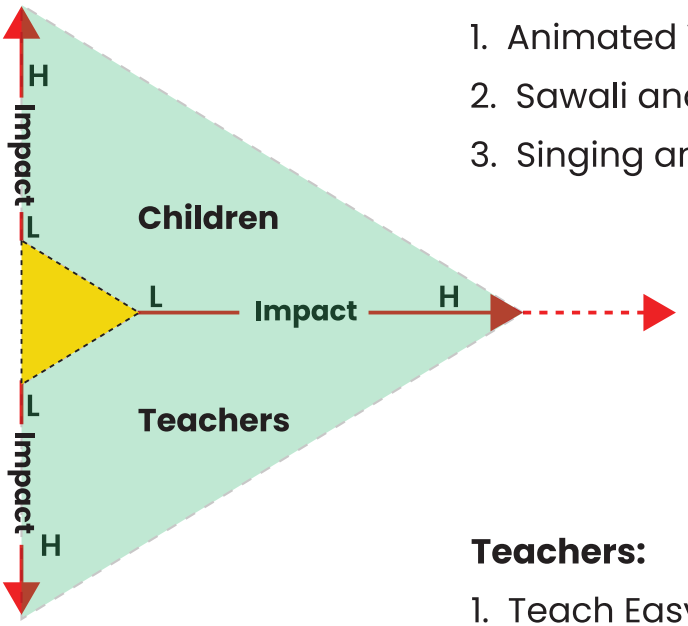
1. Zero investment increases adoption.
2. Data-driven insights enhance impact.
3. Reward programs drive excellence.



Parents:

1. Child excitement increases attendance
2. Smart classrooms inspire confidence.
3. English speaking boosts morale.

We see increase in learning outcomes when all 4 stakeholders own and drive the change. Our role is just to be a catalyst enabling this transformation.



Children:

1. Animated Videos /TLMs, simplify learning.
2. Sawali and Khoji, enhance curiosity
3. Singing and dancing make learning fun.

Teachers:

1. Teach Easy Pedagogy, simplify teaching.
2. Sampark Didi, Year-round learning.
3. Gamified assessments ignites classroom.

Impact on schools **before**

Impact on schools **after**





CHAPTER 3

DEPARTMENT OF ELEMENTARY EDUCATION, GOVT. OF HARYANA PARTNERSHIP AND ITS IMPACT

SAMPARK

A Foundation by Anupama & Vineet Nayar



Partnership Milestones

To improve learning outcomes across
10,286 Schools through 1,93,550 Teachers
impacting 22,59,379 Children

Department of Elementary Education, Govt. of Haryana & Sampark Partnership on a page

7 Years of Educational Transformation

REACHED
22.59L+
RURAL CHILDREN

REACHED
10286
RURAL SCHOOLS

REACHED
22
DISTRICTS

REACHED
193550
TEACHERS

BUILT
6400
GAMIFIED ASSESSEMENT QUESTIONS

BUILT
643
LESSON PLANS

BUILT
100+
KAHANI KA PITARA

BUILT
950
ANIMATED CONTENT MAPPED TO SCERT

BUILT
1480
WORKSHEETS

Department of Elementary Education, Govt. of Haryana & Sampark Partnership on a page

7 Years of Educational Transformation

DISTRIBUTED **700** LED TVS

DISTRIBUTED **17772** TEACH-EASY KITS

DISTRIBUTED **6600** SAMPARK TVS

ADVOCACY **BLOCK** STATE OFFICIALS

DISTRIBUTED **SSS** APP

BUILT **2** TRAINING MODULES

AUDITED SELECT SCHOOLS

MEASURED TEACHER SATISFACTION

MEASURED LEARNING OUTCOMES

Department of Elementary Education & Sampark Edge in Haryana



Content

Our content, aligned with SCERT textbooks, thoroughly curated for relevance, ensured engaging and accessible learning through high-quality 1000+ animated videos.



Tech-novate

We prioritized constant innovation in pedagogy and technology, valuing teacher feedback for co-creating widely accepted educational solutions.



Data-Driven

Leveraging data, we effectively influenced state government actions to achieve intended educational outcomes.

