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The Mission of the Partnership

To improve learning outcomes across 19,207 Schools through 85,951 Teachers impacting 33,31,607 Children





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Sampark Edge





















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.

Vinet Anupama



SAMPARK'S TRANSFORMATIVE JOURNEY

Frugal Innovation - Transformation at Scale

DEVELOPED

TEACH-EASY
PEDAGOGY

PARTNERED
WITH

STATES

DISTRIBUTED

3 L

TEACH-EASY

KITS

BUILT 31K SAMPARK TV CLASSROOMS

TRAINED

6 L
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 Basic Education, Govt. of Uttar Pradesh and Scert,

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 Basic Education, Govt. of Uttar Pradesh and Scert, 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.

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













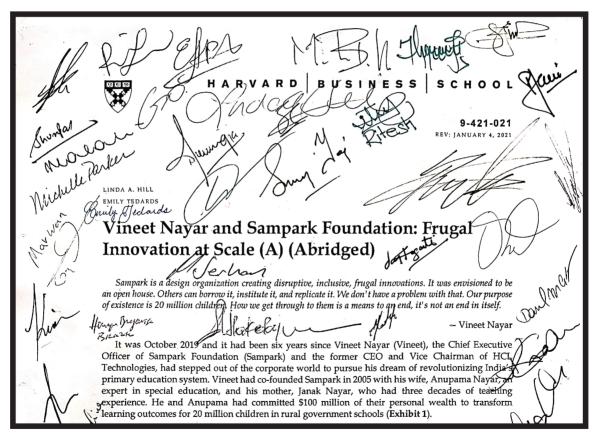






Changing Global Mindsets

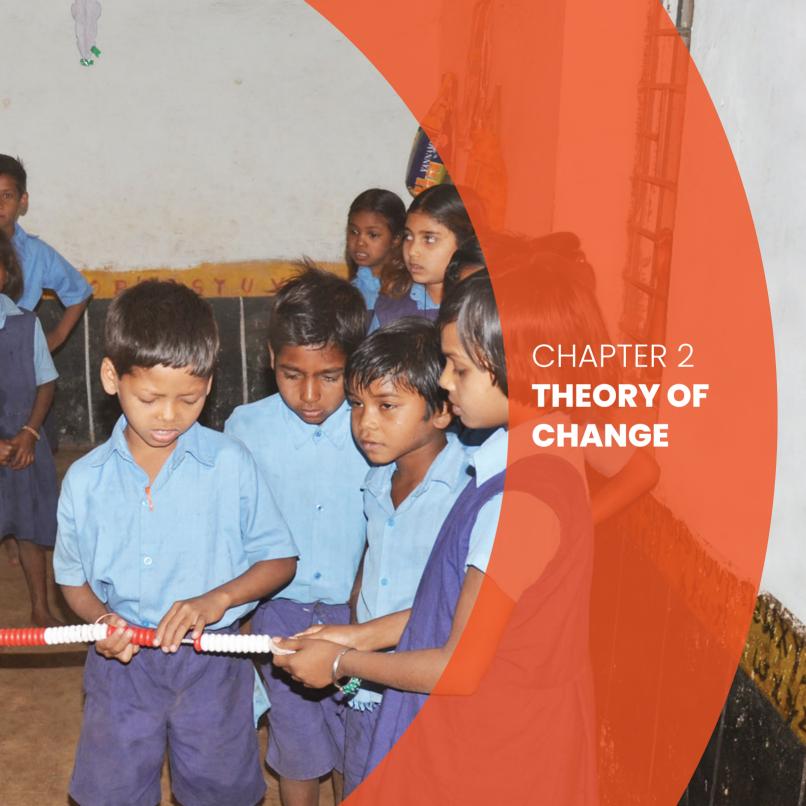
Recognised globally by Forbes and Foreign Policy Magazine and taught as a case at Harvard, our approach of frugal innovation is inspiring new thinking around tech-enabled education innovations and reforms.



^{*} Signatures by HBS class and professors







The Unsolved Problem

Challenges Faced by Rural Teachers in Uttar Pradesh

Despite its scenic beauty, Uttar Pradesh 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 Uttar Pradesh.







19%
TEACHING
TIME

81%

NON -TEACHING TIME 65%

COMBINED
GRADE
CLASSROOMS

1.2 L SCHOOLS WITH JUST 1 TEACHER 60%
ATTENDANCE
IN PRIMARY
SCHOOLS

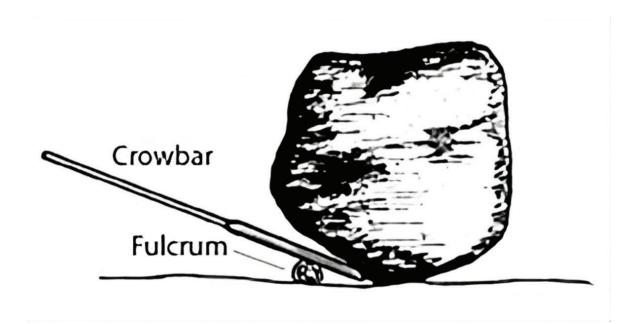
30%
DROP OUT RATE
IN PRIMARY
SCHOOLS



^{*}National Data

The Crowbar Model of Change

Department of Basic Education, Govt. of Uttar Pradesh and Scert & 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.

