

VIKALP

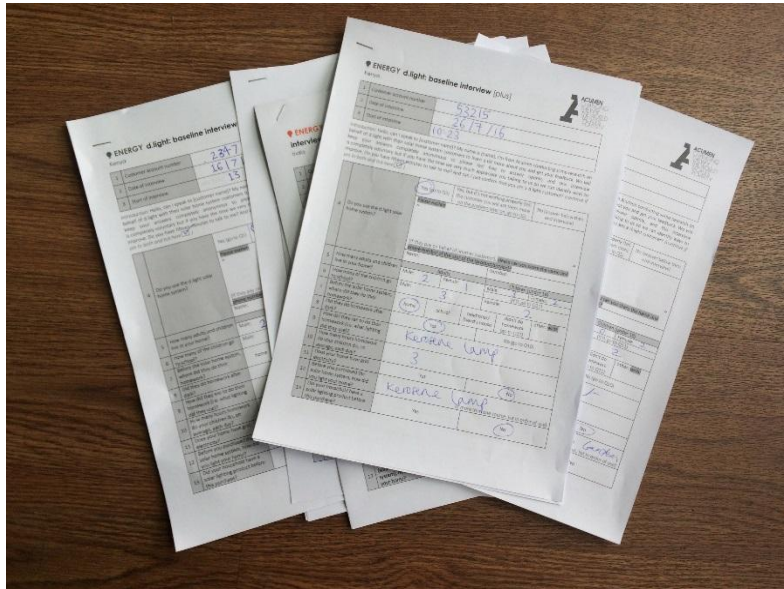
Lean Data

July 2017



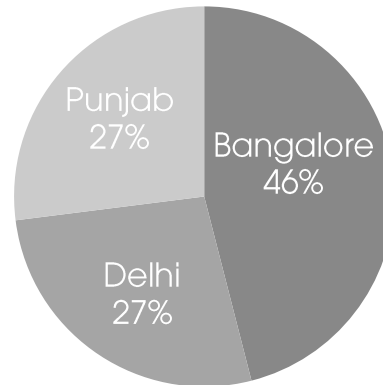
ENGAGEMENT SUMMARY

CORE INSIGHTS SURVEY

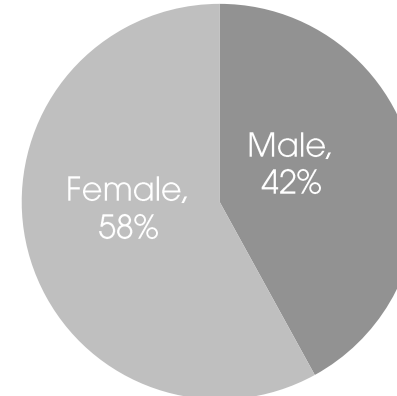


BREAKDOWN OF RESPONDENTS

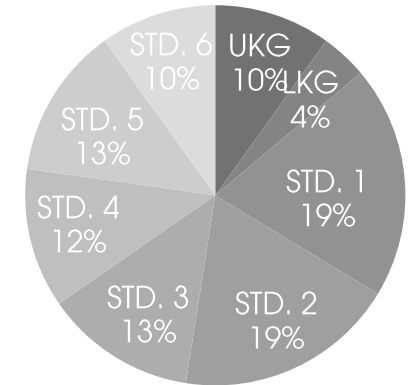
SCHOOL/ REGION



GENDER OF RESPONDENT (PARENT)



CHILD CLASS



1. SURVEY GOALS

To gather preliminary data on value proposition, customer satisfaction, behaviour and demographics in relation to Vikalp parents. We did this applying our "Core Insights" survey, a set of standardized questions that we have seen work well across our portfolio.

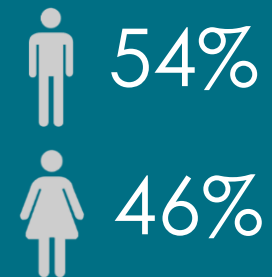
2. SURVEY APPROACH

- + **Method:** Phone interviews
- + **Total completed interviews:** 350
- + **Customer selection:** Randomly selected from a list of Vikalp parents

3. SURVEY PERFORMANCE

- + **Response rate:** 38% response rate (completed interviews ÷ phone calls made to customer list).
- + **Average interview time:** 12 minutes
- + **Time Taken (In Weeks):** 6

4. STUDENT GENDER



INSIGHT SUMMARY

1



Vikalp's awareness amongst parents is low and a point of concern

- + **79% of parents** didn't know of any math intervention
- + Out of the parents who knew, **a large majority (>70%)** knew the service is being delivered by Vikalp

2



Parents want to be involved in their child's education

- + Parents that gave a negative feedback or low rating, explained that they were **unable to comprehend Vikalp's learning material** as their reason for the same.
- + This could potentially hint towards their need to be **involved and engaged in their child's learning cycle**

3



Almost a fifth of Vikalp's beneficiaries are below the World Bank poverty line

- + Among the parents we spoke to, **19%** were those that earned less than \$3.10/day as per the Lean Data's PPI survey

4



Correlation between change in student grades and Math as child's favorite subject

- + **27%** of the parents that felt there was an increase in their child's Math grades, also ranked Maths among the top 3 favourite subject of the child

5



Parent like Vikalp's books and worksheets

- + A common theme among the parent responses, was their appreciation for Vikalp's books, worksheet and other materials

