



Elevator Pitch:

Creating a film that will move parents in India (especially mothers) and thus drive them to take action in taking back control in their child's education.

Background

Problem

In India, over 40 million children aged 3–6 are unable to access high-quality education.

Public schooling has been limited to daycare centers, which mostly focus on nutrition and health care, rather than learning. That's a problem because early education helps to build vital neural connections, and it's much harder to build these later in life through remedial interventions.

Right now,

- In grade 1, 43% of low-income children can't recognize the alphabet
- 35% of children can't remember numbers 1 to 9.

Parental engagement makes a critical difference. Especially in the learning continuum from in-classroom to at-home.

We believe that ALL parents can help their children learn, through simple games and activities – identifying colors, shapes, and the difference between walking in a circle and a line! However, many parents lack awareness and confidence – especially when they are uneducated themselves. They often need support in building what we call “AIM”; Awareness that they should be involved in foundational learning, Information on *what* they should be doing, and Motivation to be engaged at the sustained level needed to make an impact.

That's where we come in.

Solution

Rocket Learning delivers short, contextualized content in local languages to over 1.5 million children and 70k+ preschool teachers every day, via government-anchored WhatsApp groups.



Parents join these groups to get a daily play-based lesson to complete with their children. After completing the activity (which takes around 20 mins), parents check back in with the group, sharing a photo, or simply saying how it went. We support our lessons with parent-teacher virtual meetups and targeted themed days and months.

The key to all this? Our technology stack, sends out real-time behavioral nudges and carries out large-scale data analytics on parent feedback using AI/ML to classify individual responses.

Impact

- 1.5 MM+ students, teachers, and parents are learning with us.
- Children are gaining school readiness skills: on average, a child in the Rocket Learning cohort reaches the top third of their class.
- Parents are doubling the time they spend with children on learning, with this behavior change persisting even post 12 months.

The Challenge

Our primary goal is to empower mothers by raising awareness to take charge of their young children's education confidently. Mothers are typically the primary caregiver in most families, so their role in early childcare and education is crucial (even as we also encourage fathers to participate).

Rocket Learning's product supports caregivers from any educational experience to engage with their children in play-based learning activities for 20-30 minutes daily. We believe that by improving parental confidence and demonstrating the easy nature of learning activities for children at this age, we will be able to improve engagement.

Target Audience

- Low-income parents from rural, semi-urban parts of India between the age of 18 to 35, with a particular focus on mothers with limited to no education.



Insight

Indian parents who don't have an extensive educational background don't feel confident enough in teaching their kids. They are left feeling powerless. They feel like they themselves can't do it. But by taking small, consistent steps can build back up the confidence and build giants in all of us!

Strategy

We will encourage parents by showing the ease of the service coupled with their love and believe that their kids can do big beautiful things and shape the future.

Key Messages

Rocket Learning enables you, the parent, to become the catalyst for your kid's future.

Personality

Our values are

1. Impact first
2. Innovation and action
3. Diversity
4. Empowerment with ownership

Support to the brief

1. [Rocket Learning Model](#) - with Whatsapp group/product demo



2. [Key Highlights](#) from our first ever convening of govt. Bodies, stakeholders, parents, and teachers on a single platform - Udaan 2023
3. [How Rocket Learning Uses Tech to Teach the Poor](#)
4. Rocket Learning [Concept Video](#)
5. [Fast Forward Pitch](#)
6. [Brand guidelines](#)
7. [Logos](#)
8. [About RL One-Pager](#)

Campaign Do's and Don'ts

Do demonstrate inclusivity and represent our diverse target audience.

Don't stereotype – avoid exploiting the socio-economic background of our audience, or depicting examples of extreme poverty.

Do enthuse and empower our audiences to be partners in addressing early education

Don't treat them like beneficiaries.

Do think global – don't get stuck in a *local* box.

The campaign must be relevant to the global south as well as India.

DON'T criticize the government, it will not serve our collaborative approach well.

Specific Deliverables

- 1x 60-second film/video in Hindi with English subtitles OR language-agnostic (ie, no VO or text-on-screen).
- Written submission:
 - A short synopsis of the film's content
 - A logline and title of the film
 - Creative messages/stories and taglines that will resonate and make parents more confident