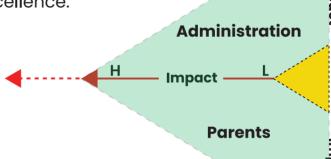


The Crowbar Model of Change

12 Reasons for High Impact

Administration:

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

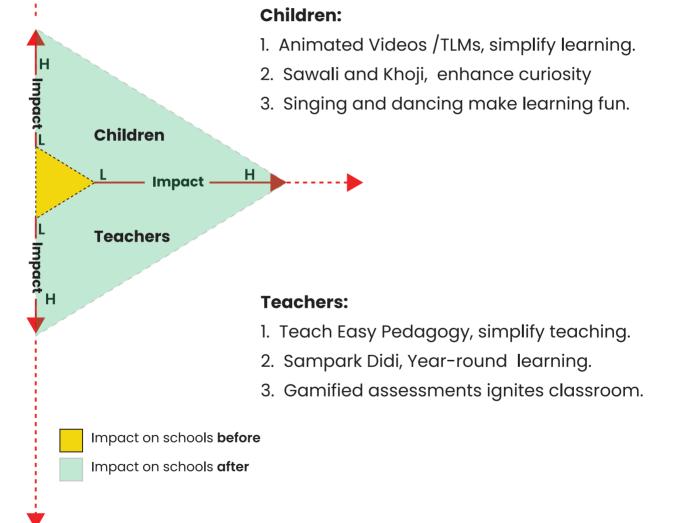


Parents:

- 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.











दूरदर्शिता-स्कूली शिक्षा और साक्षारता की गुणवत्ता और मानकों में सुधार करना जिससे शिक्षित एवं संवैधानिक मूल्यों के प्रति प्रतिबद्ध समाज का निर्माण हो।

लक्ष्य-प्राथमिक एवं उच्च प्राथमिक स्तर तक शत प्रतिशत नामांकन एवं ठहराव हेतु सतत एवं चरणबद्ध प्रयास।

आरटीई अधिनियम, 2009 के अन्तर्गत परिकल्पित प्राथमिक स्तर पर सभी बच्चों को नि:शुल्क और अनिवार्य गुणवत्तापूर्ण शिक्षा प्रदान करना।

साक्षार समाज की स्थापना करना।





Partnership Milestones

To improve learning outcomes across 19,207 Schools through 85,951 Teachers impacting 33,31,607 Children



Department of Basic Education, Govt. of Uttar Pradesh and Scert & Sampark Partnership on a page

6 Years of Educational Transformation

REACHED

33.31L+

RURAL

CHILDREN

REACHED 19207 RURAL SCHOOLS

REACHED 75
DISTRICTS

REACHED 85951 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 Basic Education, Govt. of Uttar Pradesh and Scert & Sampark Partnership on a page

6 Years of Educational Transformation

DISTRIBUTED

1694

LED TVS

DISTRIBUTED
23736
TEACH-EASY
KITS

DISTRIBUTED
3024
SAMPARK TVS

ADVOCACY
BLOCK
STATE OFFICIALS

DISTRIBUTED SSS APP BUILT 2 TRAINING MODULES

AUDITED SELECT SCHOOLS MEASURED TEACHER SATISFACTION

MEASURED LEARNING OUTCOMES



Department of Basic Education, Govt. of Uttar Pradesh and Scert & Sampark Edge in Uttar Pradesh

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 Basic Education, Govt. of Uttar Pradesh and Scert & Sampark 6-Step Model of Execution

19207 schools/33.31L+ children / 75 districts/85951 teachers



1. PARTNERED

Partnered with
Uttar Pradesh
government, ensuring
widespread Sampark
Smart Shala program
implementation.



4. SMART

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



2. DEVELOPED

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



5. TRAINED

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



3. DISTRIBUTED

Distributed teach-easy kits to enhance interactive learning.



6. INSIGHTS

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



Department of Basic Education, Govt. of Uttar Pradesh and Scert & 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 Basic Education, Govt. of Uttar Pradesh and Scert & 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 Basic Education, Govt. of Uttar Pradesh and Scert & 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



"What I really like about Sampark is their ability to implement 'smart classrooms' in state run schools. Before, smart classrooms relied on internet connection, and there was no standardization of the materials that teachers were using. But Sampark has helped a lot in alleviating these problems."

Mr. Himansu Nagpal, IAS

Chief Development Officer, Varanasi, Uttar Pradesh



"Faith is something that's built over time. When I entered this role (as CDO 1-1.5 years ago), I didn't know Sampark. But then I interacted with them, visited schools myself, and saw that teachers and students recognize them. I felt the energy. In addition to the fact that Sampark has been established in this state for over three years, the impact and energy in the classroom, the response of teachers and students when Sparks entered that room...this made me a believer."

Sanjay Kumar Meena, IAS Chief Development Officer, Gorakhpur, Uttar Pradesh









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.







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



HR Head



State Partners of Sampark















Himachal Pradesh





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







H T Parekh Foundation







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



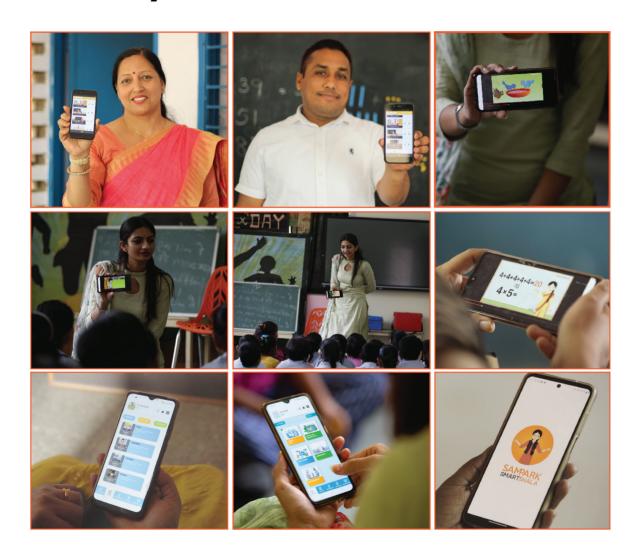


Gallery





Gallery



| Experience Sampark





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