THE LEAN DATA WINNERS

METRIC	DATA FROM RESPONDENTS	CLOSEST HYPOTHESIS	VIKALP WINNER
% of parents who said Math is their Child's Favourite Subject?	21%	20%	Dinesh, Ayushi
% of parents are aware that the school offers a special workshop/program/ service for Maths?	15%	10%, 20%	Dinesh, Ayushi, Pramod
% of parents aware about Vikalp	~11%	10%	Manoj
% of students attend math tuition after school	36%	70%	Dinesh, Pramod, Gaurav
What apps do you think parents use for Math education? (If they use any)	Byju's, You Tube, Google	None	Dinesh
% of parents would have indicated positive change in quality of student's life because of Vikalp?	65%	10%	Gaurav Mehta
% of parents are aware that they are paying a separate fee for Vikalp's services?	0%	5%	Manoj

PARENTS DEEP DIVE



Parent's Awareness and Perception



Impact on the Child

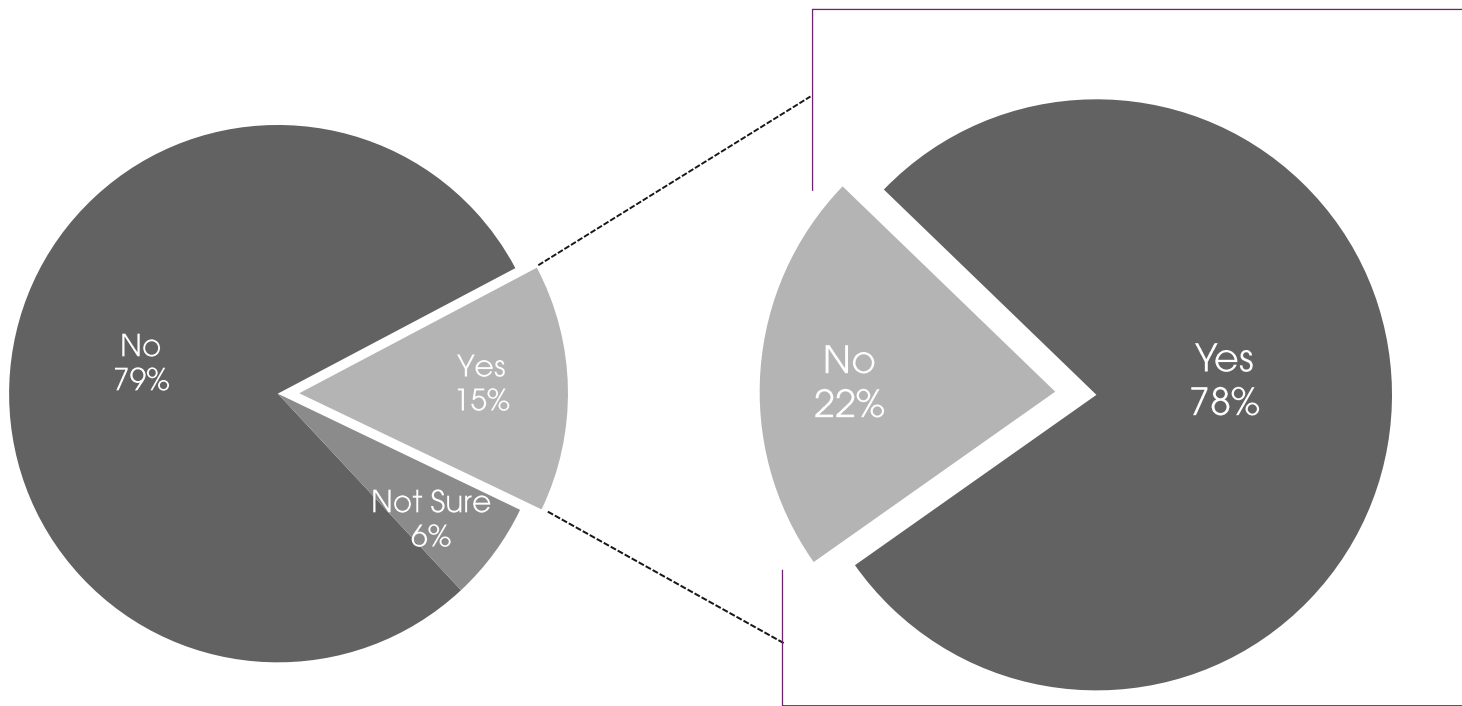


After School Education Details

VIKALP'S AWARENESS AMONGST PARENTS

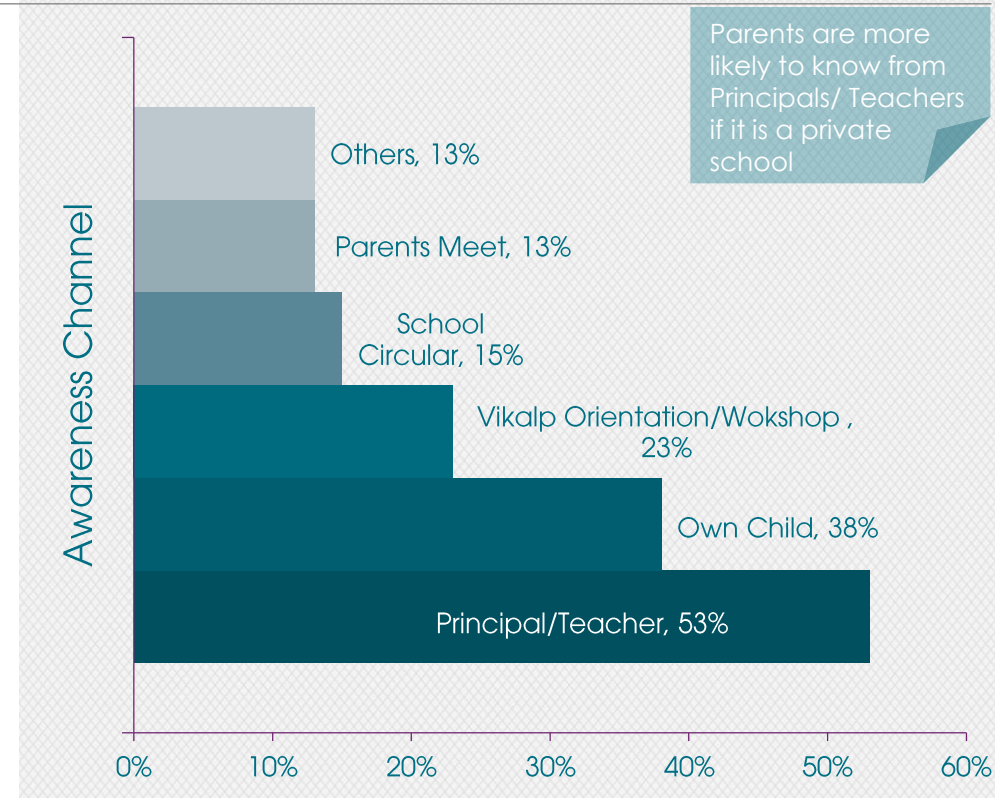
11% of parents were aware of VIKALP. There is a lot of scope for Vikalp to drive awareness amongst parents. We observed some difference in awareness in schools with Math Resource center (6%) and Team Learning Model (13%)

Q: Are you aware of **any special workshops**, that your child is offered to improve learning in Maths at his/her school?



Q: Did you know that this product/service is provided by an organization called Vikalp?

