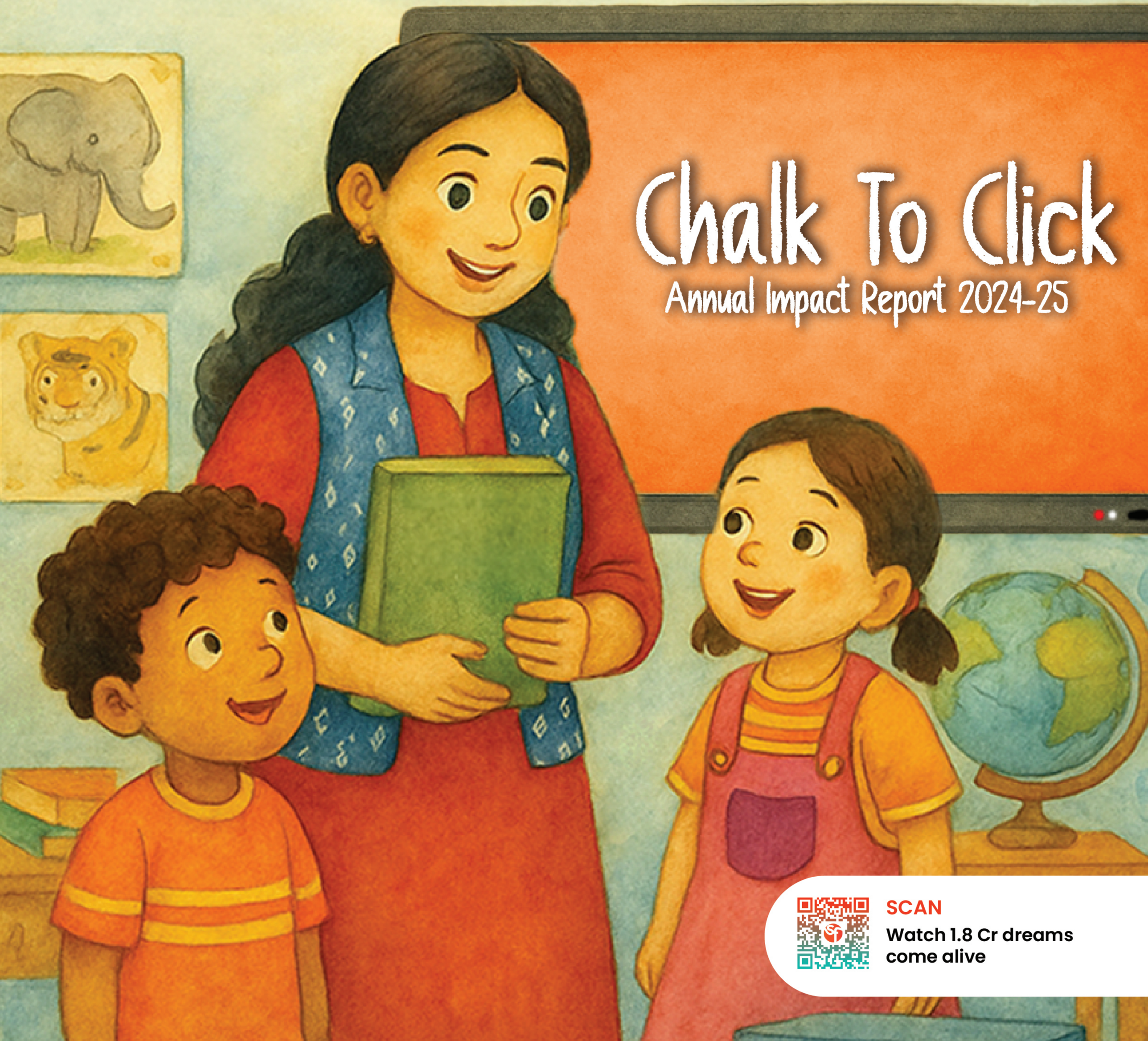
SAMPARK
A Foundation by Anupama & Vineet Nayar

Chalk To Click

Annual Impact Report 2024-25



SCAN
Watch 1.8 Cr dreams come alive

A heartfelt thank you
from our 1.8 Cr children

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Showing the way

Anupama Nayar

A trained special educator, is the driving force behind Sampark Foundation's educational breakthroughs. Her shift from traditional grant-making to pioneering tech-infused teaching methods has transformed education in over 1,00,000 government schools. Recognized by Forbes and Harvard for her innovative approach, Anupama's work is reshaping the educational landscape, introducing groundbreaking tech solutions in classrooms across eight states.

Vineet Nayar

Vineet Nayar's transition from leading HCL Technologies to steering Sampark Foundation is a tale of innovation and transformation. As a tech visionary and author of "Employees First, Customers Second", he has consistently championed disruptive thinking. His leadership at HCL and recognition by Forbes and Foreign Policy Magazine underscore his commitment to leveraging technology for large-scale social impact, a philosophy he now applies to revolutionising education at Sampark Foundation.

Dr K. Rajeswara Rao

President, Sampark Foundation

Dr K. Rajeswara Rao is a 1988 batch Senior IAS Officer and last served as Special Secretary (in the rank of Secretary to Govt. of India), NITI Aayog, National Think Tank of GoI. During the long span of 34 years of administrative experience, he had dealt with Six Ministries (Mines, Health, Railways, Food Processing, Women and Child Welfare) of the Government of India for about 16 years. He worked at various levels, i.e. Director, Joint Secretary, and Additional Secretary. Dr Rao chaired the National Committee and drafted Reform Oriented National Mineral Policy.

Advisory Board of Sampark

Linda Hill

Harvard Business School Professor

Amarjeet Sinha

Former advisor to PMO

Jayant Kumar Banthia

Former Chief Secretary, Govt. of Maharashtra

J V Ramamurthy

Mentor, Deshpande Foundation & Indian Angel Network

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N. Ravi Shanker

Chancellor of DIT University, Dehradun

Dr. Rajesh Hassija

Director & Principal at Indraprastha Group of Schools

Reema Malhotra

Former Senior Vice President People - S&P Global

A Message from the Founders

Dear **Changemakers,**

For years, efforts to transform learning in government schools have fallen short, leaving millions of children struggling. A decade ago, we asked a different question: **What if teachers were at the heart of this transformation?**

This led to **Teachers First**, built on a **unique pedagogical approach—Sahi Kram, Sahi Dhang**—designed to make **teaching easier and learning more effective**. With **10,000 hours of engaging, animated, and offline content**, we set out to turn classrooms into smart learning spaces and give teachers the tools they need to succeed.

The impact has been profound:

- **Teachers** now have r**eady-to-teach structured lessons** aligned with state textbooks, enriched with **songs, stories, and interactive activities** that bring learning to life.
- **Children** learn with joy and confidence, improving literacy and numeracy skills.
- **Parents** see their children thrive and dare to dream bigger for their future.
- **State administrators** witness measurable improvements, enabling large-scale, systemic change.

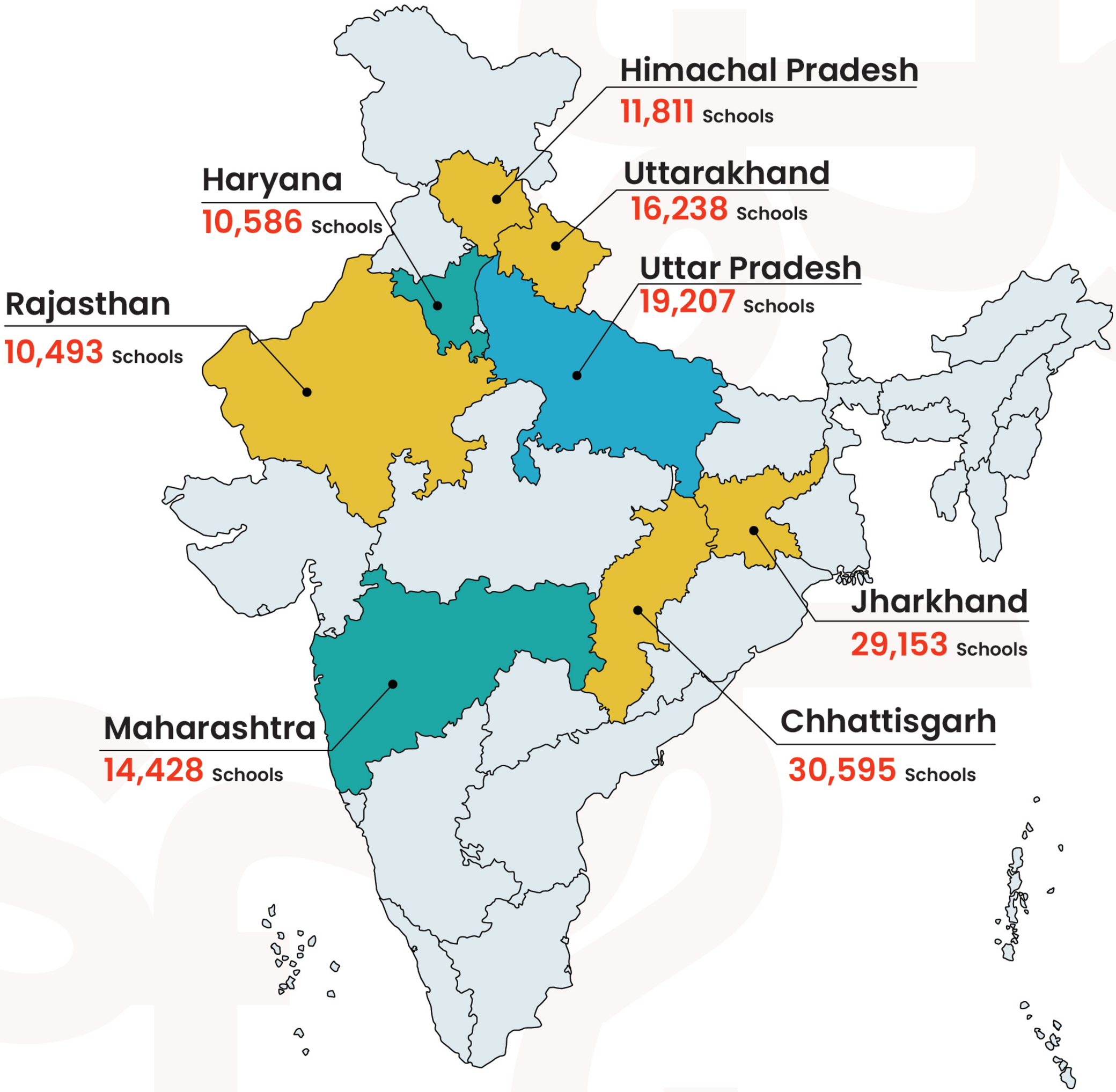
This decade-long journey has been one of **faith, resilience,** and **deep learning.** We have seen **a child's wonder, a teacher's quiet pride, and a parent's renewed hope**. These moments make every challenge worth it.

It has been humbling, and we are deeply grateful. But our work is not done—**until every child learns, every teacher feels empowered, and every classroom becomes a place of possibility, our journey continues**. **Because when our children learn**, **India wins**.

With regards,

Anupama Nayar

Sampark program reach



Sampark program coverage

Reached

Children	Schools	Teachers	Smart Class
1.8+ Cr	1.4+ Lac	8.5+ Lac	40,024

Built

Animated Videos	Gamified Assessment Qs	Lesson Plans	Worksheet
2,700+	30,000	500	3,400

Impact

Teacher Feedback	Digital Resources used	LO Increased in FLN	LO Increased in Science
4.6	4+ Cr	23%-43%	27%-45%

Sampark TV: The Netflix of Education

How does it work?

01

Pre-loaded digital lessons

no internet required, making it accessible even in remote schools.

02

Interactive video content

featuring **Sampark Didi & Chatar Patar**, who make complex concepts easy.

03

Teacher-led but student-driven

encouraging participation and curiosity.

04

Supports multiple subjects

Math, Science, and English, ensuring holistic learning.

The Result?

Higher classroom engagement

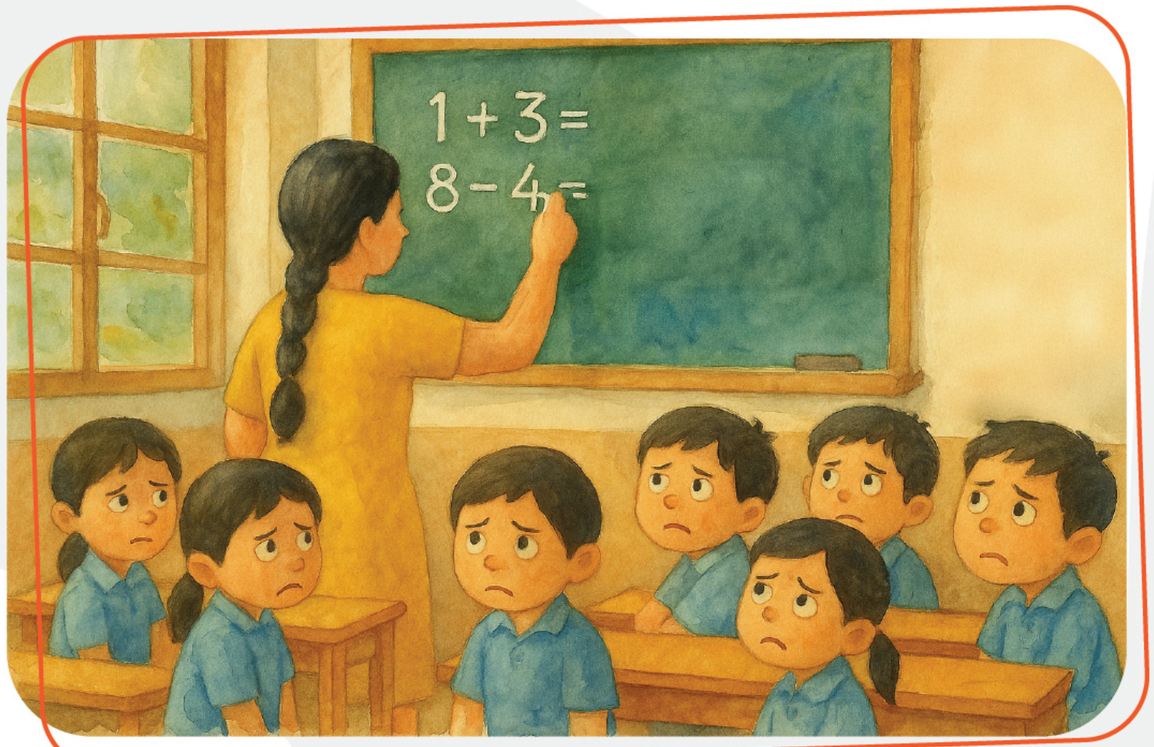
Improved concept retention

Teachers feel more empowered

Chalk to Click

In the heart of a remote village, a classroom once sat in silence. The walls, lined with faded chalkboard scribbles, bore witness to rote learning, hesitant voices, and passive students who memorized words without truly understanding them.

From Chalk and Silence to Smart Screens and Conversations



Before Sampark TV

- Low student engagement—learning felt like an obligation, not an opportunity.
- Fear of failure—students hesitated to speak up, afraid of getting answers wrong.
- Teachers struggling with outdated methods, limited resources, and disengaged students.

After Sampark TV & Smart Shala

- 90% classroom participation—students now eager to answer, learn, and explore
- Learning through play, storytelling, and technology—bridging the gap between theory and reality.
- Empowered teachers, equipped with digital tools to bring lessons to life.

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Why Gamified Learning Works

Children don't just learn by listening—they learn by doing, exploring, and playing. That's why gamified learning has transformed classrooms, making lessons fun, interactive, and engaging.

Immediate Feedback

Students learn from mistakes without fear of failure.

Rewards & Challenges

Points, levels, and interactive quizzes keep them motivated.

Story-driven Learning

Characters like Sampark Didi & Chatar Patar turn concepts into engaging narratives.

With Sampark TV, math feels like a puzzle, science becomes an adventure, and English turns into a conversation. When learning feels like a game, children don't just memorize—they truly understand.

Content Development Process

STEPS OF DEVELOPMENT

Khushi Ki Chhoti Si Chitthi

Dear Didi, Bhaiya and my friends,

Mera naam Khushi hai. Main Class 4 mein padhti hoon. Pehle mujhe school jaana bilkul achha nahi lagta tha.

Maths ka toh naam sunke hi dar lagta tha. Number samajh nahi aate the. Teacher likhti thi, par main dekh ke bhi nahi samajh sakti thi. Jab board pe sawal aata tha, sab bacche jawab dete the, main sirf chupchap baithti thi.

English toh aur bhi mushkil thi. Bade bade words samajh nahi aate the. Ek bhi sentence nahi likh paati thi.

Fir ek din Sampark TV aaya. TV pe Sampark Didi aayi. Unhone kahaniyan sunayi, gaaney sunaye, aur Maths sikhaayi. Pehli baar mujhe number samajh aaye. Pehli baar maine koi jawab diya. Pehli baar maine board ki taraf dekha, neeche nahi.

Ab main Maths ki questions khud kar sakti hoon. English ke words pehchaan leti hoon. Jab teacher poochti hain, toh main haath upar karti hoon. Ab school jaane mey maza aata hai.

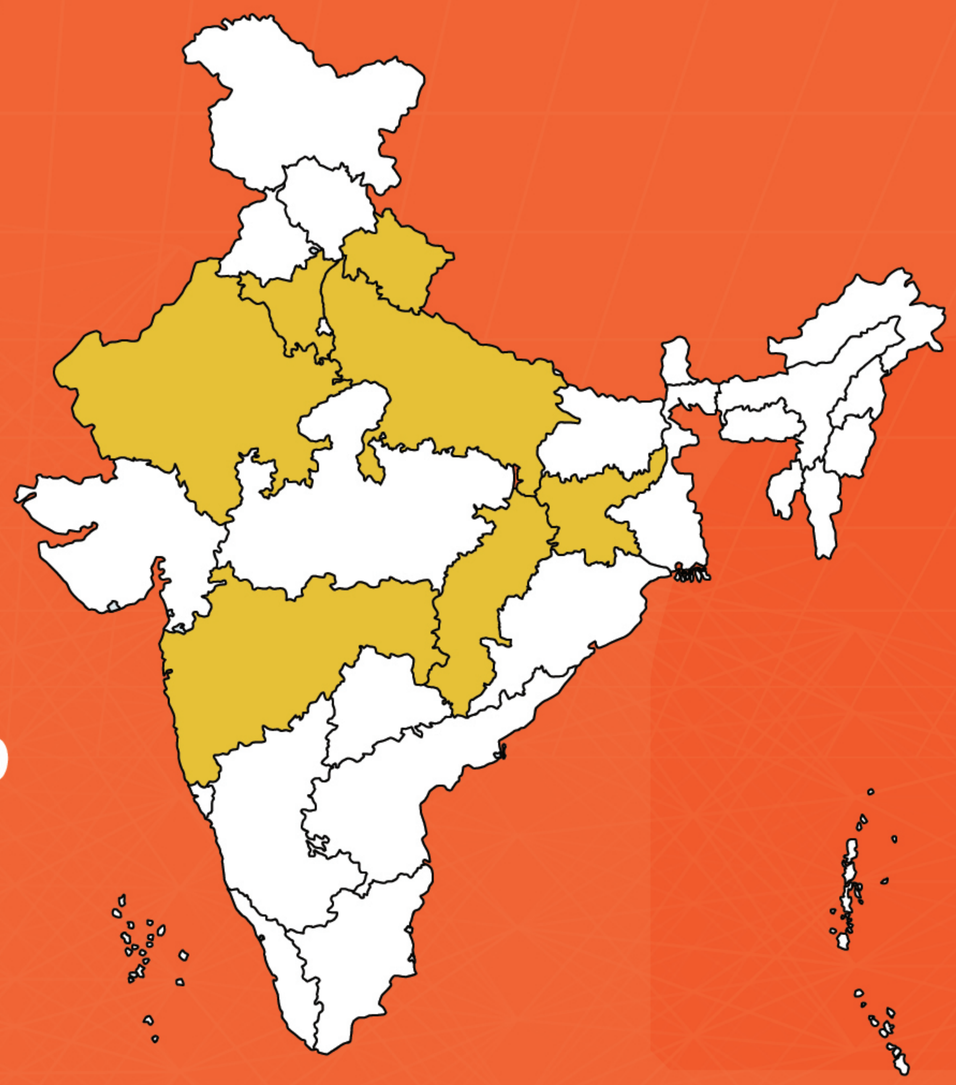
Thank You! Sampark didi
Khushi

FLN | Learning Outcome across states (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **86 districts** for both the Base-level and End-level phases.

During the Base-level assement, a total of **1,835 Schools** were covered, with over **34,583 English tests** and **34,155 Math tests** conducted. In the End-level assement, **1,853 schools** were assessed, with more than **35,069 English tests** and **34,579 Math tests** administered.



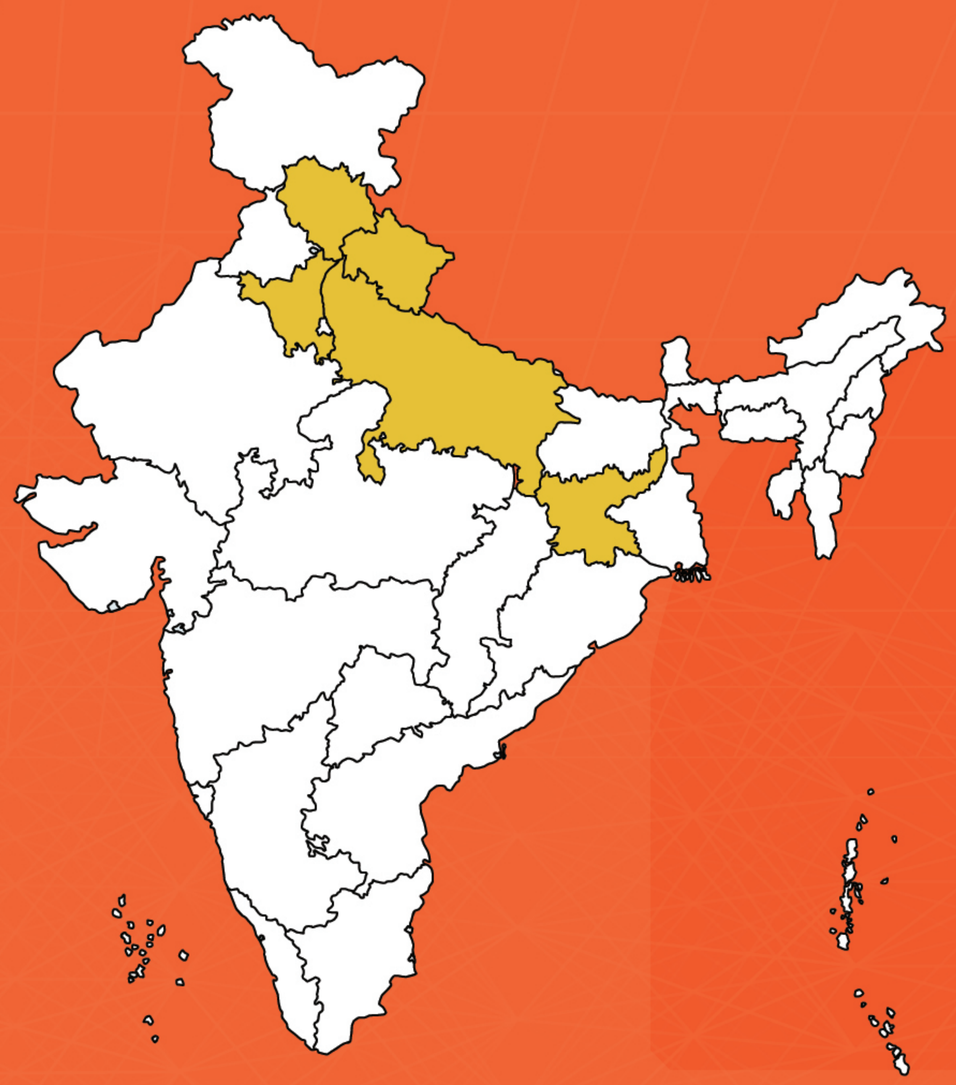
Note:- Data shown here is competency score based

Science | Learning Outcome across states (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **48 districts** for both the Base-level and End-level phases.

During the Base-level assement, a total of **914 Schools** were covered, with over **8,369 tests** for **class 6** and **7,205 tests** for **class 7** conducted. In the End-level assement, **925 schools** were assessed, with more than **9,017 tests** for **class 6** and **7,566 tests** for **class 7** administered.



Note:- Data shown here is competency score based

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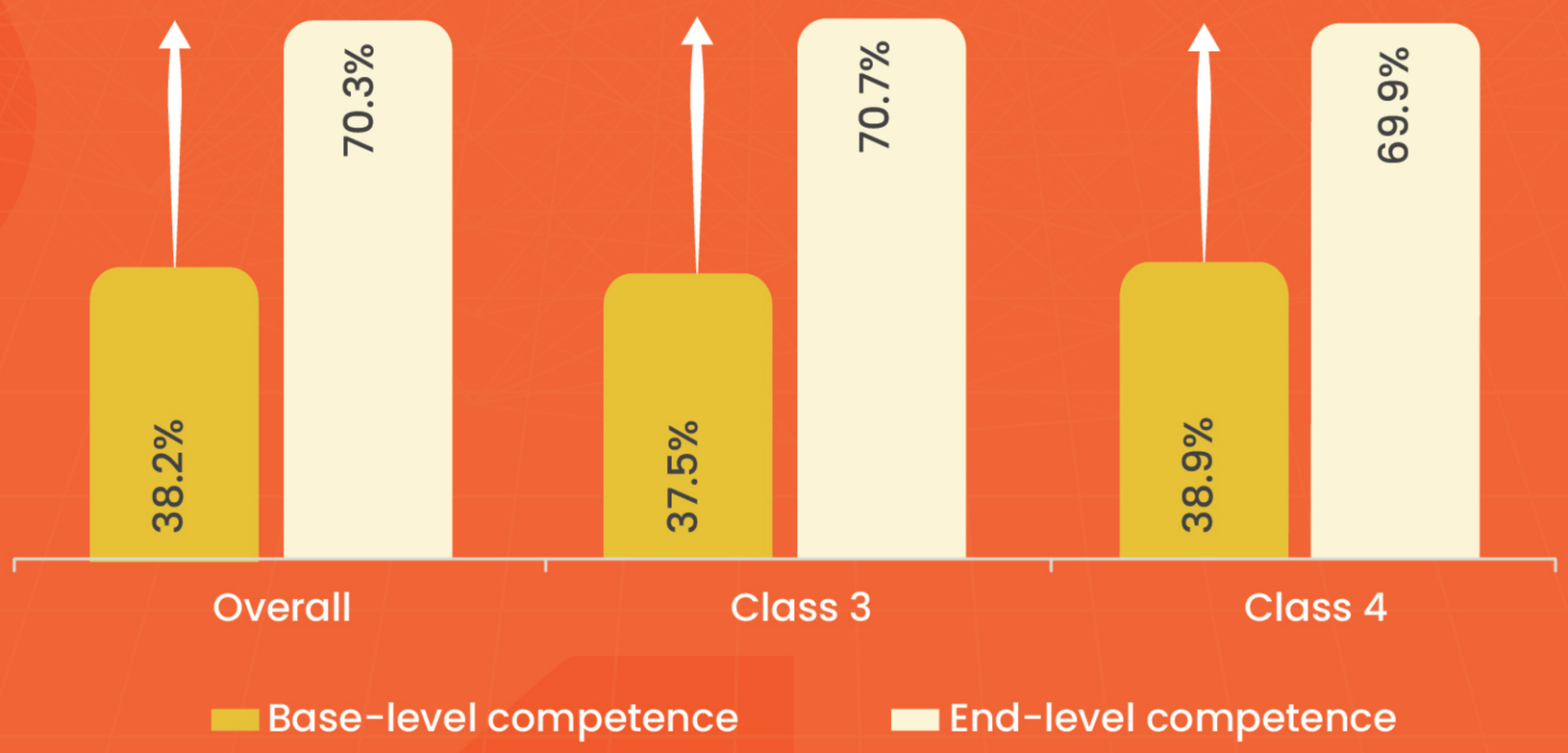
FLN | Haryana Learning Outcome (2024–2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **22 districts** in **Haryana** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **427 Schools** were covered, with over **8,375 English tests** and **8,584 Math tests** conducted. In the End-level assessment, **427 Schools** were assessed, with more than **8,472 English tests** and **8,780 Math tests** administered.