Department of Elementary Education, Govt. of Haryana & Sampark 6-Step Model of Execution

10286 schools/ 22.59L+ children / 22 districts/ 193550 teachers



1. PARTNERED
Partnered with Haryana government, ensuring widespread Sampark Smart Shala program implementation.



2. DEVELOPED
Developed innovative, multi-grade rural pedagogy, including diverse educational tools aligned with state curricula.



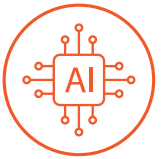
3. DISTRIBUTED
Distributed teach-easy kits to enhance interactive learning.



4. SMART
Built Audio-Visual smart classrooms, offering preloaded, internet-free educational content and assessments.



5. TRAINED
Trained teachers in villages and blocks, in effective use of technology and simplified teaching and learning methods.



6. INSIGHTS
Monitored programs through school audits and collected data points, aiding 76% of schools to teach as per annual academic plan.

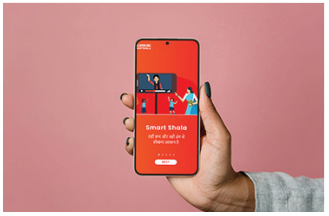
Department of Elementary Education, Govt. of Haryana & Sampark Innovations



1. Teach-Easy Kits

Transforming Fundamentals into Fun - Where Learning Comes Alive!

- ✓ Designed to enhance math and English teaching.
- ✓ A blend of physical manipulatives, board games, and an audio box.
- ✓ Voice mascot Sampark Didi makes learning with Songs.
- ✓ An interactive and enjoyable educational experience.



2. Smartshala App

Empowering Educators - A Lesson Plan for Success!

- ✓ The app provides lesson plans, videos, and question banks.
- ✓ All resources align with SCERT Textbooks.
- ✓ Guides effective lesson delivery for teachers.
- ✓ Used by over 3.34 lakh teachers.
- ✓ Simplifies teaching and learning processes.

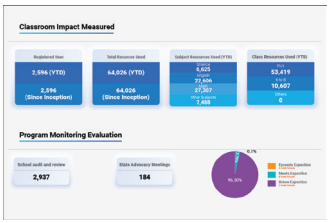


3. Sampark TV

Empowering Educators - A Lesson Plan for Success!

- ✓ The app provides lesson plans, videos, and question banks.
- ✓ All resources align with SCERT Textbooks.Guides effective lesson delivery for teachers.
- ✓ Used by over 3.34 lakh teachers.
- ✓ Simplifies teaching and learning processes

Department of Elementary Education, Govt. of Haryana & Sampark Innovations



4. Partner Dashboard

Program monitoring dashboard designed to give a 360-degree view of the field programs

- ✓ Monitoring and Impact Assessment
- ✓ Enhances transparency by providing partners with the clear view of how resources are allocated & utilized
- ✓ Track progress against key performance indicators & milestones



5. Sampark Didi Ke Sawaal

Redefining Assessments - Where Learning Meets Play!

- ✓ Innovative quiz format for fun classroom assessments
- ✓ Makes assessments enjoyable and interactive
- ✓ Reduces exam-related anxiety among students
- ✓ Gamified with correctness score and time limit



6. AI-Driven Speak English Program

Pronunciation Perfected - Speak, Listen, and Learn with Confidence!

- ✓ Features animated SCERT textbooks for pronunciation practice.
- ✓ Improves teachers' English instructing abilities.
- ✓ Enhances students' English speaking and comprehension.

Impact created by Department of Elementary Education, Govt. of Haryana & Sampark

Impact On Teachers

Evaluating teacher growth through training, workload reduction, and classroom technology integration.

We assess teacher impact via four metrics:

- **Training Attendance:** Near-total participation in training programs.
- **Feedback & Workload Impact:** High response rate in surveys with positive ratings; significant workload reduction noted.
- **Training Efficiency:** Continuous learning cuts subsequent training needs by half.
- **Tech Adoption:** Overwhelming majority regularly utilizing Sampark TV in classrooms within three months of setup.



Impact On Learners

Measuring Learner Progress In Attendance, Learning Levels, And Consistent Assessment Improvements.

