

44%

of low-income household children in India can't recognise a single letter of the alphabet when they enter first grade.



Lack of brain stimulation in the early years stifles development: children form fewer neural connections, a setback that becomes increasingly difficult to address later in life, making it nearly impossible to catch up with peers.

OUR SOLUTION

We deliver daily learning activities to educators and parents, using low-cost AI-powered technology and behavioural change techniques to create a joyful learning environment for millions of children, supporting the Government of India.

01

FOR ANGANWADI EDUCATORS

We share daily bite-sized ready-to-teach content videos, layered with nudges and rewards, provide in-person trainings; along with an AI-powered chatbot on demand.



02

FOR GOVERNMENT

For central and state governments, we assist via policy formulation and support them in strengthening Early Childhood Education.



03

FOR PARENTS

We deliver bite-sized content for engaging children in home learning and use personalised nudges to encourage engagement.



In 6 years...
we have reached

1 in 3
VILLAGES OF INDIA

6 MILLION Children learning
400K Anganwadi educators trained
200+ Districts covered



OUR IMPACT

75%

of children achieve
school readiness, against
the national average of 50%



2X

more time is spent on
learning by caregivers
than before



\$1.5

cost per child,
per year



By 2031, we aim to reach every single child under the age of 6 in India, directly or indirectly, helping millions of underserved children become curious, joyous learners. With our low-cost, easy-to-use technology product, we're well on our way to getting there.



Check out our latest
annual report!