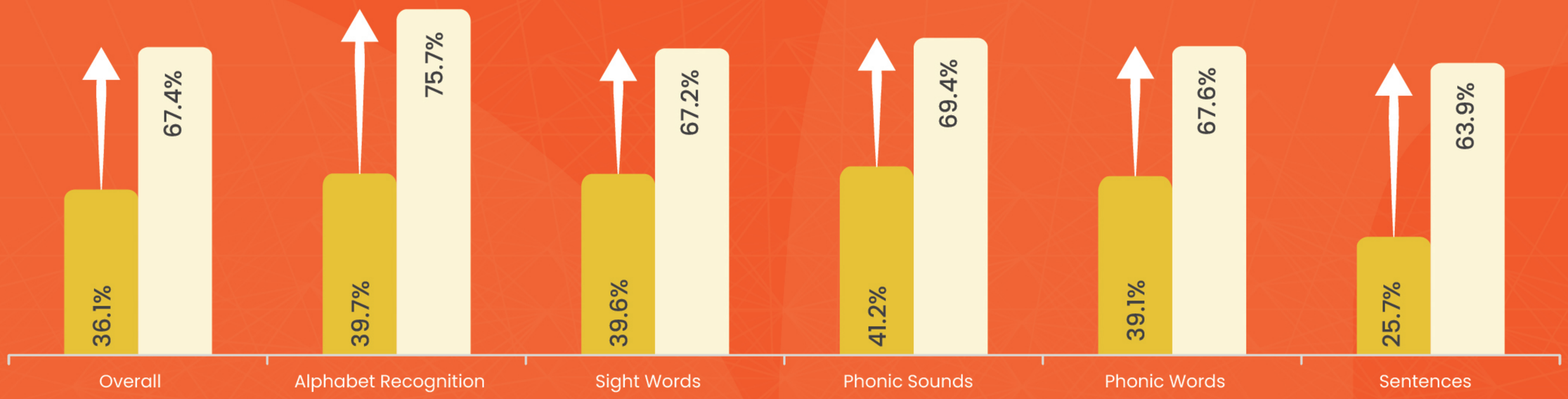


Note:- Data shown here is competency score based

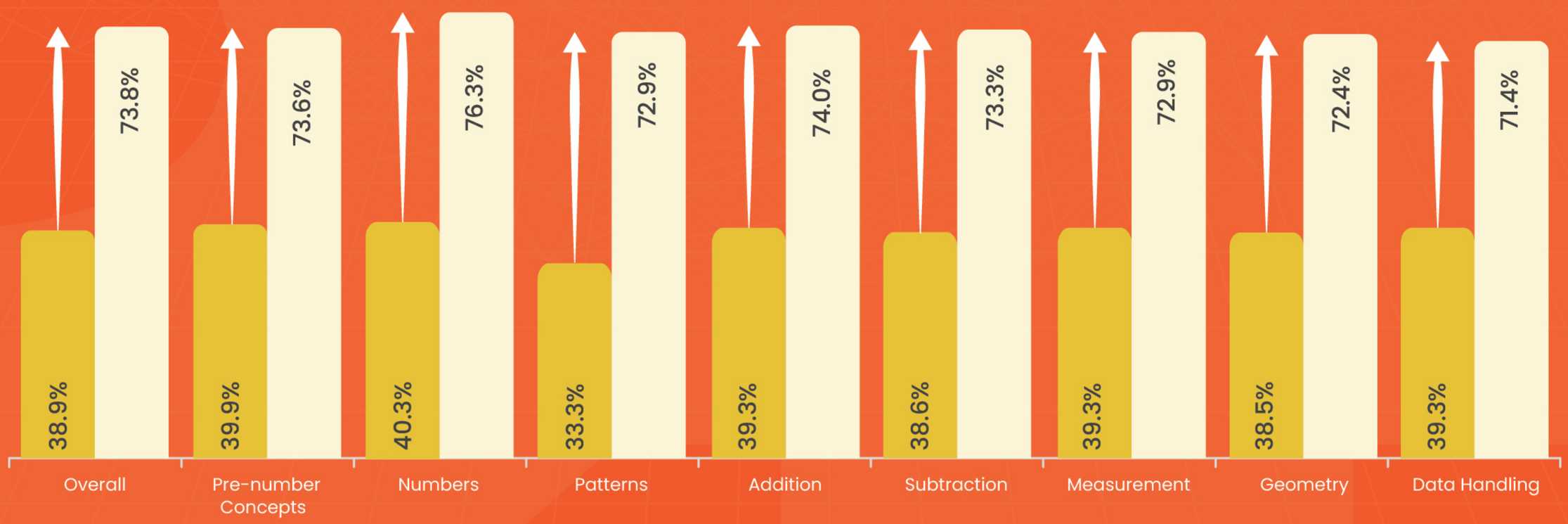
FLN | Haryana Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



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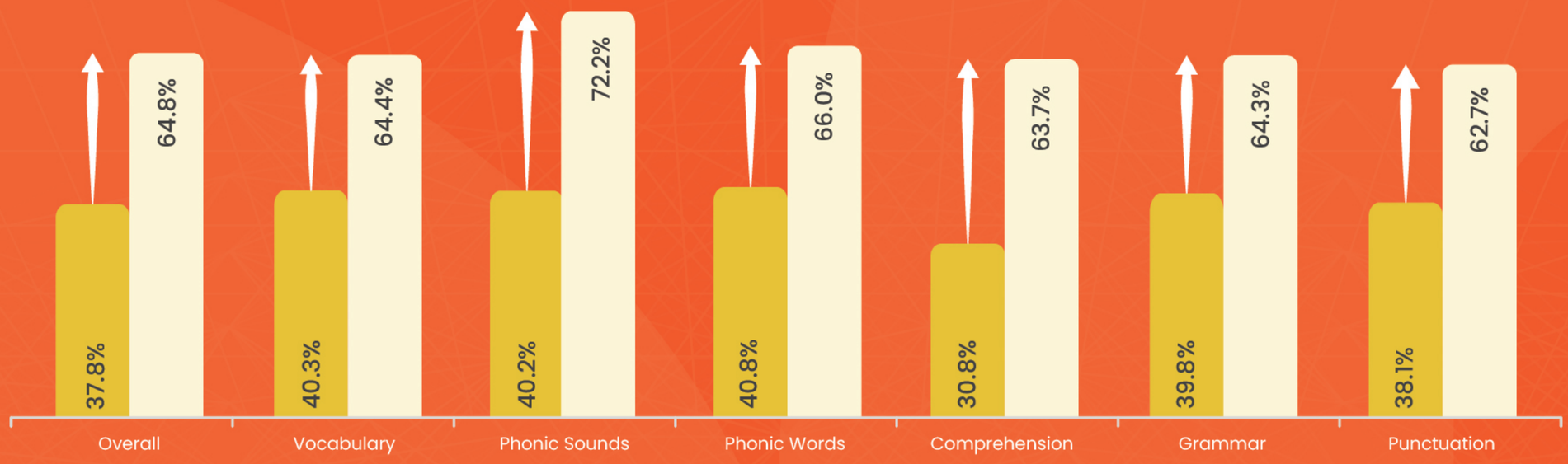
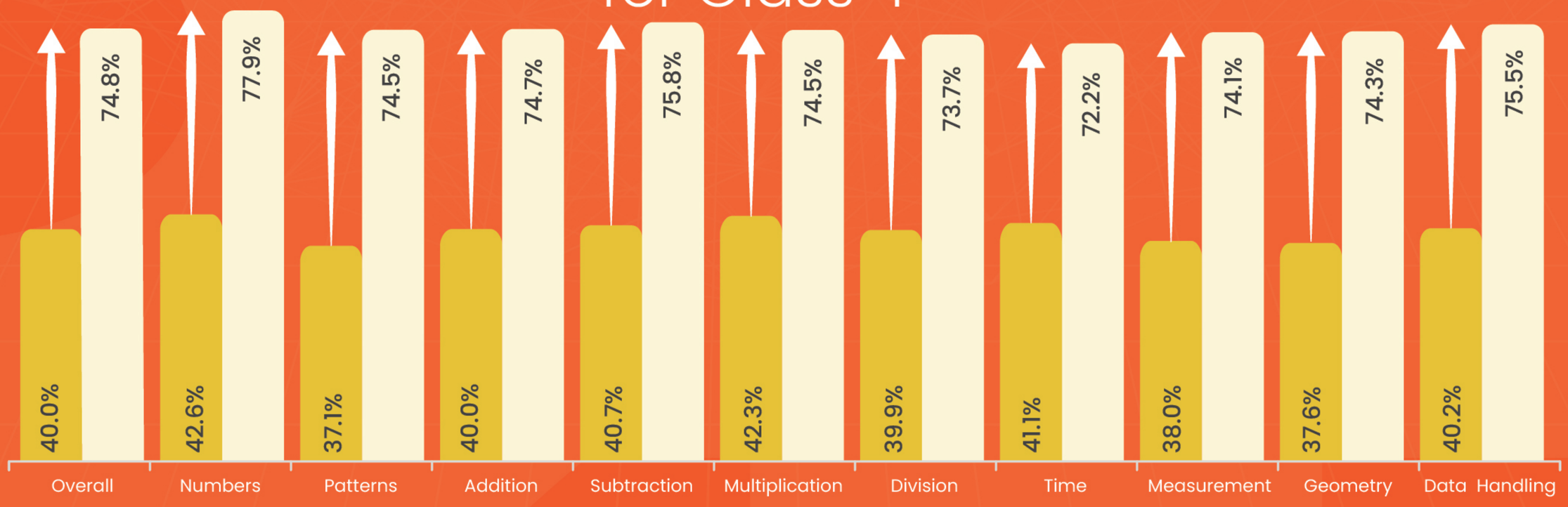
FLN | Haryana Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



Math: Base-level & End-level Competence for Class 4



Science | Haryana Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **17 districts** in **Haryana** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **409 Schools** were covered, with over **3,686 tests** for **class 6** and **2,970 tests** for **class 7** conducted. In the End-level assessment, **413 schools** were assessed, with more than **4,059 tests** for **class 6** and **3,011 tests** for **class 7** administered.

Note:- Data shown here is competency score based

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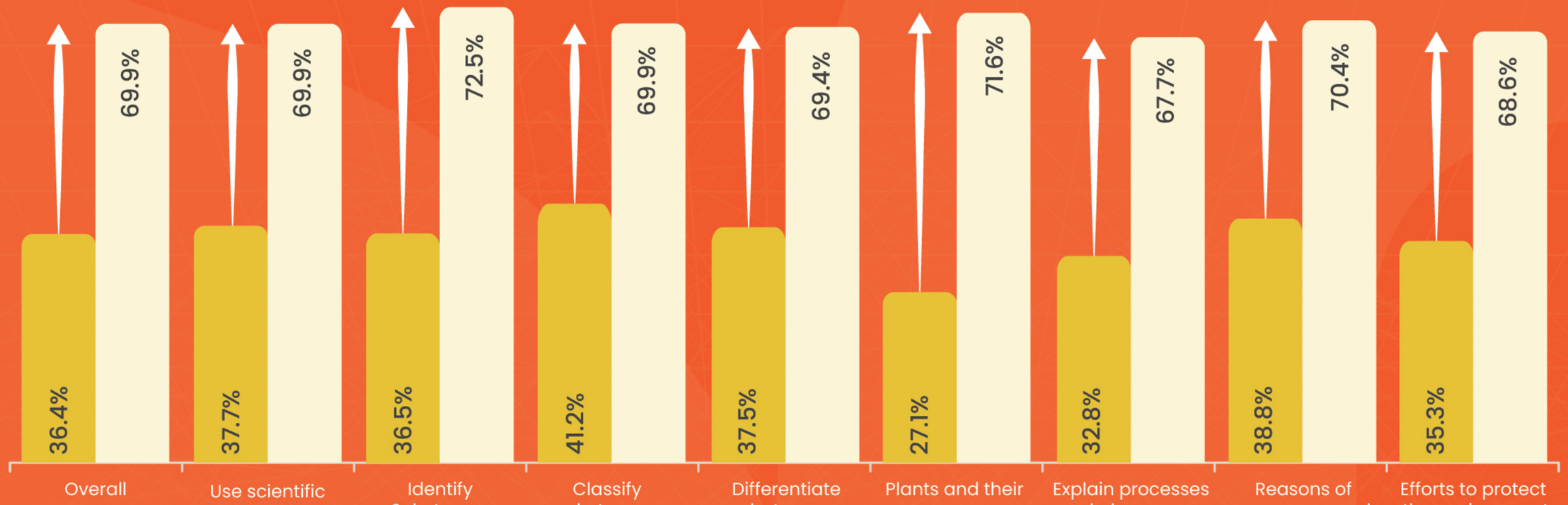
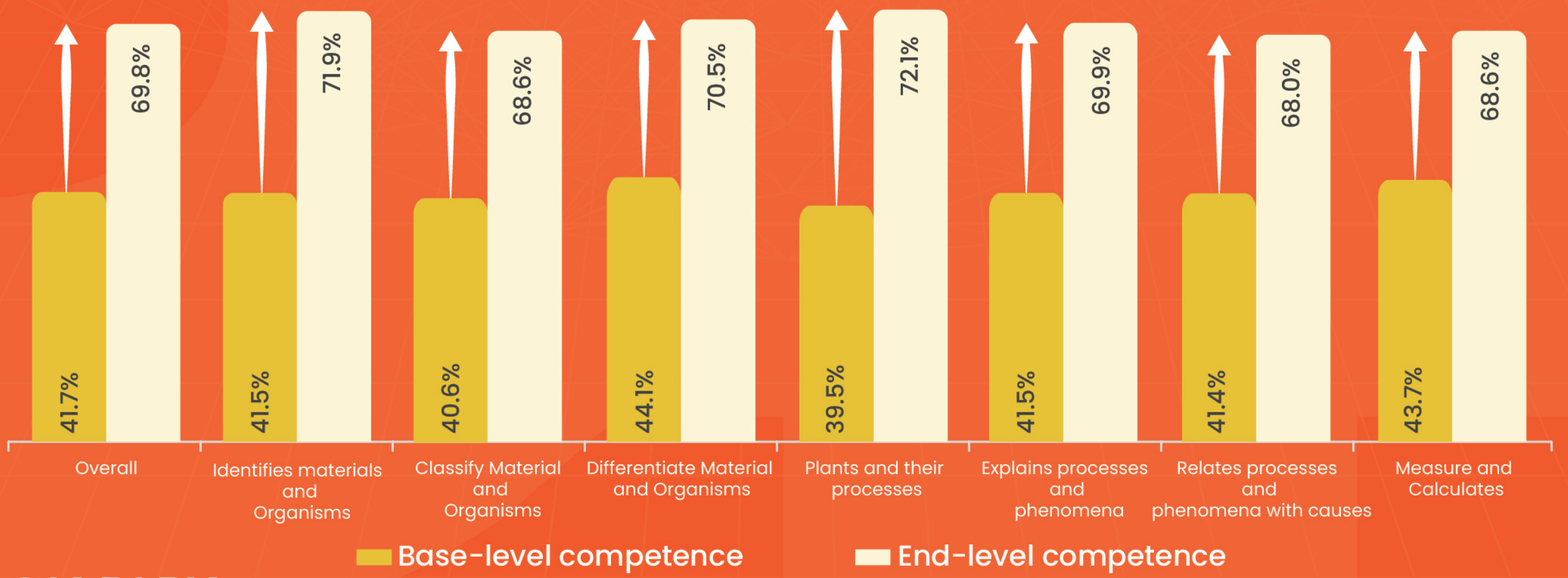
Science | Haryana Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Base-level & End-level Competence for Class 6



Base-level & End-level Competence for Class 7



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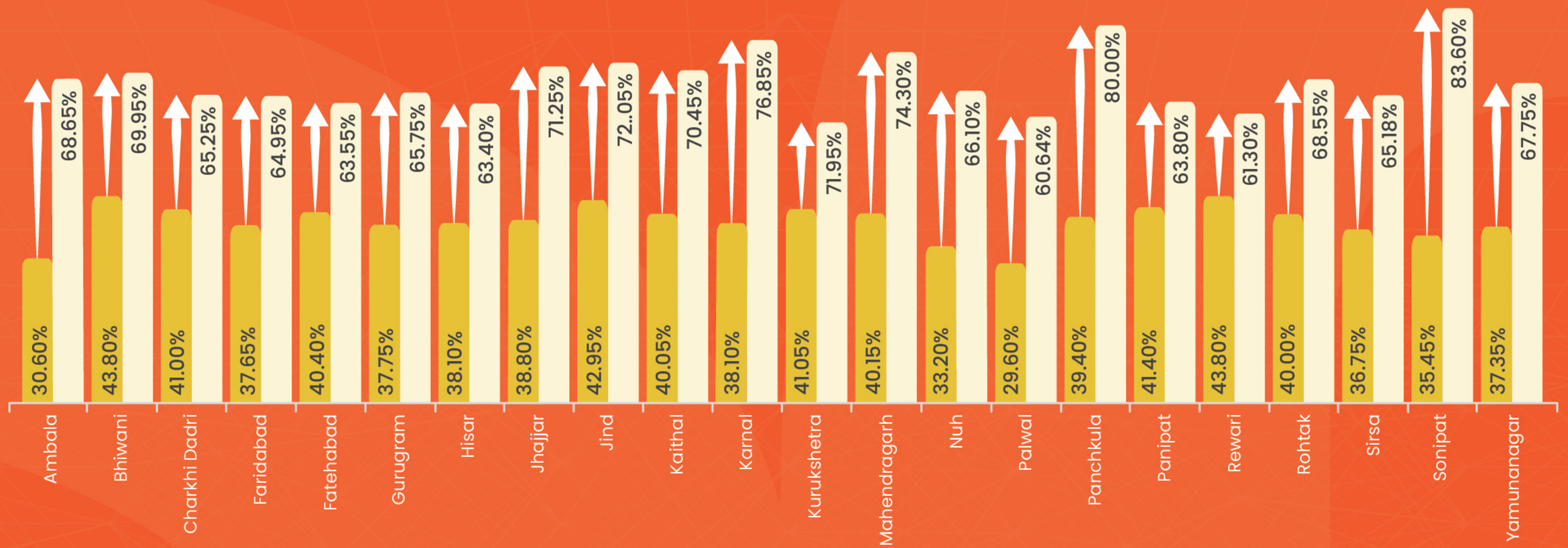
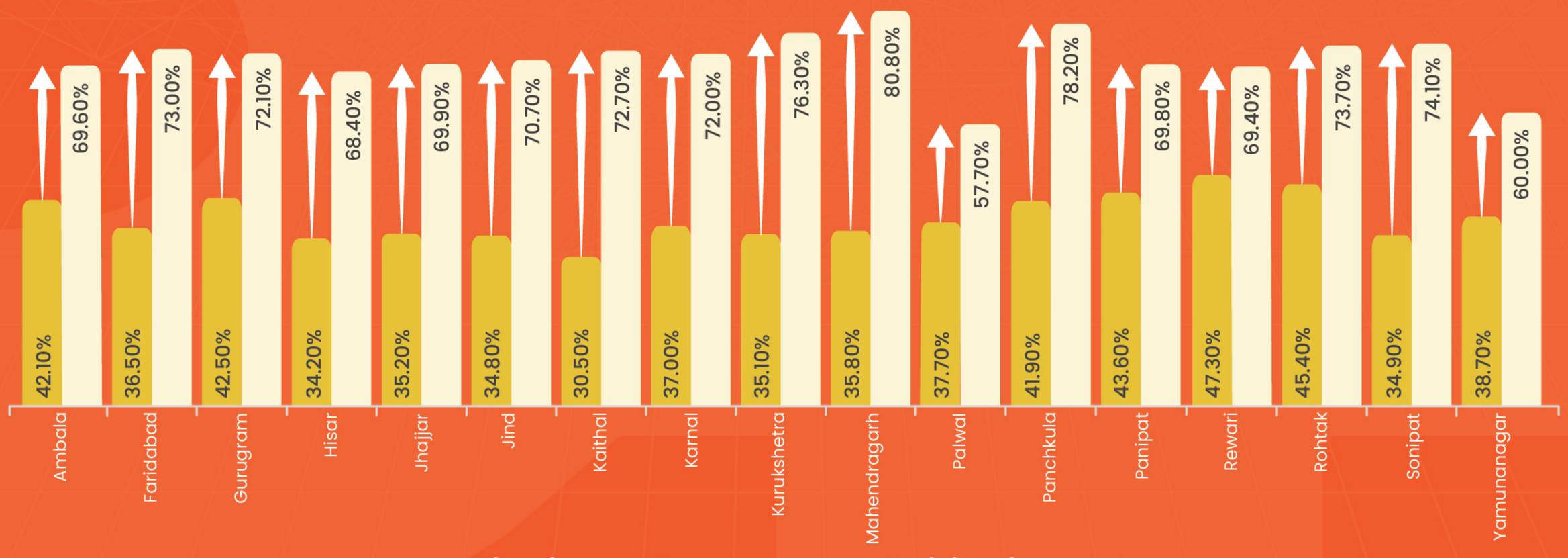
Haryana Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

FLN District Performance - Overall



Science District Performance - Overall



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Leading Indicators (2024-2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)		% Schools Teaching >5 Lessons/Month	Total Resources Used*		Smart Schools	Teachers Trained
		Class 1-5	Class 6-8	Class 1-8	Class 1-5	Class 6-8		
State Average/Total	**4.64**	**5.79**	**4.23**	**48.18**	**1,02,21,072**	**49,44,521**	**4,577**	**29,537**
Ambala	4.64	4.50	4.20	31.94	2,40,091	3,30,445	357	1,383
Bhiwani	4.55	6.46	-	63.69	11,41,422	-	172	1,358
Charkhi Dadri	4.73	7.89	-	90.48	4,59,379	-	38	719
Faridabad	4.60	4.71	3.60	33.05	2,93,219	3,02,292	303	1,171
Fatehabad	4.68	4.98	-	50.00	2,96,583	-	89	1,420
Gurugram	4.70	4.96	4.63	39.76	4,15,093	5,36,839	450	1,077
Hisar	4.63	4.11	0.29	27.56	6,34,637	2,40,718	139	1,306
Jhajjar	4.58	5.48	3.32	32.56	2,04,863	94,533	92	973
Jind	4.60	6.53	2.24	26.19	5,63,533	5,22,208	198	1,815
Kaithal	4.48	6.91	5.17	48.51	5,45,010	3,27,128	156	1,064
Karnal	4.72	6.22	6.51	55.36	7,82,353	6,32,726	375	1,751
Kurukshetra	4.60	8.94	8.92	83.56	5,45,990	5,21,603	143	1,577
Mahendragarh	4.49	6.92	6.61	71.11	3,77,976	1,29,001	121	1,307
Nuh	4.59	4.89	-	41.67	1,40,824	-	63	1,911
Palwal	4.71	4.34	1.97	32.00	1,81,993	74,161	178	1,496
Panchkula	4.54	6.73	4.93	54.40	2,70,217	97,519	151	1,043
Panipat	4.80	3.52	0.64	15.52	2,46,770	8,4004	233	1,168
Rewari	4.91	4.63	4.55	42.52	3,17,546	1,41,642	256	1,110
Rohtak	4.76	5.21	3.98	46.15	3,36,020	73,132	225	832
Sirsa	4.47	7.08	-	71.84	4,81,342	-	112	1,864
Sonipat	4.57	7.66	5.47	60.83	7,89,790	5,10,623	293	1,514
Yamunanagar	4.62	4.69	4.96	41.15	9,56,421	3,25,947	433	1,678

Above state average Below state average * - All platforms

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence					
	Math		English		Science	
	Base-level competence	End-level competence	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**38.70**	**71.93**	**38.33**	**65.83**	**36.49**	**71.20**
Ambala	33.00	67.40	28.20	69.90	42.10	69.60
Bhiwani	48.00	72.10	39.60	67.80	-	-
Charkhi Dadri	42.90	73.80	39.10	56.70	-	-
Faridabad	36.40	70.20	38.90	59.70	36.50	73.00
Fatehabad	40.20	70.60	40.60	56.50	-	-
Gurugram	37.10	74.50	38.40	57.00	42.50	72.10
Hisar	39.00	69.00	37.20	57.80	34.20	68.40
Jhajjar	40.00	70.30	37.60	72.20	35.20	69.90
Jind	43.90	76.70	42.00	67.40	34.80	70.70
Kaithal	41.50	76.00	38.60	64.90	30.50	72.70
Karnal	39.80	80.60	36.40	73.10	37.00	72.00
Kurukshetra	43.60	67.60	38.50	76.30	35.10	76.30
Mahendragarh	42.70	79.10	37.60	69.50	35.80	80.80
Nuh	33.10	66.10	33.30	66.10	-	-
Palwal	30.70	60.38	28.50	60.90	37.70	57.70
Panchkula	36.90	81.80	41.90	78.20	41.90	78.20
Panipat	39.20	57.80	43.60	69.80	43.60	69.80
Rewari	40.30	58.20	47.30	64.40	47.30	69.40
Rohtak	34.60	74.40	45.40	62.70	45.40	73.70
Sirsa	36.60	75.20	36.90	55.15	-	-
Sonipat	36.00	93.10	34.90	74.10	34.90	74.10
Yamunanagar	36.00	67.50	38.70	68.00	38.70	60.00

Above state average Below state average

FLN | Jharkhand Learning Outcome (2024–2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **16 districts** in Jharkhand for both the Base-level and End-level phases.

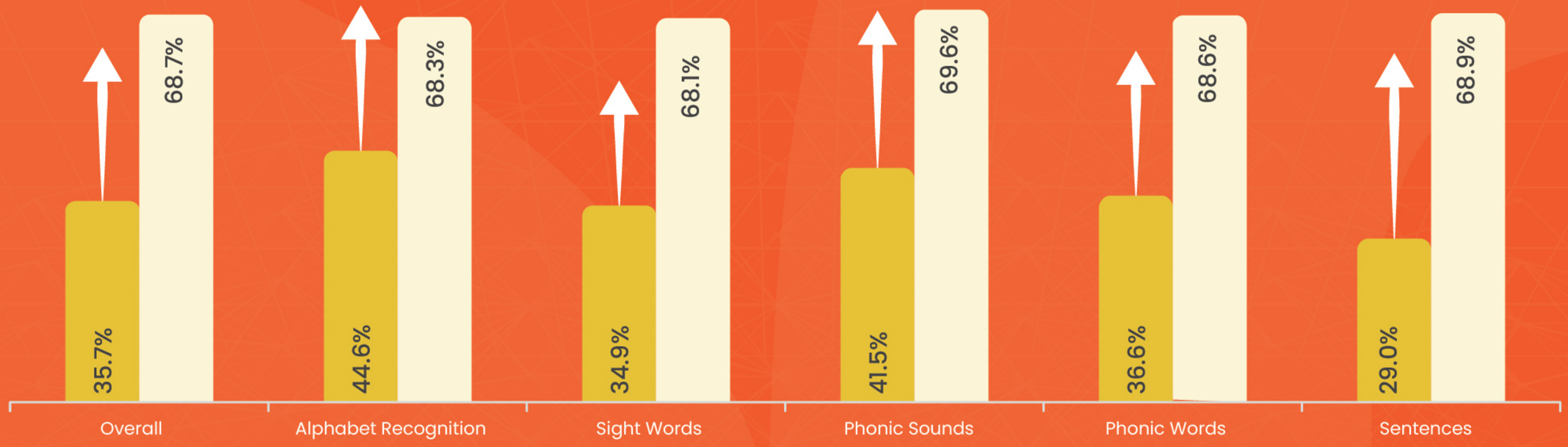
During the Base-level assessment, a total of 331 Schools were covered, with over **6,579 English tests** and **6,686 Math tests** conducted. In the End-level assessment, **334 Schools** were assessed, with more than **6,658 English tests** and **6,656 Math tests** administered.

Note:- Data shown here is competency score based

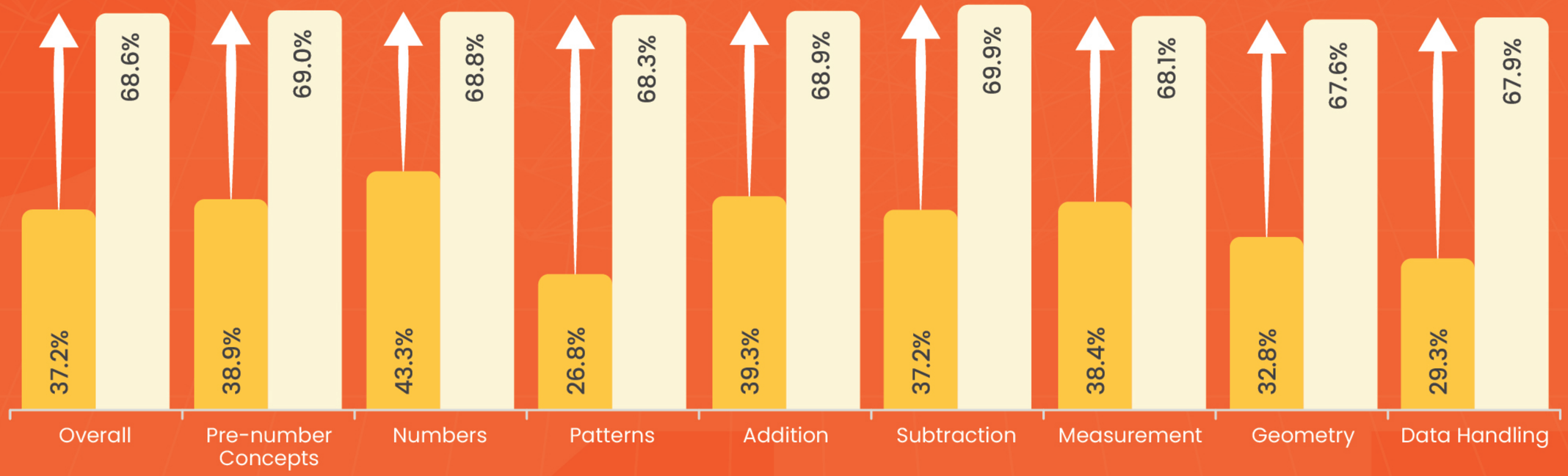
FLN | Jharkhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



Base-level competence End-level competence

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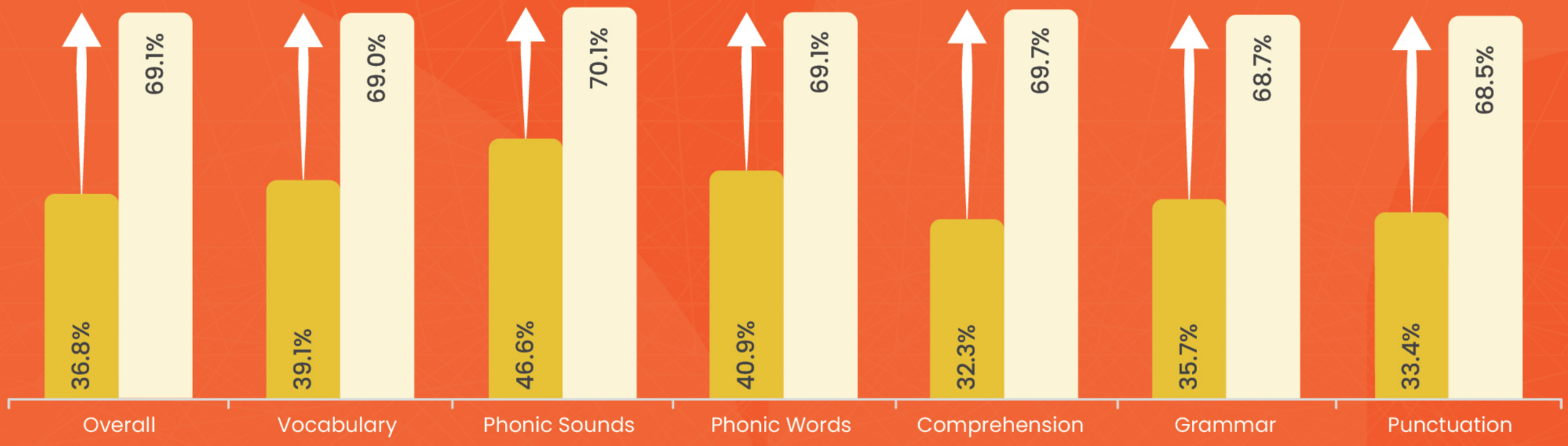
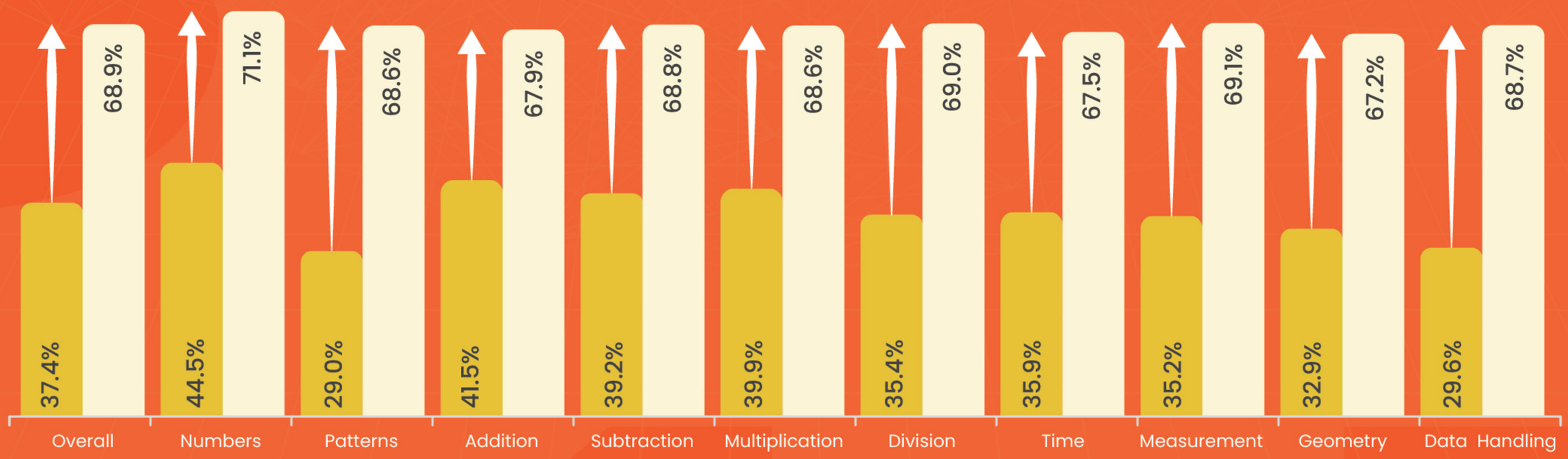
FLN | Jharkhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



Math: Base-level & End-level Competence for Class 4



Science | Jharkhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **3 districts** in Jharkhand for both the Base-level and End-level phases.