Q: How/Where did you hear about Vikalp's math programs/interventions in your child's school?*



VIKALP IN PARENT'S VIEW

Only **40 out of 350** parents, knew about Vikalp and could answer perception questions about the interventions and the effects

Net Promoter Score



-6

NPS for Vikalp. **16%** of parents were promoters

"Its good for everyone, **Vikalp maths can improve child's ability to do the homework easily.**"

"Vikalp is a good option, others also can opt for it, it will be beneficial to the child. It **improves the maths learning** which is very necessary"

"Activities is good and the **book which they have provided is very colourful**"

Word Of Mouth



22%

Parents mentioned Vikalp to a Friend/ Family

"I have told them in the same school Vikalp is conducting 1 program about maths and children are studying very well in maths because of vikalp and they are **teaching in easy method** "

"Vikalp organisation is **doing activities** to help the childrens study well"

"I told them after enrolling my child her studies level getting improved and told them enroll their children"

PARENT'S INTERACTION WITH VIKALP

Parent's Touchpoints With Vikalp



12%

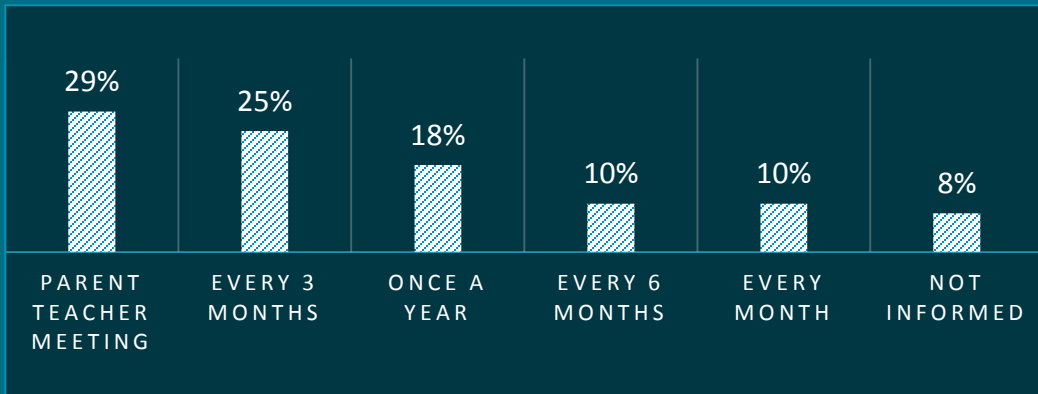
Parents have seen the Vikalp's Math Kit at home



94%

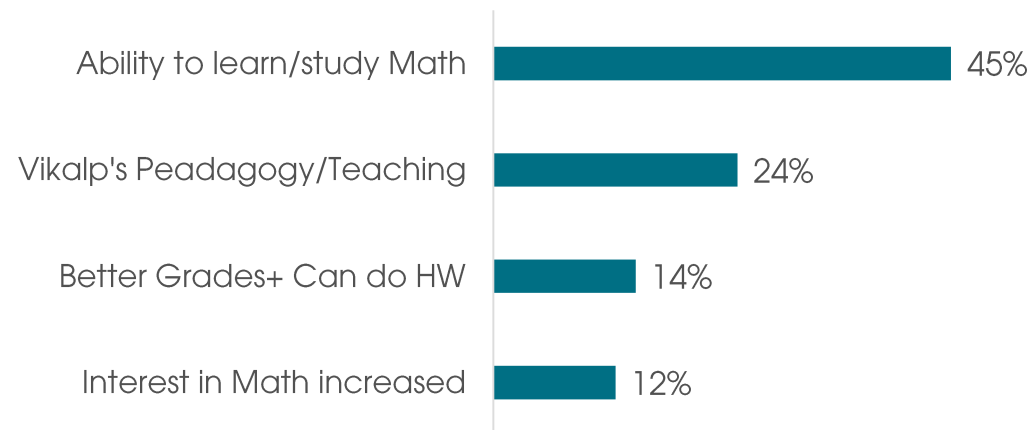
Parents said they don't pay a separate fee for Vikalp, 6% said they don't know/not aware

Q: How often have you been informed about Vikalp's intervention and your child's maths progress?



