



# STRATEGIC PLAN

# 2024-2028



# The Problem

Over 85% of brain development occurs before the age of six. Quality Early Childhood Education (ECE) ensures school readiness, substantially increases school completion and lifelong earnings, and frees up parents (especially women) to enter formal employment. It is called one of the 'greatest and most powerful equalizers' by India's National Education Policy.

However, over 35 million children in India do not have access to high quality education at the preschool level, meaning that they are not ready when they enter the first grade in school. This leads to dismal educational outcomes at the foundational learning level - 43% of low income children can't recognize letters of the alphabet and 35% numbers 1-9 in grade 1. Even worse, children have lost out on the chance to build their brain capacity and fall tens of IQ points behind their higher-income peers, as early as age six. This is a fundamental injustice that is nearly impossible to remedy later and condemns them to continue in the vicious cycle of poverty.

# The Solution

**Rocket Learning** is one of India's leading nonprofits focused on catalyzing ECE by supporting the government-run daycare systems to become high-quality preschool centers of learning, centered in their communities.

We have partnered with India's Ministry of Education, Ministry of Women and Child Development, 10 states, and MIT-J PAL to create, measure and scale impact.

We currently reach 3 million parents and children under the age of eight, at the cost of \$1.9 / child / year. Our status as the largest ECE civil society player in the country today positions us to play a major role in India's acceleration of early childhood development.



We build vibrant communities of educators to support early and foundational learning for young children. Rocket Learning's uses a hybrid in-person and online model to train and certify Anganwadi daycare workers (AWWs) as "pre-school educators", employed by the government. This includes a series of in-person trainings accompanied by the leveraging of WhatsApp groups to share digital information and nudges with AWWs on a daily basis to help improve in-classroom instruction.

In addition, Rocket Learning also helps AWWs with community engagement by helping them support caregivers more effectively and provide real-time actionable feedback and encouragement to parents and children.

In this way, caring adults are able to help the most vulnerable children build their skills through play and activities across the five domains of pre-literacy, numeracy, cognitive, socio-emotional and gross and fine motor skills.

## Impact to Date



3 million  
parents and  
children



\$1.9 / child  
per year

30

% point  
increase  
in scores\*



200,000  
anganwadi  
workers

70%

students in our  
program are  
school-ready  
by age 6\*

12X

social  
return

*\*compared to the average of 50% nationally*

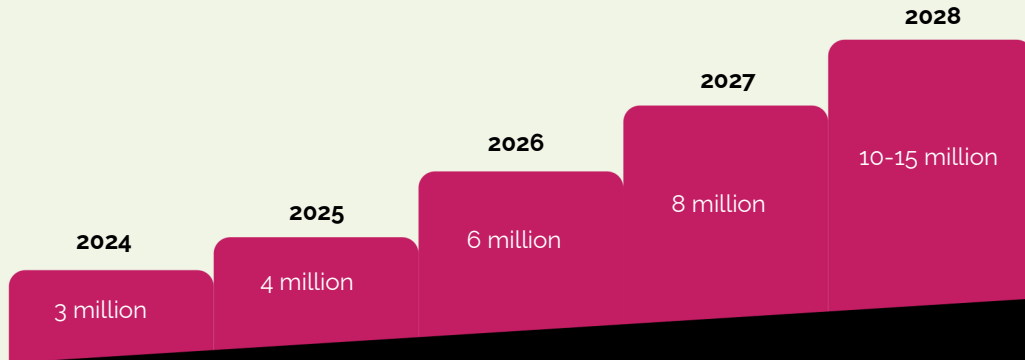
## Where We're Going

Rocket Learning will support the nurturing adults (parents, communities and anganwadi workers) in a young child's life to facilitate the child's early stimulation and learning. Additionally, our impact will move beyond education to focus on whole child development—equipping children, below the age of eight, with the skills and abilities to reach their full developmental potential.

**This means that their life trajectories are dramatically different, as they stay in school longer, earn more in life, and are healthier, both physically and mentally.**

# Path to Impact

**Impact 50 million children over 5 years** via direct interventions, in partnership with systems, to provide teachers and parents in India high-quality and scalable ECD solutions.



## High-quality Pre-K Education

- Catalyze anganwadi centers as “centers of learning” by creating similar digital communities of practice for 700,000 AWWs by 2028. These will use digital content and hybrid certification program, providing AWWs with the tools to conduct quality, play-based learning in the anganwadi.
- This results in every child receiving 2 hours of high quality preschool instruction every day in the anganwadi and empowers AWWs with the domain knowledge and tools required to conduct play-based learning (able to conduct 10+ learning activities for each ECE domain).
- Support AWWs to engage parents through online-offline models, resulting in greater awareness of ECE, improved attendance and a 2x sustained increase in weekly time spent on home learning with children.

## Scale to Cover 12+ States, covering half of India's population

- Scale up the programs to cover 12+ states which have developed and implemented a community-anchored, sustained ECD model, resulting in children's developmental gains and improved pathways for life.



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