During the Base-level assessment, a total of **60 Schools** were covered, with over **597 tests for class 6** and **597 tests for class 7** conducted. In the End-level assessment, **63 schools** were assessed, with more than **630 tests for class 6 and 630 tests for class 7** administered.

Note:- Data shown here is competency score based

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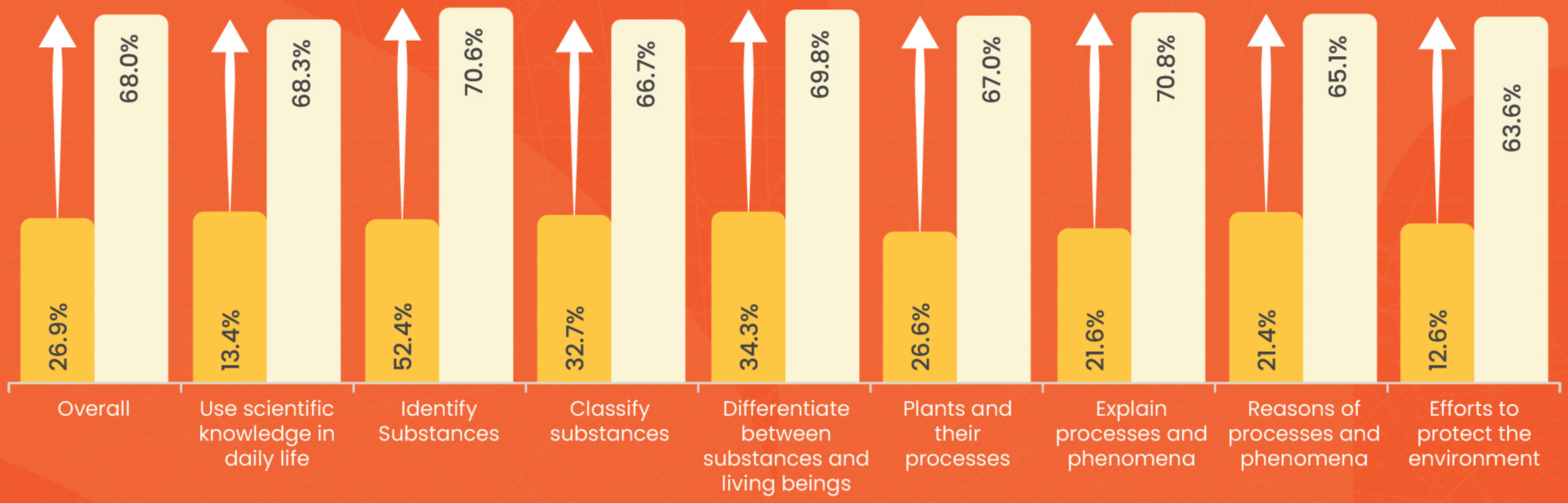
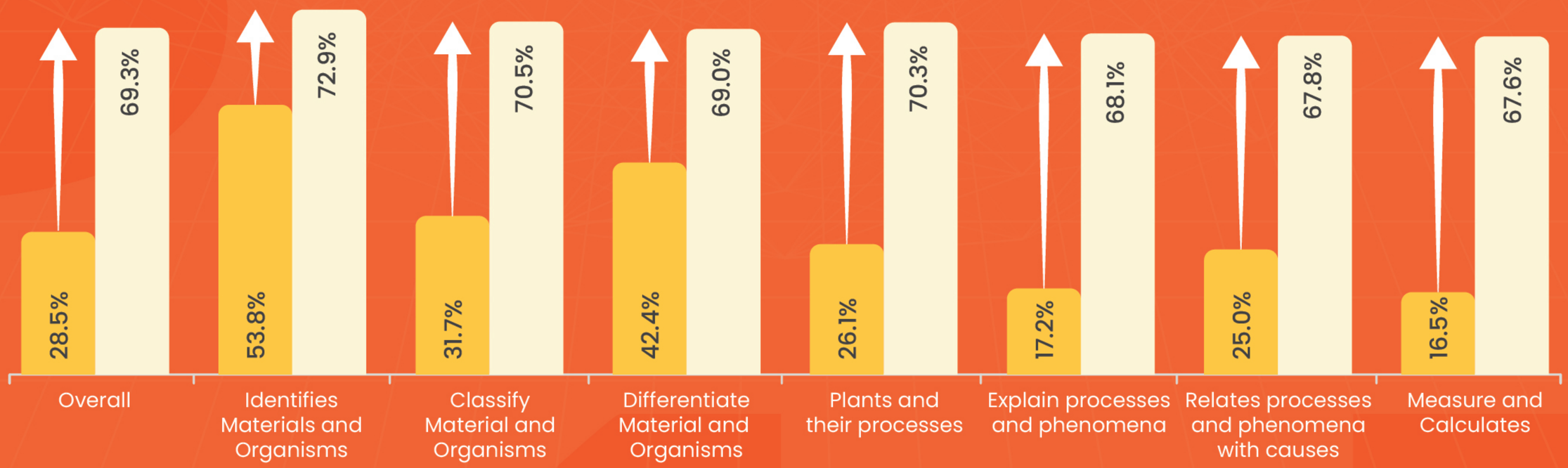
Science | Jharkhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Base-level & End-level Competence for Class 6



Base-level & End-level Competence for Class 7



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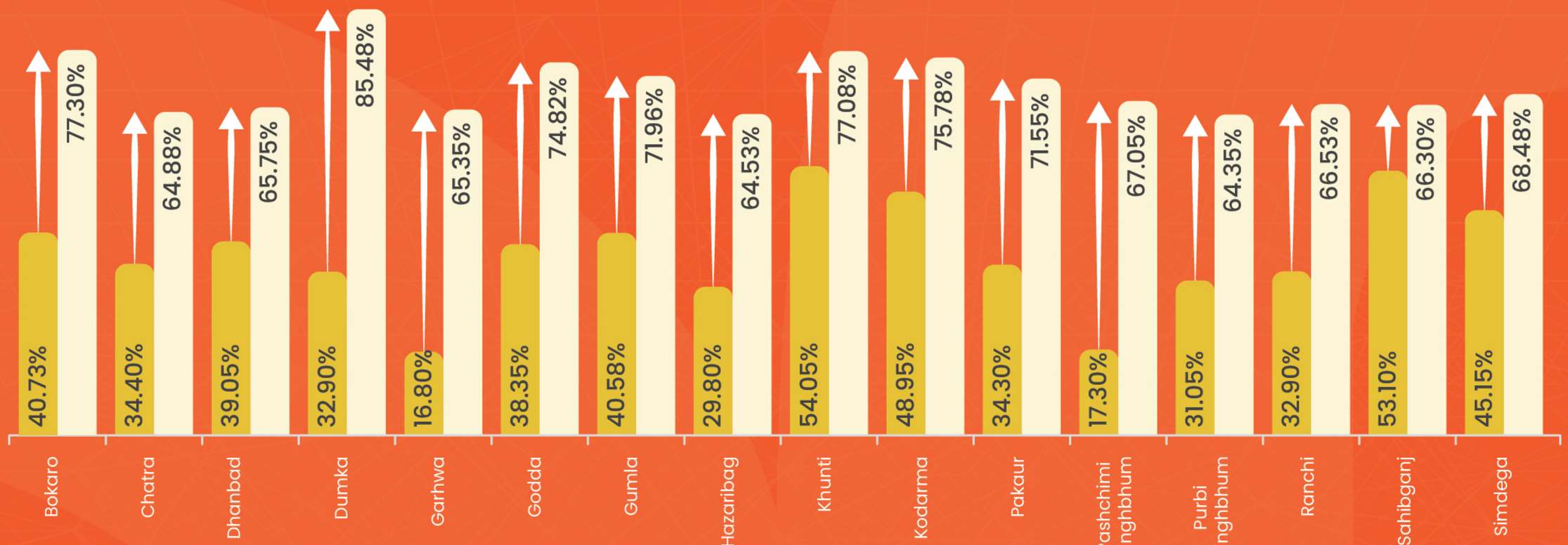
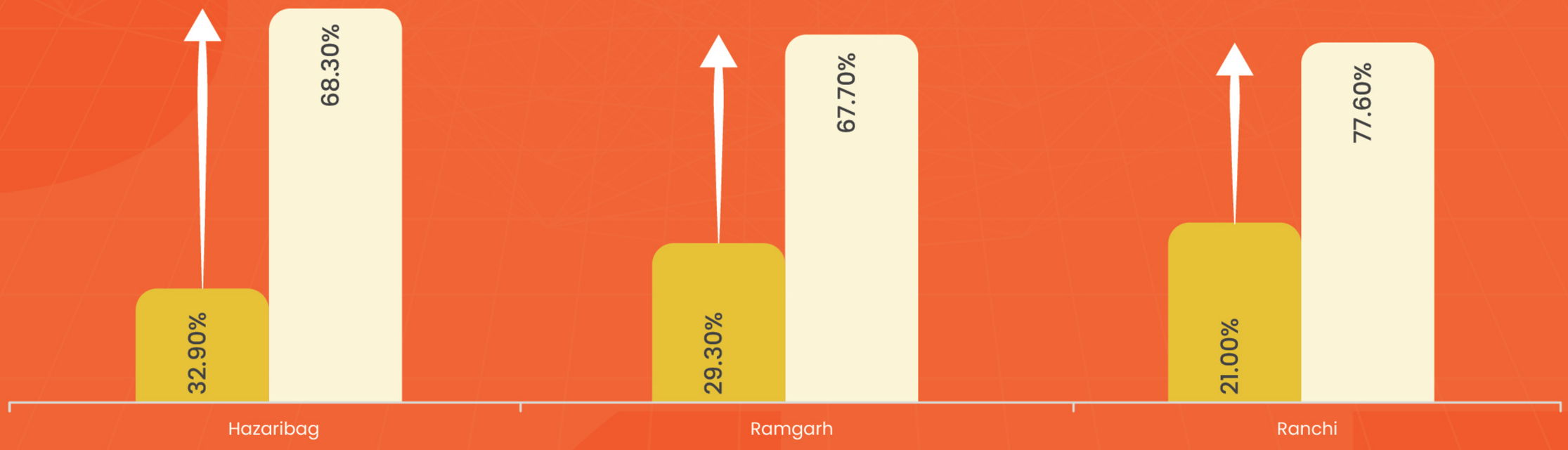
Jharkhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

FLN District Performance - Overall



Science District Performance - Overall



Base-level competence End-level competence

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Leading Indicators (2024-2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)		% Schools Teaching >5 Lessons/Month	Total Resources Used*		Smart Schools	Teachers Trained
		Class 1-5	Class 6-8	Class 1-8	Class 1-5	Class 6-8		
State Average/Total	**4.64**	**3.28**	**3.68**	**30.69**	**28,93,322**	**8,48,006**	**4,319**	**12,263**
Bokaro	4.32	5.13	-	43.03	5,65,714	-	573	503
Chatra	4.61	2.08	-	19.10	2,83,240	-	446	355
Dhanbad	4.78	2.92	-	23.53	2,28,712	-	224	204
Dumka	4.89	4.10	-	45.95	74,191	-	74	2,042
Garhwa	4.69	0.83	-	5.22	1,83,227	-	460	433
Godda	4.75	4.45	-	38.38	2,06,069	-	410	381
Gumla	4.70	3.69	-	33.56	2,25,171	-	308	318
Hazaribag	4.47	0.59	3.00	10.31	40,447	1,19,291	423	373
Khunti	4.36	6.99	-	67.32	1,01,726	-	161	134
Kodarma	4.83	5.32	-	45.51	3,00,187	-	172	132
Pakaur	4.80	5.39	-	64.41	40,694	-	67	770
Pashchimi Singhbhum	4.58	2.95	-	35.29	1,29,113	-	55	1,794
Purbi Singhbhum	4.76	0.57	-	5.00	1,17,767	-	65	1,261
Ramgarh	4.82	-	3.42	12.62	48,289	1,13,776	239	203
Ranchi	4.65	2.63	6.64	34.82	2,72,866	6,14,939	517	2,048
Sahibganj	4.87	0.46	-	4.29	46,377	-	72	1,257
Simdega	4.89	4.43	-	33.33	29,532	-	53	55

Above state average Below state average * - All platforms

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence					
	Math		English		Science	
	Base-level competence	End-level competence	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**37.20**	**71.90**	**36.48**	**69.00**	**27.73**	**71.20**
Bokaro	40.40	79.25	41.05	75.35	-	-
Chatra	38.60	65.05	30.20	64.70	-	-
Dhanbad	40.90	67.55	37.20	63.95	-	-
Dumka	32.90	85.05	32.90	85.90	-	-
Garhwa	17.25	69.90	16.35	60.80	-	-
Godda	38.60	80.90	38.10	68.73	-	-
Gumla	39.40	67.60	41.75	76.31	-	-
Hazaribag	29.80	69.40	29.80	59.65	32.90	68.30
Khunti	55.70	77.20	52.40	76.95	-	-
Kodarma	46.10	75.65	51.80	75.90	-	-
Pakaur	34.30	69.95	34.30	73.15	-	-
Pashchimi Singhbhum	17.30	65.40	17.30	68.70	-	-
Purbi Singhbhum	31.05	65.15	31.05	63.55	-	-
Ramgarh	-	-	-	-	29.30	67.70
Ranchi	32.90	66.20	32.90	66.85	21.00	77.60
Sahibganj	53.35	70.40	52.85	62.20	-	-
Simdega	46.65	75.70	43.65	61.25	-	-

Above state average Below state average

FLN | Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **13 districts** in **Uttarakhand** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **153 Schools** were covered, with over **2,336 English tests** and **2,333 Math tests** conducted. In the End-level assessment, **154 Schools** were assessed, with more than **2,398 English tests** and **2,362 Math tests** administered.

Note:- Data shown here is competency score based

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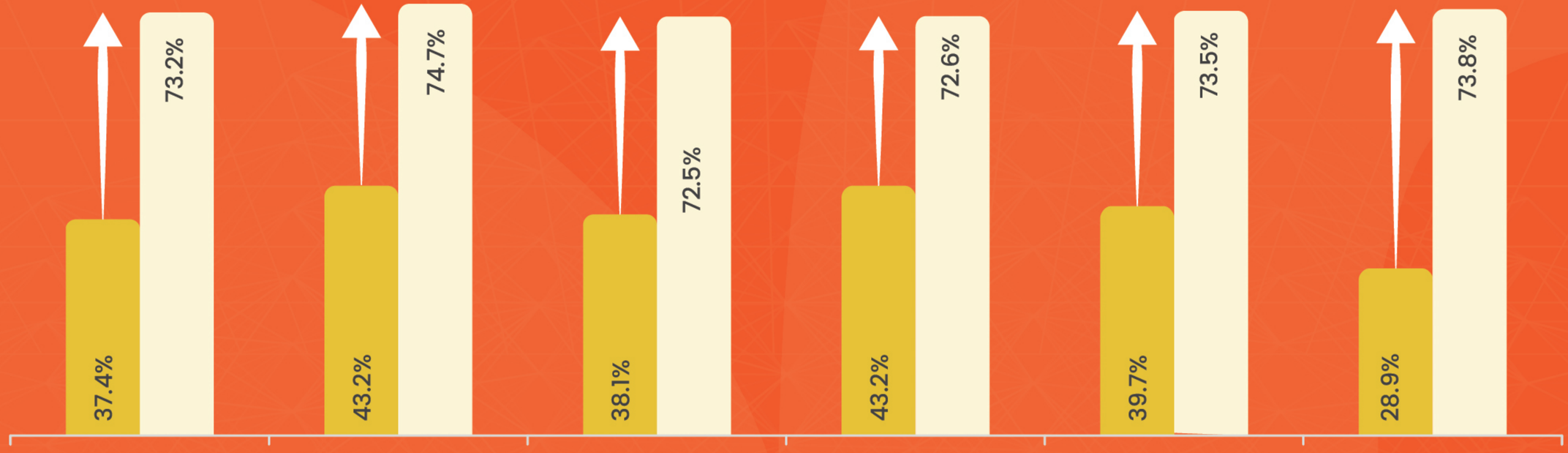
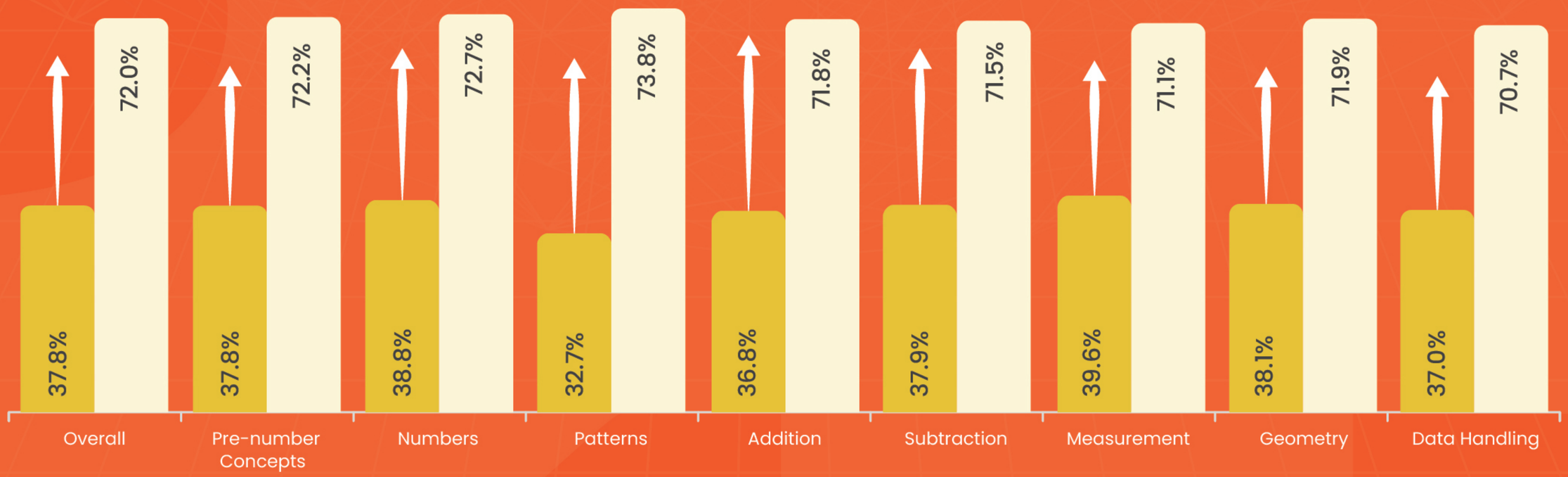
FLN | Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



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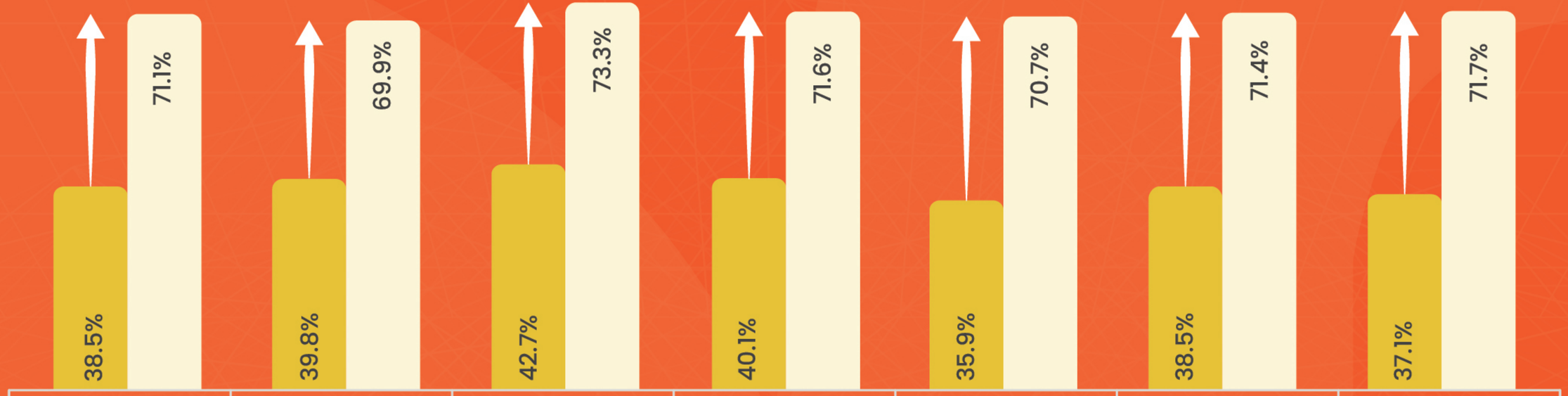
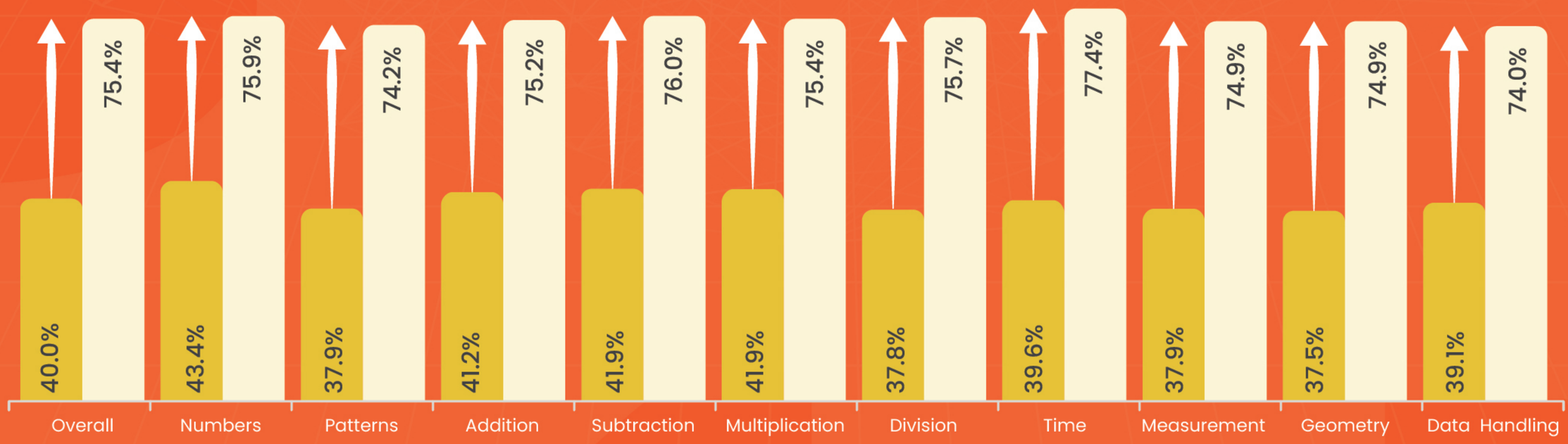
FLN | Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



Math: Base-level & End-level Competence for Class 4



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Science | Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by:
Feedback Advisory

The coverage of the assessment spanned across **13 districts** in **Uttarakhand** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **148 Schools** were covered, with over **1,273 tests** for **class 6** and **1,274 tests** for **class 7** conducted. In the End-level assessment, **149 schools** were assessed, with more than **1,342 tests** for **class 6** and **1,331 tests** for **class 7** administered.

Note:- Data shown here is competency score based

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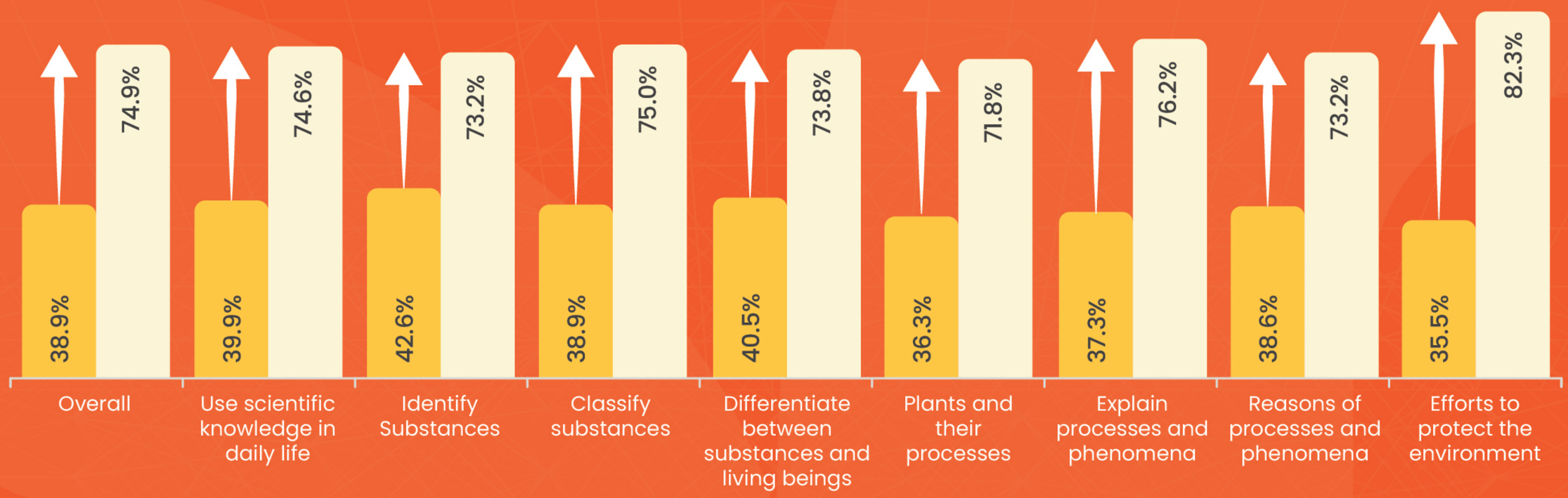
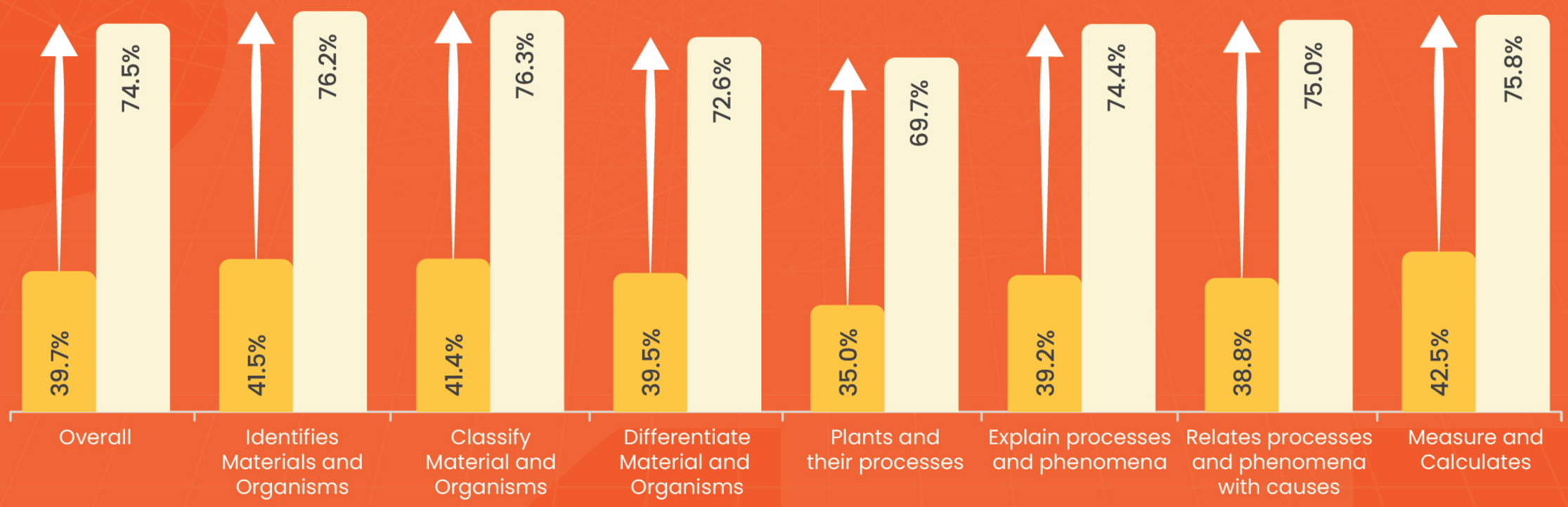
Science | Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Base-level & End-level Competence for Class 6



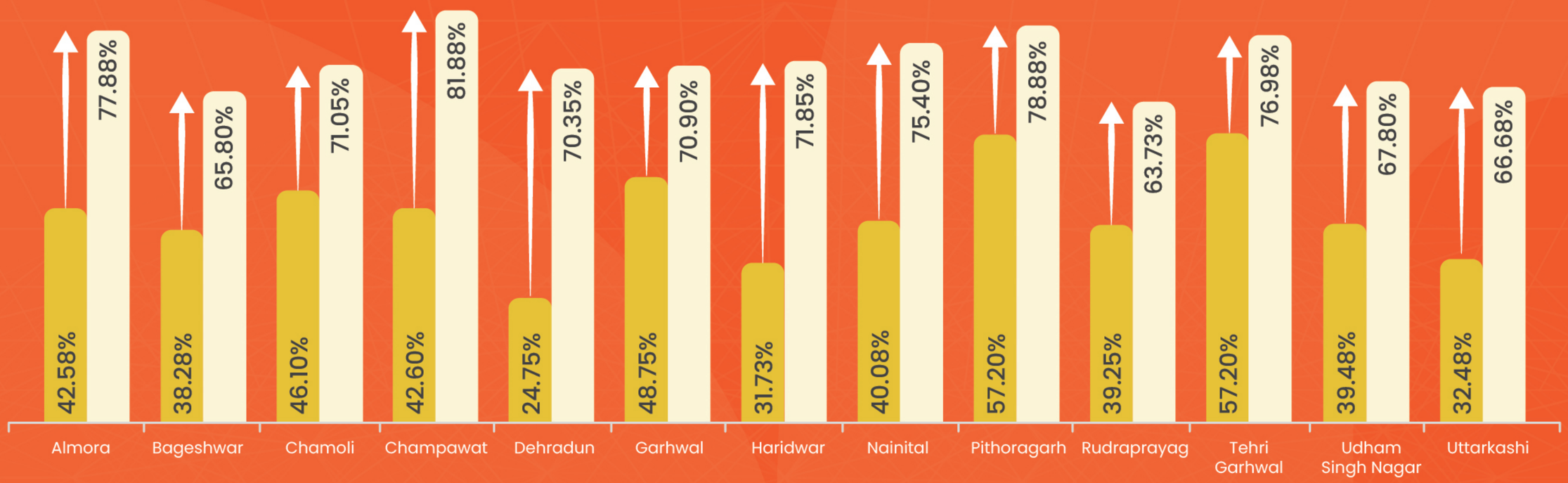
Base-level & End-level Competence for Class 7