Satisfaction Levels

65% of Vikalp parents were satisfied with the service on an average. Only one parent was dissatisfied as they couldn't understand the activity book

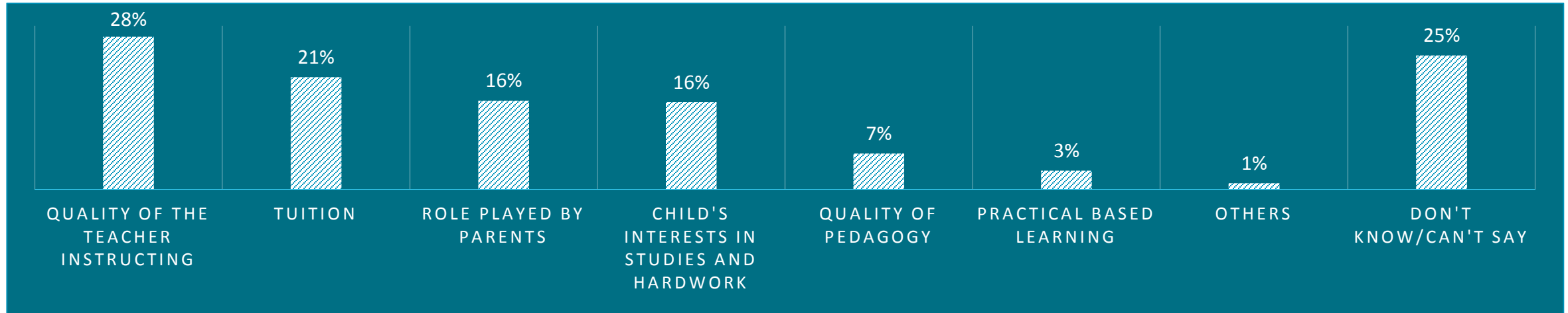


“The child **through playing games and practicing** is doing good in maths, numbers addition and subtraction”
-SanjayGhazipur

“Now the **child understands** and do maths good in an enhance way he has improved a lot”
- Davinder, Morinda

PARENTS' PERCEPTION ON REQUIREMENTS FOR SUCCESS IN MATHS

Q: What do you think is needed for your child to succeed in Math? (n= 350)



Q: Please explain... (n= 350)

*“He should concentrate and **teachers should notice where he is lagging and bring his focus back to studies.** If the school teachers constantly check in on the child's progress it will be good. They should check properly, because once I had seen the teacher had marked wrong while the answer was correct. My child handwriting is not good, so it will be good if teacher helps him improve by telling him to rewrite it again as a punishment”*

“The thing is that I did not know that there is an organization which is helping my child to do Maths at school. In fact I was planning to put my child in Vikalp as I came to know about it, through a pamphlet”

*“**The basic of maths should be taught in an activity manner,** maths is a practical subject so it should be understood properly it cannot be read and remembered. If the teachers teach children by showing any kind of pictures or make them do activities, then they will easily grasp the subject”*

“I am sending my child for tuition. If I don't see any improvement in her studies in the current tuition, then I will send her to some other tuition”

PARENTS DEEP DIVE



Parent's Awareness and Perception



Impact on the Child



After School Education Details

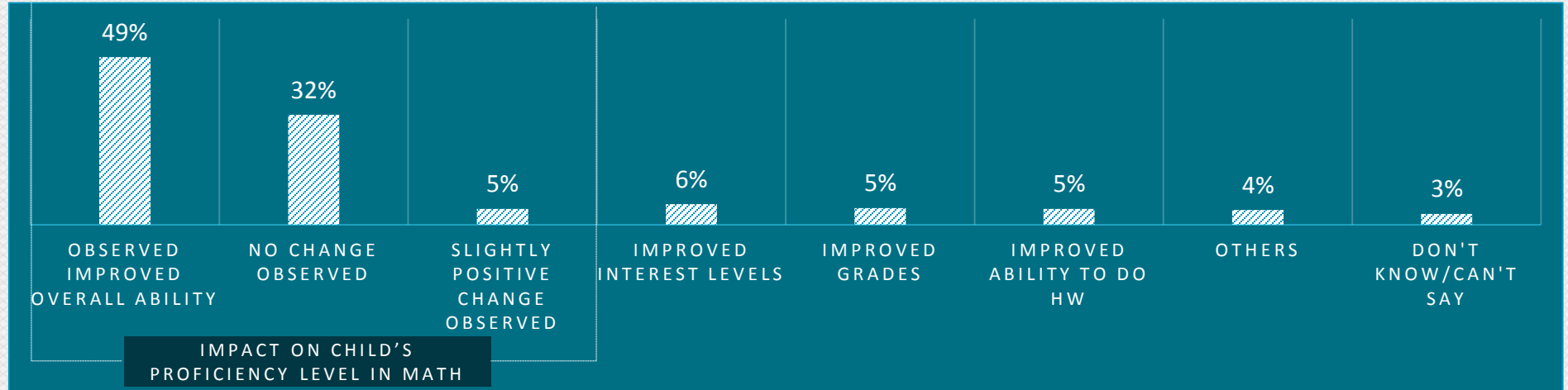
IMPACT ON CHILD (1/3)