Learner impact is measured through three key indicators:

- **Attendance Increase:** Notable rise in student attendance, linked to engaging teaching methods like songs and stories.
- **Learning Level Boost:** Significant improvement in learning levels, confirmed by independent assessments in the first year.
- **Ongoing Monthly Progress:** Consistent monthly improvements in learning, tracked through weekly gamified assessments, 'Sampark Didi ke Sawal'.



Impact On Education System

Assessing Systemic Changes Through Dashboard Reports, Rewards, And Sustainable Training Programs.

Impact on the education system is gauged in three areas:

- Our monthly education dashboard report, reflecting classroom teaching, now serves as the primary review tool for schools, blocks, and districts at The state level.
- The top teacher, top school, and top block awards, rooted in dashboard Data, are key components of state-level recognition & reward programs.
- In advanced stages of the program, state-employed master trainers Conduct training, promoting sustainability and reducing dependence on Sampark Foundation.



Views From The Top About Sampark



"We express our gratitude to Sampark for collaborating with us. Today's children are tomorrow's citizens and the future workforce of the nation. When we discuss a Vikasit Bharat - the individuals you are assisting in primary schools today will become the leaders of the country in 2047. There couldn't be a more significant contribution to Vikasit Bharat than what Sampark is accomplishing. We personally appreciate this. We are pleased to be part of your journey and to collaborate with you."

Shri T.V.S.N. Prasad, IAS
Chief Secretary, Haryana

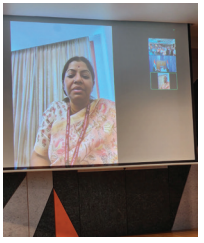


"Sampark is our very strong partner, leading us and focusing on the functional learning outcomes of children. With a successful engagement, we've seen a remarkable 22 percent incremental increase in the learning outcomes of the children due to Sampark's programs."

Smt. G Anupama, IAS
Additional Chief Secretary, Haryana











CHAPTER 4

ABOUT SAMPARK FOUNDATION

Sampark Origins

• In the very beginning the 'Us' was 3 - Vineet Nayar, his special educationist wife Anupama and his mother Janak Nayar - a lifelong teacher and the mission inspiration

• In 2012 SAMPARK Foundation (SF) was launched with the mission to unlock the potential of India's woefully underserved rural children - with special focus on primary education and extra attention on girls' education

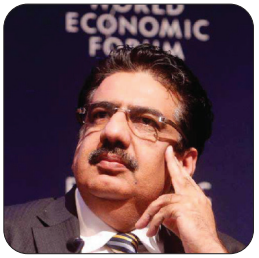
• The challenge was enormous in terms of scope and complexity; thus, they focused on two critical components: Technology and frugal Innovation - enabling highly cost-effective rapid scalability and geo-coverage with high-quality pedagogy and learning aids.

• Recognising the resource constraints in rural government schools, they invested in improving teaching skills and classroom resources, resulting in higher academic scores of all students in the program.

• Today, the 'Us' is a vibrant, highly innovative, technology-enabled, outcome-driven organization, dedicated to education transformation at scale.



People Behind Sampark Foundation



Vineet Nayar
The Tech Trailblazer

Vineet Nayar, former HCL Technologies CEO and author of "Employees First, Customers Second," is celebrated for his disruptive innovation. Recognized by Forbes and Foreign Policy, he now pioneers educational transformation at Sampark Foundation, applying his tech-driven vision for significant social impact, embodying a seamless blend of leadership and philanthropy.



Anupama Nayar
The Pedagogic Innovator

Anupama Nayar, a special educator turned innovator, propels Sampark Foundation's mission, transforming education in 100,000+ schools with tech-infused methods. Lauded by Forbes and Harvard, her pioneering approach across eight states is reshaping classrooms, making her a key figure in educational reform through groundbreaking technology.



Dr K. Rajeswara Rao
President, Sampark Foundation

Dr. K. Rajeswara Rao, an esteemed IAS officer with 34 years in public service, notably contributed to India's policy landscape as Special Secretary in NITI Aayog. With expertise spanning six ministries and a pivotal role in drafting the National Mineral Policy, his diverse academic background underpins his significant impact on governance and reform.