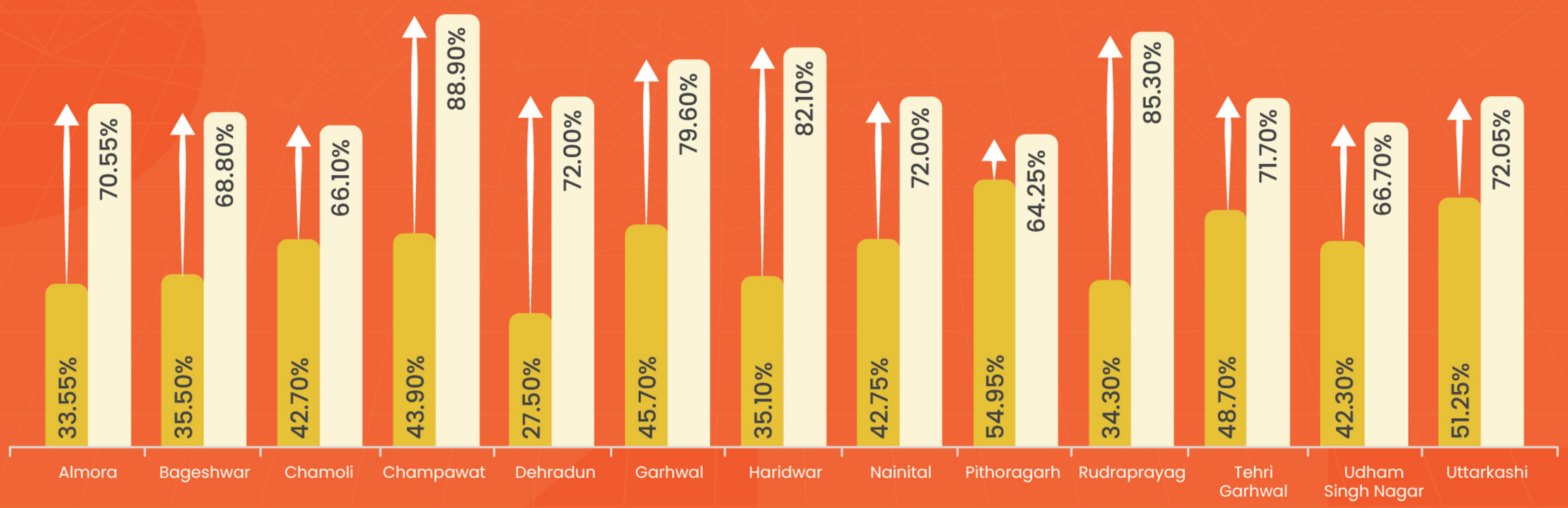
Uttarakhand Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

FLN District Performance - Overall



Science District Performance - Overall



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Leading Indicator (2024-2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)		% Schools Teaching >5 Lessons/Month	Total Resources Used*		Smart Schools	Teachers Trained
		Class 1-5	Class 6-8	Class 1-8	Class 1-5	Class 6-8		
State Average/Total	**4.62**	**3.66**	**3.27**	**29.91**	**11,55,314**	**6,12,798**	**4,363**	**3,633**
Almora	4.63	4.48	2.88	39.29	44,698	13,268	102	100
Bageshwar	4.48	1.47	2.56	8.70	19,419	13,671	105	112
Chamoli	4.60	3.29	1.01	16.13	19,819	23,771	94	91
Champawat	4.73	6.96	8.36	69.19	2,01,379	50,709	399	172
Dehradun	4.55	2.78	2.45	21.78	1,54,032	1,01,317	899	870
Garhwal	4.57	4.07	5.89	36.46	52,877	25,989	166	196
Haridwar	4.53	3.34	1.86	24.65	2,79,277	1,10,957	847	788
Nainital	4.85	4.68	2.44	31.91	1,71,828	55,425	600	220
Pithoragarh	4.60	6.55	2.41	55.17	25,229	2,138	50	53
Rudraprayag	4.40	1.29	4.80	15.75	14,323	43,900	118	118
Tehri Garhwal	4.59	5.80	4.96	50.00	28,608	34,785	55	57
Udham Singh Nagar	4.73	0.92	0.71	4.57	1,08,573	1,08,073	737	669
Uttarkashi	4.79	1.92	2.14	15.25	35,252	28,795	191	187

Above state average Below state average * - All platforms

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence					
	Math		English		Science	
	Base-level competence	End-level competence	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**41.73**	**73.07**	**41.45**	**71.42**	**41.40**	**73.85**
Almora	45.20	75.65	39.95	80.10	33.55	70.55
Bageshwar	37.75	70.30	38.80	61.30	35.50	68.80
Chamoli	44.90	69.95	47.30	72.15	42.70	66.10
Champawat	44.70	81.90	40.50	81.85	43.90	88.90
Dehradun	26.15	71.35	23.35	69.35	27.50	72.00
Garhwal	48.10	75.50	49.40	66.30	45.70	79.60
Haridwar	31.45	72.55	32.00	71.15	35.10	82.10
Nainital	40.00	70.65	40.15	80.15	42.75	72.00
Pithoragarh	54.20	78.95	60.20	78.80	54.95	64.25
Rudraprayag	39.10	64.50	39.40	62.95	34.30	85.30
Tehri Garhwal	54.25	78.15	60.65	75.80	48.70	71.70
Udham Singh Nagar	38.60	68.70	40.35	65.90	42.30	66.70
Uttarkashi	38.10	70.70	26.85	62.65	51.25	72.05

Above state average Below state average

FLN | Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **8 districts** in **Uttar Pradesh** for both the Base-level and End-level phases.

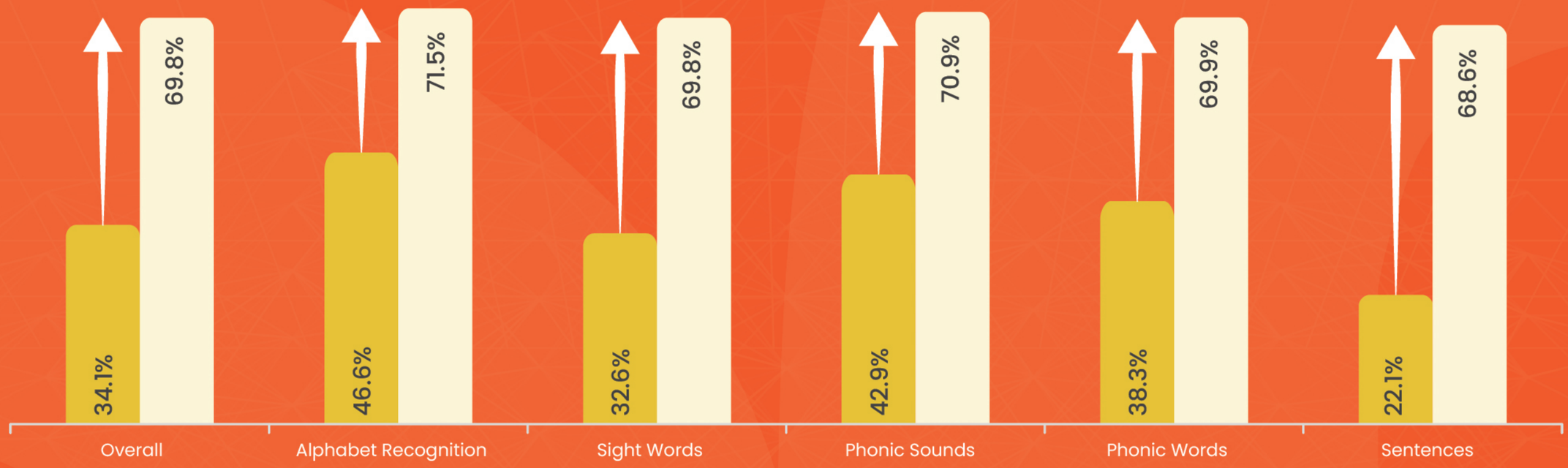
During the Base-level assessment, a total of **330 Schools** were covered, with over **7,120 English tests** and **5,845 Math tests** conducted. In the End-level assessment, **334 Schools** were assessed, with more than **7,380 English tests** and **5,942 Math tests** administered.

Note:- Data shown here is competency score based

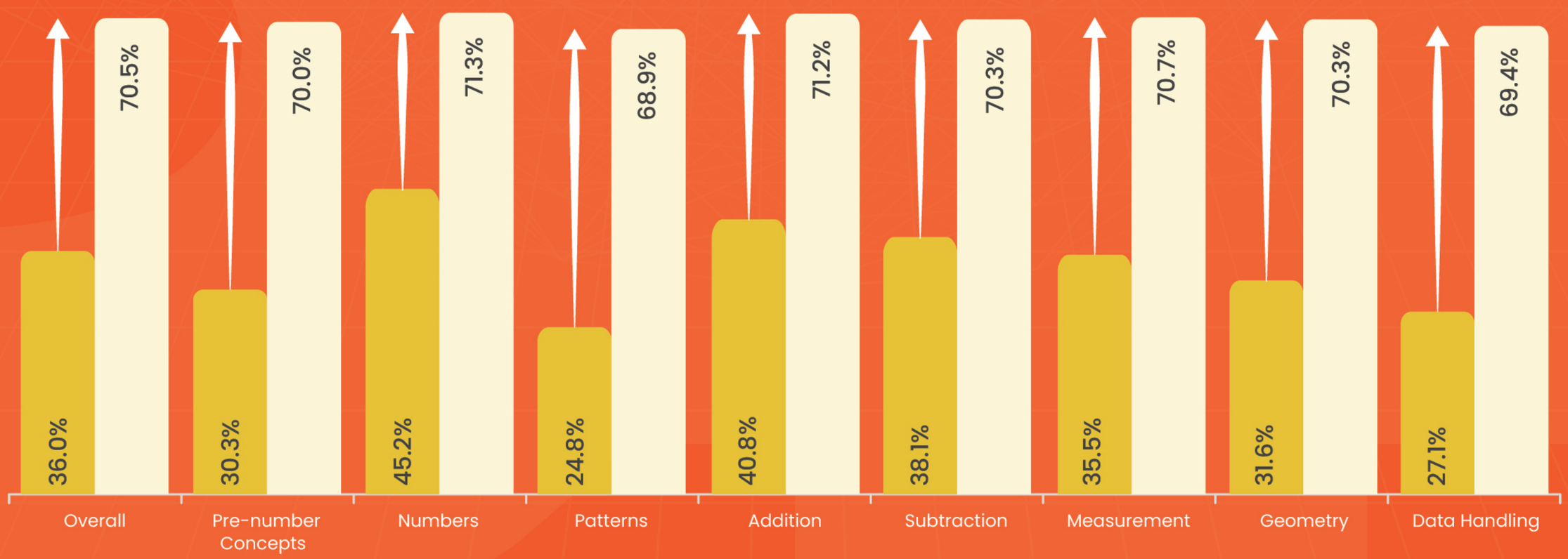
FLN | Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



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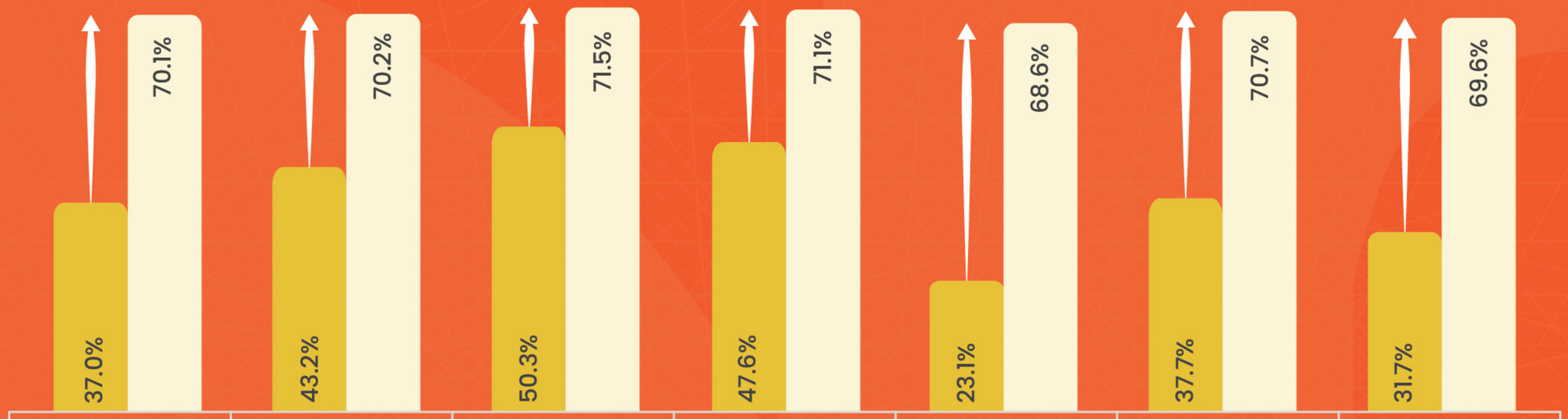
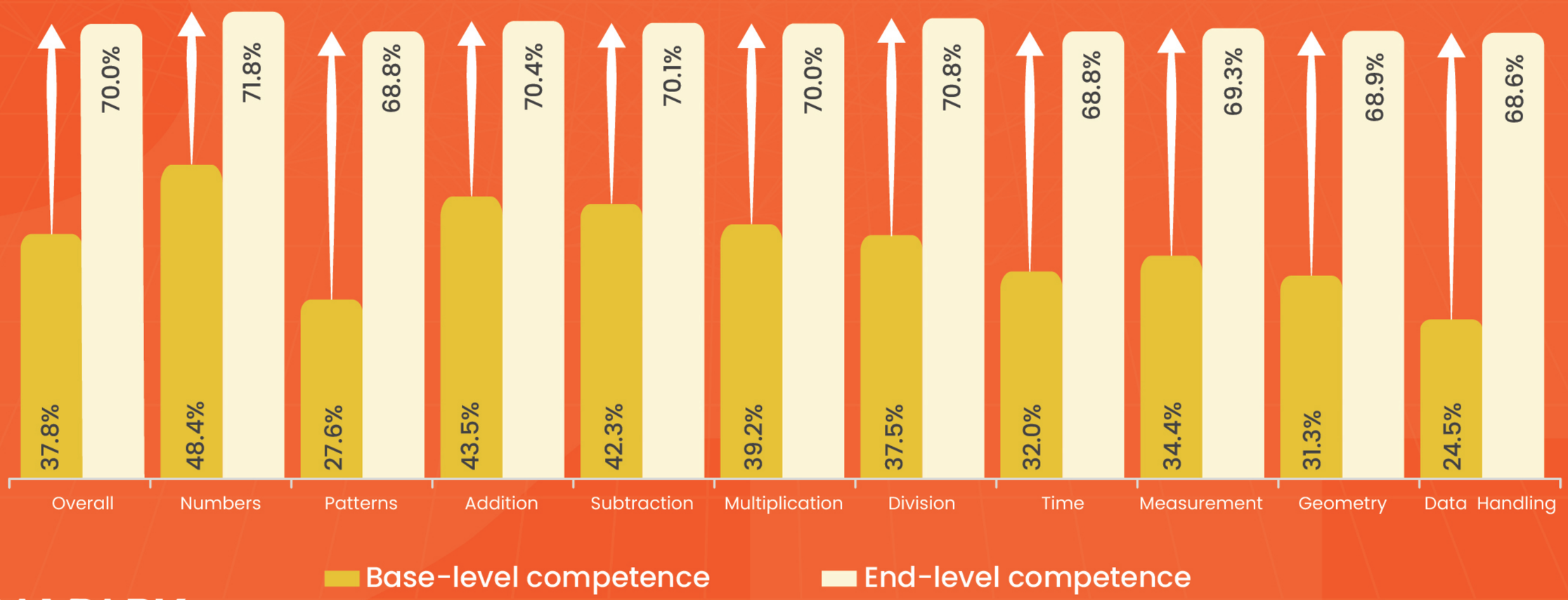
FLN | Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



Math: Base-level & End-level Competence for Class 4



Science | Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **7 districts** in **Uttar Pradesh** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **81 Schools** were covered, with over **793 tests** for **class 6** and **803 tests** for **class 7** conducted. In the End-level assessment, **81 schools** were assessed, with more than **810 tests** for **class 6** and **810 tests** for **class 7** administered.

Note:- Data shown here is competency score based

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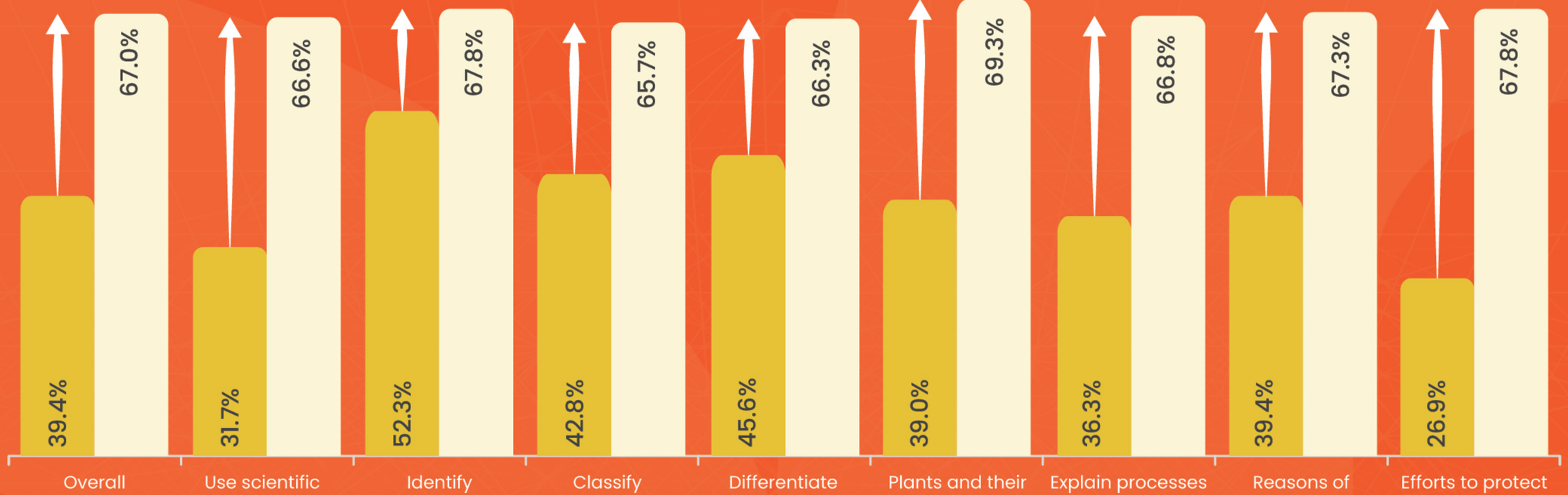
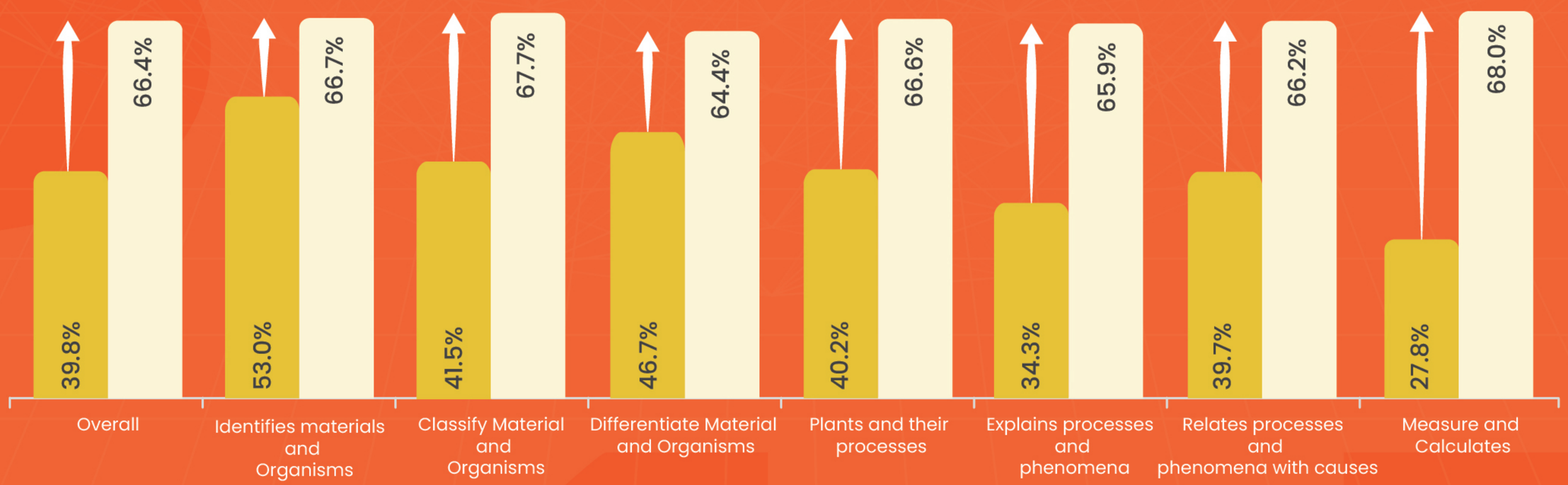
Science | Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Base-level & End-level Competence for Class 6



Base-level & End-level Competence for Class 7

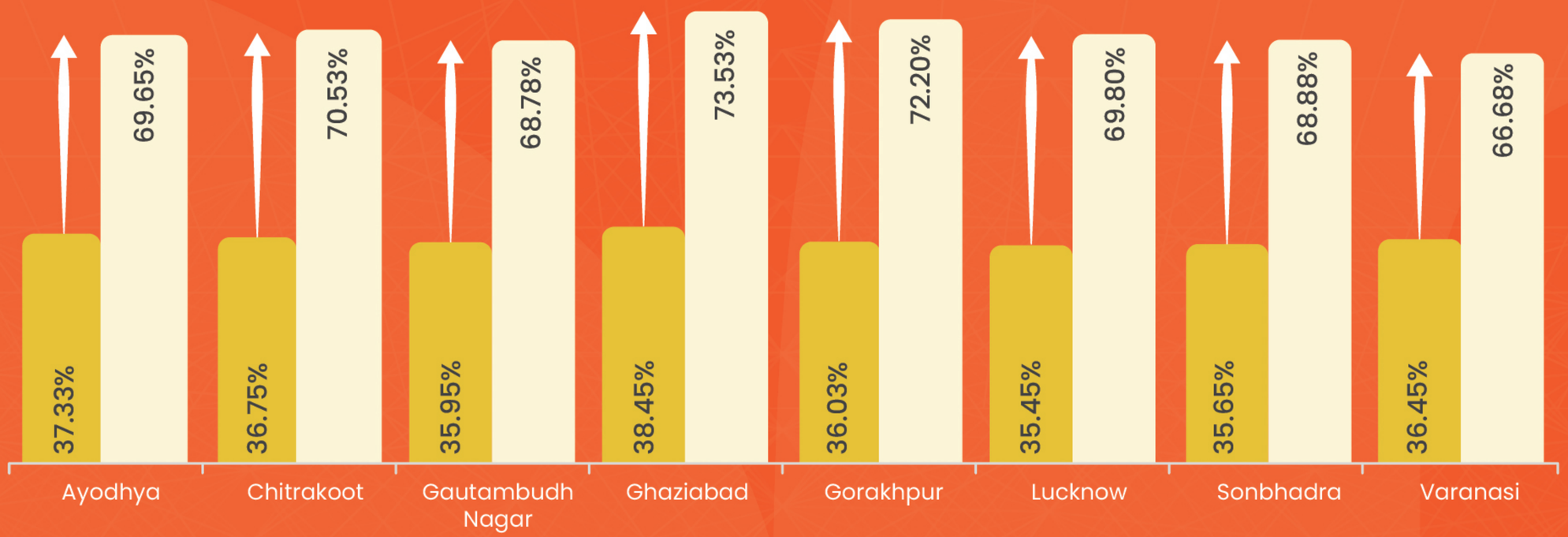


Base-level competence End-level competence

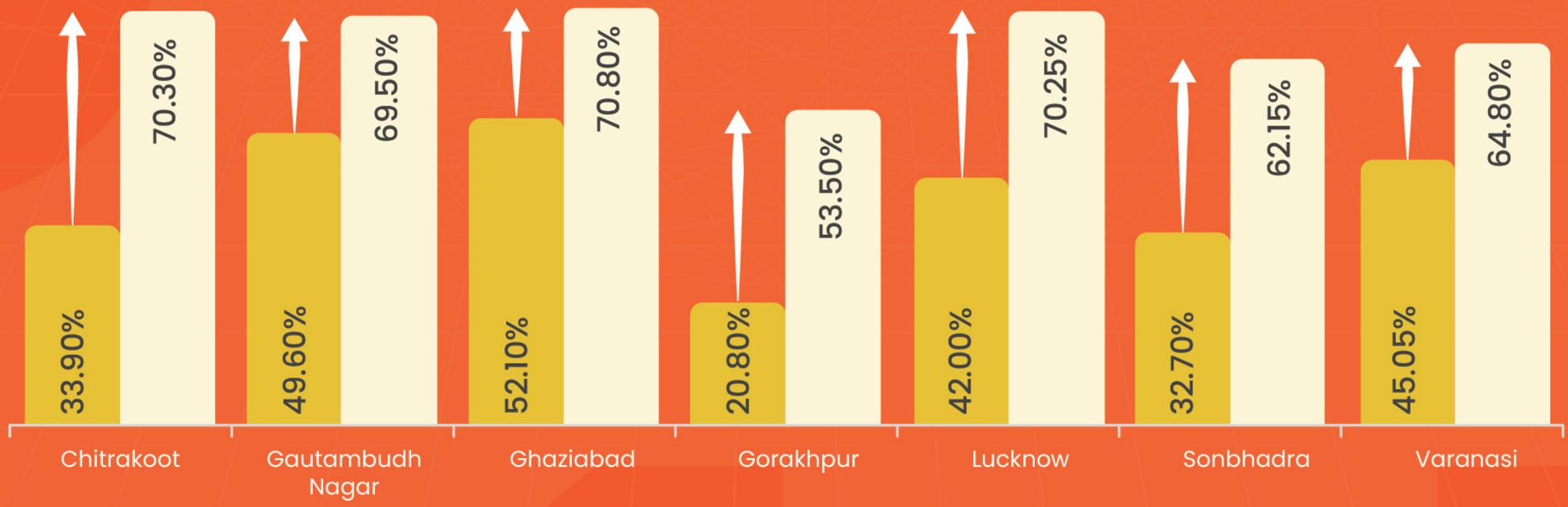
Uttar Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

FLN District Performance - Overall



Science District Performance - Overall



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Leading Indicators (2024–2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)		% Schools Teaching >5 Lessons/Month	Total Resources Used*		Smart Schools	Teachers Trained
		Class 1-5	Class 6-8	Class 1-8	Class 1-5	Class 6-8		
State Average/Total	**4.73**	**3.41**	**4.10**	**28.59**	**33,42,070**	**8,80,185**	**4038**	**19336**
Ayodhya	4.81	2.90	-	19.61	2,96,861	-	121	443
Chitrakoot	4.73	3.93	5.18	33.73	4,33,023	1,83,602	790	4442
Gautambudh Nagar	4.66	1.92	7.59	21.48	1,32,825	53,443	386	799
Ghaziabad	4.60	6.28	8.71	63.03	4,35,877	1,61,863	275	985
Gorakhpur	4.63	3.92	0.18	29.62	6,66,456	19,688	527	2290
Lucknow	4.90	-	3.49	18.75	-	39,435	38	55
Sonbhadra	4.78	2.67	3.35	24.85	4,31,967	1,57,118	848	7619
Varanasi	4.74	2.25	0.21	17.67	9,45,061	2,65,036	1053	2703

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence					
	Math		English		Science	
	Base-level competence	End-level competence	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**36.81**	**70.24**	**36.38**	**69.83**	**39.45**	**65.90**
Ayodhya	40.15	69.70	34.50	69.60	-	-
Chitrakoot	39.40	70.60	34.10	70.45	33.90	70.30
Gautambudh Nagar	38.30	69.45	33.60	68.10	49.60	69.50
Ghaziabad	33.30	76.35	43.60	70.70	52.10	70.80
Gorakhpur	34.60	68.70	37.45	75.70	20.80	53.50
Lucknow	-	-	35.45	69.80	42.00	70.25
Sonbhadra	34.40	69.85	36.90	67.90	32.70	62.15
Varanasi	37.50	67.00	35.40	66.35	45.05	64.80

Above state average Below state average * - All platforms

Science | Himachal Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **8 districts** in **Himachal Pradesh** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **216 Schools** were covered, with over **2,020** tests for **class 6** and **1,561 tests** for **class 7** conducted. In the End-level assessment, **219 schools** were assessed, with more than **2,176 tests** for **class 6** and **1,784 tests** for **class 7** administered.