KEY METRICS

Q: Have you observed any change in your child's interest towards studying Maths since Vikalp's intervention? (n=350)



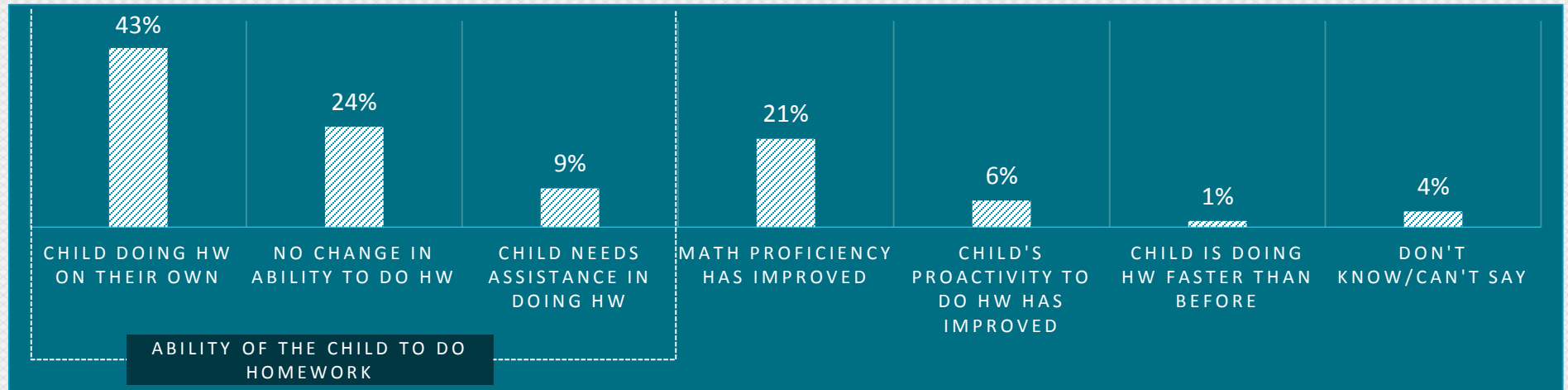
- All parents who spoke about the improved ability to do Homework better and improved marks were **of girl child**
- All parents who indicated improved marks have children in the 1st Standard



Q: Have you observed any change in your child's ability to do Math Homework since Vikalp's intervention (or in the last year)? (n=350)



- More parents whose children are male indicated that their child is now able to **do their Homework themselves**



IMPACT ON CHILD (2/3)

ASSORTED QUALITATIVE FEEDBACK

Ability To Do Homework

“Earlier he was not doing **his home work by himself** but now he use to doing”

“I have seen a **slight change in his maths study**, actually my child is naughty but as I tell him to do homework he will do it. Now **he does sums addition and subtraction.**”

“Compared to last here now she is able to do her homework by herself.”

“From before I have seen a slight change, she herself does the homework under my guidance, **now she do her homework saying the teacher taught me an easy way to do.** So as like that she completes her homework.”

Interest Towards Studying Math

“Earlier they use to give more homework and my child faced difficulty to complete the homework , later she started to **learn the Maths**”

“From before he has gain interest more in maths..”

“**Now he is reading tables**, have seen him doing good in maths”

“Earlier my child was very weak in maths but now she improving”

“Now a days she is doing addition subtraction and **she is identifying the maths shapes**”

“Earlier if I send him to the shop to bring something, **he was not able to count** but now he is able to count it.”

Vikalp's Value Prop

“Its helping the child to gain interest in maths subject which is really good..”

“Vikalp has provided one book is good which is good compare to other maths book.. “

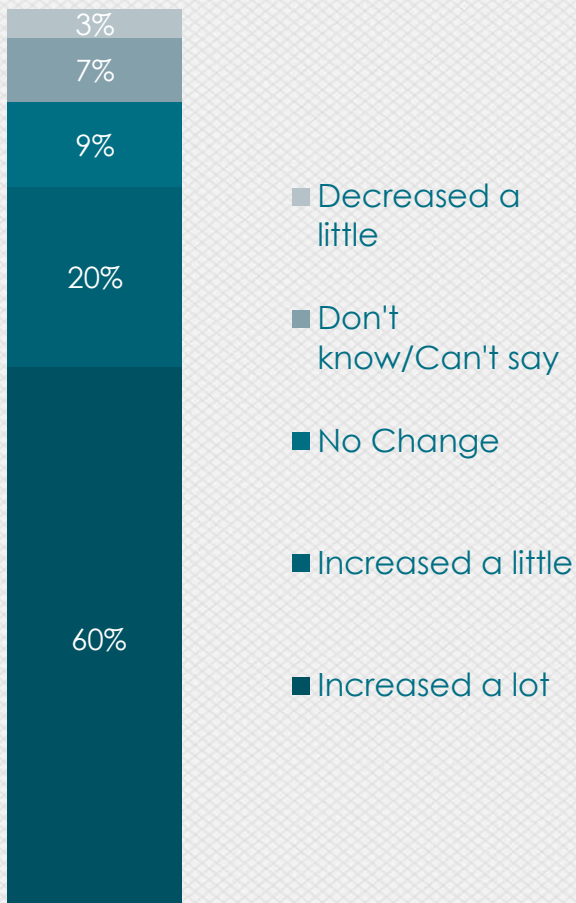
As Vikalp organisation is doing activities to help the children study well, as they help our childrens study, count add and subtract in an activity manner in this way the quality of life has improved