CHAPTER 5

EMPLOYEES FIRST AT SAMPARK FOUNDATION

Advisory Board of Sampark

Charting the Course with Technological Insight



LINDA HILL
Harvard Business School
Professor



AMARJEET SINHA
Former Advisor To PMO



K. V. CHOWDARY
Former Central Vigilance
Commissioner



JAYANT KUMAR BANTHIA
Former Chief Secretary
Of Maharashtra



N. RAVI SHANKER
Former Chief Secretary
Of Uttarakhand



DR RAJESH HASSIJA
Managing Director,
Indraprastha Schools



NIRAJ MURARKA
Chief Investment Officer,
IIFL



J V RAMAMURTHY
Mentor And Former
Senior Executive At HCL



REEMA MALHOTRA
Former Senior
VP People - S&P Global

Leaders of Sampark

The HO Thought Leadership Team



PRADEEP RANA
National Program Manager



ARTI CHOUBEY
Head of Pedagogy



MANISH CHANDAK
Chief Analytic and Finance Officer



NITESH AGARWAL
Chief Communications Officer



ANURAG BANSAL
Finance Head



ANURADHA GUPTA
Partnerships Head



VISHWA BANDHU
Chief Operations Officer



SANDEEP GUPTA
Chief Technology Officer



SWATI LAKHOTIA
HR Head

State Partners of Sampark



Uttar Pradesh



Rajasthan



Uttarakhand



Maharashtra



Jharkhand



Himachal Pradesh



Haryana



Chhattisgarh

Corporates Partners of Sampark

Nayar Family

EY GDS

UBS

Oil India Limited

Citi Corp India

McKinsey & Company

United Parcel Service (UPS)

HDFC Life

Deloitte

Bank of America

IIFL Foundation

H T Parekh Foundation

Sun Pharma

ONGC

HDFC AMC

You Can’t Start A Fire Without A Spark

Inspired by Bruce Springsteen, we call every SF team member a ‘Spark’ with an aim to set young minds on fire by enabling them to learn better, faster and greater. Our team of over 500 'sparks' works together in a symphony using the GPS enabled Smart activity app along with Smart data analytics engine, to drive program adoption at a granular level, one school at a time.



Harvard Team in India (Jan 2024)



Gallery



















Gallery



cup
cake
dog
Dd
deer
doll
door

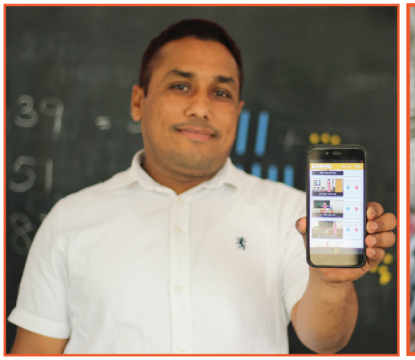
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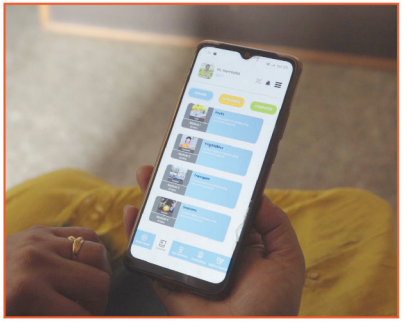

Lesson 16b
Colours
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yellow
green
brown
black

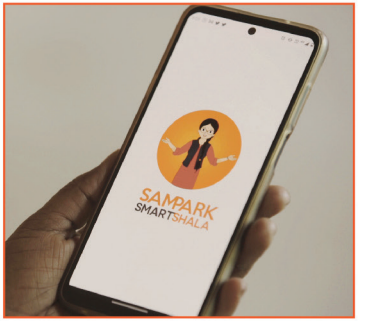

Gallery

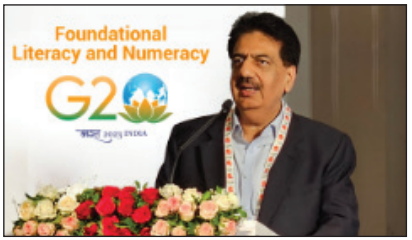






Experience Sampark



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