Note:- Data shown here is competency score based

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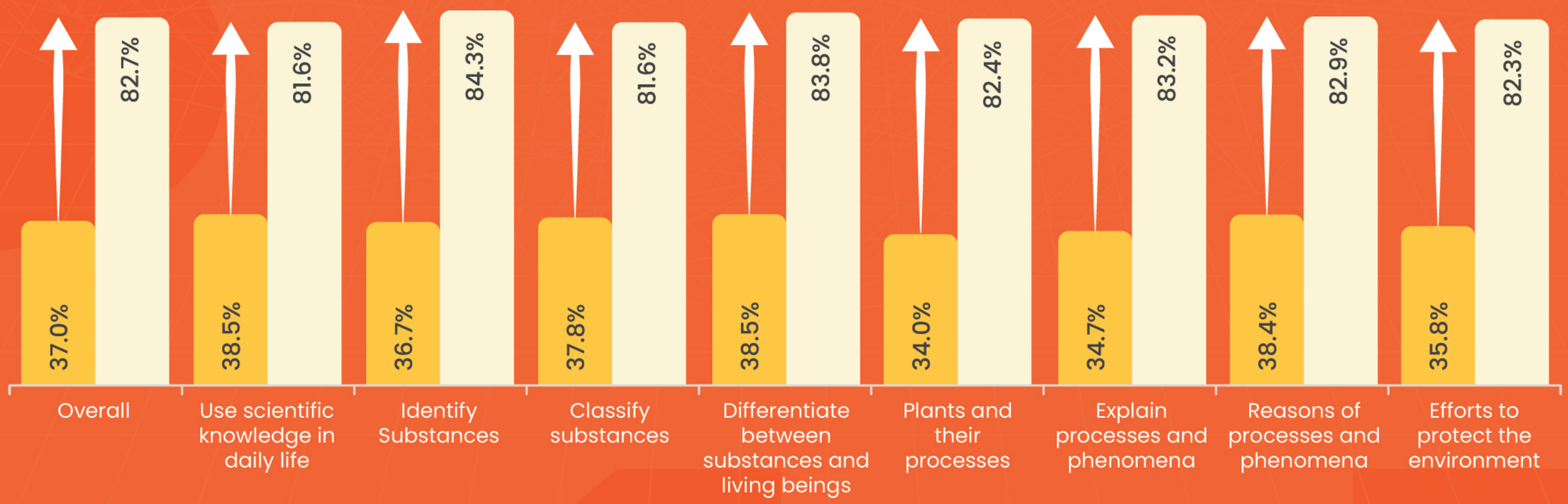
Science | Himachal Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

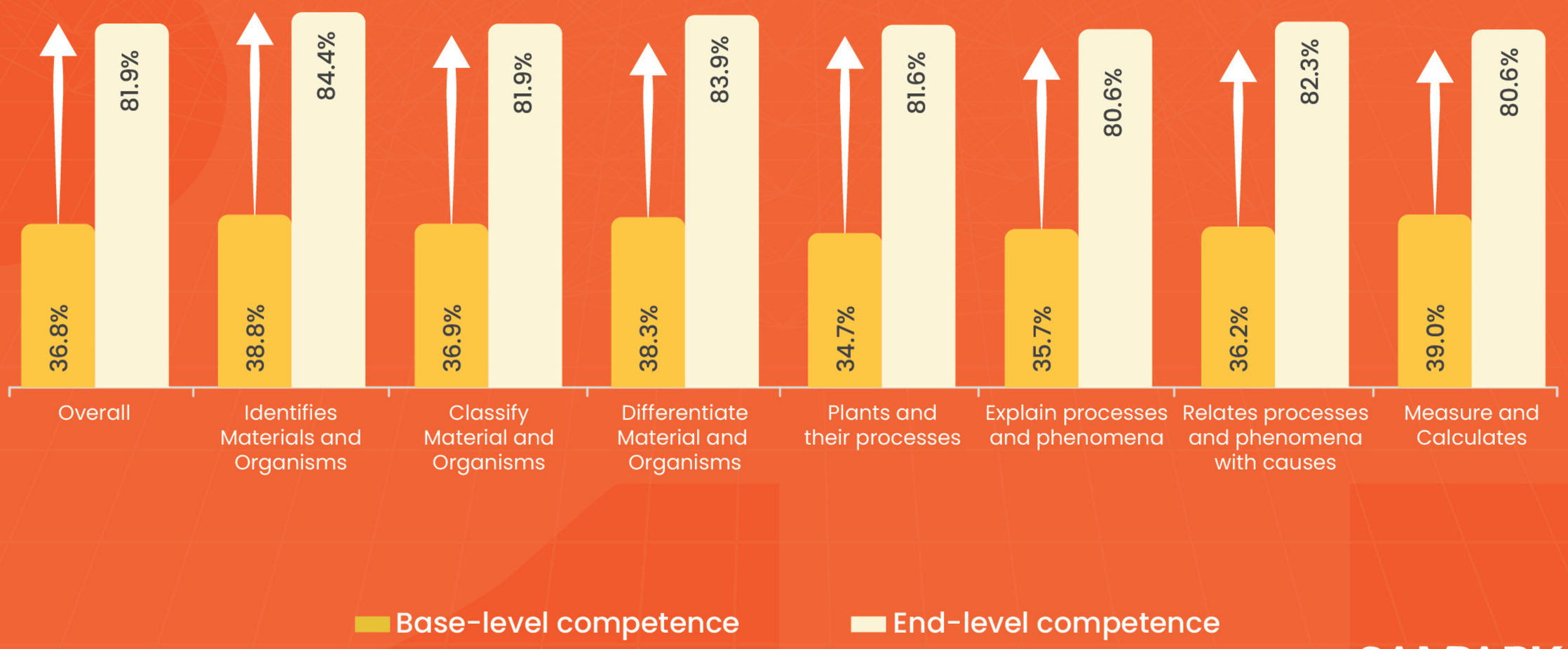
Base-level & End-level Competence for Class 6



Science | Himachal Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Base-level & End-level Competence for Class 7



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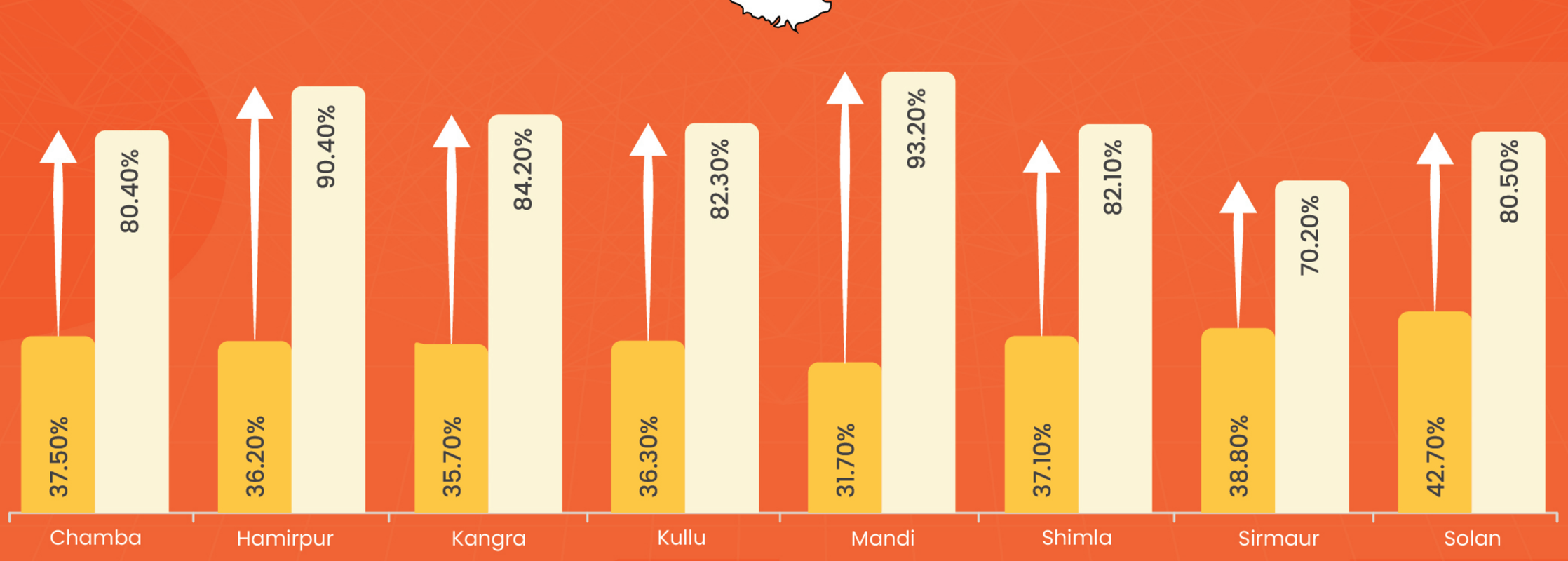
Science | Himachal Pradesh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Overall: District Performance



Leading Indicators (2024–2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)	% Schools Teaching >5 Lessons/Month	Total Resources Used*	Smart Schools	Teachers Trained
		Class 6-8	Class 6-8	Class 6-8		
State Average/Total	**4.59**	**2.57**	**15.70**	**11,59,844**	**1,457**	**1,462**
Chamba	4.79	2.48	16.16	1,66,681	128	125
Hamirpur	4.68	2.88	1.28	94,713	168	173
Kangra	4.41	2.59	22.11	2,70,903	337	309
Kullu	4.27	1.76	14.29	45,555	116	101
Mandi	4.51	5.66	53.03	1,94,596	159	161
Shimla	4.73	2.73	11.11	1,26,889	232	182
Sirmaur	4.63	0.57	0	79,144	98	197
Solan	4.69	1.85	7.94	1,81,363	219	214

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence	
	Science	
	Base-level competence	End-level competence
State Average	**36.98**	**82.90**
Chamba	37.50	80.40
Hamirpur	36.20	90.40
Kangra	35.70	84.20
Kullu	36.30	82.30
Mandi	31.70	93.20
Shimla	37.10	82.10
Sirmaur	38.80	70.20
Solan	42.70	80.50

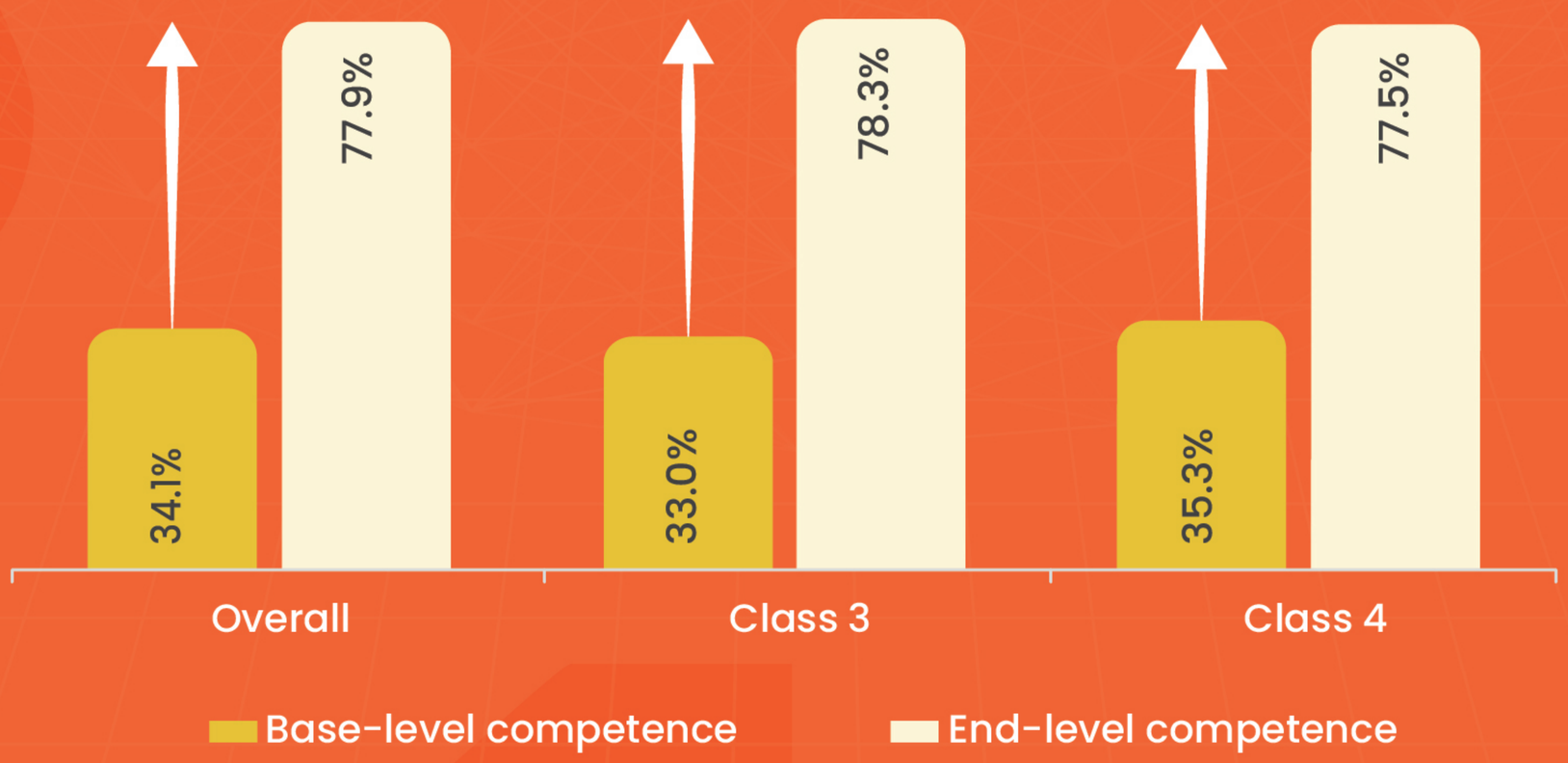
Above state average Below state average * - All platforms

FLN | Maharashtra Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **12 districts** in **Maharashtra** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **245 Schools** were covered, with over **5,180 English tests** and **5,200 Math tests** conducted. In the End-level assessment, **255 Schools** were assessed, with more than **5,210 English tests** and **5,347 Math tests** administered.

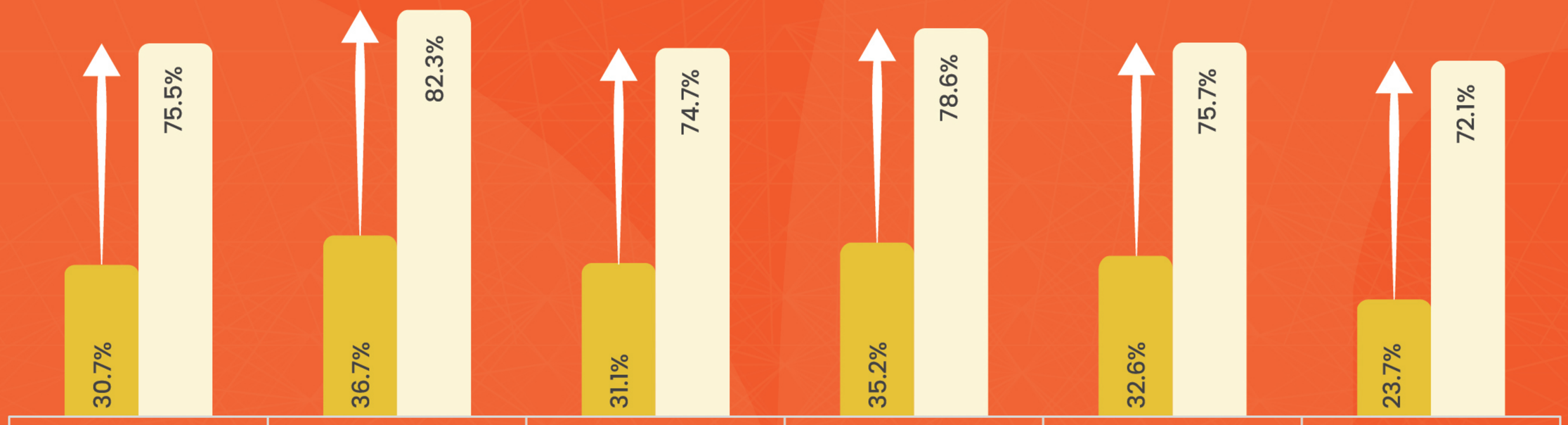


Note:- Data shown here is competency score based

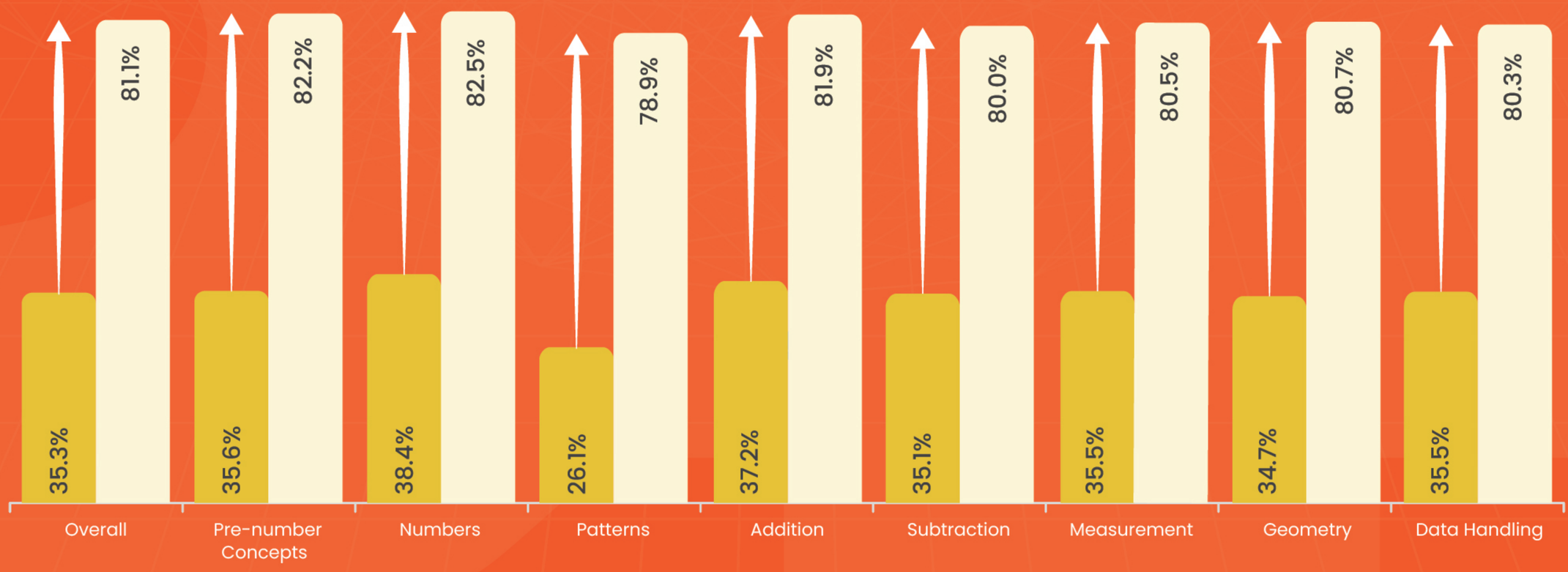
FLN | Maharashtra Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



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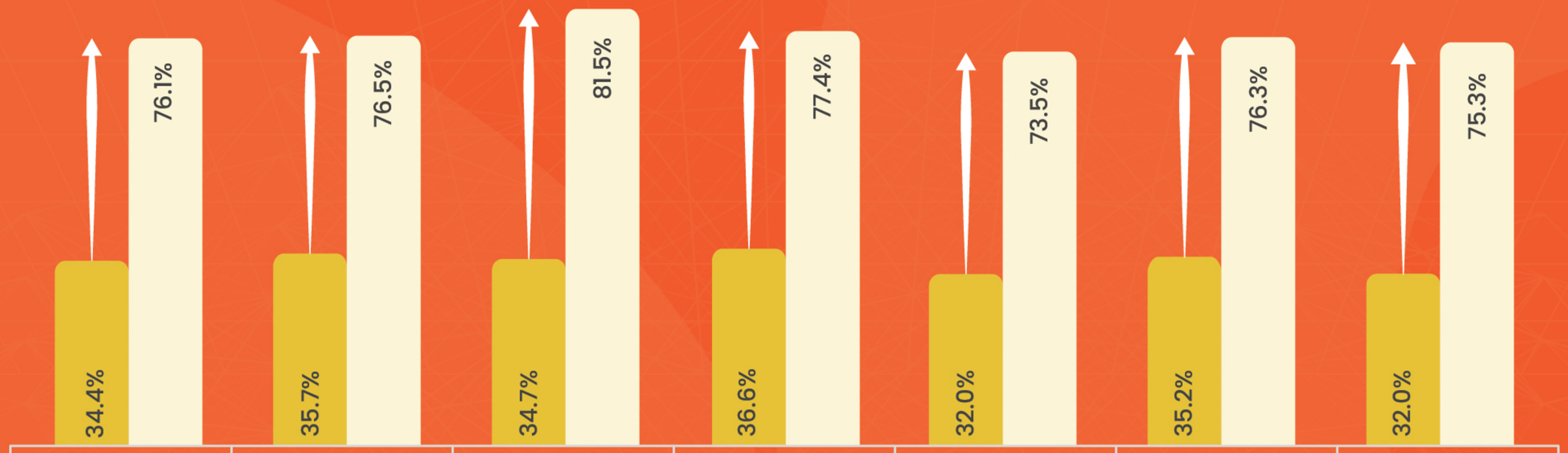
A Foundation by Anupama & Vineet Nayar

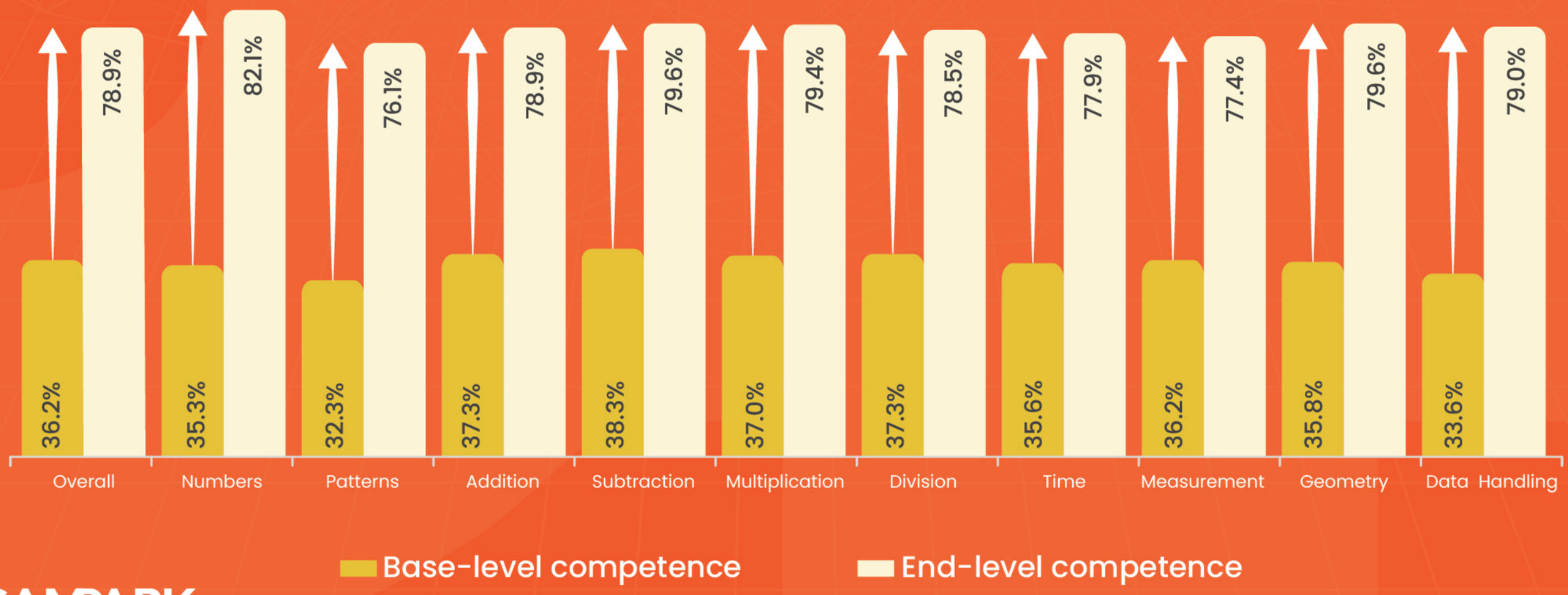
FLN | Maharashtra Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



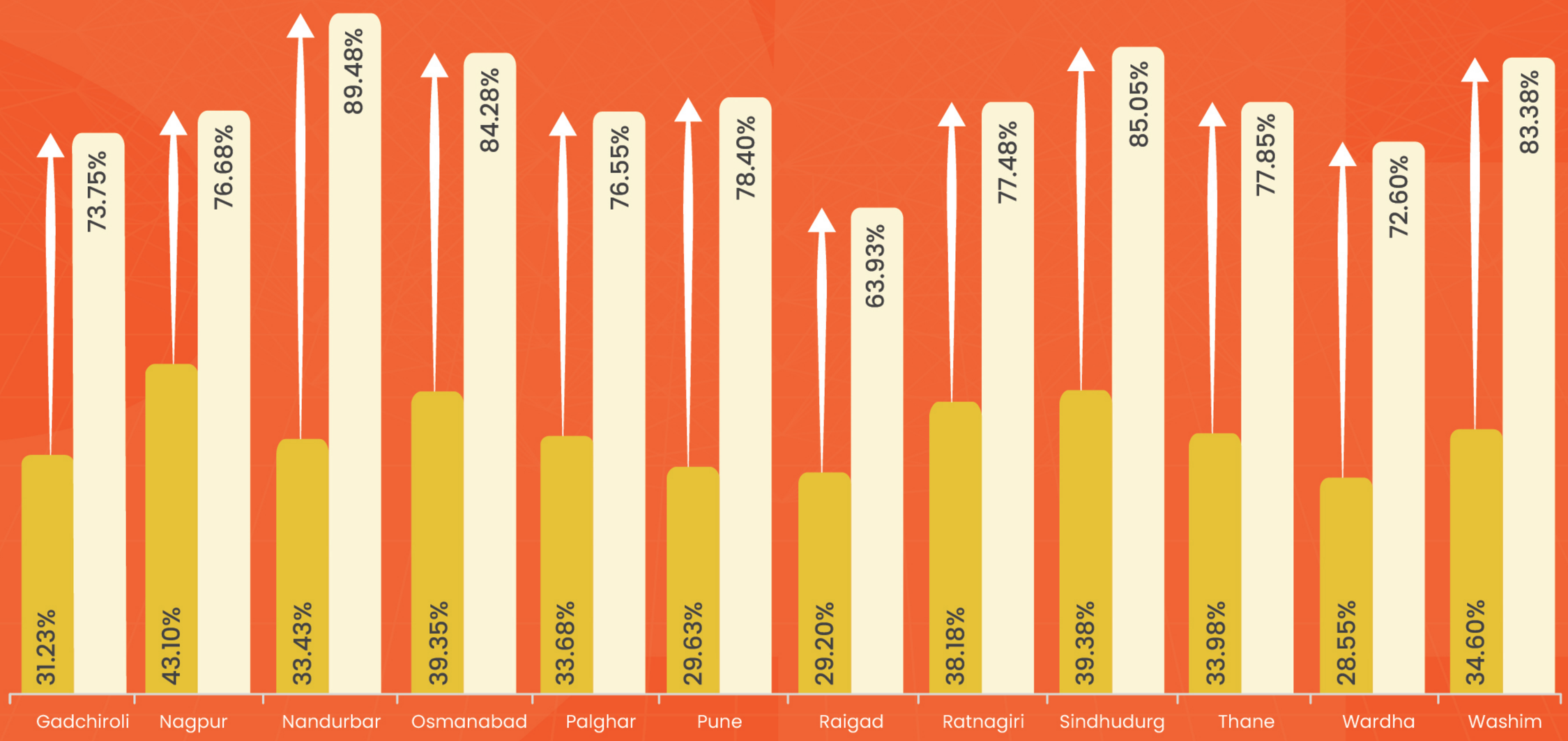
Math: Base-level & End-level Competence for Class 4



FLN | Maharashtra Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Overall: District Performance



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Leading Indicator (2024-2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)	% Schools Teaching >5 Lessons/Month	Total Resources Used*	Smart Schools	Teachers Trained
		Class 1-5	Class 1-5	Class 1-5		
State Average/Total	**4.60**	**6.23**	**63.20**	**45,50,867**	**5,958**	**7,483**
Gadchiroli	4.60	5.73	62.38	1,66,258	126	45
Nagpur	4.63	6.53	66.97	3,75,748	507	1,292
Nandurbar	4.52	9.77	100	1,63,659	81	51
Osmanabad	4.62	10.00	100	87,220	118	49
Palghar	4.76	5.18	48.30	3,69,608	171	806
Pune	4.73	5.71	54.06	19,32,113	2,862	2,302
Raigad	4.58	3.68	33.24	3,13,216	154	611
Ratnagiri	4.76	4.68	42.67	2,13,548	215	424
Sindhudurg	4.75	6.56	64.08	3,02,920	193	459
Thane	4.60	5.41	52.00	5,36,424	1,294	1,245
Wardha	4.53	4.04	37.14	7,150	159	149
Washim	4.55	7.50	97.01	83,003	78	50

Above state average Below state average * - All platforms

Lagging Indicator (2024-2025)

District	% of Children achieving Base-level/End-level Competence			
	Math		English	
	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**35.82**	**80.24**	**33.23**	**76.33**
Gadchiroli	33.00	73.50	29.50	74.10
Nagpur	42.90	78.60	43.30	74.80
Nandurbar	36.70	89.70	30.20	89.30
Osmanabad	36.40	87.30	42.30	81.30
Palghar	36.60	76.00	30.80	77.10
Pune	36.50	82.70	22.80	74.10
Raigad	32.10	70.10	26.30	57.80
Ratnagiri	39.00	79.10	37.40	75.90
Sindhudurg	34.70	87.50	44.10	82.60
Thane	35.70	78.60	32.30	77.10
Wardha	29.60	77.10	27.50	68.10
Washim	36.80	82.80	32.50	84.00

Above state average Below state average

FLN | Rajasthan Learning Outcome (2024–2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **9 districts** in **Rajasthan** for both the Base-level and End-level phases.

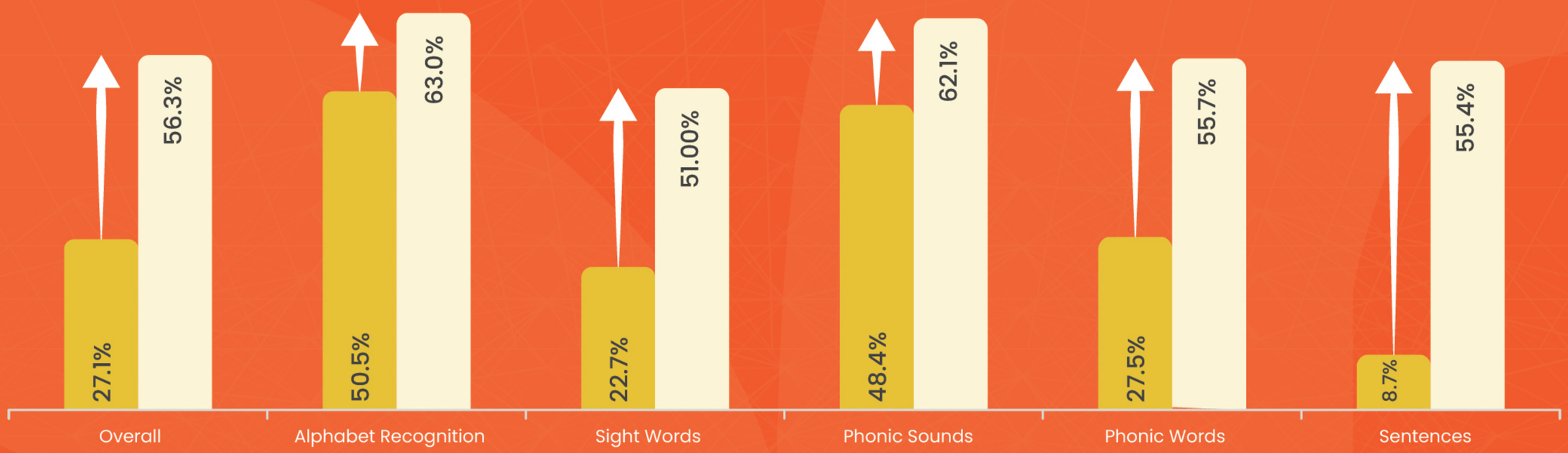
During the Base-level assessment, a total of **279 Schools** were covered, with over **3,593 English tests** and **4,107 Math tests** conducted. In the End-level assessment, **279 Schools** were assessed, with more than **3,617 English tests** and **4,157 Math tests** administered.