“The biggest benefit is maths is now easily understood by my child and improved a lot in it”

IMPACT ON CHILD (3/3)

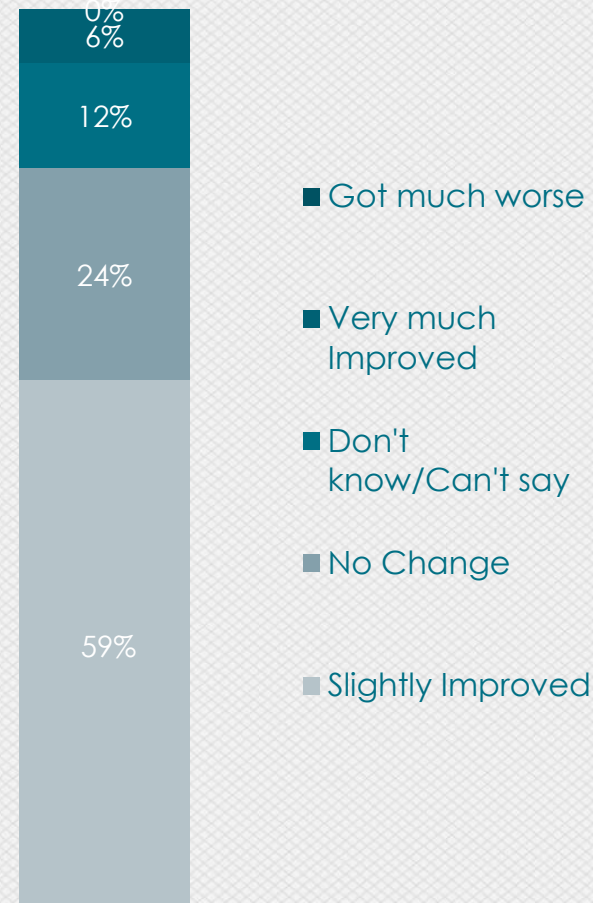
KEY METRICS AND ASSORTED QUALITATIVE FEEDBACK

Q: Have you observed any change in your child's Maths grades since Vikalp's intervention (or since last year)? (n=350)



IMPACT ON CHILD'S GRADES

Q: Has the quality of your child's life changed because of Vikalp's intervention? (n=51)



IMPACT ON QUALITY OF LIFE

Q: Please explain how the quality of your child's life has changed because of Vikalp's intervention... (n=51)

"Earlier my child use to be **scared of solving Maths** problems but now he is not"

"Earlier I used to spend a lot of time to make him complete his homework, but now I **spend much less time, as he is quick to understand it**. He has improved a lot"

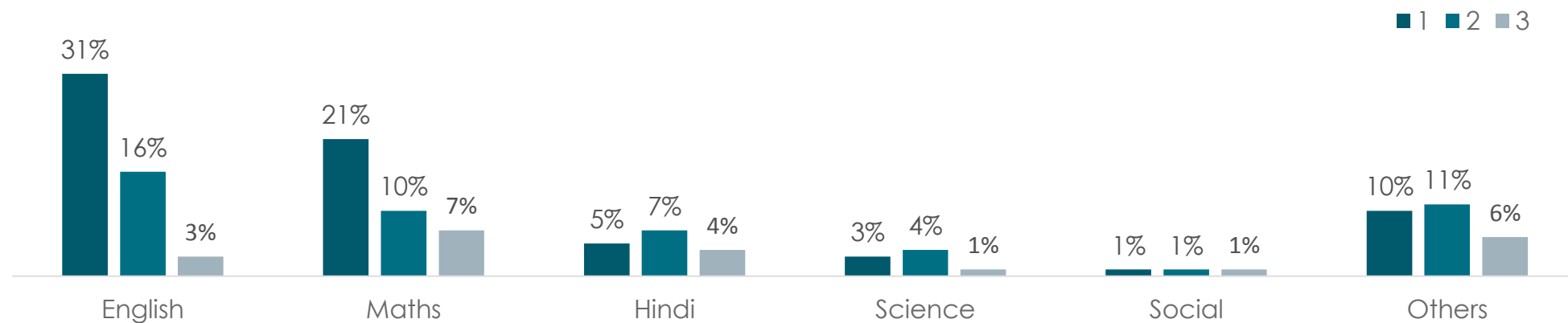
"**Because of Vikalp he is improving in Maths** as the organisation is doing activities to help the children study well, as they help our children study, count, add and subtract in an activity manner and that way the quality of our life has improved"

"The thing is that I did not know that there is an organization which is helping my child to do Maths at school. In fact I was planning to put my child in Vikalp as I came to know about it, through a pamphlet"

"The thing is Vikalp intervention implementation happened in March 2015, but at present they are **not teaching the child math through gaming activity**"

ENGLISH AND MATHEMATICS ARE THE MOST FAVORITE SUBJECT

Q: What academic subjects does your child enjoy studying? Rank top 3



Can we track this and understand if Vikalp's intervention is changing students favourite subjects?