Note:- Data shown here is competency score based

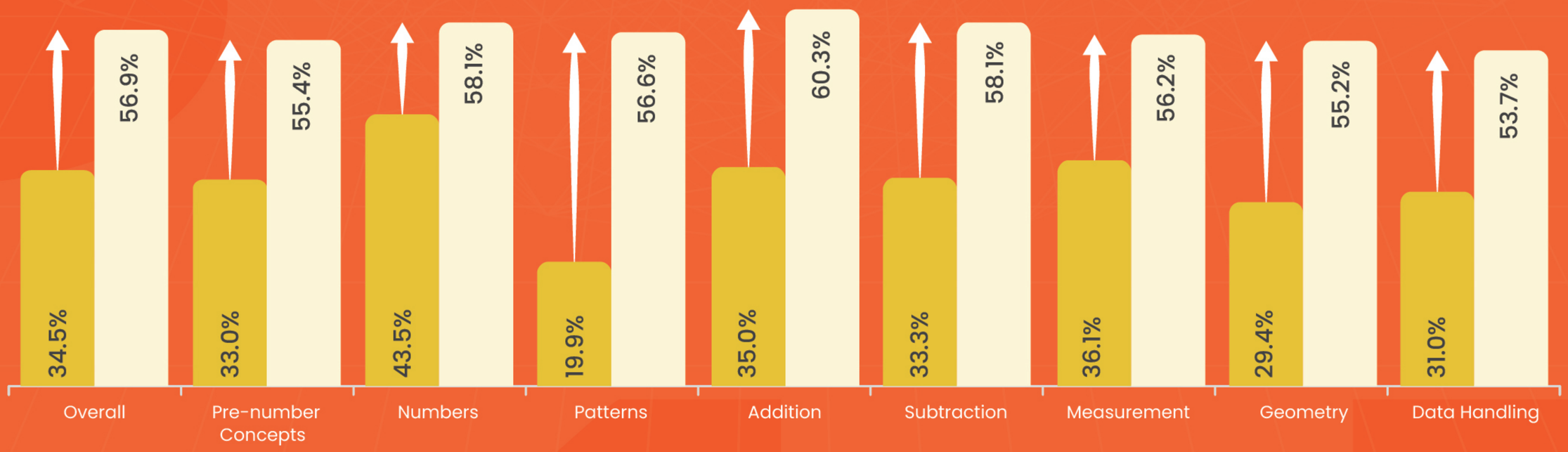
FLN | Rajasthan Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



Math: Base-level & End-level Competence for Class 3



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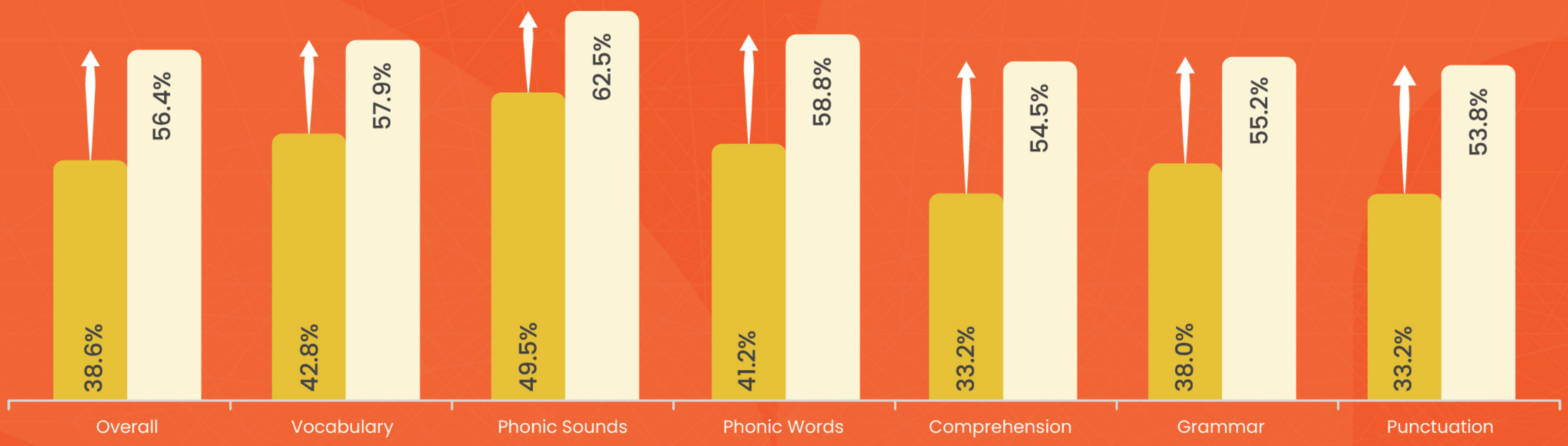
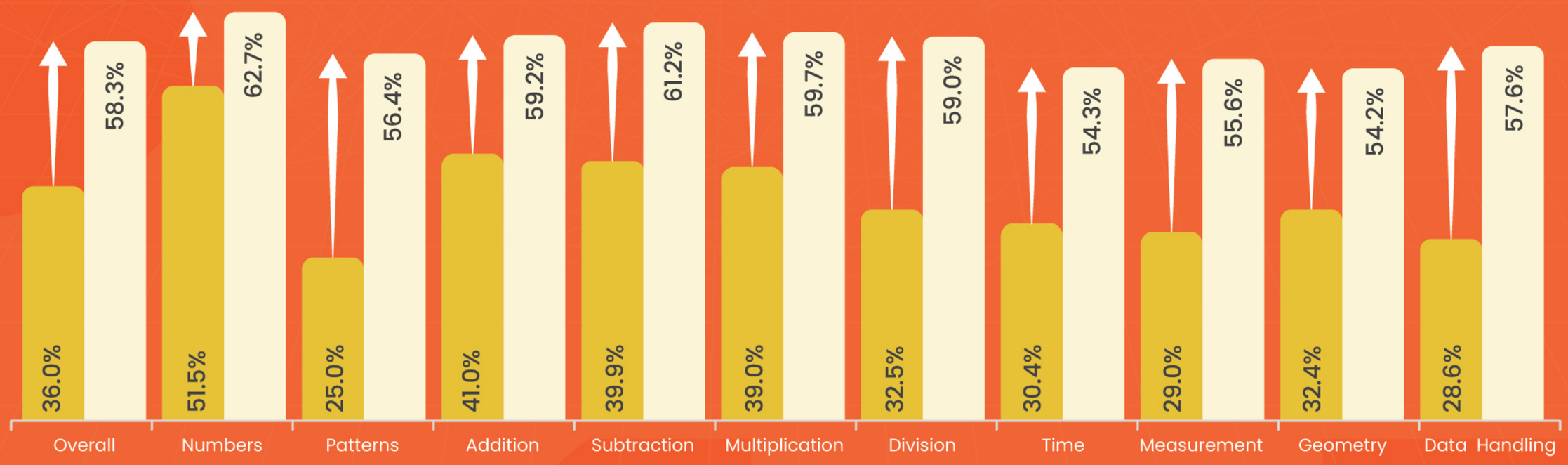
FLN | Rajasthan Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



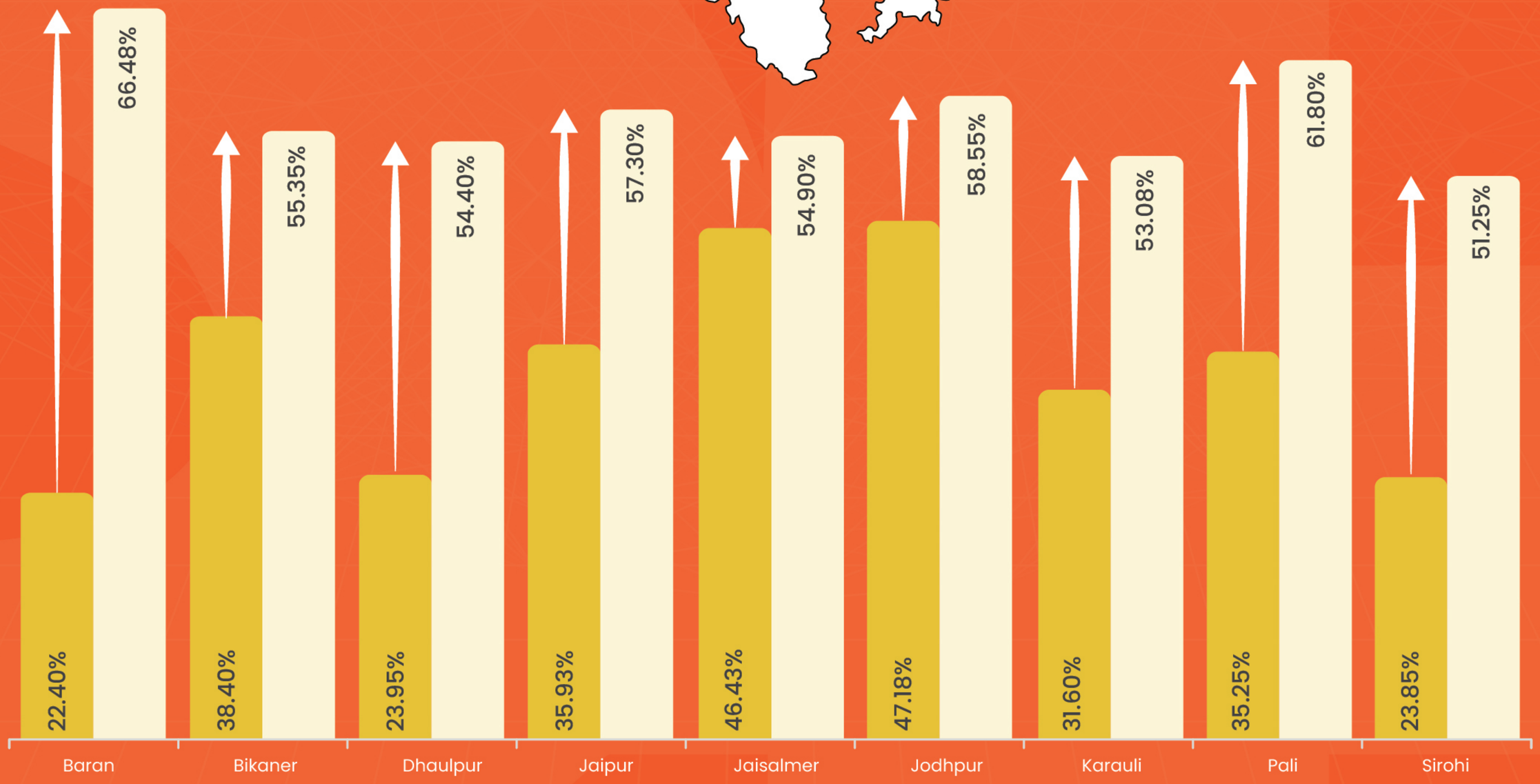
Math: Base-level & End-level Competence for Class 4



FLN | Rajasthan Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Overall: District Performance



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Leading Indicator (2024-2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)	% Schools Teaching >5 Lessons/Month	Total Resources Used*	Smart Schools	Teachers Trained
		Class 1-5	Class 1-5	Class 1-5		
State Average/Total	**4.70**	**6.77**	**46.75**	**30,87,051**	**2,707**	**5,188**
Baran	4.74	8.60	76.51	3,69,351	523	661
Bikaner	4.71	6.37	36.02	7,17,481	639	1,302
Dhaulpur	4.74	4.07	31.52	3,25,272	98	397
Jaipur	4.77	8.39	40.78	7,78,948	442	704
Jaisalmer	4.68	6.57	41.86	2,46,287	178	498
Jodhpur	4.74	7.99	43.88	4,24,232	261	631
Karauli	4.76	5.07	35.29	70,526	211	371
Pali	4.78	8.09	81.58	21,036	202	238
Sirohi	4.39	5.81	33.33	1,33,918	153	386

Lagging Indicator (2024-2025)

District	% of Children achieving Base-level/End-level Competence			
	Math		English	
	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**35.16**	**57.63**	**32.61**	**56.39**
Baran	26.75	71.10	18.05	61.85
Bikaner	35.80	55.05	41.00	56.65
Dhaulpur	25.80	53.80	22.10	55.00
Jaipur	41.35	59.75	30.50	54.85
Jaisalmer	53.20	55.85	39.65	53.95
Jodhpur	48.80	56.35	45.55	60.75
Karauli	33.40	53.50	29.80	52.65
Pali	34.10	66.25	36.40	57.35
Sirohi	17.25	47.00	30.45	55.50

Above state average Below state average * - All platforms

FLN | Chhattisgarh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

The coverage of the assessment spanned across **6 districts** in **Chhattisgarh** for both the Base-level and End-level phases.

During the Base-level assessment, a total of **70 Schools** were covered, with over **1,400 English tests** and **1,400 Math tests** conducted. In the End-level assessment, **70 Schools** were assessed, with more than **1,334 English tests** and **1,335 Math tests** administered.

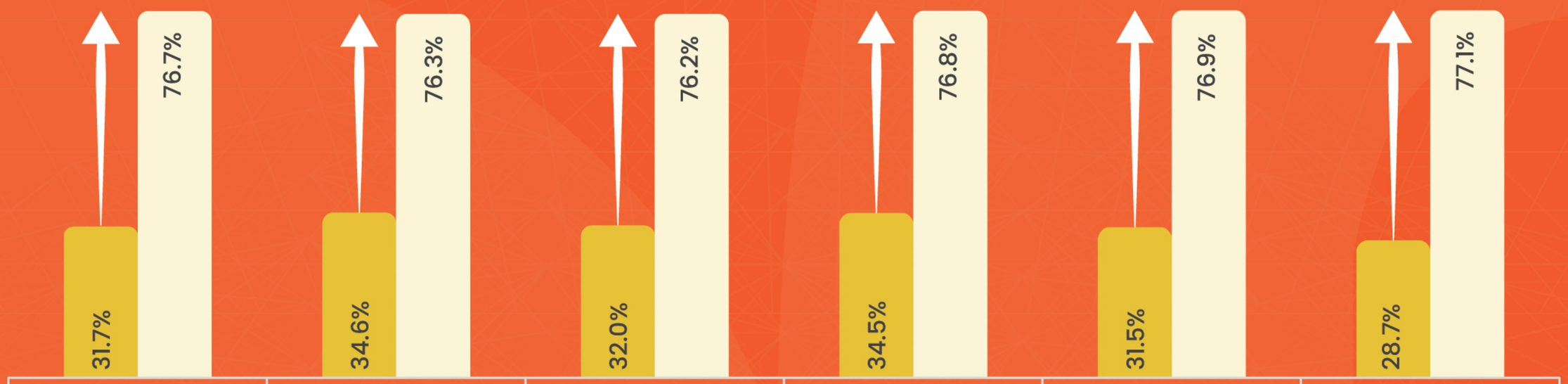
Note:- Data shown here is competency score based

SAMPARK
A Foundation by Anupama & Vineet Nayar

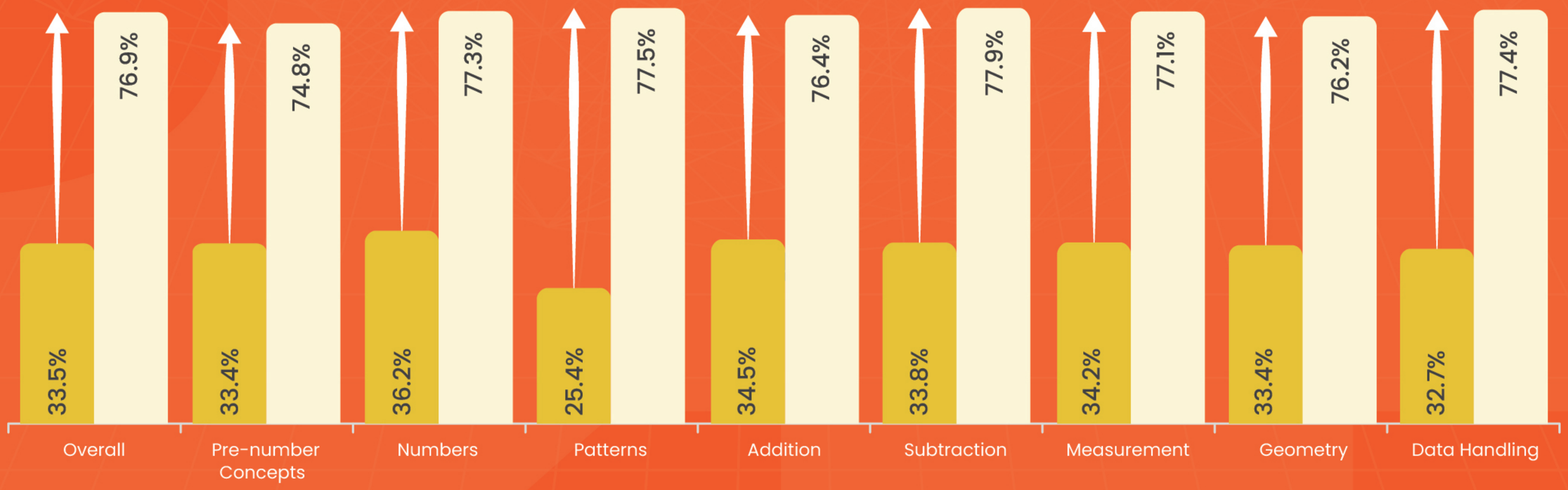
FLN | Chhattisgarh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 3



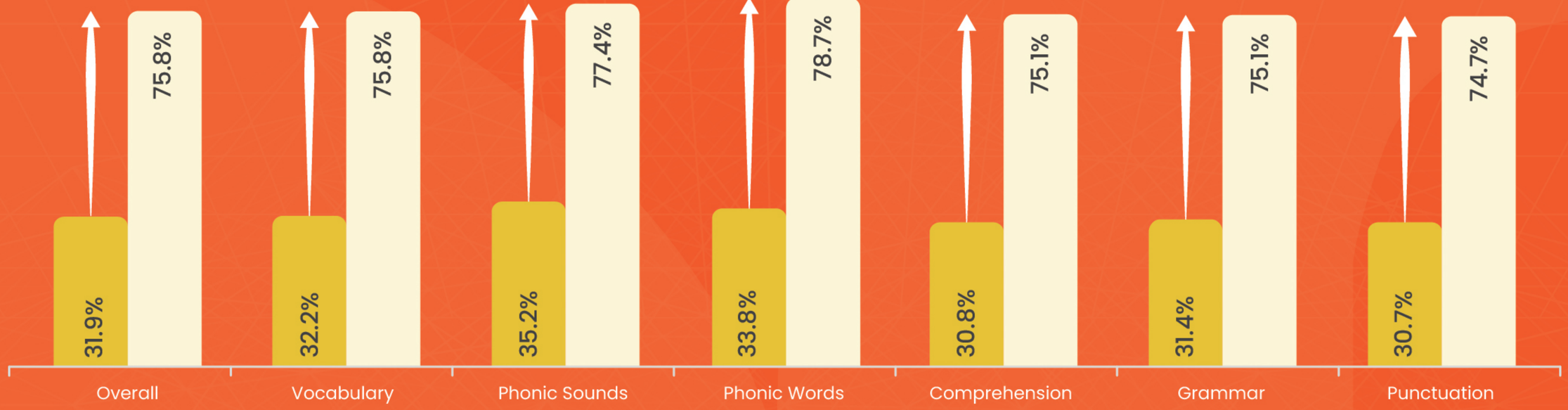
Math: Base-level & End-level Competence for Class 3



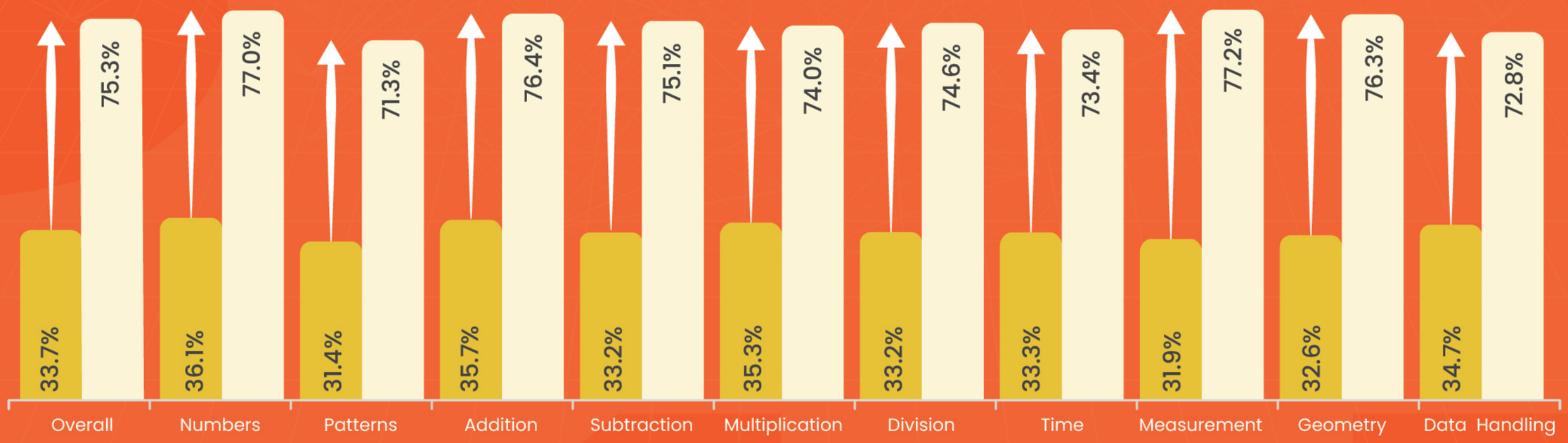
FLN | Chhattisgarh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

English: Base-level & End-level Competence for Class 4



Math: Base-level & End-level Competence for Class 4



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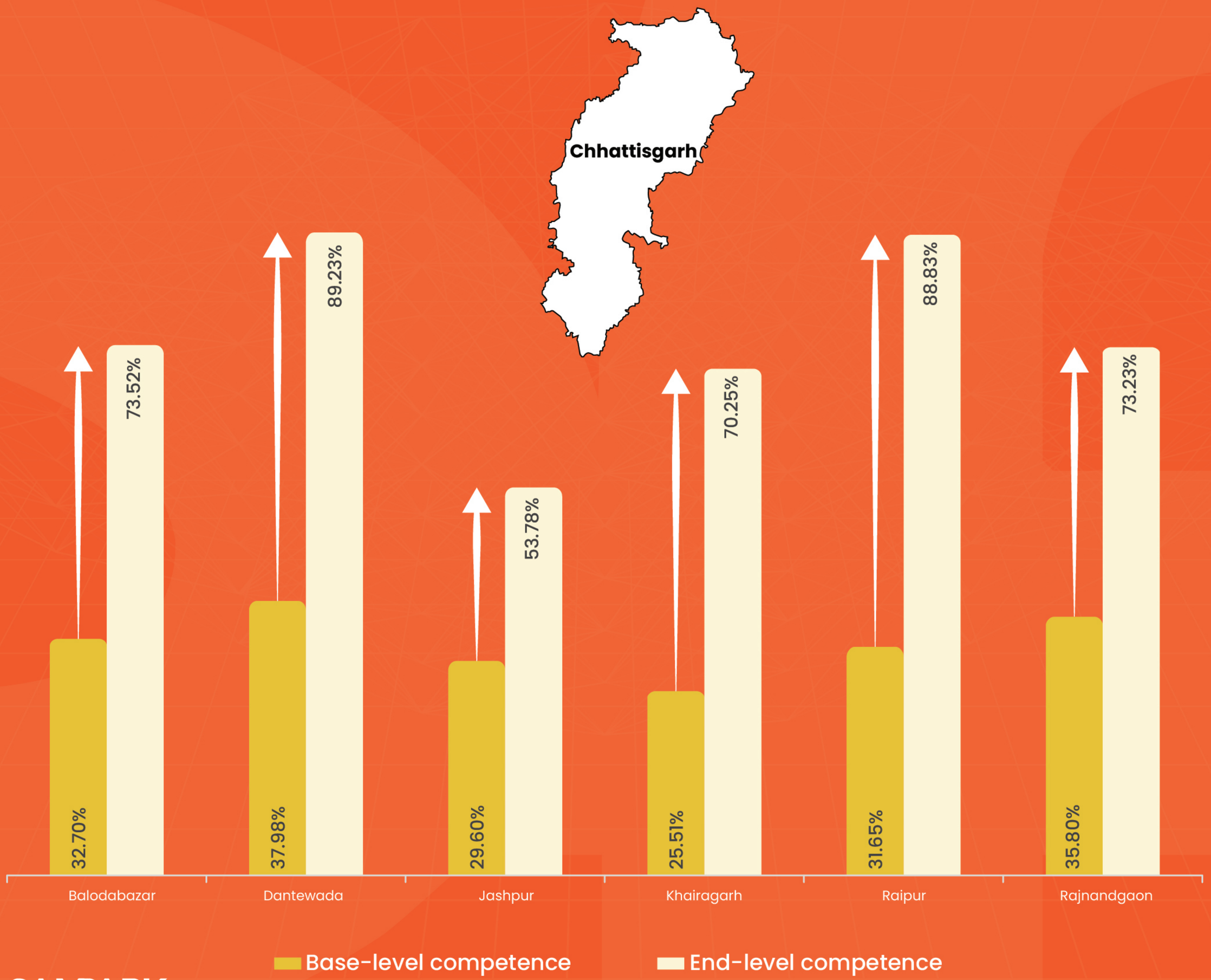
A Foundation by Anupama & Vineet Nayar

FLN | Chhattisgarh Learning Outcome (2024-2025)

Third party assessment result by: Feedback Advisory

Overall: District Performance



Leading Indicators (2024–2025)

District	Teacher Acceptance Rating (out of 5)	Lessons Taught/Month (Average/school)	% Schools Teaching >5 Lessons/Month	Total Resources Used*	Smart Schools	Teachers Trained
		Class 1-5	Class 1-5	Class 1-5		
State Average/Total	**4.64**	**5.97**	**60.78**	**4,21,579**	**929**	**578**
Balodabazar	4.62	3.12	28.17	73,901	169	57
Dantewada	4.83	8.60	94.12	58,782	83	30
Jashpur	4.10	3.02	33.33	4,236	26	34
Khairagarh	4.84	4.10	40.68	19,178	61	63
Raipur	4.63	9.76	96.97	31,190	158	75
Rajnandgaon	4.80	7.22	71.39	2,34,292	432	319

Lagging Indicator (2024–2025)

District	% of Children achieving Base-level/End-level Competence			
	Math		English	
	Base-level competence	End-level competence	Base-level competence	End-level competence
State Average	**33.20**	**74.71**	**31.21**	**74.90**
Balodabazar	34.00	71.14	31.40	75.90
Dantewada	38.75	92.65	37.20	85.81
Jashpur	30.60	52.95	28.60	54.61
Khairagarh	26.47	75.90	24.55	64.60
Raipur	32.90	86.85	30.40	87.80
Rajnandgaon	36.50	65.76	35.10	80.70

Above state average Below state average * - All platforms

Impact on:

- Children
- Teachers
- Parents and Communities
- System

A Letter from Aarav

Aarav, a 11-year-old student from Class 6, used to sit quietly in the last row of his classroom. Science confused him, and terminology seemed like puzzles he couldn't solve. Whenever the teacher asked a question, Aarav lowered his head, hoping not to be noticed.

Dear Friends,

I used to feel nervous in school. Science ran away from me, and terminology felt too big. I never raised my hand because I was afraid of being wrong. Then, Sampark TV came to my school. Science lessons were fun, colorful, and easy to understand. I started enjoying experiments, and now, I love answering questions. My teacher even asks me to help my friends! Now, I want to become a teacher when I grow up so that no child feels afraid of learning.

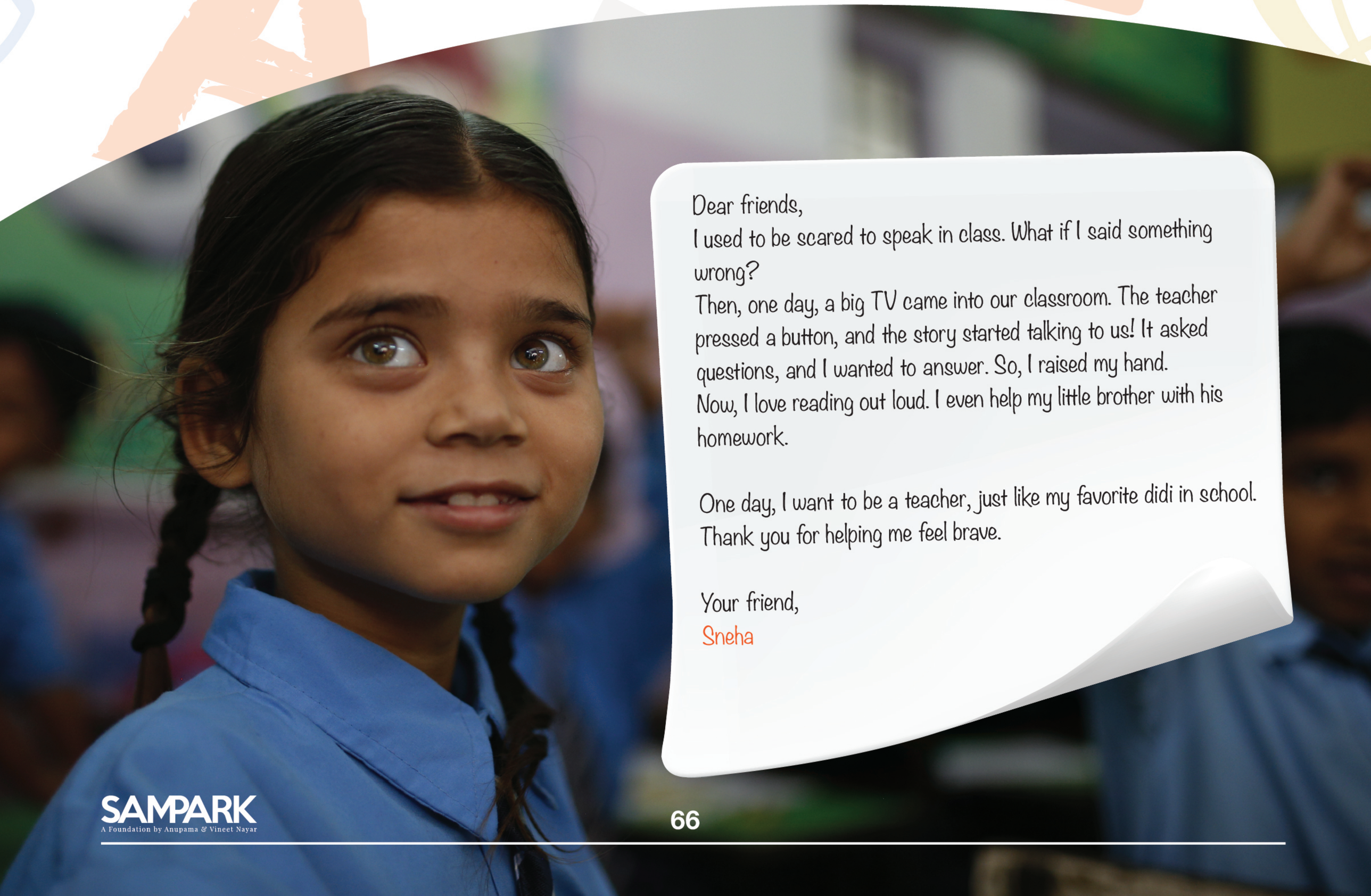
Thank you for making my school a happy place.