PARENTS DEEP DIVE



Parent's Awareness and Perception



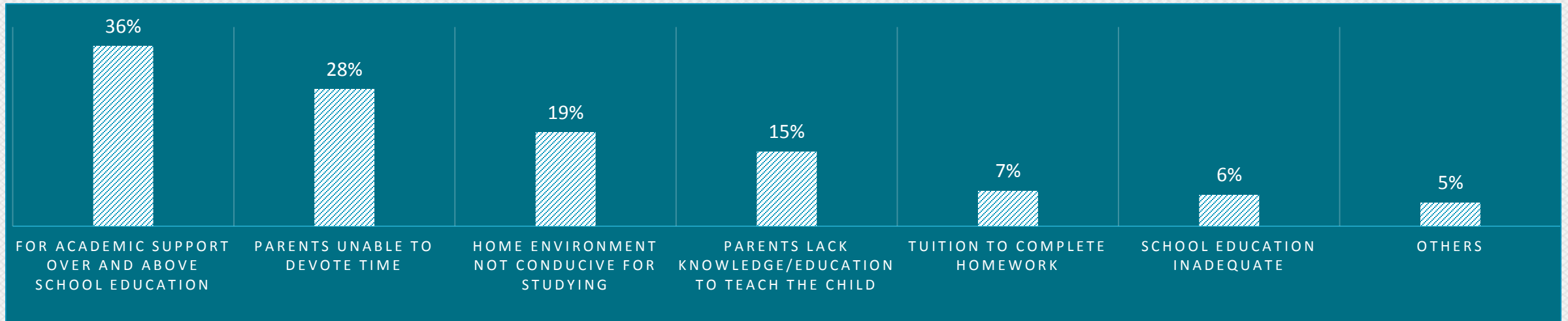
Impact on the Child



After School Education Details

PARENT'S PERCEPTION ON TUITION?

Why Do Parents Send Their Child To Tuition?



Tuition Is A Very Important Factor For Parents



36% of the students are currently taking tuitions, for an average of **2 years**, while **45%** have taken tuition at some point



8% of the students who don't take tuitions now, did take tuition at some point for an average of **3 years**

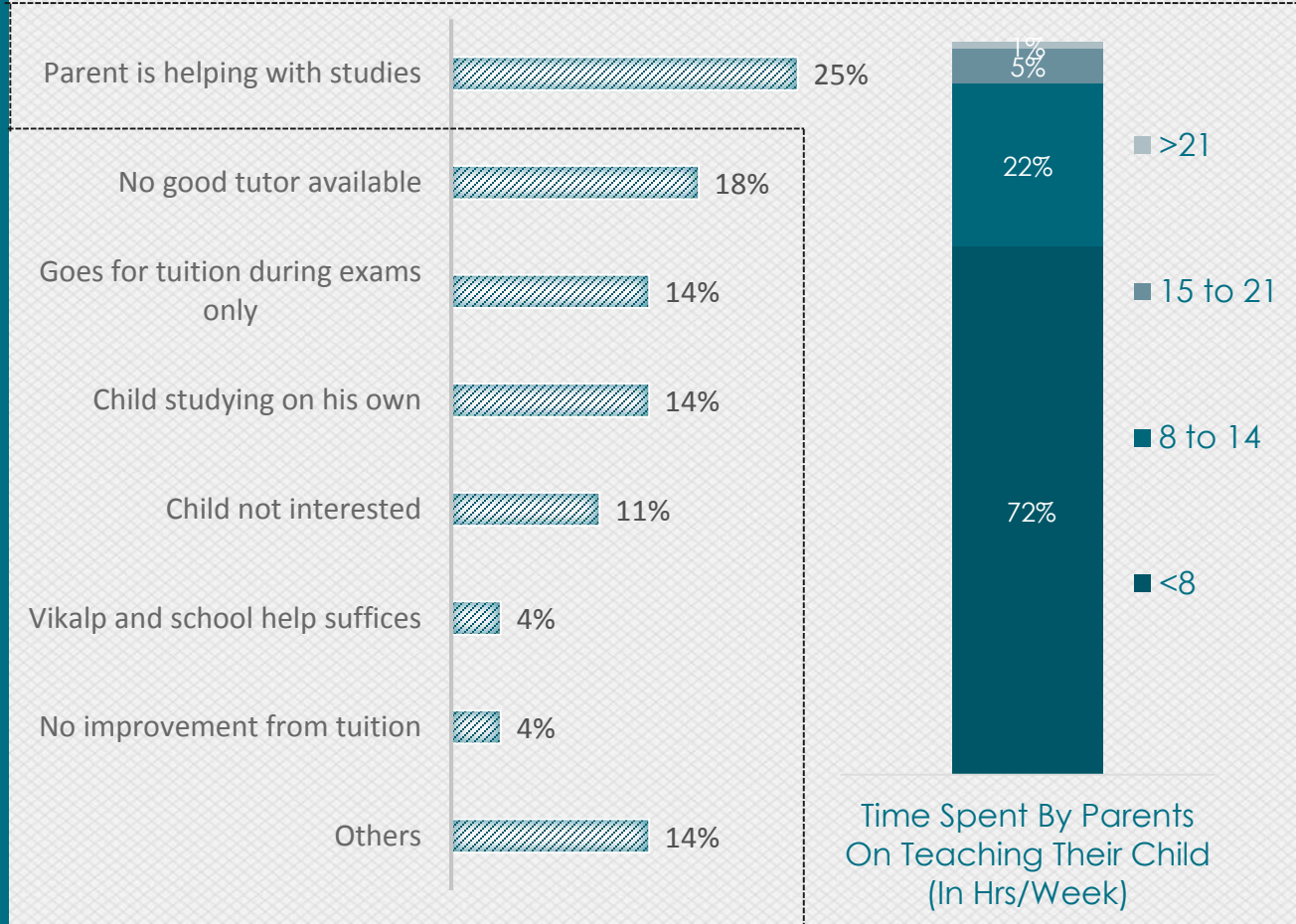


43% of the parents indicated that they find tuitions good/ very good for

Students who used to attend tuition but do not take tuition now, have left primarily because either the **child studies on his/her own**, **parents helps with studies**, or goes to the tuition **during exams**

AFTER SCHOOL SERVICES (1/2)

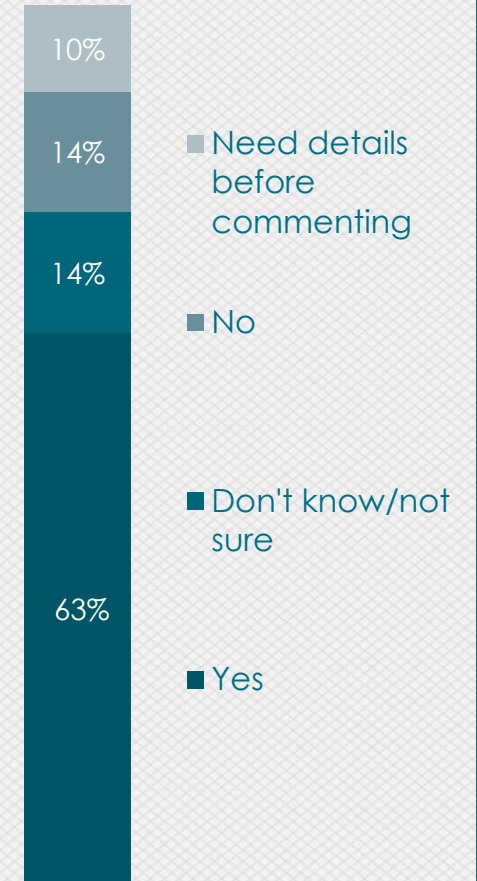
Why Did Parents Stop Sending Their Child To Tuition?



Parents Perception On Value For Money For Tuition Services

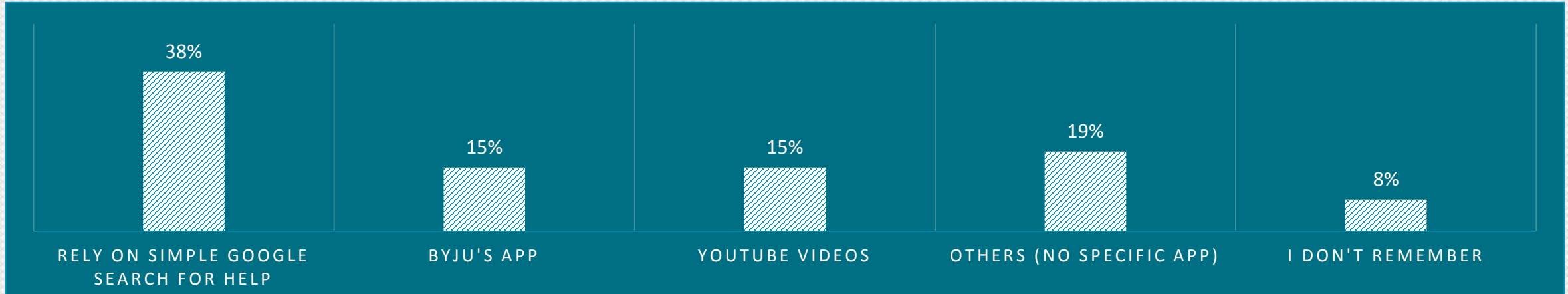


If Vikalp Was To Start After School Services, Would They Be Interested In Sending Their Child For It?

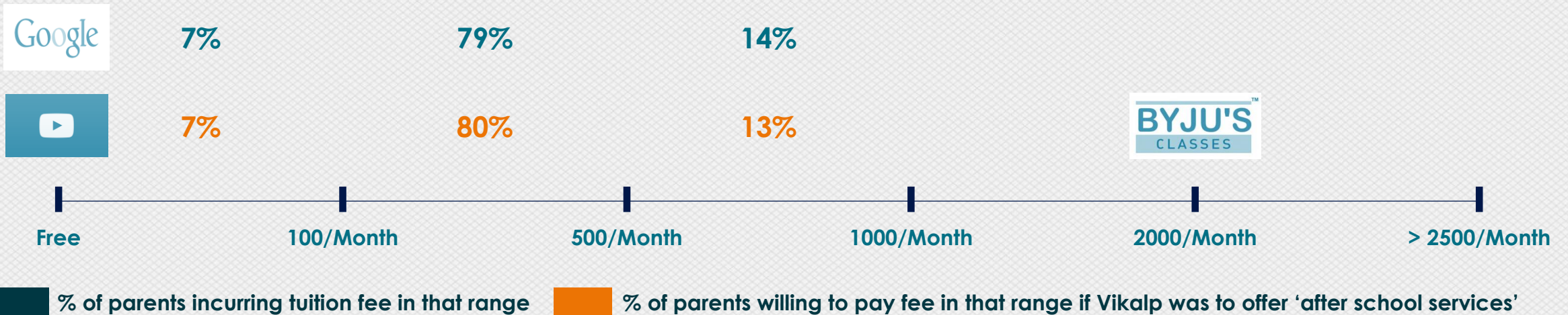


AFTER SCHOOL SERVICES (2/2)

Online Resources That Parents Are Currently Using...



Parents' Willingness And Ability To Pay For After-School services is encouraging





**WE'RE EXCITED TO
HEAR YOUR
THOUGHTS.**

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