With love,
Aarav, Class 6

A Letter from Sneha

Sneha, a 10-year-old from a village, was the quietest student in class. She sat in the last row, avoiding eye contact with the teacher, afraid that if she spoke, she would get it wrong.

She loved stories but never read out loud. She knew answers but never dared to raise her hand. The fear of making a mistake held her back.



Dear friends,
I used to be scared to speak in class. What if I said something wrong?
Then, one day, a big TV came into our classroom. The teacher pressed a button, and the story started talking to us! It asked questions, and I wanted to answer. So, I raised my hand.
Now, I love reading out loud. I even help my little brother with his homework.

One day, I want to be a teacher, just like my favorite didi in school.
Thank you for helping me feel brave.

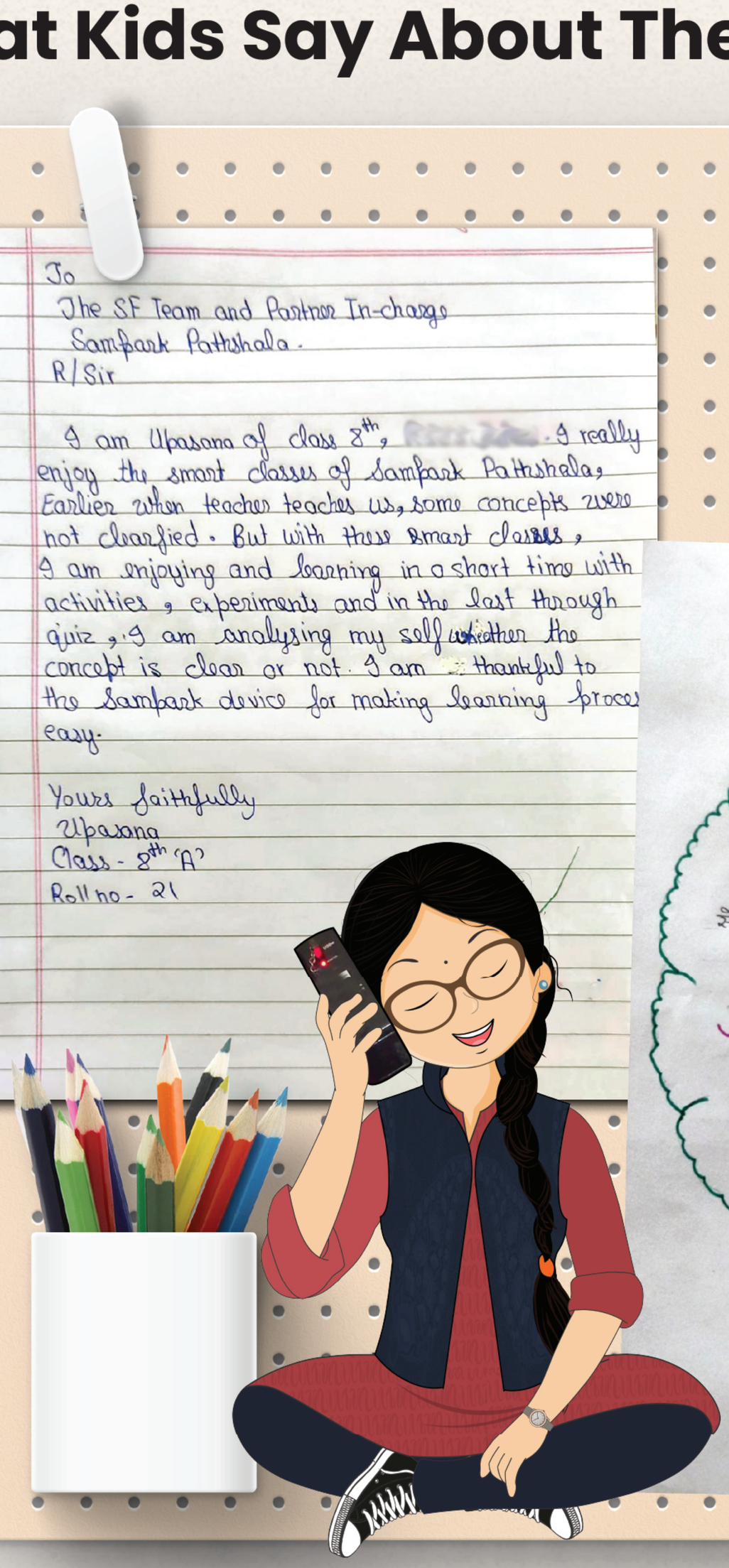
Your friend,
Sneha

What Kids Say About Their Learning Journey

To
The SF Team and Partner In-charge
Sampark Pathshala.
R/Sir

I am Upasana of class 8th, [redacted]. I really enjoy the smart classes of Sampark Pathshala, Earlier when teacher teaches us, some concepts were not clearfied. But with these smart classes, I am enjoying and learning in a short time with activities, experiments and in the last through quiz, I am analysing my self whether the concept is clear or not. I am thankful to the Sampark device for making learning process easy.

Yours faithfully
Upasana
Class - 8th 'A'
Roll no - 21



सम्पर्क दीदी

मेरा नाम स्वाती मीना है
मै कक्षा 5 मे पढती हूँ। जब से सम्पर्क T.V हमारे विद्यालय मे आयी है मुझे सीखने मे बहुत आसानी हुयी है। मैंने गणित मे कोण बनाना सम्पर्क T.V की सहायता से सीखा है, पहले मुझे कोण की अवधारणा स्पष्ट नही हो पायी थी, फिर जब मेरी मैम ने मुझे T.V के द्वारा सिखाया तो मे तुरंत सीख गयी, मै कोशिश कर रही हू कि बाकी सभी हॉपिक भी अच्छे से सम्पर्क दीदी की सहायता से सीख पाऊँ

धन्यवाद

Impact on:

- Children
- Teachers
- Parents and Communities
- System

The Shift in Teaching Styles

Teaching was once a battle against time and attention. Teachers spent hours drawing charts, making models, and explaining the same topic repeatedly. Yet, students remained disengaged, struggling to connect with what was being taught. Now, learning process has changed.

With the help of Sampark TV (The Netflix of Education), teachers no longer fight for attention. Animated lessons bring math and science to life, characters speak directly to students, and classrooms turns into spaces of curiosity. Now, instead of spending hours on TLMs, teachers focus on discussions, experiments, and student interaction. Engagement is natural, participation has doubled, and learning finally feels effortless.

Our Impact in Numbers

10 Lakh data Points

16%
INCREASE IN CHILDREN ATTENDANCE

30%
REDUCTION IN TEACHER'S WORKLOAD

4.6/5
PROGRAM ACCEPTANCE SCORE

76%
SCHOOLS TEACH AS PER PLAN

From Chalk to Click

For years, Meena Ma’am tried everything to hold her students’ attention—charts, blackboard drawings, even real-life objects for science and math. But the children often tuned out—some stared blankly, others doodled, waiting for the bell. Creating Teaching Learning Materials (TLMs) was no easier. Despite hours spent crafting visuals, students rarely engaged.

Now, everything’s changed. Meena Ma’am switches on the TV, and the class greets, “Good morning Sampark Didi.” The room lights up—Sampark Didi appears, Chatar Patar cracks jokes, and math becomes fun. Kids lean in, laugh, answer eagerly, and discuss concepts. Her workload is lighter, the classroom full of energy. Attendance is up, and once-struggling students now love learning. For Meena Ma’am, teaching has never been more rewarding.

What teachers say about their journey

Impact on:

- Children
- Teachers
- Parents and Communities
- System

Parental Involvement: A Key Factor in Student Success

A child's learning doesn't stop at school—it continues at home. Earlier, many parents, especially in rural areas, saw education as a school's responsibility. They hesitated to get involved, either due to lack of time or their own limited education. Now, things are changing. When children excitedly share what they learn from Sampark TV, parents listen. They ask questions, help with homework, and even sit through lessons. Schools with active parental involvement have seen higher attendance, better learning outcomes, and confident children. When parents engage, children believe that learning matters not just in school, but in life.

How Parent-Child Interactions Have Shifted Since Digital Learning Began

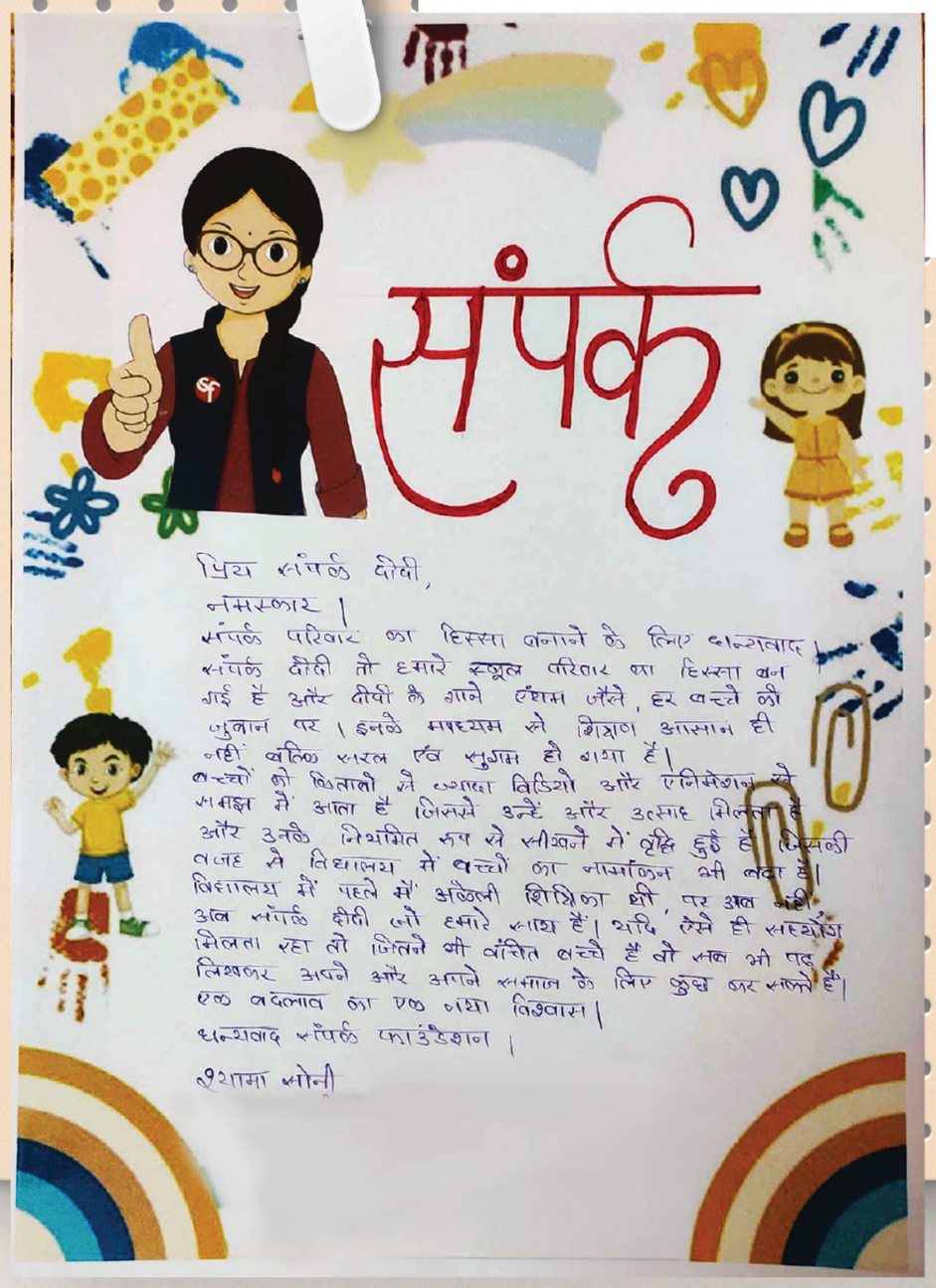
In a school in Rajasthan, Sunita Ma'am noticed something unusual. Parents started visiting her, not to complain about studies, but to ask, "Ma'am, yeh aapne kya sikha diya? Bacche toh din bhar angrezi bol rahe hain!" She laughed as one father shared, "Mera beta roj poochta hai, 'What is your name?' Main naam batata hoon toh kehta hai, 'No no! Bolo – My name is Ram!'" Another mother admitted, "Mujhe bhi ab 'Good morning' aur 'How are you?' seekhna pada, warna ghar pe mazaak ban jata hai!" Sampark Didi didn't just teach children—it brought learning home. Kids weren't just memorizing English words; they are using them now. Parents are also now learning alongside their children. Education is no longer limited to the classroom—it's becoming a family affair.

What teachers say about their journey

नमस्कार,

मैं स्पार्क सुलभ मिश्रा, [redacted]
विगत 5 साल से लगातार सम्पर्क फाउण्डेशन द्वारा चलाये जा रहे कार्यक्रम में कार्यरत हूँ। सम्पर्क स्मार्टशाला कार्यक्रम व कक्षा-कक्ष को स्मार्ट क्लास् में परिवर्तित करने के उद्देश्य व सम्पर्क फाउण्डेशन के सभी सहयोगियों के साथ जो मुझे अपना सहयोग देने का अवसर मिला है, उसके लिये मैं खुद को सौभाग्यशाली समझता हूँ। शिक्षा के क्षेत्र में कार्यक्रम को अनपढ़ नैनीताल में सुगम व दुर्गम जैसे स्थलों पर स्थापित विद्यालयों में कार्यक्रम जिस बेहतर तरीके से बच्चों के सीखने के परिणामों को बेहतर बना रहा है वो बहुत ही ज्यादा मेरे लिये उपयोगी साबित हुआ है।

धन्यवाद



Impact on:

- Children
- Teachers
- Parents and Communities
- System

Systemic Change at Scale

Transforming education requires a collaborative approach. Sampark Foundation, in partnership with state governments and district education departments, has scaled its model to reach millions of children in government schools.

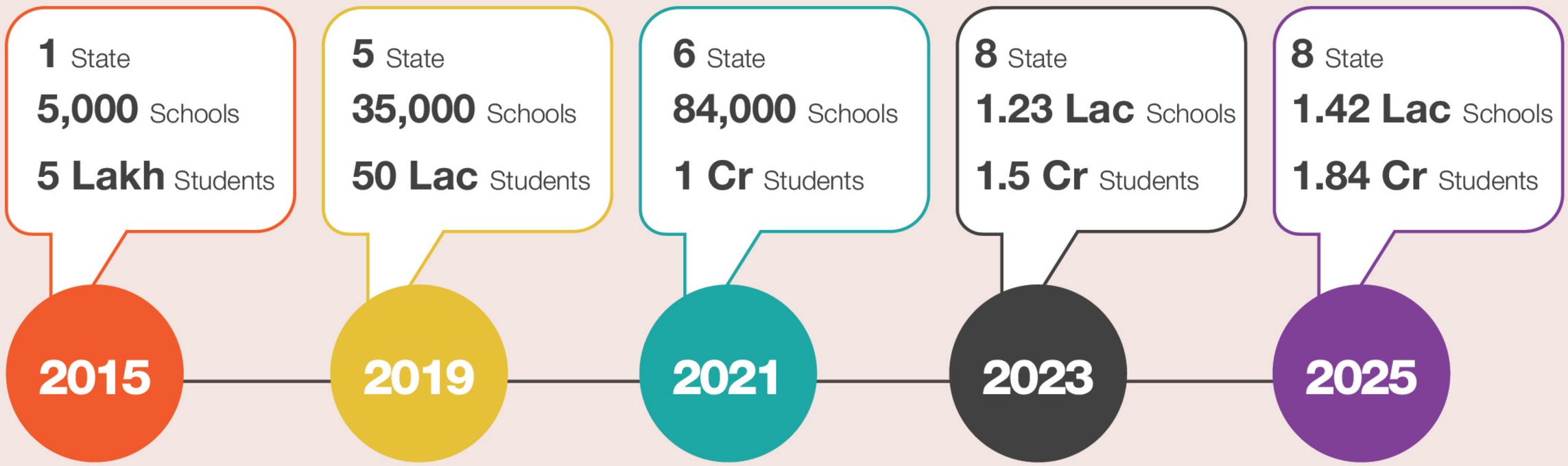
Scaling across multiple states & districts

Aligning with national education goals & policies.

Gaining endorsements from policymakers & government officials

Creating a ripple effect in education reform at the grassroots level.

Yearly Growth in Government Partnerships



How Sampark's Model Aligns with National Education Policies

Our low-cost, high-impact innovation seamlessly aligns with India's key education policies, making it a scalable and sustainable solution for government schools.

NEP 2020 (National Education Policy)

Sampark Smart Shala supports the shift towards interactive, technology-driven learning, emphasizing conceptual understanding over rote memorization.

NIPUN Bharat Mission

Our focus on foundational literacy & numeracy (FLN) directly contributes to the mission's goal of ensuring that every child can read and solve basic math by Grade 3

EdTech & Digital Learning

Sampark TV makes digital education accessible in rural schools, bridging the learning gap for students with limited resources.

A Game-Changer for Policy makers and Government officials

01 **The Sampark Dashboard provided instant insights** on learning trends across multiple schools.

02 **Officials could track teacher performance & student progress**, identifying schools that needed extra support.

03 **Decisions were no longer based on outdated reports**—action could be taken immediately.

Scaling Impact Beyond One School

This once-forgotten school is now a model for other government schools in the district. Inspired by its transformation, neighboring schools have started adopting similar methods, and government officials are now scaling the initiative across multiple districts.

Supported by 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

Reviewed by Chief Secreteries

Uttrakhand
Smt. Radha Raturi, IAS

Uttar Pradesh
Shri. Manoj Kr. Singh, IAS

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

Himachal Pradesh
Shri. Prabodh Saxena, IAS

Maharashtra
Smt. Sujata Saunik, IAS

Jharkhand
Smt. Alka Tiwari, IAS

Leaders in sustaining education reforms

Beyond teachers, **school principals, district officers, and state policymakers play a crucial role in sustaining education reforms**.

District Collectors & Education Secretaries have witnessed first-hand how Sampark TV is changing classroom dynamics.

School Principals report higher student engagement and improved teacher confidence.

State-level endorsements have encouraged the expansion of this initiative across multiple districts.

6 Innovation in Action

Sampark's Six 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!

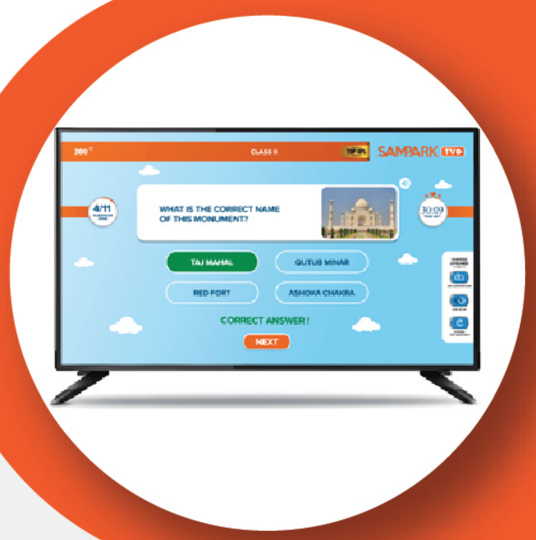
- ✓ The app provides lesson plans, videos, and question banks.
- ✓ All resources align with SCERT Textbooks.Guides effective lesson delivery for teachers.
- ✓ Simplifies teaching and learning processes

Sampark's Six Innovations

4. Partner Dashboard

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

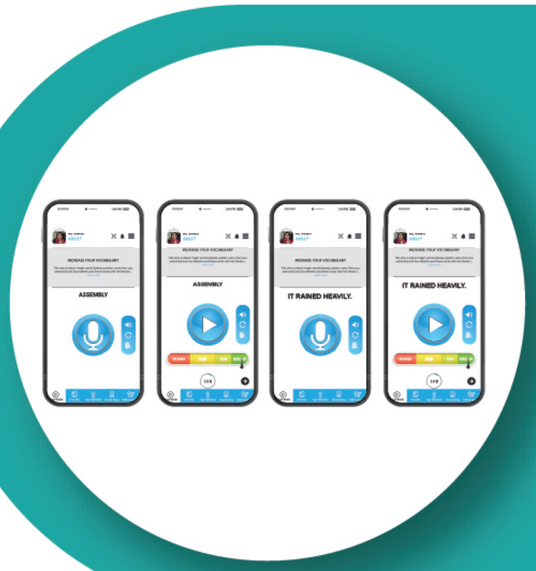
- ✓ Monitoring and Impact Assessment
- ✓ Enhances transparency by providing partners with the clear view of how resources are allocated & utilized
- ✓ Track progress against key performance indicators & milestones



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.

Holistic Learning: For Life Beyond Textbooks

Tez Dimaag :
Tez Dimaag is a one-minute video series featuring fun hand exercises designed to boost concentration, focus, and hand-eye coordination. Developed in consultation with senior psychologists from AIIMS, these activities are simple yet powerful brain boosters. Ideal for classroom starts, they help activate young minds for better learning.

Be Fit:
Be Fit is a series of one-minute classroom energiser videos featuring easy, child-friendly exercises. These short routines are perfect to kick-start the day or refresh children during lessons. Designed to improve physical well-being and alertness, they promote an active and healthy school environment in just 60 seconds.

Masti ka Pitara:
Masti ka Pitara is a vibrant collection of songs, rhymes, audio stories, riddles, and puzzles that make learning joyful and engaging. Carefully curated to spark imagination and curiosity, it supports a child's holistic development—enhancing language, thinking, emotional expression, and listening skills. Whether during classroom transitions or quiet moments, it adds fun and learning to every part of the day.

Sampark Didi Helpline

Across India, teachers are the backbone of learning, yet they often struggle with lesson planning, student engagement, and new methods. To help, Sampark Foundation launched the Sampark Didi Helpline—offering real-time support to improve teaching.

This ensures no teacher feels alone. Whether it's explaining a tricky math concept, using Sampark TV, or making lessons interactive, help is just a call away.

Key Features of the Sampark Didi Helpline:

Immediate Assistance:
Teachers get instant support for teaching queries, class management, and tool usage.

Expert Guidance:
Connects teachers with mentors offering practical solutions for daily challenges

Resource Accessibility:
Guides educators in using Sampark's Teach-Easy Kits and Smartshala App to boost engagement.

Impact on the Educational Ecosystem

Enhanced Teacher Confidence
Teachers get instant support for teaching queries, class management, and tool usage.

Community Building
The helpline fosters a sense of community among educators, promoting the sharing of best practices and collaborative problem-solving.

Pedagogical Content at Scale

Comprehensive content library

MATH

Animated explanations, quizzes, and real-life applications.

SCIENCE

Experiments, projects and interactive storytelling.

ENGLISH

Phonics-based learning and conversational practice.

YouTube

Impact - 2024 - 25

Sampark TV's reach extends beyond classrooms, with

25 Million+
views on YouTube.

245 K+
watch hours recorded.

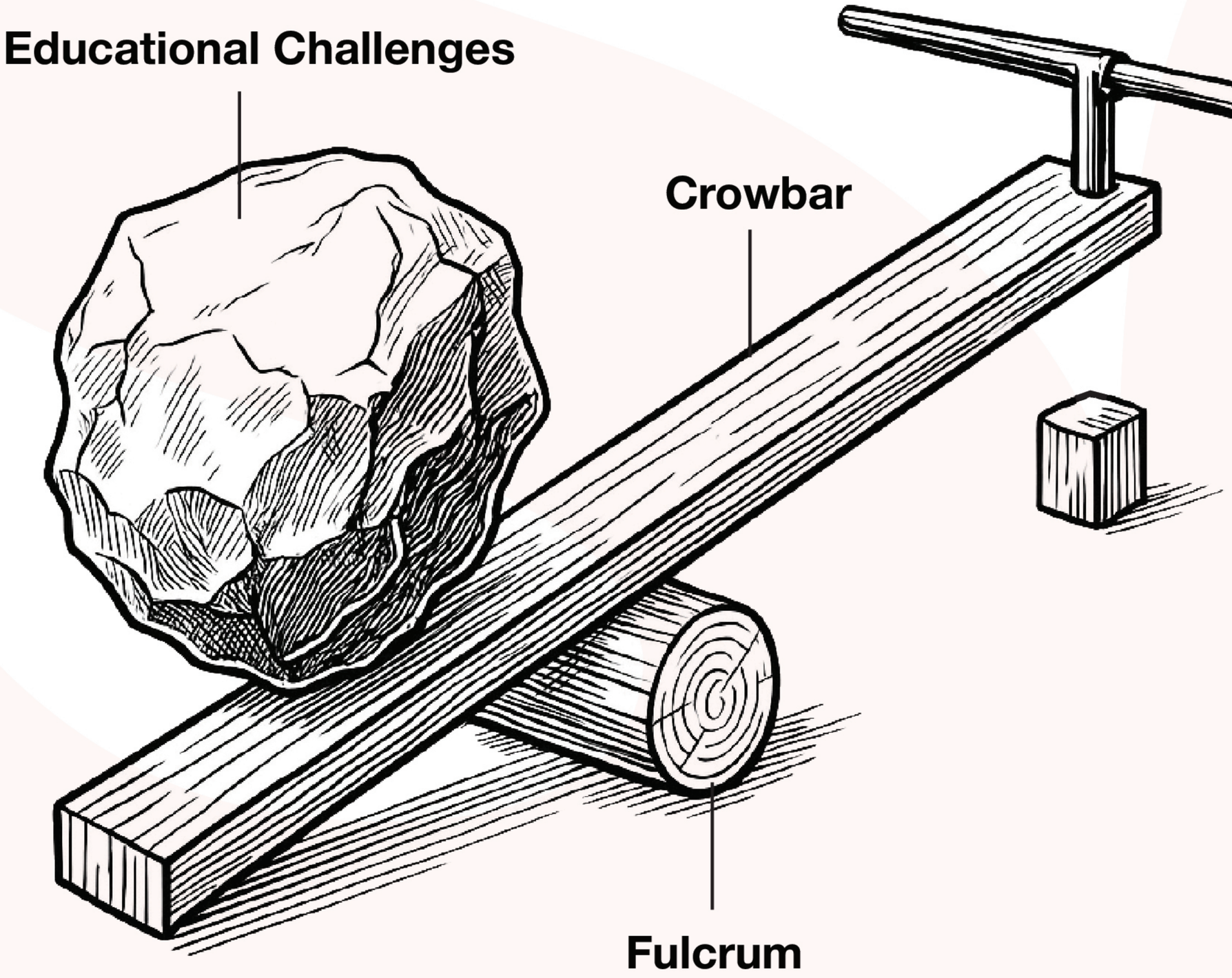
My journey with Sampark Foundation has been one of continuous growth, learning, creativity, and a deep sense of purpose. Over the past year, I have had the privilege of managing our YouTube channel—leading content strategy and impactful campaigns that have helped our educational videos reach millions of children in India and beyond. Our efforts are focused on making quality education more accessible to those who need it most across India. Being part of this impact-driven mission has truly been one of the most rewarding experiences of my career.

Amit Pandey (Senior Youtube Manager)

Theory of Change

The Crowbar Model of Change

Sampark is transforming Education from Within



For years, learning levels have stayed flat despite more spending. Traditional, resource-heavy methods often lead to dependency, not self-reliance.

Sampark Foundation takes a different route—strengthening the system from within. We act as the crowbar of change, using innovation as the fulcrum to tackle educational challenges. Our approach brings together administrators, teachers, parents, and children to drive change across all levels.

This model is low on disruption, high on impact—driven by patience, persistence, and a strong belief in lasting change.

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 model sees strong adoption and lasting partnerships, unaffected by government changes. It's state-led, teacher-driven, and runs at zero cost to the state—ensuring ownership, sustainability, and internal transformation. By meeting teachers' needs for effective solutions, it drives systemic change within the existing education structure.

The Crowbar Model of Change

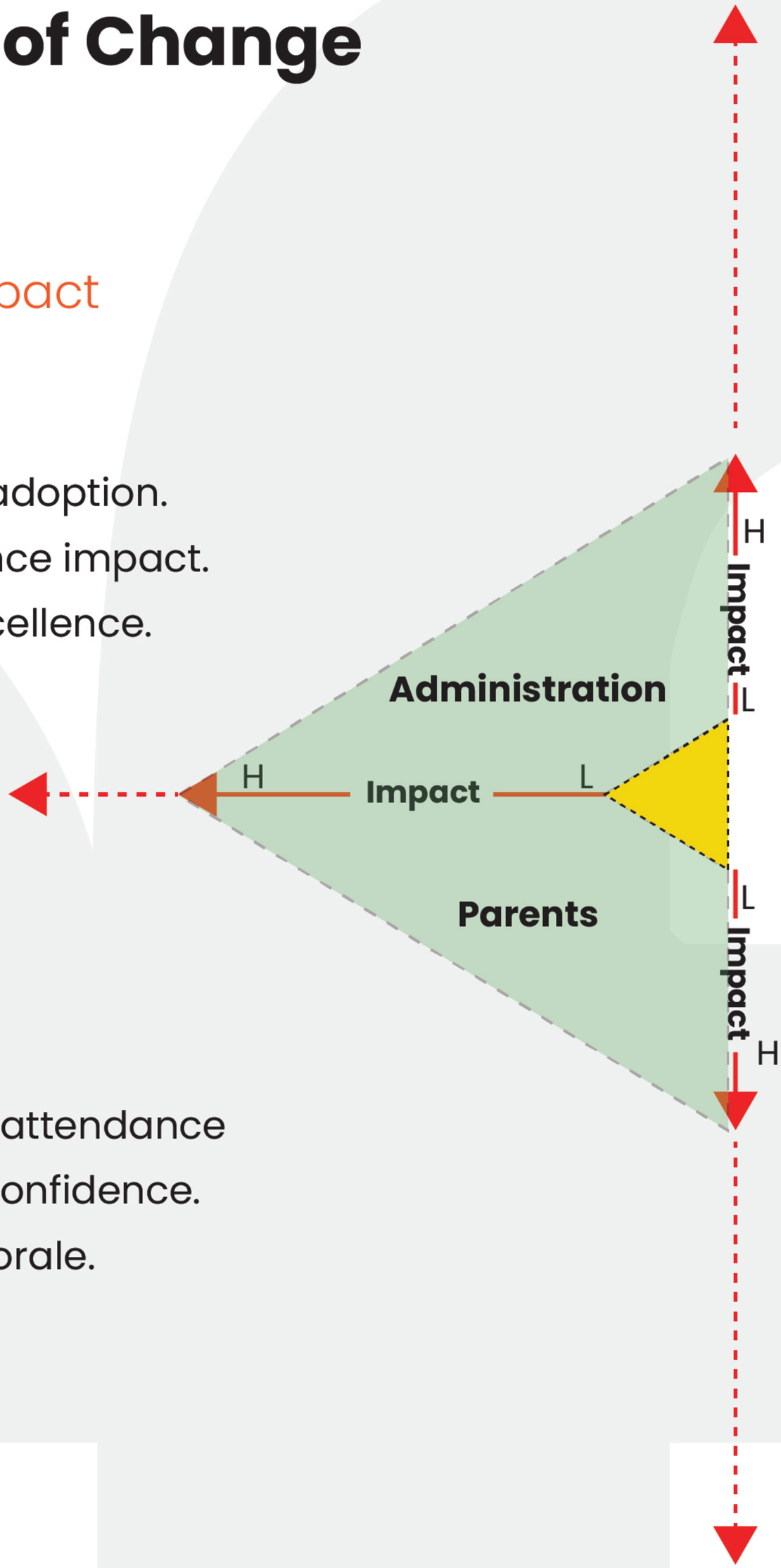
12 Reasons for High Impact

Administration:

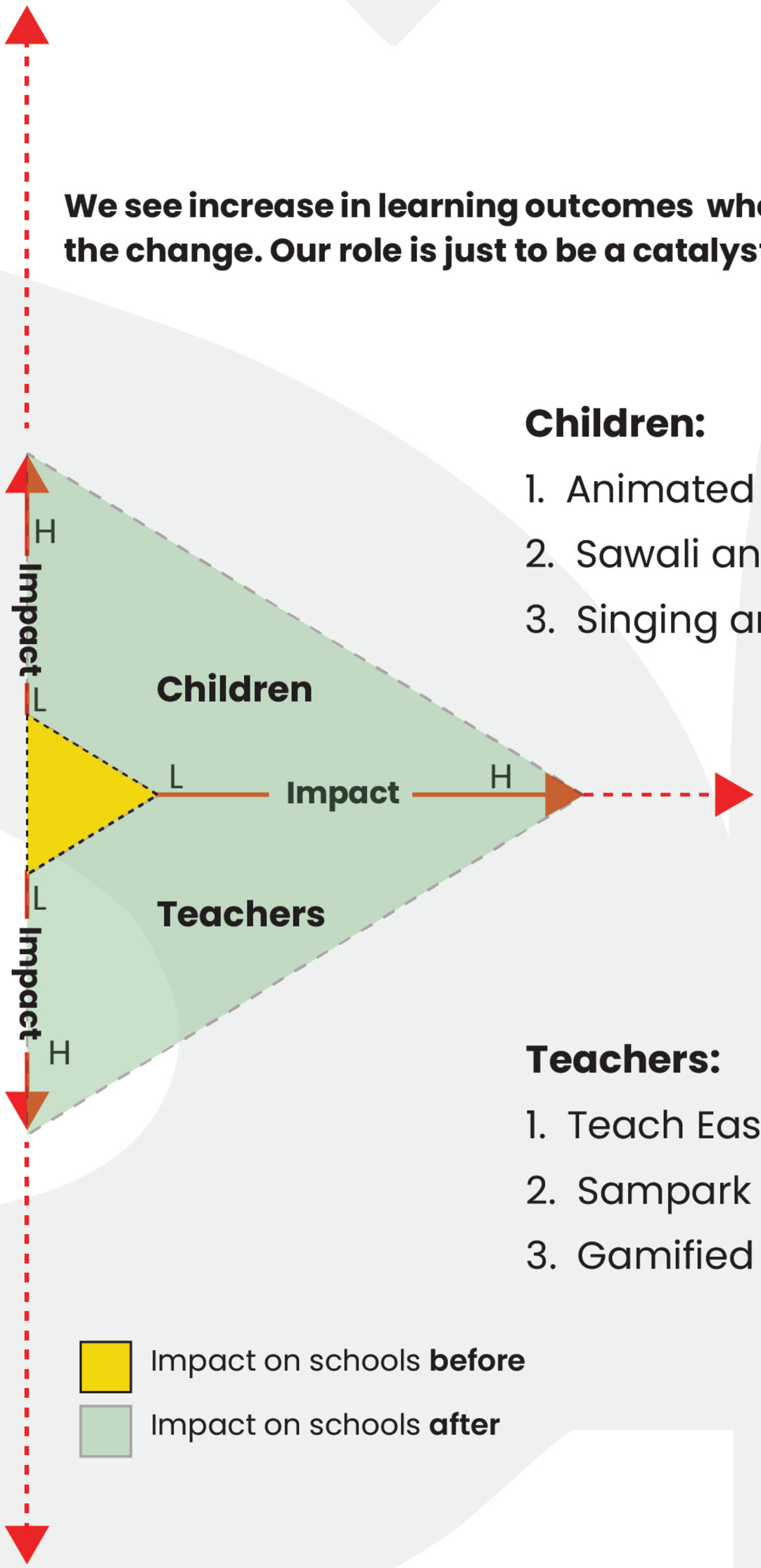
1. Zero investment increases adoption.
2. Data-driven insights enhance impact.
3. Reward programs drive excellence.

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.

Sampark's alignment with SDG4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Target 4.1

By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

Sampark's intervention:
Using hands-on Math & English kits and the Sampark TV device—pre-loaded with FLN and Science content aligned to SCERT syllabi across 8 states—we're improving classroom learning and education quality.

Target 4.5

By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Sampark's intervention:
Widespread impact across government and aided schools in 8 states—HP, Uttarakhand, Haryana, UP, Rajasthan, Jharkhand, Chhattisgarh, and Maharashtra—with focused outreach to aspirational districts and remote areas.

Target 4.a

Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.

Sampark's intervention
Train & empower teachers on the effective use of Sampark Foundation's TLMs in classrooms to ease the teaching-learning process.

Target 4.c

By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.

Sampark's intervention
Sampark innovations cater to millions of children. The TLMs are made in an age-appropriate and child-friendly manner creating an inclusive environment for learning for all children in the classrooms.

At Sampark Foundation, I've witnessed real grassroots impact. Its 6 frugal innovations for foundational learning offer a scalable model aligned with SDG 4. In India, where education drives progress, Sampark's tech-driven, government-aligned approach is more than effective—it's a blueprint for achieving SDG 4.As a Communications Strategist with WFUNA and a contributor to India's 2024 SDG Review with the Ministry of Jal Shakti, I've seen how aligning policy with ground-level innovation is crucial to advancing the SDGs.

Manisha Sengupta, (Communications Executive)

Measuring Impact
Sampark's M&E Framework

Sampark Foundation's M&E 3.0 framework is a real-time, data-driven system designed to measure learning outcomes, teacher engagement, and system-wide impact. Over the years, our model has evolved from traditional surveys to AI-driven analytics, enabling instant insights for teachers, policymakers, and administrators.

We track student learning through baseline and endline assessments, classroom observations, and concept mastery analysis. Teacher engagement is monitored via lesson completion rates, digital tool adoption, and interactive teaching strategies. Our real-time dashboard empowers government officials with live data on attendance, student progress, and school performance, ensuring faster, evidence-based decision-making.

By continuously integrating teacher feedback and technology, we ensure that interventions are not just effective but sustainable at scale. Moving forward, we aim to leverage AI for predictive analytics, expand real-time tracking across districts, and bridge data with direct classroom action.

Why Monitoring & Evaluation Matters

In large-scale education reform, measuring impact is as critical as implementing the solution. Without a structured system to track learning gains, interventions remain assumptions, not proven solutions. At Sampark Foundation, our M&E 3.0 framework ensures that:

01 Every innovation is backed by real-time data.

02 Teaching strategies evolve based on ground-level insights.

03 Policymakers receive accurate, actionable information to drive reforms.

Our approach is designed to be practical, scalable, and embedded into the education system itself, ensuring long-term impact.

For six years at Sampark Foundation, I've led financial strategy for one of India's most innovative education NGOs. We've focused on maximizing impact per rupee, earning donor trust, and ensuring transparent systems. As CFO, I've seen how smart planning and mission-driven leadership can fuel scalable, lasting change. Our data-driven budgeting has helped us reach millions of children while upholding top-tier accountability.

Manish Chandak, (Chief Analytics & Finance Officer)

Over the years, Sampark's Monitoring & Evaluation model has evolved to become more real-time, technology-driven, and action-oriented.

The Three Stages of M&E at Sampark:

01

M&E 1.0 (2015-2018)

Key Features

Traditional surveys & teacher feedback

Impact

Data collection was time-intensive

02

M&E 2.0 (2018-2021)

Key Features

Digital assessments & sample-based evaluations

Impact

Faster, more reliable learning insights

03

M&E 3.0 (2021-Present)

Key Features

AI-driven analytics, real-time dashboards & automated tracking

Impact

Instant insights for teachers, schools & policymakers

* With M&E 3.0, progress is no longer measured at the end of the year—they are tracked continuously, ensuring timely interventions. *

How We Measure Learning Outcomes at Scale

Sampark's M&E framework is built on three key components:

Student Learning Assessments

1. Conducted across 8 states to track literacy & numeracy gains.
2. Aligned with NEP 2020's focus on Foundational Literacy & Numeracy (FLN).
3. Focused on real-world application of knowledge, not just rote memorization.

Teacher Engagement & Classroom Practices

1. Tracking how teachers use Sampark TV & digital tools in their daily lessons.
2. Teacher feedback loop—ensuring continuous improvement based on classroom realities.
3. Measuring lesson completion rates & student engagement per session.

Real-Time Data Dashboards for Policymakers

1. Live dashboard access for state education officials to monitor school progress.
2. Insights include attendance trends, teacher engagement, and student performance.
3. Enables targeted interventions where schools need the most support

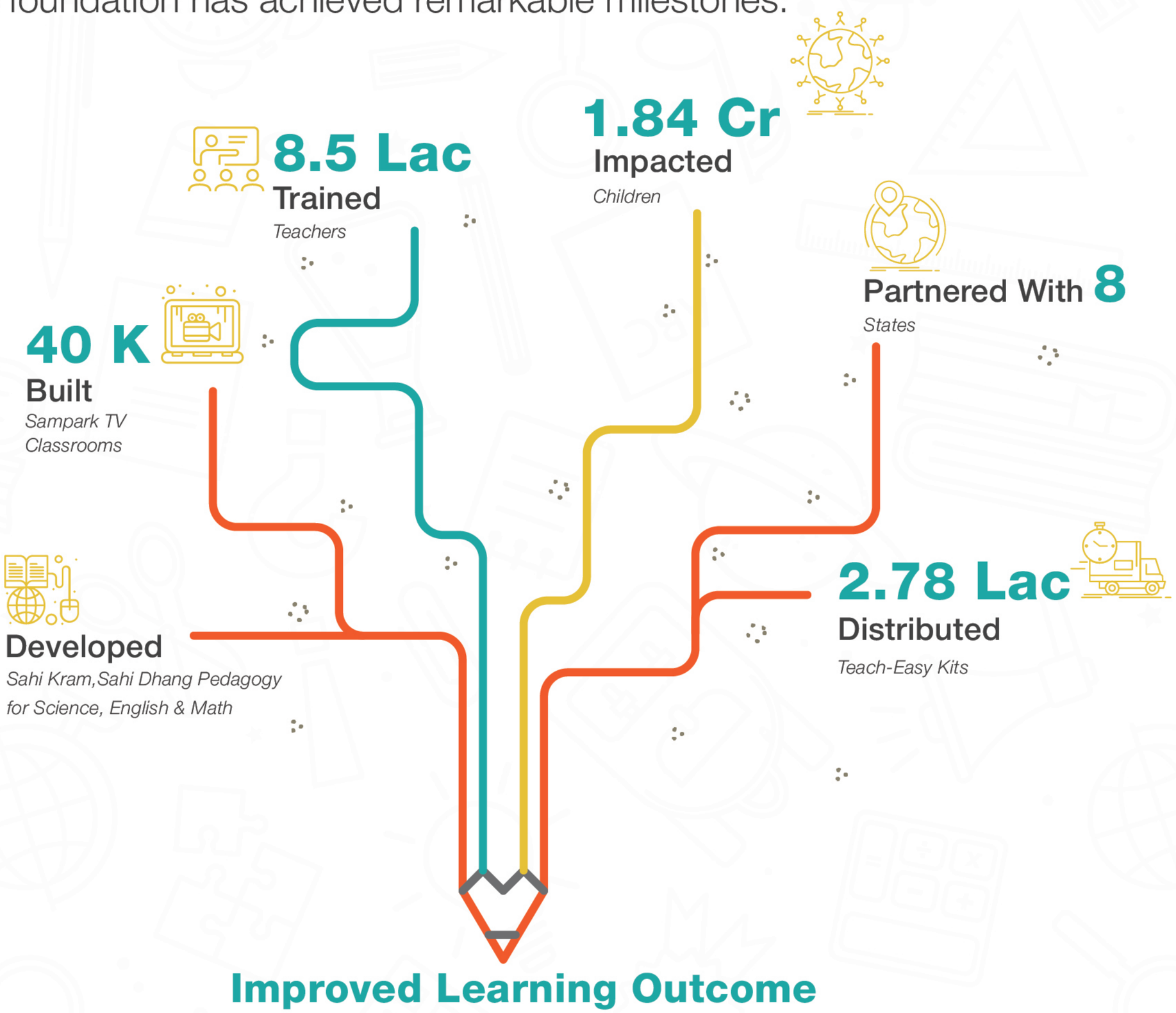
12 Years of Impact

Volunteering Activity with Partners

The Spark That Lit a Million Dreams

A Decade of Transformation: 12 Years of Sampark Foundation's Impact

In 2012, Sampark Foundation embarked on a mission to revolutionize primary education for India's underserved children through innovative, cost-effective solutions. Over the past 12 years, the foundation has achieved remarkable milestones:



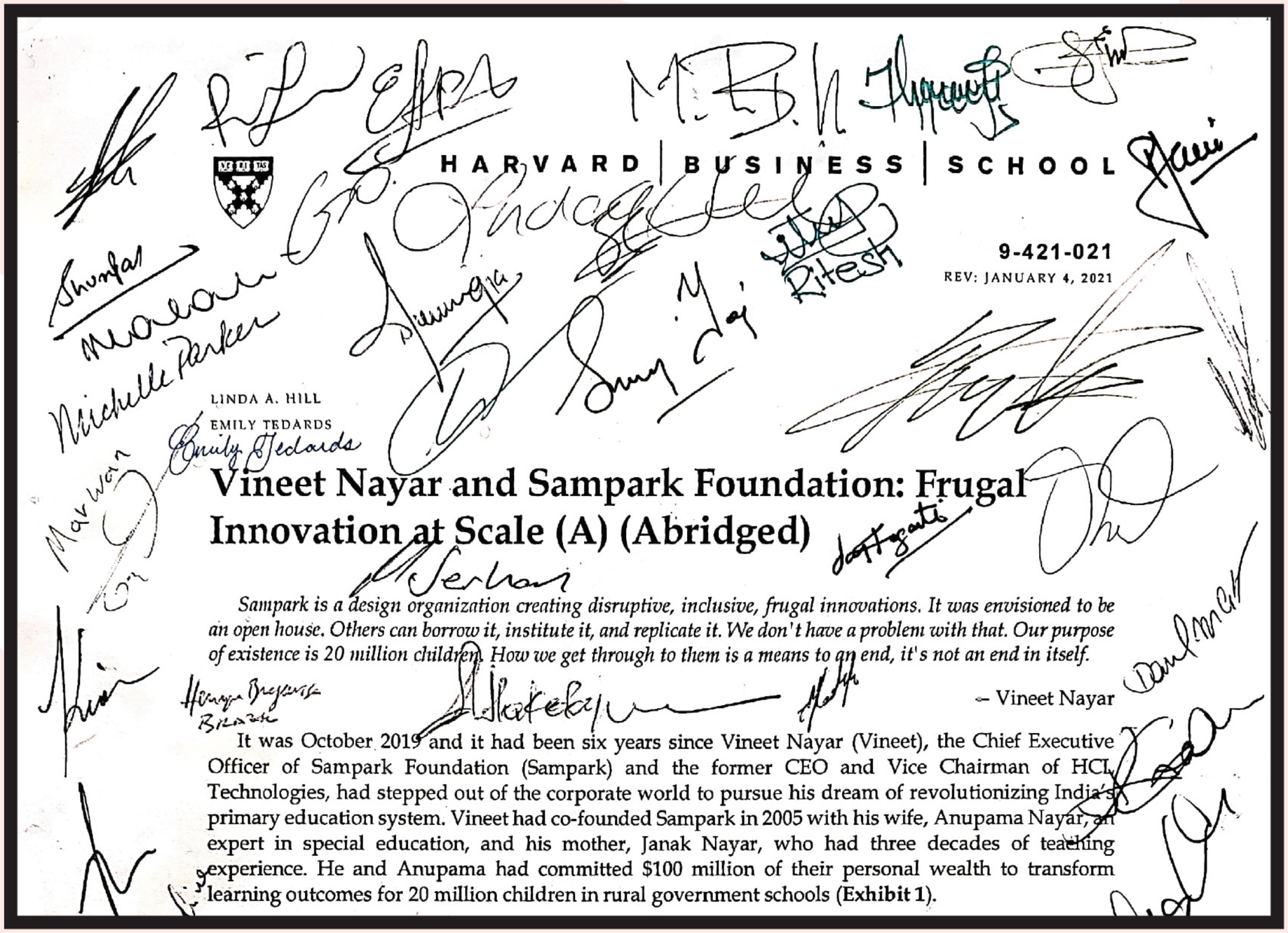
SAMPARK
A Foundation by Anupama & Vineet Nayar

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.

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

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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.

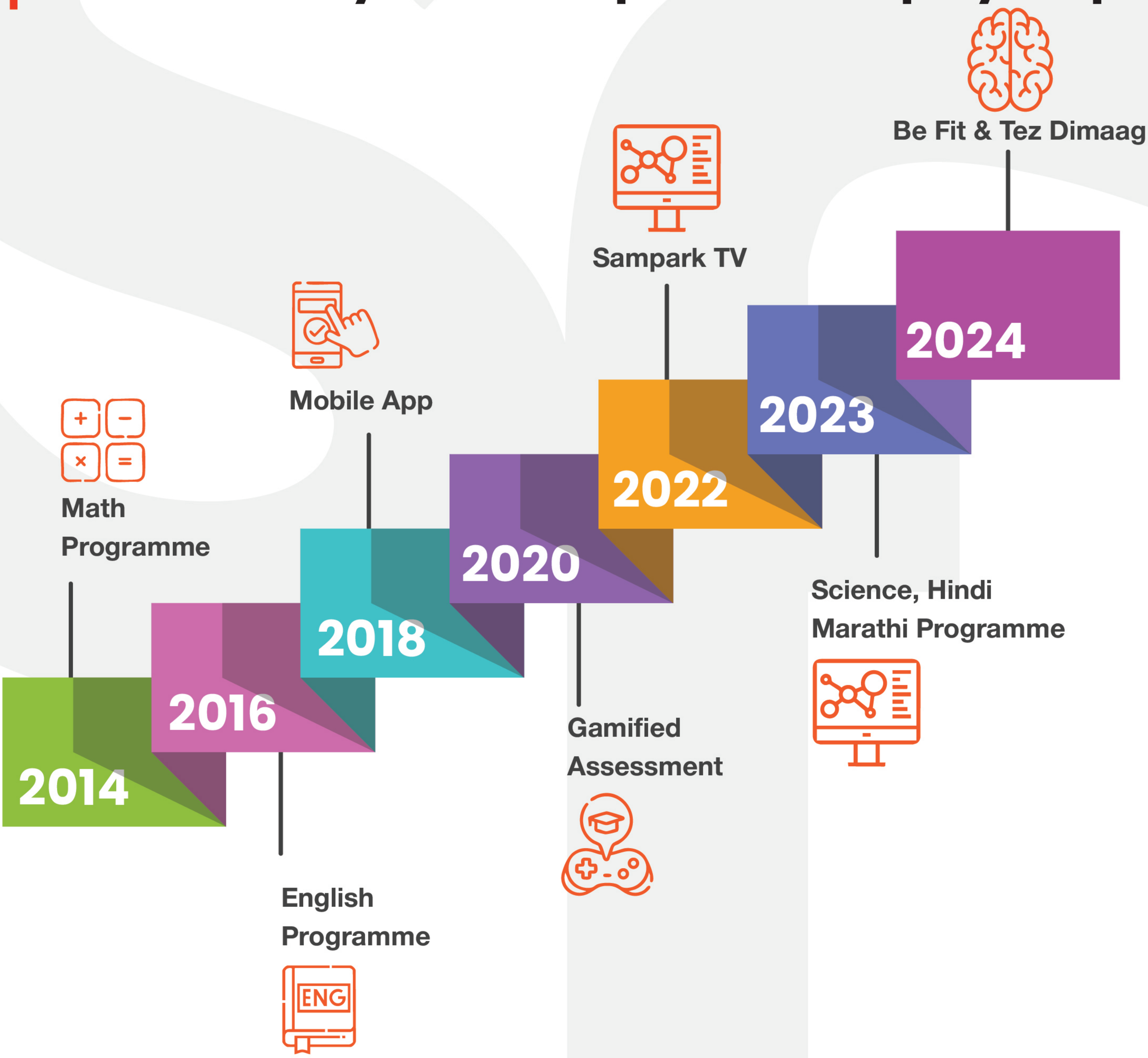
– Vineet Nayar

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

SAMPARK
A Foundation by Anupama & Vineet Nayar

Timeline – 12 years of expansion step by step



Celebrating a Journey of Impact

As we turn the last few pages of this report, we reflect on a journey that has been nothing short of extraordinary. Education is not changed by technology alone—it transforms through the collective efforts of those who believe in the power of learning. This journey has been made possible by teachers who never give up, students who dream bigger, parents who invest in their children's future, and partners who stand by us in our mission.

My journey at Sampark Foundation has been inspiring, driven by our mission to transform education at scale. As part of the HR team, I have seen how a strong, motivated workforce fuels this impact. Team building here is about fostering collaboration and a shared sense of purpose. The Foundation's culture of innovation and commitment to change makes every day meaningful. Being part of this mission-driven team has been a truly rewarding experience!

Swati Lakhotia
(Chief Human Resource Officer)

पहले कक्षा में सिर्फ मैं बोलती थी, बच्चे केवल सुनते थे लेकिन आज वे सवाल पूछते हैं, जवाब भी देते हैं, और पूरे उत्साह के साथ सीखते हैं। ये बदलाव सिर्फ संपर्क की मदद से नहीं, बल्कि आप जैसे साथियों के भरोसे से भी मुमकिन हो पाया है।
धन्यवाद, जो आप हमारे साथ मिलकर यह परिवर्तन लेकर आए!
– रीता मैडम, सरकारी स्कूल शिक्षिका, राजस्थान

पहले किताब देखकर लगता था कि ये सिर्फ होशियार बच्चों के लिए हैं। जब भी टीचर सवाल पूछती थी, मैं बस नीचे देख लेता था, पर जब से सम्पर्क टीवी आया, तो सब कुछ बदल गया। अब पढ़ना मज़ेदार लगता है और मुझे भी जवाब देना अच्छा लगता है। पहली बार, मुझे लगता है कि मैं भी होशियार हो सकता हूँ, आज मैं जो सीख रहा हूँ, वो सिर्फ स्कूल के लिए नहीं, मेरी जिंदगी के लिए भी जरूरी है।
धन्यवाद, जो हमें भी सपने देखने का मौका दिया!

आरव,
कक्षा ५, उत्तर प्रदेश

Voice of Sparks

My journey with Sampark has been one of evolving pedagogy and innovation. From tactile learning with physical kits to structured content via the Smartshala app, and now Sampark TV transforming classrooms into Smartclasses—I've seen a true shift in teaching.These tech-integrated, child-focused tools have deepened my role as a reflective educator and shown how scalable innovations can bridge learning gaps and make education joyful.

Arti Choubey
(Assistant Vice-President & Chief Pedagogy Officer)

At Sampark, I've seen our shift from traditional TLMs to tech-driven tools like Sampark TV. Working with teachers revealed key gaps—poor internet and lack of structured content. This led to Sampark TV, a fully offline device with preloaded lessons.We built the first version, gathered feedback, improved it, and tested again. The updated Sampark TV received great response and was first rolled out in Haryana—quickly gaining acceptance among teachers and students alike.

Sandeep Gupta
(Assistant Vice-President & Chief Technology Officer)

Having been with Sampark Foundation for the past 12 years, I've witnessed its transformation and impact from the frontlines. As the oldest employee, my journey here has been deeply personal and professionally enriching. Every milestone feels like my own, and every success, a shared celebration. Sampark isn't just my workplace—it's my second home. It has shaped not only my career but also my purpose. I take pride in being part of a mission that is changing the face of education in India.

Anurag Bansal , (DGM & Head Accounts)

Voice of Sparks

I joined Sampark Foundation in 2015, driven by a purpose to transform government schools. Over the years, I helped set up impactful programs in Uttarakhand, Haryana, Himachal Pradesh, and later in Maharashtra. Working across states brought challenges, especially shifting bureaucracies—but persistence built strong partnerships. In 9 years, I've seen how bold ideas—not big budgets—create lasting change. What makes Sampark unique is its focus on scale with depth—ensuring every child not only learns, but thrives.

Rajan Adhikari, (Country Manager)

My journey with Sampark began in 2021 and has been one of growth, unlearning, and self-discovery. It gave me a chance to explore the administrative ecosystem—across state, district, block, cluster, and school levels.I've worked closely with dedicated officers, teachers, and officials from 8 states, all united by a shared goal: improving learning outcomes in government schools. Sampark has proven that large-scale impact is possible through technology and innovation.

Pradeep Rana
(Assistant Vice-President & Country Manager)

My journey with Sampark Foundation marks a decade filled with learning, growth, and incredible experiences. Over the years, I've had the privilege of working alongside some of the most talented and dedicated colleagues, contributing to projects that have not only shaped my career but also enriched my personal growth. The support, encouragement, and camaraderie I've received throughout this time have been truly invaluable. I look forward to continuing to contribute to its success in the years to come.

Neetu Sharma (Senior Manager Content Delivery)

Sampark's Key Leaders

Arti Choubey
Assistant Vice President & Chief Pedagogy Officer

Manish Chandak
Chief Analytics & Finance Officer

Rajan Adhikari
Country Manager

Pradeep Rana
Assistant Vice President & Country Manager

Sandeep Gupta
Assistant Vice-President & Chief Technology Officer

Swati Lakhotia
Chief Human Resource Officer

Neetu Sharma
Senior Manager Content Delivery

Anurag Bansal
DGM & Head Accounts

Durga Prasad Yadav
General Manager Programs (Haryana)

Amit Kumar
DGM High Impact Initiatives (Uttar Pradesh & Chhattisgarh)

Ranjit Kumar
DGM Programs (Jharkhand)

Yogendra Dadhich
State Program Head (Rajashthan)

Satvinder Singh
Head, POTD (Planning, SD helpline Operations, Data Analysis & training)

Updesh Narayan Dubey
Deputy State Head (Chhattisgarh)

Sandeep Kumar
Deputy State Head (Uttarakhand)

Mukesh Rawat
Deputy State Head (Maharashtra)

A Message from Team Sampark

At Sampark, we don't just measure success in numbers. We measure it in smiles, in raised hands, in the excitement of a child who just understood a new concept, and in the pride of a teacher who sees their student's flourish.

We are grateful for the CSR partners, government officials, district leaders, school principals, and educators who have joined us in this mission. Your belief in our vision, your investment in India's children, and your commitment to transforming education have made this change possible.

We also extend our heartfelt gratitude to all associated with us!

1.84 crores smiles and counting…

Smiles,

Team SF

State Partners of Sampark

Uttar Pradesh

Rajasthan

Uttarakhand

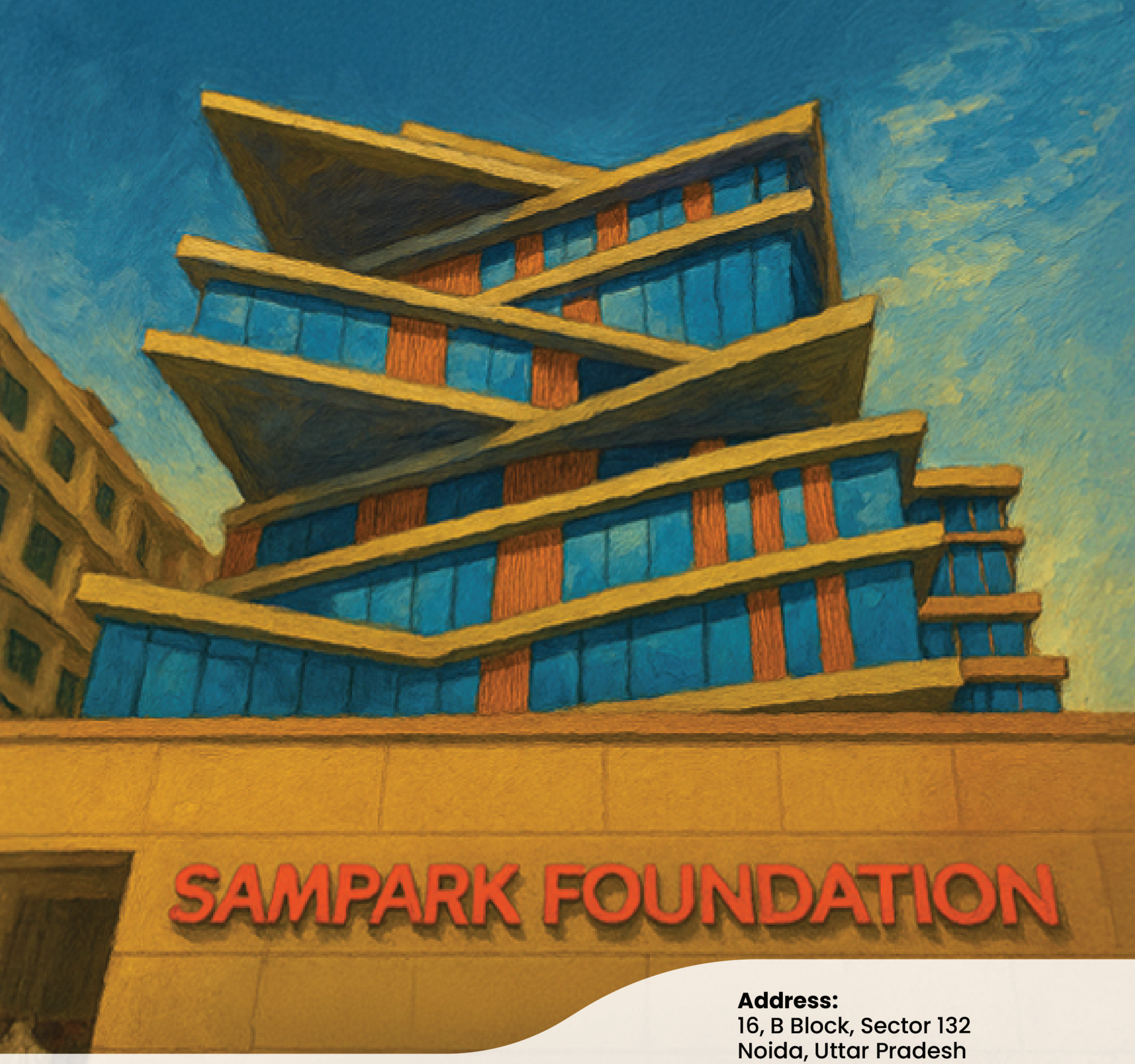
Maharashtra

Jharkhand

Himachal Pradesh

Haryana

Chhattisgarh



SAMPARK
A Foundation by Anupama & Vineet Nayar

Address:
16, B Block, Sector 132
Noida, Uttar Pradesh
201304, India
www.samparkfoundation.org